

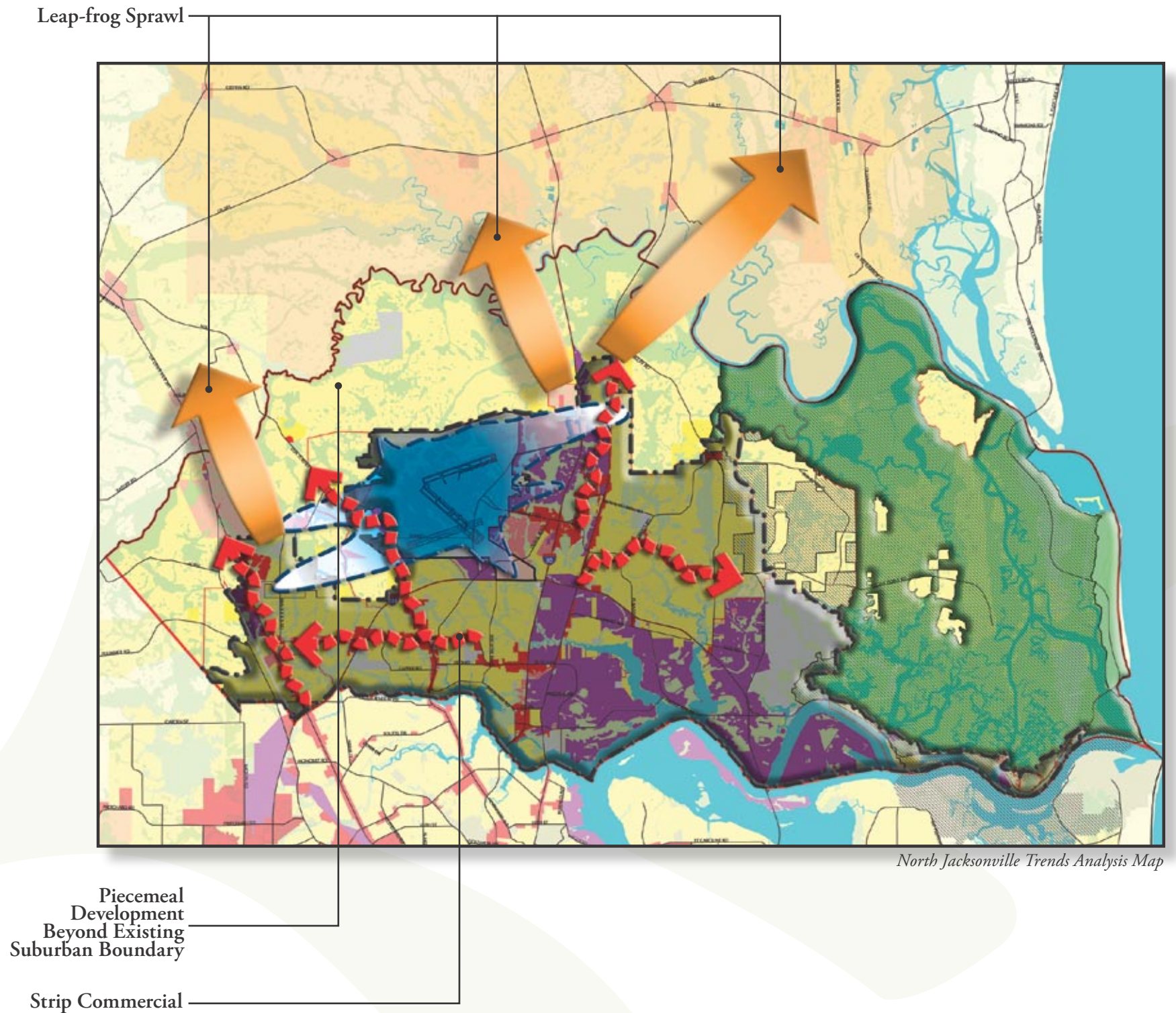
TREND ANALYSIS

Where Are We Going?

The trend analysis is a projection of the growth of North Jacksonville under current trends, the comprehensive plan and development regulations, without the benefit of a vision plan or any guiding principles. The purpose of the trend analysis is to provide a glimpse into the future at a time when North Jacksonville is essentially built out. The trend is simply one scenario and does not represent the shared vision. Based on the trend, it is estimated that at buildout there will be 58,000 dwelling units, 12 million square feet of commercial space, 10 million square feet of office and 23 million square feet of industrial.

Summary of Trend Issues

- A. Negative Image & perception of North Jacksonville perpetuated by:
 - Lack of central focus
 - Ugly/unattractive commercial strips
 - Contrast of heavy industrial against backdrop of pristine ecosystem
 - Perception of lower income/rural population
 - Lack of executive housing
- B. Spurred by growth in Jacksonville, new large-scale master-planned communities will leap over North Jacksonville into Nassau County.
- C. Lack of Historic Centers and Focal Points in North Jacksonville that provide a destination for living, working and recreating.
- D. Piece-meal development of rural residential areas creates a pattern of urban sprawl that prevents formation of sustainable communities.
i.e.: 1-acre lots stripped along existing rural roads followed by small development result in:
 - Overloaded rural roads with no interconnectivity;
 - High cost of providing needed community infrastructure (roads, schools, parks, etc.);
 - Lost opportunities for amenitized development, mix of housing types, executive housing.
- E. Jobs/economic growth will be limited to low-wage jobs.



Trend Analysis