

tensive removal of curb parking can be postponed for at least ten years. Growing needs for close-in off-street parking, plus the fact that curb-parking must eventually be reduced as traffic growth occurs, with or without the Bridge, definitely call for a step-up in the downtown off-street parking program.

## PART II — ECONOMIC IMPACT

*“How would the property between Main and Washington Streets and between Bay and Ashley Streets be affected?”*

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

Unquestionably one of the prime problems bearing on the planning and development of any urban expressway system, or any portion, radial, linkage or extension of the system, is the question of economic impact. Economic impact of improved highway transportation has many facets. Some of the major ones are:

1. Effects on property values and tax revenues in the central business district, especially in areas contiguous or adjacent to the expressway.
2. Effects on retail sales of the central business district and on professional people and service firms.
3. Effects on the nature and extent of land usage in areas contiguous, adjacent, and served by the expressway.
4. Effects on retail business structure and on household travel patterns.
5. Effects on total potential daytime population of the entire central business district, which in turn affects business and industrial office space, government buildings, and professional and service firm locations.
6. Effects on consumers and on business and professional firms as to availability of a particular city's trade facilities, to the surrounding trade area, and its consequent competitive posi-

tion in relation to other cities and trade facilities in the region.

7. Effects on the geographic patterns of central business district development, particularly with respect to the central business district “core” and “frame” areas and functional subsections of each.

The answers to the economic impact questions are somewhat difficult to determine because they depend, to a large extent, on the actions of the City Administration and the downtown businessmen in taking advantage of the potential benefits accruing to downtown business as a result of the construction of an additional river crossing. There are a number of inter-related factors involved in examining the prospects of core area business. Trends in property valuations are indicative, but they must be considered in light of what changes can take place in land use, building construction, and off-street parking, as well as the increase in accessibility and better handling of traffic which would be realized with the construction of the Commodore Point Bridge and additional facilities through or around the central business district.

### The Problems of Measurement and Prediction

To the degree possible with the data readily available, this report will analyze and discuss the various facets of economic impact as applied to the proposed Commodore Point Bridge and approaches to the Jacksonville central business district. It should be clearly understood at this point, however, that precise predictions of economic impact are impossible in any expressway planning situation.

In the last analysis the end results must stem from the decisions and actions of hundreds of thousands of people, thousands of business owners and managers, and thousands of property owners. As we all recognize from our own experience with human nature, neither businessmen, property owners, nor consumers always follow what predictors and planners think is the logical and obvious course of action under a given set of circumstances and choices.

Furthermore, all of the seven major economic effects of expressways named above are extremely complex variables which are in a continuing state of flux and development with changing patterns.