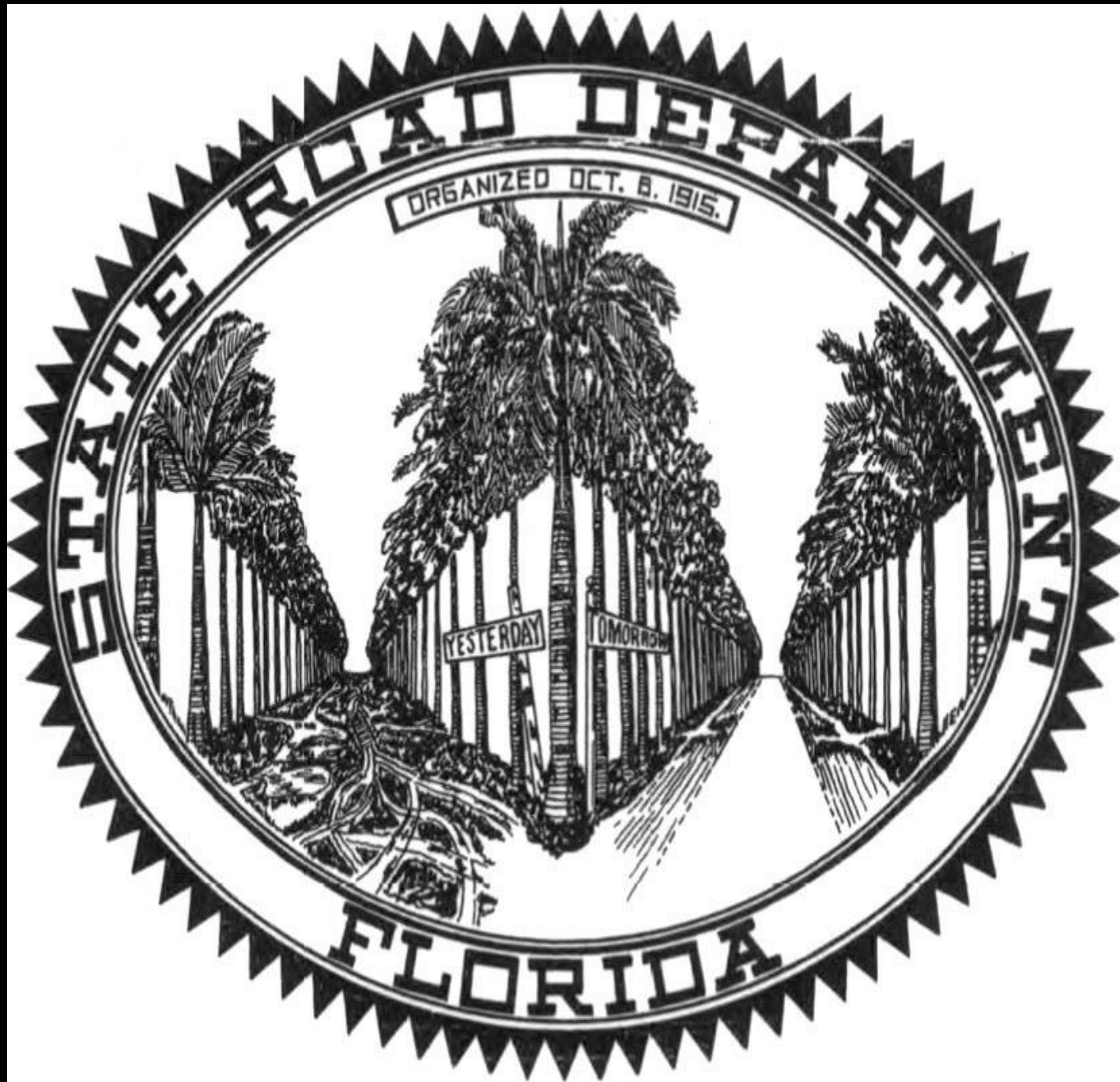


a look back “... toward the general welfare of everyone.”  
1936





*Lincoln Road, Miami, Fla.*

c.1915 Clearing for Lincoln Road  
State Archives of Florida







converted to a pedestrian mall in 1960. Designed by hotel architect Morris Lapidus

1997 - Martha Schwartz

2010 - Raymond Jungles

19 Lincoln Road

Google

Google





189?

State Archives of Florida

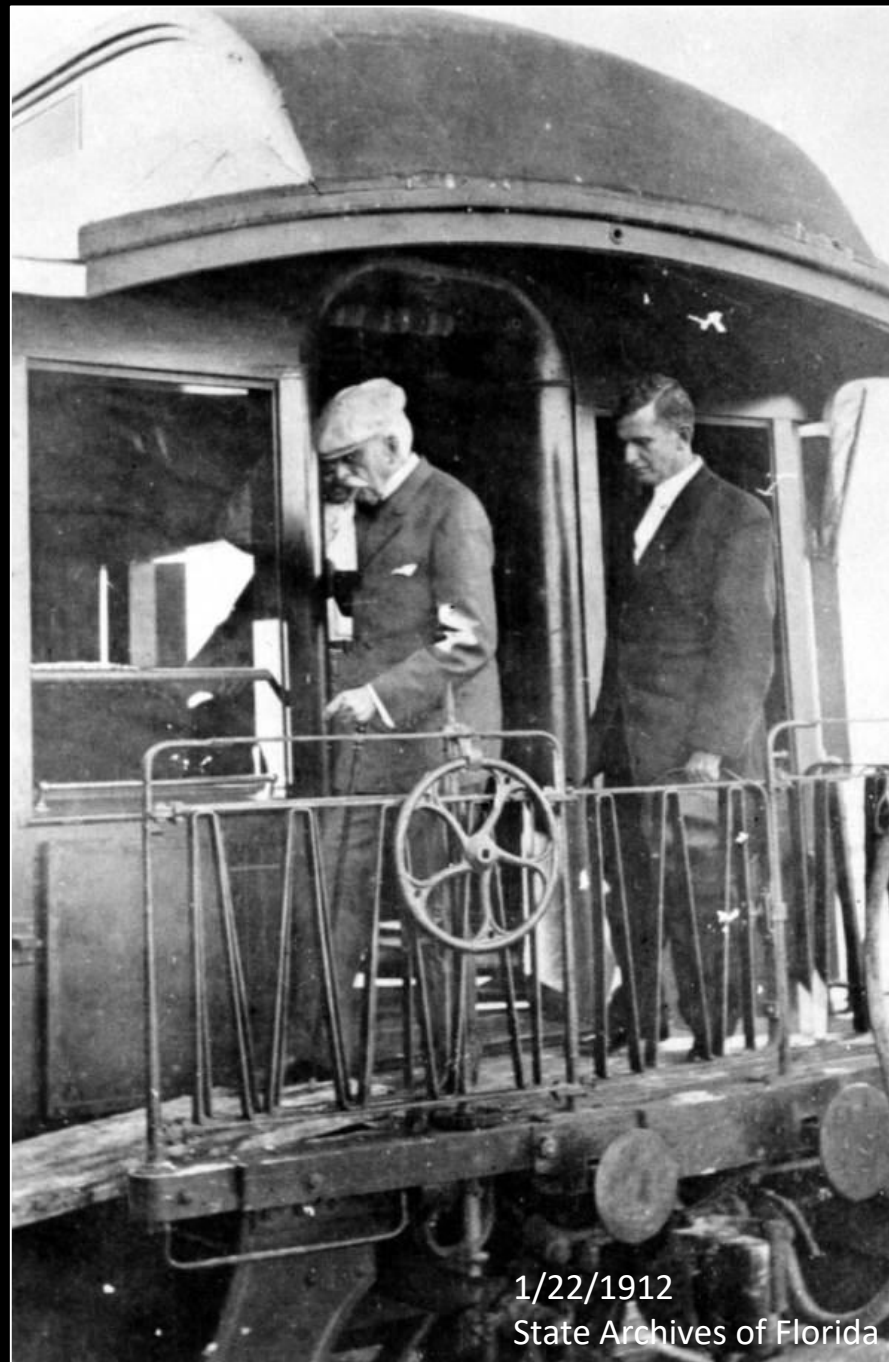
**Julia Tuttle**  
Pioneer Resident and one of Founders of Miami



195?

State Archives of Florida

**1912**  
**Henry Flagler disembarking train at Key West**



1/22/1912  
State Archives of Florida





Wilbur Jones, Chairman  
1912 - 2016

L. K. "Pic" Thompson

6. BEAUTIFICATION

It was recognized that the attractiveness of Florida highways would do much to impress our visitors from other states and make our state more beautiful. One of the first steps was to designate one of our engineers as Landscape Engineer, and he works with the District offices, as well as the Tallahassee headquarters in planning for more attractive and scenic highways throughout the State. He does a commendable job in working with garden clubs and civic organizations in the planning for beautification of our urban, as well as rural, sections of our highways.

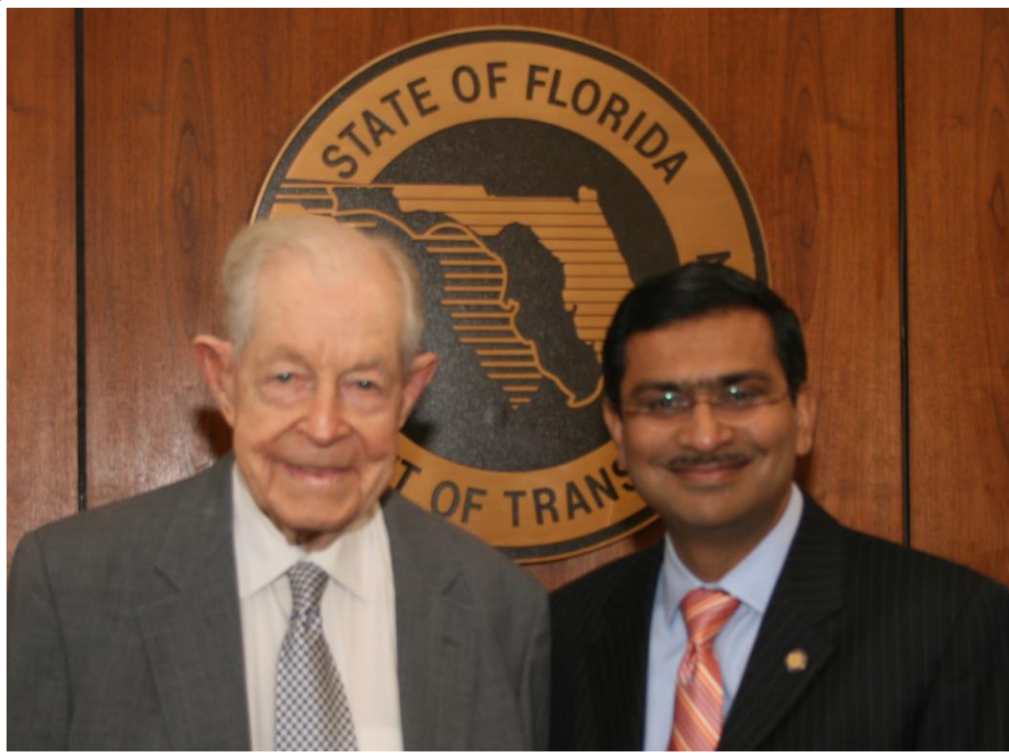
1959 Report from Chairman Jones to Governor Collins

