

MIAMI BEACH
CONVENTION CENTER DISTRICT
MASTER PLAN

PORTMAN-CMC
DESIGN APPENDIX

3 MAY 2013

PORTMAN-CMC

MIAMI BEACH SQUARE

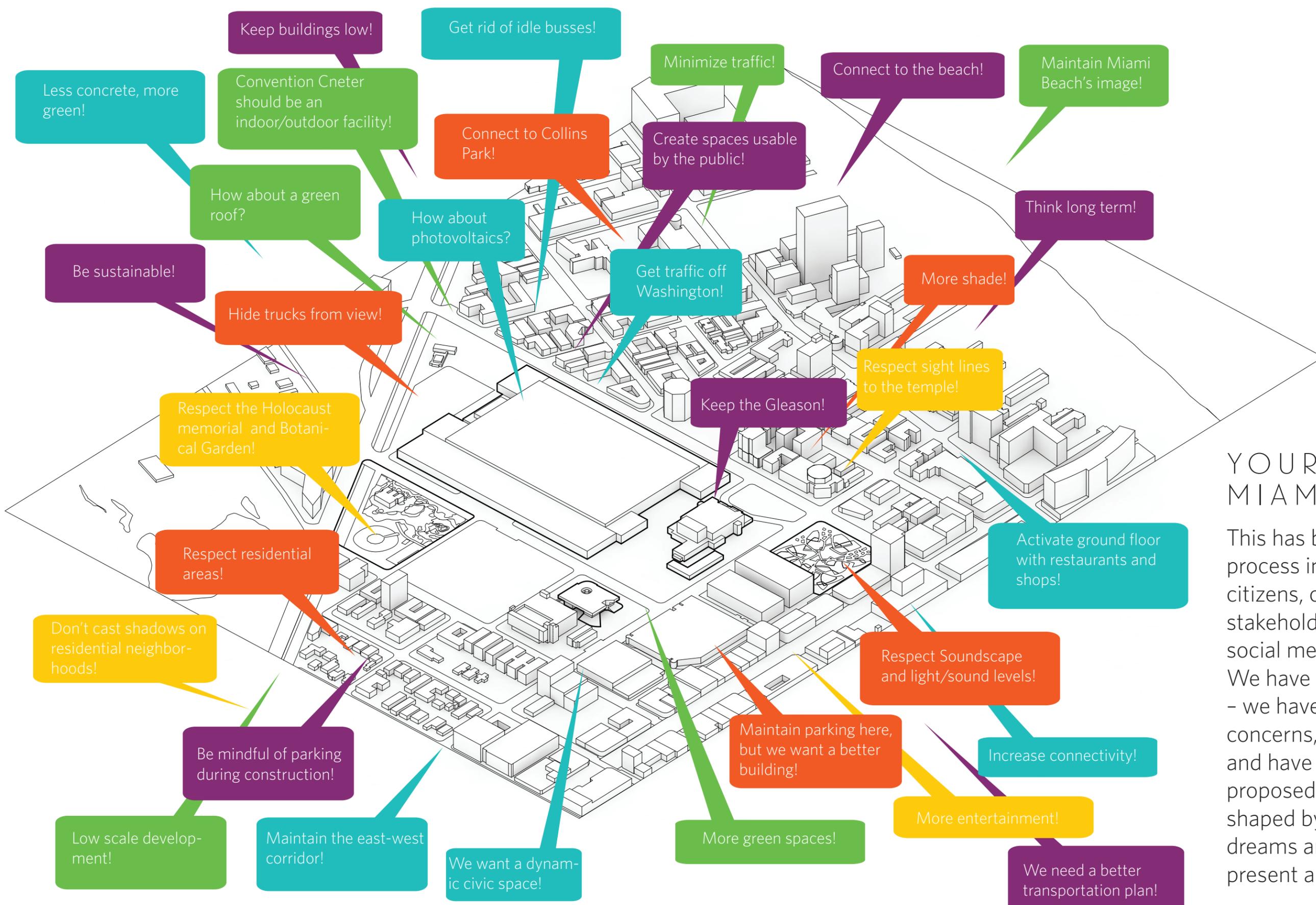
Miami Beach is a unique American city that has succeeded in combining a low-rise dense downtown with a walkable streetscape characterized by shaded public spaces and intimate human scale.



It is also home to a local vernacular modern architecture - the Miami Beach Art Deco - whose stylistic elements - the canopies, the eyebrows, the feminine rounded corners and the aesthetic use of balconies and shading devices - have created an architectural vocabulary unique to Miami Beach.

This project attempts to combine the strengths of the unique urbanism and architecture of Miami Beach.





YOUR MIAMI BEACH

This has been an iterative process in dialogue with citizens, city officials, neighbors, stakeholders and the public and social media of Miami Beach. We have listened and learned - we have accommodated concerns, adapted to demands and have now arrived at our proposed plan that has been shaped by the many different dreams and desires of its present and future inhabitants.



EVOLUTION

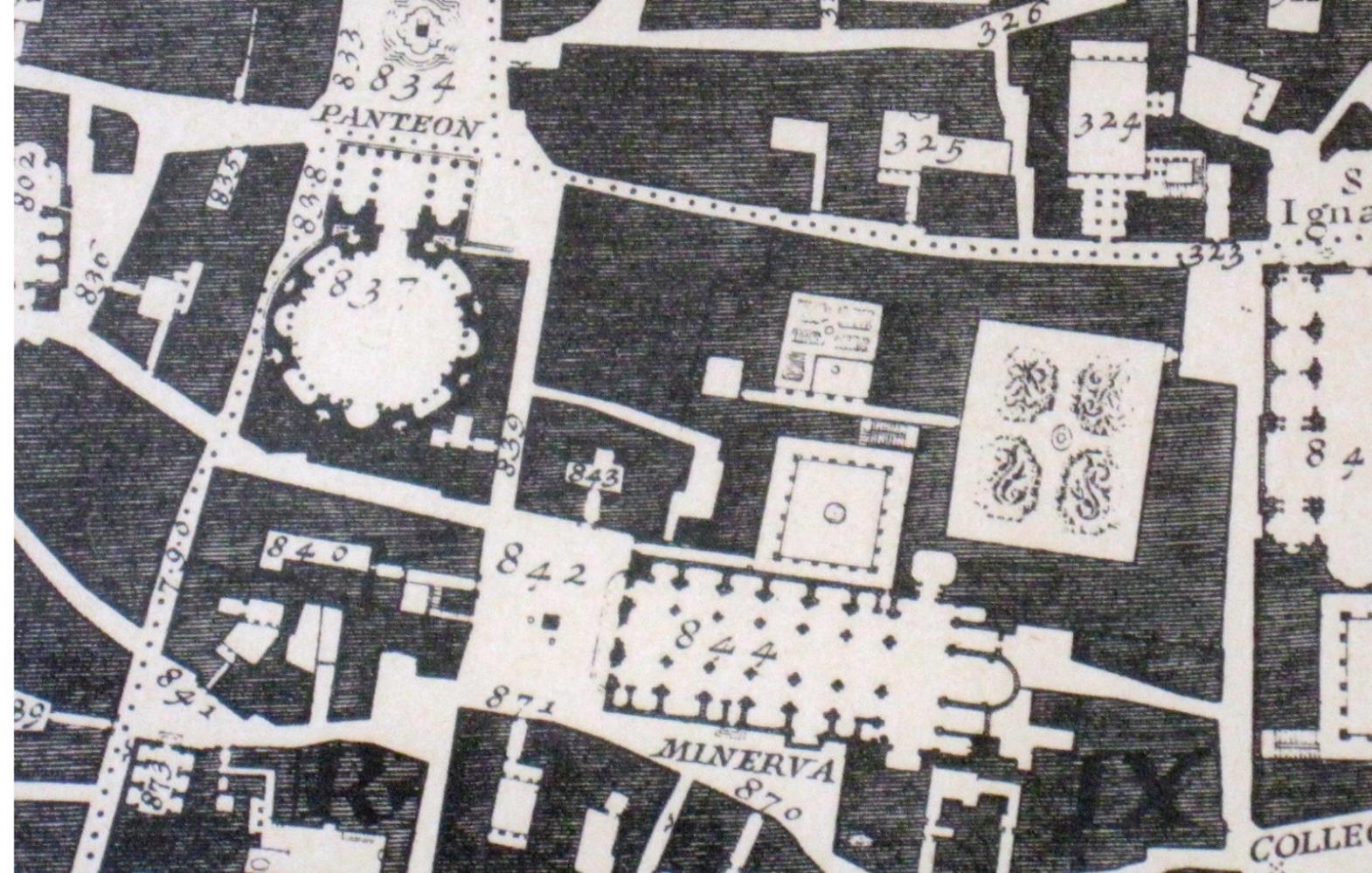


PARADOX

By nature the design challenge of creating a successful neighborhood that incorporates the input of an urban diversity of interests will be characterized by paradoxes. Miami Beach Convention Center neighborhood is no exception:

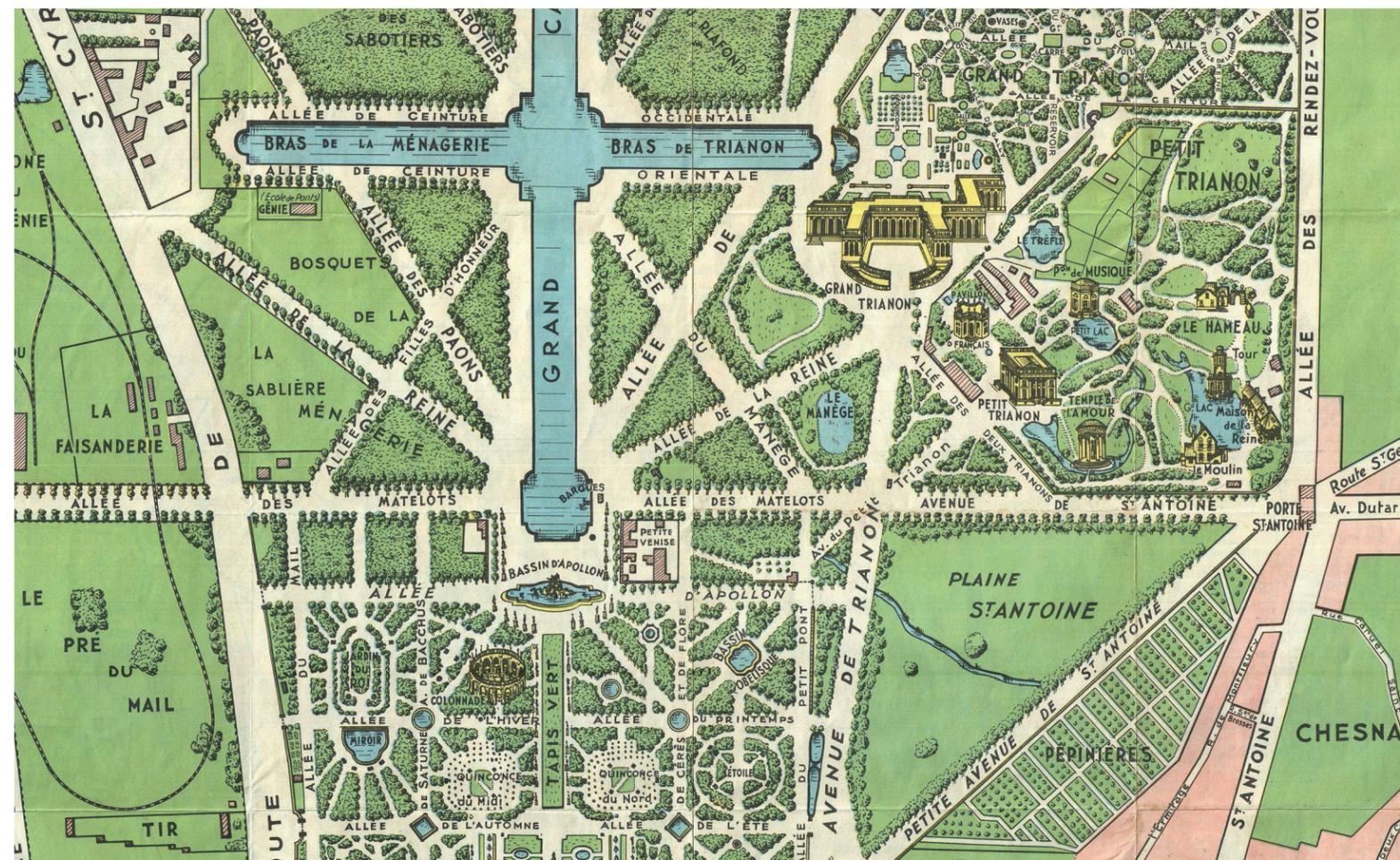
- How do you create maximum intensity with minimum density?
- How do you create maximum activity with minimum program?
- How do you create maximum life with minimum traffic?
- How do you create maximum improvement at minimum public expense?





HYBRID

We have attempted to devise a strategy that combines urban planning and landscape design into a new hybrid of nature and architecture - a neighborhood characterized by human scale, pedestrian connections, shaded spaces with public oriented programs lining the streets and squares. A neighborhood that, depending on the season, day, or time can be perceived as a lively downtown neighborhood or an inviting public park.



The Convention Center neighborhood is designed as an extension and evolution of the intimate urban fabric of Miami Beach to create the ideal walkable environment.

People walk in straight lines from A to B and cut corners when possible to find the shortest line of travel: We have attempted to make the most blatant connections across the site.

