



Concept Master Plan

Broward County Convention Center Master Plan Study

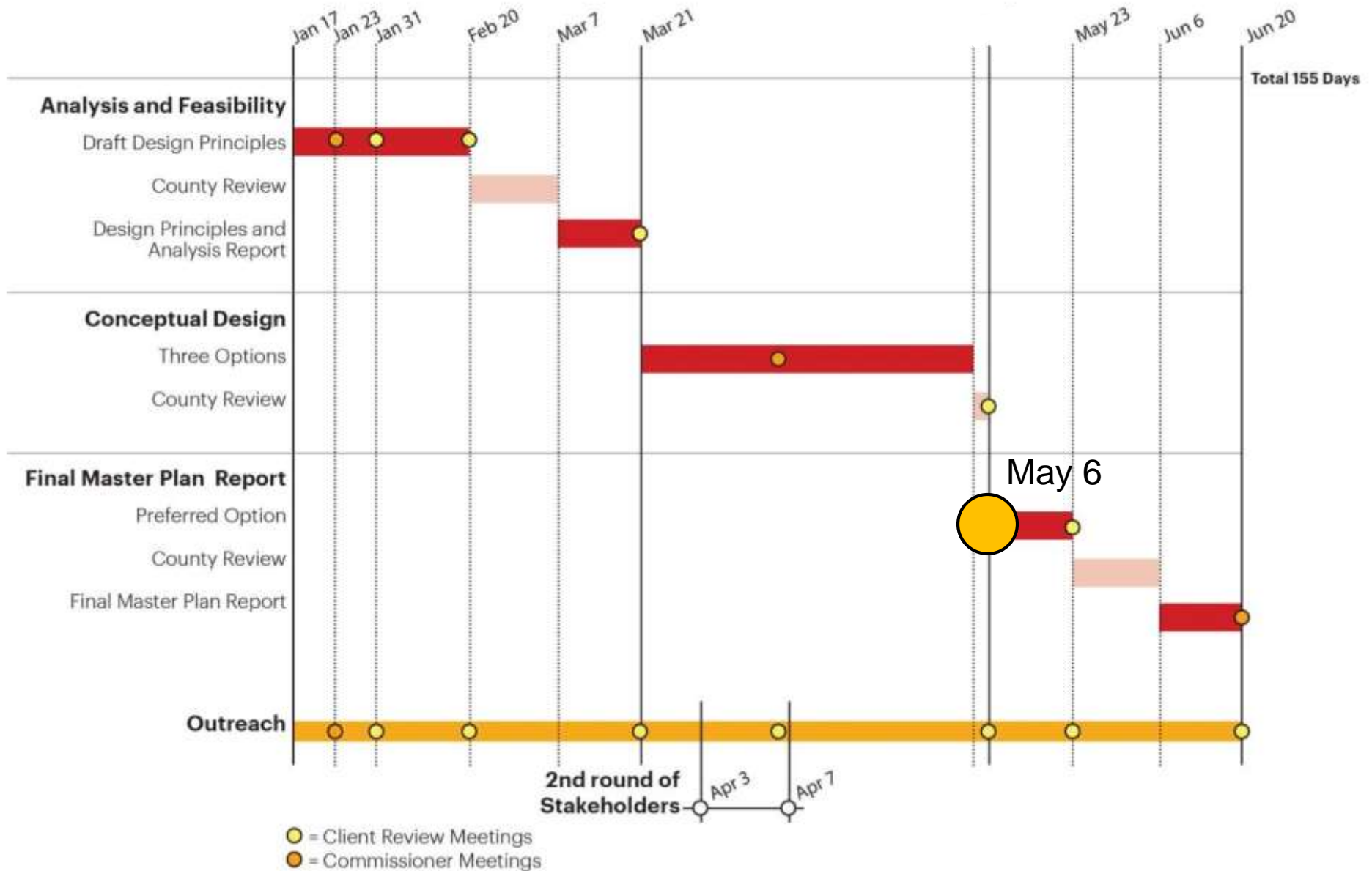
Fort Lauderdale, FL

05.06.14

HKS | Urban Design Studio

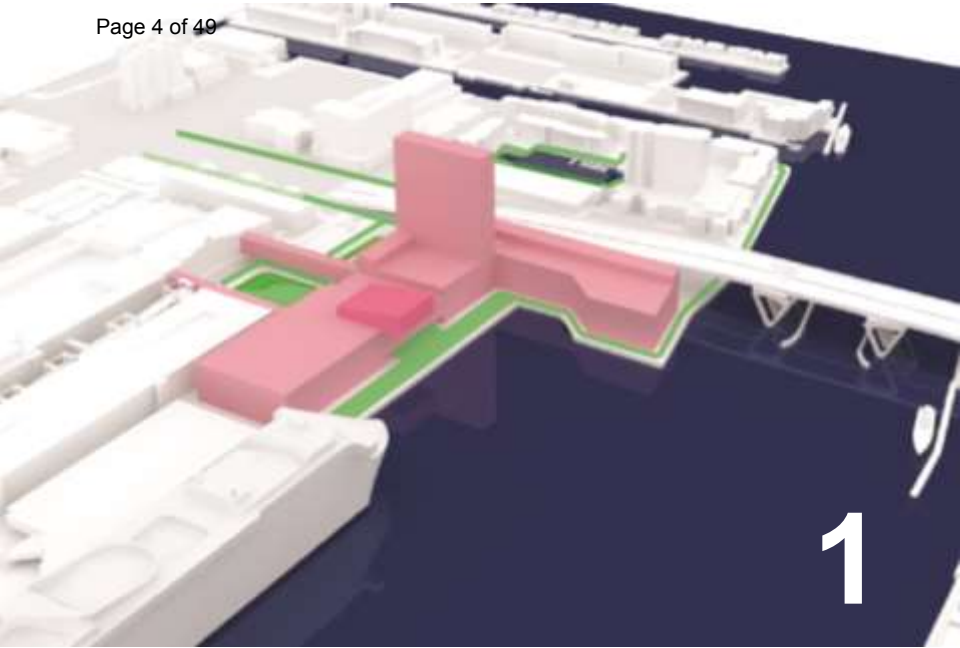
Broward County Convention Center Work Plan

rev. 02/11/14



Design Principles

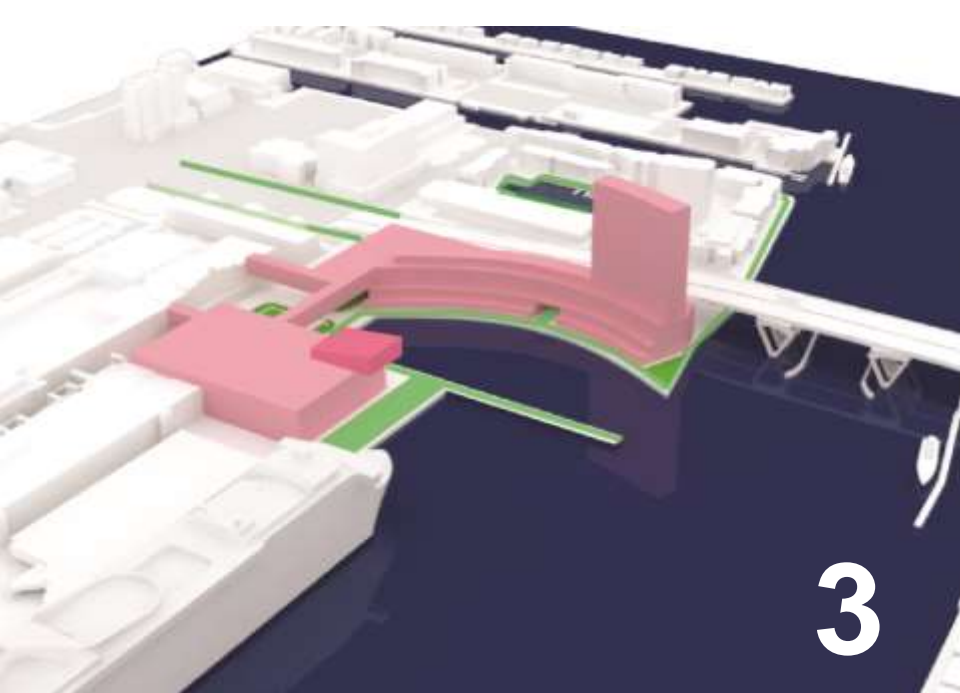
- Create an Iconic Waterfront Destination
- Integrate existing community assets and business
- Explore building design that creates the sense of place
- Promote multi-modal transportation
- Encourage sustainable development



