



Final Program - R2

Promotional Platform Manhattan Village

1200 Rosecrans
Manhattan Beach, CA 90266

July 30, 2019

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Atlanta • Austin • Boston • Dallas • New York • Washington DC
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PROJECT BASIS

This document constitutes the program for the promotional platform for Manhattan Village. The program establishes a comprehensive physical infrastructure that will serve sponsors' brand-communication needs with a combination of digital displays, static displays, event spaces, and live input panels. This will provide the foundation for a revenue-generating business that includes branded messages, advertising, sponsorships, naming rights, promotional media opportunities and events.

Our analysis indicates that the return on investment for the promotional platform will come primarily through sponsorships and transactional advertising. The media sales model promotes exclusivity, dominance, and minimizes clutter by creating tiers of sponsorship. These sponsorships will support the development and day-to-day operations costs of the promotional platform, the required maintenance of the systems, and provide a tangible return on investment.

WHAT IS A PROMOTIONAL PLATFORM?

A promotional platform represents the integration of media and technology layered within the architecture of the built environment to create a unique and ever-changing experience. The promotional platform provides small format and large format media assets throughout a development, unifies them with the building, and provides the exclusivity and dominance that allows sponsors the engagement and dwell time to connect with a specific demographic and targeted audience.

The objective, and opportunity, is to create a promotional platform that will be different by being authentic to the atmosphere and audience; by being permanently integrated into the built environment; and by remaining profitable through flexibility. The promotional platform should be both an entertainment venue and a sponsored branded environment, ultimately increasing the value of the retail and restaurant tenant leases through enhanced event spaces.

Through the inventory of media assets, the promotional platform will engage and excite consumers through dynamic content. The sponsors will have the chance to overlay creative content on the platform, provide the consumer with brand recognition, and then connect them to the goals and attributes of the sponsor. The promotional platform will also enable experiences and activations through sponsored events.

The ability to host a wide range of events improves an advertiser's reach, increases the consumer's dwell time, and improves the resulting advertiser-consumer engagement. This provides what "Out-of-Home Place-Based Advertising" is looking for in today's market. Sponsors are willing to engage, providing creative content to reach out to the targeted audience for extended periods.

DESIGN STRATEGY

This program includes assets that enable the property owners to generate both direct and indirect revenue by managing and hosting branded activations and creating a network of assets that promotes exclusivity, which can be sold through sponsorships and/or transactional advertising. The proposed promotional platform includes:

- Large-format LED and small-format LCD digital media assets deployed in high traffic, high visibility areas.
- Static media assets to provide a mix of media types for advertisers.
- Live input panels that will serve as the flexible infrastructure for events and branded activations at exterior and interior locations.
- A content management system that will serve as a centralized control point for storing, scheduling, and presenting digital content.

This program also includes strategies to generate indirect revenue through extending the promotional platform throughout the property, including:

- Integrated audio, live input panels, and related infrastructure that will facilitate flexible events and branded activations at exterior and interior locations.

CODE REVIEW

Sensory Interactive has developed this program in consultation with the Manhattan Beach City Council Resolution No. 14-0026, Manhattan Beach Municipal Code, and Caltrans Outdoor Advertising Act specifically in relation to N. Sepulveda Boulevard (California State Route 1). Sensory Interactive has reviewed the relevant code and has developed the set of tiered opportunity concepts in this program to be in response to interpretation of signage code requirements. We recommend that the Owner confirm these code interpretations with their attorney to develop a strategy to reach a revised project signage approval.

City Council Resolution No. 14-0026:

- Section 14.1.d.x: Requirements for signs
- Section 14.2.a: Signage per Sepulveda Development Guide
- Section 15: a - m: Approved maximum square footage of signs = 9,500 sq.ft.
- Section 18.11: a - d: Signage site-wide plan / master sign program
- Section 18.13.f: Northwest corner parcel / future gateway sign at intersection
- Section 18.19.a: Possible future redevelopment of northwest corner parcel
- Section 18.39: Northwest corner parcel, reviewed by Caltrans, City Public Works

