



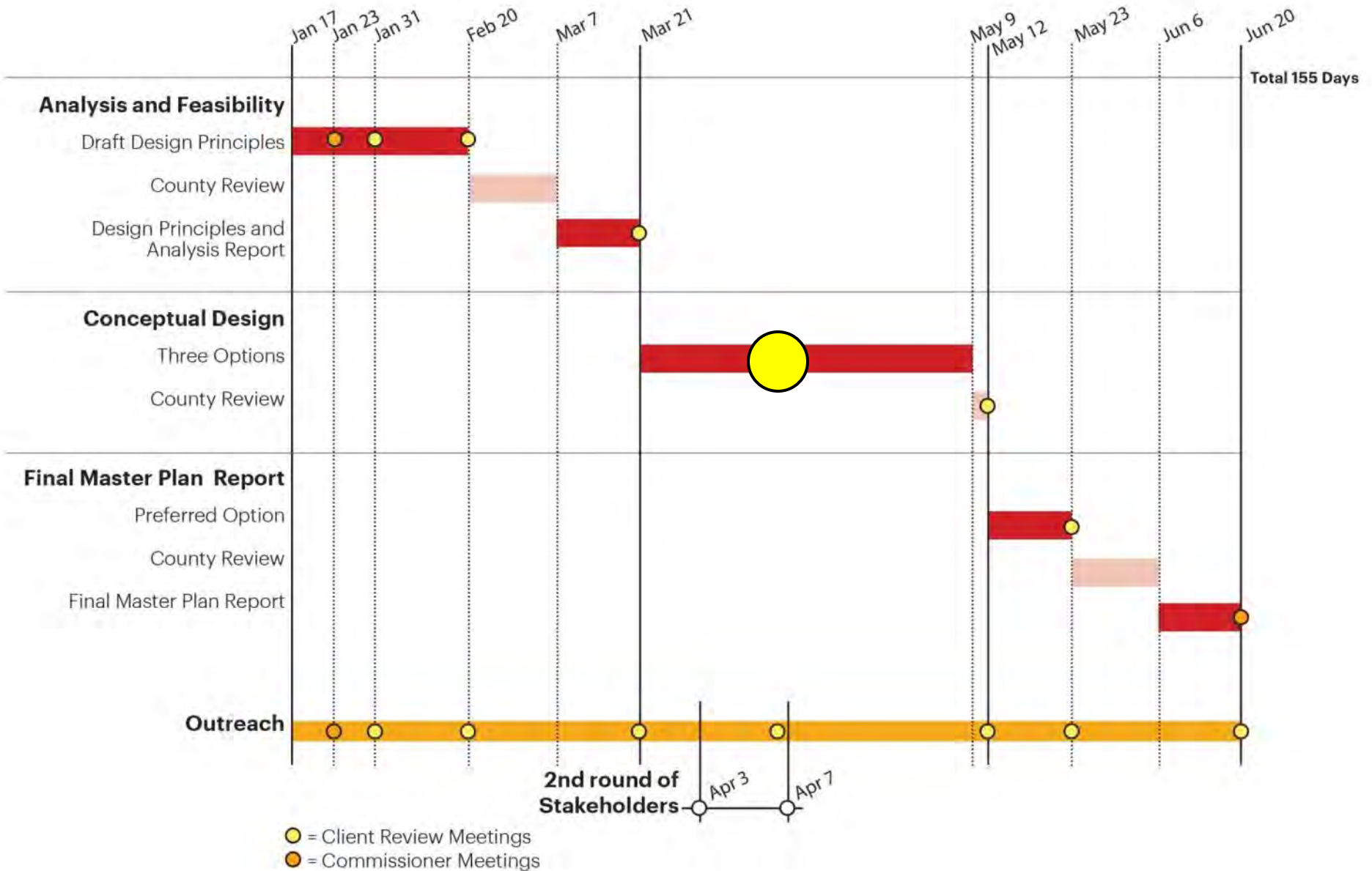
Analysis and Feasibility

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

HKS | Urban Design Studio

Broward County Convention Center Work Plan

rev. 02/11/14





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

COMPLETED

- ✓ County Commissioners
- ✓ County Department Directors
- ✓ Port Everglades
- ✓ Convention & Visitors Bureau
- ✓ Broward County Cultural Division
- ✓ Florida Restaurant & Lodging Association
- ✓ Portside/IAG
- ✓ SMG – Convention Center Operators
- ✓ Harbordale HOA
- ✓ Balleria – Ferry Operator
- ✓ Portside Yacht Club Condo Association

PENDING

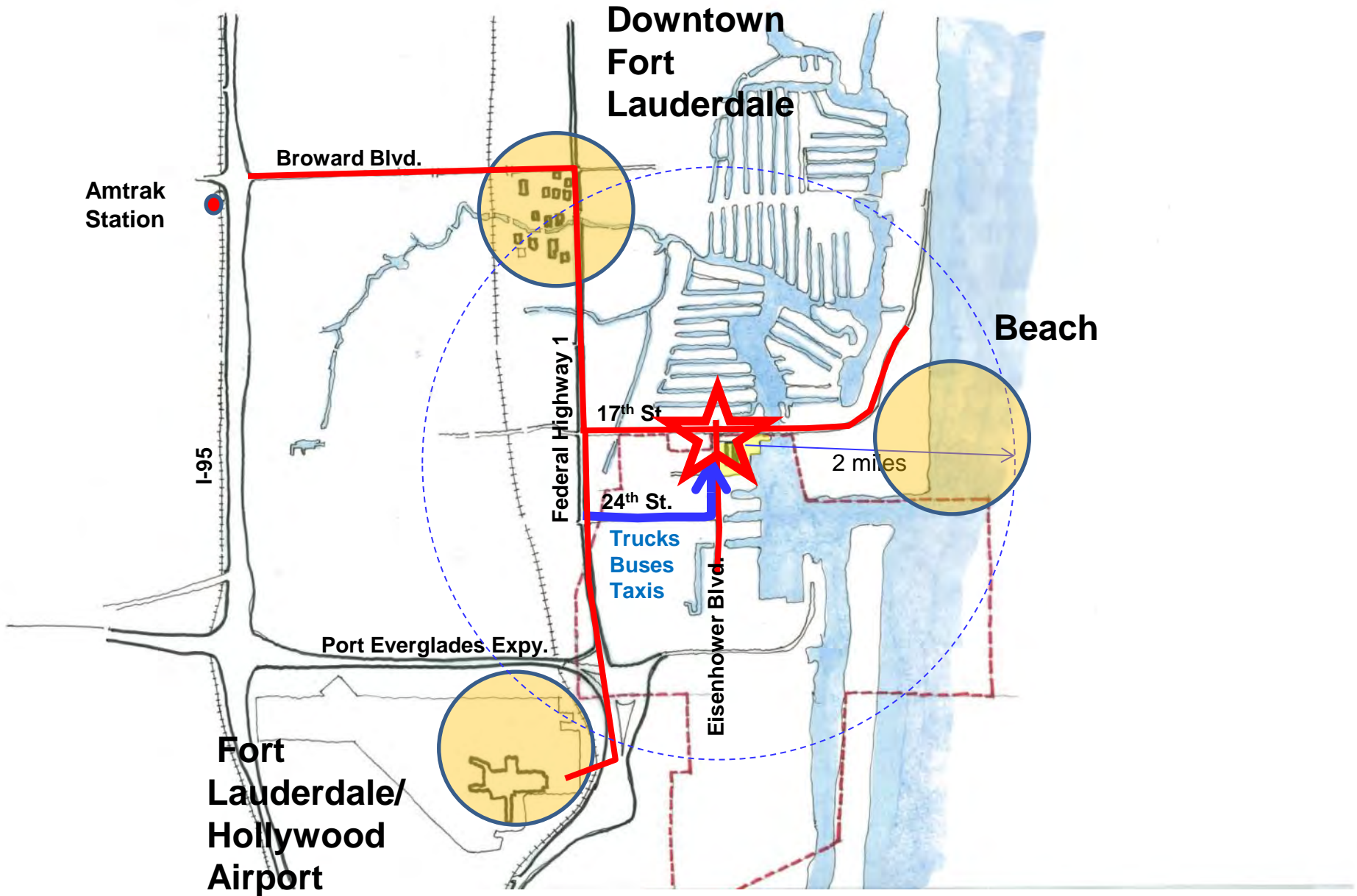
- ✓ City of Fort Lauderdale
- ✓ Poinciana HOA
- ✓ Port Everglades Association
- ✓ South Florida Regional Planning Council
- ✓ Relevant Regulatory Agencies
- ✓ ***Phase II Public Forums***

Key Comments from 15 Meetings

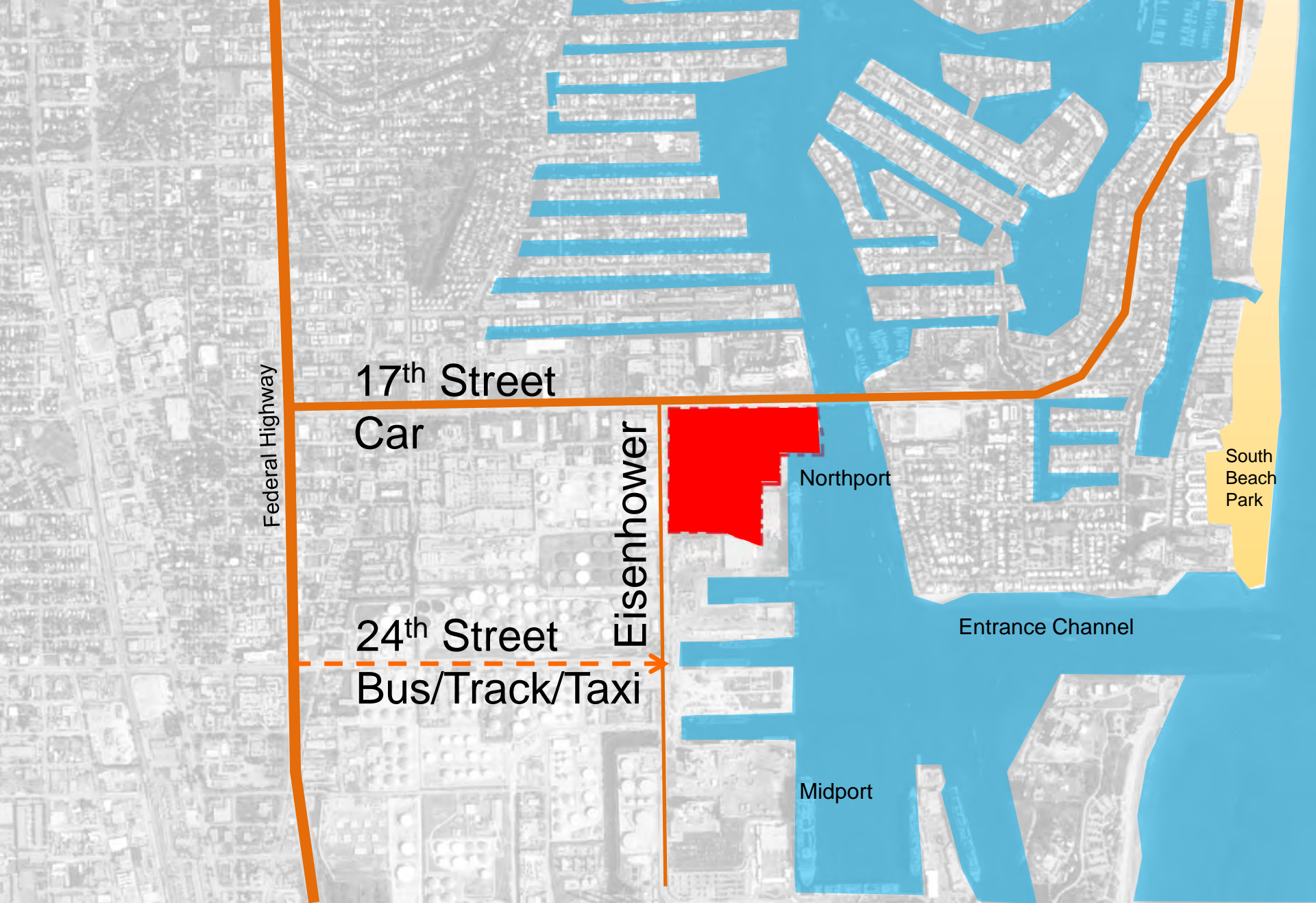
1. Waterfront Access and Views	✓✓✓✓✓✓✓✓✓✓	10/15
2. Iconic Destination	✓✓✓✓✓✓✓✓	8/15
3. Entertainment	✓✓✓✓✓✓✓✓	8/15
4. Connection to surrounding hotels and retails	✓✓✓✓✓✓✓	7/15
5. Outdoor Space	✓✓✓✓✓	5/15
6. Iconic Building	✓✓✓✓	4/15
7. Pedestrian Oriented Environment	✓✓✓✓	4/15
8. Access to Boats (Water Taxi/Ferry/Marina/Transient Boats)	✓✓✓✓	4/15
9. Traffic Improvement	✓✓✓✓	4/15
10. Incorporate Cruise Passengers	✓✓✓✓	4/15
11. Utilize the whole site	✓✓✓	3/15
12. Transit Alternatives	✓✓✓	3/15
13. Sustainability	✓✓✓	3/15

RESTRICTED AREA
NO
TRESPASSING
F.S.S. 810.09

Analysis



Prominent Location



17th Street

Car

24th Street

Bus/Track/Taxi

Federal Highway

Eisenhower

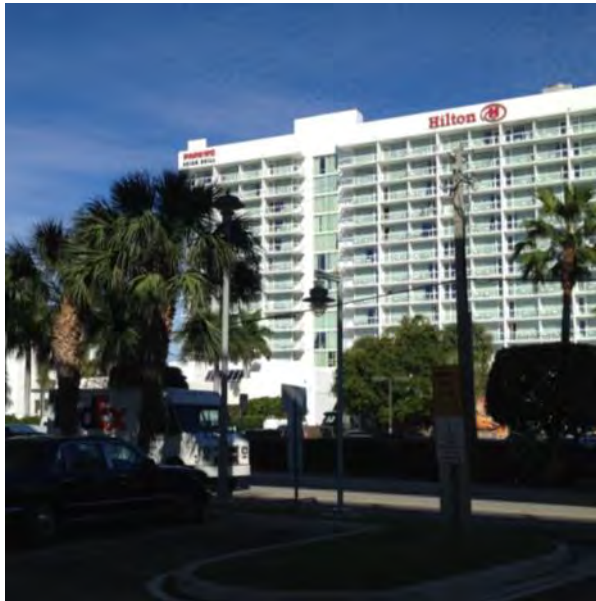
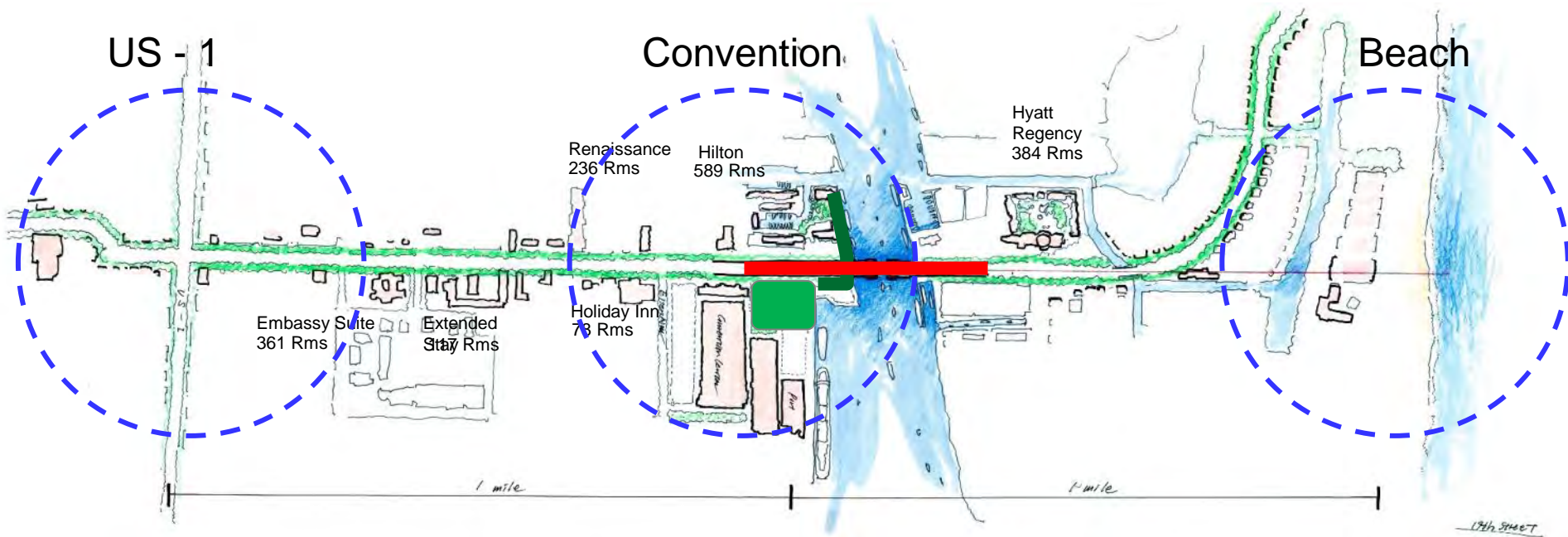
Northport

Midport

Entrance Channel

South Beach Park

How People Get Here



Hotels



Restaurants



Beach

17th Street is the Front Door



Where is the Convention Center?