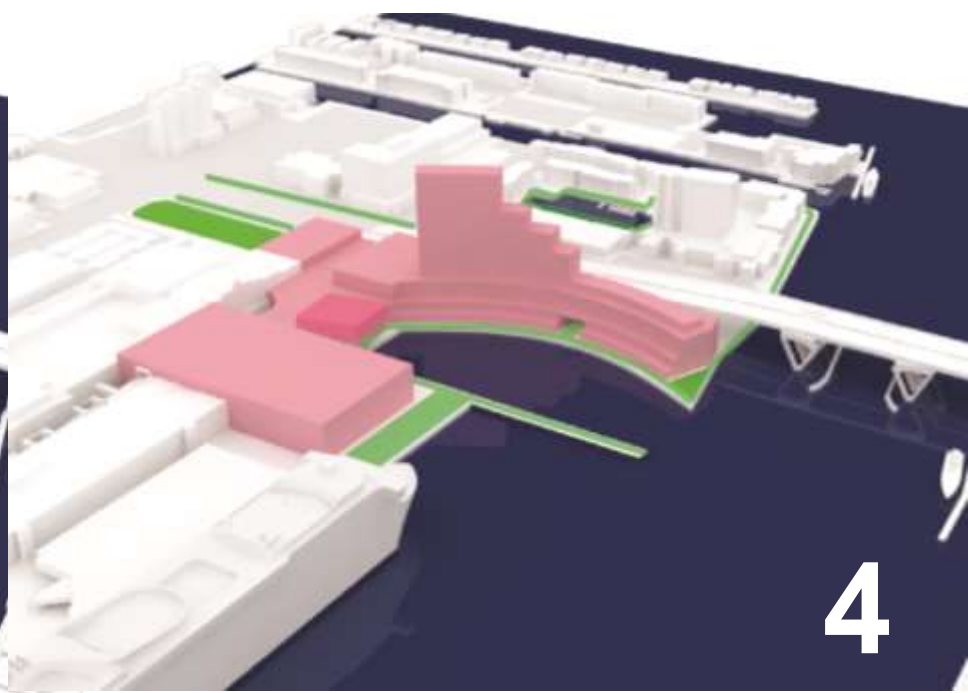
1



2

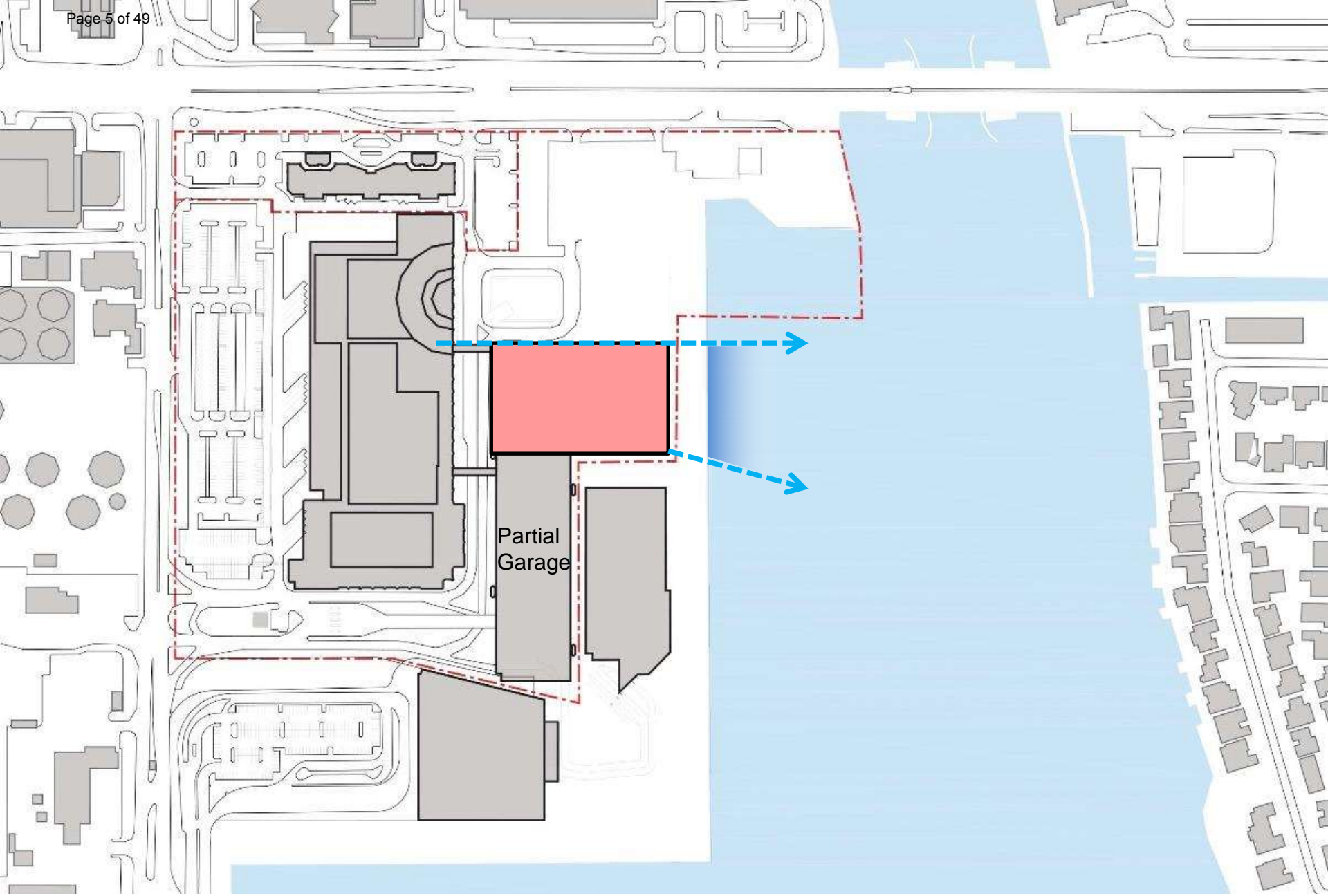


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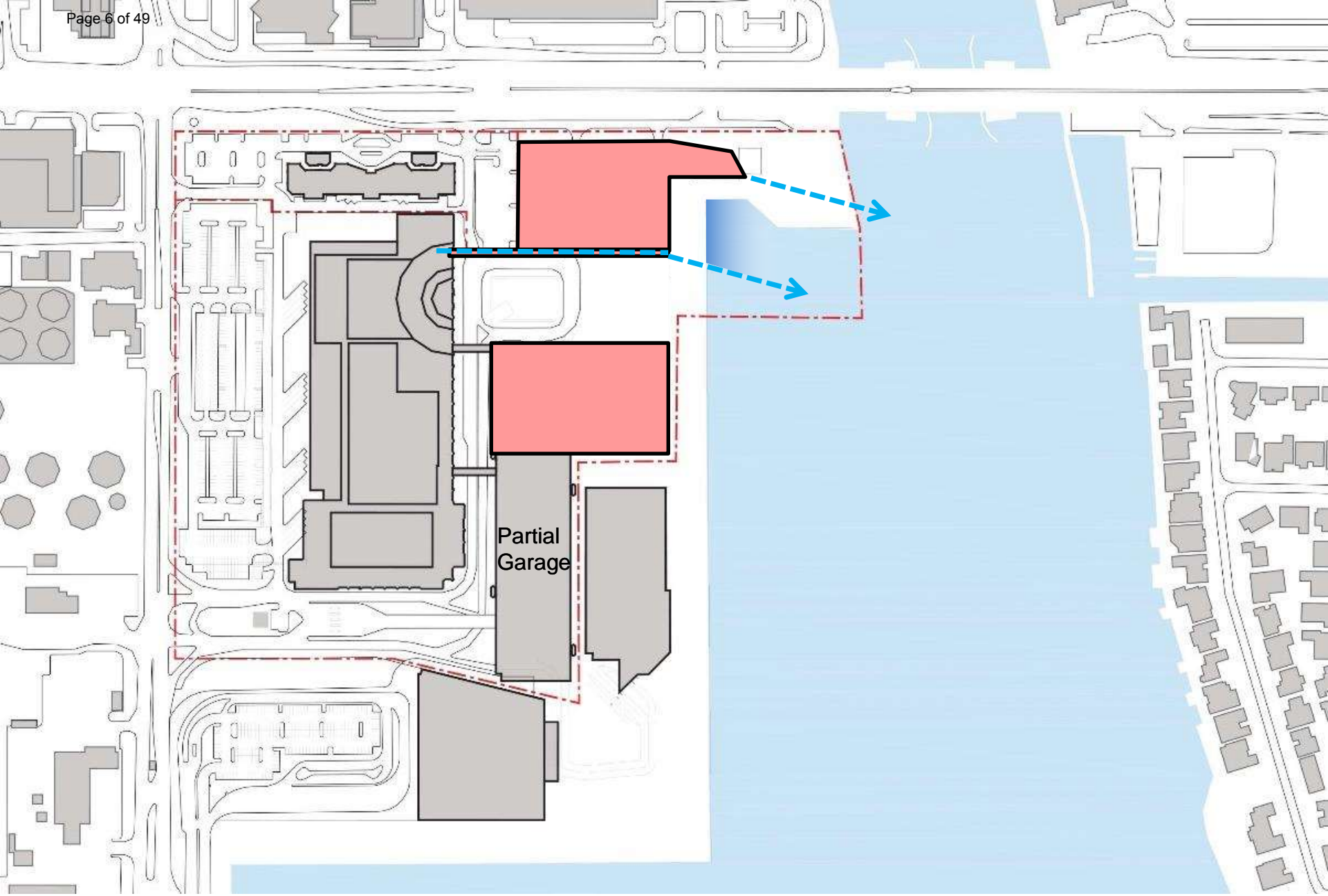


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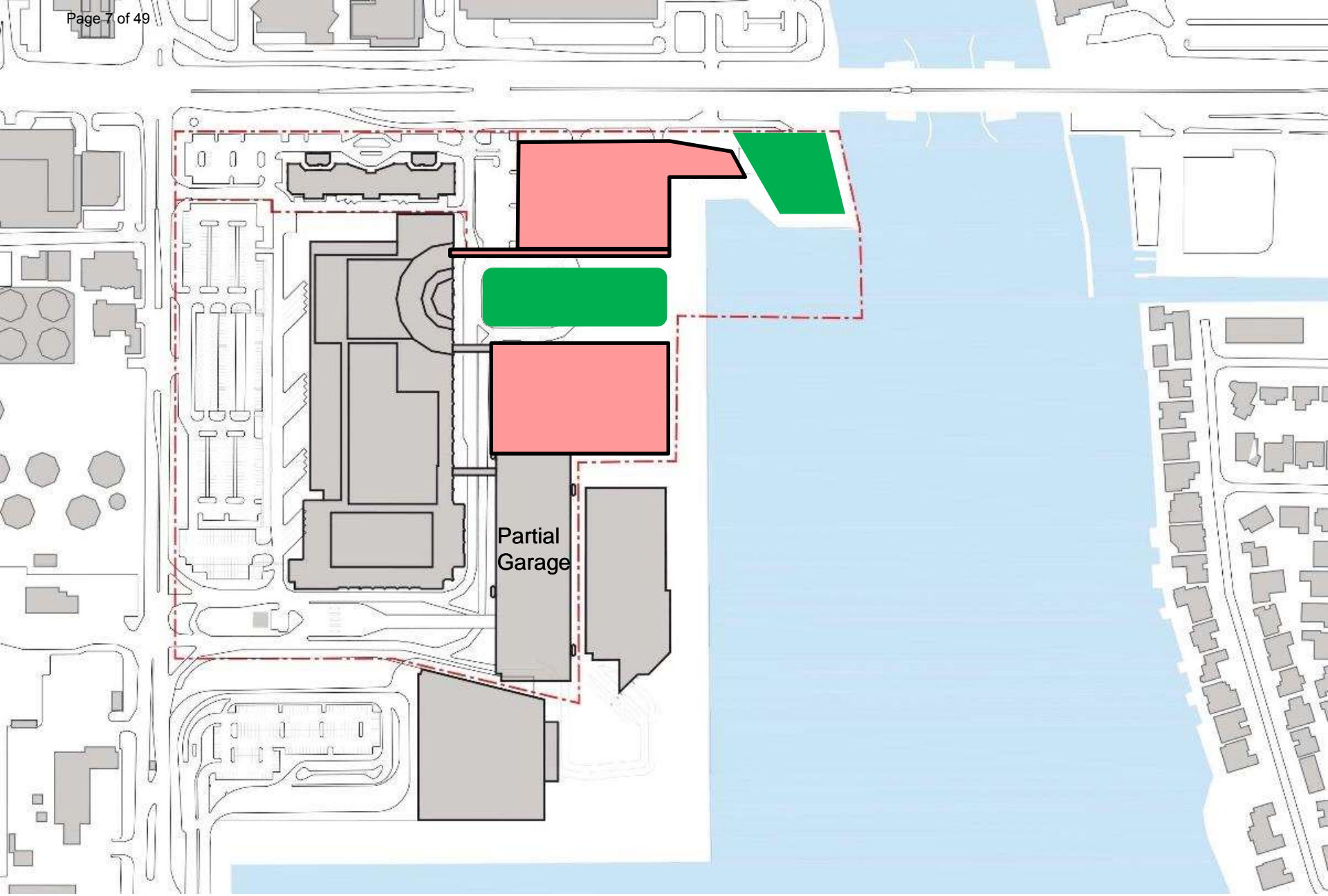
Options



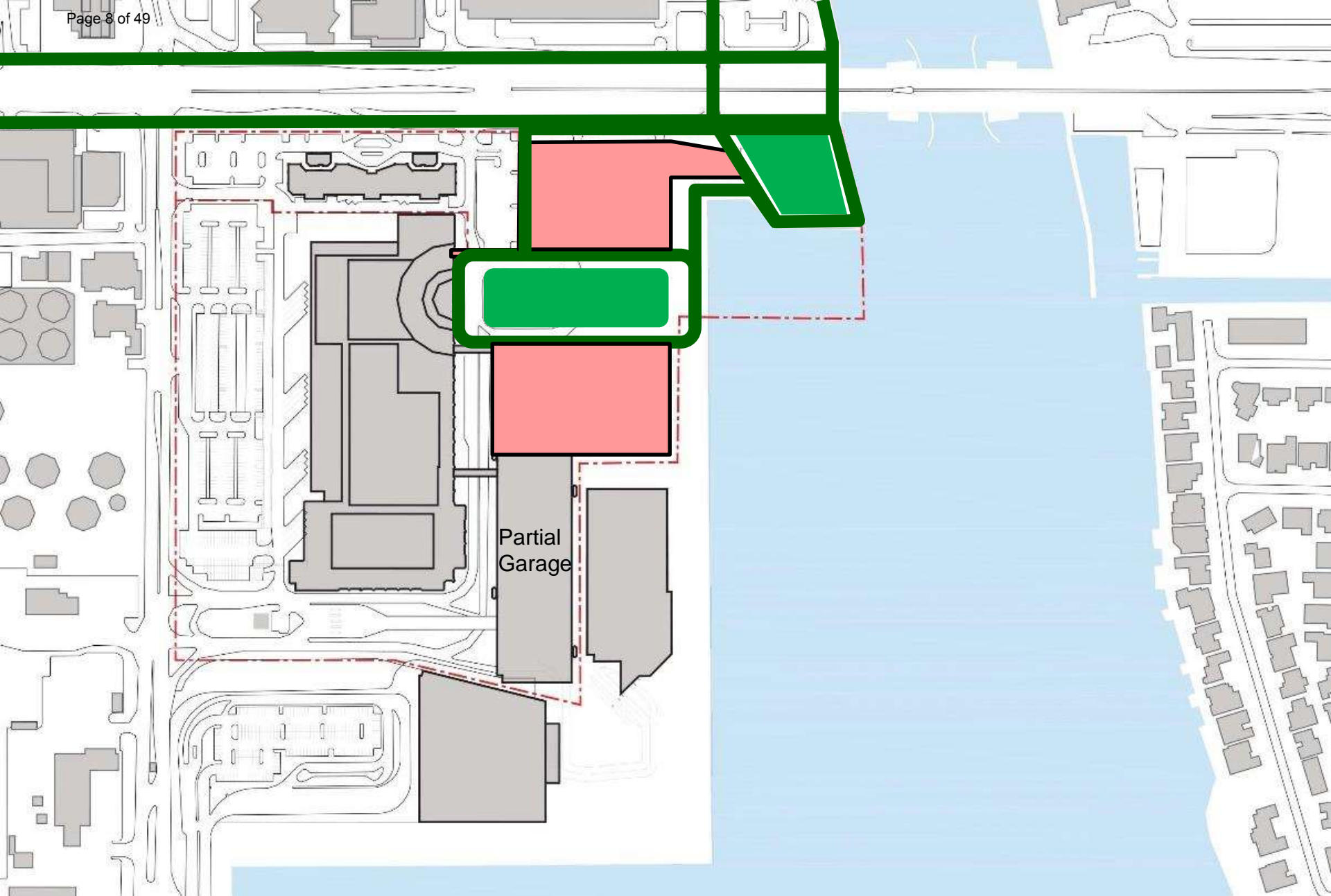
1. Expand Convention Center towards the Water



