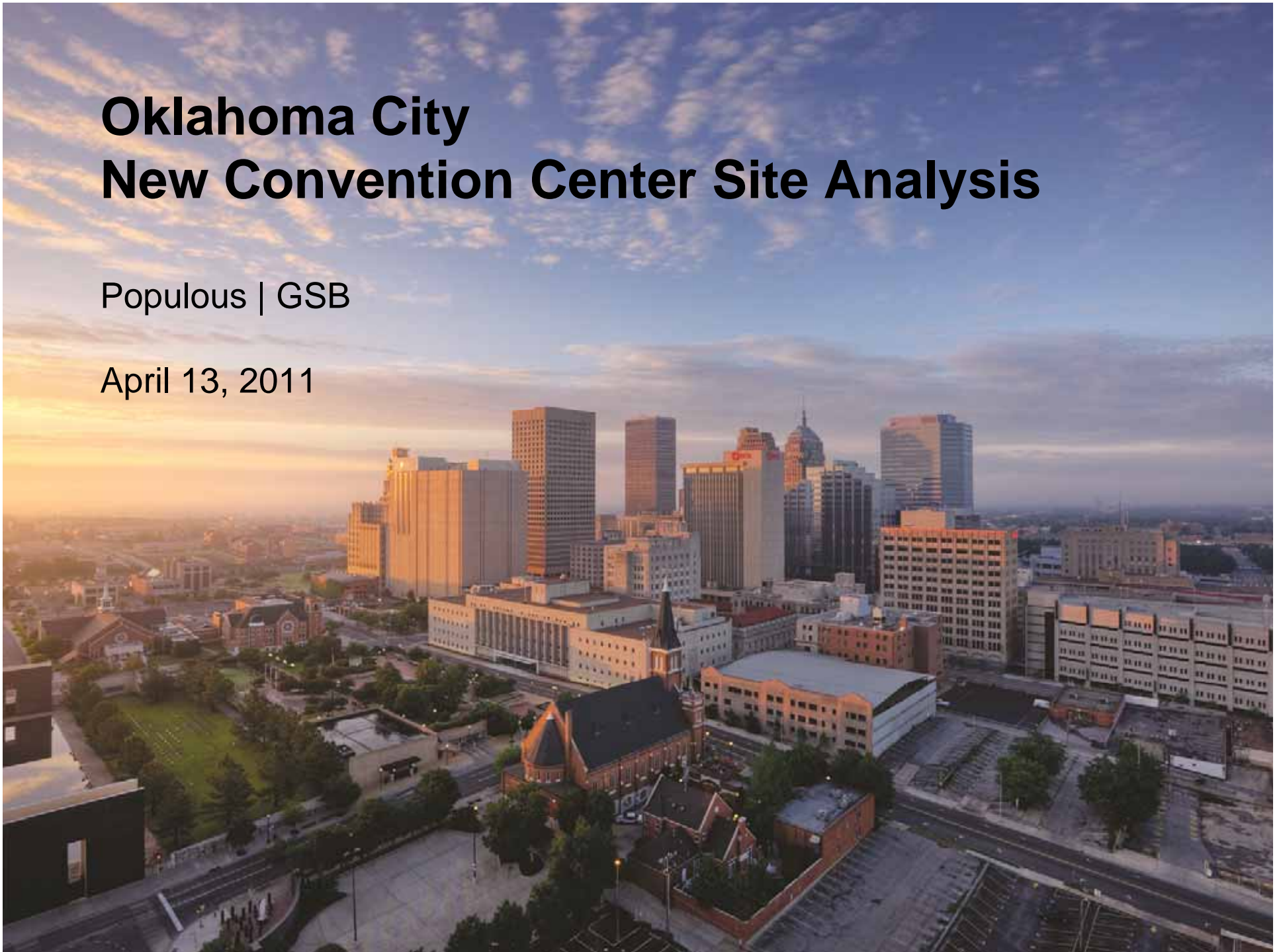


Oklahoma City New Convention Center Site Analysis

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April 13, 2011



AGENDA

- Introduction
- Project Schedule
- Review of Process to Date
- Analysis of Final Sites
- Discussion
- Adjourn

SITE SELECTION PROCESS

<u>DATE</u>	<u>EVENT</u>
02-14	Project Kick-off Meeting
02-22	Follow Up Workshop
03-01	Site Selection Criteria Program Confirmation
03-22	Preliminary Site Evaluation
04-12	Scoring and Ranking of Final Sites
04-13	Presentation of Findings on Final Sites
05-03	Final Workshop and Recommendation
05-17	Draft Final Report Submission
06-01	Final Report Submission

PROCESS TO DATE

COMPOSITE SITE MAP

MARCH 22, 2011



0 200 400 600 800 1000

COMPOSITE HYBRID SITE MAP

MARCH 22, 2011



0 200 400 600 800 1000

COMPOSITE SITE MAP

MARCH 22, 2011



0 200 400 600 800 1000

COX CENTER SITE

POPULOUS





DEVELOPABLE SITE

SITE ANALYSIS



SITE ANALYSIS



SITE ANALYSIS



SITE ANALYSIS



SITE ANALYSIS

COX CENTER SITE

PROS

- PROXIMITY TO EXISTING HOTELS
- PROXIMITY TO URBAN CORE
- PROXIMITY TO DINING/ENTERTAINMENT DISTRICT
- PROXIMITY TO EXISTING PARKING
- PROMINENT CIVIC ADDRESS
- PROXIMITY TO OKC ARENA
- FULL CITY LAND OWNERSHIP

CONS

- ELIMINATES EXISTING ARENA ASSET
- DIFFICULT TO ACCOMMODATE FUTURE EXPANSION
- CENTRAL PLANT SERVES OKC ARENA
- EXISTING CONVENTION SPACE REQUIRES STRUCTURAL SUPPORT OF PORTION OF THE ARENA
- SERIOUS BUSINESS DISRUPTION CHALLENGES
- SIGNIFICANT CONSTRUCTION COST PREMIUM
- SIGNIFICANT CONSTRUCTION SCHEDULE IMPACT

