



Phoenix Convention Center Expansion Master Plan

**ECONOMIC DEVELOPMENT AND EQUITY SUBCOMMITTEE
MAY 24, 2023**



2019 – PCC Market Study

- Convention Industry Trends
- Competitive Market Assessment
- Future Expansion Needs

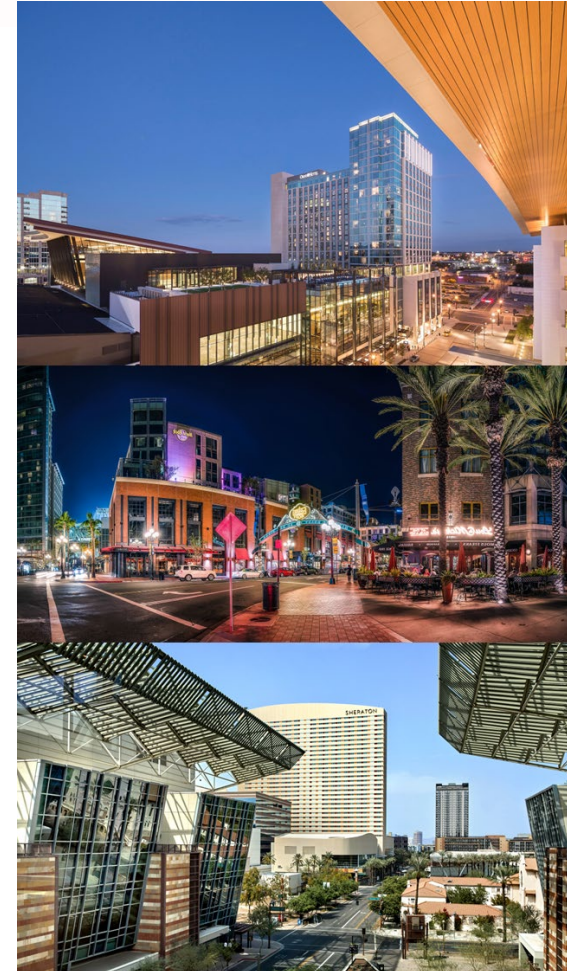
2022 – Post COVID Update



Summary of Findings & Recommendations



- 1. Future PCC Facility Needs:** Plan for up to 150,000 sq. ft. exhibit hall expansion in six to 10 years.
- 2. Increase Inventory of Convention Hotel Rooms:** 800 - 1,200 additional rooms needed within next five years.
- 3. Entertainment District Planning Effort:** Identify opportunities to create a walkable 24/7 district near the PCC as a next step.



PCC Expansion Phases



- **Phase One:** West Building –
Opened in 2006
- **Phase Two:** North Building –
Opened in 2008
- **Phase Three:** South Building –
TBD



Future PCC Facility Needs



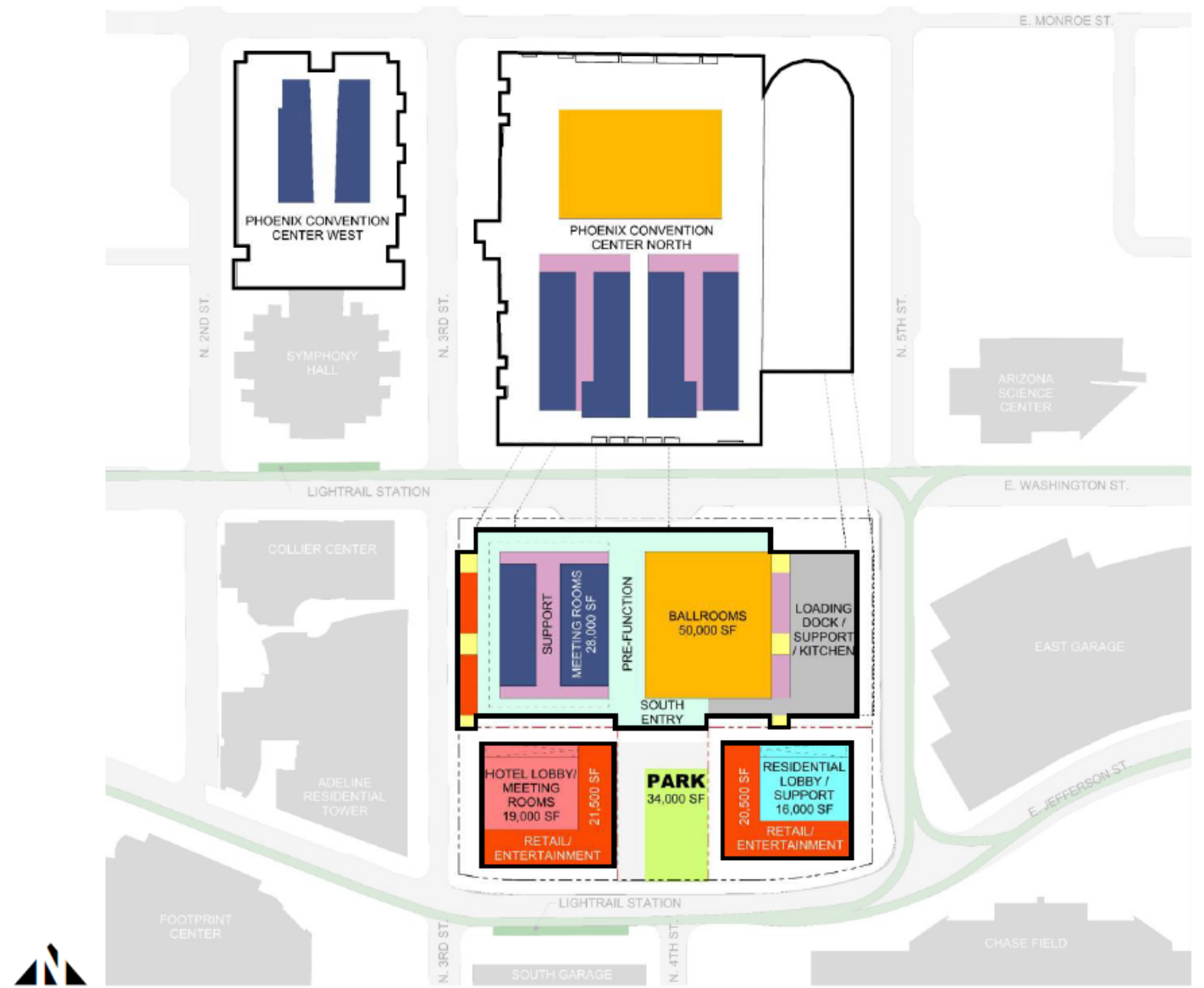
- **Up to 150,000 sq. ft. exhibit hall**
- **40,000 sq. feet of meeting rooms**
- **50,000 sq. feet of ballroom space**
- **Outdoor event space**
- **4th Street alignment**
- **Supporting ancillary development**
 - **Convention Hotel (800 - 1,200 rooms)**
 - **Retail, restaurant, and entertainment uses**



