



Team 107

Jax

Jacksonville Beach, Florida

Latham Plaza

Final Conceptual Plan

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May 8th, 2023

HALFF TEAM



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Agenda

- Timeline
- Programmatic Design
- Concept Development
- Final Concept
- Final Concept Details

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TIMELINE (1/1)

■ 2022

- 9 November Halff submits Phase 1 proposal to the City of Jacksonville Beach
- 14 November Halff staff informally attend Community Redevelopment Agency (CRA) meeting
- 21 November Halff staff informally attend City Council meeting
- 2 December** City of Jacksonville Beach **signs proposal** and provides **notice to proceed**
- 19 December Halff staff formally attend CRA to present on site analysis and receive input

■ 2023

- 30 January Halff staff attend joint City Council + CRA meeting to hear feedback on programming and defined terms**
- 22 March Halff staff present two concepts to CRA for review; one concept chosen for further development
- 24 April Halff presents refined concept to CRA and receives approval to present to City Council
- 5 May Halff staff bringing together subconsultants to review final concept and develop proposals for Phase 2
- 8 May Halff presenting to City Council final concept for input and approval**

■ Next Steps Pending Approval

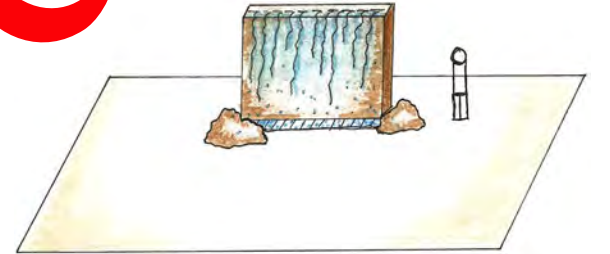
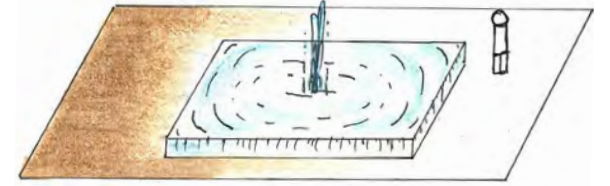
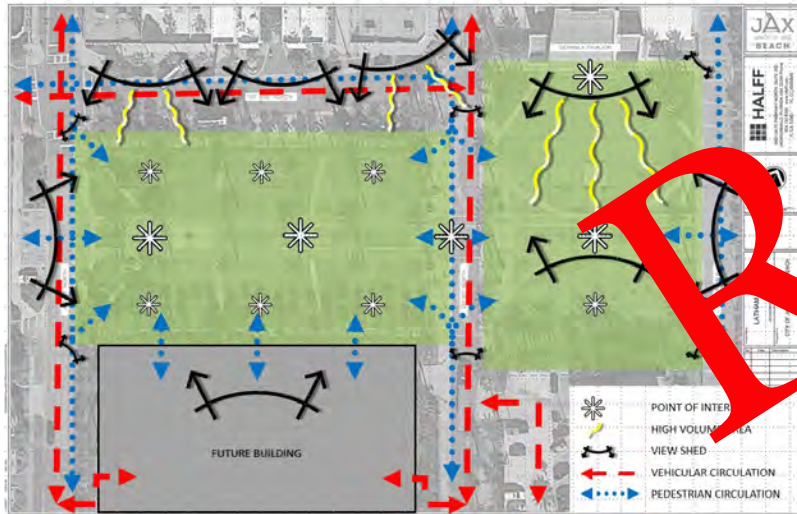
- Halff submits Phase 2 proposal to City of Jacksonville Beach
- **Halff and partners will take final concept into schematic design and construction drawings**

■ Halff and City of Jacksonville Beach staff will continue meeting biweekly to review progress

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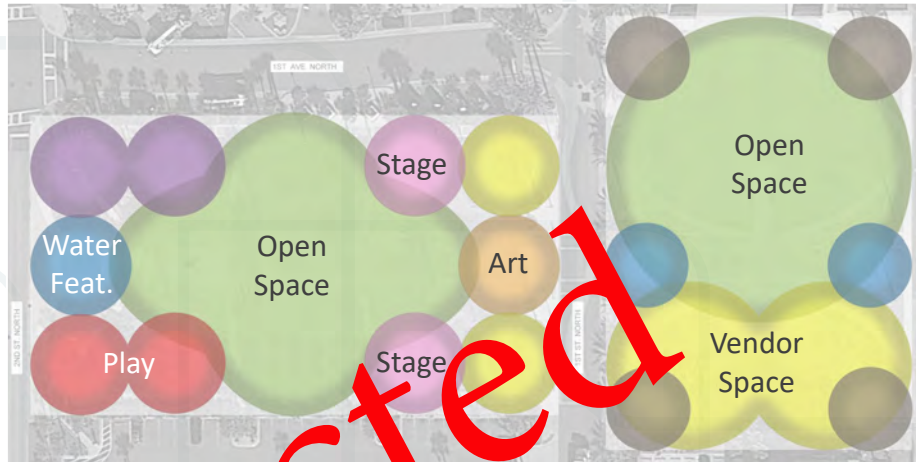
PROGRAMMATIC DESIGN (1/2)

- 30 January Council + CRA Meeting
 - Reviewed Halff's design assumptions
 - Defined splash pads, swimming pools, and fountains
 - Discussed play structures
 - Discussed types of shade
 - Solidified desire for small stage
 - Discussed desire for wi-fi



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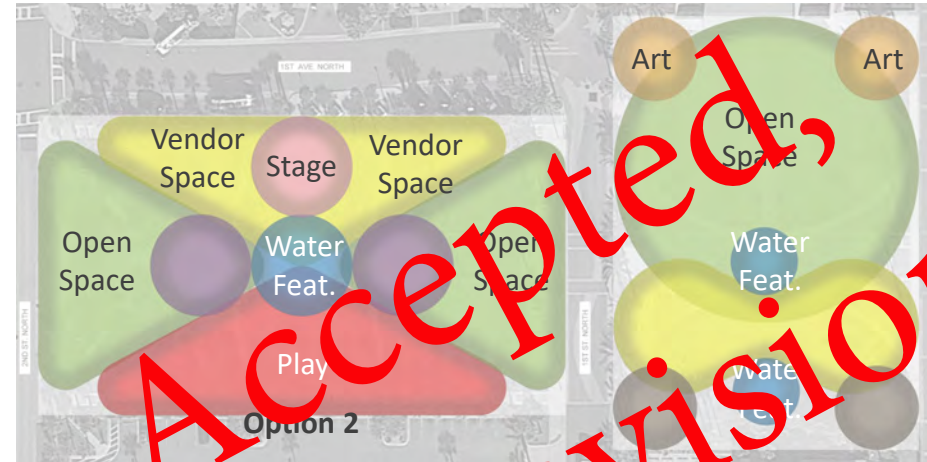
PROGRAMMATIC DESIGN (2/2)



