

my Arlington MONTHLY

www.MyArlington.org

Connecting Arlington - Building Community

July - August, 2015

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Buzz

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Corner**

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my Arlington

MONTHLY

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Renewal Project Envisions New Image for Arlington

Branding Exercise Leads Off Consultants' Work

Citizens, city officials and consultants met June 18th to begin discussions on a new image for the Renew Arlington corridor that includes portions of University Blvd., Merrill Road and Arlington Road. Leading the discussion was Cantrece Jones of Acuity Design Group, along with Robert Gray with Strategic Planning Group, Inc., who are consultants on the initiative which was started by

the City of Jacksonville and Jacksonville University as Project Dolphin. Karen Nasrallah with the COJ, Office of Economic Development (OED), is the overall Project Manager.

In addition to the previously-defined Community Redevelopment Area [CRA] stretching along University Boulevard from Ft. Caroline Road to the Arlington Expressway, Merrill Road from the gates of JU to I-295, and Arlington Road from University to Rogero Road, the project has been expanded eastward along the north side of the Arlington Expressway to include the now-vacant property which was once the site of the Thunderbird Motor Hotel. The decision for this expansion was made because this large parcel of land, adjacent to the Town and Country Shopping Center, provides the potential for a spectacular gateway project into the Arlington community that would also enhance Jacksonville's downtown entrance from the Beaches.

Ms. Jones used a slide show presentation to introduce "branding", i.e. the technique of creating an image and perception that sets oneself, be that a person, product, service or a place, apart from all others.

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First draft of one of the three logos and tag lines that emerged from the June 18th branding exercise.

RELATED - CRA Boundaries Annex Former Bethelite Property . . . Page 8



my Arlington MONTHLY is published monthly by Old Arlington, Inc., 6317 Arlington Road, Jacksonville, FL 32211. OAI is a 501(c)3, tax-exempt, organization, formed in July, 1993, to promote historic preservation and community revitalization in Arlington. Free e-mail subscription is available at <http://mad.ly/signups/115910/join>.

Branded! -

The mid-1960's had a television show called *Branded*, starring Chuck Connors fresh out of his role as TV's Rifleman. Connors' character was "scorned as the one who ran", mistakenly convicted of desertion after being the lone survivor in a battle with the Apache nation. The weekly half-hour followed his travels through the Old West and his efforts to restore his reputation.

For good - or in most cases for worse - Arlington has been branded. You've heard the names ascribed, the comments made. A once lofty reputation sullied by the nature and events of transitional times. You personally know that there is often a large gap between those perceptions and the current reality, and that a notorious reputation can be undeserved.

Acuity Design Group, one of three consultants selected in May to guide and implement the Renew Arlington project, kicked off with a branding exercise on June 18th. According to City Project Manager Karen Nasrallah, the destination brand process can be seen as an exercise in coordination of infrastructures, quality of local services, and lifestyles. Optimally, it will be a mark of the area's identity, and of all the variables that have an impact on the destination image.

For a few hours that afternoon, the project committee was schooled in basic marketing principles and logo development theory. They envisioned Arlington's future and brainstormed the elements of its new image. Common themes emerged illustrating Arlington sights - a bridge, trees, the river, and a dolphin (as in JU). The prototypes also included taglines promoting themes of "unity", "diversity", and "community". And while the images themselves may be familiar enough, the tagline themes invite a deeper, more affirming introspection.

Logo and brand are identity, and like the implant upon a cattle's hide, this one could be with us for a while. It's a mark that will promote not only Arlington's appearance, but below that surface, who we are as people and neighborhoods. To be accepted it has to be authentic, and not reek of marketing make-up that only covers up the blemishes.

The Renew Arlington project is off and running. The branding iron is in the fire. Let's get the input, the buy-in, and get these first steps right. The renaissance will be hard enough without having to overcome accusations of false advertising.

Steve Matchett

editor@myarlington.org



A-Town . . . What's the Buzz



Arlington Connecting in Social Media

myArlington MONTHLY checks in on several social media sites featuring Arlington people, places, and things. The views and comments expressed may not necessarily represent ours - *but they could be yours!*



I Grew Up in Arlington is a Facebook Group boasting 6,728 members providing a way for people who have lived in Arlington to re-connect with others.

Old Arlington Inc. is the Facebook page for OAI and this publication.

The Rich History of Arlington - A Unique Place in Time is a Facebook Group that invites posts and discussion amongst members about historical topics in Arlington. The group recently celebrated its 1 year anniversary and 1,000th member.

Angelo's Italian Restaurant. This was hands down the best Arlington restaurant. - Don

That's where we always had pizza on my birthdays! - Richard

Baked spaghetti...oh my! I have never found anything like it anywhere. - Beth

My parents took me all the time on the weekend in the 1970's, great memories of Angelo's and awesome food too. - Billy

I had never seen a picture of the building before it burned in '84. I will definitely be printing this out for my grandpa! What a great photo. And I am loving reading all the memories in the comments. - Caleigh



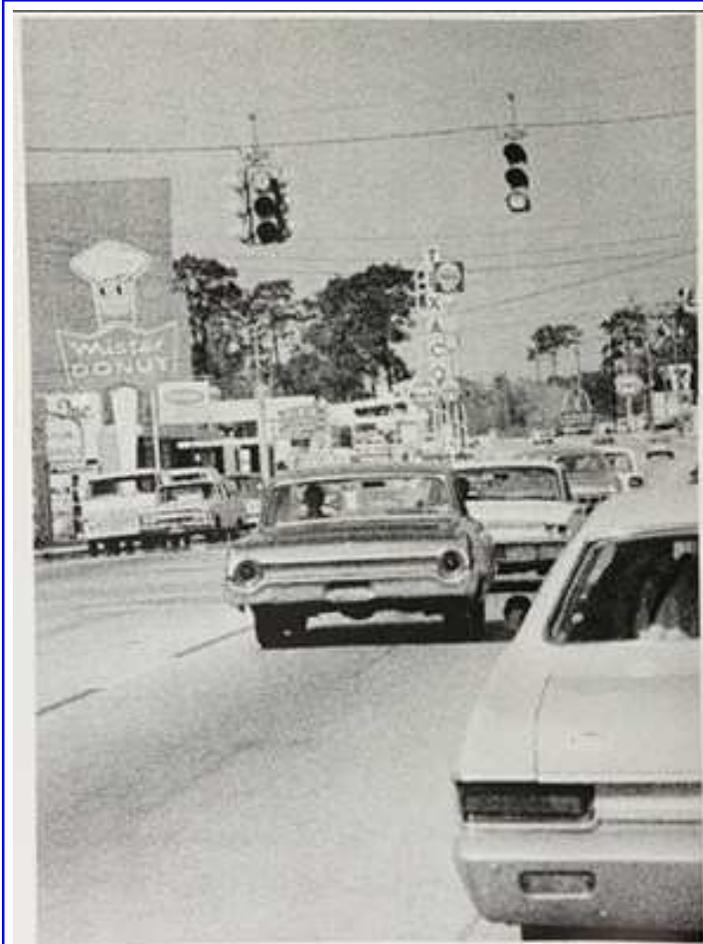
I remember fighting the fire there when it burned down. Couldn't get inside due to burglar doors. - Fred

The Anderson 's started at Tonys in a strip center just south of the stand alone building before opening there as Angelos. Worked there ate there and kinda grew up there. I Loved the group of people that worked there for years. - Randy

We were in the little strip mall next to what now is Popeye's I think. We were Tony's Pizza King before consolidating to Angelo's. - Sandy

This was before the fire. Was originally a restaurant called the Hungry Pelican. - Sandy

Angelo's was a fun place to work - lots of good memories of extended family - that included both staff and customers- and many of our family special occasions were held there- fond memories for sure of both Tony's Pizza and Angelo's - Laura



This should be a familiar sight to all who were around in 1969. – Don

University Blvd just north of Arlington Rd? - Rita

Awesome photo...McDonald's on the right.....look at all the 'life'.... - Michael

Looks like to me that's at University Blvd.N. & Arlington Road. What do you think? Isn't that the Methodist Church with that high roof? I believe so. - Kathy

That Gulf, right next to the Texaco, it was Georges Gulf and I worked there from 75 till 78. - Todd

In the picture you can see the 7-Eleven up on the right. Does anybody remember, right next door was the "Cheese Barn" "Red Barn" that would give you free samples of cheese and crackers? - Michael

This brought back lots of memories. I worked at Mr. Donut in 1967. – Kathryn

Who remembers the Tugboat Graveyard on the St. Johns River located off of University Park (between Reddie point and Jacksonville University) There were maybe a half a dozen or so Tugs there all through the 1960's and early 1970's. - John

Yes I Remember John ! - Owen

I played on them at low tide. Finally disappeared in the late 70's. by that time, there was a lot of development on the shore, and us kids weren't allowed there anymore. - Jeff



I have fond memories of this place. We used to have street dances there. - Barbara

Wish we still had them - Sara

Yes it was in the 60's. It was one of our meeting places. - Nancy

Used to skip out of school for lunch to go to Biff Burger. The "Biff Burger" was .65 and I only got .50 for lunch. I am sure I still owe a bunch of people .15. TPHS '69 - Elizabeth



Cleve's Corner on . . .

