

OKLAHOMA

CITY CONVENTION CENTER
POPULOUS GSB, INC.

_1 DESIGN PRECEDENT

_2 DESIGN PROCESS

_3 FINAL CONCEPT

SITE INFLUENCE

BUILDING LAYOUT

SITE PROGRAM

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1 DESIGN PRECEDENT

INDUSTRY TRENDS

2003

Enhance Security
Showcase Technology
Focus on Experience
Transform the Machine
Integrate with the City

2004

More Meeting Rooms
More Services
Vertical Integration
Enhanced F & B
Hotel Interaction
Convention District
Shorter Show Days

2008

Labor Shortage
Competition
Sustainability
Unique Experience
Localization
Crowdsourcing
Globalization
Consumer to Creator
Impatience
Conversation

2011

Advanced Technology
Environmental Thrift
Flexibility
Revenue Enhancement
Functional Efficiency
Smaller / Better Buildings
Destination Design
Community Integration
Sports Capable
“De-commodify” Space
Connect to Outdoors
Customer Experience
Spirit of Place
Enhanced Food Service

2015

Vertically Stacked Buildings
Informal Fixed Seating
Conversing INTO the City
Sit in the Sun
Projection Technology
Focus on Entertainment
How People Learn
Meet Outside the Box
Exercise Opportunities
Nap Room
Religious Room
Indoor Outdoor Yoga
Multi-Gen Audience
Multi-Cultural Audience
Concurrent Event
Authenticity

Over the years, **Populous** has extensively collected industry data in an effort to stay on top of current trends and to forecast future movements within the Convention and Meeting Industry. We have seen a collective movement, migrating toward a hospitality and consumer focused environment. A functional facility is also a top priority, however as technology has evolved the individual consumer is left wanting more. From access to exterior space to better integration with personal technology, the facilities of the future need to be designed to provide the user with the ability to curate their own experience.

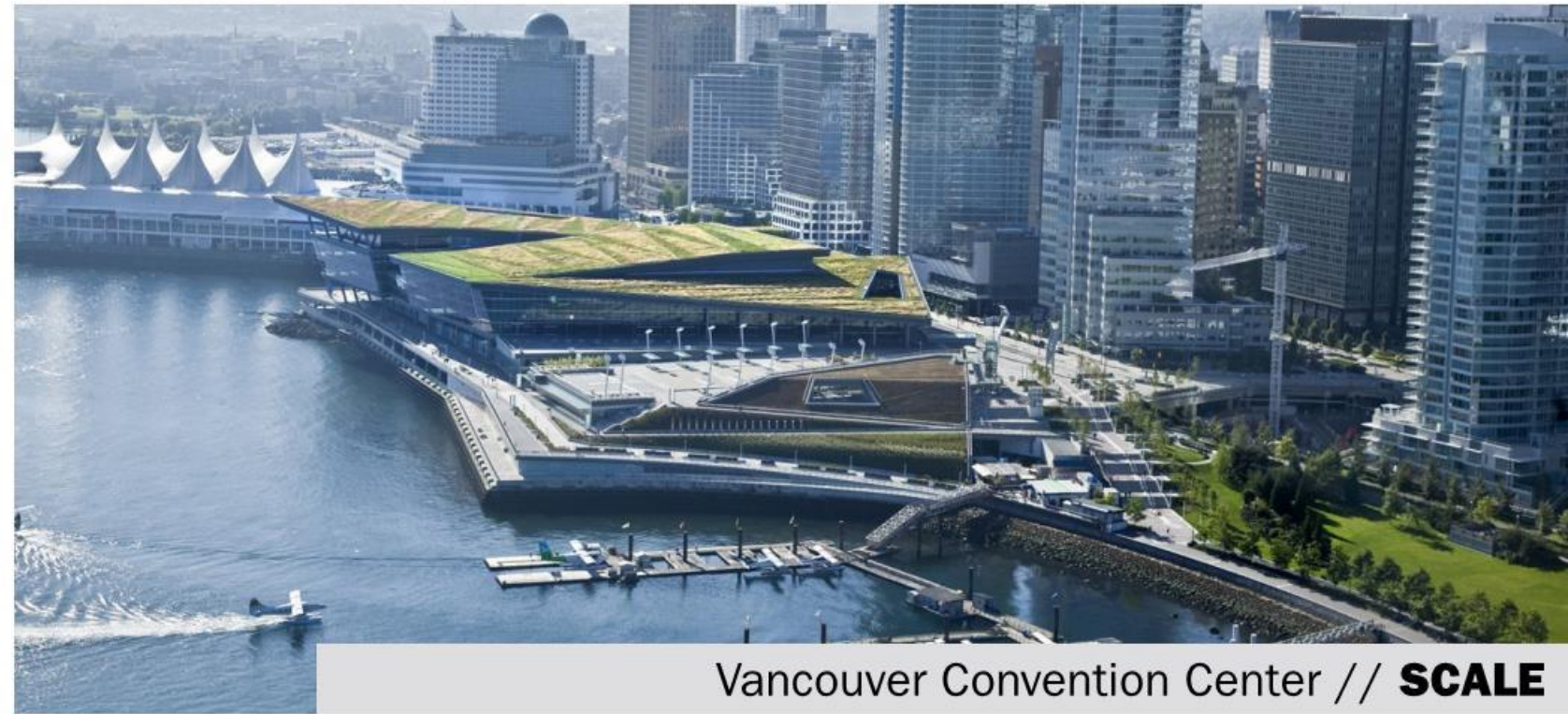
FACILITY  EXPERIENTIAL

1 DESIGN PRECEDENT

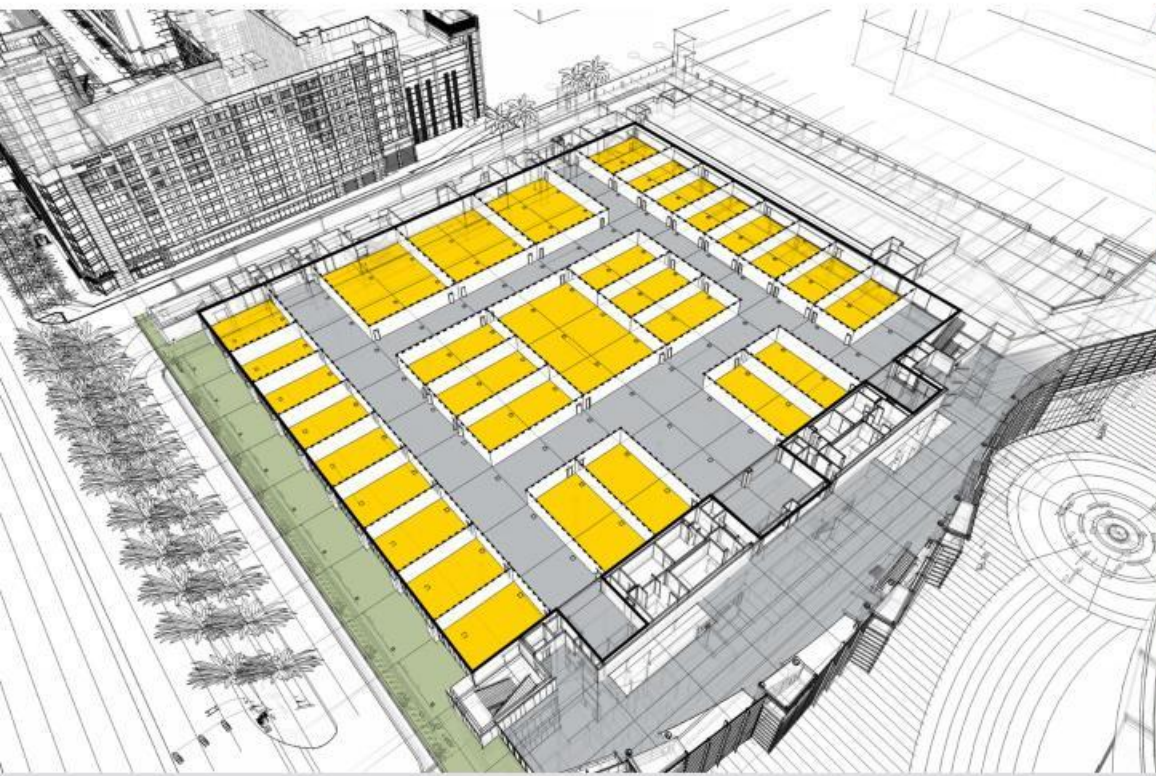
CASE STUDIES



Henry B. Gonzalez Convention Center // // **UNIQUE**



Vancouver Convention Center // **SCALE**



Anaheim Convention Center // **FLEXIBILITY - ADAPTABILITY**



1 DESIGN PRECEDENT

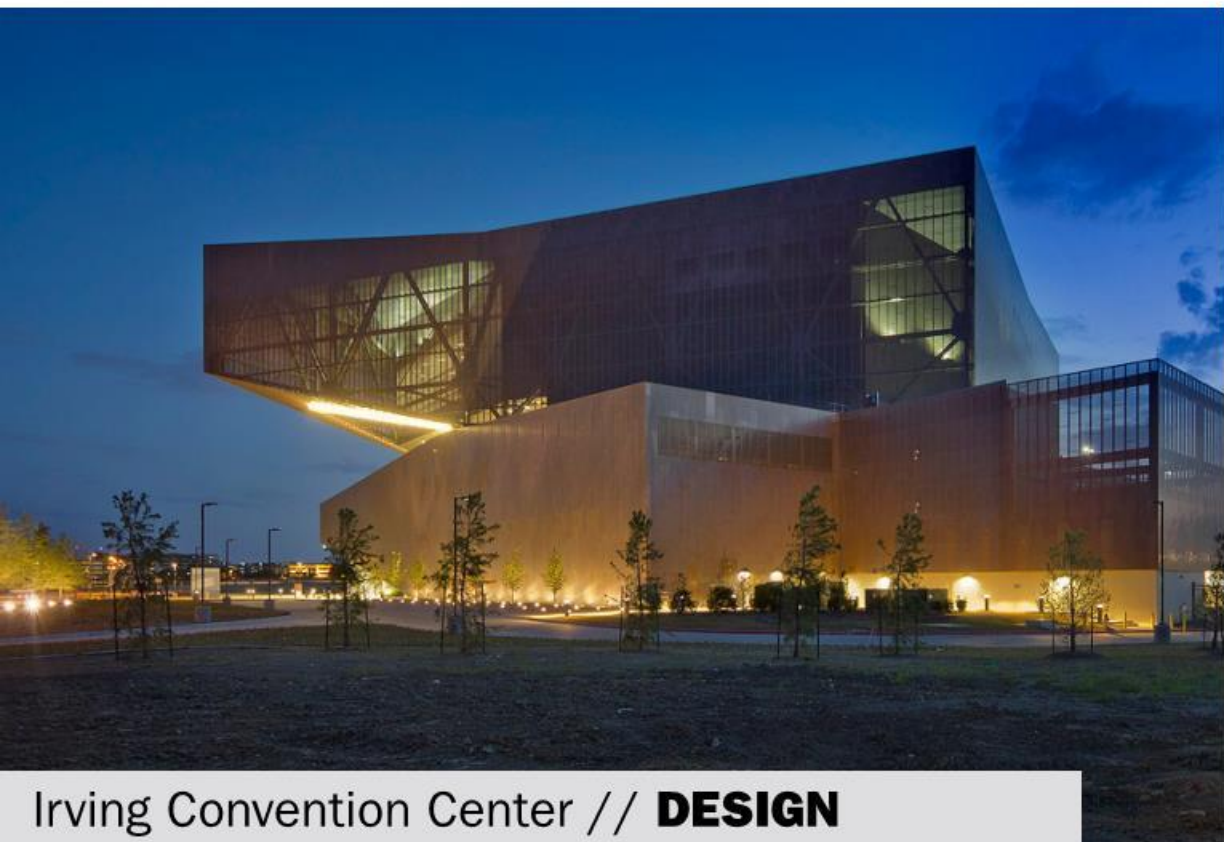
CASE STUDIES



Swiss Tech Center // **TECHNOLOGY**



Music City Center // **NEW CONSTRUCTION**



Irving Convention Center // **DESIGN**

In an effort to capture and study these specific industry trends, the design team has conducted a series of extensive “case study analyses” of top tier convention centers around the globe in an effort to compare, understand, and incorporate the unique, industry driving features of these facilities. It is of the utmost importance to study these trends in an effort to create a unique and well designed facility that truly makes Oklahoma City stand out from the rest.



Sydney COEX // **URBAN INTEGRATION**

2 DESIGN PROCESS DESIGN PRINCIPLES

NORTH CORE TO SHORE SITE

UNIQUE VISITOR EXPERIENCE

360 DEGREE BUILDING

DIVISION OF SHOWS

ELEVATED BALLROOM

EMBRACE CITY GRID ON SITE

PARK CONNECTIONS

BELOW GRADE EXHIBIT HALLS

DEVELOPMENT OPPORTUNITIES

UNIQUE VISITOR EXPERIENCE

NOT ONLY UNIQUE TO OKC, BUT THE INDUSTRY AS WELL

PEDESTRIAN DISTRICT

AN INVITING PEDESTRIAN SCALE THAT CREATES ENERGY AND UNITES THE DISTRICT

DIVISION OF SHOWS

ULTIMATE ADAPTABILITY, NEVER HAVING TO SAY “NO”

ELEVATED BALLROOM

CIVIC SCALE WITH VIEWS TOWARD DOWNTOWN, PARK, AND BRICKTOWN

URBAN INTEGRATION

CONNECTION TO CIVIC INFRASTRUCTURE UNITING THE URBAN CORE

PARK CONNECTIONS

A SUSTAINABLE RELATIONSHIP TO THE PARK THAT INCORPORATES THE DOWNTOWN VISION

EXPANSION

CONSIDERATION FOR FUTURE GROWTH

DEVELOPMENT OPPORTUNITIES

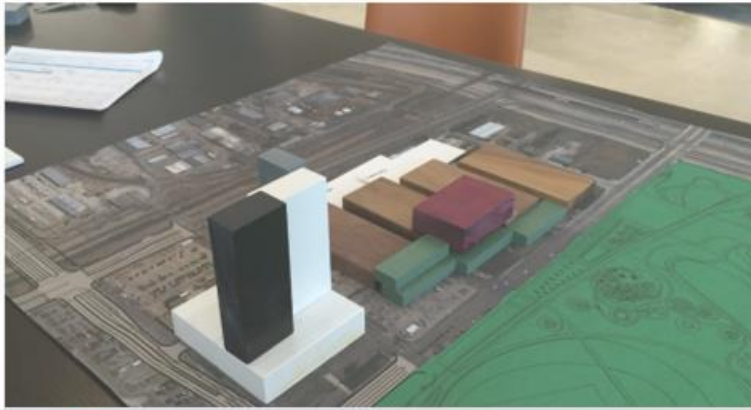
STIMULATE INTEREST IN THE CITY AND PROMOTE URBAN GROWTH

The Design Principles were of great importance during the conceptual design phase of the previous North Core to Shore Site. With the cooperation of the entire project team, we have now translated these principles to better suit the East Park Site as design moves forward. This list is key to the ongoing success of the design. The Principles have been established with the goals of the Design Team, MAPS 3, the Convention Center Subcommittee, the Citizens Advisory Board, and other city officials in mind. By establishing these goals early, and referencing them often, we can utilize them as a design checklist, to constantly reference during the remainder of the design process.

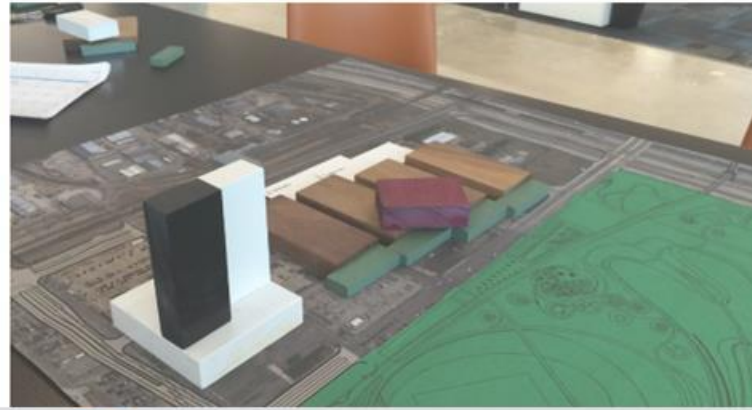
2 DESIGN PROCESS

BUILDING MASSING WORKSHOP

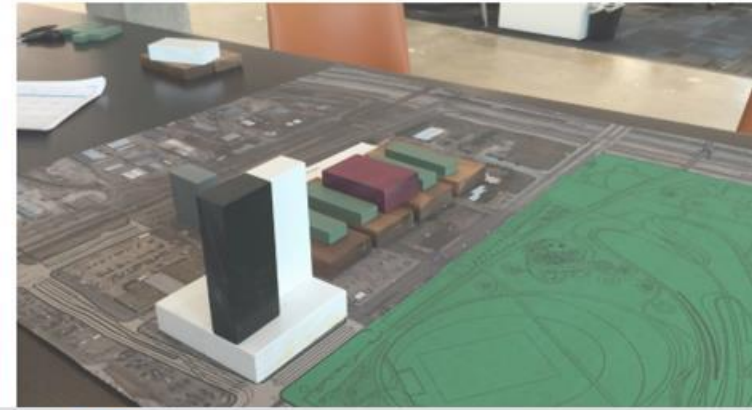
+ SITE OPTIONS



_01



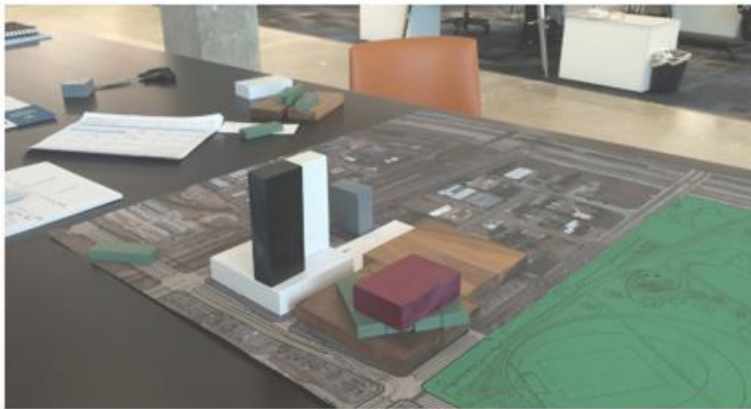
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_03



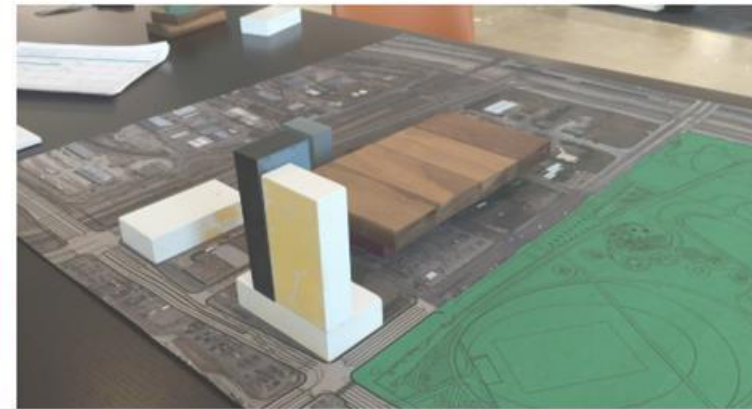
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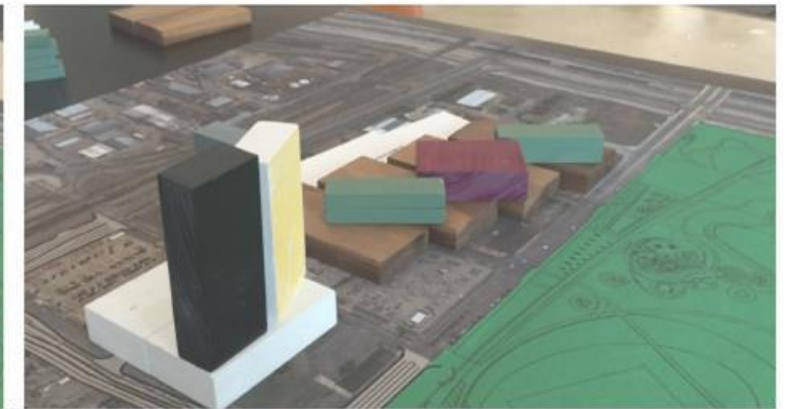
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_06



