



# JACKSONVILLE SHIPYARDS

THE NEW JEA HEADQUARTERS



JACKSONVILLE  
JAGUARS

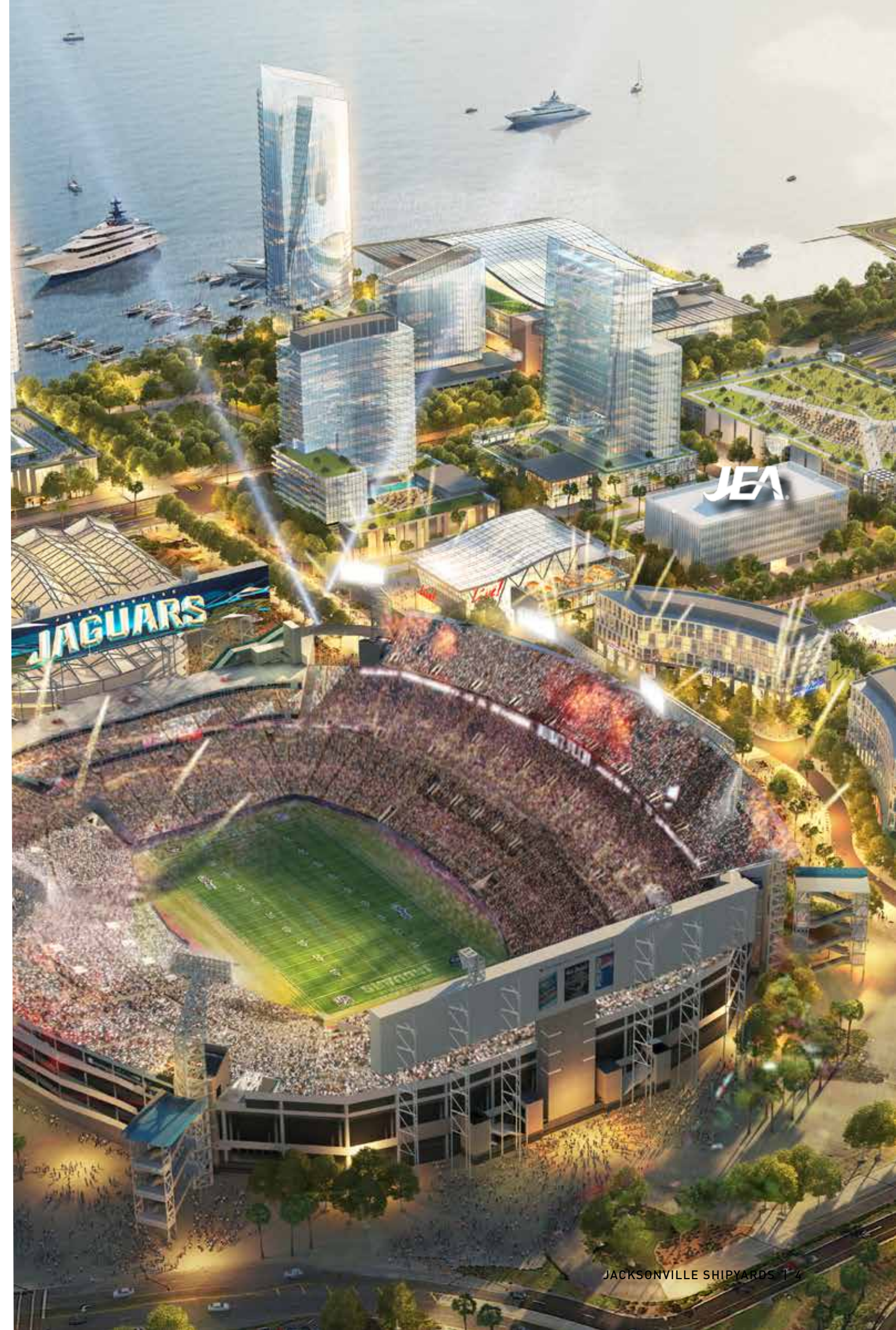


THE  
CORDISH  
COMPANIES

# Presenting a World-Class Opportunity for a New JEA Headquarters

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The Jacksonville Jaguars and The Cordish Companies are pleased to provide an opportunity for a new JEA Headquarters in the heart of the \$2.5 billion Jacksonville Shipyards development. The Jacksonville Shipyards will be a significant development in shaping and propelling the renaissance of the City of Jacksonville and JEA can play a pivotal role in ensuring its long term success. The Jacksonville Shipyards will serve as the catalyst to the burgeoning eastern downtown waterfront of Jacksonville and will establish Jacksonville as a world-class destination and vibrant 24/7 neighborhood that appeals to office workers, residents, visitors, conventioners and locals alike. Adjacent to TIAA Bank Field and Daily's Place, the Shipyards promises to be the premier address and heartbeat of Jacksonville and an ideal home for the new JEA Headquarters for decades to come.







# A Bold New Waterfront Destination

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The Shipyards will be vibrant, energized and architecturally significant while maintaining a sensibility that captures the spirit of Jacksonville, the history of the Shipyards and the passion of sports and music. Of significance, we recognize that the quality of one's work experience is not only shaped by the design and construction of a forward-thinking headquarters building but the environment outside its front doors is of equal importance.

The Shipyards will be thoughtfully programmed to ensure that those who work there will have diverse retail, dining and hospitality amenities, engaging public spaces, as well as the conveniences of on-site parking and access to public transportation. The Shipyards will support important goals for the JEA Headquarters including ease of access for its customers and employees in an urban live/work/play neighborhood with best-in-class residential, retail, hotels, restaurants and entertainment.

Our team will manage every aspect of the Shipyards and we are uniquely positioned to deliver a highly integrated level of amenities, services, and experiences for JEA team members on a daily basis.



# JACKSONVILLE'S NEW WATERFRONT NEIGHBORHOOD

The Shipyards already draws Jacksonville together to experience a real community spirit. And now, it's set to become a real community, complete with shopping and dining, music and entertainment, residences, hotels and retailers—an exciting new neighborhood on the north bank of the St. Johns River and an ideal new address for JEA.



