



THE HILL

UNSOLICITED PROPOSAL - DECEMBER 2023



PROJECT NARRATIVE

Designed to be the gateway to Lauderhill, in the center of Broward County, The Hill project heralds a unique opportunity for urban development, cultural enrichment, living, dining and entertainment. Adjacent to this strategic location is the renowned Broward Center for Performing Arts, which further amplifies the cultural richness of the area.

The Hill will benefit from its proximity to Cinema City, the high-tech content creation campus being developed at the former Wingate site less than a mile away. Acting as a crucial support system for Cinema City, The Hill is set to cater to the increased demand for hotel, residential, and dining opportunities spurred by the growth of Cinema City.

The development of The Hill will not only complement the growth of Cinema City but also contribute to shaping a dynamic community. This harmonious relationship between The Hill and Cinema City will result in a vibrant, culturally rich hub, creating a pathway for a thriving future for the City of Lauderhill.



1975 Aerial view of Lauderdale Mall

1960s - 1970s

Established in 1959, the City of Lauderdale began as a small community of approximately 300 residents. Thousands of acres in early Lauderdale were lands full of grazing cows that produced fresh milk for the widely known dairy.

The significant population boom, with many retirees moving to the area, led to the construction of several retirement communities and assisted living facilities. In the 1970s, the city became more diverse with an influx of African American and Caribbean American residents.



1981 Inverrary Country Club

1980s - 1990s

During the 1980s, Lauderdale experienced a period of economic growth, with the construction of several shopping centers and commercial buildings. The city also began to focus on improving its infrastructure, including the construction of new roads and the renovation of existing buildings.

In the 1990s, Lauderdale continued to grow and develop, with the establishment of several community organizations and the opening of new schools.



2020 Central Broward Park and Broward County Stadium

2000s - present

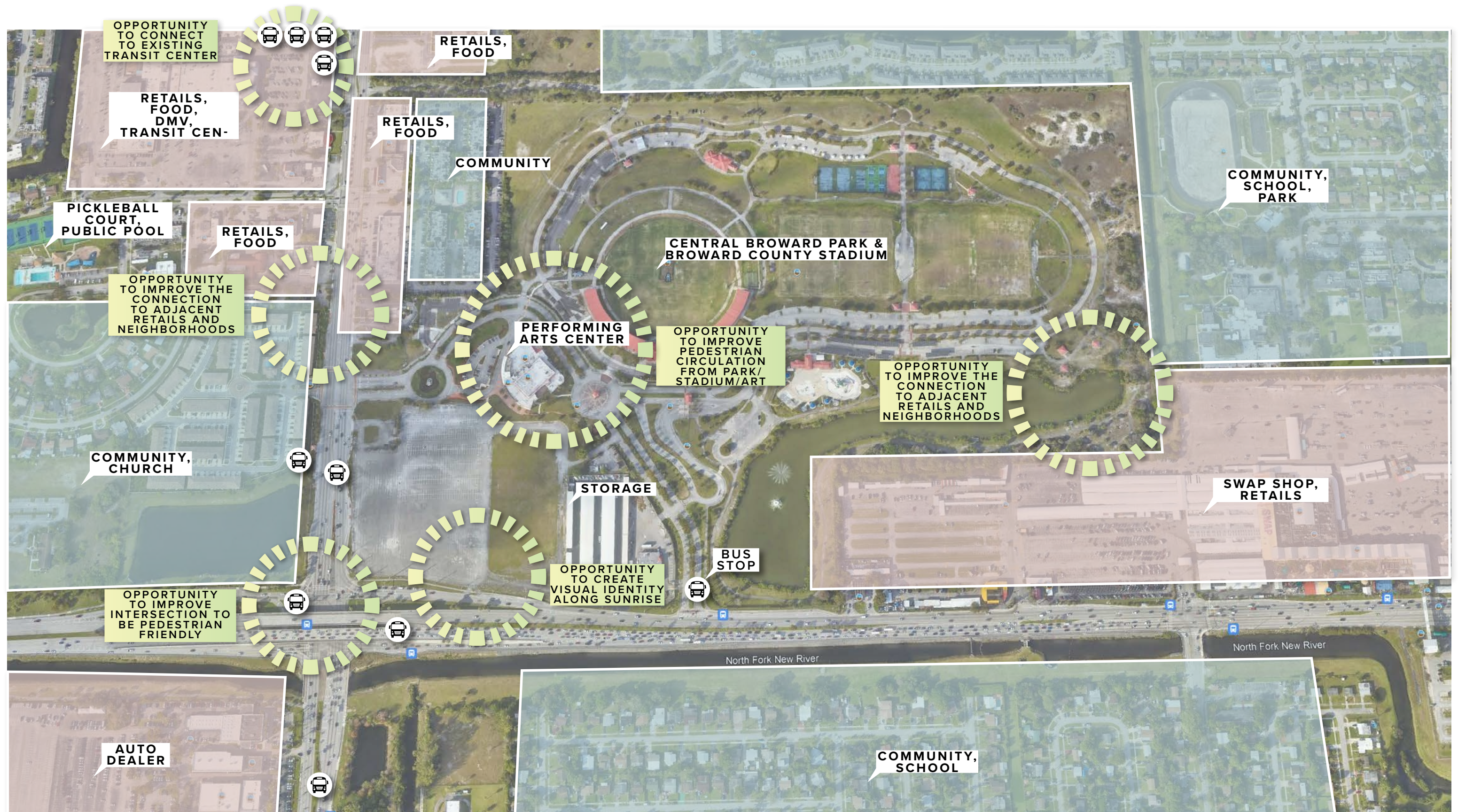
In recent years, Lauderdale has continued to experience growth and development, with the addition of new parks, community centers, and other amenities. Today, the city is a thriving community with a diverse population and a strong economy.

LAUDERHILL HISTORY

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OPPORTUNITIES AND CONSTRAINTS