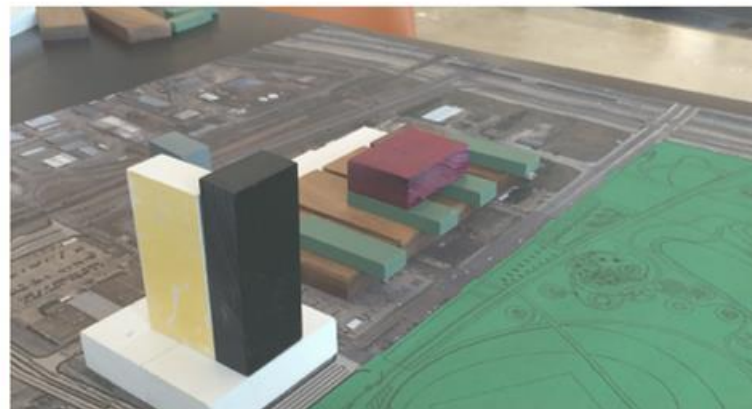
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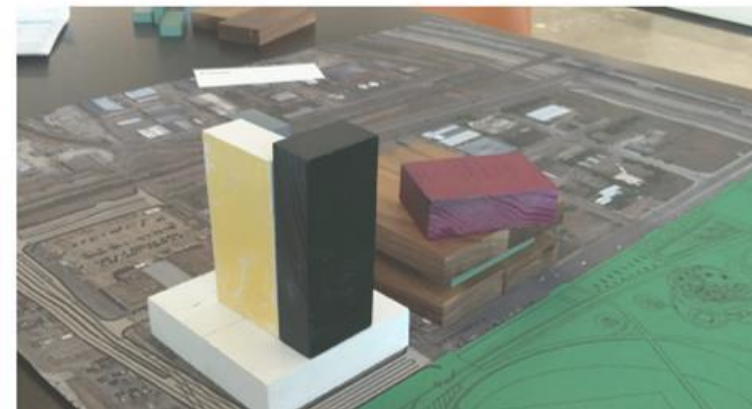
_08



_09



_10



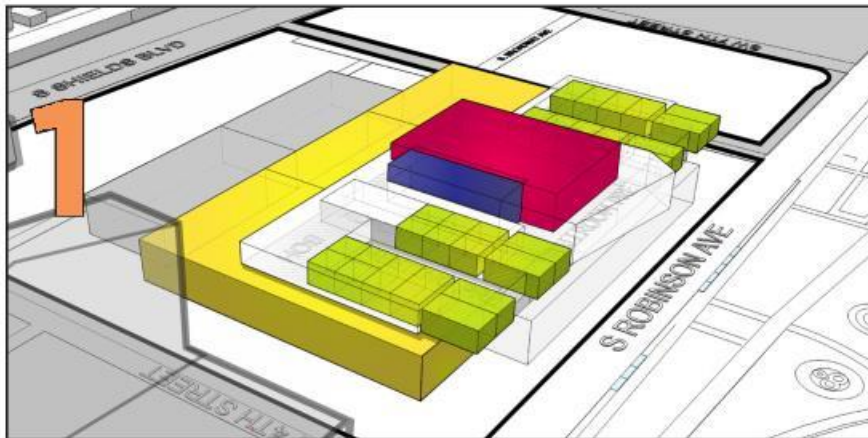
_11

The design process began with simple blocking and stacking exercises, with the intention of test fitting the program on the site and establishing relationships within the building parts. Over the course of the exercise, we developed upwards of thirty to forty unique design conditions. We then analyzed each specific option, narrowing them down to a series of eleven options that we believe were all viable for the selected site.

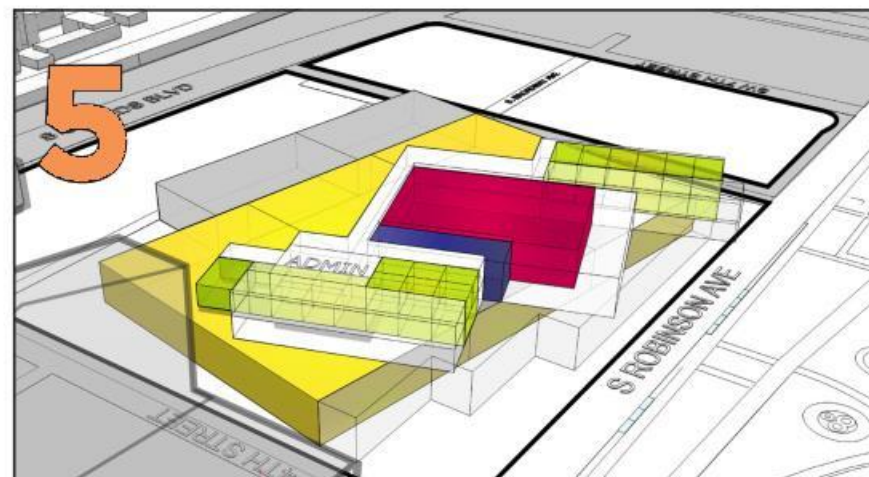
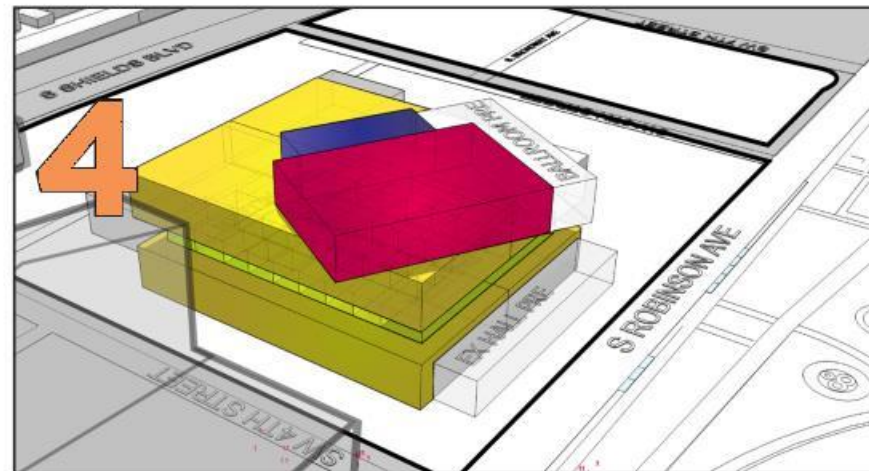
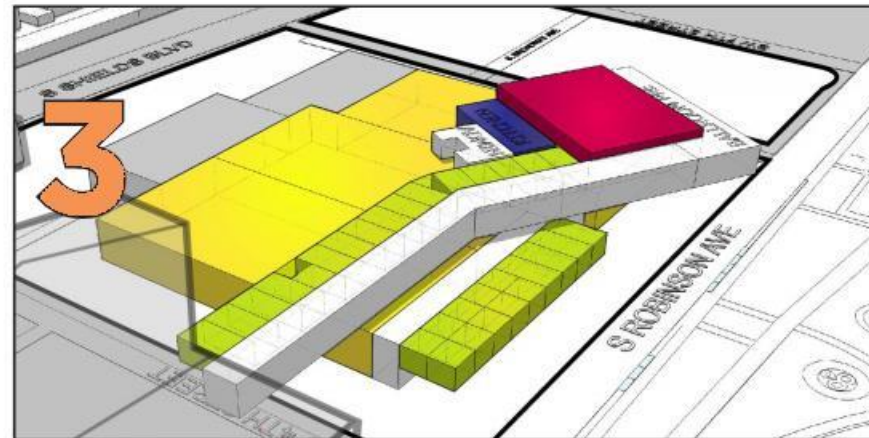
2 DESIGN PROCESS

CONCEPTUAL DESIGN PROGRESSION

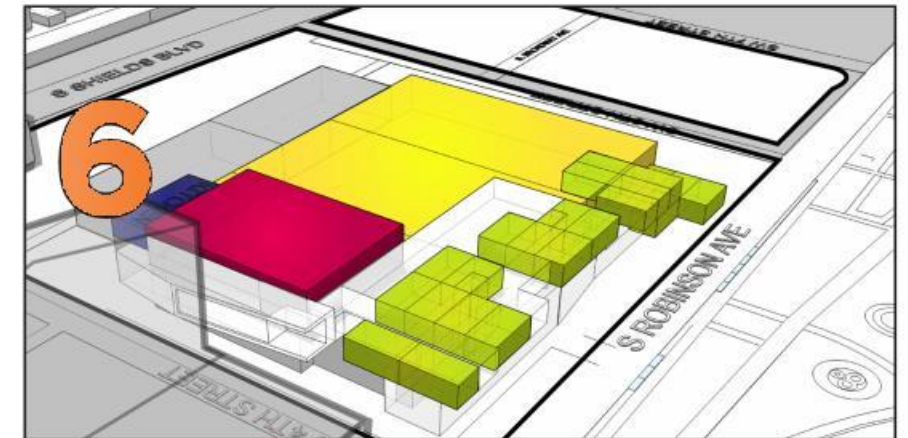
A FUNCTION



B RE-ARRANGE



C ORGANIZE



Through a series of workshops with the overall design team, we concluded that we could eliminate 3 of the 11 massing options due to various restrictions. Within these remaining 8 designs we could then classify them into 3 unique categories.

FUNCTION: Establishing solid relationships among all program areas.

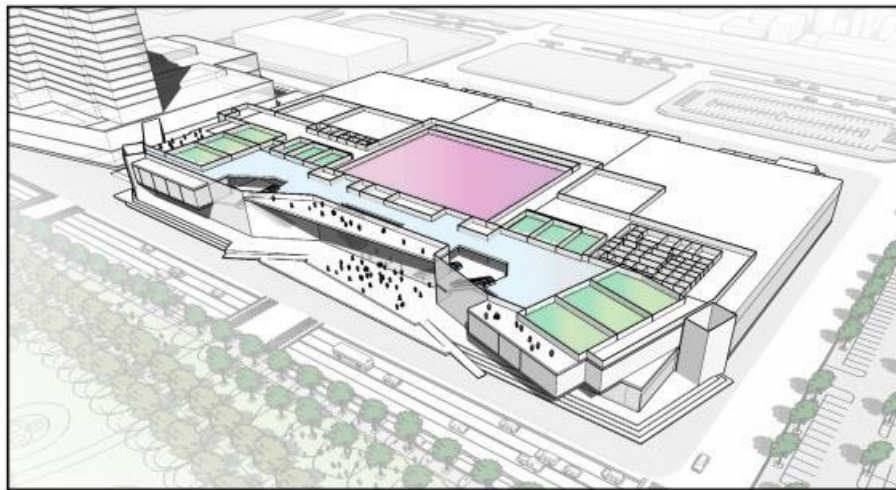
RE-ARRANGE: Use these relationships and sculpt them to generate interest.

ORGANIZE: Take this new found interest and organize the program to maintain functionality while creating a high level of design.

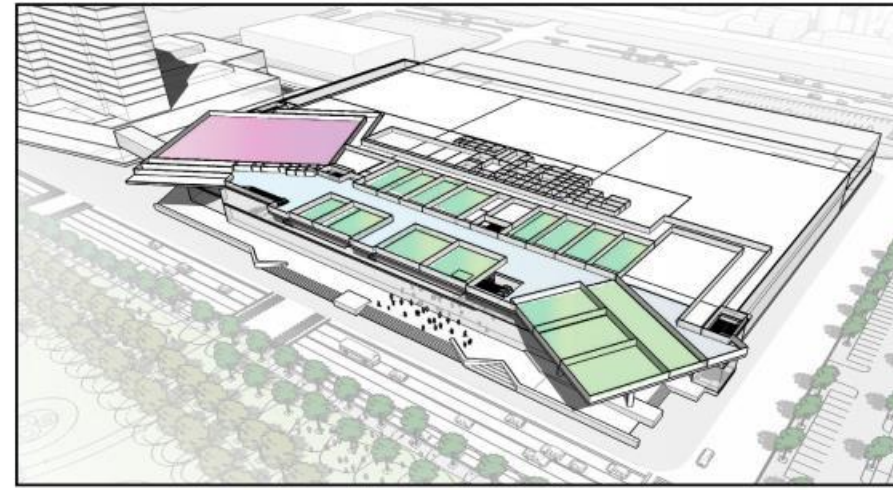
2 DESIGN PROCESS

CONCEPTUAL DESIGN SUBCOMMITTEE UPDATE

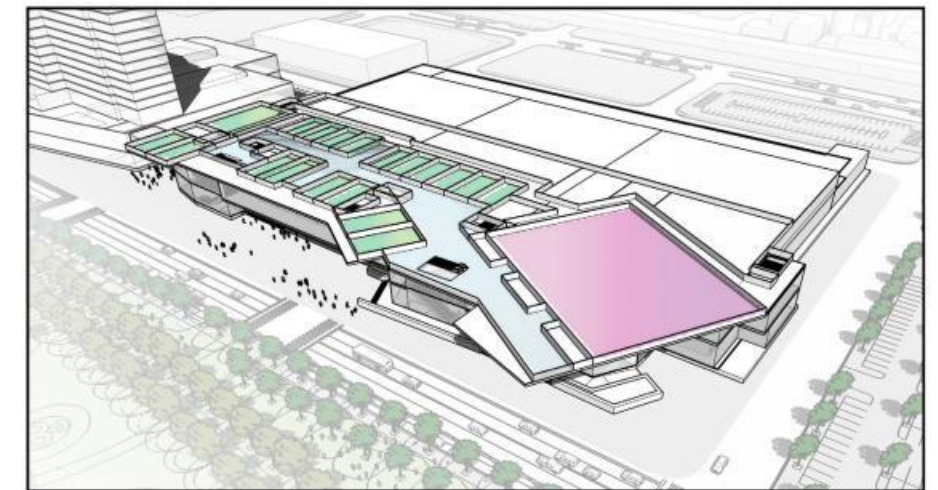
PN PANORAMA



CV CITY VIEW



PV PARK VIEW

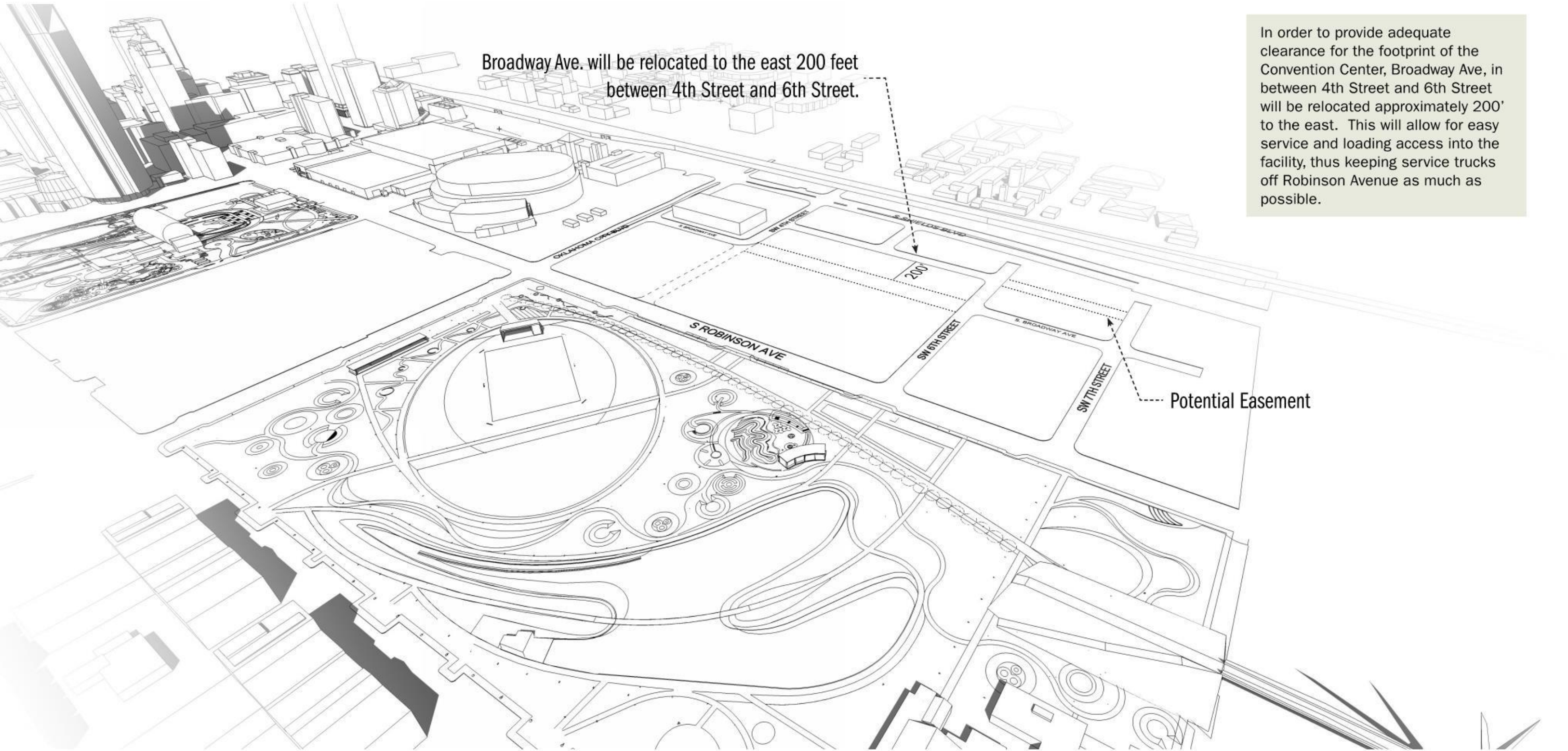


As the designs developed, we condensed 8 options to 3 unique design diagrams. Each diagram focused on the location of the ballroom and meeting room program and how each related to the potential hotel development, the adjacent park, future expansion, and views toward the city. Through a series of meetings and great commentary from the overall MAPS 3 team, Public Works, the Planning Department, and the Convention Center Subcommittee, it was established that a hybrid option of the three designs would best be suited as we proceed through the remainder of conceptual design.

**3 FINAL
CONCEPT**

SITE INFLUENCE

BROADWAY DEVELOPMENT



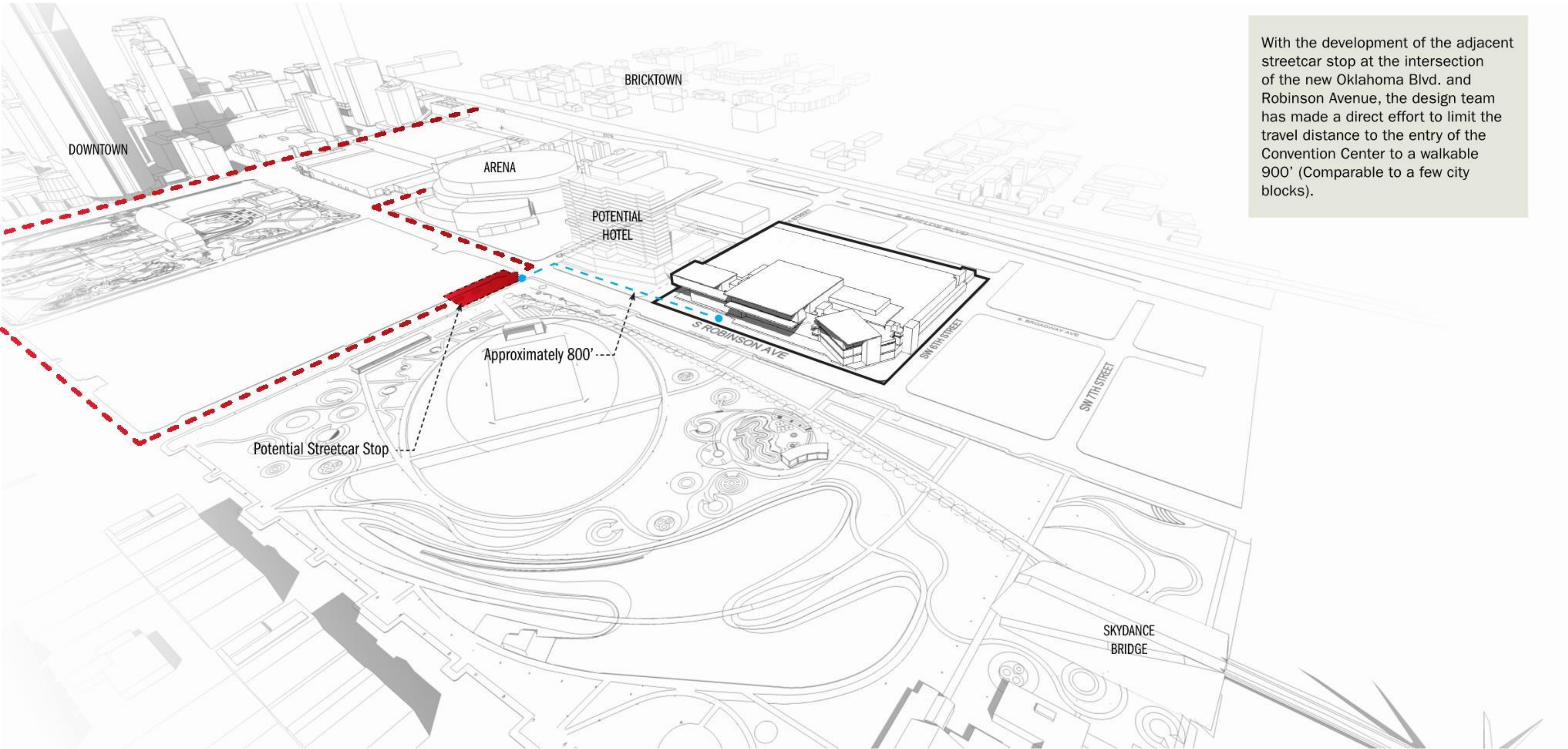
Broadway Ave. will be relocated to the east 200 feet between 4th Street and 6th Street.

