

Introduced by Council Members Carlucci and J. Carlucci:

ORDINANCE 2026-635

AN ORDINANCE REGARDING CHAPTER 745 (ADDRESSING AND STREET NAMING REGULATIONS), *ORDINANCE CODE*; ESTABLISHING AN HONORARY STREET DESIGNATION FOR PRESTON H. HASKELL, III ON MUSEUM CIRCLE IN COUNCIL DISTRICT 4; PROVIDING FOR THE INSTALLATION OF TWO HONORARY ROADWAY MARKERS ON MUSEUM CIRCLE; RENAMING THE ROADWAY CURRENTLY IDENTIFIED AS "MUSEUM CIRCLE" TO "HASKELL WAY" IN COUNCIL DISTRICT 4 PURSUANT TO SECTION 745.105 (PUBLIC STREET NAME CHANGES), PART 1 (GENERAL PROVISIONS), CHAPTER 745 (ADDRESSING AND STREET NAMING REGULATIONS), *ORDINANCE CODE*; WAIVING THE PROVISIONS OF SUBSECTIONS 745.105(I)(2) AND (I)(3) (PUBLIC STREET NAME CHANGES), PART 1 (GENERAL PROVISIONS), CHAPTER 745 (ADDRESSING AND STREET NAMING REGULATIONS), *ORDINANCE CODE*, REQUIRING THE HONOREEE BE DECEASED FOR AT LEAST FIVE YEARS AND THAT THE HONOREE LIVE WITHIN FIVE MILES OF THE STREET NAME CHANGE FOR AT LEAST TEN YEARS; DIRECTING THE LEGISLATIVE SERVICES DIVISION TO FORWARD A COPY OF THIS ORDINANCE, ONCE ENACTED, TO THE PUBLIC WORKS DEPARTMENT, DEVELOPMENT SERVICES DIVISION, ADDRESSING UNIT FOR PROCESSING, IMPLEMENTATION AND COORDINATION WITH THE TRAFFIC ENGINEERING DIVISION, THE APPLICANT, 911 EMERGENCY, THE JACKSONVILLE FIRE AND RESCUE

DEPARTMENT, THE U.S. POSTAL SERVICE AND OTHER
AFFECTED AGENCIES AND ORGANIZATIONS; PROVIDING
AN EFFECTIVE DATE.

WHEREAS, the Public Works Department, Development Services
Division, Addressing Section received an Application for Street Name
Change on a Public Street requesting to re-name Museum Circle to
"Haskell Way" to honor Preston H. Haskell, III, and a copy of the
Application and payment receipt for the application fee have been
placed **On File** with the Legislative Services Division; and

WHEREAS, Preston H. Haskell, III was born in 1938 in Birmingham,
Alabama and after earning a bachelor's degree in civil engineering
from Princeton University in 1960 and a master's degree in business
administration from Harvard University in 1962, he moved to
Jacksonville, Florida; and

WHEREAS, during his early life as a child in Birmingham, Mr.
Haskell's family owned a local coal and steel company which fostered
an early familiarity for an entrepreneurial spirit and industrial
process for Mr. Haskell; and

WHEREAS, from this childhood life, Preston H. Haskell, III
possessed a strong ambition to launch his own venture which was
supported and encouraged by his father, Preston Hampton Haskell, Jr.;
and

WHEREAS, his father's influence, set against Birmingham's
wartime industrial boom, contributed to Mr. Haskell, III's desire for
practical commerce; and

WHEREAS, Preston H. Haskell, III's academic achievements
provided a rigorous foundation in structural analysis, materials
science and sound engineering principles which are critical for
construction and project management; and

WHEREAS, Mr. Haskell, III's degree in civil engineering included

1 a focus and emphasis on quantitative problem-solving and technical
2 proficiency which provided the analytical tools needed to address
3 complex infrastructural challenges via empirical evaluation in lieu
4 of unverified assumptions; and

5 **WHEREAS**, a Master of Business Administration ("MBA") perfected
6 his capabilities in strategic decision-making, financial modeling and
7 organizational leadership; and

