



**City Council Meeting, August 6, 2019
Agenda Item No. 18**

TO: Honorable Mayor and Members of the City Council
THROUGH: Bruce Moe, City Manager
FROM: Anne McIntosh, Community Development Director
SUBJECT: Updated Manhattan Village Shopping Center Presentation
DATE: August 5, 2019

SUPPLEMENTAL REPORT

Item No. 18 on the City Council Regular Meeting Agenda discusses the consideration of a request by Mayor Hersman and Mayor Pro Tem Montgomery (City Council Mall Expansion Subcommittee) to place on a future agenda a digital media package proposal submitted by Manhattan Village Shopping Center

Since the agenda and report was posted on Wednesday, July 31, 2019, updates have been made by the Manhattan Village Shopping Center attachment titled, "Manhattan Village – City Summary Handout." The revisions include:

1. Revised title to "Internal Digital Experience,"
2. Examples from other shopping centers.

The updated version of the attachment is attached for reference. Additionally, representatives from the Manhattan Village Shopping Center have prepared a PowerPoint Presentation (attached).



Final Program - R2

Internal Digital Experience Manhattan Village

1200 Rosecrans
Manhattan Beach, CA 90266

August 2, 2019

Sensory Interactive, Inc.
Atlanta • Austin • Boston • Dallas • New York • Washington DC
www.sensoryinteractive.net

PROJECT BASIS

This document constitutes the program for the Internal Digital Experience for Manhattan Village. The program establishes a comprehensive physical infrastructure that will serve a variety of property needs with a combination of digital displays, static displays, and event spaces. This will provide the foundation for an immersive visitor experience.

The Internal Digital Experience includes wayfinding, tenant promotion, mall events, City of Manhattan Beach programming, off-site advertising, and artistic elements. Off-site advertising content within the Internal Digital Experience makes all of the other content opportunities possible. Without the off-site advertising component, this investment does not pencil out.

Sensory Interactive has had excellent results with the deployment of digital media at other retail malls in the Southern California area. Similar projects include the LED displays and kiosk network at Santa Monica Place, and the kiosk network at Irvine Spectrum Center.

DESIGN STRATEGY

This program includes assets that enable the property owners to manage and host branded activations and display immersive media content. The proposed Internal Digital Experience 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.
- Flexible infrastructure for events and branded activations at internal site locations.
- A content management system that will serve as a centralized control point for storing, scheduling, and presenting digital content.



REFERENCE: LED DISPLAYS AT SANTA MONICA PLACE

CODE REVIEW

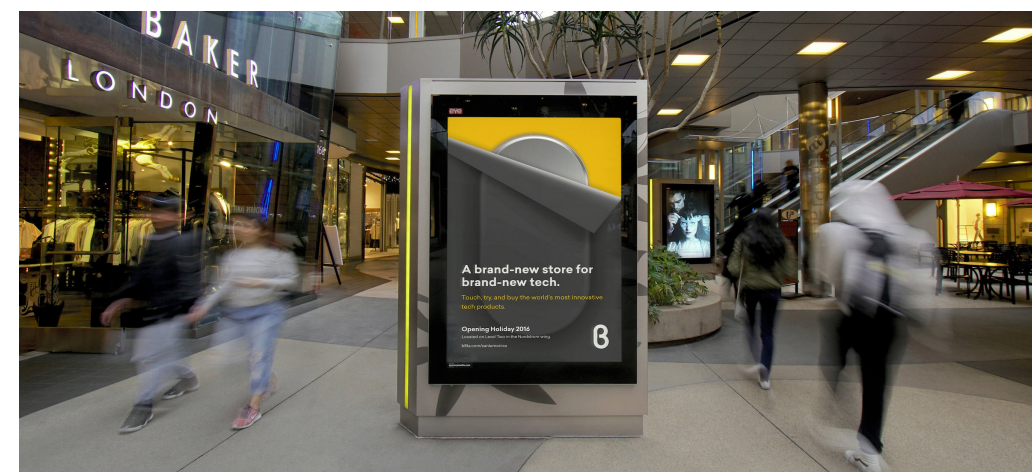
Sensory Interactive has developed this program in consultation with the Manhattan Beach City Council Resolution No. 14-0026, Manhattan Beach Municipal Code, and Caltrans Outdoor Advertising Act specifically in relation to N. Sepulveda Boulevard (California State Route 1). Sensory Interactive has reviewed the relevant code and has developed the 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

