

Cobo Center Transformation

2011 - 2014



Cobo Center Expansion Project

Starting in 2011 and concluding in 2014, Cobo Center will undergo a transformation to serve the needs of its global customers and drive the economy of Metro Detroit.

From the exterior, the changes to Cobo Center will be striking. Along the river, around Cobo Arena and along the main façade, glass, light and openness along with multiple new entrances, increased parking, and improved traffic flow will enhance the visitor experience. On the main city-side façade – a massive high-tech digital video grid that will promote events and excitement while adding a signature element to Detroit's downtown skyline.

The main concourse will be opened up to improve interior traffic flow, while a new food court is already drawing rave reviews. Most significantly, a facility that never had a unique, definitive focal point now will, in the form of a new three-story atrium opening onto the Detroit River. This new space connects Cobo to the riverfront, connects the existing concourse level to the lower-level exhibit space and enables one of the other major reinventions of Cobo Center's existing footprint.

Cobo Arena, once one of Detroit's premier sports and entertainment venue, is finding a new life as part of Cobo Center's transformation. In its new form, it will become the region's premier banquet and event space, complete with a hydraulic lift stage to allow for dramatic entrances or product introductions rising from the floor below. Downtown Detroit is the backdrop through a giant glass wall and terrace. The glass-enclosed pre-function space to the south offers panoramic views of both the Detroit River and our international neighbors in Windsor, Ontario. On the lower level, 20,000 square feet of meeting and breakout rooms will provide convention and event organizers with new, exciting options for their attendees.

Across the new atrium, existing meeting and conference areas are being completely renovated to meet the needs of today's event planners for more flexible and efficient spaces. This redesign offers new options for pre-function activities in a dramatic environment overlooking the river, and the rooms themselves are being renovated to meet the needs of today's digital and connected attendee for adaptable and effective work and meeting spaces.

The new atrium also provides Cobo Center with something it never had before – a new riverside entrance that creates a natural flow into the lower-level exhibition spaces that have been an afterthought for convention planners for decades. The reinvention of this space will add 60,000 square feet of new banquet and meeting facility space.

Larger. More efficient. More effective. More connected. The new Cobo Center – more than you ever imagined.

Transformation Timetable

Phase I-II

Completed December 2011:

- New covered and enclosed loading docks (31 spaces)
- Additional 22,000 square feet of exhibition space
- New high-resolution energy efficient induction lighting scheme for exhibit halls
- New energy efficient escalators throughout facility
- Extensive infrastructure improvements for energy efficiency
- 400 additional covered parking spaces

Phase III

To be completed January 2013:

- 40,000 square feet ballroom (40' ceiling, multiple configurations) with dramatic city and river views
- 20,000 square feet of new meeting rooms
- new kitchen and upscale food court
- new atrium entrance lobby at river level connecting to main concourse at east entrance
- upgrade of 100,000 square feet Michigan Hall adjacent new lobby and meeting rooms
- improved point of arrival at shuttle and VIP drop offs

To be completed January 2014:

- complete renovation, reconfiguration of Riverside meeting rooms
- new riverside glass enclosed pre-function areas
- new food service support spaces

To be completed December 2014:

- upgraded east façade entrance with canopy cover
- 'media mesh' video screen covering entrance canopy
- widening and upgrade of main concourse entrance/registration areas
- video way finding and information system including info screens at meeting room entrances
- renovation and reconfiguration of remaining meeting room and pre-function areas



