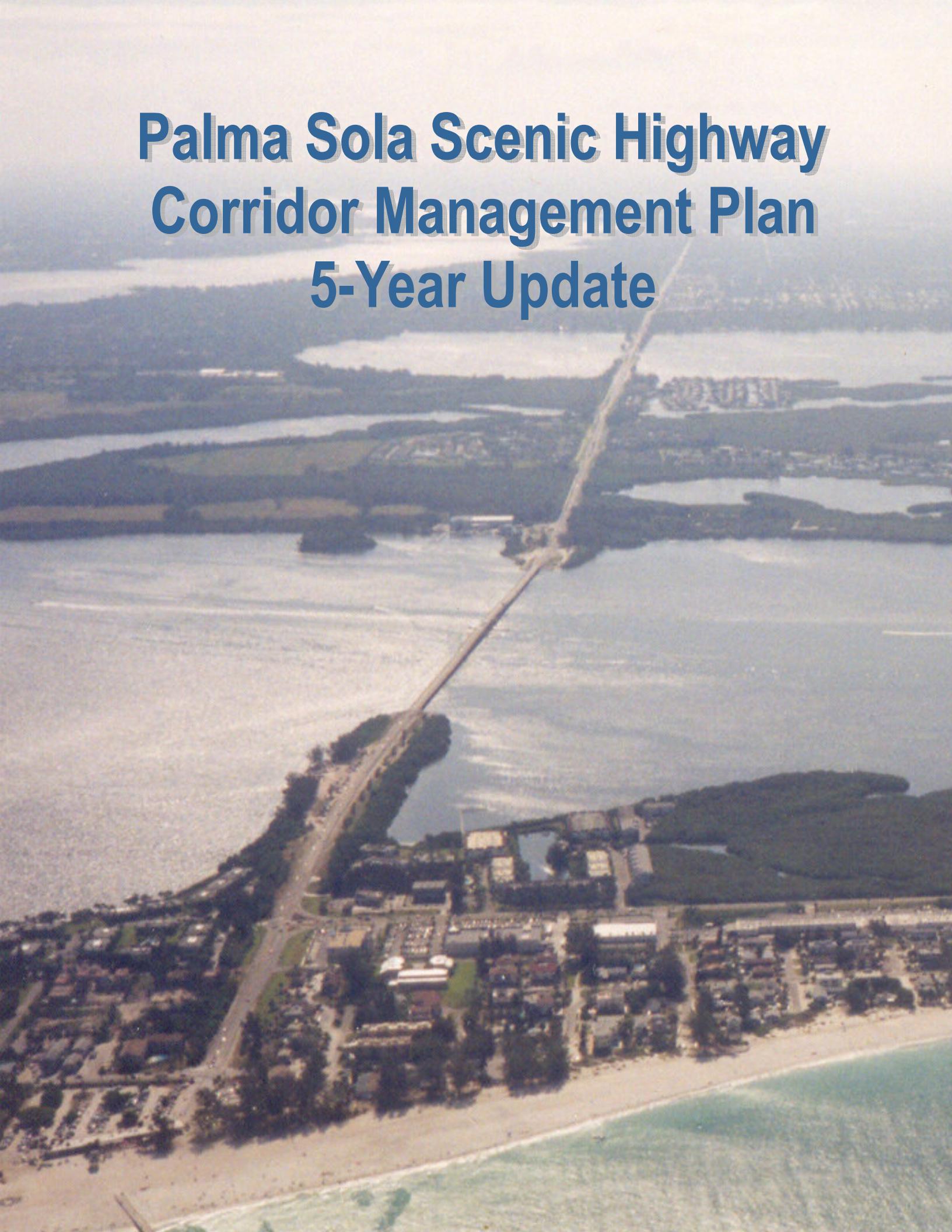


Palma Sola Scenic Highway Corridor Management Plan 5-Year Update





Corridor Management Plan

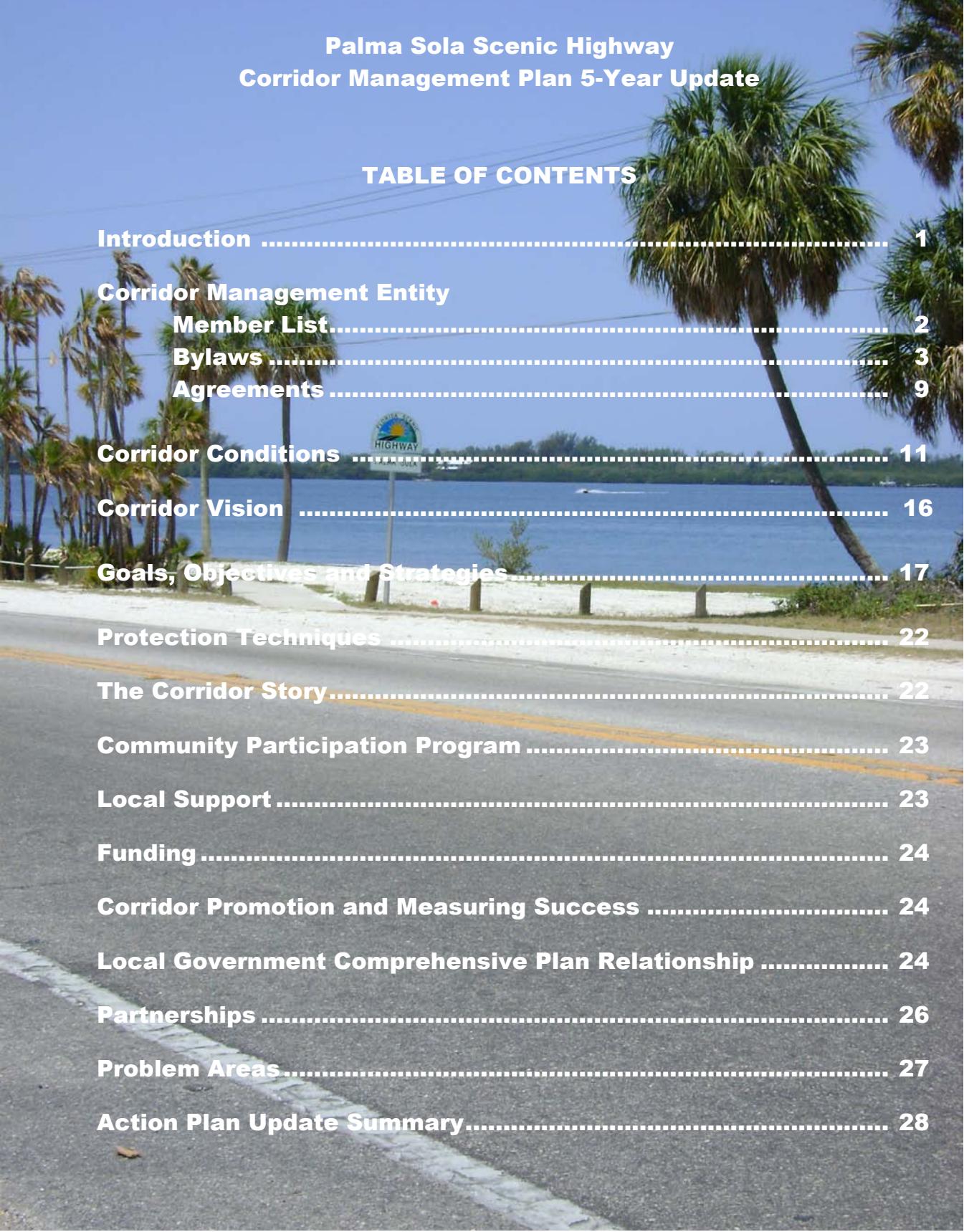
5-Year Update

Submitted to:
Florida Department of Transportation
District One
Scenic Highways Coordinator
1840 61st St.
Sarasota, Florida 34243
941.359.7311

