

**A Study of the
DOWNTOWN TRAFFIC AND ECONOMIC IMPACT
OF THE PROPOSED COMMODORE POINT BRIDGE
Jacksonville, Florida
December, 1962**

FOREWORD

This study and report has been developed in order to answer pertinent questions raised with regard to the traffic circulation problems and economic impact that could be anticipated in downtown Jacksonville resulting from the construction of the Commodore Point Bridge and its connections.

General consideration was given to these matters during prior studies, and the Jacksonville Expressway Authority had been assured that no insurmountable problems would result from the proposed new St. Johns River crossing, and that the benefits accruing to the residents of Duval County would far exceed any liabilities. The Authority, however, wisely decided that the areas and streets directly involved should be given sufficient detailed further study and analysis to document and support the professional judgment in these matters.

A letter of instructions, issued by the Authority, and dated July 25, 1962, clearly defines the scope of this undertaking. The limits were established by the request that each of the following questions be answered on the basis of further factual study:

1. *“Would the east-west traffic on Forsyth, Adams, Monroe and Duval Streets seriously interfere with the north-south movement of traffic on Main, Ocean, Newnan, Market and Liberty Streets?”*
2. *“What would be the overall effect on traffic conditions in Downtown Jacksonville?”*
3. *“How would the property between Main and Washington Streets, and between Bay and Ashley Streets be affected?”*

4. *“How would businesses in the area west of Main Street be affected?”*

The general area under study was that approximately bounded by State Street on the north, Washington Street on the east, the St. Johns River on the south, and Pearl Street on the west. It is evident, from the four questions listed above defining the scope of the study, that some portions of this general area were to be subjected to much more detailed study than were others.

The questions which were asked deserve clear and tangible answers—answers which are soundly based upon thorough and objective analyses of all pertinent factual information available. Two of the four questions require estimates and examination of the traffic impact, and the other two, the economic impact of opening the proposed bridge and its connections to downtown Jacksonville. While it is certainly true that these two aspects are inter-related, for clarity of presentation they are discussed separately in this report.

Certain aspects of the economic impact study were quite closely related to the traffic impact analysis, and in some instances common data were utilized. The following is a summary of the factual data and information upon which are based the analyses and conclusions contained in this report:

1. Weekday vehicular traffic counts and observations at 20 downtown intersections east of, and including, Main Street. Surveys were made during peak and off-peak traffic periods to determine the characteristics of traffic approaching each intersection from all directions, records being made by hours of the number of