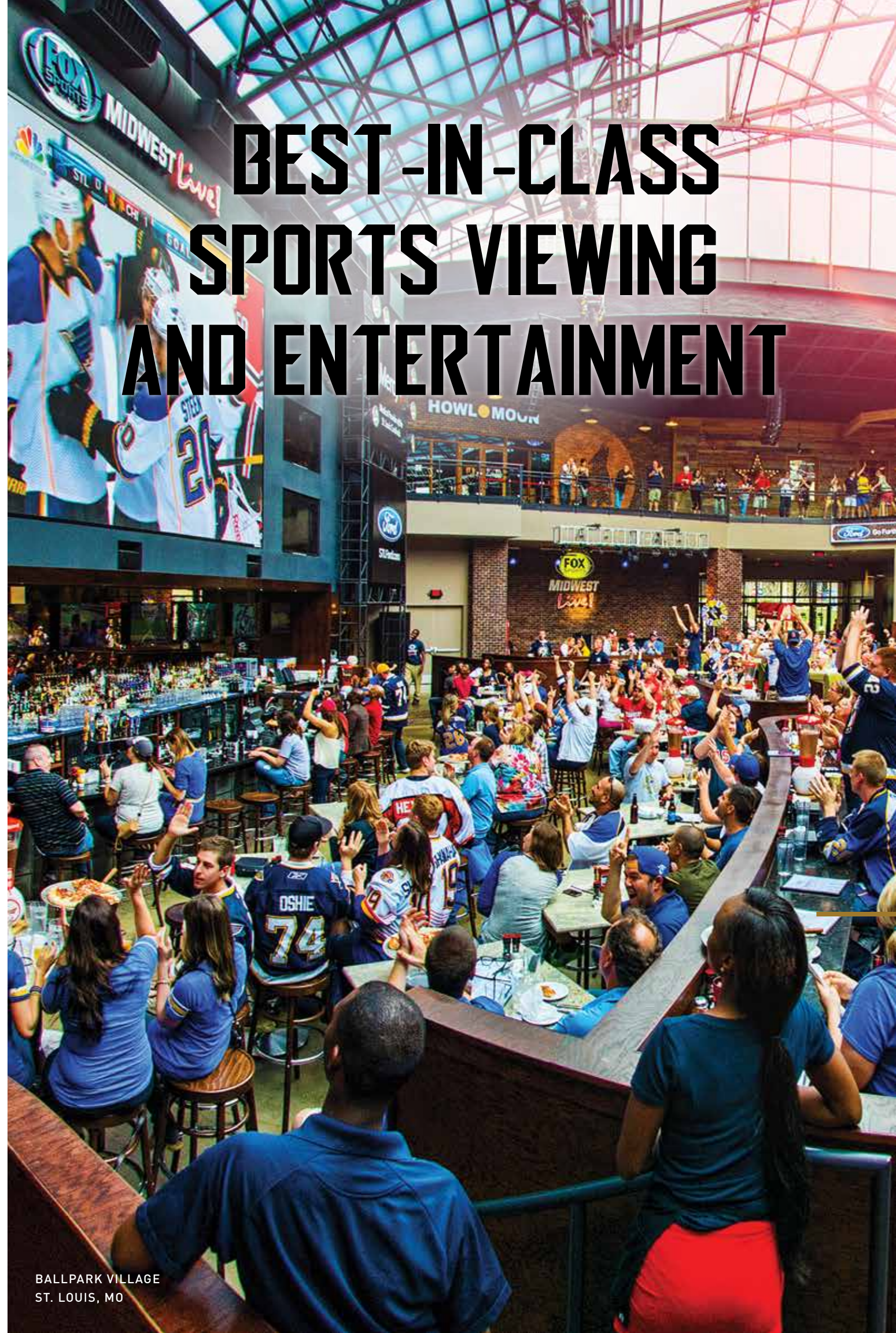
XFINITY LIVE!  
PHILADELPHIA, PA



TEXAS LIVE!  
ARLINGTON, TX

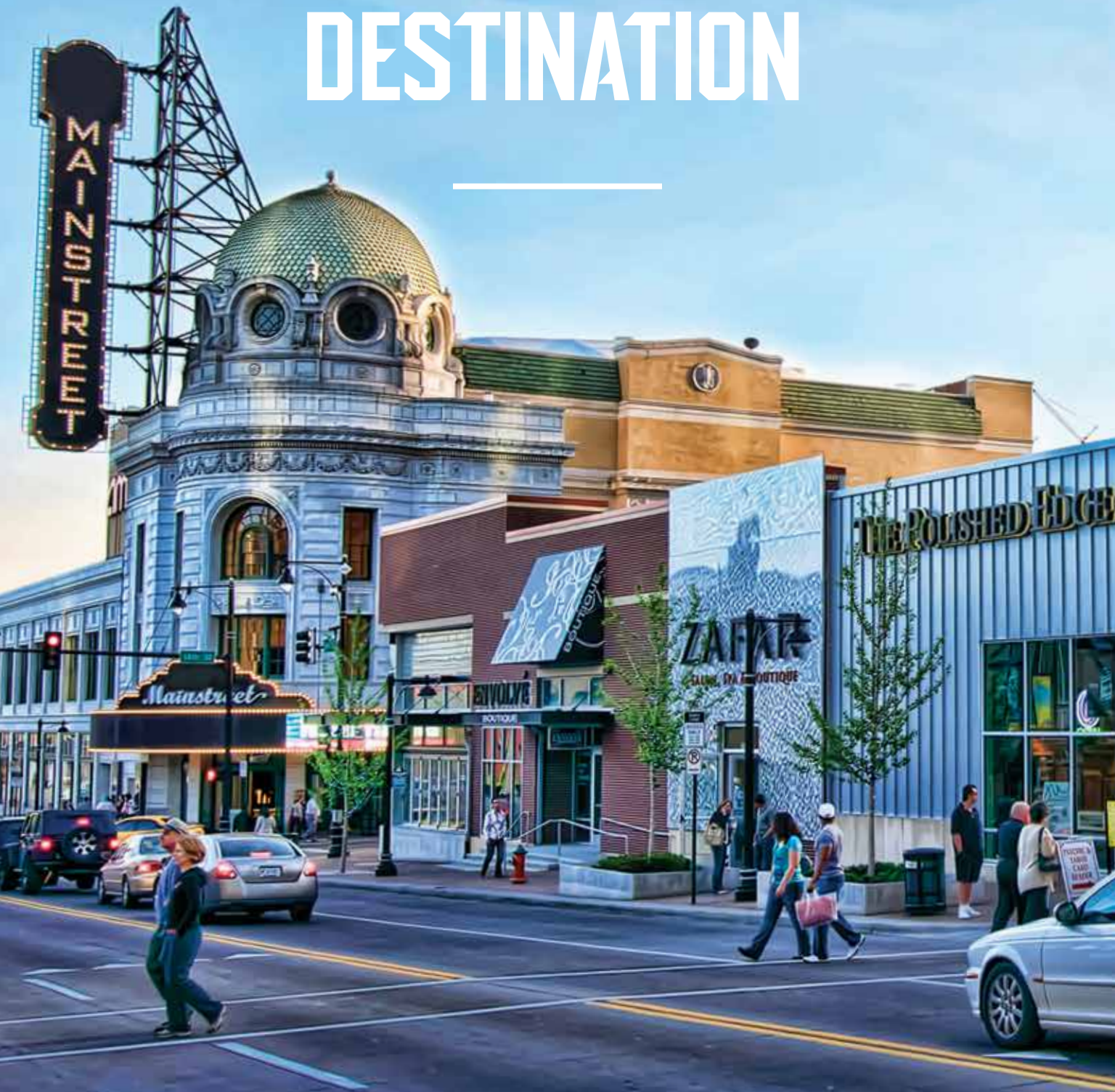


KANSAS CITY LIVE!  
KANSAS CITY, MO