Submitted by:
The Palma Sola Scenic Highway Corridor Management Entity
Seth Kohn, Chairperson
Molly McCartney, Vice Chairperson
c/o City of Bradenton
1411 9th Street West
Bradenton, FL 34205
941.708.6300

Prepared by:
Keep Manatee Beautiful, Inc.
P.O. Box 14426
Bradenton, Florida 34280
941.795-8272

July 2009



**Palma Sola Scenic Highway
Corridor Management Plan 5-Year Update**

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INTRODUCTION

The Palma Sola Scenic Highway is a 4.5-mile segment of SR 64, locally known as Manatee Avenue West, that connects Anna Maria Island and the mainland. Located in Manatee County, Florida, the roadway spans the waters of Sarasota Bay - Anna Maria Sound, Perico Bayou and the Palma Sola Bay. The proposed designation limits include East Bay Drive in the City of Holmes Beach on the west and 75th Street in the City of Bradenton on the east. The Palma Sola Scenic Highway Corridor Management Entity has received a request from the City of Holmes Beach to extend the western endpoint 0.25 mile to the Manatee County Public Beach at 4000 Gulf Drive.



Since Palma Sola Scenic Highway was designated in 1994, the Corridor Management Entity (CME) developed and approved bylaws to govern its operations and acceptance of new members. The current CME Member List and Bylaws are on the following pages.

CORRIDOR MANAGEMENT ENTITY MEMBER LIST

GENERAL MEMBERSHIP

Chairperson

Mr. Seth Kohn
City of Bradenton
1411 9th St. W.
Bradenton, FL 3405
W – 941-708-6300
CELL – 941-565-6519
FAX – 941-708-6310
seth.kohn@cityofbradenton.com

Vice Chairperson

Ms. Molly McCartney
600 Manatee Ave. W. #106
Holmes Beach, FL 34217
H – 941-778-3228
msmccartney@sprintmail.com

Mr. Mark Alderson
Sarasota Bay Estuary Program
111 S. Orange Ave., Suite 200W
Sarasota, FL 34236
W – 941-955-8085
FAX – 941-955-8081
mark@sarasotabay.org

Mr. Ken Crayton
Perico Isle Homeowners Association
11316 Perico Isles Circle
Bradenton, FL 34209
H – 941-792-5372
kcrayto1@tampabay.rr.com

Mr. Joe Duennes
City of Holmes Beach
Public Works Department
5801 Marina Dr.
Holmes Beach, FL 34217
W – 941-708-5833 Ext. 229
FAX – 941-708-5812
publicworks@holmesbeachfl.org

Mr. Rick Fawley
Fawley Bryant Architects
1001 Manatee Ave. W.
Bradenton, FL 34205
W – 941-750-0009
FAX – 941-749-5747
rick.fawley@fawley-bryant.com

Ms. Kathleen King
Litigation Management Inc.
2809 Ave. E
Holmes Beach, FL 34217
H – 941-779-0160
kathleenking1@verizon.net

Ms. Jane von Hahmann
P.O. Box 339
Cortez, FL 34215-0339
H – 941-794-0043
jvonhahm@verizon.net

TECHNICAL ADVISORY MEMBERSHIP

Mr. Bob Herrington
Sarasota/Manatee Metropolitan
Organization
7632 15th St. E.
Sarasota, FL 34243
W – 941-359-5772
FAX – 941-359-5779
bob@mympo.org

Ms. Manon Lavoie
Florida Dept. of Transportation
Community Liaison
1840 61st St.
Sarasota, FL 34243
W – 941-359-7311
CELL – 863-698-5519
FAX – 941-359-5646
manon.lavoie@dot.state.fl.us

CORRIDOR MANAGEMENT ENTITY BYLAWS

INTRODUCTION

The Florida Department of Transportation has designated the Palma Sola Scenic Highway as a Florida Scenic Highway.

The Corridor Management Entity (hereinafter CME) has been formed to serve as the caretaker of the Palma Sola Scenic Highway by ensuring that the Action Plan is executed, and corridor activities are monitored and implemented, in accordance with the Corridor Management Plan (hereinafter Plan). Membership in the CME constitutes acceptance of responsibility to ensure implementation and consistency in carrying out the goals and objectives of the Plan. However, any CME Member may terminate its participation in the CME upon thirty (30) days written notice, as specified under Article III below.

These Bylaws, entered into this 14 day of November, 2007, by the Members of the Palma Sola Scenic Highway CME, constitute the rules and procedures approved for the guidance of the CME in the regulation and management of its affairs, and a process for accommodating potential new members.

ARTICLE I – ORGANIZATION

A. Name. The name of the organization shall be “The Palma Sola Scenic Highway CME.” The CME, by a two-thirds majority vote of the membership, may change its name at any time.

B. Geographic Responsibility. The designated corridor of the Palma Sola Scenic Highway in Manatee County is a 4.5-mile segment of S.R. 64 locally known as Manatee Avenue West from East Bay Drive in the City of Holmes Beach on the west and 75th Street West in the City of Bradenton on the east.

C. Dissolution

The CME will continue to fulfill its role as caretaker of the Palma Sola Scenic Highway until such time as it is determined by its Members, in consultation with the Florida Department of Transportation, that its services are no longer required.

ARTICLE II – POWERS

The primary purpose of the organization is to serve as the caretaker of the Palma Sola Scenic Highway and to preserve, protect, enhance, and expand the intrinsic resources found along the Scenic Highway by monitoring, implementing, and updating plans, strategies, and programs included in the Corridor Management Plan. The organization shall have all powers as are now, or may hereafter be, granted by law.

ARTICLE III – MEMBERSHIP

A. Definition. It is desired that the CME General Membership represent a broad cross section of interested residents, organizations, and businesses, as well as local, regional, and national governmental entities, within the area affected by the Scenic Highway. The CME General Membership shall be composed of nine (9) designated representatives of any municipality, governmental agency, group, business, or citizen organization willing to enter into a partnership or agreement with the CME. Member entities shall include Manatee County, a political subdivision of the State of Florida, the City of Holmes Beach, a municipal corporation of Florida, the City of Bradenton, a municipal corporation of Florida, Sarasota Bay Estuary Program, a governmental entity, corporate and politic; and other governmental, political or private organizations in partnership with the corridor. Municipality and governmental agency representatives shall be staff. Each member entity shall have one representative on the CME, except the CME shall have at least three private citizens. Each Member entity shall be entitled to one vote, and shall inform the CME Chairperson in writing of the name of the representative, and/or alternate representative, authorized to cast its vote in CME meetings.

The CME Technical Advisory Membership shall be composed of any technical and/or advisory “signed” partners, who shall serve as non-voting members. The Technical Advisory Members shall include the Florida Department of Transportation, a governmental agency of the State of Florida, and Sarasota/Manatee Metropolitan Planning Organization, a governmental entity, corporate and political; and other governmental, political or private organizations in partnership with the corridor.

B. Role of Members. Each Member shall provide assistance and/or advice to the CME in such areas as data collection, research, historic preservation, planning, engineering, architecture, economics, marketing, public relations, communications, community organizing, environmental management, etc. as appropriate to the Member’s interests and purposes.

