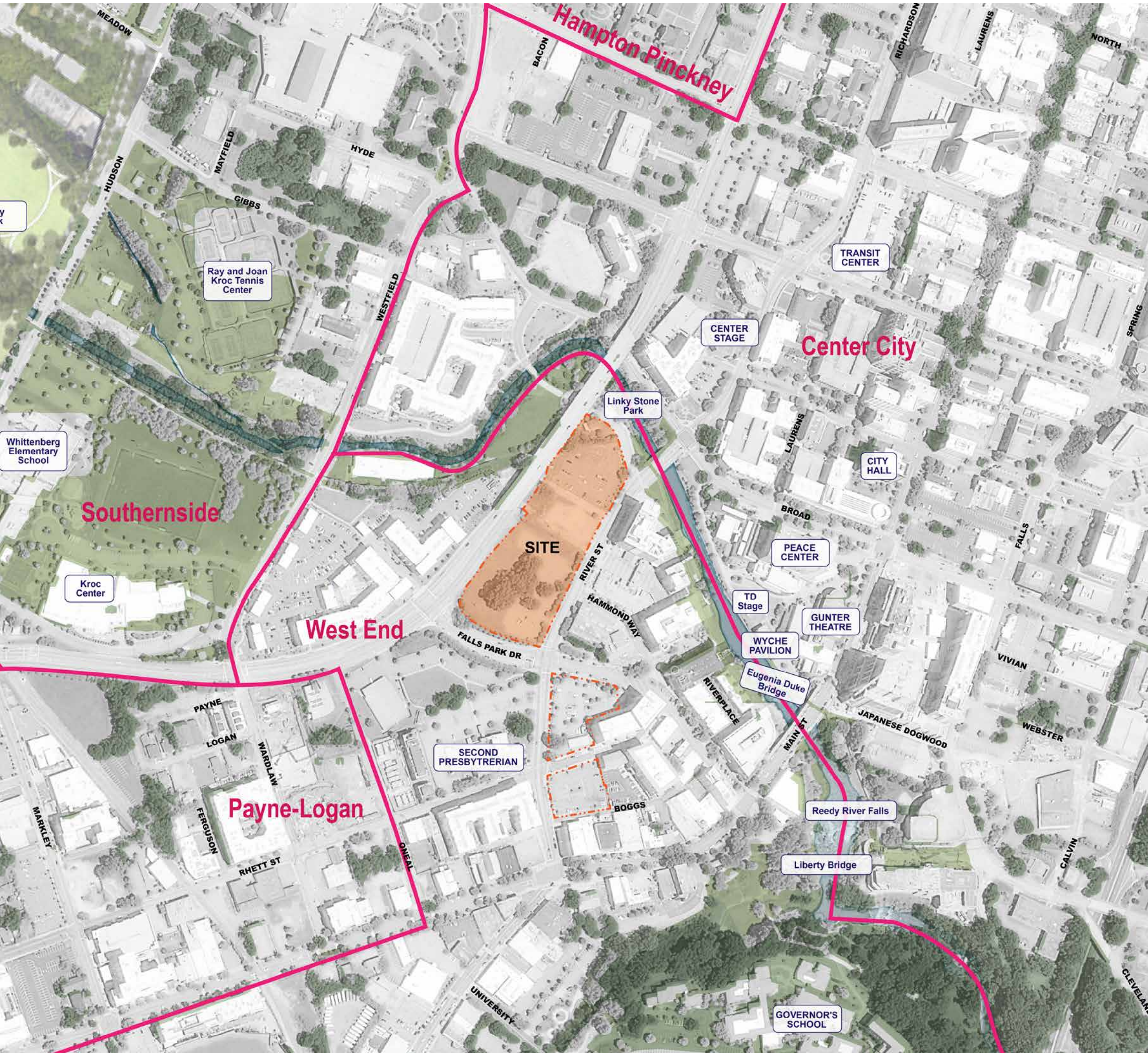


# PROCESS AND OPPORTUNITY

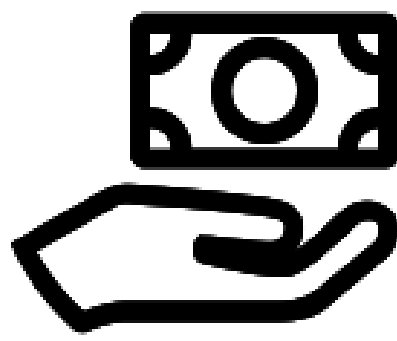
## LOCATION AND CONTEXT



## WHY A DOWNTOWN CONFERENCE CENTER?



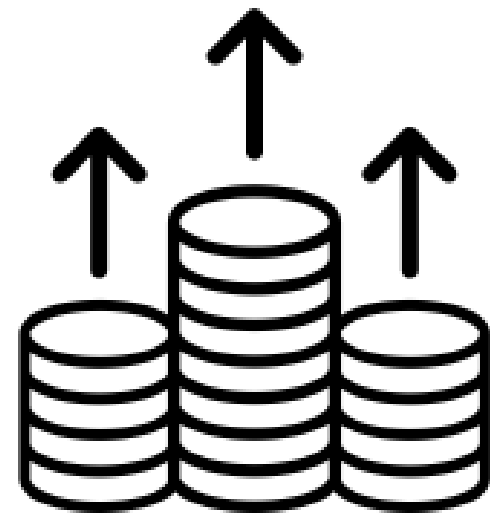
Jobs and Wages



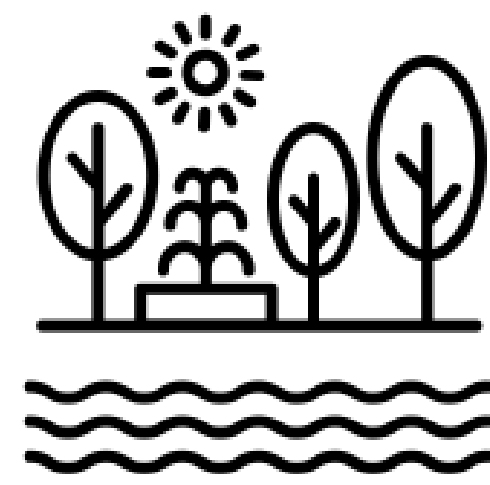
Visitor Spending



Economic Development



New Revenue



Open Space and Riverfront Improvements

## PUBLIC PRIVATE PARTNERSHIP

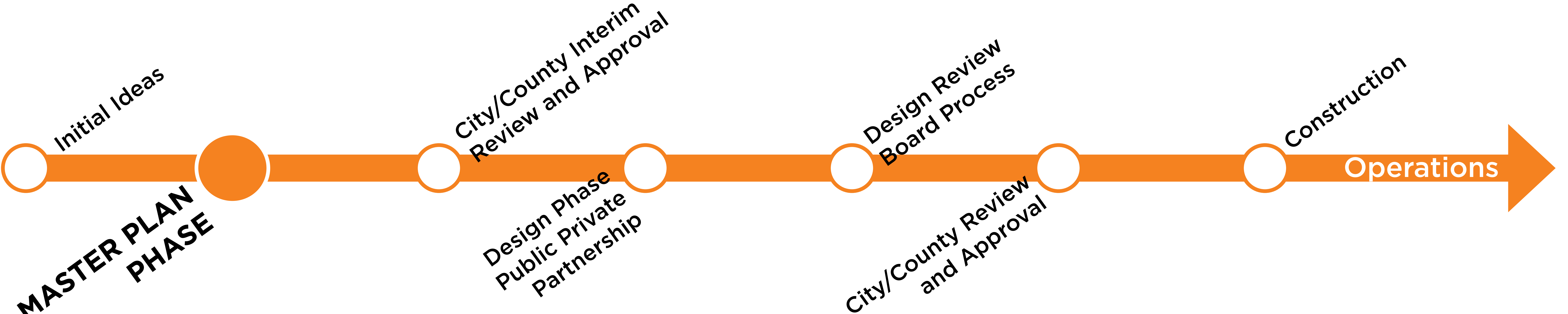
### PUBLIC SPENDING

- Conference Center Facility
- Museums Development Allowance
- Related Infrastructure and Open Space Improvements

