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NEIGHBORS & NEWCOMERS EDITION

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A special supplement



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Publishers' Note

Welcome Home

You know you're somewhere special when time seems to stand still - when the place where you live is one where locals relish historic preservation balanced with the growth of modern demands.

The historic tree-lined neighborhoods surrounding Jacksonville's urban core are just that kind of place. To live in Riverside, Avondale, Ortega, Murray Hill, San Marco, San Jose or St. Nicholas is to reside in a place where many choose to spend their entire lives and where native adults come back to establish themselves after living elsewhere while pursuing careers or promotions. They return to their roots because they see these neighborhoods, which they cherished as children, to be places of opportunity and growth while still retaining a familiar sense of small-town charm.

From the moment we decided to move to the area we were welcomed with open arms. Our neighbors greeted us with a kindness reminiscent of a bygone era. The mighty oaks draped with Spanish moss, which line the streets, and the unique residential architecture captured our attention. We were captivated with history of the area, the allure of the St. Johns River and the people who choose to reside on its banks. We couldn't stop thinking about the need to live here, to raise our family here, and that's just what we have chosen to do.

Introducing people to our neighborhoods is one of *The Resident's* favorite things to do. Within the pages of this Newcomer's Guide you will find local eateries, places of worship, city parks, schools, hospitals, city services, philanthropic organizations and great attractions to visit within an hour's drive of your front door. It is our hope that this guide will make your transition into the neighborhood a bit simpler.

Seth and Pamela Williams
Publishers



ON THE COVER

There's nothing quite like perfect timing - from cooperative subjects to perfect weather - the inaugural cover shoot was no exception. Special thanks to Elizabeth and Cameron Saffel for the use of their field champion yellow Labrador retriever, Peanut. Obeying every command, she was the dream subject. Credit also goes to local dog whisperer, Lisa Fine, for her impeccable training and commands. The stunning plants and vessels were provided by Philips Garden Center. The front porch speaks for itself.



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TABLE OF CONTENTS

- 08 THE INSIDE SCOOP**
Well-known residents suggest places to dine and things to do in the neighborhood
- 10 THE DIVIDE THAT CONNECTS US**
The longest river in Florida, the mighty St. Johns is Jacksonville's greatest asset and has always been a major factor in the city's rich history
- 12 A WALK THROUGH THE PAST**
An abbreviated history of Riverside, Avondale, Ortega and Murray Hill, four neighborhoods epitomize what's best in America
- 18 MAP OF THE ST. JOHNS NORTHBANK**
A visual guide to Riverside, Avondale, Ortega, Murray Hill and the surrounding area
- 22 CONTINUING THE WALK THROUGH THE PAST**
The history of San Marco, St. Nicholas and San Jose, from its early beginnings as a cattle crossing to present day



DINE OUTSIDE THE LINES.

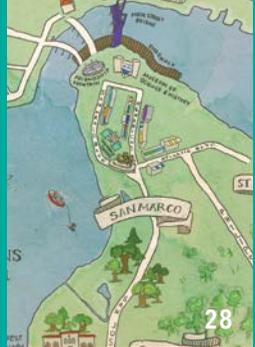
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28 MAP OF THE ST. JOHNS SOUTHBANK

A visual guide to San Marco, San Jose, St. Nicholas and the surrounding area

30 5 POINTS

A guide to navigating one of Jacksonville's most fascinating intersections

32 PUBLIC SERVICES

Utilities, city services, public transportation and historic preservation; everything a newcomer needs to know to settle in

36 MEDICAL CARE

An overview of the city's world-class healthcare facilities

40 EDUCATION

A directory of public and private institutions as well as schools for students with special needs

52 PLACES OF WORSHIP

From historical treasures to contemporary edifices, a directory of many of the city's places of worship



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59 CHIMNEY SWIFTS
Bird watchers rejoice: Like clockwork, early fall means the return of the Chimney Swifts

60 PARKS
Be it national, state, community, neighborhood or specialty, Jacksonville boasts the nation's largest park system: A comprehensive guide

68 THE BENEVOLENT CITY
A guide to the area's non-profit organizations and clubs

79 ENTERTAINMENT & CULTURE
Movies, music, theatre, dance and art: The neighborhood's cultural and entertainment scene is diverse

88 DAY-CATION DESTINATIONS
Some of the best beaches and attractions are just an hour away

94 ON THE BRINK
A sampling of future businesses, attractions and developments that soon will be a fixture on the Jacksonville skyline



59



60



68



79



88



94

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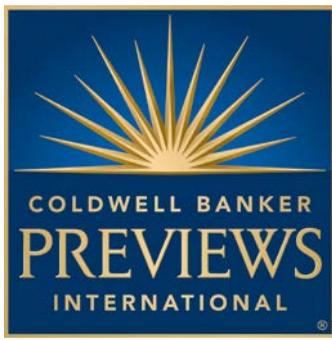
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The Historic Districts of Jacksonville have so much to offer in education, arts, recreation and services of all types that it can be hard to keep track of them all. We tried our best to list everything, but we acknowledge that some organizations and places may have slipped through the cracks. Please forgive us and do let us know what's missing so we can add them to our annual Newcomer's Guide.

The Resident would like to express its appreciation to the following people and organizations for their help with insuring the accuracy of research, provision of photos and historic reference materials for this guide:

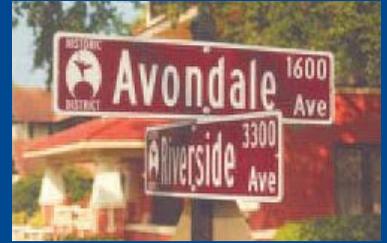
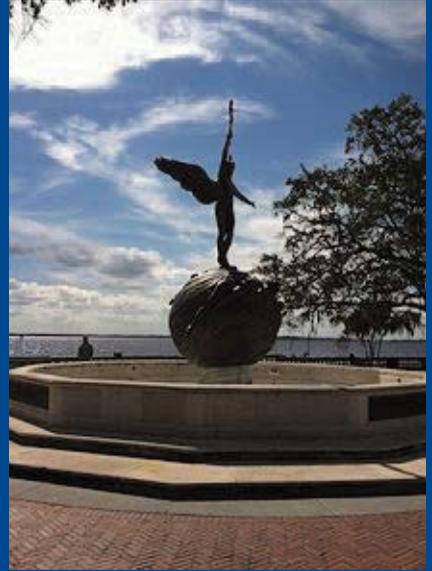
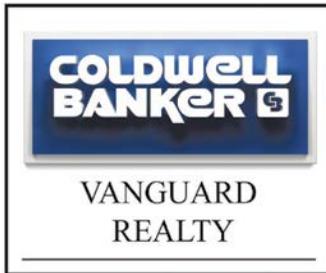
Riverside Avondale Preservation; The Jacksonville Historical Society; San Marco Preservation Society; Jacksonville Public Library; Arcadia Publishing for use of the images and related references from the Images of America series titled, *Jacksonville's Southside* by Debra Webb Rogers ©2012; Corporation for National & Community Service referenced the *Volunteering and Civic Life* in America statistics; *State of the Sector* report underwritten by the Jessie Ball DuPont Fund; *The Chronicle of Philanthropy*; data compilation managed by Jacksonville's Division of Social Sciences under the direction of Dr. Ray Oldakowski; the City of Jacksonville Parks and Recreation Department; MetroJacksonville; Murray Hill Theatre; M.C. Bob Leonard, Florida History Internet Center; Downtown Vision, Inc.; Judy Van Zant Jenness, Lynyrd Skynyrd History; Visit Jacksonville; *Riverside Remembered* by George Hallam ©1976; Drummond Press; Jacksonville; *The Architecture of Henry John Klutho* by Robert C. Broward ©2003; *Jacksonville Family Album, 150 Years of the Art of Photography* by Dr. Wayne W. Wood with Carole L. Fader and Emily Retherford Lisska ©2005. Special thanks to Robin Robinson for compiling *Southbank Sojourn, A Photographic Journey Through the Early Days of San Marco and South Jacksonville*, a resource for this guide.

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THE Inside Scoop

Moving to a new home in a new city, it helps to know someone who can give you the inside scoop. Who best to know where to dine and what to do in our historic neighborhoods than well-known residents? Lifelong residents or passionate newcomers, these men and women have their fingers on the pulse of what's what in the neighborhood.

WHAT IS YOUR FAVORITE THING ABOUT LIVING IN AN HISTORIC DISTRICT?

The architecture and the urban aspect of living adjacent to the Central Business District.

– *Michael Balanky,*
CEO, Chase Properties

I love the fact that we have a comfortable sense of community without being a gated entity. Residents respect their property, the trees and grass outweigh the concrete in most cases, and families of all ages are the treasured norm.

– *Peggy Bryan,*
local philanthropist

My favorite thing about living in the historic district is the diversity of the district. By diversity I mean economic diversity which makes the district unique. Grand homes, small cottages and apartment buildings are all within walking distance of each other. So it's both visual diversity and aesthetic as well as the people who inhabit the district that make the fabric of the place unique.

– *Lori Boyer,*
District 5 Councilwoman,
City Council Vice President

WHAT IS YOUR FAVORITE WEEKEND ACTIVITY?

On the weekends I like to visit the Riverside Arts Market and walk to Boone Park or through the neighborhood including the end of Edgewood at the shore of the St. Johns River.

– *Jim Love,*
District 14 Councilman



Any local event; we look for them in *The Resident* or in flyers posted in neighborhood storefronts.

– *Michael Pajcic and Katy Debriere,*
Attorneys

Biking around the neighborhood with my family.

– *Jimmy Orth,*
Executive Director,
St. Johns Riverkeeper

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WHAT IS YOUR FAVORITE PLACE TO DINE?

We have so many options I can't choose just one. We can eat out somewhere different each night for weeks depending on our schedules.

– *Cindy Hamilton,*
Director of Public Relations,
Baptist Health

The Green Erth Bistro. Delicious and refined Persian cuisine. Kebabs, wraps, saffron rice, fresh flatbreads and dips, and exquisitely spiced stews. To drink: Aardwolf Brewery. Their Belgian Ales are my idea of what beer should taste like. Mellow, deep and satisfying. They let you bring the kids and dog (provided both are house-trained), and the food truck du jour always offers a good bar nosh.

– *Andrew Dickson, President,*
San Marco Preservation Society



We have many favorite dining places: Players' Grille, Metro Diner, Taverna, Pizza Palace, M Shack (we eat out a lot) because there are lots of great choices nearby.

– *Susan Towler,*
Vice President, Florida Blue Foundation



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THE DIVIDE THAT C

Long considered our greatest asset, the St. Johns River has always been a part of Florida's rich history dating back to the earliest settlers. As a source of fresh water, food sources, travel routes and a key to the earliest industries, the river remains a life-blood of our community to this day.

Relating to the diverse nature of our community, people of various cultures have lived on or near the St. Johns River in the past including Native American tribes of the Timucua, Mocama and Seminoles, as well as French and Spanish settlers. Later, land barons and early settlers alongside naturalists sought refuge along the banks of our river from Northeast Florida to further reaches south.

Our river has also been the subject of William Bartram's journals, Marjorie Kinnan Rawlings' books, and Harriet Beecher Stowe's letters home. Many modern depictions and writings, as well as artwork, poetry, prose, songwriting and music are inspired by its beauty.

UNIQUE CHARACTERISTICS, ECOSYSTEM

The longest river in Florida, the St. Johns River is also one of the few rivers in the United States that flows northward. It winds its way slowly through our area on the end of its 310-mile course, already having carved out a unique path comprised of lakes, springs, tributaries and estuaries. At the final leg of the lower basin, 35 miles to be exact, it laps our local bulkheads and sea walls before making its way to the Atlantic Ocean.

Our watershed along the historic neighborhoods are affected by the tidal flux of the ocean, as seawater enters the mouth of the St. Johns River causing rises of tide levels into the middle basin. As a result, much of the river in our area is part seawater, making it an estuarine or brackish ecosystem.

The tolerance of both fresh and salt water defines many of the species and their survival along this

stretch of river. Marine animals such as dolphins and sharks frequent the river alongside the endangered manatee. Our rich river environment hosts mullet, flounder, shad and crustaceans, such as blue crabs, which migrate from the ocean to freshwater springs upriver to spawn. The large trees that line the river from its source south of Jacksonville begin to transition into salt marshes east of our city.

COMMERCE AND CONNECTIONS

Separated by the St. Johns River, you'll soon discover seven bridges that connect the North and Westside neighborhoods to the Southbank and the beaches further to the east. In fact, the technical 'core' of downtown Jacksonville spans the waterway, where high-rise residences, small businesses, corporations and Fortune 500 companies are anchored.

Much of our local economy depends upon the use of the river,



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as imports and exports total nearly 16,000,000 tons via Jacksonville annually. Exports include paper, phosphate, fertilizers, and citrus, while major imports include oil, coffee, limestone, cars, and lumber. The Port of Jacksonville alone produces \$1.38 billion to benefit the local economy and supports over 10,000 jobs. The U.S. Navy also utilizes the river for military operations and readiness, as Naval Station Mayport sits on the mouth of the St. Johns at the shores of the Atlantic. It serves as the second largest Atlantic fleet operation in

the country. Mayport is also home to approximately 20 shrimping vessels that use the mouth of the St. Johns to access the Atlantic Ocean, providing fresh seafood to the masses.

PROTECTING THE FUTURE

While it is one of 14 American Heritage Rivers, at the same time it is on the list of America's 10 Most Endangered Rivers.

