Master Planning and Design Services
Planning and designing campuses and communities
Master Planning & Design

Haskell’s design principals are distilled from decades of securing and delivering successful projects. They reflect the observations of creative thinking, expressing the intended depth of vision from our clients. The range and value of these principals become the ultimate differentiator when deciding upon a fully-integrated team of professionals.
About Haskell
Haskell's integrated project delivery model established a creative thinking process that when combined with our innovative design and construction methodologies exceeds the expectations of today's diverse clients. Haskell has become a multifaceted design/engineering consulting and construction firm with the ability to offer a wide range of services for customers from early project definition to operations and maintenance.

Markets:
- Advanced Manufacturing
- Aviation & Aerospace
- K-12, Colleges & Universities
- Commercial
- Consumer Products & Distribution
- Federal
- Food & Beverage
- Municipal
- Government
- Healthcare
- Energy
- Water & Wastewater

Services:
- Architecture
- Construction
- Engineering
- Fabrication
- Interiors
- Manufacturing Consulting
- Master Planning
- Material Handling & Distribution Systems
- Operations & Management
- Packaging Systems
- Process Systems Engineering
- Program & Project Management
- Project Finance Services Management & Execution
- System Analytics & Modeling

Haskell Design Principles:

- Design is central to our culture, our way of working and our future.
- The breadth of our experience spans planning, design and the art of construction.
- Every project has a story, which touches emotion, gives meaning and provides a touchstone for our client and team through the life of the project.
- We engage the entire team's range of expertise from the onset of the project.
- Trust is the foundation of our client relationships.
- The aspirations of our clients are captured through our ability to understand, discover, add value and successfully deliver each project.
- Our results are rich, creative solutions that add value for our client and community.
The Master Planning Process

Haskell designers have extensive experience in large-scale master planning, related to institutional, commercial and community design. A critical component of each design dealt with establishing successful relationships with not only the client, but also with the design team. Every project’s parameters dictated this involvement, from programming, site accessibility, infrastructure needs, architectural themes and landscape architecture to whatever natural constraints and design opportunities were offered by the site. The Haskell Team assembles to innovatively and collaboratively address a client’s needs through a series of “discovery” phases;

DATA COLLECTION AND ANALYSES

1. Project Initiation
   - Review Programs and Existing Plans
2. Inventory/Data Collection
   - Existing Land Uses and Urban Design Patterns
3. Inventory and Analysis Report
   - Identify Problems and Offer Solution Options
   - Prepare and Present Report

CONCEPTUAL ALTERNATIVES DEVELOPMENT

1. Design Initiation
   - Conduct Stakeholder Charrettes
   - Prepare a Long-Range Conceptual Plan
2. Conceptual Design Alternatives
   - Finalize the Conceptual Alternative
   - Financial Alternative Implications
   - Introduction to Design Guideline Parameter
   - Prepare and Present Phase 2 Plan

FINAL MASTER PLAN DEVELOPMENT

1. Alternatives Selection
   - Select Final Conceptual Design Direction
   - Form Basic Consensus for Final Design
2. Present Final Master Plan Design
**Stakeholder Charrettes**

A charrette is an intensive planning session where stakeholders, designers and others collaborate on a vision for development. Most importantly, it allows everyone who participates to be a mutual author of the plan.

Formal and informal meetings are held throughout the event and updates to the plan are presented periodically. Haskell believes that these face-to-face meetings provide the best opportunity to truly collaborate on your project.

The charrette offers the intense, dialogue-driven design process where effective problem-solving methods allow participants to reach a consensus and design conclusions in an orderly, time-efficient manner. There are four guiding principles for a successful charrette to evoke significant change:

1. **Involve Everyone from the Start**: All interested stakeholders need to be involved from the beginning. Having contributed to the planning process, they are now in a position to support the project.

2. **Collaboration**: All design and visioning work must be done with a multi-disciplinary team of participants with a broad array of specialties.

3. **Short Timeframe**: Work sessions are on compressed timetables, allowing for designs to be proposed, reviewed, changed and finalized in the most efficient manner possible.

4. **Work in Detail**: Design the plan with as much detail as possible. Critical issues can be addressed by making the details fit into the big picture and learn how to make all elements work successfully together. The ultimate goal of the charrette is for the development of a revitalization plan where the goal is a solution that is “shared” by everyone involved.

Ultimately, the purpose of the charrette is to give all the participants enough information to make good decisions during the planning process.

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**Florida Times Union Site Master Plan**

**Jacksonville, FL**

Haskell provided site planning services to assist with defining a strategic mixed-use development direction; prioritizing needs for current neighbors and future residents. Programming options included transit alternatives, open spaces, mixed use opportunities and other highly critical connectivity options.
The City of Tavares selected Haskell to design a new Seaplane Base and Marina, which had been damaged from Hurricane Irma in September 2017. The Seaplane Base and Marina will transform this waterfront amenity by redesigning the site for better access, a beach area for seaplane landing and docking of non-amphibious aircraft and additional landside parking for seaplanes.