**East Elevation
Main Entrance Facing the City**



**South Elevation
Riverside Entrance**

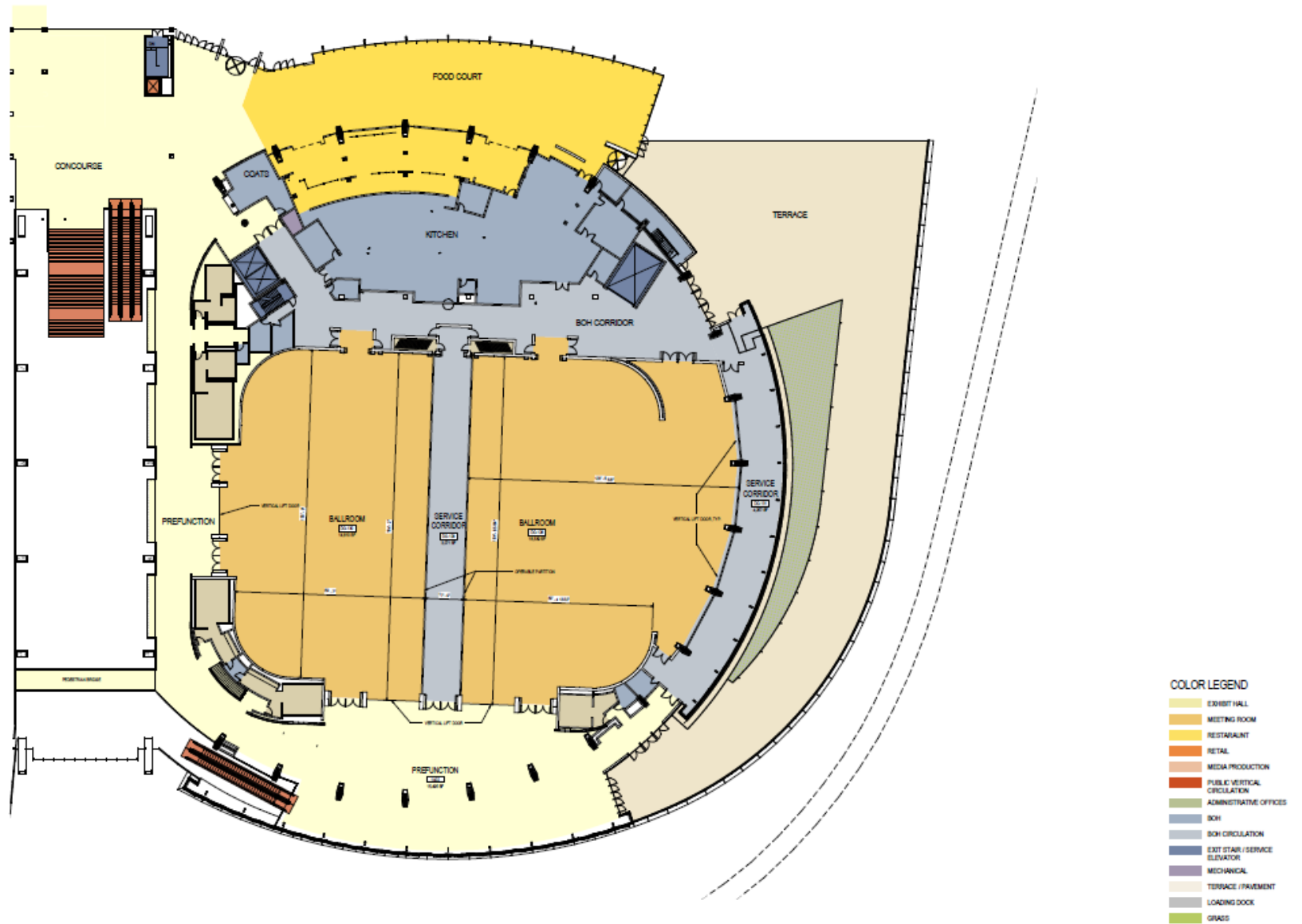


Ballroom



