



Cobo Center Capital Improvement Program 2010-2015

Capital improvement budget:
\$279 million

Construction scheduled in three phases:

Phase 1, \$3.25 million – COMPLETED January 2010

Phase 2, \$46.94 million – COMPLETED January 2012

Phase 3, \$228.8 million – Scheduled completion June 2015, with some parts available before

Broad Program Objectives

- Fulfill Cobo Center's primary purpose as a generator of economic activity in the Southeastern Michigan region
- Make Cobo Center financially viable while preserving and protecting it
- Increase the competitiveness of Cobo Center in the highly competitive market for conventions, conferences, trade shows and other special events
- Coordinate and update the appearance of the whole facility with competitive features
- Establish meaningful connections with downtown and the Detroit River
- Demonstrate results that affirm the concept of regional cooperation

Detailed Program Objectives

- Significantly improve the customer experience
- Reduce customer costs while improving customer service
- Create a visual impact that helps market Cobo Center
- Provide for the technology needs and expectations of customers
- Enhance safety and security
- Improve efficiency to reduce operating costs
- Assure reliability in systems and operations
- Achieve significant energy savings and obtain a "Green Building" designation



Cobo Center Construction Details

Phase 1 (\$3.25 million)

Completed January 2010 on time and on budget
(Upgrades in place for the 2010 North American International Auto Show)

- First phase of exhibition hall electrical power improvements to reduce customer cost
- Exhibition hall roof leak reduction
- First phase of the exhibition hall floor box upgrade to eliminate leaks

Phase 2 (\$46.94 million)

Completed January 2012 on time and on budget
(Upgrades in place for the 2012 North American International Auto Show)

- **2a (\$20.47 million)**
 - Infrastructure upgrades in areas not included in major projects
 - Improve air handling system to improve efficiency and extend life
 - Plumbing system upgrades, including exhibition halls
 - Compressed air system upgrade
 - Fire protection system upgrades
 - Install centrally monitored parking revenue control system
 - Additional roof leak reduction and partial reroofing
 - Installed energy efficient lighting for a 60 percent energy savings in 700,000 square feet of exhibition halls
 - Upgraded closed-circuit television security system
 - Improved communications infrastructure
 - New access control system
 - Concrete floor renewal, especially in loading docks and exhibition halls
- **2b (\$26.47 million)**
 - Enclosure of loading docks for major energy use reduction and significantly improved materials handling
 - Second phase of exhibition hall power upgrade
 - Creation of covered, secured parking under Detroit Hall (Congress Street Garage) to provide 420 sheltered parking spaces with direct access to main concourse.
 - Addition of 22,500 square feet of exhibition space and loading docks contiguous with existing docks
 - Continue the building reroofing
 - Energy savings in 2012 were approximately \$2 million

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Phase 3 (\$228.8 million)

(Scheduled for full completion June 2015, pending event schedule, with portions finished before then, as noted)

- **3a (\$34.9 million)**

- Reconstruction of Washington Boulevard parking garage, including floor replacement (Reopened December 2012)
- Creation of drop-off/turn around on Civic Center Drive to support Atrium and Joe Louis Arena traffic. (Completed October 2012)
- Modify Civic Center Drive/Jefferson Avenue connection to eliminate ramp through Atwater Garage and to create plaza adjacent to Food Court and Grand Ballroom. (Scheduled completion December 2014, although plaza will depend on weather).
- Reconstruct rooftop parking area to replace concrete, drainage system and parapet, install solar-powered lighting, improve building entrances, and insulate roof. Finish reroofing program. Install backup electrical power system. Finish upgrades to HVAC, plumbing, fire protection, electrical, lighting and communications systems. Install additional energy-efficient lighting. (Completed October 2014).

- **3b (\$193.9 million)**

- Construct new 30,000-square-foot Atrium. (Completed September 2013)
- Redevelop the former Cobo Arena as a 40,000-square-foot Grand Riverview Ballroom, with pre-function area, new central kitchen, Food Court and additional meeting rooms. (Completed September 2013)
- Redevelop south side of building along the Detroit River to reorganize space and create pre-function areas, new meeting and breakout rooms, two new junior ballrooms, and integrate the space with new Atrium. Create back-of-house storage and service circulation areas. Create new glass-enclosed exterior wall. Extend modernized and upgraded building safety systems into this section. Add escalators, elevators and lobbies to access the roof parking, new administration offices, and Atwater Street/Atrium; renovate Atwater Street entrance; add drop-off and turnaround adjacent to Joe Louis Arena. (Level 3 meeting room and corridor renovations completed December 2013; Level 1 and 2 renovations and new restrooms completed November 2014)
- Redevelop east façade, with new exterior skin to improve appearance and energy efficiency. Create lounge seating overlooking main concourse. Install 4,800-square-foot and 2,900-square-foot high-tech “video walls” into a new entrance canopy and north atrium. (North Entrance and video wall are scheduled for completion December 2014; the South Entrance canopy and video wall are scheduled for completion June 2015)
- Redevelop east side of building to make customer space and circulation areas design compatible with other new parts of Cobo Center. Create more usable space in the main concourse. Consolidate existing food areas with the new Food Court. Reconfigure former offices as rentable customer space. (Scheduled completion June 2015)
- Redevelop Michigan Hall to coordinate its appearance with the new Atrium. Install energy-efficient lighting. Update communications infrastructure. (Scheduled for completion December 2014)
- Create new building offices to increase rental space available to customers in central areas, and improve access to service and customer areas. (Offices were complete & occupied June 2014)