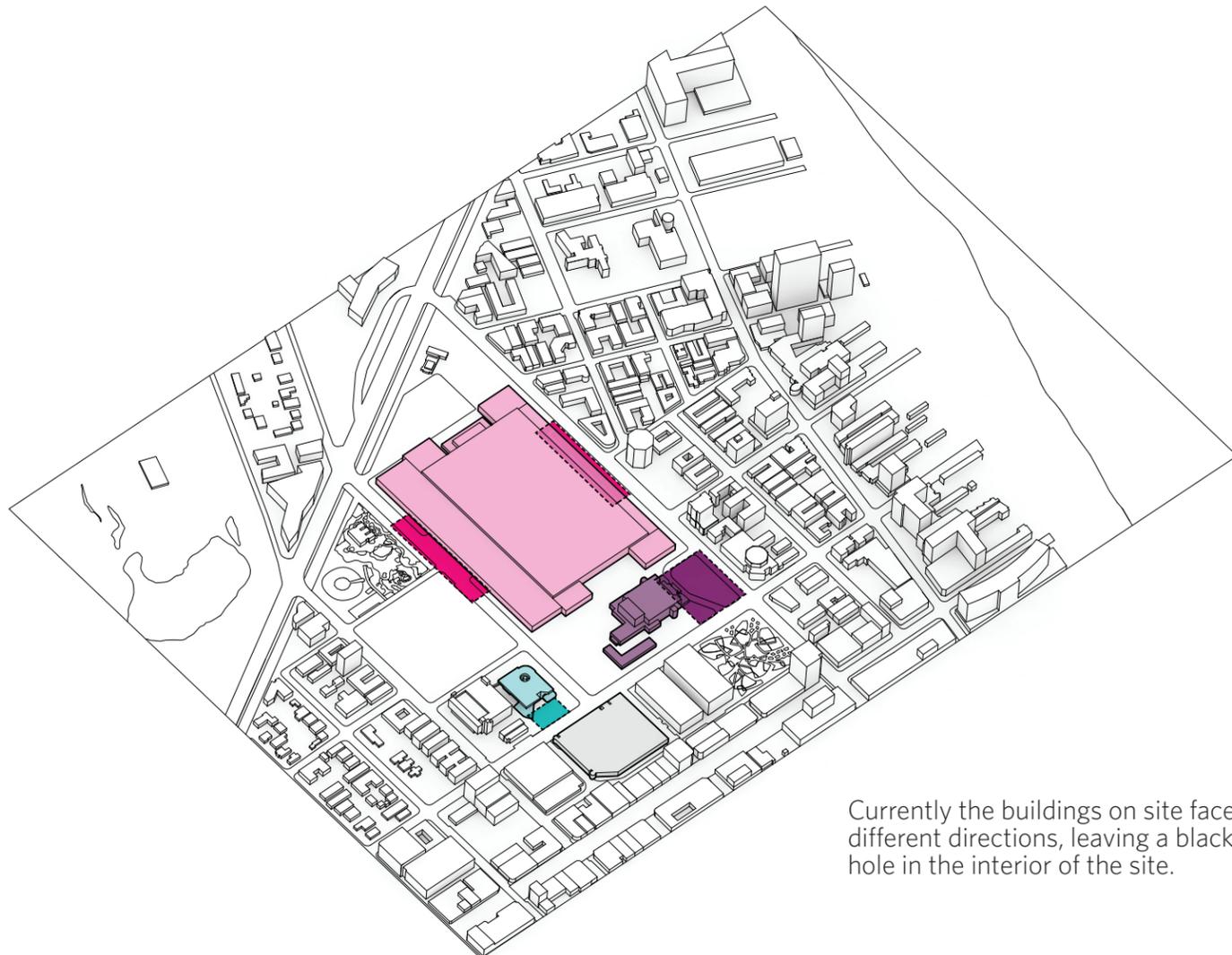


Currently the main assets and arteries of the site run disconnected from each other and the convention center.

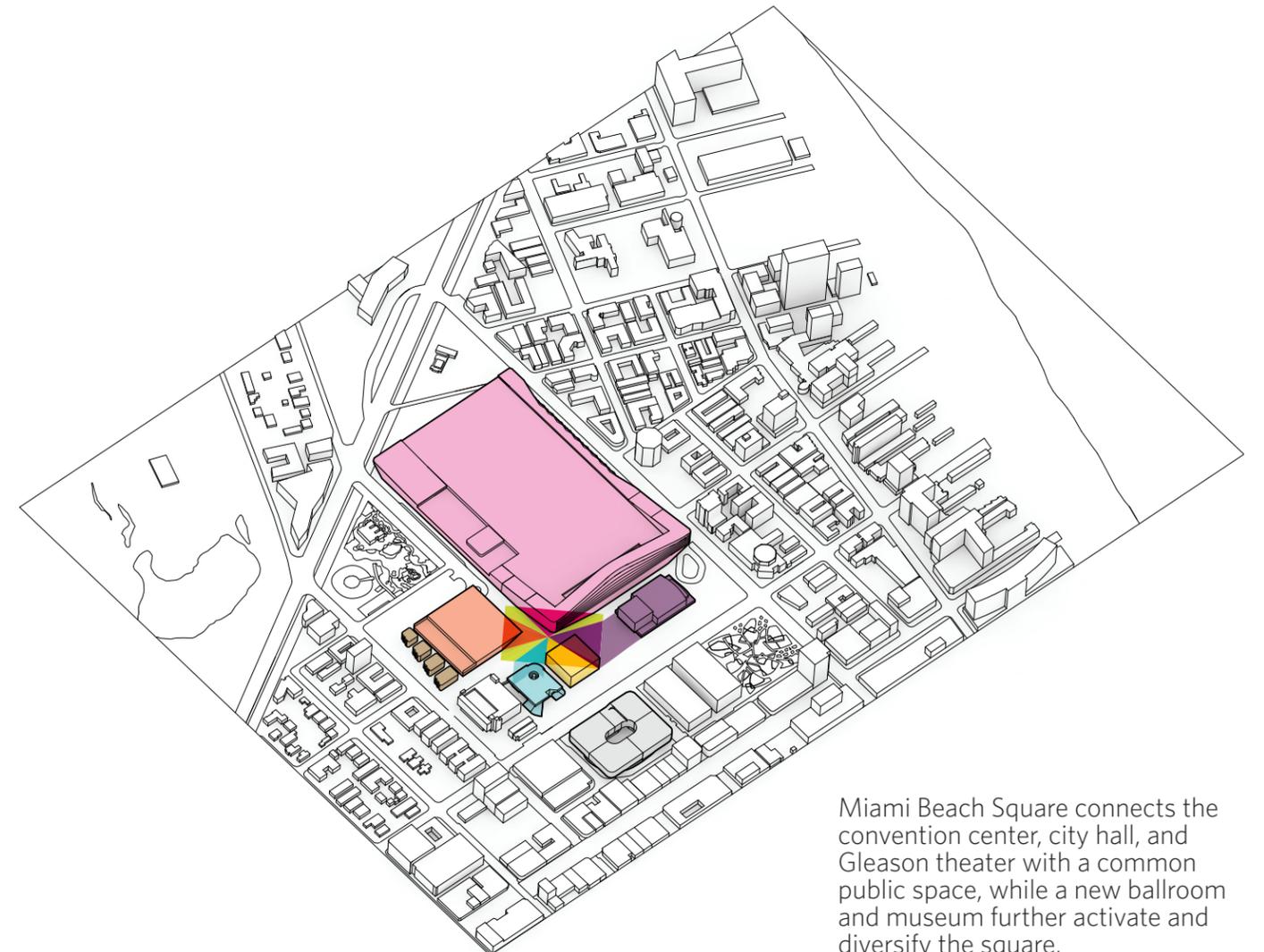


Miami Beach Square is a focal point that connects the convention center to Lincoln Rd, Collins Canal, Pennsylvania, and 18th st, and onwards to Collins Park and the beach, forming a full pedestrian loop.

People are drawn to other people:
We have created natural social
epicenter using the best of what
Miami BEach has to offer. Miami
Beach Square serves as the pivoting
point for all activities around it.



Currently the buildings on site face different directions, leaving a black hole in the interior of the site.

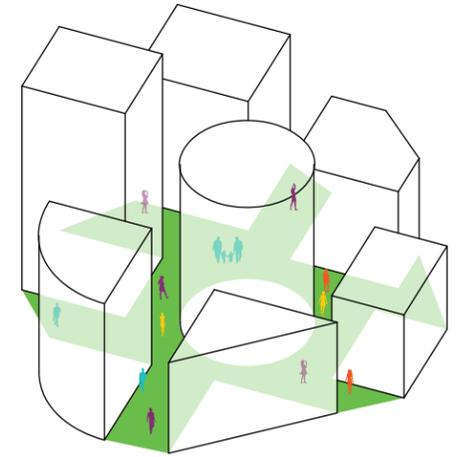


Miami Beach Square connects the convention center, city hall, and Gleason theater with a common public space, while a new ballroom and museum further activate and diversify the square.

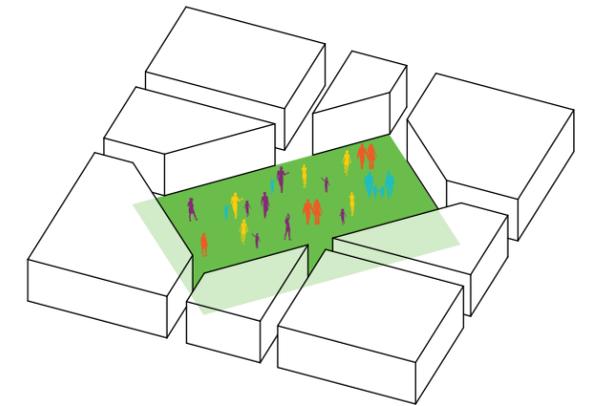
NATURE - ARCHITECTURE

The connections define an urban block structure of building and landscapes culminating at the square. Rather than a great green empty void the public realm is programmed by patches of landscapes and buildings. Some of the patches of park are peeled open to accommodate small scale community owned businesses: an ice cream shop, a bike rental, a small gallery.

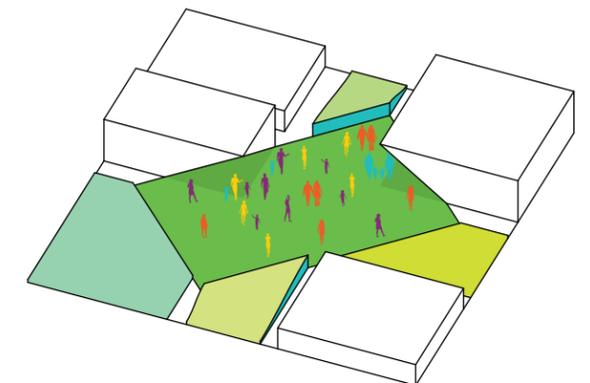
Typical development: public spaces are leftover residual spaces between iconic buildings



Miami Beach Square: public space is the landmark and buildings support the public space



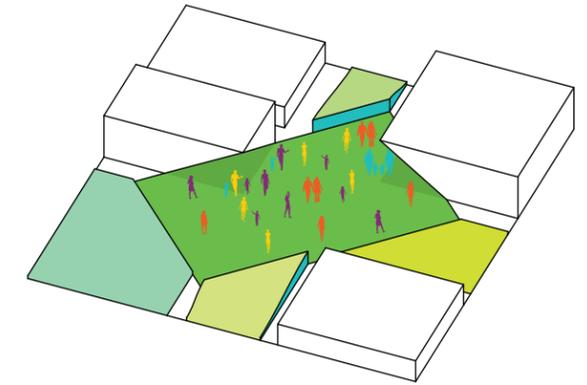
Blocks of both architecture and landscape frame the public space.



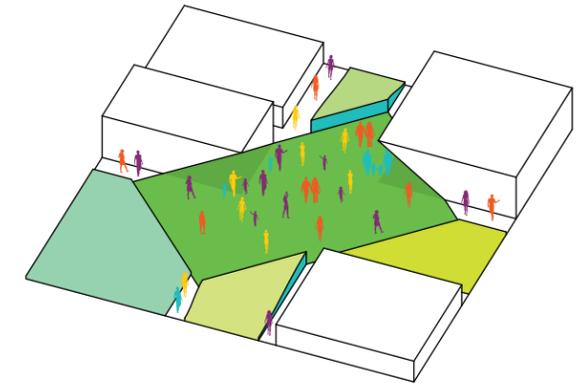
ELASTIC URBAN REALM

The intuitive structure forms an elastic urban realm capable of expanding or contracting to meet the demands and desires of the radically different populations that frequent the site between high and low season.

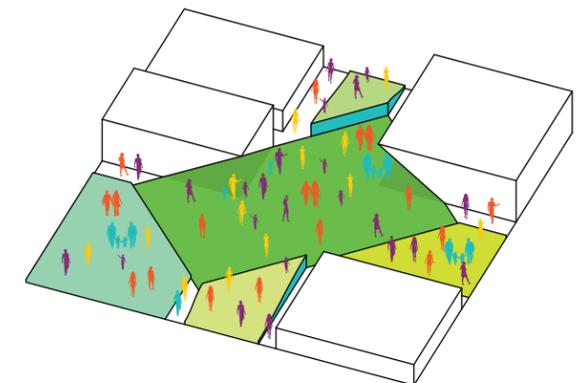
Low Season: Public life is focused on the square populated by spill over from the programs that frame it



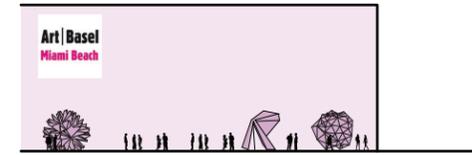
Mid Season: The patches of landscape, the art parks and Ecological edges are populated in addition to the square significantly increasing the public realm while maintaining the focus of activity.