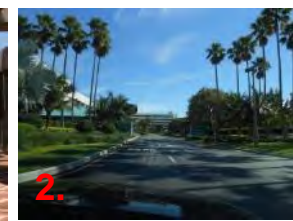
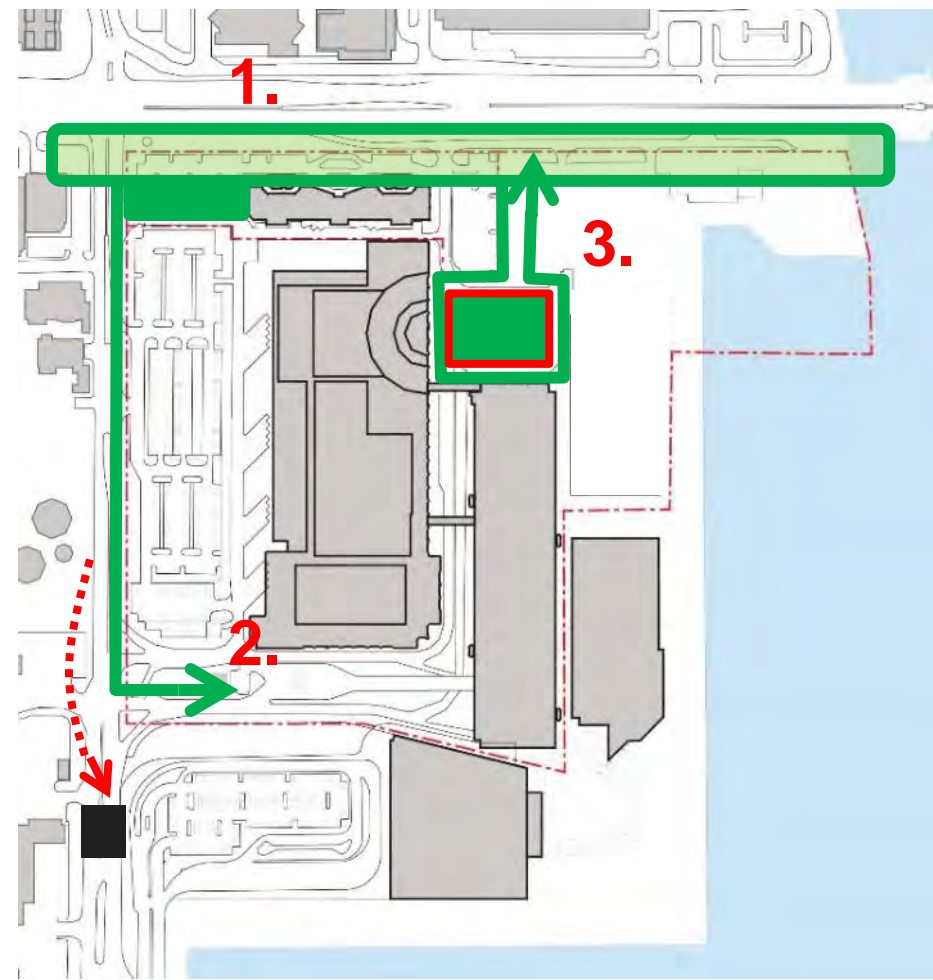
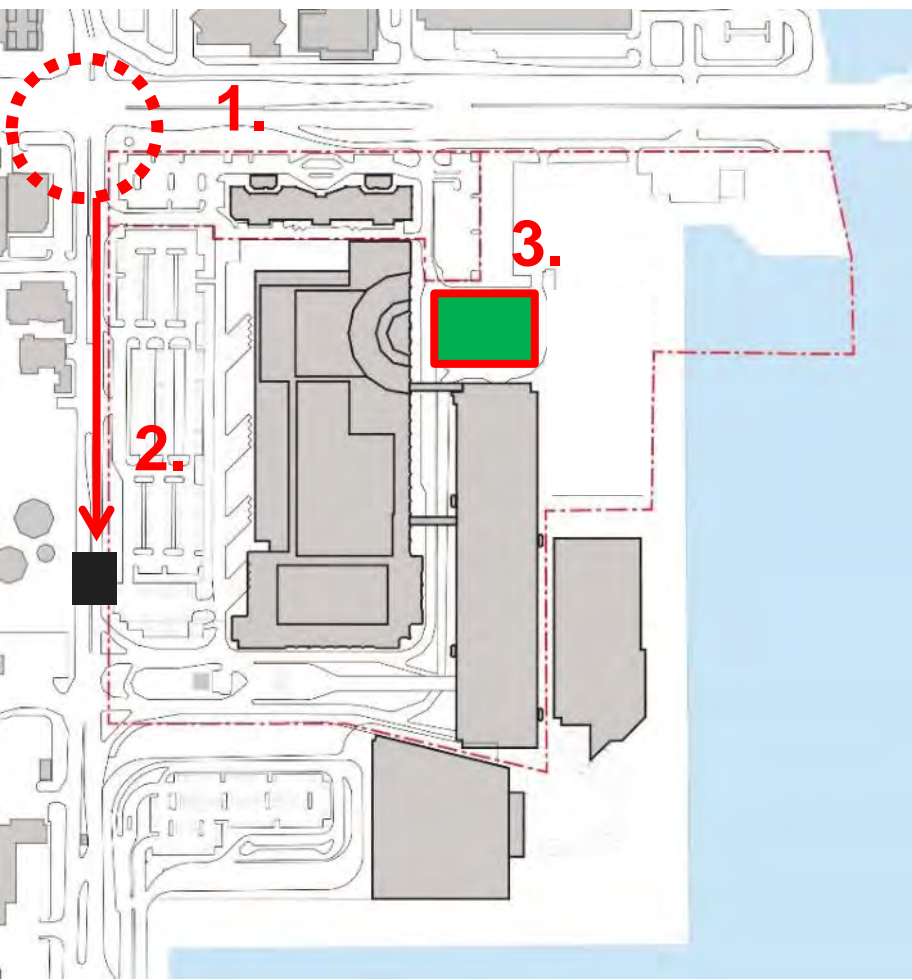
San Diego Convention Center



The 17th Street Bridge – A Gateway?



Bridge as a Gateway - Sydney Darling Harbour



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

Arrival Strategy



The Wave



The Sun Trolley



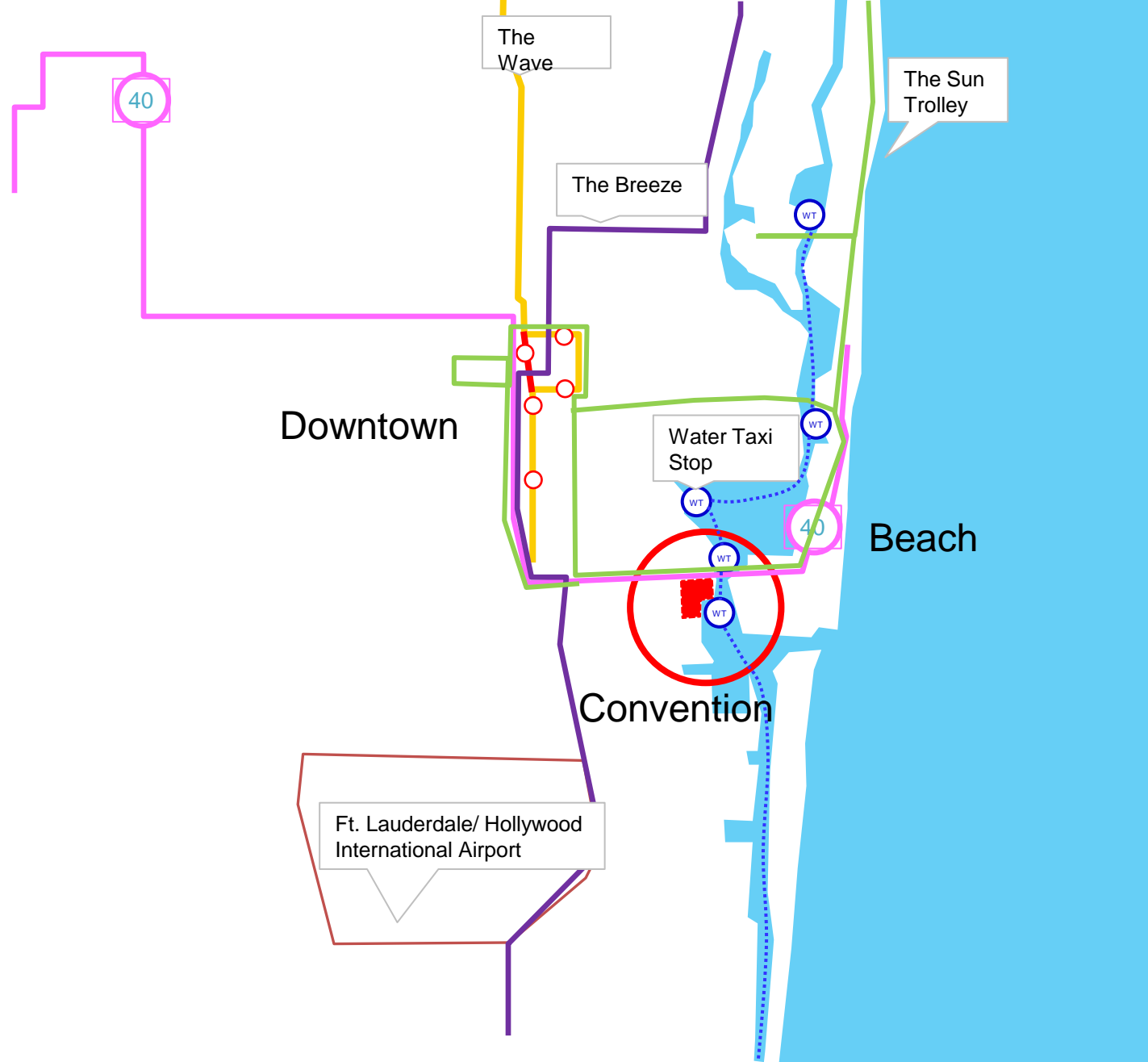
Broward Transit Bus



Breeze Bus



Water Taxi



Traffic Strategy – Existing modes of transportation

17th Street

100%

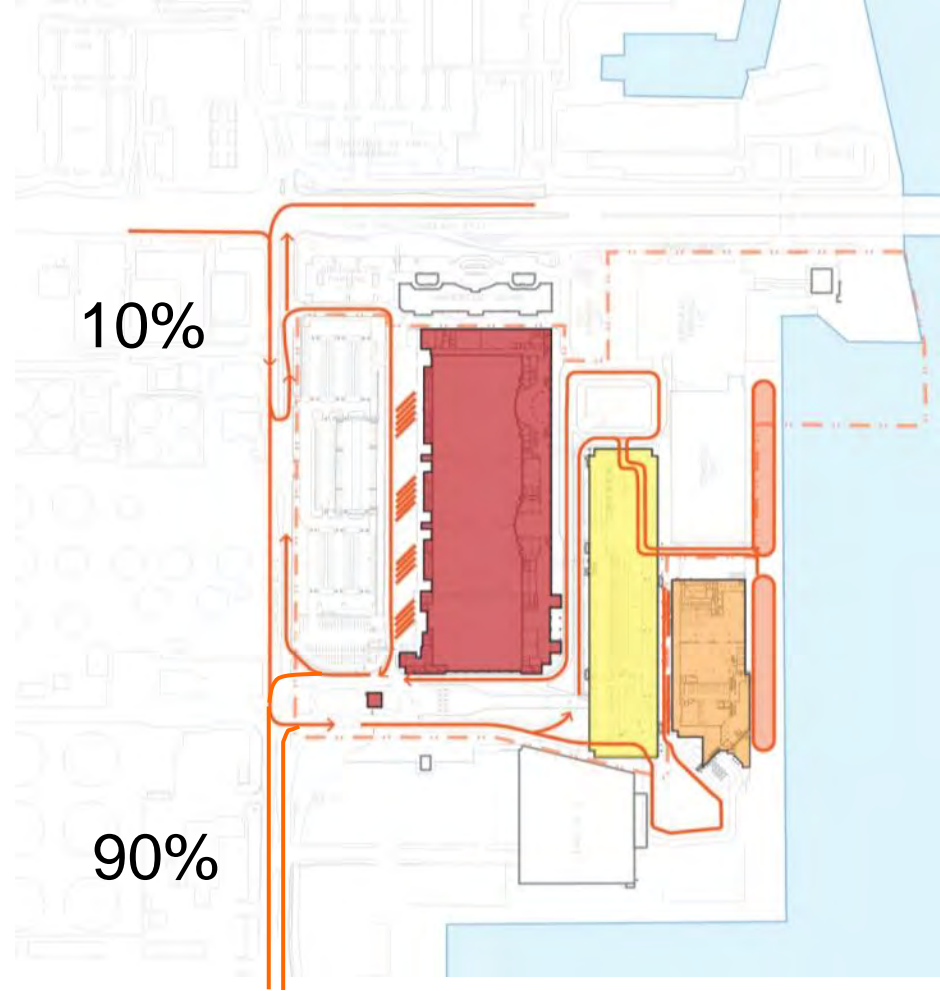
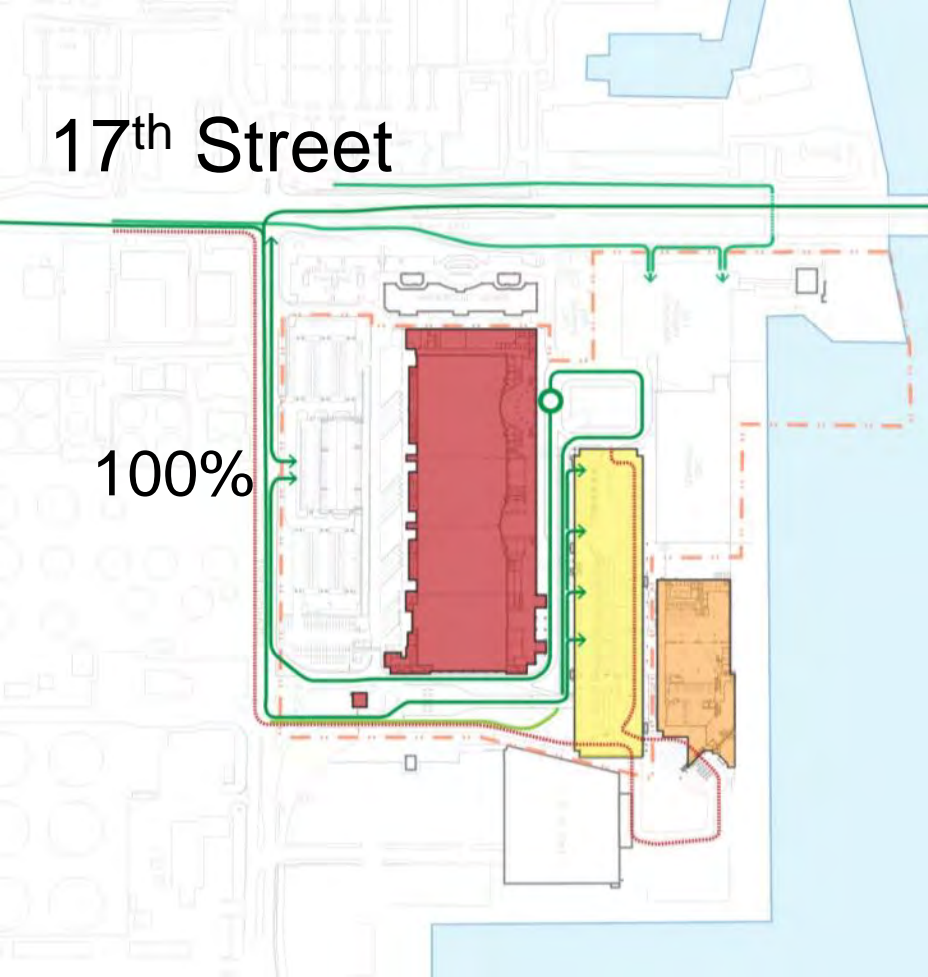
Cars

10%

90%

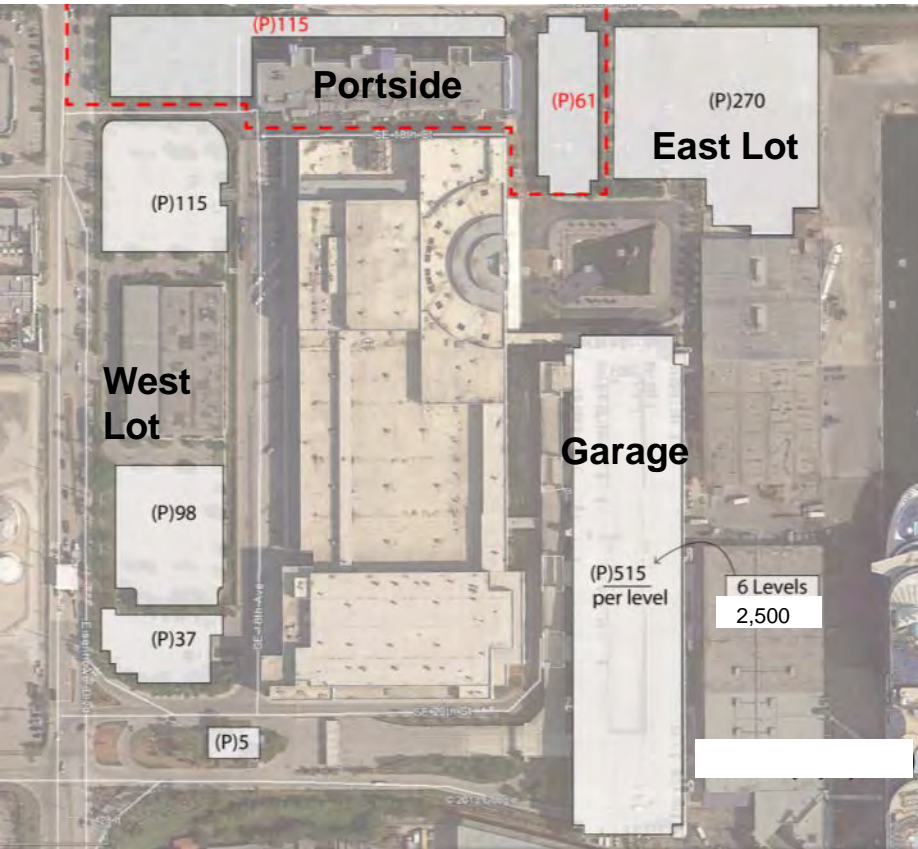
Taxi/Bus/Truck
(From 24th Street)

Modes of Transportation on 17th and 24th Streets



	Today (Estimated)	Future (Goal)	
Cars	75%	40%	(Reduce by 35%)
Buses Sun Trolley	20%	45%	UP
Taxis The Wave Water Taxi Bike Share	5%	15%	UP
People Mover	0%	(10%)	(Long Term Goal)

Traffic Strategy – Control modes of transportation



Parking Provided

Garage	2,500 sp
West Lot	250 sp
East Lot	270 sp
<hr/> Sub Total	<hr/> 3,020 sp
Portside	176 sp
<hr/> Total	<hr/> 3,196sp

3,020 spaces without Portside

Existing Parking

Existing Development Program

		**Parking Demand
Convention Center Visitors	610,000 sf	2,050 sp
Convention Center Staff (say)		250 sp
Port of Everglades		450 sp
<hr/>		
Sub-total		2,750 sp

Additional Development Program

Convention Center Expansion	*224,000 sf	***450 sp
Headquarter Hotel (750 rms)	750,000 sf	****900 sp
Entertainment/Retail	100,000 sf	500 sp
<hr/>		
Sub Total		1,850 sp

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

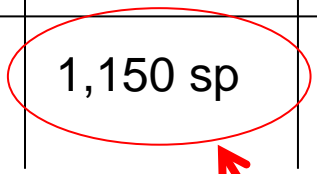
** Previous Master Plan

*** Proportional assumption from previous Master Plan

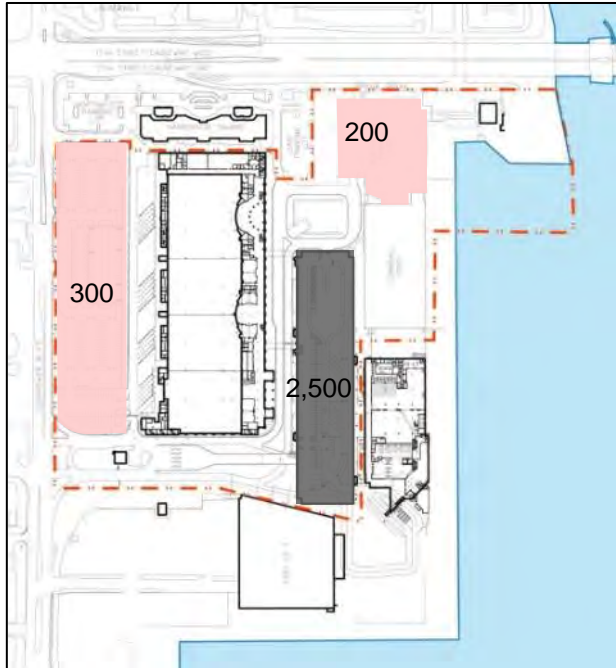
**** 1.2 sp/rm

Proposed Development and Parking

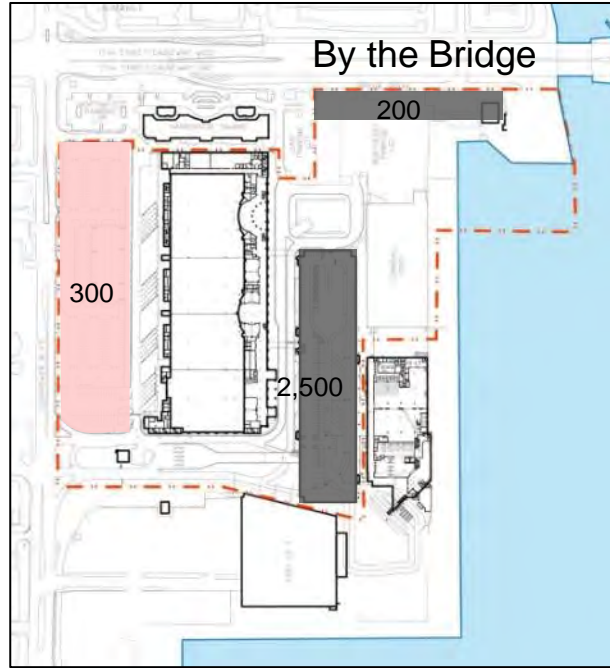
		Convention and Cruise	Convention Only	Weekend and Weeknight
Convention Center Visitors	2,500 sp	1,600 sp	1,600 sp	0 sp
Convention Center Staff	250 sp	250 sp	250 sp	50 sp
Port of Everglades	450 sp	450 sp	0 sp	0 sp
Headquarter Hotel	900 sp	900 sp	900 sp	600 sp
Entertainment/Retail	500 sp	200 sp	200 sp	500 sp
Sub-total		3,400 sp	2,950 sp	1,150 sp
35% Transit Discount		2,250 sp	1,950 sp	