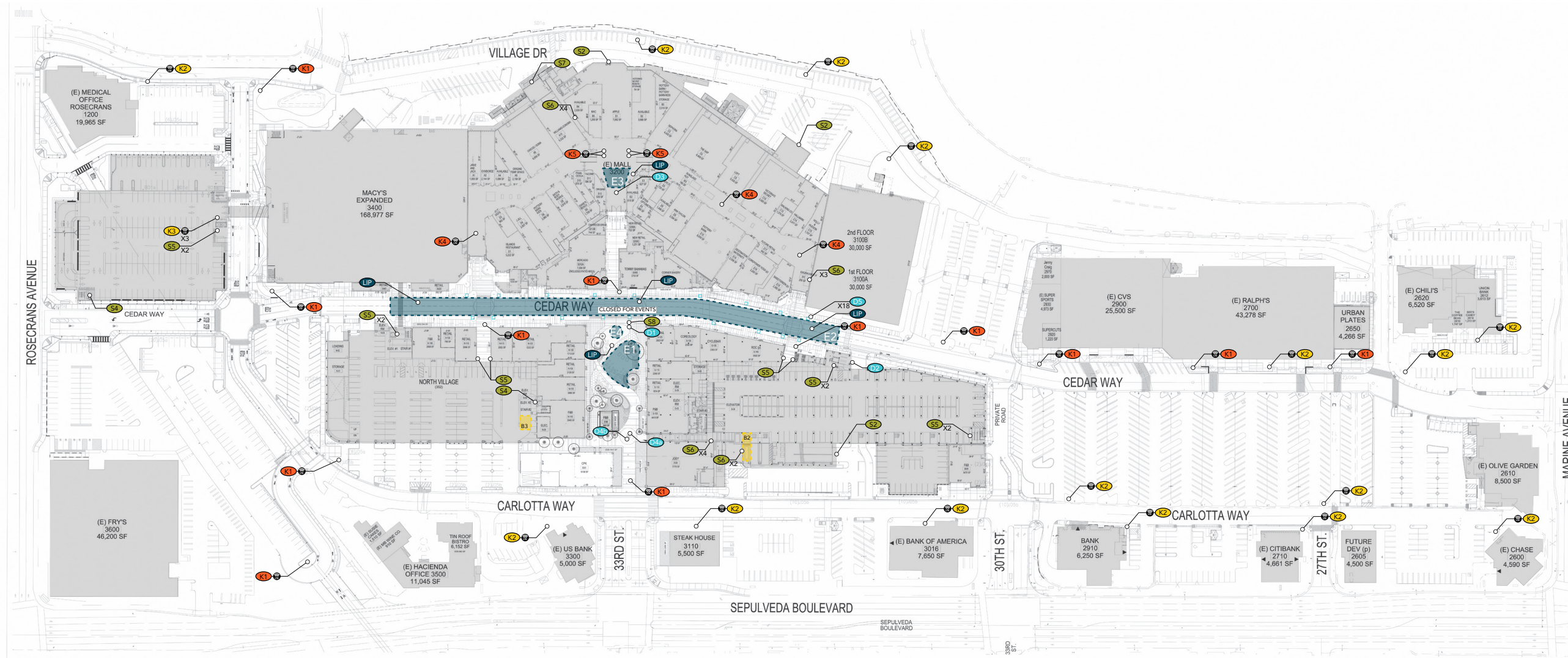


REFERENCE: KIOSK NETWORK AT SANTA MONICA PLACE

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
- GATHERING AREA/
PERFORMANCE SPACE
(BRANDING OPPORTUNITY)
- STAGE
- BRANDED/VENDOR TENTS
- LIP LIVE INPUT PANEL
- ▲ LIGHTING
- AUDIO
- POWER