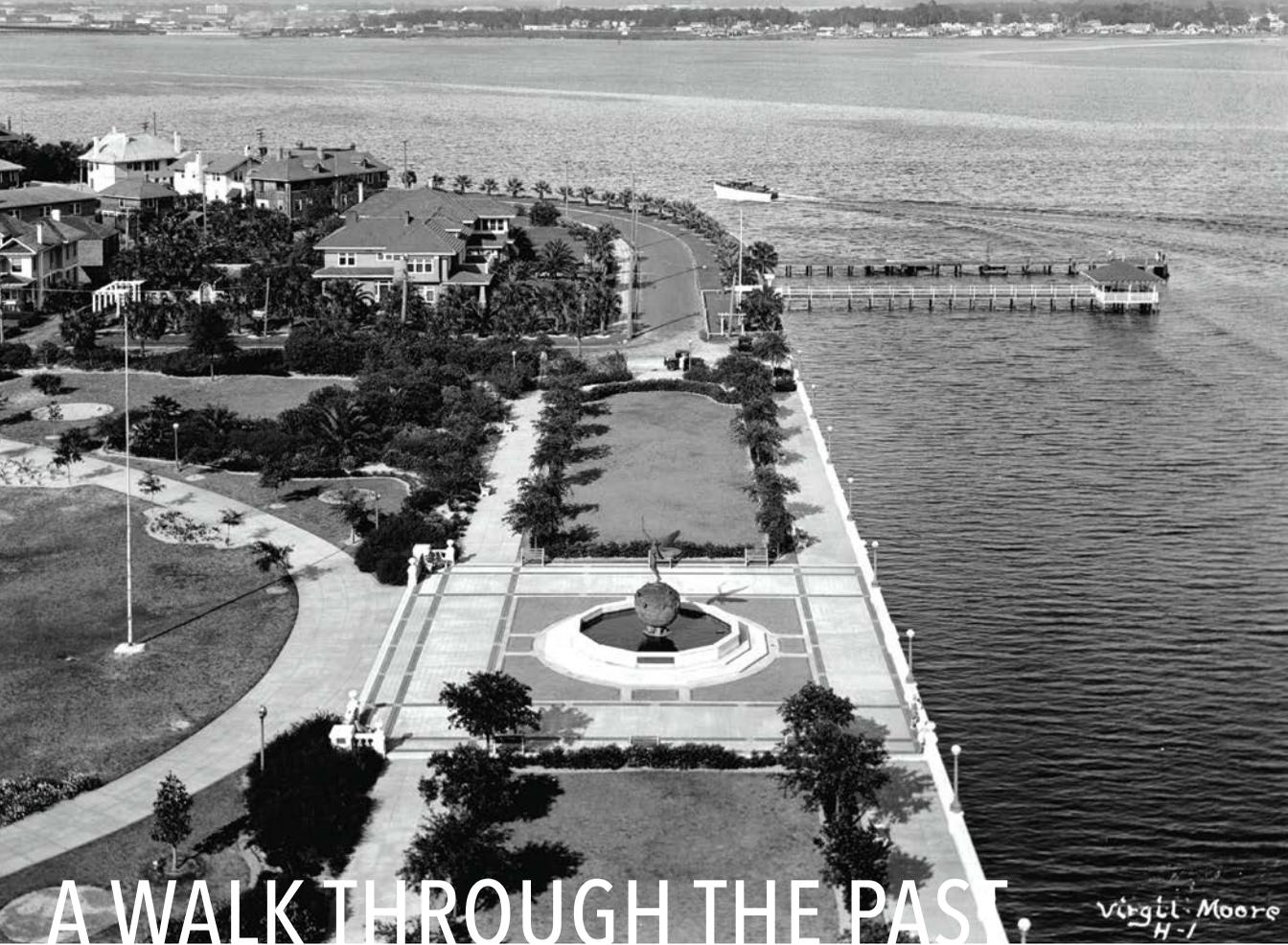
To ensure that the St. Johns River remains a healthy, viable asset in Jacksonville and other Florida communities, the St. Johns Riverkeeper - a privately-funded, nonprofit organization - relies on the support of donors and volunteers to accomplish its mission.

More than a beautiful vista, the St. Johns River is a natural water park...a means of livelihood...a fluid highway from one part of town to another...a thriving marine ecosystem.

While it may run through us, it certainly doesn't divide us.

DID YOU KNOW?

The St. Johns River is the longest river in the state of Florida, winding through or bordering 12 counties. It is one of the few rivers in the United States that flows north and at its widest point it is nearly three miles across.



From former Spanish Florida-granted plantation lands to the iconic landmarks remaining today, we scratch the surface of our neighborhoods - steeped in history. With modern-day distinctions such as the 'Top 10 Great Neighborhoods' granted to Riverside and Avondale by the American Planning Association (APA) in 2010, many of these accolades were made possible by well laid plans, decades in the making. This short history touches on interesting facts, including our local connection to Southern Rock's birthplace and some names synonymous with places we know and love today. Welcome to Jacksonville's Riverside, Avondale, Ortega, and Murray Hill neighborhoods, where a unique walk through history can be a daily occurrence.



THE FIRST PLAT

Stretching along the west bank of St. Johns River were the plantation lands of Dell's Bluff and Magnolia Plantation. Originally granted by Florida's Spanish government to Philip Dell in 1801, Dell's 800 acres of land ran from McCoy's Creek to a point between Barrs Street and King Street. Later purchased by James Winter, the area remained a plantation until purchased in 1868 by *Florida Times-Union* Editor Edward M. Cheney on behalf of Boston developer John Murray Forbes, who platted the area into what is now Riverside.



THE BIRTH OF RIVERSIDE

On May 3, 1901 a small fire at a mattress factory, fanned by out-of-control coastal winds, ultimately dealt Jacksonville a frightening blow. Referred to as "The Great Fire of 1901," it displaced residents of prominence and leveled the city. Many leaders and the well-to-do looked to nearby Riverside for rebuilding their homes, fostering a development boom lasting through the 1920s.

Rising from the ashes, Jacksonville became infused with architectural styles from ornate, grandiose riverfront mansions to Florida's largest section of early 20th century bungalow homes. In the first quarter of the century, almost all of the architectural styles imaginable would

exist in Riverside from Greek revival, Gothic revival, Victorian, Romanesque revival, early modern, domestic, colonial, Georgian, Mediterranean; many were a mixture of the styles. Architect Henry Klutho's new "Prairie School" style gained prominence, along with ushering in a new era of building design. A major player in Jacksonville's rebuilding, Klutho's work is expressed in Jacksonville's City Hall, the Carnegie Library and Morocco Temple, among others.

Robert E. Lee High School in Riverside is the second oldest high school in Jacksonville and it still operates at its original site today (Andrew Jackson being the oldest). The school was designed by architects Victor Earl Mark and William B. Ittner. Lee and Jackson High Schools'



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architecture echoes design influences of Henry Klutho, under whom Mark studied. While its exterior is a striking combination of brick and stucco, what happened inside Lee High in 1969 changed history - rock history.

As guitarist for One Percent, a nominally long-haired Gary Rossington routinely bypassed Lee High's dress code banning hair that touched one's ears by slicking back his hair before school, making it appear code compliant. Mandatory after-class gym showers revealed Rossington's deception to a certain gym teacher bent on enforcing school rules. After one too many trips to the principal's office, a fed up Rossington quit school with no love lost between he and gym teacher Leonard Skinner.

One Percent lead singer Ronnie Van Zant ribbed Rossington about his final skirmish with Skinner during a show at Jacksonville's (now defunct) Forest Inn. Audience members, also familiar with Skinner, shouted agreement when Van Zant suggested a band name change to Leonard Skinner. Though a joke at first, the name was kept, finally morphing into Lynryd Skynyrd to avoid legal problems. The rest, they say, is history.

AVONDALE ARRIVES

Jacksonville's exclusive Avondale neighborhood came to exist on the land of former plantations, which comprised acres of land originally granted by Florida's Spanish government to Robert Hutcheson in 1815. Renamed Magnolia Plantation by new owner William McKay in 1856, plantation activities ceased upon the 1871 death of its final owner, Elias Laudon. After a false start as the Edgewood development in 1884, Avondale finally came to prominence with developer Telfair Stockton and his partner E.V. Toomer's work in the 1920s. Commissioned by William Pitkin, a Cleveland designer, it was

billed as "Riverside's Residential Ideal," its beautiful, tree-lined boulevards, streets, sidewalks, parks were complete with modern utilities. Many fabulous homes representing Prairie School, Art Deco, Mediterranean Revival, and Craftsmen architectural styles drew inspiration from neighboring Riverside. On January 6, 1921, the Avondale subdivision development coincidentally opened just as the Acosta Bridge was completed.

AN ISLAND ENCLAVE

Head just south of Avondale and you'll find Ortega, one of Jacksonville's wealthiest neighborhoods, replete with riverfront mansions, downtown vistas and several notorious characters throughout its history.

Originally known as Maxton Island when granted to Abraham Jones in 1770, the 2,000-acre peninsula that became today's Ortega was first a plantation which, after an ownership change around 1780, came into the hands of farmer and East Florida Ranger turned bandit, Daniel McGirtt. Betrayed by a fellow colonist over his horse, McGirtt turned his aid to the British in East Florida until it was returned to Spain in 1783. Frustrated and alienated, McGirtt, along with his "Florida Banditti," became notorious for pirating British, Spanish, and American citizens



Carolers from the Bartram School for Girls serenade the merchants in the Shoppes of Avondale.

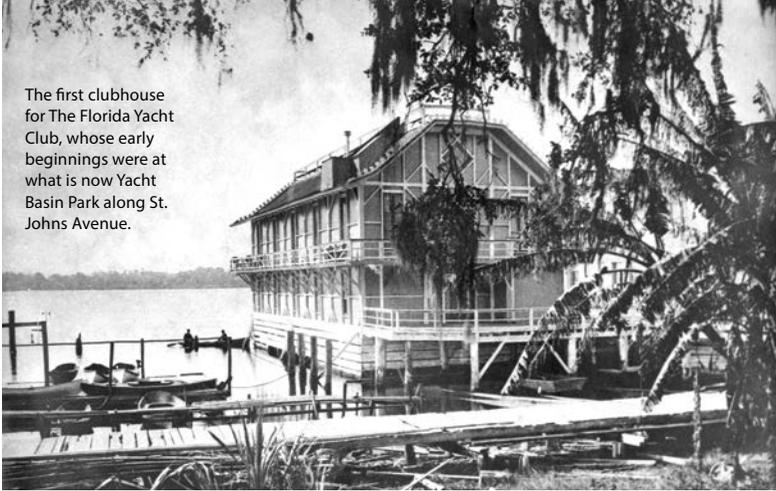


Mayor Haydon Burns is shown here in 1960 with fellow Democratic politicians campaigning in downtown Jacksonville along with a live donkey symbolizing their party. Mayor Burns was first elected in 1949 and re-elected to the office four times, serving the longest stint of any mayor in Jacksonville.



After the Great Fire of 1901 talented architects flocked to Jacksonville to facilitate the rebuilding of the City. Rutledge Holmes was one who came from Charleston and went to work on designing the Armory, the Duval County Courthouse, the Consolidated Building and the residence of Colonel Raymond Cay. The impressive Mediterranean-style mansion was located at 1249 Riverside Avenue on the "Row" of Riverside high society. The home was torn down in the 1960's, but the Carriage House that served the mansion, shown here in the early 1900's, is the sole remaining piece of Cay's estate.

The first clubhouse for The Florida Yacht Club, whose early beginnings were at what is now Yacht Basin Park along St. Johns Avenue.



they fled in 1933, narrowly missing a midnight police raid.

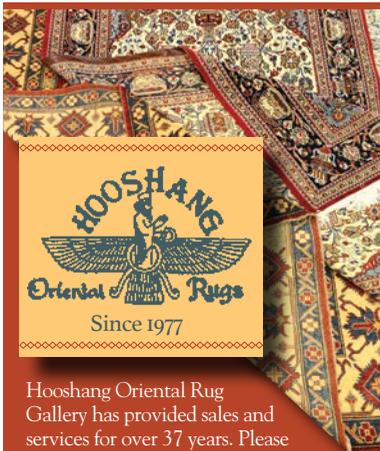
Today, Ortega is home to the Florida Yacht Club, Timuquana Country Club, and one of the nation's oldest functioning drawbridges, the Ortega River Bridge, in operation since its completion in 1927. Visitors will also notice that the street system is a grid pattern with themed street names. One end of the historic district has street names of Native American tribes. One section has the names of Ivy League schools. Another section has the names of all the styles of architectural columns (e.g., Doric, Ionic, Corinthian). Separated by U.S. 17 or Roosevelt Blvd. the other half of the island, today referred to as Ortega Forest, borders the interior reaches of the Ortega River and is known for its river frontage and canals that run throughout the neighborhood.

in the area, with McGirtt simultaneously managing a successful farm operation. Ortega's 90-acre McGirts Creek Park and McGirts Creek, along with McGirts Boulevard, provide no clues to their namesake's notorious life.

Fast forward to 1902, when financing from J. Pierpont Morgan - and a new wooden bridge in 1908 connecting with the former Edgewood development - finally made Ortega ripe for development. Elegant neighborhoods abound with varied architecture, designed by Henry Klutho as part of the area's housing boom in the 1920s. A certain Grand Avenue home of this era allegedly housed Gangster George "Machine Gun" Kelly and his wife Kathryn, before

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SMALL TOWN URBAN CHARM

Located between Cassat Avenue and Roosevelt Boulevard, we find in Murray Hill our most urban neighborhood. A 1907 replat from Edgewood's subdivision in 1884, then incorporated around 1915, it was annexed by the City of Jacksonville in 1925.

Rail workers from the nearby Lackawanna terminal played a major role in Murray Hill's key development period of the 1940s, creating charming domiciles which run an architectural gamut from bungalow and Prairie School styles to the some of the more rare Sears Kit homes in Jacksonville, the first being built in 1918. French Street features six houses designed by Jacksonville's first female architect, Henrietta Dozier. Because of its smaller homes, Murray Hill is an attractive and affordable location for those seeking an urban starter home.



Residents experience Murray Hill's "small town" feel by visiting beautiful, sprawling parks within walking distance of home, strolling down the "Avenue of Progress," a.k.a. Edgewood Boulevard, for pastries and sweets from Edgewood Bakery - in operation since 1947, or perhaps stopping for a cool treat at Dreamette, founded in 1948 at Post St. and Edgewood Ave.