THE HILL

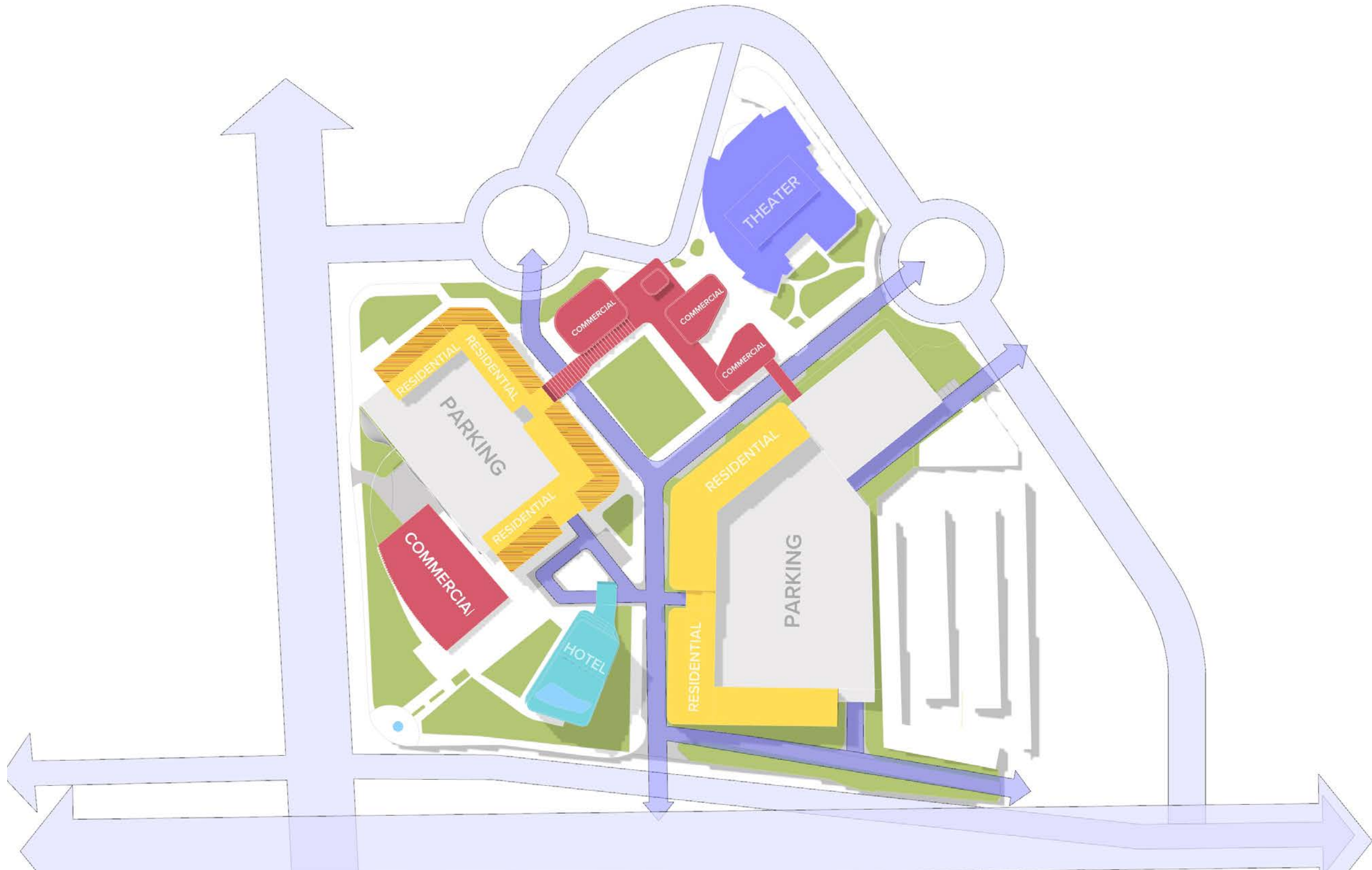
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CONCEPT PLAN

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GROUND LEVEL PLAN

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LEGEND

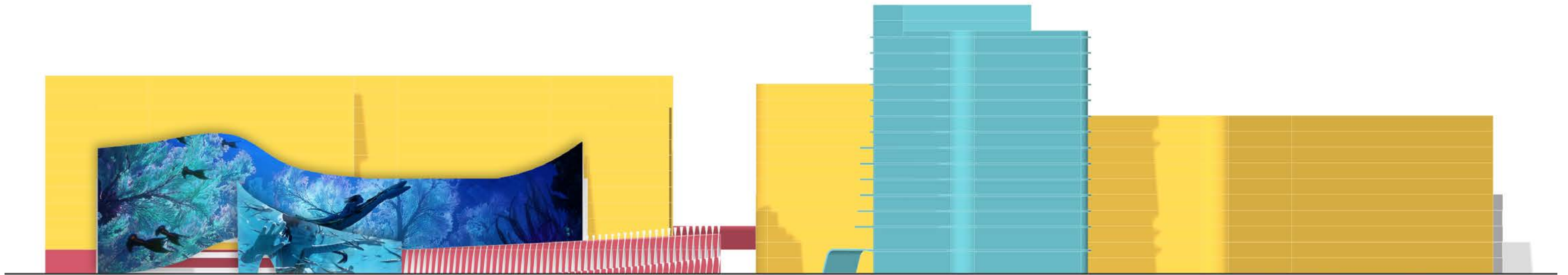
- VIEW AXIS TO PERFORMING ARTS CENTER
- PUBLIC REALM
- PARKING STRUCTURE



PUBLIC VS. PRIVATE REALM

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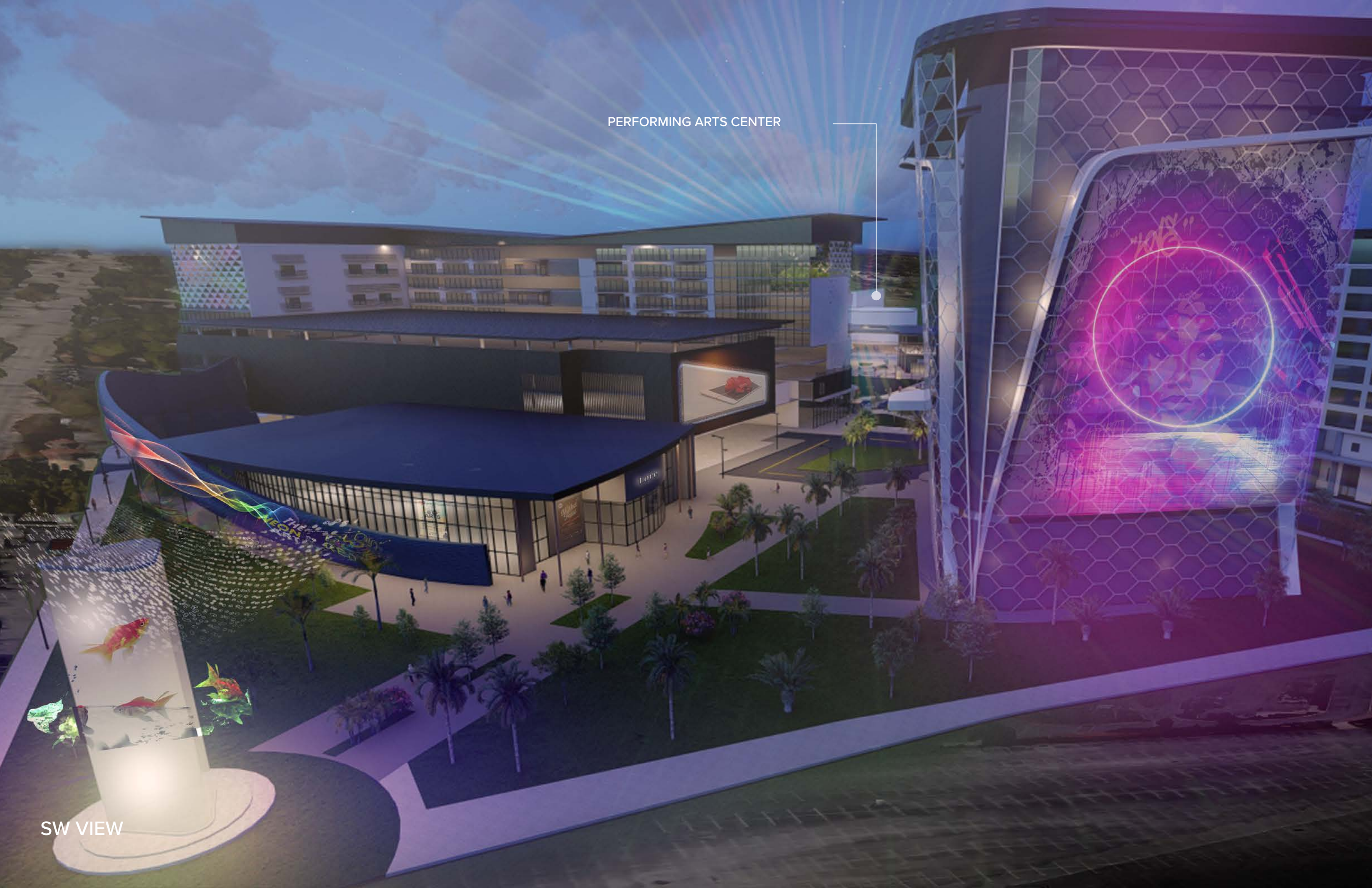
CONCEPT ELEVATION