**East Elevation
Facing South to Riverside Entrance**

Ballroom

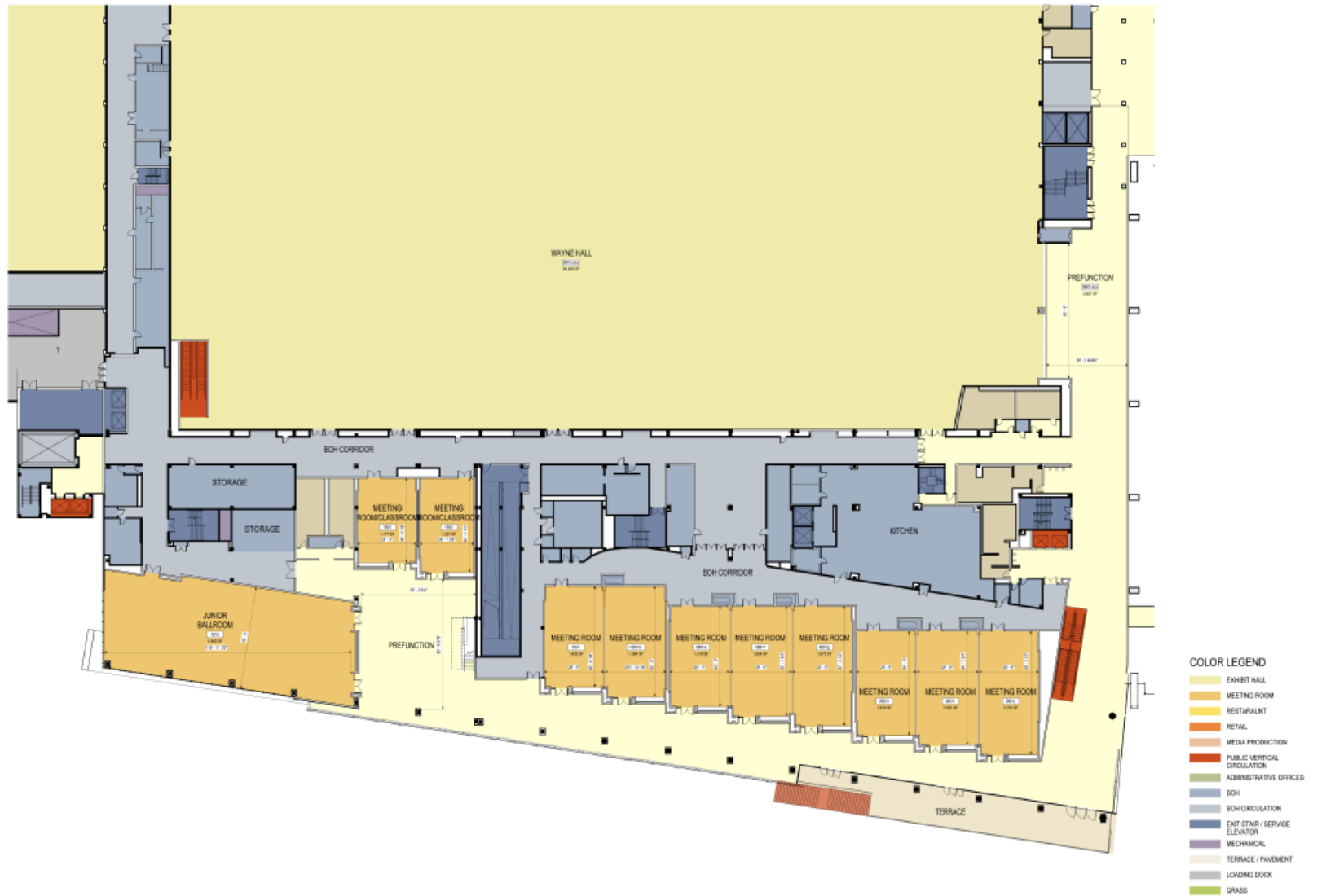




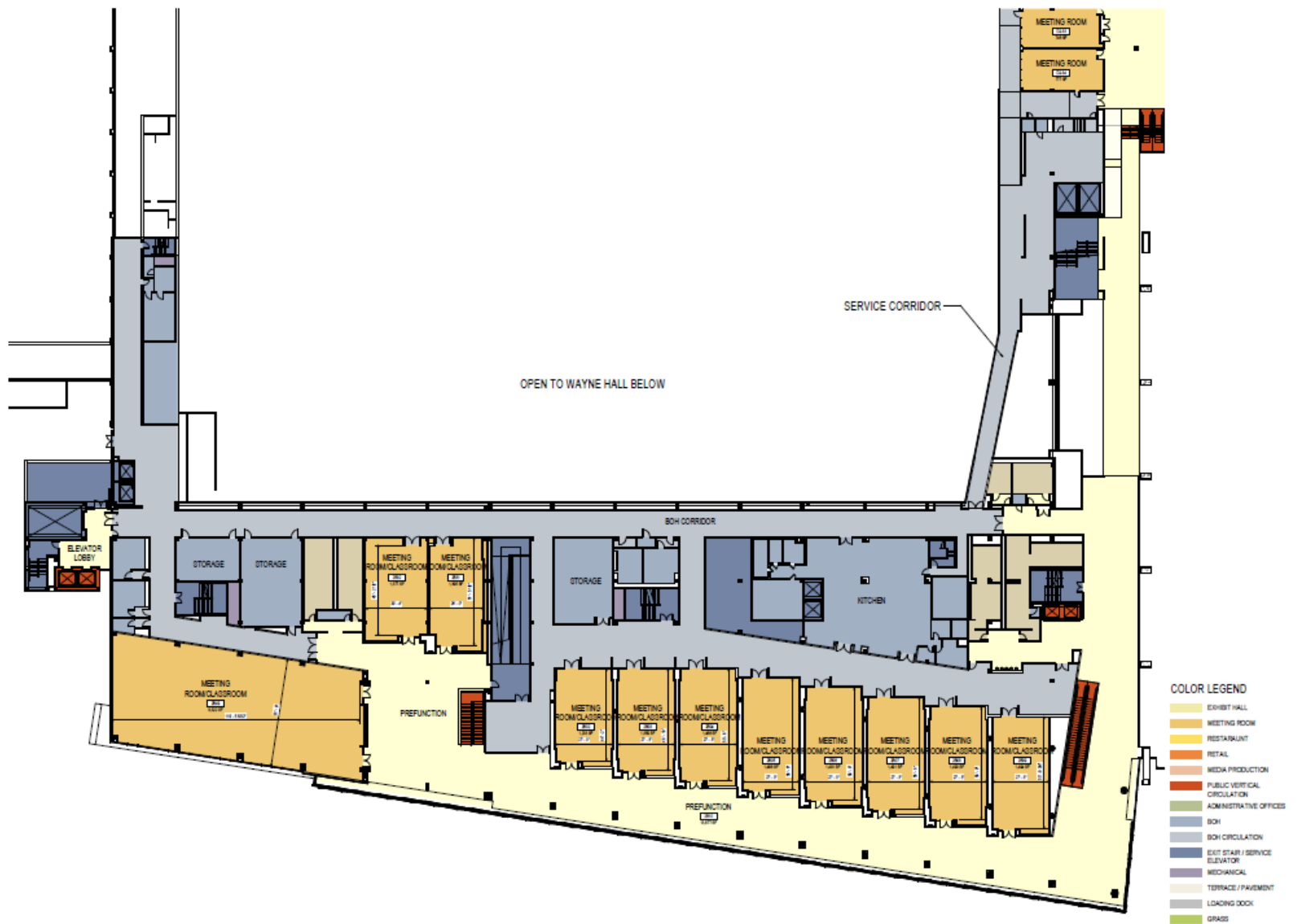