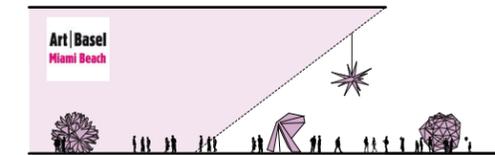
High Season - The sloping landscapes as well as the roofparks of the Ballroom, the Convention Center and Hotel are invaded forming a three-dimensional neighborhood teeming with public life.



INSIDE OUT

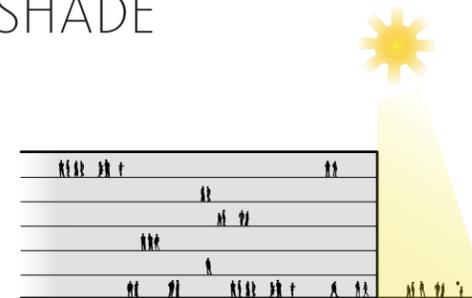


Typical big box convention center: inner workings are hidden from public view

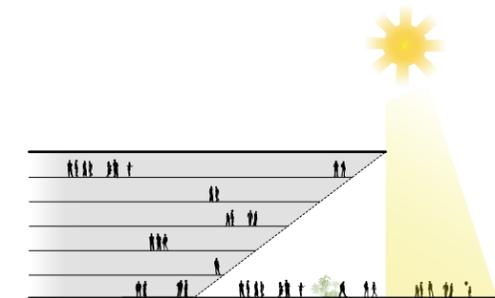


Miami Beach Square: inside functions spill out into the public space

SHADE



Typical street: unshaded and exposed to direct sun

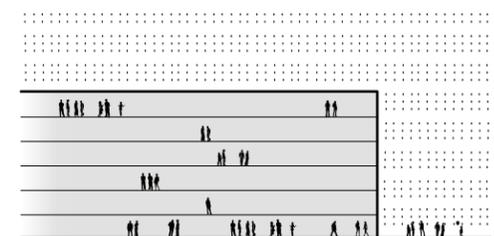


Miami Beach Square: buildings form canopies to shade the public realm

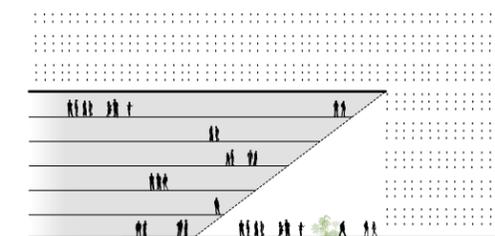
CANOPY

People linger where shade and shelter provides cooling comfort and where they can see interesting activities and other people: We have opened all the main programs up to the central square and the surrounding paths and parks with generous canopies to host a lively public realm.

SHELTER



Typical street: unprotected from rain and elements



Miami Beach Square: buildings form canopies to protect and keep the public realm dry.



We recognized early on that the 52-acre site has been disconnected from the community's day-to-day life for decades. It was a black hole in experience, barely on the map of residents, and certainly not a place to enjoy. Our team didn't take that fact for granted. We see a greater potential for this site- a higher calling- so that residents and guests of Miami Beach will enjoy this space as much as they enjoy the rest of the City.



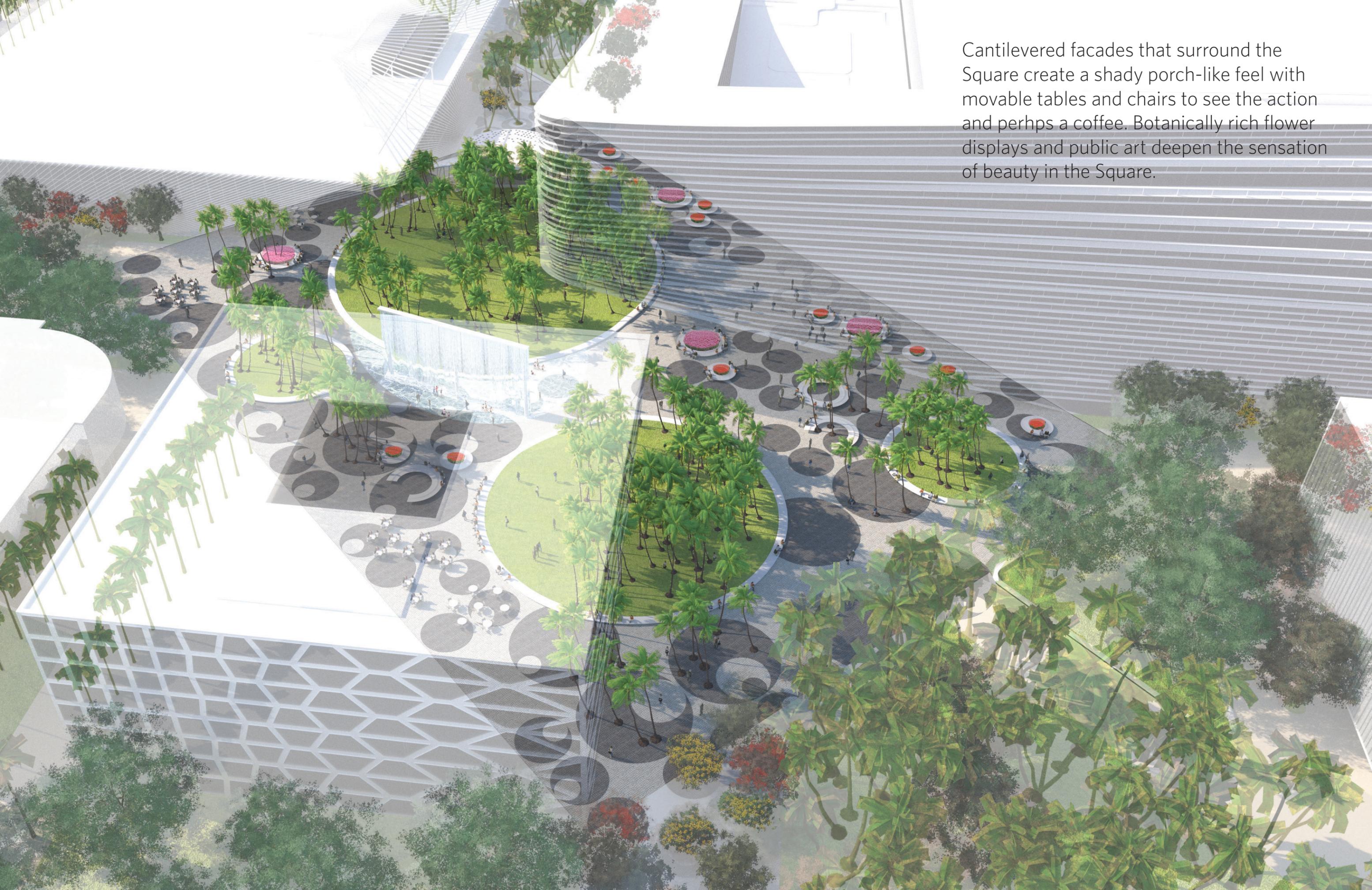
With City Hall and Jackie Gleason reborn as dignified civic and cultural "jewels" and the addition of a world-class convention center, a diversity of people, activity and attention will be drawn into the district like never before. At such a meaningful juncture, we saw a once-in-a-lifetime opportunity to create a place like no other in Miami Beach — a green civic destination for the community: the Miami Beach Square.



MIAMI BEACH SQUARE

Miami Beach Square is a new type of public space in Miami Beach. Part town green, part civic space, part laid-back “living room,” the Square is a setting that demonstrates the innovative, welcoming, cultured and progressive civic life of Miami Beach. It is a place at a crossroads of the City, where it’s natural to come together to participate in civic life and verdant splendor. People will soon say “meet me at the Square” or “it’s happening at the Square.” Visitors will remember it as the “green heart” of the district.

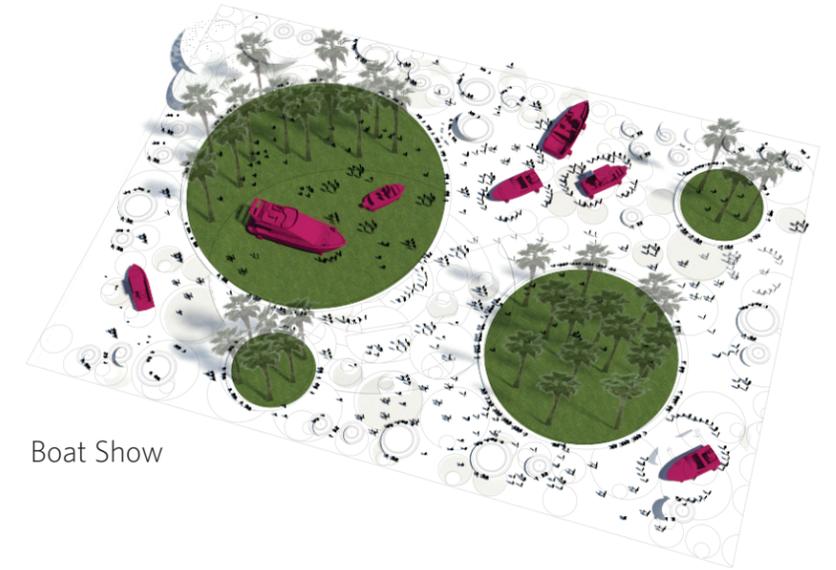




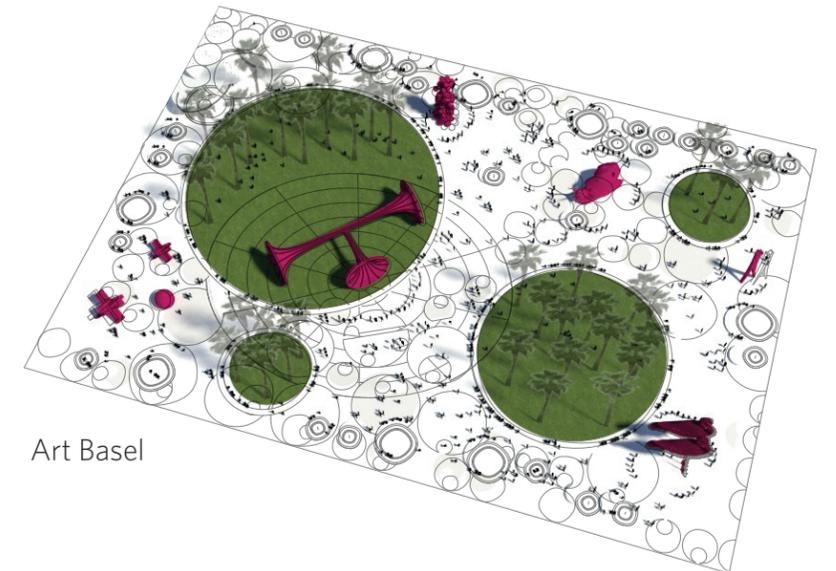
Cantilevered facades that surround the Square create a shady porch-like feel with movable tables and chairs to see the action and perhaps a coffee. Botanically rich flower displays and public art deepen the sensation of beauty in the Square.

SQUARE FLEXIBILITY

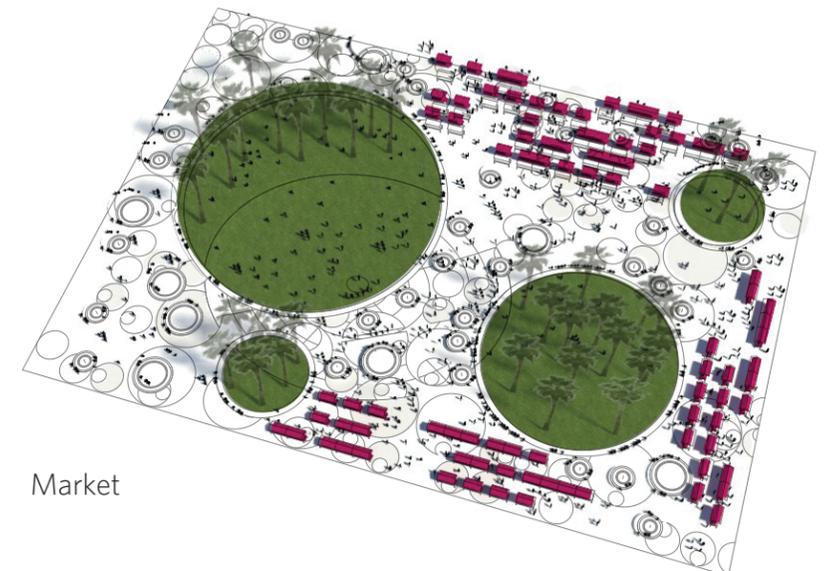
Approximately four-acres in size, we didn't over-prescribe how the Square could be activated, but rather, created settings for people to create their own experiences. Open lawns have filtered shade of palm trees used for relaxing, playing, and informal events. Beautiful granite paving in a mosaic pattern allow for meandering and are a durable surface for a diversity of activities and ceremonies - from high school graduations, Art Basel gatherings, political platforms, a community festival.



Boat Show



Art Basel



Market

WATERFALL

A spectacular water feature is the centerpiece of the square, where children can get wet or watch the dynamic display as they are refreshed by the cool air.