8 **WHEREAS**, the Harvard University MBA curriculum further
9 reinforced Mr. Haskell, III's ability to integrate engineering
10 expertise with business realities, which formed the bedrock for his
11 advancements in the construction industry, combining technical
12 expertise with managerial pragmatism; and

13 **WHEREAS**, soon after graduation from the Harvard MBA program,
14 Mr. Haskell, III started his career working for S.S. Jacobs Company,
15 a leading construction contractor, and during his tenure there, he
16 advanced to several leadership positions from project superintendent
17 to project manager and eventually vice president; and

18 **WHEREAS**, in 1965, Preston H. Haskell, III launched his own
19 firm, initially named the "Preston H. Haskell Company" with a focus
20 on integrated design and construction services, collaborating with
21 numerous clients with an emphasis on efficiency; and

22 **WHEREAS**, the firm's first major project involved a \$1,000,000
23 dollar multifamily apartment building in Jacksonville which started
24 small-scale commercial work for the firm; and

25 **WHEREAS**, by 1970, the firm hired its first registered architect
26 which allowed them to offer comprehensive architectural, engineering,
27 and construction services under one roof and facilitated entry into
28 large industrial projects using industry methods such as tilt-up
29 concrete for efficiency; and

30 **WHEREAS**, during the 1970s the Haskell Company received steady
31 work projects from local contracts to regional operations focusing

1 on commercial, industrial, and institutional sectors which culminated
2 with the 1986 opening of the Haskell Building as the company's
3 headquarters in Jacksonville; and

4 **WHEREAS**, in the 1980s and 1990s Mr. Haskell, III expanded the
5 Haskell Company further with early footholds in Latin America
6 supported by repeat business from integrated service offerings that
7 prioritized client outcomes over fragmented subcontracting; and

8 **WHEREAS**, during the early 2000s the Haskell Company expanded
9 across the United States and internationally, delivering numerous
10 projects valued in the billions, annually, while remaining privately
11 held; and

12 **WHEREAS**, adhering to sound independence model, the Haskell
13 Company transformed from a single-project operation into a leading
14 design-build contractor, with over 25 offices and more than 2,600
15 professional employees by the 2020s; and

16 **WHEREAS**, Mr. Haskell, III uniquely advanced the concept of
17 design-build construction by integrating architectural, engineering,
18 and construction services under a single entity; and

19 **WHEREAS**, this "one-stop shop" method enabled Mr. Haskell, III
20 to concurrently execute design and building phases to minimize delays
21 inherent in traditional design-bid-build processes and this novel
22 approach originated from the company's inception in 1965,
23 incorporating in-house engineering early on and expanding to include
24 registered architects by 1970, which fostered a collaborative team;
25 and

26 **WHEREAS**, such combined professional disciplines of architects,
27 engineers, and construction contractors avoided silo contracting
28 where process time between designers and builders often created delays
29 and adversarial change orders; and

30 **WHEREAS**, under Mr. Haskell's leadership, the Haskell Company
31 developed a notable technical innovation which involved refining

1 "tilt-up" concrete techniques for industrial applications, where
2 load-bearing panels replaced poured-in-place foundation walls to
3 accelerate erection and lower material costs; this method optimized
4 prefabrication and on-site assembly, yielding faster construction
5 cycles by reducing labor exposure and curing times; and

6 **WHEREAS**, such advancements were applied early on in 1967 for an
7 apparel manufacturing plant in Alabama and in 1968 for a paper complex
8 in Jacksonville, streamlining workflows with unified responsibility
9 for design and execution; and

10 **WHEREAS**, the Construction Industry Institute and the Charles
11 Pankow Foundation conducted a study of Mr. Haskell, III's design-
12 build formula and documented that design-build projects exhibit
13 better schedule performance, including faster delivery speed and
14 lower schedule growth; and

15 **WHEREAS**, this model further mitigated risks through a singular
16 point of accountability, curtailing costs overruns by embedding
17 constructability reviews during design versus traditional methods;
18 and

19 **WHEREAS**, following the Haskell Company's design-build formula,
20 the State of Florida deployed \$7,000,000,000 in design-building
21 infrastructure under a federal stimulus, leveraging shortened
22 schedules for rapid economic mobilization; and