SITE ANALYSIS

NORTH BRICKTOWN SITE

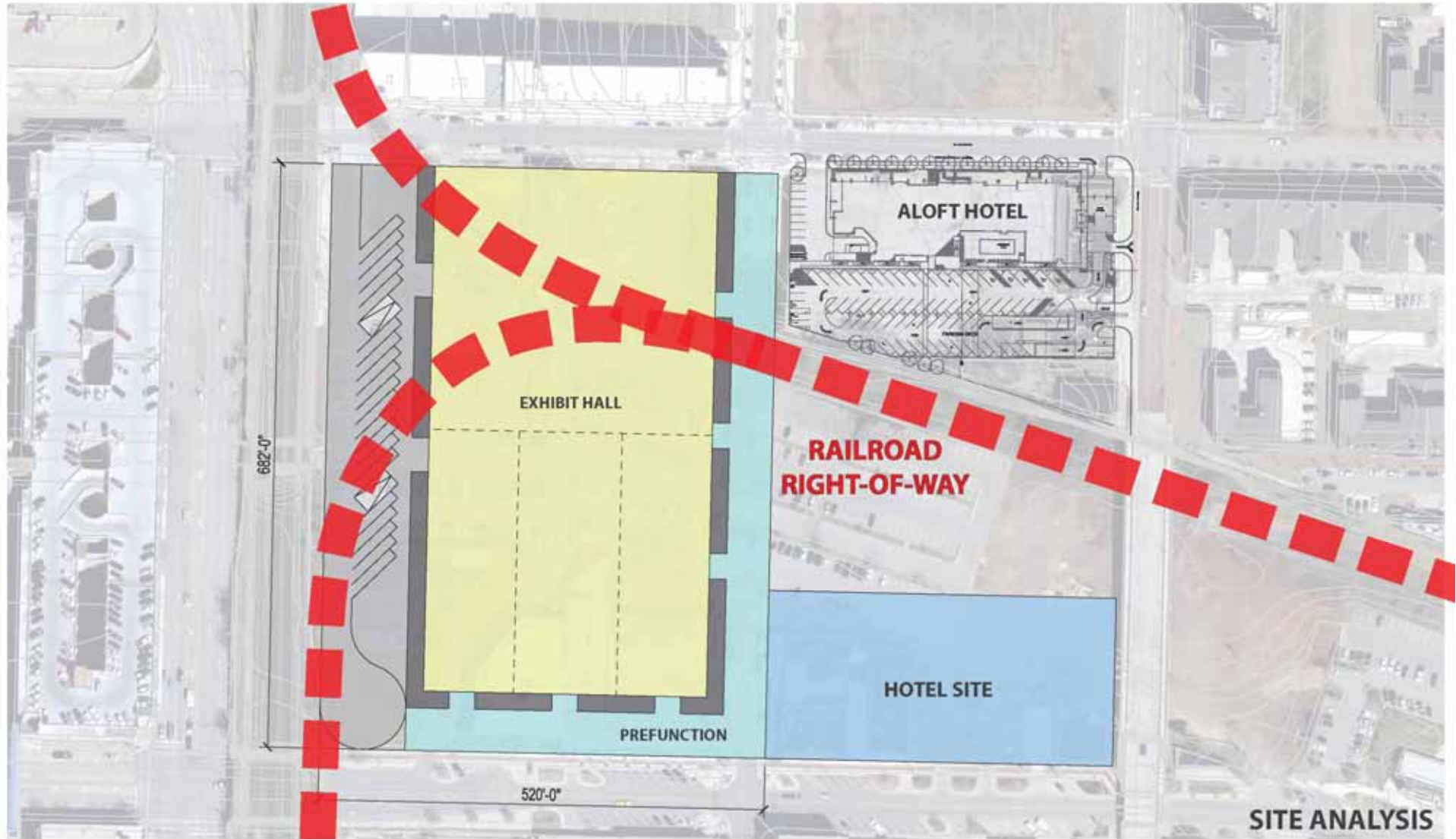
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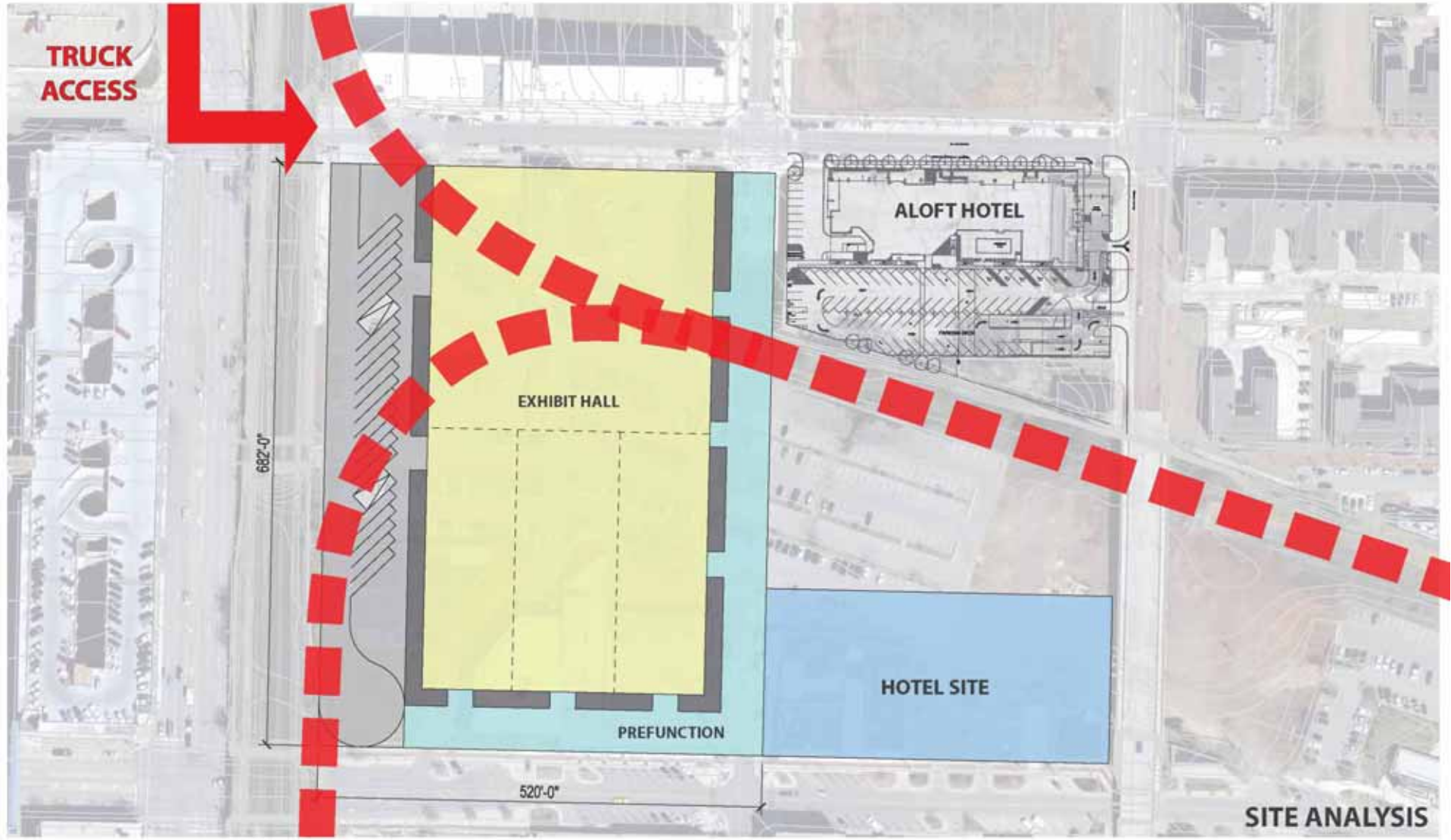