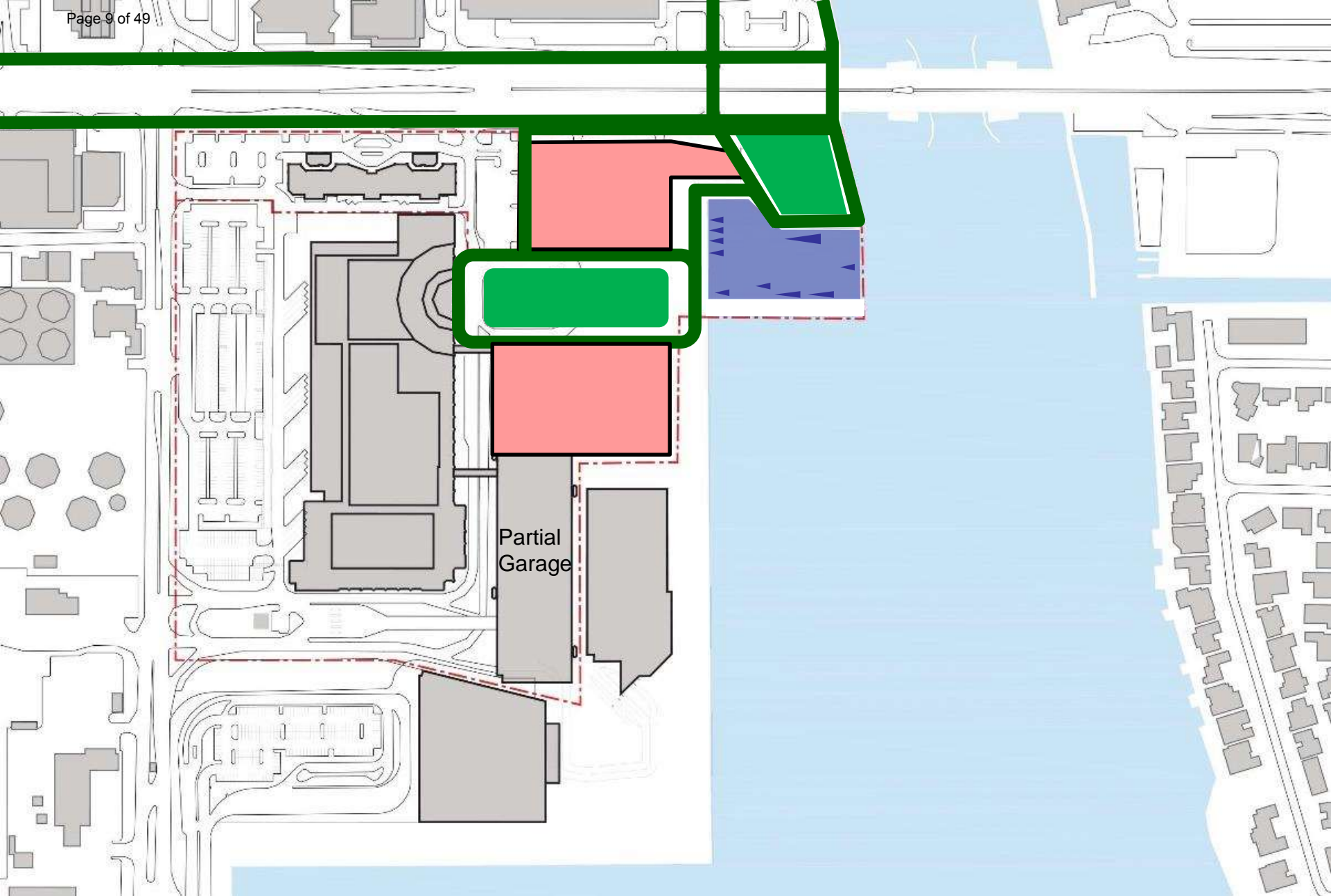
2. Provide Waterfront Hotel



3. Provide Outdoor Space

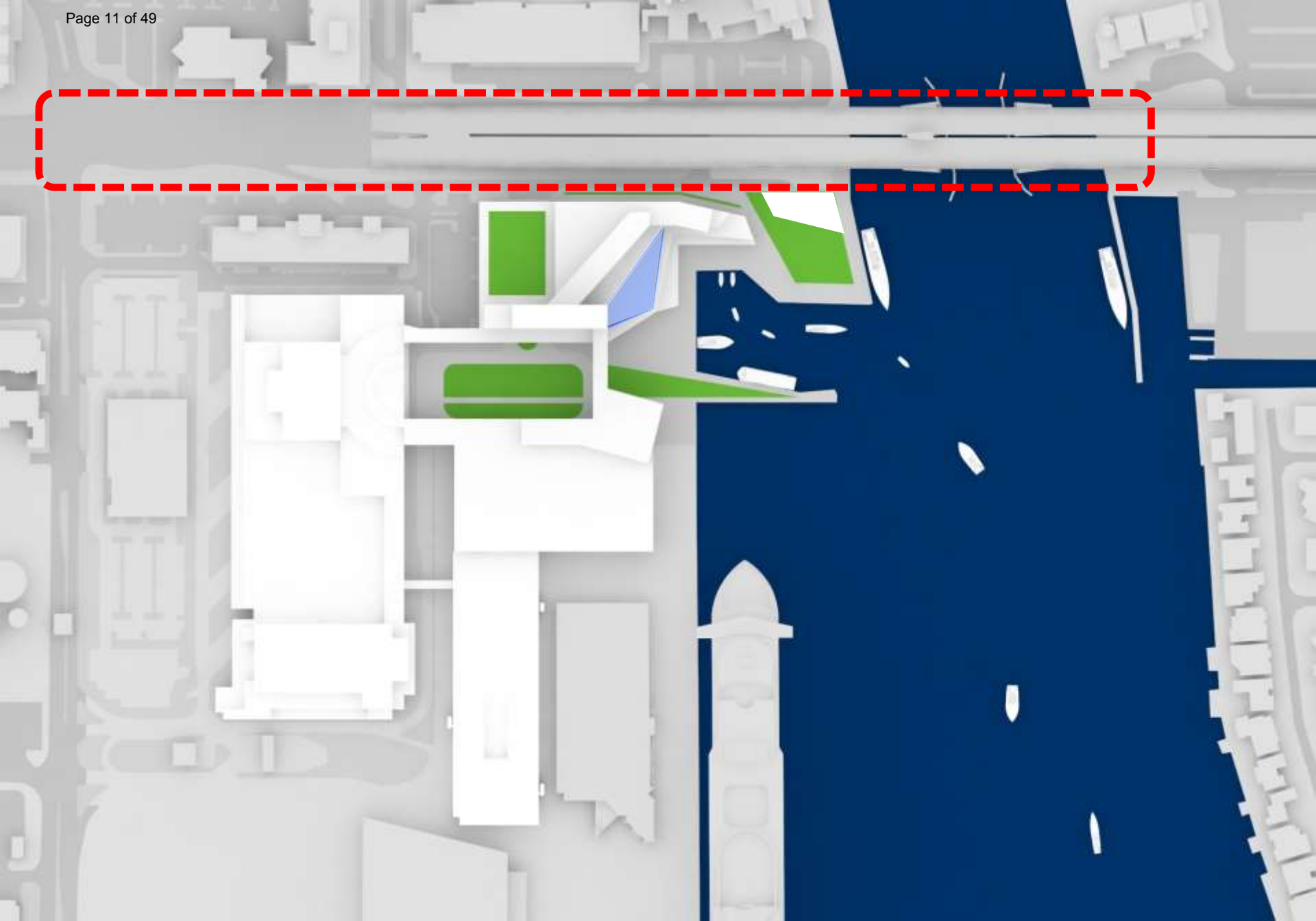


4. Engage Community



5. Create Commercial Harbor





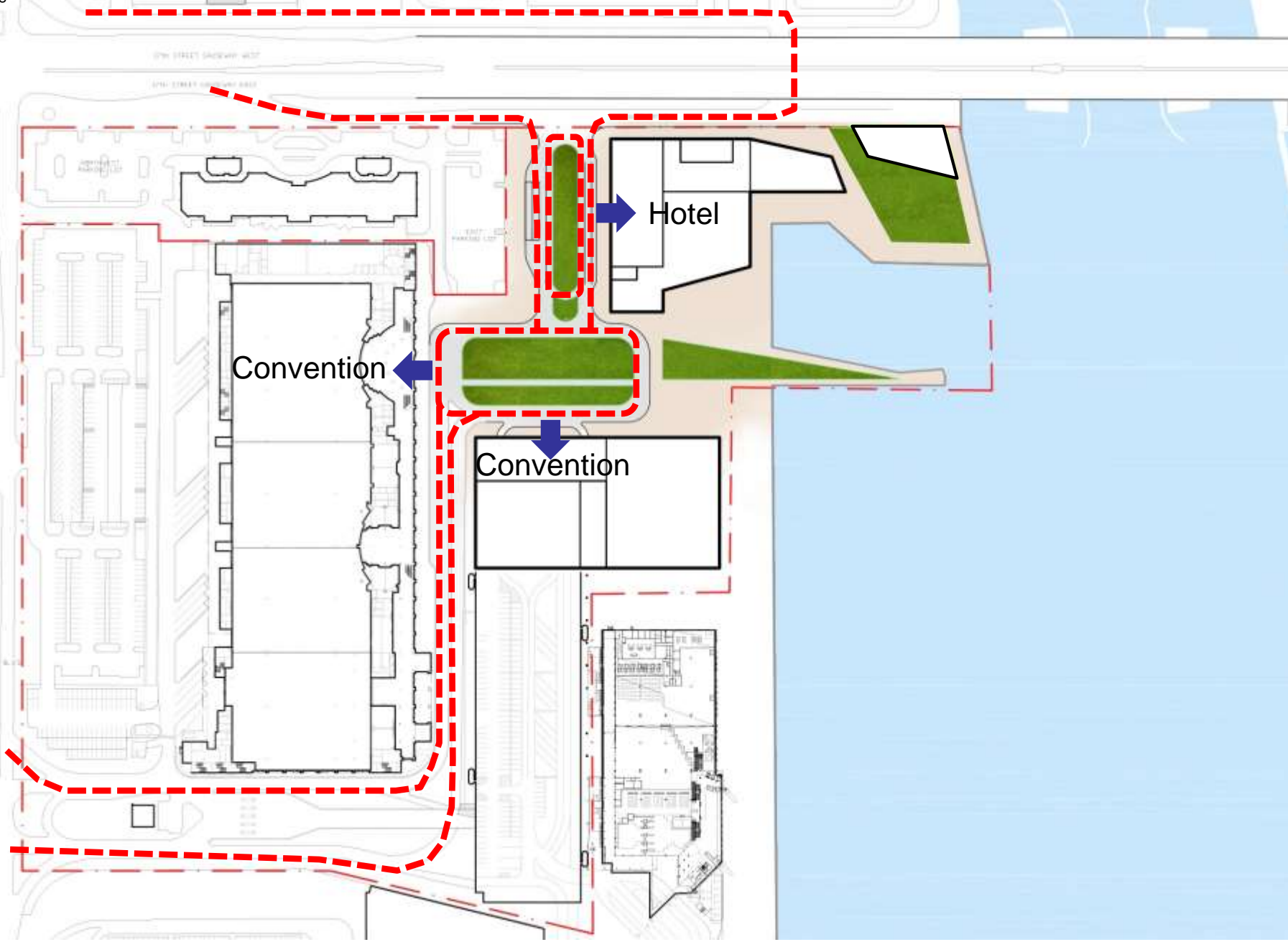
17th Street Arrival



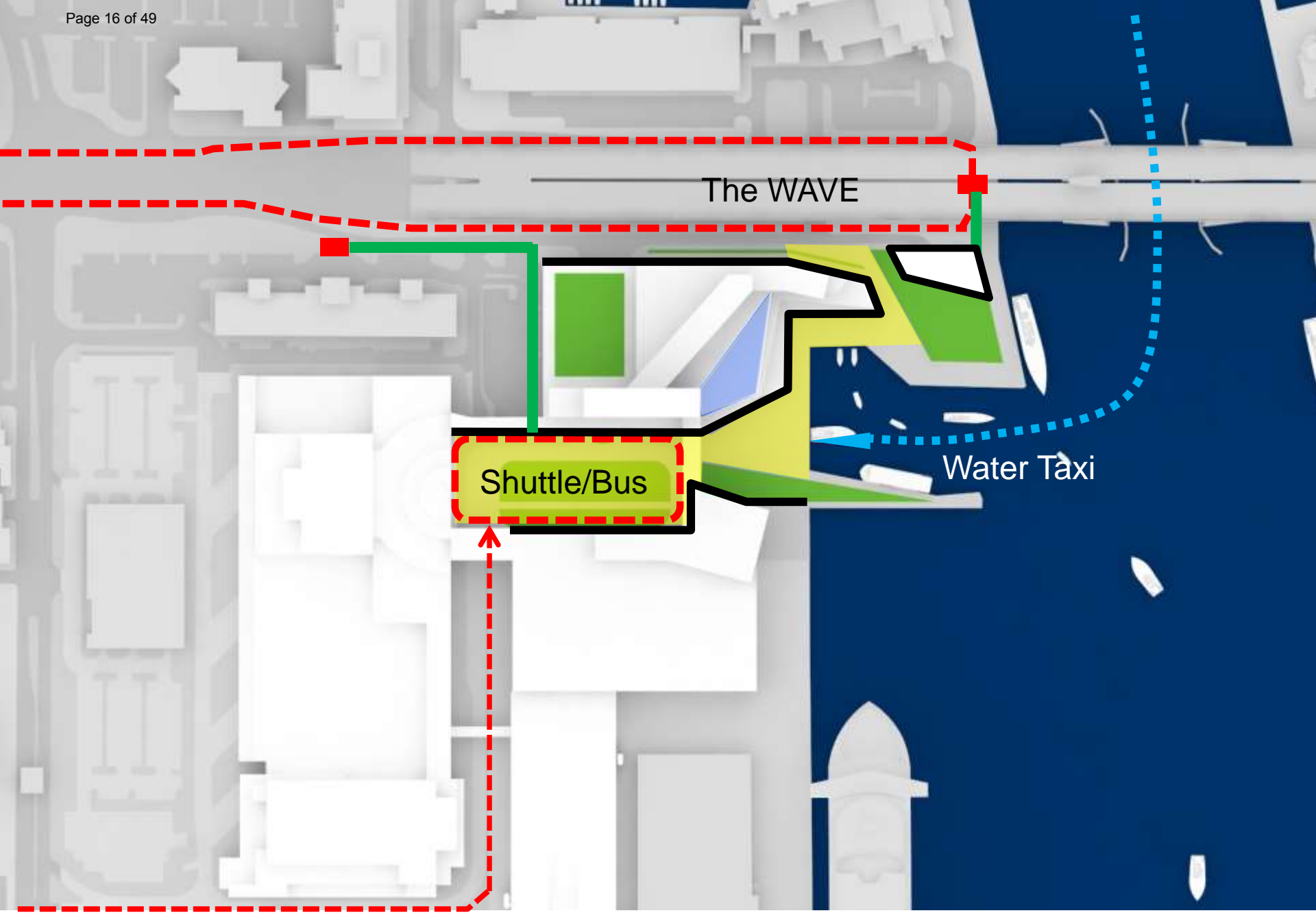