It's summer, there's auto racing in Daytona, and Cleve's

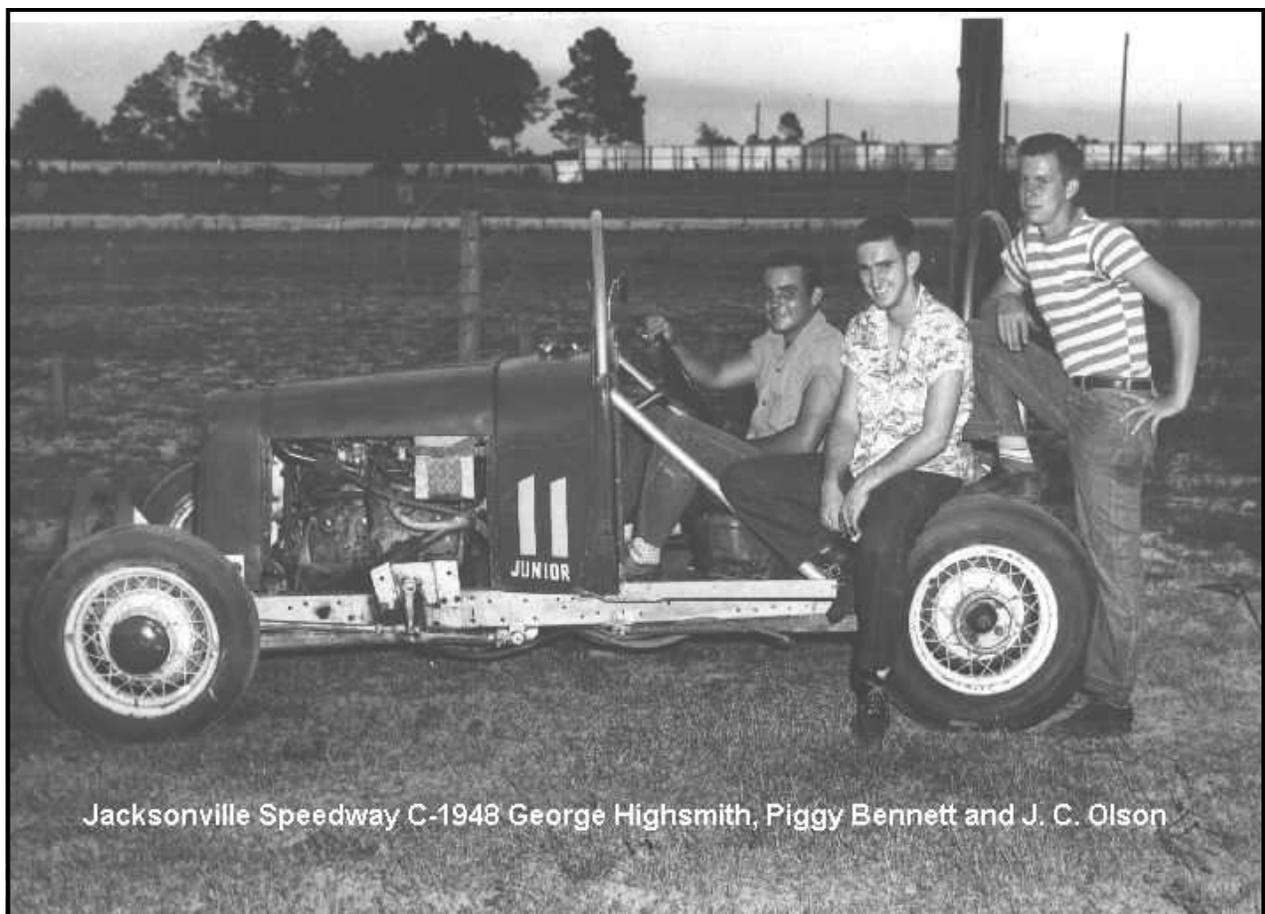
Arlington in the *Fast Lane*

It was very hard for a kid sitting on a bike at the "Cross Roads" in the 1940s not to get the racing fever when a "40 coupe" with smitty mufflers peeled out and headed for Uncle Joe's Drive In. That coupled with stories about races at Jacksonville Speedway Park and hearing that Arlington's Ray "Piggy" Bennett was gaining fame as a racer, gave all of us hope to one day own a fast car and "maybe" become a race driver.

The days of racing on the beach (including Atlantic Beach) in the early 1900s, and races at Indy and other venues came to a halt with WW II. When the war ended, a half mile dirt track was opened in Jacksonville at the corner of Lenox Avenue and Plymouth Street. Jacksonville Speedway Park became known as one of the better tracks in the Southeast and attracted many legendary drivers such as Fireball Roberts, the Allison brothers, Lee and Richard Petty, Buck Baker and Tiny Lund, to name a few. It was a sanctioned NASCAR track and hosted a half-dozen Grand National Series races between 1951 and 1963, with winners including Herb Thomas in a Hudson, Lee Petty (twice) in a Chrysler and '60 Plymouth, and Buck Baker in a '57 Chevy. The last, but not least of the NASCAR Cup races held at Jacksonville was won by Wendell Scott on December 1, 1963, in a Chevy. He is the only African-American driver to win a major NASCAR race up to this day.

In a conversation with Speedy, he said that drivers loved Jacksonville and came from Charlotte and Atlanta to Jacksonville to race on the weekend passing other major dirt tracks. The track was originally laid out by a highway engineer who built the curves with an "increasing radius" ideal for racing.

For NASCAR to hold this many major races in Jacksonville puts in perspective the significance of Piggy's racing career. He starting out racing in the "Skeeter" class at Jax Speedway in 1947 and for many years built his own cars, becoming Track Champion in later years . Piggy also raced on the famous beach course in Daytona



Jacksonville Speedway C-1948 George Highsmith, Piggy Bennett and J. C. Olson

in the Sportsman series, retiring in December, 1958. Piggy was a member of the Jacksonville Speedway Hall of Fame and the Georgia Racing Hall of Fame as he also raced in Savannah and other Georgia tracks.

