



The Years To Come



Jacksonville and its citizens . . . both urban and suburban . . . can look forward to the decade of the 60s with the brightest op-

timism . . . with a confidence and assurance based on the facts that the City is prepared and ready for **WHATEVER** growth and progress that may be in store. The groundwork has been laid . . . and is now ready in every field of community development.

Public Works:

Visitors to Jacksonville for the first time are impressed with the scores of ultra-modern buildings that have been constructed in the last ten years. Jacksonville's urban re-development plan has completely changed the face of the city's waterfront. The impressive array of skyscraper office buildings with their colorful tile and glass facades form a striking background for the mighty St. Johns river that forms Jacksonville's fine port.

In March of this year, the city administration approved the site of the old City Hall as the location for a new Municipal Library that will cost approximately \$5 million. City residents will have an opportunity to vote the long-needed library into reality early in 1961 — it would be financed by the sale of general obligation bonds payable through ad valorem taxes.

With the opening in 1962 of the new 3,600 seat Municipal Auditorium, the City will have room to attract additional conventions . . . road companies, even the original New York companies, of great plays and smash musical hits will head our way. Ballet and opera will be an integral part of our cultural growth. The Auditorium is designed for all of these. Situated just to the east of the new Atlantic Coast Line Building on the banks of the St. Johns, it will be another major step in the beautification of our riverfront area.

Across from it on the Southside, 16 acres, belonging to the City and lying between the Alsop (Main St.) and the Acosta Bridges, will be developed into a magnificent park site, complete with colored lighted fountains, promenades, and a modern marina.

Reversing trend of suburban shopping centers will be this modern downtown shopping center offering elevated parking facilities.



Where will we go? What fantastic ends can we attain?

Urban development: . . . A few months ago one of the most stupendous projects ever envisioned for a City of