17th Street Arrival Today







Vehicular Arrival



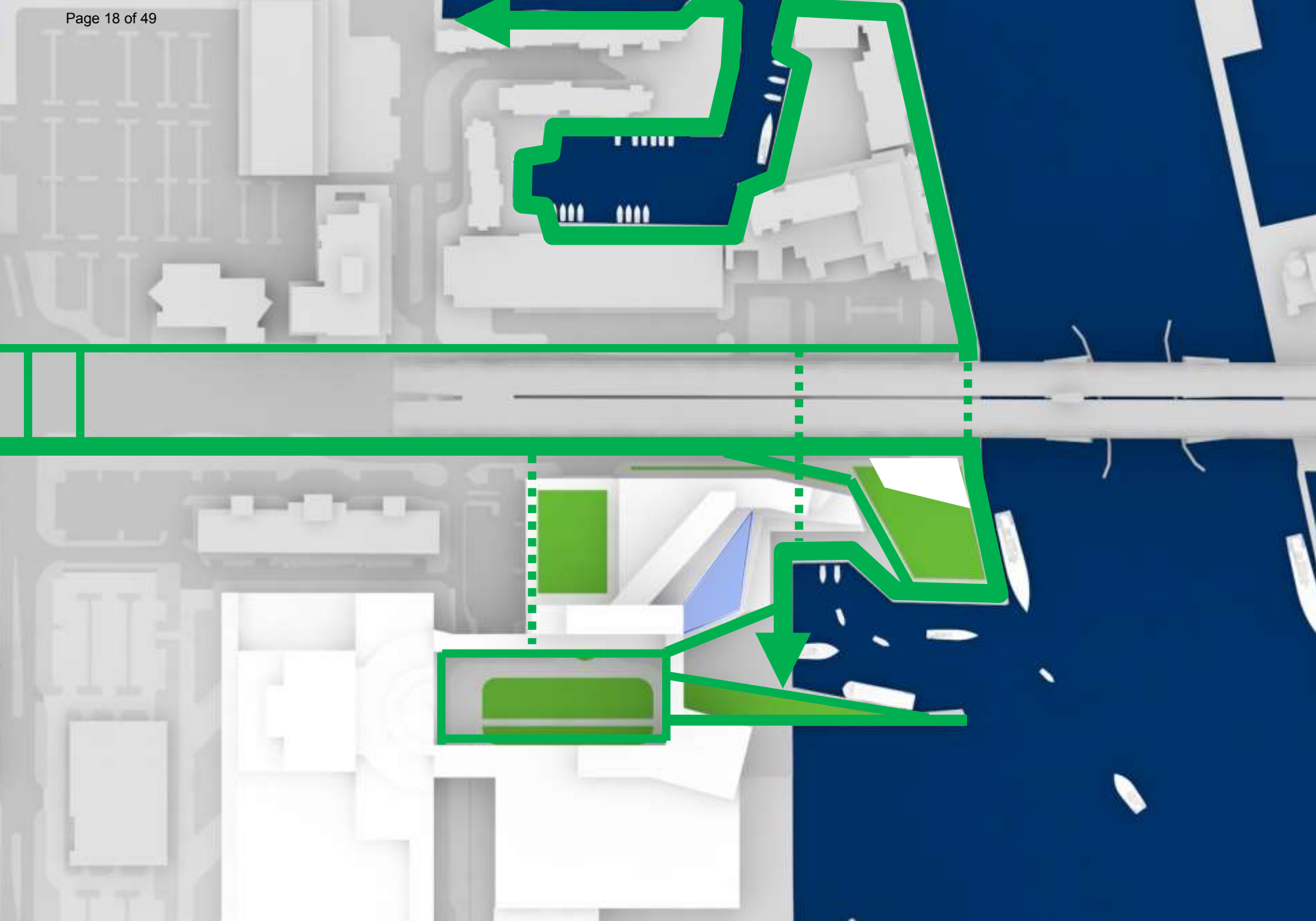
The WAVE

Shuttle/Bus

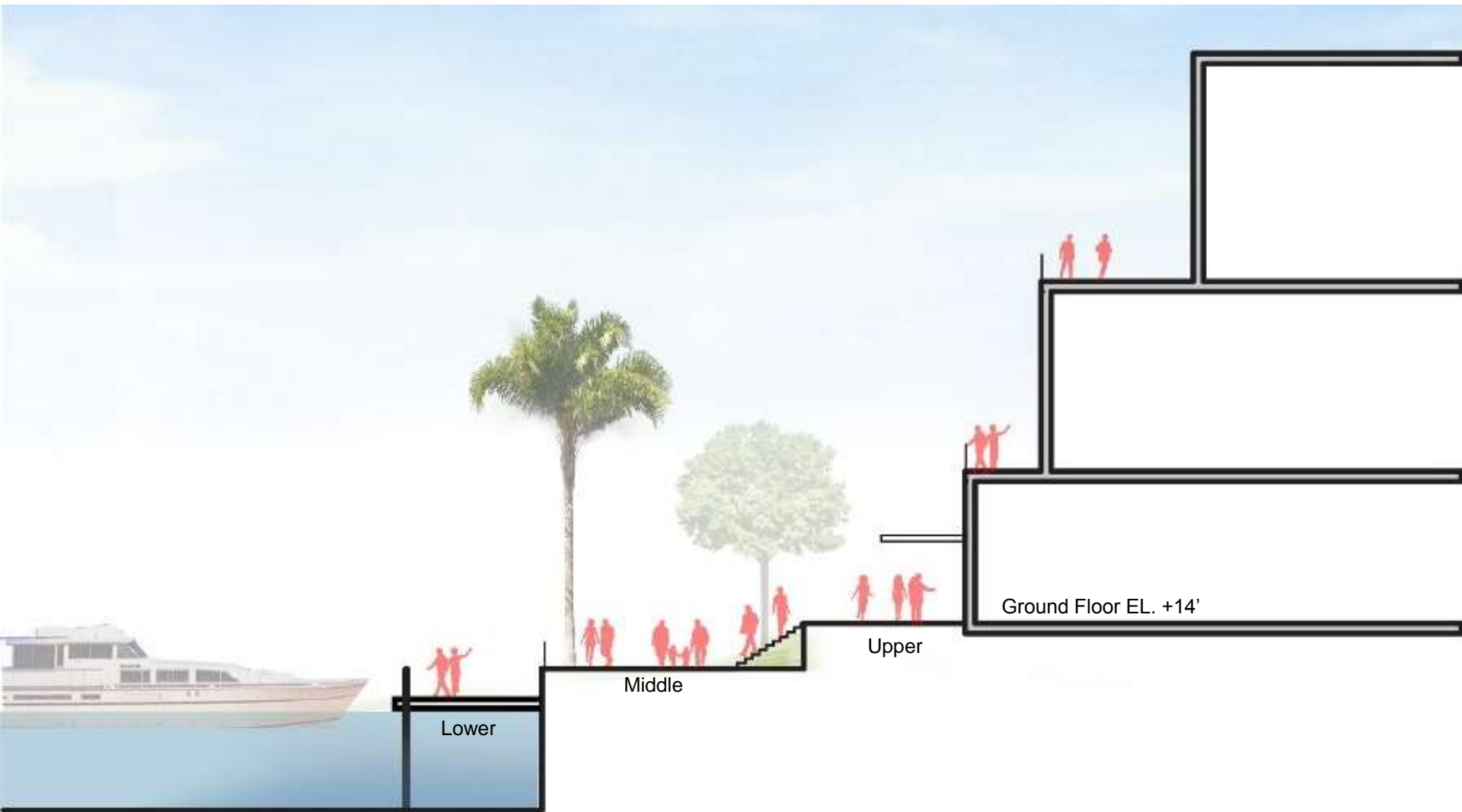
Water Taxi

Transit Plaza





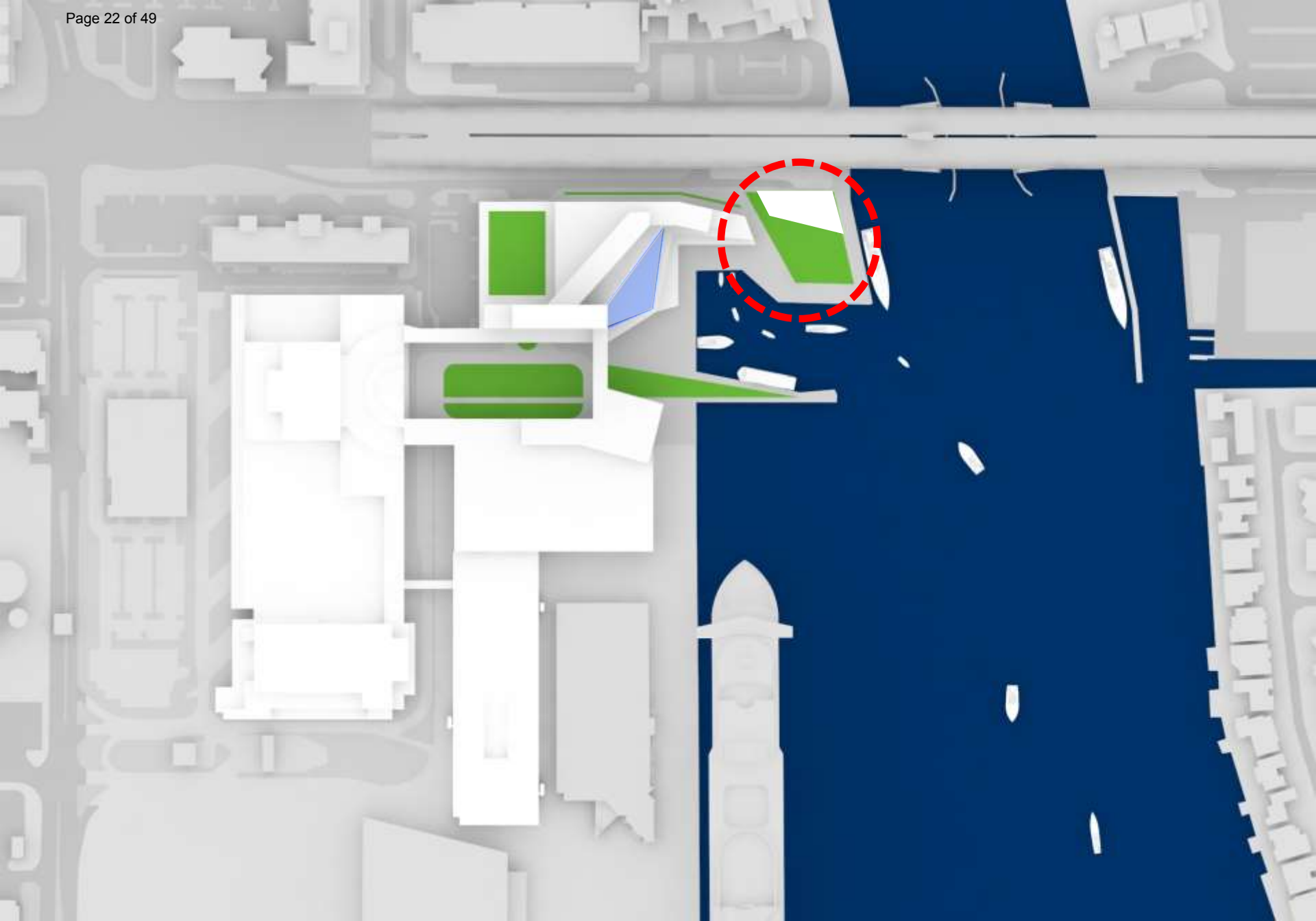
Esplanade and Community Access



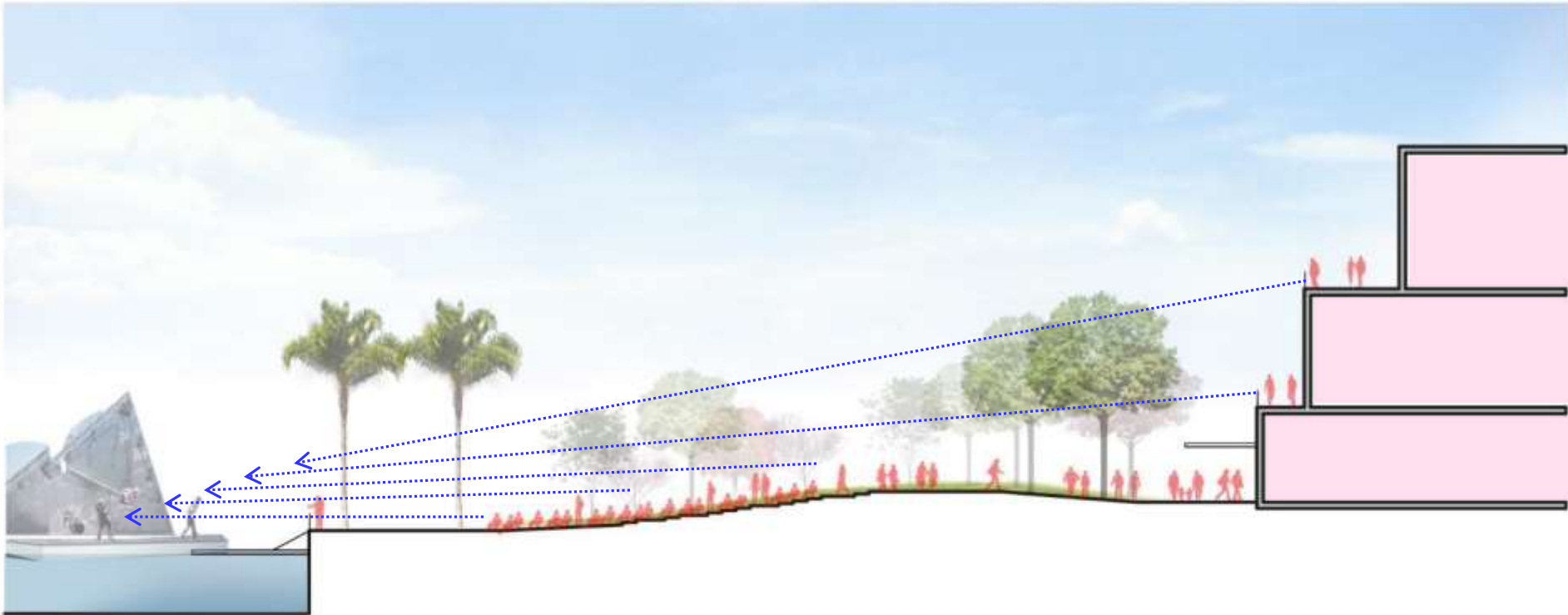