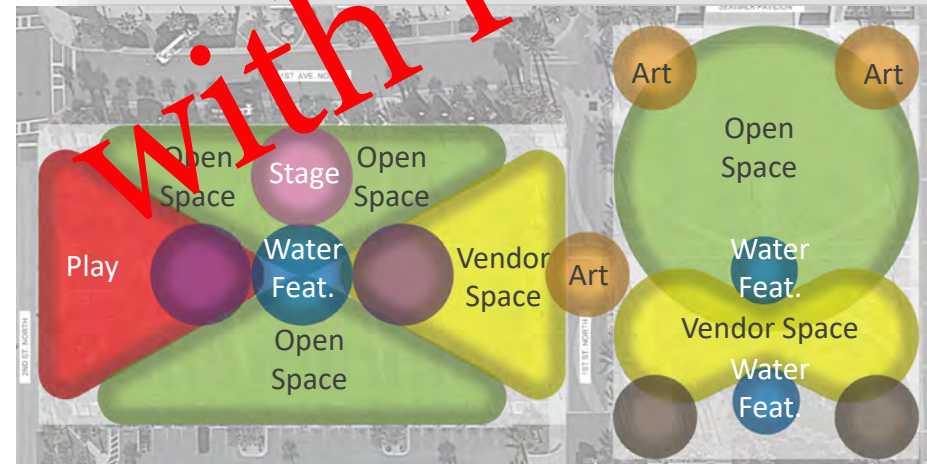
Option 1



Option 3

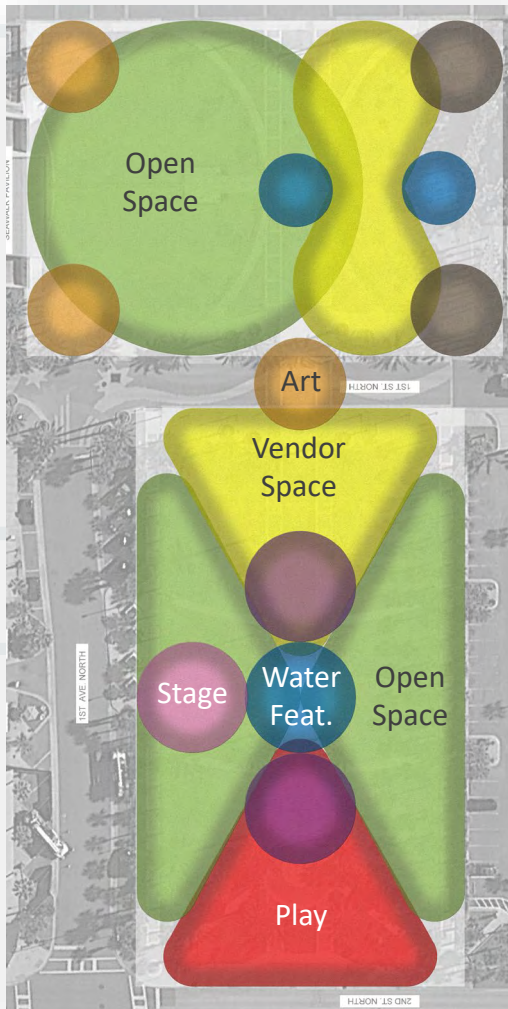


Option 2



Chosen Hybrid: Option 2 with Shifting Play Area

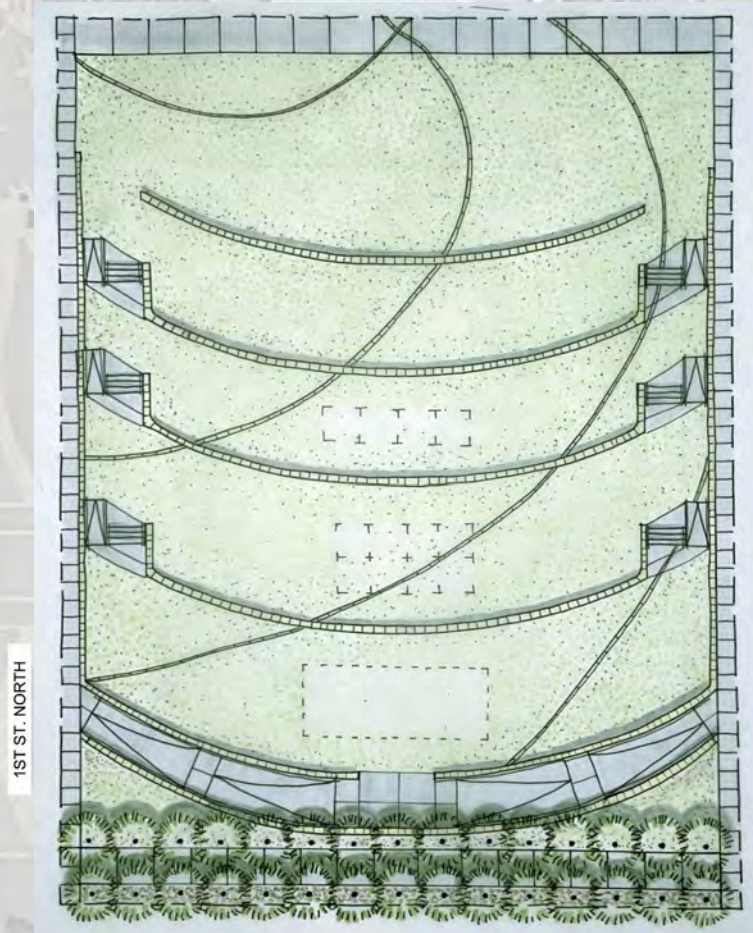
CONCEPT DEVELOPMENT: INSPIRATION



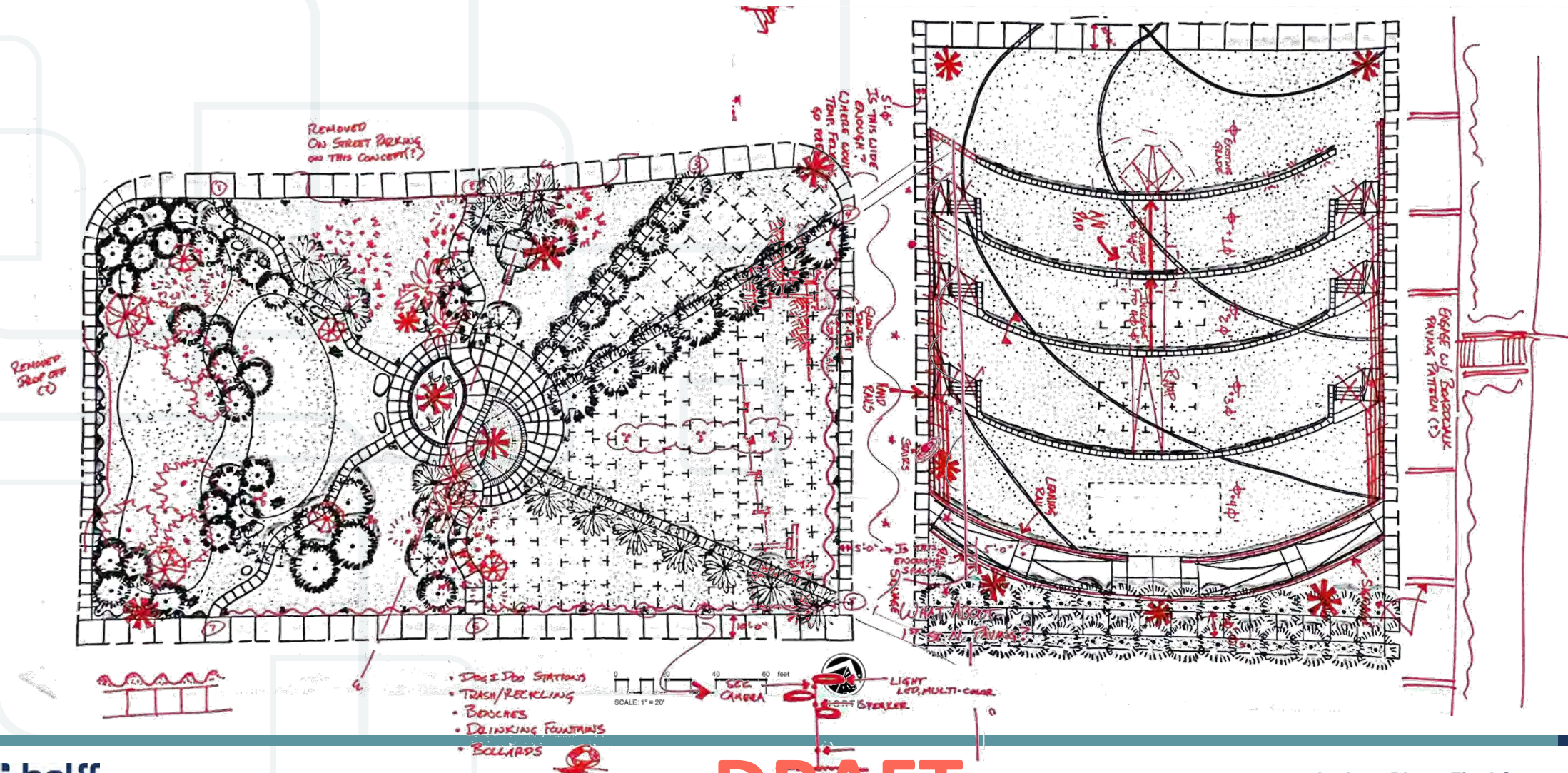
CONCEPT DEVELOPMENT: INSPIRATION



CONCEPT DEVELOPMENT: 22 MARCH CRA MEETING