Back in the '50s, when the department was planning for new interstate routes through urban areas, he promised the public that ***“we were not going to just erect ribbons of concrete and asphalt through their areas, but would transform them into attractive green belts with plantings of grasses, shrubbery and trees.”***



(Chairman Jones and members of the State Road Department, 1955)





1936

# ROADSIDES

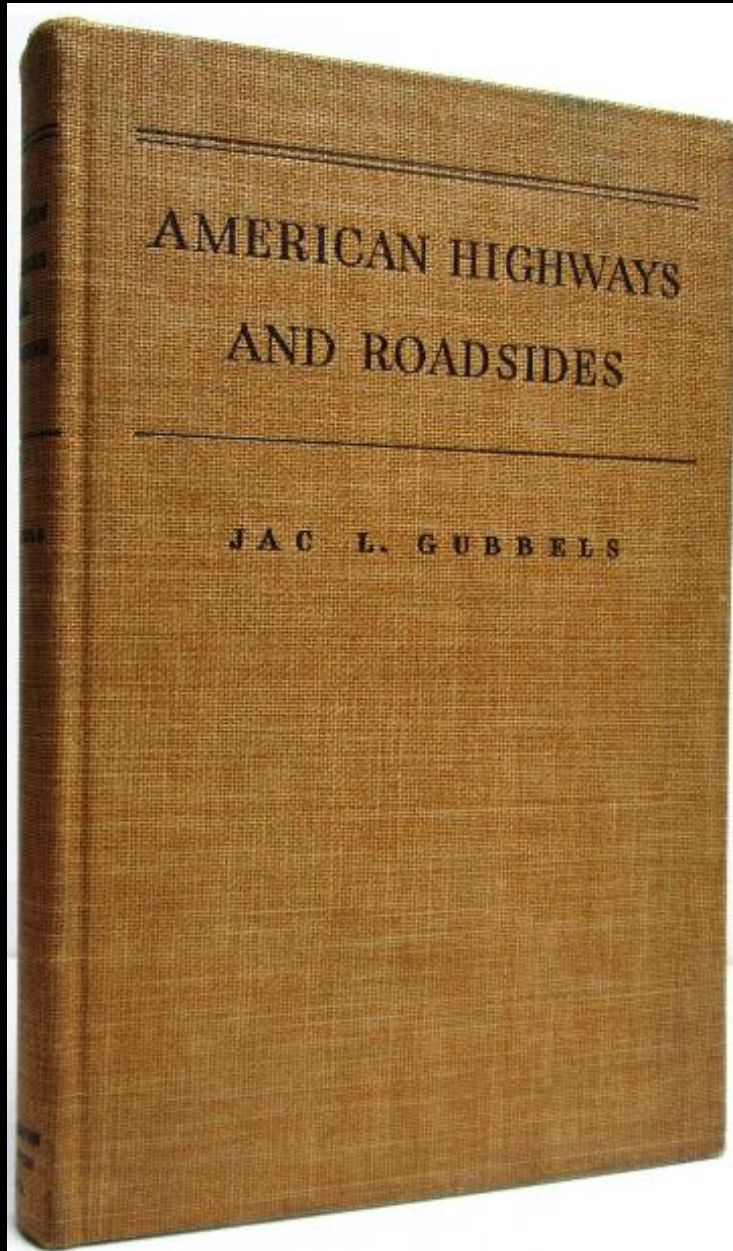
THE FRONT YARD  
OF THE NATION

What is really desired, however, is attractive and useful roadsides which can be obtained by preserving or creating a natural or an approach to a natural condition in keeping with the adjacent or surrounding country. And the significant thing about this is that to follow a natural development is outright economy in road maintenance. Such a procedure produces the most attractive and the most useful results.

p. 6

THE STRATFORD COMPANY  
PUBLISHERS, BOSTON, MASSACHUSETTS





In 1937 I succeeded Mr. Gilchrist as State Highway Engineer. Since I was not responsible for the initiation of this work, coming as I did onto the scene after it was well under way, I am in position to speak of the work done with independence, and perhaps with some authority. Beyond doubt landscaping for the preservation of roadsides, promotion of safety, and conservation of soil is the final touch to a well-rounded highway system. It justifies itself on the basis of economy alone. The incidental beauty that results from proper roadside development is an added consideration in a civilized country. The principles laid down in this pioneer book on a pioneer subject are those that will be followed by the highways of tomorrow.

JULIAN MONTGOMERY  
*Texas State Highway Engineer*



# FLORIDA HIGHWAYS



Vol. 1



DECEMBER  
1923



No. 1

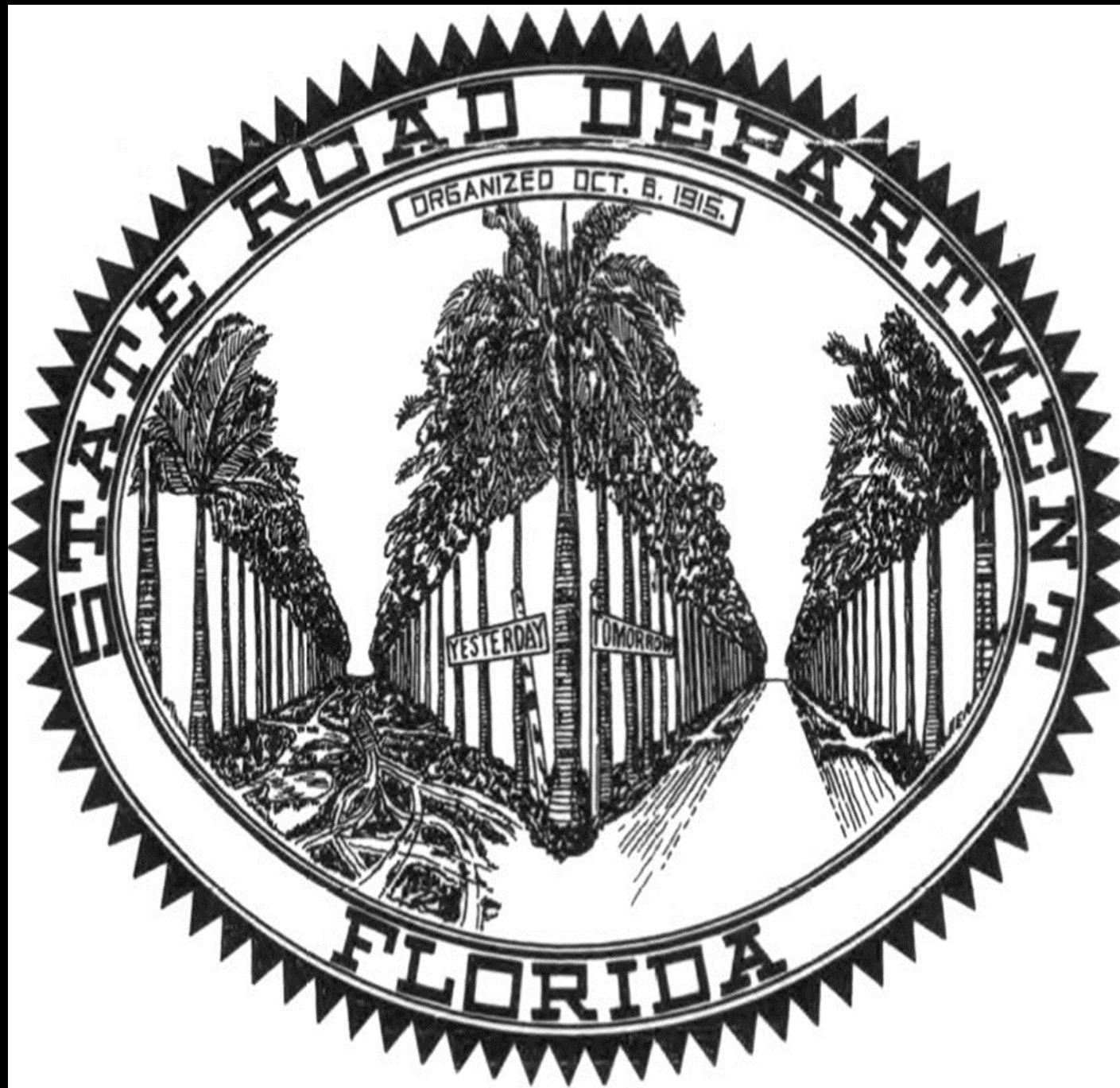


## An Historical Resume of the State Road Department

As all State work has its beginning in some kind of legislative enactment, it might be well to go back and review the various steps and laws enacted creating the present department, and some little of the history pertaining thereto.

About a generation ago an enthusiastic body of gentlemen met in Orlando for the purpose of discussing good roads. It was at this meeting the Florida Good Roads Association was founded. The Association received support from several counties and from time to time various other counties fell in line.

This Association soon realized that it would require some action of the Legislature to secure roads across counties and that a system of State Roads would have to be provided for. To this end a general plan was worked out and submitted to the Legislature in 1915.





# Good Roads Movement

From Wikipedia, the free encyclopedia

The **Good Roads Movement** occurred in the United States between the late 1870s and the 1920s. Advocates for improved roads led by [bicyclists](#) turned local [agitation](#) into a national political movement.



## FLORIDA'S ROAD SYSTEM

The "Miller" Bill, Enacted by the Legislature of  
1923, Defines the State Highway System

Located and Constructed Shall Become and be the  
Property of the State.