BALLPARK VILLAGE  
ST. LOUIS, MO

# AN EXCITING NEW DINING AND RETAIL DESTINATION



POWER & LIGHT DISTRICT  
KANSAS CITY, MO



TEXAS LIVE!  
ARLINGTON, TX



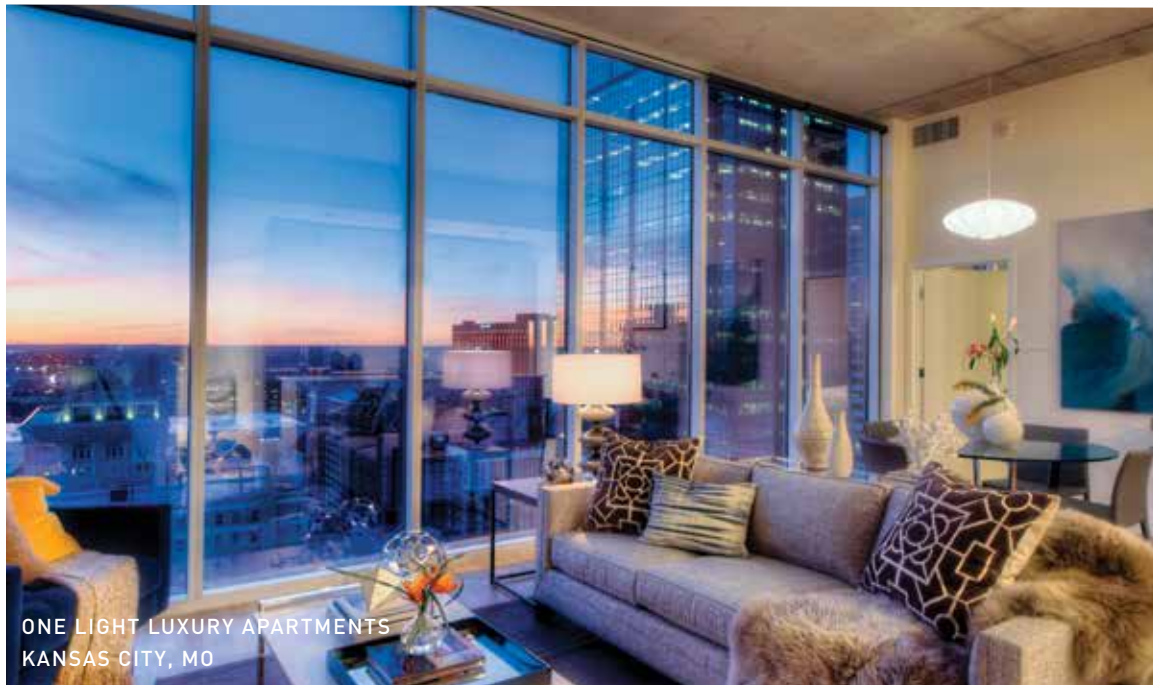