### PRIVATE FUNDING

- Land Donation
- Museum Interior Fit out
- Adjacent Private Development

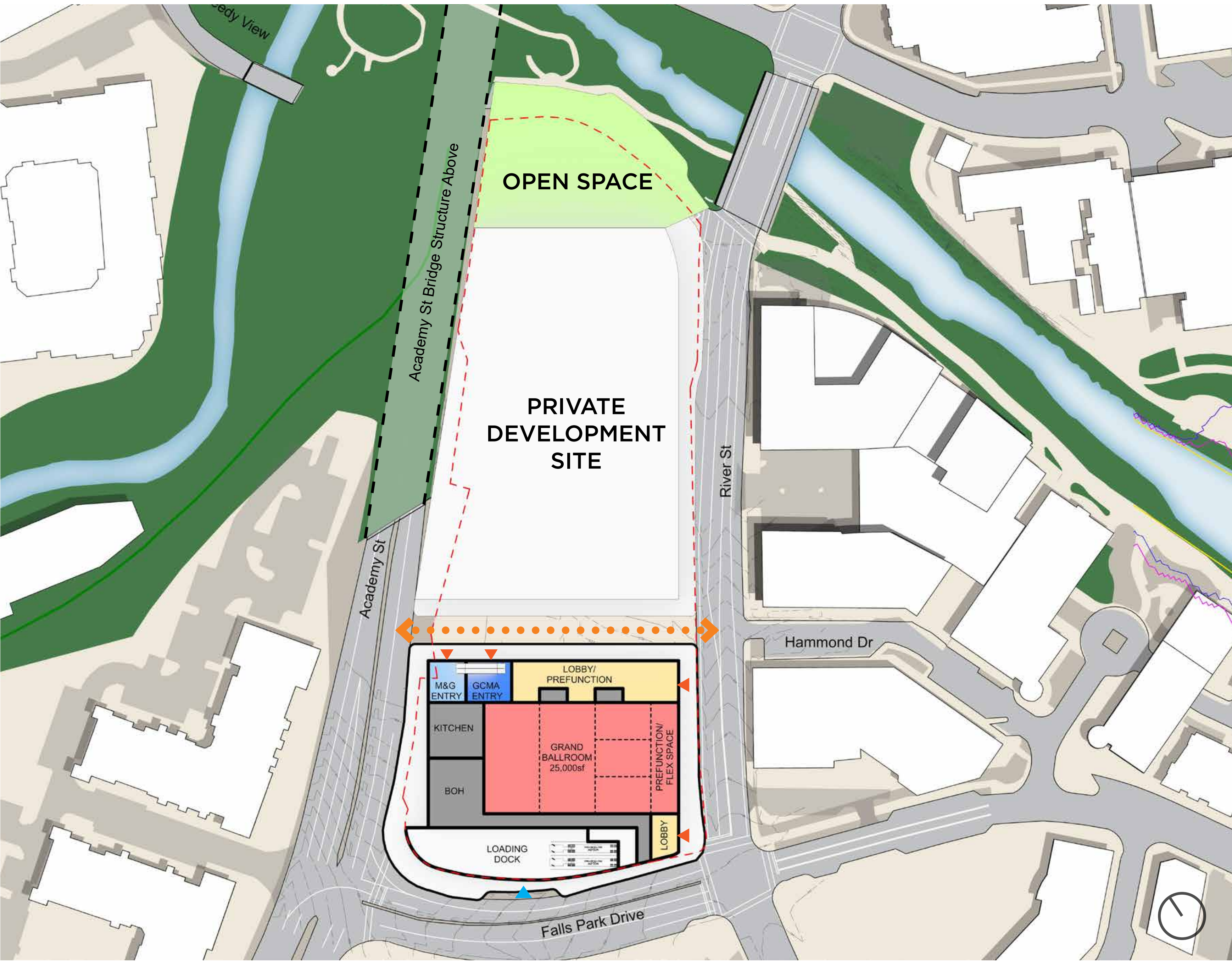
## PROCESS FLOW





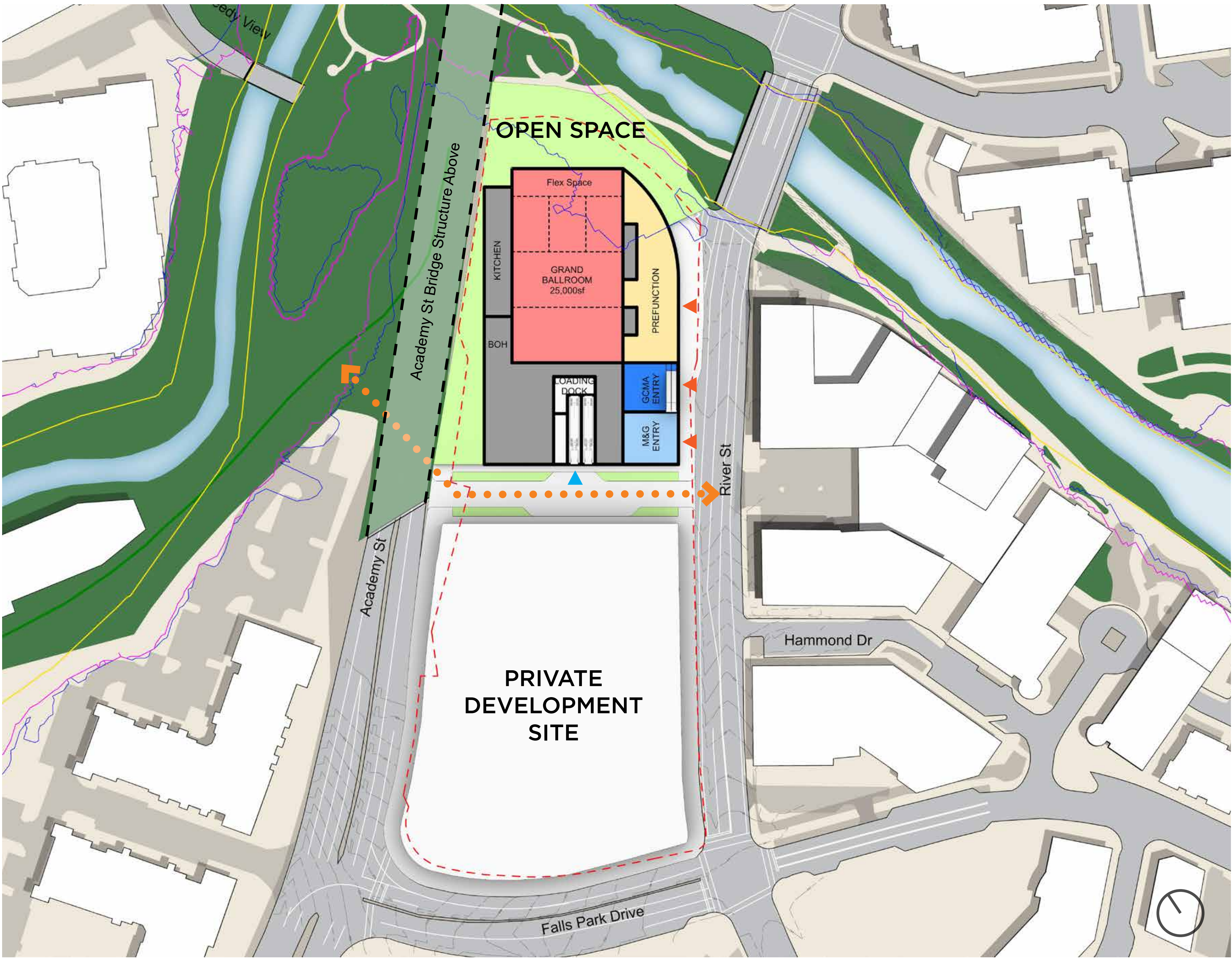
# BUILDING AND PROGRAM CONCEPT DIAGRAMS

## SOUTH OPTION

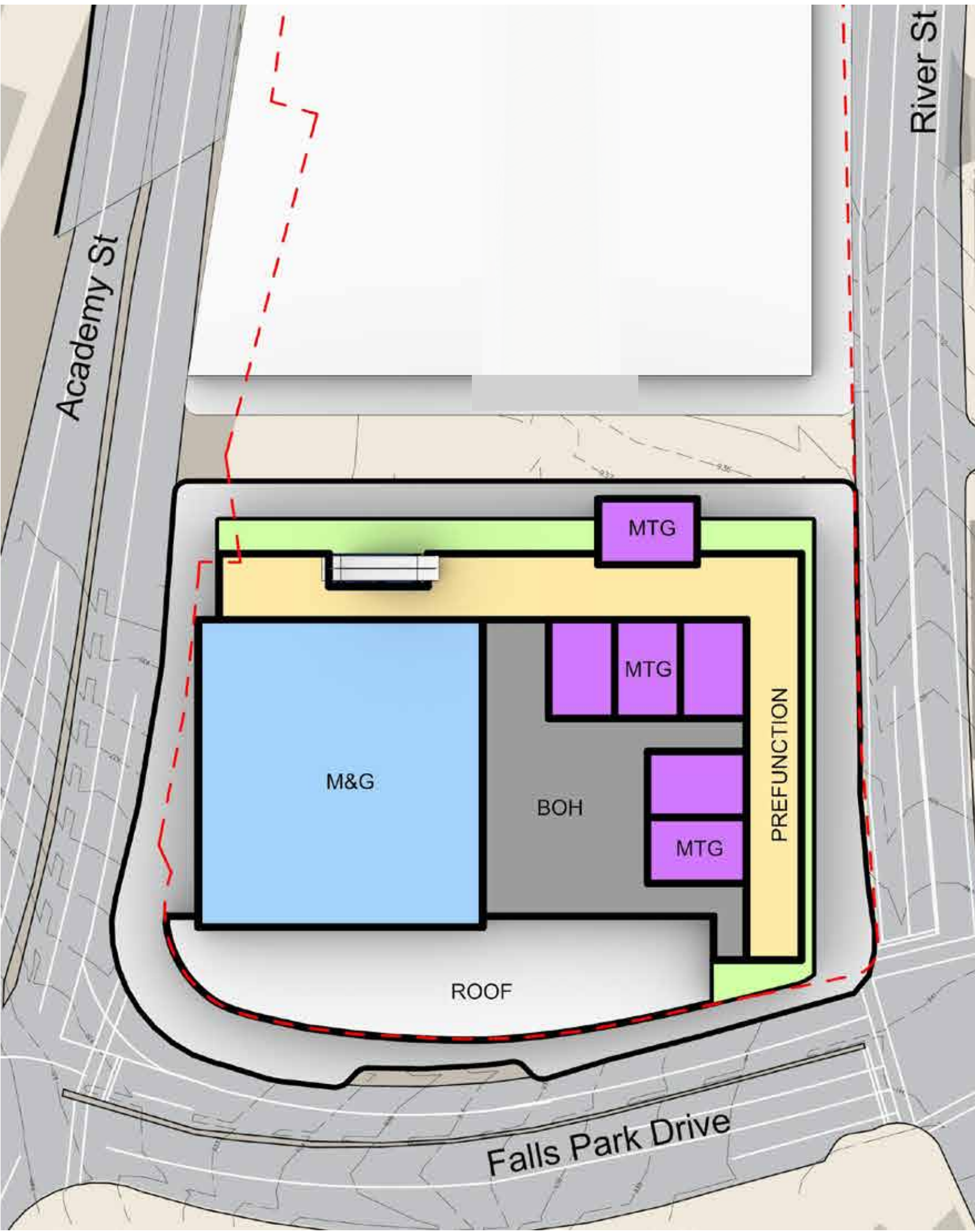


Ground Floor

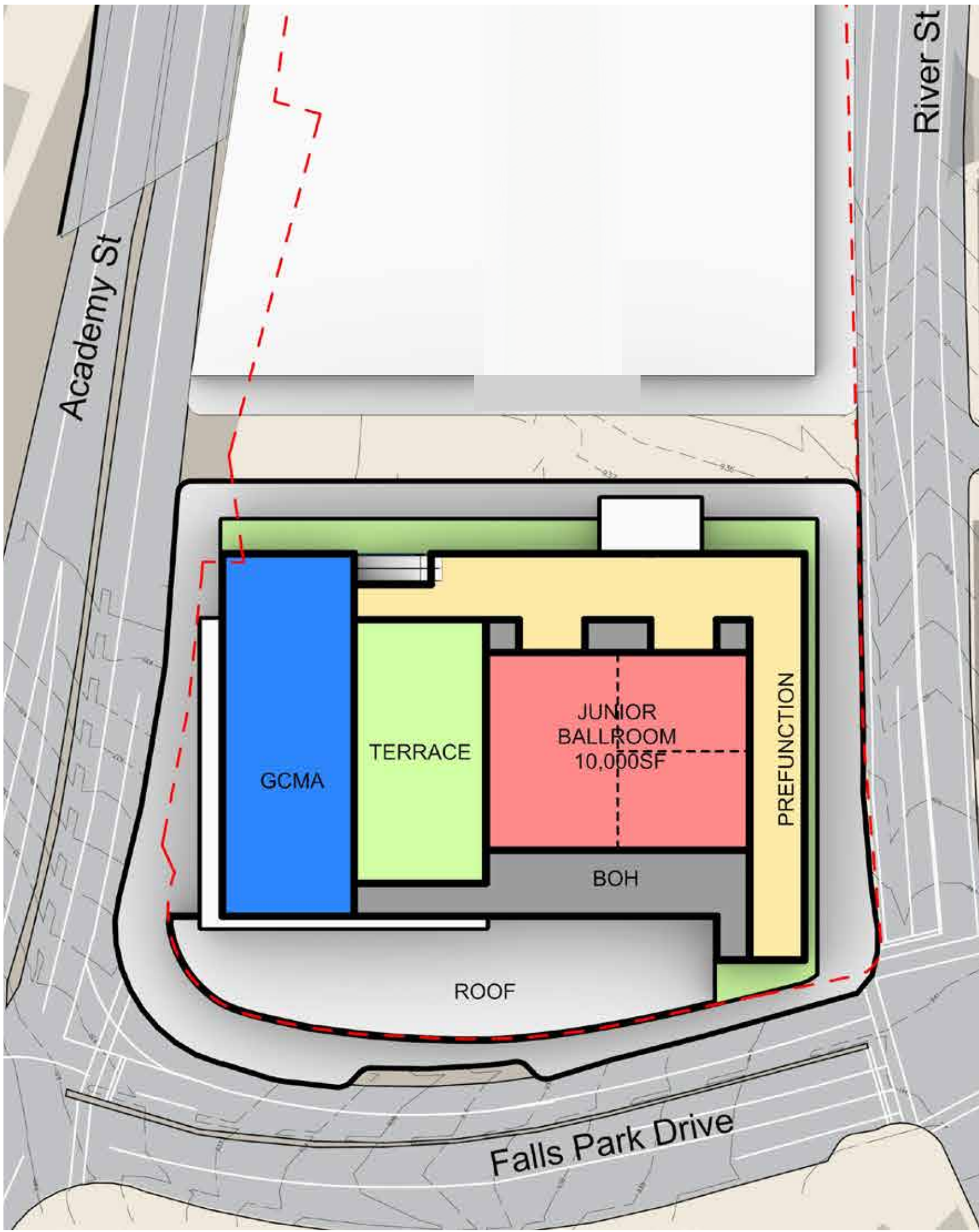