CONCEPT DEVELOPMENT: CRA FEEDBACK



CONCEPT DEVELOPMENT: 24 APRIL CRA MEETING



FINAL CONCEPT PER CITY STAFF FEEDBACK



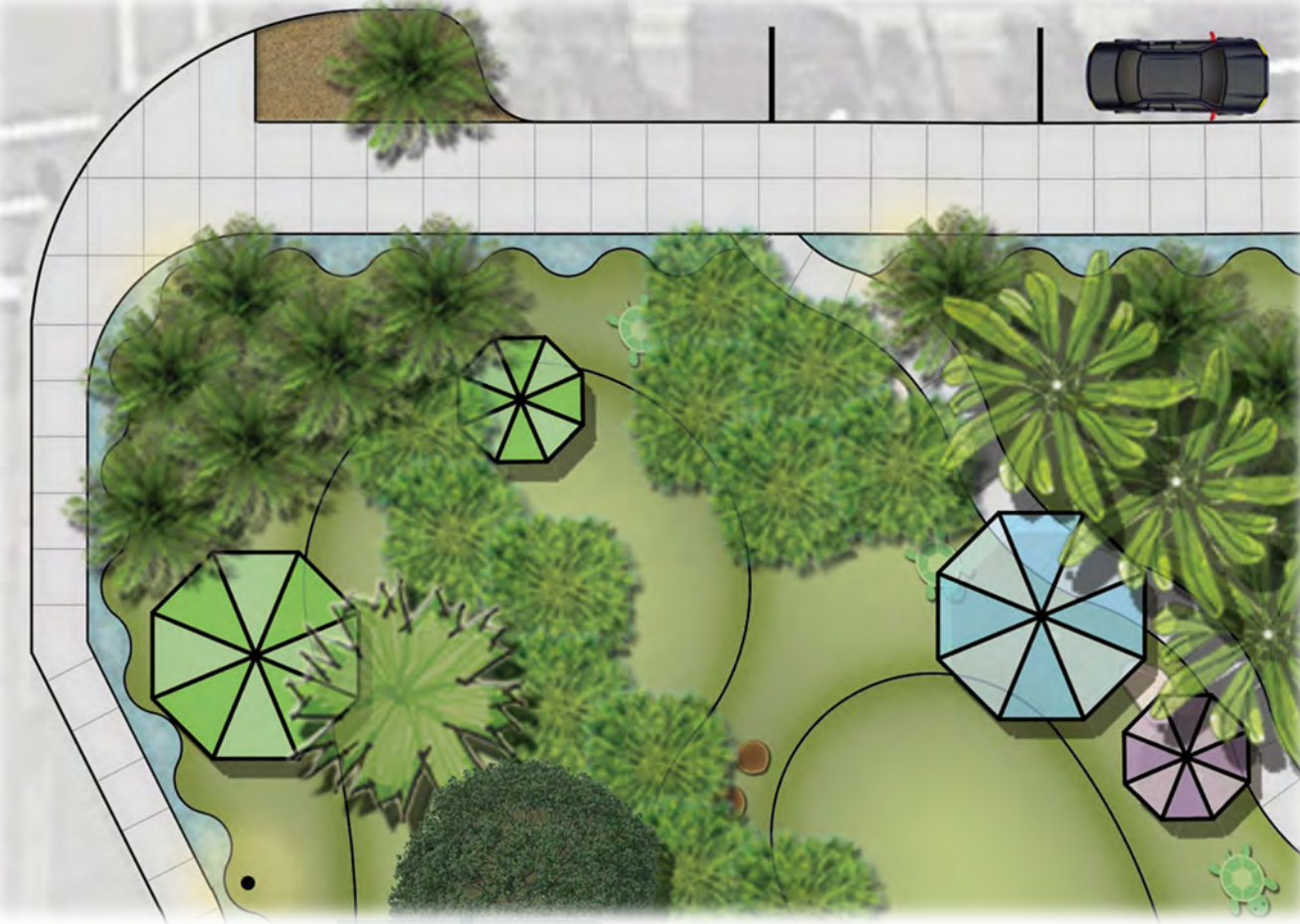
FINAL CONCEPT: LATHAM PLAZA



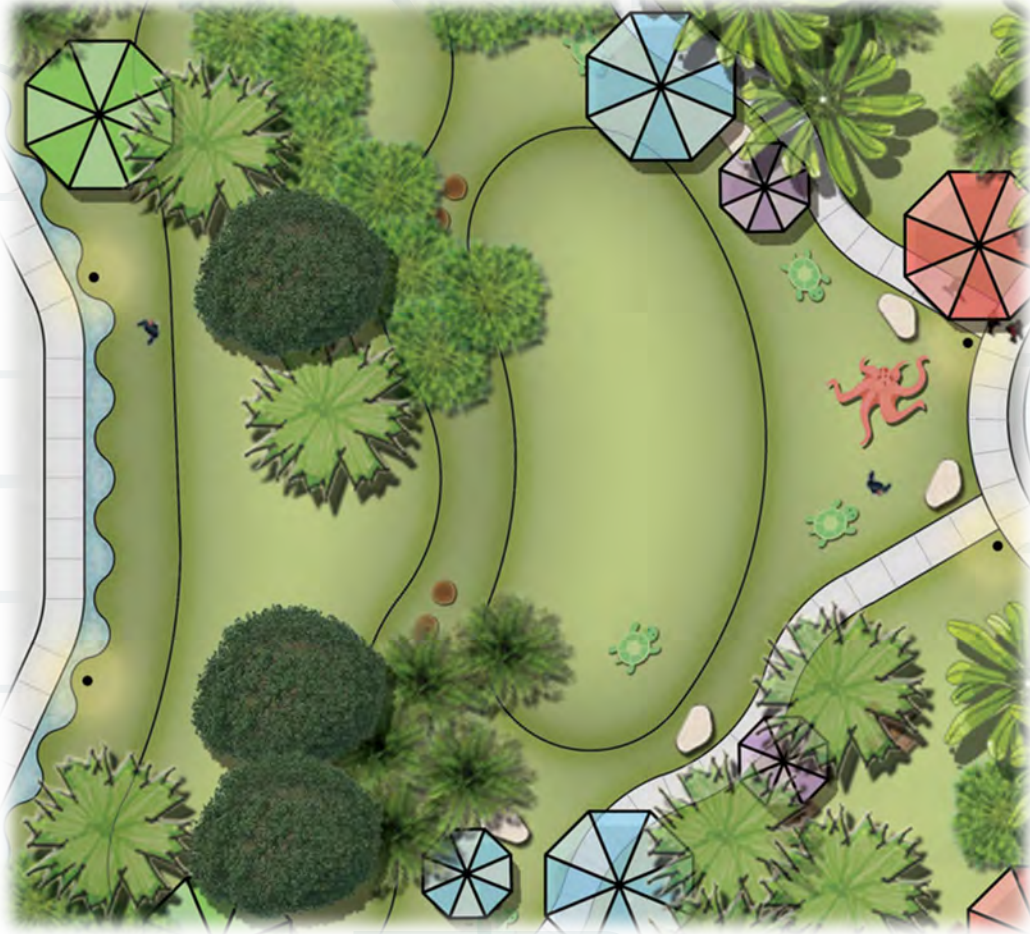
■ Dune – Skyline – Sky

- The “Dune” provides changes in terrain, man-made and natural shade, seating, and beach-themed sculptures for children to play on.
- The “Skyline” provides a north-south axis from the future building to 1st Avenue North. The south serves as a front lawn, the center provides the Plaza’s focal point, and the north provides for a stage for smaller performance events.
- The Sky provides open space for festivals or open space.

