Analysis and Feasibility

Broward County Convention Center Master Plan Study
Fort Lauderdale, FL
04.01.14

HKS I Urban Design Studio
Summary of Outreach
Purpose of Stakeholder Outreach

- Identify and engage key stakeholders
- Obtain and document meaningful input
- Apply stakeholder feedback to master plan
Multi-Faceted Stakeholder Engagement

- Public Forums
- Public Workshops
- Stakeholder Interviews
- Public Presentations
## Stakeholder Meetings

<table>
<thead>
<tr>
<th>COMPLETED</th>
<th>PENDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ County Commissioners</td>
<td>✓ City of Fort Lauderdale</td>
</tr>
<tr>
<td>✓ County Department Directors</td>
<td>✓ Poinciana HOA</td>
</tr>
<tr>
<td>✓ Port Everglades</td>
<td>✓ Port Everglades Association</td>
</tr>
<tr>
<td>✓ Convention &amp; Visitors Bureau</td>
<td>✓ South Florida Regional Planning Council</td>
</tr>
<tr>
<td>✓ Broward County Cultural Division</td>
<td>✓ Relevant Regulatory Agencies</td>
</tr>
<tr>
<td>✓ Florida Restaurant &amp; Lodging Association</td>
<td>✓ <strong>Phase II Public Forums</strong></td>
</tr>
<tr>
<td>✓ Portside/IAG</td>
<td></td>
</tr>
<tr>
<td>✓ SMG – Convention Center Operators</td>
<td></td>
</tr>
<tr>
<td>✓ Harbordale HOA</td>
<td></td>
</tr>
<tr>
<td>✓ Balleria – Ferry Operator</td>
<td></td>
</tr>
<tr>
<td>✓ Portside Yacht Club Condo Association</td>
<td></td>
</tr>
</tbody>
</table>
### Key Comments from 15 Meetings

<table>
<thead>
<tr>
<th>Comment</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Waterfront Access and Views</td>
<td>10/15</td>
</tr>
<tr>
<td>2. Iconic Destination</td>
<td>8/15</td>
</tr>
<tr>
<td>3. Entertainment</td>
<td>8/15</td>
</tr>
<tr>
<td>4. Connection to surrounding hotels and retails</td>
<td>7/15</td>
</tr>
<tr>
<td>5. Outdoor Space</td>
<td>5/15</td>
</tr>
<tr>
<td>6. Iconic Building</td>
<td>4/15</td>
</tr>
<tr>
<td>7. Pedestrian Oriented Environment</td>
<td>4/15</td>
</tr>
<tr>
<td>8. Access to Boats (Water Taxi/Ferry/Marina/Transient Boats)</td>
<td>4/15</td>
</tr>
<tr>
<td>9. Traffic Improvement</td>
<td>4/15</td>
</tr>
<tr>
<td>10. Incorporate Cruise Passengers</td>
<td>4/15</td>
</tr>
<tr>
<td>11. Utilize the whole site</td>
<td>3/15</td>
</tr>
<tr>
<td>12. Transit Alternatives</td>
<td>3/15</td>
</tr>
<tr>
<td>13. Sustainability</td>
<td>3/15</td>
</tr>
</tbody>
</table>
Analysis
Amtrak Station

I-95

Federal Highway 1

17th St.

Eisenhower Blvd.

Broward Blvd.

Downtown
Fort Lauderdale

Port Everglades Expy.

24th St.

Beach

Prominent Location

Fort Lauderdale/
Hollywood Airport

2 miles
How People Get Here

- Car
  - 17th Street
  - Entrance Channel
- Bus/Track/Taxi
  - 24th Street
17th Street is the Front Door
Where is the Convention Center?
The 17th Street Bridge – A Gateway?
Arrival Strategy

1. 17th St.
   Lack of Identity

2. Eisenhower Blvd.
   Security Barrier

3. CC Drop-off
   Interior: Isolated

1. 17th St.
   Multi-modal Identity

2. Eisenhower Blvd.
   Reclaim Formal Entry

3. CC Drop-off
   Connect to the City
Traffic Strategy – Existing modes of transportation

- The Wave
- The Sun Trolley
- Broward Transit Bus
- Breeze Bus
- Water Taxi

Locations:
- Ft. Lauderdale/ Hollywood International Airport
- Convention
- Downtown
- Beach
Modes of Transportation on 17th and 24th Streets