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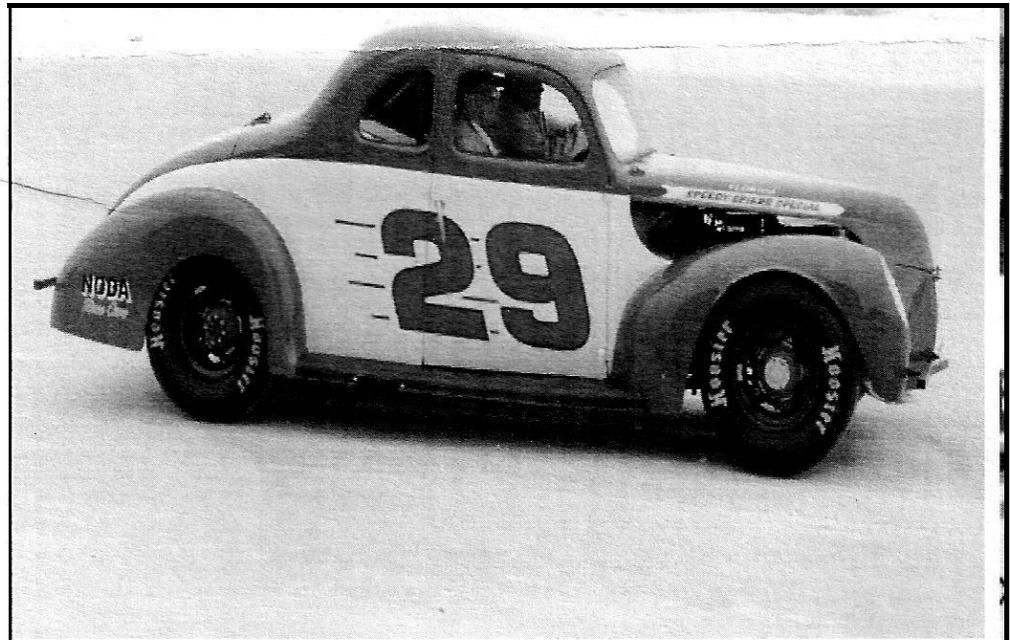
The History of Old Arlington

motor revs with thoughts of "Arlington in the Fast Lane"

CONTINUED FROM PAGE 6

Another racing family from Arlington was the Gilhousen's, who lived on Atlantic Boulevard. Pop Gilhousen is a member of the Jacksonville Speedway Hall of Fame and his son Marvin raced in the same time frame as Piggy.

Irvin "Speedy" Spiers began racing in Alabama and moved back to Jacksonville before Jacksonville Speedway opened. He raced there and also on the beach track at Daytona until he decided to become a car and engine builder instead of a driver. He ran a Shell station on University Blvd. during the 1960s and lived on Ector Drive, later opening a full fledged race shop off of Beach Boulevard. Speedy built cars and engines for Fireball Roberts and built the engine that Jacksonville native Lee Roy Yarborough won the 1969 Daytona 500 with.



**Speedy Spiers & Scott Nelson driving
Speedy's #29 1940 Ford *Daytona Bch., 2011***

Speedy is now 90 years of age and lives on the Intracoastal Waterway near Mayo Clinic. He is a member of the Jacksonville Speedway Hall of Fame, the Georgia Racing Hall of Fame and was inducted into the Florida Racing Hall of Fame in Daytona in February, 2007.

Buddy Andrews and Tony Harrell from Oakwood Villa also had a car they raced at Jacksonville Speedway in the '60s which did quite well.

Jacksonville Speedway moved from its original location to Pecan Park Road near I-95 in the late '70s and is now closed. There have been several drivers with ties to Arlington who raced there including David Bradshaw, son of Buddy Bradshaw, Jack Williams, Jr. and Terry Mock, who grew up just south of Atlantic Boulevard in Southside Estates. Terry was also a track champion and is a member of the Jacksonville Speedway Hall of Fame.

During the years there have been a lot of good mechanics and people from Arlington involved in racing, not only in automobiles on the round tracks, but also in drag racing, boats, off-road vehicles, motorcycles and go-carts.

Arlington has always been involved in the boat industry and several people come to mind who built racing boats, including Raymond Dagley, Larry Teague, the Driggers, and Terry Fraughs. Many may remember the Jacksonville Outboard Club, which was located at the end of Edenfield Road. They hosted boat races in the '60s and '70s that brought participants from several states to Arlington.

Jack Williams, Tommy Cordell and Leonard Renna were into motorcycles which were occasionally raced at Jacksonville Speedway also. Rick's shop on Beach Boulevard was a hangout for Arlington motorcycle riders.

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Vacant Bethelite Conference Center Property Added to Arlington CRA

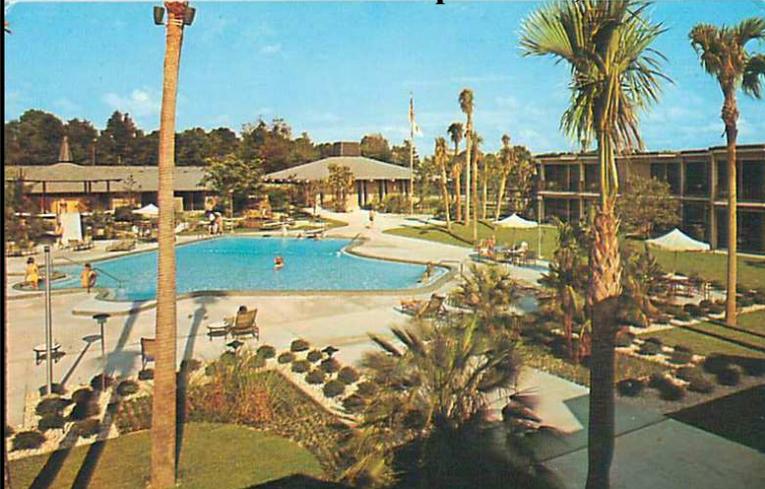
Site of Former Thunderbird Motor Hotel and Ramada Inn Conference Center

Like its surrounding community, the property at 5865 Arlington Expressway has seen better days. Now, after late inclusion in Renew Arlington's CRA boundaries, the site will have yet another new lease on life.



Last month, the 18.7-acre parcel located behind the Town and Country Shopping Center, was annexed into the redevelopment area and the associated City Council legislation. The parcel, in addition to the contiguous shopping center property, is viewed as having high redevelopment potential with its size and "gateway to Arlington" location. It opened in the post-Mathews Bridge boom era of the 1950's as the Thunderbird Motor Hotel, with "300 luxurious rooms, gourmet dining room, 2 lounges with live entertainment, and complete convention facilities". The "T-Bird" became the epicenter of Gator Bowl and FL-GA game festivities, and in 1973 the Thuderbird Dinner Theatre was added to its operations.

Thunderbird Motor Hotel postcard, ca. 1960



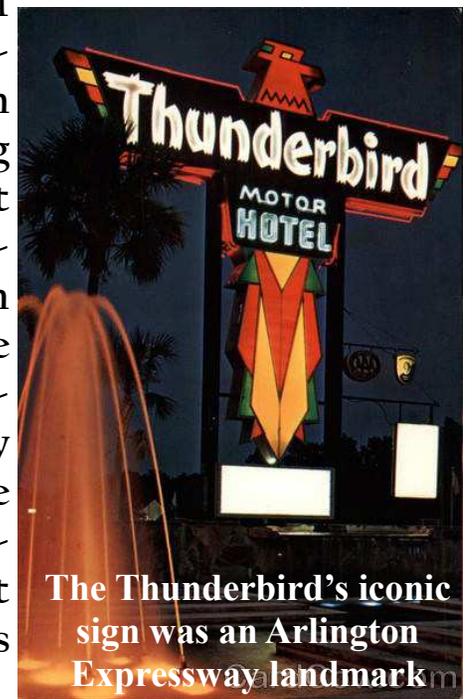
The same property today . . .



In the late 1980s, it became the Ramada Inn Conference Center which occupied the site's eleven buildings and 172,000 square feet. But newer hotels were being built on the Southside and business waned. The hotel industry downturn after September 11th led to Ramada finally ceasing operations in 2002.

Bethelite Inc., operated through Bethel Baptist Institutional Church, bought the closed hotel in October, 2003 for \$2.65 million. Development began for the future home of Be-The-Lite Christian Conference Center, amid reports also of adding a Sylvia's Restaurant, a nationally known Harlem landmark serving Southern cuisine. But though the conference center was opened and then operated for a few years, the restaurant and many portions of the large property never were. In 2006, the

church itself bought the property for \$5.1 million, and in 2014, after sitting vacant for several years, sold it to a South American development company for \$1.25 million. The vacant, often vandalized property is currently being marketed in varying sub-parcel configurations.



The Thunderbird's iconic sign was an Arlington Expressway landmark

Community Pipeline

What's Happening Between Arlington and City Hall

Summary Report of the Greater Arlington/Beaches CPAC Meeting, June 8, 2015

JSO (Jacksonville Sheriff's Office) – Lt. Nader informed the CPAC that YTD numbers citywide are looking good; crime continues to go down. Citywide property crime is down 5.99% and in Zone 2 property crime is down 7.3%. Lt. Nader informed the CPAC that JSO will be enforcing the Click or Ticket program for the next 2 weeks.