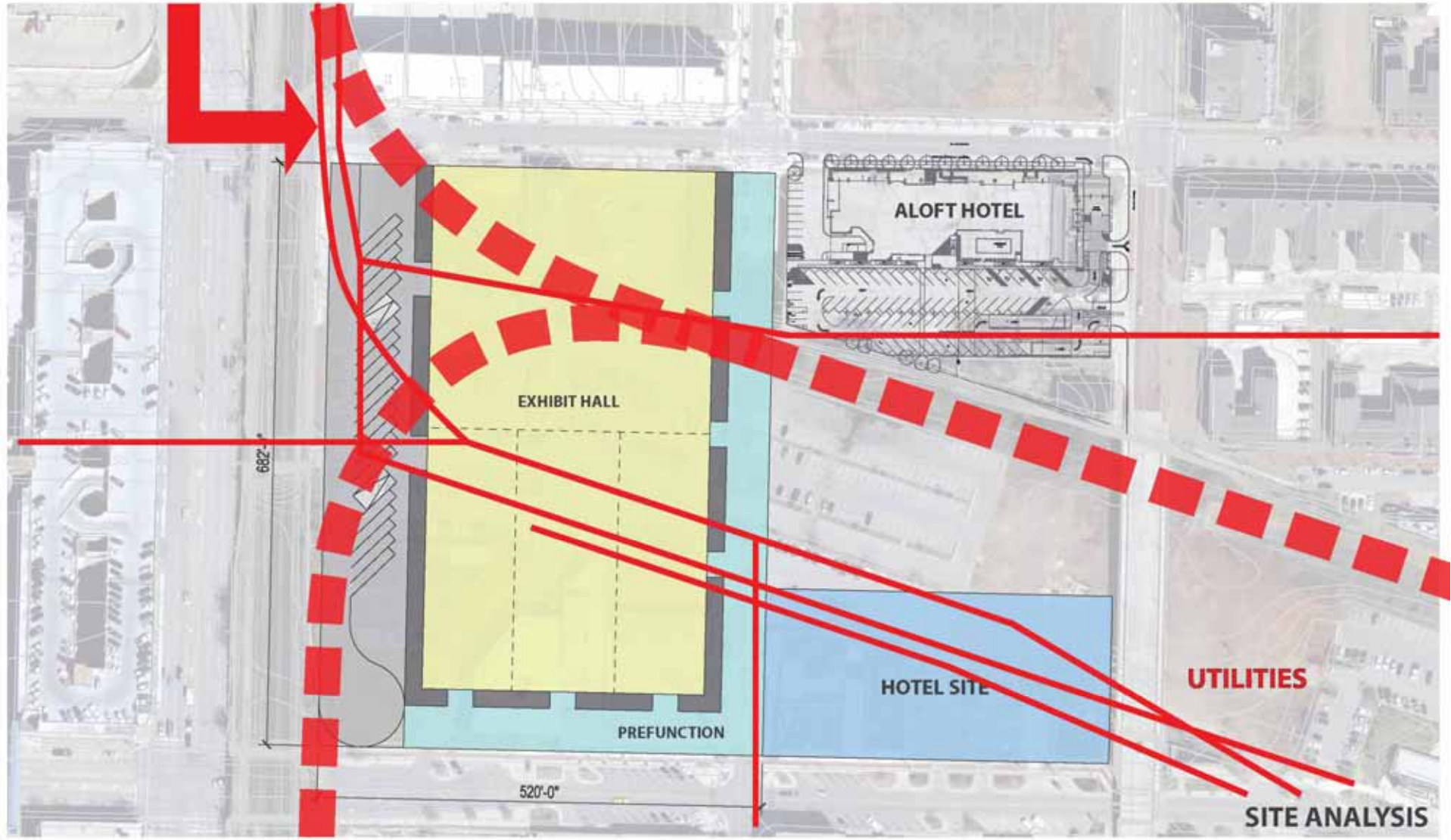


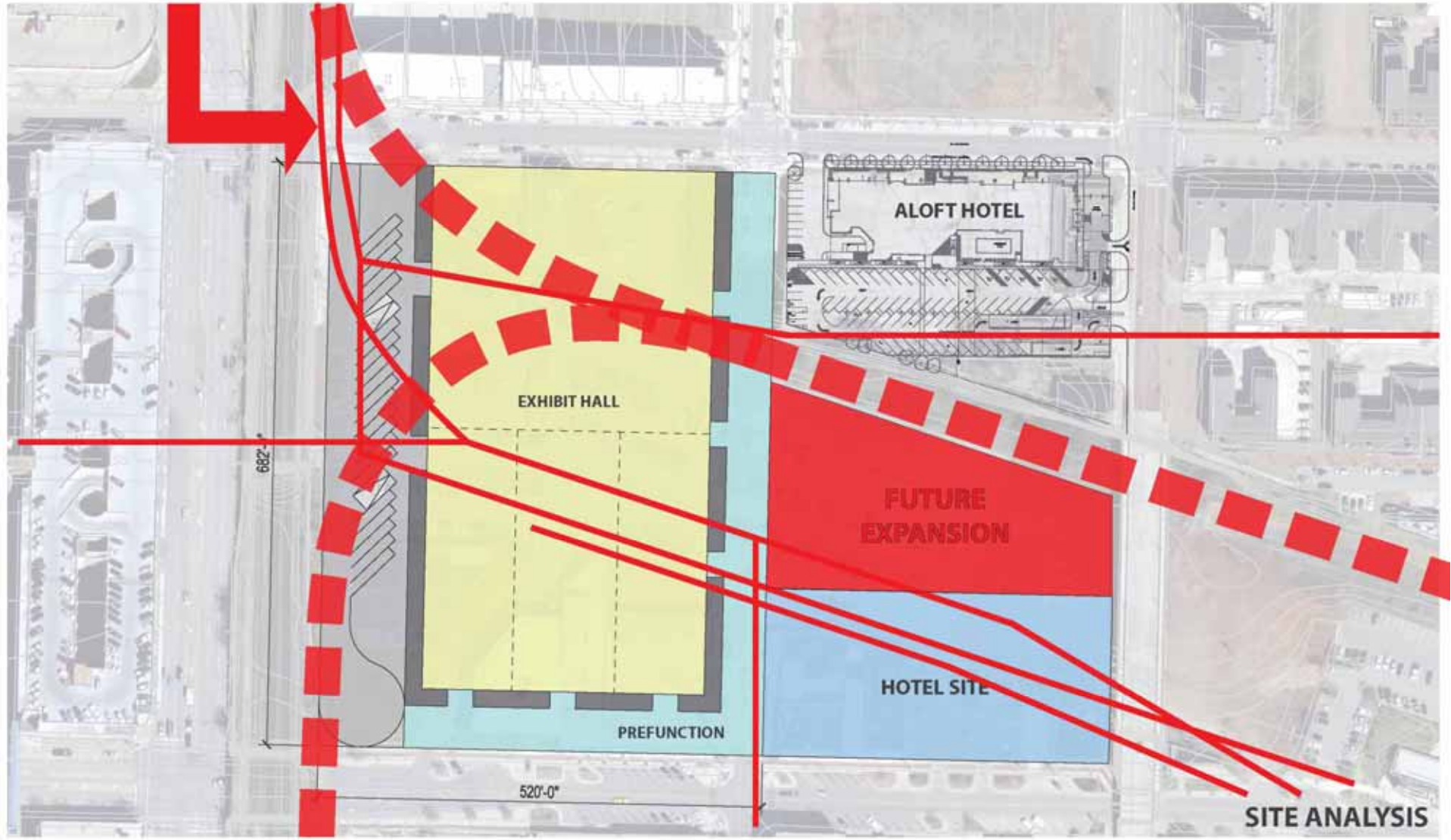
SITE ANALYSIS











NORTH BRICKTOWN SITE

PROS

- PROXIMITY TO EXISTING HOTELS
- PROXIMITY TO URBAN CORE
- PROXIMITY TO DINING/ENTERTAINMENT DISTRICT
- PROXIMITY TO EXISTING PARKING
- PARTIAL CITY LAND OWNERSHIP
- POTENTIAL ANCHOR FOR OKLAHOMA AVENUE

CONS

- LIMITED, IRREGULAR SITE AREA
- LESS PROMINENT ADDRESS
- SCALE INCOMPATIBLE WITH ADJACENT LAND USES
- DIFFICULT TO ACCOMMODATE FUTURE EXPANSION
- POOR VEHICULAR ACCESS
- EXISTING RAILROAD RIGHT-OF-WAY
- SERIOUS UTILITY CHALLENGES
- SITE CONFINED BY RAILROAD VIADUCT AND WALNUT BRIDGE
- FUTURE HIGH SPEED RAIL CORRIDOR

SITE SELECTION CRITERIA – PRELIMINARY RANKING

Site Selection Analysis New Oklahoma City Convention Center			CORE TO SHORE - SOUTH	COX CENTER	LUMBERYARD	PRODUCERS CO-OP	EAST BRICKTOWN	NORTH BRICKTOWN	NORTH BRICKTOWN / SKIRVIN	COKE EVENT CENTER	CORE TO SHORE - NORTH	COMPRESS / U-HAUL	LUMBERYARD / U-HAUL
CATEGORY	CRITERIA	WEIGHT FACTOR	SCORING BASIS: 1 - 5, HIGHER IS BETTER										
Urban Design	Proximity to Existing Hotel Stock	5	2	5	2	1	2	4	4	2	3		3
Urban Design	Proximity to Dining & Entertainment Establishments	5	2	4	2	1	4	5	5	4	3		3
Site Factors	Site Size, Configuration, Ability to Expand	5	5	4	2	5	1	2	2	4	3		3
Site Factors	Ability to Accommodate Hotel On-site or Adjacent Parcel	5	5	5	2	5	1	2	4	5	4		4
Cost	Cost of Construction	5											
Schedule Impacts	Timing & Sequence of Proposed Adjacent Developments	5	2	4	2	1	3	3	3	3	3		2
Business Operations	Business Disruption Potential	5	4	2	4	4	4	4	4	4	4		4
Urban Design	Compatibility with Current Adjacent Land Uses	4	2	4	2	2	4	2	2	4	4		3
Urban Design	Proximity to Parks & Public Open Space	4	5	5	1	1	1	1	1	1	5		1
Urban Design	Quality of Pedestrian Environment & Access	4	2	4	2	1	4	4	4	4	3		3
Urban Design	Catalyst Potential for New / Existing Business Development	4	2	3	2	1	3	3	3	4	3		3
Cost	Development Complexity Impacts to Cost	4											
Urban Design	Contributes to the Urban Fabric of Downtown	4	2	3	2	2	3	3	3	3	3		2
Urban Design	Civic Image / Community Presence	4	4	4	3	1	3	4	4	3	5		3
Urban Design	Visual Quality of Adjacent Properties	3	1	5	2	1	3	4	4	3	5		3
Urban Design	Proximity to Cultural Activities	3	3	3	3	3	3	3	3	3	3		3
Urban Design	Compatibility with Existing Planning Initiatives	3	5	4	3	2	3	3	3	3	4		3
Transportation	Car & Bus Access	3	4	4	2	1	4	2	2	4	3		2
Transportation	Truck Access	3	4	4	2	1	4	2	2	4	3		2
Cost	Cost of Property Acquisition	3											
Schedule Impacts	Property Acquisition and Assembly	3											
Urban Design	Proximity to Existing Parking Resources	2	1	4	2	1	3	4	4	3	3		3
Urban Design	Adequate parking in context of other activities in the area	2	5	2	3	5	2	3	3	2	2		3
Site Factors	Adequacy of Major Utilities	2											
Schedule Impacts	Development Preparation Timing	2											
Site Factors	Infrastructure - Adequacy; Relocation Required	1											
Site Factors	Geological or Water Table Issues	1											
Site Factors	Archeological Resource Issues	1											
Site Factors	Demolition - Extent; Historic Structures	1											
Site Factors	Environmental Issues/Remediation	1											
Site Factors	Flood Plain Status	1											
		TOTALS	231	284	164	153	208	224	234	247	256	0	206