Multi-Level Esplanade





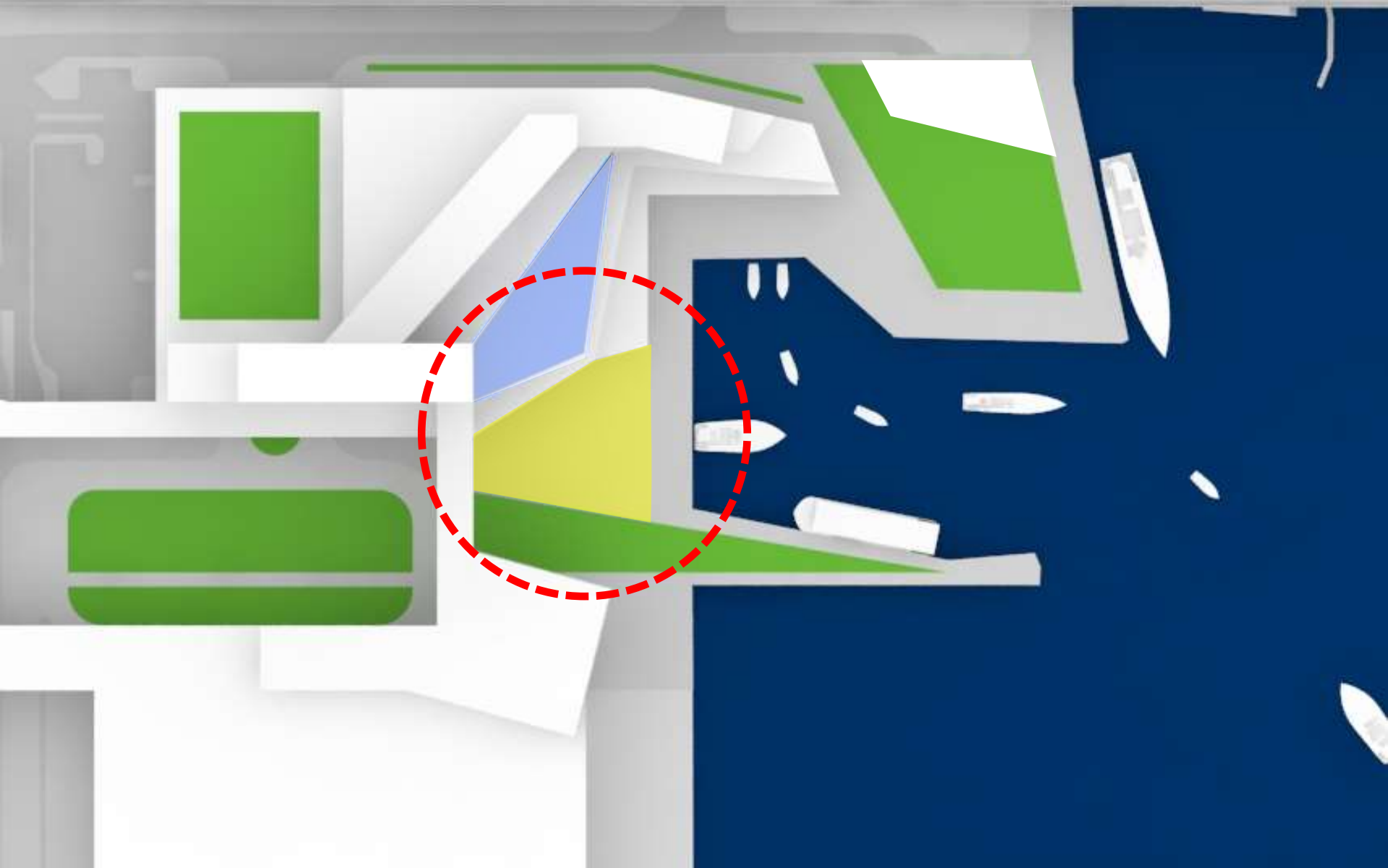


Waterfront Park



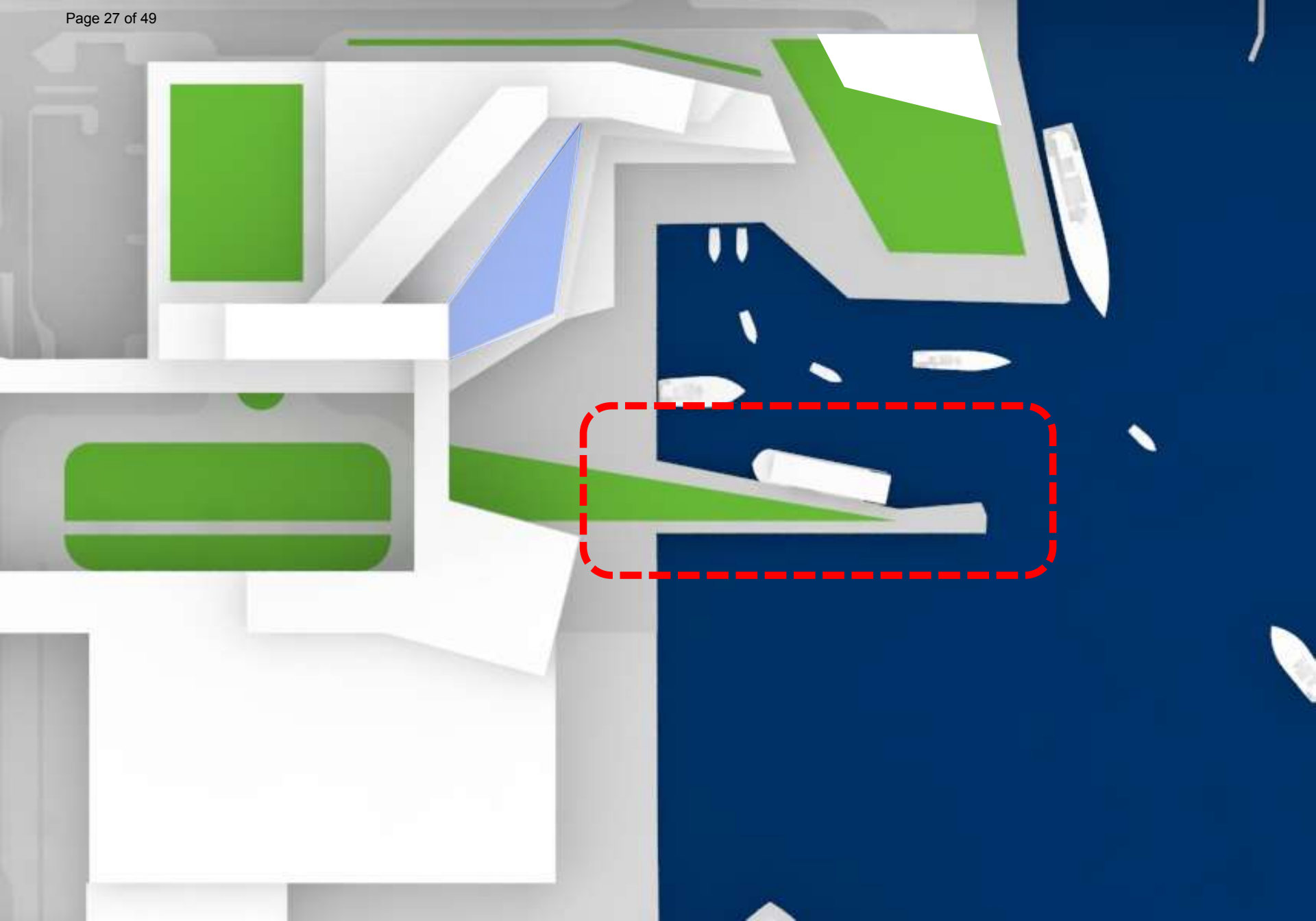
Waterfront Park Event Space





Entertainment Plaza





The Jetty



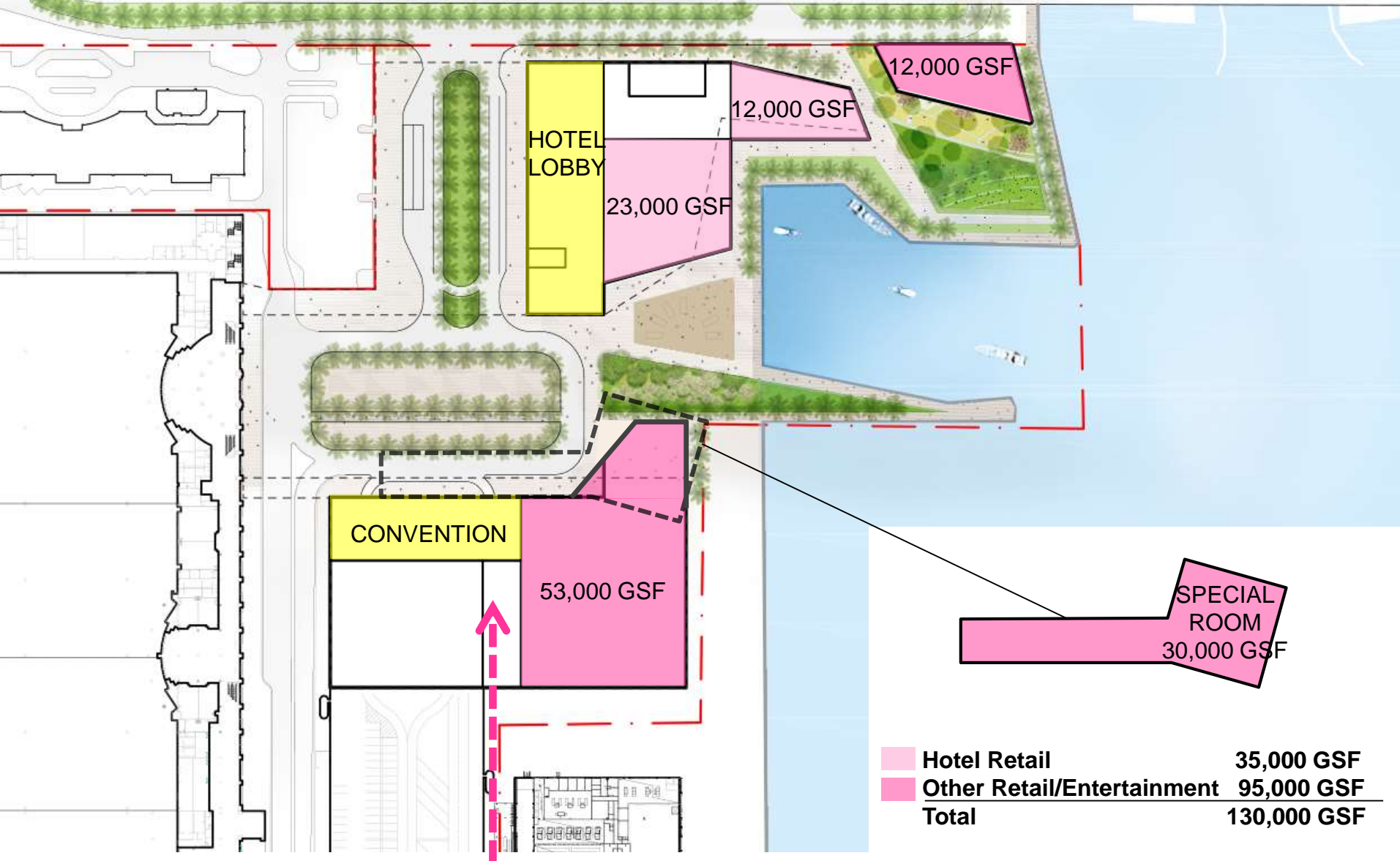


The Commercial Harbor

