



# Charleston Civic Center Expansion & Renovation

Charleston, West Virginia

Conceptual Design

OCTOBER 2014



Charleston  
Civic Center

# Design Team

**Client:**

City of Charleston  
Charleston Civic Center

**Design Criteria Architect:**

**ODELL**

**Programming and Market Study Consultant:**

Ian Vingoe Consulting

**Structural Criteria Engineer:**

ODELL/ KingGuinn

**Site and Civil Criteria Engineers:**

POTESTA

**MEP, AV, Comm., Criteria Engineers:**

Newcomb & Boyd

**Cost Consultant:**

Paraclete Inc.

**Food Service Criteria Consultant:**

William Caruso & Assoc.

## Team Organization



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# Project Goals

Renovate and Expand the Charleston Civic Center to capture more of the regional meeting, conference and convention market.

Increase the economic impact of the Civic Center in the City of Charleston.

Provide flexible, upscale and high quality Ballroom and Meeting spaces for lease.

Improve facility aesthetics, operations, planning, systems and technology.

Project Goals



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## Back Check Market Study

Review previous Market Study  
Interview local civic stakeholders

## Venue Analysis

Tour existing and comparable Venues  
Analyze existing facility, systems and operations

## Program Development

Interview staff and use groups  
Prepare program of expansion and renovation  
Review program with CCC committee, CCC staff and City Manager

## Masterplan Concepts

Site concepts  
Venue expansion and renovation concepts  
Finalize Site Plan and Venue Masterplan

## Design/ Build Performance Criteria

Scope Narratives of project improvements  
Performance specifications and criteria  
RFP package development

Design Process



## Market Update: 3 steps

### Re-Validate the 2007 CSL Study for *Quantity of Leasable Space*: March - April, 2014

- Community Events based venue
- 3 and 4 hour drive or “rings”
- Concurrent events
- Size of Ballroom and Hotel supply

### Civic Stakeholder Meetings: March - April, 2014

- Charleston CVB
- Embassy Suites
- Holiday Inn Express
- WV Early Childhood Training Conference
- Charleston Marriott
- Charleston Town Center Mall
- Asphalt Pavement Assoc. Trade Show
- West Virginia Coal Assoc. Trade Show
- West Virginia Home Show

### CCC interviews: March - May, 2014

- CCC Management
- CCC Event Staff
- CCC Operations Staff



## Analysis of Venues: 3 steps

**ODELL/ IVC Venue Analysis of CCC:** March - May 2014

**IVC Tour/ Analysis of Competitive Venues in Region:** April - July, 2014

Roanoke, VA  
Greensboro, NC  
Charlotte, NC  
Louisville, KY  
Lexington, KY  
Covington, KY  
Cincinnati, OH  
Columbus, OH

Analysis Process



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Photo 7: Building Entrance



Photo 8: Lower Pre-function



Photo 9: Upper Pre-function



Photo 10: Ballroom



Photo 11: Meeting Room



Photo 12: Venue Graphics



Photo 13: Building Entrance



Photo 14: Pre-function



Photo 15: Pre-function, view to square



Photo 16: Ballroom



Photo 17: Meeting Room

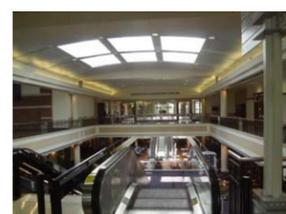


Photo 18: Shops and Food Court



Photo 31: Building Entrance

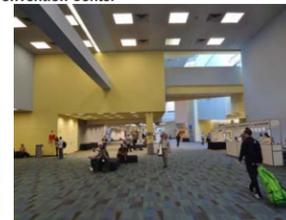


Photo 32: Pre-function



Photo 33: Ballroom



Photo 34: Pre-function Lighting



Photo 35: Battelle Hall



Photo 36: Battelle Hall



Photo 1: Building Entrance



Photo 2: Pre-function



Photo 3: Pre-function



Photo 4: Food Court



Photo 5: Ballroom 1

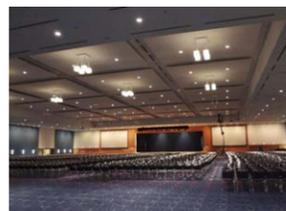


Photo 6: Ballroom 2



Photo 19: Building Entrance



Photo 20: Pre-function



Photo 21: Pre-function

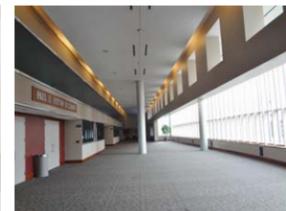


Photo 22: Pre-function

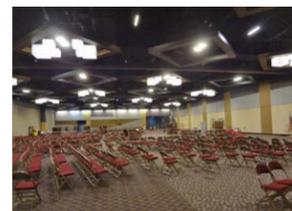


Photo 23: Exhibit Hall



Photo 24: Shuttle



Photo 25: Building Entrance



Photo 26: Pre-function

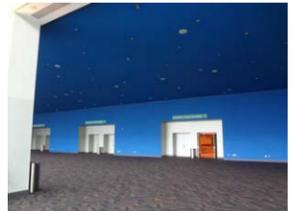


Photo 27: Pre-function



Photo 28: Pre-function

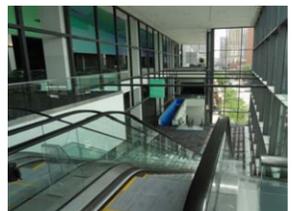


Photo 29: Escalators at Exhibit Hall C



Photo 30: Bridge from Hotel

Comparable Venues



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Charlotte Convention Center



Lexington Convention Center



Louisville Convention Center

Comparable Venues



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# Analysis of Venues: 3 steps (cont.)