SITE SELECTION CRITERIA – PRELIMINARY RANKING

Site Selection Analysis New Oklahoma City Convention Center			CORE TO SHORE - SOUTH	COX CENTER	LUMBERYARD	PRODUCERS CO-OP	EAST BRICKTOWN	NORTH BRICKTOWN	NORTH BRICKTOWN / SKIRVIN	COKE EVENT CENTER	CORE TO SHORE - NORTH	COMPRESS / U-HAUL	LUMBERYARD / U-HAUL
CATEGORY	CRITERIA	WEIGHT FACTOR	SCORING BASIS: 1 - 5, HIGHER IS BETTER										
Urban Design	Proximity to Existing Hotel Stock	5	2	5	2	1	2	4	4	2	3		3
Urban Design	Proximity to Dining & Entertainment Establishments	5	2	4	2	1	4	5	5	4	3		3
Site Factors	Site Size, Configuration, Ability to Expand	5	5	4	2	5	1	2	2	4	3		3
Site Factors	Ability to Accommodate Hotel On-site or Adjacent Parcel	5	5	5	2	5	1	2	4	5	4		4
Cost	Cost of Construction	5											
Schedule Impacts	Timing & Sequence of Proposed Adjacent Developments	5	2	4	2	1	3	3	3	3	3		2
Business Operations	Business Disruption Potential	5	4	2	4	4	4	4	4	4	4		4
Urban Design	Compatibility with Current Adjacent Land Uses	4	2	4	2	2	4	2	2	4	4		3
Urban Design	Proximity to Parks & Public Open Space	4	5	5	1	1	1	1	1	1	5		1
Urban Design	Quality of Pedestrian Environment & Access	4	2	4	2	1	4	4	4	4	3		3
Urban Design	Catalyst Potential for New / Existing Business Development	4	2	3	2	1	3	3	3	4	3		3
Cost	Development Complexity Impacts to Cost	4											
Urban Design	Contributes to the Urban Fabric of Downtown	4	2	3	2	2	3	3	3	3	3		2
Urban Design	Civic Image / Community Presence	4	4	4	3	1	3	4	4	3	5		3
Urban Design	Visual Quality of Adjacent Properties	3	1	5	2	1	3	4	4	3	5		3
Urban Design	Proximity to Cultural Activities	3	3	3	3	3	3	3	3	3	3		3
Urban Design	Compatibility with Existing Planning Initiatives	3	5	4	3	2	3	3	3	3	4		3
Transportation	Car & Bus Access	3	4	4	2	1	4	2	2	4	3		2
Transportation	Truck Access	3	4	4	2	1	4	2	2	4	3		2
Cost	Cost of Property Acquisition	3											
Schedule Impacts	Property Acquisition and Assembly	3											
Urban Design	Proximity to Existing Parking Resources	2	1	4	2	1	3	4	4	3	3		3
Urban Design	Adequate parking in context of other activities in the area	2	5	2	3	5	2	3	3	2	2		3
Site Factors	Adequacy of Major Utilities	2											
Schedule Impacts	Development Preparation Timing	2											
Site Factors	Infrastructure - Adequacy; Relocation Required	1											
Site Factors	Geological or Water Table Issues	1											
Site Factors	Archeological Resource Issues	1											
Site Factors	Demolition - Extent; Historic Structures	1											
Site Factors	Environmental Issues/Remediation	1											
Site Factors	Flood Plain Status	1											
		TOTALS	231	284	164	153	208	224	234	247	256	0	206

SITE SELECTION CRITERIA – PRELIMINARY RANKING

Site Selection Analysis New Oklahoma City Convention Center			CORE TO SHORE - SOUTH	COX CENTER	LUMBERYARD	PRODUCERS CO-OP	EAST BRICKTOWN	NORTH BRICKTOWN	NORTH BRICKTOWN / SKIRVIN	COKE EVENT CENTER	CORE TO SHORE - NORTH	COMPRESS / U-HAUL	LUMBERYARD / U-HAUL
CATEGORY	CRITERIA	WEIGHT FACTOR	SCORING BASIS: 1 - 5, HIGHER IS BETTER										
Urban Design	Proximity to Existing Hotel Stock	5	2	5	2	1	2	4	4	2	3		3
Urban Design	Proximity to Dining & Entertainment Establishments	5	2	4	2	1	4	5	5	4	3		3
Site Factors	Site Size, Configuration, Ability to Expand	5	5	4	2	5	1	2	2	4	3		3
Site Factors	Ability to Accommodate Hotel On-site or Adjacent Parcel	5	5	5	2	5	1	2	4	5	4		4
Cost	Cost of Construction	5											
Schedule Impacts	Timing & Sequence of Proposed Adjacent Developments	5	2	4	2	1	3	3	3	3	3		2
Business Operations	Business Disruption Potential	5	4	2	4	4	4	4	4	4	4		4
Urban Design	Compatibility with Current Adjacent Land Uses	4	2	4	2	2	4	2	2	4	4		3
Urban Design	Proximity to Parks & Public Open Space	4	5	5	1	1	1	1	1	1	5		1
Urban Design	Quality of Pedestrian Environment & Access	4	2	4	2	1	4	4	4	4	3		3
Urban Design	Catalyst Potential for New / Existing Business Development	4	2	3	2	1	3	3	3	4	3		3
Cost	Development Complexity Impacts to Cost	4											
Urban Design	Contributes to the Urban Fabric of Downtown	4	2	3	2	2	3	3	3	3	3		2
Urban Design	Civic Image / Community Presence	4	4	4	3	1	3	4	4	3	5		3
Urban Design	Visual Quality of Adjacent Properties	3	1	5	2	1	3	4	4	3	5		3
Urban Design	Proximity to Cultural Activities	3	3	3	3	3	3	3	3	3	3		3
Urban Design	Compatibility with Existing Planning Initiatives	3	5	4	3	2	3	3	3	3	4		3
Transportation	Car & Bus Access	3	4	4	2	1	4	2	2	4	3		2
Transportation	Truck Access	3	4	4	2	1	4	2	2	4	3		2
Cost	Cost of Property Acquisition	3											
Schedule Impacts	Property Acquisition and Assembly	3											
Urban Design	Proximity to Existing Parking Resources	2	1	4	2	1	3	4	4	3	3		3
Urban Design	Adequate parking in context of other activities in the area	2	5	2	3	5	2	3	3	2	2		3
Site Factors	Adequacy of Major Utilities	2											
Schedule Impacts	Development Preparation Timing	2											
Site Factors	Infrastructure - Adequacy; Relocation Required	1											
Site Factors	Geological or Water Table Issues	1											
Site Factors	Archeological Resource Issues	1											
Site Factors	Demolition - Extent; Historic Structures	1											
Site Factors	Environmental Issues/Remediation	1											
Site Factors	Flood Plain Status	1											
TOTALS			231	284	164	153	208	224	234	247	256	0	206

