

# MIAMI BEACH CONVENTION CENTER EXPANSION

COMMUNITY DESIGN WORKSHOP  
MAY 14, 1010



MIAMI BEACH

# CONVENTION CENTER

## ***FAST FACTS:***

- Opened in 1957
- Last Expansion -1989
  - facility underwent a \$92 million renovation; doubled in size
- Now: 1,000,000 square feet of flexible space:
  - over 500,000 sq. ft. of exhibit space,
  - over 100,000 sq. ft. of versatile pre-function space
  - 70 meeting rooms comprised of 127,000 sq. ft.

# CONVENTION CENTER

## • ***WHY EXPANSION/ENHANCEMENT?***

- Remain competitive with peer group
  - San Antonio
  - San Diego
- Provide amenities needed by meeting and convention planners
  - Ballroom/multi-purpose space
  - More flexible space
  - Possibility of ADJACENT convention center hotel
- Improve connection with local assets

# CONVENTIONCENTER

## ***HOW HAVE WE IDENTIFIED NEEDS?***

- 2001: Convention Sports and Leisure (CSL) completed a space and needs assessment study
- 
- 2005: CSL updated the 2001 study on behalf of GMCVB

# CONVENTIONCENTER

- 2009: CSL completed most recent update.
- Update results driven by:
  - Current industry trends
  - Competitive/comparable facility analysis
  - Existing and projected utilization
  - Market demand analysis

# CONVENTIONCENTER

- 2009 CSL **Focus**:
  - How do we compete with our competitive peer group?
    - Don't go after what we can't/won't accommodate
    - What do *they* have we don't have? Vice-Versa?
    - What existing attributes need to be highlighted?
    - What are challenges/opportunities

What do we need to be competitive in the

# CONVENTIONCENTER

- 2009 CSL **Findings**:
  - Multi-use/Ballroom Space needed
  - Additional Meeting Space needed
  - Unique Space Additions (e.g. outdoor venue)
  - Development of a Convention Center District with strong linkages to adjacent entertainment areas important/needed
  - Adjacent or attached Convention Center Hotel needed

# CONVENTION CENTER

## • **MASTER PLAN**

- Proposed to identify short and long term vision for a competitive Convention Center
  - Make us competitive in the future – not just now
  - Develop “outside the box” options
  -
- To be research-driven
  - Use the results of the CSL Study to develop plan that addresses identified needs

# CONVENTIONCENTER

- 
- Arquitectonica competitively selected to develop Master Plan for Convention Center
  - Look at prior studies, city codes
  - Produce short and long term vision
  - Solicit input
    - Steering Committee/stakeholders
    - Community
-

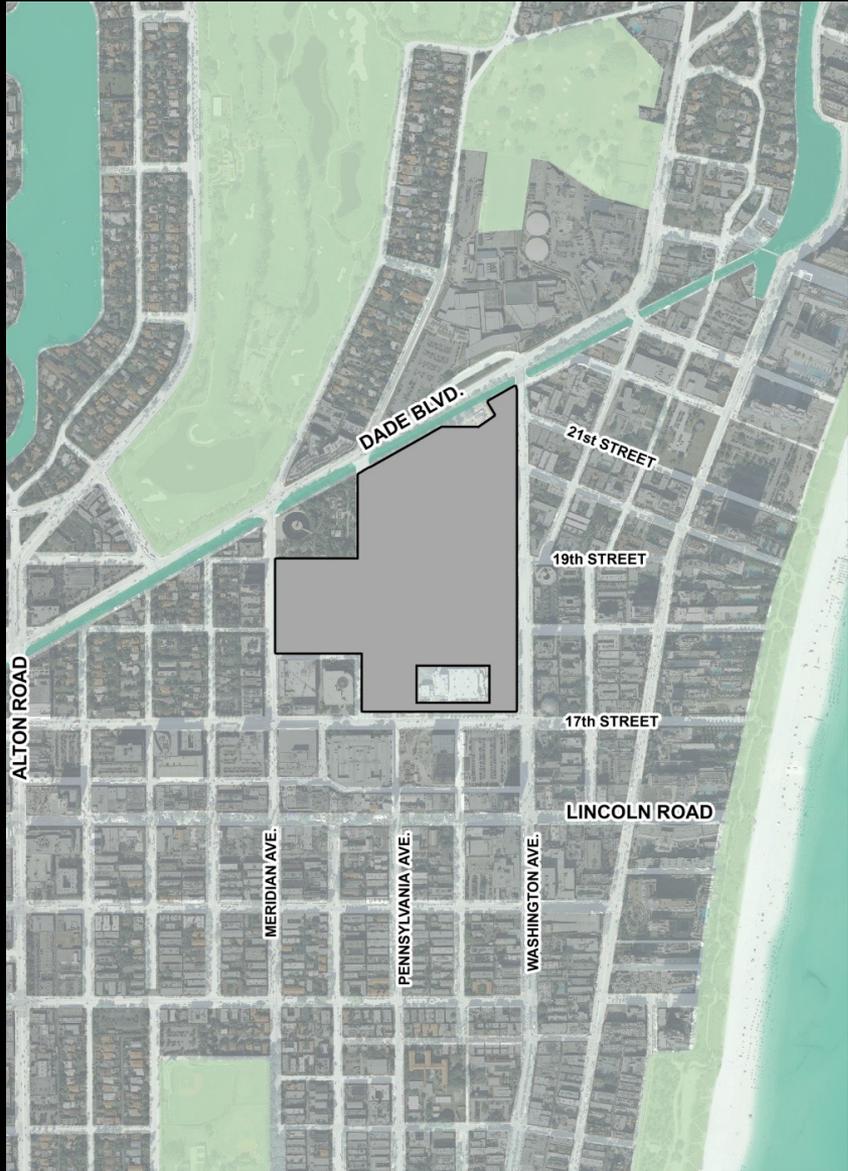
# CONVENTIONCENTER

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- Steering Committee/stakeholders – 4 meetings
  - Includes representatives from
    - Hotel Association, Visitor's Bureau, facility users, facility management,
    - hospitality industry experts, Community partners, business
    - representatives, City & County representatives
  - Four Sub-Committees
    - Programming, Functionality, Community & Big Vision
-

