

RECEIVED

2009 JUL 15 AM 9:39

CITY CLERK'S OFFICE



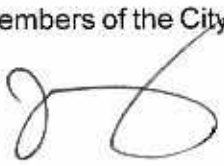
MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 191-2009

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager 

DATE: July 14, 2009

SUBJECT: Convention Center Master Plan – Arquitectonica and Zyscovich Comparison

Pursuant to your request during the July 6, 2009, Finance and Citywide Projects Committee meeting, the following describes the scope of work for the pending Convention Center Expansion and Enhancement Master Plan and the previous City Center Redevelopment Area (RDA) Master Plan.

Zyscovich, Inc.

On October 17, 2001, the City Commission approved (in concept) a "Preliminary Proposed Master Plan" produced by Zyscovich called the "17th Street Study Proposed Redevelopment Plan." The Zyscovich Plan essentially was an update to the City Center RDA Master Plan produced in 1993, and was developed to analyze the entire RDA area from an urban planning perspective. A copy of the Zyscovich Plan was provided to the Mayor and Commission via LTC on May 15, 2009. The task assigned to Zyscovich was to put together a master plan for the surrounding 17th Street area, which would then be planned and designed for individual components. For example, key projects identified by Zyscovich included the New World Symphony Expansion, the Multi-Purpose Parking Facility behind City Hall, the Drexel Avenue connection to Espanola Way (now designed in the Flamingo Neighborhood), the potential garage/ballroom on the P-Lot, and the Botanical Garden. To be specific, and as noted on page 6 of the Plan, the Zyscovich Master Plan looked at the following:

- Regeneration of commercial and pedestrian activity within certain derelict blocks of the RDA area
- Alleviate traffic congestion
- Link retail and tourist corridors to the Cultural Campus, Convention Center, various performing arts venues, and the ocean front hotels
- Identify opportunities for "gateway" features in the City
- Evaluate the need and location of an Intermodal Center
- Complement the adjacent urban and historic neighborhoods.

In order to accomplish this, the Zyscovich Master Plan developed an Action Plan that identified the following Primary and Secondary Issues:

Primary Issues

1. Proposed Urban Park at the 17th Street Site
2. New World Symphony Soundspace Location
3. Drexel Avenue Improvements
4. Convention Center Expansion Location
5. Bus Route Changes
6. Lincoln Road Extension
7. Elimination of Intermodal Options and Identification of Shuttle Charging Station
8. Pennsylvania Avenue Market and 17th Street Garage Modification
9. City Hall Expansion

Secondary Issues

1. Buffer Zone for the Holocaust Memorial
2. Extension of Espanola Way and Plaza
3. 16th Street Improvements
4. 17th Street Improvements
5. 21st Street Community Center Improvements
6. Implementation of Dade Boulevard Traffic Circles
7. Phase II Expansion of the Bass Museum

Of these items, the Master Plan devotes two pages specifically to the Convention Center expansion (pages 42-43), and that is limited to addressing an expansion through the use of the Preferred Parking Lot (P-Lot), and proposes additional exhibition space and a four story parking structure. Subsequently, the plan discussed the potential relocation of the Botanical Garden (pages 44-49) and provides some alternatives for its relocation. At no time did the Zyscovich plan provide a detailed description of the Convention Center needs.

Arquitectonica International Corp.

At the direction of the Convention Center Stakeholders (City of Miami Beach, Global Spectrum, GMCVB, Miami-Dade County, VCA, CCAB, and GMABHA), the City (through the GMCVB) contracted Convention, Sports and Leisure, Inc. (CSL) to conduct a new study focused on, among other things, identifying current industry trends, competitive/comparable facility analysis, existing and projected utilization at the convention center, and a market demand analysis. CSL would then work jointly with an architectural firm, and with the Stakeholders, in developing a proposed master plan that would incorporate research-driven improvements focused on making the convention center competitive and marketable and identify project costs.

CSL presented preliminary results on September 3, 2008, to the stakeholders. Additional research was requested and a final report was presented on April 30, 2009. The Stakeholders agreed to recommend a phased plan that would use the \$55 million available now from GOB funds to address short-term needs/projects: 1) add a roof top venue; 2) refinish the Center's existing "ballroom;" 3) add meeting space; 4) install exterior signage; and 5) address other identified site upgrades/improvements/needs, such as those identified in Global Spectrum's updated list of unfunded capital needs (e.g. fire alarm control system upgrades; replace leaking glass blocks; install solar energy alternatives; replace carpet; renovate west kitchens; upgrade meeting rooms; waterproofing, etc.). The stakeholders discussed pursuing the second phase, a longer term project that requires additional funding and would address the larger (40,000-50,000 sq ft) multi-purpose use/ballroom space that has been previously discussed, possibly in conjunction with an adjacent convention center hotel project, expanded parking, etc., and that would be part of the greater master plan improvements for the campus that would be identified by the architectural firm.

On May 22, 2008, the City issued an RFQ for architectural services to design the master plan for the convention center campus. The campus in the master plan would encompass the Convention Center, Botanical Gardens, Fillmore, P-Lot, surface lots, and nearby amenities (such as Lincoln Road). The RFQ was awarded to Arquitectonica on September 10, 2008. The City negotiated an agreement and had been waiting for County approval of our interlocal in order to bring the agreement to Commission for approval.