COMPOSITE SITE MAP

MARCH 22, 2011



0 200 400 600 800 1000

COMPOSITE SITE MAP

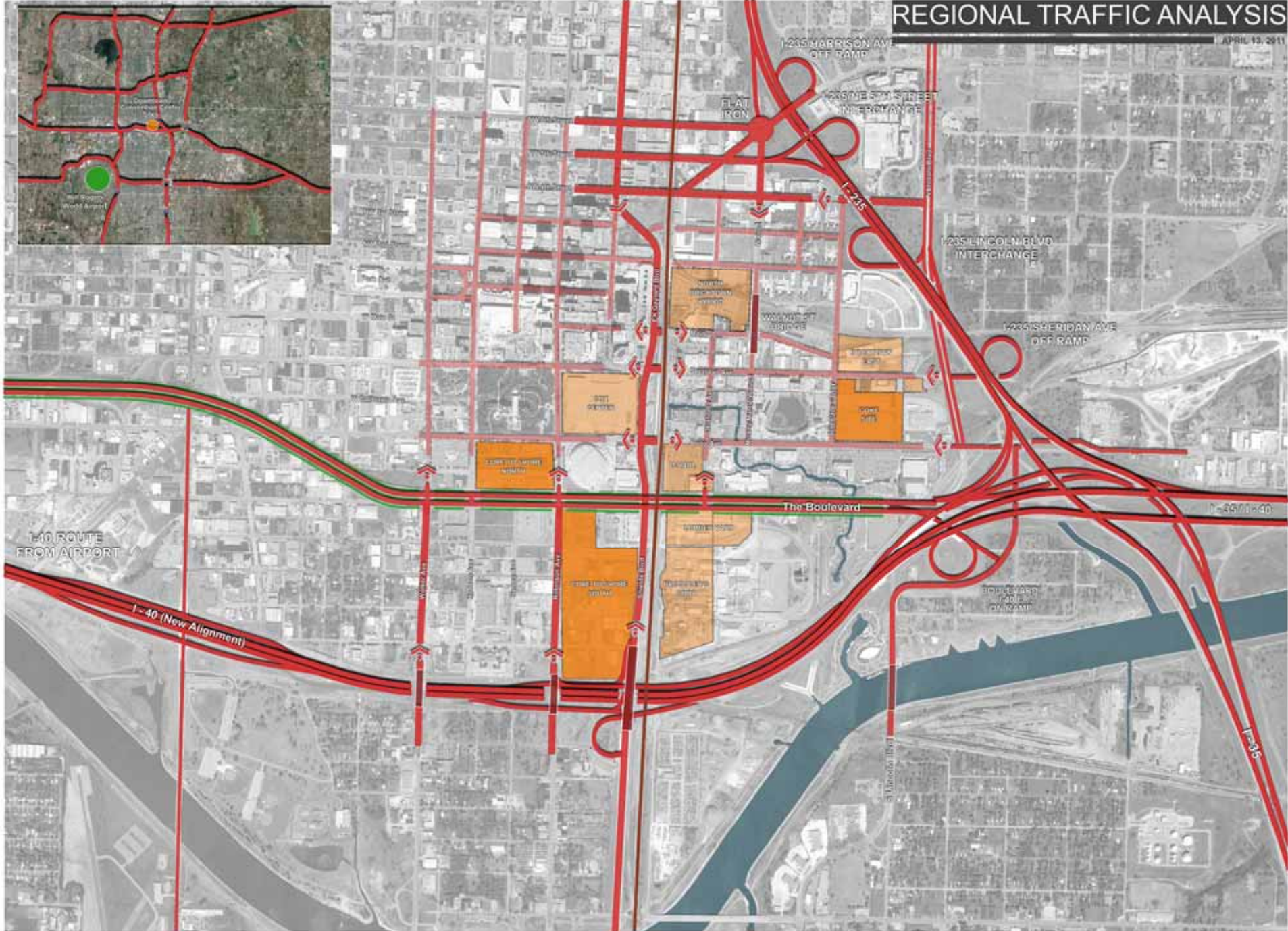
MARCH 22, 2011



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REGIONAL TRAFFIC ANALYSIS

APRIL 13, 2011

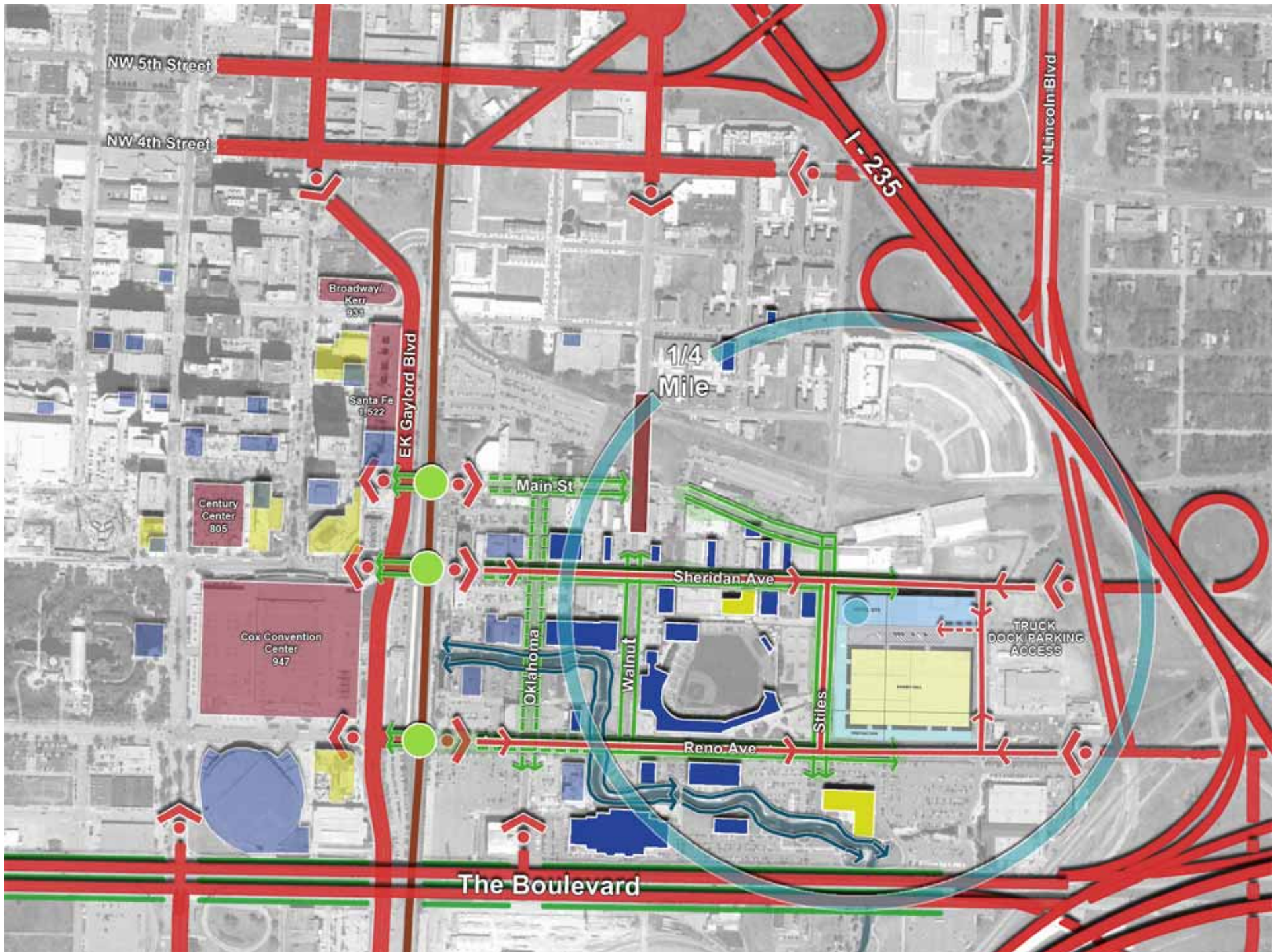


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EAST BRICKTOWN HYBRID SITE

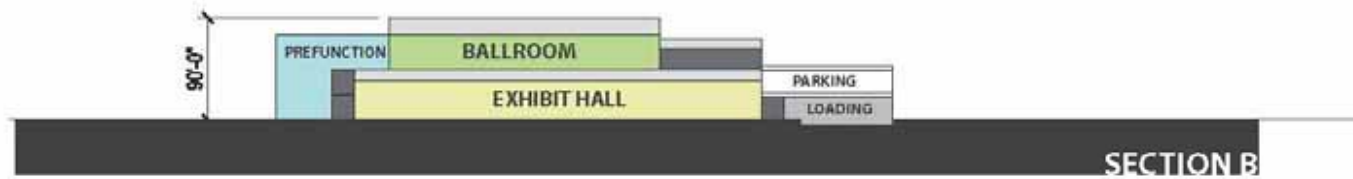
POPULOUS











BUILDING SECTIONS



EAST BRICKTOWN HYBRID SITE

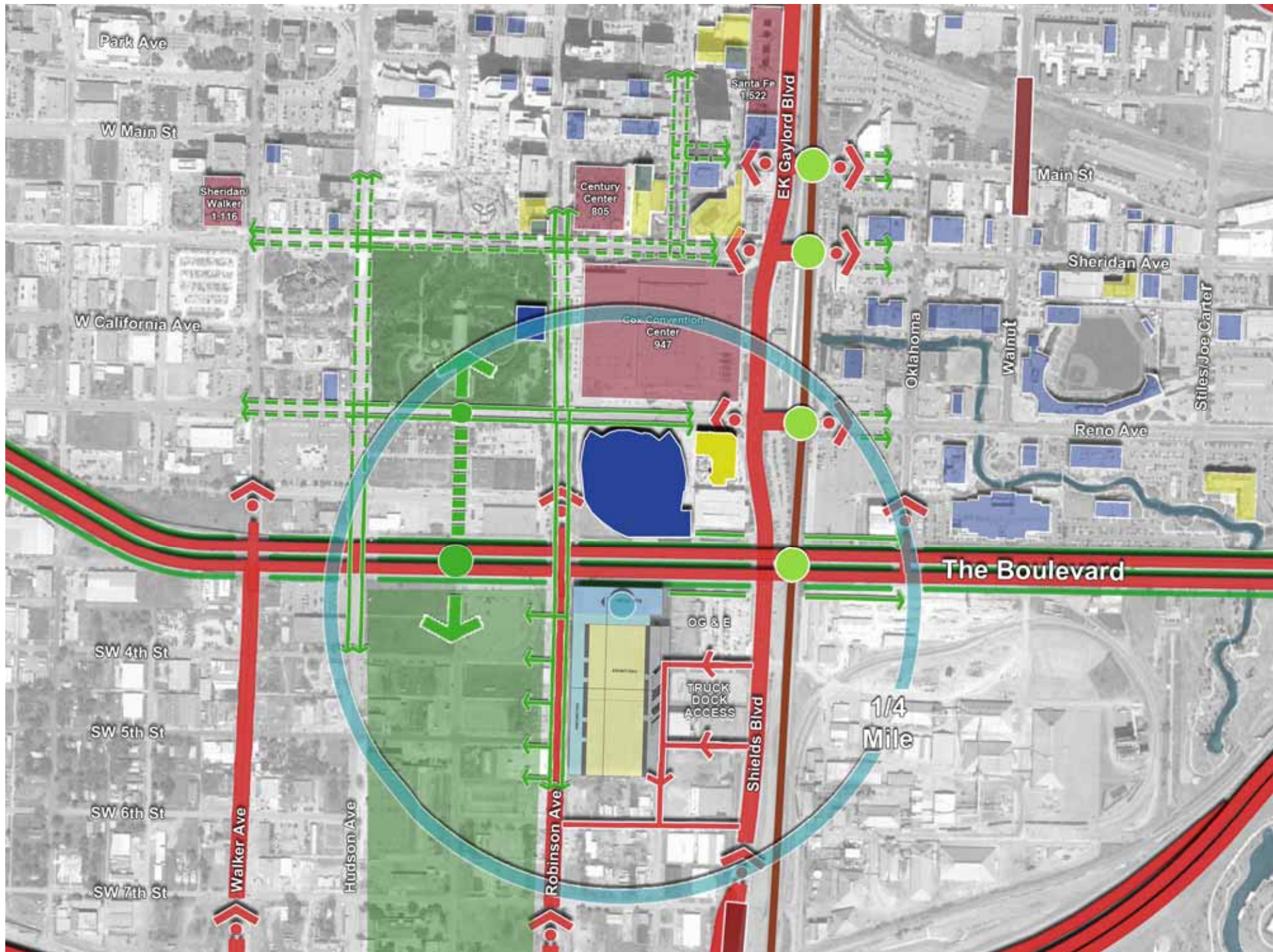
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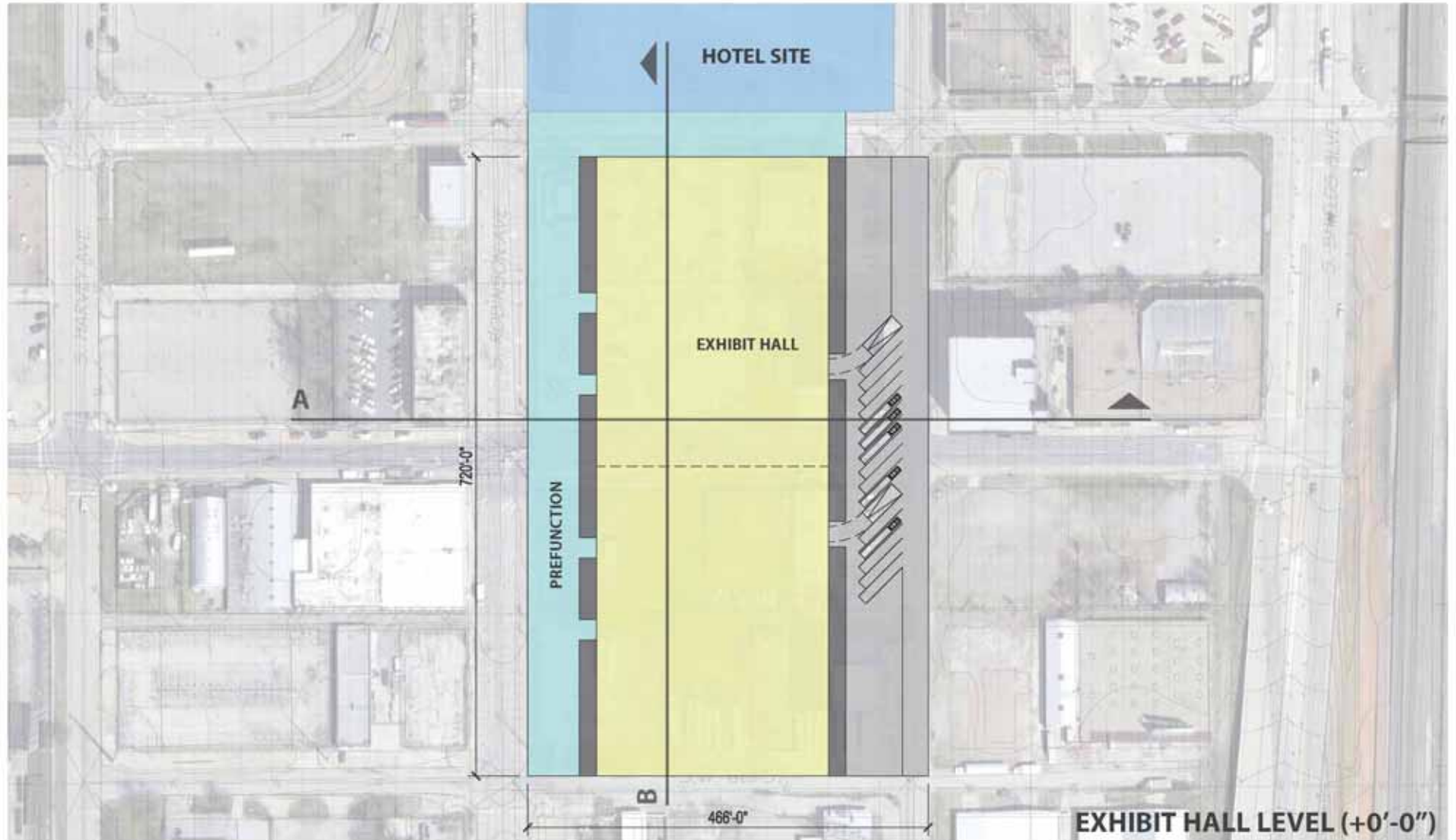
- AMPLE SITE AREA
- ANCHOR FOR EAST BRICKTOWN
- POTENTIAL BRICKTOWN/CBD GATEWAY
- PROXIMITY TO DINING/ENTERTAINMENT DISTRICT
- POTENTIAL CATALYST FOR FURTHER BRICKTOWN DEVELOPMENT
- EASY VEHICULAR ACCESS
- POTENTIAL BALLPARK VIEWS
- EASILY ACCOMMODATES FULLY AT-GRADE CONSTRUCTION
- EASILY ACCOMMODATES FUTURE EXPANSION