*Be It Enacted by the Legislature of the State of  
Florida:*

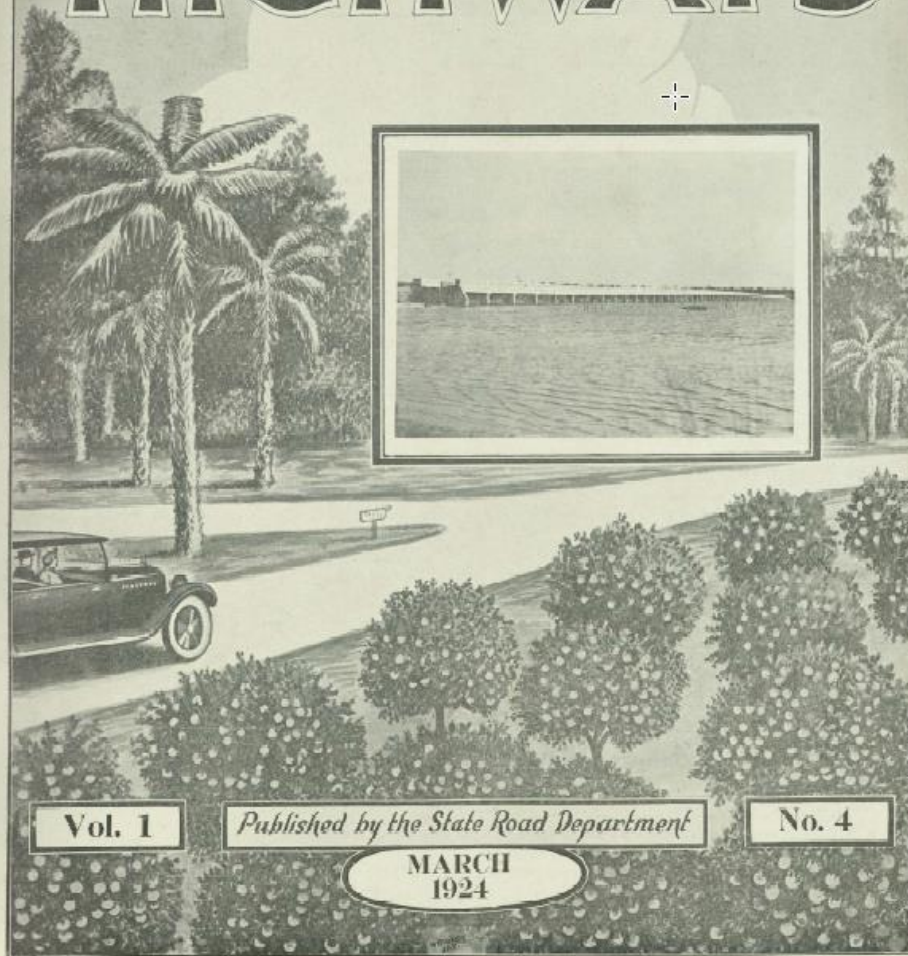
Section 1. That the following named and numbered roads be and are hereby declared, designated and established as State Roads:

Road No. 1. Extending from the Alabama State line at Nunez Ferry and from Flomaton to Jacksonville, passing through Pensacola, Milton, Crestview, Leunak Springs, Bonifay, Chipley, Marianna, Cypress, Chattahoochee, Quincy, Havana, Tallahassee, Monticello, Greenville, Madison, Live Oak, Lake City, Sanderson, Macclenny and Baldwin.

Road No. 2. Extending from the Georgia State line North of Jennings to Port Myers, via Jasper.



# FLORIDA HIGHWAYS



Vol. 1

*Published by the State Road Department*

No. 4

MARCH  
1924



# Let's Beautify Our Good Roads

By KARL LEHMANN, Chairman Orange County Beautification Commission and Chairman Beautification Committee,  
Florida Development Board.

Florida was convinced long ago of the value of good roads but we are just awakening to a realization of the possibility of beautifying our highways. This

Five things to be done in an adequate program of highway beautification.

1. Preserve great natural beauty
2. Don't clutter up the landscape with unsightly signs.
3. Provide adequate width of the highway
4. Plant trees in all parts of our state.
5. Plant trees, tens of hundreds of thousands of them, supplemented with certain shrubbery and flowers.

ing, our land would still be worth \$1,000 an acre just First, we must see to it that our great natural

"There is too much thoughtless cutting down of magnificent old trees along our highways. Most any fool can chop down in a few minutes a great tree that has taken decades and centuries to make."



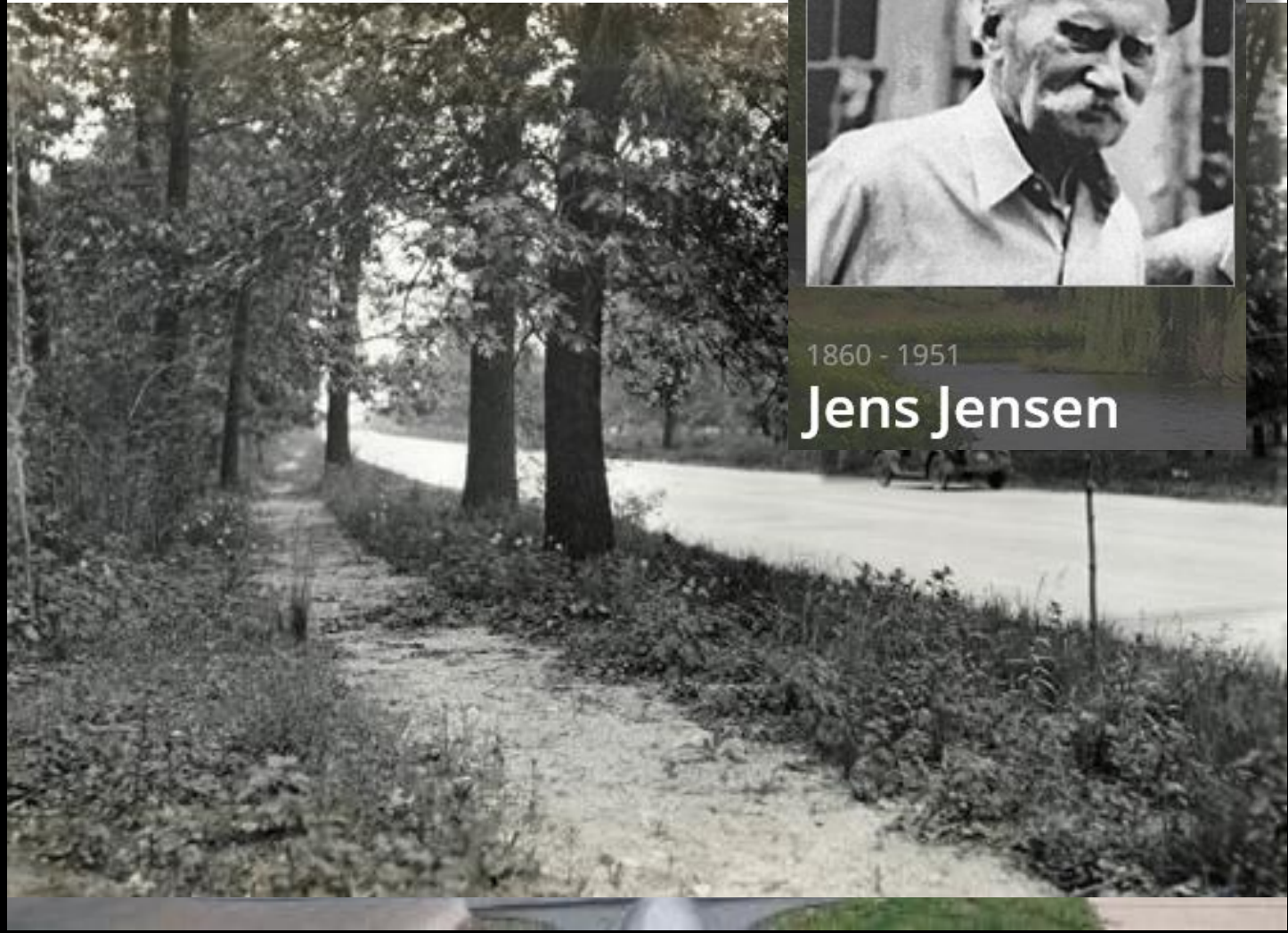
## Ideal Section

In the 1920s ...

- *Avoid “formal or regular planting”*
- *Use natural groupings of native trees and shrubs”*
- *... the footpath curves through the trees ... though only a few feet from the concrete, has constantly in view a delightful vista ...*

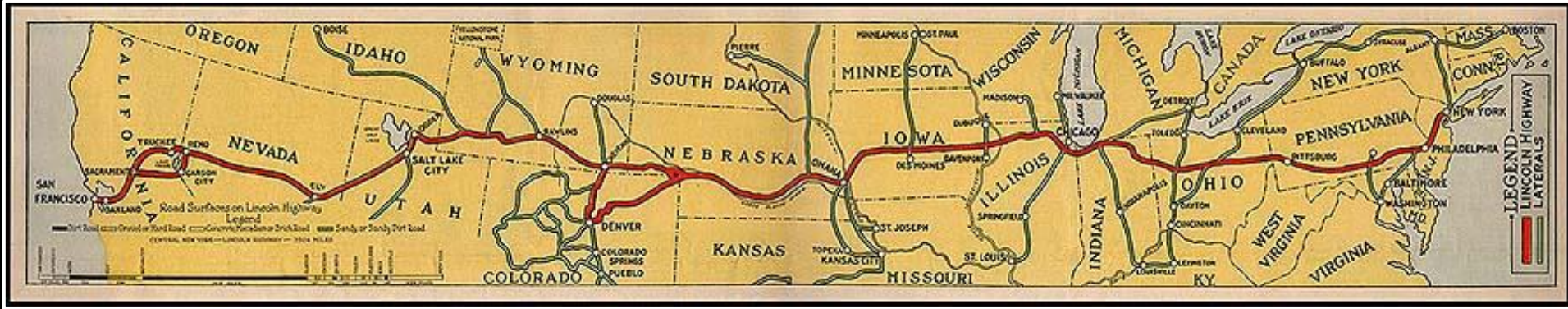
*Is expected to set a precedent in the handling of roadsides in America.*

Jens Jensen 1992 by Robert E. Grese

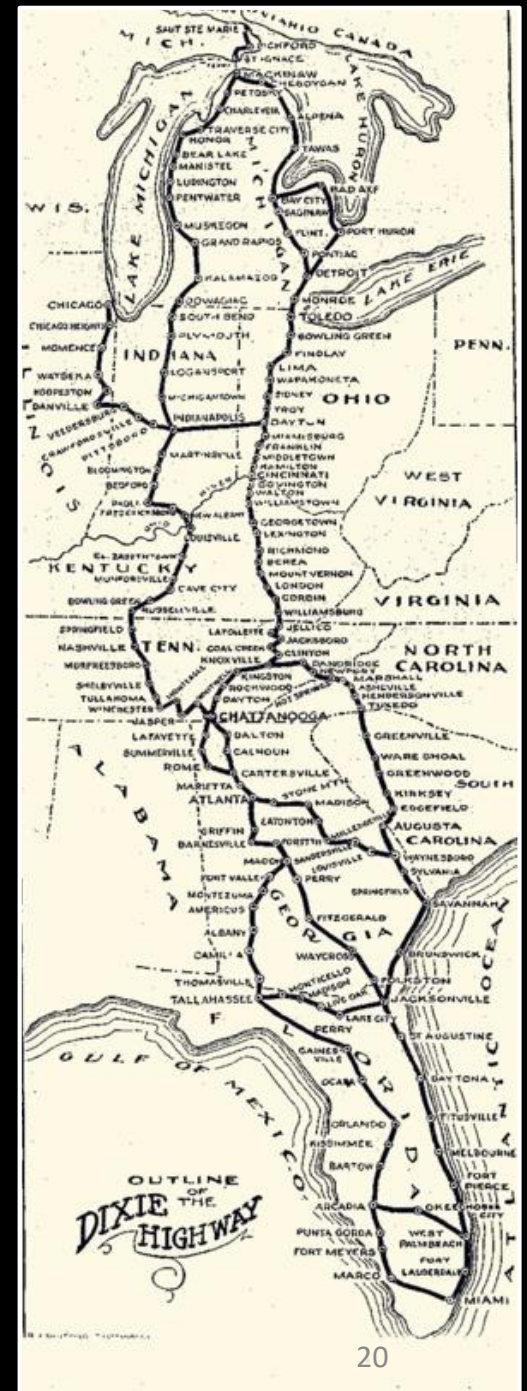




Lincoln Highway



Dixie Highway





Carl Fisher  
1874-1939



1885 - 1966

**William Lyman  
Phillips**

*"He was willing and able to meld aesthetics, divergent viewpoints, and utter practicality, and to do what the moment required, not necessarily what he wanted."* Jackson, F. R. Pioneer of Tropical Landscape Architecture, William Lyman Phillips in Florida. xxi + 274 p. Univ. Press of FL. 1997.]