## NORTH OPTION



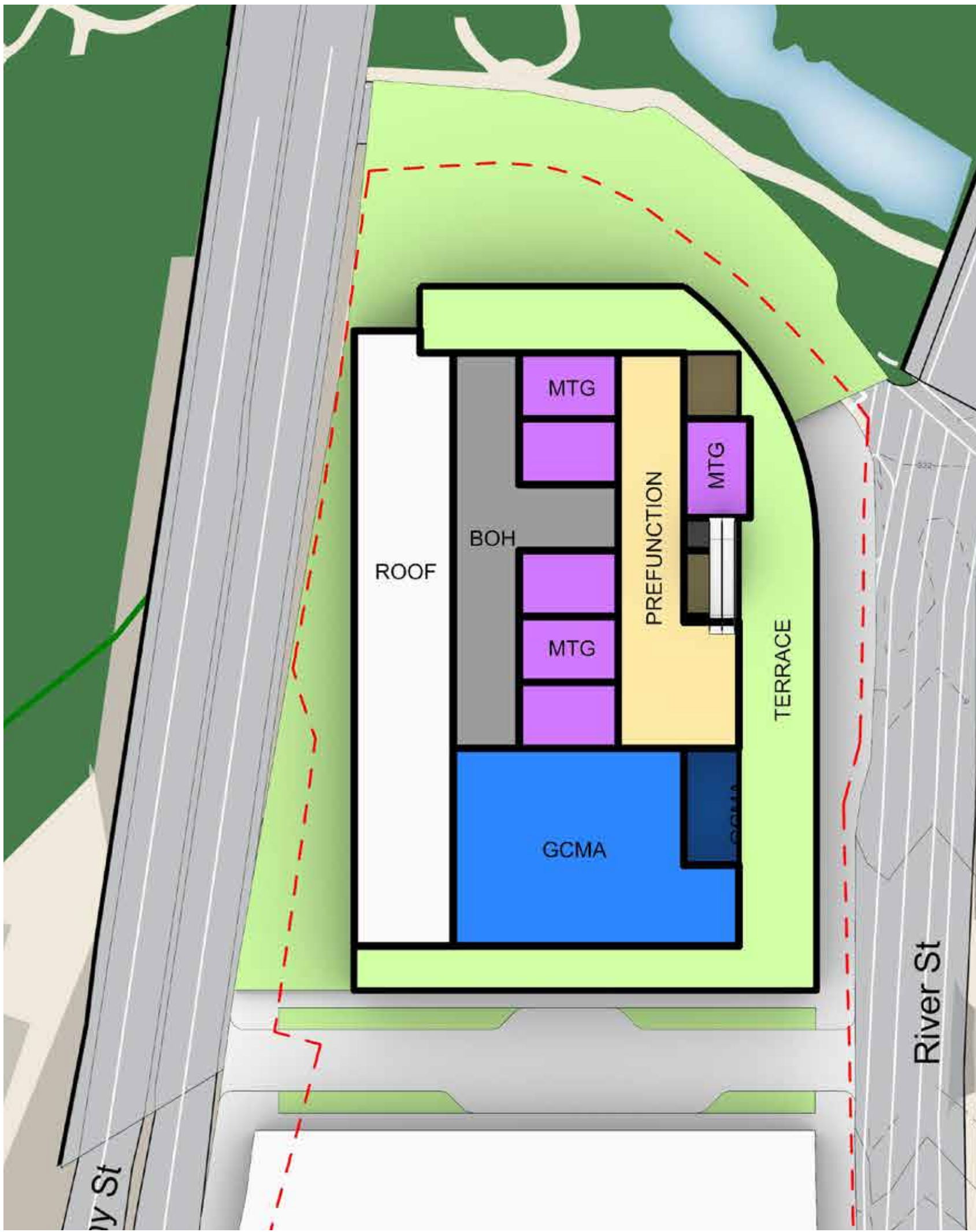
Ground Floor



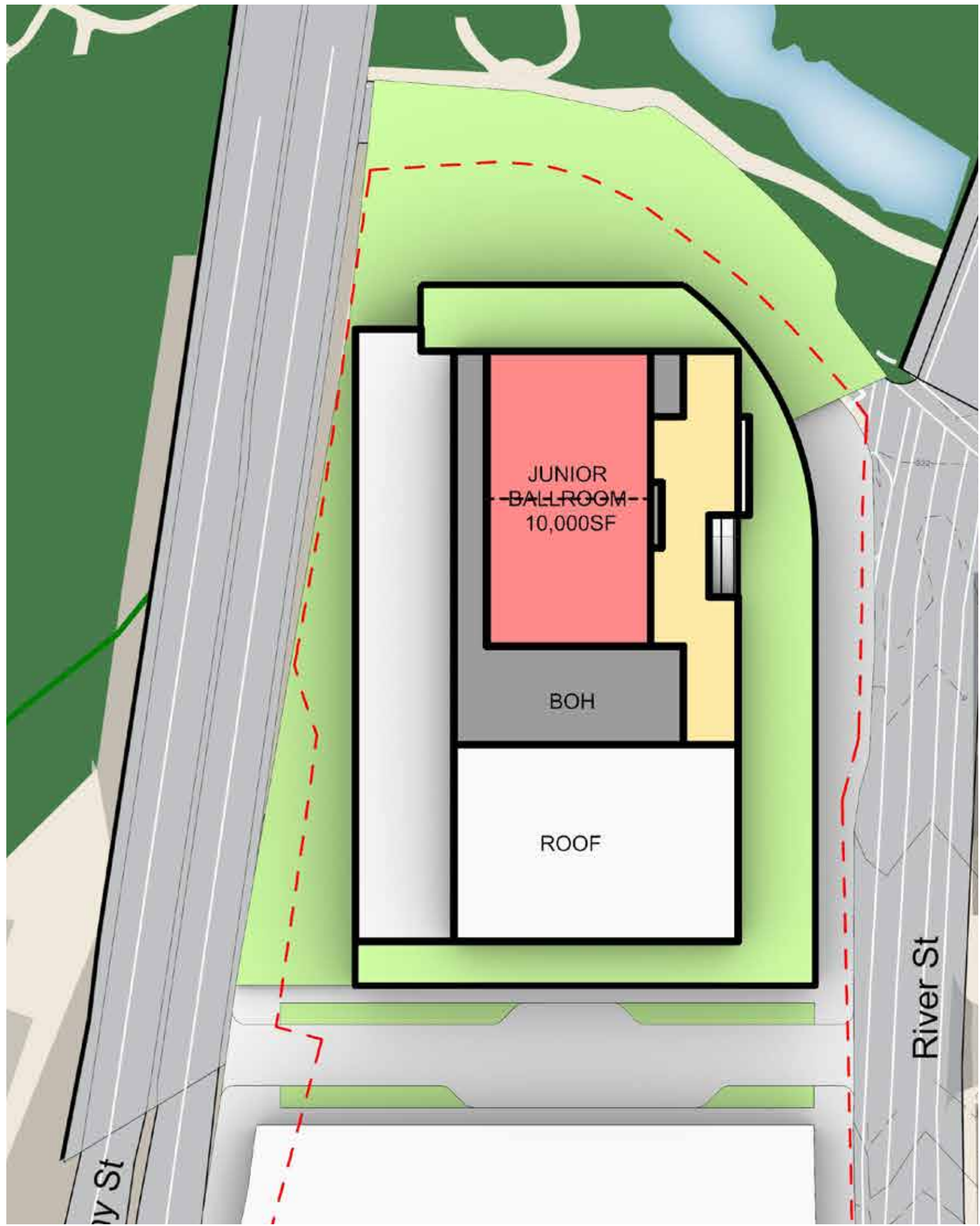
Level 2



Level 3



Level 2



Level 3

PROGRAM TARGET AREAS	
Conference Center	
Junior Ballroom	10,000 sf
Grand Ballroom	25,000sf
Meeting Room	8,000 sf
<b>NET RENTABLE SUBTOTAL</b>	<b>43,000 SF</b>
Front of House (Pre-function, Rest Rooms, Lobbies, Terraces)	
Back of House (Storage, Loading, Mechanical, Office, Kitchen, Staff Areas)	37,000 sf
<b>SUPPORT SPACE SUBTOTAL</b>	<b>61,000 SF</b>
Cultural Facilities	
Museum and Gallery	60,000 sf
Greenville County Museum of Art	20,000 sf
<b>MUSEUMS SPACE SUBTOTAL</b>	<b>80,000 SF</b>
<b>TOTAL AREA</b>	<b>184,000 GSF</b>