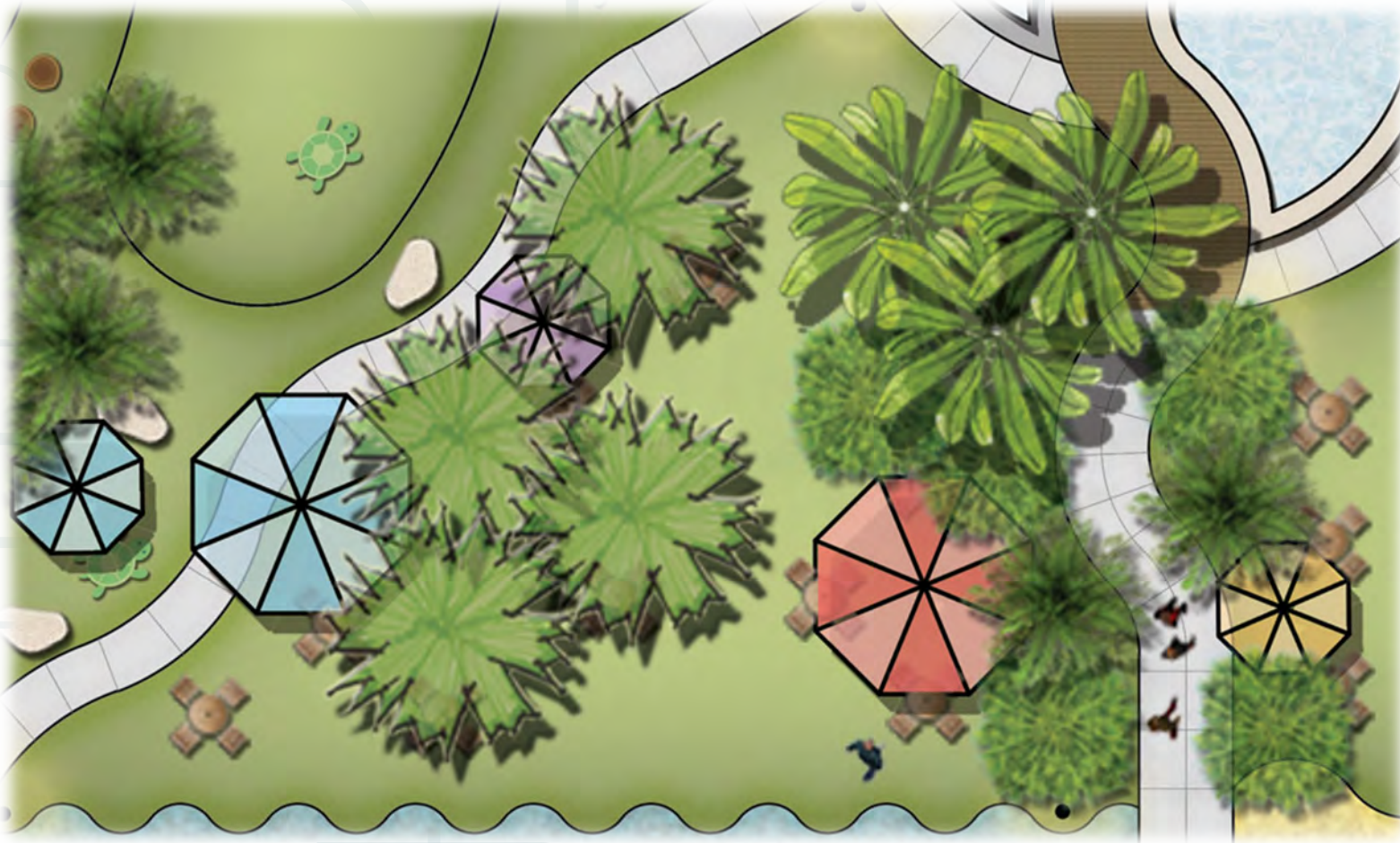
FINAL CONCEPT PLAN: LATHAM PLAZA



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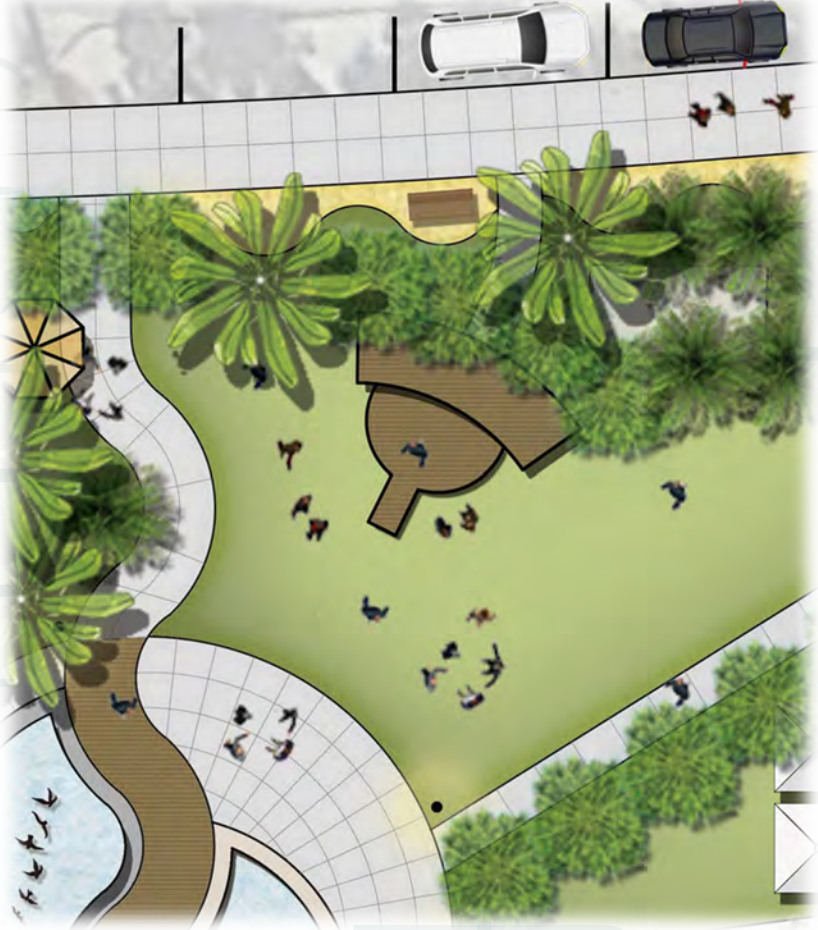
FINAL CONCEPT PLAN: LATHAM PLAZA