The Square is sited at the crossroads of activity, and all paths lead to it, with a network of shady, botanically rich esplanades and park spaces. A new north-south Pennsylvania Boulevard and Convention Center Drive Esplanades anchors the Convention Center to the Lincoln Road Mall. An east-west axis along 18th Street Esplanade makes a welcoming shortcut to and from the Beach. A spectacular diagonal of green Art Parks connect the Square with Miami Beach's other green icons- Soundscape Park, Miami Beach Botanical Garden and the Holocaust Memorial. The Art Parks and have ever-changing art, which residents and visitors will return to see again and again.

ART PARKS



STREETSCAPES



17th and Pennsylvania Ave



Convention Center Drive



Washington Ave

ECOLOGICAL EDGE

Still more park spaces, with rich and iconic atmospheres, expand and extend the diversity of activity and experiences. The Ecological Edge creates a dramatic threshold into the district as one crosses 17th Street from the south. Here, native plant species and rich habitats take center-stage, with inviting boardwalks for exploration and learning.



NORTH PARK

At the far northeast corner, the North Park is a new community park that integrates the existing historic Carl Fisher House, a open play lawn framed by a new oasis gardens, a playground, and outdoor exhibition spaces for convention functions. The Collins Canal now connects Collins Park with the Convention Center district, improving community access to a Mangrove Park. Towards the northwest, the Miami Beach Botanical Garden is expanded for new gardens and an outdoor event space at the Convention Center ballroom. And finally, roof gardens abound on the buildings, with expansive views for an unforgettable sunset experience.



In totality, our team's public realm plan extends the legacy of great public spaces in Miami Beach—from its white sand beaches, to Lincoln Road Mall, to the new West 8-designed Soundscape Park. It is our ambition that the public realm energize and enliven the district and indeed, the City and its people to its civic soul, for this and the next generations of residents and visitors.

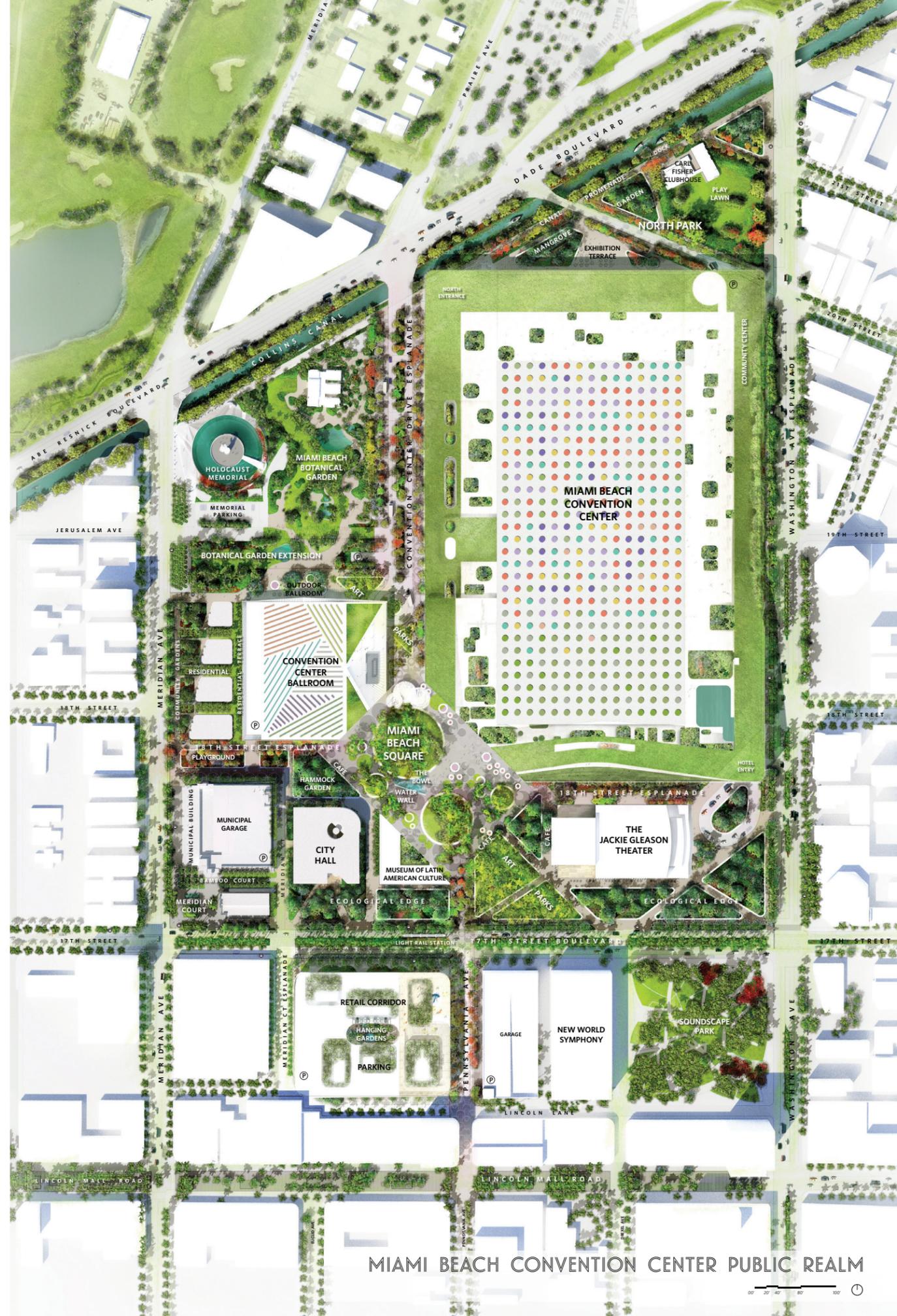
GROUND FLOOR PLAN



MIAMI BEACH CONVENTION CENTER PUBLIC REALM



ROOF PLAN

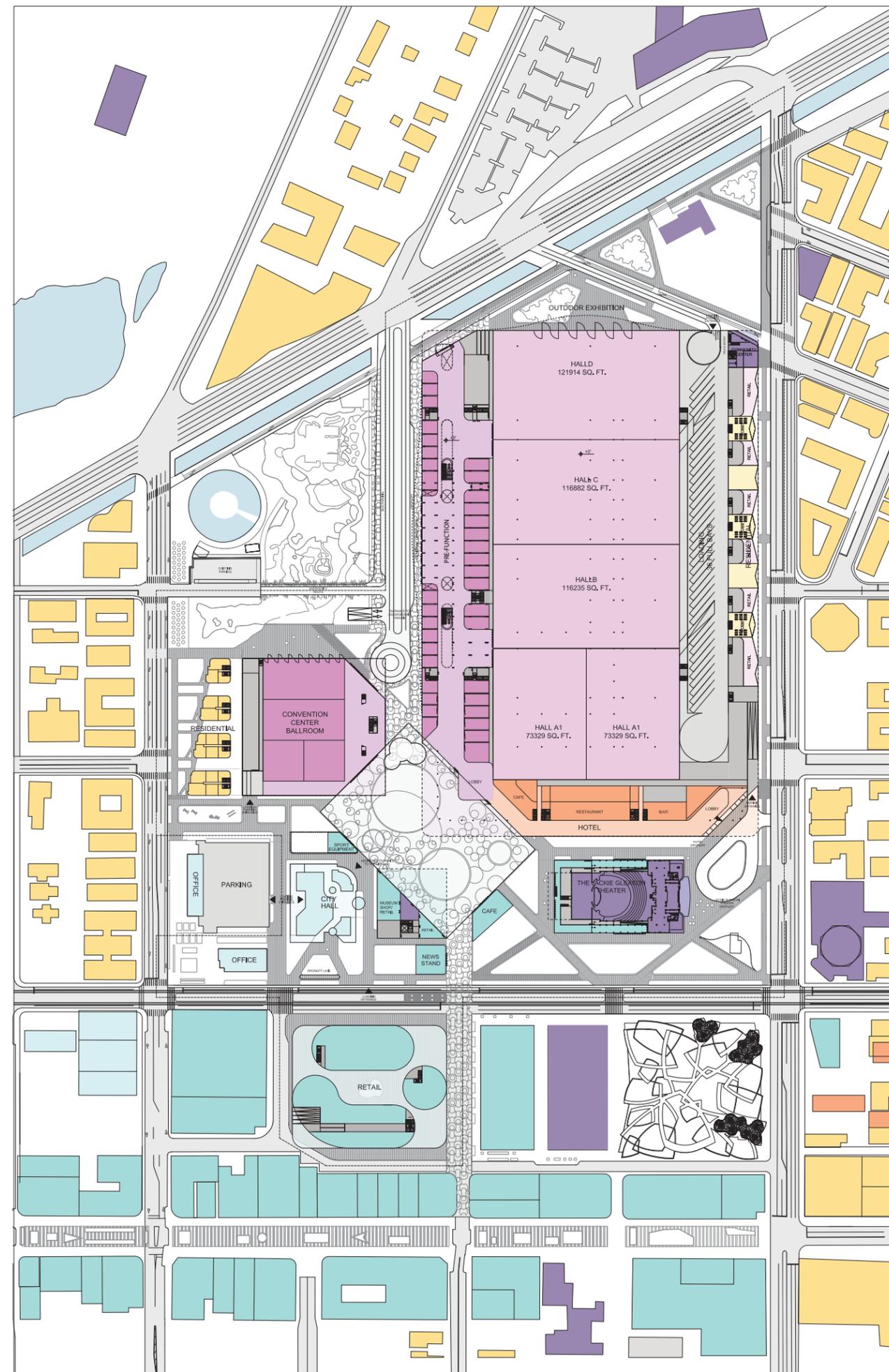


MIAMI BEACH CONVENTION CENTER PUBLIC REALM



PROGRAM MASTER PLAN

- CONVENTION CENTER EXHIBITION HALLS
- CONVENTION CENTER MEETING ROOMS\BALLROOMS
- CONVENTION CENTER PREFUNCTIONS
- CONVENTION CENTER LEASABLE SPACE
- LOADING\PARKING
- CORES\BOH
- LEASABLE SPACE
- OFFICE
- CULTURE/RECREATION
- RESIDENTIAL
- HOTEL
- PARKS
- WATER FEATURES





DADE BOULEVARD

ABE RESNICK BOULEVARD

JERUSALEM AVE

COLLINS CANAL

CONVENTION CENTER DRIVE ESPLANADE

WASHINGTON AVE ESPLANADE

19TH STREET

20TH STREET

21ST STREET

NORTH PARK

MIAMI BEACH CONVENTION CENTER

MIAMI BEACH BOTANICAL GARDEN

HOLOCAUST MEMORIAL

MEMORIAL PARKING

BOTANICAL GARDEN EXTENSION

OUTDOOR BALLROOM

ART

NORTH ENTRANCE

CARD FISHER CLUBHOUSE

MANGROVE

EXHIBITION TERRACE

PROMENADE

GARDEN

PLAY LAWN

DOCK



CONVENTION CENTER BALLROOM

MIAMI BEACH SQUARE

THE JACKIE GLEASON THEATER

CITY HALL

MUSEUM OF LATIN AMERICAN CULTURE

NEW WORLD SYMPHONY

MUNICIPAL GARAGE

RETAIL CORRIDOR

SOUNDSCAPE PARK

PLAYGROUND

HAMMOCK GARDEN

HANGING GARDENS

PARKING

THE BOWL
WATER WALL

GARAGE

18TH STREET

18TH STREET

17TH STREET

17TH STREET

LIGHT RAIL STATION 17TH STREET BOULEVARD

LINCOLN MALL ROAD

LINCOLN MALL ROAD

MERIDIAN AVE

MERIDIAN CT ESPLANADE

PENNSYLVANIA AVE

WASHINGTON AVE

MERIDIAN A

COMMUNITY GARDENS

RESIDENTIAL TERRACE

RESIDENTIAL

18TH STREET ESPLANADE

18TH STREET ESPLANADE

MERIDIAN COURT

BAMBOO COURT

MERIDIAN CT

ECOLOGICAL EDGE

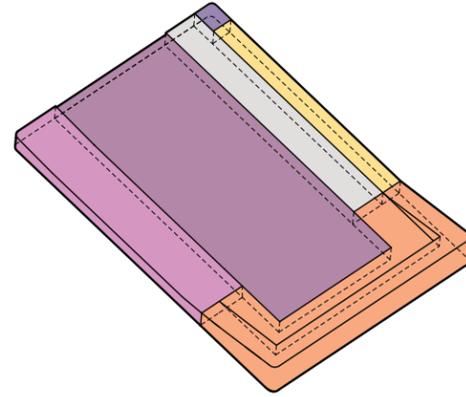
ECOLOGICAL EDGE

ART PARKS

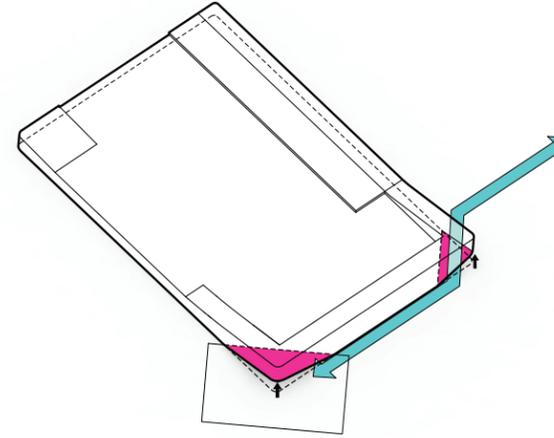
REACTION TO SITE

Due to the inevitable scale of the convention center we have considered it as an urban block of multiple architectural identities - rather than a single building.