## CCC tour of comparable Venue: July 2014

Bayfront Convention Center, Erie PA

Bayfront Convention Center



Photo 37: Signature View



Photo 38: Hotel, Bridge & Convention Center



Photo 43: Ballroom set for Meeting



Photo 44: Ballroom set for Gala Event



Photo 39: Pre-function



Photo 40: Pre-function



Photo 45: Meeting Room



Photo 46: BOH Corridor

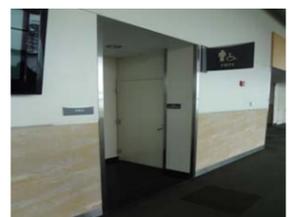


Photo 41: Restroom Entrance and Graphics



Photo 42: Exhibit Hall and Floor Color



Photo 47: Waterside Event Plaza



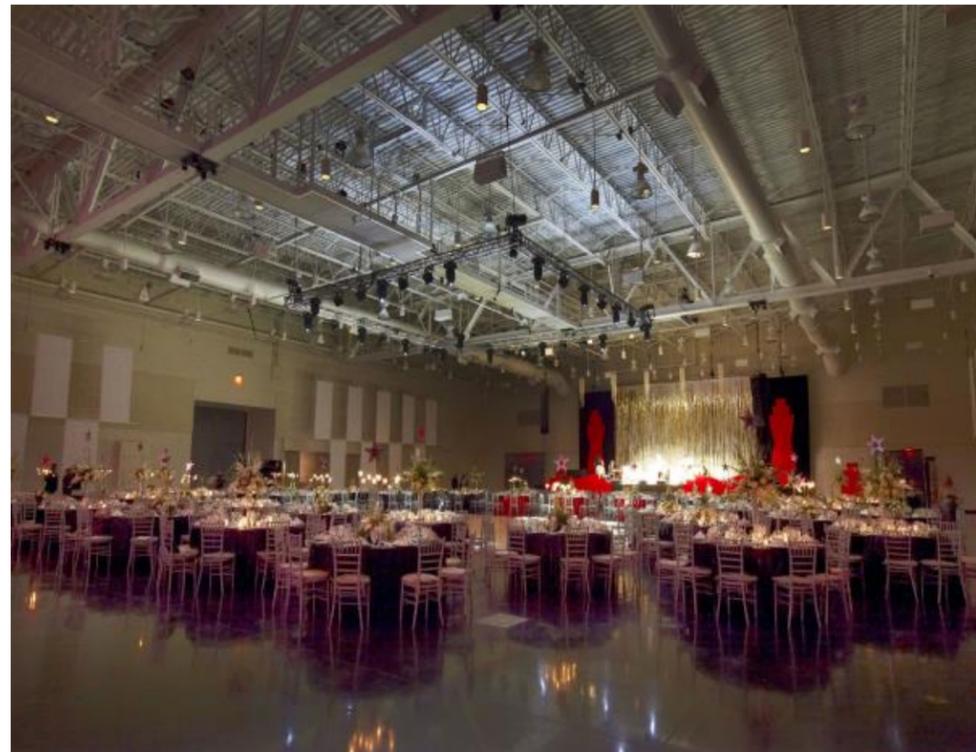
Photo 48: Shoreline walk

### Analysis Process





Bayfront Convention Center, Erie PA



Analysis Process



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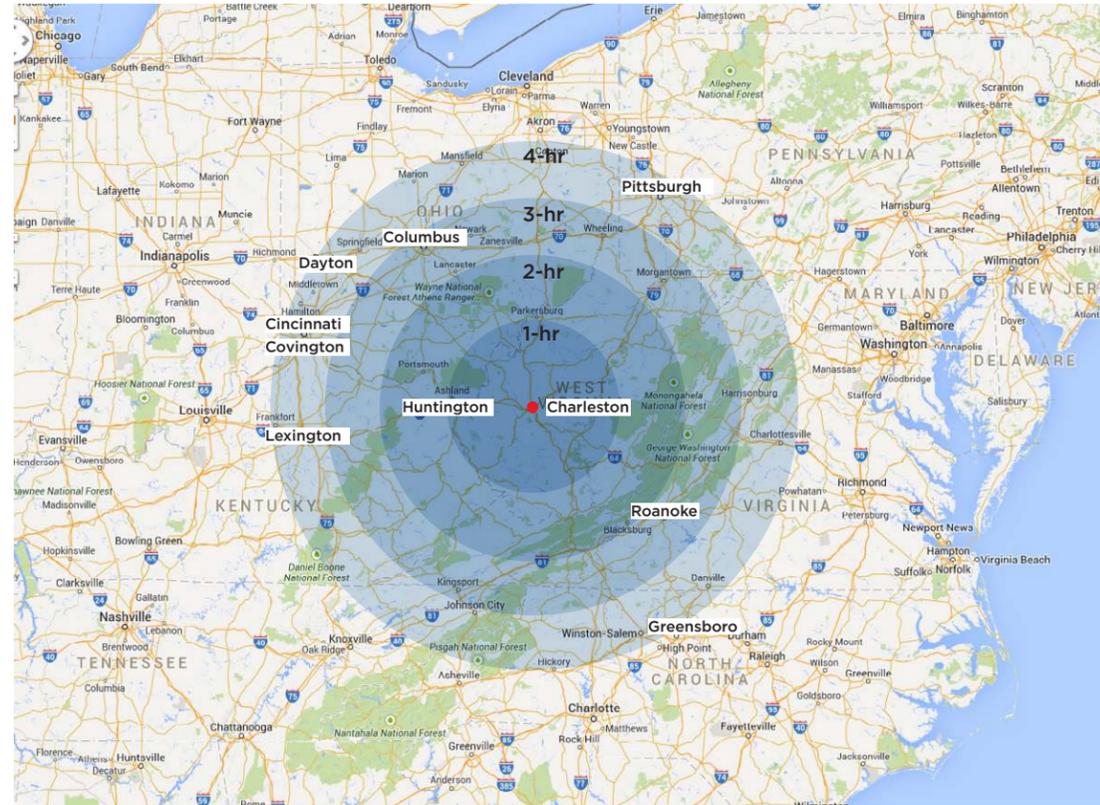
“Right Size” the Leasable Space into:

- Exhibit space
- Meeting space
- Ballroom space

Analyzed CCC Current Events reports

Analyzed CCC Lost Business reports

Analyzed CVB reports



Analysis Process

	Population & “ring”	Exhibit Space	Meeting Space	Ballroom Space	Flex Space	Total Leasable	Target Assembly
Existing CCC	1.8M	50k	20k	0k	0k	70k	
CSL recommendation	1.8M/ 3 hr	50k	20k	20k	0k	90k	1,200
ODELL/ IVC Analysis	7M/ 4 hr	50-70k	25k	30k	0k	105-125k	1,200-1,500
Right sized program investment	7M/ 4 hr	40k	25k	20k	10k	95k	1,200-1,500



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## Develop and Finalize Masterplan: April - August 2014

Masterplan Options Review  
Conceptual Floorplans  
Circulation and flow diagrams

- New expansion/ construction
- Renovation of existing spaces
- Infrastructure and technology upgrades

Conceptual Expansion Massing  
Conceptual Exterior Design

## CCC Review Meetings: March - October, 2014

### Participants:

CCC - Managing Staff  
CCC - Operations and Building Engineers  
CCC - Building Committee  
CCC - Board  
City of Charleston - City Administration and Engineering  
City of Charleston - Planning, Building Dept., Fire Marshall