A local landmark, Murray Hill Theatre stands tall with Art Deco style and colorful signs highlighting a classic marquee. First opened to movie-going audiences in 1949, it became a Christian outreach nightclub in 1995, providing residents and visitors of all ages an alcohol-, drug-, and smoke-free faith center featuring local and national Christian Rock acts.



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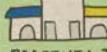
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CONTINUING THE WALK THROUGH THE PAST

MEDITERRANEAN INFLUENCES

From its cattle crossing early history to present-day fine dining and shopping, San Marco offers residents and visitors a unique view of its prosperous history. The Cow Ford, called Wacca Pilatka by Seminoles, was a British ferry crossing established around 1760 to haul cattle from Jacksonville to South Jacksonville across the St. Johns River during British rule. Spanish control resumed in 1783, followed by a 1793 land grant for a slave plantation which was later taken over by Isaac Hendricks, husband of Elizabeth Hudnall, who owned an adjacent tract of land. When Hendricks' daughter married Red Bank Plantation owner Albert Gallatin Philips, these families owned most of the area to become San Marco - but not before a few more changes.

This beautiful structure, called Marabanong, still stands in Empire Point. English astronomer Thomas Basnett built it in 1876 on the site of a previous structure that burned. His wife, Eliza Wilbur, was a noted scientist from New York. While living at Marabanong, she patented a large astronomical telescope and was working on a design for an airplane.





With the end of the American Civil War came the end of plantations and by 1873, the area's plantation families divided their land for development. Known as South Jacksonville, the area grew in population when the Florida East Coast Railway Bridge was completed in the 1890s. The year 1920 saw Atlantic Boulevard connecting South Jacksonville with the Beaches, bringing more growth. With the Acosta Bridge opening in 1921, numerous development plans came to fruition in the area through developer Telfair Stockton, who also established Avondale's tony neighborhood on the St. Johns River's west side.

Beginning in 1926, San Marco's development was created with an upscale Italian Renaissance Revival theme in mind. As a standout from surrounding areas, San Marco's City Beautiful Movement design elements include large lots, grassy medians, lovely parks, and winding streets. By 1937, San Marco came into its own, attracting well-heeled families to its burgeoning riverfront development.

San Marco Square anchors surrounding neighborhoods with its irresistible central fountain featuring three individually pedestaled lions overlooking the three entrances to San Marco Square, Balis Park's grand, arched bandstand, and a 2013 renovation that created lush, grassy



South Jacksonville, with a population of 600, was incorporated in 1907. When it was absorbed by Jacksonville in 1932, the population had swelled to 5,658. The original city hall still stands on the northwest corner of Hendricks Avenue and Cedar Street.



The old South Jacksonville City Hall is now home to the San Marco Preservation Society and its tenant, Greenscape of Jacksonville.



In the fledging years of Bishop Kenny High School football, Bill Braun consults with Coach Dave Brown in 1953. The football helmets of that era offered no protection to the player's face. There were no face masks and no mouth guards as is required today.



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areas featuring whimsical sculptures. Completed as the Square's first commercial structure in 1927, the San Marco Building proudly wears its Mediterranean Revival architectural style while hosting an upscale restaurant. Just down the sidewalk you'll find the San Marco Theatre, first opened in 1938, featuring Art Deco and neon outside and a fully functional, classic single screen theater inside. San Marco Square remains a favorite fine dining, shopping, and gathering place for area residents.

OLD SPAIN IN A NEW WORLD

Just down the road you'll find the area of San Jose, another benefactor of Jacksonville's 1920s developmental period. Hailed as "A Bit of Old Spain in the New World," San Jose Estates' 1925 charter had on board a golf and country club, yacht club, hotels, schools and, of course, Spanish-style stucco and tile new homes.

Though originally a marketing tool in both style and street names, San Jose's Spanish influences echoed design cues from Francis Xavier Sanchez's late 1700s land grant from the Spanish government. San Jose Estates' original Administration Building at the corner of San Jose Boulevard and St. Augustine Road - now the San Jose Episcopal Church - hosted executive offices, a casino, and a gas station.

The San Jose Country Club remains in operation at its original location, offering members an elite location for events along with an upscale river experience at its yacht club.

Now part of the National Register of Historic Places, the San Jose Hotel, a 125-room 1925-era Spanish style structure, became part of The Bolles Schools' campus in 1933 and serves the school and visitors with meeting rooms and courtyards fit for fine events.



The tradition at Landon Senior High School was to hold a barn dance every fall. Pictured here is Robert Broward on the left with his friends in the mid-1940's.



Epping Forest was the estate developed by Alfred I. duPont, built in the 1920s, is a combination of Gothic, Spanish, Renaissance, and Baroque styles. The grounds included gardens, a lion's head fountain, underground tunnels, and a cannon that Mr. duPont fired off at 5:00 p.m. daily. This was intended to be a show of force to warn away any Germans he feared might come up the river in the post World War I era. (Courtesy of the State of Florida Photographic Archives.)

A FORT, A LAND GRANT, A VILLAGE

Cow fords, a Spanish fort, and British development pepper the history of St. Nicholas, which lies east of San Marco on St. Johns River's south bank.

At first a Spanish blockhouse fort built in 1740 by Manuel de Montiano as a hedge against English attacks in the area, Fort San Nicholas - to become St. Nicholas - also provided protection to Cowford's Crossing, among other purposes, until British occupation began in 1763. Rebuilt and destroyed two more times after the Spanish regained the area in 1784, the fort was abandoned in 1817 and fell into complete ruin. A marker at Atlantic Boulevard and White Avenue points readers to the fort's former location approximately one quarter of a mile north - now the site of Bishop Kenny High School's athletic field, just off Atlantic Boulevard.



Two Spanish land grants are responsible for what became known as the Village of St. Nicholas. Francis Bagley and Reuben Hogans' properties were intermingled through marriage, then in 1839 divided into five 80- to 90-acre lots, one of which is now the Palmer Terrace neighborhood.

You can also find the historic St. Nicholas Cemetery north of Atlantic Boulevard near Millers Creek, where the first recorded grave dates to 1849. St. Nicholas is also home to one of the first suburban office parks in the country, Midtown Centre.

Like its counterparts San Marco and San Jose, St. Nicholas saw growth after the American Civil War, through the 1920s and beyond. Now developed into both residential and business areas, St. Nicholas hosts such amenities as delightfully authentic ethnic eateries, law offices, and a number of family-owned businesses from printers to off-beat entertainment haven Hamburger Mary's.



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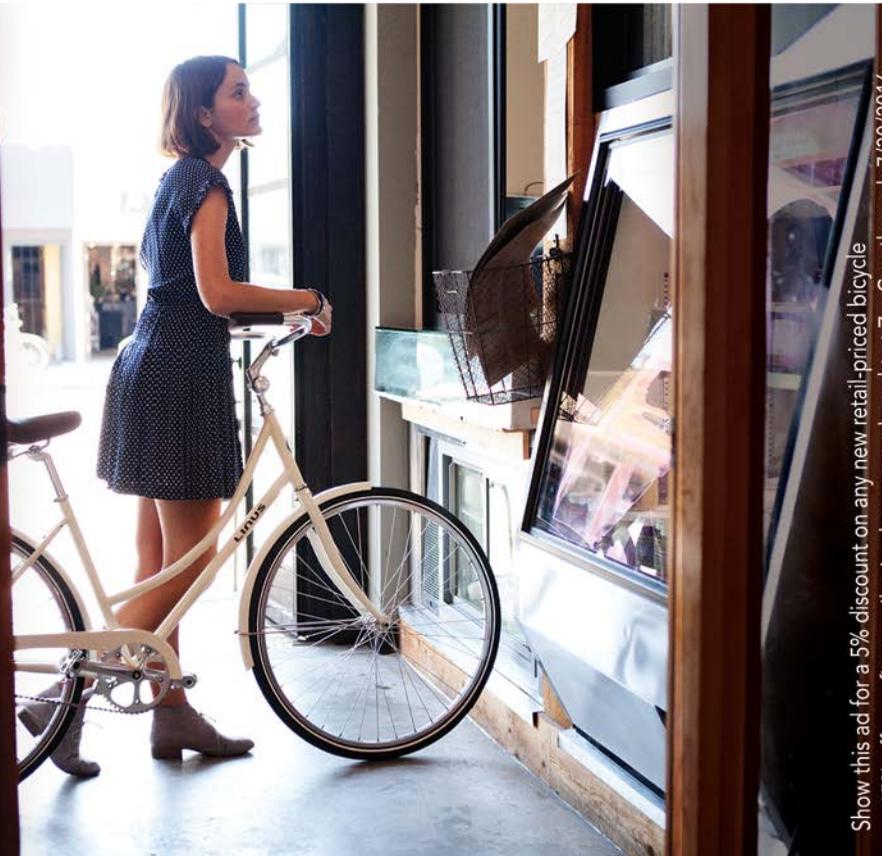
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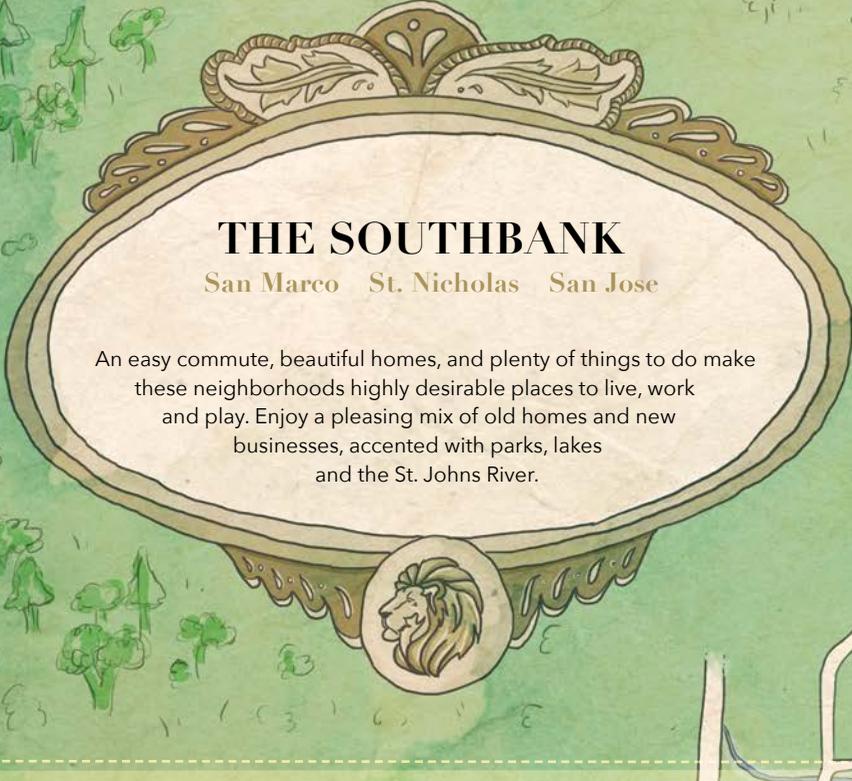
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5 POINTS: TIPS FOR NAVIGATING THE NEIGHBORHOOD'S MOST (IN)FAMOUS INTERSECTION

With the possible exception of Memorial Park - specifically, the "Winged Victory" statue, 5 Points is the most iconic place in the entire Riverside Avondale historic district.

Geographically speaking, 5 Points is located in the southeast part of Riverside. Within its boundaries are one of the oldest pharmacies and movie theaters in Jacksonville and some of the hippest boutiques and restaurants. It's also home to many of Jacksonville's most colorful characters, for example, Kevin Bacon, a micro-mini pig, who travels the neighborhood in a baby stroller pushed by his owner.

The neighborhood within a neighborhood gets its name from the main intersection where five streets meet: Park Street in two directions, Margaret Street in two directions and Lomax Street. While many local residents appreciate the intersection as a quaint reminder the neighborhood's history (the 5 Points area was developed in the 1920s), others are intimidated by it.

Cars coming from five different directions and not understanding who has the right of way (often getting stuck in the intersection - and honked

at by the locals); a traffic signal in the middle of it all; pedestrians darting out into traffic...it's no wonder some less confident drivers, even those who live in the area, avoid the intersection altogether.

Sgt. Mike White, Zone 4 traffic enforcement with the Jacksonville Sheriff's Office, agrees that 5 Points creates a "weird intersection" because of traffic coming from multiple directions, yet only three have stop signs (both ends of Margaret and Lomax).

And the situation becomes more challenging with the sudden influx of cars - and pedestrians - in the area.

"The 5 Points area is being built up so well, so more people [who aren't familiar with the area] are trying to figure out where they are and where they're going to," White said. "And they panic."

Then there are the folks who "try to be nice" by letting other cars turn in front of them when they really have the right of way, causing even more problems in the intersection.

Despite the confusion, angry drivers and sight-seers, there is some good news about the intersection: It's virtually accident-free. In fact, White doesn't remember a single crash since he's worked in the area.

5 POINTS BY THE NUMBERS

Friday, June 5, 2015, 12-12:30 p.m.

- Number of cars traveling on Park Street: 347
- Number of drivers who came to a complete stop heading west to east on Park Street as if there were a stop sign (FYI, there isn't): 44
- Number of times the intersection was blocked: 6
- Number of times a driver honked at another driver: 6 (10 if you count the guy who honked at the same car four times)
- Number of people at the bus stop who yelled at drivers for honking at other cars: 1
- Number of near-accidents or screeching tires: 0

In order to help newcomers (and as a reminder to residents), we asked White for some tips on keeping the intersection safer and less stressful.

1. According to White, drivers traveling west to east on Park Street have the true right of way. Drivers traveling north to south on Park have the right of way until they enter the intersection but must yield to west-to-east drivers turning on to Margaret Street. When the intersection is safe, drivers at stop signs can proceed in the order they arrived at the stop sign.