PCC SOUTH SITE STUDIES












LEVEL 1 - CAMPUS

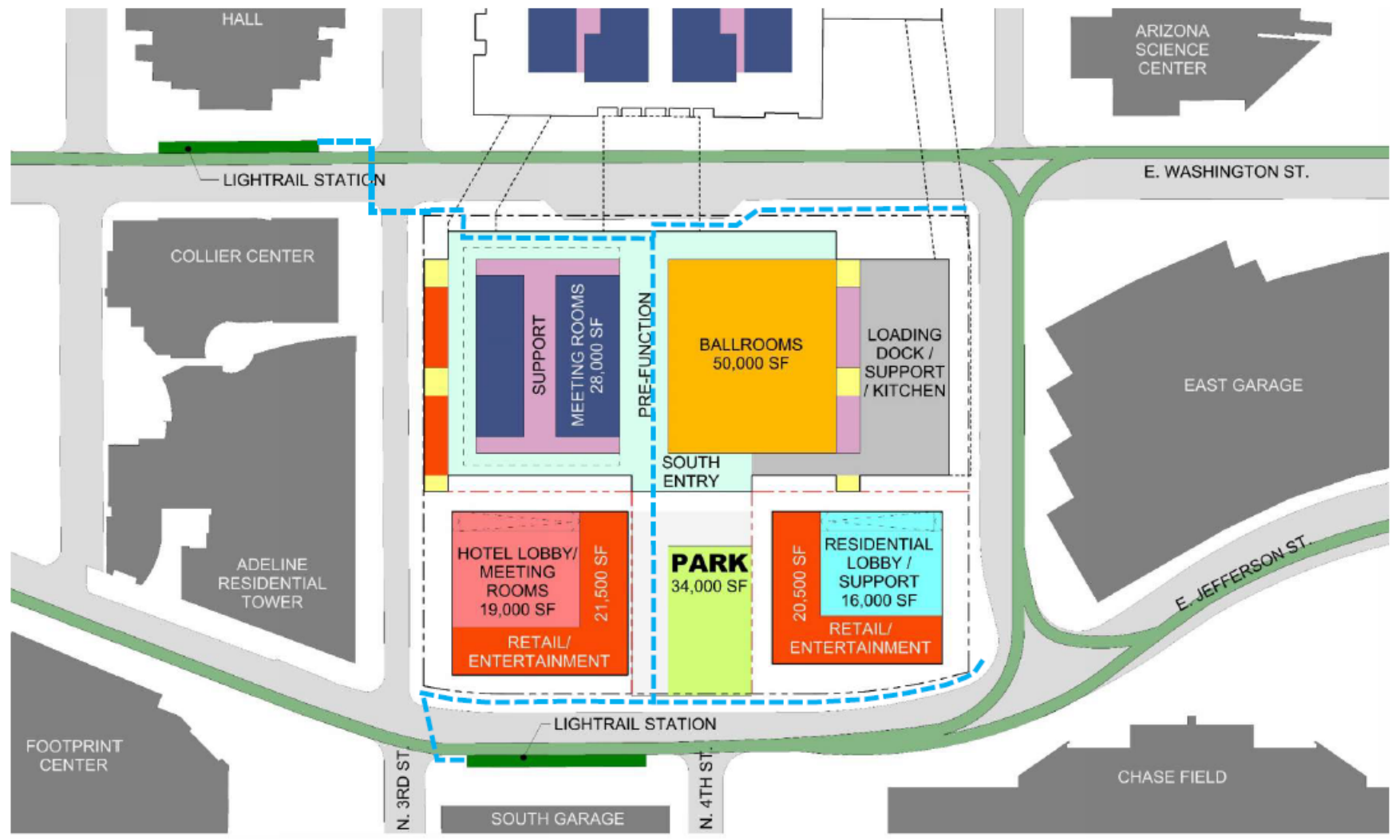
- MEETING ROOMS
- SUPPORT SPACE
- BALLROOMS
- EXHIBITION ROOMS
- CIRCULATION
- PRE-FUNCTION
- LOADING DOCK
- RETAIL/ENTERTAINMENT
- HOTEL
- RESIDENTIAL