Staff negotiated a fee with a six-month timeline for completion; GOB funding for this activity is currently available. On May 13, 2009, the City Commission authorized the Mayor and City Clerk to execute a professional services agreement with Arquitectonica, in an amount not to exceed \$573,643, for the design of a Miami Beach Convention Center Campus Master Plan pursuant to RFQ No. 31- 07/08, pending execution of an interlocal with the County.

Comparison of the two Plans

In contrast to the Zyscovich City Center Master Plan, Arquitectonica's Convention Center Expansion and Enhancement Master Plan's primary focal point is the Convention Center Campus. They have been provided a copy of the Zyscovich City Center Master Plan to serve as a basis of reference as it relates to other elements of the master plan, including those related to the Convention Center, but their scope of work is specific to the Convention Center needs. Arquitectonica will progress well beyond what Zyscovich fundamentally outlined for the Convention Center expansion (expansion to P-Lot and new parking).

Arquitectonica will develop a campus master plan for the Miami Beach Convention Center and surrounding area, focused on their relationship to the Convention Center, and not the other way around. This master plan is intended to consider possibilities to make the Miami Beach Convention Center facility competitive in today's convention and meeting business climate, especially to the extent that features external to the actual facility can help ensure this. As discussed by the Stakeholders, Arquitectonica would use the CSL study results, and the priorities identified by the Stakeholders, to conceptualize the enhancements as they would be implemented. The primary purpose of the master plan is to look at existing site conditions (electrical, structural, mechanical, fire safety, etc.) and analyze potential site amenities, physical renovations to the interior and exterior, expansion of exhibit space (to include necessary multi-purpose/ballroom space), engineering recommendations, technology upgrades, parking, and other aspects. These results include the need for a Multi-Purpose/Ballroom Space, an addition of approximately 25,000 square feet of meeting space, unique space additions such as plazas, terraces and roof-top gardens, the identification of potential locations and options for an adjacent or attached headquarter/Convention Center hotel, destination planning and the development of a Convention Center "District" that creates visual and pedestrian linkages in the area to create a sense of "place" for the facility.

Attached, please find a copy of the scope of services required in the RFQ for the development of the Convention Center Master Plan.

Conclusion

Arquitectonica's Convention Center Master Plan goes well beyond identifying locations where facilities can be located, which was the primary urban planning purpose of the Zyscovich plan. The Convention Center Master Plan will determine whether the various elements that have been identified as having the potential to improve the quality and competitiveness of the Convention Center, whether these improvements can functionally work in the space identified, what types of services are needed to support the facility and what other modifications might be required. Multi-disciplined engineering recommendations will also be developed and will serve as the fundamental guidelines for the ultimate designers of record. This Master Plan is intended to serve as the Basis of Design Report (BODR) for the proposed improvements.

Finally, regarding overall design fees associated with a project projected to cost at least fifty-five million dollars, an estimated total A/E fee of approximately 7% to 10% of the project costs, falls well within industry standards. The proposed Arquitectonica fee of \$573,643 represents approximately 1% of the overall anticipated project costs associated with the GOB allocation (\$55 million) and, needless to say, is a much lower anticipated percentage of overall improvement costs (including external site improvements) which can potentially exceed \$100 million.

Please feel free to contact me should you have any questions.

JMG/HMF/mas

SECTION III – SCOPE OF SERVICES:

The following details the proposed scope of services for the subject RFQ:

- Review current Miami Beach Convention Center facilities and develop future Master Plan for the campus to include:
 - Current MBCC site, bounded by Convention Center Drive on the west, Washington Ave. on the east, Dade Canal on the north, and 18th Street on the south.
 - Current City of Miami Beach 5C metered parking lot, bounded by 18th St. on the north, 17th St. on the south, Convention Center Dr. on the west, and Fillmore Miami Beach at the Jackie Gleason Theater loading dock lot to the east
 - Current City Preferred Parking Lot (P-Lot), bounded by 18th St. on the south, 19th St. on the north, Convention Center Dr. on the east, and Meridian Ave. on the west
 - Opportunities for reuse of current Convention Center Dr., in part or in full, between 18th St. and Dade Boulevard, and associated effects of such reuse
 - Review should include infrastructure needs, including parking, marshaling, general traffic, proximate hotel options within defined campus area
- Review of current facility with regard to functionality with suggested phased improvements. Parameters should include:
 - Function spaces
 - Meeting rooms
 - Exhibit Halls
 - Concourses
 - Registration
 - Box Offices
 - Storage
 - Technology
 - Plenary Session options
 - Banquet space options
 - Ballroom/Multi-purpose space
 - Kitchen facilities
 - Offices
 - Other current trends
- Review of current facility with regard to finish and design, to include:
 - Floor coverings
 - Wall coverings
 - Ceiling treatments
 - Lighting
 - Rigging
 - Other current trends
- Review of facility with green initiatives contemplated
- Review of capital improvement needs, both with existing and proposed structure
- General funding estimates for presented options