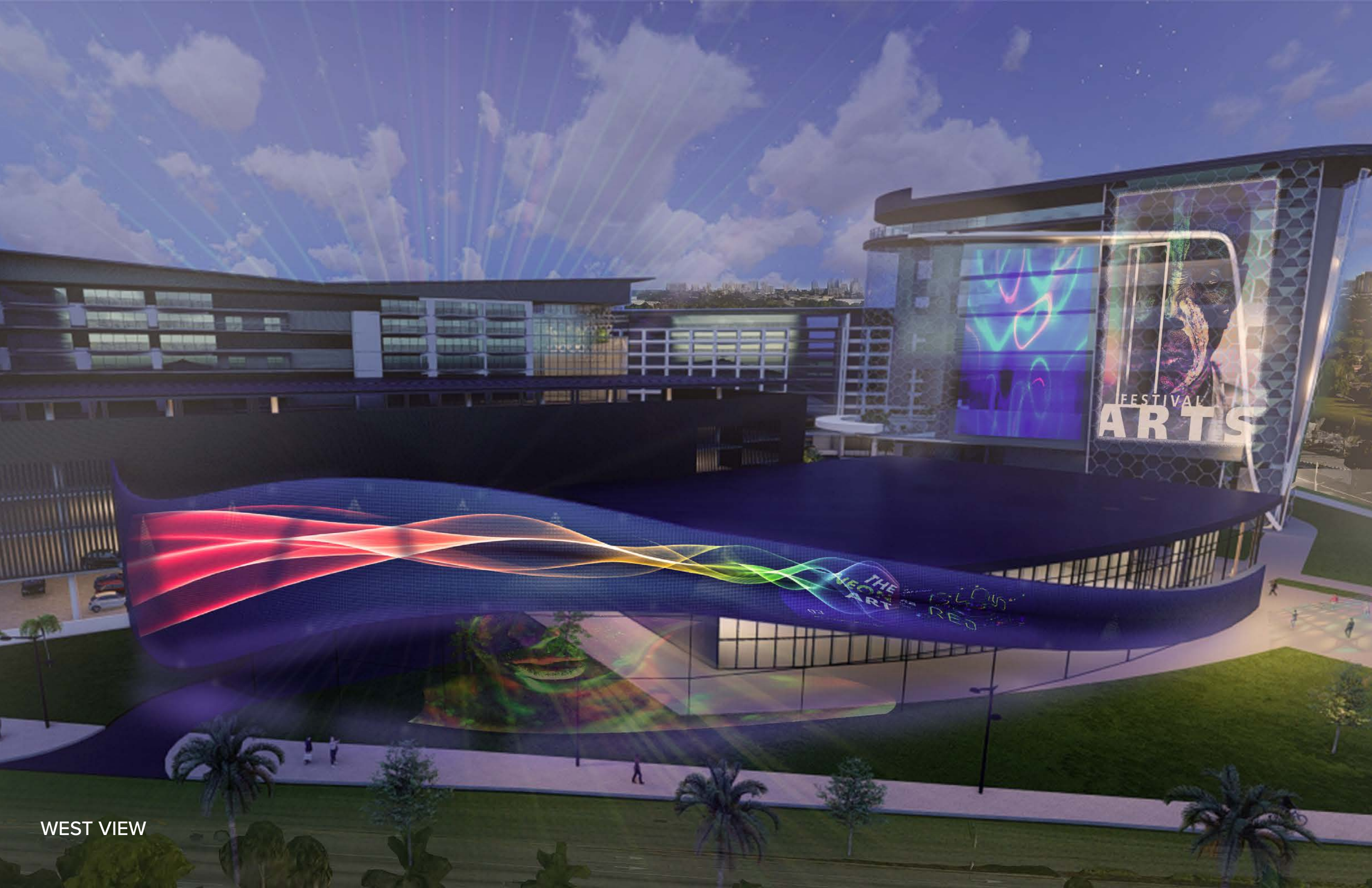
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PERFORMING ARTS CENTER