**Riverside
Pre-Function**



Meeting Rooms



**Level 1 Meeting Rooms
(Area B)**

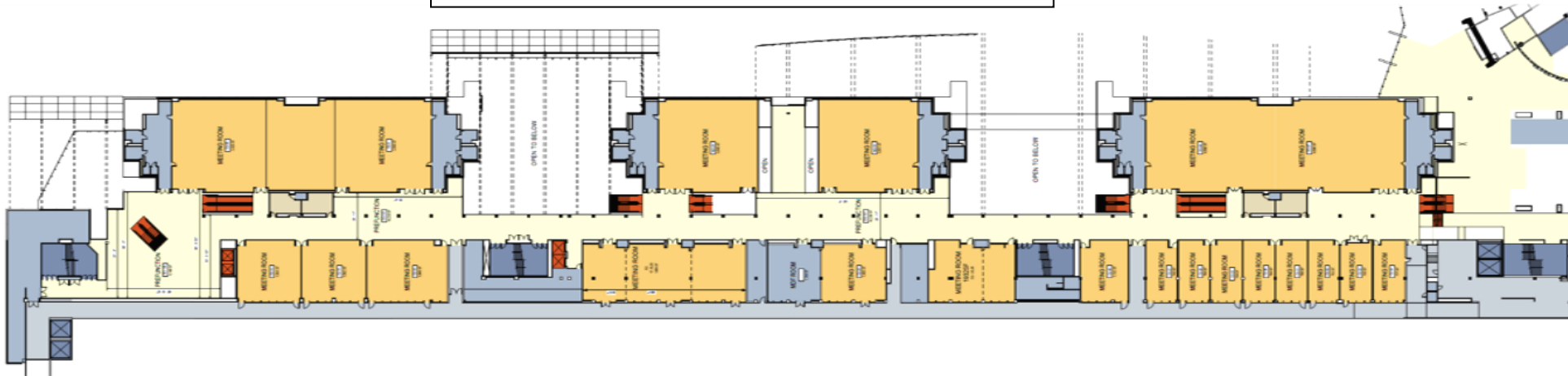