Haskell prepared a master plan to determine the Jaguars' highest and best priority interests for the Shipyards properties. Elements of the master plan established a Phase 1 development zone including a “Champions Way” pedestrian connection to the river, site planning and conceptual layout for a 5-story mixed use building, a pier, focal element and marina concept plans, a conceptual site plan for a riverfront hotel all inclusive of transit options and parking.
Haskell is developing a long-term vision for the proposed non-aeronautical/mixed-use commercial 750-acre site located on the east side of Cecil Airport. The master plan will clearly define future commercial (non-aeronautical) land development, infrastructure needs and economic activity for the Jacksonville Aviation Authority (JAA).

Christopher Flagg has been an integral member of the Florida A&M University Master Plan Design Team involved with the evolution of the University's campus since 1987. The continuation of this comprehensive campus master planning effort enables the Design Team to evaluate the development and expansion of the University and improve and embellish specific areas of the campus.
Christopher Flagg facilitated a Jacksonville Transportation Authority (JTA) planning charrette for the redevelopment of LaVilla adjacent to the Jacksonville Convention Center. The plan illustrated development for commercial, mixed use, arts district, residential, hotel, education, commuter rail and green space and pedestrian connectivity.

Southbank Redevelopment Plan
City of Jacksonville, FL

Christopher Flagg facilitated the Southbank Community Charrette City for the City of Jacksonville Planning Department to develop comprehensive neighborhood, community and corridor improvement plans. This community workshop was a key component to good planning and sustainable design dedicated to improving the quality of life and sense of place in the city’s downtown.
Haskell master planned the redevelopment of four city blocks totaling 13 acres of urban beachfront development in Jacksonville Beach. The plan included new commercial and hospitality establishments along with a new city hall, beach front symphony pavilion and open green space for public recreation and seasonal festivals. The Town Center Commons green space (as illustrated on right) is used for festivals and outdoor performances at the adjacent Seawalk Pavilion.

Haskell assembled a design-build team for pre-development services to support infrastructure improvements for The District’s planned development along the St. Johns River. Services include construction management, utility engineering, landscape and hardscape design. Key subcontractors are providing engineering services (storm, road, structural, etc.), design services and environmental and geotechnical.
Working with a community advocacy group and the City of Jacksonville Planning Department, Christopher Flagg facilitated community charrettes that were dedicated to improving the quality of life and sense of place in Jacksonville. He managed charrette teams that conducted multiple community workshops to educate neighborhoods, communities and political leaders to the benefits of good planning and sustainable design.

Edward Waters College Master Plan
Jacksonville, FL

Christopher Flagg provided master planning services for the redevelopment and expansion of an existing historically black urban university campus. Programming included student housing, dining, athletic/multi-purpose facility, campus hotel and renovation of the historic Centennial Library and quadrangle.
Christopher Flagg developed a campus development plan for a new university campus to accommodate University of South Florida Lakeland’s projected student population growth. The plan offered capabilities for increased academic programs, a library, potential student union, two parking structures, recreation and housing facilities.

The City of Tavares selected Haskell and their team to assist in the further transformation of its downtown entertainment district. City staff identified four sites within the downtown district to be evaluated as suitable for a Performing Arts Center. Haskell is studying each parcel, including accessibility, proximity to downtown and the entertainment district, sight lines, parking access, traffic, zoning regulations and other engineering-related development requirements.
Christopher Flagg has assisted UNF in its evolution for over 35 years with multiple master plan updates. The master plan continues to build upon its original “Village Street” concept which maintains an internal pedestrian promenade, campus activity nodes, open space and gathering areas. To manage native vegetative and wildlife habitats on UNF’s property, campus expansion is planned in more suitable developable areas, protecting environmentally-sensitive lands.

San Marco Redevelopment Plan
Jacksonville, FL

Christopher Flagg facilitated a series of visioning charrettes to develop a “Neighborhood Plan for San Marco” with guidelines based on smart growth principles. A report was developed to preserve and improve the quality of life for people living, working and playing in San Marco. The project promotes future infill development and enhances the vitality of the neighborhoods and the health of its residents, while preserving the historic character and improving the walkability and quality of life in San Marco.
Christopher Flagg facilitated 13 community visioning charrettes for the City of Jacksonville’s Arlington, Southeast and Urban Core Planning Districts. The charrette topics explored transportation and connectivity, recreation and open space, conservation and coastal management, urban and suburban design, historical preservation, land use and growth management, housing, non-residential uses and public health and safety. A summary plan along with interpretive sketches of strategic areas of improvements was produced.

FSU K-12 Schools Campus
Campus Master Plan
Tallahassee, FL

Haskell produced a campus master plan for Florida State University Schools, Inc., which included a 168,902 SF developmental research laboratory K-12 school with 1,600 student stations. This is a 10-building campus on a 51-acre site with high school, middle school and two elementary schools.
Dr. Kiran C. Patel Charter High School
Tampa, FL

Haskell master planned this innovative 65,000 SF new school and gym for 600 students. The site offers a tremendous opportunity to create sensory interests that maximize learning opportunities. Teaming spaces are located throughout the classroom and lab areas. A covered outdoor activity space allows outdoor learning activities. A cafeteria/auditorium off the main lobby space opens both to the indoor large gathering space and also has a large door that opens to an exterior amphitheater style classroom space for enhanced presentations and performances.

Embry Riddle Student Residence
Prescott, AZ

Haskell provided award-winning design alternatives to give ERAU an exceptional facility that would increase recruitment, improve retention and support the standard of excellence in academic achievement. Our proposed solutions presented an iconic architectural design that provided both a highly-desirable residential life environment and a maximum return on investment.