



THE CHALLENGE

In 2001, Baptist Health Systems began searching for a location to build a new hospital to serve the needs of the growing South Jacksonville population. Our challenge was to convince them that Flagler Center was the ideal location for the new hospital. Flagler Center could quickly accommodate the hospital's needs, but the park had an industrial feel, inadequate accessibility, and at the time, Baptist thought Flagler Center was located too far south.

OUR RESPONSE

Flagler showed that the epicenter of Jacksonville was farther south than originally thought through updated statistics indicating plans for nearly 52,000 new rooftops within a 12-mile radius of Flagler Center. Flagler also modified its development program to obtain the entitlements necessary for a 250-bed hospital. Meanwhile, Flagler was in the midst of a campaign to reposition Flagler Center as South Jacksonville's premier business park. Accessibility would be dramatically improved by Flagler's construction of a full interchange at I-95 and St. Augustine Road and widening of St. Augustine Road from I-95 to US 1 to four lanes. Completing the transformation of the park, Flagler significantly enhanced the landscaping at theinterchange, along St. Augustine Road, and within the park and implemented new park signage. The new interchange has quickly become an identifying feature of the city as the "JACKSONVILLE" sign on the interchange serves as a welcome to I-95 travelers as they enter Jacksonville's southern gateway.

THE RESULTS

In July 2001, Baptist Health purchased 32 acres at Flagler Center and announced plans to build a 125-bed hospital. The hospital was completed in 2004, and since that time the hospital's patient volume has greatly exceeded expectations. Baptist has already completed its first major expansion of the hospital and is contemplating future expansion needs.

"A critical part of our mission is to provide accessible, quality health care services to the region we serve. Our new hospital is ideally situated to meet the current and future health care needs of the growing population of the Southside, St. Johns County, Mandarin and Julington Creek. With the new interchange and the hospital's central location, the new facility will be easily accessible and visible."

Hugh Greene

FACHE, President and CEO of Baptist Health