Bayshore Boulevard Tampa 1927-31

Hillsborough River Parkway (with P. French) Tampa 1932

Venetian Causeway Miami Beach 1934-37

AS STATE AND COUNTY PROJECT SUPERINTENDENT

Project 102, Brickell Avenue Miami 1933-34

Project 68-B Boynton 1934-35

Project E-91 Stuart 1934-35

Red Road (Hist. Restoration, 1992) South Miami 1935-36

LeJeune Road-NW River Drive Miami 1935-36

Kendall Road South Miami 1934-35

Rickenbacker Causeway Miami to Crandon 1940-47

Florida Overseas Parkway to Key West 1937-40; 1958 (see Bibliography  
for reports)

Franklin Boulevard to State Capitol Tallahassee 1956-57 (doubtful  
whether his plan was used)



## Automobiles - 1933

*“more than nineteen million passenger automobiles registered and in operation in the US. US population in 1930 is 123 million. ... one automobile for every six persons. ... everyone makes use of the highways.”*

Bennett p. 3

## 2019

- 329 million US population
- 272 million automobiles
- One automobile for every 1.19 persons



1931 Miami  
State Archives of Florida

# POPULATION OF FLORIDA: 1830 TO 1920.

CENSUS YEAR.	Population.	INCREASE OVER PRECEDING CENSUS.		Per cent of increase for the United States.
		Number.	Per cent.	
1920.....	968,470	215,851	23.7	14.9
1910.....	752,619	224,077	42.4	21.0
1900.....	528,542	137,120	35.0	20.7
1890.....	391,422	121,929	45.2	25.5
1880.....	269,493	81,745	43.5	30.1
1870.....	187,748	47,324	33.7	22.6
1860.....	140,424	52,979	60.6	35.6
1850.....	87,445	32,968	60.5	35.9
1840.....	54,477	19,747	56.9	32.7
1830.....	34,730	.....	.....	.....

1930  
1.47 million

2019  
21.64 million



1929 Tallahassee  
Martin Building Constructed 1925  
State Road Department Building until 1948  
Adams St @ Jefferson  
State Archives of Florida



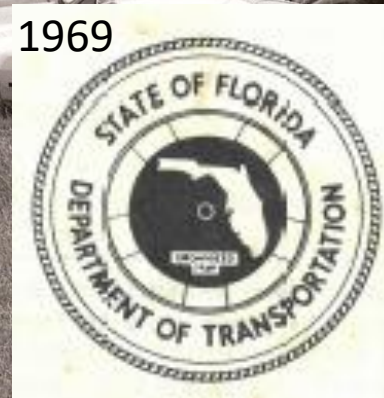








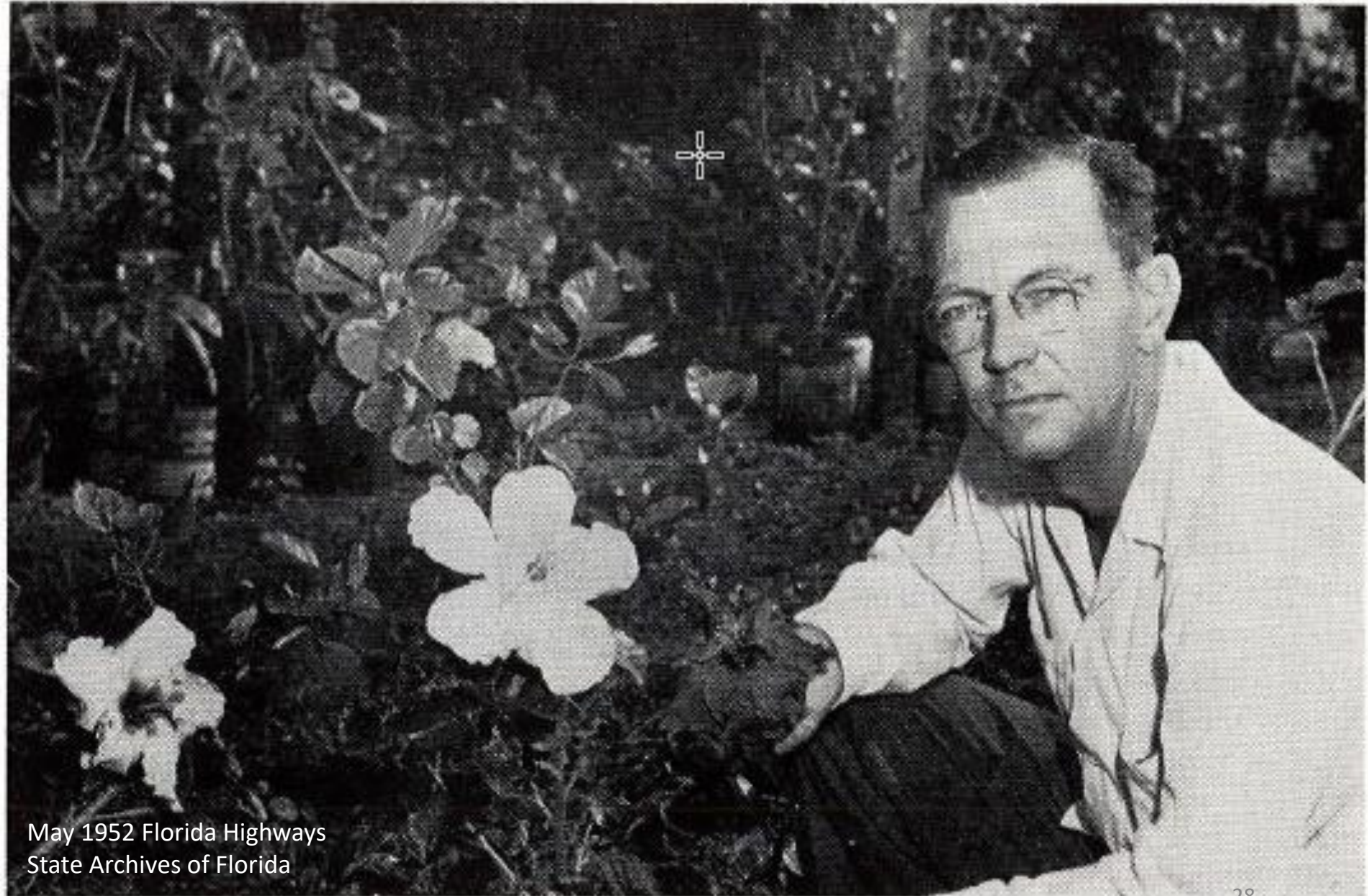
1969





Landscape Engineer  
Started at the State Road  
Department in 1937

*L. K. "Pic" Thompson*



May 1952 Florida Highways  
State Archives of Florida





## THE BEAUTY OF AMERICA



" For over three centuries the beauty of America has sustained our spirit and enlarged our vision. We must act now to protect this heritage.

" In a fruitful new partnership with the states and cities the next decade should be a conservation milestone. We must make a massive effort to save the countryside and establish - as a green legacy for tomorrow - more large and small parks, more seashores and open spaces than have been created during any period in our history.

" A new and substantial effort must be made to landscape highways and provide places of relaxation and recreation wherever our roads run.

" Within our cities imaginative programs are needed to landscape streets and transform open areas into places of beauty and recreation. "

From President Johnson's State of the Union  
message to Congress, Jan 4, 1965

# Ron DeSantis' inaugural speech: Read the full transcript

**Posted:** 12:51 PM, Jan 08, 2019 **Updated:** 37 minutes ago

**By:** WFTS Digital Staff



*"People want to come to Florida because of its natural beauty. Tourism ... helps spread the tax burden to non-Floridians, limiting taxes on our citizens."*



*“... roadside development serves to attract people to the community ... and also results in a direct increase of adjacent property values..”*

Bennett pp. 211 – 212, 214



Daytona  
Biketoberfest 2018  
Quick Throttle Magazine

So?





Sun 5/19/2019 11:40 AM

Thibault, Kevin

Our Next Chapter

To FDOT-outlook users

Dear FDOT Employees:

We can always look back to history to see how transportation was a major part in the foundational development of our country – from the placement of the ‘Golden Spike’ on May 10, 1869 that completed the First Transcontinental Railroad, to President Eisenhower’s signing of the *Federal-Aid Highway Act* on June 29, 1956 that was the springboard of the national Interstate Highway System, to the crew of Apollo 11 landing on the moon on July 20, 1969. Each event became the catalyst for something bigger in the country’s quest to efficiently move ‘people and goods’, especially as this nation founded in the belief of democracy continued to grow.

## Senate Bill (SB) 7068 creating the Multi-use Corridors of Regional Economic Significance (M-CORES)



Our Mission: The department will provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity, and **preserves the quality of our environment** and communities.

for the road(s) ahead ...  
what can we learn looking back at the front yard of the nation?