# CONVENTIONCENTER

## • ***NEXT STEPS***

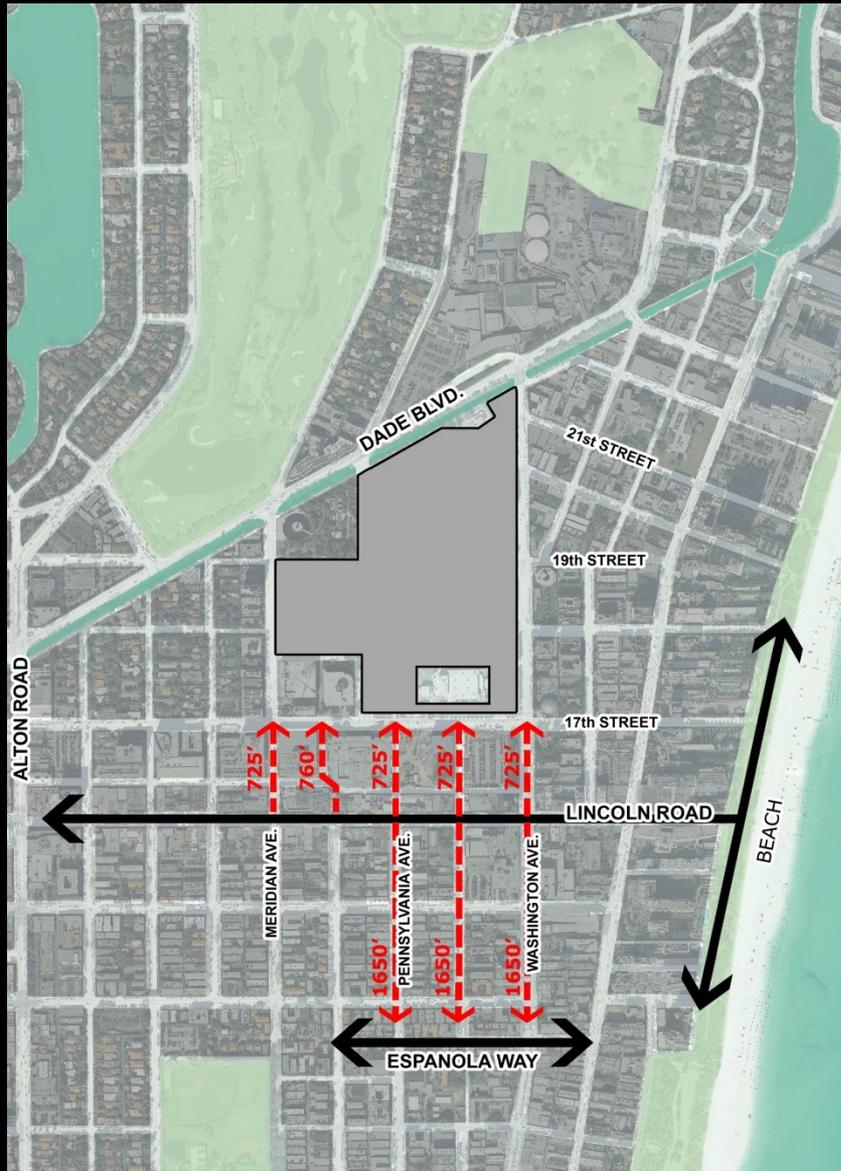
- Solicit Community Input
  - 1-2 months
- Complete Preliminary Designs/obtain approval
  - 3-4 months
- Identify funding sources
  - Ongoing
- Development process (e.g. final plans/designs, construction, etc.)
  - TBD