In order to provide adequate clearance for the footprint of the Convention Center, Broadway Ave, in between 4th Street and 6th Street will be relocated approximately 200' to the east. This will allow for easy service and loading access into the facility, thus keeping service trucks off Robinson Avenue as much as possible.

Potential Easement

SITE INFLUENCE

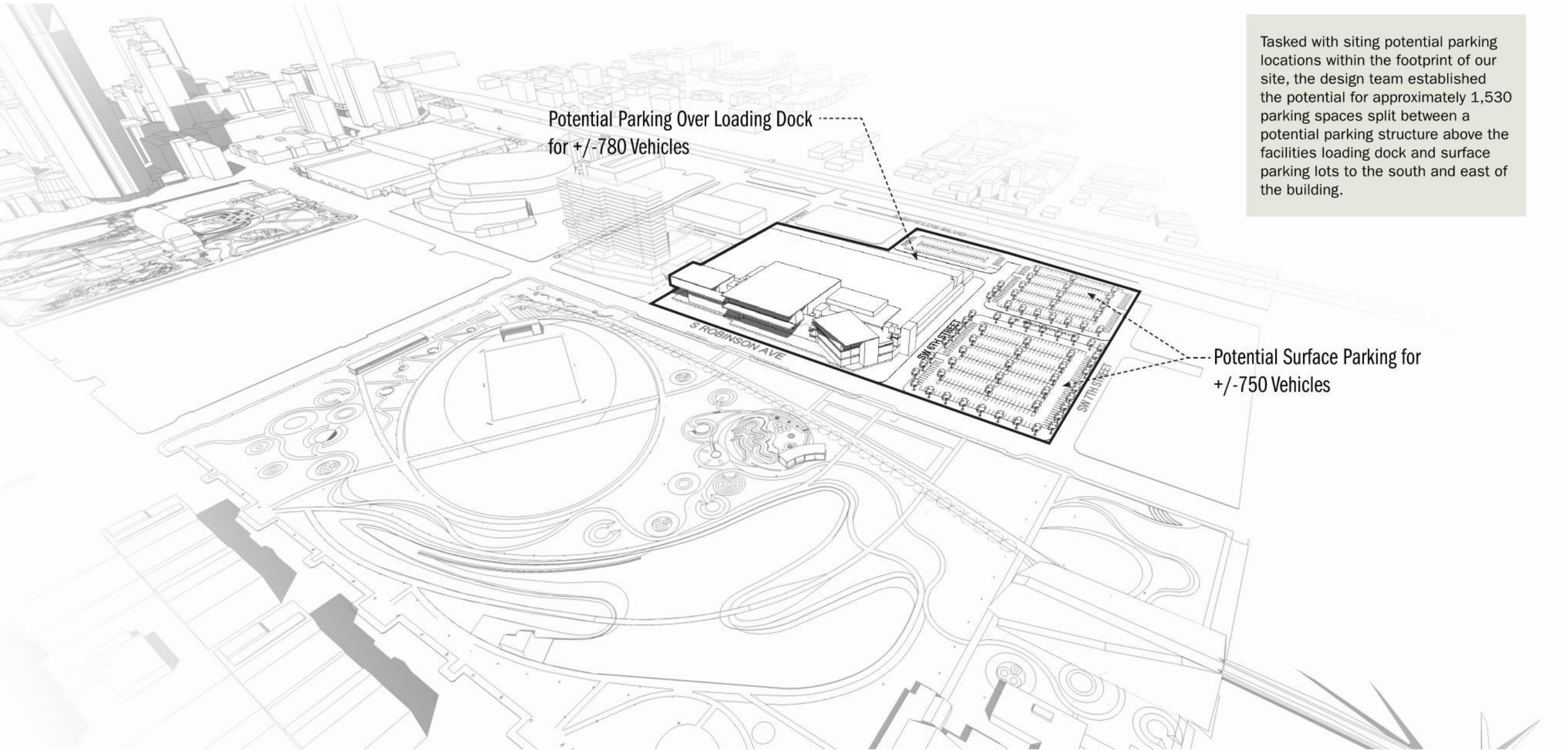
STREET CAR ROUTE



With the development of the adjacent streetcar stop at the intersection of the new Oklahoma Blvd. and Robinson Avenue, the design team has made a direct effort to limit the travel distance to the entry of the Convention Center to a walkable 900' (Comparable to a few city blocks).

SITE INFLUENCE

PARKING OPTIONS



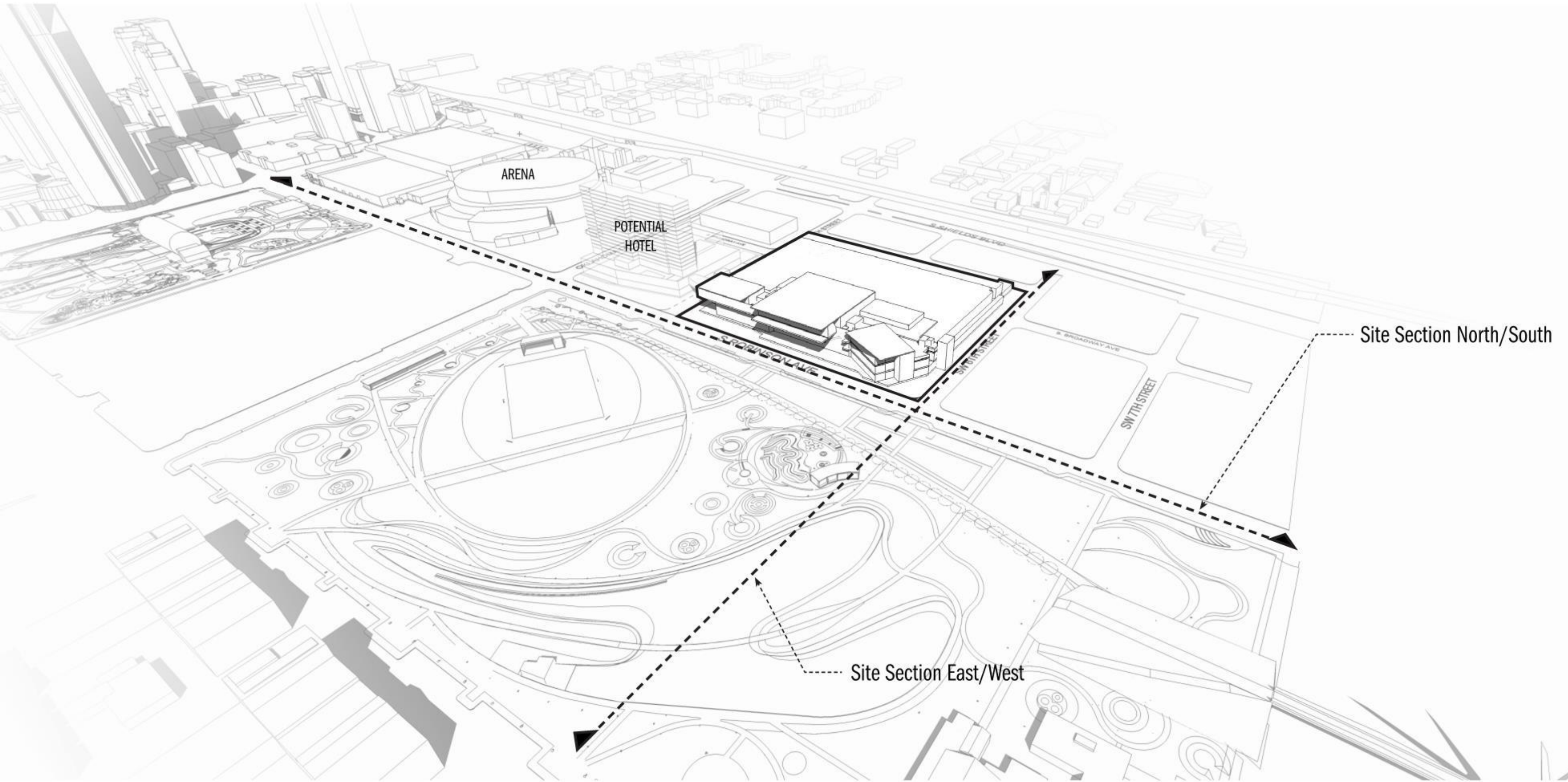
Potential Parking Over Loading Dock
for +/-780 Vehicles

Potential Surface Parking for
+/-750 Vehicles

Tasked with siting potential parking locations within the footprint of our site, the design team established the potential for approximately 1,530 parking spaces split between a potential parking structure above the facilities loading dock and surface parking lots to the south and east of the building.

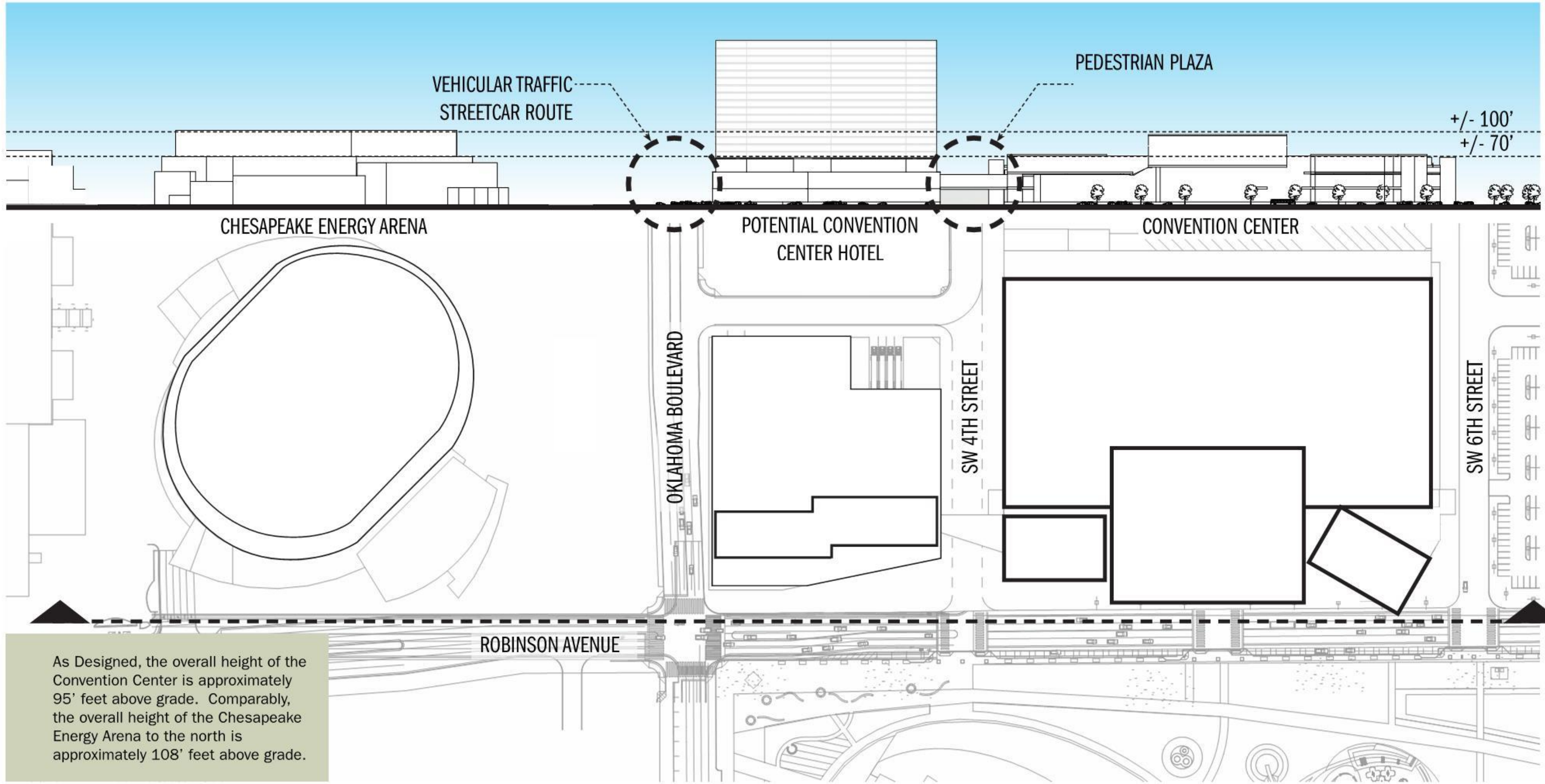
SITE INFLUENCE

BUILDING MASSING



SITE INFLUENCE

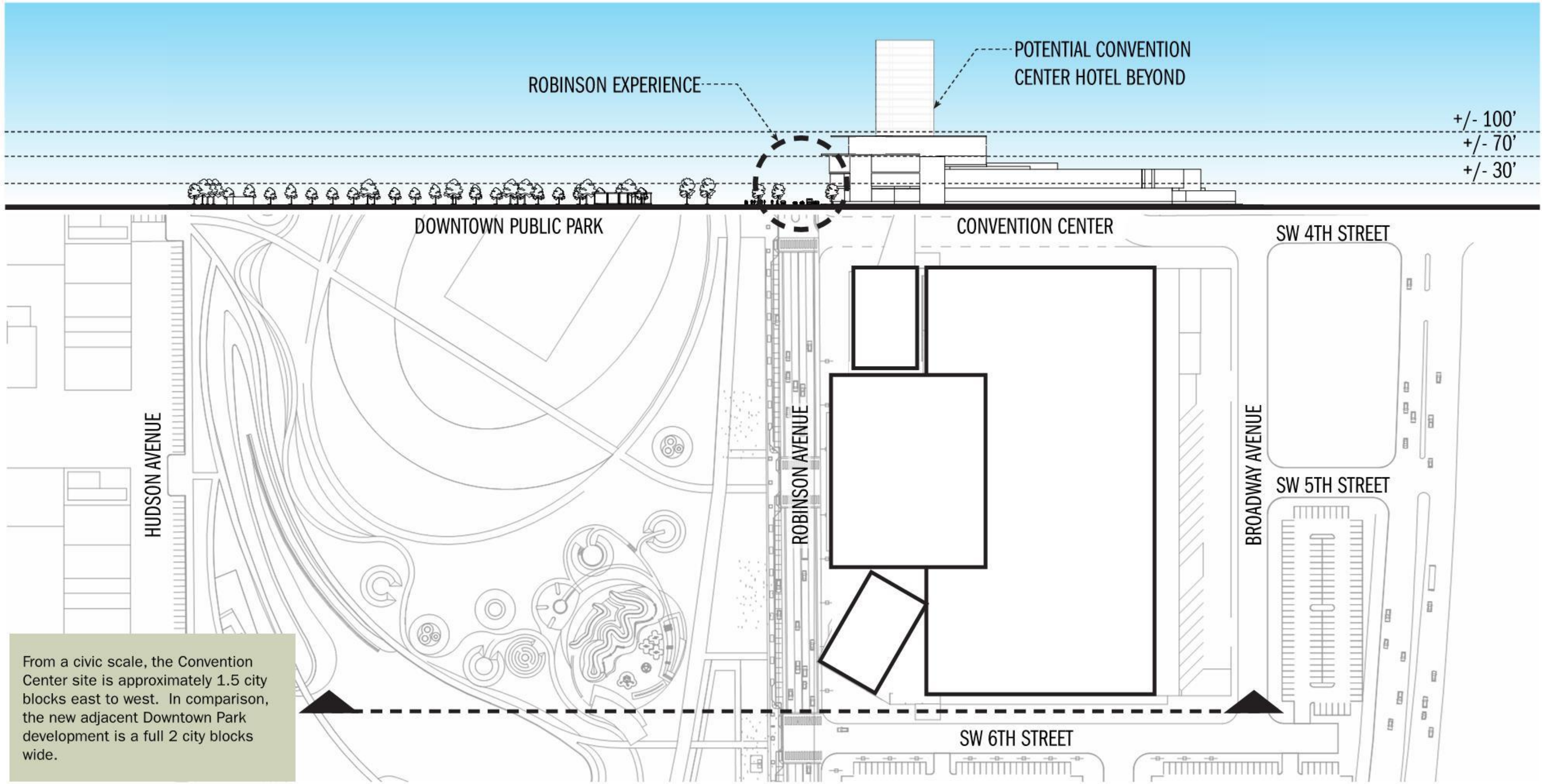
SITE SECTION NORTH/SOUTH



As Designed, the overall height of the Convention Center is approximately 95' feet above grade. Comparably, the overall height of the Chesapeake Energy Arena to the north is approximately 108' feet above grade.

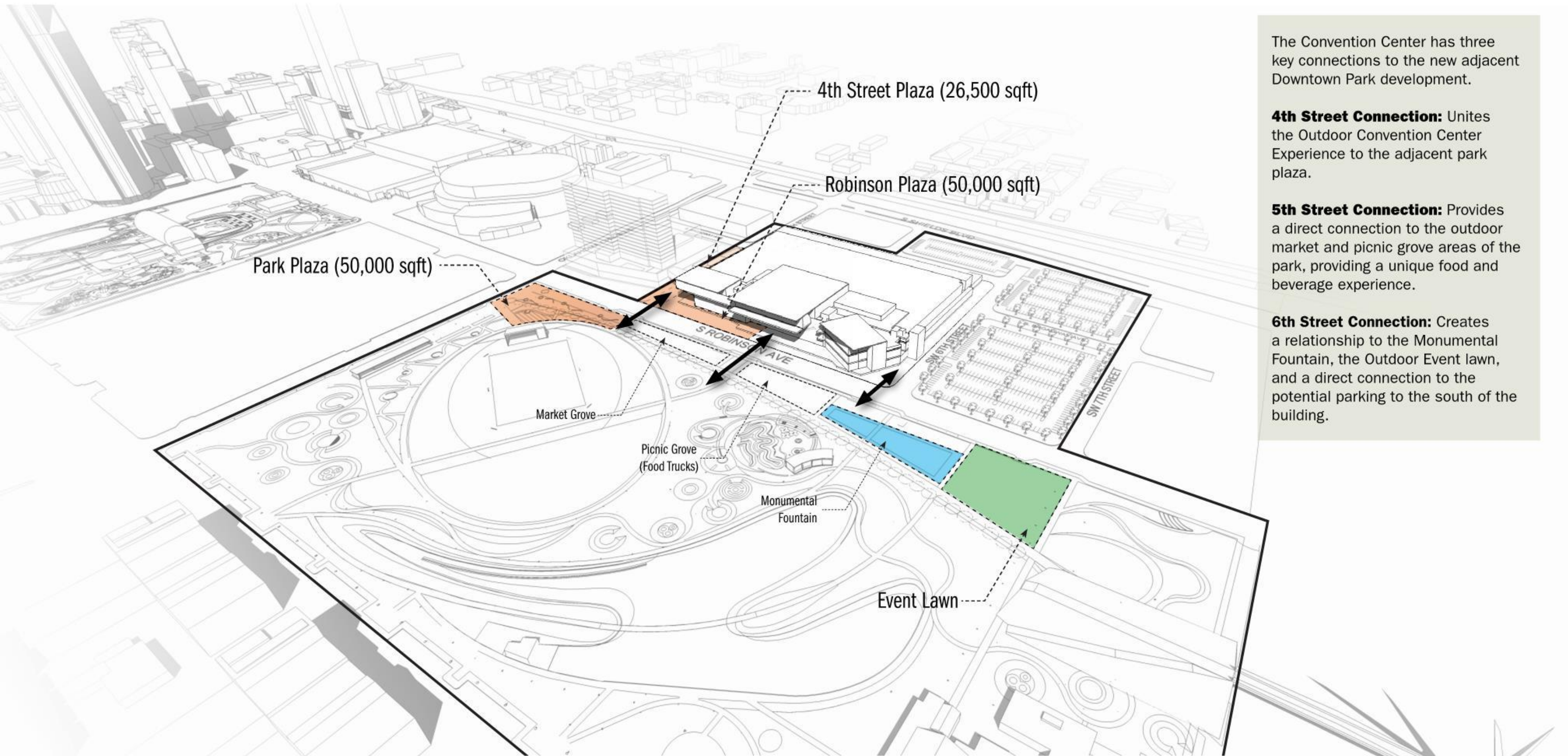
SITE INFLUENCE

SITE SECTION EAST/WEST



SITE INFLUENCE

PARK RELATIONSHIP



The Convention Center has three key connections to the new adjacent Downtown Park development.