- **17th Street**
  - 100% for Cars

- **Taxi/Bus/Truck** (From 24th Street)
  - 90% for Taxi/Bus/Truck
  - 10% for Cars
<table>
<thead>
<tr>
<th>Mode</th>
<th>Today (Estimated)</th>
<th>Future (Goal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cars</td>
<td>75%</td>
<td>40% (Reduce by 35%)</td>
</tr>
<tr>
<td>Buses</td>
<td>20%</td>
<td>45% UP</td>
</tr>
<tr>
<td>Sun Trolley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taxis</td>
<td>5%</td>
<td>15% UP</td>
</tr>
<tr>
<td>The Wave</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water Taxi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>People Mover</td>
<td>0%</td>
<td>(10%) (Long Term Goal)</td>
</tr>
</tbody>
</table>

Traffic Strategy – Control modes of transportation
Existing Parking

<table>
<thead>
<tr>
<th></th>
<th>Parking Provided</th>
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</thead>
<tbody>
<tr>
<td>Garage</td>
<td>2,500 sp</td>
</tr>
<tr>
<td>West Lot</td>
<td>250 sp</td>
</tr>
<tr>
<td>East Lot</td>
<td>270 sp</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td><strong>3,020 sp</strong></td>
</tr>
<tr>
<td>Portside</td>
<td>176 sp</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,196 sp</strong></td>
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</tbody>
</table>

3,020 spaces without Portside

Existing Parking
# Existing Development Program

<table>
<thead>
<tr>
<th>Development</th>
<th>SF</th>
<th>Parking Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Center Visitors</td>
<td>610,000</td>
<td>2,050 sp</td>
</tr>
<tr>
<td>Convention Center Staff (say)</td>
<td></td>
<td>250 sp</td>
</tr>
<tr>
<td>Port of Everglades</td>
<td></td>
<td>450 sp</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td></td>
<td><strong>2,750 sp</strong></td>
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</table>

# Additional Development Program

<table>
<thead>
<tr>
<th>Development</th>
<th>SF</th>
<th>Parking Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Center Expansion</td>
<td>*224,000</td>
<td>***450 sp</td>
</tr>
<tr>
<td>Headquarter Hotel (750 rms)</td>
<td>750,000</td>
<td>****900 sp</td>
</tr>
<tr>
<td>Entertainment/Retail</td>
<td>100,000</td>
<td>500 sp</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td></td>
<td><strong>1,850 sp</strong></td>
</tr>
</tbody>
</table>

**Project Total** 1,684,000 sf  **4,600 sp**

* From contract document
  - 70,000sf multi-purpose space
  - 15,000sf junior ballroom
  - 27,000sf (3x9,000sf) meeting rooms

** Previous Master Plan

*** Proportional assumption from previous Master Plan

**** 1.2 sp/rm

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**Proposed Development and Parking**
<table>
<thead>
<tr>
<th></th>
<th>Convention and Cruise</th>
<th>Convention Only</th>
<th>Weekend and Weeknight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Center Visitors</td>
<td>2,500 sp</td>
<td>1,600 sp</td>
<td>1,600 sp</td>
</tr>
<tr>
<td>Convention Center Staff</td>
<td>250 sp</td>
<td>250 sp</td>
<td>250 sp</td>
</tr>
<tr>
<td>Port of Everglades</td>
<td>450 sp</td>
<td>450 sp</td>
<td>0 sp</td>
</tr>
<tr>
<td>Headquarter Hotel</td>
<td>900 sp</td>
<td>900 sp</td>
<td>900 sp</td>
</tr>
<tr>
<td>Entertainment/Retail</td>
<td>500 sp</td>
<td>200 sp</td>
<td>200 sp</td>
</tr>
<tr>
<td>Sub-total</td>
<td>3,400 sp</td>
<td>2,950 sp</td>
<td>1,150 sp</td>
</tr>
</tbody>
</table>

