River Club at Independent Square

River Club

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RIVER CLUB AT INDEPENDENT SQUARE
WHAT IS INDEPENDENT SQUARE

BUILDING SECTION LOOKING EAST
INDEPENDENT SQUARE, when completed in the Fall of 1974, will be the tallest structure in the State of Florida— 37 stories and 535 feet tall, containing approximately 1,000,000 gross square feet.

It will house the home office of the Independent Life and Accident Insurance Company and its subsidiaries, occupying approximately one-third of the building (3rd through 13th floors).

Some 340,000 gross square feet will house office tenants other than Independent (14th through 33rd floors).

The private eating club and dining facilities will be housed on the 34th and 35th floors, having a panoramic view of the city and its environs unmatched in this area.

The first two floors of the building will contain a commercial-retail complex centered around a 30,000 square feet indoor tropical park and botanical garden. The outlets in this area will provide the convenience of such services as a restaurant, bank, savings and loan, stockbrokerage firm, women's apparel, men's apparel, jewelry store, card and gift shop, travel agency, specialty food store, florist, bookstore-newstand, men's hair stylist, women's beauty salon, dry cleaner, pharmacy, optician, shoe repair and shoe shine. In general, INDEPENDENT SQUARE will be a full-service building catering to the needs of its tenants.

And to facilitate the movement of all activities within the building, there will be 19 elevators. The high-rise bank of elevators will have the capability of transporting passengers from the first floor to the 35th floor within 30 seconds.

And to further enhance the quality of INDEPENDENT SQUARE, it will have, with no doubt, the finest parking facilities in the City of Jacksonville, offering covered and secured parking within the building.
TENANT MIX-RIVER CLUB MEMBERSHIP PROFILE

PRESENT FACILITY  INDEPENDENT SQUARE

PRESENT FACILITY  INDEPENDENT SQUARE

4%
INDEPENDENT SQUARE will be housing on a daily basis 3,200 people. Most of the people will be of a professional category — namely, attorneys, architects, accountants, engineers, business executives, bankers, stockbrokers, etc. ... Thus, the character of a prestigious and professional type of building will be maintained.

Studies conducted by Independent Life reveal that 34% of the present River Club membership, during its business day, is located within walking distance of INDEPENDENT SQUARE.

These studies further revealed that for 68% of River Club membership, INDEPENDENT SQUARE would be more convenient. The graphs illustrate these findings.

Further studies of the accessibility of INDEPENDENT SQUARE for evening dining revealed that the overall expressway network makes INDEPENDENT SQUARE more convenient for River Club members than does the Club’s present location.

All in all, for a good majority of the River Club membership, it would seem that INDEPENDENT SQUARE is far more convenient.
WALKING DISTANCE

34%

4%

PRESENT FACILITY
INDEPENDENT SQUARE

FAR MORE CONVENIENT

68%

32%

PRESENT FACILITY
INDEPENDENT SQUARE
SECTION THROUGH LOUNGE & ELEVATOR LOBBIES
PARKING:
Covered and secured parking will be a great feature of INDEPENDENT SQUARE. It will eliminate any need for a River Club member to face the weather elements when arriving and leaving the building.

A Club member would merely drive into the basement, park, exit from his car, walk a few steps to an elevator designated specifically for servicing the parking area, hop on this elevator which will take him two short floors to the middle of the tropical park, exit and then walk to the passenger elevator, and on up to the River Club.

A designated area in the parking garage will be set aside for River Club members only and will be further supervised to ensure the availability of this space for the Club members. Security in this area will be provided by closed circuit television and security guard patrol. Thus, the parking area of INDEPENDENT SQUARE cannot be matched by any other location in terms of convenience, safety and accommodation to the Club members, who need not hereafter be concerned with safety nor weather.

ELEVATOR SERVICE:
There will be 19 elevators to service INDEPENDENT SQUARE. Two of these are allocated for servicing the parking garage.