PLAN VIEW

Final Program - R2

August 2, 2019

Internal Digital Experience
Manhattan Village

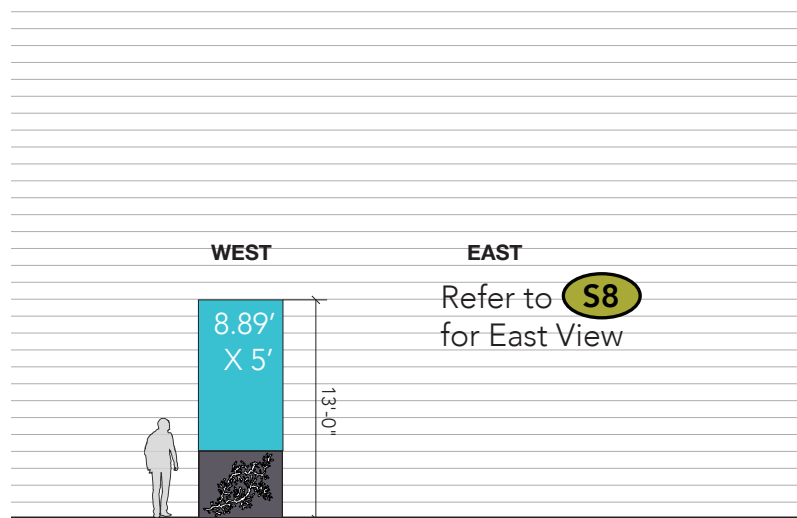
Page 3



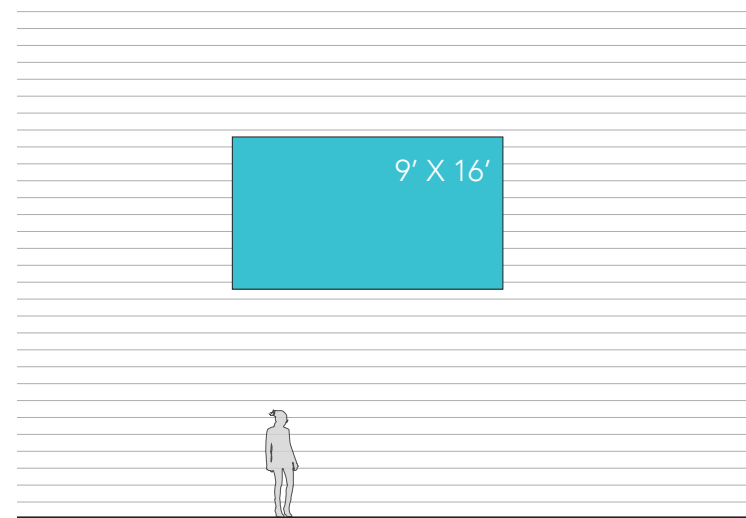
Internal Digital Experience Assets Asset Plan