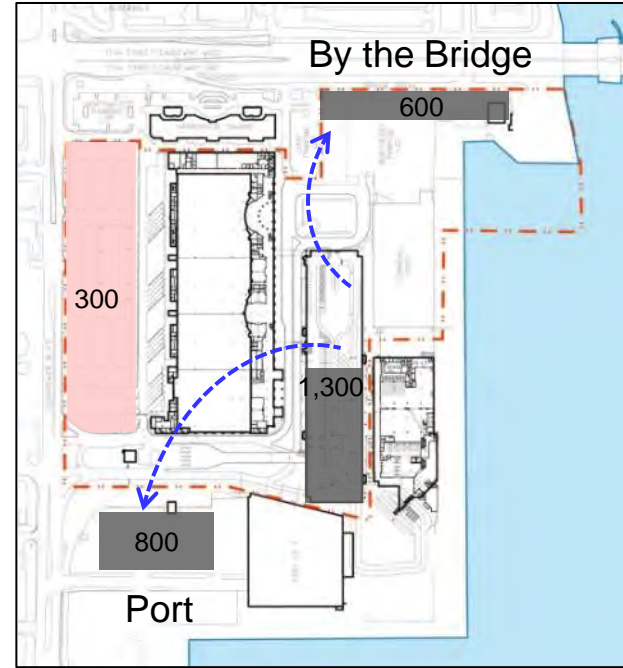
Shared and Discounted Parking



Existing
3,020 Spaces

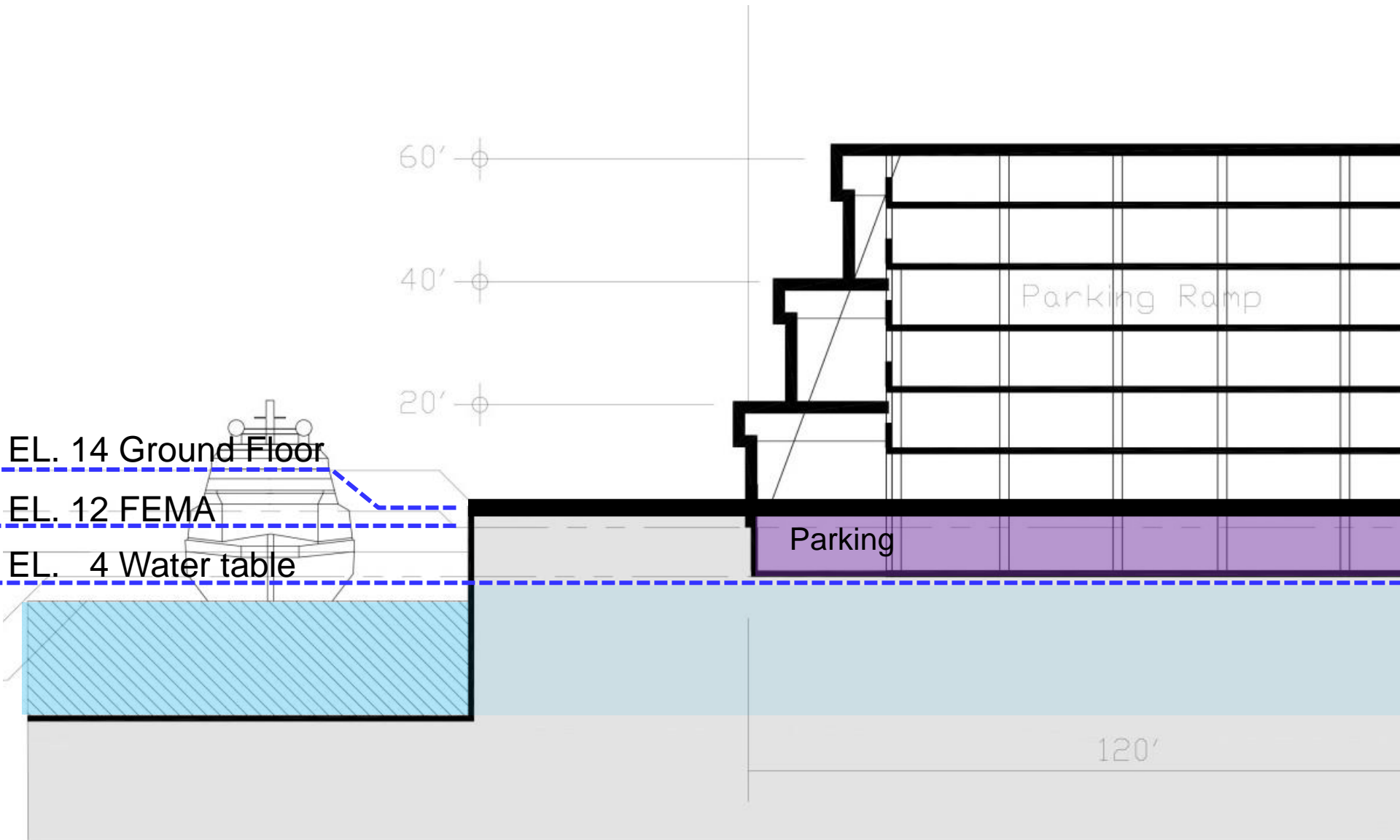


Option 1
2,250 - 3,020 Spaces



Option 2
2,250 - 3,020 Spaces

Parking Strategy – Reduce Parking Spaces



Potential Below grade Parking



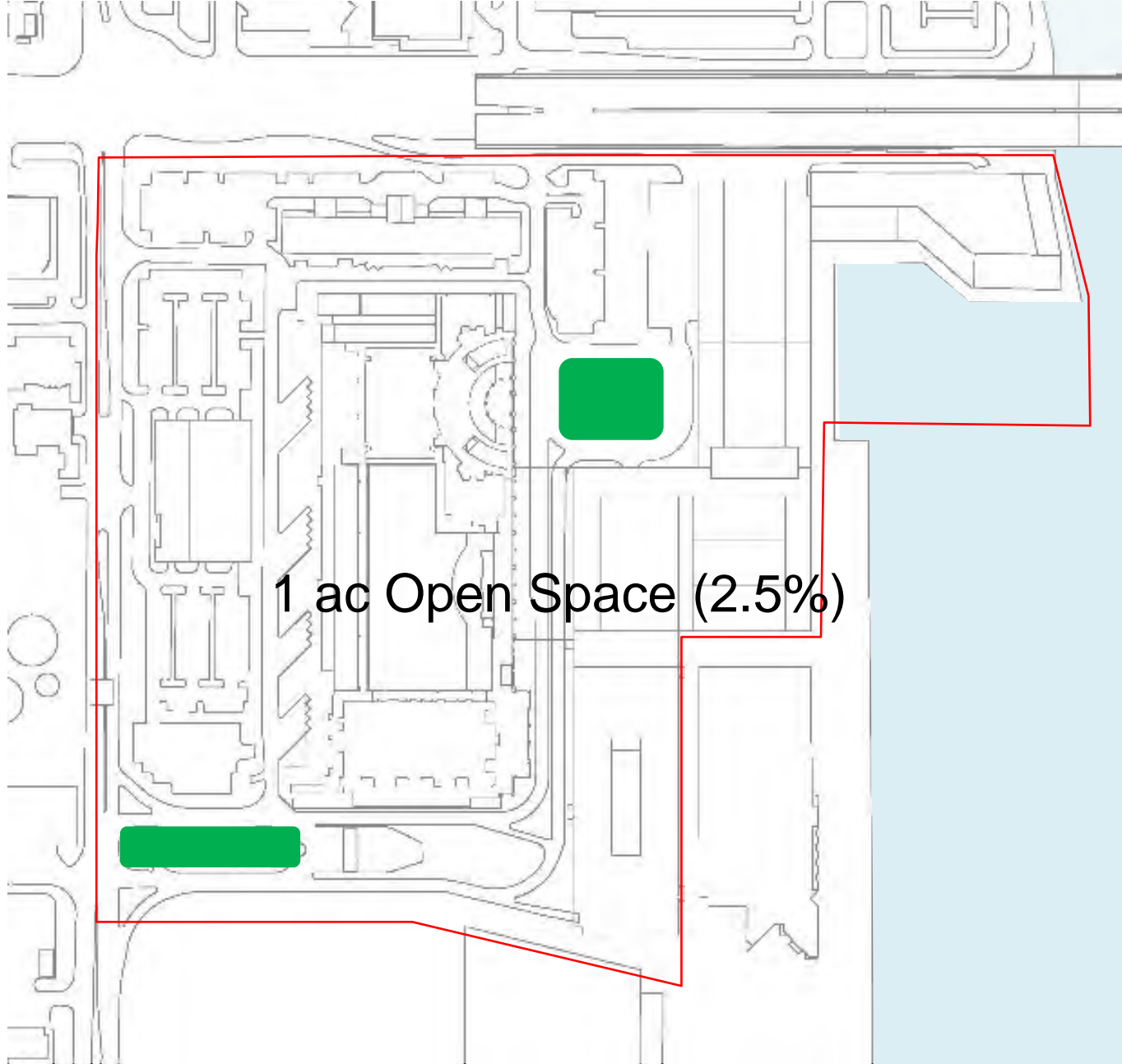
Pedestrian Environment outside of our Boundary



Incomplete Pedestrian Access



What other places do to the waterfront

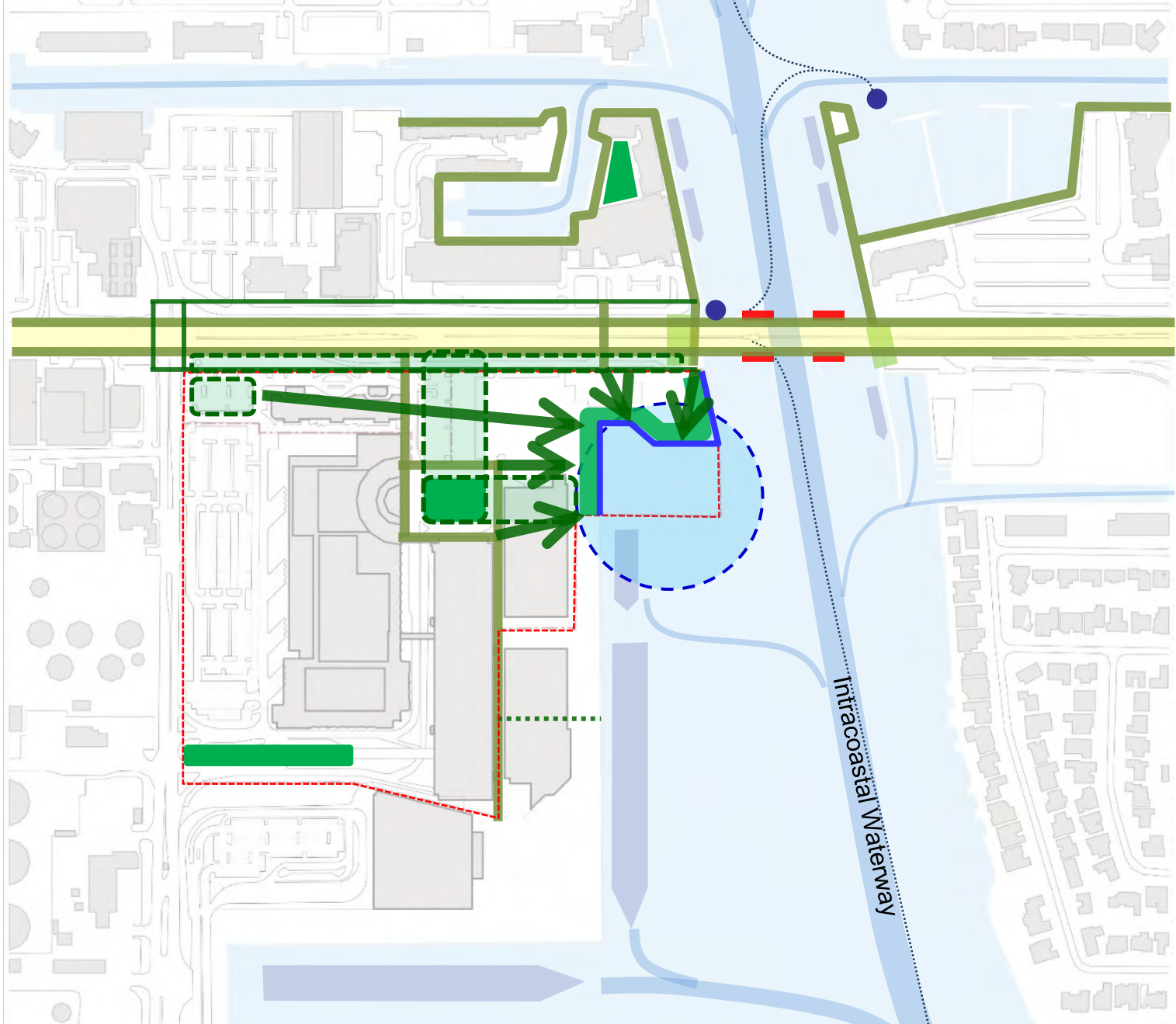


1 ac Open Space (2.5%)

Existing Open Space – Not enough...



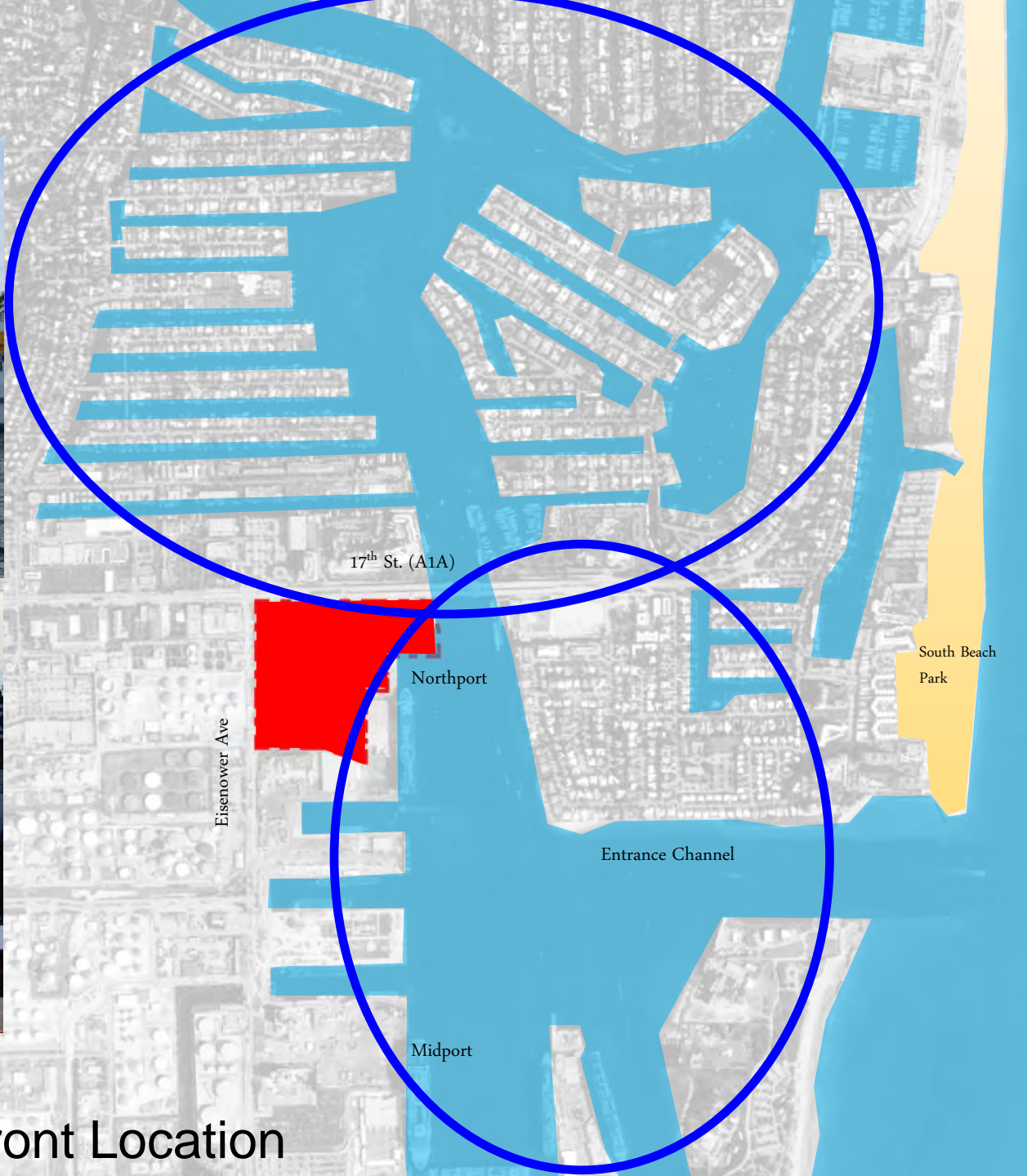
And hidden...