Development Process

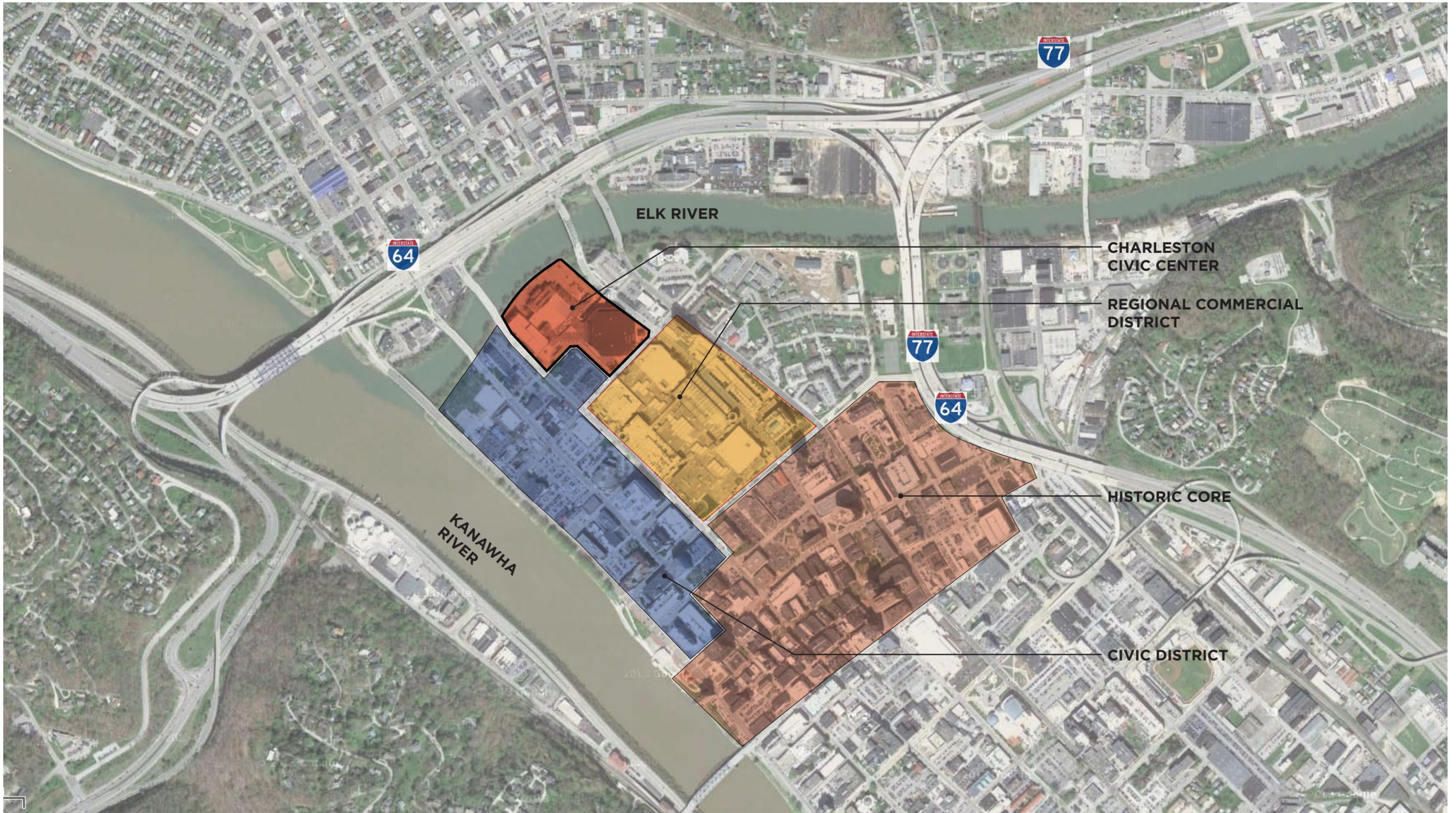


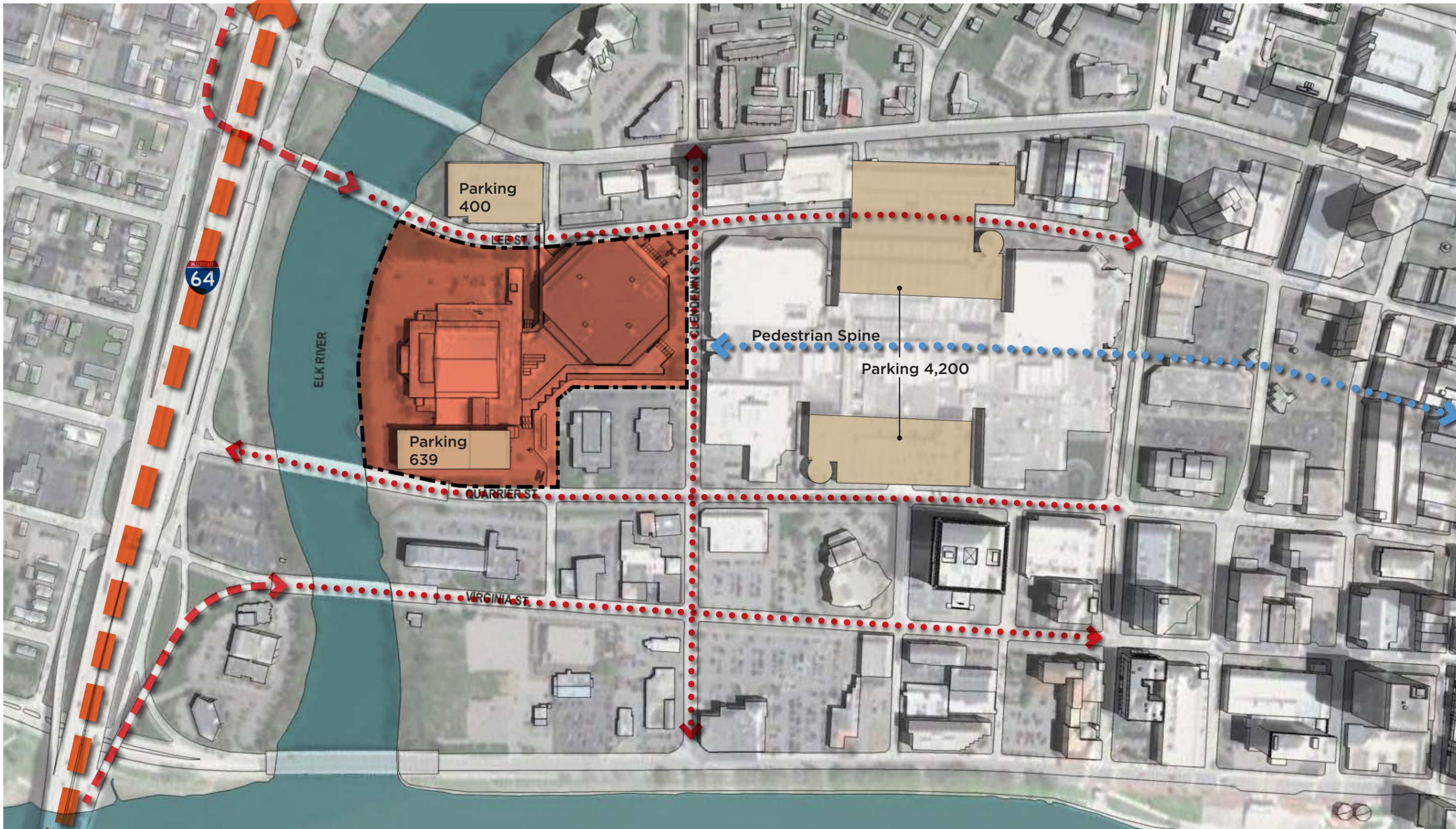


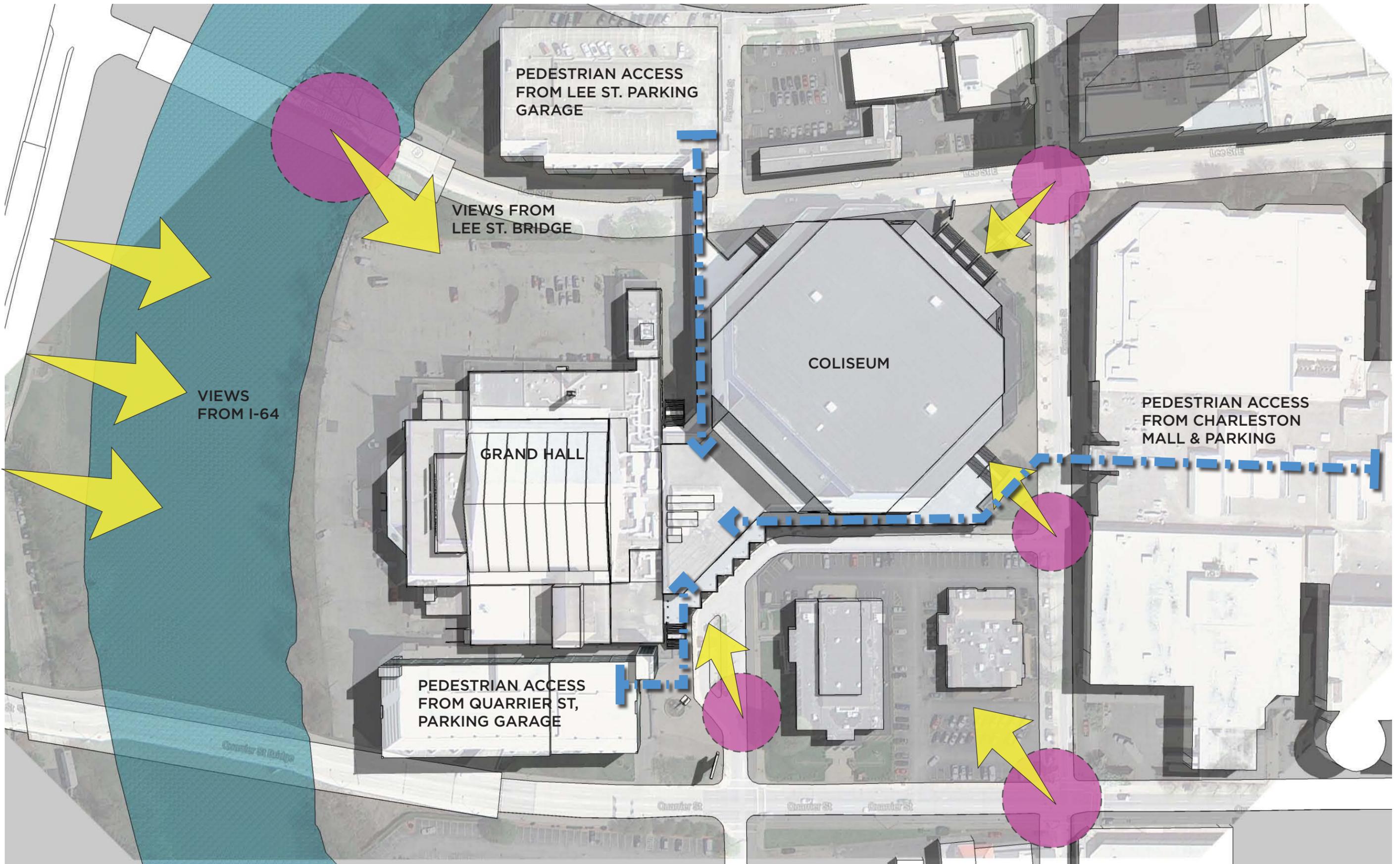
## Site Analysis



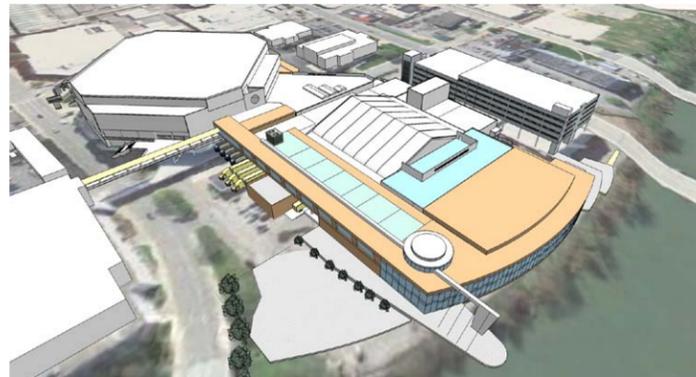
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Enlarged Site Plan - Existing