ASSET ELEVATIONS

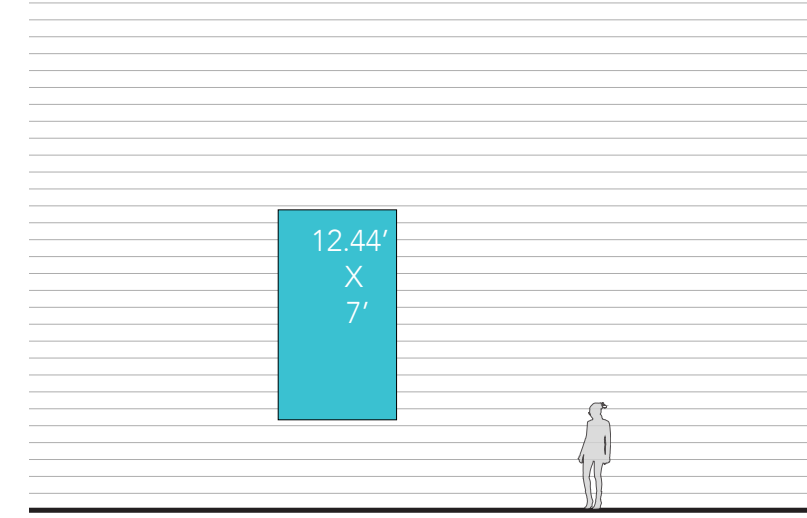
LARGE FORMAT DIGITAL DISPLAYS



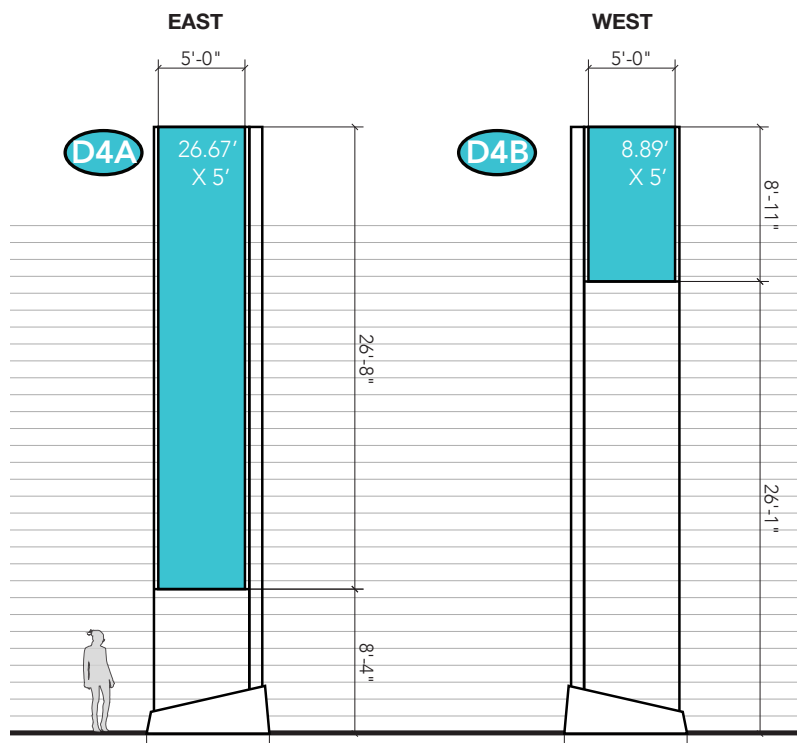
D1 FREESTANDING DISPLAY AT CENTRAL PLAZA EAST NEAR CEDAR WAY
LED 4 MM OUTDOOR



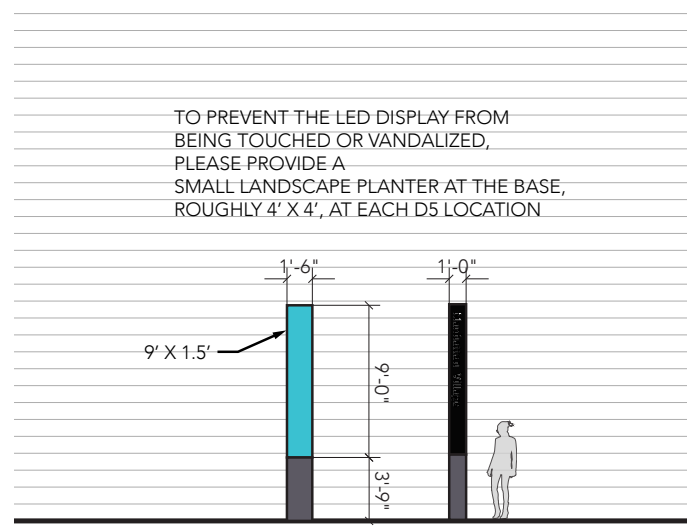
D2 FAÇADE MOUNTED AT EAST SIDE OF SOUTH PARKING GARAGE
LED 10 MM OUTDOOR



D3 SUSPENDED INTERIOR ARRIVAL