Connect the Community to the Water



It's All About the Water



17th St. (A1A)

Northport

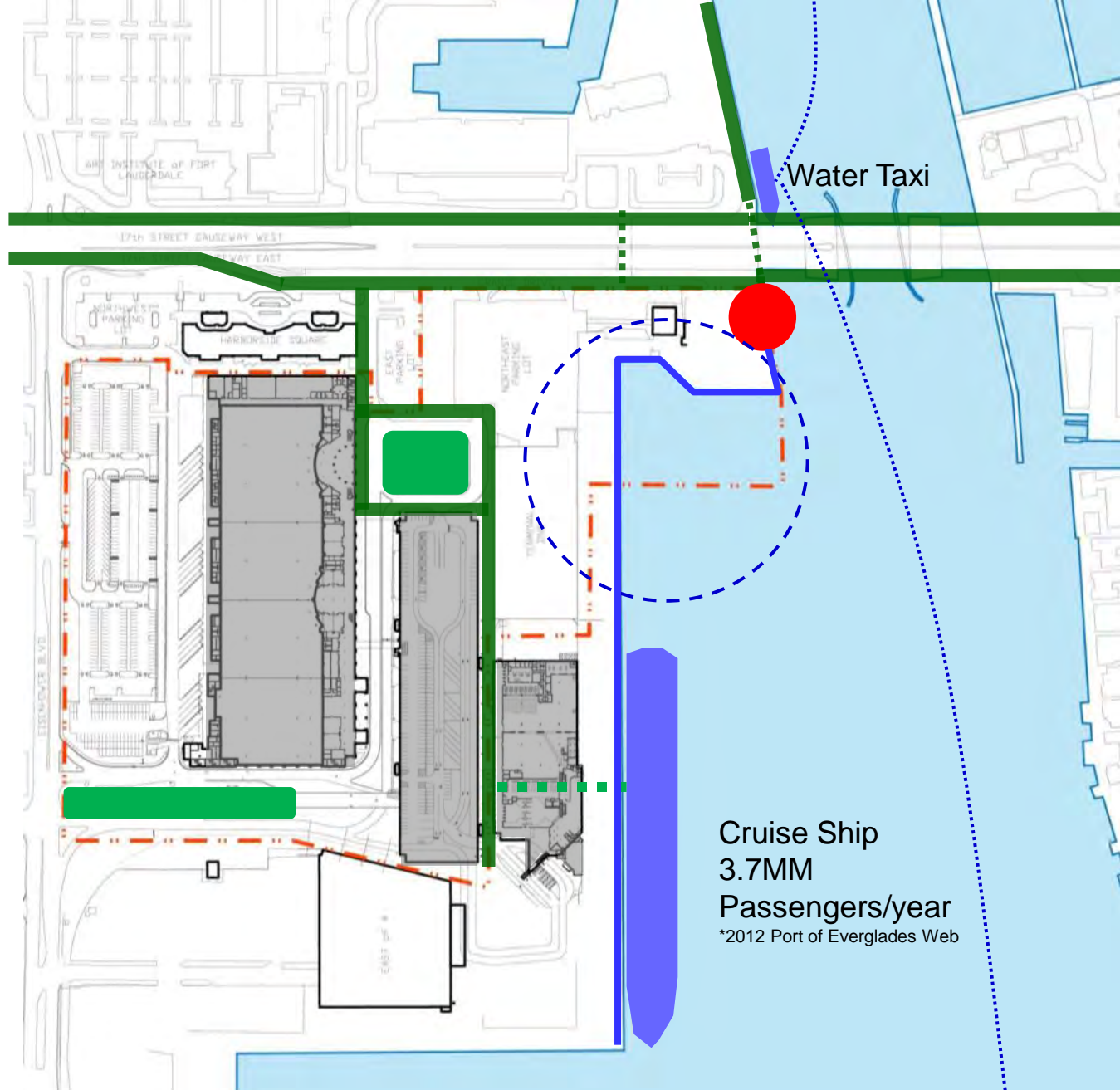
Eisenhower Ave

Midport

Entrance Channel

South Beach
Park

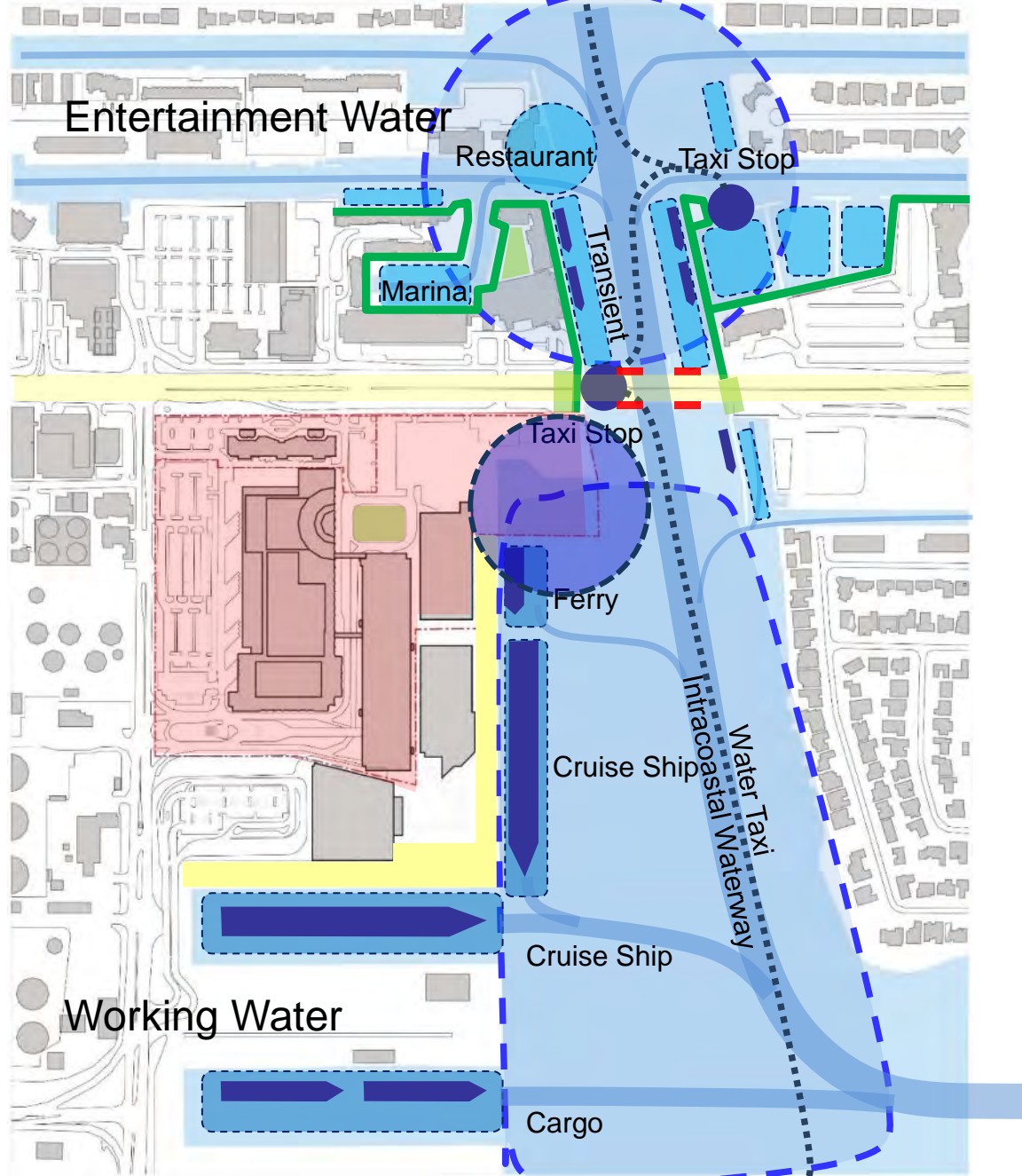
Our Prominent Waterfront Location



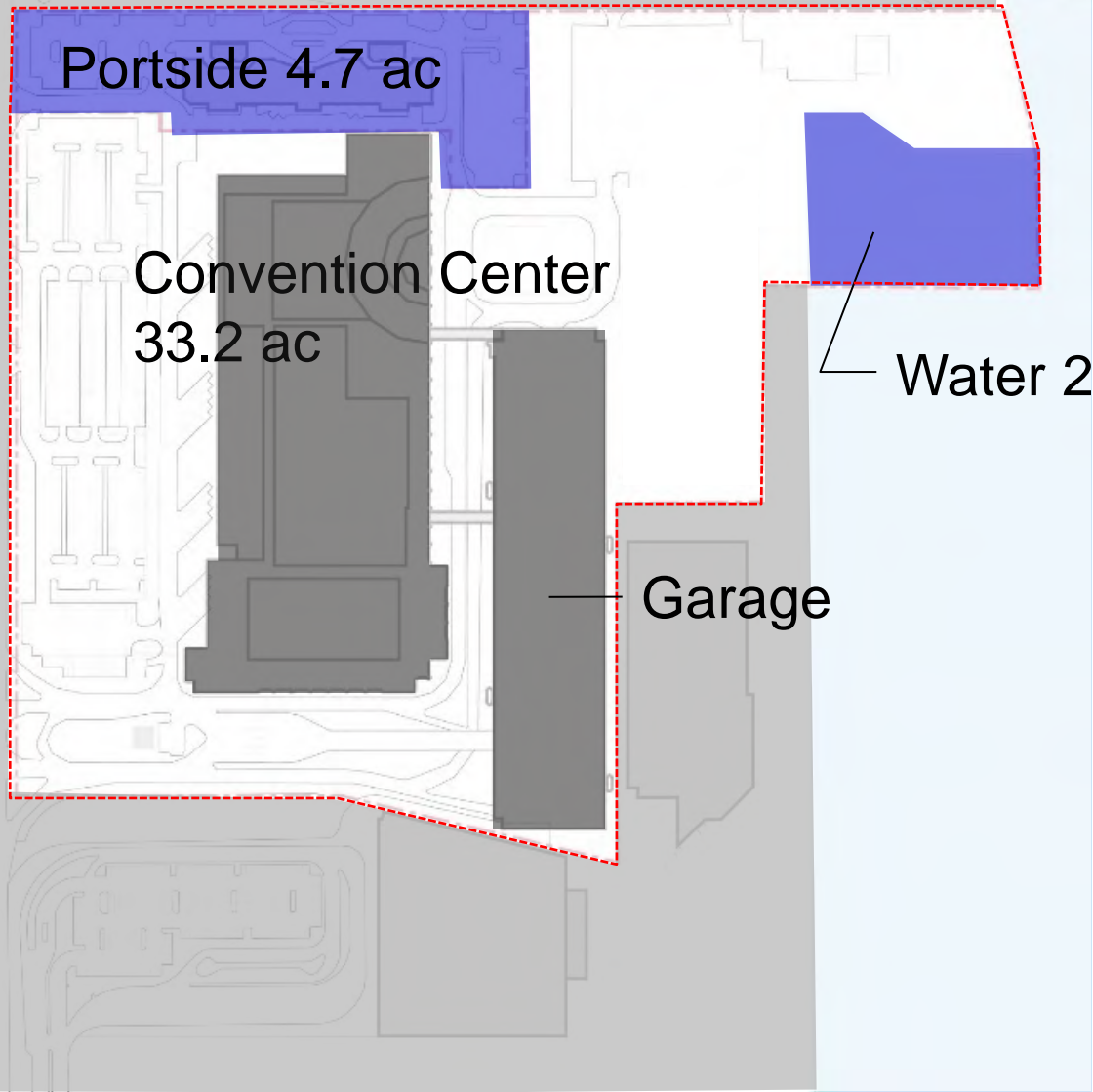
Insufficient Access to Water Activities



The Water Taxi Network does not come here today

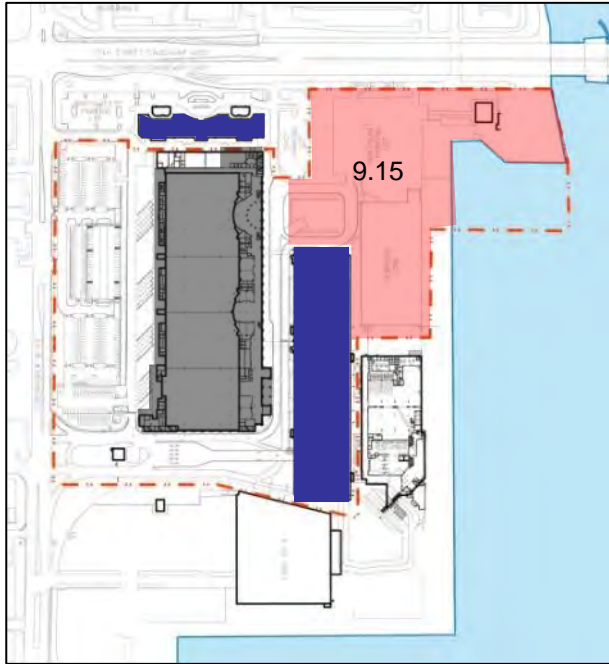


Water Strategy – Utilize existing water assets



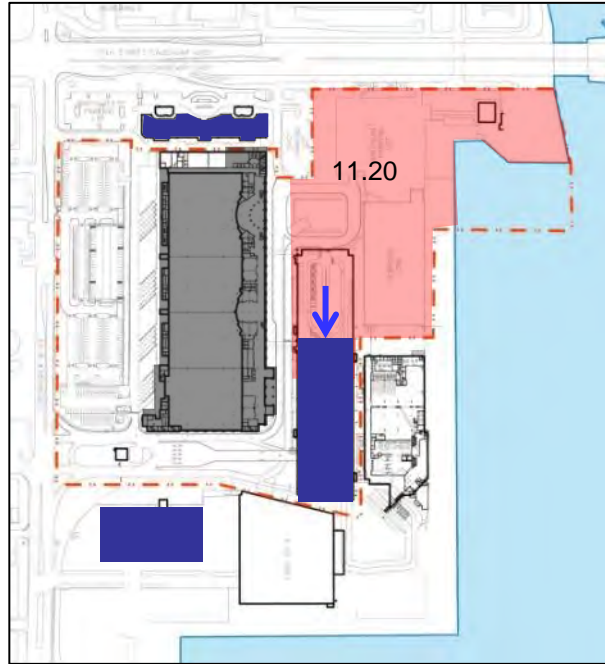
Water	2.1 ac
Portside	4.7 ac
Site Area	33.2 ac
<hr/>	
Total	40.0 ac

The Site – Expansion Opportunity



Existing
9.15 ac

- Keep Portside
- Keep Full-Garage



Partial Garage
11.2 ac

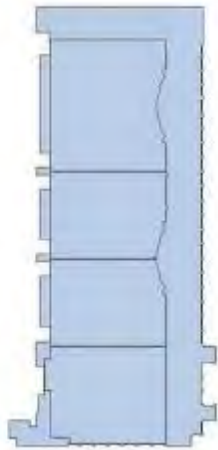
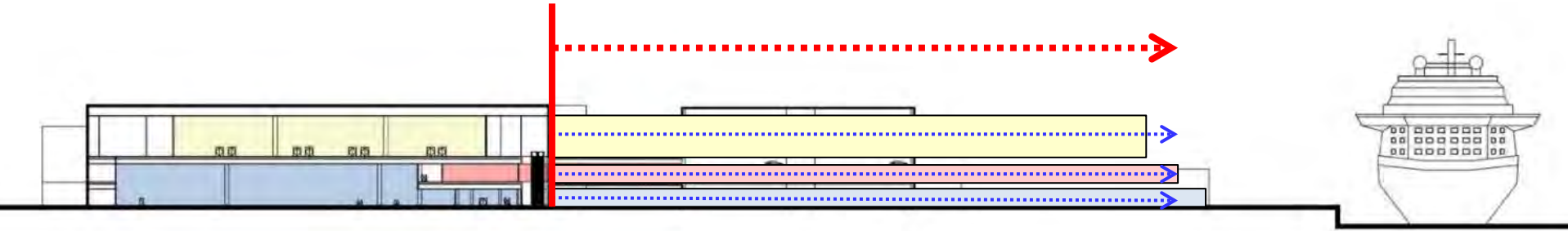
- Keep Portside
- Relocate Partial Garage