23 **WHEREAS**, in 1993, Preston Haskell, III served as the inaugural
24 chairman of the newly created Design-Build Institute of America
25 ("DBIA") which was instituted to codify best practices in the industry
26 for integrated contracting. The DBIA standardized design-build
27 protocols which facilitated broader adoption, enabling savings in
28 time and dollars across complex projects; and

29 **WHEREAS**, Mr. Haskell, III has been recognized for his leadership
30 across the industry which includes an honorary fellowship by the
31 DBIA, membership in the National Academy of Construction, and receipt

1 of the Southeast Legacy Award from Engineering News-Record (2020);
2 and

3 **WHEREAS**, over the years and as the founder and longtime chairman,
4 Mr. Haskell, III expanded his company from local projects to a
5 portfolio which included major stadiums, industrial facilities, and
6 rocket launchpads; and

7 **WHEREAS**, although Mr. Preston, III relinquished his role as
8 Chief Executive Officer in 1999 and retired as Chairman of the Board
9 of Directors in 2015 at the age of 77, the Preston H. Haskell Company
10 continues to operate for more than 60 years earning recognition for
11 innovation in the industry; and

12 **WHEREAS**, Preston Haskell, III has also been active in local
13 community and civic organizations, serving as a founding member of
14 the Jacksonville University Public Policy Institute Board of Advisors
15 in 2012, chairman of the JAX Chamber of Commerce in 1979, and as a
16 board member for the Jacksonville Symphony, the Jacksonville Zoo and
17 Gardens, and the Jacksonville Public Education Fund; and

18 **WHEREAS**, since 2016, Mr. Haskell, III operated the Haskell
19 Foundation, a private charitable trust which provides resources for
20 philanthropic projects; and

21 **WHEREAS**, in October 2025, Preston Haskell provided a \$12,000,000
22 donation to Jacksonville University ("JU") which prompted the
23 renaming of JU's Public Policy Institute to the Haskell Public Policy
24 Institute; and

25 **WHEREAS**, in the broader Jacksonville community, the Haskell
26 Company, under Preston Haskell, III's leadership, has generated
27 substantial employment in Jacksonville, Florida, maintaining its
28 headquarters and employing approximately 2,600 professionals,
29 company-wide in architecture, engineering and construction roles.
30 This impactful workforce continues to contribute to Jacksonville with
31 a \$2,000,000,000 circulation of economic activity through local

1 procurement, subcontractor partnerships, and supply chains garnering
2 and maintaining stable and skilled jobs; and

3 **WHEREAS**, by 2022, the Haskell Company sustained over 1,800
4 professionals and contributed to the firm's \$1,450,000,000 in revenue
5 that year and the company's 100% employee-owned structure exemplifies
6 a private-sector approach to deliver value without shifting burdens
7 to taxpayers; and

8 **WHEREAS**, on April 28, 2026, Council Member Matt Carlucci held a
9 Noticed Meeting with Council Member Joe Carlucci and Council Member
10 Jimmy Peluso to discuss a proposed street re-naming and an honorary
11 designation for Preston Haskell, III on Museum Circle in Council
12 District 4; and

13 **WHEREAS**, Council Member Joe Carlucci and Council Member Peluso
14 gave their support for the proposed street re-naming from Museum
15 Circle to "Haskell Way" and two honorary roadside markers to be placed
16 on Museum Circle honoring Mr. Haskell, III and a copy of the minutes
17 of the April 28, 2026, Noticed Meeting has been placed **On File** with
18 the Legislative Services Division; and

19 **WHEREAS**, on March 31, 2026, April 29, 2026, and May 8, 2026, the
20 Public Works, Development Services Division, mailed notification
21 letters and email correspondence to six affected property owners
22 seeking their consent or objection to the proposed street re-naming,
23 and a copy of the letters, emails and a spreadsheet of affected owners
24 have been placed **On File** with the Legislative Services Division; and

25 **WHEREAS**, one property owner consented to the proposed street re-
26 naming, and a copy of the consent form has been placed **On File** with
27 the Legislative Services Division; and

28 **WHEREAS**, because the remaining affected property owners failed
29 to respond to the letters, pursuant to subsections 745.105(c) and
30 745.105(j)(10), *Ordinance Code*, those affected owners are deemed to
31 have consented to the proposed street re-naming; and