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

SITE BOUNDARY





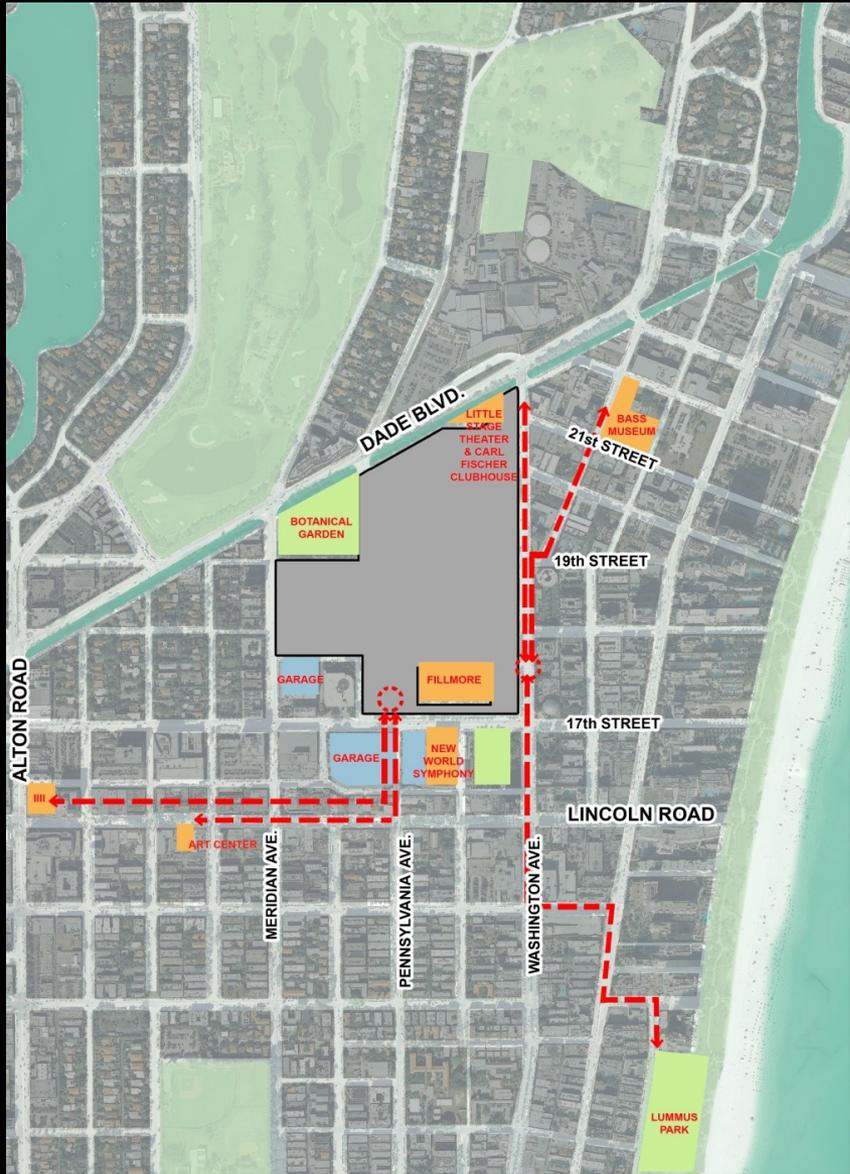
MIAMI BEACH CONVENTION CENTER MASTER PLAN EXPANSION ACCESS TO ROADS





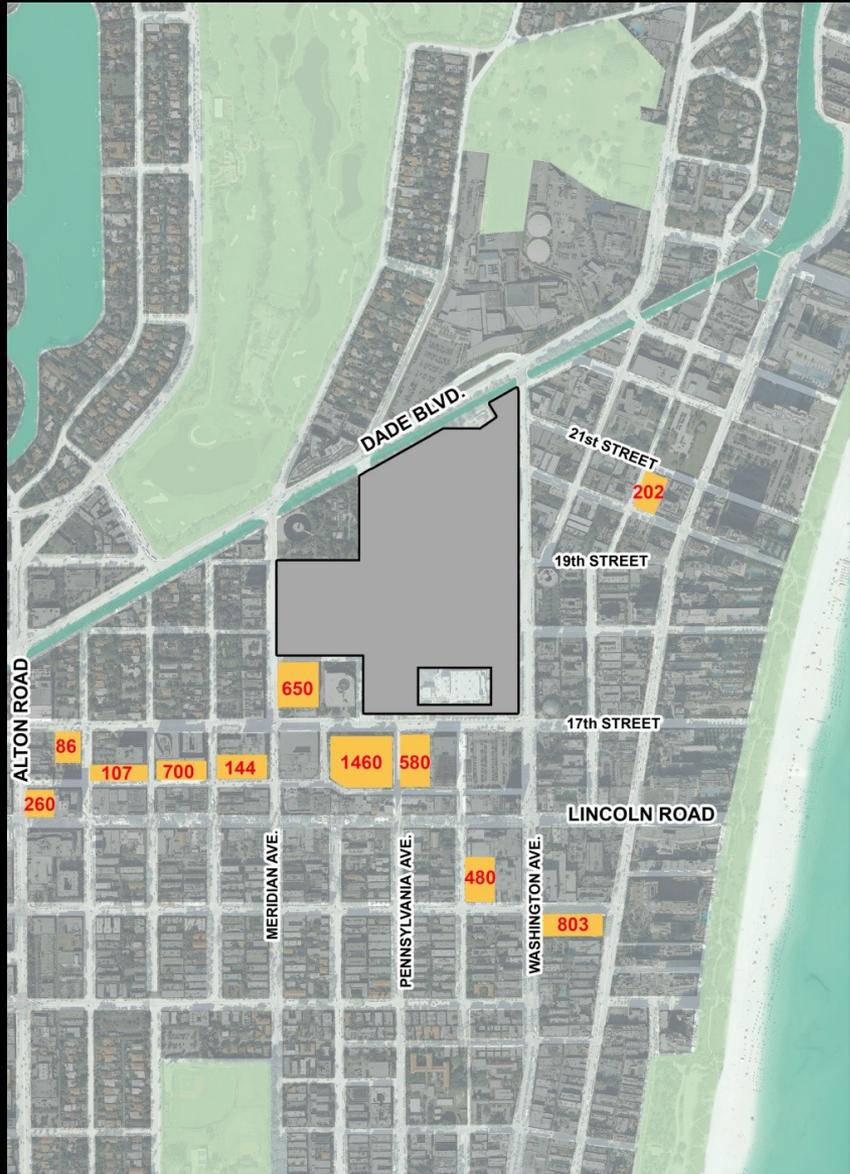
MIAMI BEACH CONVENTION CENTER ACCESS TO HOTELS  
 MASTER PLAN EXPANSION





MIAMI BEACH CONVENTION CENTER ACCESS TO VENUES  
MASTER PLAN EXPANSION





MIAMI BEACH CONVENTION CENTER PARKING GARAGES  
 MASTER PLAN EXPANSION

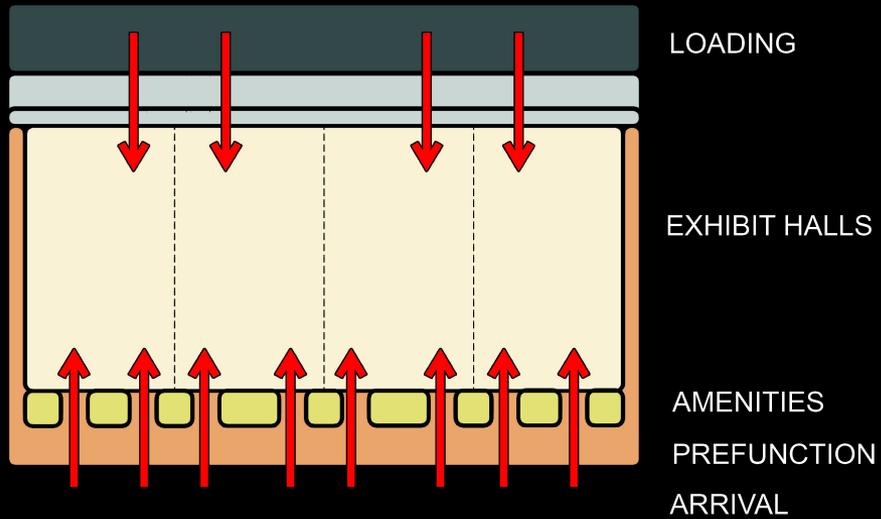




MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

PROPOSED  
ORIENTATION

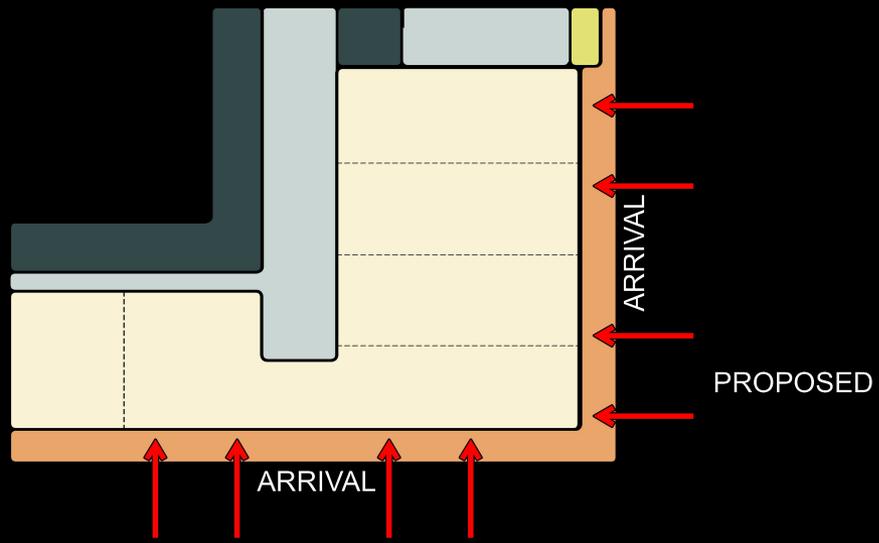
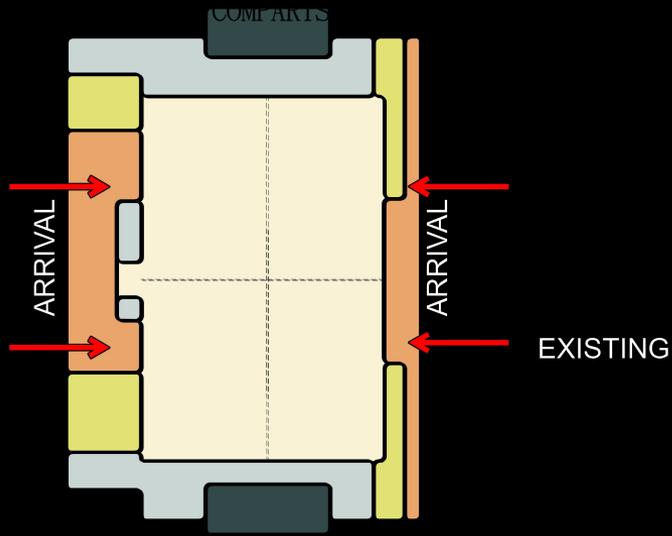




MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

TYPICAL LAYOUT

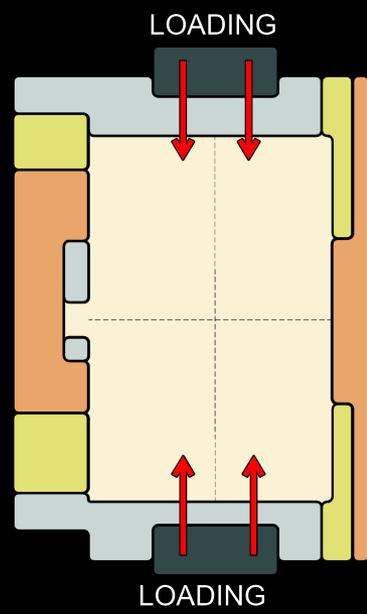




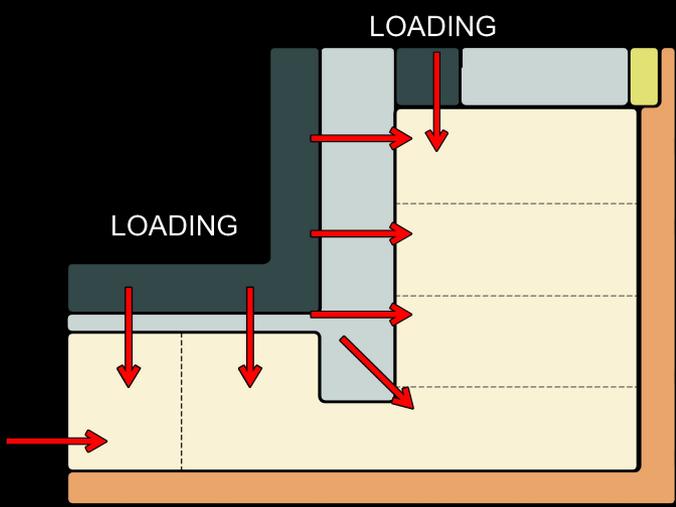
MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

ARRIVAL ACCESS  
ANALYSIS

- |                      |               |                |
|----------------------|---------------|----------------|
| BALLROOMS            | FOOD          | MEETING        |
| HALL                 | LOBBY         | EXISTING       |
| VERTICAL CIRCULATION | BACK OF HOUSE | FRONT OF HOUSE |



EXISTING



PROPOSED

MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

LOADING ACCESS  
ANALYSIS

- |                      |               |                |
|----------------------|---------------|----------------|
| BALLROOMS            | FOOD          | MEETING        |
| HALL                 | LOBBY         | EXISTING       |
| VERTICAL CIRCULATION | BACK OF HOUSE | FRONT OF HOUSE |



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

EXISTING PLAN



- |                      |               |                |
|----------------------|---------------|----------------|
| BALLROOMS            | FOOD          | MEETING        |
| HALL                 | LOBBY         | EXISTING       |
| VERTICAL CIRCULATION | BACK OF HOUSE | FRONT OF HOUSE |

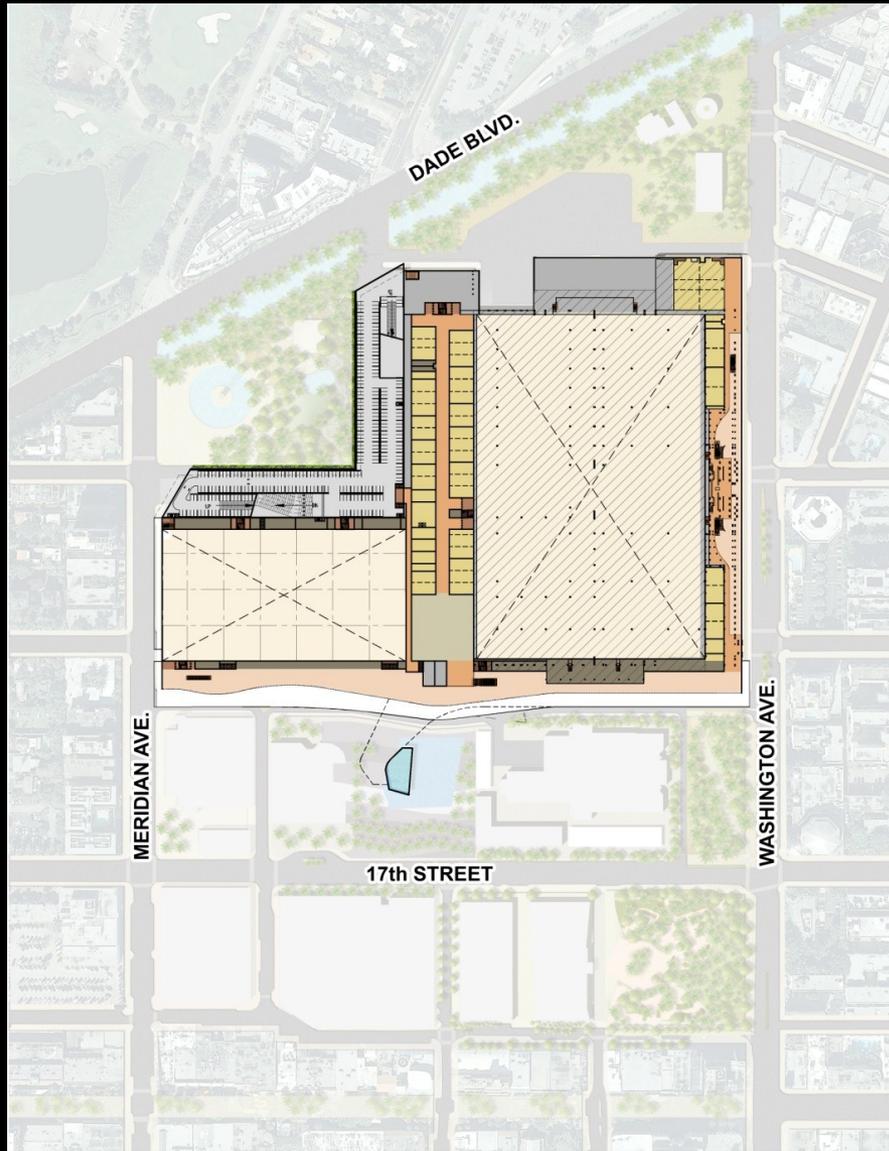


**MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION**

**LEVEL 1**  
ELEVATION: 0'-0"



- |                      |               |                |
|----------------------|---------------|----------------|
| BALLROOMS            | FOOD          | MEETING        |
| HALL                 | LOBBY         | EXISTING       |
| VERTICAL CIRCULATION | BACK OF HOUSE | FRONT OF HOUSE |