Integrate Portside
14.45 ac

- Integrate Portside
- Relocate Partial Garage

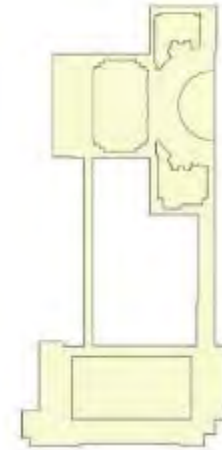
Expansion Strategy



Elev. +0' Exhibition
Up to 35' Ceiling

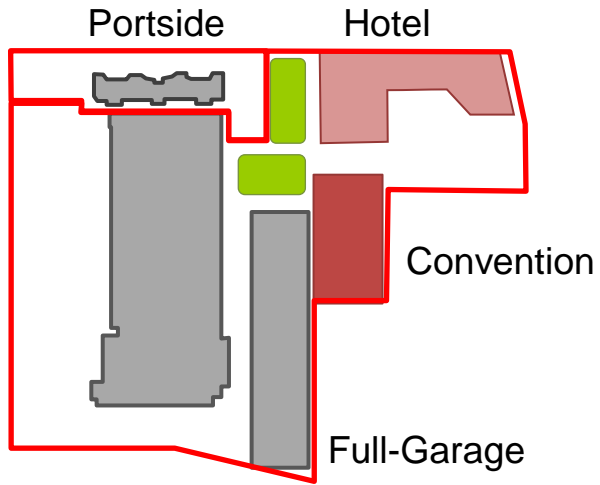


Elev. +20' Pre-function
Up to 15' Ceiling

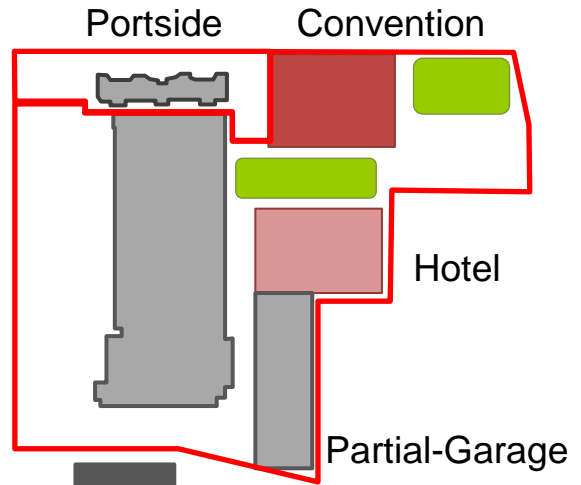


Elev. +40 Ballroom/ Meeting
Unlimited Ceiling

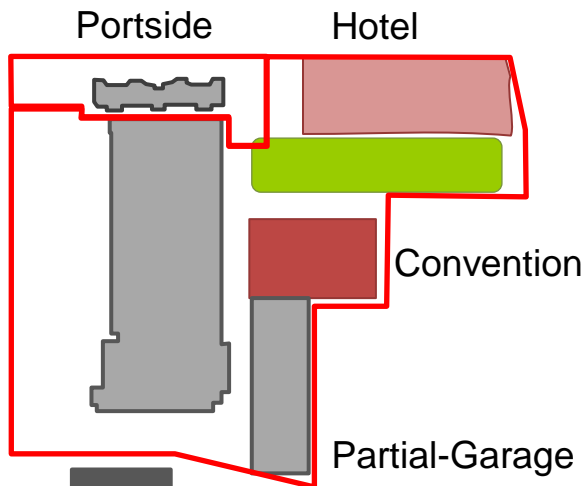
Expand Existing Three Levels



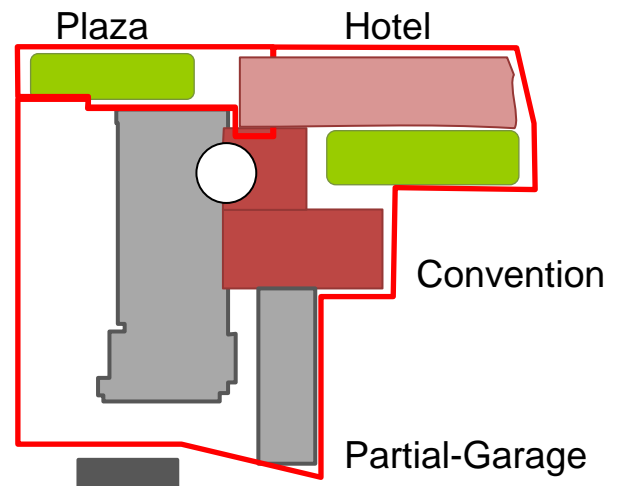
1



2



3



4

Four Expansion Strategy



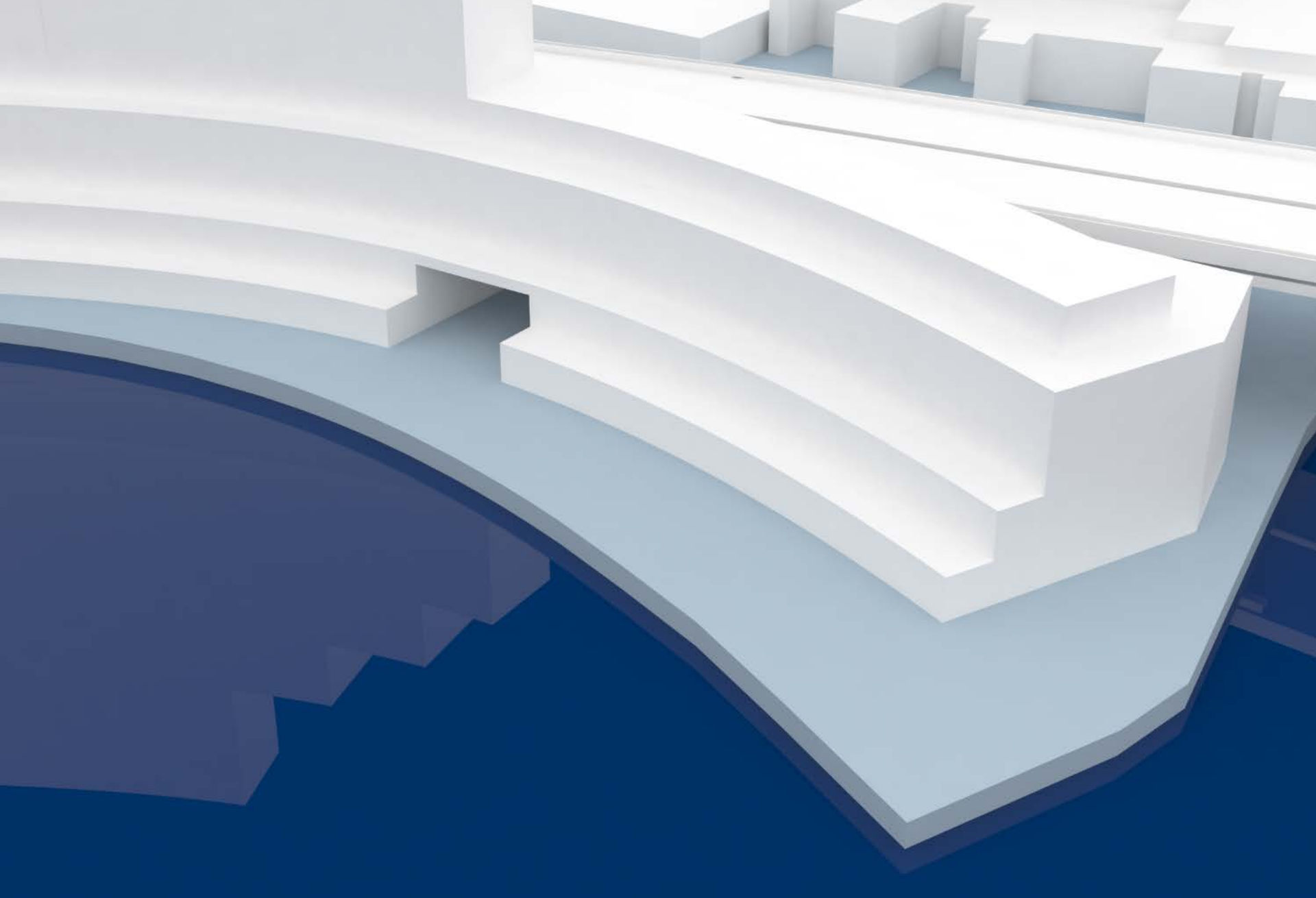
Design Principles



Create an Iconic Waterfront Destination



Integrate existing community assets and business



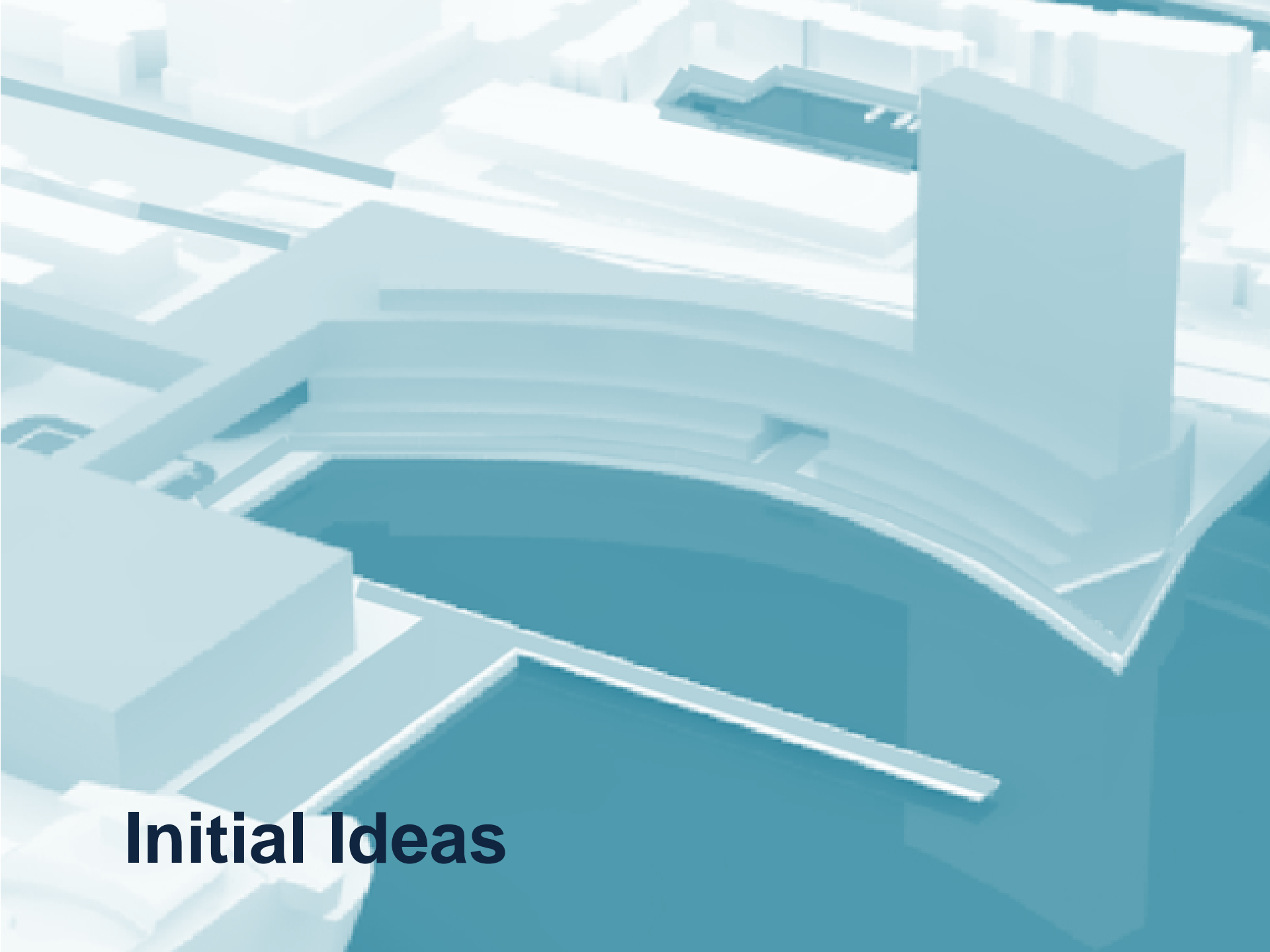
Explore building design that creates the sense of place



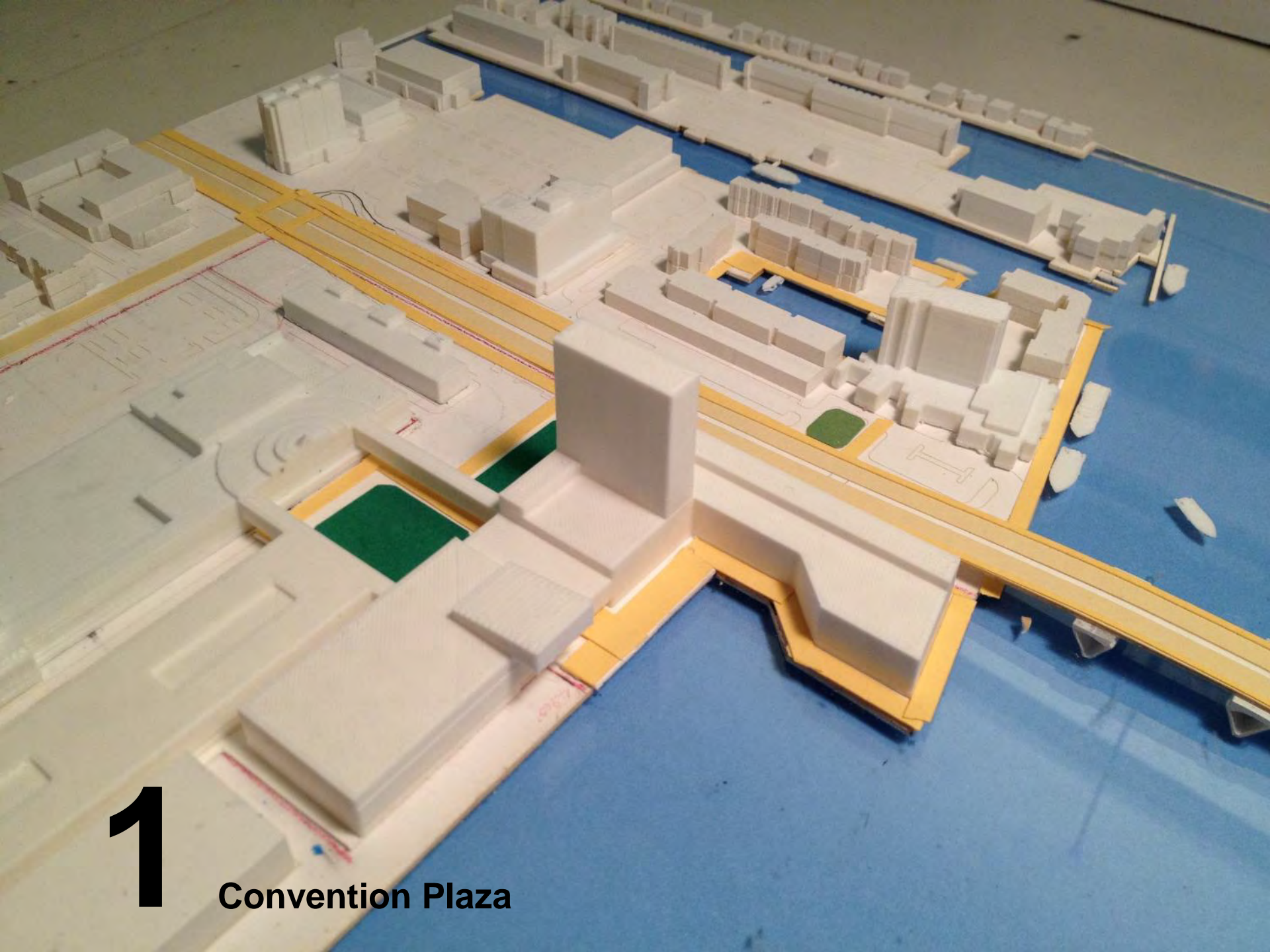
Promote multi-modal transportation



Encourage sustainable development

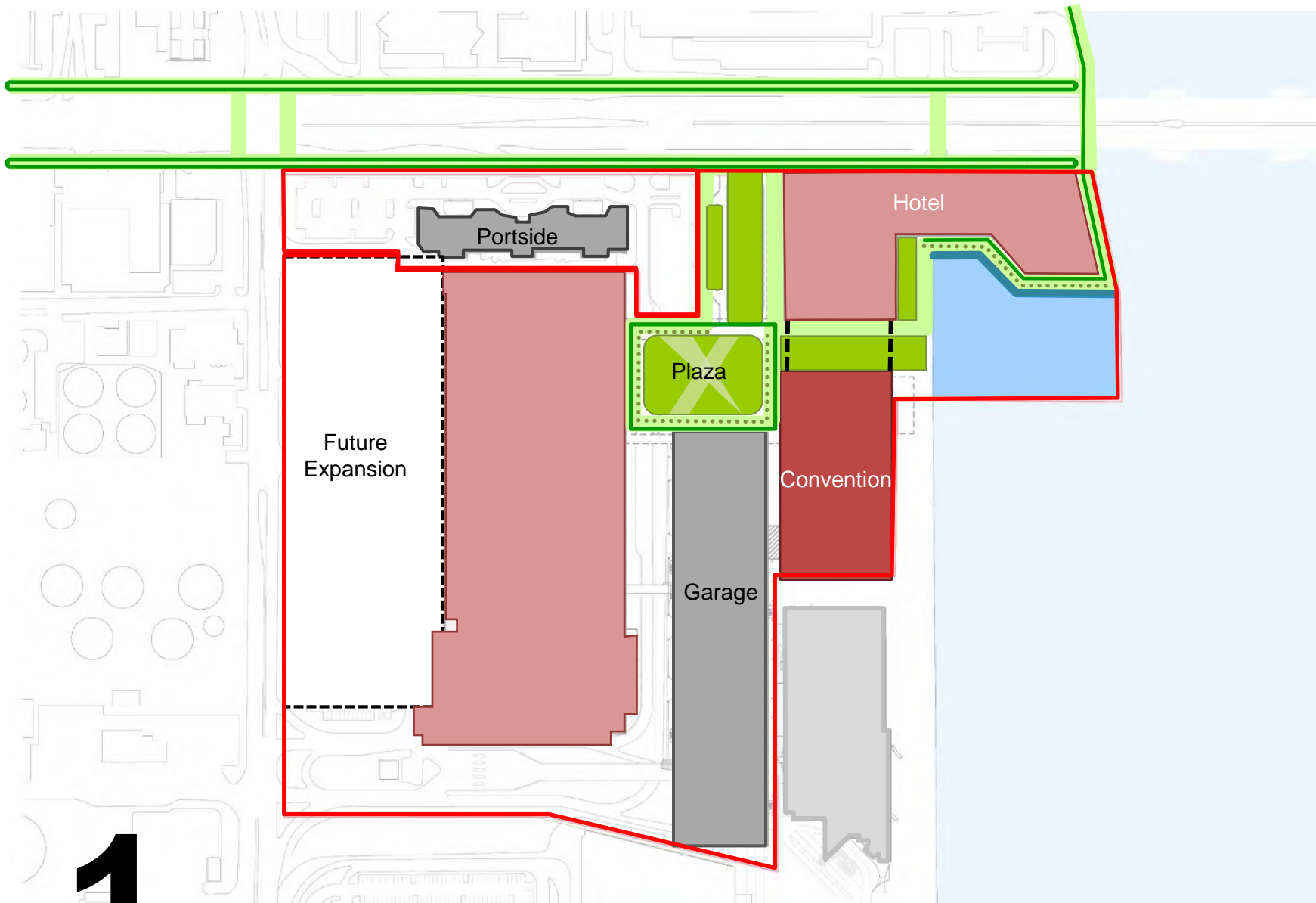


Initial Ideas



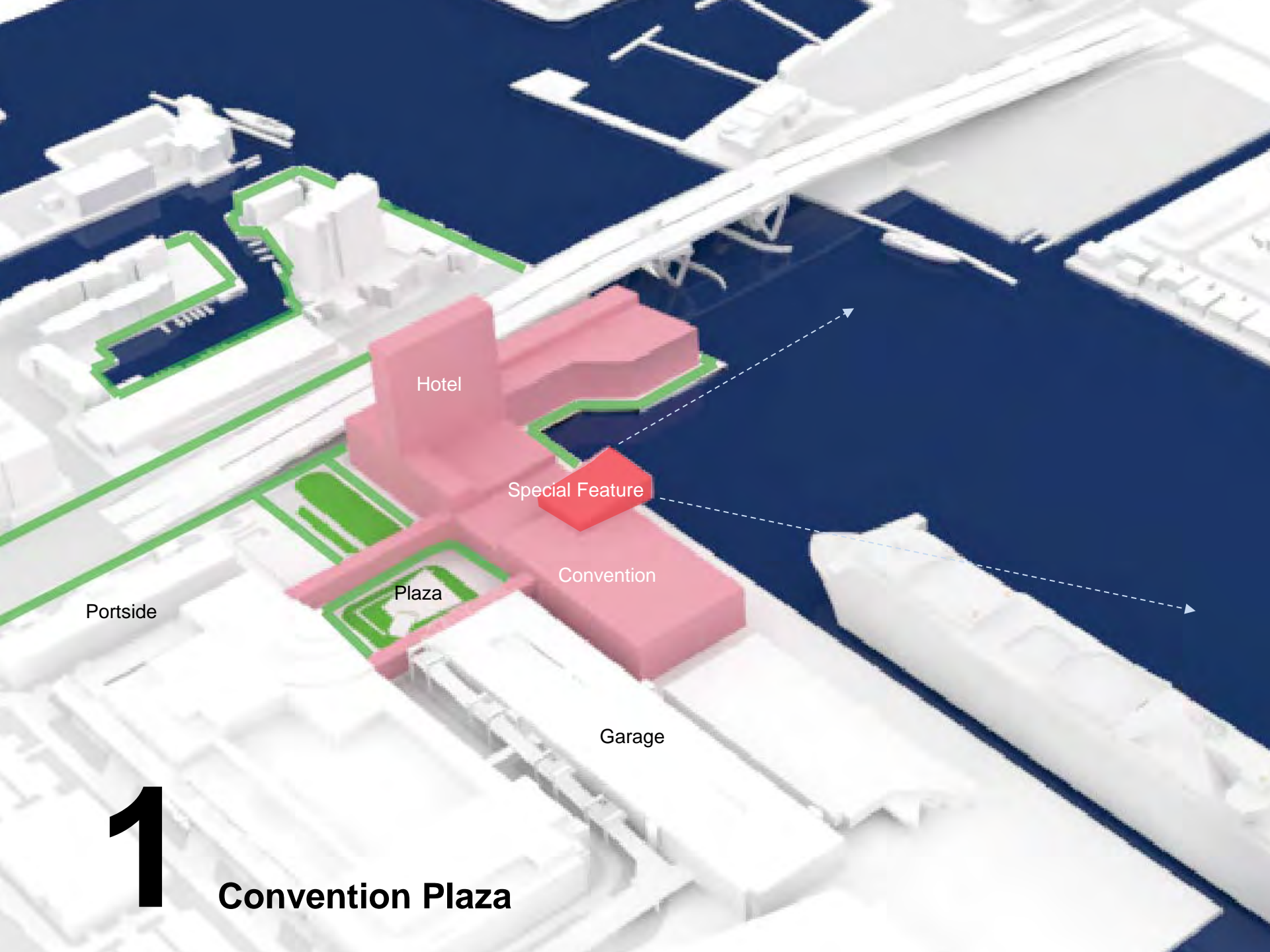
1

Convention Plaza



1

Convention Plaza



Hotel

Special Feature

Convention

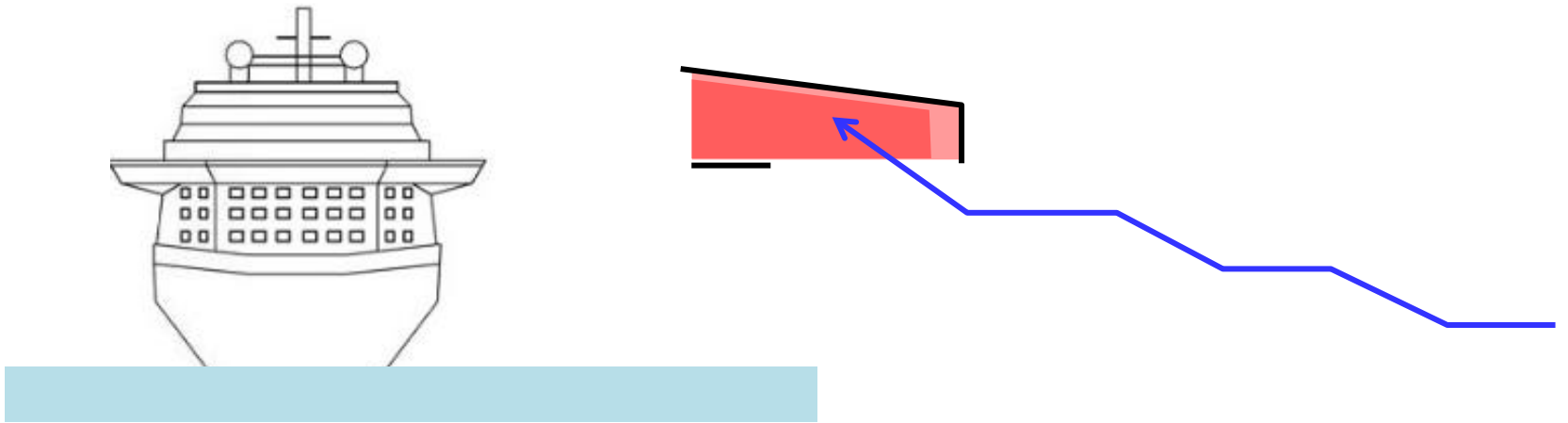
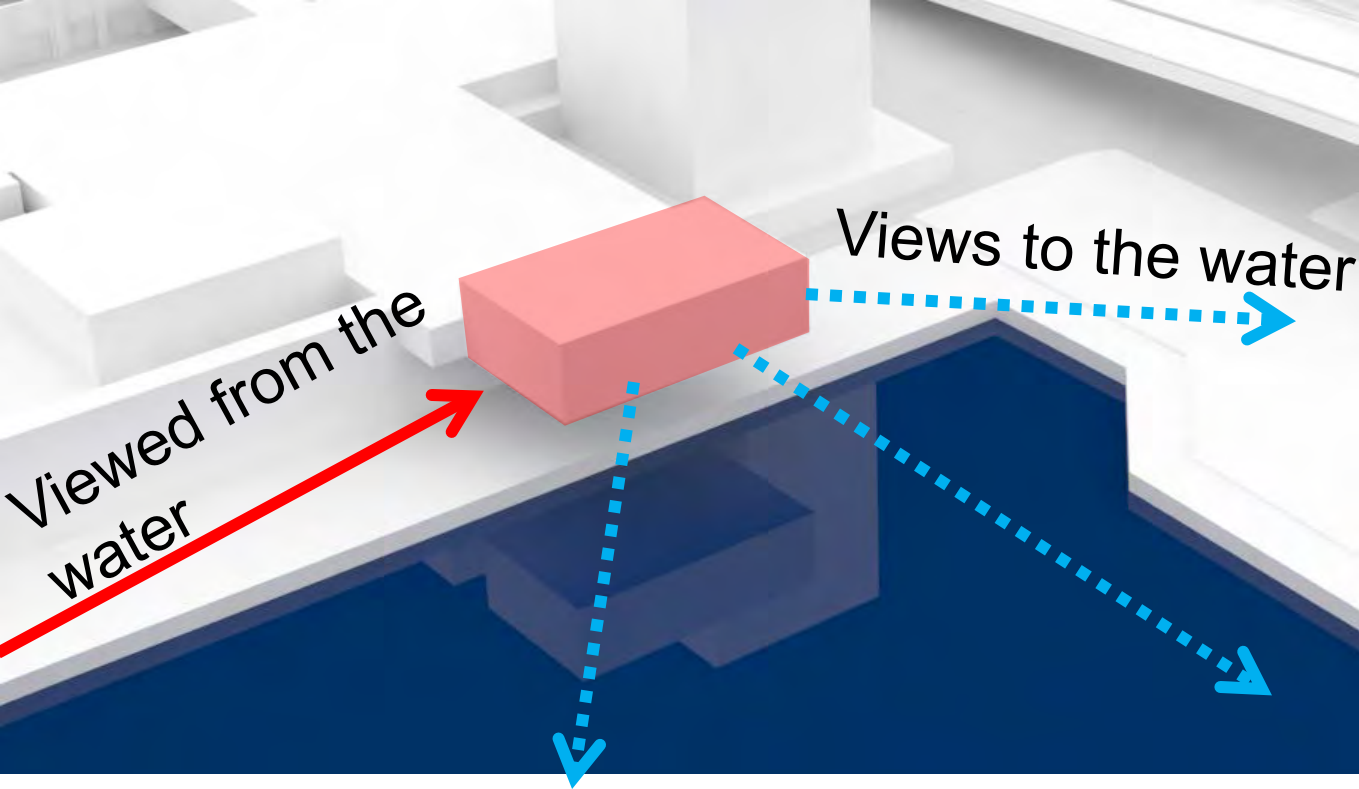
Plaza