2. The “keep right” sign on the solid red light is there for a reason. “The key is that if that pillar [traffic signal] is not on your left, you are going the wrong way,” White said. And yes, this even applies to drivers traveling south to north on Margaret Street. Instead of taking the straight shot across the west side of Park, they need to stay to the right of the pillar and circle around, crossing over the south side of Park before turning right onto Margaret. Judging from the overwhelming majority of drivers who cross incorrectly, it’s not a logical move. In fact, White says drivers have honked at him for going the “wrong” way when he was actually following the correct traffic pattern.



3. If a pedestrian is already in the crosswalk, you must stop to let them cross. It’s the law. Overall, White says, slow down when approaching a pedestrian crossing if there is anyone who even looks like they might cross, as pedestrians, especially when they’re distracted, usually by their phone, often step onto the street without even looking.

4. Speaking of pedestrians, they have a big role in the safety and flow of traffic in the intersection. White reminds pedestrians to cross

only at the corners or in designated crosswalks and always look where they’re going

5. Don’t block the intersection. If cars are backed up on Park Street, where there are no stop signs, stay where you are until the line moves and then cross.

The bottom line, White says - for drivers and pedestrians - is “Pay attention. Take your time. And get off your phone until you get where you’re going.”



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Citizens also have the opportunity to help keep our neighborhoods safe. The Sheriff's Advisory Council (ShAdCo) is a partnership between law enforcement and the community, serving as an information exchange between citizens and the police. Regular meetings are held by each of the six zones' sectors. Sector J serves the Riverside, Avondale, Murray Hill and Ortega communities, meeting the fourth Thursday of each month at the Ortega United Methodist Church, 4807 Roosevelt Blvd. For San Marco, St. Nicholas and San Jose, Sector G holds its meeting the third Thursday of each month at Southside Baptist Church, 1435 Atlantic Blvd.

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The Jacksonville Transportation Authority (JTA) operates more than 40 bus routes and community shuttles throughout Jacksonville, the Beaches, and Orange Park. JTA also oversees the Skyway, a 2.5 mile elevated transit system serving San Marco and Downtown. The Riverside/Avondale Night Trolley runs the first Friday and Saturday of each month in a continuous loop for restaurant and bar patrons. For schedules, fees, special services or other information, visit www.jtafla.com or call (904) 630-3100. Download NextBus (www.nextbus.com) to find stops and next scheduled departure.



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MURRAY HILL PRESERVATION ASSOCIATION

Established in 1906, Murray Hill has a rich and interesting history celebrating more than 100 years. The Murray Hill Preservation Association was founded in 1932 and is one of Florida's oldest continuously operating neighborhood associations. MHPA is an all-volunteer not-for-profit group working with residents, merchants and the City of Jacksonville to promote, preserve and protect the resources and history of the Murray Hill neighborhood. The organization's mailing address is P.O. Box 37123, Jacksonville FL 32236, and staff can be reached at (904) 212-1250 or visit www.murrayhilljax.com.

RIVERSIDE AVONDALE PRESERVATION INC.

Riverside Avondale Preservation Inc. (RAP) is a private, nonprofit membership organization founded in 1974 whose mission is to enhance and preserve the architecture, history, cultural heritage and economic viability of the historic neighborhoods of Riverside and Avondale. RAP encourages community participation, promotes preservation education, and sponsors events highlighting the history, architecture and cultural vibrancy of the district. The group advocates for the neighborhoods' historical assets and works with preservation groups across the state to ensure Riverside and Avondale's history and cultural heritage remain intact. RAP is located at 2623 Herschel Street and can be reached at (904) 389-2449 or info@riversideavondale.org. For more information on membership and events visit www.riversideavondale.org.

SAN MARCO PRESERVATION SOCIETY

The San Marco Preservation Society was formed in 1975 as a nonprofit to protect the integrity of the San Marco residential neighborhood and to enhance the revitalization of the business district. The group is also involved in keeping the charm and character of San Marco intact. The group operates the San Marco Preservation Hall, a local landmark originally built in 1888 as St. Paul's Episcopal Church, located at 652 Atlantic Boulevard. The space is leased for weddings, parties and meetings. Other society activities includes representing San Marco's interests to city government, participating in zoning and government action issues, maintaining and enhancing area parks and recreation facilities, and coordinating family and community events. The organization's business office is located in the former South Jacksonville City Hall at 1468 Hendricks Ave. and can be reached at (904) 396-0081 or visit www.smpsjax.com.

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Baptist Health encompasses five nationally accredited hospitals – Baptist Medical Center Jacksonville; Baptist Medical Center Beaches; Baptist Medical Center Nassau; Baptist Medical

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Wolfson Children’s Hospital is nationally recognized for its quality pediatric health care. The 213 bed main campus includes a behavioral health center; cardiovascular ICU

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NEMOURS CHILDREN’S SPECIALTY CARE

www.nemours.org
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Nemours Children’s Specialty Care offers the highest level of care for pediatric specialties ranging from allergy and immunology to more

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St. Vincent’s Medical System is part of St. Vincent’s HealthCare and Ascension Health, the largest non-profit health system in the U.S. St. Vincent’s, widely recognized

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MEMORIAL HOSPITAL JACKSONVILLE

www.memorialhospitaljax.com
3625 University Blvd. S.
(904) 702-6111

Memorial Hospital has been providing care for patients in Northeast Florida for over 40 years. Memorial Health includes its main 418-bed hospital campus, as well

as two emergency centers with full service ERs – Memorial Emergency Center Atlantic and Memorial Emergency Center Julington Creek. Memorial's healthcare services include The Heart Center; a Bariatric surgery center, bone and joint center; women's center; spine clinic and Neuroscience Center. Among Memorial's many distinctions includes the Joint Commission's Gold Seal of Approval for Primary Stroke Centers.



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www.mayoclinic.org/patient-visitor-guide/florida
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www.ufhealthjax.org
655 W. 8th St.
(904) 244-0411

UF Health Jacksonville, University of Florida Health is the center of clinical research and quality care for patients. The Jacksonville academic health center is the second largest

University of Florida campus and includes 37 clinical sites throughout Northeast Florida. UF Health Jacksonville's distinctions include top health care awards for their cancer center, neuroscience, orthopedic surgery and rehabilitation and pathology. UF Health has the only adult and pediatric Level 1 trauma program in Northeast Florida and Southeast Georgia.



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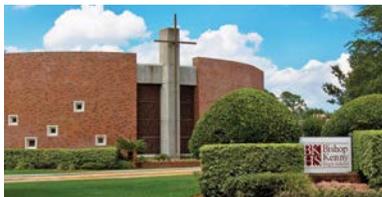


OFFERING BOUNDLESS CHOICES IN EDUCATION

Jacksonville is a great place for families and one of the perks of living in this diverse metropolitan area is the abundant choices for education. Jacksonville is home to some of the area's oldest and most distinguished educational institutions ranging from magnet schools, which focus on the arts, science, technology, engineering, math and medical studies to private, boarding or faith-based schools. In Jacksonville, it is possible for children to get a superior education from preschool through high school because many programs offer a quality curriculum and stimulating academic environment while instilling strong character and a sense of community within their students.



Assumption Catholic School, founded in 1923, offers students a broad spectrum of reading, research, multimedia resources and technology in its curriculum while building character and Christian values. Studies in Spanish, art, drama, music and physical education are incorporated into the curriculum as well as opportunities to participate in team sports. The school's more than 600 students are exposed to an environment of academic achievement, liturgy and prayer where they can further grow in awareness of a Christian life.



Bishop Kenny High School, accredited by the Southern Association of Colleges and Schools on Accreditation and School Improvement, has earned a reputation of creating academic excellence in its students. The school, founded in 1952, has approximately 1200 students, and is committed to offering students an environment centered on Gospel values and a challenging college preparatory curriculum. Bishop Kenny's campus ministry, guidance department, fine arts, athletics and extra-curricular activities offer students a full spectrum of opportunities.



Bishop John J. Snyder High School was founded in 2002 and has nearly 500 students enrolled in grades 9-12. Fully accredited by the Southern Association of Colleges and Schools, Bishop Snyder prides itself on giving students a strong, college preparatory curriculum in a Christ-centered environment. The school strives to inspire students and give them a solid, Christian character. Bishop Snyder has numerous activities for students from clubs to service organizations, to fine arts and athletics.

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Jacksonville Country Day School, founded in 1960, offers a private school education curriculum that includes core subjects as well as activities in fine art, performing arts, public speaking and athletics. Classroom instruction is centered on methods such as brain friendly, research-based activities that focus on cognitive, social, emotional and physical growth of the students. The school is accredited by the Florida Council of Independent Schools as well as the Southern Association of Colleges and Schools and the Florida Kindergarten Council.



Riverside Presbyterian Day School has a mission to “Educate the mind, nurture the spirit and foster the development of the whole child.” Riverside Presbyterian Day School, which is among the oldest private elementary schools in the Jacksonville area, is an outreach ministry of Riverside Presbyterian Church. The school’s average class is 16-18 students which provides for a high quality academic curriculum that is supported with exceptional programs in the arts, character formation and spiritual nourishment.



Saint Mark’s Episcopal Day School, is a fully accredited private school which focuses on giving students a strong academic foundation using the latest technology and resources. The approximately six-acre campus sits along the banks of the St. Johns River and includes a library, science lab, computer lab, music studio, art studio and three playgrounds. Saint Mark’s, with nearly 400 students, has an average class size of 16 students. The school was voted “Best Preschool” and “Best Elementary School” by jax4kids.comsurveys.

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GOOD THINGS COME IN THREES.



St. Johns Country Day School, located on a 26-acre campus, includes technology labs, a 10,000-square foot learning resource center, performance arts center, two gymnasiums, competition pool, all-weather track and several athletic fields. The school enrolls nearly 650 students who receive a high level academic curriculum that includes a wide range of arts, community and athletic program offerings. St. Johns Country Day School is accredited by the Florida Council of Independent Schools, Florida Kindergarten Council and the Southern Association of Colleges and Schools.

St. Matthew's Catholic School, founded in 1951, the school's mission is to help each child grow and develop spiritually, morally, emotionally, physically and intellectually. The faculty nurtures students in the habits of thinking, analyzing, and acting as responsible Christian citizens of the community. It offers students instruction in and use of the most current technology integrated across the curriculum to provide for student-directed learning among the disciplines.



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PRE-K 3

PRE-K 4

KINDERGARTEN



The Episcopal School of Jacksonville is committed to helping students develop academically, athletically, creatively and spiritually. The school, which is known for one of the strongest fine arts programs in the region, has over 800 students in grades 6-12. The main campus is located on 56 acres along the St. Johns River with the school's 28-acre sports complex located a few miles east of the main campus. Episcopal's 16 athletic programs have received many state, regional and national titles.

The Bolles School, originally founded as an all-boys military school in 1933, is internationally known for its excellence in academics. The school, which encompasses three campuses, became a co-ed, college preparatory school in 1971. Bolles' honor code includes self-discipline, respect, personal responsibility and compassion. The school has over 1,700 boarding and day students from more than 23 countries. Bolles' average class size is 15 students with its curriculum focusing on academics, the arts and athletics as well as clubs and community service.



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DUVAL COUNTY MAGNET SCHOOLS

The Duval County Public Schools has established several magnet elementary schools which serve as feeders to these specialty middle and high schools.



Darnell-Cookman School of the Medical Arts honors and advanced placement-centered curriculum is designed for students interested in the medical practice field. The school's middle and high school curriculum includes core subjects as well as art and foreign language, technology and career exploration. Visits to the University of Florida College of Medicine at UF Health Jacksonville and the study of the human body, diseases and the fields of work in medicine play an important role in the Darnell-Cookman curriculum.

Douglas Anderson School of the Arts serves students whose talents lie in dance, music, theatre, creative writing, cinematic arts as well as visual arts. Douglas Anderson - or DA, as it is affectionately called - has approximately 1,200 high school students, who enjoy a learning environment that encourages creativity and expression.

