

the old ramshackle buildings which still line most of its frontage. As a result buildings are being torn down continuously and replaced or remodeled and put to uses more in line with the new and prosperous phase of the neighborhood.

In the last year, Merchants, comprising the Downtown Council (which is a vital group within the Chamber of Commerce) have tied together the City's growing business center with the outlying parking facilities by a free shuttle bus system. Starting with one bus, the shoppers' reaction was so enthusiastic that another had to be added. Operating on a six minute schedule, these buses take passengers practically to the front door of most retail establishments.

While Jacksonville's downtown business area has been exhibiting such astonishing vigor, suburban development has been far from neglected. Whereas population within the City Limits has understandably fallen off slightly since 1950, the immediate metropolitan area has increased from about 300,000 to over 450,000 people. Impressive new shopping centers have been created to parallel this growth.

Automobiles were the cause of troubles that sparked off all this redevelopment. Parking lots alone were not the answer. Traffic had to be moved.

Jacksonville's leaders, noting its unbelievable increase in population, had to plan on a conservative figure of 675,000 people by 1970 and prepare for a population of over a million by 1985.

This led to the necessity for what developed into a \$90,000,000 Expressway and bridge development which is being completed this year. It entailed the construction of thirty miles of multi-laned, limited-access roads and the construction of two magnificent new bridges across the St. Johns River . . . the Fuller Warren and the Mathews Bridges. Prior to this expressway,



One of the many other buildings that add beauty to downtown Jacksonville.



Ample parking space and variety of services group in one compact area ensure popularity of suburban shopping centers springing up around Jacksonville.

Graphic view of Expressway looking North towards the John T. Altop Bridge shows group of Jacksonville's skyscrapers in background.