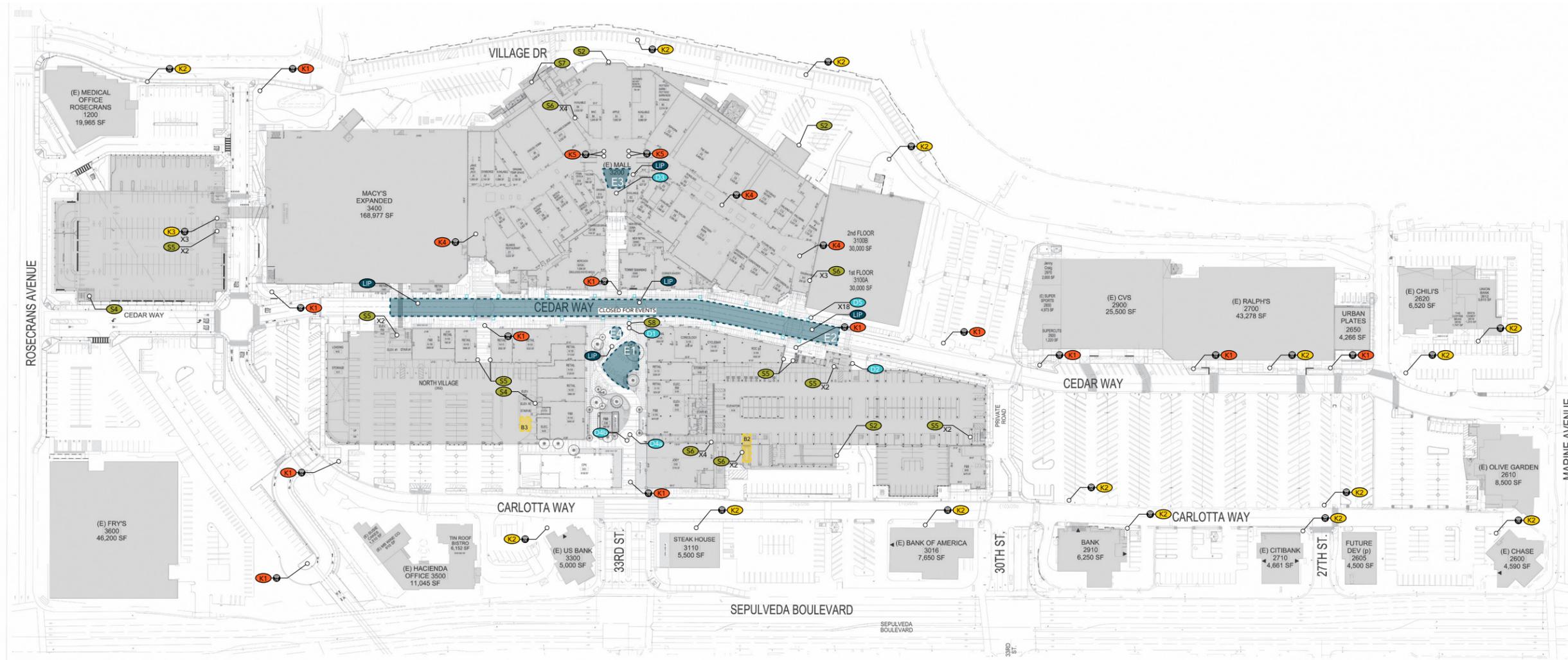
Caltrans Outdoor Advertising Act:

- Section 5403: Prohibited display locations
- Section 5404: Visual obstruction, distance from highway
- Section 5408: Prohibitions limiting displays in business areas

TOTAL PROJECT ASSET PLAN

LEGEND

- D LED DISPLAY
- S STATIC DISPLAY
- K INTERACTIVE KIOSK
- K NON-INTERACTIVE KIOSK
- ASSETS CONTROLLED BY LTE
- E EVENT SPACE
- B BRANDED ACTIVATION SPACE
- SEATING AREA
- G GATHERING AREA/
PERFORMANCE SPACE
(BRANDING OPPORTUNITY)
- STAGE
- T BRANDED/VENDOR TENTS
- LIP LIVE INPUT PANEL
- LIGHTING
- AUDIO
- POWER



PLAN VIEW

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Promotional Platform
Manhattan Village