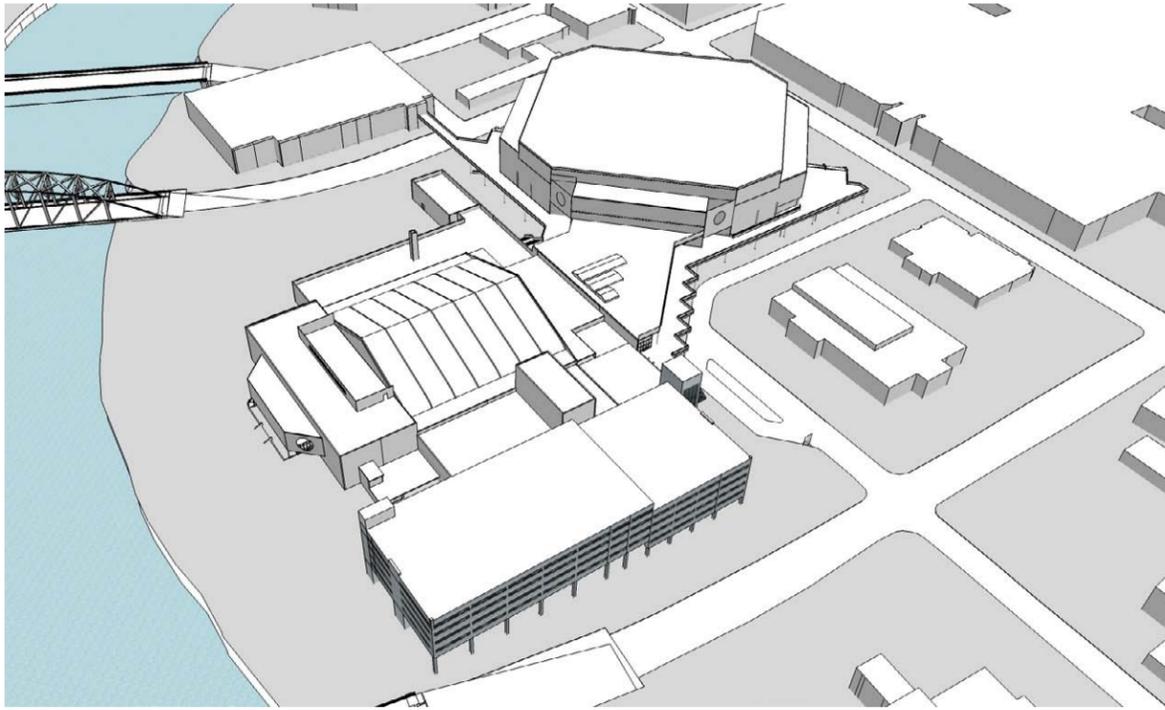
Design Options



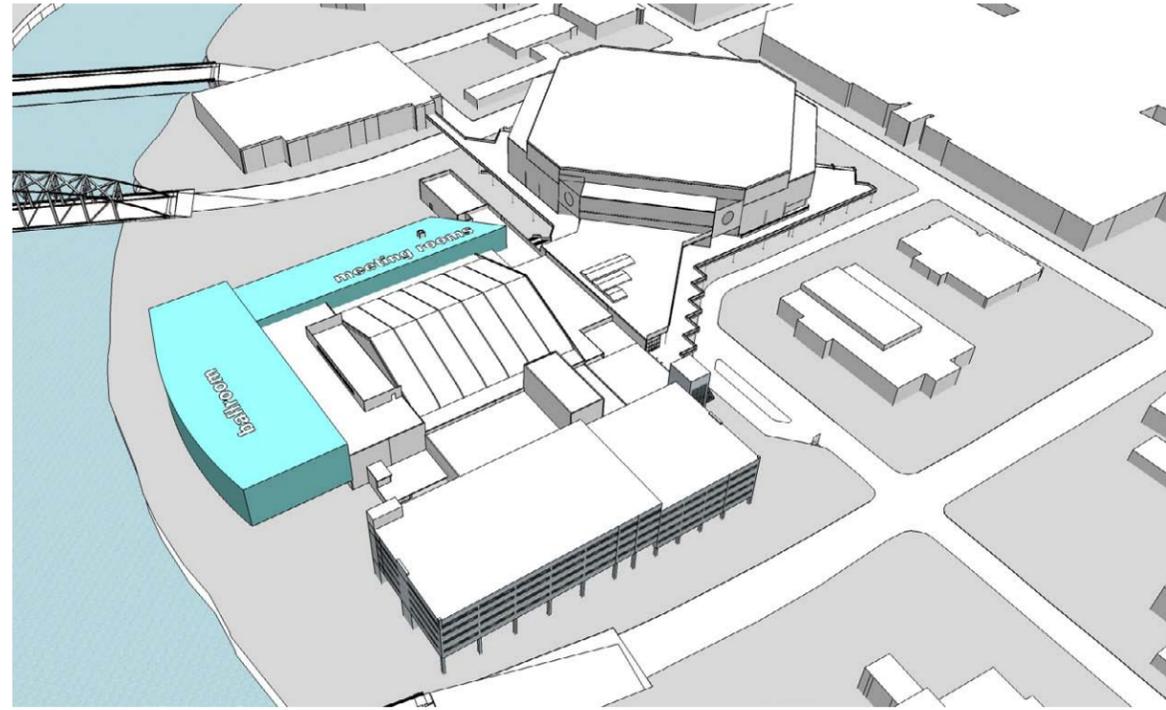
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	<b>OPTION A</b> LITTLE THEATRE RELOCATION RIVER SIDE EXPANSION	<b>OPTION B</b> NORTHERN EXPANSION SECOND FLOOR EXPANSION ABOVE LOADING DOCK	<b>OPTION C</b> RIVER SIDE EXPANSION QUARRIER ST. DECK LOADING DOCK	<b>OPTION C1</b> RIVER SIDE EXPANSION SECOND FLOOR MEETING ROOMS	<b>OPTION D</b> BENI KEDEM EXPANSION
<b>EVALUATION CRITERIA</b>					
<b>+</b> POSITIVE/ ENHANCES CRITERIA <b>O</b> NEUTRAL/ MEETS CRITERIA <b>-</b> NEGATIVE/ DOES NOT MEET CRITERIA					
ECONOMY <b>CONSTRUCTION COST</b>	O	O	O	O	-
ECONOMY <b>ECONOMIC IMPACT/ MARKETABILITY</b>	+	O	+	-	O
FUNCTION <b>USER CONVENIENCE</b>	+	+	+	-	+
FUNCTION <b>FUNCTIONAL &amp; OPERATIONAL EFFICIENCY</b>	+	-	-	O	-
FORM <b>AESTHETIC IMPACT/ VALUE FOR MONEY</b>	O	O	+	O	-
TIME <b>CONSTRUCTION PHASING TO MINIMIZE DOWNTIME</b>	+	O	+	O	+

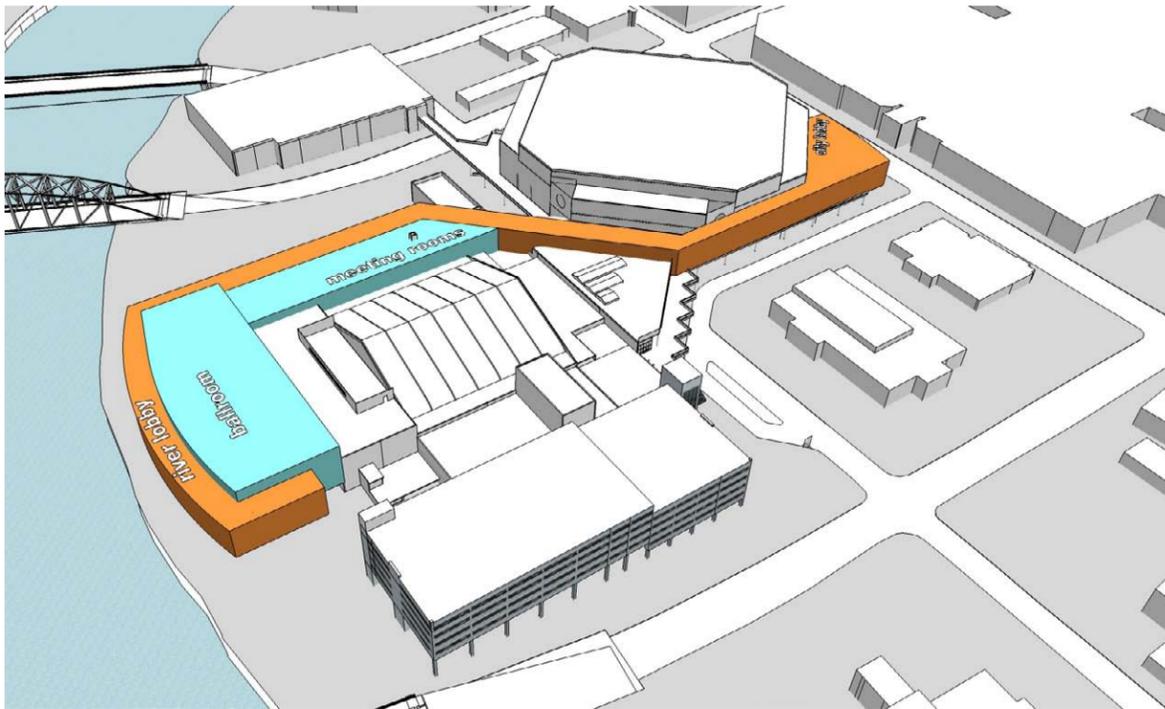
	<b>OPTION A</b> LITTLE THEATRE RELOCATION RIVER SIDE EXPANSION	<b>OPTION A-1</b> RIVER SIDE EXPANSION REDUCE GRAND HALL AREA FOR PRE-FUNCTION	<b>OPTION C</b> RIVER SIDE EXPANSION QUARRIER ST. DECK LOADING DOCK
<b>EVALUATION CRITERIA</b>			
<b>+</b> POSITIVE/ ENHANCES CRITERIA <b>O</b> NEUTRAL/ MEETS CRITERIA <b>-</b> NEGATIVE/ DOES NOT MEET CRITERIA			
ECONOMY <b>CONSTRUCTION COST</b>	O	+	O
ECONOMY <b>ECONOMIC IMPACT/ MARKETABILITY</b>	-	-	+
FUNCTION <b>USER CONVENIENCE</b>	O	O	O
FUNCTION <b>FUNCTIONAL &amp; OPERATIONAL EFFICIENCY</b>	+	+	-
FORM <b>AESTHETIC IMPACT/ VALUE FOR MONEY</b>	O	O	+
TIME <b>CONSTRUCTION PHASING TO MINIMIZE DOWNTIME</b>	O	-	+