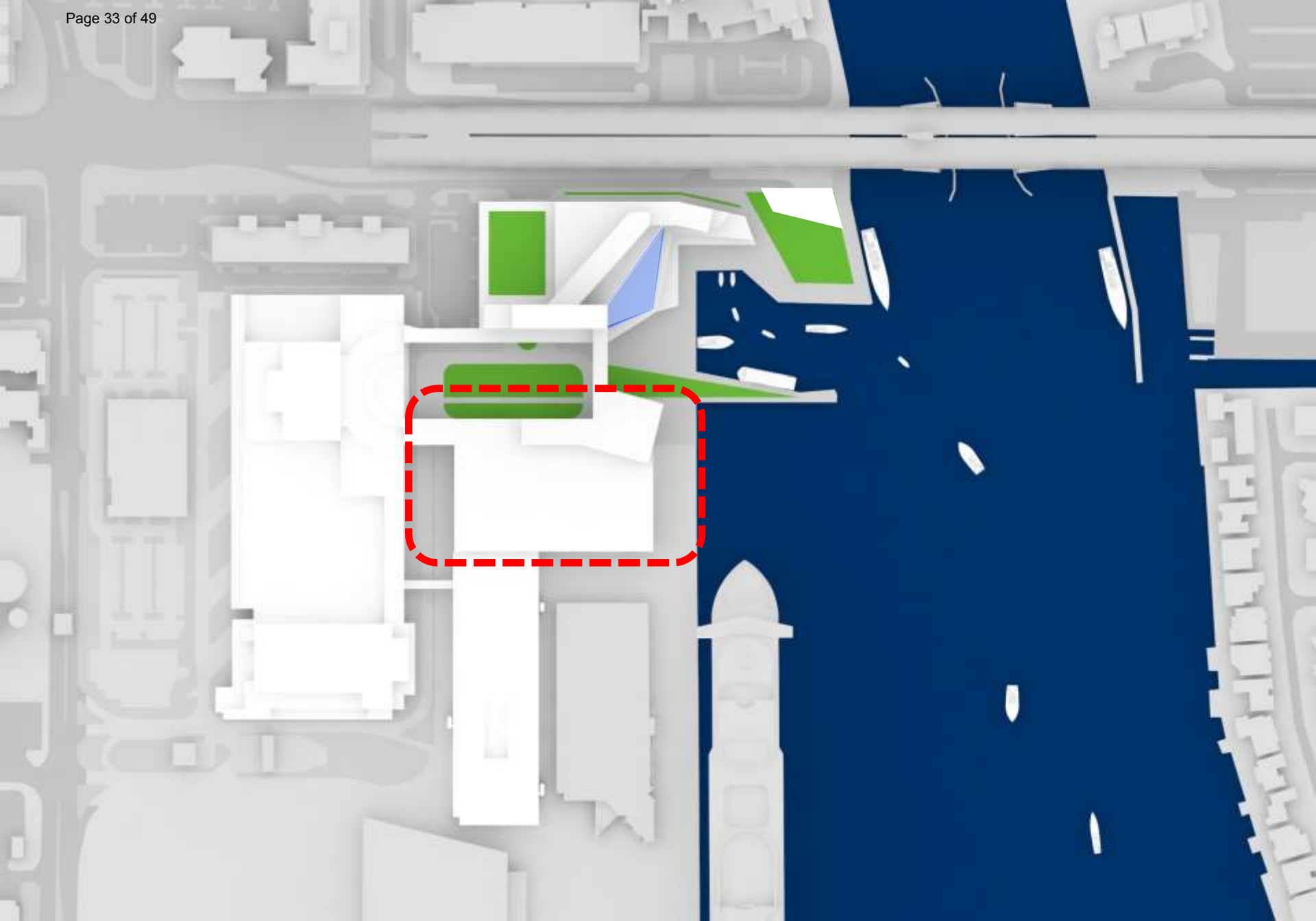


Uninviting Water Today

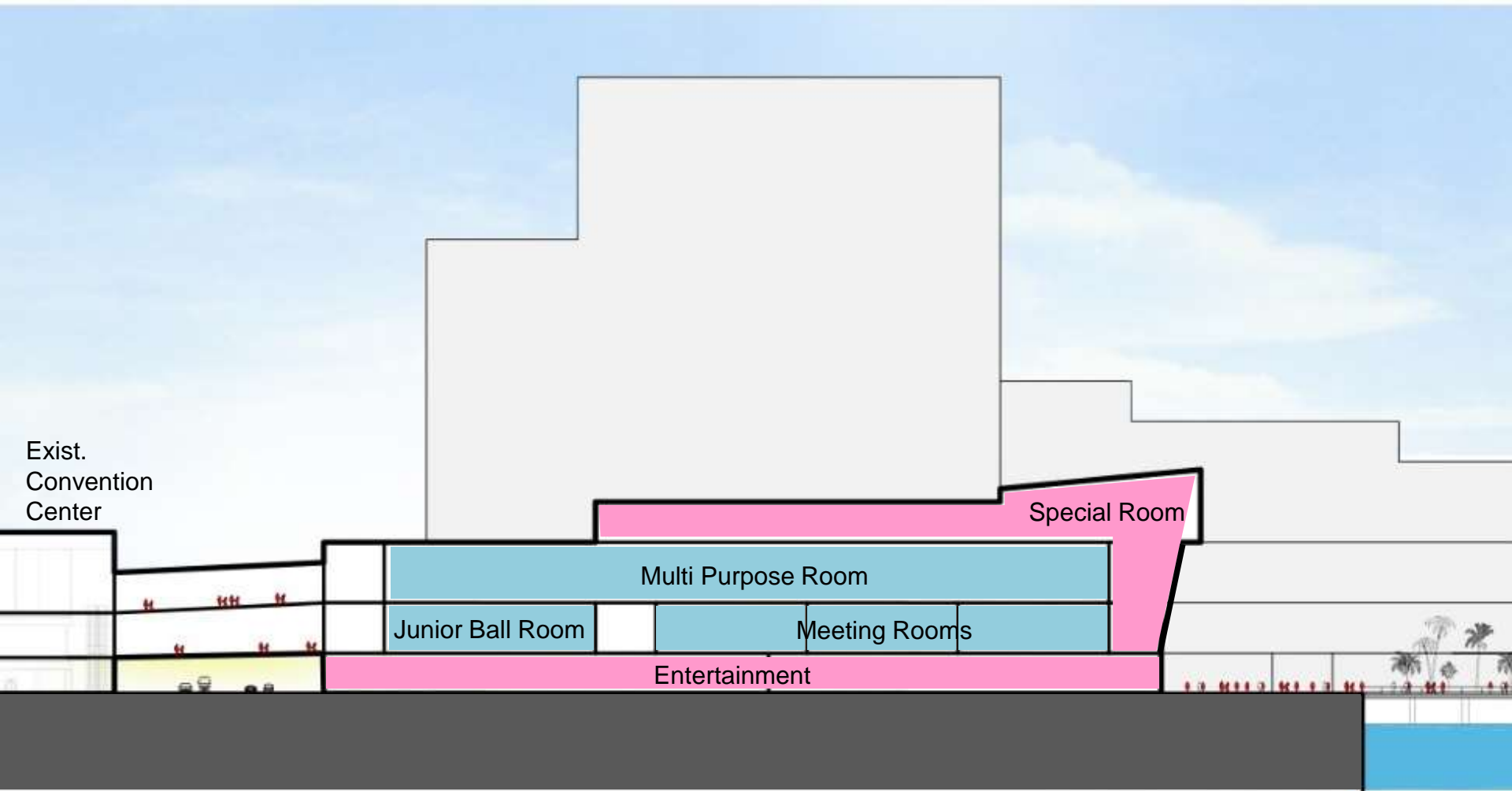




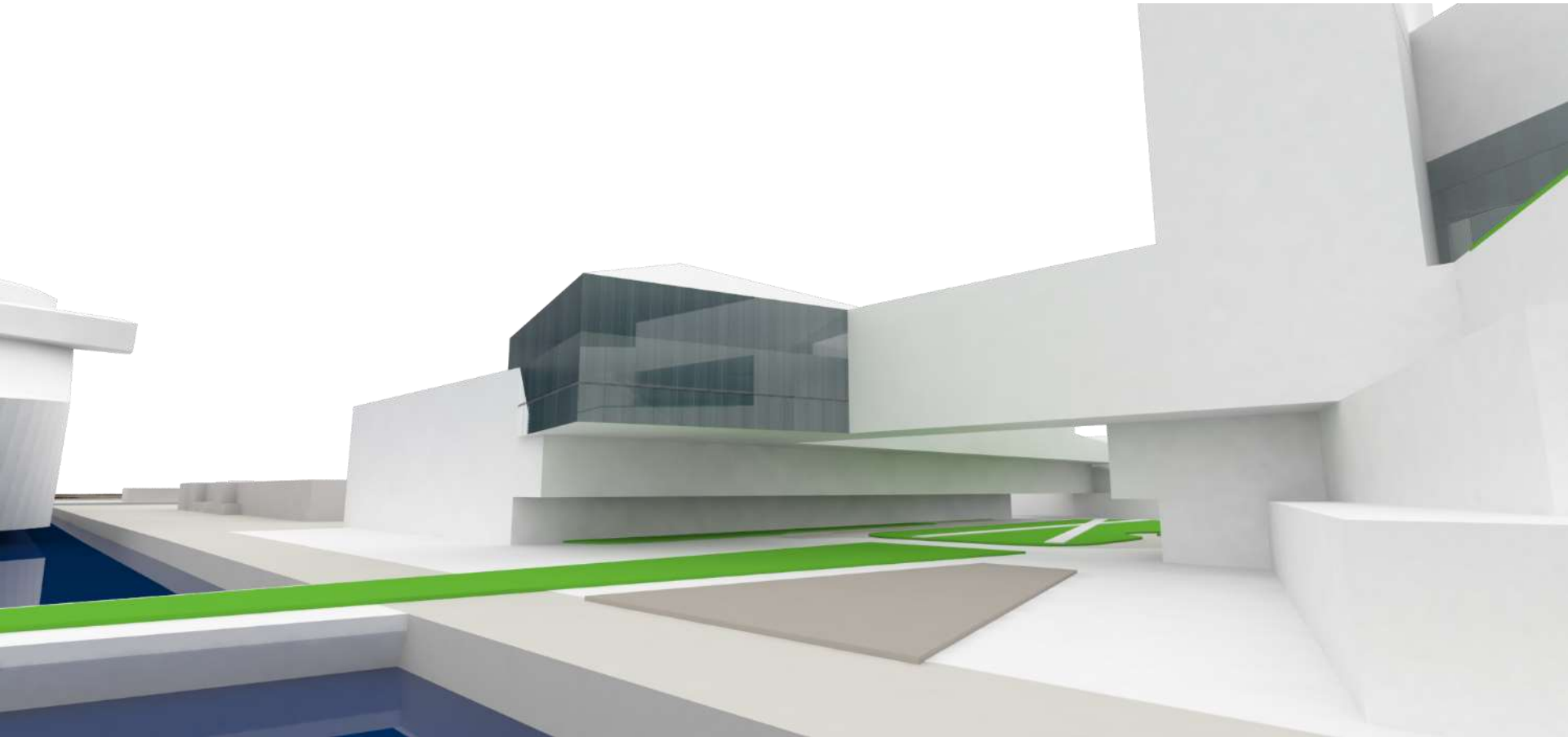
Ground Floor Retail/Entertainment



Convention Center Expansion

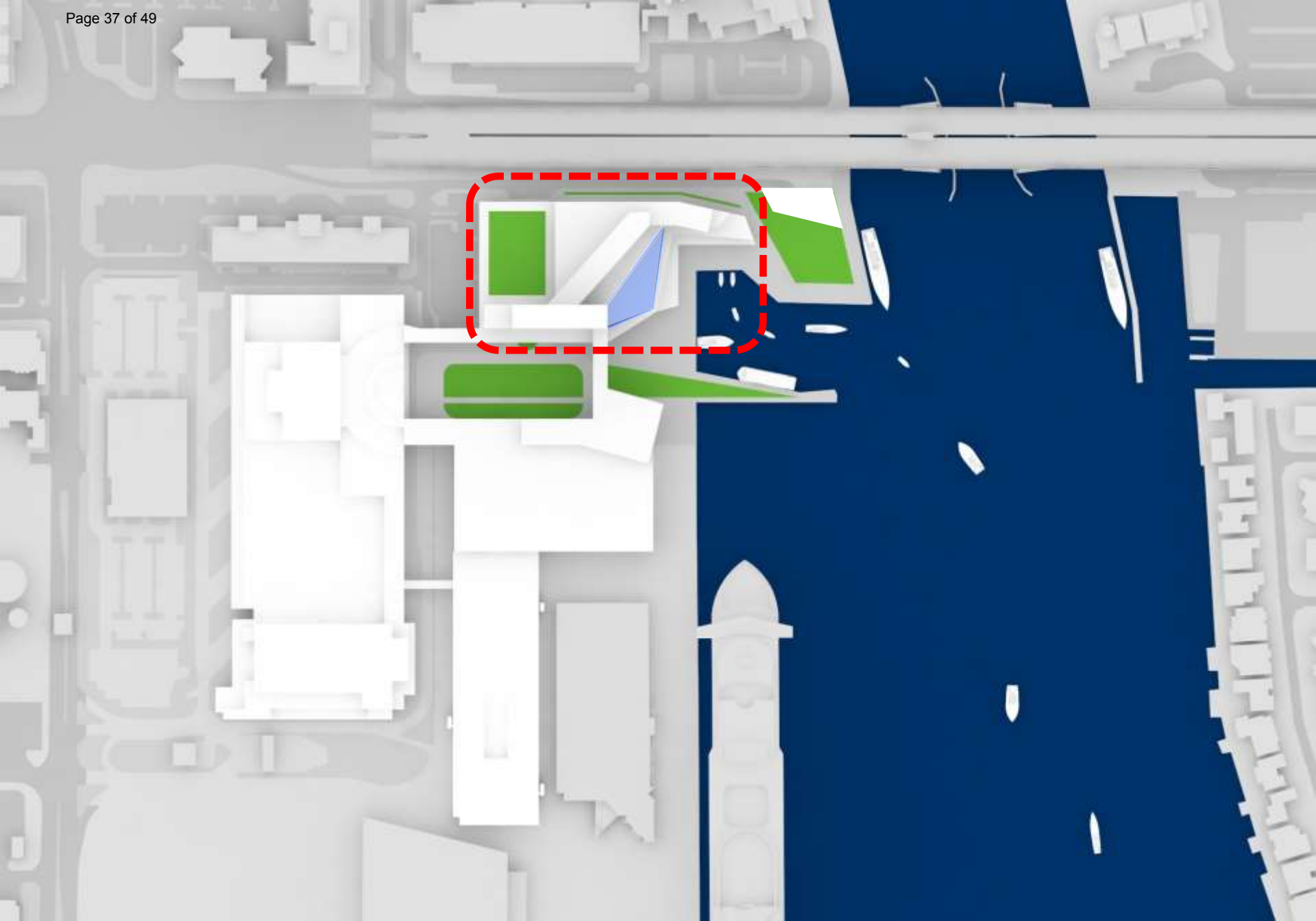


E-W Section



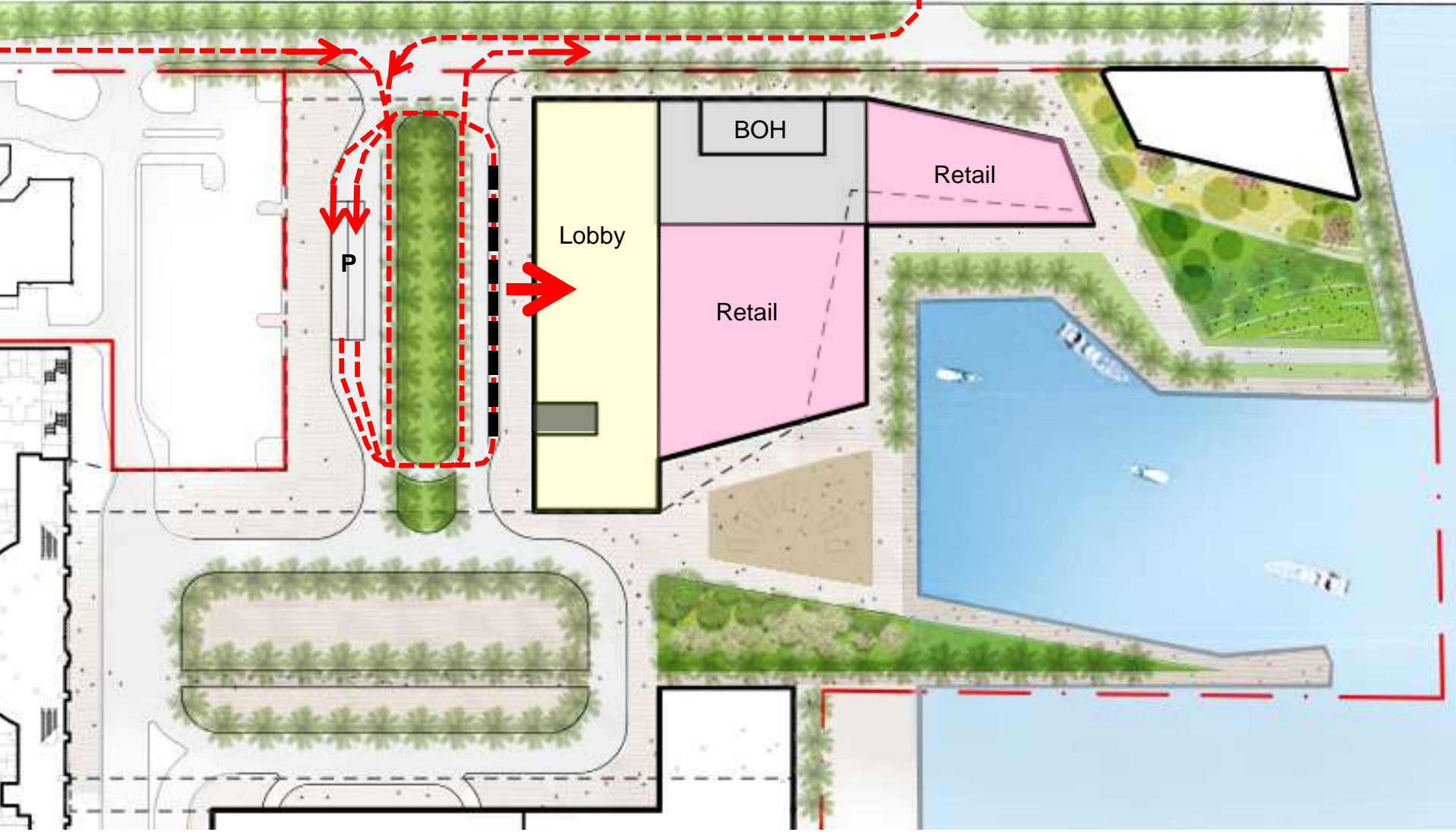