# PUBLIC OPEN SPACE AMENITIES AND BUILDING FRONTAGE APPROACH

## RIVER'S EDGE GREENWAY OPTION



## MIXING ZONE OPTION



## OPEN SPACE FEATURES

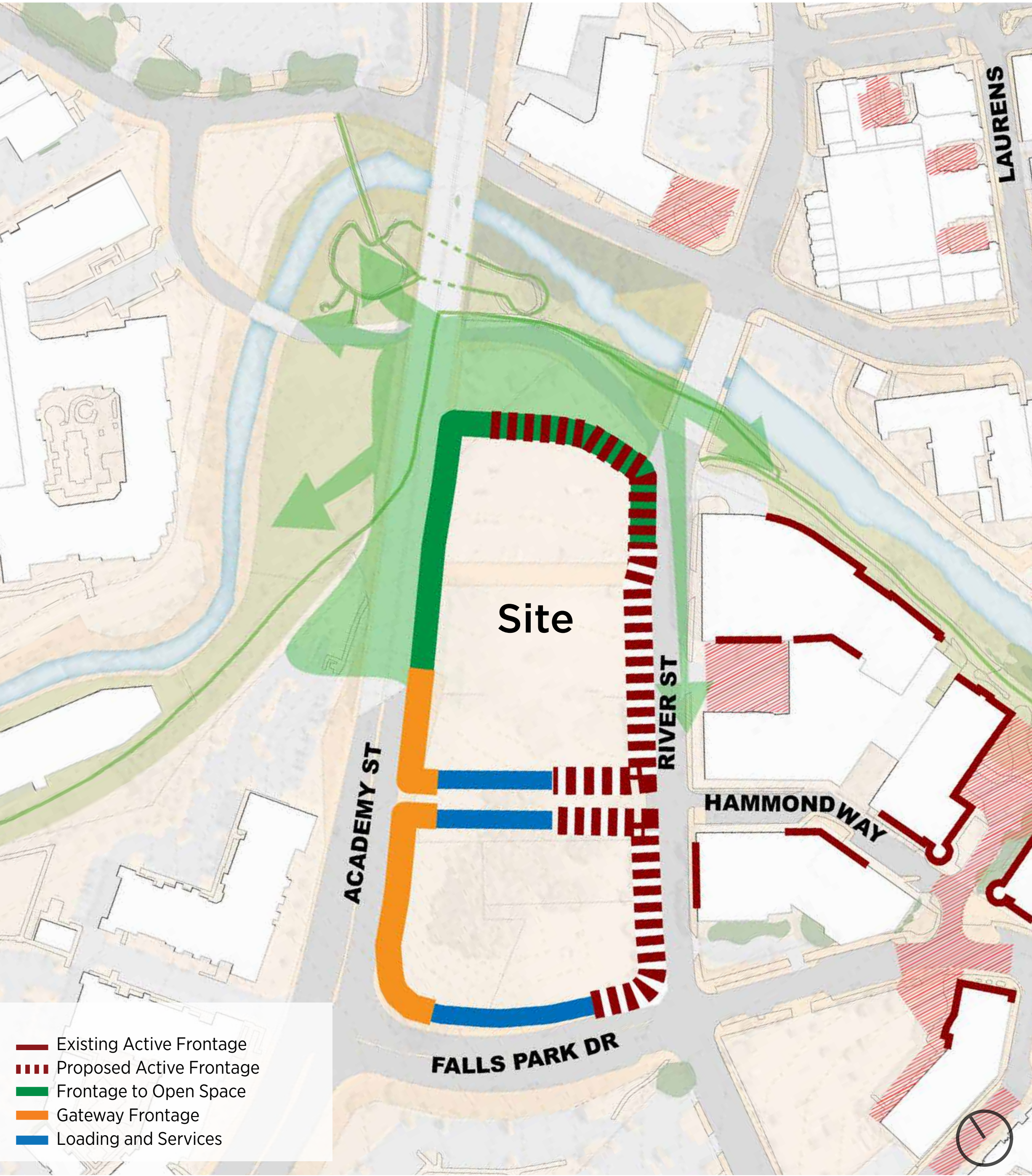
**AMENITIES**  
PROGRAMMABLE PLAZA  
VENUE/AMPHITHEATER  
VIEWS  
FLEXIBLE SEATING  
SPLASH PAD  
WIFI + CHARGING HOTSPOT  
HISTORICAL INTERPRETATION

**ACTIVE USES**  
INTERACTIVE ART  
CULTURAL EVENTS  
FOOD TRUCK  
OUTDOOR DINING  
BEER GARDEN  
BIKE AMENITY  
PLAY

**CONNECTIVITY**  
IMPROVED CROSSING  
WAYFINDING ELEMENTS  
ENHANCED SWAMP RABBIT TRAIL  
ENHANCED PROTECTED BIKE LANE  
BOARDWALK  
ENHANCED REEDY VIEW BRIDGE