CHARLESTON PLACE  
CHARLESTON, SC



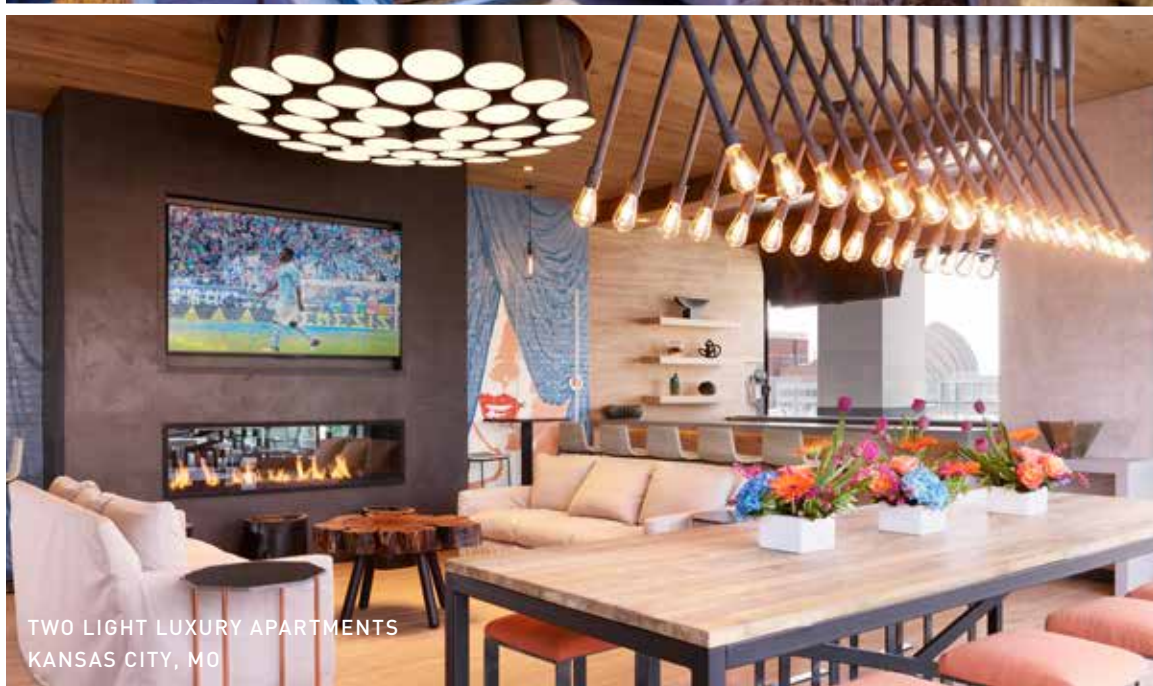
POWER PLANT LIVE!  
BALTIMORE, MD



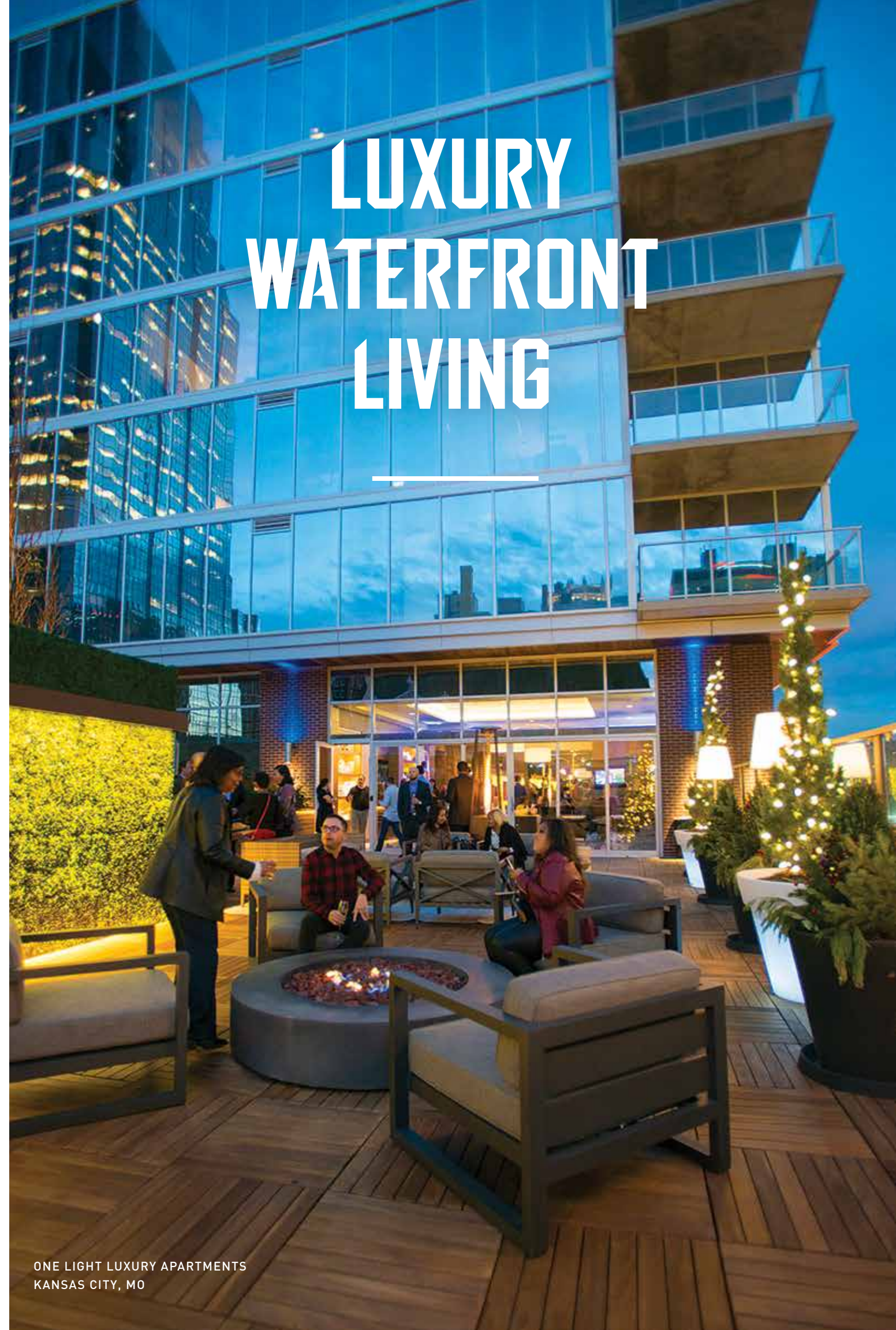
ONE CARDINAL WAY  
ST. LOUIS, MO



ONE LIGHT LUXURY APARTMENTS  
KANSAS CITY, MO



TWO LIGHT LUXURY APARTMENTS  
KANSAS CITY, MO



# LUXURY WATERFRONT LIVING

ONE LIGHT LUXURY APARTMENTS  
KANSAS CITY, MO



# LUXURY HOTELS

Live!