**Level 2 Meeting Rooms
(South)**

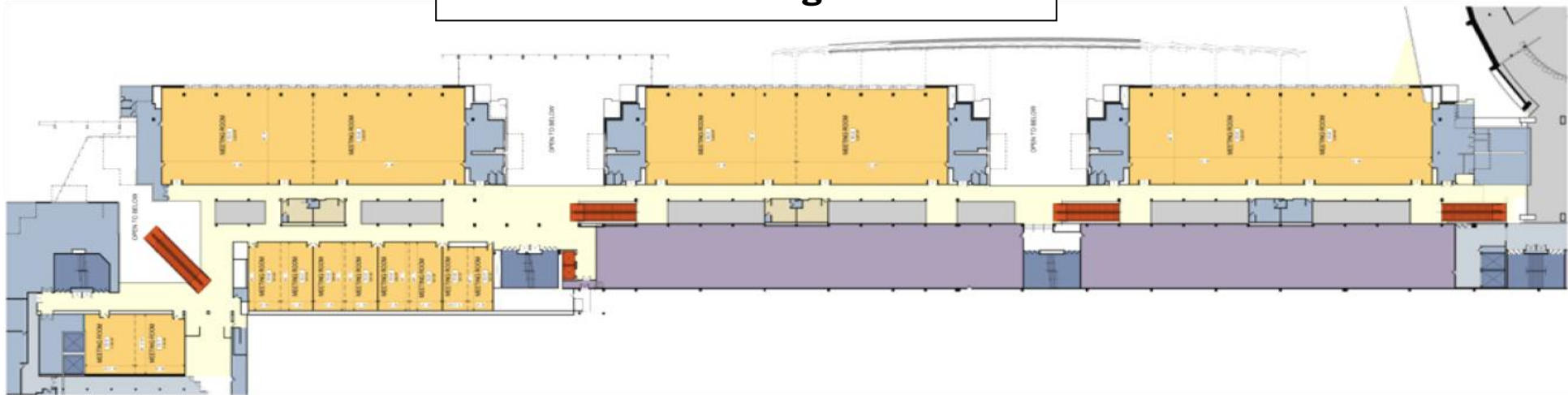


Meeting Room Concourse Above Main City Entrance

Level 2 Meeting Rooms (North)