Mayor's Liaison – Dave Roman – announced that the Arlington Accountability Board (the board addresses the punishment for children offenders) has been delayed. The proposal for the Arlington board will go before the full City Council on July 23, 2015. If approved, this will be the 4th Accountability Board in the city. Mr. Roman also stated that the Pension Reform Bill will get a vote soon. Lastly, Mr. Roman announced that this will be his last meeting as the Mayors Liaison. With the election of the new Mayor, Mr. Roman and the other appointed staff have been asked to resign.

Duval County Public Schools – not present

Regulatory Compliance Department (Code Compliance)- Elaine Lancaster informed the CPAC that there are currently 985 active cases in the GAB area. The Urban Blight program will next focus on the University Park area. Ms. Lancaster shared with the CPAC that she and her team are aware of the concerns in regard to Jax Auto-mart located on the corner of University Blvd and Atlantic Blvd. Code Compliance is actively investigating the concerns/complaints.

FDOT (Florida Department of Transportation) – Jim Green to follow up on questions from the May CPAC meeting. Mr. Green addressed the CPAC about the concern about the manhole covers on Atlantic Blvd. It appears that the pavement is actually deteriorating and testing has shown that it has not deteriorated enough to qualify repaving. In regard to the availability of crash data online; at this time that information is not available online, but contact Jim Green or Rodney Cooper at rcooper@dot.st.fl.us and that information can be provided. There was a question about guide signs being too close to the intersection of Atlantic Blvd at St. Johns Bluff Road. FDOT has looked into this and they will look into moving them back further from the intersection.

Jacksonville Aviation Authority – Tiffany Gillem – reminded the CPAC that the JAXEX Advisory Committee meeting will be held in this room tomorrow at 9:00 am. On June 27, 2015, there will be a Flying Day for the summer camp students. Summer camp will be held June 22-27, 2015. Last week Ms. Gillem held interviews for the Operation Manager for JaxEx. Lastly, visit www.flyjaxex.com to see information and the forestry activity/plan on the latest cuts at JaxEx. This will be a 3 to 4 month project for this current tree removal. It was also reported that the forestry project will be conducted during the hours of 7:00 am to 7:00 pm. Vice Chair Parsons inquired if there has been a change in plans/use of the Blue Sky Golf Course; the sign in front of the golf course has changed from Blue Sky Golf Course to Blue Sky Bar and Grill. Ms. Gillem stated that there has not been a change, but the golf course is trying to expand the business at the golf course.

Renew Arlington – Karen Nashrallah – informed the CPAC that new boundary maps have been completed and she shared a copy with everyone. There were only a couple of minor changes to accommodate storm water, water/sewer lines and they added the old Ramada Inn property. These changes will be presented to City Council at the June 23rd City Council Meeting. This should be approved by City Council by August. On June 18, 2015 the consultants will hold a community meeting from 4-6 pm at the City Council Conference Room, in City Hall on the 4th floor. This meeting will focus on branding and creating a logo for the Renew Arlington project.

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Arlington Personified

A Regular Feature on Those Who Have Shaped Our Community

Richard E. STEEVES

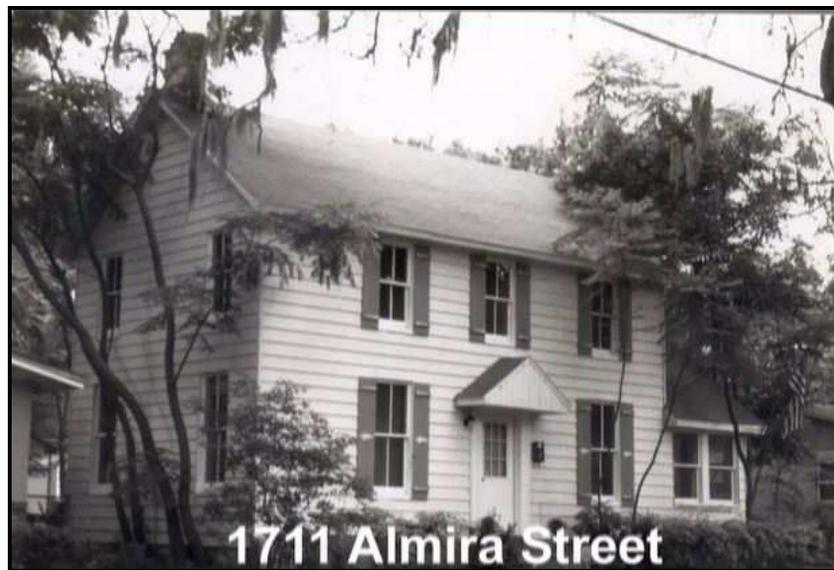
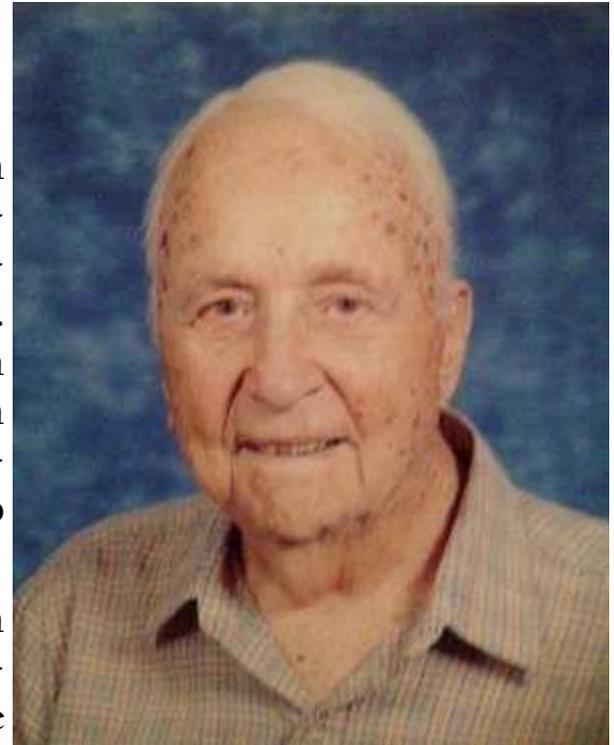
Arlington's Early Pioneer: Richard Earl Steeves

Dec 27, 1915 – June 28, 2015

Born in Ontario, Canada, to Captain William Enoch Steeves and wife Zella, Richard immigrated with his parents, and 2 older brothers Albert and Hartley, from Kingsland, Ontario, Canada and arrived at the port of Cape St. Vincent, New York on March 13, 1917. Their destination was Lakeland, FL where William Steeves, had bought an orange grove. Upon their arrival in Lakeland, it was discovered that only 6 orange trees had survived the deep freeze of 1916.

After a temporary move to Fort George Island, Captain Steeves moved his family to Arlington into a 2-story river-front rental at the end of Floral Bluff in August 1917 where he secured a job at the shipyard building ships for WWI.

The house was formerly a store or post office belonging to Mr. Friske. The homes in Arlington had no electricity or plumbing and few were equipped with Artesian wells. Within a year, he was laid off and he returned to the sea as a First Mate. Back at sea, he moved the family to another rental house in Eggleston Heights just south of Windermere.



1711 Almira Street

The boys attended Eggleston School until Arlington Grammer School #46 opened in 1921. Albert attended Duval High School but, Hartley and Richard graduated from newly constructed Landon High School. The boys worked at Olson's shipyard earning 20 cents an hour scraping barnacles off of boats.

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In 1923, Captain Steeves purchased a house built in 1879, and moved it to its present location at 1711 Almira Street in Eggleston Heights. He completely wired it for electricity, though, as Hartley was quoted in a 2003 interview, "I don't know where they expected to get it."



Eggleston Schoolhouse located near present day intersection of Gable Lane & University Blvd. In a 1993 interview, Richard stated he may have been one of the children pictured.

STEEVES (CONTINUED FROM PAGE 10)

Until his death last month, Richard was the oldest surviving graduate of Landon High School (class of 1934) as well as the eldest member of his lifelong attendance at Arlington Methodist Episcopal Church.