**NATURE**  
ECOLOGICAL RESTORATION  
TERRACES  
QUIET LANDSCAPE  
CANOPY  
DECORATIVE LANDSCAPE  
GARDEN  
RIVER ACCESS

## FRONTAGE CHARACTER



Reedy View - Open Space



Internal Street - Loading + Service



Ecological Restoration



Programmable Plaza



River Street - Active



Academy St - Gateway



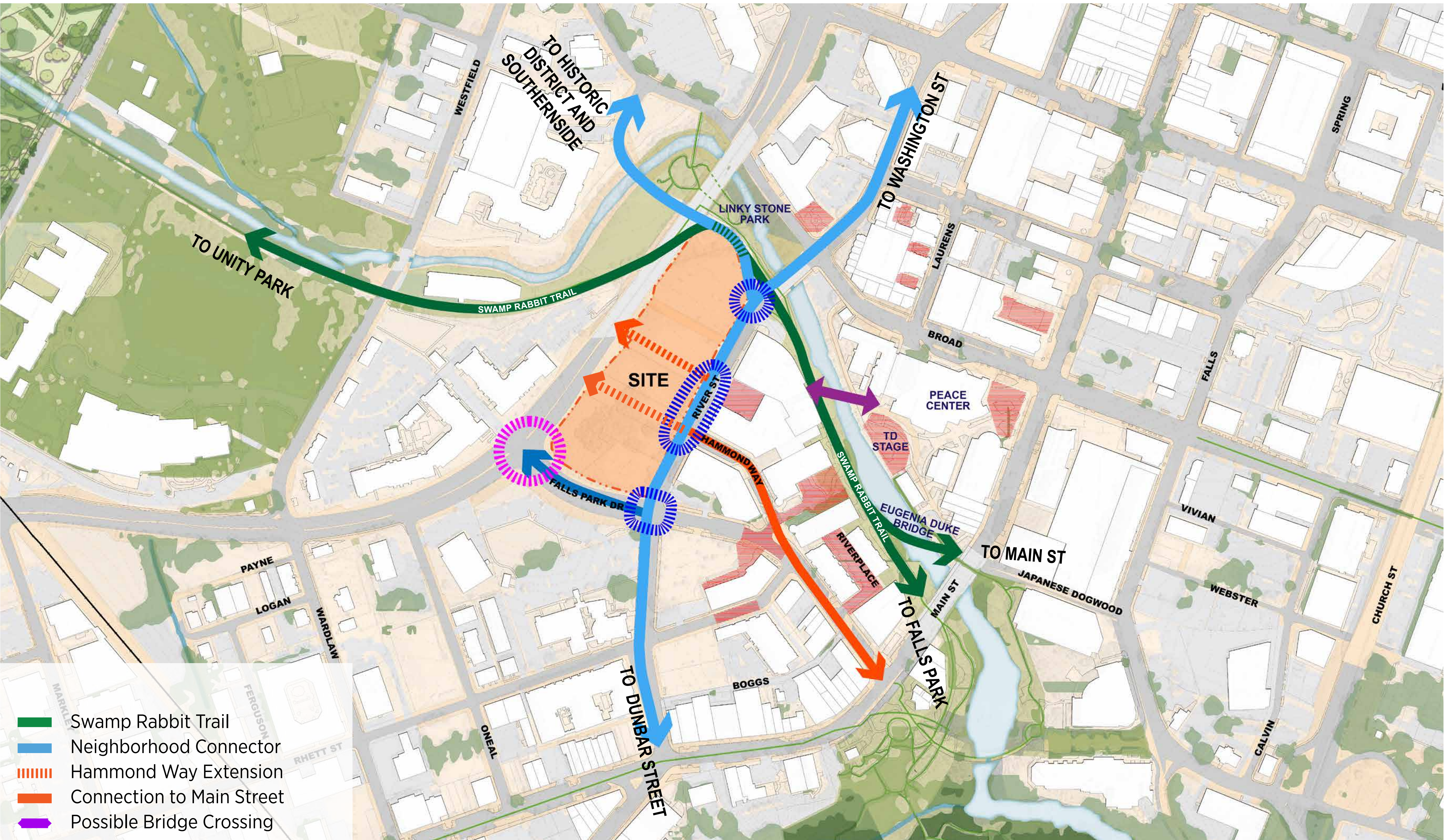
Enhanced Reedy View Bridge