Level 3 Meeting Rooms



COBO CONVENTION CENTER PROGRAM

 Phase III Capital Improvements Area Tabulations
 Nov-11

DETROIT, MI

	EXISTING PROGRAM
	RENOVATED PROGRAM
	NEW PROGRAM

	REPROGRAMMED FACILITY					TOTAL	DIMENSIONS	CEILING HEIGHT	% OF TOTAL
	STATUS	DIVISION	SPACE	AREA	LEVEL TOTAL				
EXHIBIT HALLS				724,375.00		724,375.00			45.04%
LEVEL 1 EXHIBIT HALLS			625,275.00						
DETROIT HALL		209,000.00							
MACOMB HALL		142,000.00							
OAKLAND HALL		150,000.00							
OAKLAND HALL ANNEX		21,800.00							
WAYNE HALL		102,475.00							
LEVEL 0 EXHIBIT HALLS			99,100.00				418'x236'		
MICHIGAN HALL									
MICHIGAN 48		33,250.00							
MICHIGAN 49		32,900.00							
MICHIGAN 50		32,950.00							
MEETING / BANQUET ROOMS						204,548.00			12.72%
LEVEL 1 BALLROOM (ARENA)			36,191.00	36,191.00			164'x258'	38'-0" - 44'-0"	
BALLROOM							155'x89'	38'-0" - 44'-0"	
BALLROOM A		14,610.00					164'x128'	38'-0" - 44'-0"	
BALLROOM B		18,339.00							
LEVEL 0 MEETING ROOMS (ARENA)					21,200.00				
LEVEL 0 MEETING ROOMS (AREA A)			14,299.00	21,200.00					
QA01							59'x234'	16'-0" - 18'-0"	
QA01-A		2,199.00					59'x32'	16'-0" - 18'-0"	
QA01-B		1,804.00					59'x29'	16'-0" - 18'-0"	
QA01-C		1,801.00					59'x29'	16'-0" - 18'-0"	
QA01-D		1,803.00					59'x29'	16'-0" - 18'-0"	
QA01-E		1,800.00					59'x29'	16'-0" - 18'-0"	
QA01-F		1,801.00					59'x29'	16'-0" - 18'-0"	
QA01-G		3,091.00					59'x51'	16'-0" - 18'-0"	
QA04			2,570.00				45'x56'	16'-0" - 18'-0"	
QA03			4,331.00				46'x93'	16'-0" - 18'-0"	
QA03-A		1,322.00					46'x28'	16'-0" - 18'-0"	
QA03-B		1,404.00					46'x29'	16'-0" - 18'-0"	
QA03-C		1,605.00					46'x34'	16'-0" - 18'-0"	
LEVEL 1 MEETING ROOMS					20,666.00				
LEVEL 1 MEETING ROOMS (AREA B)				20,666.00					
1B1/OB01d			2,720.00				50'x58'	15'-6" - 17'-6"	
1B01		1,430.00					48'x29'	15'-6" - 17'-6"	
OB01d		1,290.00					53'x29'	15'-6" - 17'-6"	
OB01efg			4,719.00				51'x88'	15'-6" - 17'-6"	
OB01e		1,426.00					48'x29'	15'-6" - 17'-6"	
OB01f		1,611.00					53'x29'	15'-6" - 17'-6"	
OB01g		1,682.00					57'x29'	15'-6" - 17'-6"	
OB01hj			4,900.00				54'x88'	15'-6" - 17'-6"	
OB01h		1,487.00					50'x29'	15'-6" - 17'-6"	
OB01i		1,673.00					55'x29'	15'-6" - 17'-6"	
OB01j		1,740.00					59'x29'	15'-6" - 17'-6"	
1B10			5,943.00				49'x119'	15'-6" - 17'-6"	
1B21			1,177.00				40'x28'	15'-6" - 17'-6"	
1B22			1,207.00				45'x26'	15'-6" - 17'-6"	