CONS

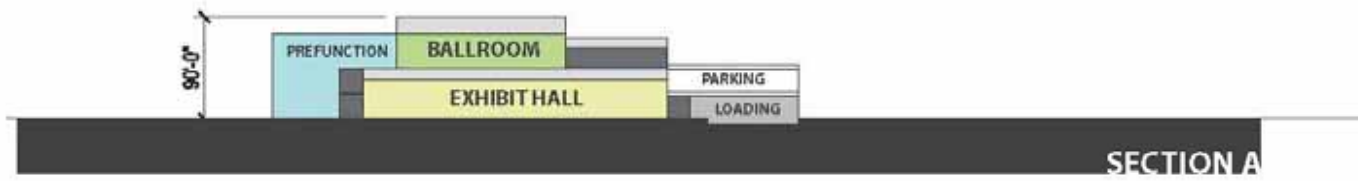
- DISTANCE TO EXISTING HOTELS
- DISTANCE TO URBAN CORE
- LOSS OF COCA-COLA EVENT CENTER
- LESS PROMINENT ADDRESS FOR CIVIC IMAGE MAKING
- VISUAL APPEAL OF ADJACENT LAND USES
- MODERATE UTILITY CHALLENGES
- REPLACEMENT OF EXISTING BALLPARK PARKING REQUIRED

CORE TO SHORE SOUTH SITE





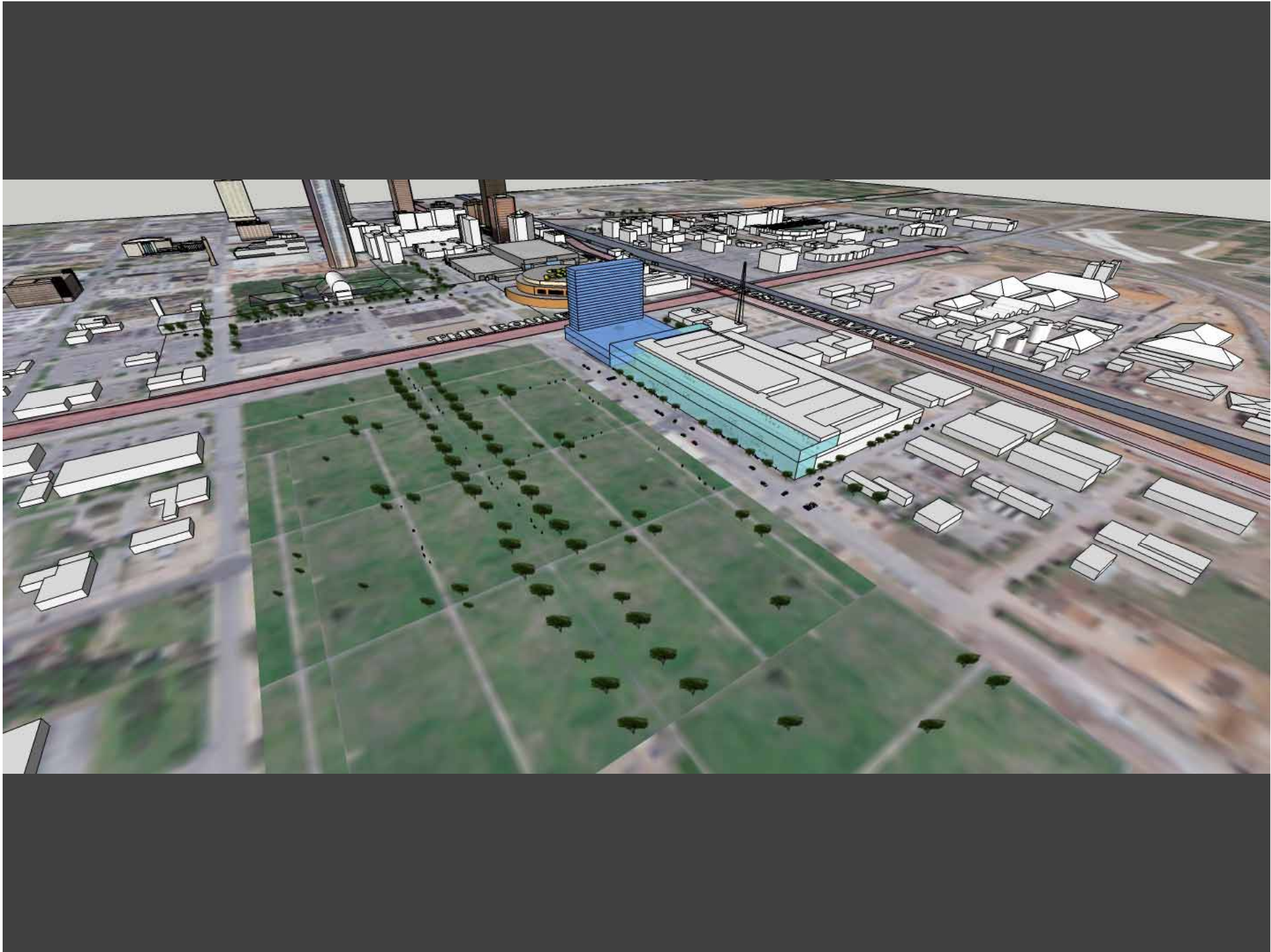




BUILDING SECTIONS

CORE TO SHORE SOUTH SITE

OKLAHOMA CITY CONVENTION CENTER SITE SELECTION



CORE TO SHORE SOUTH SITE

PROS

- AMPLE SITE AREA
- ADDRESS ON CENTRAL PARK
- ADVANCES CORE TO SHORE PLAN
- EASY VEHICULAR ACCESS
- PROXIMITY TO OKC ARENA
- EASILY ACCOMMODATES FULLY AT-GRADE CONSTRUCTION
- EASILY ACCOMMODATES FUTURE EXPANSION
- CLEAR SERVICE STRATEGY