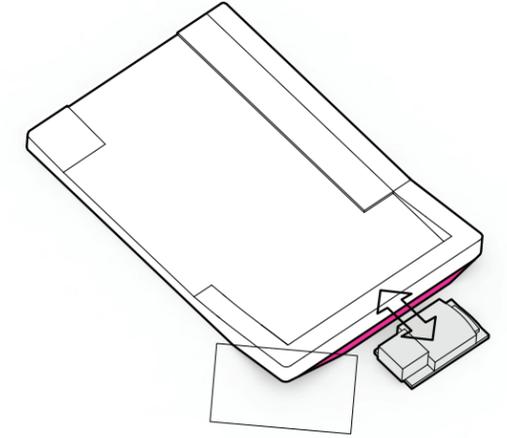
1) Program



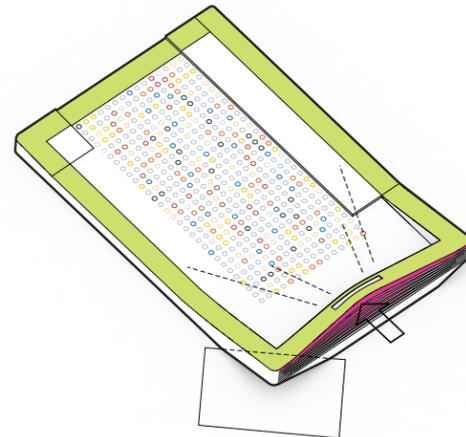
2) Cuts over Square and 18th



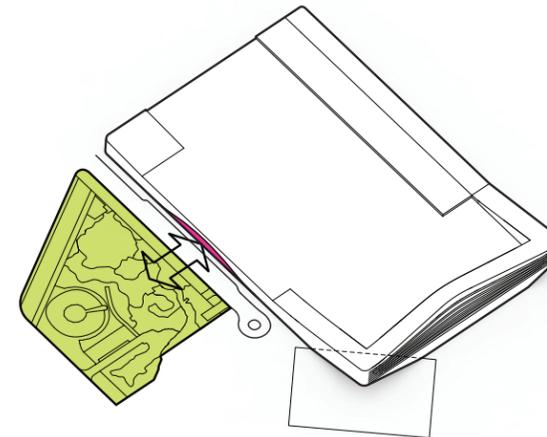
3) Open to Gleason



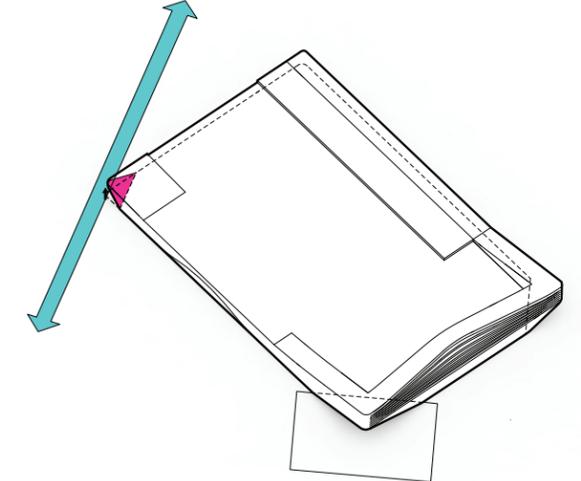
4) Art Roof



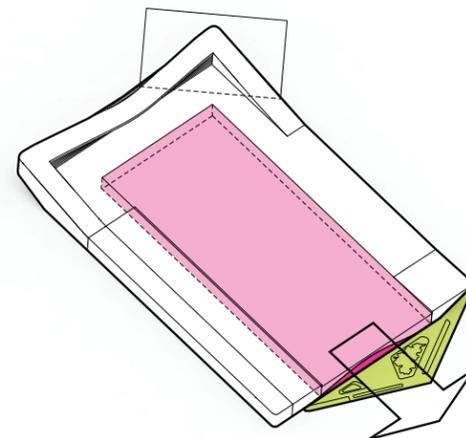
5) West Entrance



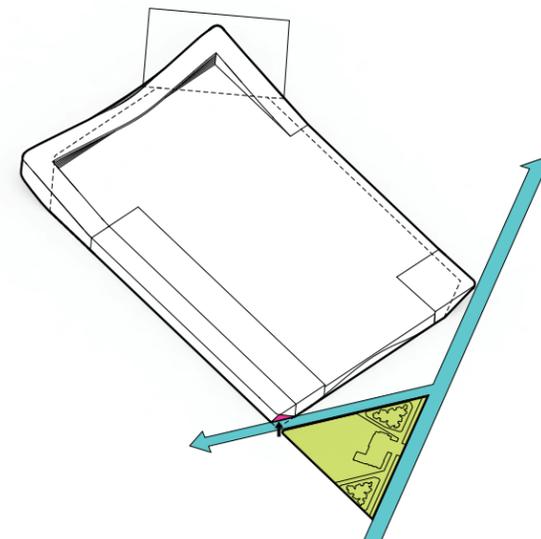
6) Northwest entrance on canal



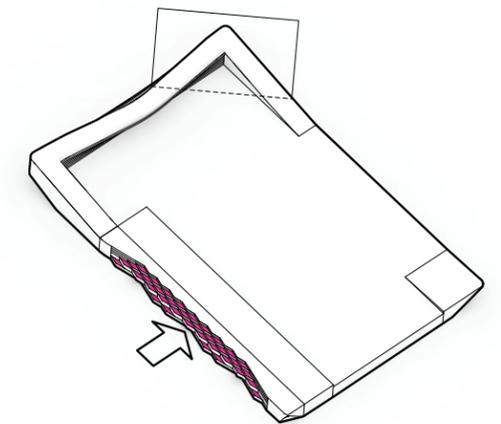
7) Outdoor exhibition



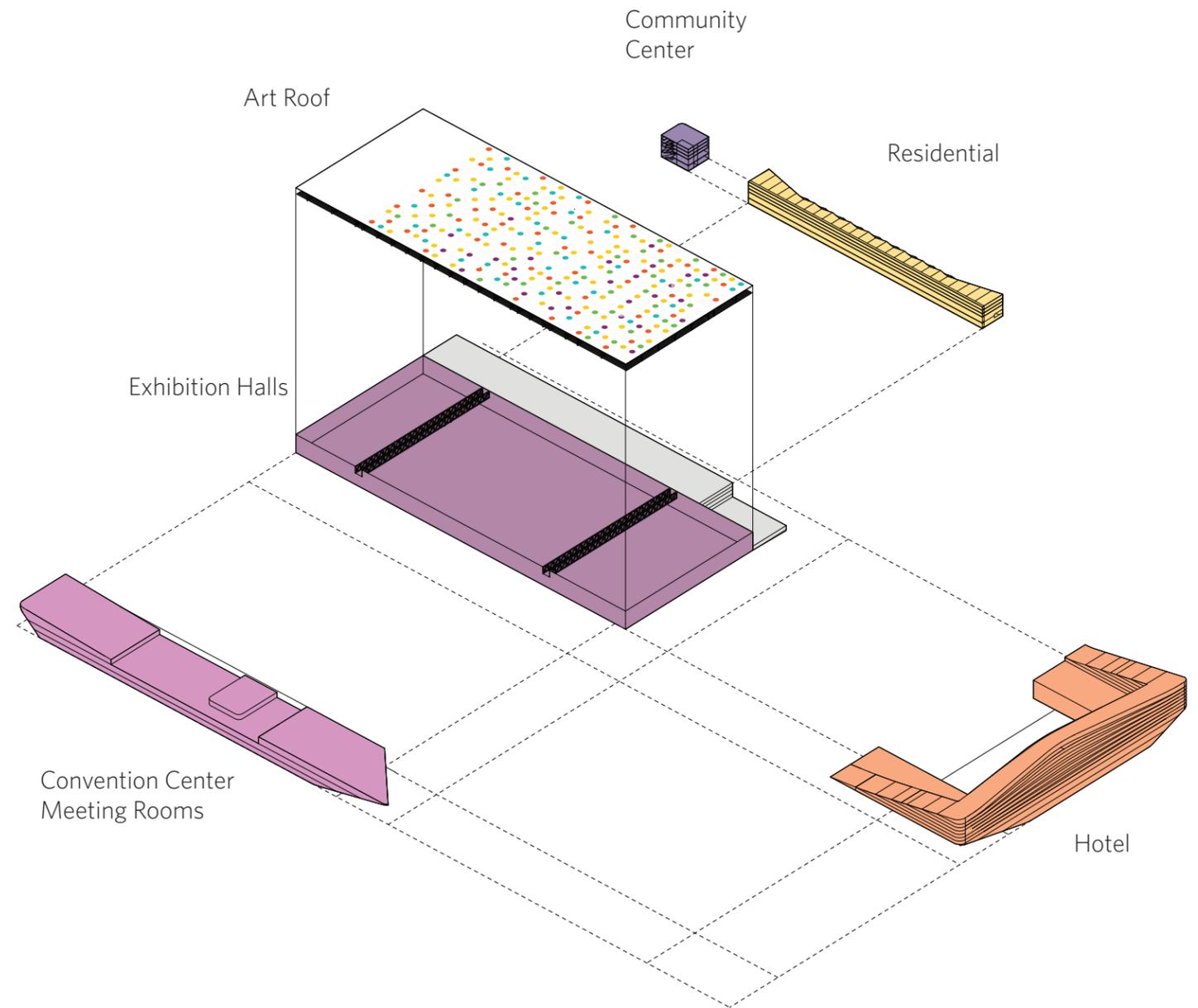
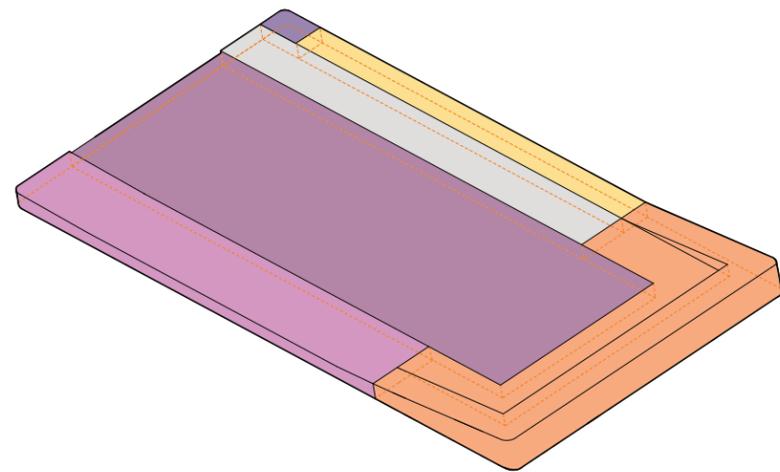
8) Community Center