Garage

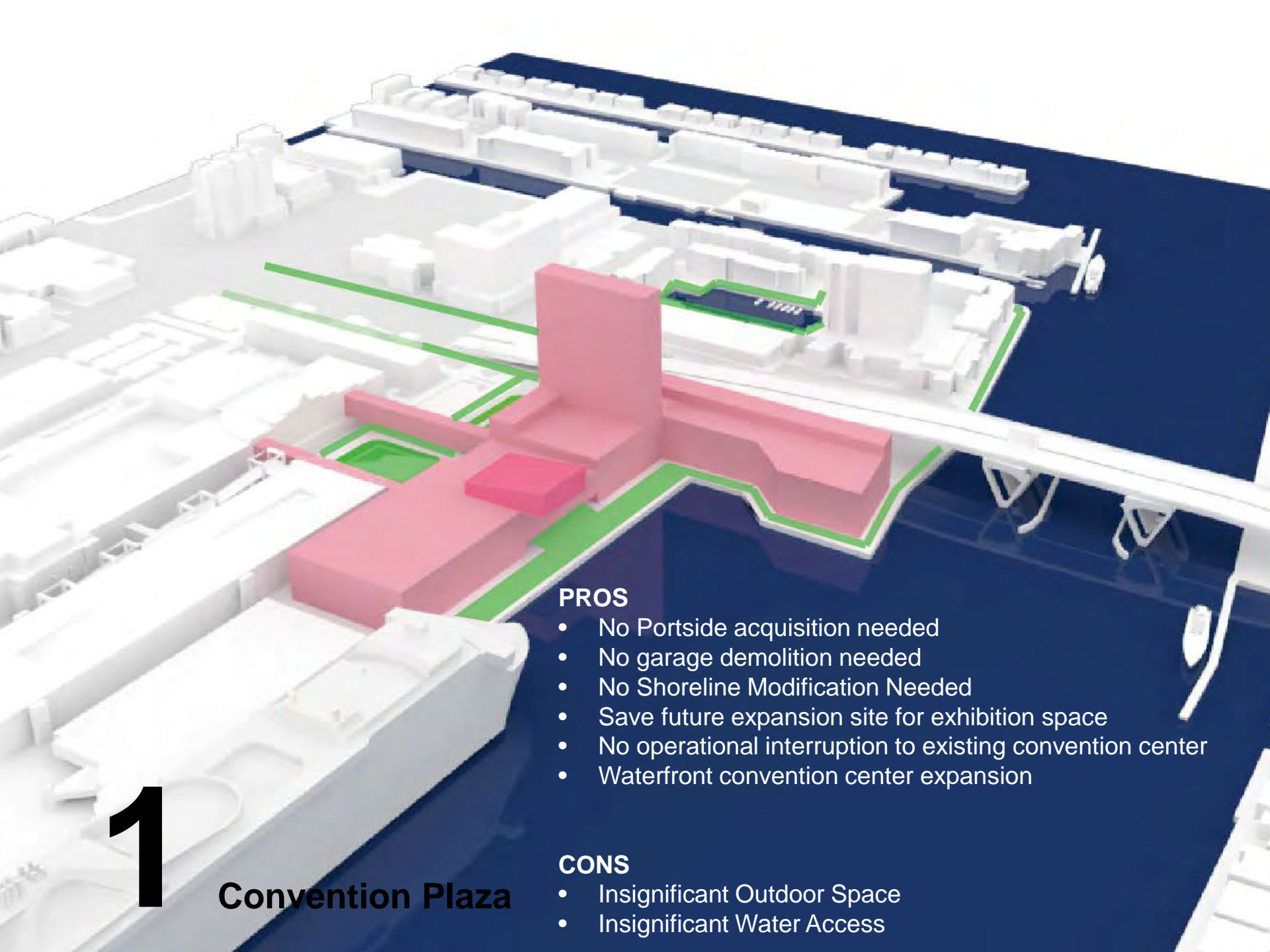
Portside

1

Convention Plaza



Add the Fourth Level



1

Convention Plaza

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

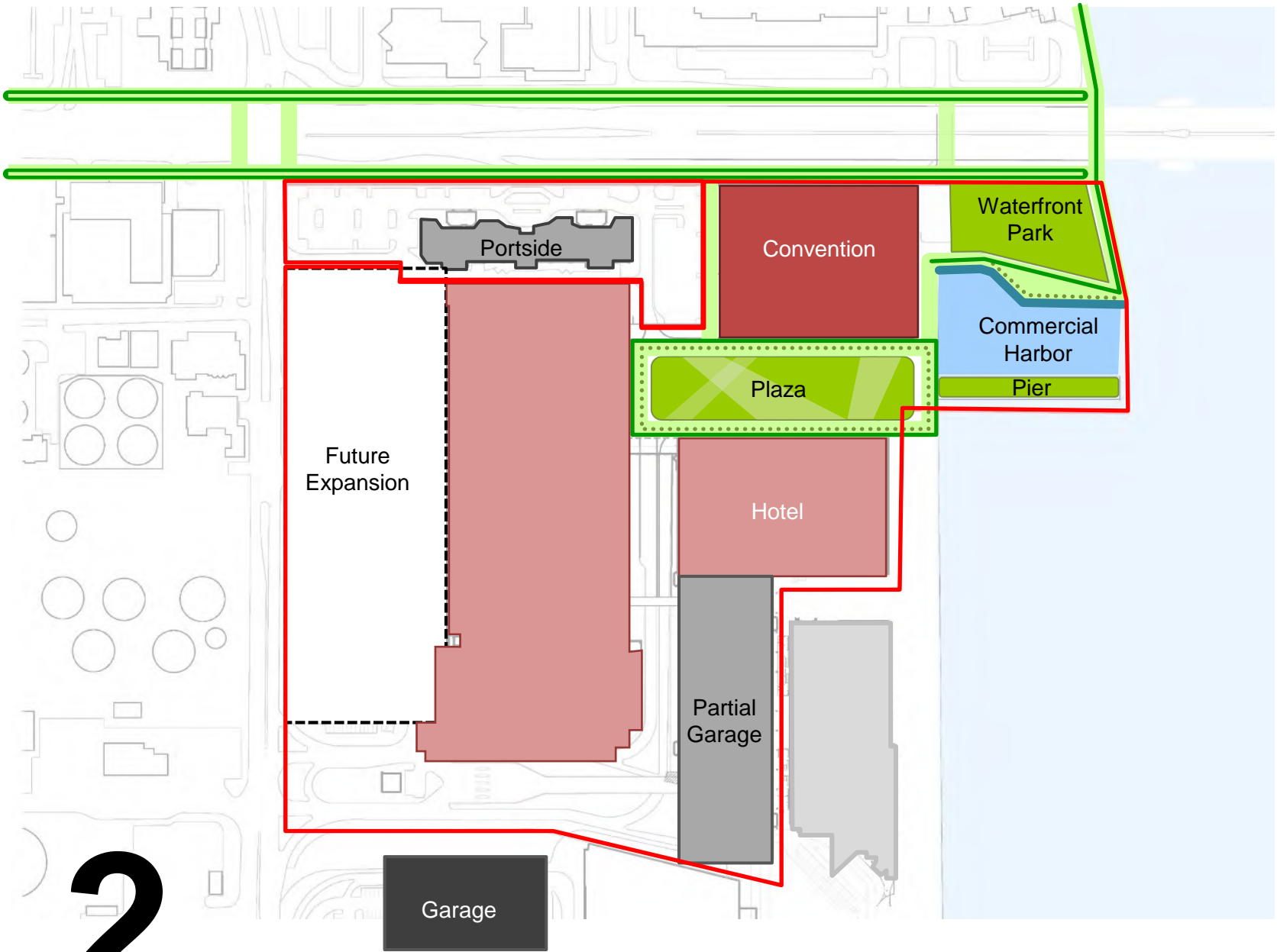
CONS

- Insignificant Outdoor Space
- Insignificant Water Access



2

Waterfront Park



2

Waterfront Park



Convention

Hotel

Waterfront Park 1 ac

Commercial Harbor

Pier

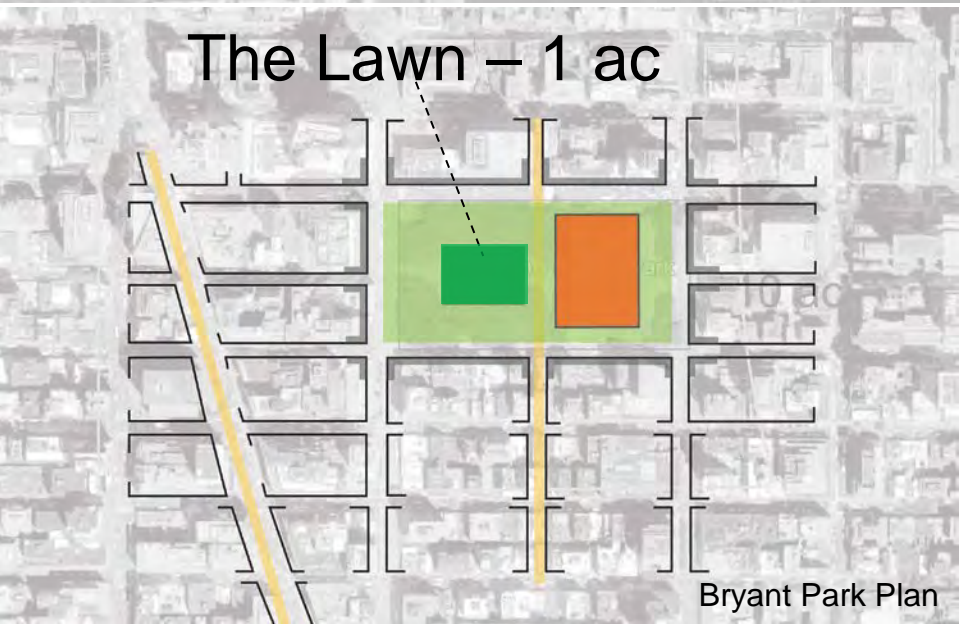
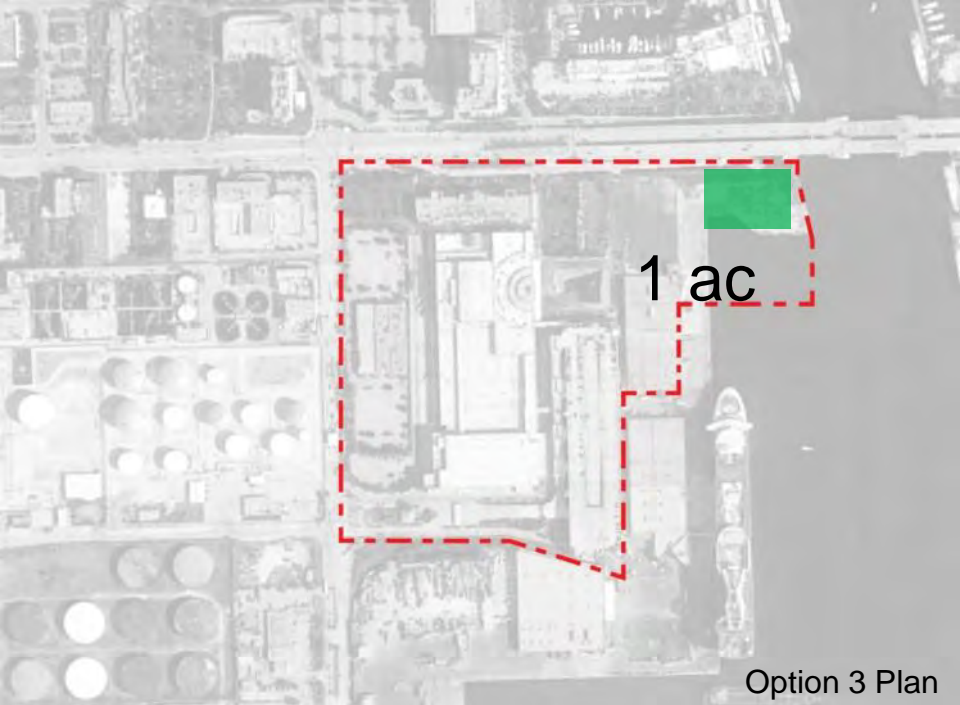
Waterfront Plaza

2

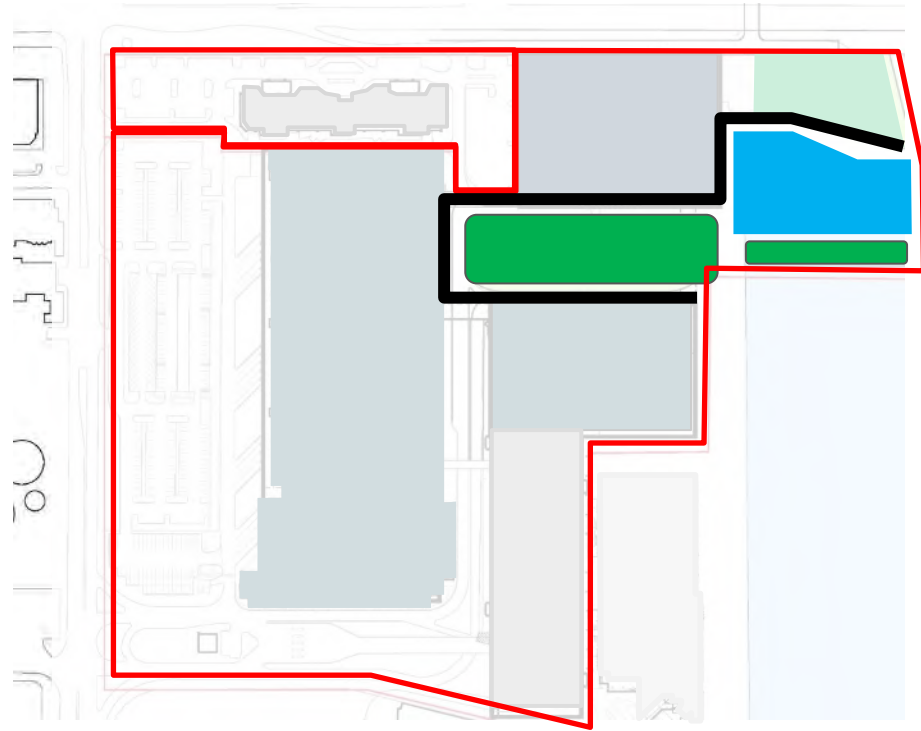
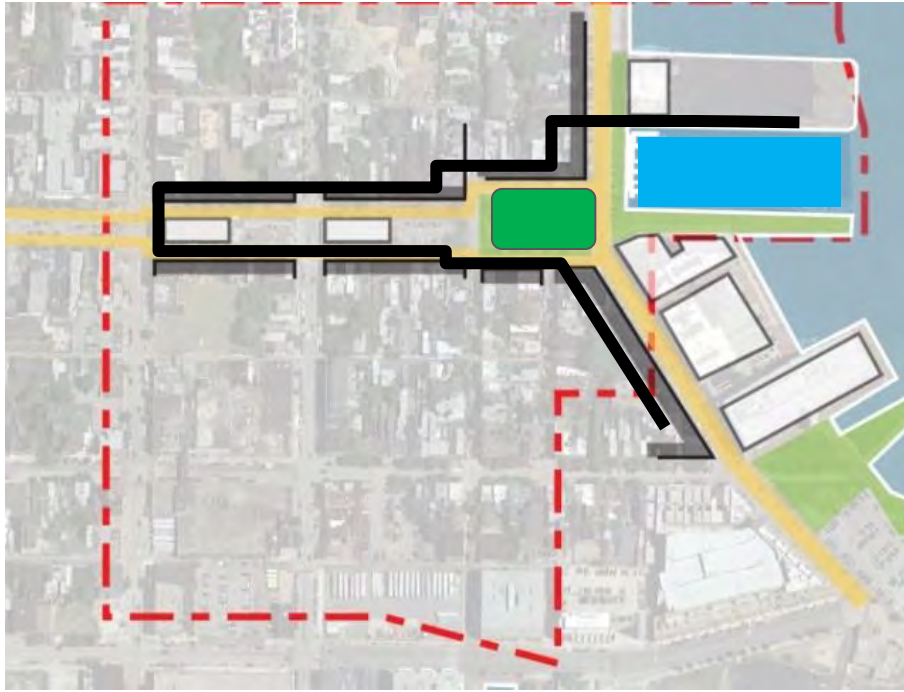
Waterfront Park



