Concept Master Plan
Broward County Convention Center Master Plan Study
Fort Lauderdale, FL
05.06.14

HKS I Urban Design Studio
Broward County Convention Center Work Plan
rev. 02/11/14

Analysis and Feasibility
- Draft Design Principles
- County Review
- Design Principles and Analysis Report

Conceptual Design
- Three Options
- County Review

Final Master Plan Report
- Preferred Option
- County Review
- Final Master Plan Report

Outreach

2nd round of Stakeholders

= Client Review Meetings
= Commissioner Meetings

Total 155 Days
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
1. Expand Convention Center towards the Water
2. Provide Waterfront Hotel
3. Provide Outdoor Space
4. Engage Community
5. Create Commercial Harbor
Multi-Level Esplanade
Waterfront Park Event Space
Ground Floor Retail/Entertainment

- Hotel Retail: 35,000 GSF
- Other Retail/Entertainment: 95,000 GSF
- Total: 130,000 GSF

- Hotel Lobby: 23,000 GSF
- Special Room: 30,000 GSF
- TOTAL: 130,000 GSF
Special Room
Terraces
View from the Rooms
Element 1
Convention Expansion/Hotel

Element 2
Jetty/Commercial Harbor

Element 3
Portside/West Expansion