C. Term. Membership in the CME shall begin when the municipality, agency, business, or citizen organization enters into the CME Agreement. Any Member may voluntarily terminate its participation in the CME upon thirty (30) days written notice.

D. Quorum. The presence of representatives of a simple majority of voting CME Members at any properly noticed meeting shall constitute a quorum to transact business, which must include the Chairperson or Vice Chairperson. The act of a majority of voting Members present at a meeting when a quorum is present shall be the act of the CME.

E. Voting. Public or formal resolutions, actions, activities, and financial investments of the CME shall be decided by a simple majority vote of the Member representatives at any meeting duly called and convened at which a quorum is present. Each voting Member shall be entitled to one (1) vote on each item of business, except CME Technical Advisory Members. In the event that no representative of a Member entity can attend a scheduled meeting of the CME, that Member entity shall have the right to submit a written statement of position on a specific issue or proposal announced for consideration at the meeting, which shall be accepted by the Chairperson as the vote of the Member entity. Proxy votes will not be accepted.

F. Conflict of Interest. In order to assure the fairness and reasonableness of all contracts and transactions of the organization, no Member shall vote on any contract or other business transaction in which the Member, or any employee or family member of an employee, has a direct financial interest in the outcome. In the event that such a conflict of interest is known to exist, the Member's representative shall abstain from voting and such abstention shall be noted in the minutes with an identification of the member's conflict.

G. Termination of Membership. Membership in the Palma Sola Scenic Highway CME will terminate in the following circumstances:

1. For cause in the case of any action inconsistent with membership or any conduct in violation of the conflict of interest provision. In such a case, the Member entity may be removed by a simple majority vote of CME representatives present in person at any regular or special meeting called for that purpose, at which a quorum is present, whenever in the membership's judgment the best interest of the Palma Sola Scenic Highway thereby would be served. Any such Member proposed to be removed shall be entitled to appear before and be heard at such meeting, at which time the Member may present such witnesses and make such defenses as it may deem advisable.
2. For voluntary or involuntary dissolution of the Member business, corporation, partnership, agency, organization, or other entity.
3. For failure to send a representative or an alternate to two (2) consecutive properly noticed meetings of the CME without prior indication of inability to attend, except in cases of illness, incapacity, or other special circumstances. In such cases, this action may be waived by an affirmative vote of two-thirds of the Members represented at any regular meeting or special meeting called for that purpose.

ARTICLE IV – OFFICERS

The Officers of the Palma Sola Scenic Highway CME are responsible for maintaining the daily operations of the organization and representing the Scenic Highway to the public. At a minimum, Officers shall include Chairperson and Vice Chairperson.

- A. Chairperson.** The Chairperson shall convene regularly scheduled meetings, and shall preside or arrange for the Vice Chairperson to preside at each meeting. The Chairperson has and shall exercise general charge and supervision of the affairs of the organization and shall perform such other duties as may be assigned to him/her by a majority vote of the membership.
- B. Vice Chairperson.** At the request of the Chairperson, or in the Chairperson's absence or disability, the Vice Chairperson shall perform the duties and possess and exercise the powers of the Chairperson; and to the extent authorized by law, the Vice Chairperson shall have such other powers as may be assigned to him/her by a majority vote of the membership.
- C. Other Officers.** The CME may elect other officers as deemed necessary by the membership.
- D. Executive Committee.** An Executive Committee, comprising the elected officers of the CME (Chairperson and Vice Chairperson) plus a maximum of three others who may be elected by the voting membership, shall be authorized to act on behalf of the CME, if necessary, between meetings of the voting membership or on any issue requiring urgent decision or action. Actions may be taken by the Executive Committee with the approval of a simple majority of Executive Committee members.
- G. Elections of Officers.** All candidates for an officer position must have been a member of the Palma Sola Scenic Highway CME. Election of Officers will occur as the first item of business at the Annual Meeting of the CME membership. Officers shall be elected by a simple majority vote of the current CME Members.
- H. Terms.** Officers shall be elected to hold office for a term of one (1) year, but are eligible for re-election.
- I. Compensation.** No Officer shall receive compensation through the CME.
- J. Transfer of Authority.** In case of the absence of any Officer of the Palma Sola Scenic Highway, or for any other reason that the membership deems sufficient, the voting membership may transfer the powers and duties of that Officer to any other Officer, provided a majority of the membership concurs.

K. Annual Meeting. The Palma Sola Scenic Highway CME shall hold an Annual Meeting on the last meeting of the fiscal year, at which time Officers will be elected for the succeeding year. The Officers shall select, and announce to the membership, the specific date, time, and place for such an Annual Meeting at least thirty (30) days in advance. Failure to hold the Annual Meeting at the designated time shall not cause a forfeiture or dissolution of the organization, provided that an alternative date and time is specified to the membership.

L. Vacancies. Any vacancy occurring in an Officer position between Annual Meetings shall be filled by a vote of the majority of the CME Members. Vacancies shall be filled only for the remainder of the term of the Officer being replaced.

M. Regular and Special Meetings. Regular meetings of the CME shall be held no less than quarterly. The dates and times of regular meetings shall be determined by the Officers. Special meetings to address urgent issues may be scheduled at any time at the discretion of the Officers.

N. Notice of Meetings. Notice of regular meetings shall be given by mail or electronic mail to each Member at least seven (7) days before the date designated for meeting or, in the case of special meetings, no less than twenty-four (24) hours before the meeting. The notice shall specify the time, place, and agenda for all such meetings. Public notices, including the time, date, location, and general purpose of all meetings shall be posted at one or more public places. Such places may include public libraries, city/county offices, public bulletin boards, and the prospective site of meetings. If possible, notices shall also be published in local newspapers. For the purposes of this section, any gathering—in person, by telephone, or by computer (e-mail), whether formal or informal, of two or more CME members with the goal of making decisions about the Scenic Highway corridor—shall be considered subject to Florida's Sunshine Law.

O. Public Access. All CME meetings and activities shall be open to the public in keeping with Florida's Sunshine Law. Individuals who are not representatives of CME Member entities will be free to ask questions and share in discussion at CME meetings, at the discretion of the Chairperson or other presiding Officer, but are not eligible to vote on issues under consideration by the CME. Minutes of CME meetings shall be recorded and made available for public inspection. The Chairperson shall also ensure that public records (including CME documents, papers, letters, maps, tapes, photographs, films, sound recordings, e-mail, data processing software, and other official materials) are available for public viewing on request.

ARTICLE V – COMMITTEES

The CME may create and dissolve committees as needed for the responsible conduct of its work. The Chairperson shall be responsible for appointing and

removing committee chairs, and for ensuring representative participation of CME Members on committees.

ARTICLE VI – FISCAL YEAR

The fiscal year of the Palma Sola Scenic Highway CME shall begin on October 1st and end on September 30th.

ARTICLE VII – NON-DISCRIMINATION

In all matters pertaining to the operation of the Palma Sola Scenic Highway, including the election and appointment of CME Officers, the provision of services to eligible groups, and the conduct of Palma Sola Scenic Highway business, the Palma Sola Scenic Highway and its CME Officers and Members shall not discriminate against any person on account of age, race, gender, religion, national origin, or physical or mental impairment.

ARTICLE VIII – RULES OF ORDER

The current edition of “Robert’s Rules of Order” shall be the parliamentary authority for all meetings and matters of procedure specifically covered by these Bylaws.

