

1 Introduced by Council President at the request of the Mayor:
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4 **RESOLUTION 2011-322-A**

5 A RESOLUTION ENCOURAGING COMMITMENT TO THE
6 CONSERVATION OF ROADSIDE NATIVE WILDFLOWERS ON
7 STATE AND COUNTY ROADWAYS; ENCOURAGING CITY
8 STAFF TO PARTNER WITH THE FLORIDA DEPARTMENT
9 OF TRANSPORTATION AND ADJOINING PROPERTY
10 OWNERS TO PLAN AND IMPLEMENT ROADSIDE
11 MANAGEMENT PRACTICES THAT WILL INCREASE THE
12 VISIBILITY AND ENJOYMENT OF FLORIDA NATIVE
13 WILDFLOWERS; REQUESTING EMERGENCY PASSAGE;
14 PROVIDING AN EFFECTIVE DATE.
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16 **WHEREAS**, the natural beauty of wildflowers in Duval County can
17 be enjoyed by everyone, can attract guests, and can benefit
18 commerce, environmental health and public well-being; and

19 **WHEREAS**, enjoyment of native wildflowers is an occasion for
20 all county and community leaders to unite for the benefit of
21 everyone; and

22 **WHEREAS**, many naturally beautiful species of native
23 wildflowers, including Coreopsis, the state wildflower, as depicted
24 on the State Wildflower license tag, are already prominently
25 displayed along Duval County's state and county roadways; and

26 **WHEREAS**, increasing the visibility of native wildflowers in
27 Duval County is consistent with the vision of the Comprehensive
28 Plan and the goals of many individuals, businesses, and community-
29 based organizations; and

1 **WHEREAS**, the presence of native wildflowers is essential to
2 the fitness of native pollinator species necessary for productive
3 and profitable farms and forests; and

4 **WHEREAS**, in the spring of 1513, Juan Ponce de Leon named this
5 beautiful place La Florida, Land of Flowers, because of the wealth
6 of native wildflowers; and

7 **WHEREAS**, in the year 2013, native wildflowers will be a
8 prominent icon of Florida's and Duval County's quincentennial
9 celebration of Spain in Florida; and

10 **WHEREAS**, it is desirable and attainable to experience the
11 beauty of many more native wildflowers by reducing the frequency
12 and extent of roadside mowing; and

13 **WHEREAS**, the St. Johns River Northbank Riverwalk is an ideal
14 candidate to establish a pilot project corridor for management of
15 native wildflowers; now therefore

16 **BE IT RESOLVED** by the Council of the City of Jacksonville:

17 **Section 1. Encouragement.** The City Council does
18 hereby commit and encourage others to commit to the conservation of
19 roadside native wildflowers on state and county roadways, and does
20 hereby encourage City staff to partner with the Florida Department
21 of Transportation and adjoining property owners to plan and
22 implement roadside management practices that will increase the
23 visibility and enjoyment of Florida native wildflowers.

24 **Section 2. Requesting Emergency Passage, Pursuant to**
25 **Council Rules 4.901 Emergency.** Emergency passage of this
26 legislation is requested. The nature of the emergency is that the
27 grant application deadline is May 13, 2011.

28 **Section 3. Effective Date.** This resolution shall become
29 effective upon signature by the Mayor or upon becoming effective
30 without the Mayor's signature.

1 Form Approved:

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4  Office of General Counsel

5 Legislation prepared by: Florida Wildflower Foundation

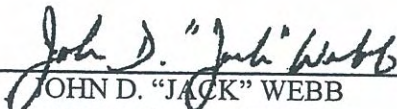
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RESOLUTION 2011-322-A

CERTIFICATE OF AUTHENTICATION

DECLARED AN EMERGENCY MEASURE AND
ADOPTED BY THE COUNCIL

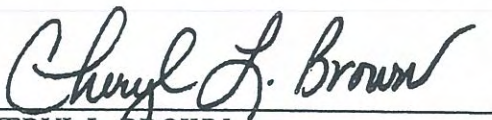
May 10, 2011



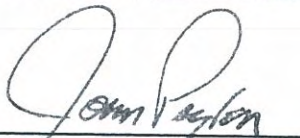
JOHN D. "JACK" WEBB
COUNCIL PRESIDENT

ATTEST:

APPROVED: MAY 12 2011



CHERYL L. BROWN
COUNCIL SECRETARY



JOHN PEYTON, MAYOR