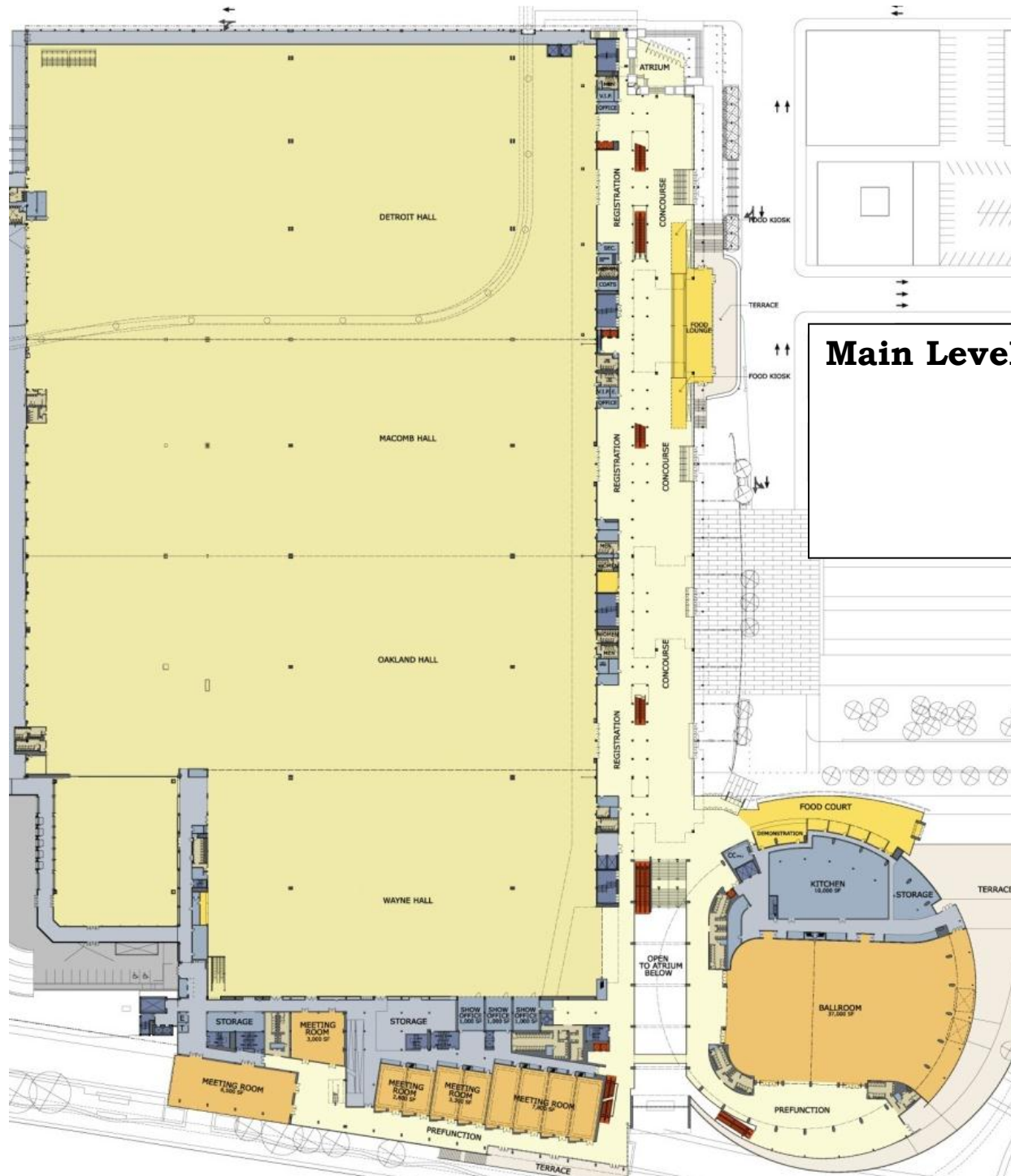
COBO CONVENTION CENTER PROGRAM

Phase III Capital Improvements Area Tabulations
Nov-11

DETROIT, MI

	EXISTING PROGRAM
	RENOVATED PROGRAM
	NEW PROGRAM

REPROGRAMMED FACILITY									
	STATUS	DIVISION	SPACE	AREA	LEVEL TOTAL	TOTAL	DIMENSIONS	CEILING HEIGHT	% OF TOTAL
LEVEL 2 MEETING ROOMS					70,133.00				
LEVEL 2 MEETING ROOMS				70,133.00					
NORTH									
DO-97/98			9,178.00					Existing	
DO-97		4,590.00						Existing	
DO-98		4,588.00						Existing	
D2-08			3,428.00					Existing	
D2-9			3,549.00					Existing	
M2-29			3,545.00					Existing	
M2-30			3,551.00					Existing	
D2-08			3,428.00					Existing	
D2-09			3,549.00					Existing	
D2-14			1,544.00					Existing	
D2-15			1,542.00					Existing	
D2-16			1,949.00					Existing	
D2-17/18/20			3,667.00					8'-0" - 10'-9"	
D2-17		956.00					27'x33'	8'-0" - 10'-9"	
D2-18		1,458.00					33'x40'	8'-0" - 10'-9"	
D2-20		1,253.00					33'x33'	8'-0" - 10'-9"	
D2-24			1,458.00				40'x33'	8'-0" - 10'-9"	
D2-25/26			1,932.00				53'x33'	8'-0" - 9'-3"	
D2-25		1,279.00					33'x33'	8'-0" - 9'-3"	
D2-26		653.00					19'x33'	8'-0" - 9'-3"	
D2-27			740.00					Existing	
D2-28			764.00					Existing	
D2-29			764.00					Existing	
D2-30			764.00					Existing	
D2-31			766.00					Existing	
D2-32			752.00					Existing	
D2-33			746.00					Existing	
D2-34			868.00					Existing	
D2-35			1,132.00					Existing	
SOUTH									
2B02			1,233.00				44'x27'	15'-6" - 17'-6"	
2B03			1,359.00				48'x27'	15'-6" - 17'-6"	
2B04			1,486.00				53'x27'	15'-6" - 17'-6"	
2B05			1,488.00				53'x27'	15'-6" - 17'-6"	
2B06			1,491.00				53'x27'	15'-6" - 17'-6"	
2B07			1,491.00				53'x27'	15'-6" - 17'-6"	
2B08			1,493.00				54'x27'	15'-6" - 17'-6"	
2B09			1,494.00				54'x27'	15'-6" - 17'-6"	
2B31			1,292.00				51'x26'	15'-6" - 17'-6"	
2B32			1,368.00				43'x29'	15'-6" - 17'-6"	
2B49			6,322.00				52'x119'	11'-0" - 12'-5"	



**Main Level – Exhibit
Halls,
Ballroom,
Meeting
Rooms**



South Elevation