All 3 brothers were members of the Boy Scouts of America. Albert and Hartley joined Troop 1 in Arlington in 1922, Richard joined Troop #38 in 1928 at age 12 under Scoutmaster G.H. Strayer and Patrol name "Flying Eagles". In 1944, Richard organized, and was Scoutmaster of, Troop #161 in Arlington, with the Arlington Men's Club as the charter organization, in the Oakwood neighborhood.



Richard's Boy Scout Membership Card, 1932

Hartley & Richard settled on Oakwood Drive. After high school, Richard worked for the School Board from 1935-1940 before moving on to work for Southern Bell Telephone & Telegraph Company. He worked for them until his retirement under AT&T. His retirement years were filled with travel, golf, bowling, caring for his home of 69 years in Jacksonville, and his home in the mountains of North Carolina. He was also active in Old Arlington, Inc., contributing years of first-hand historical information.

Richard married Marjorie Adera Hull on 12/31/36, and they raised three sons and one daughter in Oakwood Villas. He is preceded in death by his wife Marjorie on 3/15/03 and his son, Richard Earl Jr. on 4/25/12.

Richard knew Old Arlington history as no one else because he had lived it. He was 99 1/2 years old when he passed away last month, and was believed to be the oldest Arlingtonian.



Richard Steeves (R), with Piggy Bennet during Old Arlington interview in August, 2003



*Need a speaker & program for your next group meeting?
Contact OAI to schedule our complimentary presentation
highlighting Arlington's history and future vision.*

Old Arlington, Inc. meets on the 3rd Tuesday of each month at 6:30 pm in JU's Gooding Building.

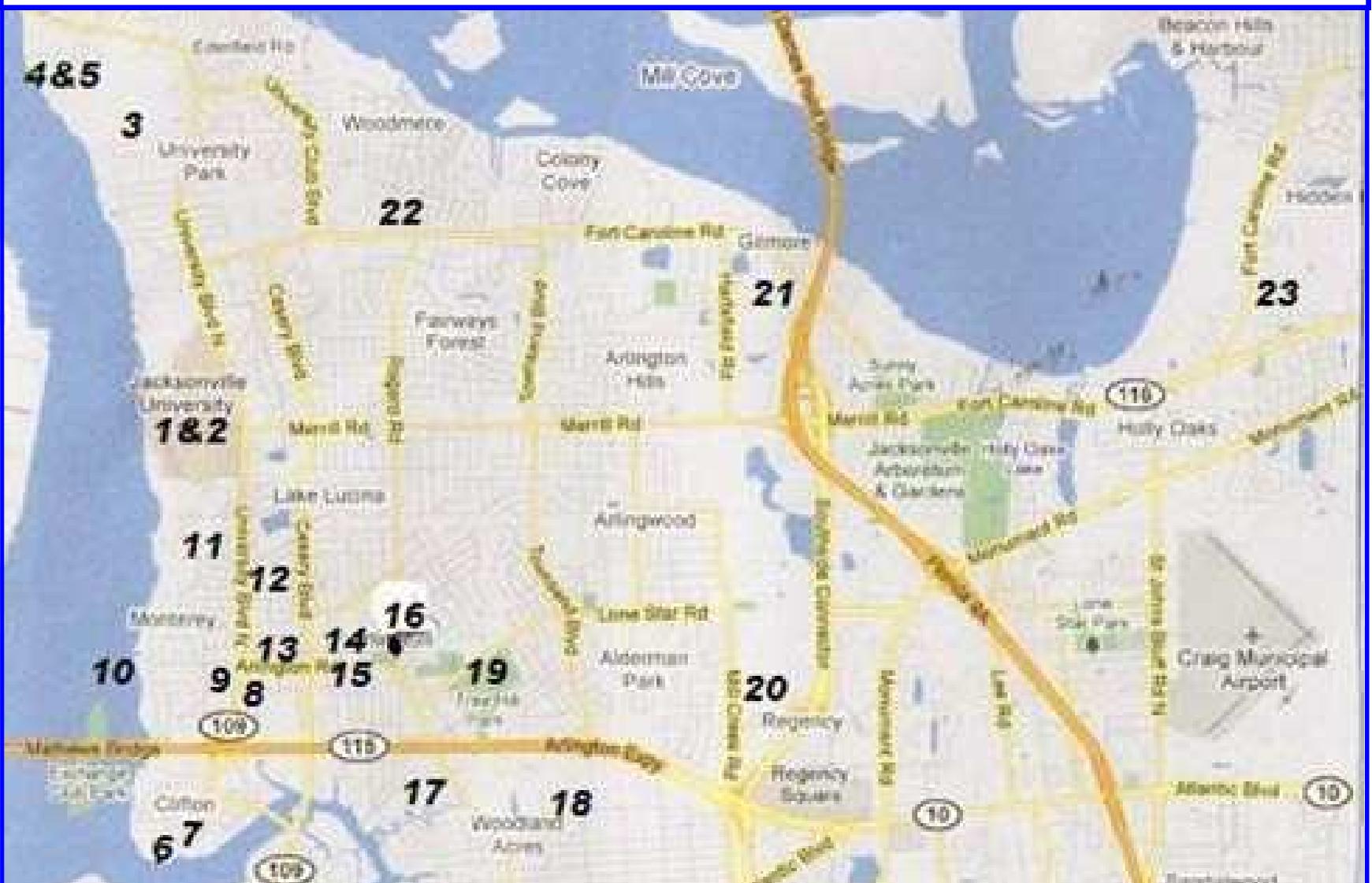
The Story Behind the . . .

Historic Markers of Old Arlington

You see them throughout the area, but ever wonder how those markers got there?

It had long been a goal of the members of Old Arlington, Inc. [OAI] to place markers within the community. The more we met as an organization, the more we learned about our past and how special our story was, the stronger the desire became to mark those places and share our story with others. But for years it seemed as if it would never happen – the prohibitive cost made markers of any kind out of reach for a non-profit organization with limited resources.

However, in 2007 then Mayor John Peyton unveiled his Seeds of Change Initiative. It was an effort to focus on two areas of need in Jacksonville and bring about positive change. A portion of Arlington was selected as one of those areas, with the other being in the Durkeeville/Myrtle Avenue area. While this initiative did not come with a dedicated funding source for projects such as markers, it did bring help with identifying possible grant opportunities that would allow us to obtain the needed funds. With the Mayor's Office guiding the process, Old Arlington, Inc. and the Durkeeville Historical Society applied for grants of \$35,000 each through the Comcast Foundation. To meet grant guidelines, the applications were sponsored and submitted by the Alpha Kappa Alpha Sorority for OAI, and the Northwest Jacksonville Community Development Corp. for DHS.