Special Room



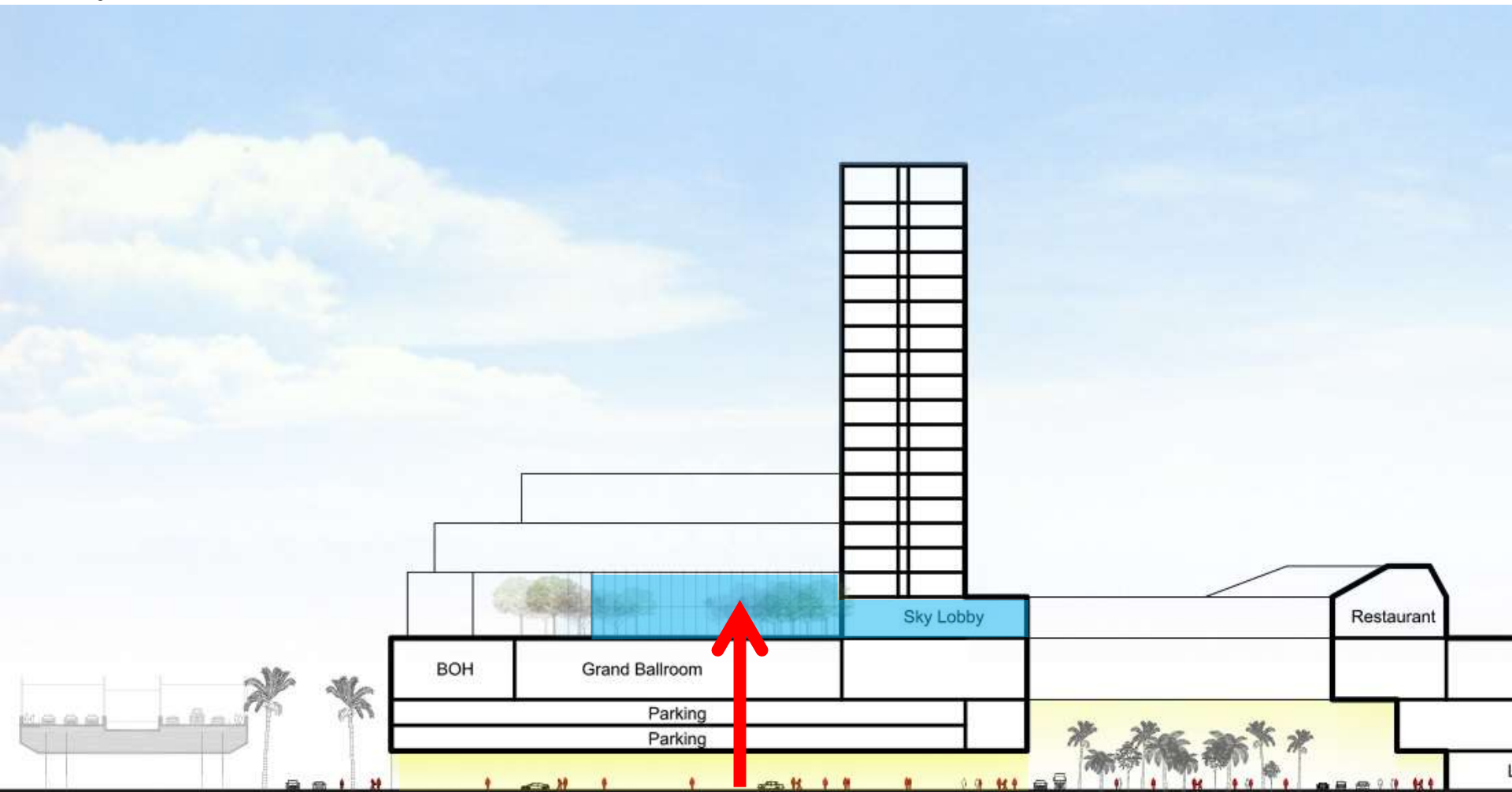


Headquarters Hotel

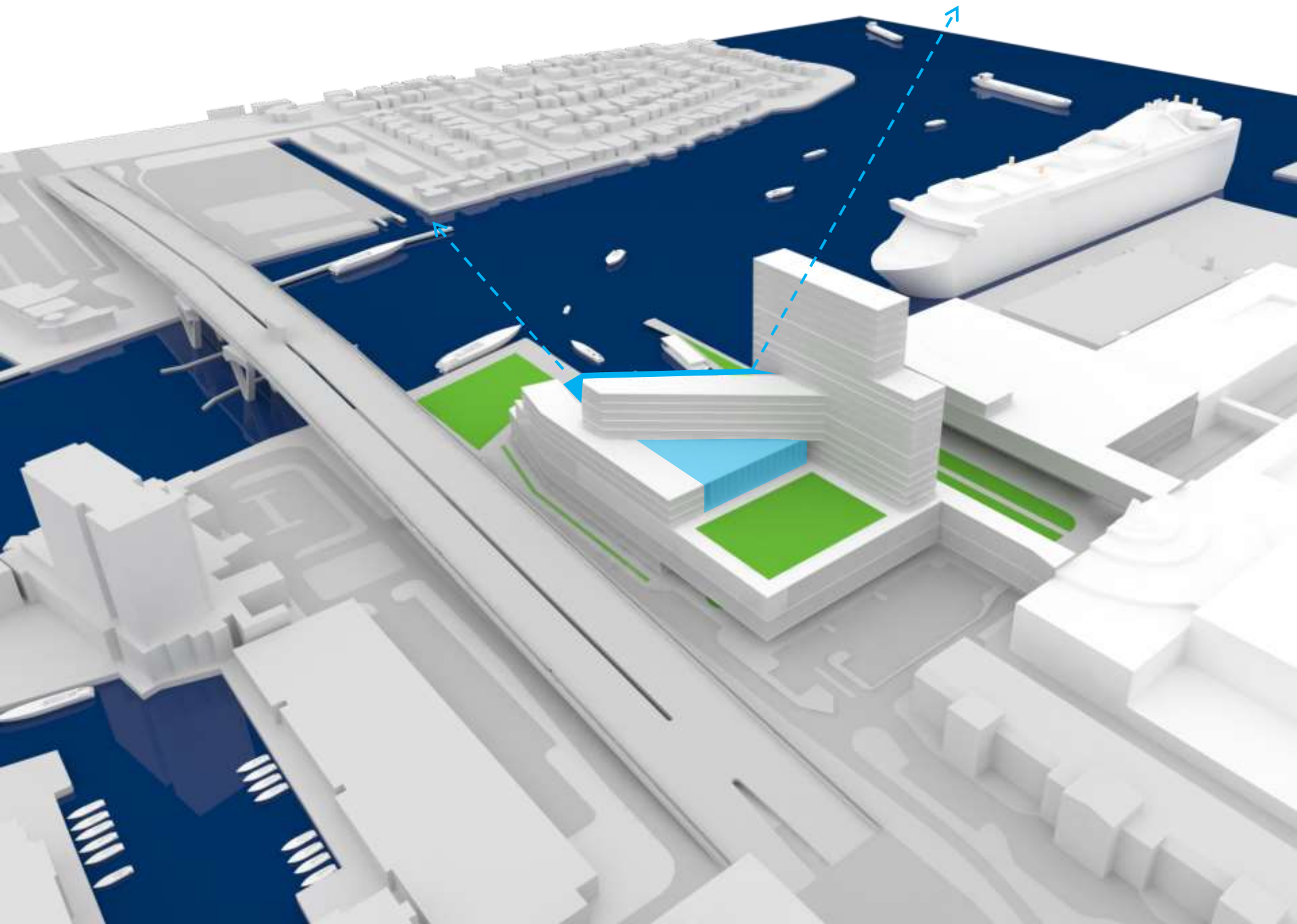




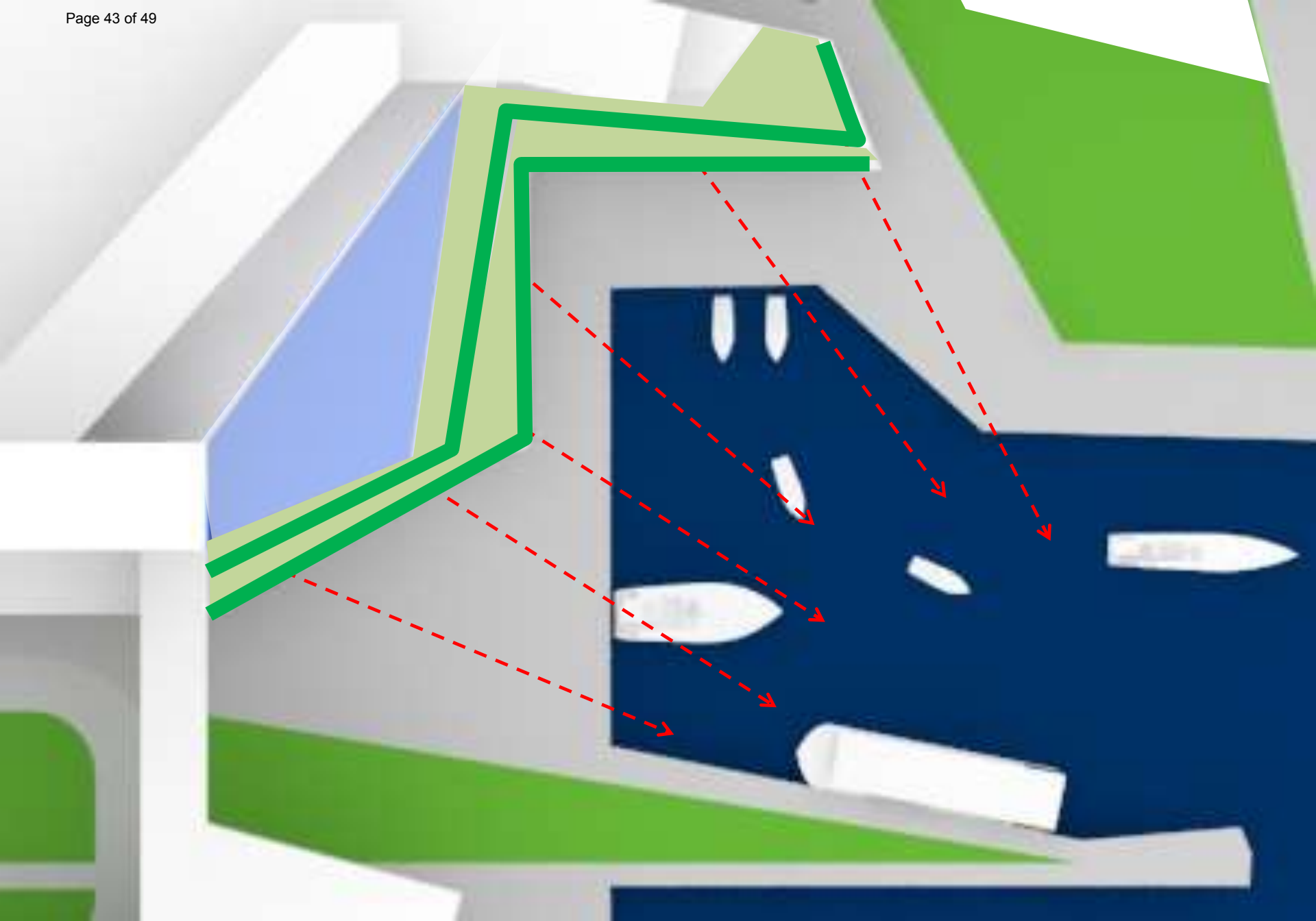
Arrival



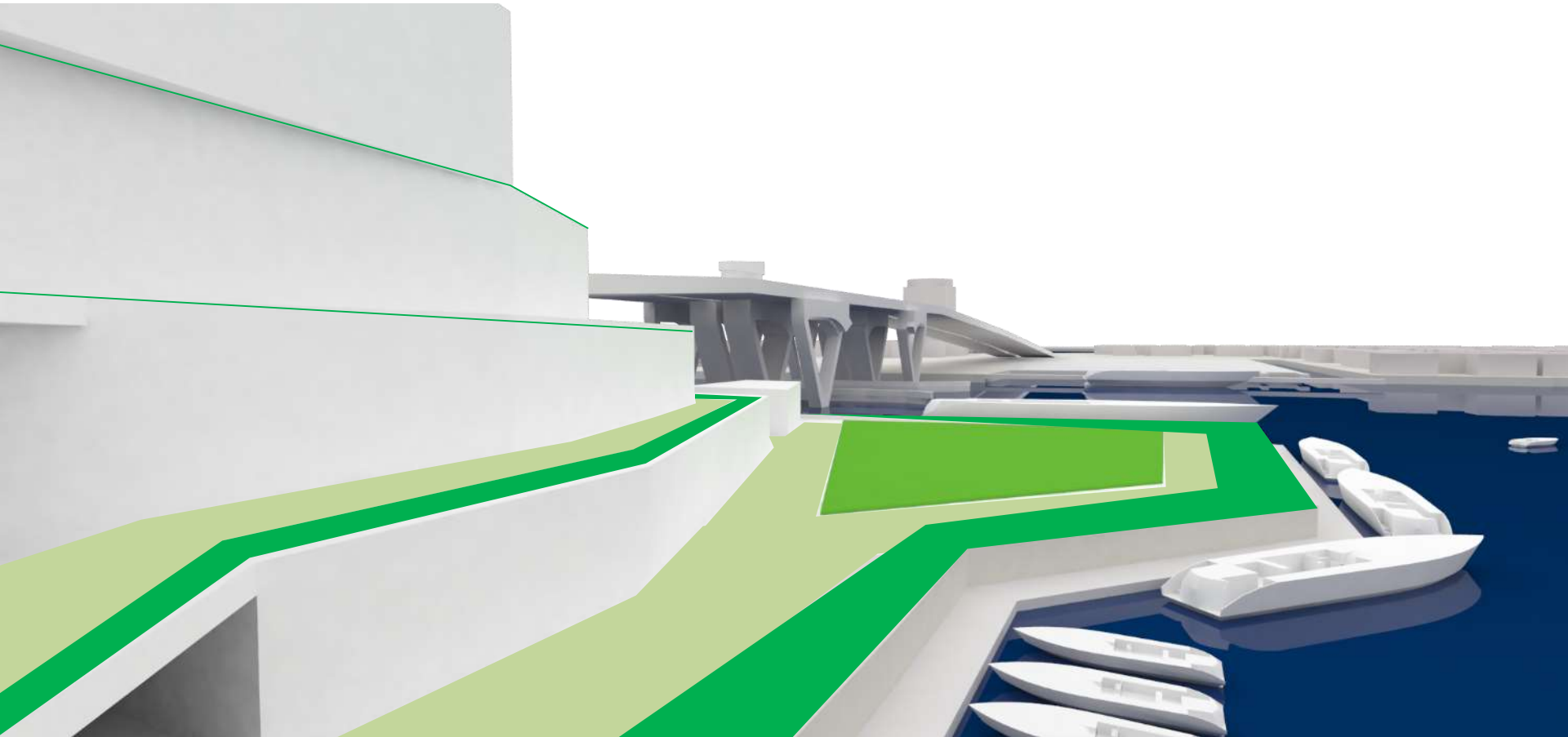
Sky Lobby







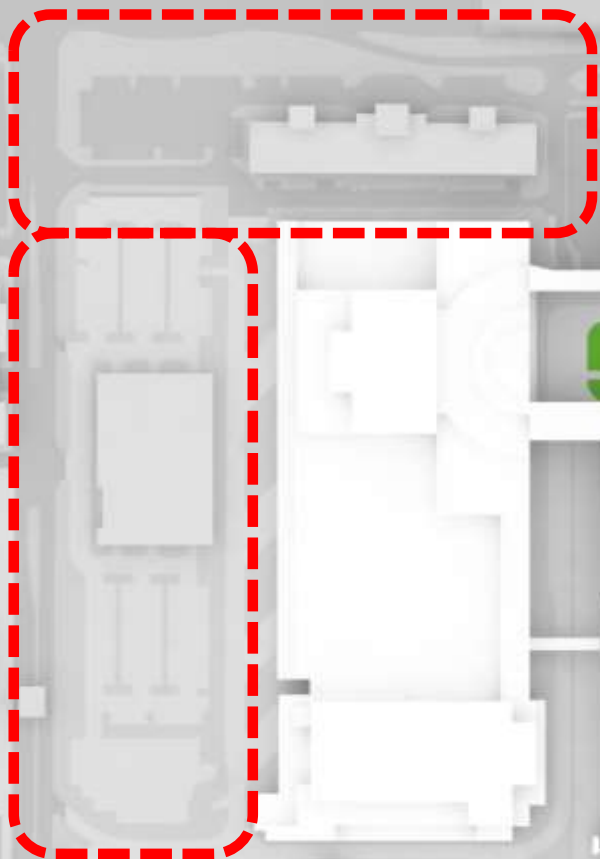
Terraces



Terraces

