

Joseph P. Loretta, RLA, LEED®AP, BD+C

Associate Vice President

Mr. Loretta has more than 16 years' experience in the fields of landscape architecture, urban design, and land planning. Joe has been employed by Genesis for over 15 years and is the Genesis Jacksonville Division Manager. His primary responsibilities include internal project management, expert witness/condemnation services, site layout and design, construction documentation, regional and community planning, and graphic design. Joe currently sits as the Vice Chair for the Downtown Development Review Board for the City of Jacksonville.

Mixed Use Development / Urban Design

Albuquerque, New Mexico
- Expo New Mexico

Bainbridge, GA
- Downtown and Waterfront Connectivity Plan

Clay County, FL
- AY Venture Parcel – 330 Acre Parcel
- Pecan Park Industrial Center
- Skinner Family Land trust

Crestview, FL
- Main Street Enhancement

Fort Myers, FL
- Downtown Streetscape Plan

Gainesville, FL
- Shands Campus Master Plan

Government of Aruba
- Oranjestad Ring Road Development

Jacksonville, FL
- Arlinton CRA
- E-Suites Hotel
- Jacksonville International Airport CRA
- Jacksonville Riverwalk Const. Inspection
- Shands Jacksonville Downtown Campus

Okaloosa County, FL
- Okaloosa Island Master Plan

St. Augustine Beach, FL
- Sea Grove Town Center

Tallahassee, FL
- Adams Street Gateway
- Cascades Park
- FAMU Way Extension
- Gaines Street Resurfacing
- Lake Bradford Roundabout
- Mahan Drive Corridor Study

Tifton, GA
- Tifton Downtown Master Plan

Landscape Architecture/Amenity Design

Atlantic Beach, FL
- OceanGate

Amelia Island, FL
- Amelia Terrace

Clay County, FL
- Cross Creek Master Plan / Amenity Center
- Boxxwood
- Oakleaf Plantation Village Center
- Paradise Moorings

Fernandina Beach, FL
- Surf-Side Village

Flagler County, FL
- Beach Haven

Jacksonville, FL
- Auction Direct
- Bolles Bartram and Ponte Vedra School
- Heron's Walk
- Maxwell House Coffee Plant
- Pine Lakes Amenity Center / Entry Feature
- Providence Island at Queen's Harbour
- St. Johns Landing Estates

Jacksonville Beach, FL
- Beach Marine Redevelopment
- Paradise Key
- South Beach Village

Leon County, FL
- Evergreens at Southwood
- Huntington Oaks
- Lakes of San Marcos

Macclenny, FL
- Heritage Oaks

St. Augustine Beach, FL
- Salt Life Food Shack

St. Johns, FL
- Andalusia Amenity Center
- Crescent Key Amenity Center
- Marsh Landing Entry Gateway
- Istorla
- San Salito Amenity Center / Entry Feature



Duties and Responsibilities

Project Manager
Site Layout and Design
Construction Documentation
Community Planning
Graphic Design

Education

B.A. – Landscape Architecture
Kansas State University, 2001

Registrations

Registered Landscape Architect
(Registered 10/14/2004)
FL LA06666755
LEED®AP, BD+C - 2009

Honors and Awards

Florida Planning & Zoning
Association (FPZA) - 2002:
Certificate of Merit for
Outstanding Public
Study/Downtown Streetscape
Plan: Fort Myers, FL
North Florida's Urban Land
Institute (ULI) - 2013: Gaines
Street Project Receives Award of
Excellence

Florida Institute of Consulting
Engineers (FICE) - 2013:
Franklin Boulevard Wins
Engineering Excellence Award

6621 Southpoint Dr. N.
Suite 300
Jacksonville, FL 32246
904.730.9360

JLoretta@GenesisGroup.com

www.GenesisGroup.com