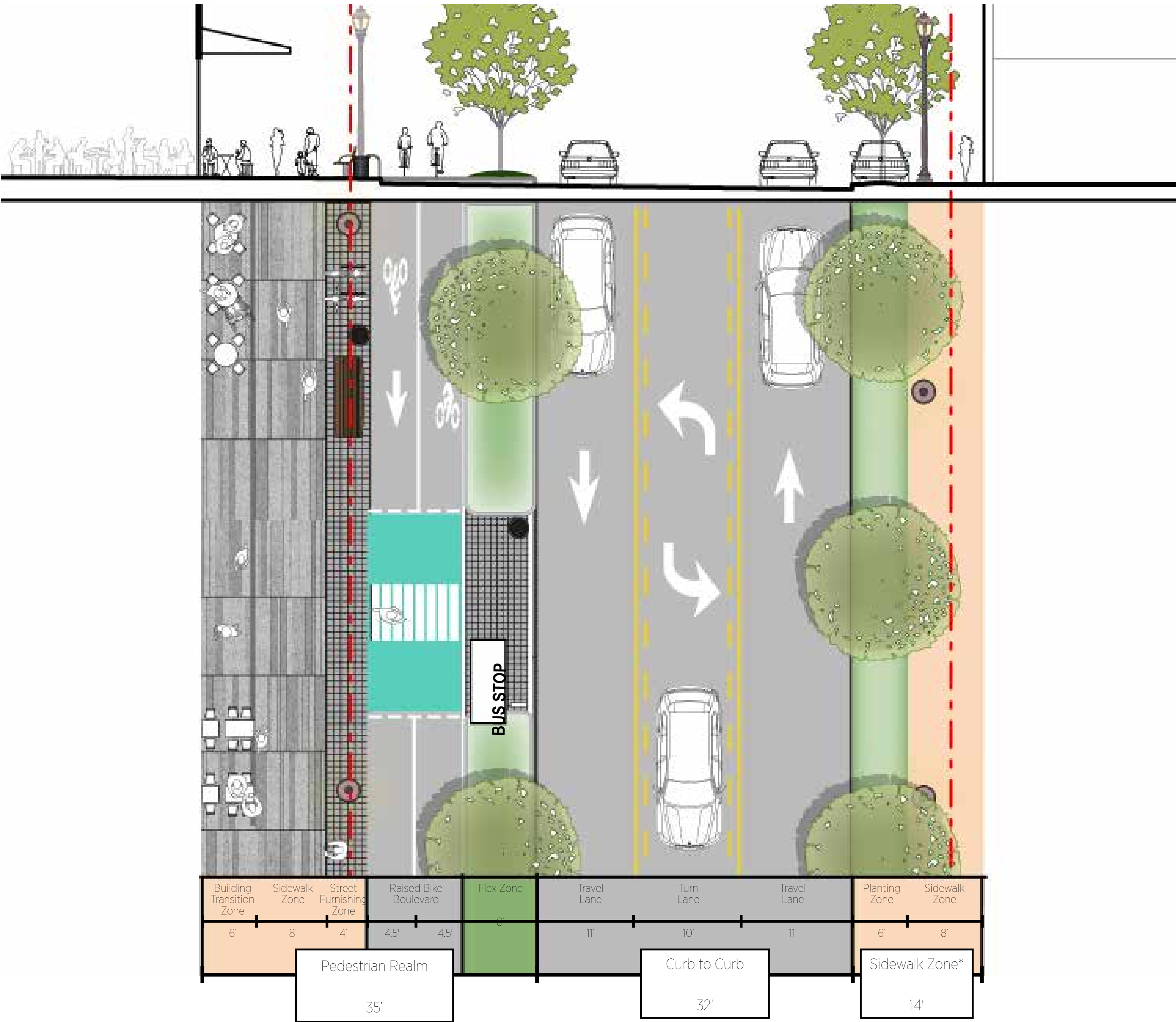
Interactive Art



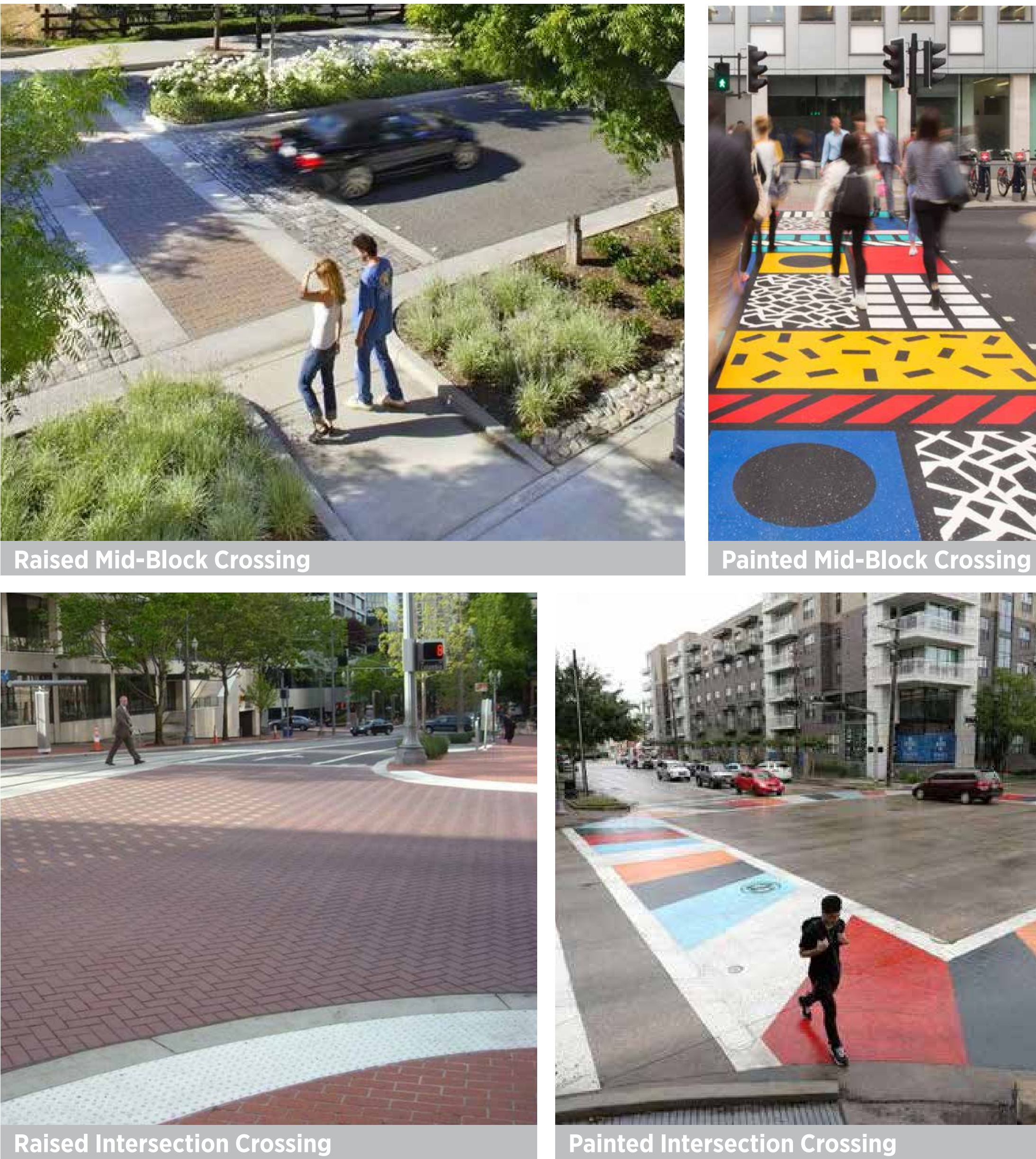
# ENHANCED NEIGHBORHOOD CONNECTIONS AND STREET CHARACTER



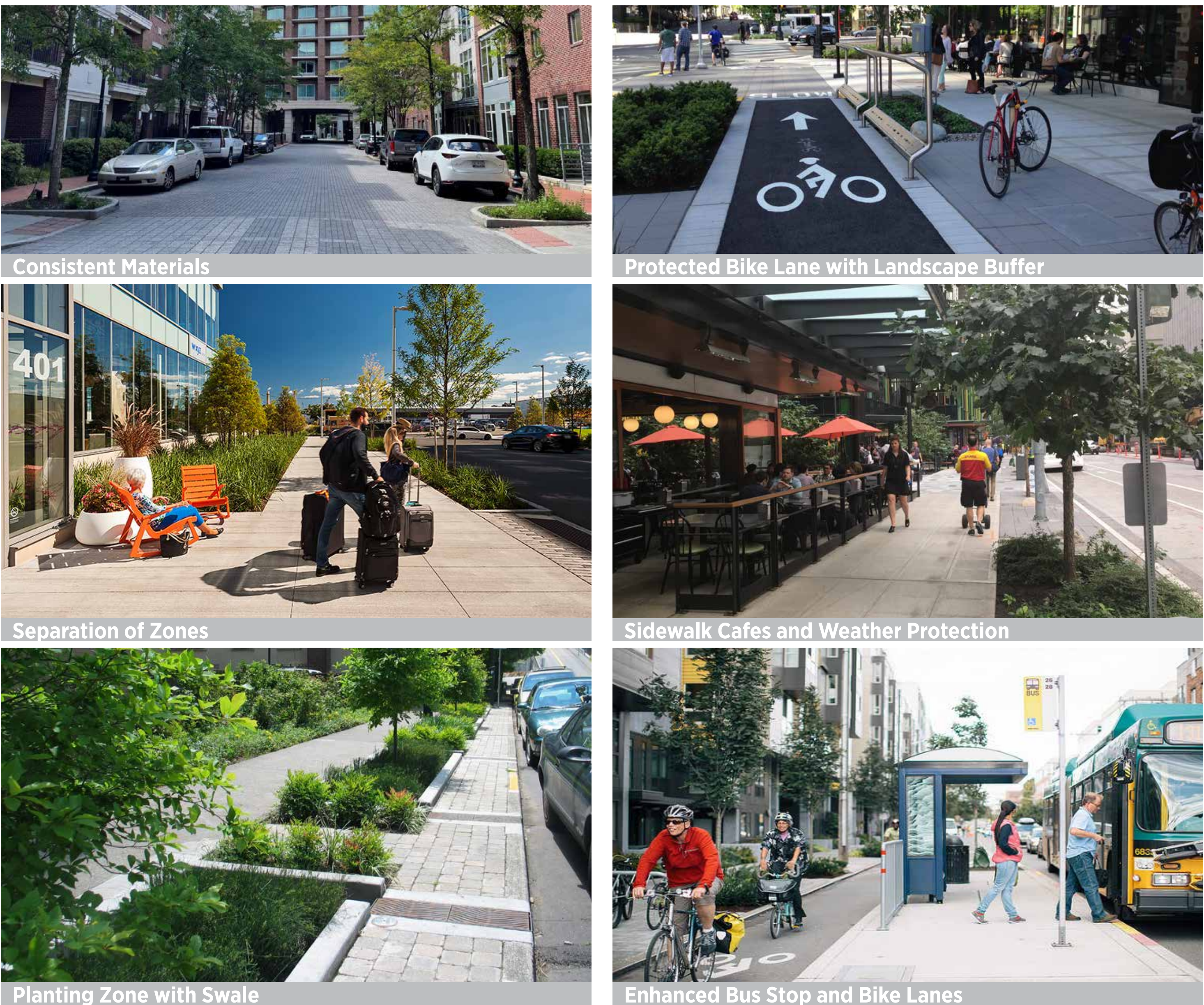
## COMPLETE STREET | RIVER STREET



## IMPROVED CROSSINGS



## STREET CHARACTER



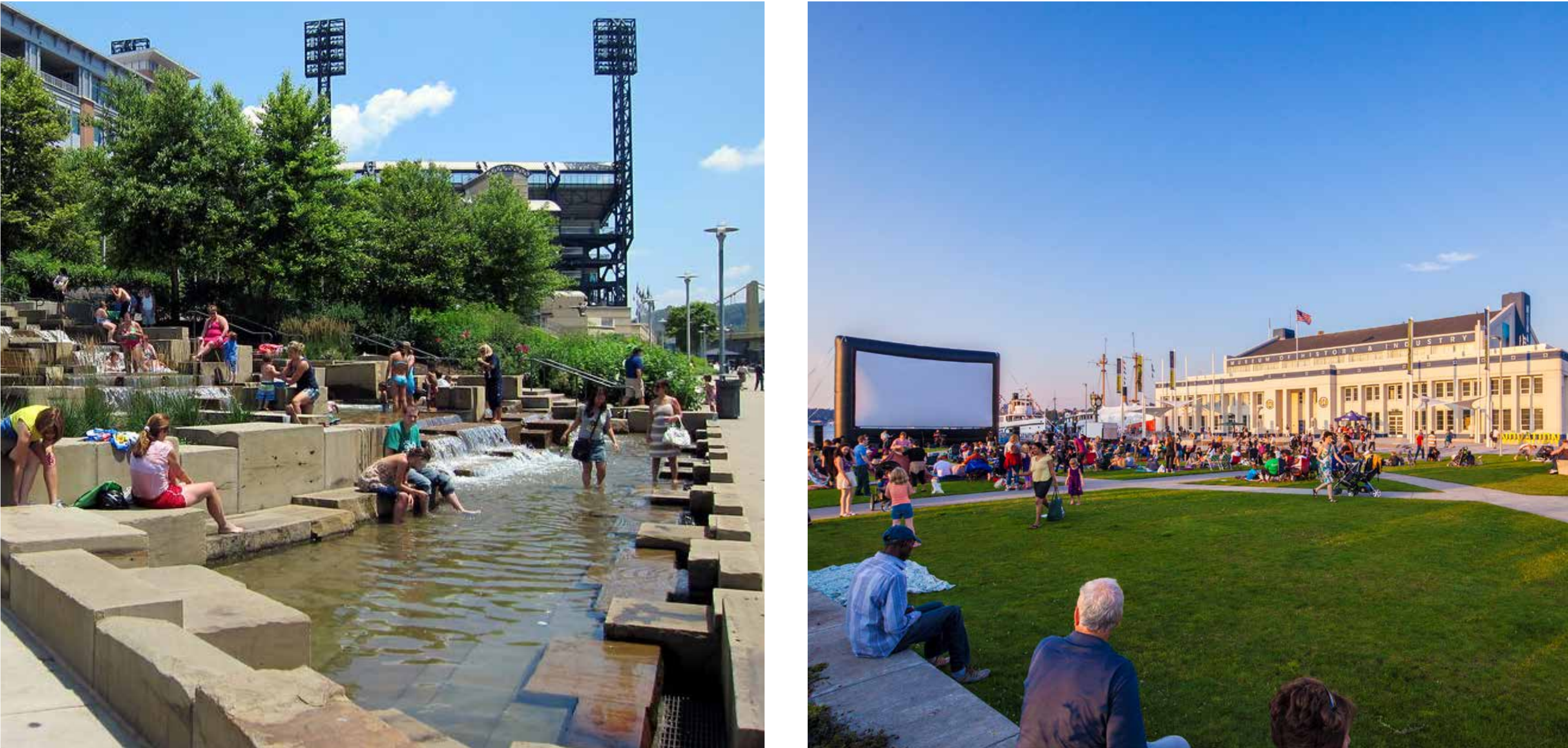