LIVE! HOTEL  
BALTIMORE, MD



LIVE! HOTEL  
BALTIMORE, MD



HARD ROCK HOTEL  
TAMPA, FL



LIVE! BY LOEWS  
ARLINGTON, TX

# JEA HEADQUARTERS AT THE SHIPYARDS

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To ensure a best-in-class building, the development team will be committed to designing and constructing a JEA Headquarters that adheres to the following principles:

**People** – Safety Assurance, Recruitment and Retention, Employee Well-Being, Work Flow and Corporate Culture

**Place** – Advanced Technology, Environmental Stewardship, Resource Allocation, Portfolio Optimization and Security

**Performance** – Stakeholder Value, Public Image, Innovation Imperative, Resource Conservation and Risk Mitigation



## **WORKFORCE ENGAGEMENT AND CULTURE**

Driving workforce engagement and enhancing JEA's culture are key aspects of our design plan. This engagement is achieved by creating a main campus "heart" and nodes on each level for interaction and collaboration. Teams that previously worked in separate locations are consolidated in the new headquarters. We have improved the workflow and connectivity by introducing an open plan workplace and placing a variety of work settings adjacent to each neighborhood.

The training rooms and PC labs will further enhance JEA's culture by supporting an environment of continued learning in a flexible high-tech environment. The ease of use for multiple size teams in the training rooms will support cross-team interaction.

Each department level will contain both focused and flexible zones with three target spaces planned around how people move and work, maximizing the opportunities to connect. The first of these three targeted areas is a work café located directly adjacent to the elevators on each level. The work café will be the neighborhood "home base," and can be utilized for informal meetings, coffee and touchdown space to connect project teams. Collaboration hubs, the second flex area, are located on the building corners to provide teams with an interactive meeting space that can be reconfigured to support white-boarding, presentations and group discussions. The final flex area includes collaboration bars that provide teams a focused area to work jointly on projects for extended time periods.

## **CUSTOMER ENGAGEMENT**

Customer engagement is a main element for JEA's new Headquarters. Taking a human-centric approach, the design team created a "JEA Enhanced Engagement" concept which maps out how visitors and employees interact with the space, taking into account their diverse work needs. With people, environment, technology, and experience as core principles, the space connects "everyone and everything." The public building functions are pulled out from the building and organized to provide clarity, security and wellness via direct access to a courtyard.

## **COMMUNITY BENEFITS**

The Jacksonville Jaguars, The Cordish Companies and the entire development team are committed to affording new opportunities to local, small, women-owned and disadvantaged business enterprises (LSWDBE). As part of this commitment, we strive to lead by example when it comes to Jacksonville Small and Emerging Business (JSEB) involvement. The Cordish Companies has met or exceeded LSWDBE obligations in every major public-private development it has completed. Our past record illustrates our commitment to engaging JSEB firms. Our plan is to meet or exceed the JSEB goal established for total dollars spent on the project. Based on our past experience with other developments, we will implement best practices to enhance JSEB participation in the areas of construction, supply procurement and professional services.

## DESIGN STRATEGY

The design of a new JEA Headquarters is a pivotal time for JEA to build on their successful past and position their company and customers for the future. The goal in designing a new headquarters is to break down barriers and find new ways of working to empower employees, optimize operations, and engage customers. A great headquarters is sustained by great work experiences. We will promote a stronger sense of culture, which will be reinforced by tangible links to the mission and values of the organization. When it comes to work, we believe purpose and meaning are great motivators.

The design approach will incorporate the trends driving the energy sector and the elements that ensure a successful workplace environment – a connected and innovation-focused, amenity-rich environment, competitive technology, alternative workplaces, health and well-being, branded workplace, maximum adaptability and workplace mobility. The building's workspaces will be designed to drive individual, team and organizational performance by supporting focused-work, increasing interaction, strengthened recruiting and retention, and improving learning, while using space more effectively.

The workplace will be flexible, adaptable, and fit to JEA's purpose. A no-wasted ethic will be embodied: efficient, but also sustainable and healthy. The organizational design imperative will be to align JEA's core values of brand, mission, purpose and workforce. The new environment will transform the way team members work, from closed off workplaces to open, light-filled floors that allow flexibility, functionality, and choices within the work environment.