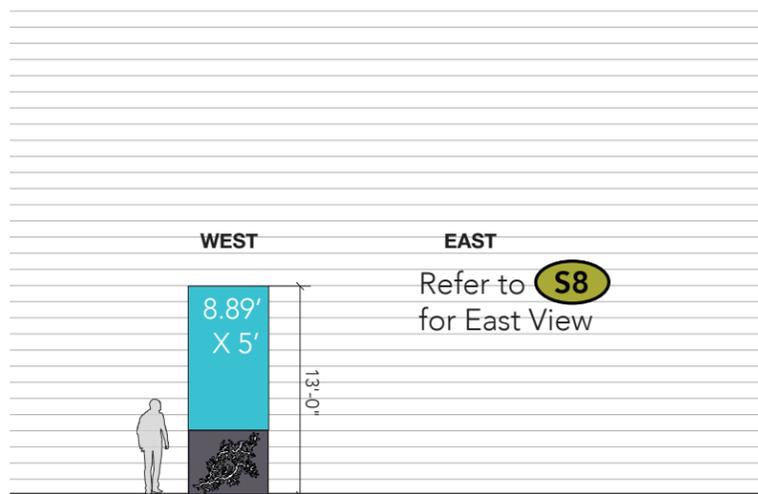
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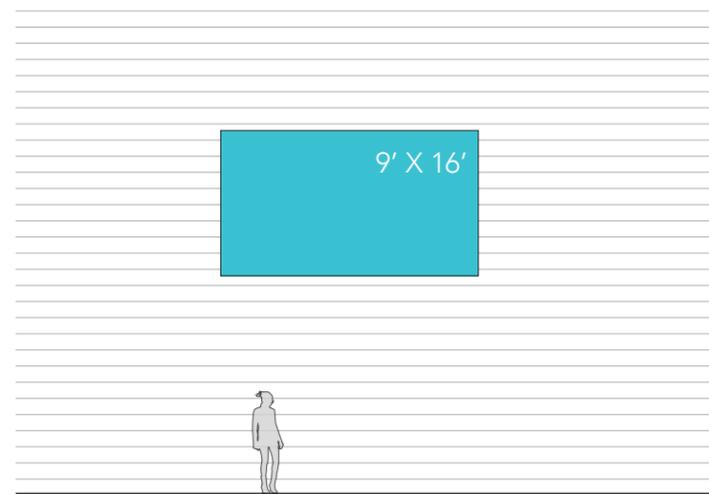
Promotional Platform Assets Asset Plan