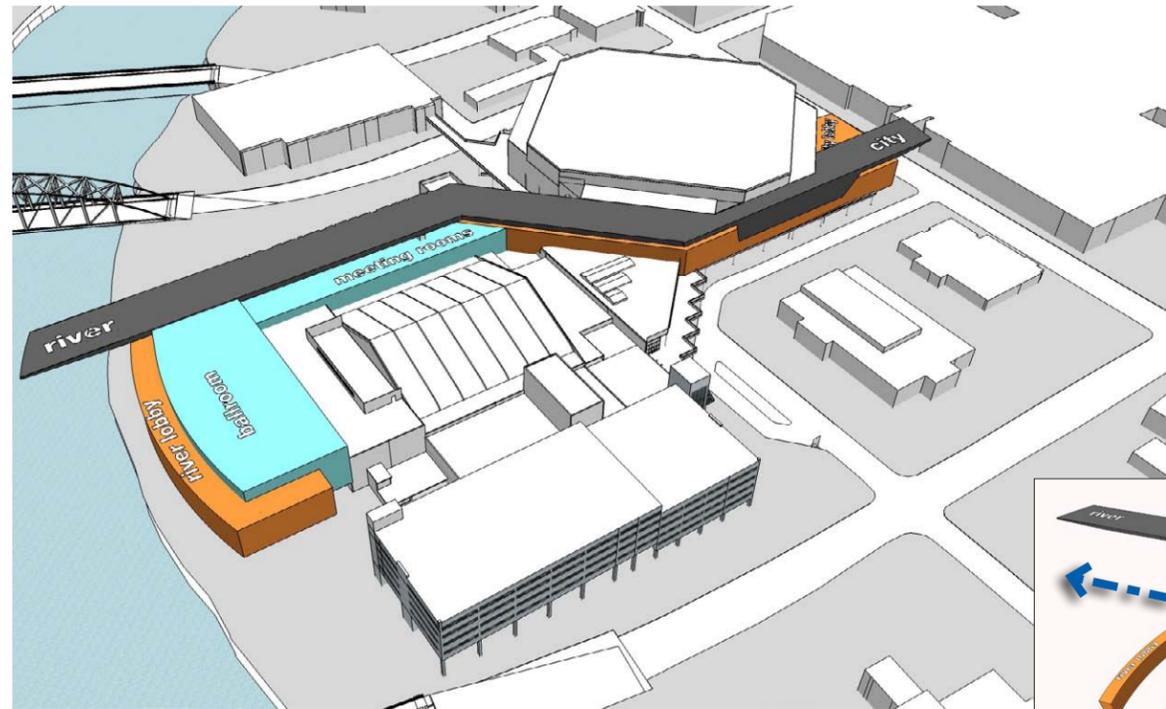
EXISTING BUILDING



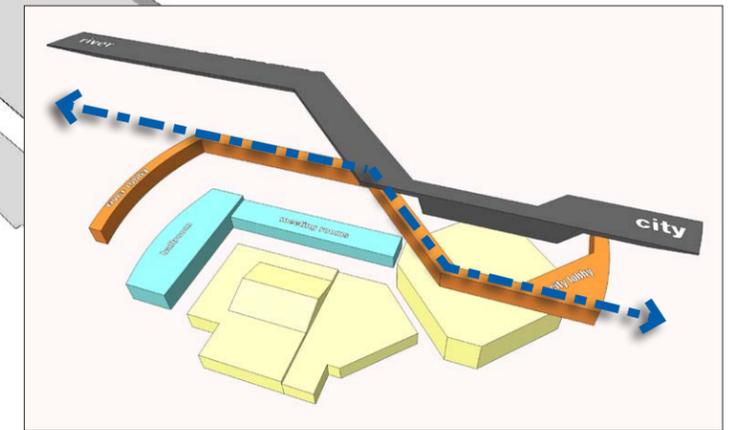
NEW BALLROOM AND MEETING ROOM ADDITION



CIRCULATION SPINE CONNECTING THE RIVER LOBBY AND CITY LOBBY

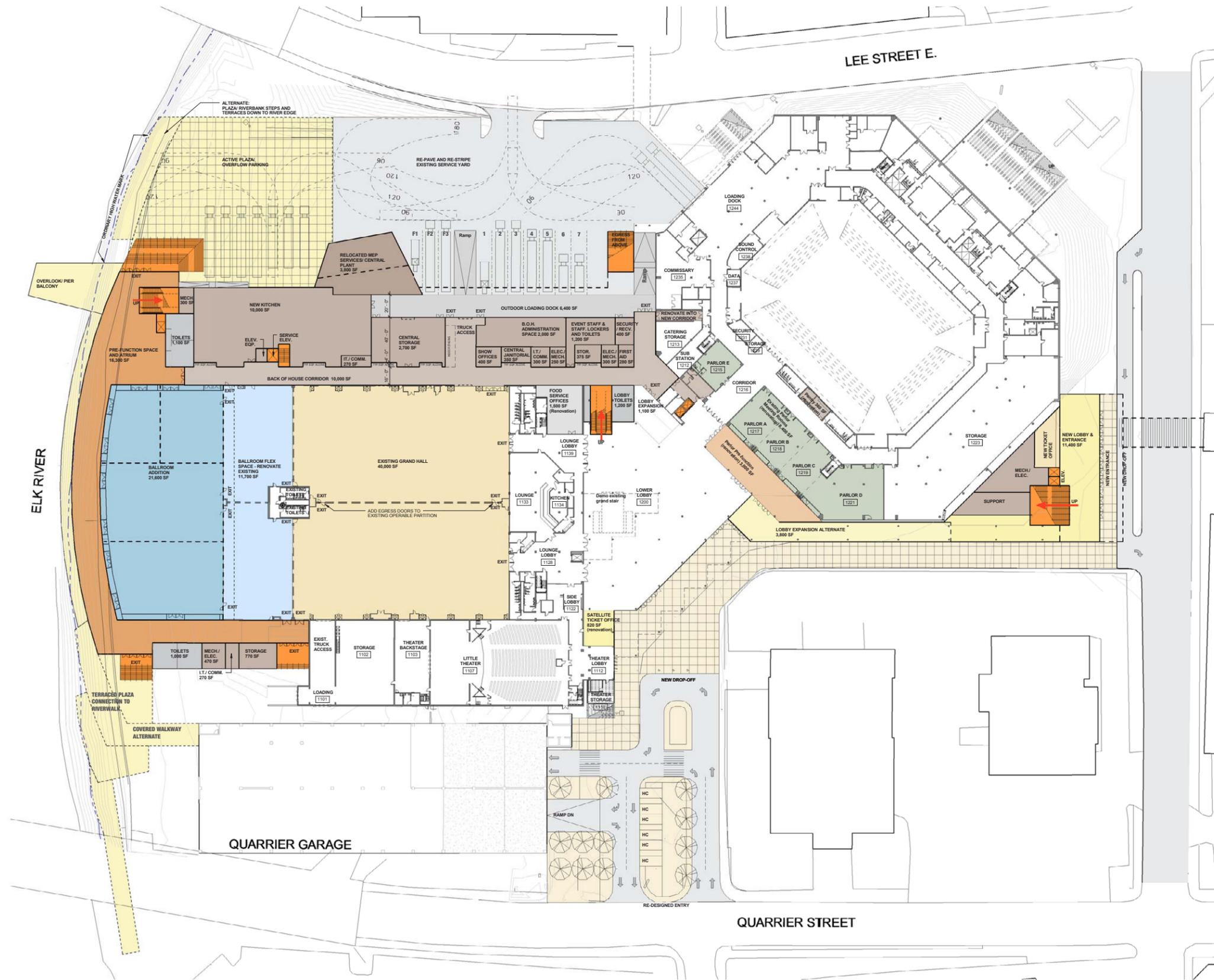


DESIGN ELEMENT CONNECTING THE RIVER LOBBY AND CITY LOBBY



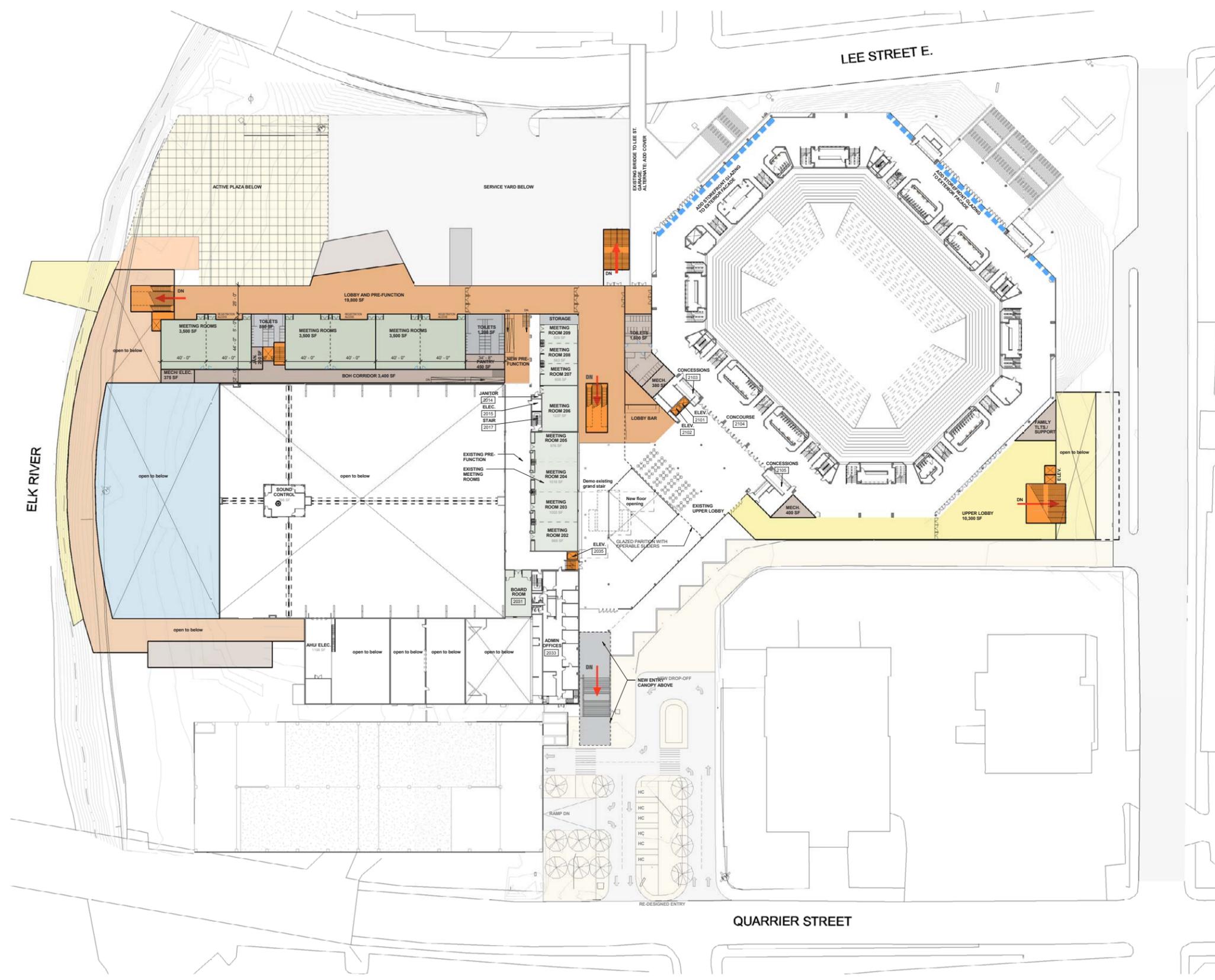
Design Diagram

EXPANSION AND RENOVATION

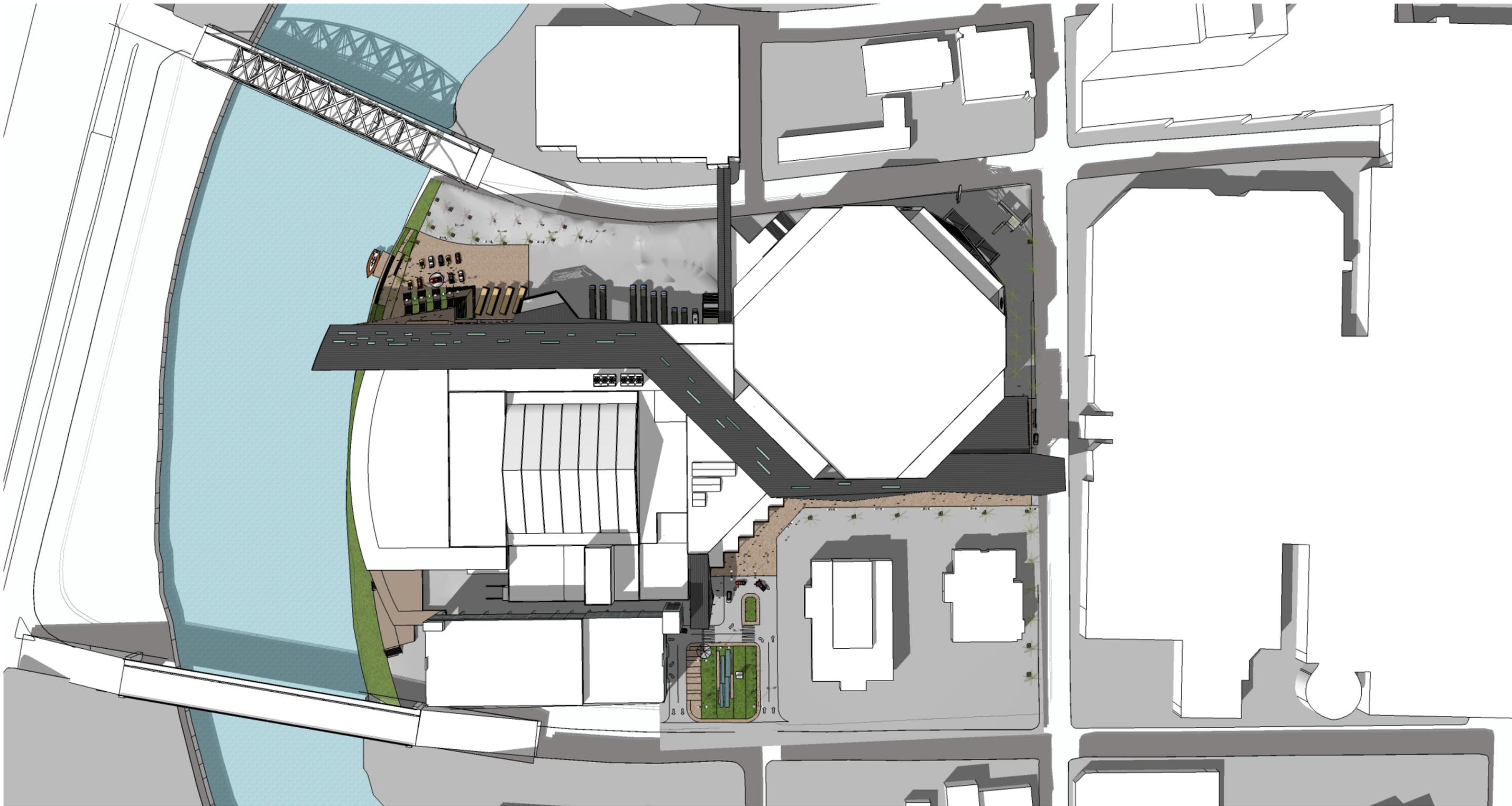


Schematic Floor Plan - First Floor

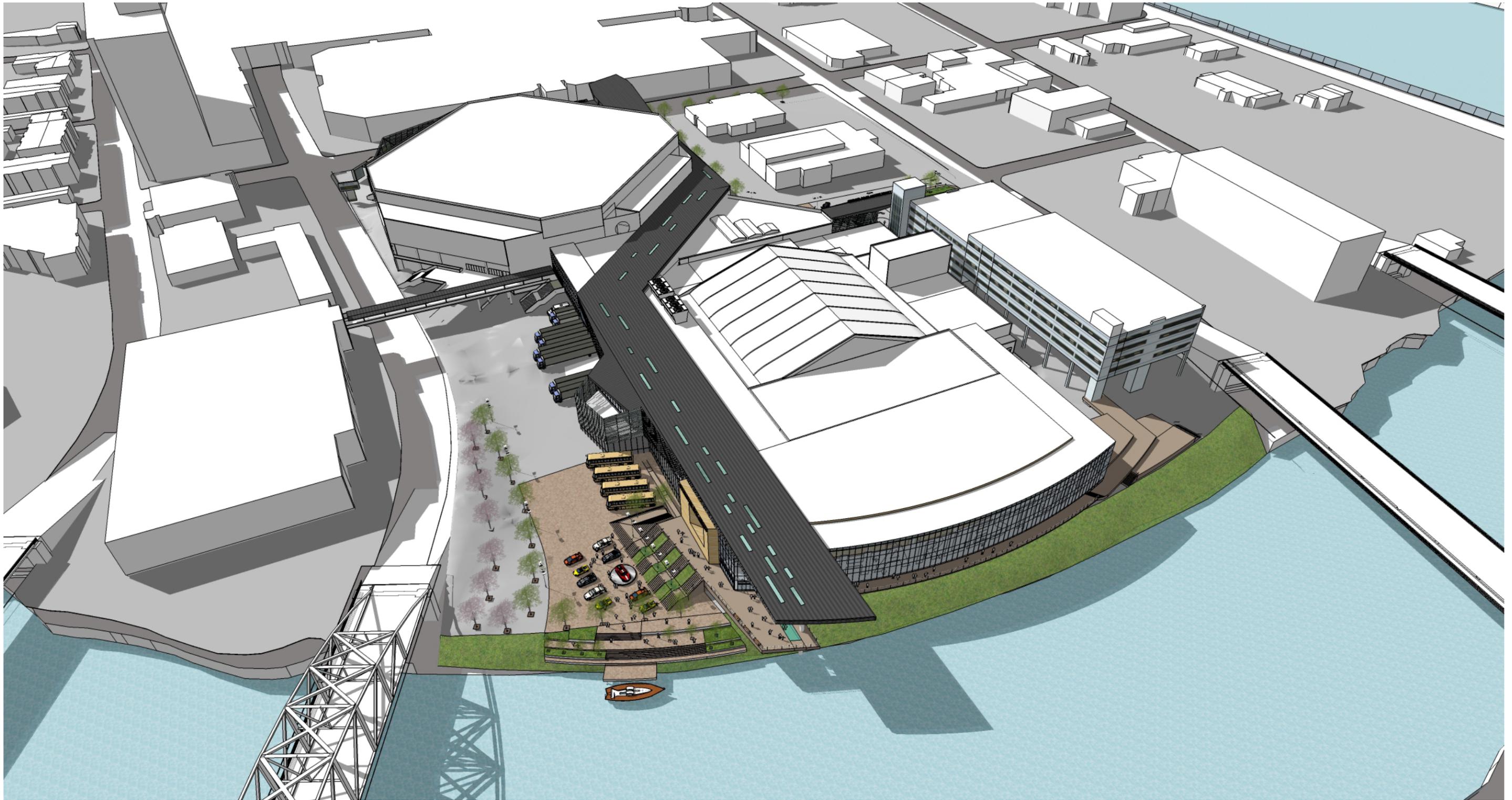
EXPANSION AND RENOVATION



Schematic Floor Plan - Second Floor



\*Potential Design Solution\*  
\*Concept Design for Illustrative purposes only\*



\*Potential Design Solution\*  
\*Concept Design for Illustrative purposes only\*