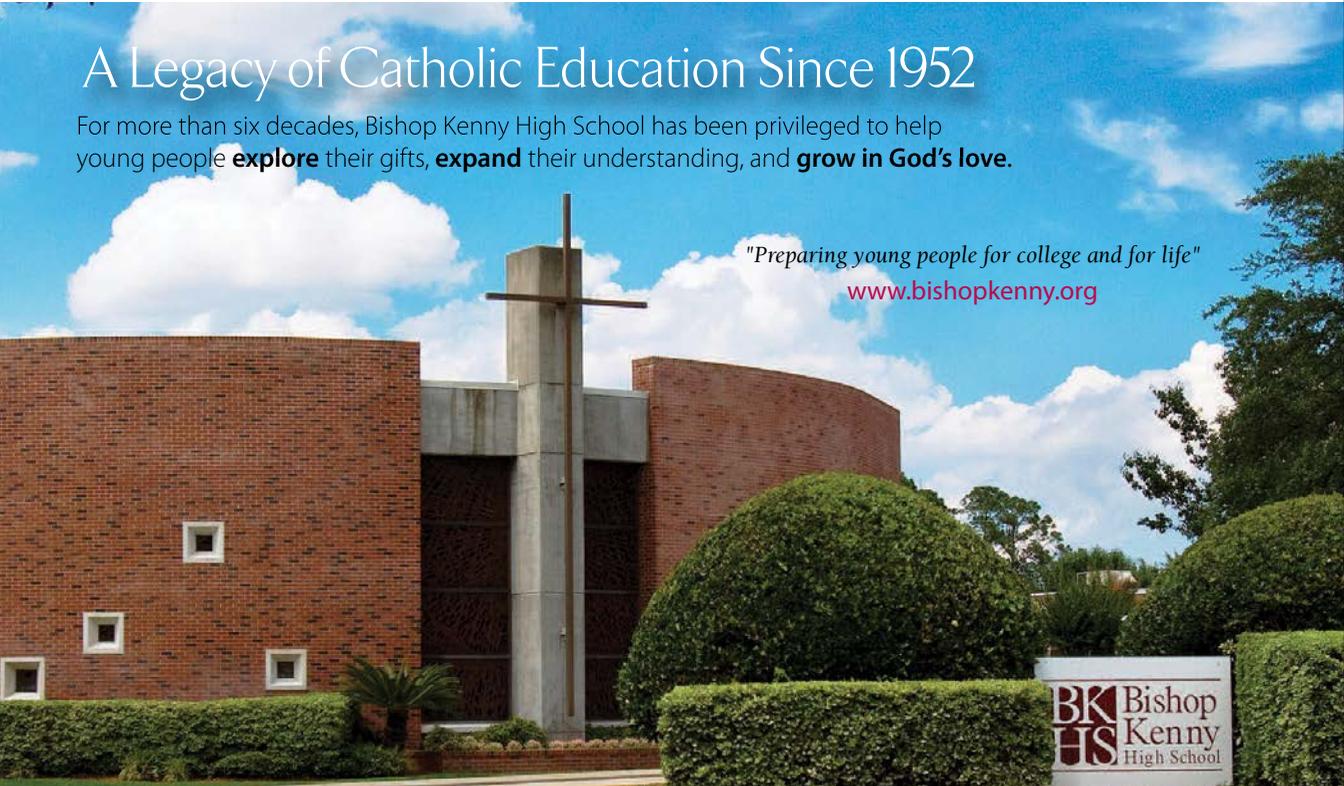


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Julia Landon College Preparatory and Leadership Development School opened its doors as a high school in 1927 and continued to graduate

high school seniors until 1965, when it began to serve the San Marco community as a junior high/middle school. In 2008 the school became a dedicated magnet school with 750 students. All core courses offered are advanced or gifted courses, with electives such as music, technology, drama, art, debate, physical education and health. Each year its students enroll in an elective leadership class designed to develop leadership within the individual, the community and on a global scale.

James Weldon Johnson provides a structured curriculum designed for gifted and academically skilled-students. In addition to the advanced academics, students are provided with opportunities in the arts, physical education and sciences. The middle school features fine arts studies in painting, sculpture, music, theater and dance as well as courses in computer technology, programming, TV production and journalism. James Weldon students' advanced course work helps them prepare for honors (AP), International Baccalaureate (IB) and early college programs at area high schools.



LaVilla School of the Arts, located in Downtown Jacksonville, is geared toward students interested in the arts while preparing them for a high school level arts curriculum. The more than 1,200 students at the middle school are provided with opportunities to explore the arts both in and out the classroom.

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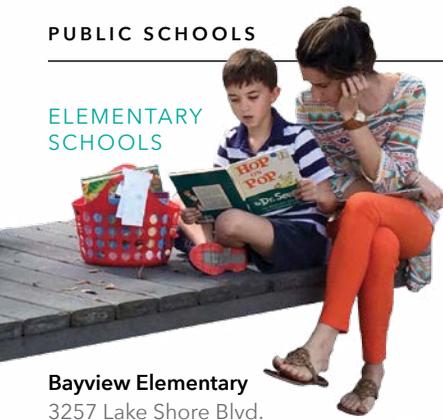


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Ortega Elementary
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(904) 381-7460
dcps.duvalschools.org/ortega

Pine Forest School of the Arts
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(904) 346-5600
dcps.duvalschools.org/pineforest

Ruth N. Upson Elementary
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Lake Shore Middle

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dcps.duvalschools.org/lee

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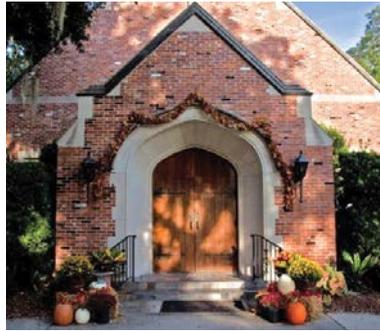
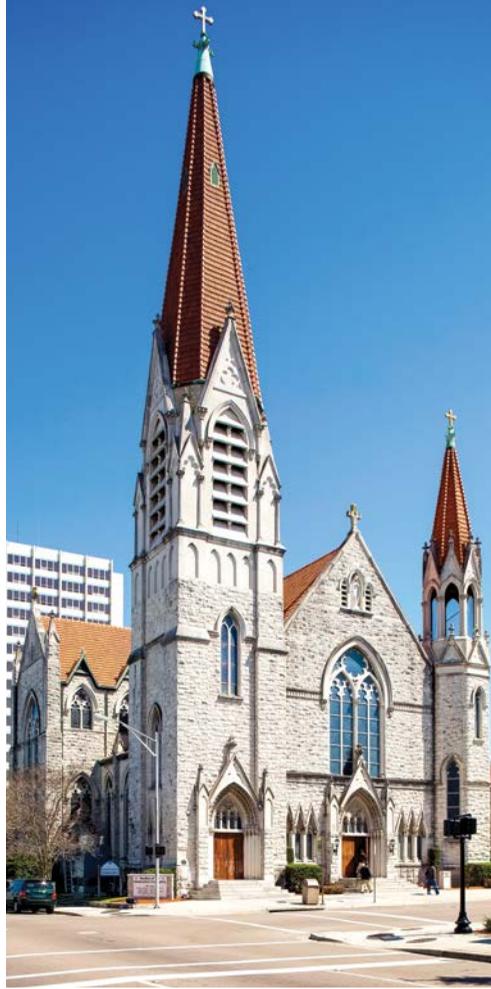


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JACKSONVILLE HOUSES OF WORSHIP ARE ARCHITECTURAL GEMS

Jacksonville is home to an array of distinguished houses of worship, which reflect the area's unique history. Many of these institutions have congregations which date back to the 1800s and have persevered through great challenges, including the Civil War and the Great Fire of 1901. Whether through their beautiful and historical architecture, or by their traditions and community outreach, these houses of worship are a special part of Jacksonville.





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Assumption Catholic Church marked its 100th parish anniversary in 2013. The current church building, built in 1954, incorporates a mission style design featuring stunning architecture. Sitting in the center of a grand, long center aisle is a one-ton, hand carved, European style baptismal font with carved symbols. A striking six-foot gold cross overlooks the altar and a tabernacle embellished with Celtic symbols.

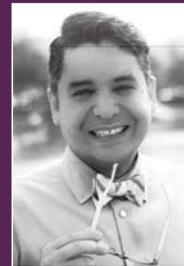


All Saints Episcopal Church is a central part of Jacksonville's historic San Marco area. The church's congregation is approximately 130 years old and the current sanctuary building was dedicated in 1965. The church's sanctuary, designed by architects Saxelby & Powell features a modern, modified Gothic design. One of its most outstanding features is the chancel window which is part of the east wall, built to face the rising sun.

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Basilica of the Immaculate Conception was built in 1853. The parish's brick sanctuary was completely destroyed in the Great Fire of 1901. A large statue of the Virgin Mary the only thing left standing in the sanctuary. The new Basilica, dedicated in 1910, was at the time, Jacksonville's tallest building. The church is made of Kentucky limestone and features stained-glass windows which were designed in Germany.



Episcopal Church of the Good Shepherd in historic Riverside, was built by local architect Mellon C. Greeley and W.W.C. Corbusier of Cleveland. Building and design of the church began in 1917 with the first services taking place in 1929. Unique features of the building not only include an indoor pool, but also intricate hand-carved stonework, wood carvings, handmade floor tiles from London's British Museum's collection and elaborate stained glass windows.



First Baptist Church of Jacksonville traces its roots back to one of the oldest congregations in the area, Bethel Baptist Church, which was established in 1838. After the Great Fire of 1901, the church was rebuilt and today is a multi-building campus in downtown Jacksonville. First Baptist's membership makes it one of the largest in the Southern Baptist Convention.

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Riverside Avenue Christian Church, 94 years strong, created a niche in the community to serve families and children through an Art Center and a playground. Providing an affordable place where children can get a beginning in drama, music, fine art and more, the after-school classes, parent-child day classes and homeschool classes are open to the community. The Charles E. Bennett Memorial Playground is open to all in the nearby neighborhood.



Riverside Baptist Church, built in 1924, is the only church created by famed American architect Addison Mizner. Mizner, whose work can be seen throughout South Florida in Boca Raton and Palm Beach, assimilated Spanish, Byzantine and Romanesque styles into his design of Riverside Baptist. Both the interior and exterior are filled with intricate details including carved Greek crosses, an Italian Renaissance style ceiling and grand archways.



Riverside Park United Methodist Church, has an exterior that represents a Gothic Revival design which was created by architect LeeRoy Sheftall. One of the unique Gothic exterior features of the building include two gargoyle statues. The church's interior features a grand sanctuary, which was completed in 1926 and features huge wooden beams along with cast stone scrollwork and 32 stained glass windows.

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Southside Baptist Church celebrated the 75th anniversary of the founding of its congregation in 2014. The church, a blending of two congregations - First Baptist of South Jacksonville and San Marco Boulevard Baptist Church, hired the architectural firm of Marsh and Saxelby in 1947 to design the new Sanctuary. One of the building's most impressive exterior features are the large, Corinthian columns that stand at the entrance to the church.



St. John's Cathedral, designated as the first Cathedral of the Diocese of Florida, is built on ground that holds much history in Jacksonville. The original, small wooden church, which burned down during the Civil War, was rebuilt but destroyed again in the great Jacksonville Fire of 1901. The present day cathedral was completed in 1951 and is made of Indiana limestone with features of a Gothic Revival architectural design.



The Temple - Congregation Ahavath Chesed, chartered in 1882, is the second oldest Synagogue in Florida. The congregation's original house of worship, located in downtown Jacksonville, was destroyed in the Great Fire of 1901. The current location in San Jose was dedicated in 1979 and includes a chapel, classrooms, an educational wing and library as well as an extensive archives display room.

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www.assumptioncatholicchurch.org

Avondale United Methodist Church

1651 Talbot Ave.
(904) 389-1175
www.avondaleumcjax.org

Cherry Street Church of Christ

1409 Cherry St.
(904) 389-8200
www.cherrystchurch.org

Christ Church of Peace

1240 McDuff Ave. S.
(904) 387-2020
www.christchurchofpeacejacksonville.org

Edgewood Avenue Christian Church

1041 Edgewood Ave. S
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Episcopal Church of the Good Shepherd

1100 Stockton St.
(904) 387-5691
www.gsjax.church

Etz Chaim Synagogue

10167 San Jose Blvd.
(904) 262-3565
etzchaim.org

First Baptist Church of Jacksonville - Ortega

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(904) 356-6077
www.fbcjax.com

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8327 Beach Blvd.
(904) 724-4076
www.csjax.com

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www.lsbjjax.org

Lake Shore Presbyterian Church

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Murray Hill Christ Community Church

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(904) 737-2333
www.sjcc.us

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www.sjaxpc.org

Southside Assembly of God
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Southside Baptist Church
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Southside Church of God in Christ,
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www.stmarksjacksonville.org

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www.stmarksjax.org

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www.stmatthewsjax.com

St. Nicholas Park Christian Church
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Southside Baptist Church is not what you might expect. While the Corinthian columns and stained glass windows may lead you to believe you know what this place is all about, don't make your decision until you meet the people. We believe it is the people, not the building, that is the church. It is our privilege to represent Jesus in San Marco by creating ministry environments where people can GATHER to worship God, GROW in the grace and knowledge of Jesus Christ, and GO in the power of His Spirit to serve the world.



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A SIGHT TO BEHOLD

Each fall beginning in late September and early October, you can witness an amazing sight on Riverside Avenue at Cherry Street at sunset. A throng of people stand gazing upward, some with jaws open, some with binoculars, many with cameras. Although that spectacle is a sight in itself, the real phenomenon is the darkening sky around the chimney at Riverside Avenue Christian Church.

The chimney swifts are back.

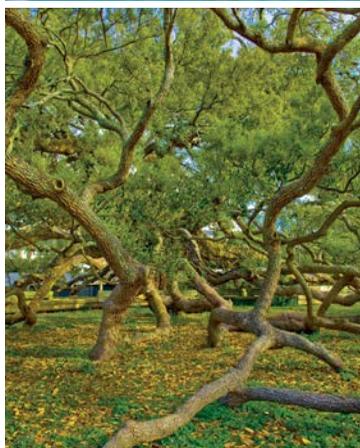
According to local historian Wayne Wood, the swallow-like birds have used the church as a resting place for nearly 90 years as they migrate from Canada to as far south as Peru.

While in Jacksonville, the swifts spend their days foraging and then as dusk occurs, they migrate in a mass as they head to bed in the chimney's crevices. In less than 30 minutes, the vortex is over as the birds plunge down the chimney at an amazing speed...often to a rousing round of applause by the onlookers.

Some years the bird watchers have witnessed thousands of the swifts swirling, but the numbers seem to be declining. According to the Cornell Lab of Ornithology, newer chimneys are narrower with covered flues...less hospitable to the migratory flocks, which may seek shelter elsewhere.

Fortunately, the chimney at Riverside Avenue Christian Church has stood the test of time for these birds, who call Riverside home for two or three weeks every fall.





GREAT GREEN SPACE IN JACKSONVILLE

Far from being the congested concrete jungle that comprises so many American metropolitan areas, the City of Jacksonville boasts the largest urban park system in the nation. Within its city limits lie more than 80,000 acres of green-space - with over 400 parks and recreational sites. Included within the park lands are eight state and three national parks, an arboretum, a national preserve and dozens of city parks and gardens, many of which lie within the historic areas of Riverside, Avondale, Ortega, Murray Hill, San Marco, St. Nicholas and the San Jose area.



Our unique residential communities that line both sides of the St. Johns River are threaded with neighborhood parks so that most residents can find a restful public green within a few minutes' walk from their front door. Many of these neighborhood parks, such as Willowbranch Park in Riverside, Brown L. Whatley Memorial Park or Granada Park in San Marco, are equipped with basic amenities such as benches, trash barrels, bike racks, security lighting, or playground equipment.