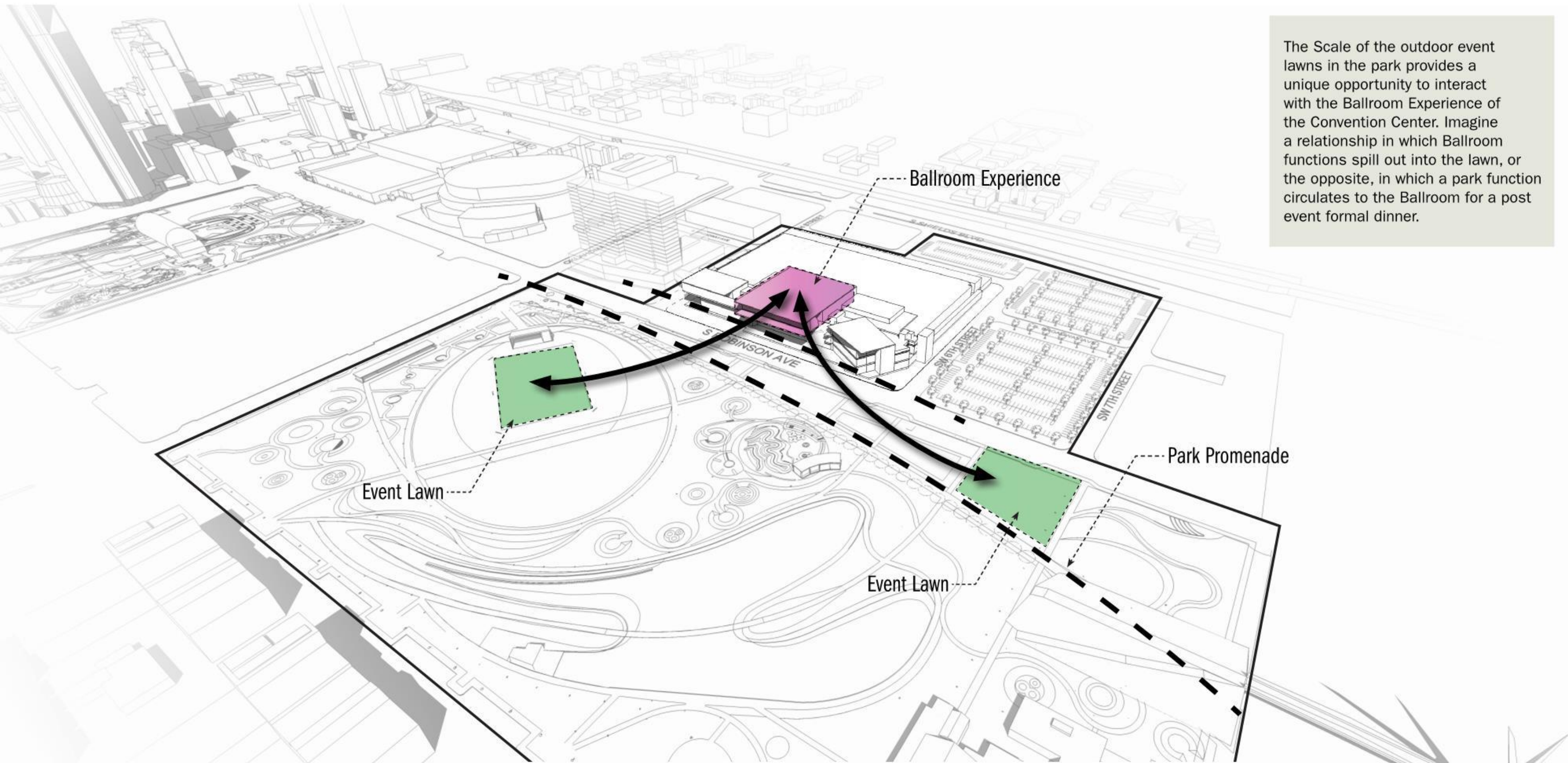
4th Street Connection: Unites the Outdoor Convention Center Experience to the adjacent park plaza.

5th Street Connection: Provides a direct connection to the outdoor market and picnic grove areas of the park, providing a unique food and beverage experience.

6th Street Connection: Creates a relationship to the Monumental Fountain, the Outdoor Event lawn, and a direct connection to the potential parking to the south of the building.

SITE INFLUENCE

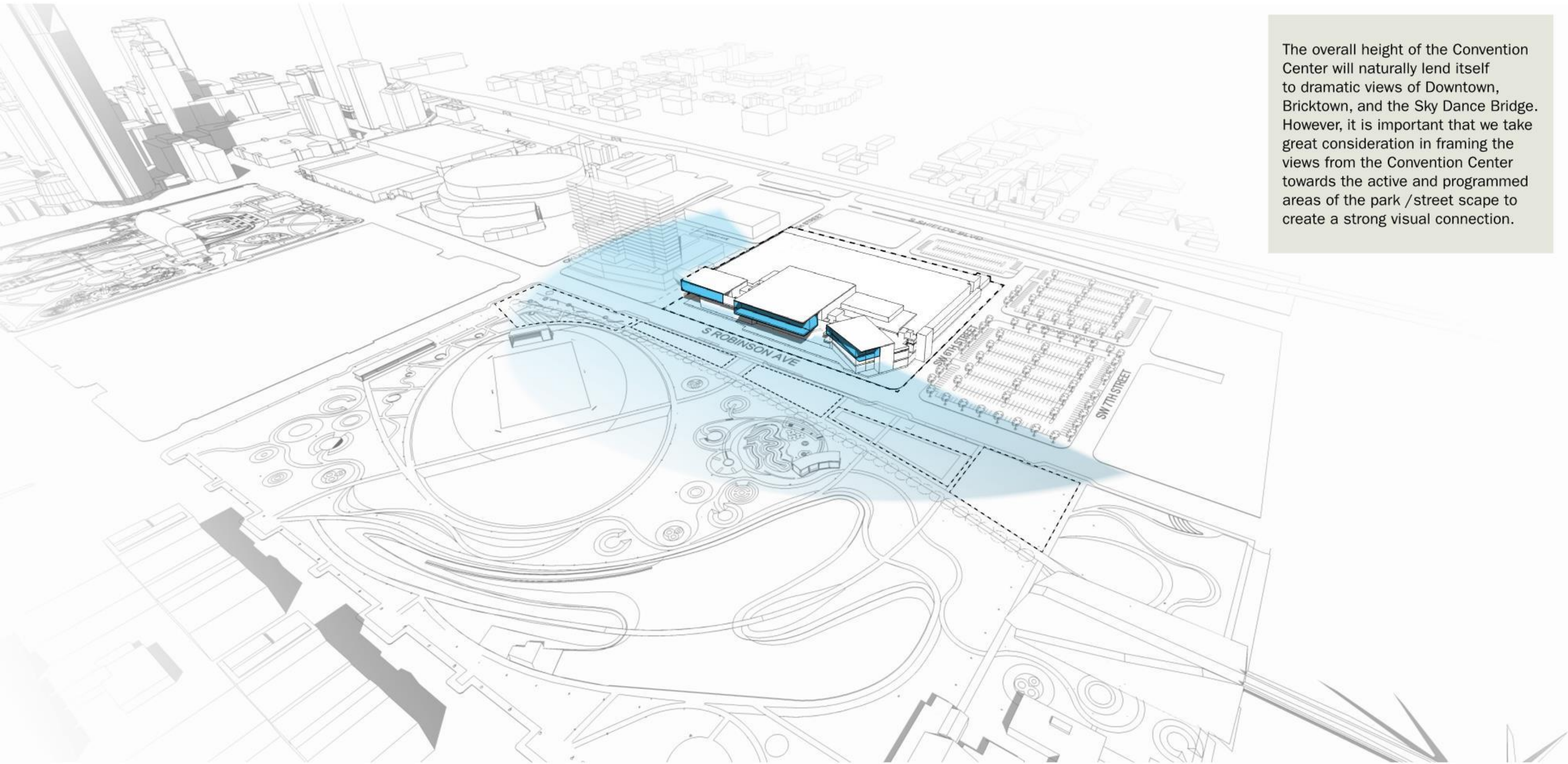
EVENT RELATIONSHIP



The Scale of the outdoor event lawns in the park provides a unique opportunity to interact with the Ballroom Experience of the Convention Center. Imagine a relationship in which Ballroom functions spill out into the lawn, or the opposite, in which a park function circulates to the Ballroom for a post event formal dinner.

SITE INFLUENCE

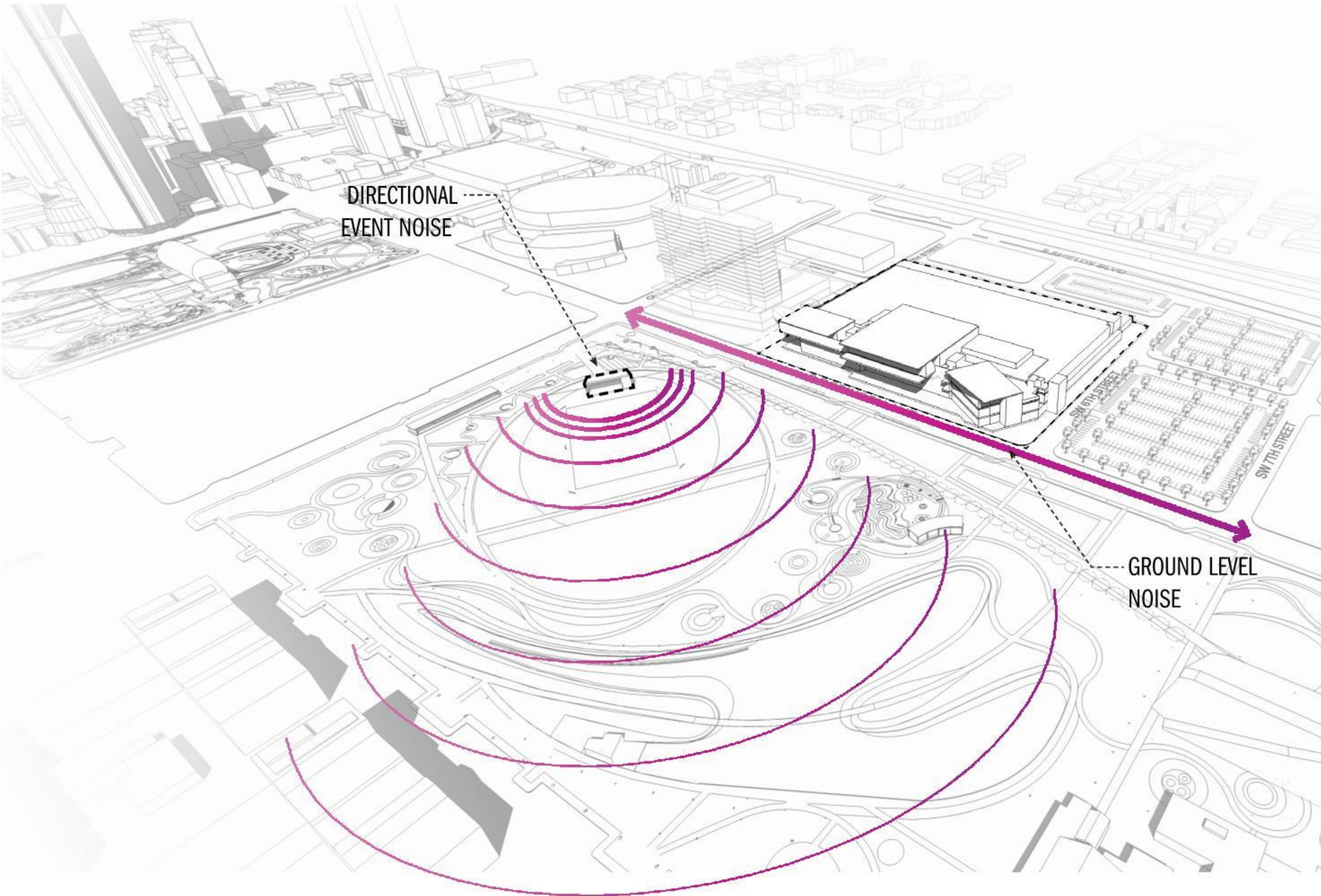
DYNAMIC VIEW



The overall height of the Convention Center will naturally lend itself to dramatic views of Downtown, Bricktown, and the Sky Dance Bridge. However, it is important that we take great consideration in framing the views from the Convention Center towards the active and programmed areas of the park / street scape to create a strong visual connection.

SITE INFLUENCE

NOISE CONTROL



Controlling noise pollution inside and outside of the convention center is of the utmost importance to create a comfortable and functional experience. Decisions already in place along Robinson Ave. and in the adjacent park provide a natural barrier for noise reduction across the site. The implementation of some key building materials will further control any remaining noise penetration.

1. **DIRECTIONAL NOISE:** The direction of the main event stage/lawn in the adjacent park point away from the site, creating an efficient sound buffer from large events, festivals, and concerts.

2. **NATURAL PROTECTION:** The trees and landscape in the park serve as an extremely effective method of natural sound control



3. **HIGH QUALITY MATERIALS:** Materials with a high NRC (Noise Reduction Coefficient) and STC (Sound Transmission Class) Rating will further control any noise penetration.

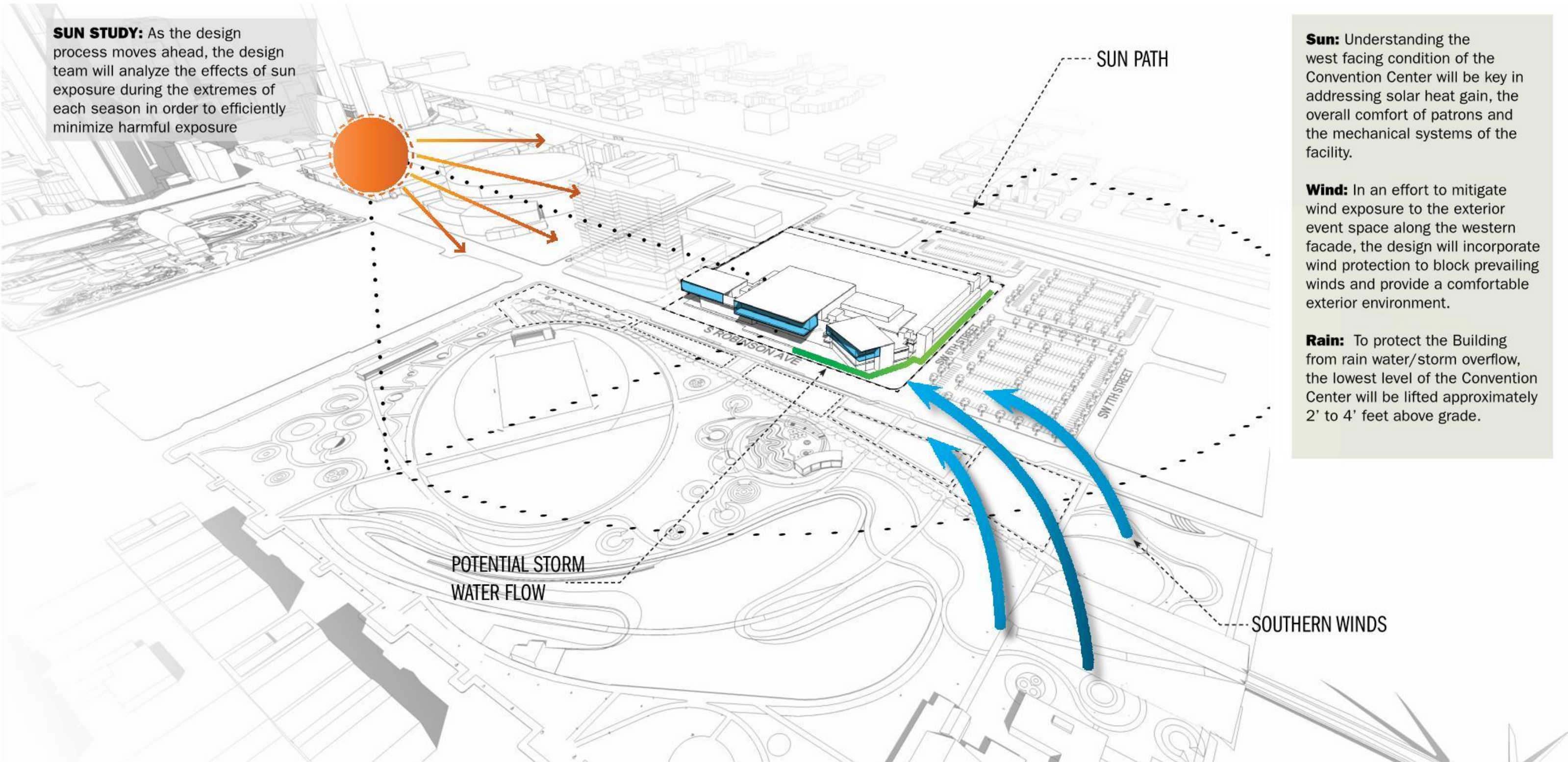
4. **LAMINATE GLASS:** Laminated Exterior Glazing is also an option to maintain a high level of acoustical protection where needed.