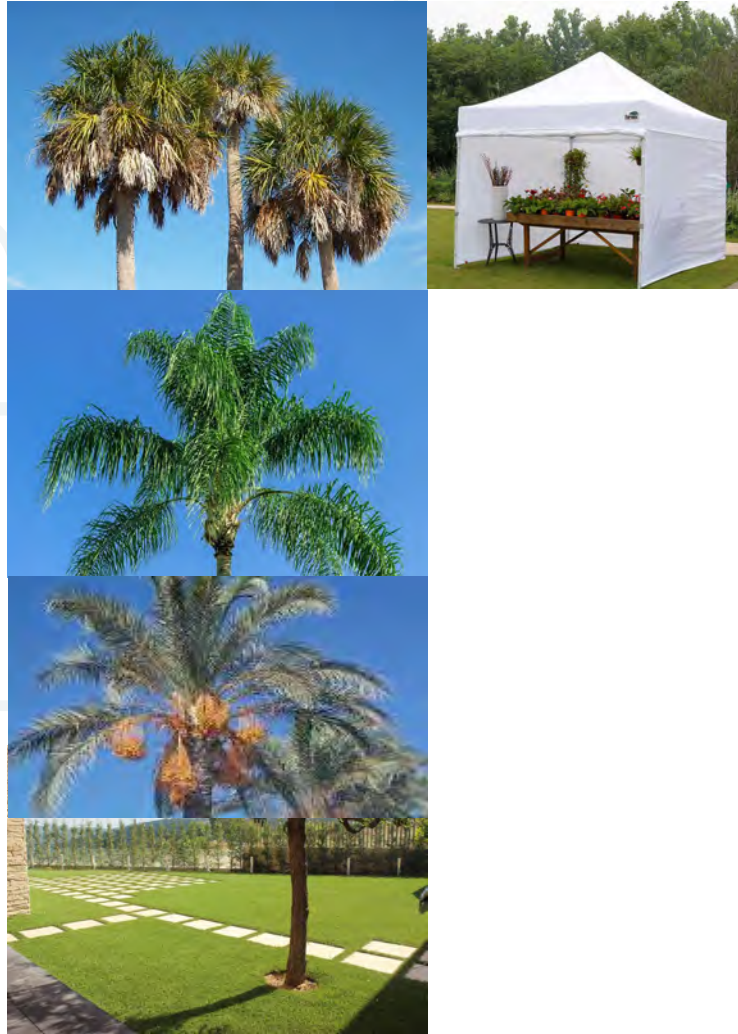
FINAL CONCEPT PLAN: LATHAM PLAZA



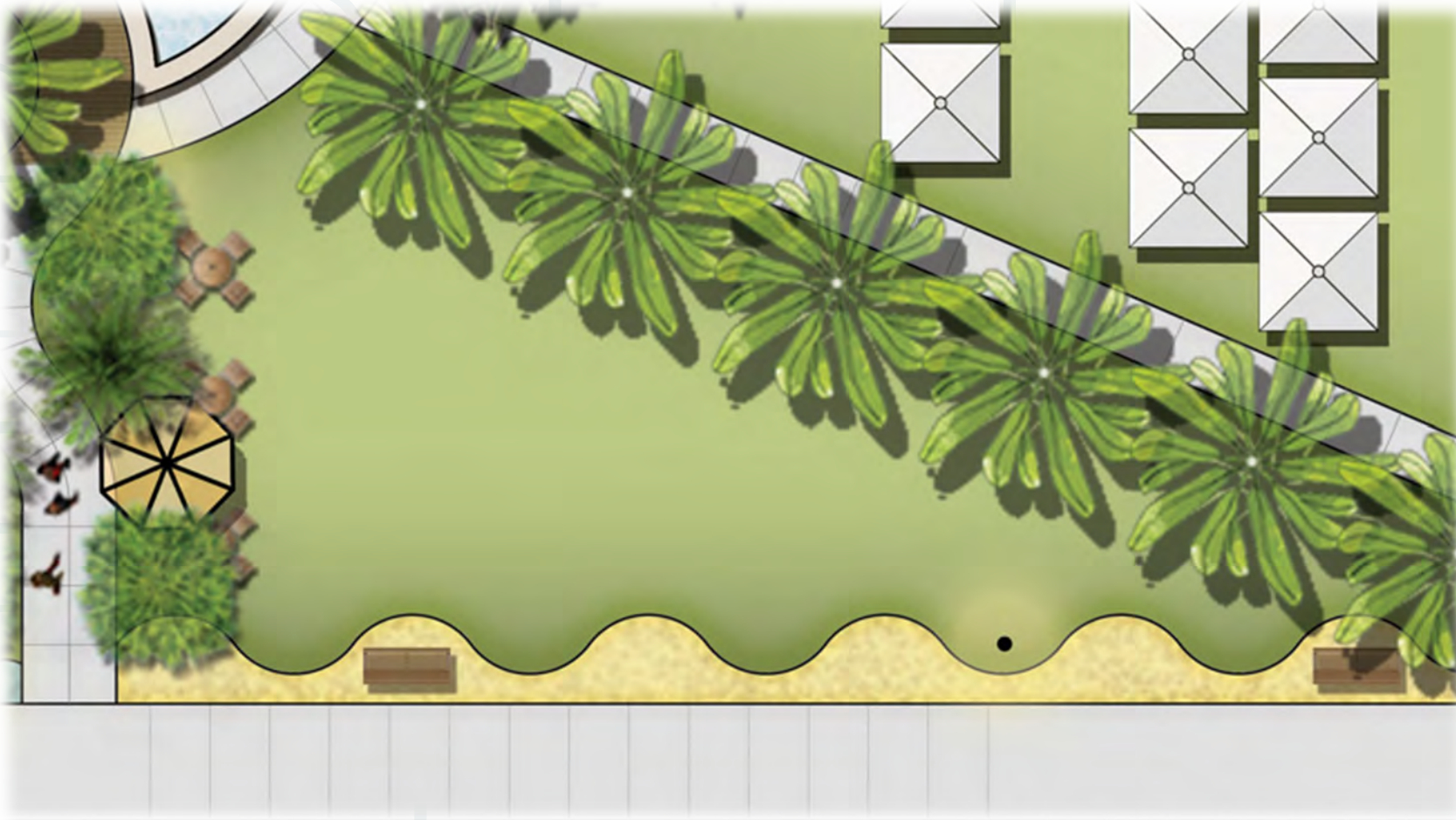
FINAL CONCEPT PLAN: LATHAM PLAZA



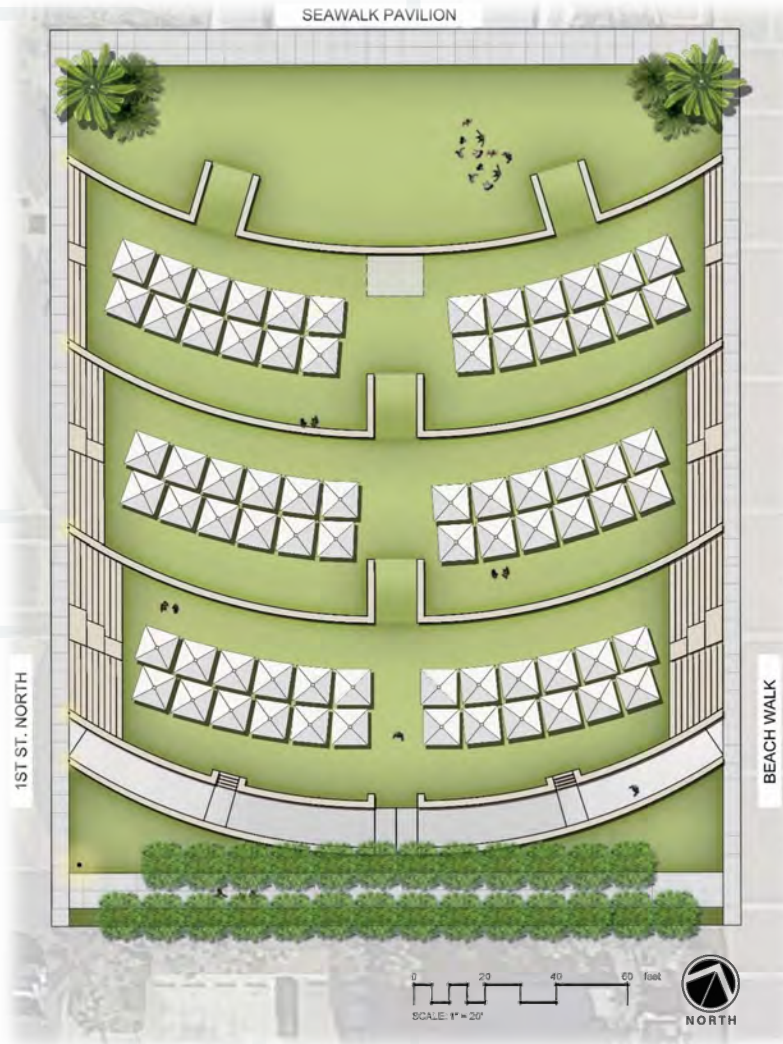
