



**BRADENTON BEACH  
WAVES**



*Waterfronts: Accessible, Viable, Ecological, Sustainable*

## **FINAL PROGRESS REPORT WATERFRONTS FLORIDA PARTNERSHIP PROGRAM**

**City of Bradenton Beach  
August, 2007**

**Submitted By:  
Lisa Marie Phillips, Program Manager**



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I. Executive Summary:

The Bradenton Beach community began its mission of waterfront revitalization with a commitment to: waterfronts accessibility, economic viability, ecological best management practices and sustainability. Hence the name, WAVES.<sup>1</sup>

Our commitment, to the principles embodied in our name, is a serious priority; the principles are the criteria against which all projects and policies are measured.

Since the initial visioning phase, the waterfronts group, with city commission approval, has achieved:

- Hosting a quarterly program manager's meeting – Sept., 2006
- Projects to Protect and Enhance the Natural Environment – shoreline restoration, free cloth bag program, plastic pollution reduction campaign
- Steps to Enhance People Moving and Parking – Parking Master Plan, "Trolley Up" campaign
- Steps to Enhancing/Preserving Special Places – current historic preservation of Monroe Cottage and associated development of Welcome Center; participation in campaign for *Regina Wreck* underwater archaeological site designation
- Promoted Cultural Activities and Natural Resources – produced "visitor's guide" and participated in local festivals; hosted annual *Eco Expo*.

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<sup>1</sup> WAVES = Waterfronts: Accessible, Viable, Ecological, Sustainable.

- Worked to Enhance Business and Tourist Industries – developed website and effectively distributed visitor’s guide via VISIT FLORIDA.
- Educational Outreach – Stormwater runoff education in schools, “Science Night” participation; advancing biodegradable/compostable products use
- Partnership Opportunities – work with local Metropolitan Planning Organization, Scenic Highway Committee, Southwest Florida Water Management District, Sarasota Bay Estuary Program, Anna Maria Island Historical Society, Anna Maria Island Chamber of Commerce, VISIT FLORIDA, Keep Manatee Beautiful, and others.
- Implemented “working waterfront” language into local Comprehensive Plan E.A.R.
- Awarded funding for a Recreational Boating Master Plan

## II. Methodology:

Two driving forces responsible for bringing priorities to fruition have been partnerships and funding resources. Proposed projects were identified utilizing the Project Task List in our (commission adopted) Vision Plan, then examined for feasibility with regard to funding and logistics. Our many and varied worthwhile accomplishments are a result of consensus building and hard work on the part of citizens, business owners and advisors with local action groups. Partnering with another local waterfronts community, Cortez, has been achieved on a minimal level, and we’re looking forward to expanded prospects.

### III. Outcome:

Bradenton Beach is fostering a strong and growing commitment to revitalization. With its rich history as the economic center of the island, the balance of meeting the neighborhood needs and the needs of commerce is a major focus. Many projects are ongoing and future projects are already being considered. This community, through its working groups, will continue to thrive and prosper due to its shared commitments.