SITE INFLUENCE

SUN/WIND/RAIN

SUN STUDY: As the design process moves ahead, the design team will analyze the effects of sun exposure during the extremes of each season in order to efficiently minimize harmful exposure



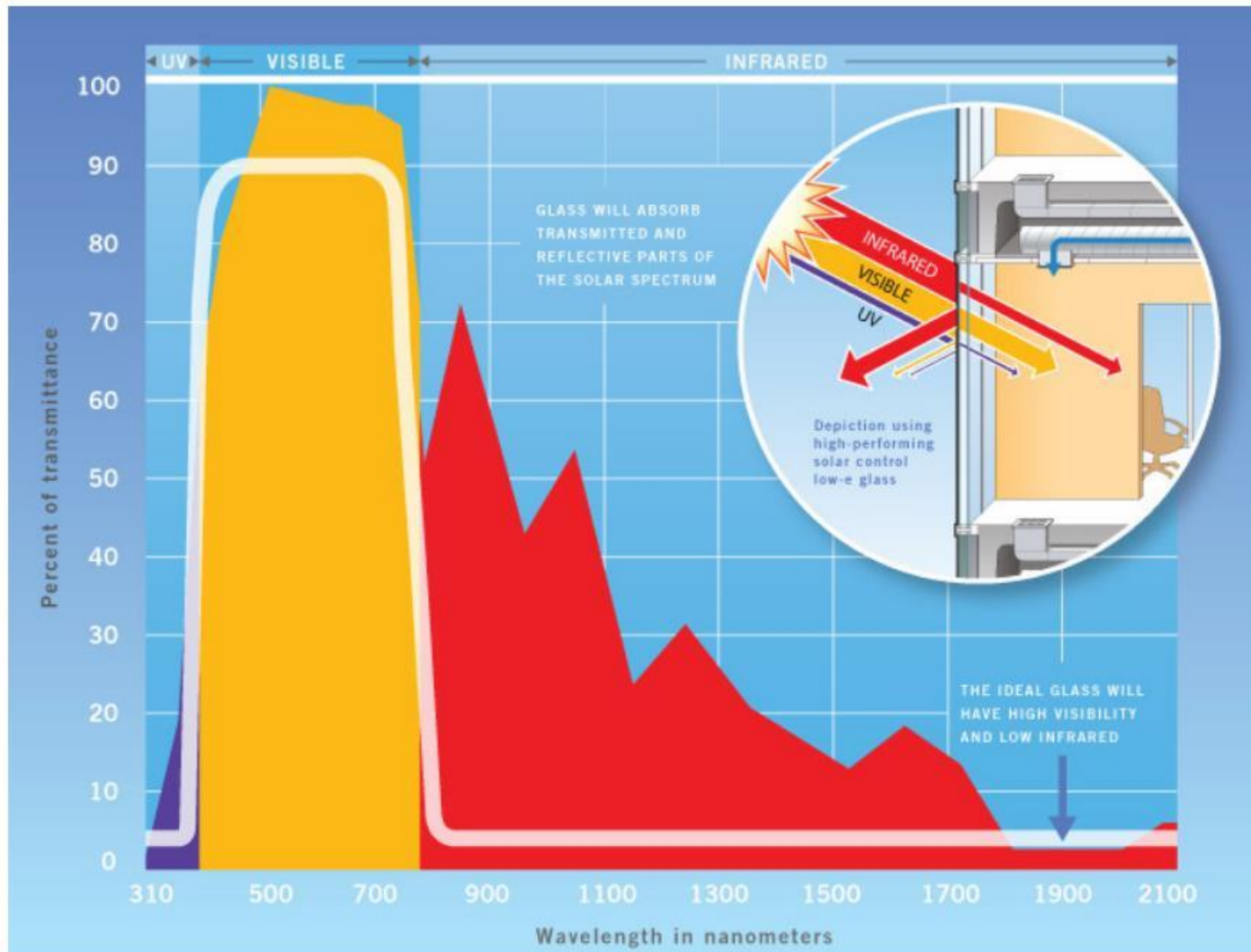
Sun: Understanding the west facing condition of the Convention Center will be key in addressing solar heat gain, the overall comfort of patrons and the mechanical systems of the facility.

Wind: In an effort to mitigate wind exposure to the exterior event space along the western facade, the design will incorporate wind protection to block prevailing winds and provide a comfortable exterior environment.

Rain: To protect the Building from rain water/storm overflow, the lowest level of the Convention Center will be lifted approximately 2' to 4' feet above grade.

WESTERN FACING

DAYLIGHT VS HEAT GAIN



Based on the chart above, **ultraviolet (UV) light**, **infrared light (IR)**, and **visible light** all occupy different parts of the color spectrum.

UV Light: Contributes to the fading of interior materials such as fabric and wall coverings.

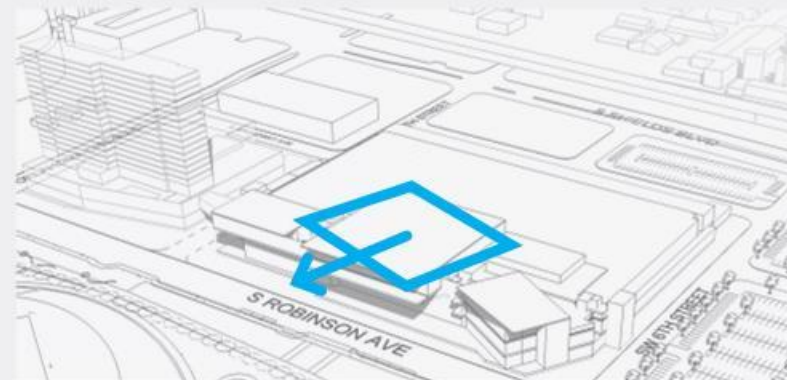
Infrared Light (Heat Energy): Light that is transmitted as heat into the building.

Visible Light: Necessary light needed to daylight space and minimize mechanical lighting costs and to create a natural environment.

As we study the effects of the sun on the western facade, it is key that we understand the need to minimize UV and infrared light exposure, yet utilize the potential of visible light to create a well lit, glare free, and physically comfortable space.

PROACTIVE DESIGN:

By incorporating a combination of the following measures, we can confidently control the exposure of the building facade to create a highly functional, protective, and architecturally pleasing design.



1. **SLIGHT NORTHWEST ORIENTATION:** Utilize a slight northwest orientation to incorporate natural shading and ambient northern light.



2. **DEEP OVERHANG:** Create a defining architectural feature that lends to natural shade at peak times of the day.



3. **LOW "E" GLASS:** Incorporate a highly functional glass to block harmful Infrared and UV rays while allowing visible light to pass.



4. **SHADING MECHANISMS:** Addition of shading mechanisms to protect areas of highest exposure.



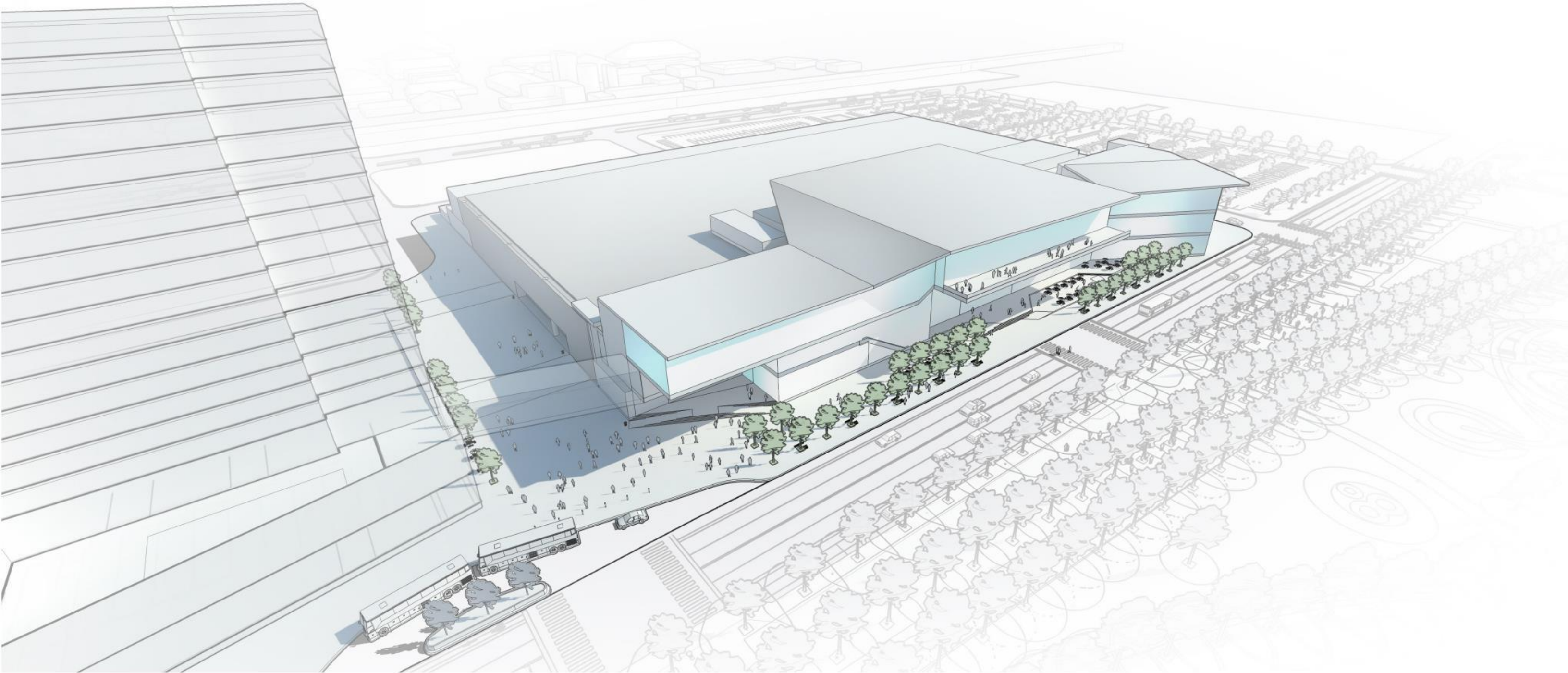
5. **CERAMIC PRINT:** A simple yet effective method to limit sun exposure while adding a level of architectural detail



6. **TREES AND LANDSCAPE:** A thoughtful landscape design will provide protection at the ground level creating shaded areas at the pedestrian level.

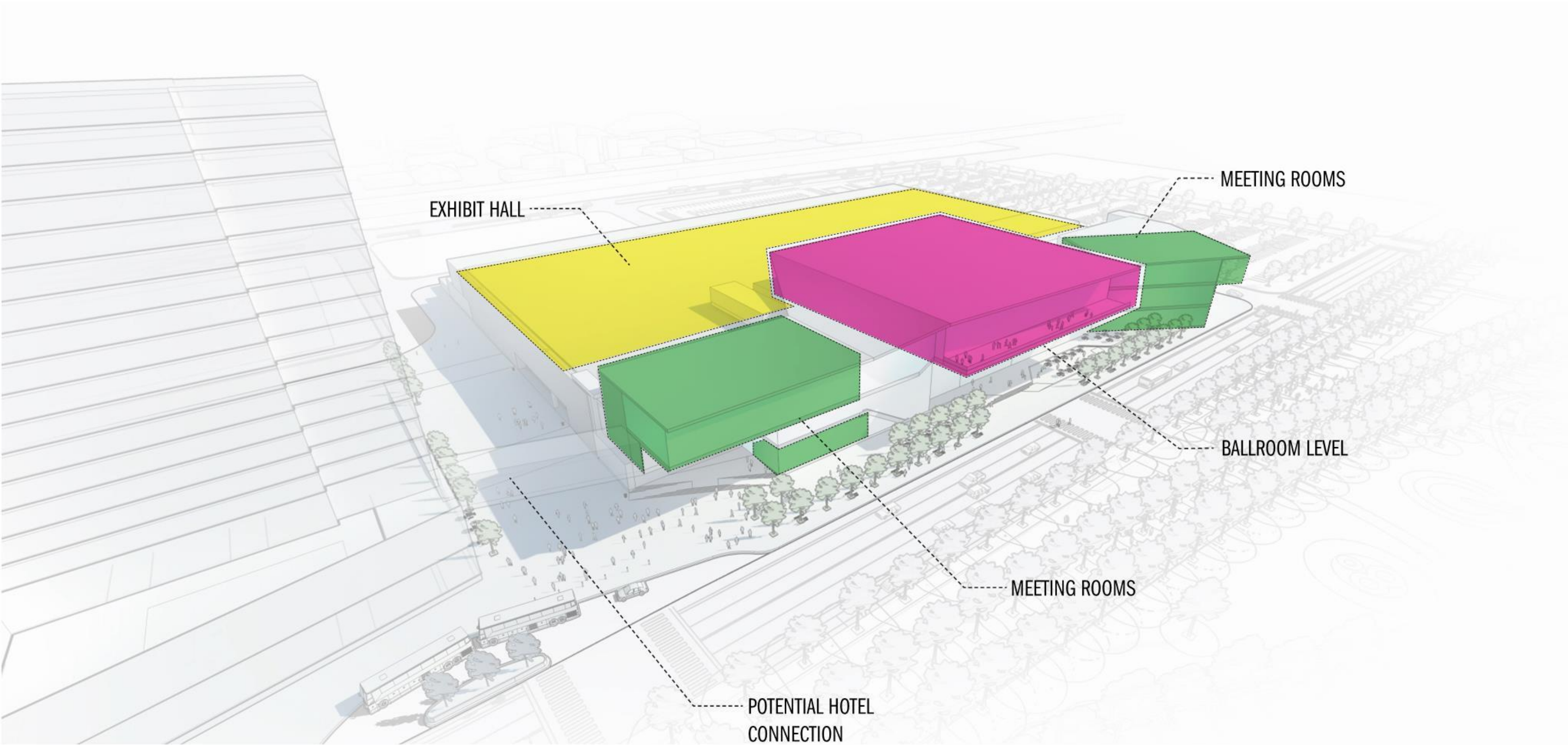
BUILDING LAYOUT

DESIGN PRINCIPLES



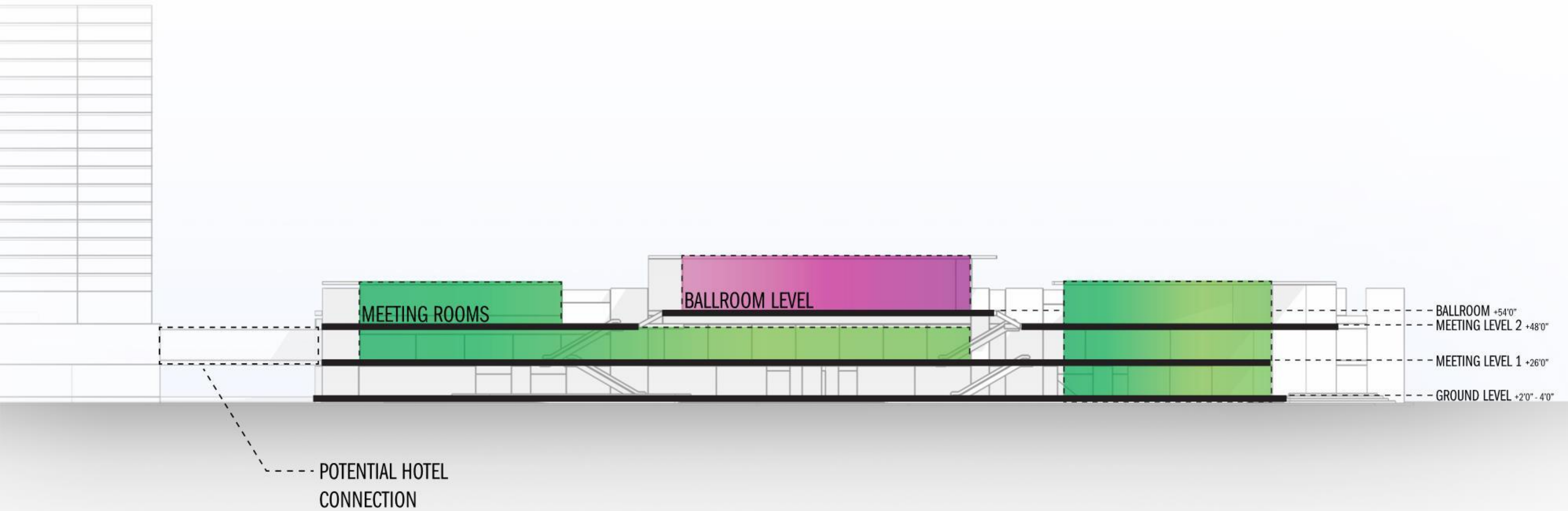
BUILDING LAYOUT

DESIGN PRINCIPLES



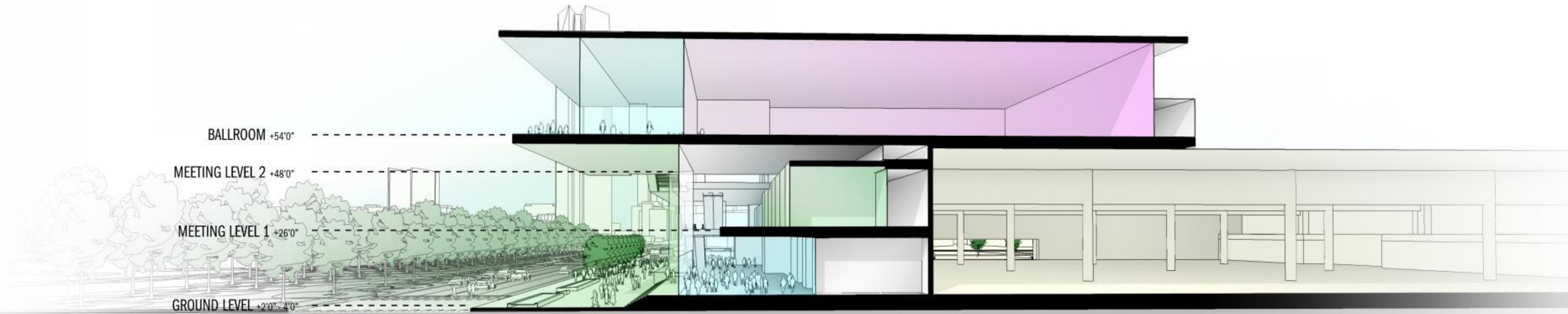
BUILDING LAYOUT

BUILDING SECTION NORTH/SOUTH



BUILDING LAYOUT

BUILDING SECTION WEST / EAST



LEVEL 1 BUILDING LAYOUT

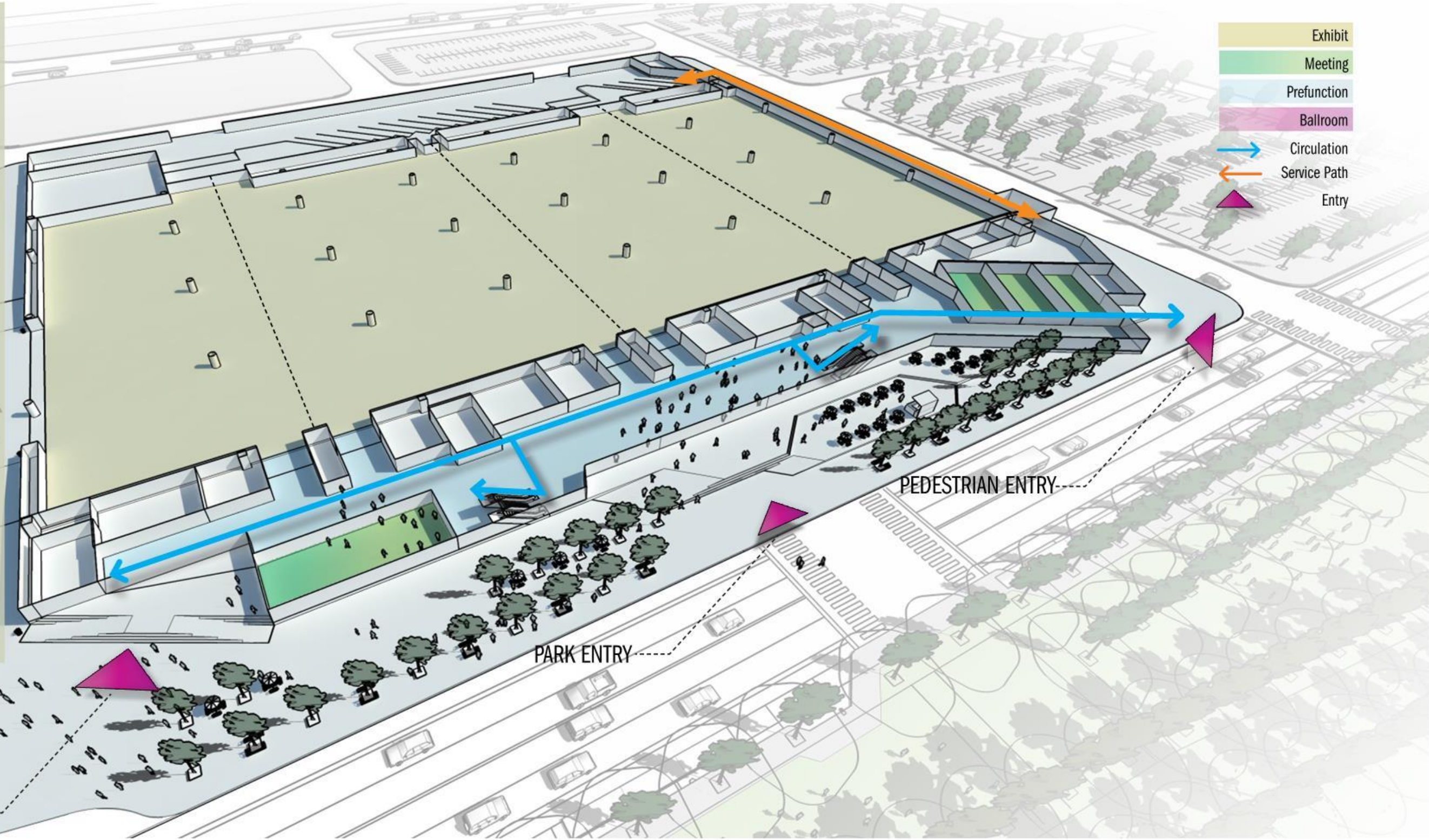
ACTIVATED STREET LEVEL

To create an active ground plane, we located a portion of the meeting room program adjacent to the “New Robinson Experience.” Traditionally, meeting rooms are the most active of all the spaces in a convention center. Placing this program closer to the street level emphasizes interaction while creating a unique environment for everyday users.