LED 6.67 MM INDOOR

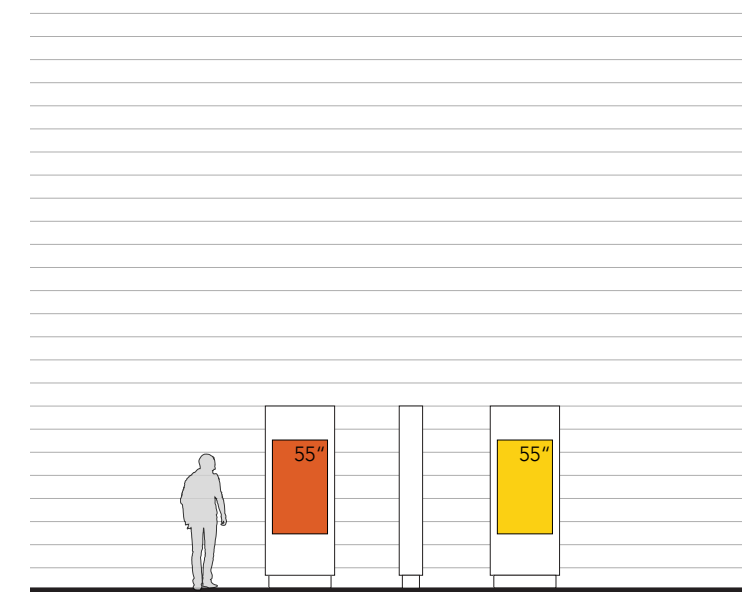


D4 FAÇADE MOUNTED AT CLOCK TOWER
LED 6.67 MM OUTDOOR



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

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Prepared for:

Jones Lang LaSalle

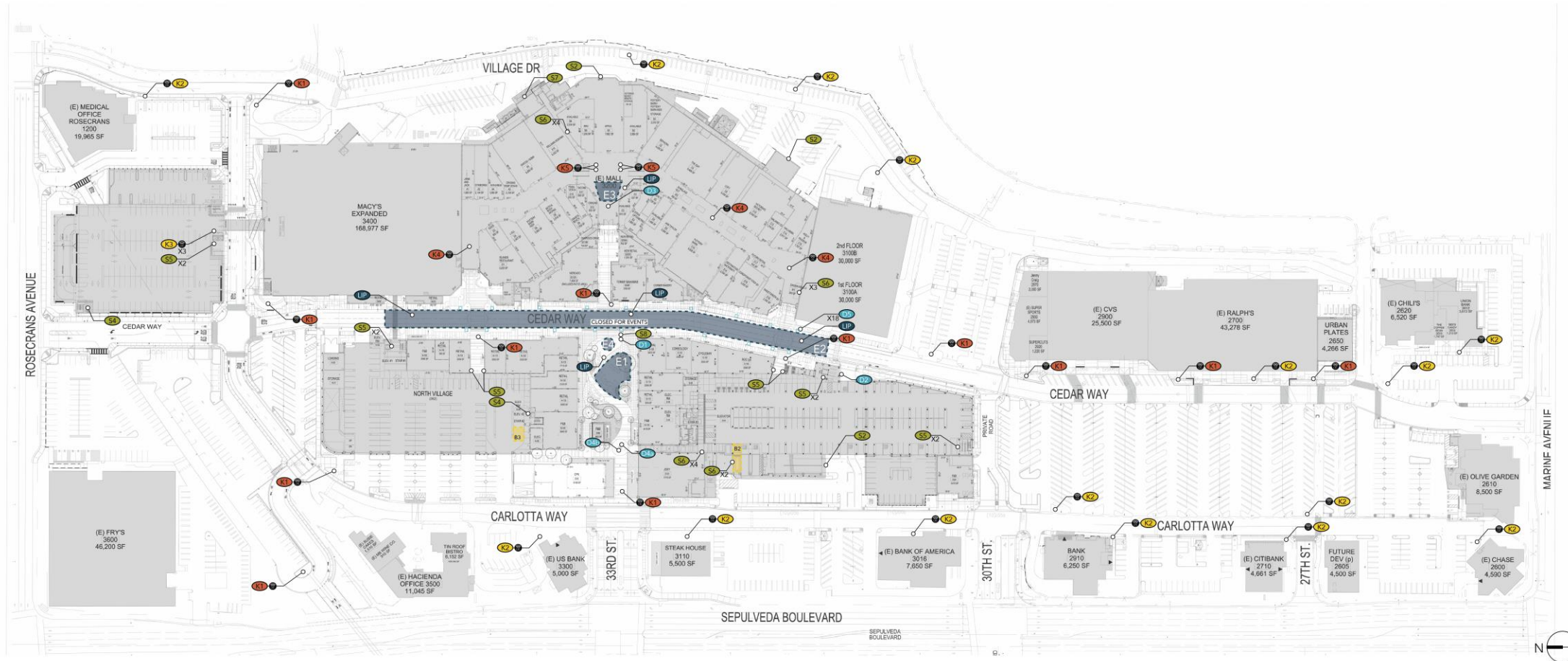
515 South Flower Street Suite 1300 Los Angeles,
California 90071