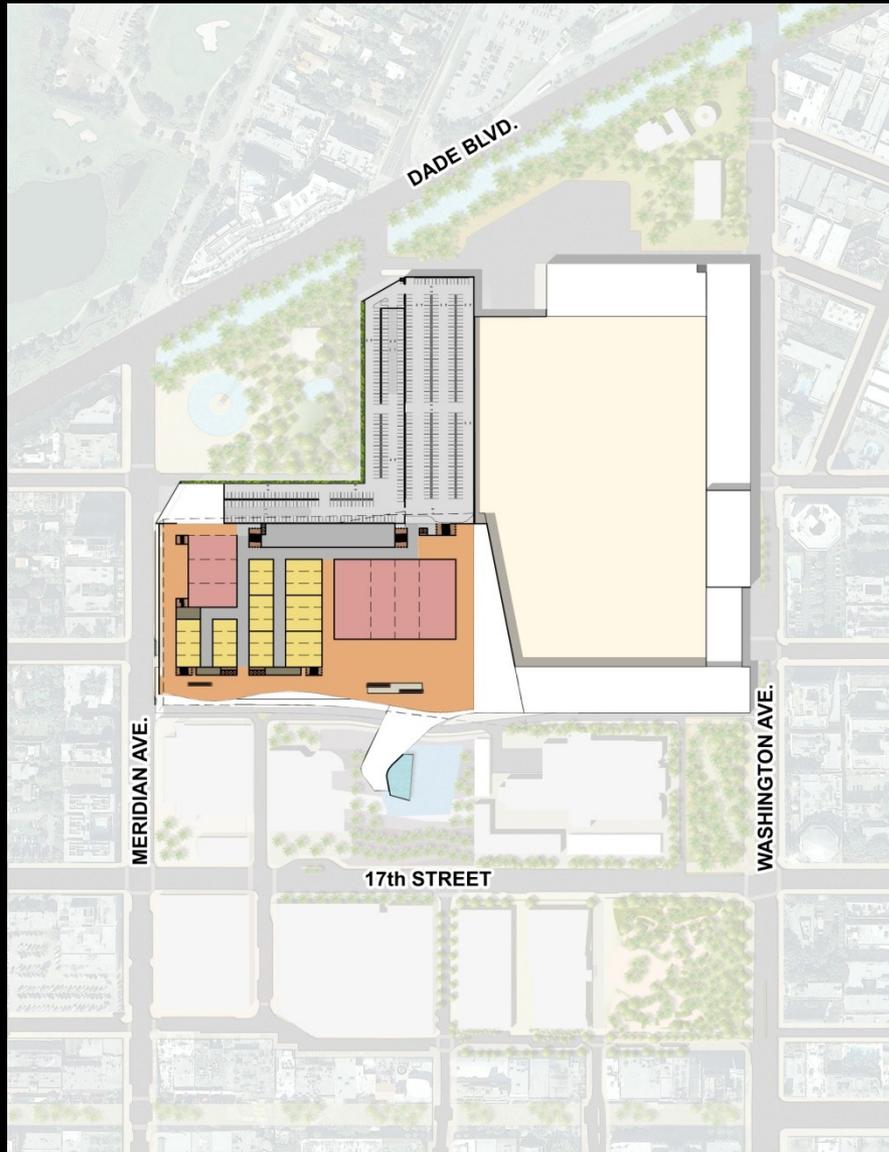


MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

LEVEL 2  
ELEVATION: 25'-0"



- |  |   |  |
|--|---|--|
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #f08080; border: 1px solid black;"></span> BALLROOMS            | <span style="display: inline-block; width: 15px; height: 10px; background-color: #c8e6c9; border: 1px solid black;"></span> FOOD          | <span style="display: inline-block; width: 15px; height: 10px; background-color: #fff9c4; border: 1px solid black;"></span> MEETING        |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #fff176; border: 1px solid black;"></span> HALL                 | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ffcc80; border: 1px solid black;"></span> LOBBY         | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ccc; border: 1px solid black;"></span> EXISTING          |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #e57373; border: 1px solid black;"></span> VERTICAL CIRCULATION | <span style="display: inline-block; width: 15px; height: 10px; background-color: #e0e0e0; border: 1px solid black;"></span> BACK OF HOUSE | <span style="display: inline-block; width: 15px; height: 10px; background-color: #808080; border: 1px solid black;"></span> FRONT OF HOUSE |