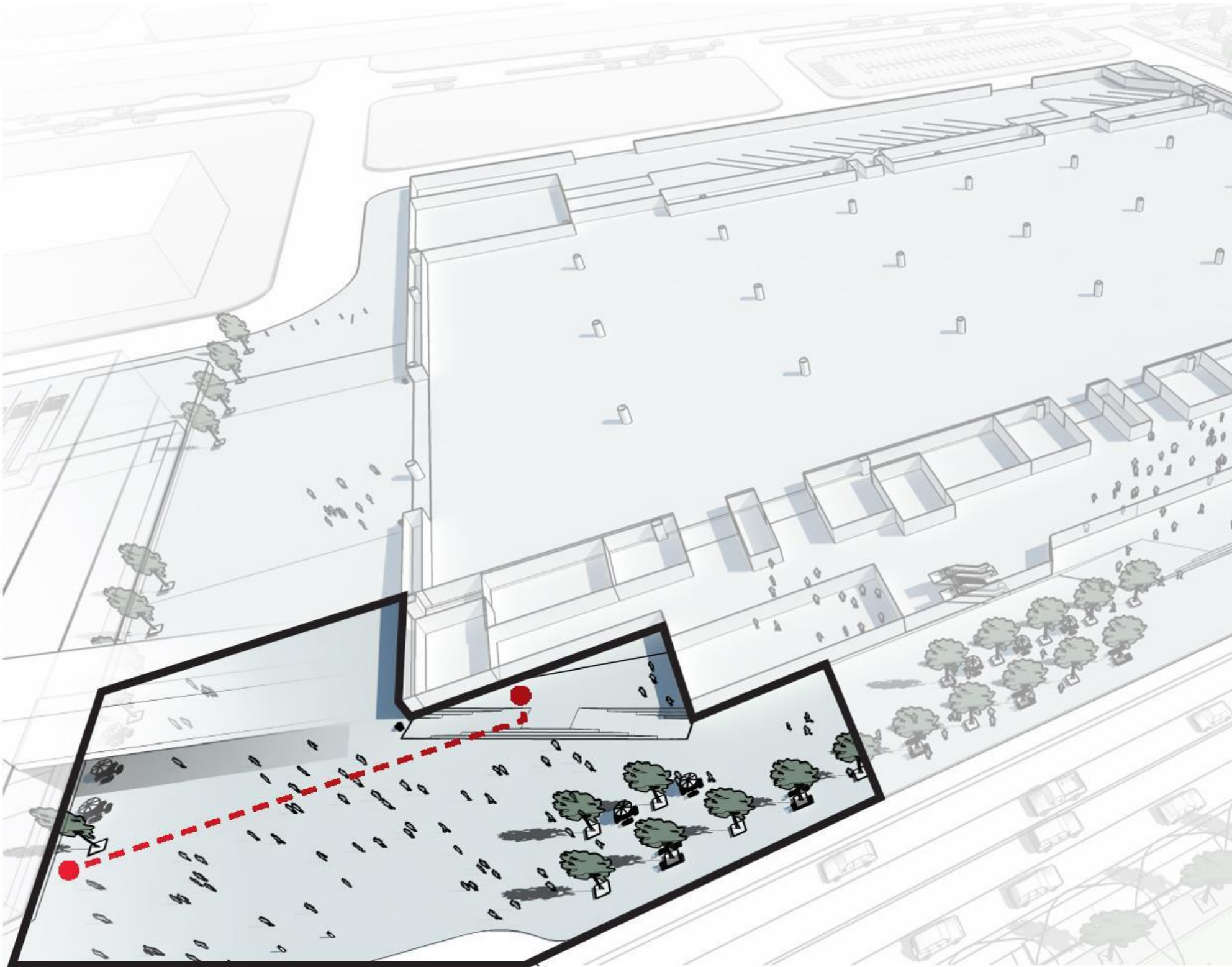
CIVIC ENTRY: The Main Civic entry connects downtown, the potential hotel, and the newly developed streetcar station.

PARK ENTRY: Provides a direct connection for the shared program between the park and the convention center.

PEDESTRIAN ENTRY: Establishes an entry with a comfortable pedestrian scale that directly connects to the park, the Skydance Bridge, and the adjacent parking areas.



LEVEL 1 NORTHWEST ENTRY



APPROXIMATELY 90' (1/4 OF A TYPICAL CITY BLOCK)

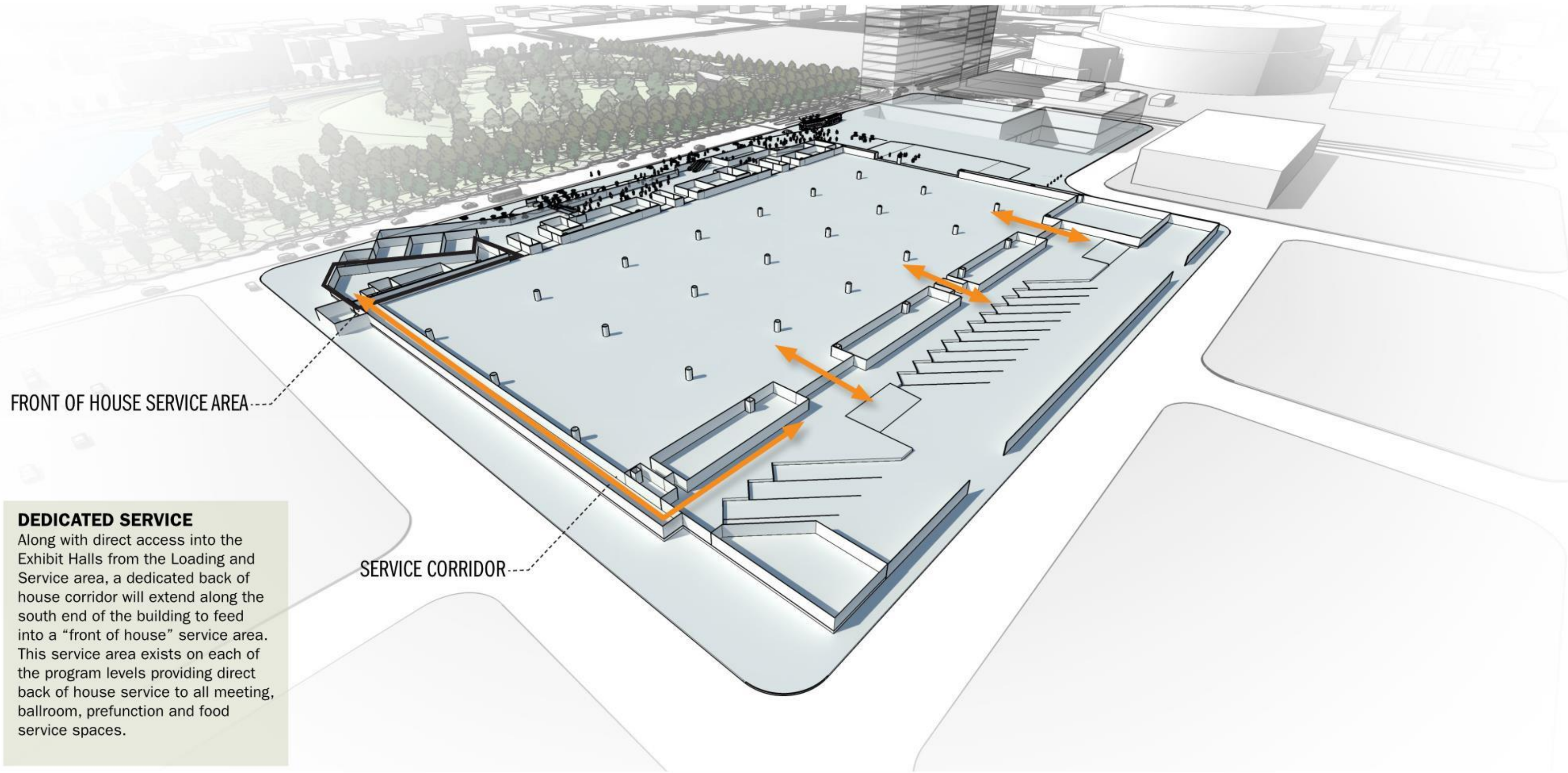
CONCEPTUAL IMAGES (NOT FINAL DESIGN)



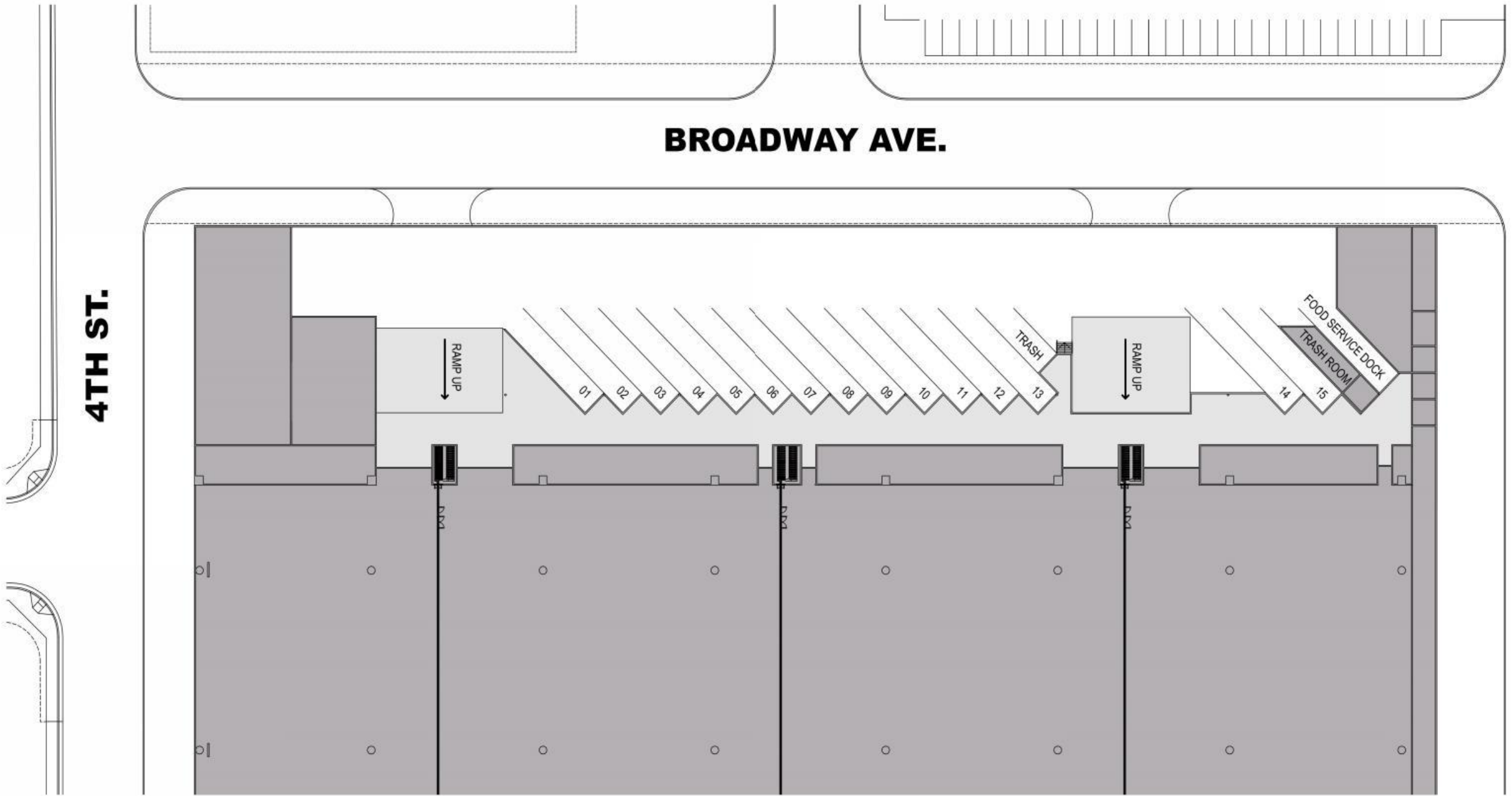
CIVIC STATEMENT

The Architectural story begins here. We understand that a substantial amount of convention attendees, residents, and hotel guests will experience the building regularly from the corner of 4th Street and Robinson Blvd. This is key in understanding the necessity for a prominent, well designed, and welcoming experience.

LEVEL 1 SERVICE AND LOADING

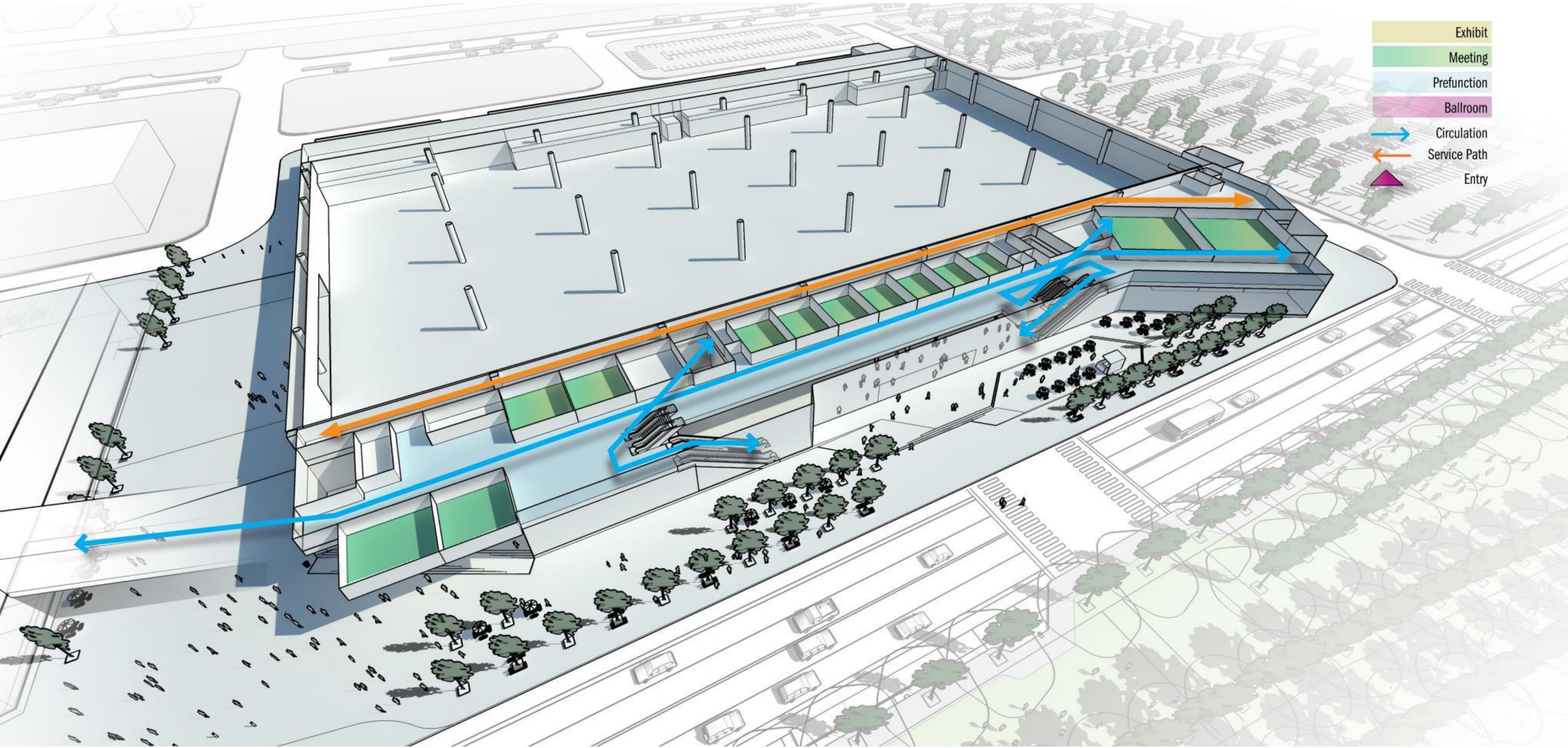


LEVEL 1 SERVICE AND LOADING



- LOADING DOCK DATA**
- 2 Dual access points (In and Out) off Broadway Ave.
 - 15 Truck Docks
 - 1 Dedicated Food Service Dock
 - 2 Dual-Hall Access Ramps
 - 2 Trash Compactors
 - Dedicated service and support spaces provided

LEVEL 2 BUILDING LAYOUT

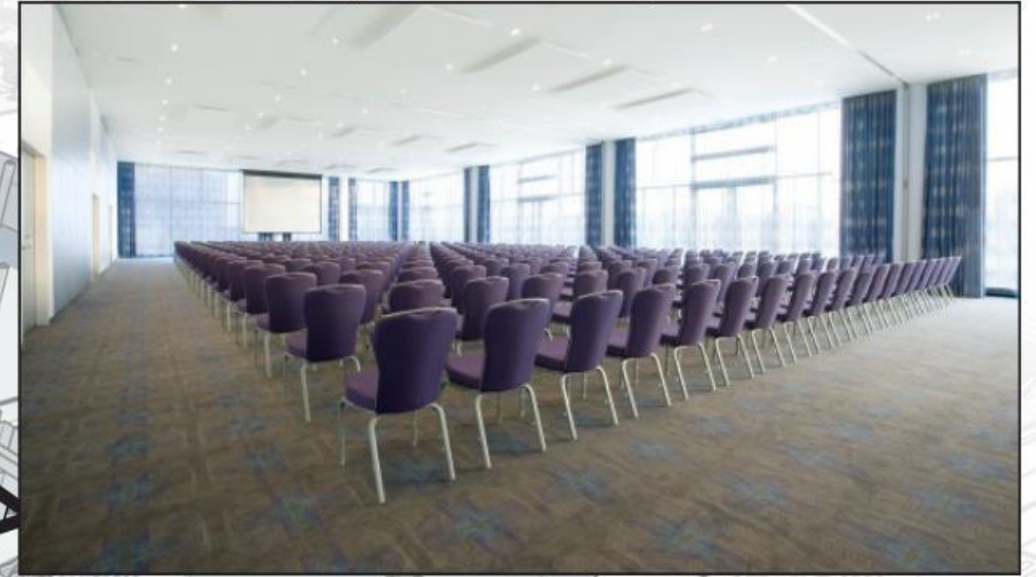


- Exhibit
- Meeting
- Prefunction
- Ballroom
- Circulation
- Service Path
- Entry

LEVEL 2 MEETING ROOMS



CONCEPTUAL IMAGES (NOT FINAL DESIGN)



LET THE LIGHT IN

By spreading the meeting room program across a single loaded corridor along the western edge, each individual meeting room will have its own address, direct back of house service, access to natural light, and dynamic views of the adjacent park. Each room will have the ability to operate in a “blackout” condition by adding a highly finished, recessed, and operable shade system that controls daylight levels.