PCC SOUTH SITE STUDIES

LEVEL 1 - STREET LEVEL

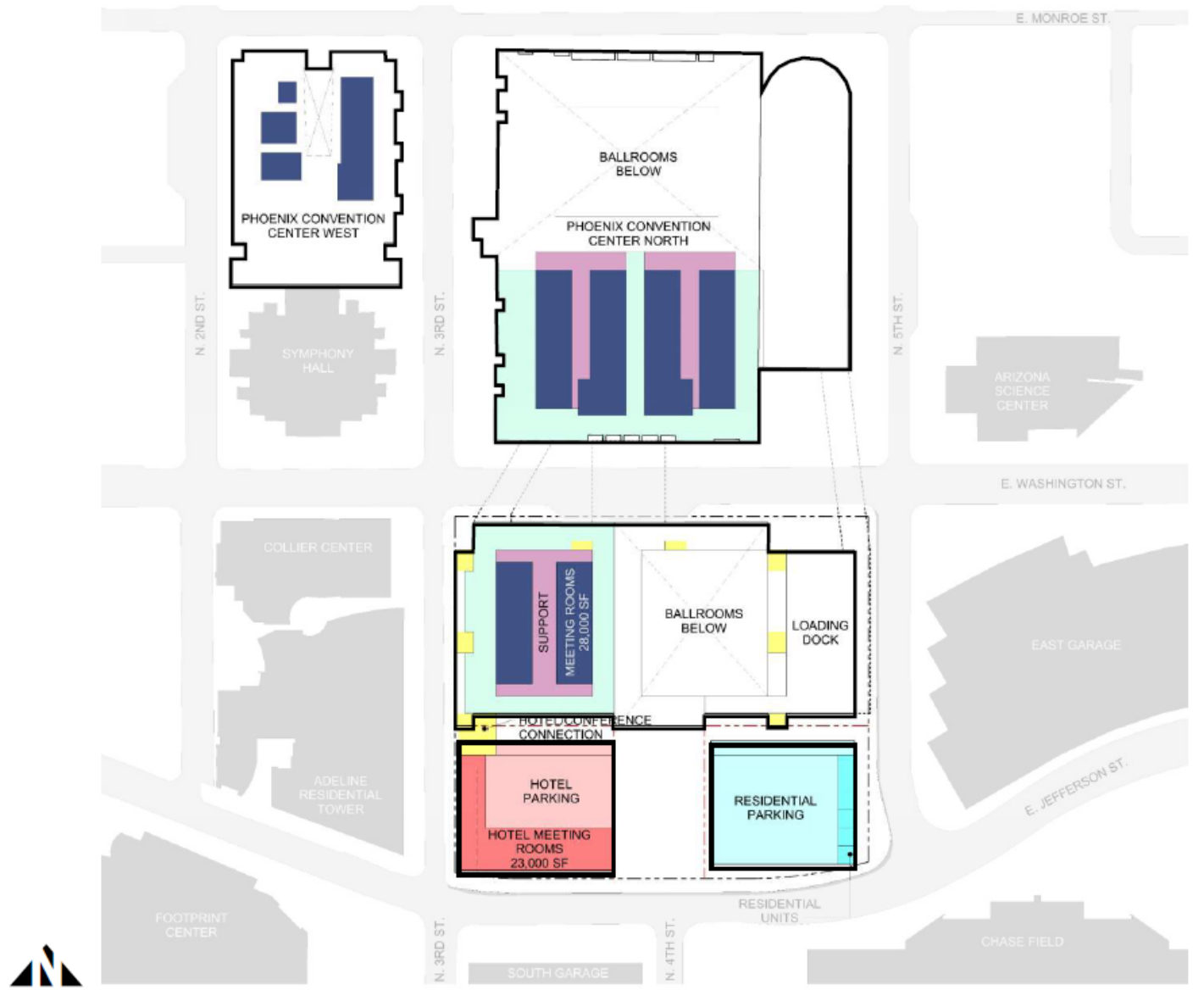
-  PEDESTRIAN CIRCULATION
-  MEETING ROOMS
-  SUPPORT SPACE
-  BALLROOMS
-  EXHIBITION ROOMS
-  CIRCULATION
-  PRE-FUNCTION
-  LOADING DOCK
-  RETAIL/ENTERTAINMENT
-  HOTEL
-  RESIDENTIAL



PCC SOUTH SITE STUDIES

LEVEL 2 - CAMPUS

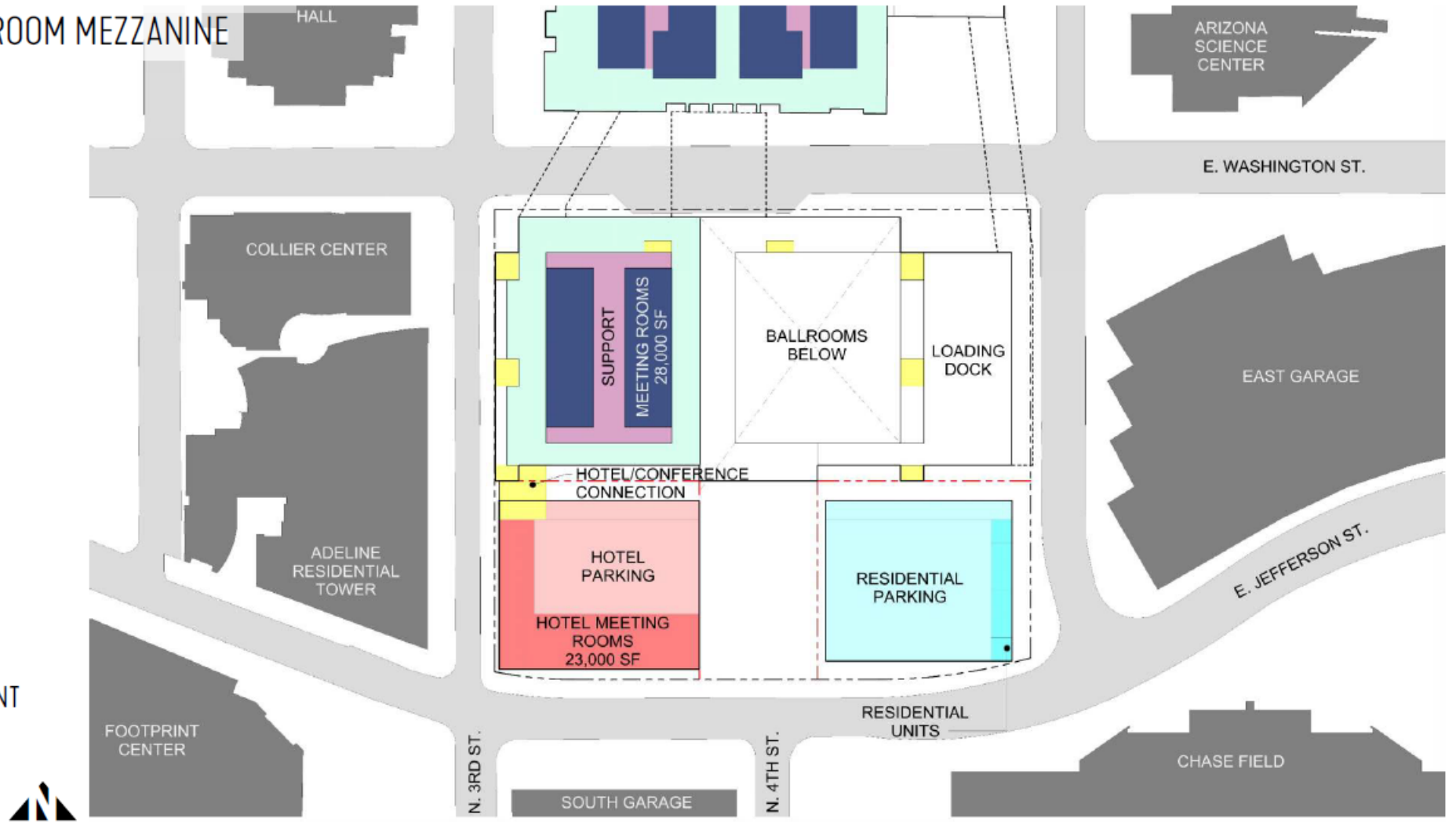
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- RETAIL/ENTERTAINMENT
- HOTEL
- RESIDENTIAL