In the mall area of the building, in the vicinity of the tropical park, there will be 15 high-speed elevators in banks of five, each bank servicing various levels of the building.

The high-rise bank will be able to whisk a Club member from Floor One to the main lobby of the River Club within 30 seconds.

Two service elevators are allocated specifically for moving of freight, equipment, supplies and whatever other items the River Club will need for its proper functioning. These are separate and apart from all other elevators, making them exclusive for a particular use. These freight elevators are very important to the management of the River Club, since supplies can be brought in by way of our loading platform on the first basement level of INDEPENDENT SQUARE, on to the service elevator, and then on to the River Club floor without hindering any other activity within the building.

Just imagine . . . coming off the passenger elevator into the main lobby of the River Club and you will be confronted with this scene . . . .
ELEVATOR SERVICE:
There will be 19 elevators to service INDEPENDENT SQUARE. Two of these

Just imagine . . . coming off the passenger elevator into the main lobby of the
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SECTION THROUGH LOUNGE & ELEVATOR LOBBIES
INDEPENDENT SQUARE will have the distinction of being one of a dozen fully-sprinklered buildings in the United States, and that means every foot of the building, from top to bottom, is protected by an automatic sprinkler system.

However, to simplify it by this one statement would not do justice to the understanding of the overall life safety system in INDEPENDENT SQUARE and, more particularly, for the River Club.

We will have an emergency paging system throughout the building.

We will have a fire and smoke detection system and a way of controlling the smoke. That is, getting it out from where it is and preventing it from getting anywhere else in the building. This is accomplished by the use of the air conditioning system in order to evacuate the smoke.

We will have automatic controls for the elevators, so that at the first sign of smoke or fire, all elevators will go to the first floor and stay there.

We have a pressurized system to keep smoke out of the stairwells, so that people could safely use the stairs in case of such an emergency.

And a way of keeping smoke out of the service elevator shafts, in order to allow firemen to use these service elevators for combating this type of emergency.

And, lastly, we have central control – a command and communication center – from which all the fire fighting and evacuation system of the building can be controlled.

This, together with our security system of closed circuit TV’s, security guards and security control of elevator service after normal office hours in the building, all lead up to a peace of mind on the part of the Club member and further relaxation when enjoying the panoramic view as depicted by this scene. . . .
All in all, for a good majority of the River Club membership, it would seem that INDEPENDENT SQUARE is far more convenient.
WHY THE RIVER CLUB AT INDEPENDENT SQUARE
The River Club has always been known for its fine taste, dignity and prestige. Its philosophy has been carried forth and has made its members a necessary part of its environment.

INDEPENDENT SQUARE, reflecting the philosophy of Independent Life, is emphasizing the quality of the environment and its effects on people.

Together, these two fine organizations can offer what no other combination can offer in the City of Jacksonville or its environs — the River Club at INDEPENDENT SQUARE.

The floor plans, as set forth on the following page, indicate the thought given by Independent Life in presenting an enjoyable environment for River Club members.

The River Club at INDEPENDENT SQUARE will offer to its members
MORE LOUNGE AREA . . . .
MORE SEATING CAPACITY . . . .
MORE DINING AREA and . . . .
MORE PRIVATE DINING FACILITIES.

And in providing these expanded services, it will make for . . . .
BETTER EFFICIENCY . . . .
BETTER COMFORT . . . .
BETTER SERVICE and . . . .
BETTER SECURITY . . . . in an atmosphere of conviviality and exaltation.

And all this in the focal point and prestige location in Jacksonville for many years to come — INDEPENDENT SQUARE.
The first two floors of the building will contain a commercial-retail complex, having a panoramic view of the city and its environs unmatched in this area.

And to further enhance the quality of INDEPENDENT SQUARE, it will have, with no doubt, the finest parking facilities in the City of Jacksonville, offering covered and secured parking within the building.