SW VIEW





WEST VIEW



PERFORMING ARTS CENTER

NW VIEW



NE VIEW: HOTEL, RESIDENCES, CENTRAL LAWN AND RETAIL VIEW



PERFORMING ARTS
CENTER

NE VIEW



PERFORMING ARTS
CENTER

NE BIRDSEYE VIEW

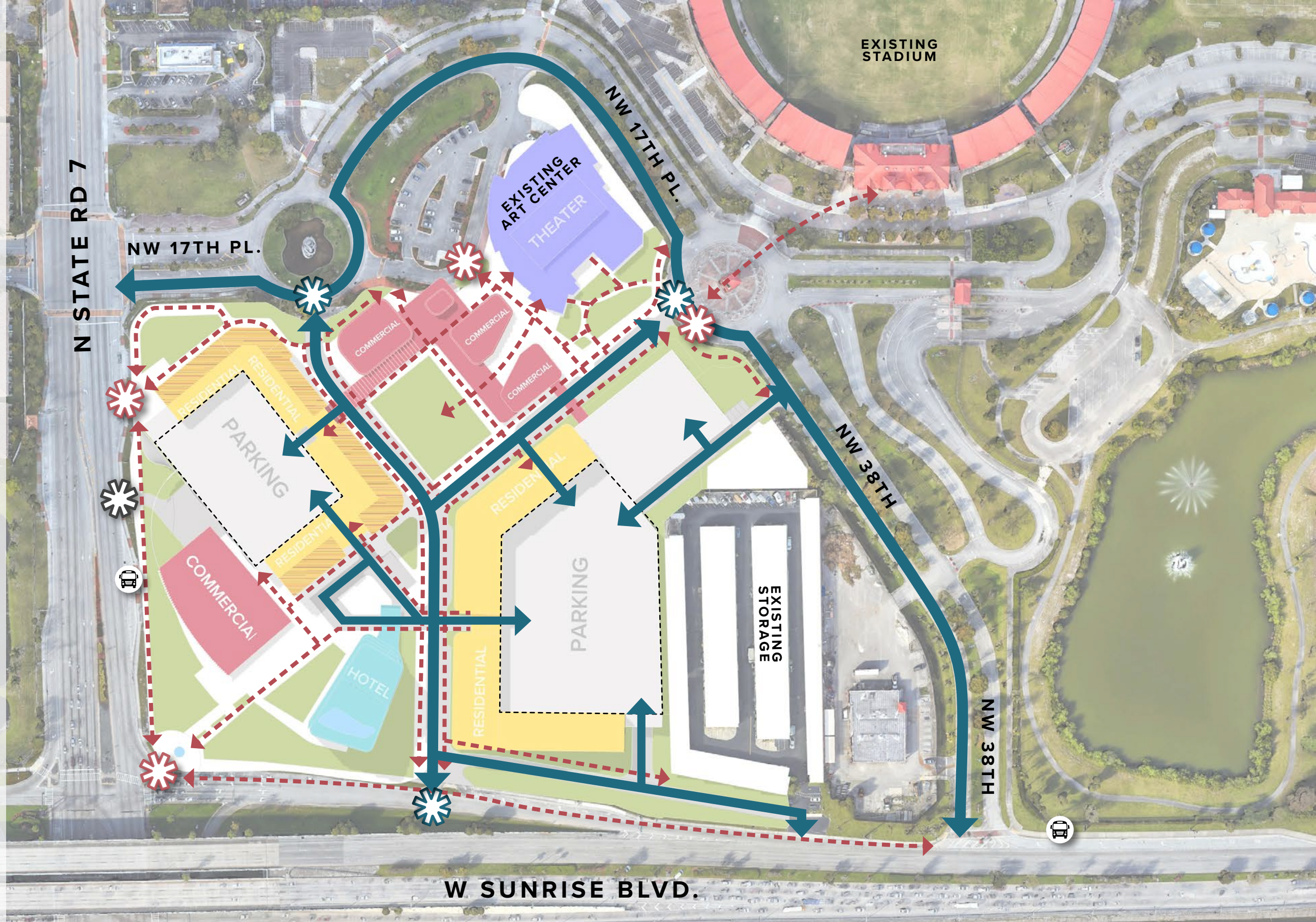


PERFORMING ARTS
CENTER

SW VIEW CENTRAL LAWN, PERFORMING CENTER IN THE BACK

LEGEND

-  BUS STOP
-  MAIN VEHICULAR ACCESS
-  PEDESTRIAN GATEWAY
-  SERVICE COURT ACCESS
-  PRIMARY VEHICULAR CIRCULATION
-  PRIMARY PEDESTRIAN CIRCULATION
-  PARKING STRUCTURE



CIRCULATION ANALYSIS

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STREETSCAPE



GAME JAM EVENT SPACE / JOB TRAINING SPACE



EVERYDAY USE EVENT LAWN



PARK EXPERIENCE



01 PROGRAMMING

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STREET SIDE RETAIL WITH OUTDOOR DINING



HOTEL ARRIVAL PLAZA



CROSS WALK ART



PLAZA WITH SCULPTURE



01 PROGRAMMING

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WALKABLE AND PEDESTRIAN-SAFE STREET



OPEN LAWN



WALKABLE AND PEDESTRIAN-SAFE STREET



OPEN LAWN



02 HARDSCAPE & LANDSCAPE

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INSTALLATION ART OVER OPEN LAWN