## ENERGY EFFICIENCY AND ENVIRONMENTALLY-FRIENDLY

The Shipyards is committed to energy efficiency and sustainability as a core value. Our dedication to sustainability will be influenced by every detail and every stage of the Shipyards including the JEA Headquarter building – to create a thriving community, maintain a healthy environmental ecosystem, and improve the surrounding environs. Sustainability at the Shipyards will start at the master planning stage and influence every decision of development, design, construction, and operations, including:

- Buildings designed to achieve LEED certification
- Highly efficient, densely developed mixed-use neighborhood featuring residential, retail, office, hotels and public spaces
- Highly walkable community with easy access to public transportation
- Robust, well-designed, and well-constructed buildings and public spaces with advanced systems and technologies
- Timeless architecture and materials that are durable, resilient, and will age gracefully
- Long-term builder and investor mindset for significant long-term ecological and economic benefits
- Permeable pavements and substantial vegetative bio-retention for storm water runoff management
- Multiple forms of on-site sustainable energy production and conservation, energy-efficient lighting, and a chilled water system designed for intake from the JEA Hogan's Creek chilled water plant

## SMART CITY TECHNOLOGY

The Jacksonville Shipyards will incorporate a state-of-the-art approach in delivering a connected and intelligent environment. The JEA Headquarters building and the Shipyards will be a technology driven environment that is seamless, frictionless, intuitive and transformative. Our smart technology approach will deliver a connected and intelligent environment that supports parking, building systems, high speed internet connectivity, connected/Smart LED street and surface lighting, video surveillance, environmental monitoring systems, and guest facing mobile applications. The technologies will be connected within and across buildings, creating systems that optimize building operations, reduce resource use, produce meaningful insights and increase productivity.



# THE DEVELOPMENT TEAM



Iguana Investments Florida, LLC is an affiliate of the Jacksonville Jaguars, a special purpose entity selected to act as the master developer of the City of Jacksonville-owned riverfront property known as the Shipyards and Metropolitan Park properties. Iguana is a part of a multi-billion dollar international conglomerate led by Mr. Shad Khan. Included in this conglomerate is the NFL Franchise Jacksonville Jaguars. The Jacksonville Jaguars' home at TIAA Bank Field is adjacent to this property and the Sports and Entertainment District in the Downtown Master Plan. Also included in this conglomerate is Bold Events, operator of the amphitheater known as Daily's Place.



The Cordish Companies is the largest and most successful developer of mixed-use districts and concepts in the United States. The Company has an unparalleled track record of successfully delivering high-profile, public-private developments and has unique strengths and expertise that distinguish it from other developers. The Baltimore-based, family-owned firm has over a century of history and is the only developer in the United States to have received seven Urban Land Institute Awards for Excellence, the most important recognition in urban placemaking development. In its fourth generation of family ownership, The Cordish Companies remains true to the family's core values of quality, integrity, entrepreneurial spirit, and long-term personal relationships.





To assist in the vision of the Shipyards and the design of the new JEA Headquarters building, the Jacksonville Jaguars and The Cordish Companies have assembled an internationally-recognized team of planners and architects, including Beyer Blinder Belle, Gensler Architects, and Gilbane Building Company. Local project team partners include FINFROCK Construction, England-Thims & Miller (ETM) and Tetra Tech.

**BEYER  
BLINDER  
BELLE**

Beyer Blinder Belle pioneered and defined the design approach of the built environment that focused on architecture empowering people — their interaction with each other on streets and in neighborhoods, their pleasure in moving through the cities, and their connections to the surrounding physical fabric. BBB has led the master planning of some of the most iconic and award winning developments in the United States.

**Gensler**

Gensler's history of providing innovative design to the energy industry dates back to the early years of the firm, and their energy industry experience includes over 600 projects in 26 countries. Gensler's clients represent every facet of the industry – allowing for a deep understanding of the unique programmatic needs of the various industry sectors.

Gensler's extraordinary network of talent, resources, experience, perspective, and partners ensures that the JEA Headquarter building's design, efficiency, functionality and security, fully-meets JEA's expectation.

**Gilbane**

Gilbane is one of the largest construction managers in the United States and Florida, and has a direct working knowledge of design and construction. The local offices combine the benefits of full-service operations capabilities, including in-house estimating, value engineering, scheduling, procurement, accounting and construction operations, with the knowledge and experience that only a local presence can provide.