ASSET ELEVATIONS

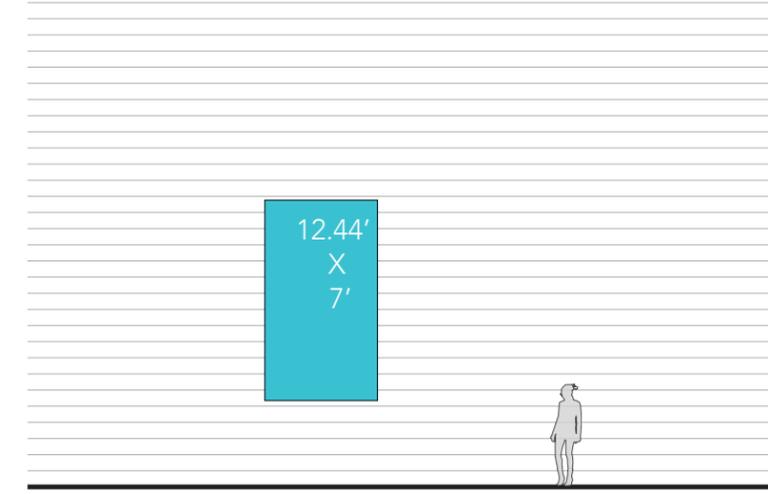
LARGE FORMAT DIGITAL DISPLAYS



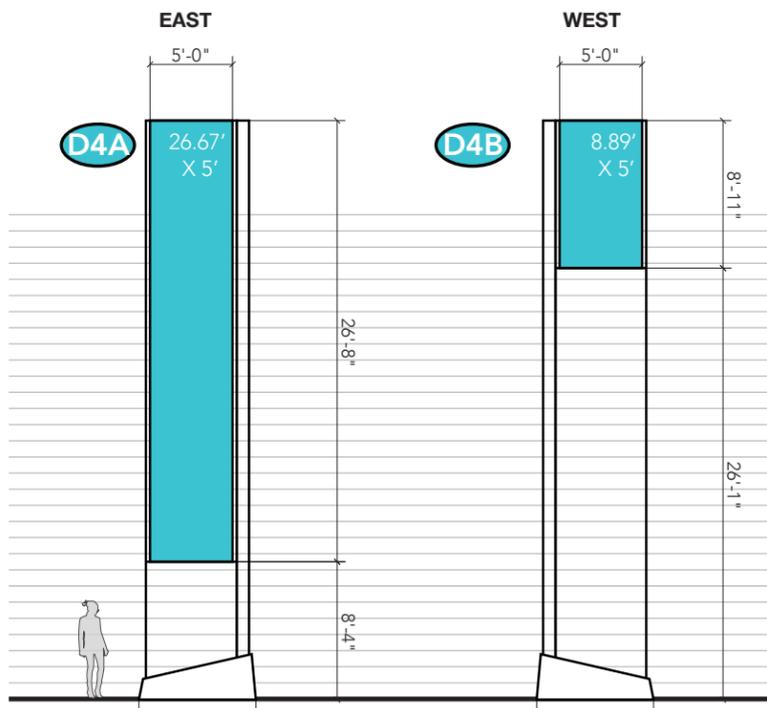
D1 FREESTANDING DISPLAY AT CENTRAL PLAZA EAST NEAR CEDAR WAY
LED 4 MM OUTDOOR



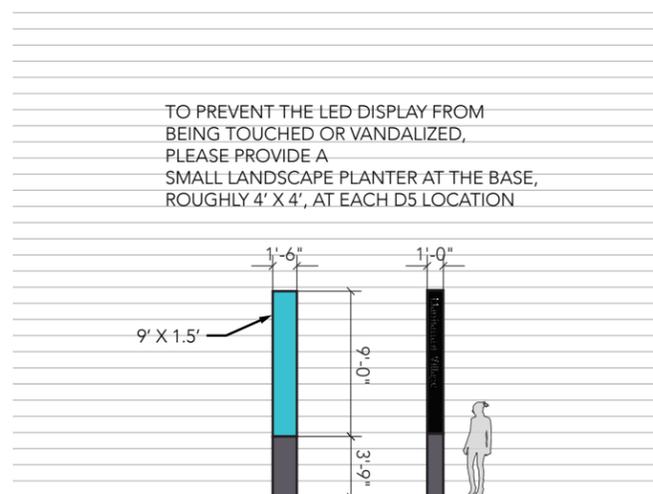
D2 FAÇADE MOUNTED AT EAST SIDE OF SOUTH PARKING GARAGE
LED 10 MM OUTDOOR



D3 SUSPENDED INTERIOR ARRIVAL
LED 6.67 MM INDOOR

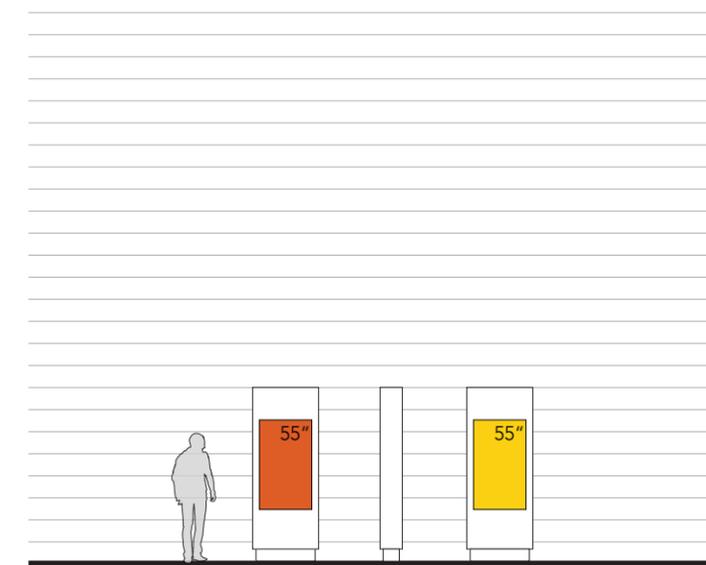


D4 FAÇADE MOUNTED AT CLOCK TOWER
LED 6.67 MM OUTDOOR



D5 DYNAMIC POSTS ALONG CEDAR WAY
LED 6.67 MM OUTDOOR

SMALL FORMAT DIGITAL DISPLAYS



K1 EXTERIOR FREESTANDING KIOSK - INTERACTIVE
LCD 55" DOUBLE SIDED KIOSK

Promotional Platform Assets Asset Types