

## JACKSONVILLE CENTER

*Architects: Venturi, Scott Brown and Associates, Inc.*

*Location: Jacksonville, FL*

*Client: Rouse and Associates*

*Completion: 1985 (design)*

VSBA developed this conceptual design scheme for a whole block in a prime area of downtown Jacksonville. The project involved 1,400,000 sf commercial office space and 25,000 sf retail space, as well as below-grade truck service and parking.

VSBA's design is unusual in that it takes into account a number of urban design objectives in its siting and plan. It consists of two main office towers (800,000 sf and 450,000 sf) and a "specialty" tower (150,000 sf) that could be developed as a small corporate or professional headquarters. These elements are connected by an exterior arcaded promenade providing a through-block connection to the Jacksonville marketplace, then being developed at the edge of the St. John's River. The promenade serves as the pedestrian focus of the project onto which open the office tower lobbies, as well as shops, restaurants, and clubs.



VIEW THROUGH PROMENADE TOWARD RIVER