OLD ARLINGTON HISTORIC MARKER LOCATIONS & GPS

- 1. A Unique Community:** Discusses life on all mixed-race plantations, a common phenomenon in pre-Civil War Arlington. Location: On southside of main J. U. entrance road, 3,000 blk. of University Blvd. N. turn west inside campus to first crossroads, Markers are to the left by sidewalk from Dorms to Gooding Bldg. GPS: 30 21' 05.2" N. 81 36' 12.3" W.
- 2. Chesterfield Plantation:** In 1847 Anna Madgignine Jai Kingsley, African wife of planter Zephaniah Kingsley, bought a 22-acre farm on property on what is now the Jacksonville University campus. The farm, which she named Chesterfield Plantation, was between the Arlington homes of her daughters, Martha Baxter and Mary Sammis. Loc. Same as above.
- 3. St. Isabel Plantation:** This plantation was acquired about 1840 by Oran and Martha Baxter. Martha fled the area during the Civil War and the plantation was burned in 1864. In Blue Cypress Park, west side of 4,100 blk. of University Blvd. North In the center of the park by main restroom and rest area. GPS: 30 22' 34.5"N. 81 36' 30.2" W.
- 4. McNeil Plantation — Reddy Point:** The English granted 800 acres to William Reddy in 1772. A 182-acre section was granted to Zephaniah Kingsley in 1784. It remained a working plantation by Kingsley's nephew Charles McNeil in the 1850s. McNeil's sister was the mother of the artist James Whistler. Location: Same as #5 Chaseville Community below.
- 5. Chaseville Community:** Samuel Chase opened a shipyard on Reddy Point and hired African-American Civil War veterans to work for him. In 1876 Chaseville had the first post office in the Old Arlington area. Loc. Lions Club park by boat ramp, 4,400 blk. of University Blvd. N., end of Gatlin Rd. and follow to river GPS: 30 22' 42.46" N. 81 37' 15.23" W.
- 6. Sammis Plantation:** In 1840 John Sammis bought the 8,000-acre Strawberry Mill Plantation. In the 1850s Sammis and his wife, Mary, one of the children of Zephaniah and Anna Kingsley, built a plantation home in Clifton that is still in use. Location by Clifton Cemetery (Nobel Circle So.) 200 Garrison Ave 32211 GPS: 30 19' 16.40"N. 81 36' 32.727 W
- 7. Clifton Community:** This area was purchased in 1873 by the Ocean Grove Association, a religious group from New Jersey. The plantation house turned into a hotel and the ferryboat "Clifton" crossed daily from Jax to what became known as Clifton Landing. Location: 5430 Weller Ave. at Weller Place 32211 GPS: 30 19' 21.55" N 81 36' 24.97"W.
- 8. Arlington Grammar School No. 46:** Built in 1921, funded by community effort, at a cost of \$40,000, this school originally offered grades 1-8. The school has expanded over the years but remains in operation as Arlington Elementary School. Location: 1201 University Blvd. N. 32211 (By sidewalk from school to street) GPS: 30 19' 55.79" N. 81 36' 10.61"W
- 9. Crossroads:** Beginning in the early 1900's and until 1959 University Boulevard was known as Chaseville Road. Arlington Road was created out of several roads in 1912. It was the Town Center of Arlington from Ca. 1930 to 1960 Location: SW. Corner of Arlington Rd. & 1200 block Univ. N. GPS: 30 20' 01" N. 81 36' 11.61" W.
- 10. Arlington Town Center Ferry Landing:** Beginning in 1914 the Alderman Realty Co. sponsored a ferry that ran from the foot of what is now Arlington Road across to Fairfield, The area was the Town Center at that time including a post office until the Ferry was discontinued in 1933. Loc: 5100 Arlington Rd. 32211 GPS: 30 20' 02.16 N. 81 36' 42.79" W.
- 11. Floral Bluff:** In 1832 Robert Bigelow established Floral Bluff Plantation on the riverfront in an area slightly south of what is now Jacksonville University's campus. It was subdivided in 1887 and the town of Floral Bluff was established. It had its own post office until 1919. Loc. By Cemetery 5336 Floral Bluff Rd. 32211 GPS: 30 20' 34.64" N. 81 36' 21.2" W.
- 12. Eggleston Community:** In 1888 a developer platted Eggleston in an area now bounded by Lake Lucina and Ansley Street and sought religious settlers from New Jersey. Eggleston had a RR Station. After the railroad closed in 1895, Eggleston dwindled and merged with Floral Bluff. Loc. 5608 Wiltshire St. 32211 GPS 30 20' 19.3" N. 81 36' 07.3" W
- 13. The Jacksonville, Mayport and Pablo Railroad:** From 1888 the JM&P offered twice-daily service from Arlington to Mayport. A steamboat carried passengers to the railroad's Arlington dock. Stops include Eggleston, Verona, Gilmore, and Cosmo. In 1892 a spur to S. Jacksonville was added. Loc. 714 Arlington Rd. 32211 GPS: 30 20' 00.48" N. 81 36' 06.50"W
- 14. Norman Silent Film Studios:** Originally built for the Eagle Film Studio, this complex of buildings was purchased by filmmaker Richard Norman in 1922. Norman made eight silent feature films for African-American audiences. His wife Gloria later operated a dance school at the studio. Loc: 6332 Arlington Rd. 32211 GPS 30 20' 01.4" N. 81 35' 36.7" W.
- 15. Jacksonville and the Movie Industry:** This marker celebrates Jacksonville's heyday as a movie production center. From 1908 to 1916, at least 30 production companies filmed in what became known as the "Winter Film Capital of the World." Due to politics most studios left Jacksonville for the friendlier atmosphere in California. Loc. Same as 14.

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OLD ARLINGTON HISTORIC MARKER LOCATIONS & GPS

(Continued from Page 13)

- 16. Frederick W. Bruce:** This marker in Bruce Park honors the engineer and surveyor who moved to Arlington in 1912 and helped found Alderman Realty Co., which developed Arlington Heights, Arlington Heights Addition and Alderman Farms. The park donated in 1924 was dedicated in 1955. Loc. 6631 Arlington Rd. GPS 30 20' 00.4 N. 81 35' 23.9 W.
- 17. Strawberry Mills:** Where Arlington Road crosses Strawberry Creek. Francis Richard, using land acquired in a Spanish land grant, dammed Strawberry and Red Bay creeks in 1817. The resulting 150-acre mill pond powered a saw mill, grist mill, sugar mill, cotton gin and brick yard. Loc: 720 Arlington Rd. 32211 GPS: 30 19' 28.8" N. 81 35' 04.1"W.
- 18. Oakwood Villas — Woodland Acres:** In 1903 W.C. Warrington began developing this area, between the Arlington Expressway and Atlantic Boulevard. Originally a part of Spanish land grants to Francis Richard, whose family operated the Strawberry Mills. Loc: In Warrington Park , 8200 Kona Ave. 32211 GPS: 30 19' 20.97" N. 81 34' .1440" W.
- 19. Tree Hill Nature Preserve:** Tree Hill is a 50-acre nature preserve created by a group known as the Preservation Association for Tree Hill. In 1820 Strawberry and Red Bay Branch creeks were dammed, creating a mill pond, and part of Tree Hill became an island. Loc: 7150 Lone Star Rd. 32211 GPS: 30 20' 00.81 N. 81 34' 59.34" 20W
- 20. Mount Zion Community:** Located just east of Strawberry Creek and Mill Creek Road, this community of ex-slaves was one of several established in Arlington after the Civil War. It is also the location of the Lone Star Cemetery Location 1159 Mill Creek Rd. 32211 turn on Libby Rd. and follow narrow dirt road to church GPS: 30 20' 01.9 N. 81 33' 34.81" W.
- 21. Gilmore Community:** The land was homesteaded in 1885 by Irish immigrant Archibald Gilmore, who acquired 80 acres. From 1887 to 1916, the Gilmore community had its own post office. The Gilmore family subdivided the land in 1914. Loc. 8504 Ft. Caroline Rd. So. In the Ft. Caroline UMC parking lot . GPS:30 21' 5 2.1" N. 81 33' 24.9" W.
- 22. Newcastle Plantation:** Originally a 700 acre English Grant, later Spanish to Francis Fatio. It was purchased by Amander Parsons Ca.1851. Governor Napoleon Broward lived there for a time and his mother is buried on the property. Loc: Gerri's Park NE corner of Ft. Caroline and Rogero 32277 by entrance gate. GPS: 30 21' 60" N. 81 35'16" W.
- 23. Cosmo Community.** Loc. Alexandria UMC. 11132 Ft. Caroline Rd. 32225 GPS: 30 21' 42.7" N. 81 30' 55.6" W.

CONGRATULATIONS!

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HAS NOW BEEN PLACED ON THE

NATIONAL REGISTER OF HISTORIC PLACES!

Historic Markers of Old Arlington

CONTINUED FROM PAGE 12



A committee of OAI members and then DHS president, Dr. Carolyn Williams, began researching marker possibilities and costs. They knew they wanted a marker that would allow for pictures and maps as well as text. They wanted markers that would stand the tests of time and the elements. They learned of a company out of Canada that had provided markers for the Historical Society of St. Augustine. After a field trip to St. Augustine to see those markers, the decision was made to go with Systeme Huntington, Inc. (formerly Folia Industries).

Then the process of selecting marker topics, designing the marker style, researching and writing the narratives and finding the right pictures began. Under the leadership of Cleve Powell, noted historian of all things Arlington, the 23 markers we have today were created. Careful consideration was given to placement in order that markers could be viewed safely by the most people. Placement of these markers required approval/permitting through the City of Jacksonville and all other owners of property where markers were erected.