PROJECTION OR LED DISPLAY ON BUILDING FACADE



ACCENT LIGHTS ON THE CEILING



ACCENT LIGHTS IN THE LANDSCAPE



03 IMMERSIVE ART INSTALLATION

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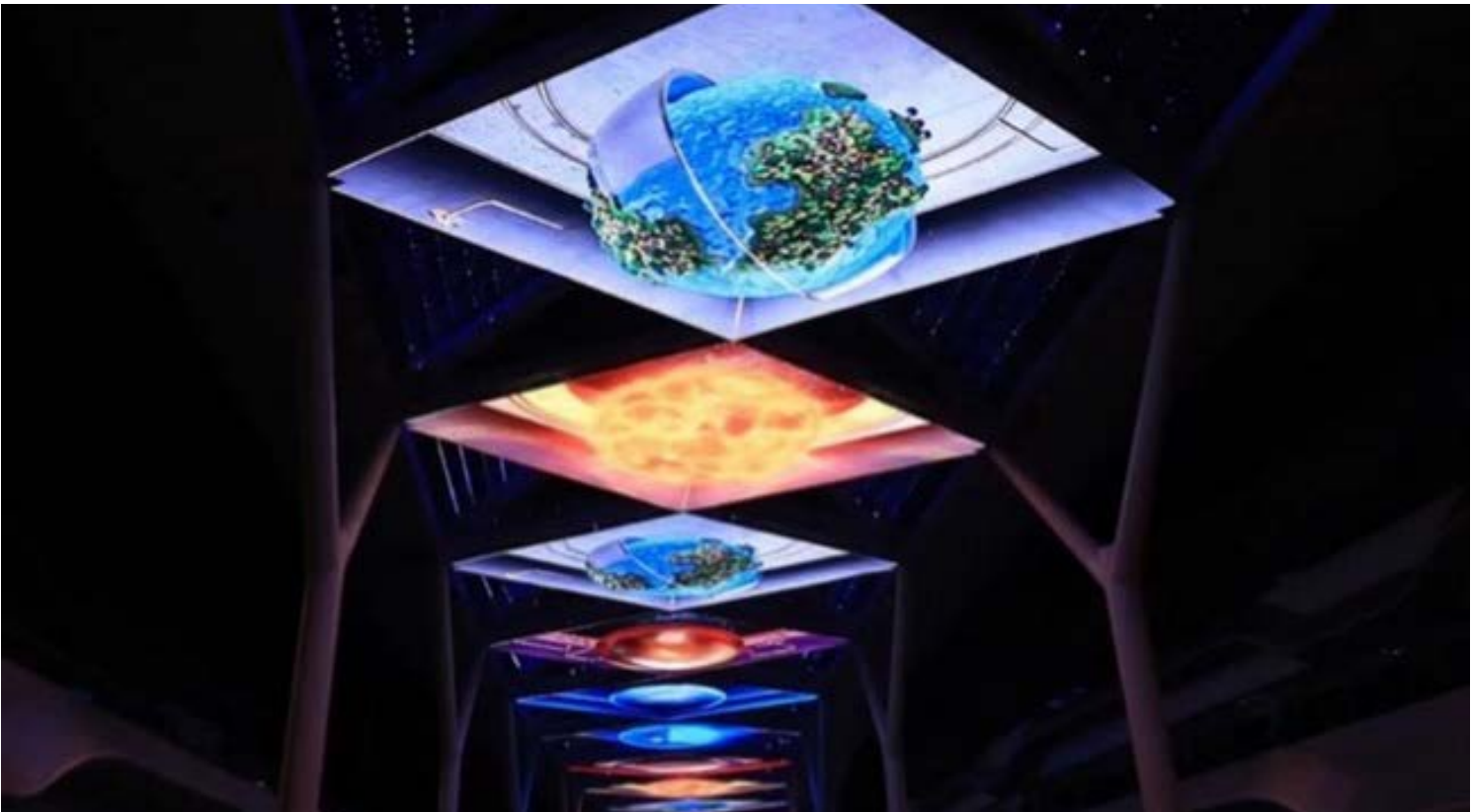
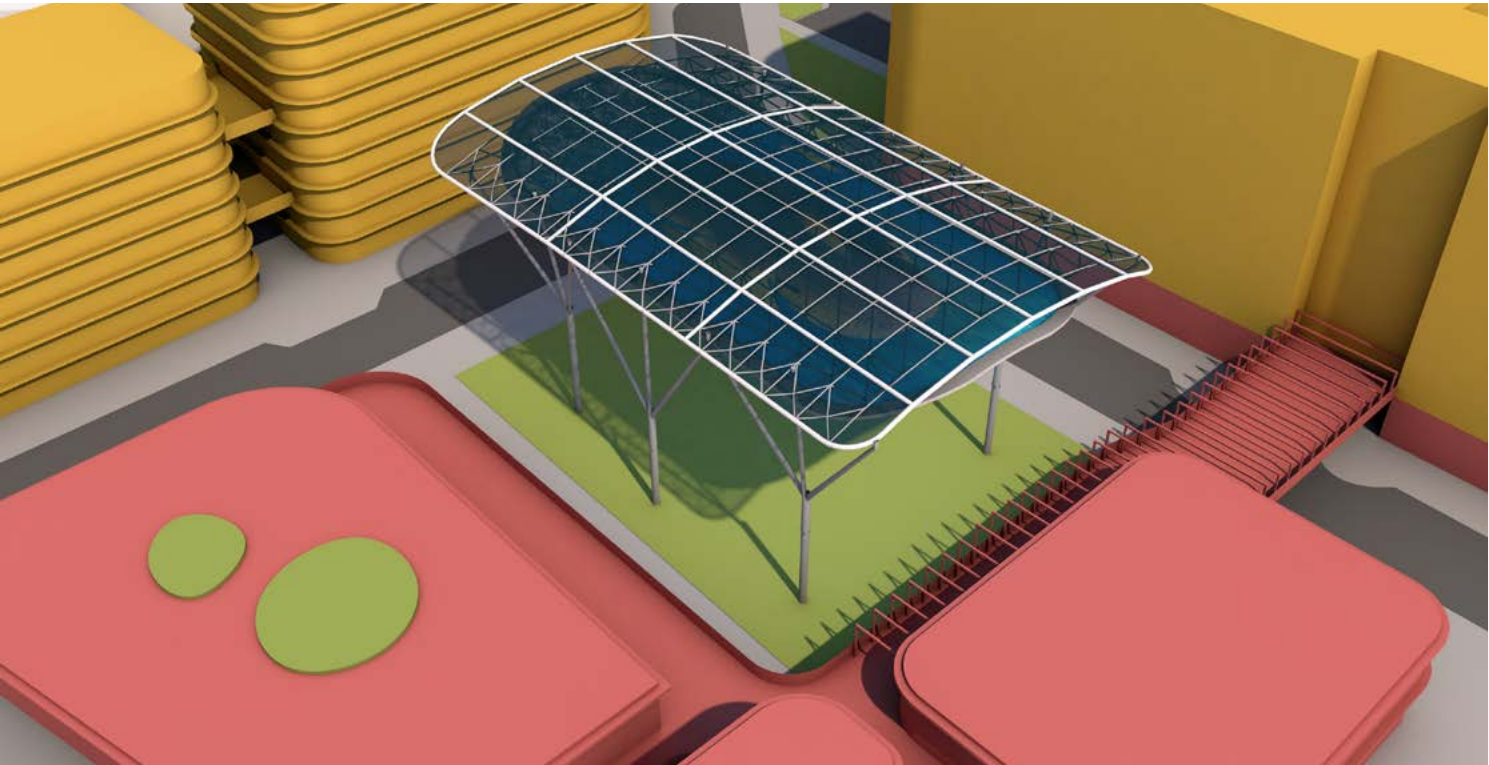
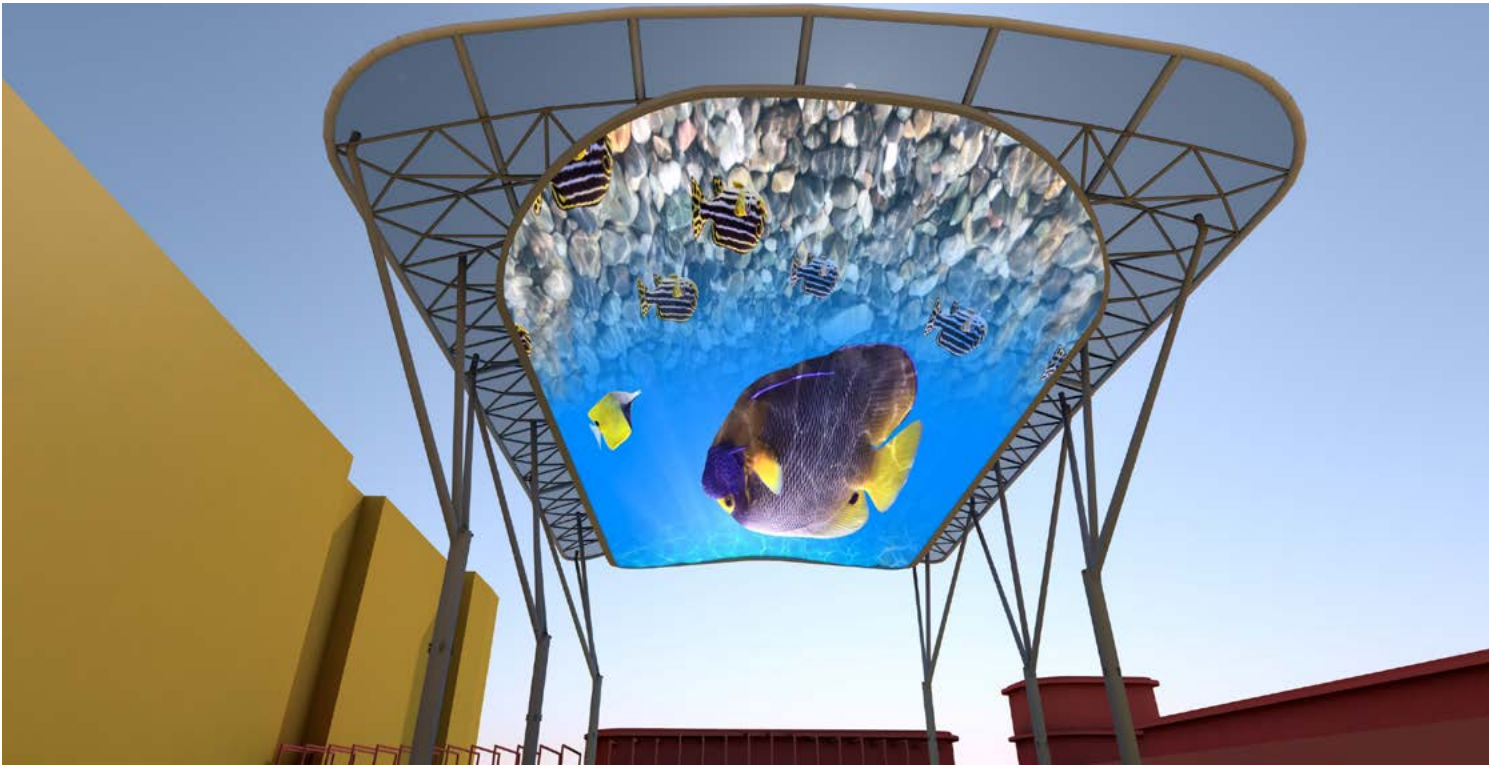


