

This predicted result is particularly significant because this has been an area of declining property values, assessments, land utilization, and construction which has long been a source of concern to Jacksonville City and Duval County Officials. Furthermore, the relief such a system would provide to the rapidly increasing traffic congestion on the State and Union arterials and on Beaver Street should result in some further improvement of property values and assessments in Areas A, B, and E. These encompass the northerly portion of the downtown business district east from Main to Washington and Liberty from Ashley on the south to Orange Street on the north. Thus the economic effect of the proposed Expressway additions on property in the entire downtown district east of Main Street is predicted to be a healthy one.

The economic impact of the proposed Commodore Point Bridge system on Jacksonville's CBD west of Main should be even more constructive in total than its impact on the area to the east, but for somewhat different reasons. As stated previously, total assessed valuations in Area F, increased 2.0% from 1952-1962. Furthermore, miscellaneous sales of property in the part of Area F between and adjacent to State, Union, and Beaver showed a combined increase in selling price of 239%. In Area G, total assessed valuations increased 23.3% from 1952-1962 and land utilization and type of construction was, of course, of the highest order. The combined total increase for Areas F and G west of Main in assessed valuations was \$7,145,810 or 21.1% for the decade. The influence of Areas F and G west of Main and of Area A east of Main was sufficient to result in a total increase in assessment valuations for the entire Jacksonville CBD from 1952-1962 of \$6,589,070 or 13.9%.

However, it is a conclusion of this study that the prosperity and growth of this core portion of the Jacksonville CBD is in danger of being choked off by lack of adequate access to downtown stores, offices, and institutions from the outlying residential areas, particularly in the rapidly growing areas to the south, southeast, and east. This vital problem, upon the solution of which also depends Jacksonville's future as a trade and distribution hub and a retail shopping center for a sizeable area, will be discussed further in the concluding sections of this report. The reason for anticipating it at this point is that future property values in these two areas west of Main will be more dependent upon automotive access and traffic

conditions than upon any other factor. Before drawing conclusions as to the impact on retail and wholesale trade, on professional and service firms, on office facilities, and on institutions (e.g. banks, government offices, churches, membership organizations), however, some discussion of land use and type of building construction in downtown Jacksonville is in order.

## Land Use

The nature of the use to which any piece of property is devoted, or might be devoted, is, of course, one of the prime factors determining its value. It has been mentioned that experience in many other cities has confirmed the healthy influence of expressways and their access routes on adjacent property values. Almost always this has been accompanied by significant upgrading in the land uses. Positive effects of expressways and their feeder arterials on land use and values have been noted in other studies in metropolitan Atlanta, Baltimore, Boston, Cedar Rapids, Cincinnati, Cleveland, Dallas, Detroit, Houston, Indianapolis, Kansas City, Milwaukee, Minneapolis, Omaha, Philadelphia, Sacramento, San Antonio, Seattle, Spokane, Tacoma, Tulsa, Wichita, and other cities of varying size and degrees of urbanization. Rather than using space here to document these separately, it will simply be noted that discussions of these studies have been reviewed in the course of this analysis.

For Jacksonville, therefore, this study analyzes land use in the CBD as of August, 1962, summarized by the same seven areas described in the preceding analyses of property valuations. Figure 8 presents a visual summary of the CBD land uses.

It is important to recognize two vital factors in properly interpreting both Figure 8 and the following textual summary of findings. One is that it was judged most feasible to analyze land use by percentages of total area within each of the seven basic Analysis Areas delimited for this study. It was not practical to attempt to measure actual floor space in the thousands of buildings involved. For this reason the number of floors or stories is not considered either. Rather, the basic unit of measurement is one-half of a city lot. These units, fortunately, are generally of a uniform size throughout the entire CBD studied.