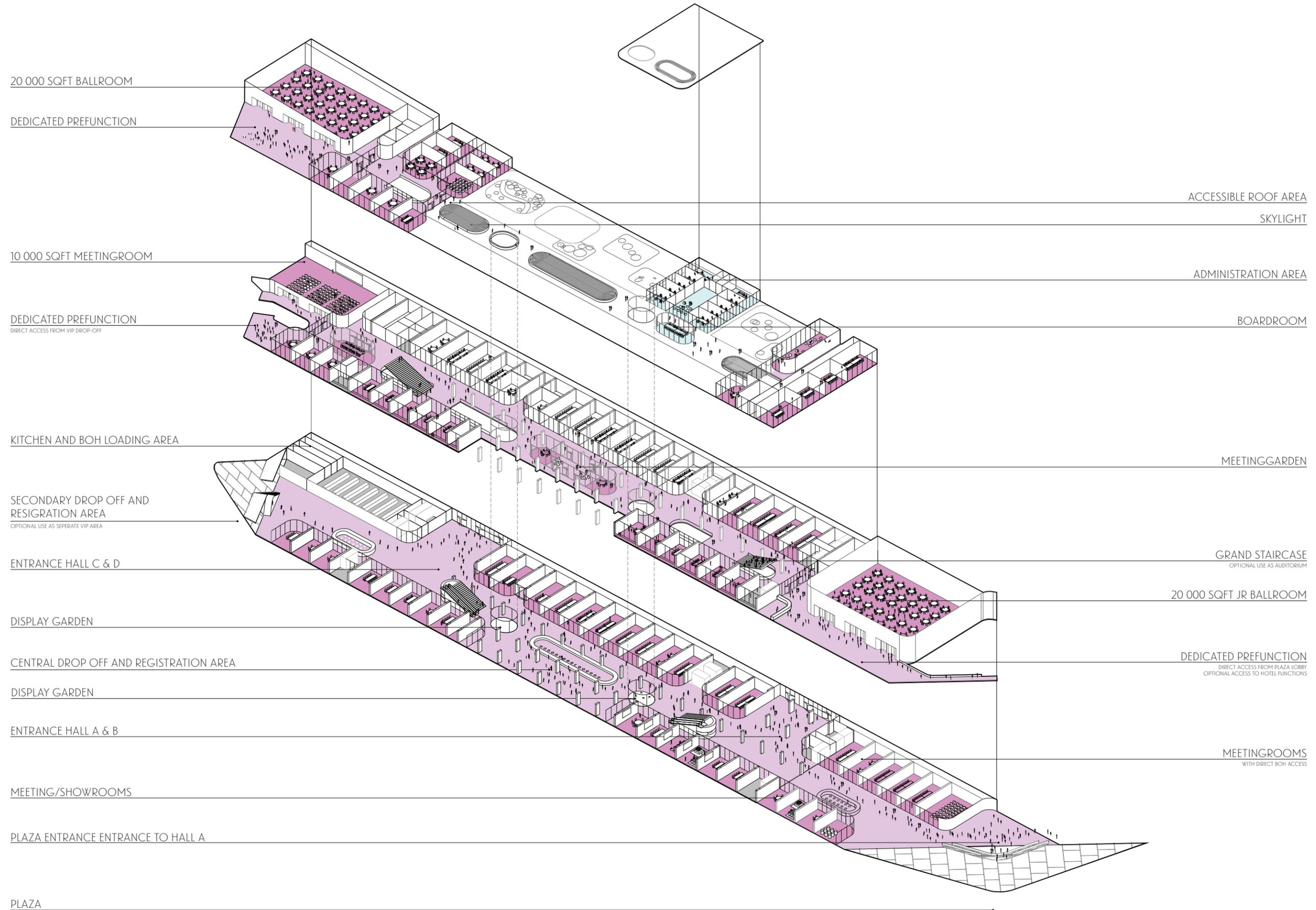
9) Residential terraces



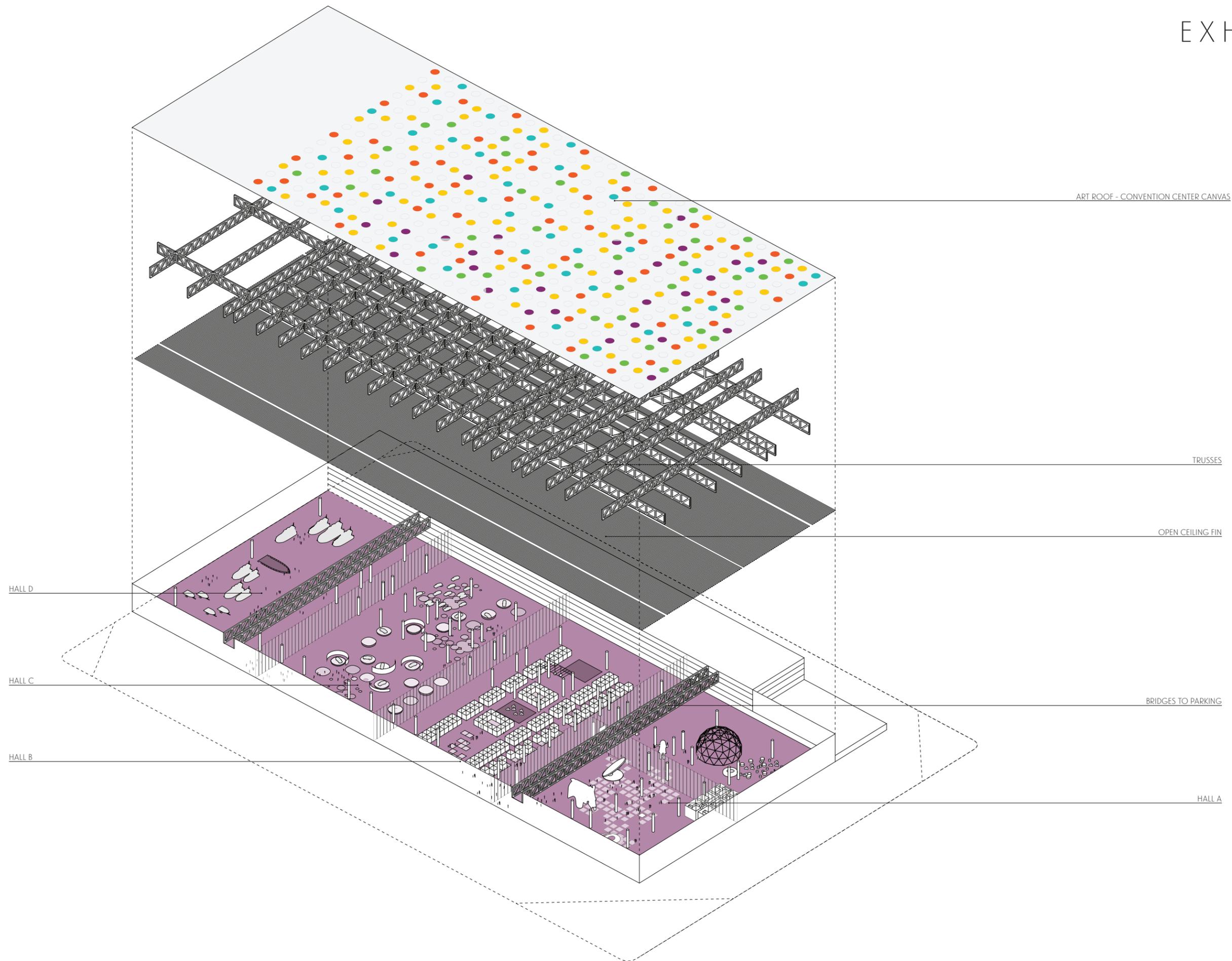
CONVENTION CENTER COMPONENTS



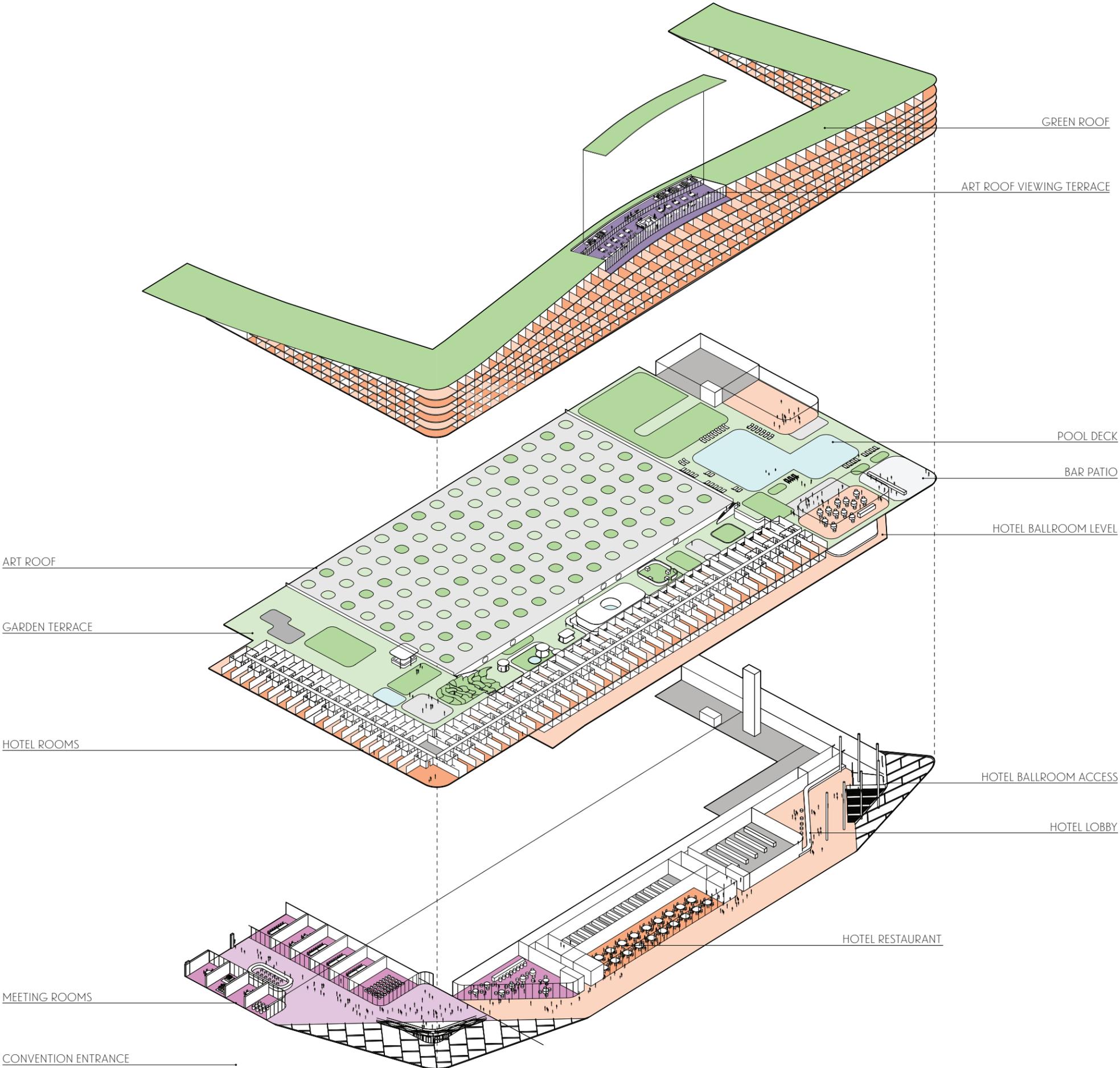
CONVENTION CENTER



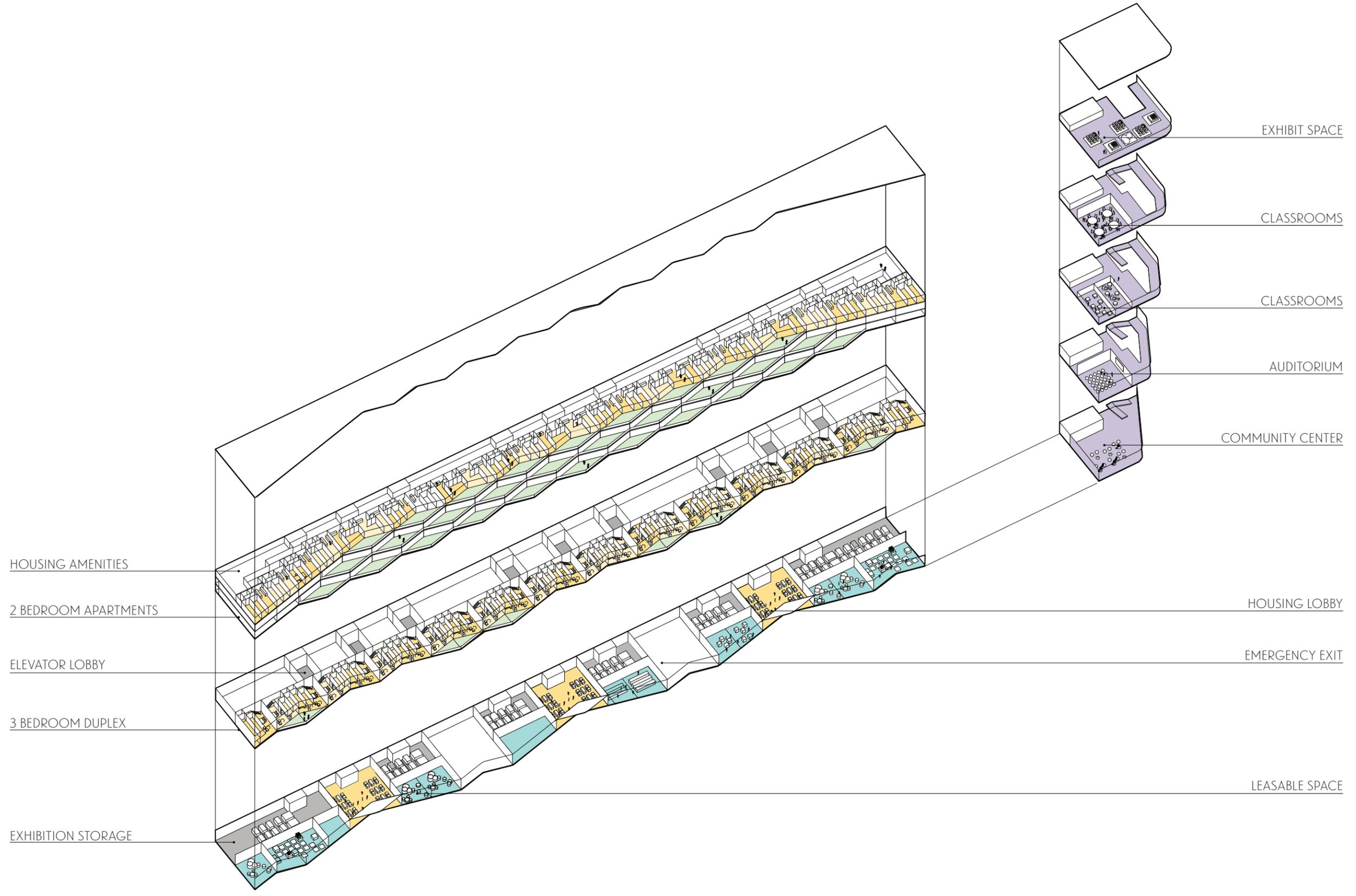
EXHIBITION HALLS



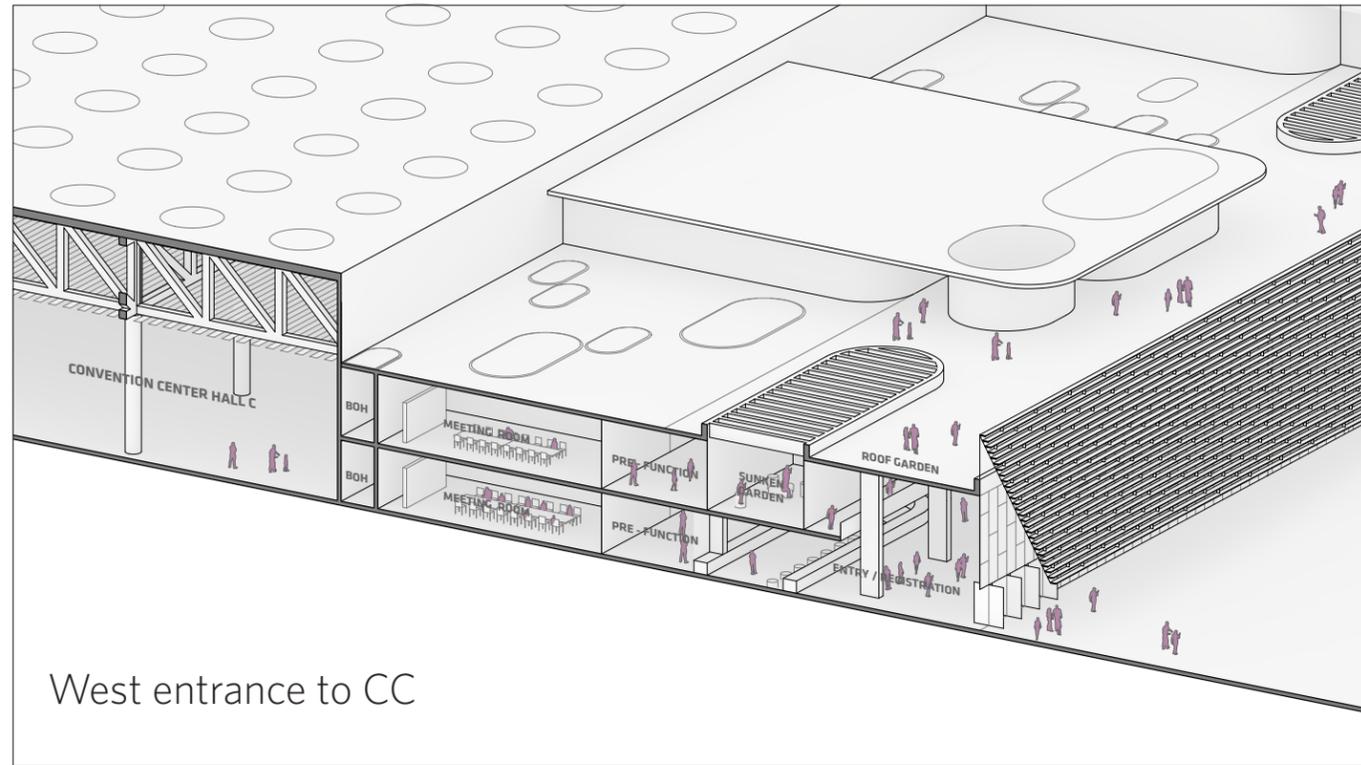
HOTEL



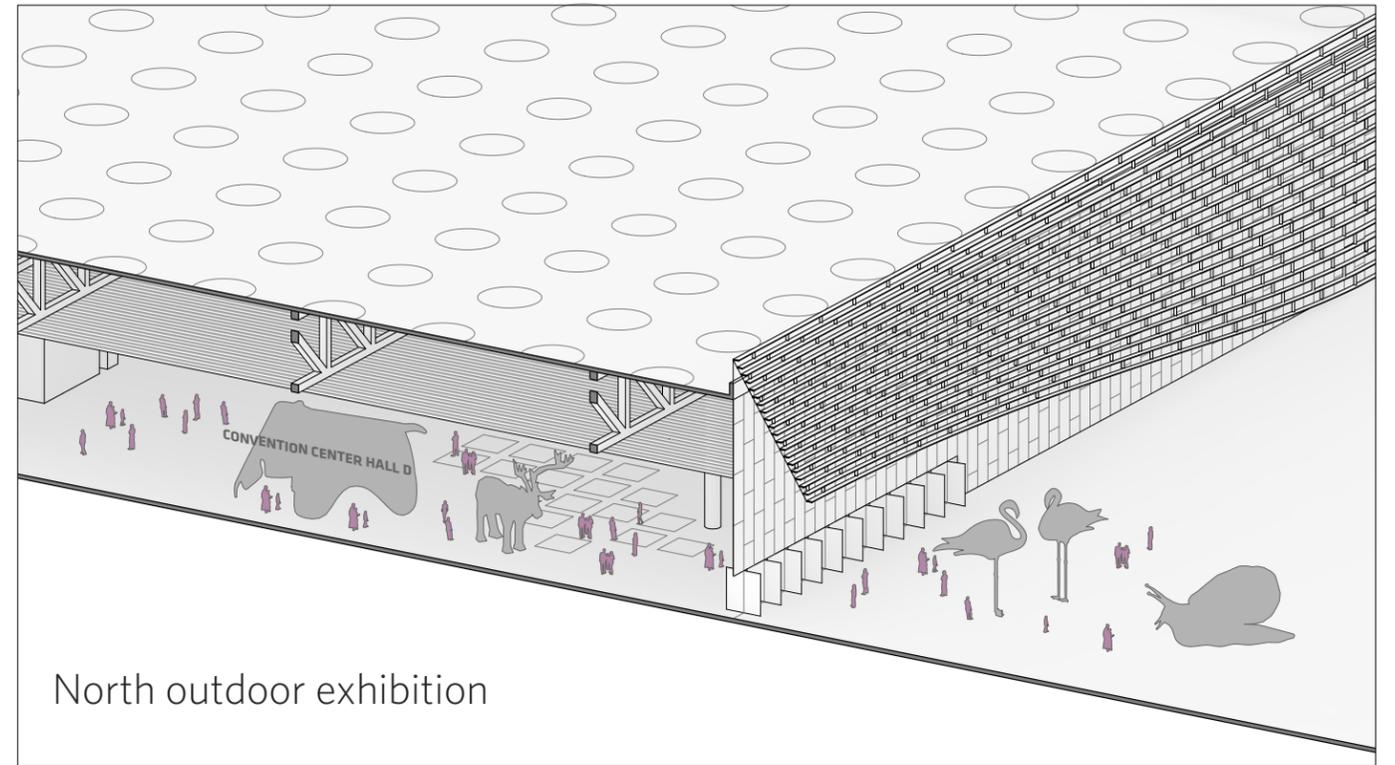
EAST RESIDENTIAL AND COMMUNITY CENTER



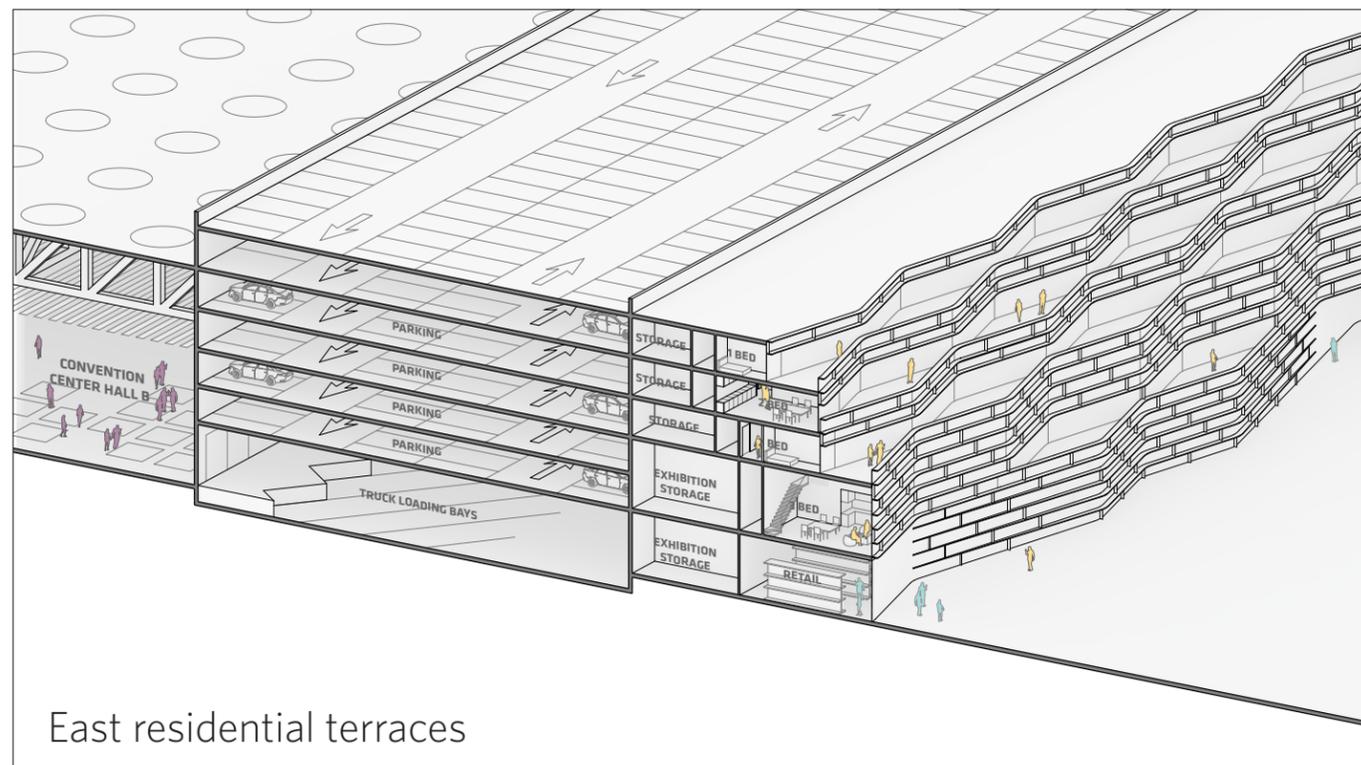
AN ADAPTIVE CONVENTION CENTER



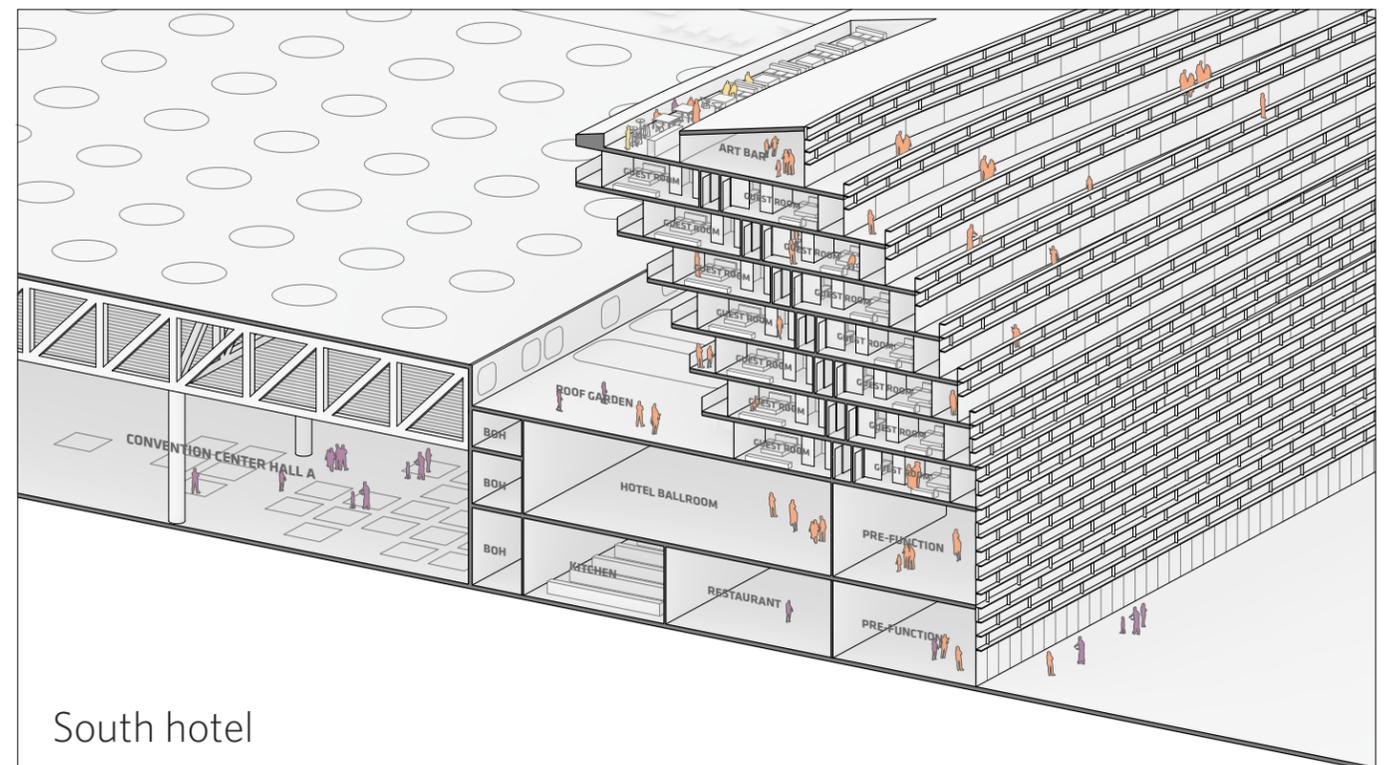