1 **WHEREAS**, on June 24, 2026, the Jacksonville Historic
2 Preservation Commission held a public meeting where it considered
3 this matter and voted to accept the recommendation to re-name Museum
4 Circle to "Haskell Way" and a copy of the relevant excerpt of the
5 transcript of the meeting has been placed **On File** with the Legislative
6 Services Division; and

7 **WHEREAS**, in addition, the Planning and Development Department,
8 Community Planning Division, Historic Preservation Section, issued a
9 Memorandum with a recommendation to approve the re-naming of Museum
10 Circle to "Haskell Way," and a copy of said Memorandum has been placed
11 **On File** with the Legislative Services Division; and

12 **WHEREAS**, on July 29, 2026, the 911 Emergency Addressing Advisory
13 Committee considered the request during a public meeting and voted
14 to re-name Museum Circle to "Haskell Way," and a copy of the Summary
15 of Meeting Minutes of said meeting, and the presentation from the
16 Public Works Department, Development Services Division, have been
17 placed **On File** with the Legislative Services Division; and

18 **WHEREAS**, upon this legislation becoming effective, the City will
19 install a new street sign at the affected roadway segment to reflect
20 "Haskell Way" as the designated street name, and will also install
21 two honorary roadside markers at each end of the Haskell Way to honor
22 Preston Haskell, III; now therefore

23 **BE IT ORDAINED** by the Council of the City of Jacksonville:

24 **Section 1. Honorary Street Designation for Preston H.**
25 **Haskell, III on Museum Circle.** Museum Circle, extending from a dead
26 end to Main Street in Council District 4, is hereby designated for
27 Preston H. Haskell, III in accordance with Section 745.105, *Ordinance*
28 *Code*. A map of the honorary street name designation has been placed
29 **On File** with the Legislative Services Division.

30 **Section 2. Providing for Installation of Honorary Roadside**
31 **Markers for Preston Haskell, III.** Two honorary roadside markers

1 recognizing Preston H. Haskell, III shall be placed in appropriate
2 locations on Museum Circle as contemplated by Section 745.105,
3 *Ordinance Code*.

4 **Section 3. Renaming Museum Circle as "Haskell Way".** Museum
5 Circle, extending from a dead end to Main Street, is hereby renamed
6 "Haskell Way" by which name such street and physical location shall
7 be hereafter known and designated. A copy of the map of Haskell Way
8 has been placed **On File** with the Legislative Services Division.

9 **Section 4. Waiving the Requirements of Subsections**
10 **745.105(i)(2) and (i)(3), Ordinance Code.** Subsections 745.105(i)(2)
11 and (i)(3) (Public street name changes), Part 1 (General Provisions),
12 Chapter 745 (Addressing and Street Naming Regulations), *Ordinance*
13 *Code*, which require that the honoree be deceased for at least five
14 years and have resided in the community within five miles of the
15 street name change for at least ten years are hereby waived. This
16 waiver is justified as recognition for the honoree is long overdue.
17 Since 1965, the Haskell Company was located in the Brooklyn area of
18 Jacksonville which is within five miles of the subject street.
19 Additionally, the Haskell Company is currently undertaking a
20 \$30,000,000 long-term investment in, and re-locating its headquarters
21 to, the subject street which will feature 21 foot tall backlit letters
22 on two sides of the building stating "HASKELL".

23 **Section 5. Direction to the Legislative Services Division.**
24 The Legislative Services Division is hereby directed to send a copy
25 of this Ordinance, once enacted, to the Public Works Department,
26 Development Services Division, Addressing Unit, for processing,
27 implementation, and coordination with the Traffic Engineering
28 Division, the Applicant, 911 Emergency, the Jacksonville Fire and
29 Rescue Department, the U.S. Postal Service, and other affected
30 agencies and organizations.

31 **Section 6. Effective Date.** This Ordinance shall

1 become effective upon signature by the Mayor or upon becoming
2 effective without the Mayor's signature.

3
4 Form Approved:

5
6 /s/ Cherry S. Pollock

7 Office of General Counsel

8 Legislation Prepared By: Cherry S. Pollock

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