



*The*  
**JACKSONVILLE**  
*Historical Society*  
*One City, Many Stories*

October 11, 2022

Hon. Danny Becton  
City Council District 11  
City of Jacksonville, Florida

Dear Council Member Becton:

As you suggested, I have negotiated the attached proposal to create a permanent historical record of Jacksonville's circa 1924 Ford Motor Company Assembly Plant, at 1900 Wambolt Street. The Jacksonville Historical Society is prepared to oversee performance of the project, to receive and disburse the funds necessary to compensate the service vendor, to process, catalogue, archive and preserve the digital imagery and documentation that would be produced. Once archived at the JHS, this material would become permanently searchable and available through the JHS's Haskell Archive of Jacksonville History, as well as the City of Jacksonville Planning and Development Department's Historic Preservation Section.

We propose to perform this project, with the support of Kram Kran Photo, LLC, whose proposal is attached, at a total cost not to exceed \$10,000.

The JHS is pleased to facilitate this action to preserve as best as possible the record of the Ford Motor Company plant, and to make it widely accessible. Please contact me for any additional information that you may require.

Sincerely,

**rqJC** : --  
Alan Briss, Ph.D., CEO

The mission of the Jacksonville Historical Society is to strengthen citizenship by engaging and educating Jacksonville's people about their history, through preserving and sharing the evidence of the city's past, and by advocating the value of historic preservation.

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314 Palmetto Street] Jacksonville, FL 32201 (904) 665-0064 | [jaxhistory.org](http://jaxhistory.org)

**Jacksonville Historical Society**  
**Attn: Alan Bliss**

The intent of this project would be to document for historic preservation purposes the Ford Motor Company Assembly Plant, at 1900 Wambolt street. The photography would be conducted by Mark Krancer, photographer at Kram Kran Photo, LLC on behalf of the Jacksonville Historical Society. For historic preservation research, documentation, and narrative production, Ennis Davis would join for on-site consulting and referencing of photos after they are finalized for review. Mark Krancer and Ennis Davis are both respected professionals in their fields of expertise with a passion for historic preservation.

Interior and ground exterior photographs would be taken on Nikon Z9 high-resolution digital mirrorless cameras, which have 45 megapixels. Photographs would be primarily taken with a variety of lenses, depending on the needs of the shot. The primary lens would most likely be a 14-24mm wide angle lens or a 24-70mm lens. A polarizing filter may be applied as necessary for reflections. All photographs would be taken on a tripod with a level setting to utilize available natural light in the scene. Flash is available, but would only be used if absolutely deemed necessary for the photograph. Ground images would be exported in high-resolution format, with approximate dimensions of 8256×5504.

Aerial imagery would preferably be taken with a phantom 4 pro+ v2.0 drone. Mark is a certified FAA Part 107 drone/UAS operator with approximately 4 years of conducting flight operations. Aerial images taken via drone would have an approximate dimensions of 4785×3188 which can be fairly high-resolution. However, if resolution is critical, a helicopter would be necessary to shoot the aerial perspective at additional expense.

To best utilize the light in the building, a walk-through would analyze the best time of day to shoot various segments of the interior, and we would aim to photograph under ideal weather conditions for each segment of the facility. This would involve access to the building's interior on multiple occasions.

The goal would be to photograph as many different perspectives and details of the building as possible while there. Mark has training from the Florida Department of State and the Florida Trust for Historic Preservation regarding photographic documentation of architecture. Mark has also photographed a wide variety of structures in his career around Jacksonville for the Jacksonville Historical Society. Correctly documenting this building involves taking your time to see various angles, keeping reference of where you are for historical purposes, and consulting historical references.

Once images are created, only basic image editing would be done for historical purposes and to best show the details in the scene. If required at some point, these images could easily be printed to 5 feet wide or larger. All created images would then be provided to the Jacksonville Historical Society to preserve, archive, and publicly share. Images will be saved on the cloud via dropbox or another file sharing platform, as well as can be saved on external hard drives as needed and uploaded to any other platform as deemed necessary. This project could be performed at a cost not to exceed \$7,500.

Respectfully,

Mark Krancer  
Kram Kran Photo, LLC  
(904)624-2848