*"Though the word beautification makes the concept sound merely cosmetic, it involves much more," she said. "Clean water, clean air, clean roadsides, safe waste disposal and preservation of valued old landmarks as well as great parks and wilderness areas."*

Mrs. Johnson



AMERICA  
The  
Beautiful



## Beauty

*“Roadsides ... day after day ... their effect upon the mental attitude of the public is much greater than is generally supposed”*

Bennett p 46-47



PLATE IV

Plantings of native shrubs should be arranged in an informal manner



## Intrinsic Worth

*“Theoretically, at least, the improved appearance of the roadsides exercises a quieting or soothing effect upon the mind and lessens the possibility of distraction.”*

Bennett pp. 213





## Roadside Development

*"If there is anything that any public organization can do ... to uplift the mental attitude of individuals, then it is a clear cut moral duty and should be executed without hesitation. ... everyone who makes use of automobiles cannot help but appreciate improved highways, shaded drives, and pleasant and attractive roadsides..."*



## Roadside Development

*“... roadside through the open country cannot be maintained to the same degree as a private estate, home garden, or boulevard, without an excessive use of funds and it should therefore not be planted according to such a standard.”*

Bennett p. iv



192? Dixie Highway  
State Archives of Florida



## Roadside Development

*“Many well-meaning individuals and organizations have stressed the beautiful at the expense of the practical and necessary.”*

Bennett p 5





## Roadside Development

*“Enthusiastic supporters of roadside beautification frequently advocate for the use of inappropriate and impractical planting material or an improper arrangement or quantity of plants... Such permission should never be granted...”*

Bennett p iv

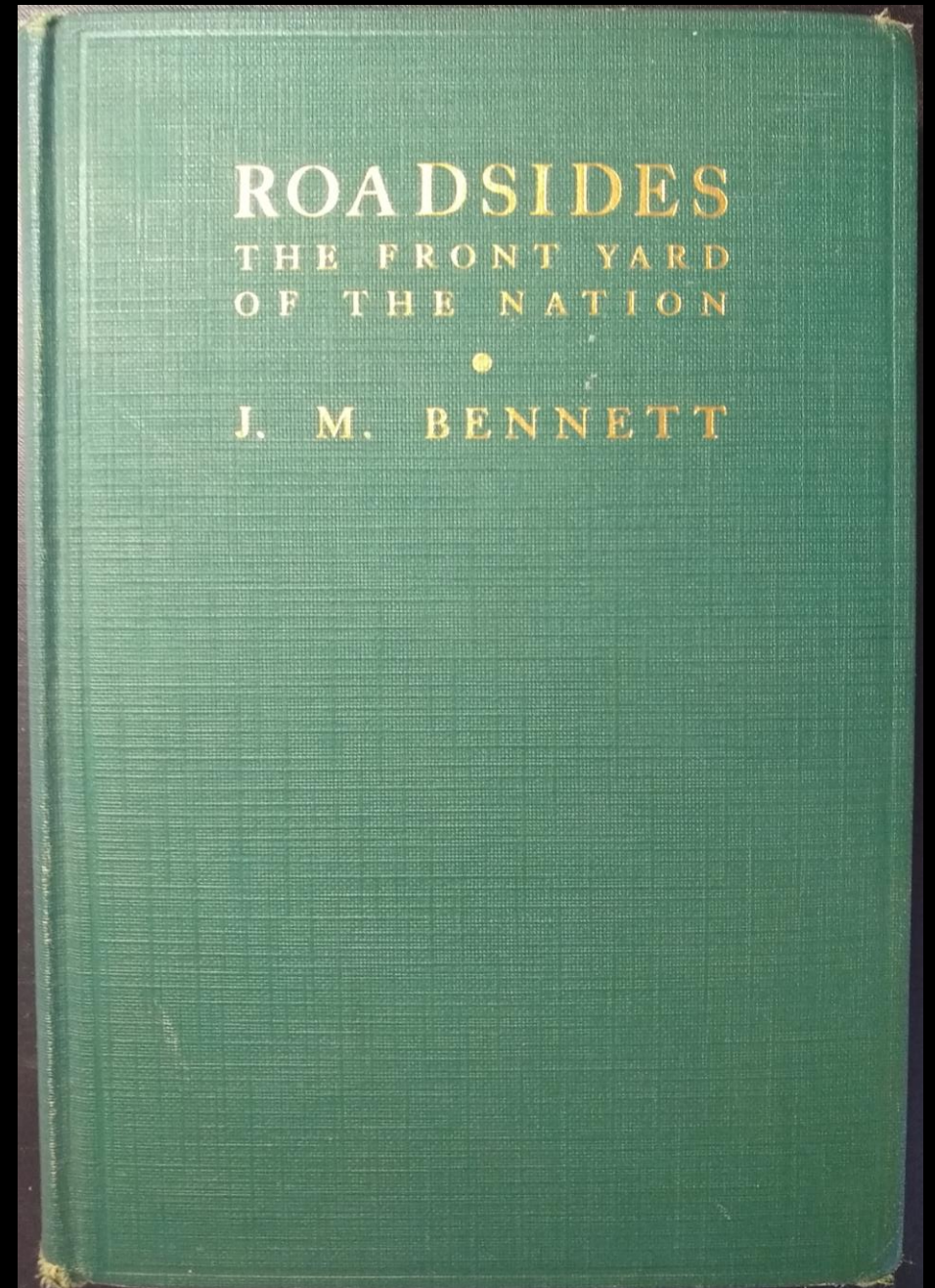


1941 Key West  
State Archives of Florida

## Roadside Development

*“What is really desired, however, is attractive and useful roadsides which can be **obtained by preservation or creating a natural or an approach to a natural condition in keeping with the adjacent or surrounding country.** And the significant thing about this is that to follow a natural development is outright economy in road maintenance. Such a procedure produces the most attractive and the most useful results.”*

Bennett p. 6







A desirable example of the nation's front yard



19??

State Archives of Florida





19??

State Archives of Florida



Along the Indian River at Olympla Beach, Fla.



23697

1926  
State Archives of Florida



## Upkeep

*“... for most roadsides ... the public cannot afford and should not be asked to pay an unreasonable amount of money annually for the intensive maintenance necessitated by such planting.*

*Many landscape plans for roadsides are impractical...”*

Bennett p. 173



2019 Tallahassee  
J. Caster



## Upkeep

*“... if the exorbitant costs of watering were realized, a more favorable opinion would result.”*

Bennett p. 173



City of Miramar  
[hazenandsawyer.com](http://hazenandsawyer.com)





Constructed 312-264 BC

## Roadside Development

*"The improvement of roads in all parts of the world since the earliest times has been followed by the planting of roadside trees. ... the planting of them alone will cost less and render the greatest service over the longest period of time."*

Bennett p. iv



## Roadside Development

*“... The use of trees ... is well worth the money spent for their planting and maintenance.”*

Bennett p. 7



Mahan Drive US 90  
Jefferson Tourist Development Council







## Roadside Development

*“Roadsides constitute **the front yard** of every community and because of this, if for no other reason, they should be developed and maintained in a manner befitting such a distinction.”*

Bennett p 1

1923  
State Archives of Florida

HENDRY COUNTY  
WELCOMES YOU



Helen Johnson Hendry  
1930-2016  
RLA #0000003  
First Lady of Landscape Architecture in Florida  
FNLGA Hall of Fame



## CHAPTER 65-419

## SENATE BILL NO. 806

(3) "Landscape architecture" means the performance of professional services such as consultation, investigation, reconnaissance, research, planning, design or responsible supervision in connection with the development of land areas, where and to the extent that the dominant purpose of such service is the preservation and enhancement of natural land features, ground cover and planting, and naturalistic and esthetic values. This practice shall include the design, location and arrangement of such tangible objects and features as are incidental and necessary to the purposes outlined herein, but shall not include the making of land surveys or final land plats for official recording; provided, however, that nothing contained herein shall preclude a duly registered landscape architect from performing any of the services described in the first sentence of this subdivision, and provided that nothing contained herein shall pre-

vided, however, that nothing contained herein shall preclude a duly registered landscape architect from performing any of the services described in the first sentence of this subdivision, and provided that nothing contained herein shall pre-

## STATEMENT OF POLICY

### Conservation of Landscape Features and Land Values

Engineering requirements and landscape architectural objectives should be carefully coordinated during the stage of location and design. The designer should take full advantage of the natural lay of the land and of natural and manmade features of the route. Where feasible, adjustments in alignment, profile, and cross section should be made to reduce disturbance and possible damage to streams, trees, and other natural features. The designer should try to preserve the natural slopes within the right-of-way. He should not overlook possibilities for saving areas of undisturbed woods and sites for safety rest areas as a part of the total design. Conservation of such landscape features frequently results in the introduction of terrain-fitting curvature in place of long tangents in alignment; thereby reducing the areas of cut and fill slopes and providing a reduction in the cost of erosion control measures as well as reducing annual highway maintenance. Desirable trees which will not interfere with construction or future traffic should be saved.

## A POLICY ON LANDSCAPE DEVELOPMENT FOR THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS



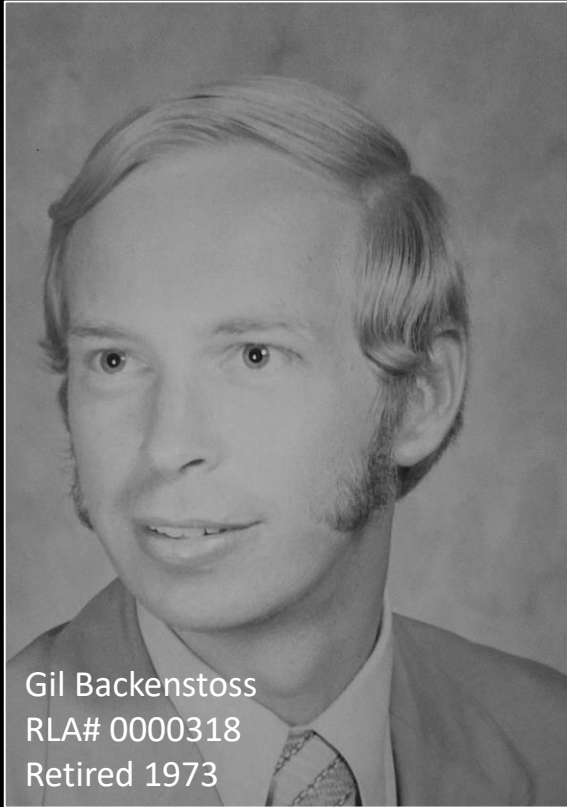
1961

Prepared by Operating Committee on  
Roadside Development  
Adopted January 25, 1961

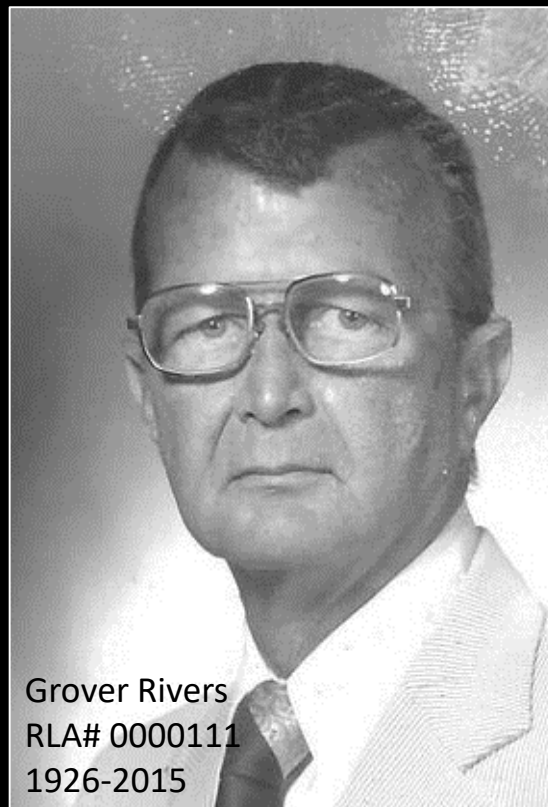
Copyrighted 1961

Published by  
American Association of State Highway Officials  
917 National Press Building  
Washington 4, D. C.