Cue flythrough



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\*Potential Design Solution\*  
\*Concept Design for Illustrative purposes only\*







\*Potential Design Solution\*  
\*Concept Design for Illustrative purposes only\*



\*Potential Design Solution\*  
\*Concept Design for Illustrative purposes only\*





\*Potential Design Solution\*  
 \*Concept Design for Illustrative purposes only\*

## CCC RFP development: August - October, 2014

### Develop and Review:

- RFQ/ RFP Process
- Judging Criteria and Scoring Matrix
- Technical Criteria
- General conditions and requirements
- Scope Narratives per discipline
- Performance Criteria per discipline



RFP Development



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## Next Steps

### **Design/ Builder Selection:** November, 2014 - March, 2015

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| Two stage RFQ/ RFP process begins    | - November 3 <sup>rd</sup> , 2014  |
| Shortlist RFQ teams for interviews   | - December 3 <sup>rd</sup> , 2014  |
| Select three finalists for RFP stage | - December 19 <sup>th</sup> , 2014 |
| Select winning Design/ Build team    | - March 23 <sup>rd</sup> , 2015    |

### **Design and Construction:** April, 2015 - December, 2017

- Development of detailed design
- Phasing and scheduling calendar
- Permitting and Approvals
- Construction coordination with CCC events calendar
- Phased & Staged construction
- CCC to remain operational during construction



Design/ Build Process