The markers cost a total of \$26,326, which included permitting and installation costs. On August 20, 2010, OAI, Durkeeville Historical Society, Alpha Kappa Alpha Sorority and Northwest Jacksonville CDC and invited guests celebrated with a luncheon and guided bus tour of Arlington and Durkeeville historic sites. Today all unspent marker funds are held in trust by OAI for the maintenance of the markers. Markers are regularly inspected and cleaned by volunteer OAI members.

At the present time, OAI has no plans for additional markers. However, Durkeeville Historical Society recently added to their marker numbers, and it is always possible that more could be added in the Old Arlington area. Such an endeavor would require dedicated persons to raise funds, research the information to be included on the markers, and implement and oversee the installation of the new markers. OAI stands ready to assist in all such efforts.

through Alpha Kappa Alpha Sorority.



Slapstick Sundays at **MOSH**
MUSEUM OF SCIENCE & HISTORY

Sunday July 19, 4pm ~ 1025 Museum Circle, Jacksonville, FL

presented by **Norman Studios**

THE EARLY DAYS OF SLAPSTICK

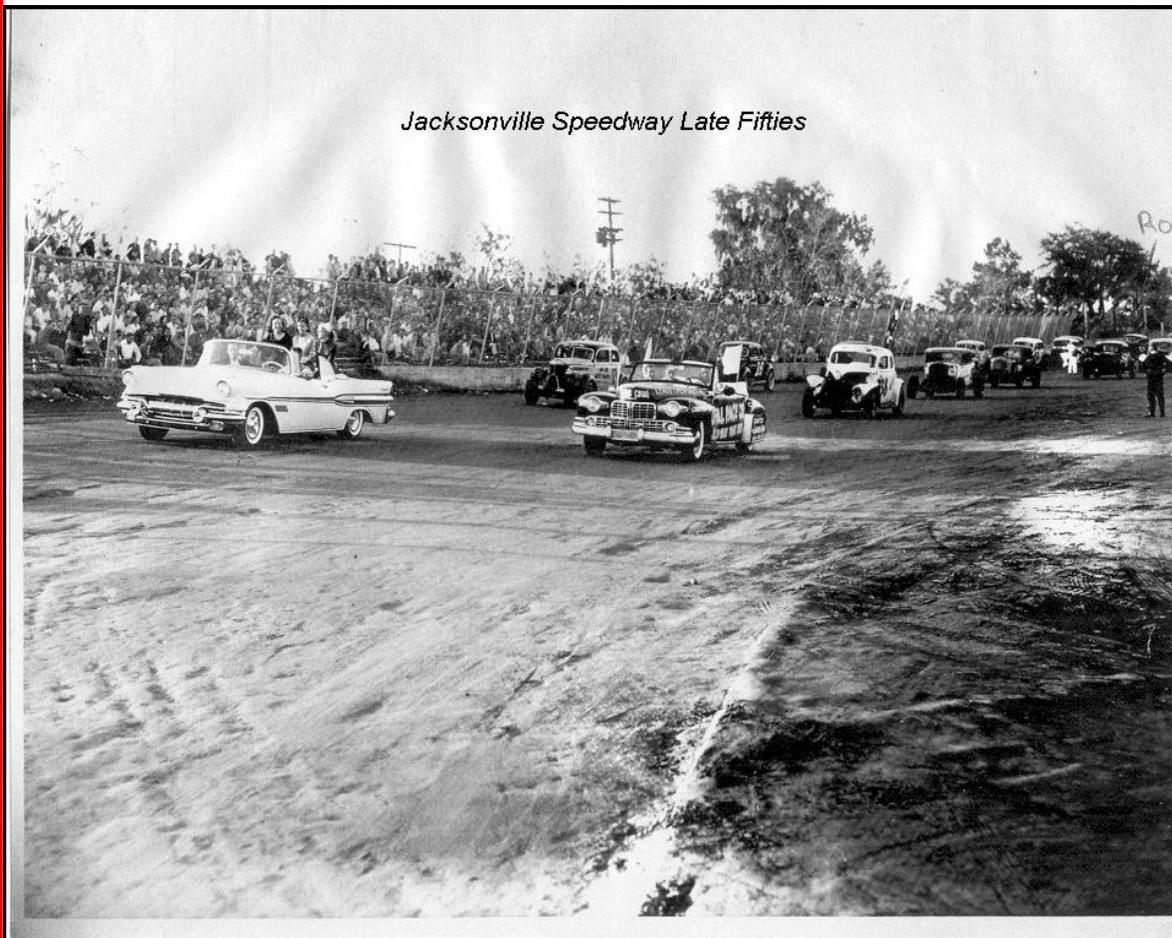
MACK SENNETT: THREE SEMINAL FILMS

- ♦ **BARNEY Oldfield's RACE FOR LIFE (1913)**
- ♦ **TEDDY AT THE THROTTLE (1917)**
- ♦ **A MUDDY ROMANCE (1913)**

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CLEVES CORNER - (CONTINUED FROM PAGE 7)

When drag racing spread from California to Florida it was quickly picked up by Arlington's young men (and some girls). Old WW II airports became drag strips such as Lake City, Whitehouse, Brannen, Bunnell, Fleming Island (Thunderbolt), Fernandina, on the beach at Daytona, and later Spruce Creek near Daytona. Spruce Creek moved to Deland and then Gainesville and became the NHRA Gator Nationals of today. Pecan Park Raceway also built a



1/8th mile drag strip (most are 1/4 mile) which is now closed.

There are so many people from Arlington that participated in drag racing and building cars it would be hard to name them all. We all owe Cliff Warden, Pop Rye, Lee Roy Newton, Gene Nettles (who taught automotive shop at Terry Parker) and Slim Harrison (Marvin's) for helping us get started. Charley and Howard Jones, as well as George Carter and myself, are a few. If you go to the Hardees on Merrill Road the first Saturday night of each month, you

will see a lot of the guys who had cars in the '50s and '60s such as Bobby Lyons (who also had a speed shop called the "Hotrod Barn"), Ted and Ronny Simpson, Ted Femoyer, Noel Dana, Gene Harrison, Tommy Younger, and Piggy's son John Ray Bennett to name a few.

Off-road racing became very popular in the mid to late '60s and '70s, and a club was formed which sponsored races in the dunes at Humphries near Regency. This was due in part to the advent of fiberglass bodies on VW frames and small, powerful 4-wheel drive Broncos and Jeeps. Jim Sutton was a club member, as well as Larry Teague, Jimmy Vaughn, David Bass, Piggy Bennett and Ira Lee Richardson.

