

our size was announced by the S. S. Jacobs Company . . . two square blocks in the heart of our downtown area are to be utilized for a business center . . . a new concept in urban development, to cost \$15,000,000.00. It will be comprised of a six-level parking garage, with space for 400 cars . . . the street floor to be occupied by one of the city's foremost women's shops; Next, a five story department store to be occupied by the J. B. Ivey Company chain, the seventh of their famous stores in the southeast; included is the Universal-Marion Building, where that worldwide manufacturer of heavy industrial products will have its executive headquarters; and lastly a five story medical building with a restaurant and cocktail lounge overlooking the central and spacious plaza. Underground there will be parking for another 400 cars. Plans for this public plaza are amazing: a place that will be alive with activity all through the year . . . ice shows, dramatic presentations, concerts, civic events and fashion shows . . . the type of thing that will make the center a magnet for this northern section of the business district. And here again will be beautification and urban redevelopment in a run down area. Just prior to this, another two square block development was announced in the same neighborhood; a down-town heart-of-the-city motel, consisting of four hundred rooms, swimming pools, restaurants and cocktail lounges . . . to cost approximately eight million dollars (?)

What about our suburbs?

All of the area's population growth in the 50s took place in the suburbs and impressive new shopping centers are being created to parallel this growth in residential homes. Most spectacular of these will be the Phillips Highway Plaza which will be one of the largest suburban shopping centers in the United States, covering forty-one acres, offering parking for 5,000 automobiles and almost 100 large retail shopping stores. Another will be the Roosevelt Mall . . . a 38-store, three million dollar facility.

Jacksonville, despite the overwhelming growth of the 50s, is embarking on another decade of vital progress.

We do not know what information tomorrow's newspapers will hold but we can be sure that as the days, weeks, months and years roll by we will hear of more and more industries, manufacturing concerns and service organizations who will announce their intentions of moving to this great and beautiful city. We will also hear of tremendous



New banking facilities proposed for the City will include this block-square combination office building.

One of the largest suburban shopping centers in the entire South will be located on Philips Highway.