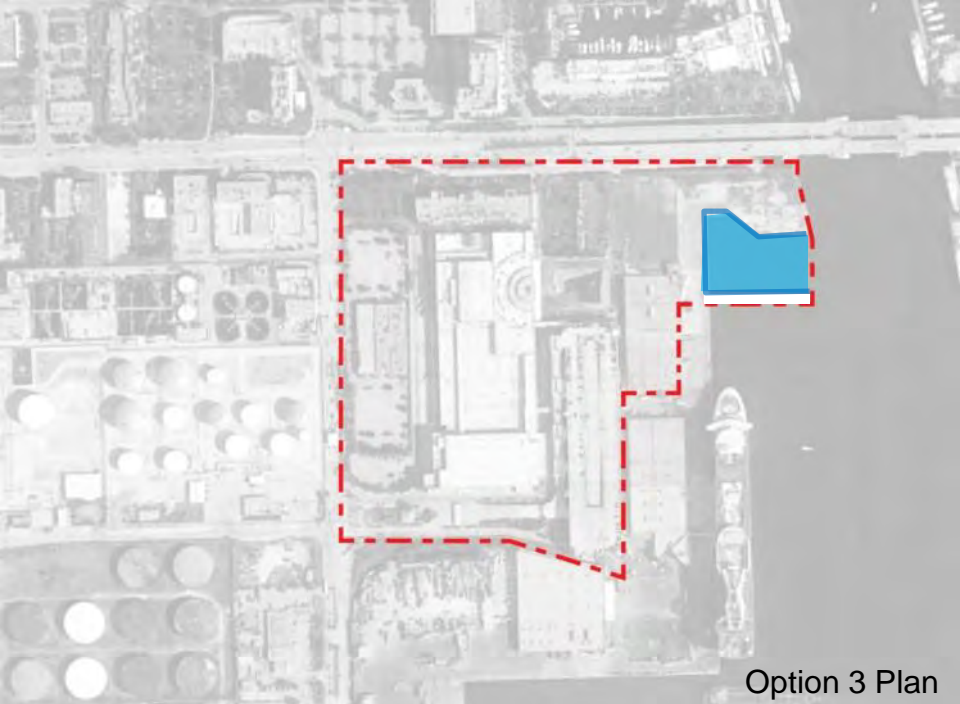
Waterfront Park - Hoboken



Event Park - Bryant Park, NY



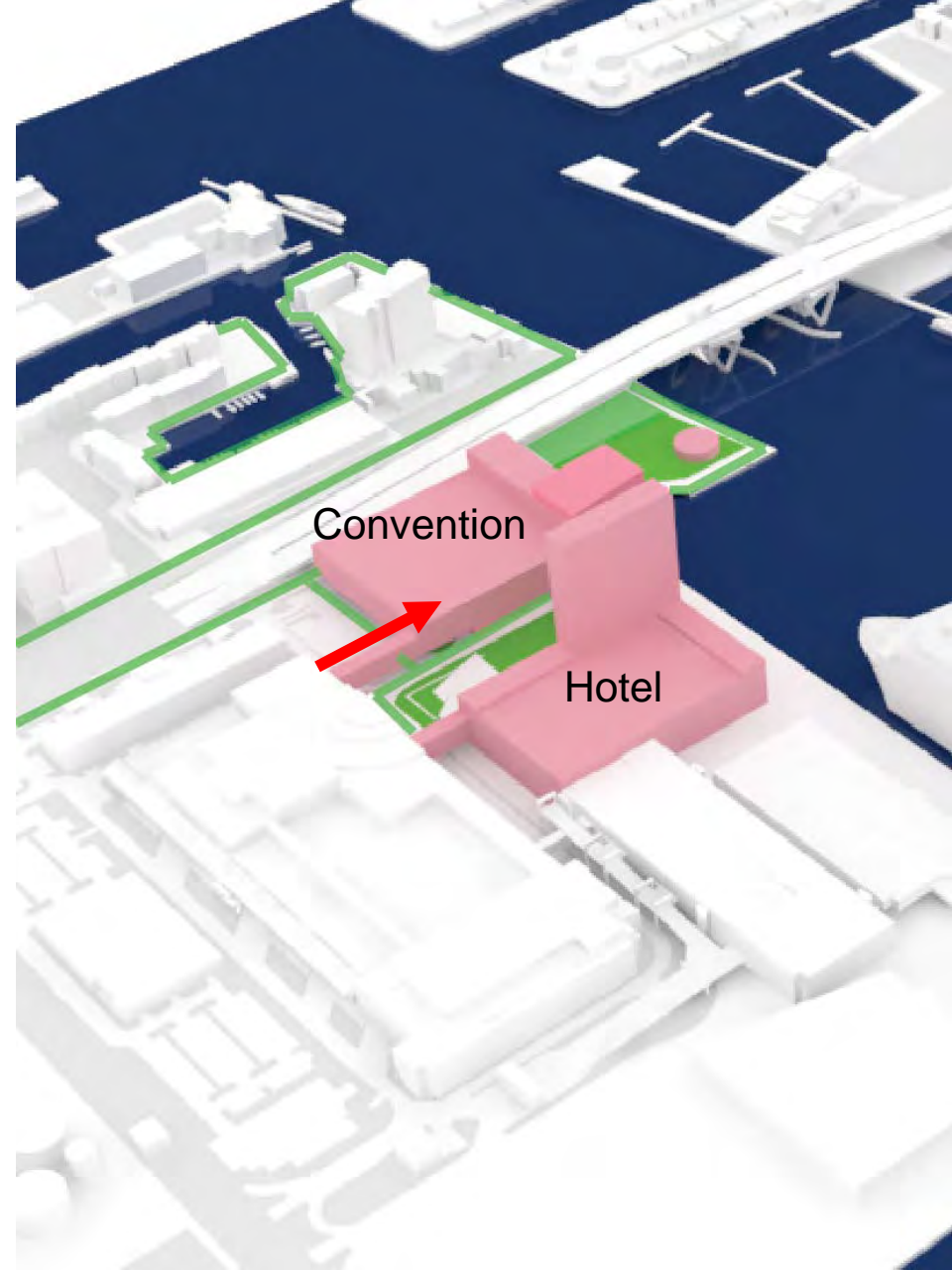
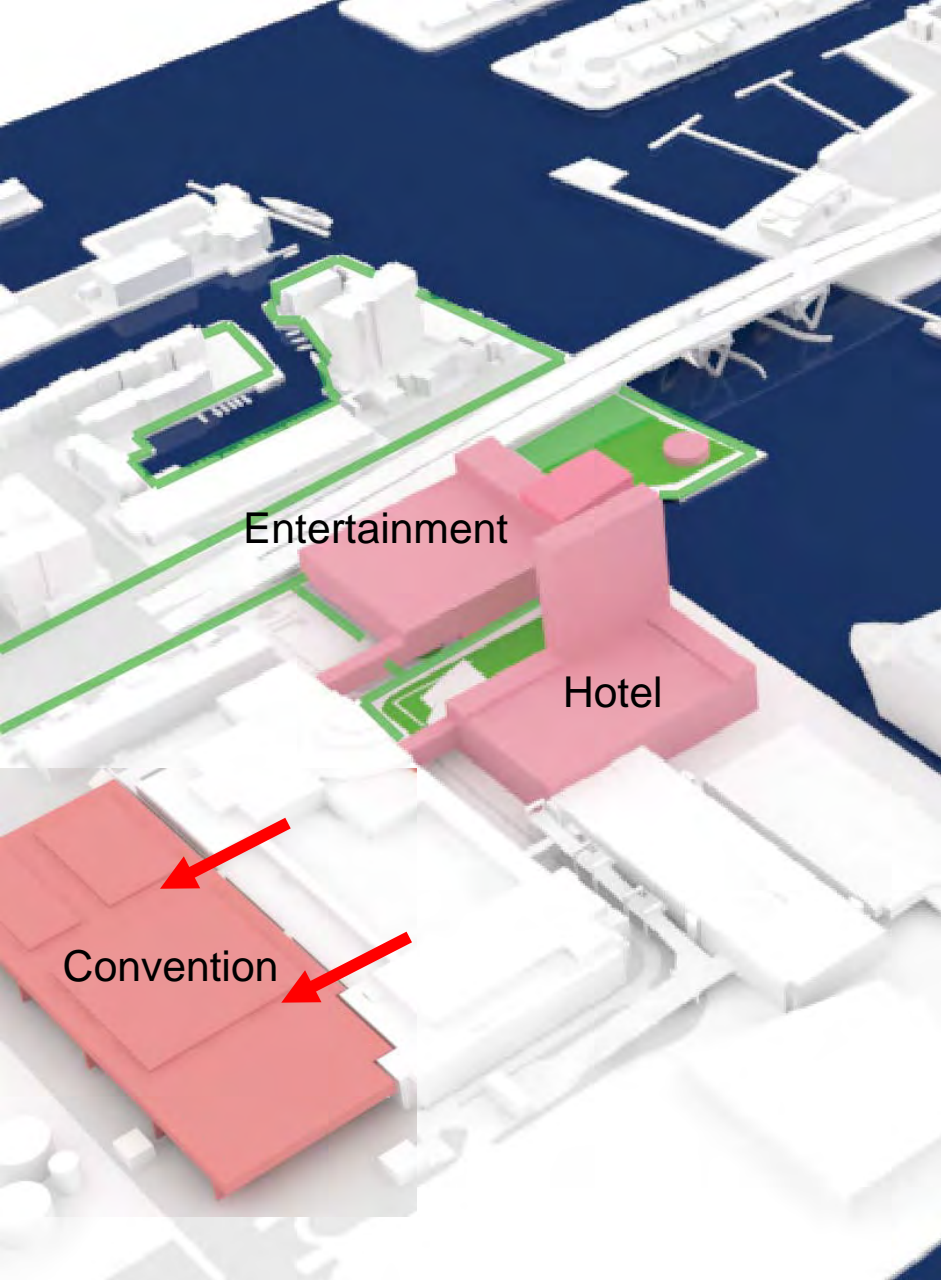
Expanding the Waterfront– Fell's Point



South Street Seaport



Pier and Commercial Harbor – South Street Seaport



East vs West Expansion



2

Waterfront Park

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

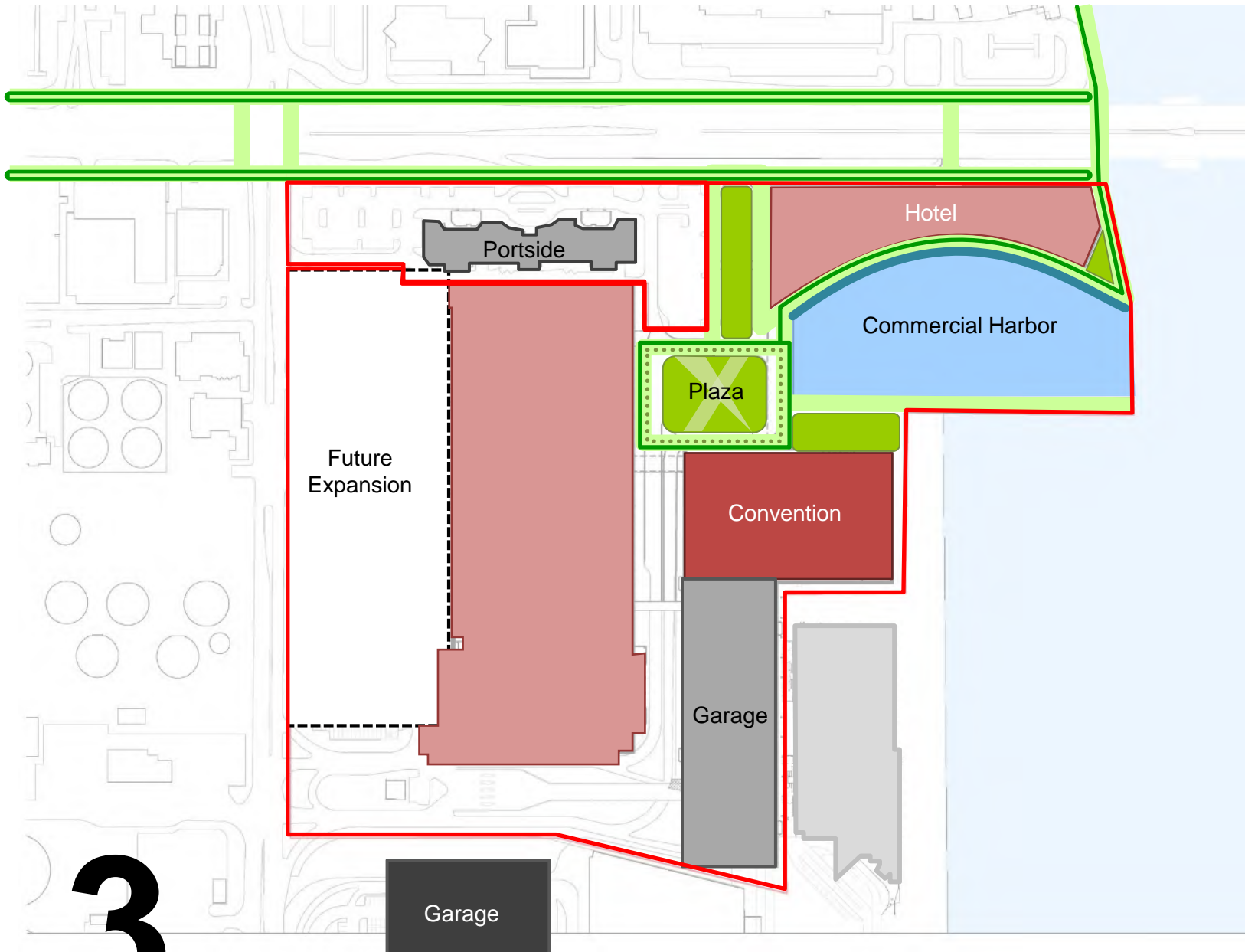
CONS

- Require partial garage demolition
- Remote Convention Center Expansion
- Additional time and cost anticipated for pier construction



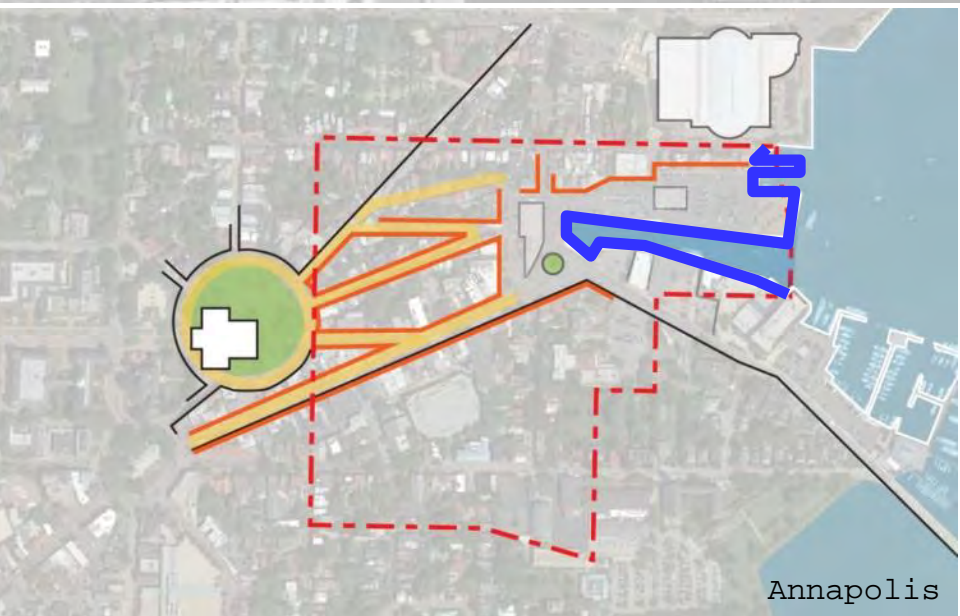
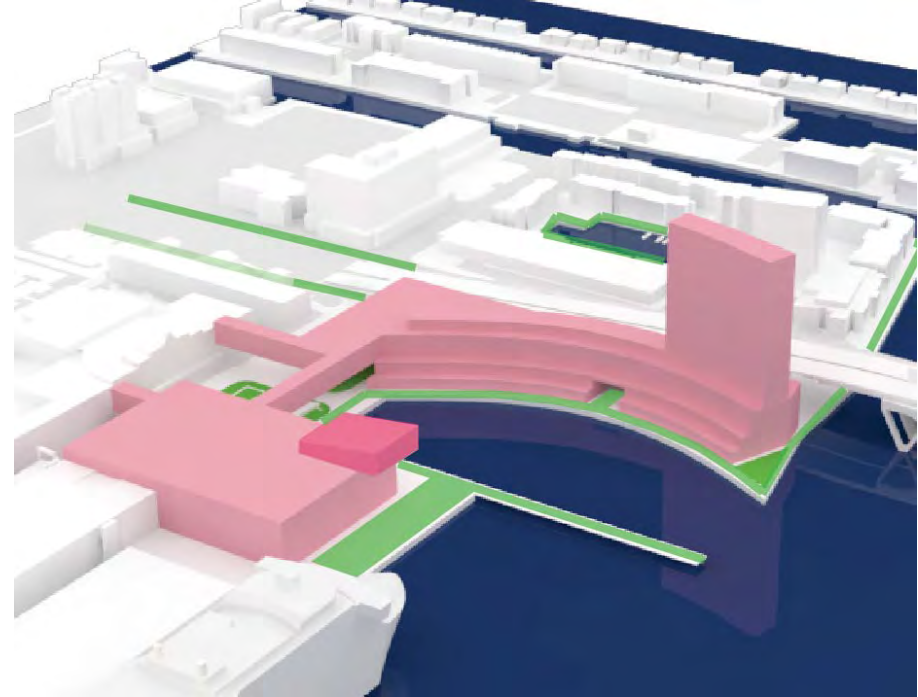
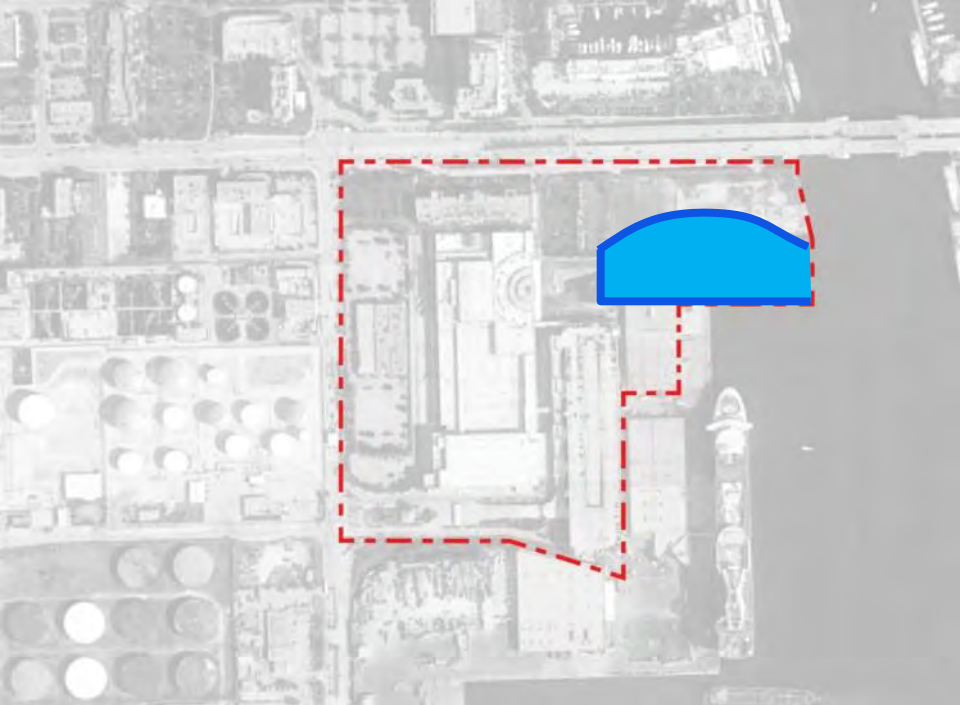
3