ARTICLE IX –AMENDMENTS TO BYLAWS

The Members of the Palma Sola Scenic Highway CME may amend, revise, alter, or rescind these Bylaws, in whole or in part, by a simple majority vote of the representatives of Members of the Palma Sola Scenic Highway CME present at any meeting duly called and convened at which a quorum is present, provided that reasonable advance notice thereof shall have been given in writing or by electronic means to each Member.

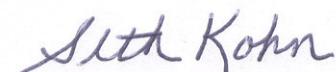
We, the undersigned, hereby certify that the foregoing Bylaws was adopted by the Members of the Palma Sola Scenic Highway CME at a meeting duly announced and held on the 14 day of November, 2007.

By:



Chairperson

Attest:



Vice Chairperson

CORRIDOR MANAGEMENT ENTITY AGREEMENT GENERAL

This agreement is made and entered into this _____ day of _____, _____ by and between the Palma Sola Scenic Highway Corridor Management Entity, hereinafter called the “CME” and Manatee County, a political subdivision of the State of Florida, the City of Holmes Beach, a municipal corporation of Florida, the City of Bradenton, a municipal corporation of Florida, Sarasota Bay Estuary Program, a governmental entity, corporate and politic; and other governmental, political or private organizations in partnership with the corridor, herein after collectively called the “Member Entities.”

FOR AND IN CONSIDERATION OF the mutual benefits and obligations hereunto pertaining, the CME and the Member Entities agree as follows:

1. There is hereby created a Corridor Management Entity hereinafter called the “Palma Sola Scenic Highway Corridor Management Entity” which shall initiate, coordinate and monitor plans, strategies, programs and events set forth in the Palma Sola Scenic Highway Corridor Management Plan.
2. Each member entity shall have one representative to serve on the CME except as follows:
 - a. The Corridor Management Entity shall have at least three private citizen representatives.

Membership may be expanded or reduced by majority action of the existing CME members.

3. Each member entity shall provide technical advice in the areas of planning, engineering, architecture, economics and environmental management, as may be appropriate to the member entity.
4. This agreement is a continuing contract and program; however, member entities may seek to dissolve their participation in the CME with a 30 day written notice in advance of the termination to the remaining parties. The CME will terminate if no party remains legally active.
5. Partnerships: The CME may enter into formal partnership agreements to incorporate various participating partners in the CME in addition to those identified as parties to this agreement. Partnerships may be long term or activity specific in nature.
6. Bylaws: The CME will follow bylaws that establish procedures for the organization.

Signature: _____ (CME General Member)

CORRIDOR MANAGEMENT ENTITY AGREEMENT TECHNICAL ADVISORY —

This agreement is made and entered into this _____ day of _____, _____ by and between the Palma Sola Scenic Highway Corridor Management Entity, hereinafter called the “CME” and Manatee County, a political subdivision of the State of Florida, the City of Holmes Beach, a municipal corporation of Florida, the City of Bradenton, a municipal corporation of Florida, Sarasota Bay Estuary Program, a governmental entity, corporate and politic; and other governmental, political or private organizations in partnership with the corridor.

The CME Technical Advisory Membership shall be composed of any technical and/or advisory “signed” partners, who shall serve as non-voting members. These Member entities shall include the Florida Department of Transportation, a political subdivision of the State of Florida, and Sarasota/Manatee Metropolitan Planning Organization, a governmental entity, corporate and politic; and other governmental, political or private organizations in partnership with the corridor.

FOR AND IN CONSIDERATION OF the mutual benefits and obligations hereunto pertaining, the CME and the Technical Advisory Member agrees as follows:

7. There is hereby created a Corridor Management Entity hereinafter called the “Palma Sola Scenic Highway Corridor Management Entity” which shall initiate, coordinate and monitor plans, strategies, programs and events set forth in the Palma Sola Scenic Highway Corridor Management Plan.
8. Each member entity shall have one representative to serve on the CME.
9. Each member entity shall provide technical advice in the areas of planning, engineering, architecture, economics and environmental management, as may be appropriate to the member entity.
10. This agreement is a continuing contract and program; however, a member may seek to dissolve their participation in the CME with a 30 day written notice in advance of the termination to the remaining parties. The CME will terminate if no party remains legally active.
11. Partnerships: The CME may enter into formal partnership agreements to incorporate various participating partners in the CME in addition to those identified as parties to this agreement. Partnerships may be long term or activity specific in nature.
12. Bylaws: The CME will follow bylaws that establish procedures for the organization.

Signature: _____ (CME Technical Advisory Member)

CORRIDOR CONDITIONS

The Palma Sola Scenic Highway intrinsic resources have improved since its designation in 2004. The following are brief descriptions of the changes of the corridor's intrinsic resources have gone through. The intrinsic resources are divided into the following six categories, consistent with the Florida Scenic Highways Program: cultural, archaeological, historic, scenic, natural, and recreational. Under each resource category is a brief assessment of the individual intrinsic resources and the change that has occurred.

Cultural

The cultural resources of the Palma Sola Scenic Highway include the recreational boating and commercial fishing culture of the surrounding communities as well as the local tradition of residents and families to gather together at the causeway. It is not uncommon for people to celebrate family reunions, national holidays and birthdays at the Palma Sola Causeway Park. Taken together, these cultural resources provide a picture of how the Palma Sola Scenic Highway is incorporated in the way of life of local residents.

Changes that have occurred include installing one modular newsrack to replace the numerous scattered along the entire 4.5 mile segment and installing 2 bus shelters using a rustic architecture.



New modular newsrack



One of bus shelters on Perico Island

Archaeological and Historic

Portions of land adjacent to the Palma Sola Scenic Highway corridor have been inhabited by humans for over than 2,000 years. Archeological sites, such as the Perico Island Indian mound or midden, the site where Hernando De Soto landed during his first exploration of the west coast of Florida and the remains of a 19th century plantation are accessible via the Palma Sola Scenic Highway.

Changes that have occurred include painting exterior historical and interior environmental murals on the public restroom at Palma Sola Causeway.



Historical exterior murals

Scenic

Views of the waters surrounding Palma Sola, Perico Island and Anna Maria Island are stunning. The corridor provides vistas that include portions of the mainland, barrier island coastline, Tampa Bay, Anna Maria Sound, Perico Bayou and Palma Sola Bay.

Changes that have occurred include refurbishing the existing restroom, painting environmental scenes on all trash receptacles, and removing litter during annual cleanup events and Adopt-A-Shore cleanups three times per year.



Bright House Networks participating annually in the Florida Coastal Cleanup



Environmental murals painted by youth on trash receptacles along Palma Sola Causeway shorelines

Natural

Natural resources include extensive hardwood hammocks, mangroves and saltmarshes, as well as colorful and rare live-bottom reefs in the shallow waters offshore.

The Perico Bayou has been described as “a beautiful mosaic of habitats and life forms.” It is home to a dozen species of birds, sea grasses, and other marine life. Nearby are protected roseate spoonbill and manatee habitats. The Perico Bayou Bridge brings the viewer close enough to this natural wonder to enjoy its beauty yet protects the bayou from the destructive “footprints” that people often leave behind.

Changes that have occurred include exotic species removal, the installation of 75 native trees on the northwest and southwest shores of Palma Sola Causeway, installation of two scenic highway signs and regulatory signs for manatee protection, and creation of a passive park at the east endpoint of the scenic highway.