PCC SOUTH SITE STUDIES

LEVEL 2 – MEETING ROOM MEZZANINE

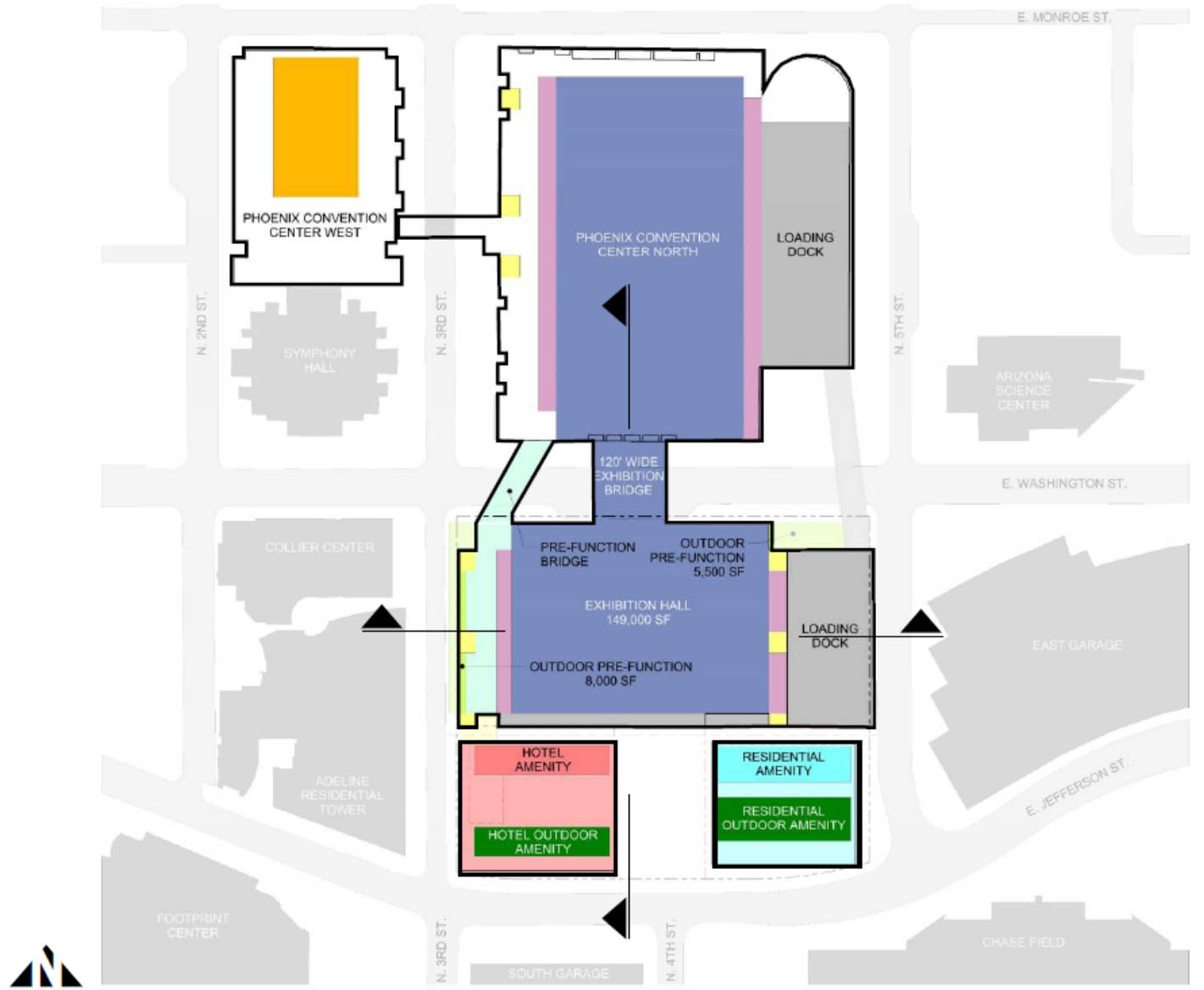
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PCC SOUTH SITE STUDIES