West entrance to CC



North outdoor exhibition



East residential terraces

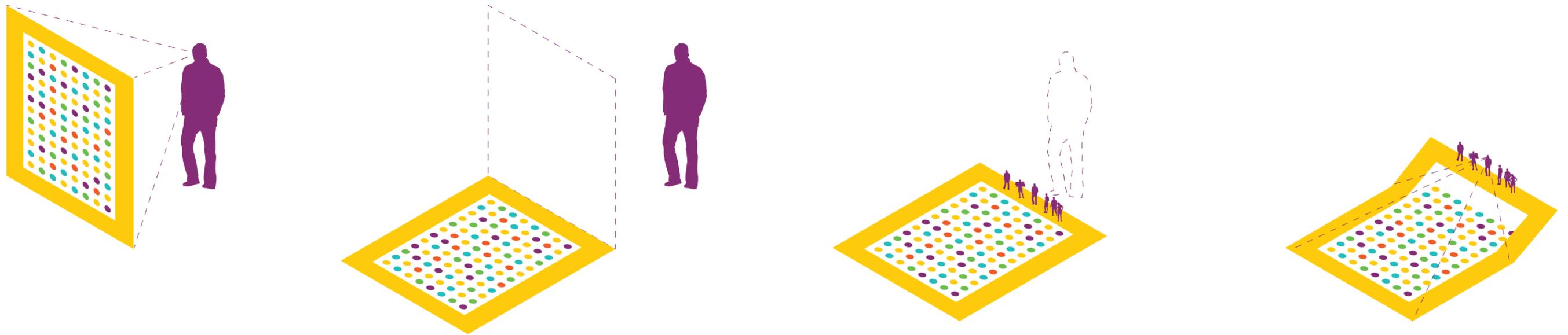


South hotel

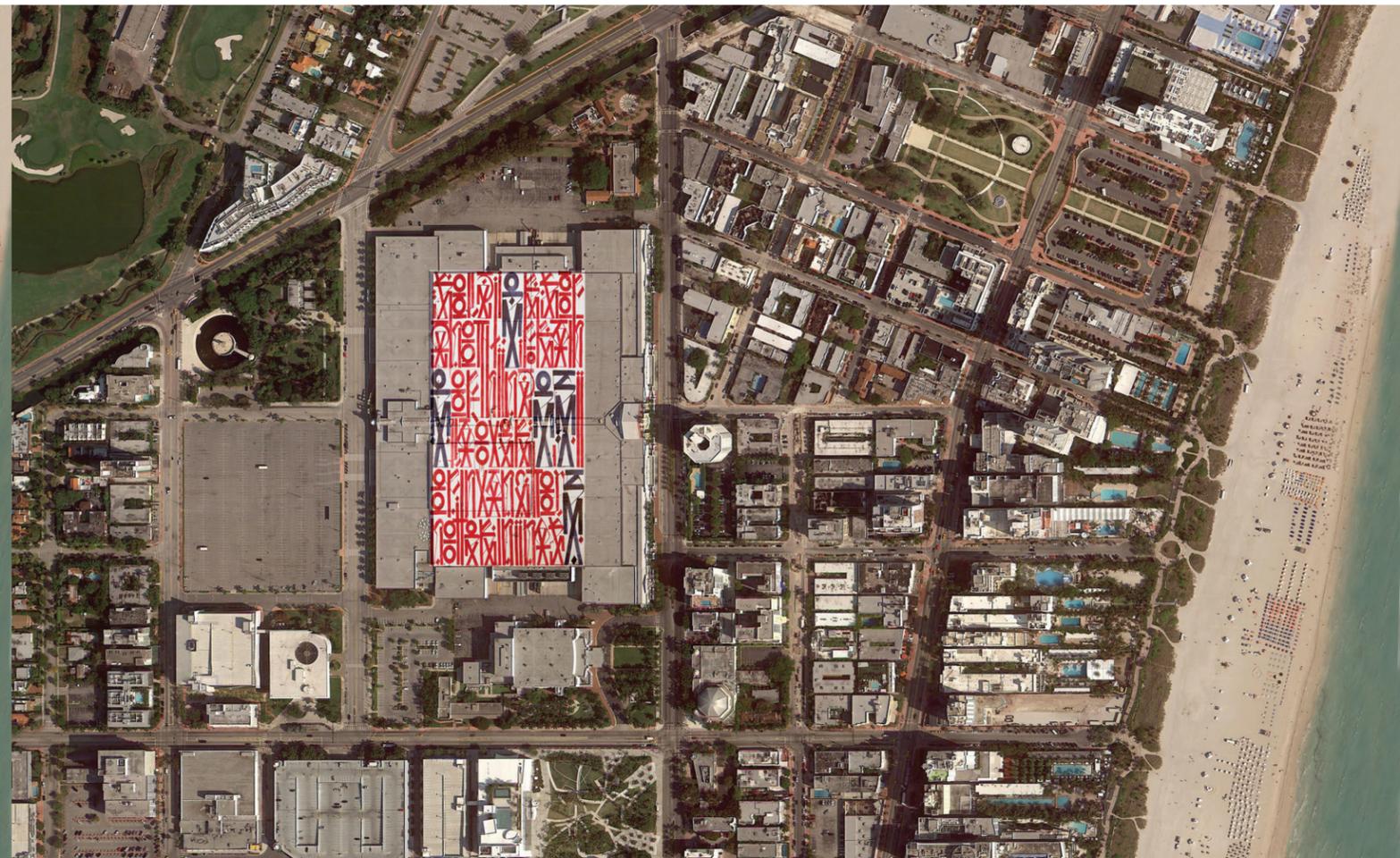
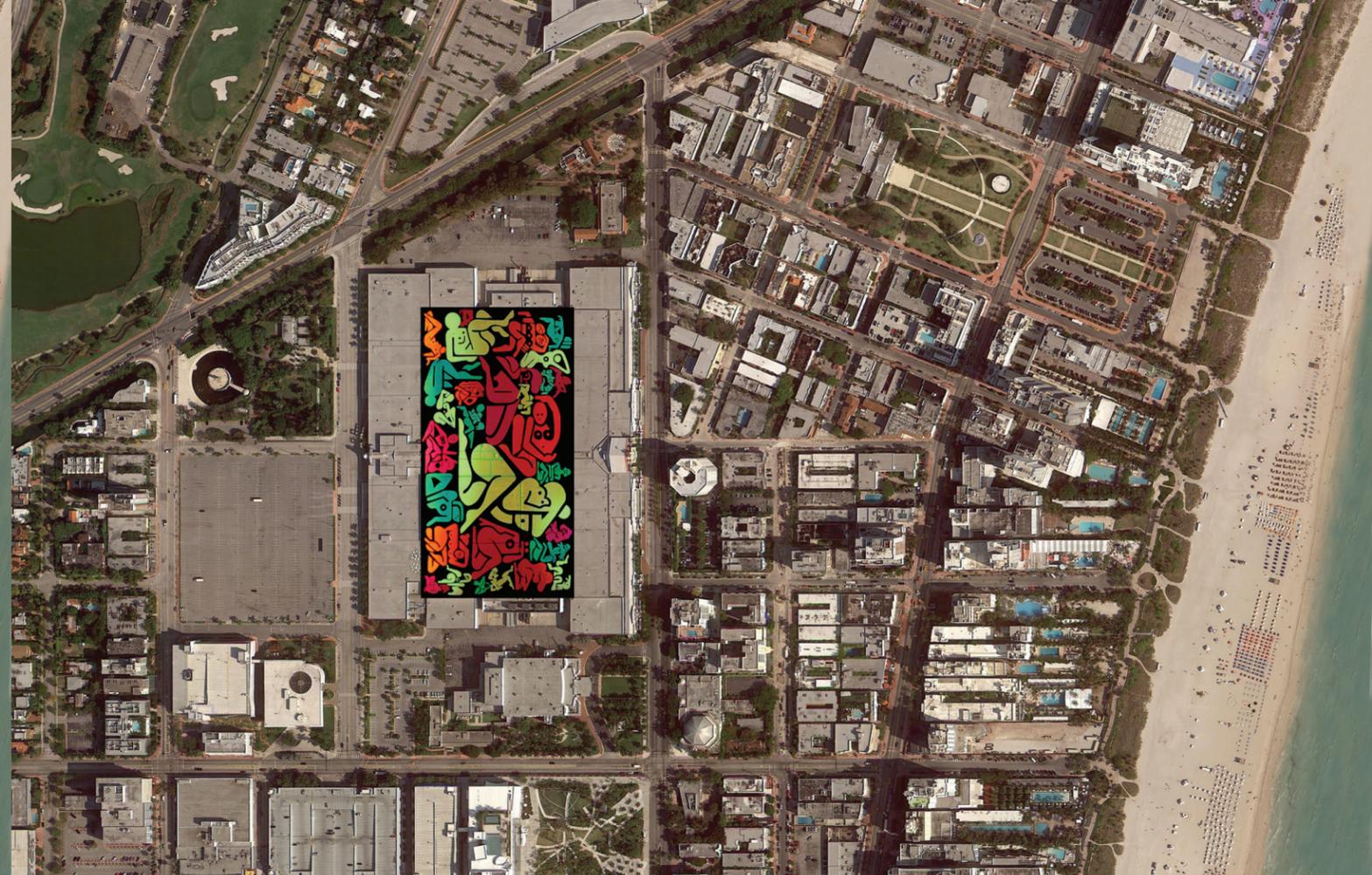
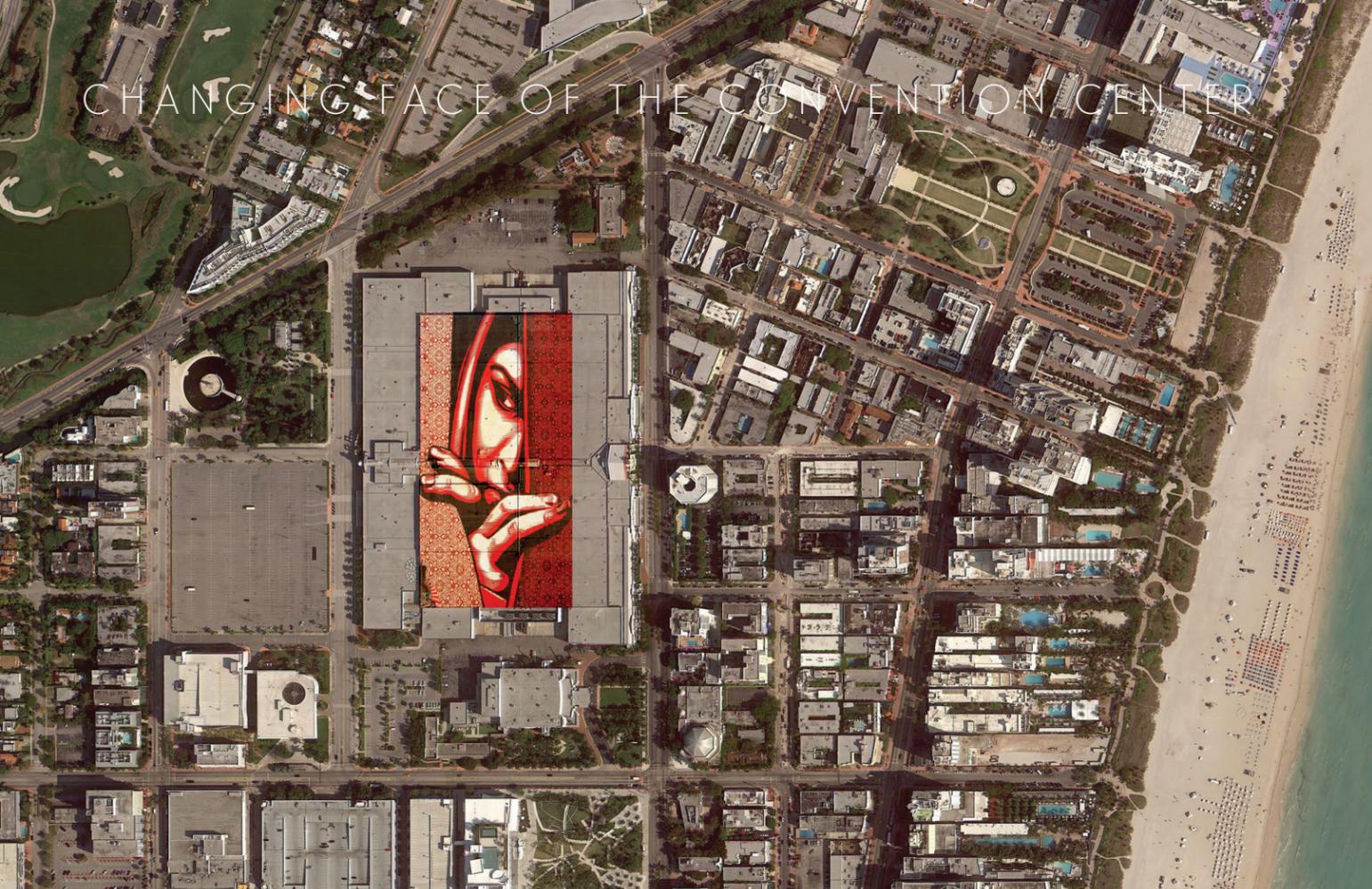
CONVENTION CANVAS

The roof of the convention center is a huge opportunity for public space - but structurally it cannot accommodate people. What could we create that can be viewed, but not touched?

The Miami Beach Convention Center is the home of Art Basel - America's biggest art event. Could the roof become a piece of art - a changing exhibition or installation? By tilting the 'frame' of the canvas up, the art can be viewed by all!



CHANGING FACE OF THE CONVENTION CENTER



THE MET



BERLIN REICHSTAG



AROS ROOFTOP AARHUS



SANTA CATERINA MARKET BARCELONA



CONVENTION CENTER DRIVE



NORTH OUTDOOR EXHIBITION



WASHINGTON TERRACES



GLEASON THEATER AND HOTEL



BOTANICAL GARDEN AND BALLROOM