Palma Sola Scenic Highway Park was created on Manatee Avenue West at the intersection of 75th Street West. This corner lot is the east endpoint of Palma Sola Scenic Highway, which runs westward and ends at East Bay Drive. Entities contributing to the creation of this passive park were the Florida Division of Forestry, Keep Manatee Beautiful, Manatee County Government, and Turner Tree and Landscaping.



Palma Sola Scenic Highway

A total of 25 native trees of the following species were planted: gumbo limbo, live oak, Little Gem southern magnolia, sugarberry, green ash, sweetbay magnolia, redbay, Chickasaw plum, black cherry, myrtle oak, coastal plains willow and winged elm.

During 2008, additional improvement were installing 671 native trees and 8,842 native shrubs, grasses and wildflowers along the entire 4.5 segment; adding 9 trees to the passive park; renourishing Palma Sola Causeway shores with 10,162 tons of sand; and installing wooden bollards to prevent shore erosion and traffic/pedestrian accidents.



Native plantings of 671 trees and 8,842 shrubs



Beach renourishment with 10,162 tons of sand on Palma Sola Causeway shorelines and protective bollards

In addition, Manatee County Government closed on 113 acres called Neal Preserve on the intracoastal waterway north of Palma Sola Causeway, saving it from being a hotel. Robinson Preserve restoration is complete and 90% of the proposed amenities have been installed by Manatee County Government. It was opened to the public in July 2008, and now connects to the Palma Sola Scenic Highway. Manatee County Government also purchased the northeast quarter of Perico Island called Perico Preserve, which would have been developed with condominium units by Arvida if purchased by them. Perico Preserve will be restored to native habitat and offer a passive recreation experience.

Recreational

The eastern third of the project falls within Palma Sola Causeway Park and the scenic highway serves as the only vehicular access to the park's shoreline facilities. The park permits vehicles to pull up on to the shores of Palm Sola Bay. Pets are allowed and encouraged to enjoy the parklands – even horses are brought to romp in the water at the park's eastern end. At the western end of the corridor on Anna Maria Island, lies the Kingfish Boat Ramp.



Changes that have occurred include installing two small watercraft launching areas on Palma Sola Causeway, with one located on the southeast shoreline and the other across the highway on the northeast shoreline.

New small watercraft launching area on southeast shoreline

Crews with the City of Bradenton currently are leveling out the shell parking lot of the new Palma Sola Boat Ramp. The new boat ramp was built June 2008 using Manatee County Government funding. The boat ramp was relocated to a more spacious and safer location at the southwest end of Palma Sola Causeway, and will hold 17 boat trailers and 3 passenger vehicles. It opened to the public on June 1, 2009. A monofilament recovery and recycling bin with educational signage will be installed prior to its opening.



Monofilament recovery/recycling bin

Using a Tampa Bay Estuary Program \$10,000 grant awarded to Keep Manatee Beautiful, eight pet waste stations with educational signage were purchased to supply waste bags to Palma Sola Causeway users with dogs. The pet waste stations were installed, and will be maintained thereafter by the City of Bradenton Department of Public Works. Users of Palma Sola Causeway will learn that rainwater and tides can wash pet waste left on the ground into Palma Sola Bay posing a threat to both public health and water quality. The water quality parameters of Palma Sola Bay are measured on a routine basis. Measurement changes will be analyzed by the City of Bradenton Department of Public Works.

Get The *Scoop* on *Poop!*

Clean Parks, Clean Water, Clean Paws, Clean Shoes

Did You Know:

- ▶ Dog poop can transmit disease to other dogs and to humans.
- ▶ One ounce of dog feces contains about 23 million microorganisms of bacteria. Leaving it on the ground can spread Salmonella, E. coli, roundworms, hookworms and more to children and adults who share the grass.
- ▶ Unscooped dog poop washes off into waterways and provides nutrients (pollutants) that may cause algae blooms and fish kills. Stormwater runoff may become your drinking water.
- ▶ Approximately 95% of the fecal coliform found in urban stormwater was nonhuman in origin. Pet waste contributes between 20 to 30% of water pollution in America.

What Can You Do To Help?
Please clean up after your pet and place waste in a trash receptacle.

Pooches for the Planet
www.tbep.org

Sign design and content courtesy of Pinellas County Parks & Recreation Department and adopted for use with permission.



Nancy Chiles and her dog Sydney are users of Palma Sola Causeway and the new pet waste stations.

CORRIDOR VISION

The Corridor Vision which follows, as developed by the Corridor Advocacy in July 2002, continues to be an accurate statement of the future of the Palma Sola Scenic Highway.

The Palma Sola Scenic Highway is a gateway between the City of Bradenton and the Gulf Coast Islands. It is also a destination and educational opportunity, a window into Florida's past. The highway corridor is engulfed in natural greenscapes and surrounded by magnificent waterfront vistas that recall the sights the Spanish first encountered as they sailed into Tampa Bay.

The corridor's illuminated wide bikepaths, sidewalks and numerous crosswalks provide safe areas for residents, their pets and visitors to move safely amid the natural beachscape and enjoy the Florida sunshine.

The corridor's beautiful, well maintained, family oriented recreational areas are landscaped with native vegetation, which also provides a natural barrier between shoreline activities and cars traveling along the roadway. The corridor's unique park-like environment has enhanced picnic areas, restrooms and many amenities that allow families to enjoy the unlimited water related activities such as fishing, sailing, boating and water skiing along the causeway. The renourished beaches provide areas to relax, sit and read a book, pitch horseshoes, or view the sunset during a romantic stroll along Palma Sola Bay or Perico Bayou.

The Palma Sola Scenic Highway is the result of strong support and partnerships among the State of Florida, Manatee County and City of Bradenton leadership, Island Communities, local citizens and the dedication of active community groups.



Palma Sola Scenic Highway

Ingrid McClellan Photography

GOALS, OBJECTIVES AND STRATEGIES

The Goals, Objectives and Strategies continue to be an accurate statement of the future of the Palma Sola Scenic Highway. The CME considers these goals valid and strives to meet the objectives and strategies. The strategies that have been implemented have worked thus far in achieving the Corridor Vision. Some of the goals, objectives and strategies still need to be implemented. No new ordinances are required to support corridor goals.

Resource Protection, Maintenance, Preservation and Enhancement

GOAL 1 The Palma Sola Scenic Highway corridor shall maintain the historic character within which it is located through preservation and enrichment of its natural habitat areas, use of native plant material and enhancement of waterfront vistas.

Objective 1.1: Preserve and protect historic structures and sites that serve as evidence of prehistoric settlements in the area.

Strategies

- 1.1.1** - Limit development on the western peninsula of the Spoonbill Bay DRI.
- 1.1.2** - Preserve and protect the historic shell middens on the western peninsula should the area ever be developed.
- 1.1.3** - Initiate a program for the long-term protection of the historically rich areas of the corridor.

Objective 1.2: Preserve, enhance and restore native vegetation and wildlife habitat within the corridor.

Strategies

- 1.2.1** - Provide natural buffer requirements for conservation areas.
- 1.2.2** - Protect and promote native vegetation along the banks of waterways for the purpose of controlling erosion.
- 1.2.3** - Remove exotic vegetation and replant native vegetation along the entire corridor.
- 1.2.4** - Coordinate with and support the Neal, Perico and Robinson Preserves planning and design effort.

Objective 1.3: Preserve, enhance and restore access to and water quality of the surrounding bays.

Strategies

1.3.1 - Coordinate with the Sarasota Bay National Estuary Program to assist with efforts to preserve and enhance Sarasota Bay.