Larger community parks such as Boone Park in Avondale or the Southside Park and Tennis Complex in San Marco will not only have benches, bike racks and trash cans, but also picnic tables, playground equipment, shelters, grills, parking, tennis courts and restrooms.

And a few specialty parks offer unique features, such as the largest fountain in the city at Friendship Fountain Park on the Southbank, or Murray Hill Arts Center at Herbert Bayer where residents can take art classes and learn to hone skills. These parks are defined by unique features. A few others include BMX courses, skateboarding facilities, remote-control vehicles and beachfront; something that makes them unique from other parks.



Hemming Park, Jacksonville's first and oldest park, was originally a village green. Today, a shaded tree canopy, central fountain and other water features help make the park a cool retreat in the heart of downtown Jacksonville. Activities such as pick-up games of chess or checkers are available for park patrons daily, as are food trucks for the lunch crowd. Programming and special events such as concerts, book readings, farmers' market and Wednesday



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PARKS

art walks draw more crowds during evenings and weekends. The park is the first to greet visitors to City Hall on West Duval Street, as it sits directly across the street and also borders the downtown library and the Museum of Contemporary Art or MOCA.

In Jessie Ball duPont Park on the Southbank, just a few minutes' walk from Friendship Fountain, resides a 250-year-old live oak tree that is more than 70 feet tall with a 25-foot-wide trunk and has become a centerpiece for family photos, proposals and other special occasions.



Overlooking the St. Johns River is Memorial Park, a six-acre community park in the heart of Riverside near 5 Points. Designed by the famous Olmsted Brothers, who also planned Central Park in Manhattan, Memorial Park was established to commemorate the 1,220 Floridians who gave their lives during World War I and includes the iconic sculpture "Life," by nationally-known sculptor Adrian Pillars.

The Northbank Riverwalk and Southbank Riverwalk provide great views of the St. Johns River and Downtown, along with a great option for exercise. The Southbank path is 4,000 feet long and runs from Friendship Fountain to the Duval County School Board administration building. The Northbank Riverwalk is two miles long and extends from The Berkman Plaza condominiums downtown to the Fuller Warren Bridge in Riverside.



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Within a half hour or hour-long drive from our neighborhoods, residents can enjoy the beach at Big Talbot and Little Talbot State Parks, Huguenot Memorial Park, or Guana River State Park in Ponte Vedra Beach. Kathryn Abbey Hanna Park near Mayport Naval Station is a beautiful beachside state park that offers cabin rentals, picnic areas, a campground, freshwater lake, children's playground and 20 miles of mixed-use trails,

which are great for mountain biking. Also nearby is the Timucuan Ecological and Historic Preserve, a national park, which encompasses 46,000 acres of coastal wetlands, salt marshes and hardwood forests - the perfect place for a day hike.

For folks who enjoy walking and playing with their dogs off-leash, there are several alternatives in the greater Jacksonville area including Dog Wood Park off Salisbury Road and Confederate Park on Hubbard Street.

One of the largest fenced-in dog parks in the United States, Dog Wood is a 42-acre private, membership-only swim and play park, which allows visitors to pay a single day rate.

In contrast, Confederate Park is a fenced, off-leash dog park, which includes benches, pavilions, waste disposal stations, doggie drinking fountains and a separate area for small dogs. Best of all, it's free of charge.



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LOCAL PARKS IN OUR NEIGHBORHOODS

Neighborhood parks are equipped with basic amenities such as benches and trash cans. They may also include convenient options like parking, bike racks, lighted fields and courts. Community parks have benches and bike racks as well, but may also be equipped with picnic tables, playground equipment, shelters, grills, parking, trails, lighted fields and tennis courts. A specialty park incorporates unique features that don't occur in other parks. Niche activity amenities such as a BMX bike track, skateboarding ramps, remote-controlled vehicle courses and art centers define a specialty park.

NP - Neighborhood Park

CP - Community Park

SP - Specialty Park

UP - Undeveloped Park

FPS - Federal Park Service

NPS - National Park Service

SPS - State Park Service

COJ - City of Jacksonville

Adams Park (NP)

Riverside Ave.

Alejandro Garces

Camp Tomahawk Park (CP)

8419 San Ardo Rd.

Alexandria Oaks Park (NP)

On Marco Place
near Pineridge Road

Angelina Danese Park (NP)

3310 St. Augustine Road

Baker Point Park (NP)

4045 San Juan Ave.

Balis Park (NP)

1999 San Marco Blvd.

Bee Street Park (NP)

720 South Shores Road

Belmonte Park (NP)

1440 Belmonte Ave.

Bettes Park (NP)

3800 Bettes Circle

Boone Park (CP)

3700 Park St.

Brown L. Whatley

Memorial Park (NP)

Alexandria Place South

Cherry Street Park (NP)

1865 Cherry St.

Colonial Manor Park (NP)

3625 San Jose Blvd.

Columbus Park (NP)

2850 Iroquois Ave.

Cortez Park (NP)

4260 Baltic St.

Crabtree Park (NP)

1704 University Blvd West

DeSoto Park (NP)

3970 Baltic St.

Edgewood Park I & II (NP)

1466 Edgewood Avenue South

FEC Park (NP)

1620 Marco Place

Fishweir Park (CP)

3925 Valencia Road

Fletcher Park (SP)

1652 Atlantic Blvd.

Friendship Fountain Park (SP)

1015 Museum Circle

Goodby Creek Preserve (UP)

9145 San Jose Blvd.

Granada Park (NP)

3960 Alcazar Ave.

Greenscape Celebration Park (NP)

801 LaSalle St.

Hemming Park (CP)

117 W. Duval St.

Historic Kings Road Park (NP)

1972 Kings Ave.

Hollywood Park (NP)

Hollywood Avenue
near Remington St.

James and Downing Park (NP)

1061 James St.

Jessie Ball DuPont Park

(Treaty Oak Park) (NP)

1207 Prudential Drive

Jim Rink Park (NP)

801 Cedar St.

Joe Davis Memorial Park (NP)

2545 Larsen Road

John Stockton Park (NP)

4827 Carlisle Rd

Lakeside Park I & II (NP)

4190 Lakeside Drive

Landon Park (NP)

1800 San Marco Blvd.

Largo Well Park (NP)

1964 Largo Road

Lechlade Park (NP)

Lechlade Circle

Lillian S. Davin Park (NP)

2311 River Road

Lillian Saunders Center (CP)

2750 Bartley Circle

Marjenhoff Park (NP)

1955 Southampton Rd.

Memorial Park (CP)
1620 Riverside Ave.

Murray Hill Arts Center at Herbert Bayer (SP)
4327 Kerle St.
Driveway on Hamilton St.,

Murray Hill Four Corners Park (NP)
4602 Lawnview St.

Murray Hill Playground (NP)
4208 Kingsbury St.

Native Park I & II (NP)
Park Street & Avondale Ave,

Northbank Riverwalk (SP)
56 W. Coastline Dr.

Palmer Terrace Park (NP)
Palmer Terrace

Peace Memorial Rose Garden (NP)
1515 Mallory St.

River Oaks Park (CP)
1000 River Oaks Road

Riverfront Park (NP)
1800 River Rd.

Riverside Park (NP)
753 Park St.

Seminole Park (NP)
4170 McGirts Blvd.

Southbank Riverwalk (SP)
1001 Museum Circle

Southside Park & Tennis Complex (CP)
1541 Hendricks Ave.

St. Nicholas Playground (NP)
2260 Spring Park Road

St. Nicholas Train Station Park (NP)
2564 Atlantic Blvd.

Stinson Park (NP)
4050 San Juan Ave.

Stockton Park (NP)
4021 Ortega Blvd.

Willowbranch Park (NP)
2870 Sydney St.

Willowbranch Rose Garden (NP)
2840 Park St.

Windsor Place Park (NP)
Windsor Place and Sydney St.

Yacht Basin Park (NP)
2941 St. John's Ave.

Yerkes Park (NP)
3927 McGirts Blvd.

PARKS IN THE GREATER JACKSONVILLE AREA

Amelia Island State Park (FPS)
State Rd. A1A North

Anastasia State Park (SPS)
300 Anastasia Park Rd.,
St. Augustine

Big Talbot Island State Park (FPS)
State Rd. A1A North

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Annual Report 2013*

Every day Jacksonville citizens perform countless acts of kindness and express concern for others. Their stories are frequent, yet often times go untold due to the modesty of those who give.

Jacksonville's historic districts are home to a large concentration of donors and volunteers. Their care and concern are expressed through many benevolent organizations and in a variety of ways. For some it may be driving an elderly neighbor to the grocery store or volunteering time to assist children at a local elementary school. Others may collect underwear and socks for families living paycheck to paycheck, serve a warm meal to the homeless at a downtown soup kitchen or provide ample financial support to the long list of charitable agencies within their community. However it is expressed, residents on both sides of the St. Johns River are defined by their generous nature.

By highlighting their stories and sharing information on the many nonprofit organizations that serve our locality, the light of hope shines brighter for those less fortunate. Whether you're seeking an opportunity to give of your time, talent and or treasure, *The Resident* hopes to introduce you, the newcomer, to our outstanding philanthropic community.



In Northeast Florida we're fortunate to have a formidable nonprofit community comprised of approximately 1,081 different organizations within Baker, Clay, Duval, Nassau and St. Johns Counties. Duval County is home to more than 70 percent of the registered nonprofits in the region. Only 235 of these charitable organizations have annual revenues of \$1 million or more. The vast majority - 71 percent - report less than \$500,000 in annual revenue.

Nonprofits employ 56,000 full-time workers, roughly nine percent of all civilian employees in the five-county area. The sector generates \$5.8 billion in revenues and expends \$5.5 billion, or \$4,083 per person in the region.

According to the *Chronicle of Philanthropy*, from 2006-2012 Jacksonville was the sixth most generous city among 50 of the largest cities in the United States. Not only



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does Jacksonville rank high among the top cities in donations, but also in the amount of volunteer hours incurred. According to the locally-funded "State of the Sector" research project, using 2010 data Jacksonville University's Division of Social Sciences identified more than 114,000 volunteer opportunities showing that city residents have ample opportunities to serve.

In fact, Jacksonville ranked fifth among all 50 states and the nation's 51 largest metropolitan areas for its volunteering and engagement rates, according to a report entitled, *Volunteering and Civic Life in America*, issued by the Corporation for National and Community Service and the National Conference on Citizenship.

However, when there is a downturn in economic conditions, nonprofits often feel the pinch and those in need are the first to lose. When government



cuts spending and grant money shrinks, the demand for social services often increases and costs mount. The task of raising revenues through private donations becomes all the more necessary.

In order to facilitate the ease of giving, WeGive.org has been developed by the Non-profit Center of Northeast Florida and others within the nonprofit community. This web-based platform allows donors to browse a list

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of charities by area of interest as well as by the organization's name. Most of the projects listed on the site appreciate donations of any size, even as small as \$10. As of July 2015, the site registered \$179,581 provided by 1,842 contributors, an average of \$97.50 per donor.

Fundraising events such as galas and balls highlight the annual giving season. During these marquee events, patrons often view gripping videos and informative presentations where they are able to learn statistics and the positive impact of their donations. When powerful, like-minded people are in the same room, a dialogue and discourse can change an entire organization or mission. On the surface, these decision-makers may gather to support the worthy cause by spending their hard-earned money on auction items, trips and get-a-ways, which increase fundraising goals.

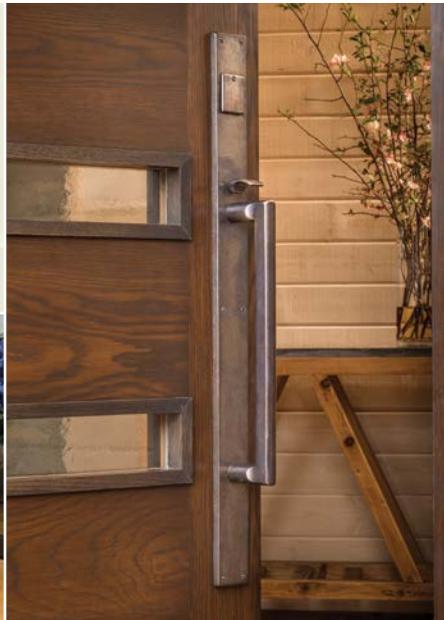
However, these exquisite affairs also



help to expand business and social circles and foster relationships. The people who attend them often have access to capital and can affect millions with a stroke of a pen. One check, whether it is a personal contribution or written on behalf of a family or corporate foundation, can change lives.

Almost everyone can give a little,

and every tiny bit makes a difference. There are no limits to the amount of time, money and resources needed by nonprofits. Dollars are welcome, but also of value is time spent with someone in need or donations of durable goods, canned foods and volunteer hours. No matter what form it takes, the motive behind the gift is what matters.



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This is the season for swimming pool contractors to visit a prospective client's home to provide a pool design and a cost proposal.

On the surface this may seem like a prudent way to begin the process for shopping for a pool and pool contractor in order to ensure that you will get the best deal. After all isn't getting the best deal what we all want?

But, just what does "getting the best deal" actually mean? Does it mean getting the lowest price, cheapest product, or fastest completion time? When it comes to a complex intangible product like a swimming pool I think that the best deal means having expectations met or, better yet, having those expectations exceeded.

So if having our expectation met or exceeded means the best deal, how do you go about shopping for just the right "complex intangible" like a swimming pool?

Most clients have little experience or have put little thought into what it means to shop for what is defined as a "complex intangible" product. For example, when asked what they would compare shopping for a pool to, most clients answered shopping for a car, a tangible product. The prospective client can actually see, touch, test drive the product before they buy. At some point, if the client feels that they have made a mistake, they can remedy the mistake by simply trading the car in or selling it. Whereas a swimming pool in the beginning stages is nothing more than a conceptual idea put on paper, along with pictures of what those ideas may look like and a written description of what is to be handcrafted in the backyard of their home.