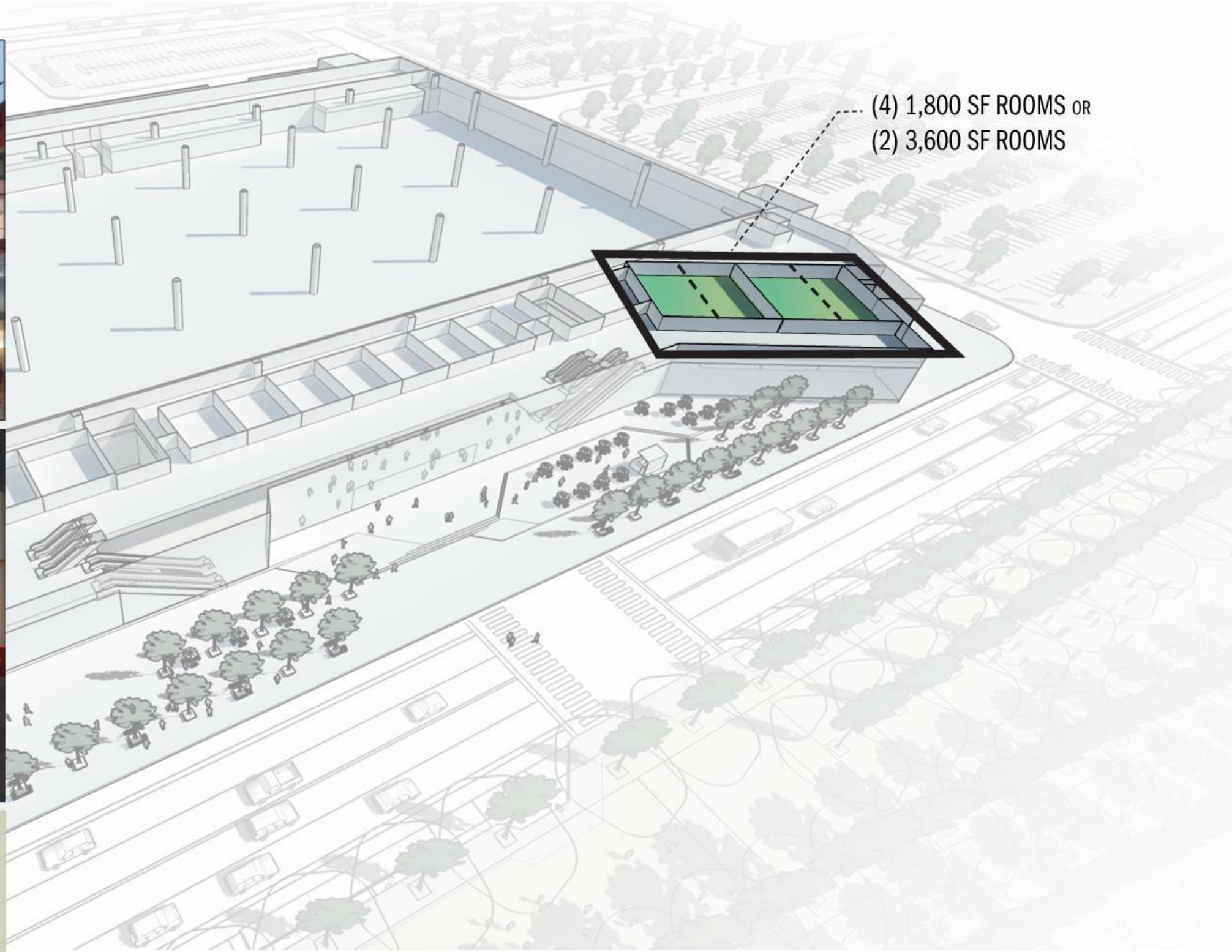
LEVEL 2 MEETING ROOM PODS

CONCEPTUAL IMAGES (NOT FINAL DESIGN)



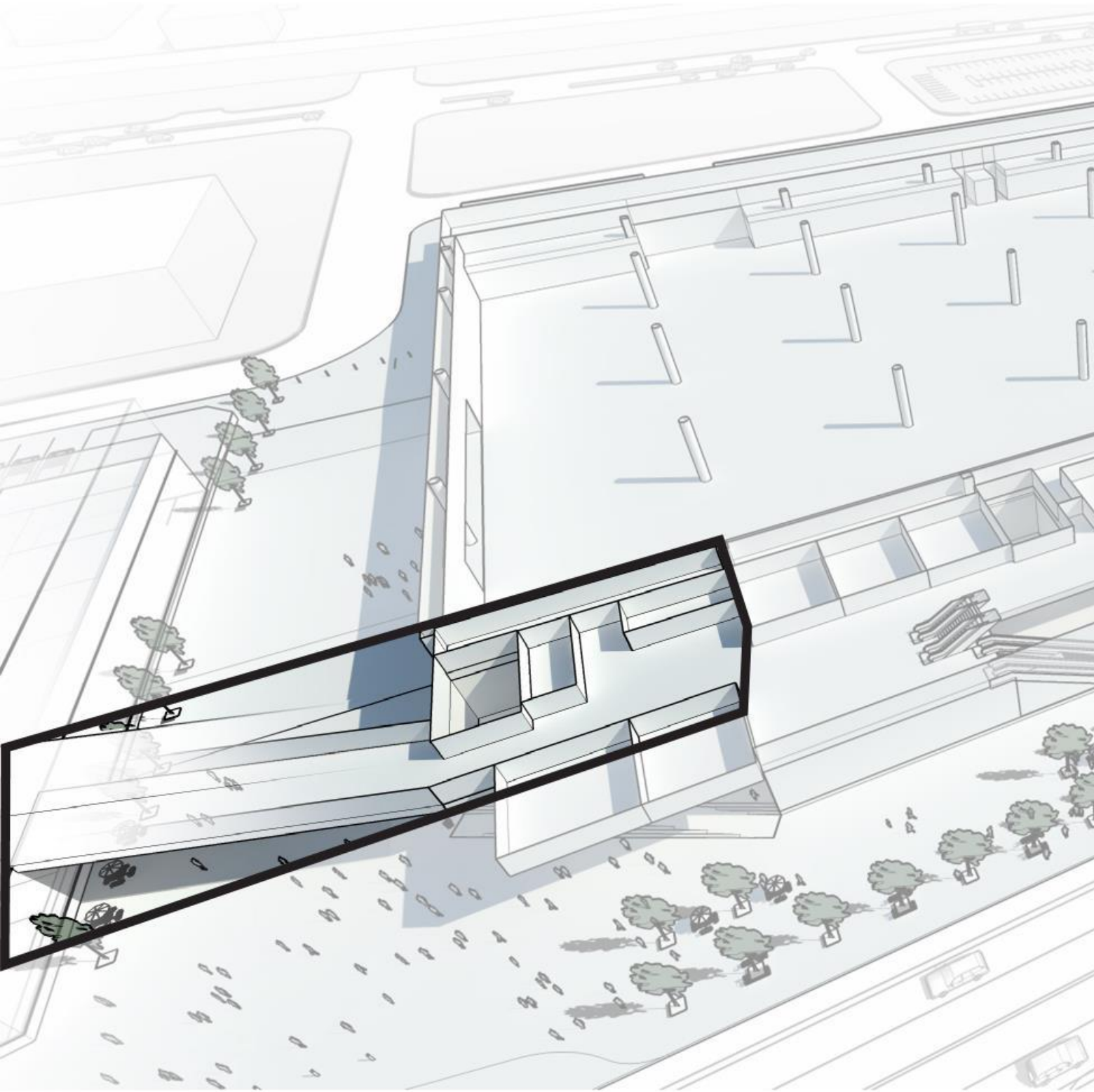
INTRODUCING FLEXIBILITY

By being specific about the size of rooms and available flexibility, the Convention Center will have the appropriate “kit of parts” to accommodate shows of varying sizes with unique meeting room requirements.



(4) 1,800 SF ROOMS OR
(2) 3,600 SF ROOMS

LEVEL 2 ELEVATED CONNECTION



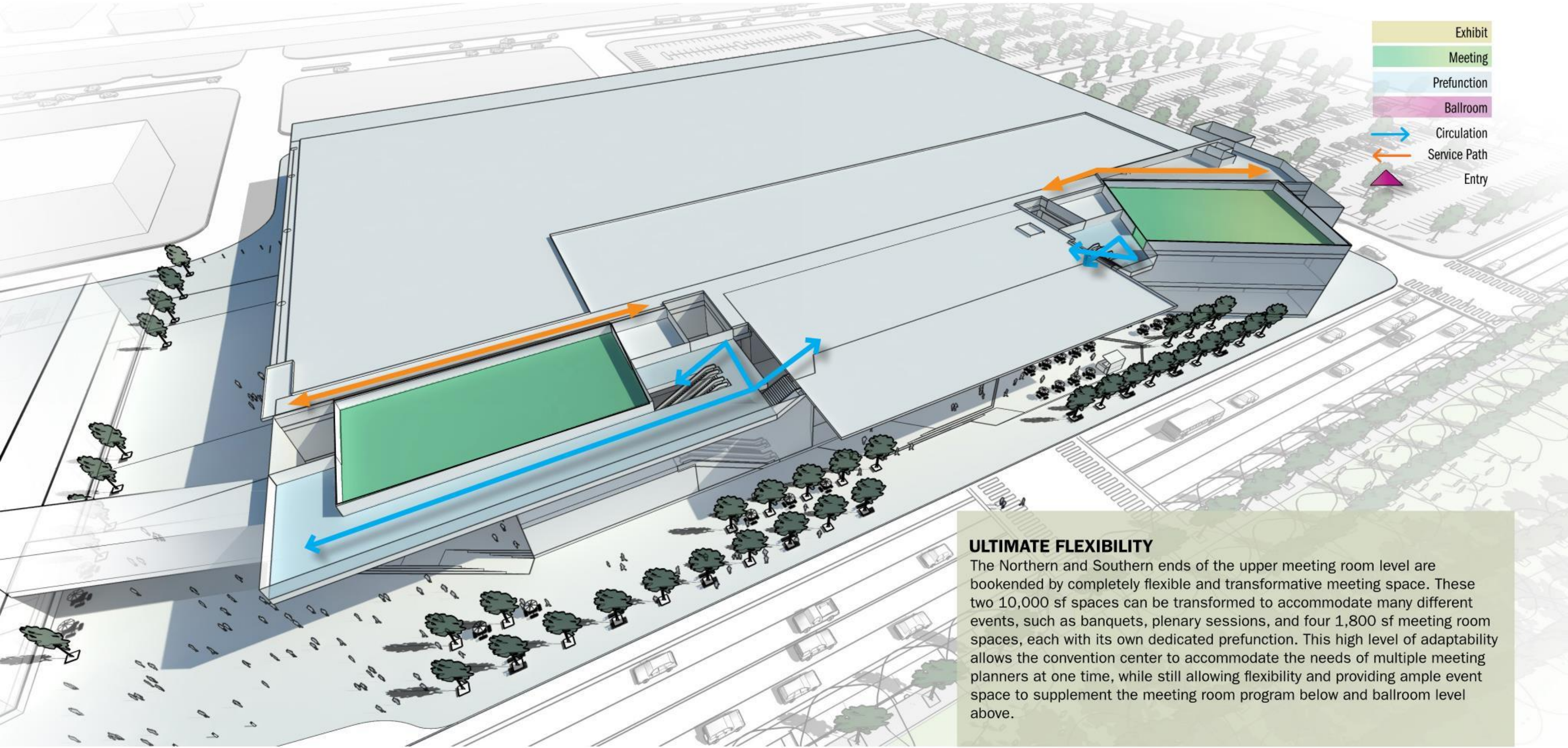
CONCEPTUAL IMAGES (NOT FINAL DESIGN)



ELEVATED PEDESTRIAN CONNECTION

- Climate Controlled
- Programmed to Connect Convention Center and Potential Hotel Functions
- VIP Ballroom Access for Hotel Patrons

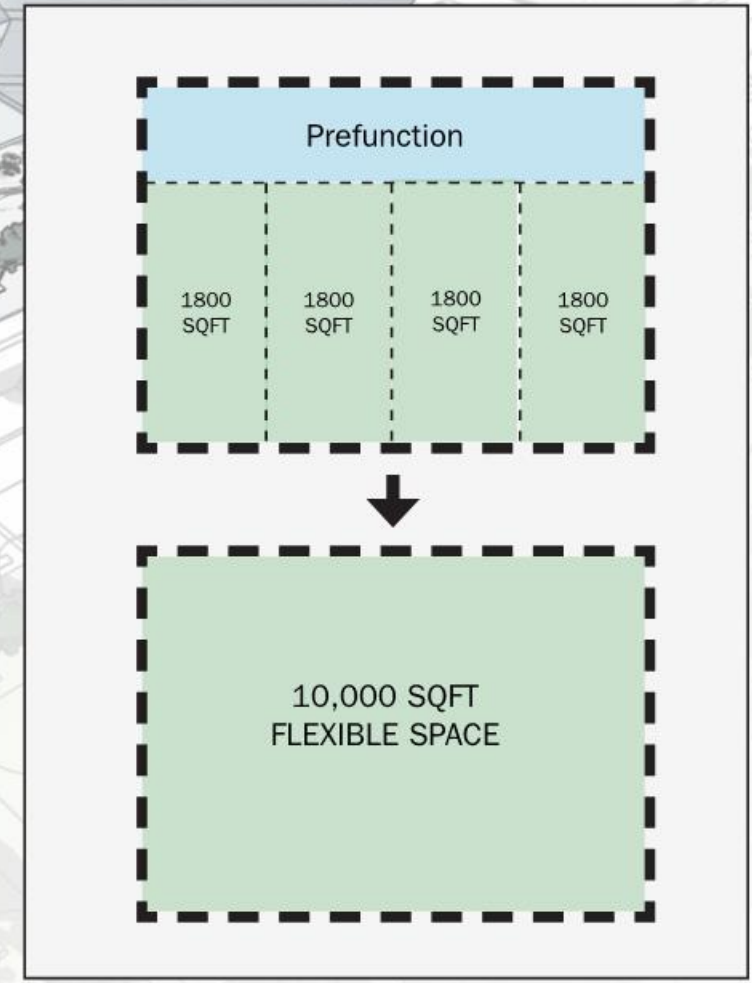
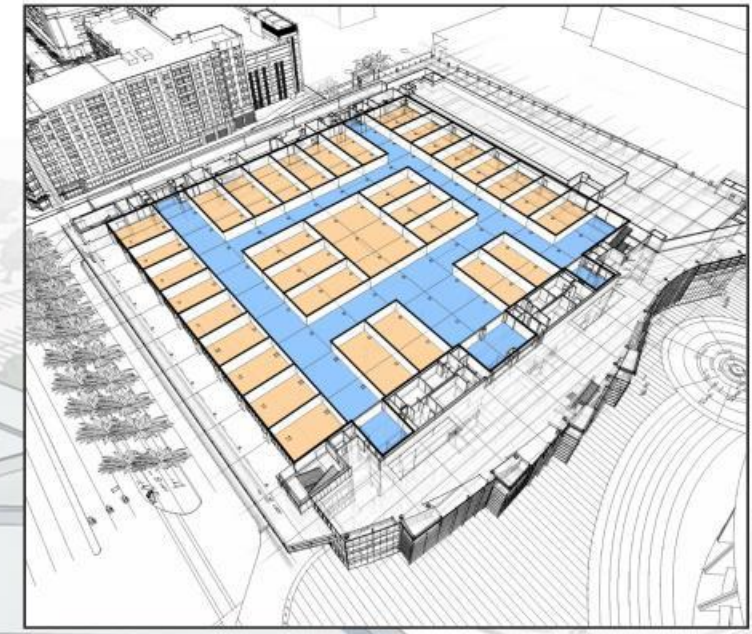
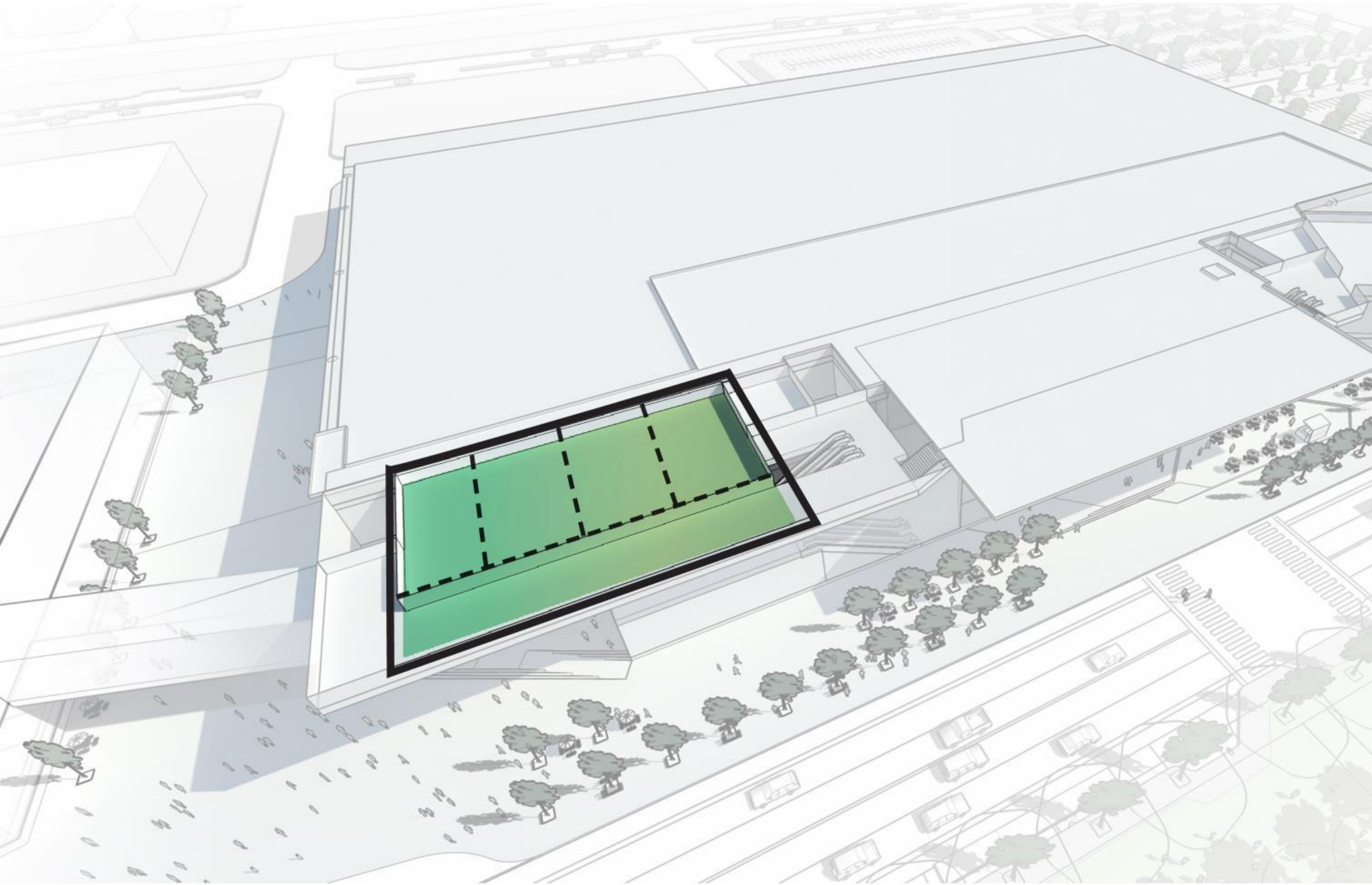
LEVEL 3 BUILDING LAYOUT



- Exhibit
- Meeting
- Prefunction
- Ballroom
- Circulation
- Service Path
- Entry