1.3.2 - Protect mangroves and water quality as part of development approvals.

1.3.3 - Prohibit the alteration of natural shorelines with artificial structures except for public or recreational access points, boat launching ramps and recreational erosion problems.

Objective 1.4: Maintain the high level of landscape and architectural quality of existing development.

Strategies

1.4.1 - Develop and implement a landscape pallet for the entire corridor that incorporates native and drought- and salt-tolerant vegetation.

1.4.2 - Promote the use of natural buffers between future development and the existing corridor right-of-way.

1.4.3 - Encourage and support homeowner associations to pursue beautification grants and efforts.

1.4.4 - Coordinate and provide aesthetically pleasing waste management along the corridor and at recreation facilities.

1.4.5 - Provide pedestrian-oriented lighting along SR 64 (Manatee Avenue).

Transportation and Safety

GOAL 2 The Palma Sola Scenic Highway shall provide safe access to and from adjacent beaches, businesses and residential properties for people utilizing different modes of travel.

Objective 2.1: Enhance bicycle and pedestrian facilities along the corridor.

Strategies

2.1.1 - Provide continuous sidewalks along both sides of the roadway.

2.1.2 - Construct a separate bike path along SR 64 (Manatee Avenue).

2.1.3 - Provide a paved connection to the existing bike lane at SR 64 (Manatee Avenue) and East Bay Drive.

2.1.4 - Provide adequate parking for motorized and non-motorized cycles at public recreation facilities.

2.1.5 - Replace and replant shade trees along the length of the corridor.

2.1.6 - Provide adequate pedestrian-oriented lighting along the residential section of the corridor.

Objective 2.2: Provide safe points of access for pedestrians and vehicles to popular recreation and business facilities.

Strategies

- 2.2.1** - Manage vehicular access to and from the Palma Sola Causeway Park from SR 64 (Manatee Avenue).
- 2.2.2** - Formalize parking at the Causeway Park with landscaping and natural material.
- 2.2.3** - Evaluate the feasibility of a flashing pedestrian signal at the Causeway Park's restrooms.
- 2.2.4** - Evaluate the feasibility of crosswalks at points along the Kingfish Boat Ramp and the Causeway Park.
- 2.2.5** - Provide restrooms on both sides of the Causeway Park and Kingfish Boat Ramp.
- 2.2.6** - Coordinate enforcement of traffic regulations along the recreational areas of the corridor by frequent and consistent issuance of citations to violators.

Objective 2.3: Encourage the use of public transit to points along the corridor.

Strategies

- 2.3.1** - Provide a bus stop at the Causeway Park's restrooms and Kingfish Boat Ramp.
- 2.3.2** - Educate and encourage drivers of overflow cars to utilize the park-and-ride lot at SR 64 (Manatee Ave) and 75th Street.
- 2.3.3** - Provide shade landscaping at bus stops to shelter transit users from the weather.

Community Support and Participation

GOAL 3 The implementation of the Palma Sola Scenic Highway *Corridor Management Plan* shall be community driven and financed through collaborative funding efforts from government, private businesses, civic/non-profit organizations and local citizens.

Objective 3.1: Encourage and organize local support of the Palma Sola Scenic Highway.

Strategies

- 3.1.1** – Coordinate the Corridor Management Entity that includes a diverse range of governments, residents, local activists, business owners and professionals.
- 3.1.2** - Cultivate relationships with existing organizations such as local Chambers of Commerce, Convention and Visitors Bureau, homeowner associations and such civic non-profit organizations as Keep Manatee Beautiful and the Sarasota Bay National Estuary Program, to educate the community about the resources of the Palma Sola Scenic Highway.
- 3.1.3** - Publicize and hold regular meetings in a public location.

Objective 3.2: Develop short-term and long-term funding sources.

Strategies

3.2.1 - Identify potential funding sources and encourage members of the Corridor Management Entity to meet the managers of these organizations to learn about their programs and funding policies.

3.2.2 - Pursue grants and voluntary contributions to kick-off planned projects and provide momentum for continued improvements to the Palma Sola Scenic Highway.

3.2.3 - Sponsor and plan an annual fundraising event, such as a walk-a-thon, 5K-run or road race along the corridor.

3.2.4 - Sponsor and plan an annual cultural event.

Education and Corridor Story

GOAL 4

The Palma Sola Scenic Highway corridor shall offer residents, their pets and visitors opportunities for passive recreational areas and provide educational amenities about the area's rich history and unique natural resources.

Objective 4.1: Provide adequate recreation and support facilities.

Strategies

4.1.1 - Provide interesting and aesthetically compatible recycleables and trash cans.

4.1.2 – Maintain the existing picnic facilities and renovate as needed.

4.1.3 - Efficiently manage existing boat trailer parking spots.

Objective 4.2: Provide users of the corridor with opportunities to learn about the area's natural resources.

Strategies

4.2.1 - Install a native plant landscape area at a point along the corridor.

4.2.2 - Utilize volunteers and resources, such as high school students, existing garden clubs and non-profit organizations, to plan, develop and install the native plant landscape area.

4.2.3 - Identify native plants with a simple non-intrusive marker.

4.2.4 - Provide connections to and identification of the planned Robinson Preserve.

Objective 4.3: Provide users of the corridor opportunities to learn about the area's settlement history, scenic vistas and water activities.

Strategies

4.3.1 - Work with Keep Manatee Beautiful to install a Boaters and Anglers Environmental Service Center at the Palma Sola Causeway Parkway.

4.3.2 - Re-construct the fishing pier at the Palma Sola Causeway Park to incorporate a design that hugs the shore in a boardwalk manner.

4.3.3 - Coordinate with the Gulf Coast Heritage Trail, Blueways Guide and Paddle Manatee to include identification of the Palma Sola Scenic Highway in future editions.

Objective 4.4: Maintain the pet-friendly atmosphere of the Causeway Parkway.

Strategies

4.4.1 – Maintain pet waste stations on a regular basis.

4.4.2 - Designate an area of the Palma Sola Causeway Park for users with horses.

Economic Development and Tourism

GOAL 5 Local governments having jurisdiction over the Palma Sola Scenic Highway corridor shall encourage residential and commercial development that preserves the natural habitat and wildlife, scenic vistas of the corridor and historic resources of the community.

Objective 5.1: Support commercial users that complement the mission and users of the Palma Sola Scenic Highway.

Strategies

5.1.1 - Encourage the re-use of existing commercial properties for public concession areas.

5.1.2 - Enhance the water amenities and activities for people, pets and wildlife.

Objective 5.2: Support residential development that complements the mission of the Palma Sola Scenic Highway.

Strategies

5.2.1 - Encourage multi-family and clustered housing to preserve as much land area as possible in its natural state.

5.2.2 - Study the intensities of future development, so as not to negatively impact the scenic vistas of the corridor.

PROTECTION TECHNIQUES

Existing protection techniques that may be used for protection of the scenic highway corridor are found in comprehensive plans of the City of Bradenton, City of Holmes Beach and Manatee County as well as the Federal Clean Water Act. The consistency and complementary nature of the Palma Sola Scenic Highway to these existing policies and plans are examined in the Local Government Comprehensive Plan Relationship section.

THE CORRIDOR STORY

The Corridor Story remains the same as presented in the CMP. Exterior historical murals that wrap the public restroom tell tourists and local residents about:

- The archeological significance of Perico Island in the pre-European history of Florida, particularly the Gulf Coast region.
- The significance of Palma Sola in shaping the development of the area, from the permanent disenfranchisement of the Spanish to the importance of the Solitary Date Palm to cross-water visitors.

