



Project Data

Key Scope Items:

- Market and Financial Feasibility of Entertainment District
- Tourism Analysis
- Recommend Key Components, Sizing, Quality, Concepts

Development Budget: \$150,000,000+

HSP Professionals Involved in Project: All professional staff

Time of Service: 2013

San Juan Entertainment District Study

San Juan, Puerto Rico

HSP was retained to study the need for and potential of an entertainment/nightlife district in San Juan near the new convention center, Sheraton hotel and casino. Public and private interests have a desire to make the convention district more attractive as a destination for groups, as it is currently somewhat isolated from the entertainment, dining and shopping hubs of San Juan.

Given its history with a number of entertainment and mixed-use destination districts, HSP was asked to analyze the trends in the industry, the local market, the tourism product, the opportunities and the physical space available for such a district and then recommend the following:

- Sizing, amount and character of restaurants
- Sizing, amount and themes of clubs/bars
- Sizing, amount and concepts of retail options
- Potential development partners
- Design partners and elements
- Other key elements for success

HSP will continue to work with the developer and concept to refine the business plan, test market and financial projections and determine the key plan elements until financing is achieved.