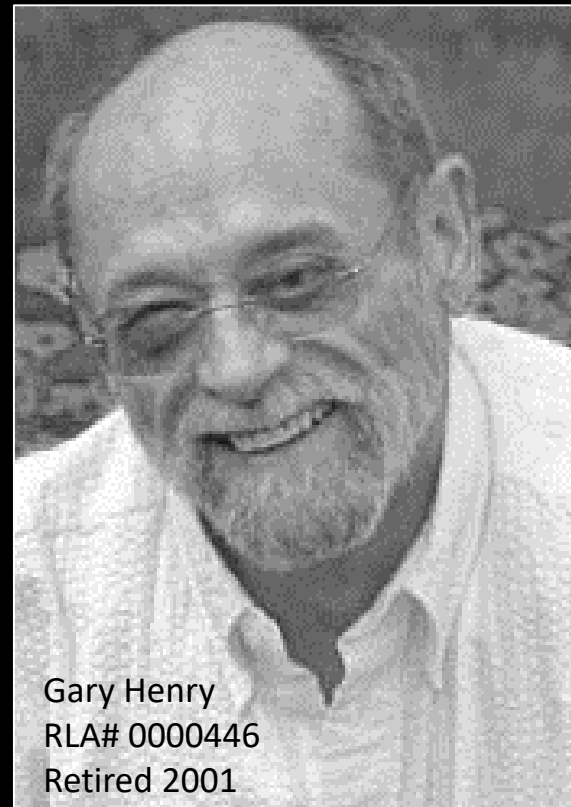




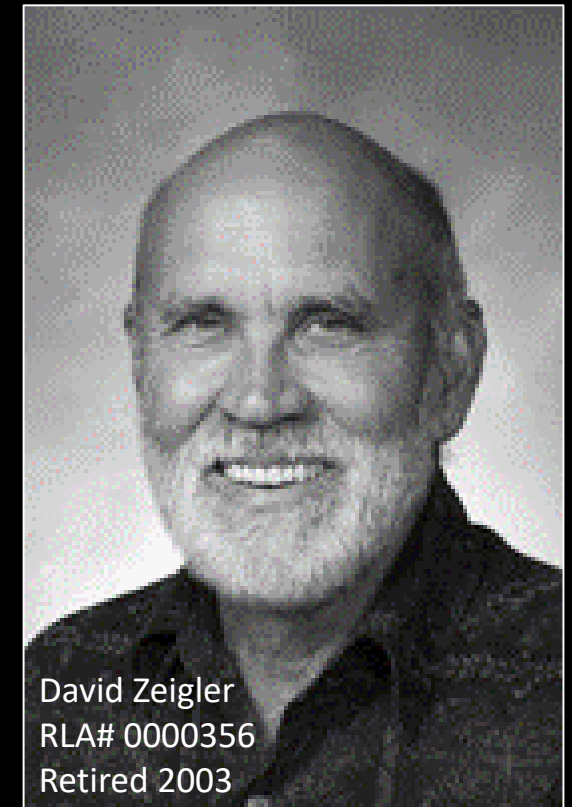
Gil Backenstoss  
RLA# 0000318  
Retired 1973



Grover Rivers  
RLA# 0000111  
1926-2015



Gary Henry  
RLA# 0000446  
Retired 2001



David Zeigler  
RLA# 0000356  
Retired 2003

## Roadside Development Coordinators (Landscape Architects) 1960s-2000

### Roadside Development

*"... several closely related operations designed to improve the appearance and usefulness of roadsides. ... between the travelled way or roadbed and the property lines."*

Bennett p i



Florida-map.org



FDOT District Two

*“... roadside development...the practical improvement of the roadsides for the best use and benefit of the public. ... accomplished without lavish exemplification of the beautiful and also without a neglect of undesirable features, is the ideal.”*

Bennett p. 218



## Roadside Development

*“States and counties were slow to use public funds for such a purpose until the question of necessity was proven and until the public demanded action..”*

Bennett p 4





# Trees

*“a public necessity ...  
publicly owned ... open to  
the view of every passer-  
by.”*

Bennett pp. 35-37



Banyan Tree, St. Gaudens Road, Coconut Grove, Miami, Fla.

Photo by G. W. Romer

19??  
State Archives of Florida





ONE OF THE INVITING ROADSIDE PARKS ALONG THE TEXAS HIGHWAYS

Planted with trees, these areas, of which there are some four hundred in the State, provide the motorist with a chance to stop and rest on long Texas drives

1938 Nature Magazine

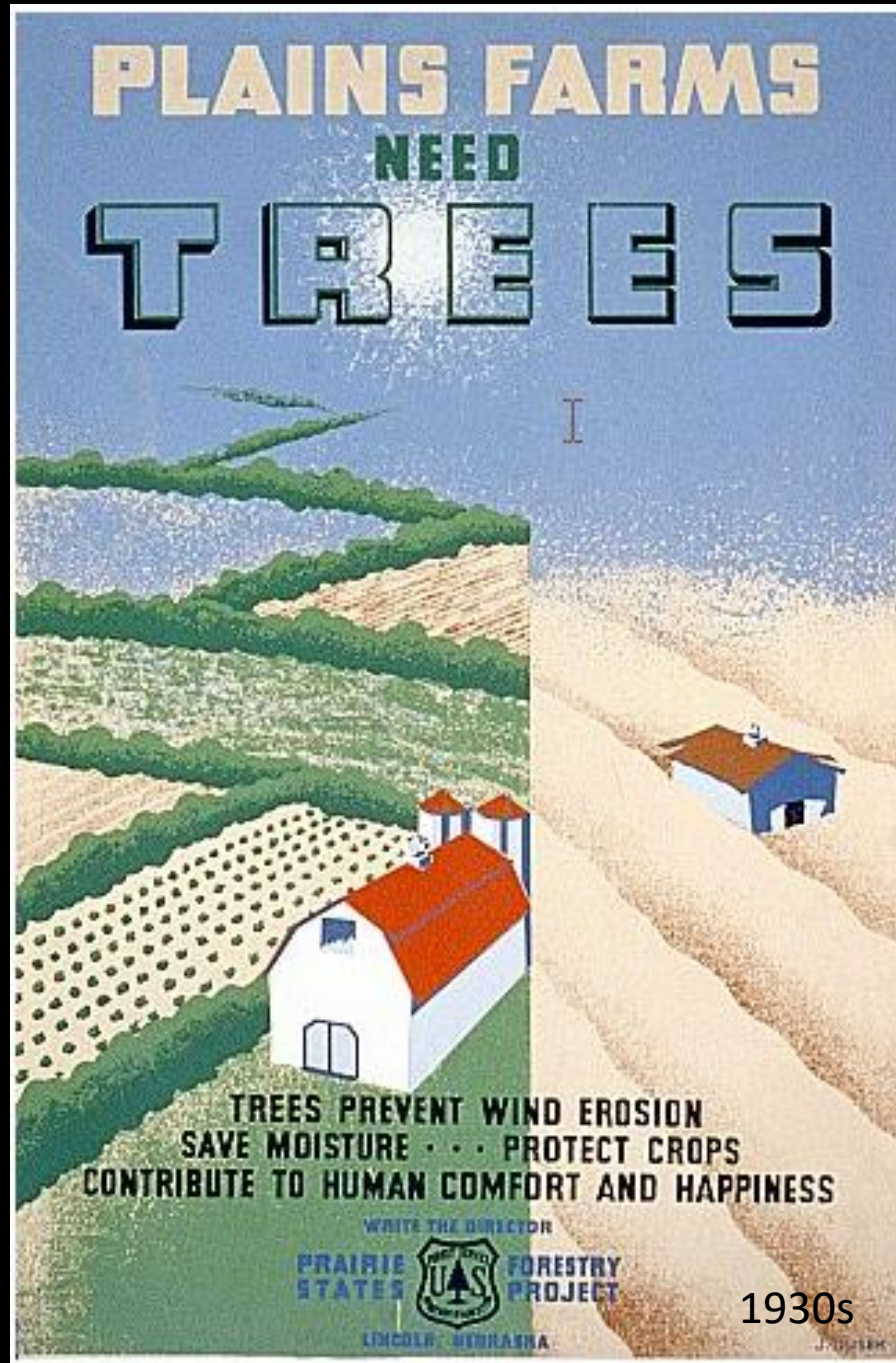
# Trees Cool

## Intrinsic Worth

*“Planting ... creates a natural reservoir of soil water which may be gradually released over a period of time. This retards and regulates the flow of water into ditches and drains.”*

Bennett pp. 208-9

Trees; Nature's stormwater regulators





## Intrinsic Worth

*“Price is not an absolute yardstick for value. ... If the true value were known, it would become much more desirable and its necessity would be much more evident.”*

Bennett pp. 208-9



*“... quality of plant ... is so important that it may be solely responsible, in many instances, for the success or failure of the work.”*