Cobo Center Atrium

Objectives:

- Create a signature space
- Open views from the Main Concourse to the Detroit River and Canada
- Create a second main entrance with easier drop-off capabilities
- Create a direct connection between new riverfront entrance and Main Concourse
- Connect the Main Concourse to lower level customer spaces
- Improve the visibility and usability of lower level spaces

Atrium opened in September 2013. (Atrium opened temporarily in January 2013 for the North American International Auto Show, then closed again for finishing work on construction).

Atrium Details

- Cost: \$22.6 million out of the \$279 million construction costs
- Dimensions: 250 feet long, 80 feet tall and 65 feet wide. The Atrium is three stories tall, but is technically two floors and a mezzanine
- Floor space: 30,000 square feet of contiguous space, 16,000 square feet on the main floor between the columns
- Capacity: 600 people seated for meals, 1,000 people seated theater-style, and 1,200 people standing

Materials

- Glass: Roof and south face consist of 19,000 square feet of Michigan-sourced glass
- Tile: Floor covered with 30,000 square feet of porcelain tile from Italy
- Marble: Columns covered with 315 tons of "Sunset" marble from Portugal



Grand Riverview Ballroom

Objectives:

- Adapt and reuse the former Cobo Arena
- Expand useable space and facility's capabilities
- Open the building to views of Hart Plaza and the Detroit River
- Provide additional options for customer use
- Create a premier ballroom and banquet venue
- Provide additional meeting space and pre-function areas
- Modernize retail food service and catering facilities

Ballroom opened in September 2013.

Ballroom Features and Capacities

- Grand Ballroom is 40,000 square feet, dividable with a retractable wall
- Reception capacity 4,500 people
- Seating for 3,500 people theater-style or 2,250 people for banquets
- 40-foot ceiling height with built-in rigging points, each capable of holding 1,500 to 2,500 pounds
- Dramatic lighting effects, including decorative sconces, stylized overhead lighting, and ceiling-mounted remote control stage and spotlights. All lighting elements are color-programmable LEDs.
- 21,000 square feet of meeting space on floor below ballroom that can be divided into up to 11 meeting and breakout rooms
- Glass-enclosed pre-function space
- Open-air terrace
- Grand view of the Detroit skyline, the Detroit River and Windsor, Ontario
- Equipped with dual "rigid chain" stage lifts for dramatic introductions, capacity 56,000 pounds each
- Strong Internet bandwidth available, including wireless and hard-wired access points
- Possible functions: Meetings, conventions and conferences; banquets and gala functions; weddings; religious gatherings; media presentations, and more
- Food and beverage services are provided by Centerplate, Cobo Center's hospitality partner
- All-new 8,000-square-foot kitchen with private tasting room
- New food court called "Detroit Made Kitchen" adjacent to ballroom and 250-seat Cyber Café. Detroit Made Kitchen has four food shops featuring local foods and healthy, natural ingredients



Ambassador and Portside Ballrooms

Objectives:

- Modernize original section of facility and dramatically improve functionality
- Open the building to views of the Detroit River and Canada
- Provide additional options for customer use
- Create modern, fully equipped ballrooms and banquet venues with flexible space for events that are smaller than those booked in the Grand Riverview Ballroom
- Provide additional meeting space and pre-function areas

Ballrooms opened November 2014.

Ambassador Ballroom (Room 360)

- Room size: 6,139 square feet
- Theater seating: 560 people
- Banquet/classroom seating: 312 people
- Room dimensions: 51' x 119'
- Ceiling height: 15' 9" / 11' 7"
- Glass-enclosed prefunction space capable of accommodating all guests for an event, with dramatic views of the Detroit River, Canada, the Detroit People Mover, and the Ambassador Bridge
- Strong Internet bandwidth available, including wireless and hard-wired access points
- Possible functions: Meetings, conventions and conferences; banquets and gala functions; weddings; religious gatherings; media presentations, and more
- Food and beverage services are provided by Centerplate, Cobo Center's hospitality partner

Portside Ballroom (Room 260)

- Room size: 5,368 square feet
- Theater seating: 488 people
- Banquet/classroom seating: 300 people
- Room dimensions: 44' x 122'
- Ceiling height: 14'
- Glass-enclosed prefunction space capable of accommodating all guests for an event, with dramatic views of the Detroit River, Canada and the Ambassador Bridge
- Direct access to Detroit RiverWalk from Level 200
- Strong Internet bandwidth available, including wireless and hard-wired access points
- Possible functions: Meetings, conventions and conferences; banquets and gala functions; weddings; religious gatherings; media presentations, and more
- Food and beverage services are provided by Centerplate, Cobo Center's hospitality partner