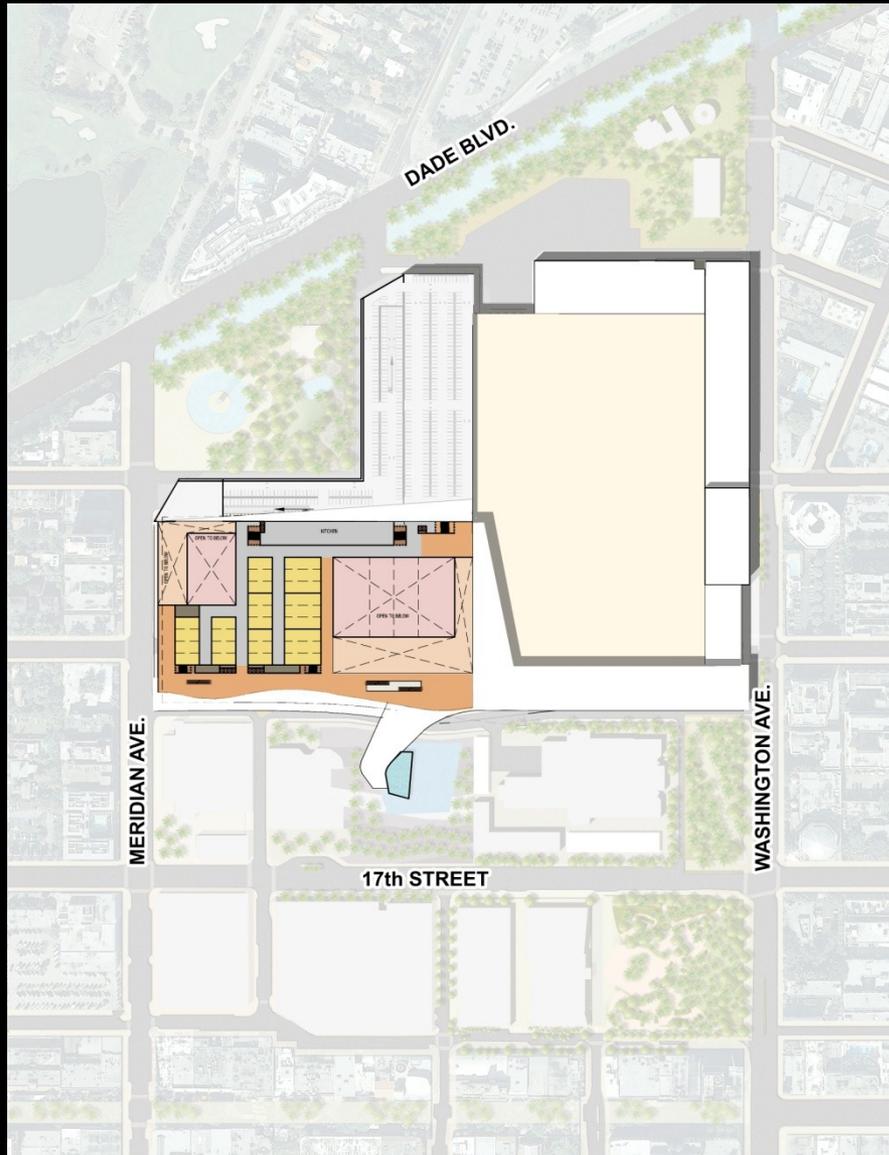


MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

LEVEL 3  
ELEVATION: 50'-0"



- |  |   |  |
|--|---|--|
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| <span style="display: inline-block; width: 15px; height: 10px; background-color: #fff176; border: 1px solid black;"></span> HALL                 | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ff9800; border: 1px solid black;"></span> LOBBY         | <span style="display: inline-block; width: 15px; height: 10px; background-color: #9e9e9e; border: 1px solid black;"></span> EXISTING       |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #a1887f; border: 1px solid black;"></span> VERTICAL CIRCULATION | <span style="display: inline-block; width: 15px; height: 10px; background-color: #e0e0e0; border: 1px solid black;"></span> BACK OF HOUSE | <span style="display: inline-block; width: 15px; height: 10px; background-color: #8d8d8d; border: 1px solid black;"></span> FRONT OF HOUSE |



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

LEVEL 4  
ELEVATION: 75'-0"

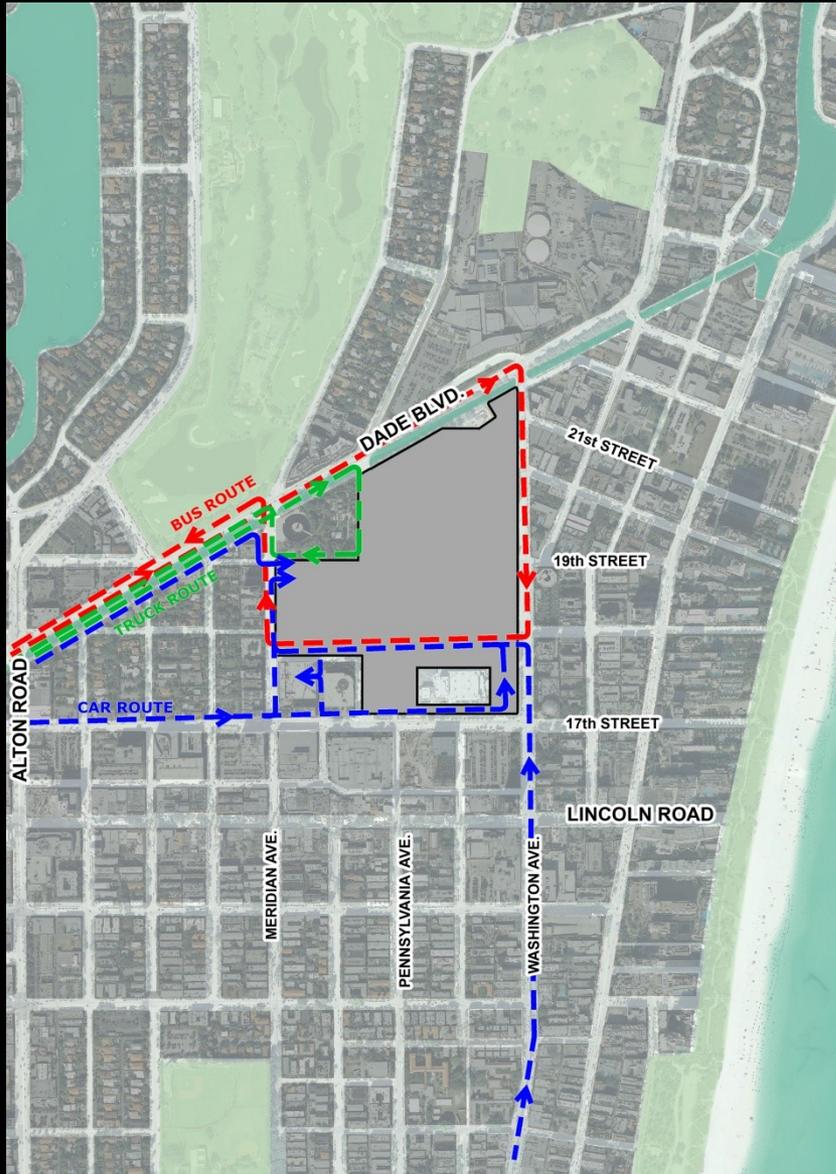
- |                      |                |
|----------------------|----------------|
| BALLROOMS            | MEETING        |
| HALL                 | LOBBY          |
| VERTICAL CIRCULATION | BACK OF HOUSE  |
| FOOD                 | EXISTING       |
|                      | FRONT OF HOUSE |