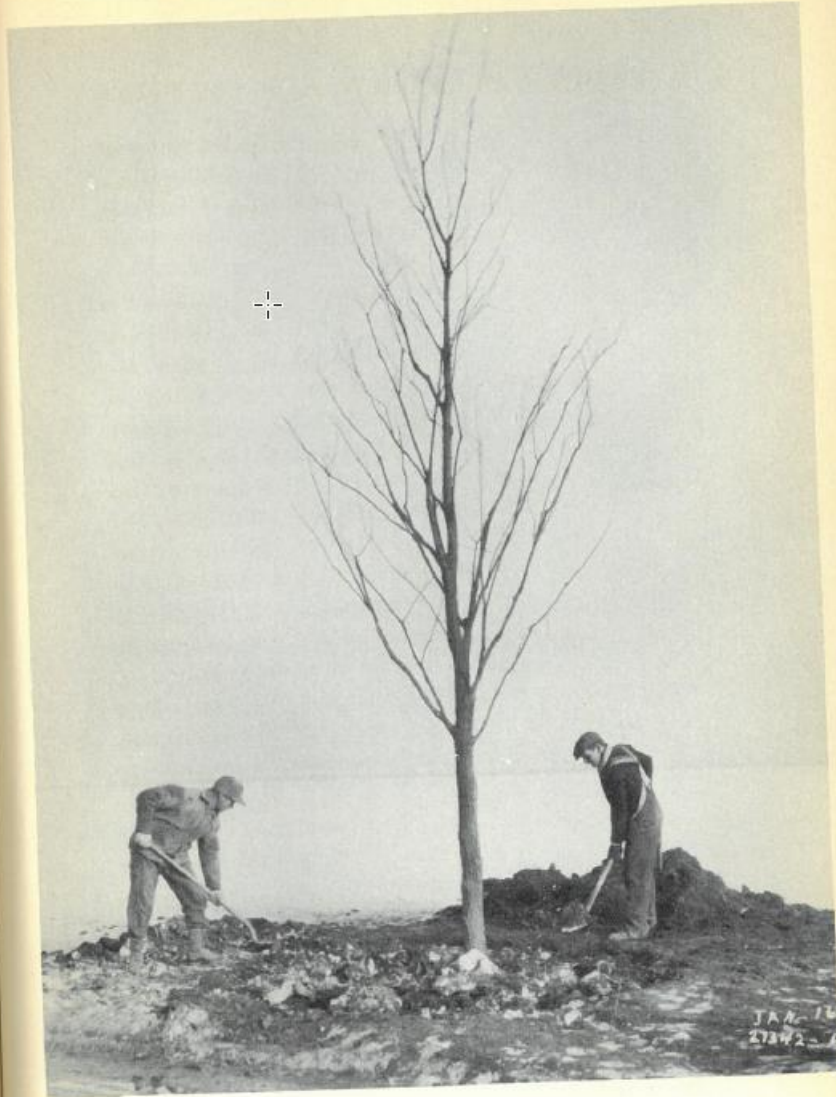


PLATE XIII

The careful pruning and planting of large trees will reduce the loss to a minimum (six-inch American Elm)





PLATE III

Informal plantings of sugar maples and white birch are especially attractive along the highways

*“... planting roadside trees in rows ... is largely because of lack of space. Usually only a very narrow planting strip is available...”*

Bennett p. 31



1958 US17 Sanford  
State Archives of Florida



*“... skilled and trained help is required and reasonable budgets are necessary. ... as necessary ... as to the successful construction and maintenance of a concrete road.”*

Bennett p iii



1929 - Bald cypress trees along Kissimmee Highway  
State Archives of Florida





Leon County  
Visit Florida

*“Money appropriated for roadside development without provision for future maintenance is largely wasted.”*

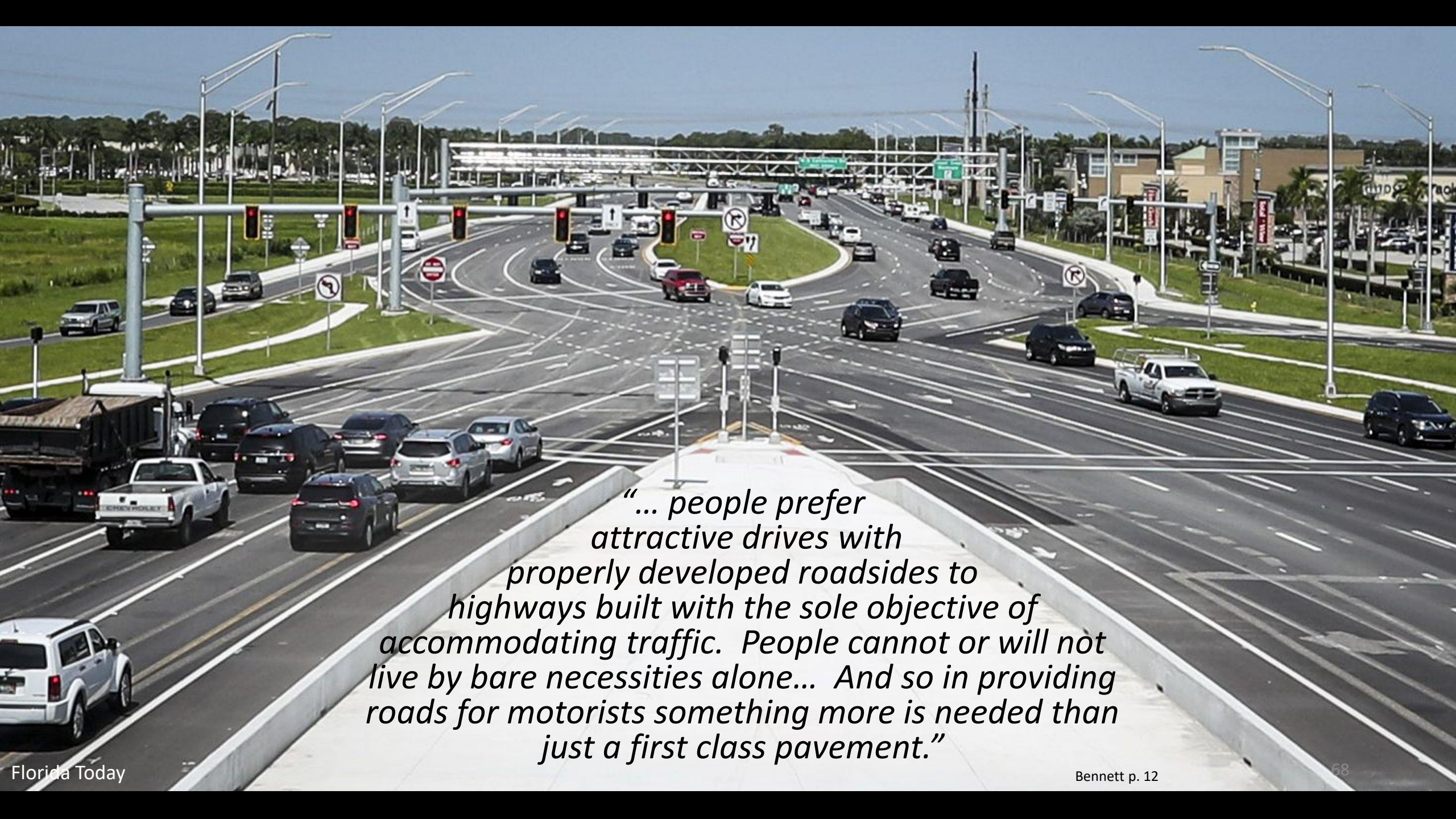
Bennett p. 171



*“To those who have given the matter little thought, the securing of trees and shrubs of various kinds and the planting of them along the road seems relatively simple.”*

Bennett pp. 225-226





*“... people prefer attractive drives with properly developed roadsides to highways built with the sole objective of accommodating traffic. People cannot or will not live by bare necessities alone... And so in providing roads for motorists something more is needed than just a first class pavement.”*





*The visitor was provided a glimpse of the destination, and then treated to a pleasant (but relatively direct) scenic drive to admire the beauty of the landscape.*

- No. 1. Mansion. 94 by 47.  
 2. Kitchens.  
 3. Store Houses.  
 4. Green House.  
 5. Gardners House.  
 6. Brick Stables.  
 7. Summer Houses.

Entered according to Act of Congress in the year 1859, by G. & F. BILL, the Clerks Office of the District Court of Massachusetts.

BIRDS EYE VIEW OF  
**MT VERNON,**  
 THE HOME OF WASHINGTON.

8. Tomb.  
 9. Seed House.  
 10. Lawn in Rear.  
 11. Vegetable Garden.  
 12. Flower Garden.  
 13. Plank Walk to Landing.  
 14. Orchard.





***“Attention should be given during the preliminary planning to those elements that add to the attractiveness of the route.”***

1961 AASHO Statement of Policy

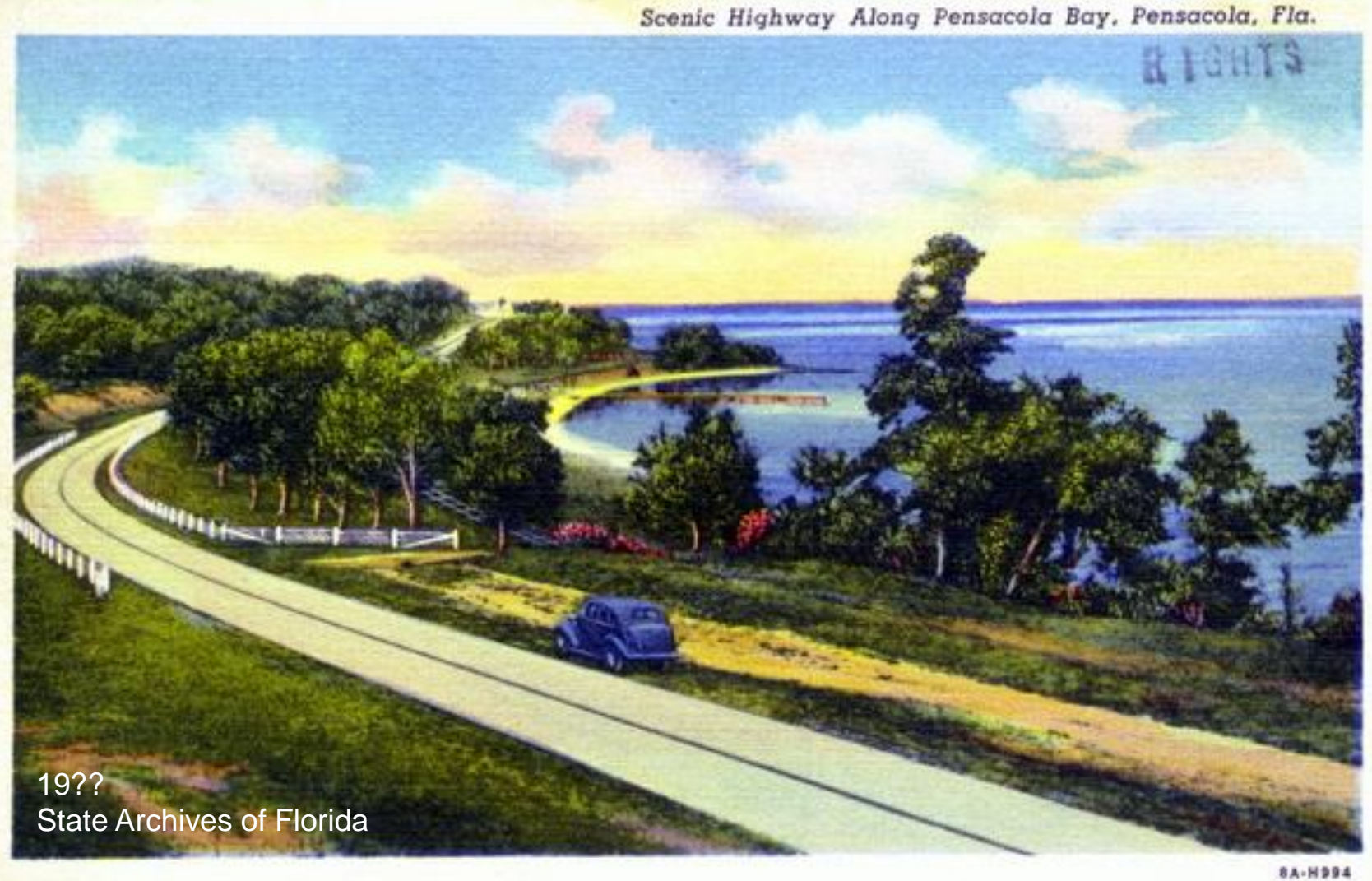
***“....coordinate roadway and roadside design to fit highway locations into the topography to conserve outstanding landscape features and to preserve the economic and aesthetic values of abutting land.”***