35% Transit Discount 2,250 sp 1,950 sp

Shared and Discounted Parking
Parking Strategy – Reduce Parking Spaces

Existing
3,020 Spaces

Option 1
2,250 - 3,020 Spaces

Option 2
2,250 - 3,020 Spaces

By the Bridge
Port
Potential Below grade Parking

EL. 14 Ground Floor
EL. 12 FEMA
EL. 4 Water table

Parking Ramp

Parking

120'

60'

40'

20'
Pedestrian Environment outside of our Boundary
Incomplete Pedestrian Access
What other places do to the waterfront
Existing Open Space – Not enough…
And hidden...
Connect the Community to the Water
It's All About the Water
Our Prominent Waterfront Location
Insufficient Access to Water Activities
The Water Taxi Network does not come here today
Water Strategy – Utilize existing water assets
The Site – Expansion Opportunity

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>2.1 ac</td>
</tr>
<tr>
<td>Portside</td>
<td>4.7 ac</td>
</tr>
<tr>
<td>Site Area</td>
<td>33.2 ac</td>
</tr>
<tr>
<td>Total</td>
<td>40.0 ac</td>
</tr>
</tbody>
</table>

- Portside 4.7 ac
- Convention Center 33.2 ac
- Water 2.1 Ac
- Garage
Expansion Strategy

Existing
9.15 ac

- Keep Portside
- Keep Full-Garage

Partial Garage
11.20 ac

- Keep Portside
- Relocate Partial Garage

Integrate Portside
19.2 ac

- Integrate Portside
- Relocate Partial Garage
Elev. +0’ Exhibition
Up to 35’ Ceiling

Elev. +20’ Pre-function
Up to 15’ Ceiling

Elev. +40 Ballroom/ Meeting
Unlimited Ceiling

Expand Existing Three Levels
Four Expansion Strategy
Design Principles
Create an Iconic Waterfront Destination
Integrate existing community assets and business
Explore building design that creates the sense of place
Promote multi-modal transportation
Encourage sustainable development
Initial Ideas
Add the Fourth Level
PROS
• No Portside acquisition needed
• No garage demolition needed
• No Shoreline Modification Needed
• Save future expansion site for exhibition space
• No operational interruption to existing convention center
• Waterfront convention center expansion

CONS
• Insignificant Outdoor Space
• Insignificant Water Access

Convention Plaza
2 Waterfront Park
Waterfront Park

- Waterfront Park
- Waterfront Plaza
- Commercial Harbor
- Convention
- Hotel
- Pier
- Waterfront Plaza
Expanding the Waterfront – Fell’s Point
Pier and Commercial Harbor – South Street Seaport

Option 3 Plan

South Street Seaport

South Street Seaport
East vs West Expansion

East Convention Hotel
West Convention Hotel
North Entertainment
PROS
• No Portside acquisition needed
• No Shoreline Modification Needed
• Save future expansion site for exhibition space
• No operational interruption to existing convention center
• Waterfront convention center expansion
• Provide significant outdoor space
• Commercial Harbor opportunity

CONS
• Require partial garage demolition
• Remote Convention Center Expansion
• Additional time and cost anticipated for pier construction
Entertainment Harbor
Future Expansion | Garage | Convention | Plaza | Hotel | Commercial Harbor

Garage | Portside
Garage

Plaza

Portside

Consortium

Commercial

Hotel

Harbor

Pier

Entertainment Harbor
Entertainment Harbor – Baltimore’s Inner Harbor
Terraces maximize the view to the water
Waterfront Terraces
Entertainment Open Space Variations
PROS
- No Portside acquisition needed
- Purposeful Waterfront
- Save future expansion site for exhibition space
- No operational interruption to existing convention center
- Waterfront convention center expansion
- Provide good outdoor space
- Expand waterfront
- Proximate convention center expansion

CONS
- Require partial garage demolition
- Require Shoreline Modification
Grand Plaza
PROS
• Iconic Front Door
• Purposeful Waterfront
• Save future expansion site for exhibition space
• No operational interruption to existing convention center
• Waterfront convention center expansion
• Provide significant outdoor space
• Expand waterfront
• Proximate convention center expansion

CONS
• Require partial garage demolition
• Require Portside
• Require shoreline modification

4 Grand Plaza