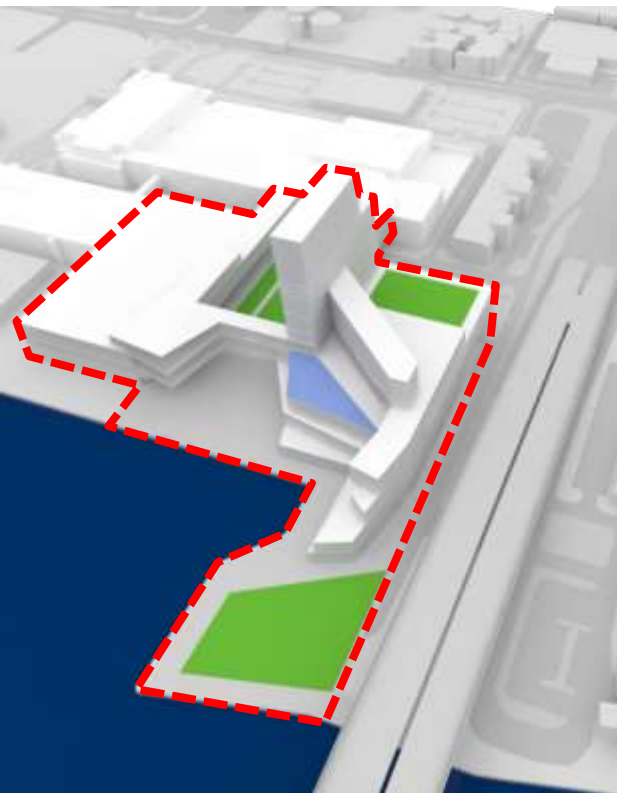


View from the Rooms

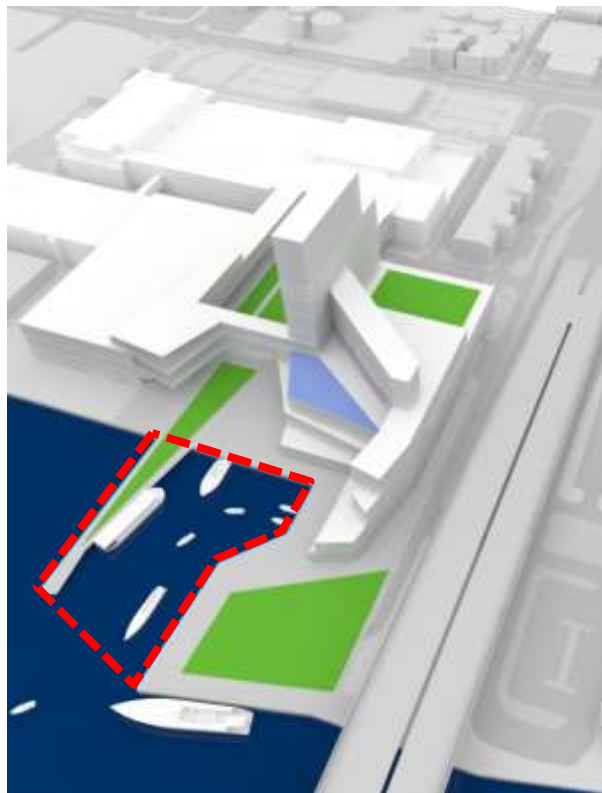


Portside/Future West Expansion

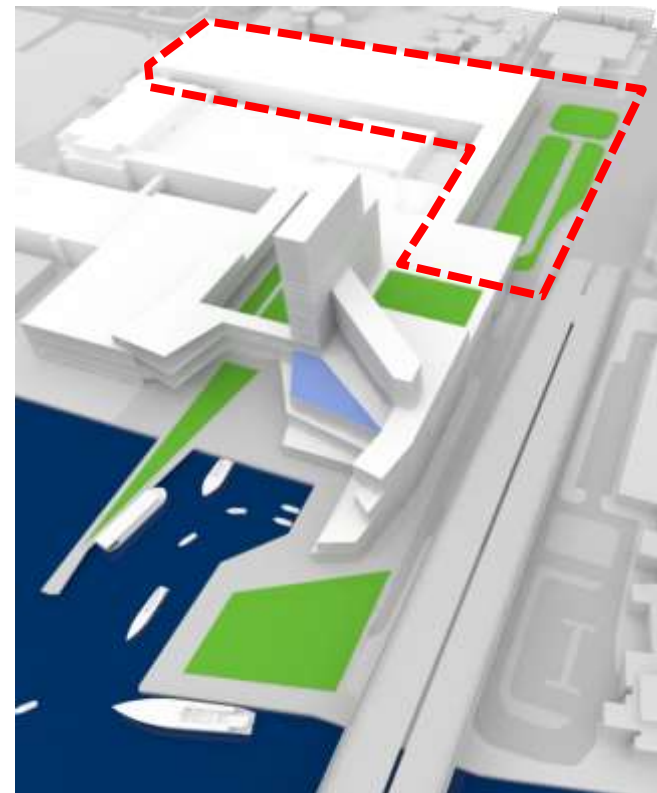




Element 1
Convention Expansion/Hotel



Element 2
Jetty/Commercial Harbor



Element 3
Portside/West Expansion