1965 AASHO Operating Committee on Roadside Development



*"The 'complete highway' ...is soundly engineered, is of attractive, if not beautiful appearance, safe for its users, and a desirable asset to the environment through which it passes."*

1965 AASHO Operating Committee on  
Roadside Development



# Complete

*“Complete road organization”*

*“Complete annual maintenance”*

Bennett p. 205



Florida Department of  
**TRANSPORTATION**

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## Complete Streets Implementation

Complete Streets Implementation

### Welcome





### Latest Updates

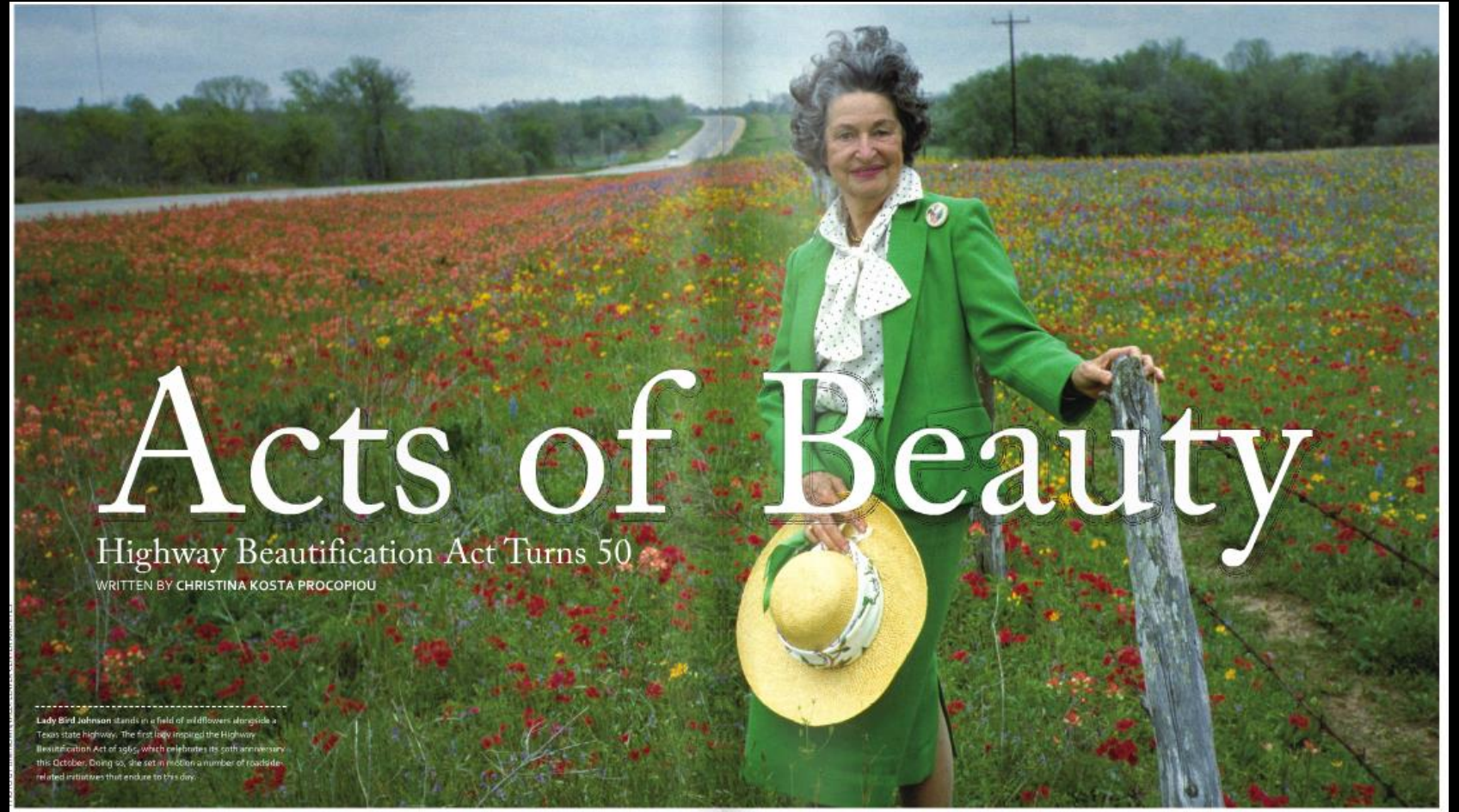
- 2018 FDOT Design Manual recognized as one of the Best Complete Streets initiatives of 2017
- FDOT Design Manual
- Milestone: FDOT Context Classification Document
- District Complete Streets Coordinators
- FDOT Complete Streets Brochure





October 22, 1965

Photo: LBJ Library Photo: by Frank Wolfe



# Acts of Beauty

Highway Beautification Act Turns 50

WRITTEN BY CHRISTINA KOSTA PROCOPIOU

Lady Bird Johnson stands in a field of wildflowers alongside a Texas state highway. The first lady inspired the Highway Beautification Act of 1965, which celebrates its 50th anniversary this October. Doing so, she set in motion a number of roadside-related initiatives that endure to this day.

*“...to protect the public investment in such highways, to promote the safety and recreational value of public travel, and to preserve natural beauty.”*

23 U.S. Code § 131





***"It shall be the policy of the state to conserve and protect its natural resources and scenic beauty."***

Constitution of the State of Florida, Article II, Section 7 (a) Adopted, 1968





*"...assure for all Americans safe, healthful, productive and aesthetically and culturally pleasing surroundings."*

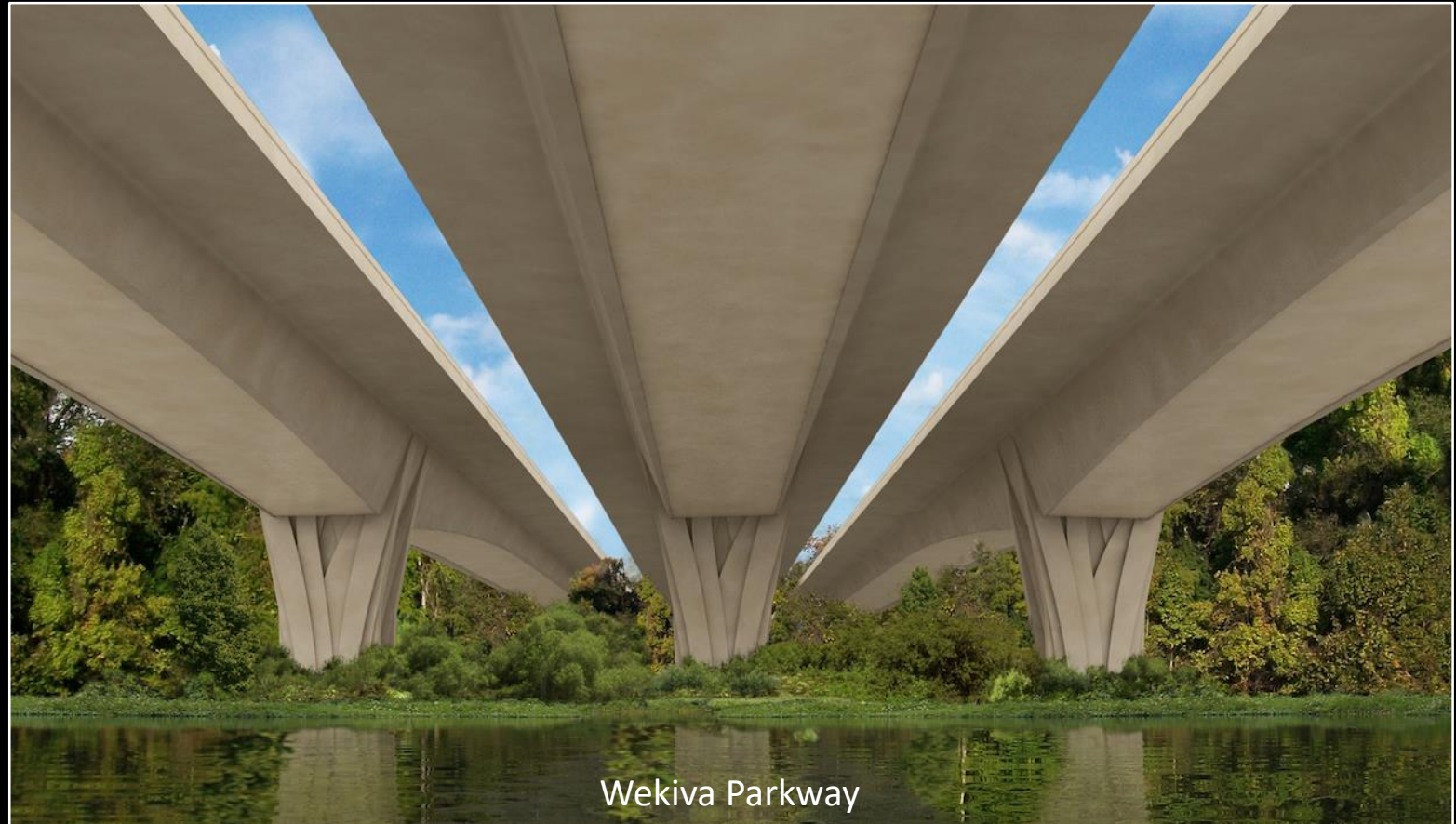
1970 National Environmental Policy Act





## A Look Forward

*"We give priority to aligning transportation decisions with land use and community development decisions to create great places in established urban center, emerging markets, small towns and rural areas."* p. 17



Wekiva Parkway

*"The state's unique natural environment is central to our economy, our quality of life, and our identity as Floridians ... we will restore and preserve the beauty of Florida for generations to come."*

Florida Governor Ron DeSantis March 5, 2019 State of the State Address



## Roadside Development

*“what is really desired, however, is attractive and useful roadsides which can be obtained by preservation or creating a natural or an approach to a natural condition in keeping with the adjacent or surrounding country. And the significant thing about this is that to follow a natural development is outright economy in road maintenance. Such a procedure produces the most attractive and the most useful results.”*

Bennett p. 6