Entertainment Harbor

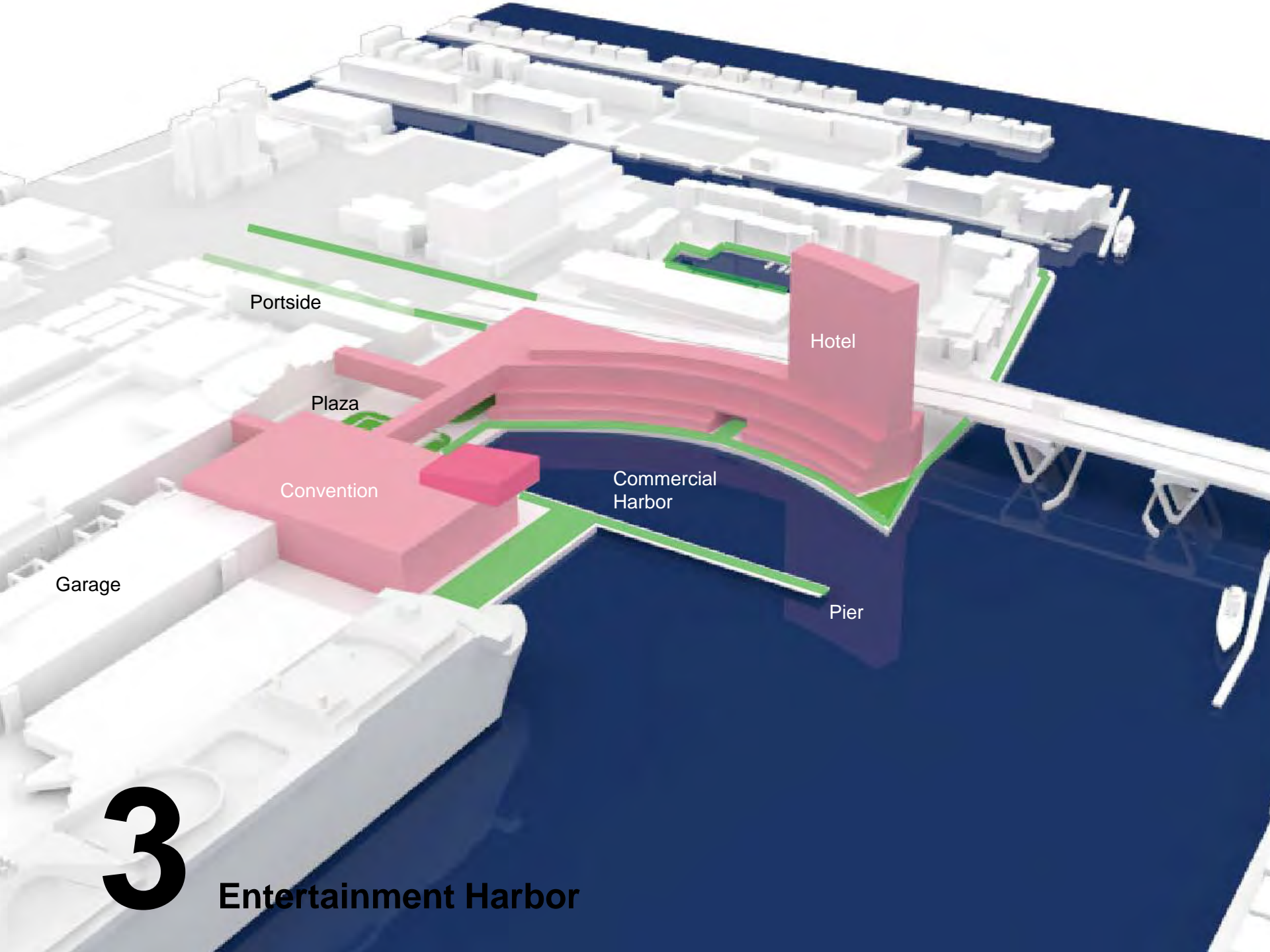


3

Entertainment Harbor



Expand the Waterfront - Annapolis



Portside

Hotel

Plaza

Convention

Commercial Harbor

Garage

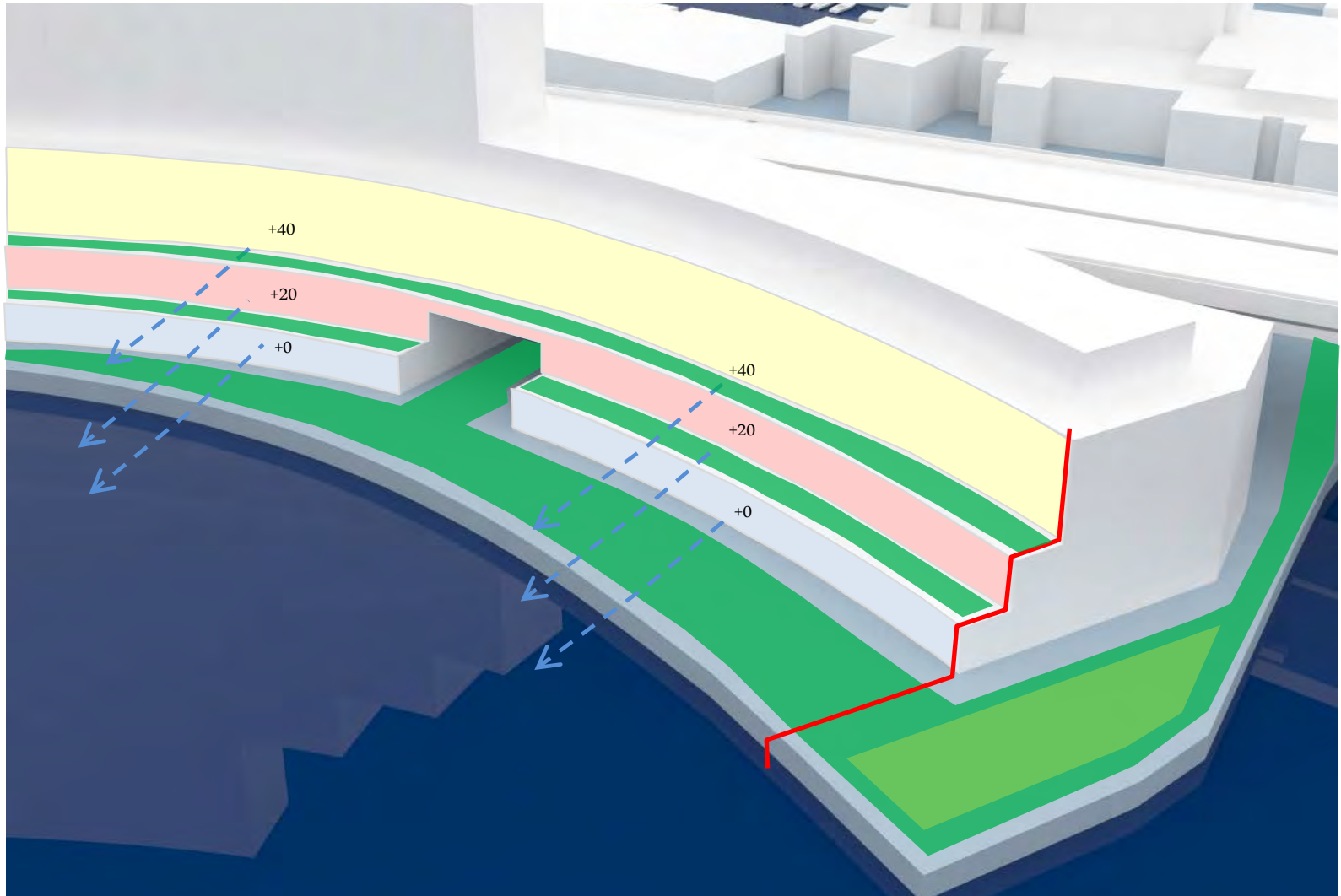
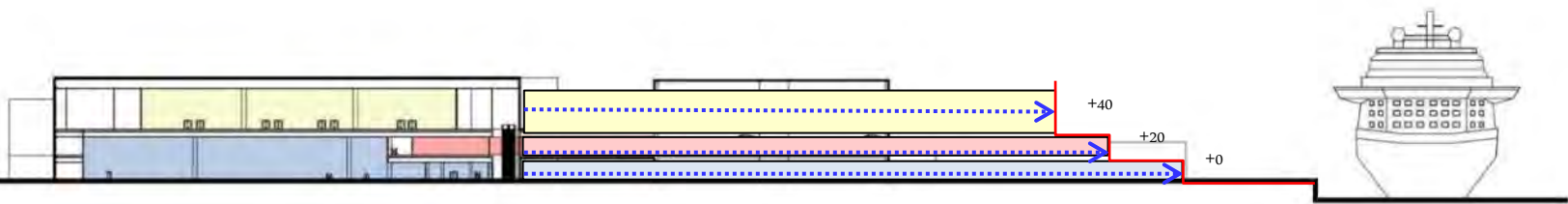
Pier

3

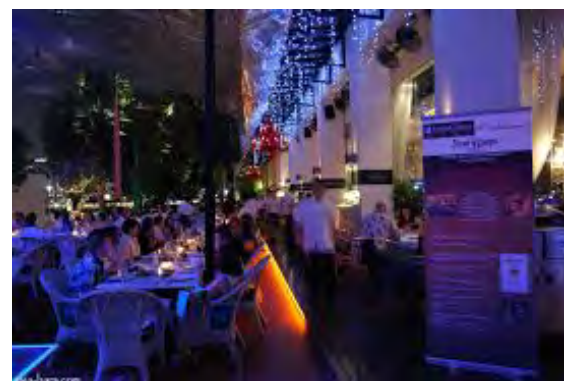
Entertainment Harbor



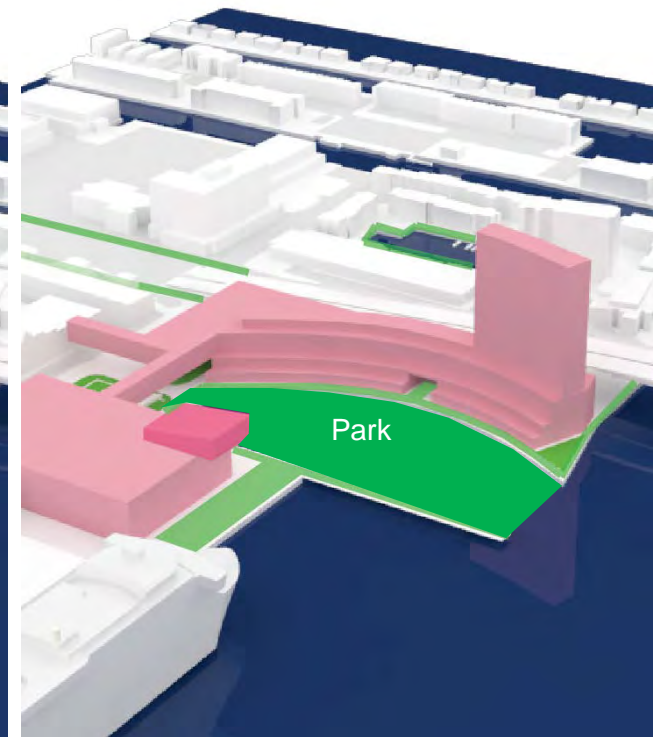
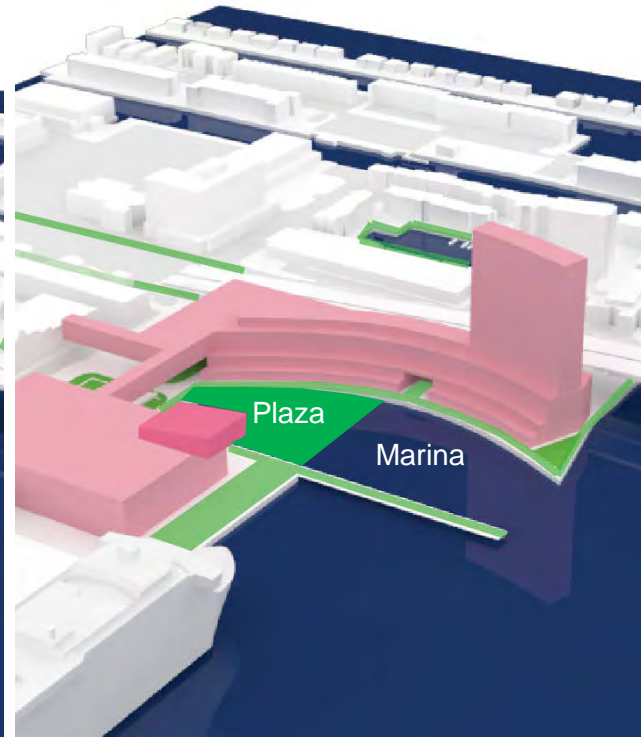
Entertainment Harbor – Baltimore's Inner Harbor



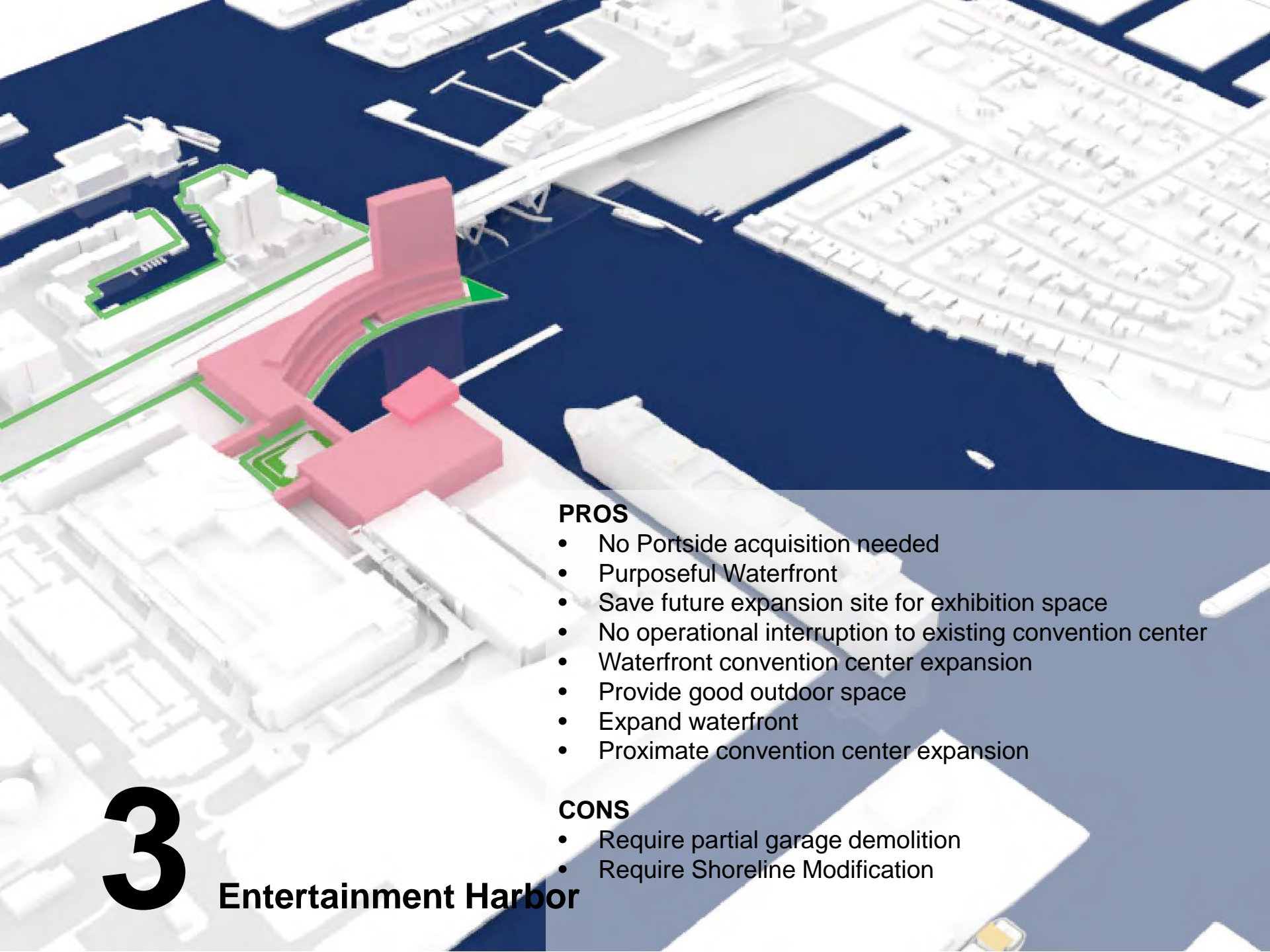
Terraces maximize the view to the water



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

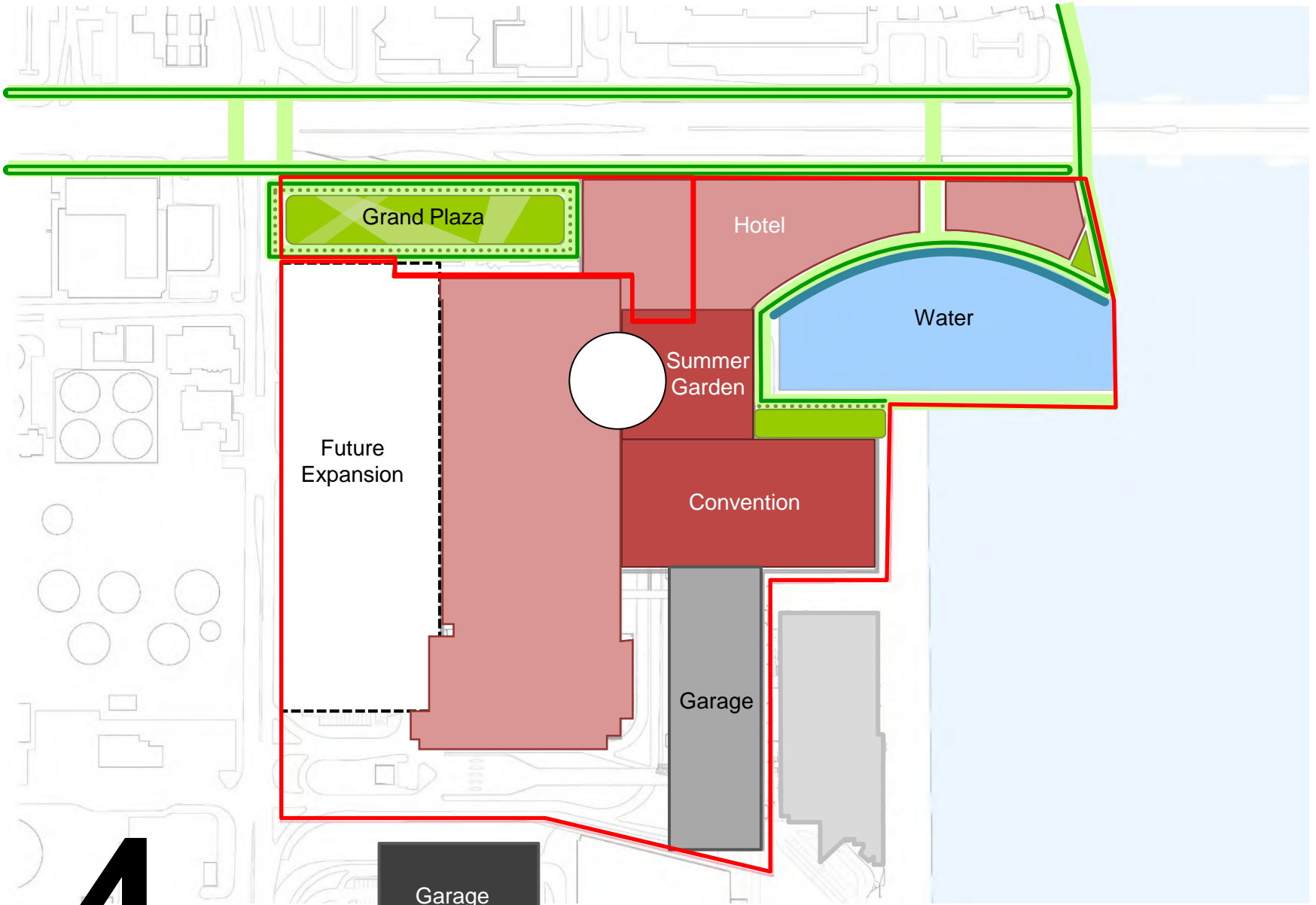
3

Entertainment Harbor



4

Grand Plaza



4

Grand Plaza



Grand Plaza

Hotel

Summer Garden

Convention

Commercial Harbor

Partial Garage

Pier

4

Grand Plaza



Summer Garden – Winter Garden Battery Park City



Grand Plaza – Union Station LA

4

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