FINAL CONCEPT PLAN: LATHAM PLAZA



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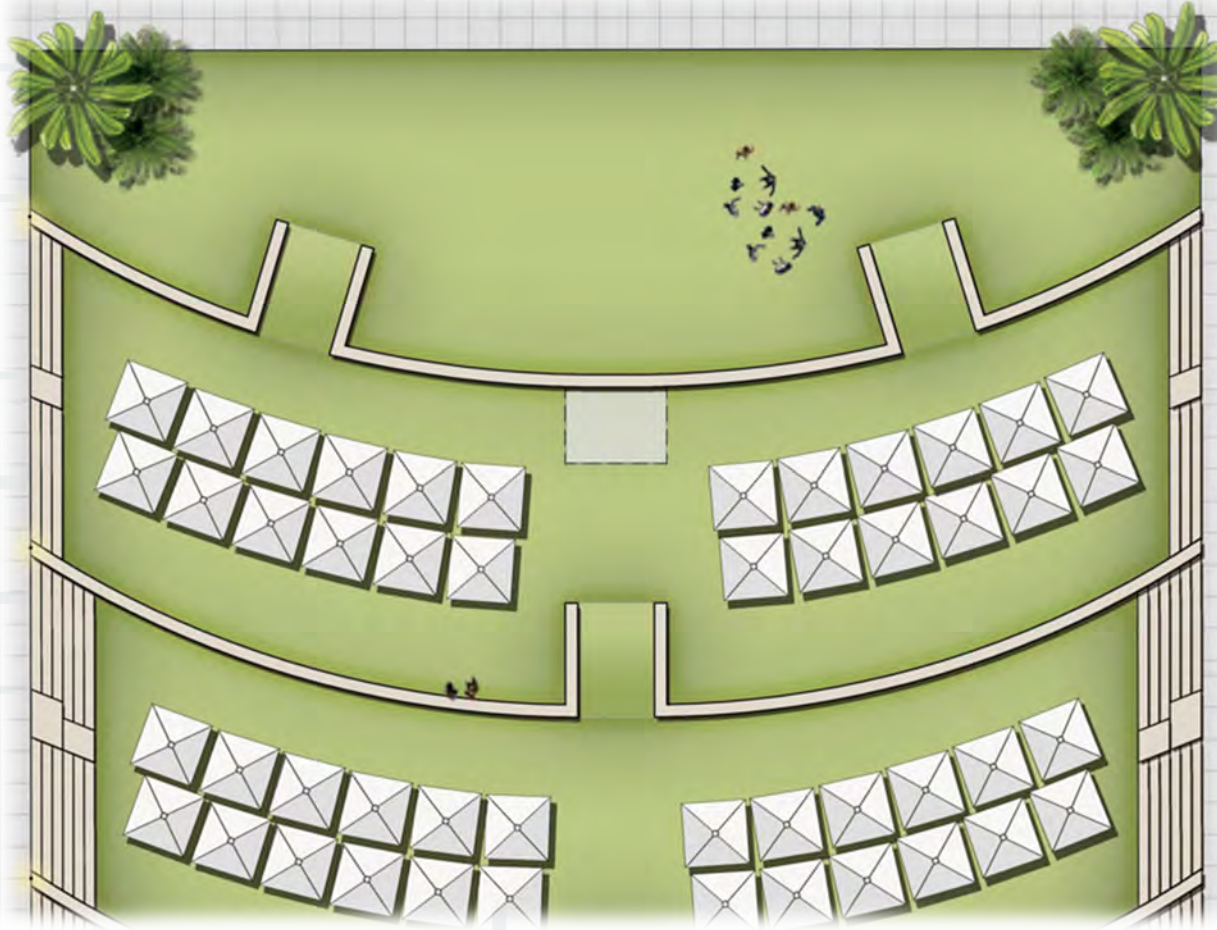
FINAL CONCEPT: SEAWALK PAVILION