CONS

- DISTANCE TO EXISTING HOTELS
- DISTANCE TO URBAN CORE
- DISTANCE TO DINING/ENTERTAINMENT
- UNDEVELOPED SURROUNDING URBAN FABRIC
- NO CONTRIBUTION TO URBAN CORE
- ELECTRICAL SUBSTATION RELOCATION
- ISOLATION OF HEADQUARTERS HOTEL
- POOR PEDESTRIAN ENVIRONMENT

CORE TO SHORE NORTH SITE

POPULOUS



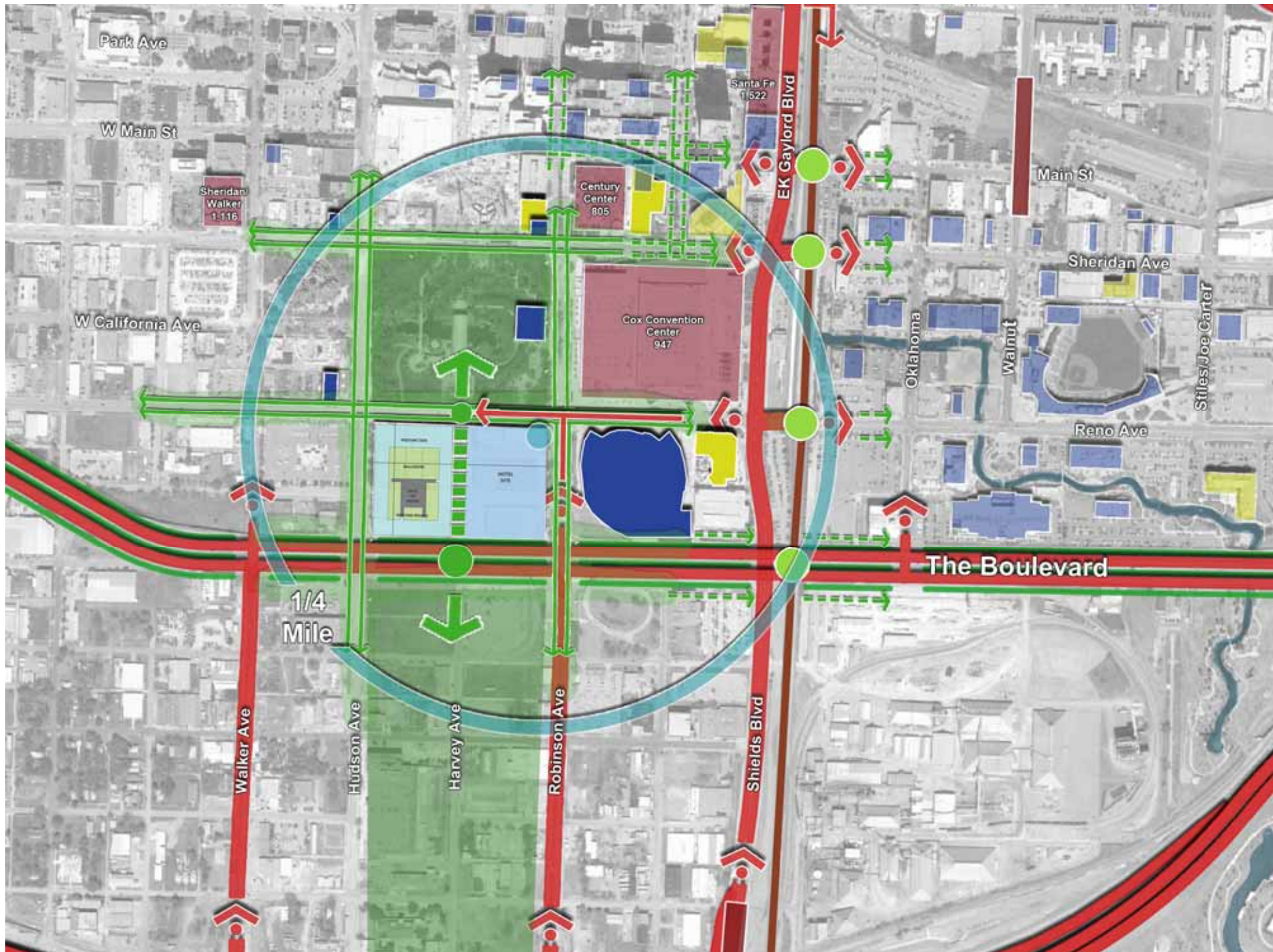
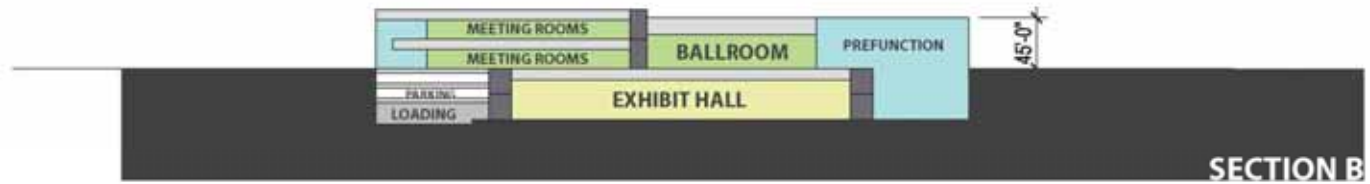
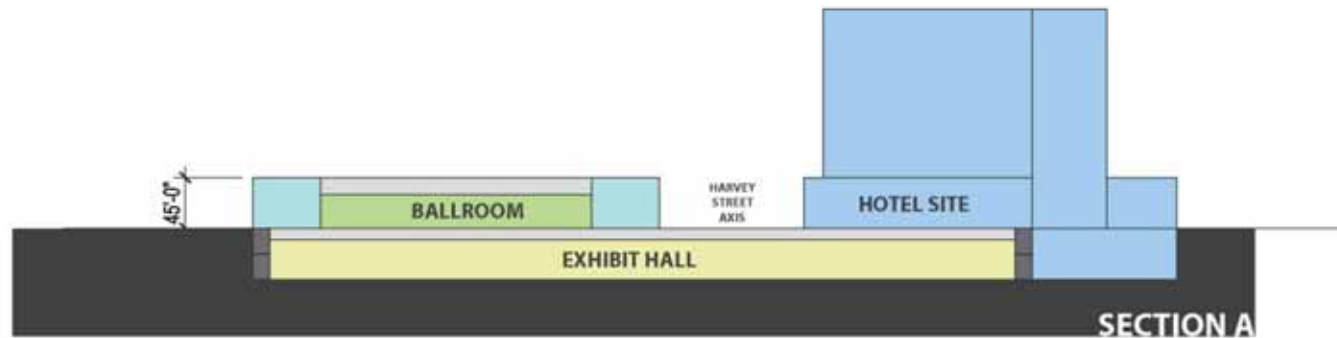




EXHIBIT HALL LEVEL (-45'-0")







BUILDING SECTIONS

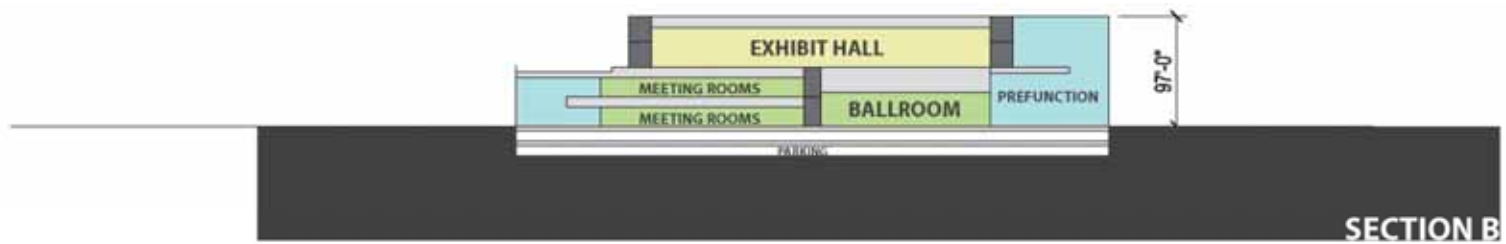
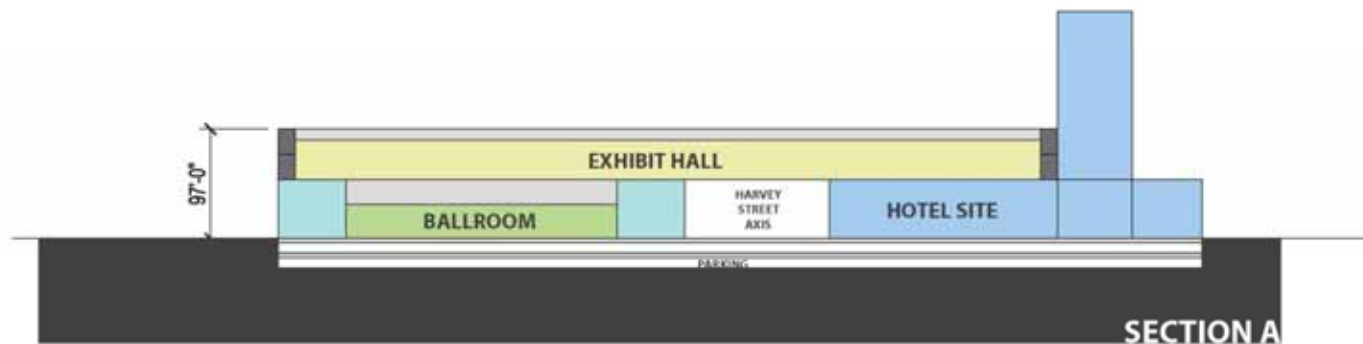
CORE TO SHORE NORTH SITE - OPTION A