The exterior historical murals depict the following timeline:

Circa 500 B.C. – A.D. 900 Manasota Indians ► Circa 500 B.C. – A.D. 1750 Calusa Indians
► 1539 A.D. Spanish Landing at De Soto Point ► Circa A.D. 1750 – 1850 Seminole Indians
► 1884 Palma Sola Founded ► Circa 1900's Palma Sola Loop



Circa 500 B.C. – A.D. 900 Manasota Indians



1539 A.D. Spanish Landing at De Soto

Interior ecological murals depict:

- Views of the waters along the corridor: Anna Maria Sound, Perico Bayou, Palma Sola Bay, Tampa Bay and the Gulf of Mexico.
- The protection and enhancement of the unique, delicate, complex, but beautiful life cycle that is found at Perico Bayou and in other wetland areas along the corridor.



Interior ecological mural

COMMUNITY PARTICIPATION PROGRAM

Implementation of the Community Participation Program has been effective in achieving enhancement progress. As reflected in the CME member list on page 2, the CME consists of appointed staff members from the City of Bradenton, City of Holmes Beach, Sarasota Bay Estuary Program, Sarasota/Bradenton Metropolitan Planning Organization, Florida Department of Transportation and private citizens and businesses representing geographical areas of the scenic highway. Manatee County staff members as well as elected officials attend on a regular basis. The CME scheduled meetings have been well attended by members. With all party members attending, planning and progress are not stalled due to lack of communication, the inability to make decisions or tasks not being accomplished.

Many volunteers participated in public events to remove litter along the scenic highway for the annual Great American Cleanup in April and Florida Coastal Cleanup in October with check-in centers at Palma Sola Causeway and Kingfish Boat Ramp. Routine quarterly cleanups are done by the Adopt-A-Highway and Adopt-A-Shore groups of this corridor. Keep Manatee Beautiful, the local Keep America Beautiful affiliate and nonprofit organization, contributes staff time and supplies for these cleanup events and adoption programs. Keep Manatee Beautiful also funded tree plantings and trucking of the sand for beach renourishment, and obtained from in-kind hauling from private trucking companies. They also obtained several grants and donations for Palma Sola Scenic Highway: \$10,000 grant from the Tampa Bay Estuary Program for eight (8) pet waste stations, \$1,000 grant from the Sarasota Bay Estuary Program for the murals, and supply donations from the Kiwanis Club of Bradenton for the mural.

Public events to install the landscaping included Florida Arbor Day in January and National Arbor Day in April. The Palma Sola Scenic Highway Enhancements Ribbon Cutting on National Arbor Day 2008 that recognized contributors was filmed, then aired by Manatee Educational Television. Bay News 9, Bradenton Herald, Anna Maria Island Sun and The Islander covered all these events described.

LOCAL SUPPORT

The goal of community support is continually being addressed when specific projects are presented at public meetings. The Anna Maria Island Sun and The Islander continually cover each meeting and inform the residents of forthcoming projects, such as the new boat ramp and restroom, exotic species removal, new landscaping and protective bollards, and Kingfish Boat Ramp improvements. The Bradenton Herald and Bay News 9 covered the landscaping, protective bollards and boat ramp relocation. The public is invited to attend CME monthly meetings, and to provide comments and inquiries. Homeowners and homeowner associations along the corridor have provided support letters, and have landscaped their abutting properties to compliment the native landscaping.

FUNDING

Additional funding is needed for continual exotic species removal, maintaining the new landscaping and supplemental tree plantings along Palma Sola Causeway, as well as for large-scale beach renourishment at Palma Sola Causeway that would require a permit from the Florida Department of Environmental Protection.

CORRIDOR PROMOTION AND MEASURING SUCCESS

Press releases are sent out for special enhancement and annual events held on the Palma Sola Scenic Highway that include: beach renourishment, the painting of murals, Ribbon Cutting in April 2008 that included a Program Agenda distributed at the event, Arbor Days, Great American Cleanup in April, and Florida Coastal Cleanup in October.

More than 50 parking signs and 8 pet waste station signs at Palma Sola Causeway include the Palma Sola Scenic Highway logo. Websites that highlight the Palma Sola Scenic Highway include those of the Florida Department of Transportation and Visit Florida. The Florida Scenic Highway map includes this highway as well.

A measuring success is the observation of more family-oriented use, as opposed to past unsafe or illegal activities.

LOCAL GOVERNMENT COMPREHENSIVE PLAN RELATIONSHIP



City of Bradenton Comprehensive Plan

The *City of Bradenton Comprehensive Plan* includes three elements that highlight and protect land, water and sites along the Palma Sola scenic highway corridor.

- Future Land Use
- Coastal Zone Management / Conservation
- Historic Preservation

Recreational / Conservation use is proposed for all existing and proposed recreation areas and conservation areas in the coastal zone, including the wetland areas of Perico Island.

Applicable recommendations for the Perico Island neighborhood include the following requirements.

- Strictly enforce buffer requirements for the conservation areas.
- Require mangrove and water quality protection as part of development approvals.
- Require the preservation of and protection of the historic shell middens on the western peninsula if the peninsula is ever developed.

The Coastal Zone Management / Conservation Element includes all incorporated areas north of Manatee Avenue and the Causeway from 75th Street to Perico Island. The north and south half of Perico Island is outlined as a “Land of Environmental Concern.” These lands are valued as coastal lands with abundant sea life and habitat. In an urbanized area where much of the natural shoreline has been destroyed, the element recommends that these remaining lands be protected because of their intrinsic value as well as because of their dwindling supply. The element also highlights the protection of the historic shell mound, severely damaged by erosion and people, on the western peninsula of the site. The Historic Preservation Element’s map of historic districts and sites identifies the Perico Island Shell Mound.

City of Holmes Beach Comprehensive Plan

The *City of Holmes Beach Comprehensive Plan* includes three elements that highlight and protect land, water and sites along the Palma Sola scenic highway corridor.

- Future Land Use
- Infrastructure
- Coastal Zone and Conservation



Preservation and Conservation land use categories are provided within the Future Land Use element of the City of Holmes Beach. While parcels adjacent to SR 64 in Holmes Beach are not designated as Preservation or Conservation, land along the Gulf of Mexico is mapped as Conservation. The Preservation Land Use Category is intended for areas considered to be vital for the maintenance and recharge of water resources, areas of unique or valuable topographic or subsurface features, and areas of significant environmental or ecological importance which should be preserved. The Conservation Land Use Category is intended for low intensive preservation, conservation and recreation.

The Infrastructure Element includes many of the measures identified in the Sarasota Bay National Estuary Program’s Comprehensive Conservation Management Plan including the following recommendations.

- Reduce or mitigate the impact of future development on stormwater loadings to Sarasota Bay.
- Recreational Use: Promote the Sarasota Bay region as a “paradise” reclaimed. Sarasota Bay includes the waters surrounding the corridor, Anna Maria Sound, Perico Bayou and Palma Sola Bay.

The Coastal Zone and Conservation Element’s goals include the desire to conserve, protect and appropriately manage the natural resources of the City of Holmes Beach to ensure the highest environmental quality possible and responsible development that preserves the integrity of its natural environment.



Manatee County Comprehensive Plan

The *Manatee County Comprehensive Plan* includes four elements that highlight and protect land, water and sites along the Palma Sola scenic highway corridor.