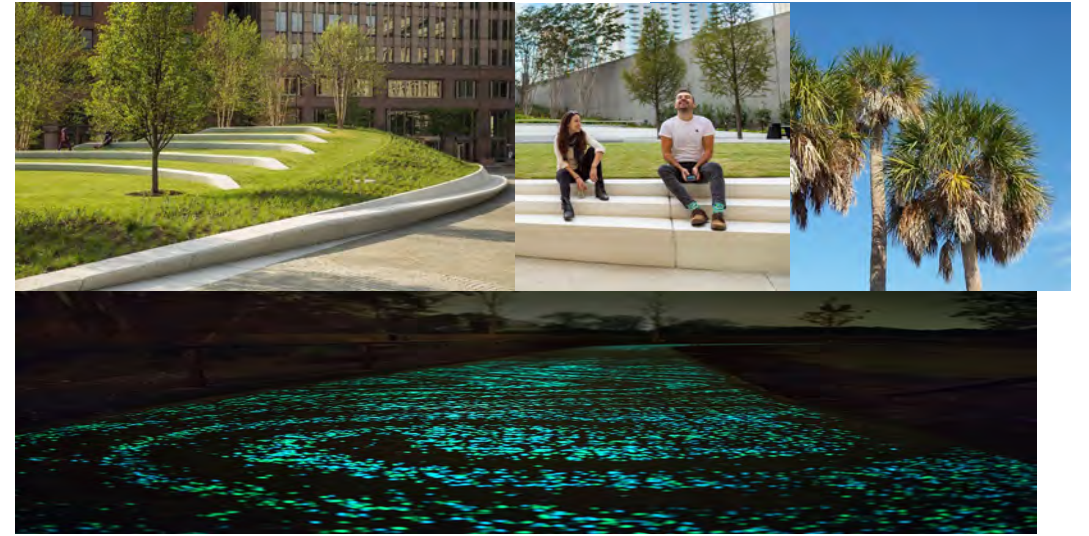
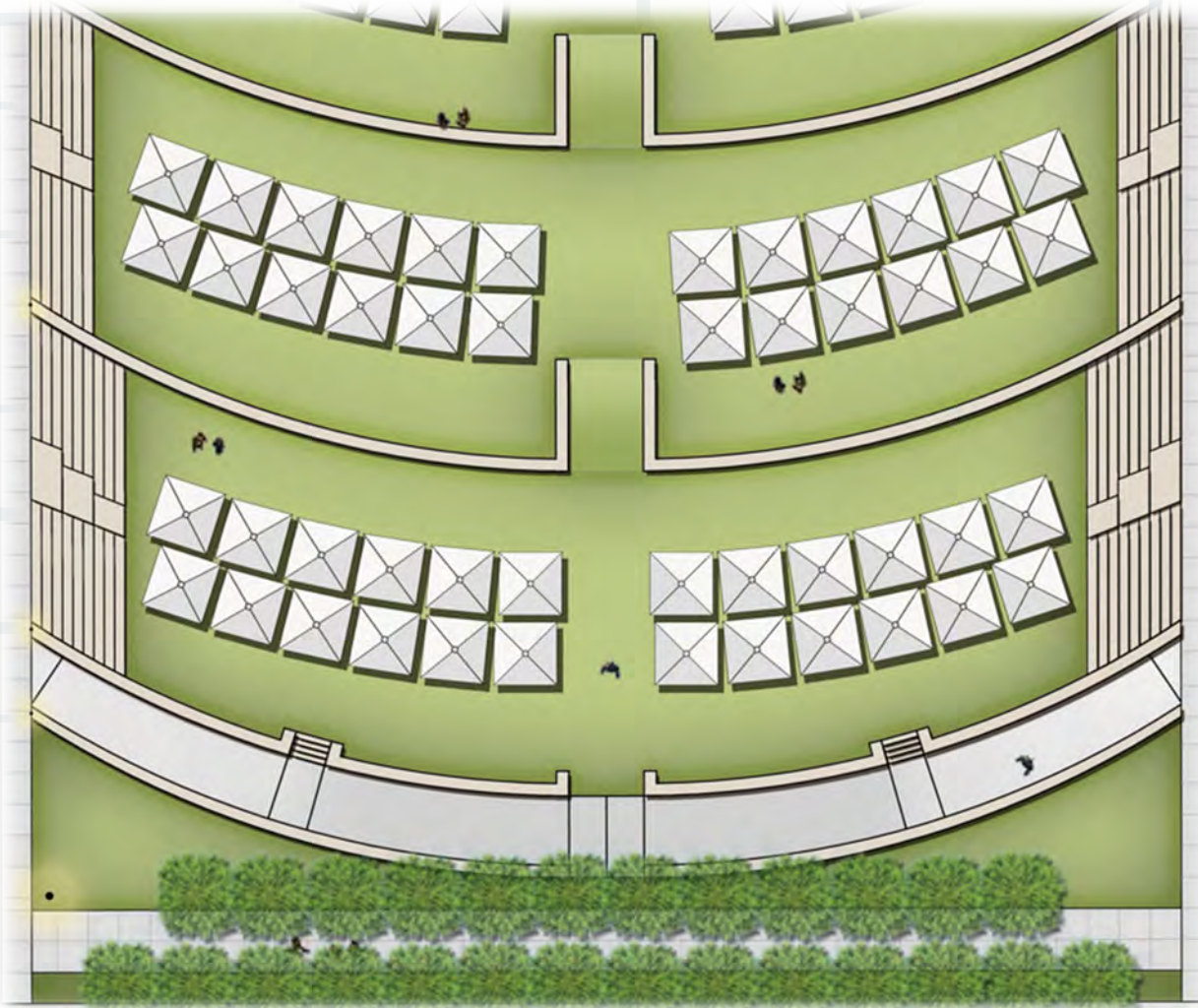
■ The Heavens

- Due to proximity to beach and requirement for sea turtle-friendly lighting, this area is darker.
- Terraces from grade to 1.5' to 3.0' and 4.5' above grade.
- Access between terraces via stairs and central ramp.
- Provides open areas for viewing the sky, and elevation areas for viewing the surroundings

FINAL CONCEPT PLAN: LATHAM PLAZA



FINAL CONCEPT PLAN: LATHAM PLAZA





Questions

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