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

SITE PLAN

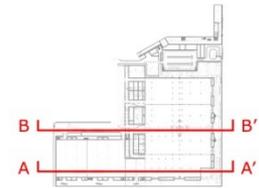




MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

TRAFFIC  
CIRCULATION





MERIDIAN AVE

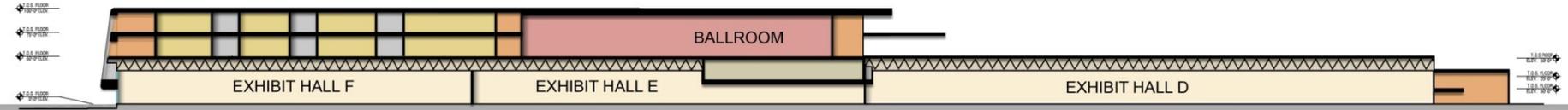
WASHINGTON AVE



SECTION BB'  
WEST - EAST

MERIDIAN AVE

WASHINGTON AVE



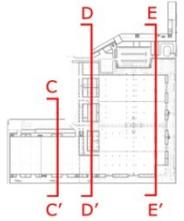
SECTION AA'  
WEST - EAST

MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

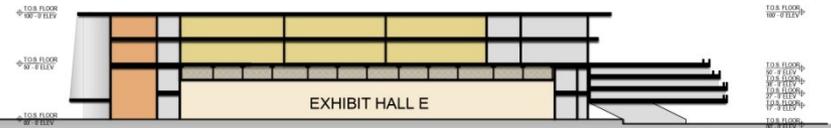
SECTION

- BALLROOMS
- HALL
- LOBBY
- FOOD
- MEETING
- VERTICAL CIRCULATION
- BACK OF HOUSE
- FRONT OF HOUSE
- EXISTING





17TH STREET



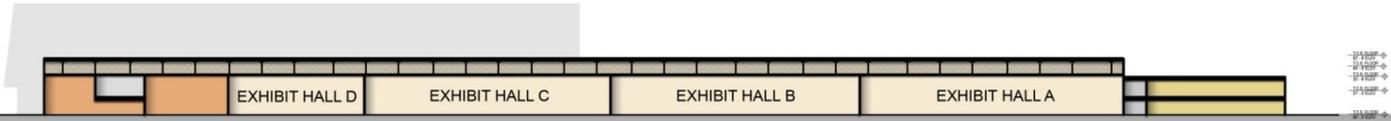
SECTION CC'  
SOUTH - NORTH

17TH STREET



SECTION DD'  
SOUTH - NORTH

17TH STREET



SECTION EE'  
SOUTH - NORTH

MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

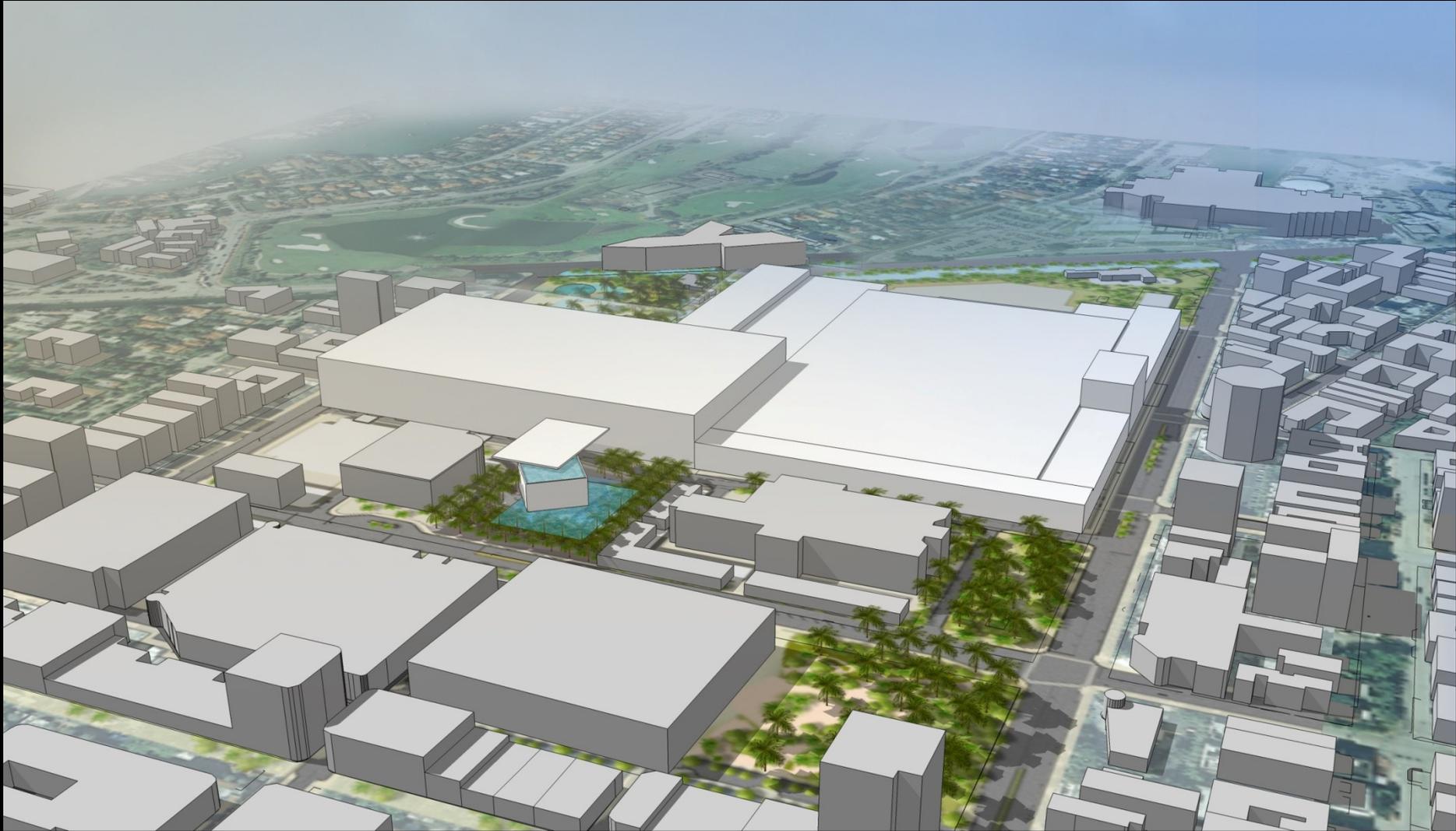


SECTION		
<span style="display:inline-block; width:15px; height:15px; background-color: #f08080; border: 1px solid black;"></span> BALLROOMS	<span style="display:inline-block; width:15px; height:15px; background-color: #d4edda; border: 1px solid black;"></span> FOOD	<span style="display:inline-block; width:15px; height:15px; background-color: #fff3cd; border: 1px solid black;"></span> MEETING
<span style="display:inline-block; width:15px; height:15px; background-color: #fff3cd; border: 1px solid black;"></span> HALL	<span style="display:inline-block; width:15px; height:15px; background-color: #ffcdd2; border: 1px solid black;"></span> LOBBY	<span style="display:inline-block; width:15px; height:15px; background-color: #d6d8db; border: 1px solid black;"></span> EXISTING
<span style="display:inline-block; width:15px; height:15px; background-color: #f8d7da; border: 1px solid black;"></span> VERTICAL CIRCULATION	<span style="display:inline-block; width:15px; height:15px; background-color: #d6d8db; border: 1px solid black;"></span> BACK OF HOUSE	<span style="display:inline-block; width:15px; height:15px; background-color: #d6d8db; border: 1px solid black;"></span> FRONT OF HOUSE



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

VOLUMETRIC STUDY



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

VOLUMETRIC STUDY



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

VOLUMETRIC STUDY



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

VOLUMETRIC STUDY



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

SOUTH FROM "18TH STREET" (ENTRY DRIVE)





MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

EAST ELEVATION FROM WASHINGTON





MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

WEST ELEVATION ALONG MERIDIAN





MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

NORTH FROM ALTON ROAD





MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

AERIAL VIEW FROM WASHINGTON AVE.