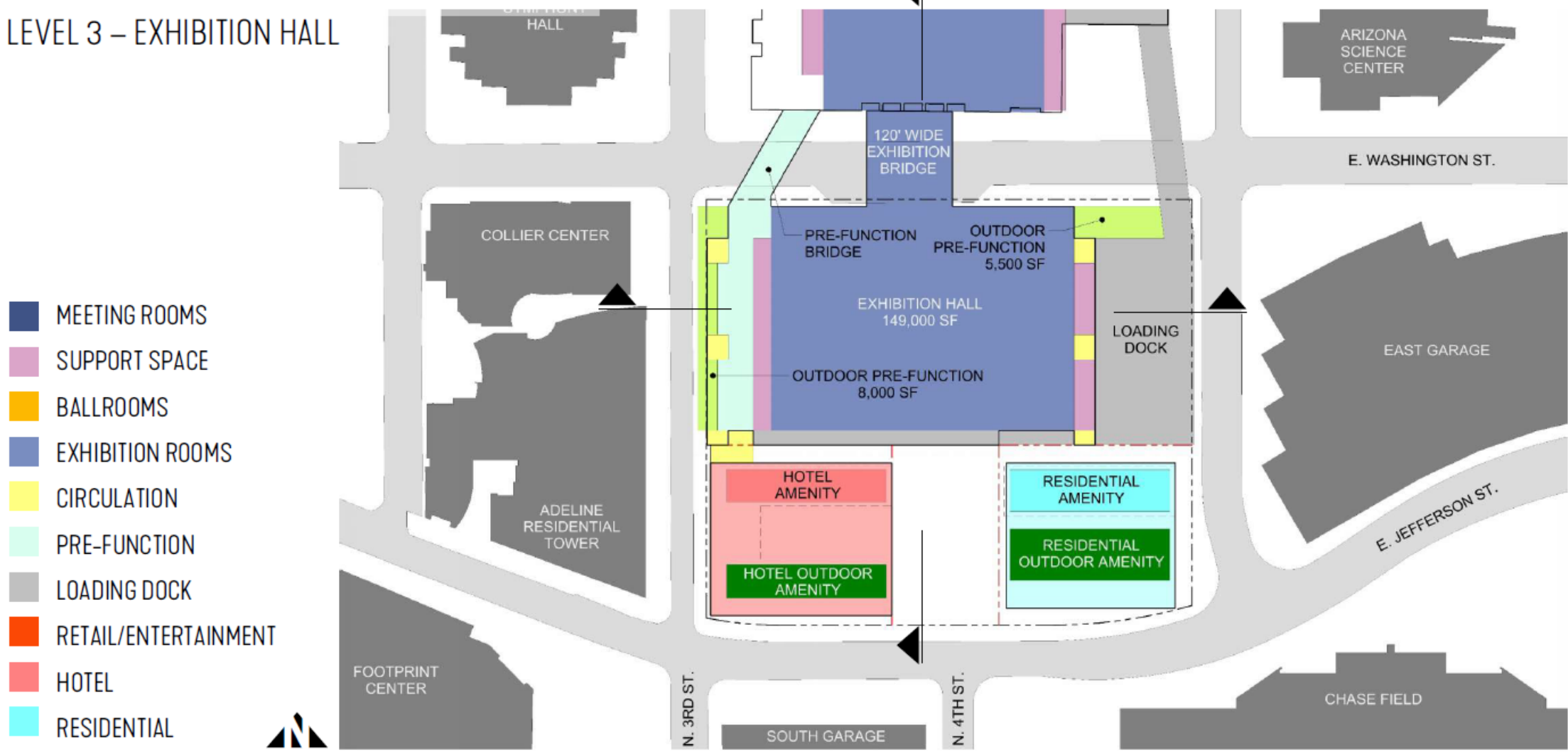
LEVEL 3 - CAMPUS

- MEETING ROOMS
- SUPPORT SPACE
- BALLROOMS
- EXHIBITION ROOMS
- CIRCULATION
- PRE-FUNCTION
- LOADING DOCK
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PCC SOUTH SITE STUDIES