ART INSTALLATION ON PARKING STRUCTURE



LED DISPLAY ON BUILDING FACADE



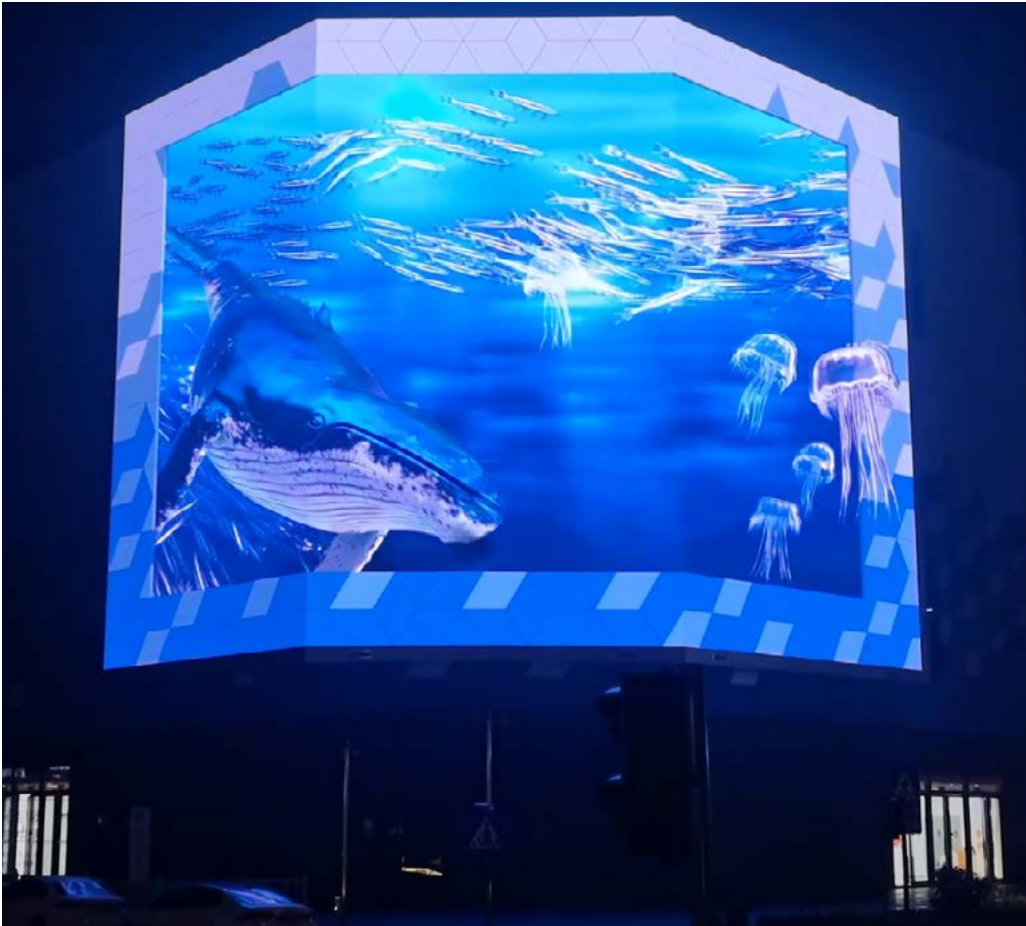


05 CREATIVE CURTAIN SCREEN

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NAKED EYE 3D DISPLAY



THREE-SIDED LED DISPLAY WITH SPEAKER



LED FLOOR



06 3D DISPLAY

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LEED SUSTAINABLE SPACES



SOLAR PANELS



SMART CITY

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<https://youtu.be/iQGt7YF2b-E?si=Vss8gzxBvgylHmey>