## SHARED-USE | INTERNAL STREET





# WHAT ARE YOUR TOP 3 PRIORITIES FOR THE PUBLIC SPACES AROUND THE CONFERENCE CENTER?

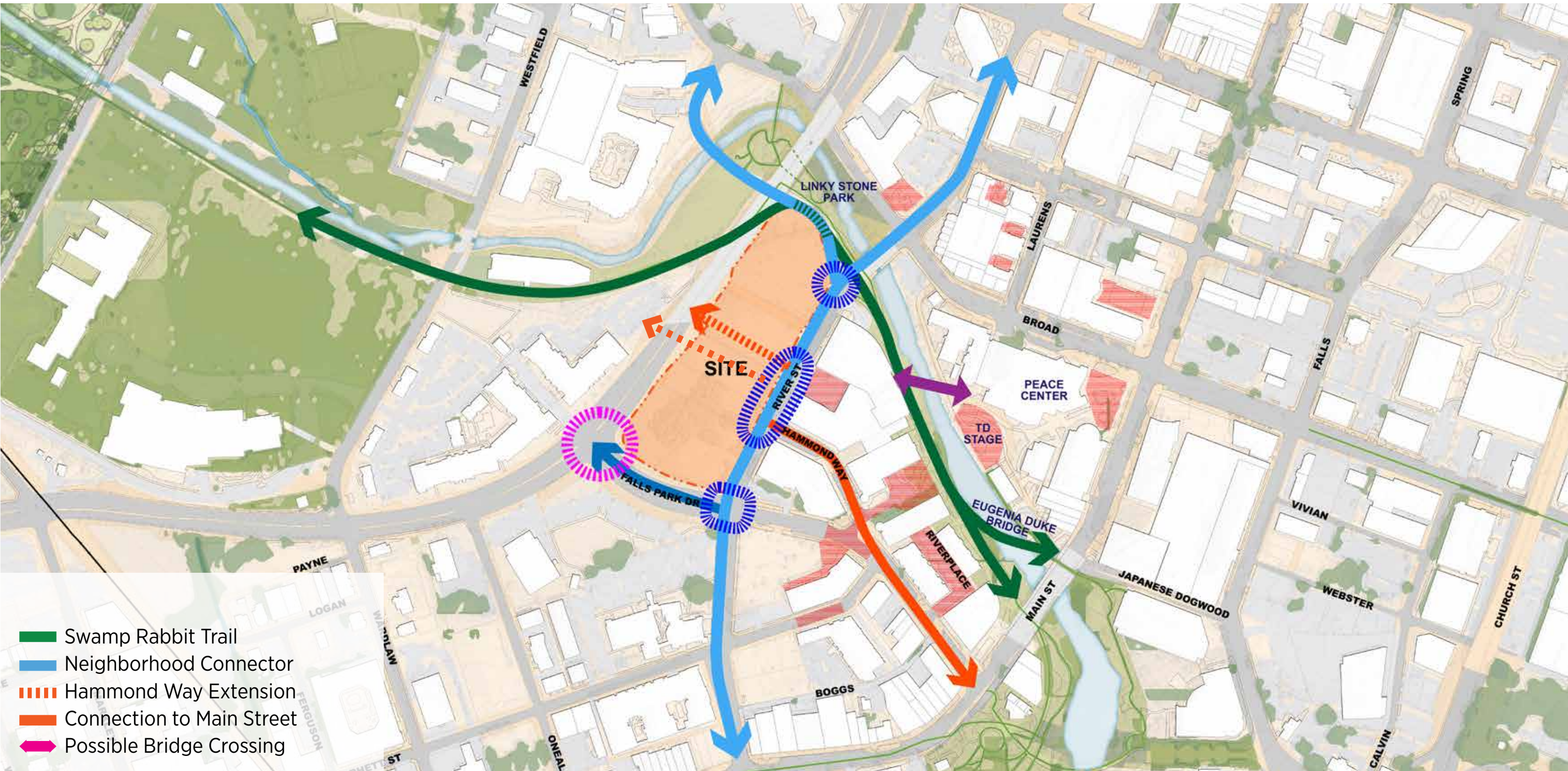
## ENHANCED OPEN SPACE



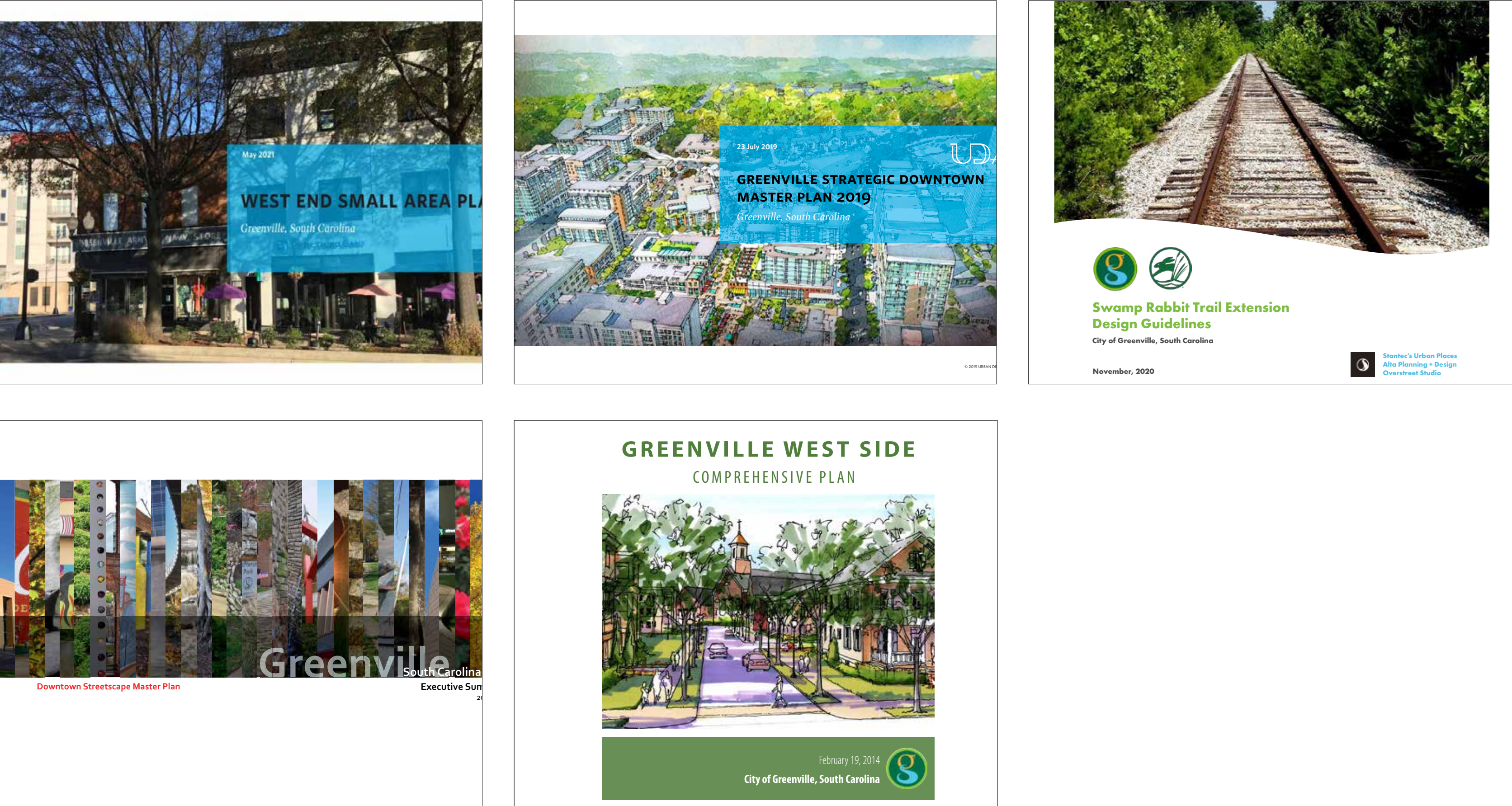
## ACTIVE URBAN PLAZA



## IMPROVED BICYCLE AND PEDESTRIAN CONNECTIVITY



## INTEGRATION WITH OTHER PLANS



## CULTURAL ACTIVITIES & PUBLIC ART



## EASE OF VEHICULAR PARKING AND CIRCULATION

