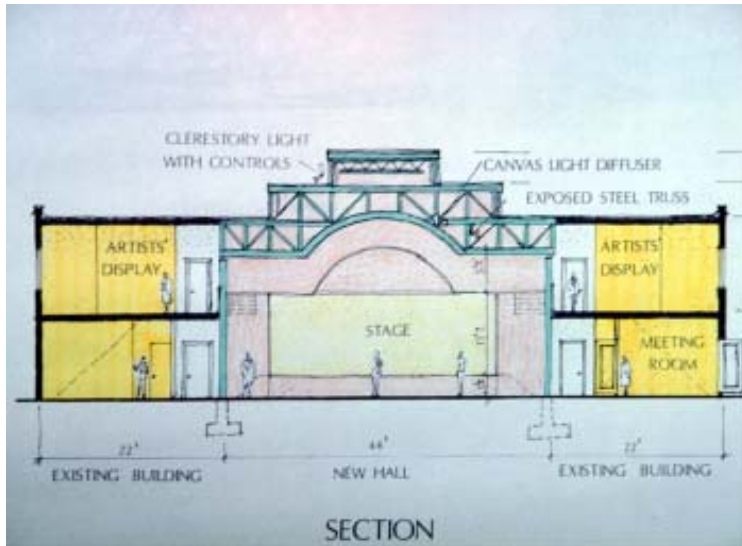


**Jacksonville Arts and Performance Center**  
*Jacksonville Beach, Florida*  
**1990**

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## Jacksonville Arts and Performance Center Jacksonville Beach, Florida



The Jacksonville Beach Arts and Performance Center utilized designs from the existing urban plan, developed in the "Roaring 20's". The festival and performance design language from Florida's 1920's used art deco designs, pedestrian promenades, open performance plazas and boardwalks. The arts and entertainment flavor of the original beachfront project incorporated a beachfront style, and set the tone for a modern arts and performance center. The urban design scheme of the entire site included a concept that provided the town of Jacksonville Beach with a retail, commercial, residential, mixed-use site, and a public arts and performance center, anchoring the Plaza. The Center also included art galleries and dance studios.

The project's success depended on enlivening a previously dead zone with a variety of mixed uses in order to bring people back to the street for many different activities.