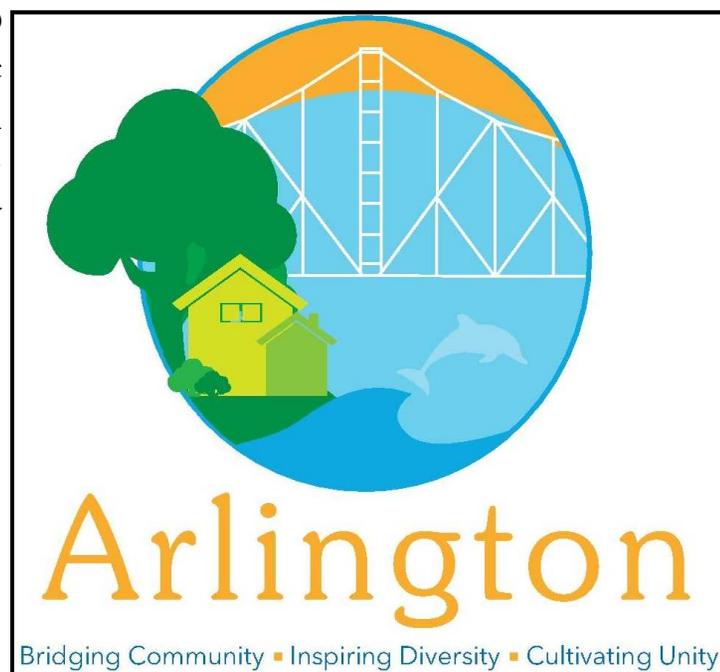
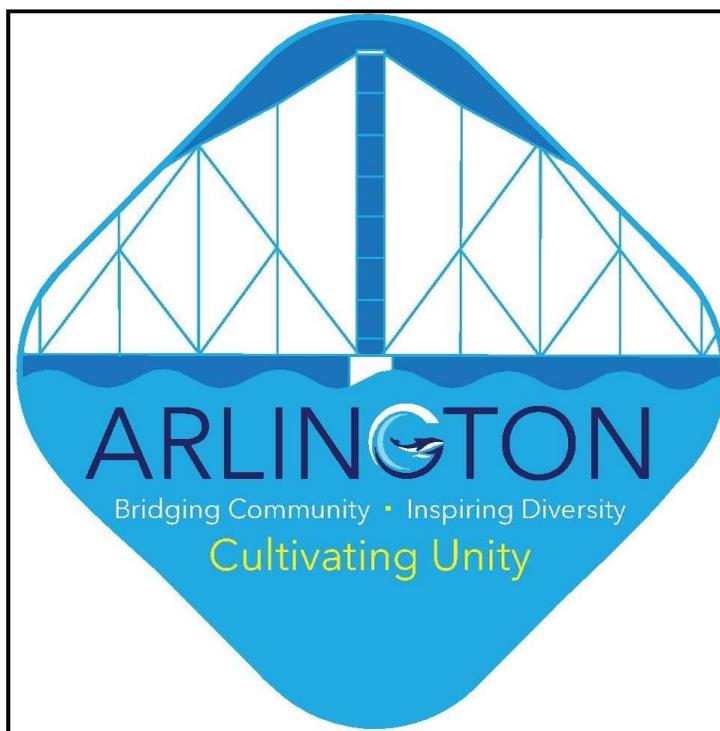
There have been several go-cart tracks on Beach Boulevard which are no longer there. The second Jacksonville speedway off Pecan Park Road also had a very good go-cart track. Does anyone remember Walt Svoboda's rent-all business on Arlington Road near University Boulevard? He had a small go-cart track there before he moved to the Arlington Expressway west of Mill Creek Road. Walt sponsored Kem Owens in a '56 Moss cart for three years until he joined the Air Force in 1960. The business is still run by Walt's daughters.

Racing is harder and more expensive to get into today, and there are fewer places left to race. However, restoration of classic stock automobiles, old stock cars, and building street rods is still very popular. The Turkey Rod Run held at the Daytona Speedway attracts over 6,000 vehicles every Thanksgiving, and the turnout at car shows in Jacksonville is remarkable. In Arlington, a kid at the Hardees on that first Saturday night each month, may still see a '40 coupe peel out that pulls at his heart strings.

RENEWAL CONTINUED FROM FRONT PAGE

As part of the future marketing message for Arlington, slogan and logo ideas were discussed at an introductory level, and the audience was encouraged to continue thinking about these elements and bring them forward for consideration as the process continues.

The Finding of Necessity for the Arlington CRA, RESO 2015-476, was introduced to City Council on June 23rd. It will go before four Council committees during the first week in August, and is scheduled for final approval at the Council's meeting on August 11th. A community charrette is *tentatively* scheduled for Thursday, September 17th from 6:30-8:30, the purpose of which will be for the community to provide input on the Master Plan. The group will be working off existing plans (the 2007 Old Arlington Neighborhood Action Plan and the 2010 Greater Arlington-Beaches Vision Plan) previously approved by the citizens and City Council.



(Above) Two logo designs (in addition to that pictured on page 1) under consideration in the Renew Arlington branding exercise. (Left) Renew Arlington committee members discuss Arlington's image at meeting of June 18th.

You're Invited to Participate in a Community Design Charrette

related to University Blvd. between Ft. Caroline & Arlington Roads,
and Merrill Road between University and Townsend Boulevards



Details on Back Page → →

July 4th Parade is Proud Neighborhood Tradition



Fairways Forest

A Community of Brick Homes,
Old-Style Lampposts, and
the American Flag



Community Pipeline

(Continued from pg 9)

Presentation of FDOT's Arlington Projects

Planning Department:

Housing and Community Development – Rosemary Wesolowski informed the CPAC that there will be a free Homeownership Readiness Workshop on June 23, 2015 at 6:30 pm. Flyers for the event were provided. It was announced that Folks Huxford has been approved by City Council and will now serve as the Director of the Planning and Development Department.

Planning Department – Paul Davis informed the CPAC that the P&DD hired a Traffic Engineer and a Traffic Planner. Member Schriado inquired if there is a new zoning district? Mr. Davis did confirm that there is a new zoning district and it is Residential Office Zoning district (RO). The RO was created so a business to be run out of private residence and there will be strict restrictions so the business will not impact the community. At this time, no applications have been submitted as a RO. Mr. Davis also informed the CPAC that the Chicken Ordinance has completed the recommended 1 year trial period and it is available to be made a permanent ordinance.

JTA- Wendy Morrow informed the CPAC that a number of bus routes will be changing on July 6, 2015. These changes will typically be 5 -10 minutes shifts. A handout of all the changes was handed out. It was also announced that the Beaches Trolley is back and flyers with the routes and stops were provided. It was recommended that you should buy your pass before you go to the beach. It was confirmed that the Senior Star card will also be accepted so Senior Citizens can ride the trolley for free.

Public Works – John Jones was in attendance on behalf of Steve Long. No report.

Presentation(s):

Milton Locklear, NFTPO and Jim Green, FDOT presented the North Florida TPO's draft Transportation Improvement Program (TIP). Annually the NFTPO is required to develop a TIP for the urbanized areas; this is a 5 year work plan. The TIP is used to schedule the funding for the projects that will be completed in the area; most are FDOT projects. A handout was provided that contained minimal details about the various projects. The presentation began on p. 6.

- ◆ Arlington Expressway Service Road Sidewalk on north service road and will cost \$2 million – from Arlington Road to Mill Creek – the project has not started yet.
- ◆ Atlantic Blvd. - Atlantic Blvd. from Arlington expressway to East of Monument Road, modify intersection – old BJP projects and will start this fall – project cost \$2.4 million
- ◆ Atlantic Blvd. from Brookview to Kernan Blvd., resurfacing approximately 2 miles – underway now – cost \$63,000
- ◆ Atlantic Blvd. from Kingman Ave to Bartram Road, modify intersection – traffic signal update – cost will be \$2.14 million
- ◆ Atlantic Blvd from Withrow Dr to Hickory Creek Blvd., landscaping – approx 1 mile – cost \$1.5 million
- ◆ Atlantic Blvd. at ICWW Bridge, bike lane/sidewalk – 1.49 miles – cost \$2.4 million
- ◆ Beach Blvd from F.O.P. Way to Ryar Road, modify intersection (Beach & University) – cost \$10.2 million
- ◆ Hart Expressway from Atlantic Blvd to University Blvd, landscaping – 1.6 miles – cost \$1.77 million
- ◆ I-295 from end of Dames Point Bridge to St. Johns Bluff, landscaping – 4 miles – cost \$358,000
- ◆ I-295 from Dames Pt to JTB, add lanes & reconstruct (add express lanes) – 8.4 miles – cost \$36 million
- ◆ I-295 Dames Pt Bridge at St. Johns River and Mill Cove, bridge repair/rehabilitation – cost \$5.3 million
- ◆ Mayport/St. Johns River Ferry Services Operations, Ferry Boat/Water Taxi – funding - \$900,000
- ◆ Southside Connector at Merrill Road Overpass, landscaping - \$1.85 million
- ◆ University Blvd. at Bartram Dr. to Cesery Blvd, intersection modification – cost \$7.7 million
- ◆ University Blvd at Los Santos Way to Merrill Road – traffic signal update – cost \$1.7 million
- ◆ Wonderwood Connector fr I-295 to Mayport Rd, drainage improvements – 5.3 miles – \$8.8 million
- ◆ Wonderwood Connector fr Sandcastle Lane to Mayport Rd, resurfacing – 1.11 miles – cost \$3.3 million

