

In the fifties engineers were engaged and a financing plan developed for a four block long Municipal Parking lot on the St. Johns Riverfront . . . dead-centered in the heart of the City. It cost four million dollars, is revenue producing and its 1,980 parking spaces were a life-saver for the downtown area. More important—this parking lot started a chain reaction which resulted in an ever increasing program of remarkable development.

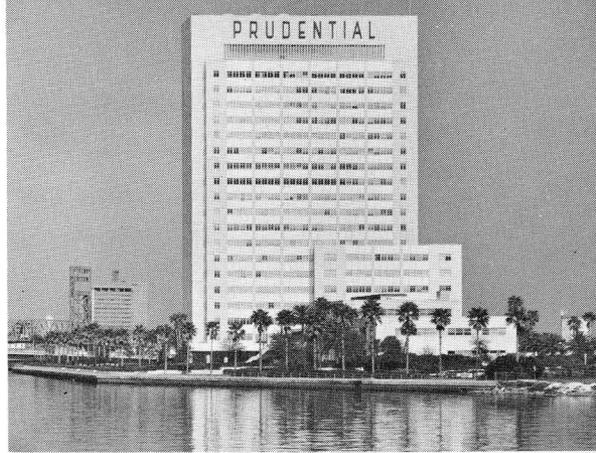
The City Commission next embarked on a vital and tremendous thirty million dollar capital improvement program. Twenty-one million of this went for improvements to streets, sewers and sewerage treatment plants opening vast areas of the City; five million was earmarked for the construction of this badly needed new City Hall which is being dedicated today; Three million was for a 12,000-seat Sports Coliseum which will open this year and the other million was put aside toward a four million, five hundred thousand dollar Municipal Auditorium which will be completed in 1962.

Amazingly, these public improvements have been accomplished without recourse to general revenue bonds. The parking area was built with the proceeds of revenue certificates which are being paid off out of the income from the parking lot and from the city's on-street parking meters. The thirty-million dollar program is being paid off from a 10% utility tax.

Word of these tremendous improvements to the city spread like wild-fire. Business and industrial interests from all parts of the southeast were attracted to Jacksonville.

Due to the combined efforts of these three groups mentioned above, the Atlantic Coast Line decided to move its Headquarters from Wilmington, N. C. . . . erecting a new 15-story building for the purpose a little further west on the riverfront. They are bringing thousands of their employees to Jacksonville.

The County Commission built their efficient and beautiful new Court House and Jail on the St. Johns River to the east of the parking lot. Adjacent waterfront property began to take on new



The riverfront terrace of this large insurance company's building has become a recognized setting for several annual cultural events.



Bringing hundreds of new residents to Jacksonville was a direct result of this beautiful addition to the waterfront and business scene.