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

AERIAL VIEW FROM DADE BOULEVARD



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

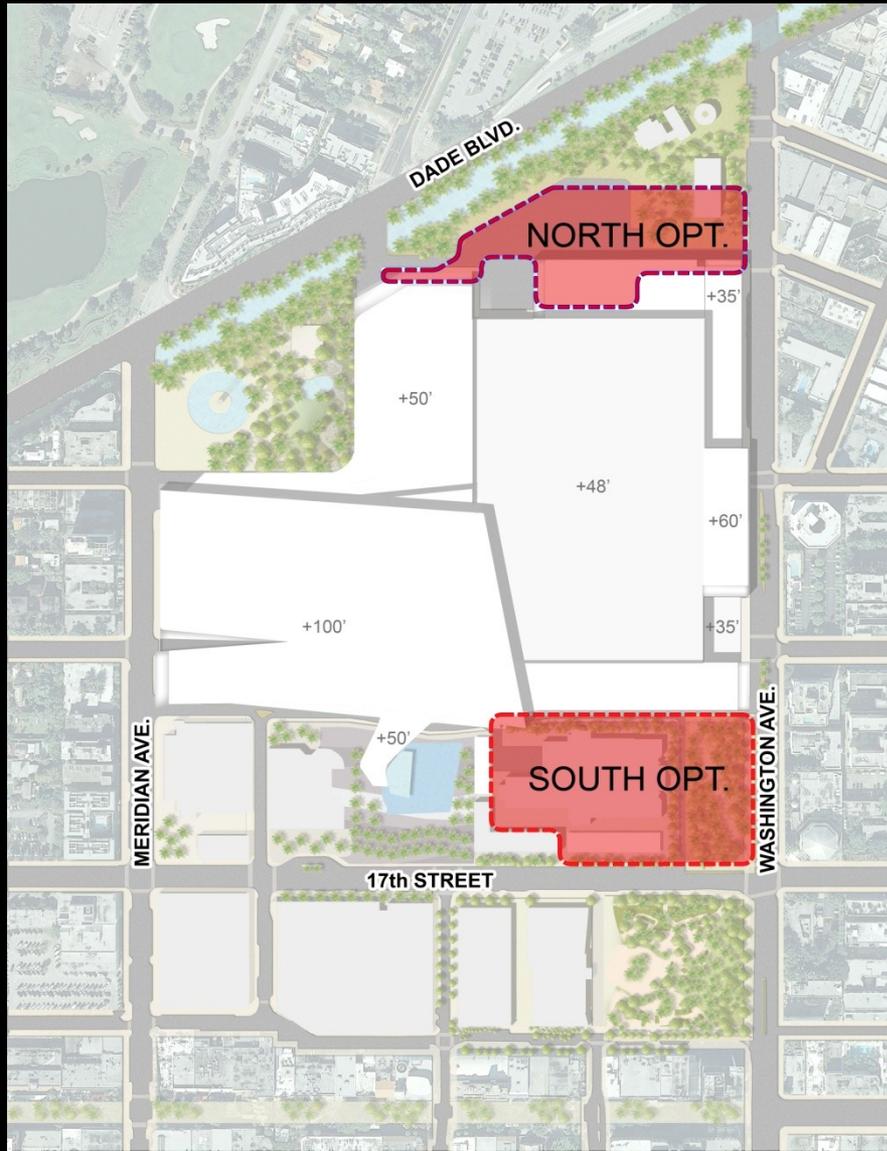
PLAZA VIEW FROM 17th STREET



MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

ENTRY DRIVE VIEW FROM WASHINGTON AVENUE



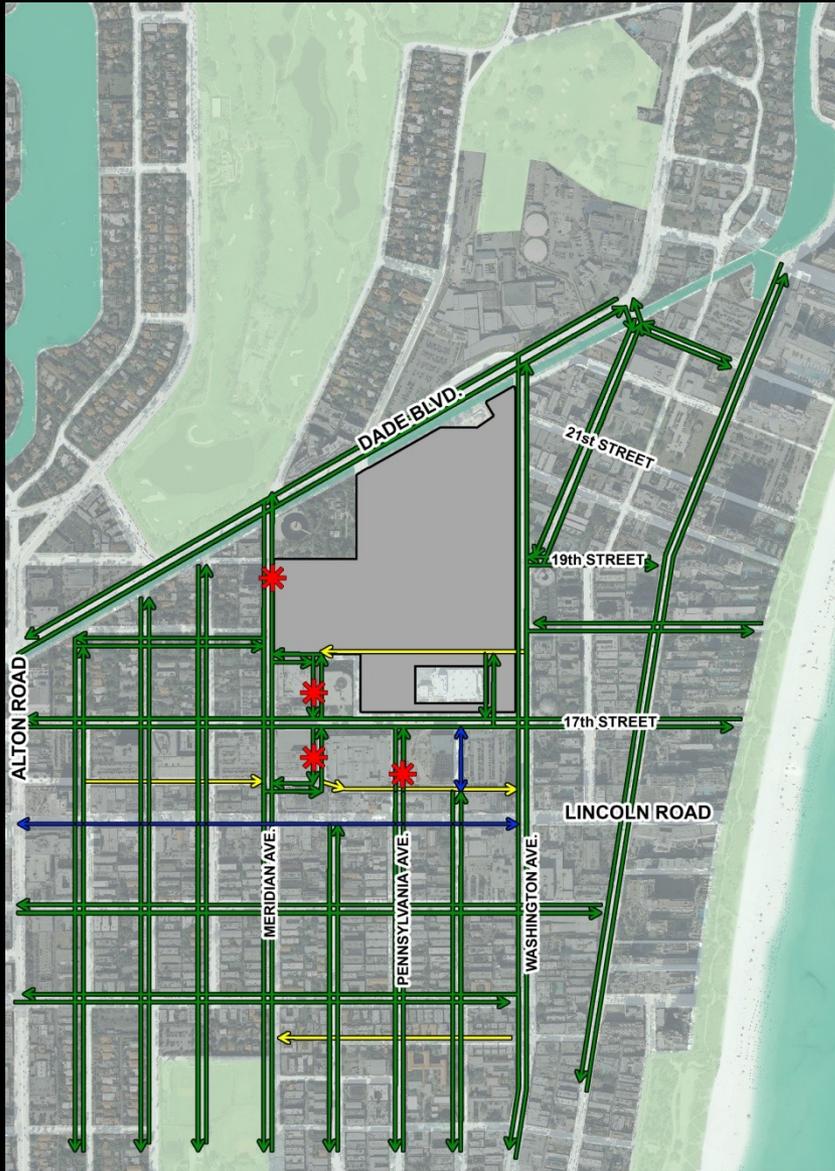


MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

OUTPARCEL  
OPTION







MIAMI BEACH CONVENTION CENTER  
MASTER PLAN EXPANSION

TRAFFIC STUDY

- TWO-WAY TRAFFIC 
- ONE-WAY TRAFFIC 
- PEDESTRIAN ONLY 
- GARAGE ENTRANCE 