Planning
Landscape Architecture
Urban Design

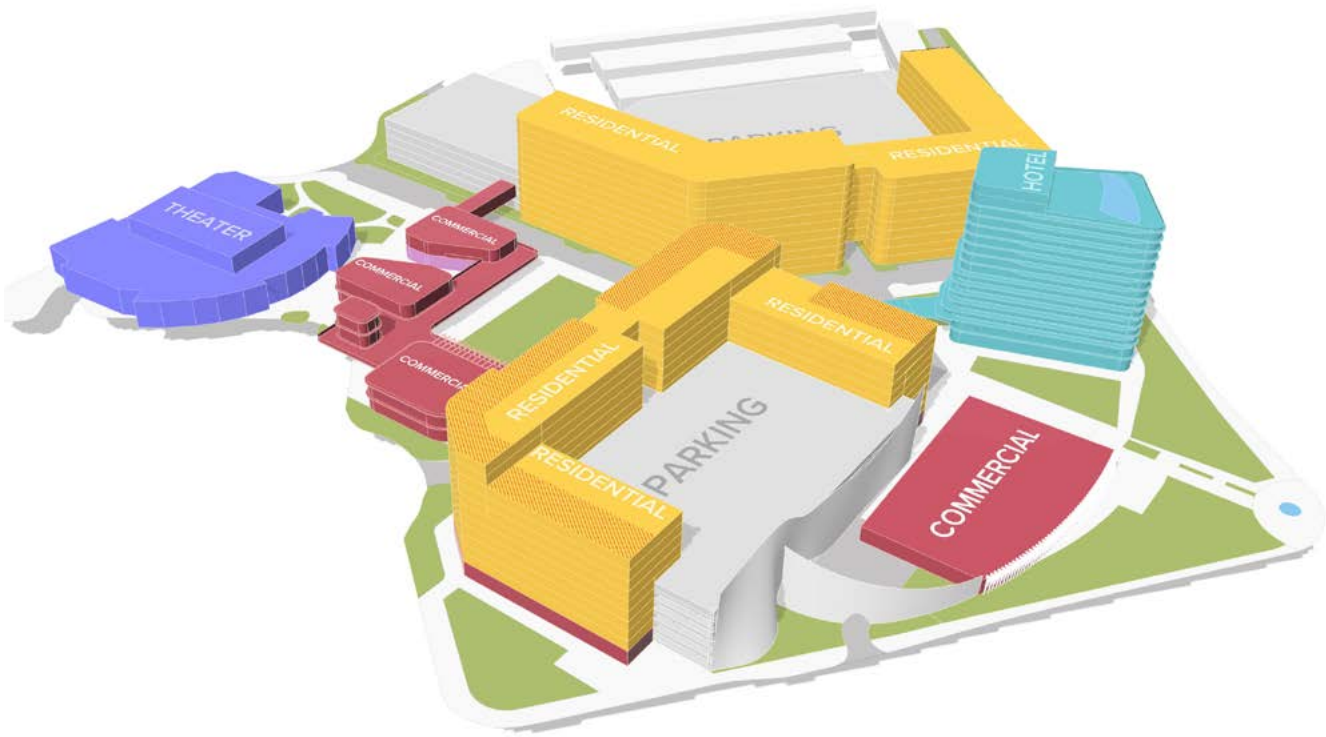
www.edsaplan.com

<https://youtu.be/iQGt7YF2b-E?si=Vss8gzxBvgylHmey>

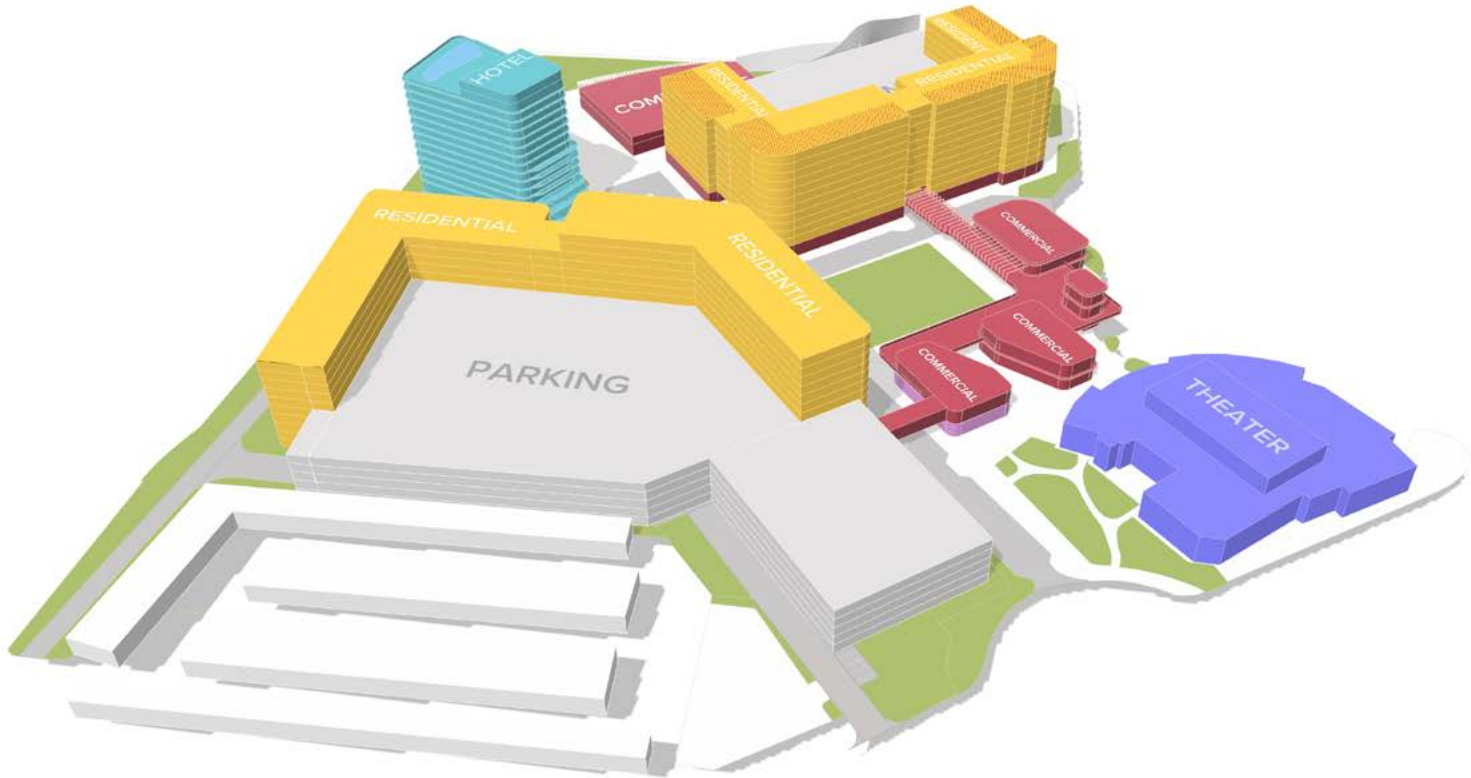
CONCEPT DIAGRAMS



SW BIRDEYE VIEW



NW BIRDEYE VIEW



NE BIRDEYE VIEW

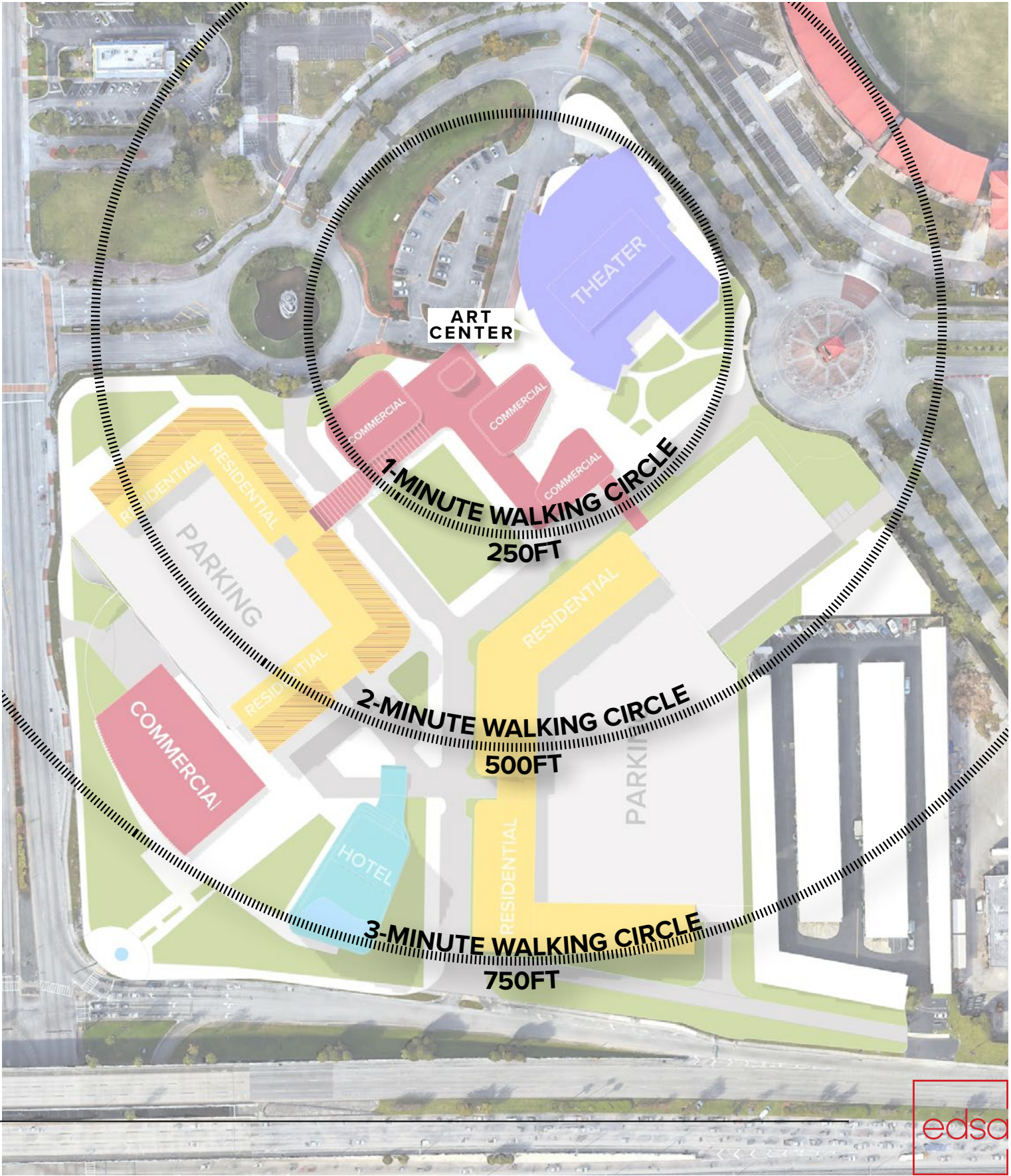
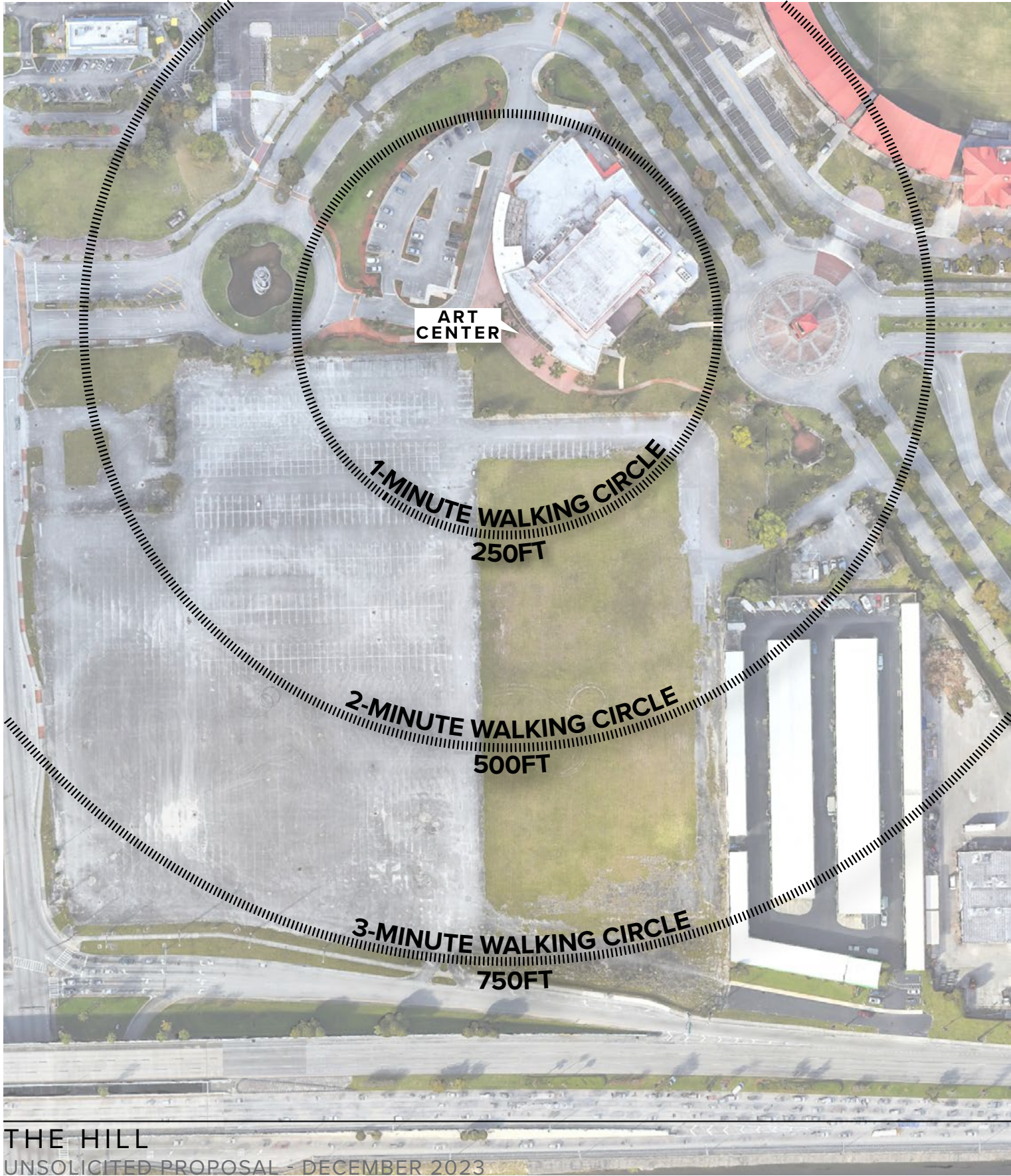