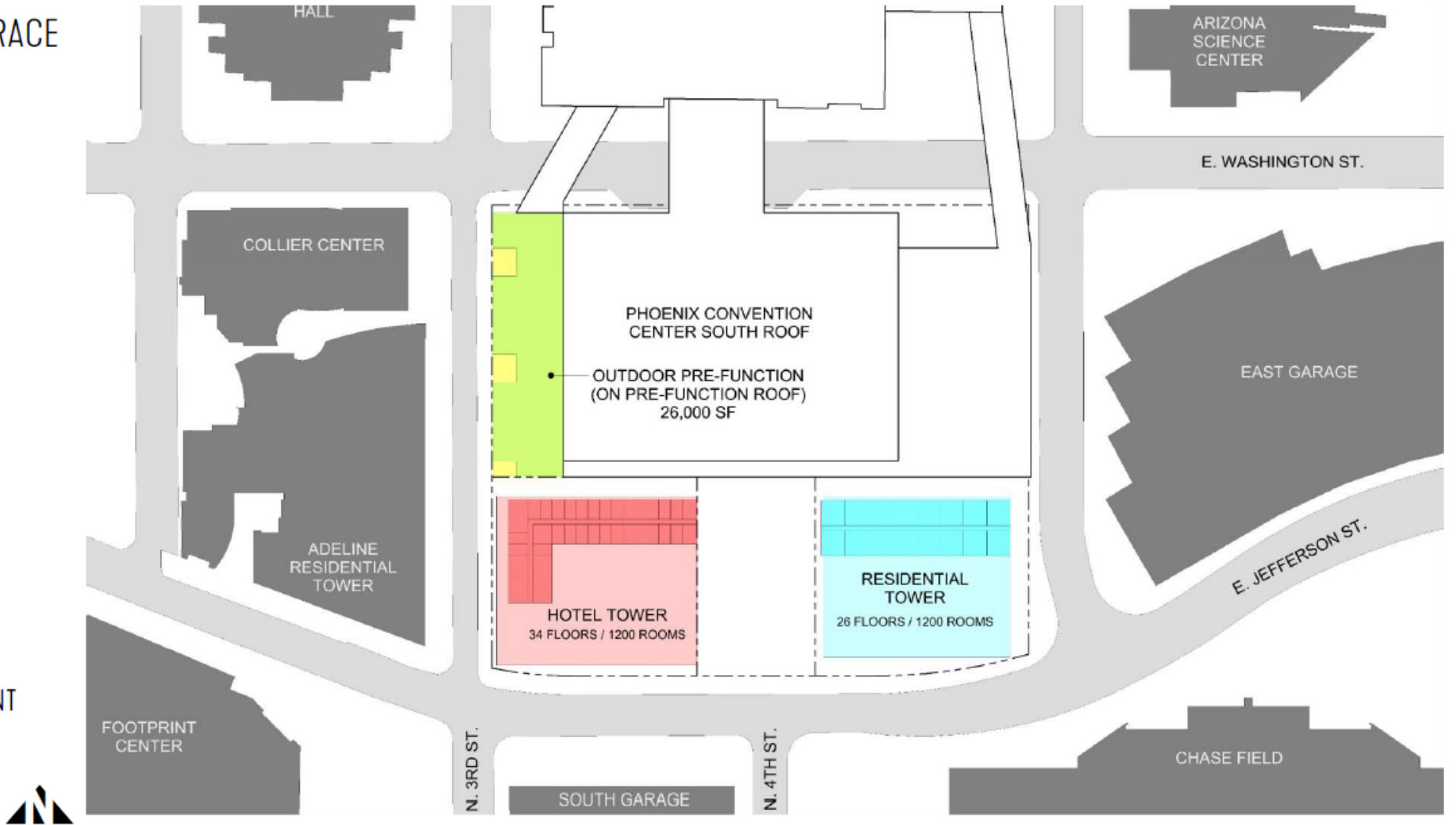
LEVEL 3 – EXHIBITION HALL



PCC SOUTH SITE STUDIES

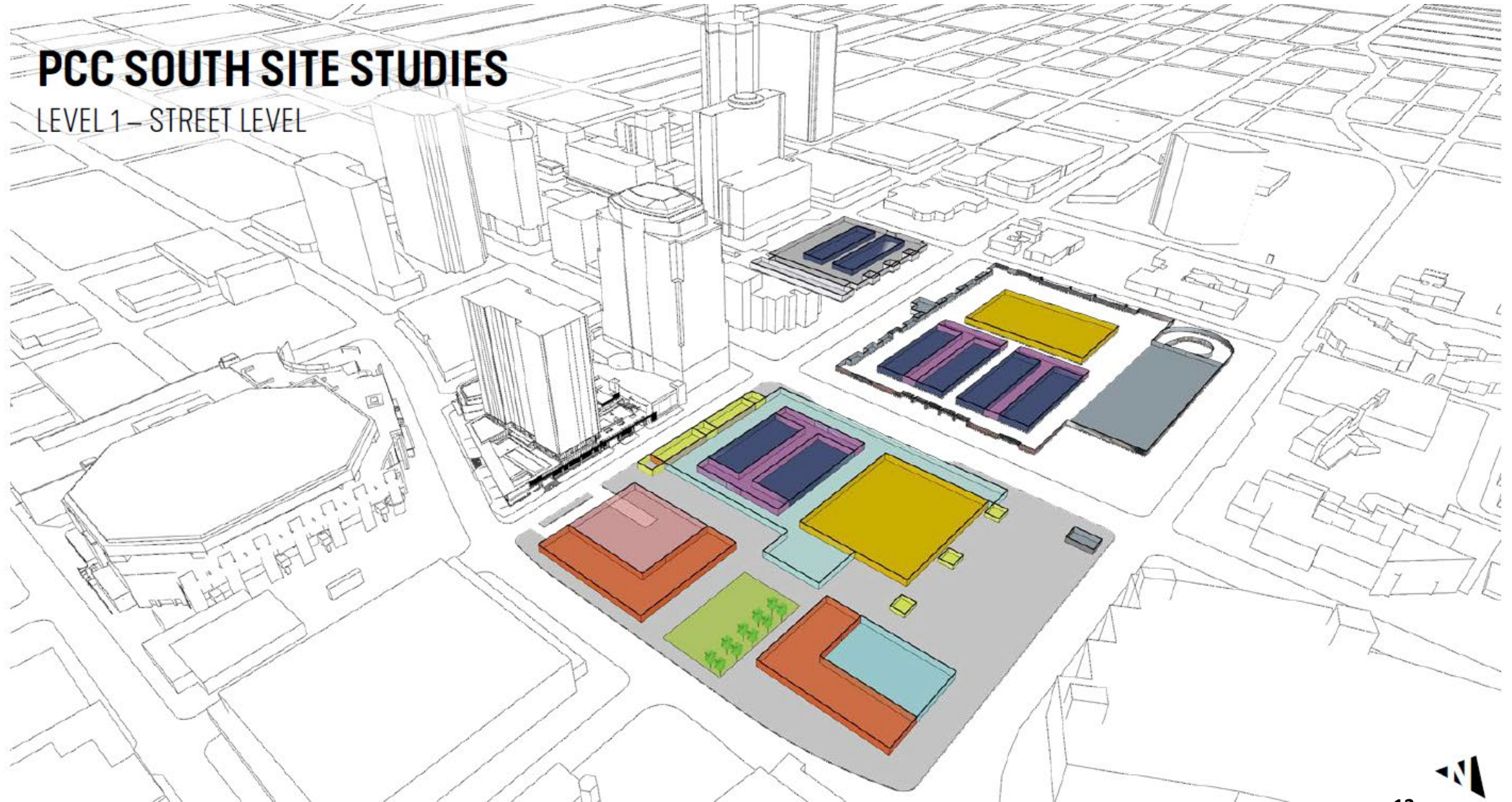
LEVEL 4 – ROOF TERRACE

- MEETING ROOMS
- SUPPORT SPACE
- BALLROOMS
- EXHIBITION ROOMS
- CIRCULATION
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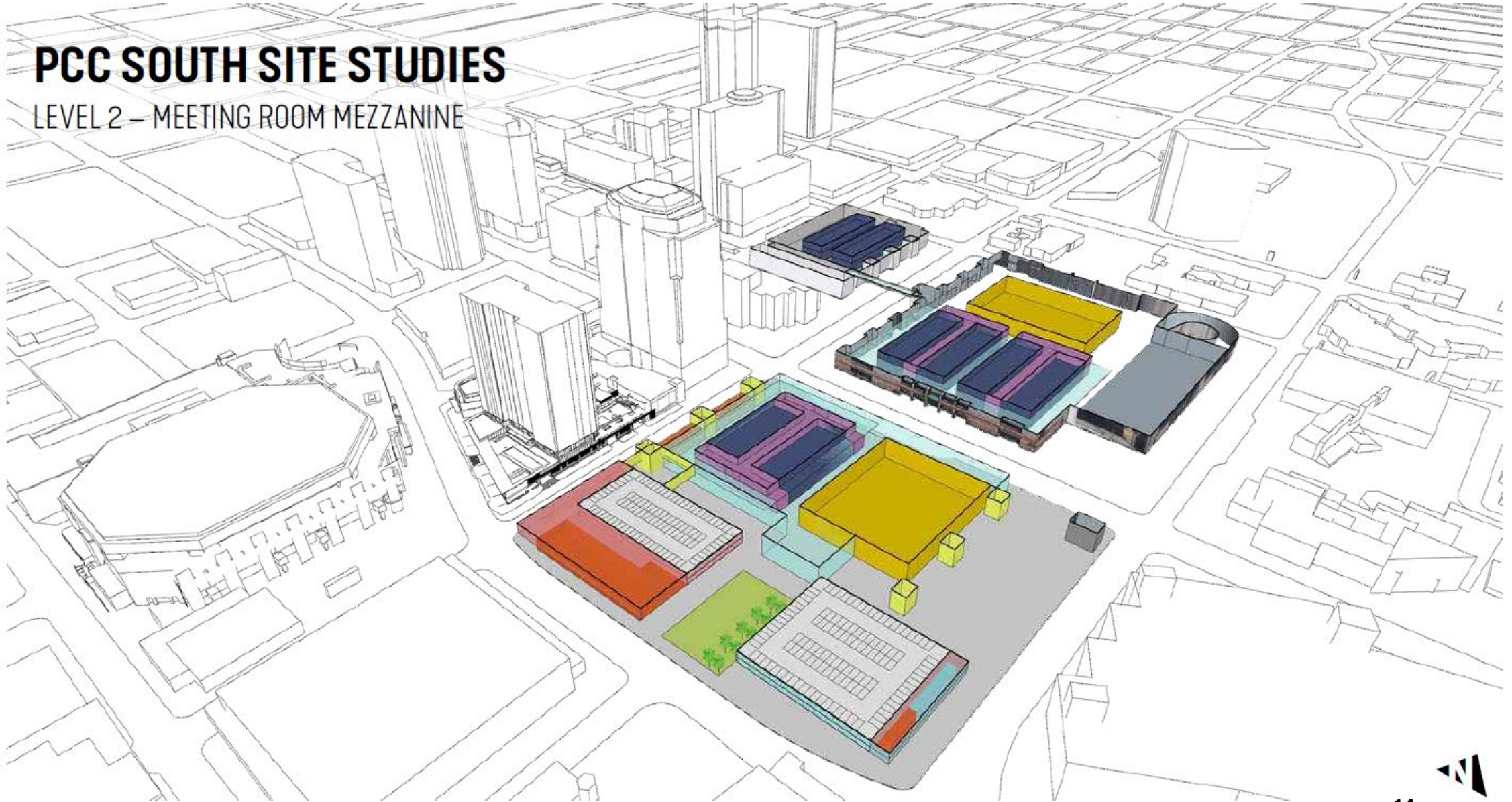
PCC SOUTH SITE STUDIES