Therefore, it's critical to find a professional who is willing to spend time listening, asking the right questions and willing to go through a complete process that results in a clear understanding of the client's vision. The swimming pool consultant or contractor representative should embark on an extensive process with a client on all newly proposed projects before they can be ready to submit an appropriate proposal of work.

The process defines who will use the newly created space and what activities the clients will perform there. The requirements may be as down to earth as swimming pool size, shape and patio area

or as complex as creating an amazing outdoor living area. In either case, a design professional will follow a carefully charted sequence of activities to determine the needs of the client and how those needs are best served.

The general categories of activities involved start with discovery questions, site evaluation, design functionality, material use, and equipment needs in relation to operational requirements. The process will take some time and should be designed to learn exactly what the client's expectations are and how to exceed them. This way the contractor or company representative can responsibly provide a proposal that not only meets their needs but is right for the client's home. Anything less could be considered "Sales Malpractice." The proposal is a small percentage of the job but has a huge impact on the results of the end product.

So when it comes to shopping for your backyard pool, spend the time to go through the process with the builder of your choice. The end result should be you getting the best deal, which is having your expectations met and possibly exceeded.

A swimming pool is a lifestyle purchase and will bring years of enjoyment. Unfortunately it gives a less than desirable return on investment when it comes time to sell the house. So if you're going to build it, do it right and it can turn out to be one of the best decisions you make. Remember, you can't trade it in, and you'll be looking at it as long as you live in the home.



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ENTERTAINMENT IN NORTHEAST FLORIDA: MORE THAN MICKEY MOUSE

If you think our idea of culture is heading to Orlando to see Mickey and Minnie sing at Disney World, well, think again. The historic districts of Jacksonville provide a rich cultural palate surrounding the thriving business center downtown.

In Jacksonville you'll find one of the nation's top regional symphony orchestras as well as several art museums including The Cummer Museum of Art & Gardens – a treasure trove of European and American paintings, fine Meissen porcelain and two-and-a half acres of century-old gardens.

In Jacksonville, theatre thrives and movie houses range from classic Art Deco to independent movie theaters for the hip. In a city that claims some of the nation's finest college preparatory schools, pre-professional dance, music and theatre training is easy to find. Love to listen to live Christian music? It's here. Enjoy jazz? Jacksonville hosts a renowned jazz festival each year. Ballet, comedy, or improv? It's here, too. There is even a children's museum where little ones can tour a larger-than-life human digestive tract and view celestial bodies from their seats in a planetarium.

In Jacksonville, there is a restaurant for every palate from Cuban to Ethiopian and all fare in between. Take time to peruse the fine selection of cultural attractions, art galleries, museums, and theaters, which grace your new hometown.



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www.sunraycinema.com | 1028 Park St. (5 Points) | (904) 359-0049

If you're looking for a hip, artsy atmosphere, with independent and major release movies, all while enjoying a "Wildly Inauthentic Cuban" sandwich, Sunray Cinema is the place for you. Situated in the 5 Points section of Riverside, the theater features delicious sandwiches, locally made candy, beer - including local brews, wine and pizza, delivered to your table in the theater once it's ready. You'll enjoy the service and atmosphere as much as the shows.

SAN MARCO THEATRE

www.sanmarcotheatre.com | 1996 San Marco Blvd. | (904) 396-4845

Listed as one of USA Today's Ten Great Places to see classic cinema, the single screen San Marco Theatre delivers a unique experience to movie-goers with its majestic Art Deco facade, fine food, and friendly staff. Situated in the heart of San Marco, the theatre was built in 1938 by noteworthy architect Roy Benjamin, who also built the Florida Theatre.

Tempting snacks include gourmet sandwiches, candy, popcorn, beer and wine, along with tables between the seats to place your food and drinks.



MUSEUMS

CUMMER MUSEUM OF ART & GARDENS

www.cummernuseum.org | 829 Riverside Ave. | (904) 356-6857

Riverside plays host to the 2.5 acres of historic gardens, which encompass the Cummer Museum of Art & Gardens. Nestled along the St. Johns River and listed in the National Register of Historic Places, the gardens feature brick paths and landscaping that show off Ninah Cummer's collection of fine Italian marble garden ornaments. Inside the museum is a permanent collection, which spans time from 2100 B.C. through the 21st Century. Guided, interactive, docent-led, school and special needs tours are available to visitors. Thanks to the generous support of a local philanthropist, on the first Saturday of each month admission is free.



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JACKSONVILLE MARITIME MUSEUM

www.jacksonvillemaritimeheritagecenter.org | The Jacksonville Landing
2 Independent Drive, Suite 162 | (904) 355-1101

The Jacksonville Maritime Museum offers exhibits from the time of the Spanish arrival in Florida in 1562 through today. The meticulously crafted Ray Arthur Collection of ship models includes seven U.S. Navy destroyers and a German World War II submarine. Visitors can enjoy a stunning display about Jacksonville's steamboat days. Also, the Pillars of Honor exhibit recognizes those who served with pride in all manner of maritime service.



MUSEUM OF CONTEMPORARY ART JACKSONVILLE

www.mocajacksonville.org | 333 N. Laura St. | (904) 366-6911

Founded in 1924 as the Jacksonville Art Museum, the Museum of Contemporary Art Jacksonville has made its home in the former Western Union Telegraph Building since 1999. Visitors are greeted by an Art Deco facade and once inside are treated to over 1,000 works of photography, sculpture, painting, and more, all created from 1960 through the present. A welcoming array of family friendly and school programs are available including Rainbow Artists: Art and Autism across the Spectrum Program, which provides those with ASD a creative means of increasing communication and social interaction skills through hands-on art projects. Thursday evening tours are free!

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MUSEUM OF SCIENCE AND HISTORY

www.themosh.org | 1025 Museum Cir. | (904) 396-6674

Planets! Dinosaurs! A Giant Walk-in Mouth! These are just a few of the bigger than life exhibits going on at the Museum of Science and History. The Bryan-Gooding Planetarium features the largest digital single-lens planetarium in the U.S. The museum also offers First Friday Cosmic Concerts, which combine 35,000 watts of laser power with fantastic images for a stunning show. Other family and child-friendly exhibits include Atlantic Tails – a touch tank that highlights various marine animals, which call the First Coast home and Kidspace, a special area for kids five and under with a tree house and activities for personal exploration.

MUSEUM OF SOUTHERN HISTORY

www.museumsofthernhistory.com | 4304 Herschel St. | (904) 388-3574

This museum is dedicated to the lifestyles, culture, and history of the Antebellum South. Through its educational programs, children of all ages learn of Florida's history in what was known as The War Between the States. Exhibits include "Stonewall" Jackson's original shoulder epaulettes and one of three flags that draped Abraham Lincoln's casket during the Lincoln burial-train tour. Museum volunteers also help attendees load and fire an authentic musket.

MUSIC, DANCE AND THEATER GROUPS

THE ALHAMBRA THEATRE AND DINING

www.alhambrajax.com | 12000 Beach Blvd. | (904) 641-1212

Built in 1967, the Alhambra Theatre and Dining is one of the few remaining dinner theaters in America. Well-known actors such as Sally Struthers, Michael Learned, Loretta Swit, Cindy Williams, Barry Williams, Jamie Farr and Mike Farrell have performed at the Alhambra. The facility also boasts a new kitchen and the culinary talents of Executive Chef DeJuan Roy making for a terrific evening out on the town. The Library Lounge, complete with cozy seating and working fireplace, is the perfect place to unwind with a drink before or after a show.



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FSCJ ARTIST SERIES

www.artistseriesjax.org | (904) 442-2929

Enjoying its 50th season, the FSCJ Artist Series invites you to experience national and international Broadway and cultural performing arts programs in Jacksonville. Operated by the Florida State College Foundation, Inc., FSCJ's goal of bringing performing arts to everyone in northeast Florida and southern Georgia also extends to its Camp Broadway program for youth. That program, which is taught by Broadway professionals, includes scene study, music, movement, dance, makeup and more as part of the camp's weekly curriculum.



THE FLORIDA BALLET

www.floridaballet.org | 300 E. State St. #E | (904 353-7518

Founded in 1978, the Florida Ballet holds to its motto, "Striving for Excellence with Joy and Love for Dance." Enhancing its dance training is a facility with three large sprung-floor studios, dressing rooms, and a professional sound system. Dancers, ages three and older, can study amateur through professional dancing with correct technical training and guidance toward a proper work ethic. However, the ballet is not just for girls! The Florida Ballet also has a male-specific dance program for all levels of instruction and technique specific to male dancers.

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FLORIDA THEATRE

www.floridatheatre.com | 128 E. Forsyth St. | (904) 355-5661

Music. Movies. Concerts. Comedy. Ballet. Opera. The Florida Theatre has 200 events such as these, all presented under its ornate, near six-story proscenium in its grand auditorium. The fabulous acoustics are punctuated by equally fabulous marble, iron, tiling, and detail work throughout the theatre. First opened in 1927, the almost-2,000 seat theatre lives on, providing not just great entertainment but also a full bar along with sodas, water, and light snacks. Have an event and need a space? The Florida Theatre is waiting for you.

FRIDAY MUSICALE

www.fridaymusicale.com | 645 Oak St. | (904) 355-7584

Established in 1890 in the home of Claudia L'Engle, the Friday Musicale, a weekly meeting of music study, turned into a formal organization in 1895. Performances by legendary artists such as Nellie Melba, Walter Damrosch, Alma Gluck, Rosa Ponselle, Fritz Kreisler, Sergei Rachmaninoff, Josef Hofmann, and Ignacy Jan Paderewski have graced its stages. From its early years, Friday Musicale began working with youth in Jacksonville, providing programs by and for children. Nearly 60 students have returned to Jacksonville as professional musicians, further enriching our musical community for decades.

JACKSONVILLE SYMPHONY

www.jaxsymphony.org | 300 Water St. | (904) 354-5547

If you're looking to enjoy opera, theater, classical and contemporary works performed by one of the nation's top regional orchestras, the Jacksonville Symphony is here for your aural pleasure. Founded in 1949 and currently led by Music Director Courtney Lewis, the symphony has hosted such greats as Isaac Stern, Luciano Pavarotti, and Itzhak Perlman, to name just a few. If you'd like to get your children involved, the Jacksonville Symphony Youth Orchestra, or JSYO, serves over 270 school-age musicians from elementary through early college in six ensemble levels. Contact the JSYO for audition information.



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MURRAY HILL THEATRE

www.murrayhilltheatre.com | 932 Edgewood Ave. S | (904) 388-3179

If you're looking for wholesome Christian ministry and music, look no further than Murray Hill Theatre - an alcohol, drug, smoke-free, all ages Christian Rock nightclub that provides a positive place with a Christian atmosphere for everyone. Founder and President Tony Nasrallah started the theatre in 1995 as an outreach to both non-believers and believers seeking a deeper relationship with the Lord. The theatre, operated by Murray Hill Ministries, hosts live bands on Fridays and Saturdays who sing messages of hope and redemption while accompanied by an amazing light show and professional sound system. The inviting cafe is a great place for refreshment and fellowship!

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RIVERSIDE FINE ARTS

www.riversidefinearts.org | 1100 Stockton St. | (904) 389-6222

Riverside Fine Arts invites you to share cultural experiences through presentations at various welcoming locations including: The Church of the Good Shepherd; The Florida Theatre; Sunray Cinema; and Times-Union Center for the Performing Arts. Project Listen provides free educational outreach for the youth in Jacksonville by local and visiting musicians, including performances for children and seniors along with master-class music workshops. Upcoming performances feature fine artists such as folk singer Anais Mitchell, the Julien Labro & Spektral Quartet, and International Guitar Night.

THEATRE JACKSONVILLE

www.theatrejax.com | 2032 San Marco Blvd. | (904) 396-4425

Since 1919, Theatre Jacksonville has been “the little theatre with the big voice” and continues its 95th season into 2015 with the classic and always hilarious show *Hairspray*. Keep your eye out for their Guerilla Show Series, TBA! An annual theatre camp engages children in four weeks of professionally led classes in acting, musical theatre, dance, and improvisation, culminates in a show by the campers. Training in theatre and voice for all ages, including adults, is provided at the training center. Theatre Jacksonville would love to host your next event!



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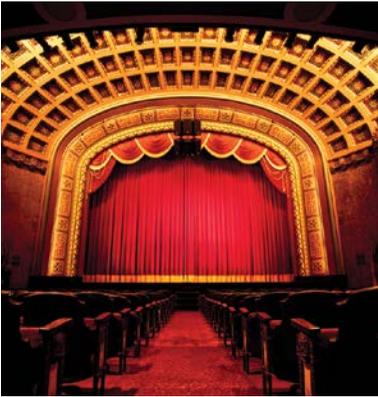
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THEATREWORKS

www.theatreworksjax.com | 630 May St. | (904) 353-3500

For over 35 years, the nonprofit Theatreworks, Inc. has provided the best national and international touring theatre available to school-age children in a seven-county area. All shows include curriculum-oriented study guides and are meant to inspire and educate. Monthly shows throughout the school year are held at the Florida Theatre. A Sunday Family Series is held at Theatre Jacksonville in San Marco. In school shows and free summer theater are also held at various venues.

THE RITZ THEATRE AND MUSEUM

www.ritzjacksonville.com | 829 N. Davis St. | (904) 807-2013

The Ritz Theatre and Museum was constructed in 1999 on the site of the 1929 Ritz Theater movie house in Jacksonville's historic African American community of La Villa. During La Villa's height of activity in the 1920s-1960s, it was known as the "Harlem of the South." Whether visiting the museum, attending a concert, viewing a film or listening to a lecture, the Ritz has an energy that leaves you with a special feeling. There is always an exhibition, music, dance or the a dramatic performance inside the Ritz that will enthrall, educate and entertain.