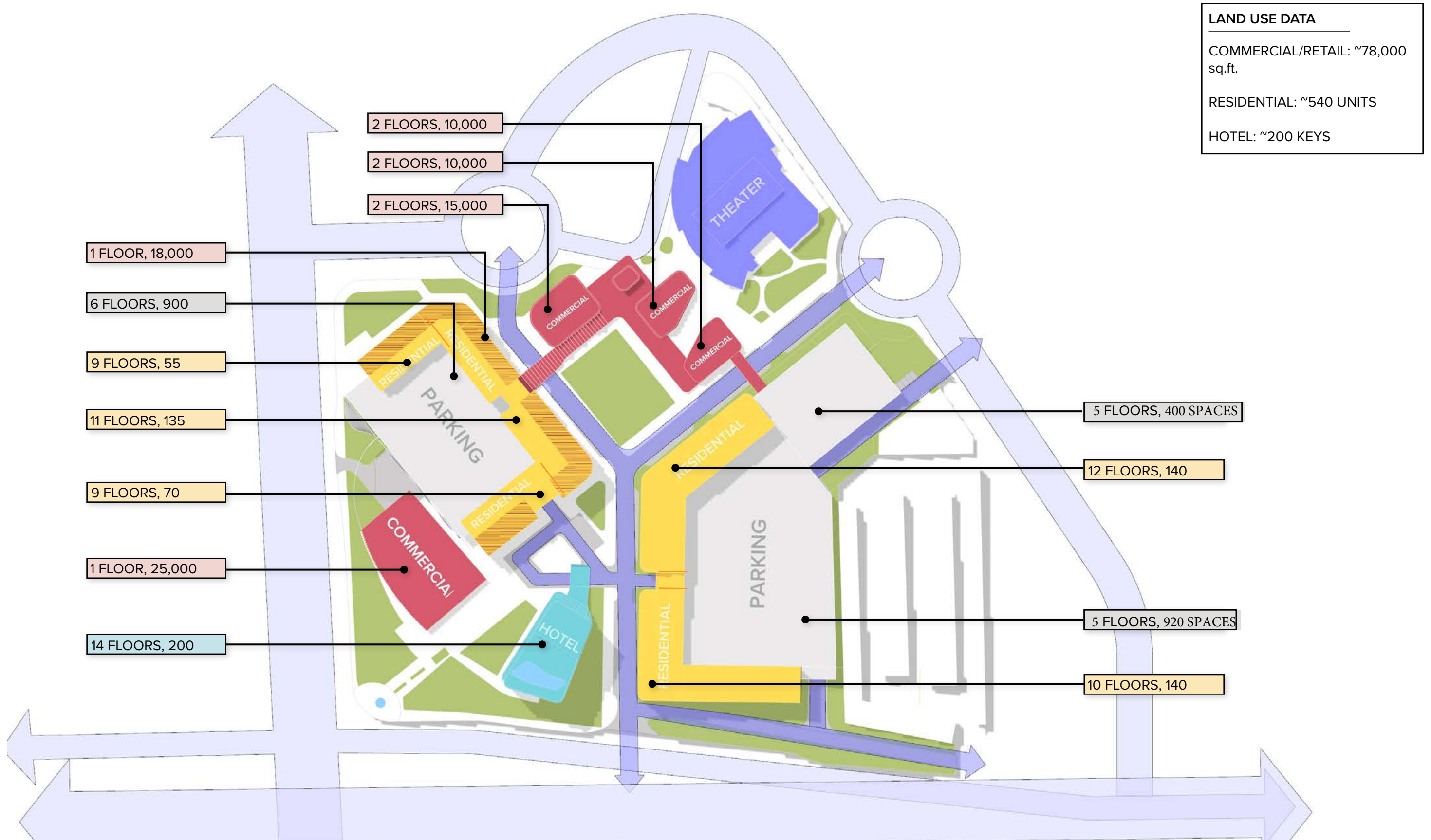
TOP VIEW

ANALYSIS

02 WALKABILITY

EXISTING PROPOSED





CONCEPT DIAGRAM

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