OKLAHOMA CITY CONVENTION CENTER SITE SELECTION

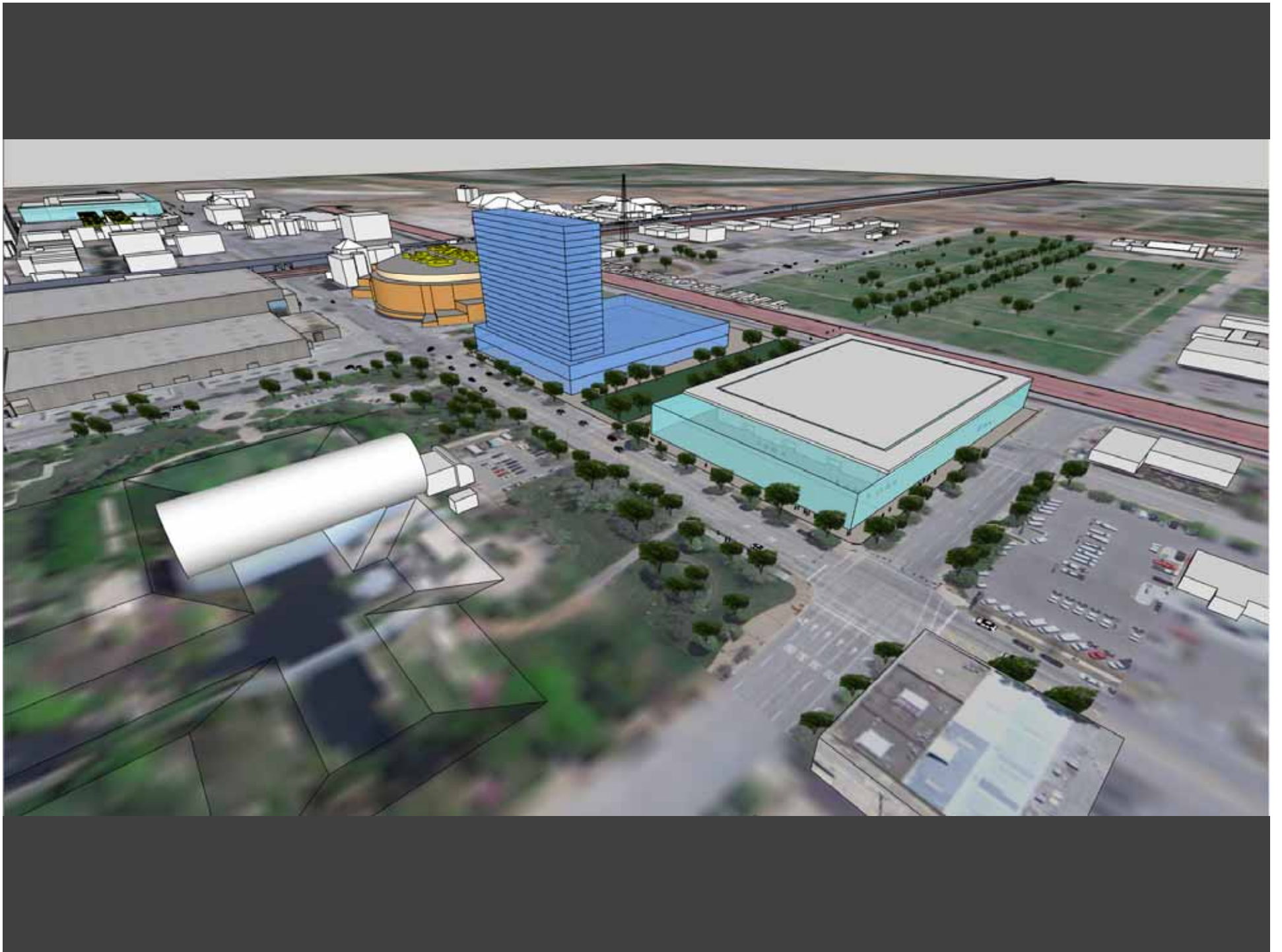








BUILDING SECTIONS



CORE TO SHORE NORTH SITE

PROS

- PROMINENT CIVIC LOCATION
- BOULEVARD & CENTRAL PARK ADDRESS
- ADVANCES CORE TO SHORE PLAN
- PROXIMITY TO EXISTING HOTELS
- PROXIMITY TO EXISTING PARKING
- LINKS MAJOR URBAN GREEN SPACES
- COMPATIBLE WITH COX CENTER SITE REDEVELOPMENT
- EASY VEHICULAR ACCESS
- GOOD PEDESTRIAN ENVIRONMENT
- PROXIMITY TO OKC ARENA
- ACCOMMODATES FUTURE EXPANSION
- NO EXISTING BUSINESS DISPLACEMENT
- COMPATIBLE WITH ADJACENT LAND USES

CONS

- REQUIRES SUB-GRADE OR UPPER LEVEL EXHIBIT HALL
- CONSTRUCTION COST PREMIUM
- LESS EFFICIENT TRUCK ACCESS

SITE SELECTION CRITERIA – CURRENT RANKING

Site Selection Analysis New Oklahoma City Convention Center Stage 2			CORE TO SHORE - SOUTH	COX CENTER	NORTH BRICKTOWN	EAST BRICKTOWN HYBRID	CORE TO SHORE - NORTH
CATEGORY	CRITERIA	WEIGHT					
Urban Design	Proximity to Existing Hotel Stock	5	2	5	4	3	3
Urban Design	Proximity to Dining & Entertainment Establishments	5	2	4	5	4	3
Site Factors	Site Size, Configuration, Ability to Expand	5	5	2	2	4	4
Site Factors	Ability to Accommodate Hotel On-site	5	5	3	2	5	4
Cost	Cost of Construction	5	5	0	4	3	3
Schedule Impacts	Timing & Sequence of Proposed Adjacent Developments	5	3	3	3	3	3
Business Operations	Business Disruption Potential	5	5	1	4	4	5
Urban Design	Compatibility with Current Adjacent Land Uses	4	2	4	2	4	4
Urban Design	Proximity to Parks & Public Open Space	4	4	4	2	2	5
Urban Design	Quality of Pedestrian Environment & Access	4	2	4	3	4	4
Urban Design	Catalyst Potential for New / Existing Business Development	4	2	3	3	4	4
Cost	Development Complexity Impacts to Cost	4	0	0	0	0	0
Urban Design	Contributes to the Urban Fabric of Downtown	4	2	3	3	3	4
Urban Design	Civic Image / Community Presence	4	3	4	3	3	5
Urban Design	Visual Quality of Adjacent Properties	3	2	4	3	3	4
Urban Design	Proximity to Cultural Activities	3	2	4	3	2	4
Urban Design	Compatibility with Existing Planning Initiatives	3	4	3	2	3	5
Transportation	Car & Bus Access	3	4	4	2	4	4
Transportation	Truck Access	3	4	4	2	5	4
Cost	Cost of Property Acquisition	3	0	0	0	0	0
Schedule Impacts	Property Acquisition and Assembly	3	3	5	3	3	4
Urban Design	Proximity to Existing Parking Resources	2	1	4	4	3	3
Urban Design	Adequate parking in context of other activities in the area	2	4	2	3	3	3
Site Factors	Adequacy of Major Utilities	2	4	4	4	4	4
Schedule Impacts	Development Preparation Timing	2	4	1	3	3	4
Site Factors	Infrastructure - Adequacy; Relocation Required	1	4	2	2	4	4
Site Factors	Geological or Water Table Issues	1	4	3	4	4	3
Site Factors	Archeological Resource Issues	1	4	4	3	4	4
Site Factors	Demolition - Extent; Historic Structures	1	4	2	3	3	5
Site Factors	Environmental Issues/Remediation	1	3	4	3	3	3
Site Factors	Flood Plain Status	1	4	4	4	4	4
TOTAL SCORES			301	287	272	318	355

Oklahoma City New Convention Center Site Analysis

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April 13, 2011

Discussion