LEVEL 1 – STREET LEVEL



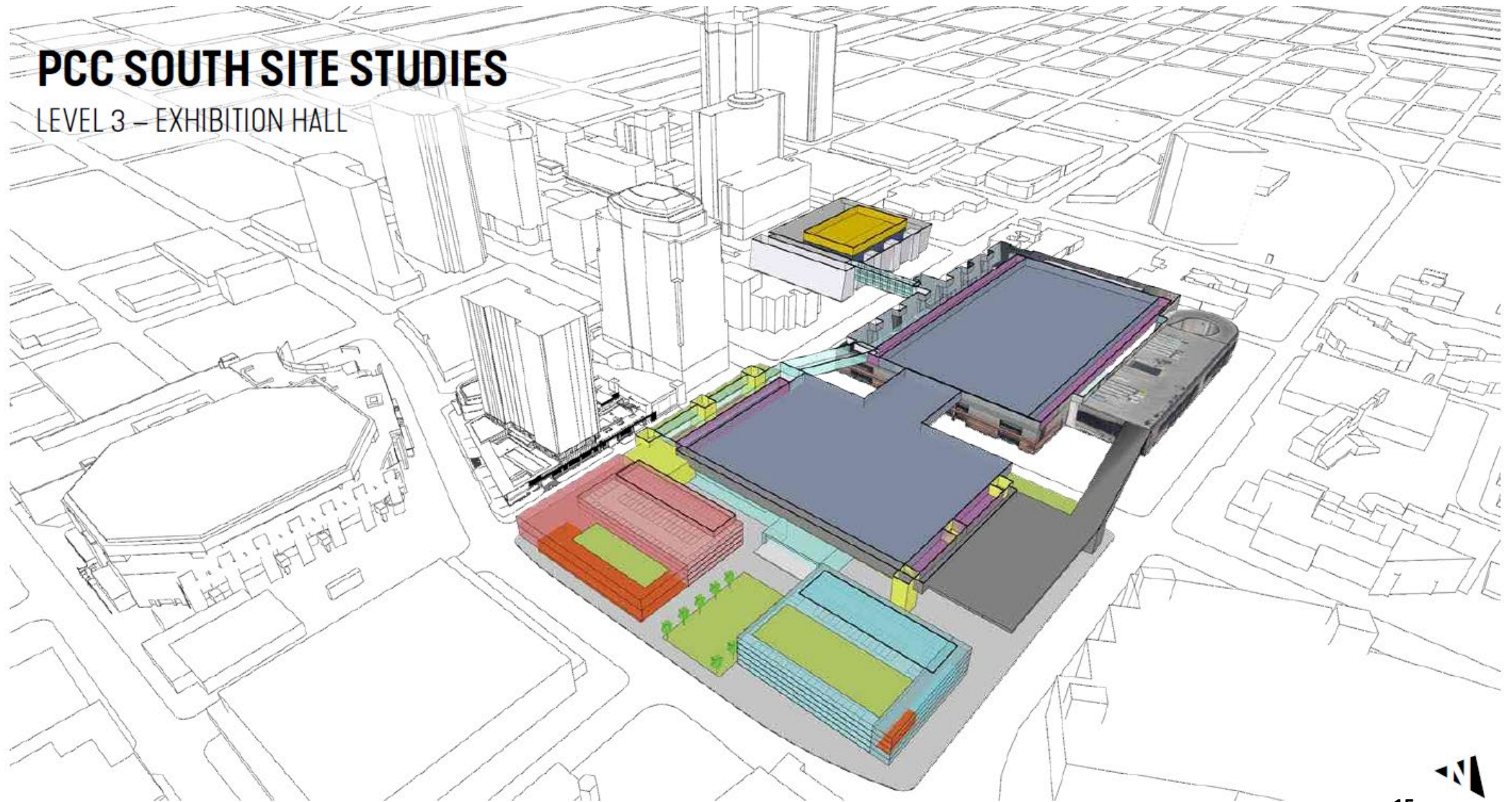
PCC SOUTH SITE STUDIES

LEVEL 2 – MEETING ROOM MEZZANINE



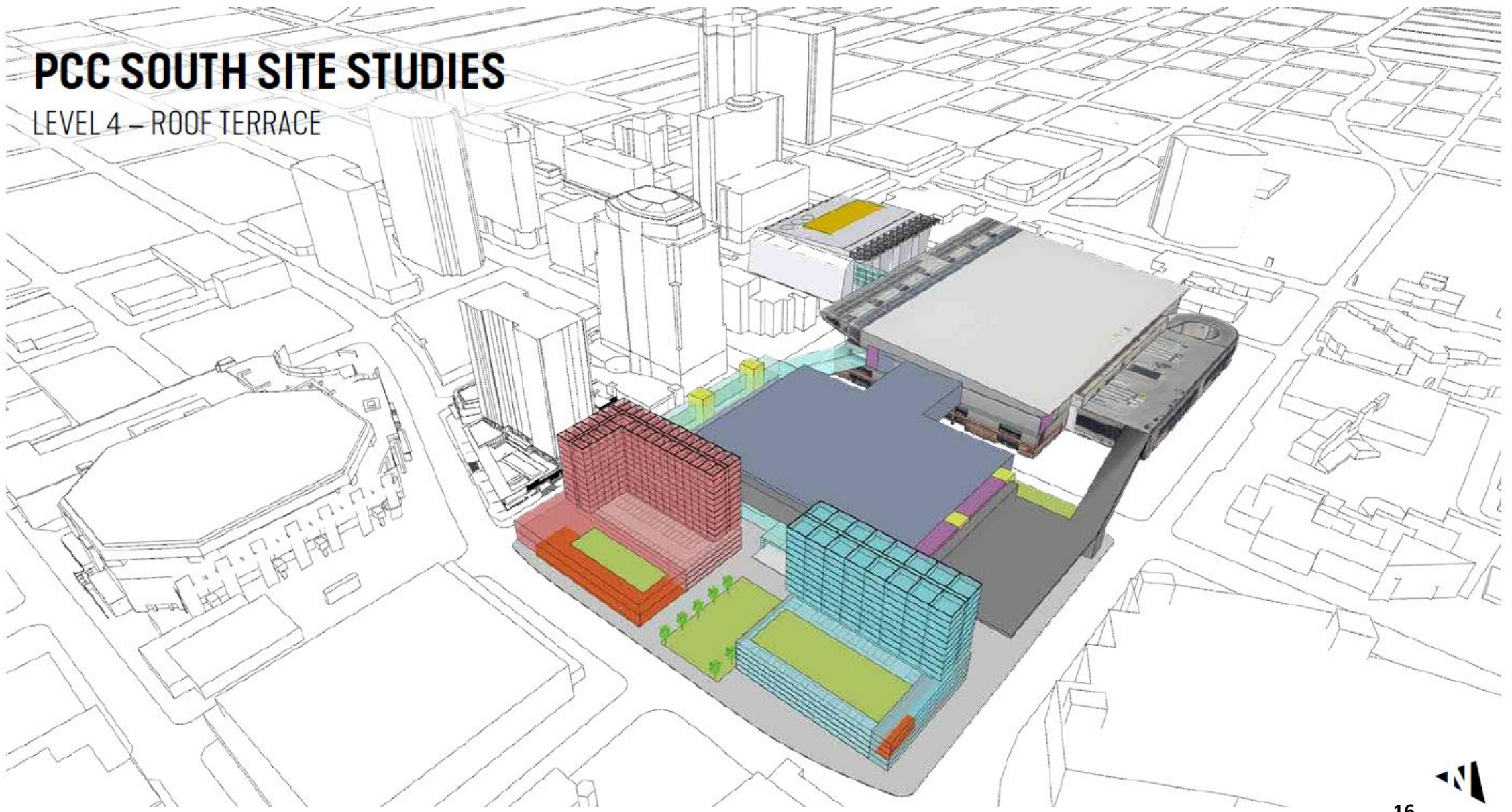
PCC SOUTH SITE STUDIES

LEVEL 3 – EXHIBITION HALL



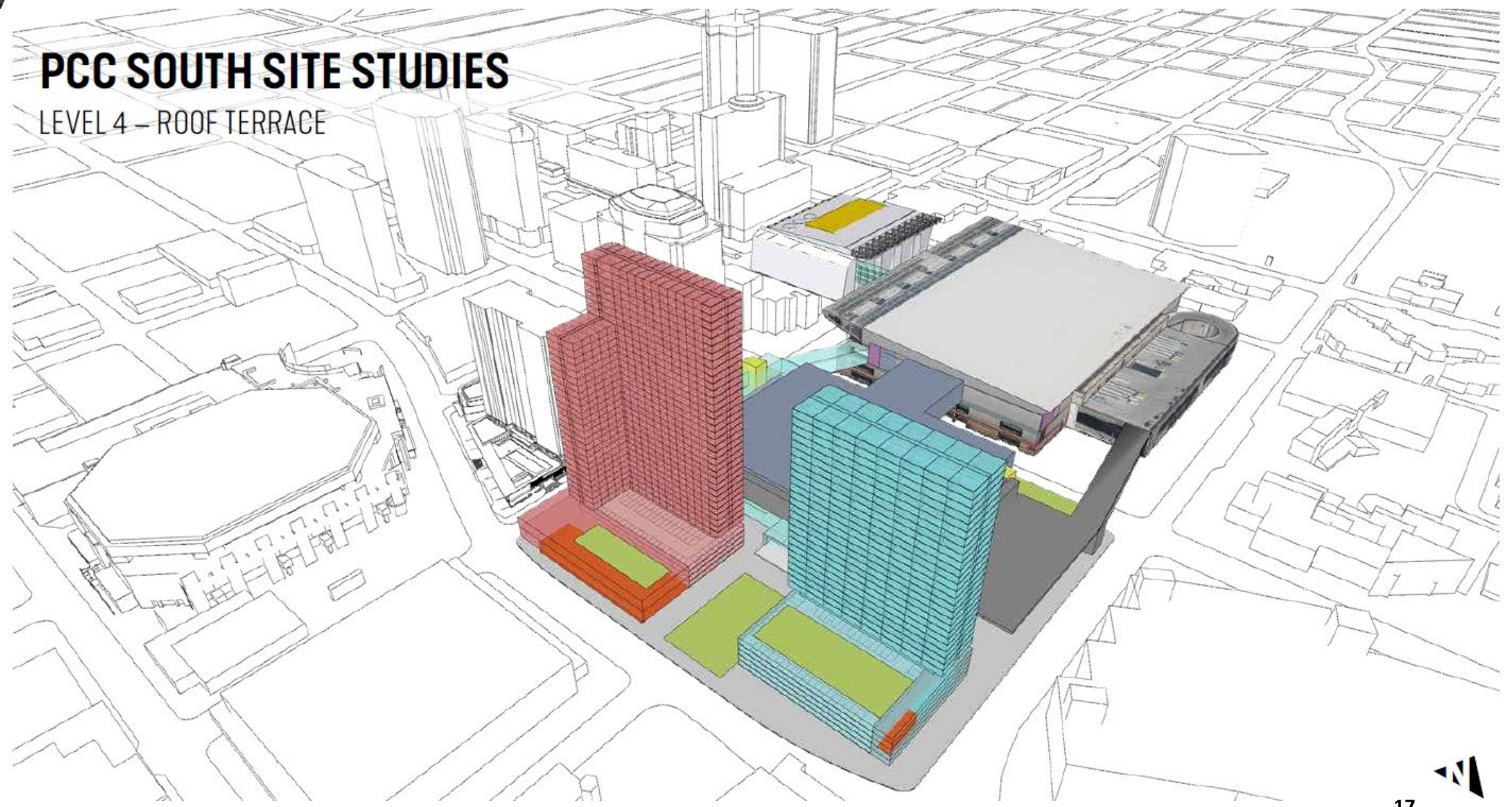
PCC SOUTH SITE STUDIES

LEVEL 4 – ROOF TERRACE



PCC SOUTH SITE STUDIES

LEVEL 4 – ROOF TERRACE



PHOENIX
CONVENTION CENTER
& VENUES



PHOENIX
CONVENTION CENTER
& VENUES

5TH AVENUE



PHOENIX
CONVENTION CENTER
& VENUES



Recommendation

Staff recommends the Economic Development and Equity Subcommittee adopt the Phoenix Convention Center Conceptual Master Plan to serve as a roadmap to guide future expansion and development of the PCC South Building Site.