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Take a trip to the beach. Play golf on The Player's Championship Course at Ponte Vedra. Kayak, surf or sail, it's less than an hour away. From the historic districts of Jacksonville, you can take the kids on an outdoor adventure or experience history firsthand and still make it home in time for dinner. So pack a picnic, slather on the sunscreen and set off for a day-cation to remember.



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For seafood, outdoor activities, and a slice of history, head northeast to Florida's northernmost barrier island, less than an hour from downtown Jacksonville. Amelia Island and Fernandina Beach boast beautiful seashores that offer more breathing room than the beaches closest to Jacksonville. Kayak tours, golf and horseback rides on the beach are available. Enthusiasts delight seeing classic automobiles during the annual Concours D'Elegance car show in



March. Hikers, campers, mountain bikers and Civil War buffs will enjoy exploring 18th-century Fort Clinch and its maritime state park. If your daytrip becomes a long weekend, stay in one of the area's historic Bed & Breakfasts, or pamper yourself at the oceanfront Ritz-Carlton or Omni Amelia Island Plantation resorts.

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Eventually you'll want to go east and "cross the ditch," a native's reference to the Intracoastal Waterway, to check out some of Jacksonville's popular beaches. Kayak eco-tours, standup-paddle-board yoga on the Intracoastal Waterway, boat rentals, fine dining and raucous holiday-weekend celebrations can be found in the seaside communities of Atlantic Beach, Neptune Beach and Jacksonville Beach.

The fishing village of Mayport at the mouth of the St. Johns River offers the freshest seafood around. Be sure to visit Singleton's Seafood Shack, once featured on the Food Network show, *Diners, Drive-ins and Dives*. In Mayport you can take the ferry to Fort George Island, where you can enjoy a Segway tour of the pre-Depression-era Ribault Club.

Adjacent to Mayport Naval Station in Atlantic Beach is Kathryn Abbey Hanna Park, a seaside camping and picnic area where mountain bikers can ride 20-plus miles of single track and local surfers enjoy consistent waves at the Mayport Poles. Those looking for a more tranquil nature experience should try the often-overlooked Dutton Island Preserve nearby.



Atlantic Boulevard is the dividing line between Atlantic and Neptune Beach. Be sure to visit the poolside Lemon Bar at the Seahorse Inn for libations or enjoy a seafood dinner at Ragtime. Mainly residential, Neptune Beach is the home of The Bookmark, a wonderful independent bookstore, which often holds readings by local authors. Another Neptune Beach landmark is the 80-year-old institution known as Pete's Bar, where the annual Thanksgiving party is an experience to remember. Both Atlantic and Neptune Beach celebrate the Dancin' In the Street festival in May.

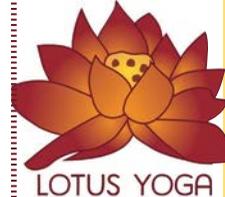
Jacksonville Beach commands the longest share of the shoreline and has restaurants and bars to suit all tastes. The Seawalk Pavilion regularly hosts live outdoor concerts and free movie nights, while Freebird Live is a boozy and rambunctious two-story venue for midsized shows. Many musical groups including The Wailers, Perpetual Groove, and the Corbitt Brothers are seen on its stage. Be sure to mark your calendar for the Jax Beach's annual Springing the Blues Festival in April.



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For a cultural experience, visit the Ponte Vedra Concert Hall to enjoy performances by Robert Earl Keen, Ani DiFranco, and David Crosby of Crosby, Stills & Nash.

If it's waves you crave, head to Mickler's Landing near the intersection of A1A and Mickler Road on Ponte Vedra Boulevard for the only public stretch of shoreline in Ponte Vedra with restrooms and showers. Horseback riding and pets are allowed on the beach.



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Just 45 minutes south of downtown Jacksonville, historic St. Augustine draws history buffs from around the world. Architectural enthusiasts enjoy touring both Flagler College’s Spanish Renaissance campus and the Lightner Museum’s Gilded Age collection of fine art and historical relics. Both buildings were originally hotels built by railroad baron Henry Flagler in the 1800s. Nearby St. George Street is packed with small museums, historical attractions, city tours, gift shops and some of the area’s best restaurants.

On the waterfront sits the 350-year-old Castillo de San Marcos, the oldest masonry fort in the continental United States. The fort is open for daily tours, military re-enactments and cannon demonstrations. Also on the waterfront, aspiring pirates can sail the Black Raven Cruise or the Schooner Freedom for a dose of authentic and outlandish maritime history.

For those who love kitsch, St. Augustine boasts a Ripley’s Believe It or Not! Museum of oddities, an array of ghost tours, Potter’s Wax Museum, and pirate gear galore.

The Fountain of Youth Archeological Park—the site of the earliest-settled area of St. Augustine—offers the



opportunity to drink from Ponce de Leon’s purported magical spring. It is also possible to explore reconstructions of the First Mission Church of Nombre de Dios and the native Timucuan village nearby.

Music lovers know the St. Augustine Amphitheatre to be one of the region’s premier concert destinations for national acts like Boston, Third Eye Blind, and Bob Dylan. The Amphitheatre is just down the street from the St. Augustine Alligator Farm Zoological Park, one of Florida’s oldest continuously running attractions, having opened in 1893.

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JACKSONVILLE ZOO AND GARDENS

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For a family-friendly destination right here in town, the American Zoo Association-accredited Jacksonville Zoo and Gardens boasts over 2,400 animals and dates back to 1914. The facility plays host to a variety of kid-friendly community events and grownup galas each year. In addition to animal exhibits, the Zoo is expanding their integrated botanical gardens with access to and from the Trout River. Whether your kids want to see the monkeys or your sweetheart would love a behind-the-scenes tour, the Jacksonville Zoo will indulge your wildest dreams.



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ON THE BRINK

These highlighted developments will help elevate the standard of living by enhancing our quality of life. The following projects are currently underway and will continue to make headlines as they move from vision to brick and mortar.



220/200 Riverside

NAI Hallmark Partners designed, then built a mixed-use urban lifestyle community bordering Riverside. Incorporated in the plans were retail space, structured parking and a pool deck with views to the river and Unity Plaza- a private/public park on the corner of Riverside and Forest streets. The Brooklyn-based project has fueled growth in the corridor. The first development, 220 Riverside, opened July 2015 with 294 apartment homes. A future component of the project, 200 Riverside, will include an additional 223 apartment homes and an adjacent hotel property.



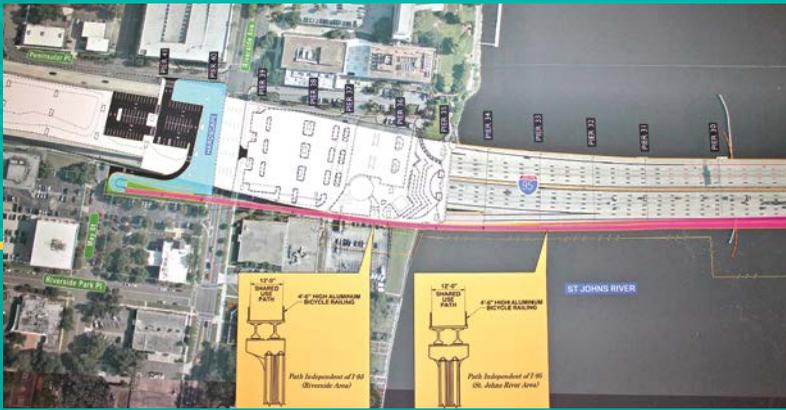
The Beacon Riverside

A new 15-story condominium planned for the banks of the St. Johns River. Spacious rooms and lavish amenities will appeal to residents who enjoy a private, full-service lifestyle of convenience and leisure. The 45-unit luxury condo tower is slated for groundbreaking in late 2015, early 2016. The 1.4 acre parcel sits between Lomax Street and Bishopgate Lane on the waterfront.



Memorial Park Restoration

This six-acre park on the St. Johns River has provided greenspace to residents for almost 100 years. Designed by the famous Olmsted Brothers, the park honors the 1,220 Floridians who died in World War I. Over the decades, Memorial Park has undergone changes that took it from its original grandeur. Through efforts by the Memorial Park Association, a five-year master plan will restore the luster of the park that has a place on the National Register of Historic Places.



Fuller Warren Bridge Path

Plans to add a bicycle-pedestrian path on the Fuller Warren Bridge are being developed by the Florida Department of Transportation as part of a project to widen the I-95 bridge over the St. Johns River. The path will be at least 10 feet wide and separated from travel lanes by a reinforced barrier.

Intuitions Ale Works

From its humble beginnings on King Street in Riverside, Intuition outgrew its facility and was unable to re-zone. As part of a relocation, the brewing company will lease a 21,000-square-foot portion of a building at 929 E. Bay Street. It is currently slated to open in fall of 2015, pending delays in construction. The location will neighbor the downtown sports complex comprised of the Veterans Memorial Arena, the Baseball Grounds of Jacksonville, EverBank Field and Metropolitan Park. The amenities include a tap room and rooftop beer garden. The production side will grow from a 10-barrel system to a 30-barrel brewing system.

Riverside Avondale Community Garden

Another neighborhood amenity under way is a community garden located on Park Street across from the Willowbranch Library. The 34-plot garden, managed by the Riverside Avondale Preservation Society, will rely on participants to till the soil and make their gardens grow.



Riverside Dog Park

The two-acre John Gorrie Riverside Dog Park will include a one-eighth mile walking path, shade pavilion, bench seating, double-gated entries for both large/active-breed dog and small/pas-sive-breed dog areas, water fountains and dog stations. Construction is slated to begin fourth quarter 2015.



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ON THE DRAWING BOARD

PROJECTS PROPOSED, PLANNING PHASES

Northbank Riverwalk Extension

Two years ago, City Council approved an extension of the Northbank Riverwalk to Riverside Park, which will turn dry retention ponds into an Artist Walk, with sidewalks, green spaces, benches, lighting and fountains.

East San Marco

A mixed-use project in San Marco, with a new Publix supermarket as anchor, seeks a developer and financing. Additional retail and apartment units are also planned for the area just a few blocks east of San Marco Square and Balis Park.

San Marco Sensory Park

The vision includes a river's edge esplanade, a couple of paths that will meander across and around activity areas that will address age groups with varying needs, ranging from adults or late teens, perhaps with a climbing wall, and creative playscapes for children.

Healthy Town

A yet-to-be officially named mixed-use development is planned for Jacksonville's Southbank. The wellness and lifestyle community proposal is still in a year-long due diligence stage, with a 2025 completion goal desired by the Jacksonville Downtown Investment Authority.

The Jacksonville Landing

With one of the best river views, the 30-year-old Jacksonville Landing still draws crowds for special events. Renovation plans are on the drawing board to open it up on the city side for a breathtaking view straight down Laura Street.



RENDERING BY POPULOUS

The Shipyards

The 45-acre site of the former Jacksonville Shipyards is ripe for development and Jacksonville Jaguars' owner Shad Khan has made big opening plans. In early February, Iguana Investments pitched an idea for residential, retail, office and hotel and training facilities for our hometown NFL franchise, Jacksonville Jaguars. The project outscored other bids for the riverfront parcel when evaluated by the Downtown Investment Authority (or DIA). Economic incentives and other details have yet to be released by City officials.



RENDERING BY RS&H

Riverfront YMCA

A \$22 million capital campaign to build the new YMCA of Florida's First Coast's landmark Winston Family YMCA in Riverside secured financing for the build-out in May of 2015. Named in honor of long-time Y supporter and Jacksonville business leader James H. Winston and his late wife Mary, the facility is anticipated to be completed in 15 months. To eliminate additional long-term debt, the Y's Healthy Futures Capital Campaign will continue working to raise the final \$4 million for the project.

AquaJax

It may be a dream now, but a dedicated group of visionaries want to put a 150,000-square-foot aquarium on the Northbank near The Shipyards. AquaJax has partnered with the Jacksonville Zoo and Gardens with the idea of running a river cruise between the two venues.



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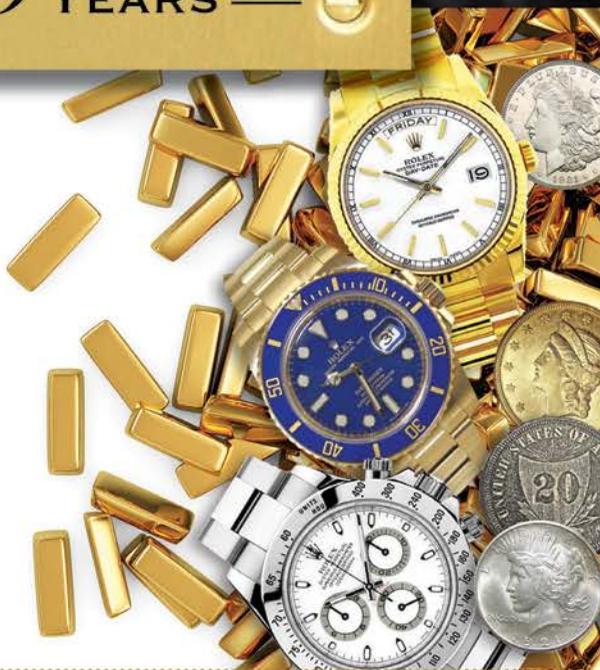
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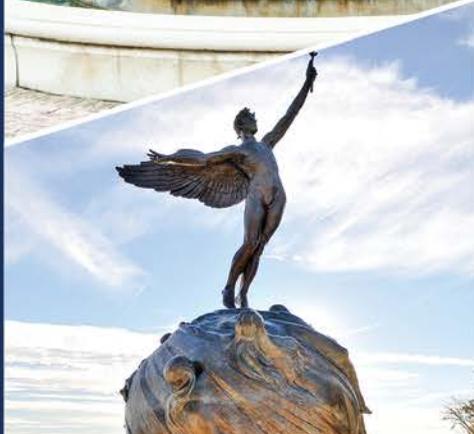
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