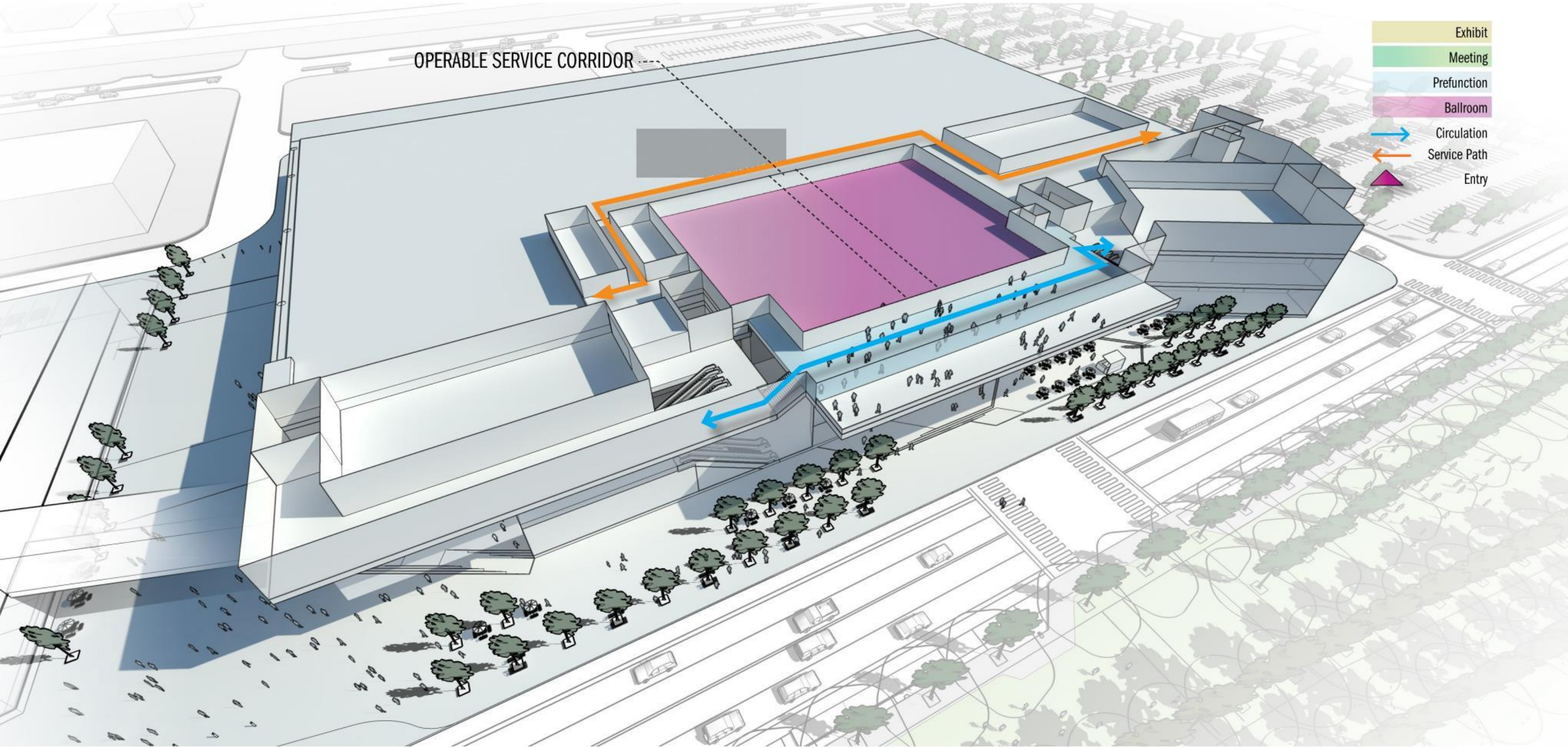
ULTIMATE FLEXIBILITY
The Northern and Southern ends of the upper meeting room level are bookended by completely flexible and transformative meeting space. These two 10,000 sf spaces can be transformed to accommodate many different events, such as banquets, plenary sessions, and four 1,800 sf meeting room spaces, each with its own dedicated prefunction. This high level of adaptability allows the convention center to accommodate the needs of multiple meeting planners at one time, while still allowing flexibility and providing ample event space to supplement the meeting room program below and ballroom level above.

LEVEL 3 JUNIOR BALLROOM / FLEXIBLE MEETING



CONCEPTUAL IMAGES (NOT FINAL DESIGN)

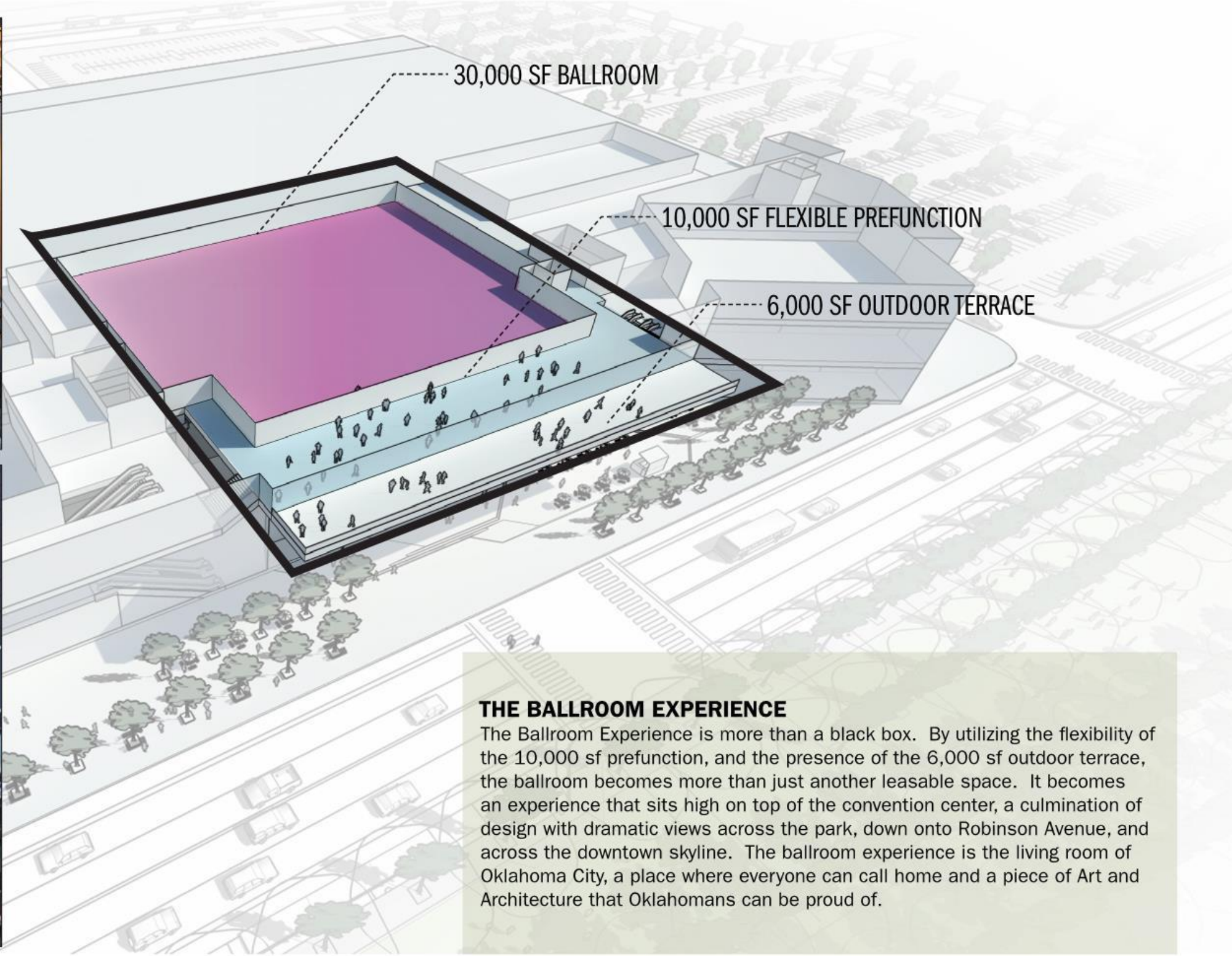
LEVEL 4 BUILDING LAYOUT



LEVEL 4 THE BALLROOM EXPERIENCE



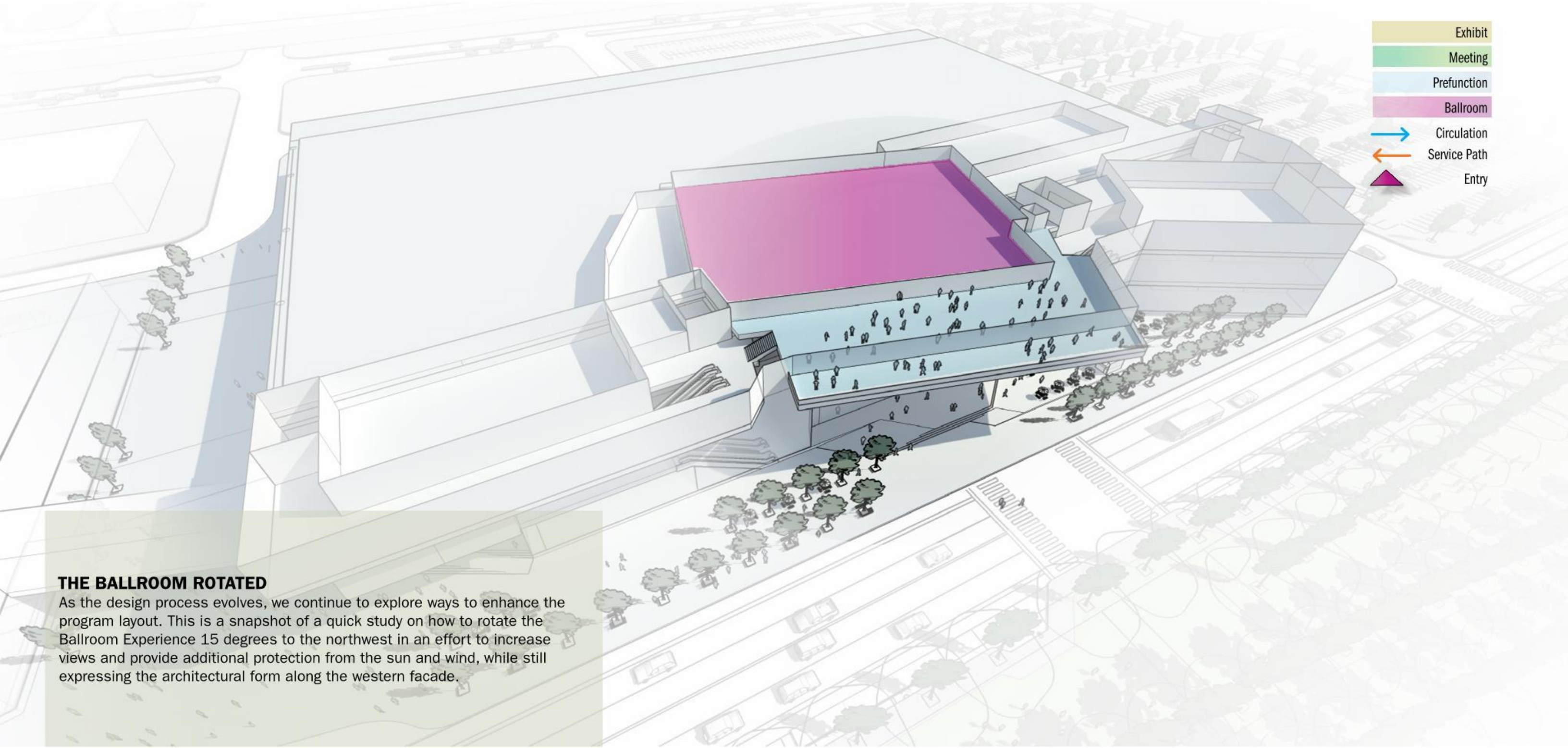
CONCEPTUAL IMAGES (NOT FINAL DESIGN)



THE BALLROOM EXPERIENCE

The Ballroom Experience is more than a black box. By utilizing the flexibility of the 10,000 sf prefunction, and the presence of the 6,000 sf outdoor terrace, the ballroom becomes more than just another leasable space. It becomes an experience that sits high on top of the convention center, a culmination of design with dramatic views across the park, down onto Robinson Avenue, and across the downtown skyline. The ballroom experience is the living room of Oklahoma City, a place where everyone can call home and a piece of Art and Architecture that Oklahomans can be proud of.

LEVEL 4 BALLROOM ALTERNATE

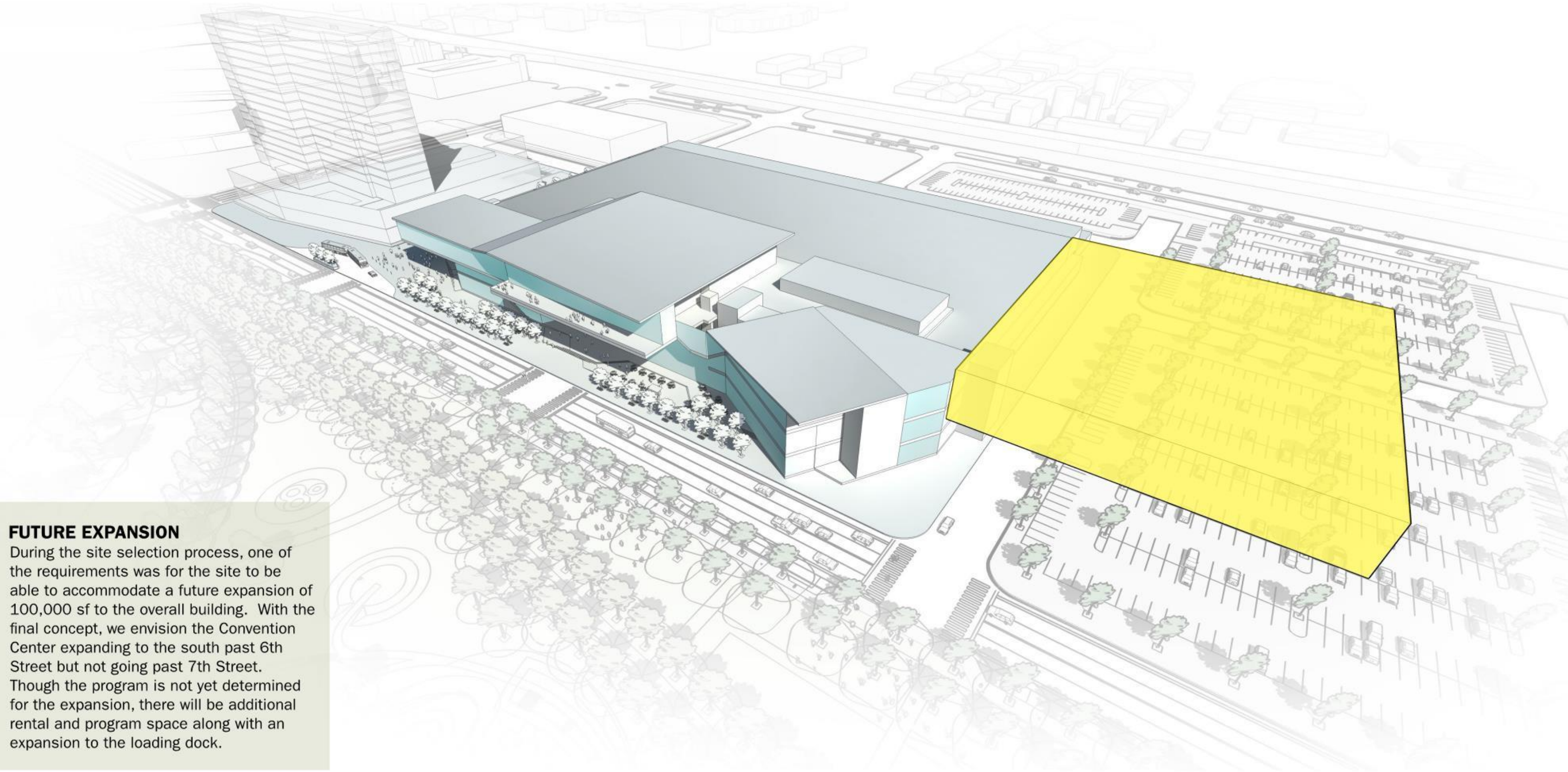


THE BALLROOM ROTATED

As the design process evolves, we continue to explore ways to enhance the program layout. This is a snapshot of a quick study on how to rotate the Ballroom Experience 15 degrees to the northwest in an effort to increase views and provide additional protection from the sun and wind, while still expressing the architectural form along the western facade.

FUTURE EXPANSION

BUILDING MASSING



FUTURE EXPANSION

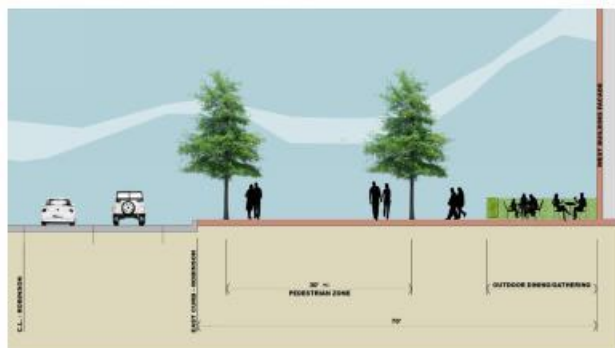
During the site selection process, one of the requirements was for the site to be able to accommodate a future expansion of 100,000 sf to the overall building. With the final concept, we envision the Convention Center expanding to the south past 6th Street but not going past 7th Street. Though the program is not yet determined for the expansion, there will be additional rental and program space along with an expansion to the loading dock.

SITE PROGRAM



A CORRIDOR

-  EXHIBIT/PLAZA
-  ENTRY
-  VEHICLE DROP OFF
-  MEETING SPACE
-  DINING/RETAIL



B DOUBLE



-  EXHIBIT/PLAZA
-  ENTRY
-  VEHICLE DROP OFF
-  MEETING SPACE
-  DINING/RETAIL



SITE PROGRAM



C MIXED

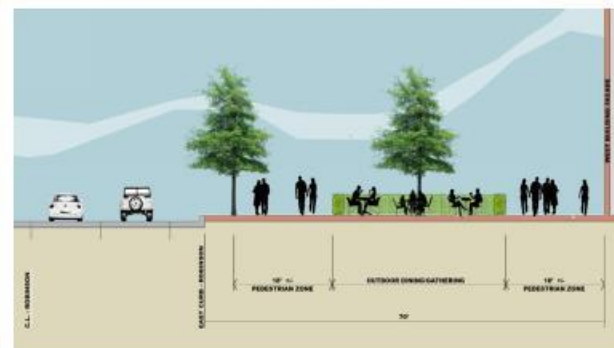
-  EXHIBIT/PLAZA
-  ENTRY
-  VEHICLE DROP OFF
-  MEETING SPACE
-  DINING/RETAIL

PLANNING PRINCIPLES

Robinson Avenue will provide the primary address for the Convention Center, with a major entrance to the building envisioned at the intersection of Robinson and 4th Street. This zone will also provide the likely location for a shared vehicular drop-off between the potential hotel to the north and the Convention Center. Secondary entrances to the building will occur at the previous intersection of Robinson and 5th Street, as well as at the far southwest corner of the building at the intersection of Robinson and 6th Street. The western facade of the Convention Center will occupy approximately 700' of frontage along Robinson, and will occur approximately 60'-70' east of Robinson's eastern curb. In combination with the adjacent park development, the building frontage along Robinson, creates an opportunity to insure that the adjacent streetscape along Robinson is dynamic, thoughtful and exciting. Outdoor dining, gathering and meeting spaces should be interspersed with food and drink vendor opportunities to provide a variety of experiences for both convention center goers and patrons of the park at the pedestrian scale. The pending Robinson Avenue streetscape strategy needs to take into account the development of the adjacent Park to the west as well Project 180 requirements to improve the appearance of the downtown streets, sidewalks, parks, plazas, and to make the downtown district more pedestrian friendly. This also includes the addition of beautiful landscaping, public art, marked bike lanes, decorative street lighting and additional on-street parking spaces. This new Robinson streetscape will play an important part in the newly established connection of downtown Oklahoma City to the Oklahoma River.



Although not as prominent as Robinson Avenue, the Convention Center will also enjoy an important address on 4th Street between Robinson and realigned Broadway, which will also serve to define the building's northern edge. 4th Street will provide an important open space link from the Convention Center to the potential hotel to the north, while also providing an opportunity for outdoor exhibit space during temperate months. 4th Street will also provide a critical portion of a future secondary pedestrian route from the Convention Center to Downtown, Bricktown and Chesapeake Energy Arena.



6th Street between Robinson and realigned Broadway will define the southern edge of the convention center, and will provide vehicular access to surface parking lots to the south and east, while realigned Broadway will border the Convention Center to the east and will provide the primary service access for the building.

OKLAHOMA CITY CONVENTION CENTER