- Conservation
- Transportation
- Historic
- Recreation and Open Space

The designation of the corridor as a Scenic Highway will move Manatee County towards achieving many of its goals: protection of native flora and fauna, preservation of the County's history, development of active recreational and passive open spaces, and the development of multimodal greenways. Moreover, complementary efforts by the County to enhance beachfronts, expand multimodal options for its citizens and visitors, allocate funds for recreational facilities, as well as encourage the use of native plants to enhance landscaping options will greatly assist in the development of a workable corridor management plan that may be effectively integrated into the County's existing land use, transportation and conservation regulations.

Clean Water Act - Outstanding Florida Water

The Palma Sola Scenic Highway is surrounded by the waters of Anna Maria Sound, Palma Sola Bay and Sarasota Bay, all of which are designated Class II, Outstanding Florida Water, as defined by *Section 401 of the Clean Water Act*. Cities and Counties must avoid any development activities that would degrade the existing water quality and must initiate management and monitoring activities that preserve this designation.

PARTNERSHIPS

On April 25, 2008 the CME had a ribbon-cutting for National Arbor Day to showcase the enhancements completed. All contributors were recognized for their roles.

The City of Bradenton was a 2008 Tree City USA Growth Award for demonstrating progress in its community forestry program in the following activity areas:

- Local awards program for the Bradenton's Notable Tree Program that highlights trees having qualities that mature trees can achieve in its climate and soil
- Partnerships for Bradenton's involvement with other organizations in native tree plantings on Palma Sola Scenic Highway

The prestigious Growth Award recognizes environmental improvement and higher levels of tree care in Tree City USA communities. The Tree City USA program is sponsored by the Arbor Day Foundation in cooperation with the National Association of State Foresters and the USDA Forest Service.



From left, Georgia Jubek with JC Tree & Landscape, Bradenton Councilman Patrick Roff, Alissa Powers with WilsonMiller, Lance Grace with Florida Department of Transportation, Seth Kohn with City of Bradenton, Jeffrey Maxson with JC Tree & Landscape, Tammy Kovar with Keep Manatee Beautiful, Bev Burdette with Burdette & Associates, Kathleen King with City of Holmes Beach, State Forester Mike Keegan, former County Commissioner Jane von Hahmann, Ken Crayton behind her, Ingrid McClellan with Keep Manatee Beautiful, Mark Alderson with Sarasota Bay Estuary Program behind her, Joni Korzen with Manatee Chamber of Commerce, Rae Dowling with Florida Power & Light Company behind her, Carl Keeler with Arts Council of Manatee, Vice President Steve Tinsworth DMD with Kiwanis Club of Bradenton, Faith Keller and Barbara Elliott.

PROBLEM AREAS

Consensus was reached within the CME in the drafting its bylaws to establish procedures, elect officers and approve new memberships, with unanimous CME approval in November 2007.

Consensus was reached with newspapers for all to use the modular newsrack to replace each having its own newsrack.

Positive and negative public comment was received regarding the removal of exotic invasive Australian pines, species selection of the new landscaping to replace exotic invasives, and protective wooden bollards. Consensus was reached between the CME, citizens attending CME meetings, City of Bradenton and Manatee County Government regarding native landscaping species and protective wooden bollards.

Controversy still exists with the Stop Taking Our Pines citizen group regarding the removal of Australian pines determined as an exotic invasive by the Florida Department of Environmental Protection.

The public has been and will be invited to each CME meeting, and has the opportunity at the beginning of each CME meeting to comment. The CME made substantial changes and compromises and is open to doing so. At this time, the CME recommends completion of the project as contractually specified and planned. Upon completion of the scope of services and grant reimbursements, the CME will re-evaluate and discuss possible revisions.

ACTION PLAN UPDATE

The Action Plan of the Palma Sola Scenic Highway contains implementation strategies which include guidelines and incentives, capital improvement programs and a monitoring program to ensure successful achievement of the Corridor Management Plan's vision. This Action Plan works in conjunction with the Conceptual Master Plan to form the Corridor Management Plan. It prioritizes proposed improvements along the Palma Sola Scenic Highway, funding and partnership opportunities as well as the agency responsible for implementing the task. The Action Plan is by no means set in stone and is meant to be a breathing document, updated by the Palma Sola Scenic Highway CME.

The Palma Sola Scenic Highway Action Plan is separated into two sections: Corridor Improvements, Promotion / Administration / Coordination.

Palma Sola Scenic Highway Action Plan

	Responsible Agency	Funding / Partnership Opportunities
Corridor Improvements		
C1. Additional Restrooms	City of Bradenton, Manatee County, Florida Department of Transportation	Transportation Enhancement Program
C2. Beach Renourishment	Manatee County, State of Florida, FEMA	Keep Manatee Beautiful, Donations, In-kind Matching Services
C3. Pedestrian Crossing Study A. Pedestrian Signal Feasibility Study B. Crosswalk Planning and Location	Florida Department of Transportation	Florida Department of Transportation
C4. Manage Parking at Kingfish Boat Ramp	Manatee County	To Be Determined
C5. Palma Sola Causeway Parkway Traffic Circulation (access, parking, landscape)	City of Bradenton, Florida Department of Transportation	Capital Improvements Program, Transportation Enhancement Program
C6. Speed Limit & No Passing Zone Study	Florida Department of Transportation	Florida Department of Transportation

Responsible Agency	Funding / Partnership Opportunities
Corridor Improvements (continued)	
C7. Continuous Sidewalks	Manatee County, Florida Department of Transportation, Private Developers
C8. Bicycle Lanes	Florida Department of Transportation
C9. Corridor Landscaping (remove exotics)	City of Bradenton, City of Holmes Beach, Manatee County
C10. Corridor Landscaping (implement native vegetation pallet, HOA beautification, shade trees, bus stops)	City of Bradenton, City of Holmes Beach, Manatee County, Local Businesses, Homeowner Associations
C11. Refurbish Existing & Construct New Picnic Facilities	City of Bradenton, Florida Department of Transportation, Manatee County
C12. Re-construct Existing Fishing Pier	City of Bradenton, Manatee County
C13. Relocate Existing Boat Ramps at Palma Sola Causeway Park	City of Bradenton, Manatee County, Florida Department of Transportation
C14. Trash Facilities	City of Bradenton, City of Holmes Beach, Manatee County, Local Businesses, Homeowners Associations
C15. Bicycle Parking	City of Bradenton
C16. Pet-specific Facilities	City of Bradenton, Manatee County, Local Businesses

Responsible Agency	Funding / Partnership Opportunities
Corridor Improvements (continued)	
C17. Pedestrian Oriented Street Lights in Residential Areas	Florida Department of Transportation, Private Developers
C18. Boaters & Anglers Environmental Service Center	Corridor Management Entity
C19. Native Plant Identification Area	Corridor Management Entity
C20. Neal, Perico & Robinson Preserves	Manatee County
Promotions / Administration / Coordination	
P1. Fundraisers	Corridor Management Entity
P2. Annual Cultural Event	Corridor Management Entity
A1. Grant Administration	Corridor Management Entity
A2. Future Edition of the Gulf Coast Heritage Trail, Blueways Guide and Paddle Manatee	Corridor Management Entity
A3. Neal, Perico & Robinson Preserve Coordination	Corridor Management Entity
A4. Review / Revise Corridor Management Plan	Corridor Management Entity
A5. Proposed Corridor Extension	Corridor Management Entity
A6. SR 64 W. & East Bay Dr. Traffic Signal	Florida Department of Transportation