August 5, 2019

Manhattan Village
Internal Digital Experience

City Presentation

Asset Plan



LEGEND

- D LED DISPLAY
- S STATIC DISPLAY
- K INTERACTIVE KIOSK
- K NON-INTERACTIVE KIOSK
- K ASSETS CONTROLLED BY LTE
- EVENT SPACE
- BRANDED ACTIVATION SPACE
- LIP LIVE INPUT PANEL

Internal Digital Experience 1

Asset D4A

Content Story: Sponsor Event

- A. 15-second Digital Art
- B. 15-second Range Rover ad
- C. 15-second Manhattan Village brand ad
- D. 15-second Rolex ad



Internal Digital Experience 2

Asset D1

Content Story: Typical Day Sponsors

- A. 15-second Perrier ad
- B. 15-second Digital Art
- C. 10-second PSA for City Event
- D. 15-second Cartier ad



Internal Digital Experience 3

Asset D5

Content Story: Tenant Event

A. 15-second Tommy Bahama ad

B. 15-second Digital Art

C. 15-second West Elm ad



Internal Digital Experience 4

Asset D2, K1

Content Story: Typical Day Sponsors

- A. 15-second LA Kings ad
- B. 10-second Manhattan Village Welcome
- C. 15-second Digital Art
- D. 15-second Skechers ad

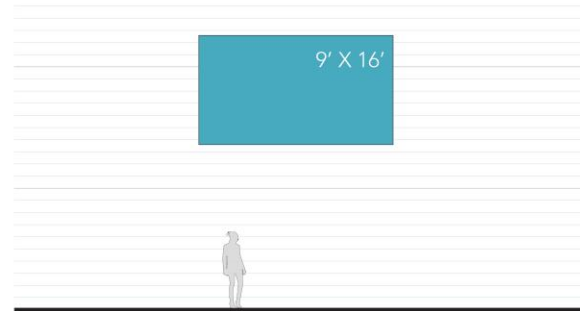


Asset Elevations

Large Format Digital Displays



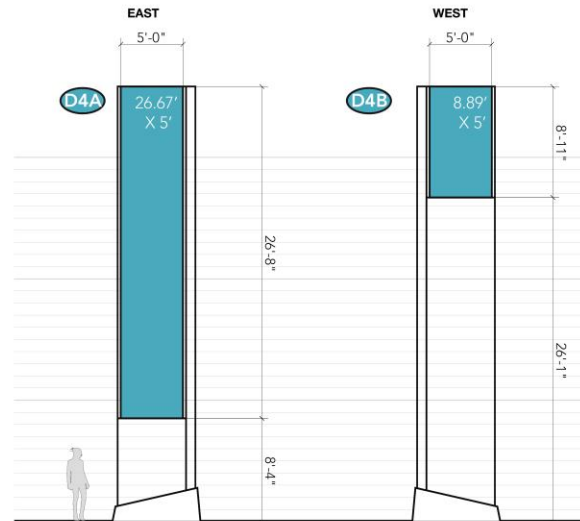
D1 FREESTANDING DISPLAY AT CENTRAL PLAZA EAST NEAR CEDAR WAY
LED 4 MM OUTDOOR



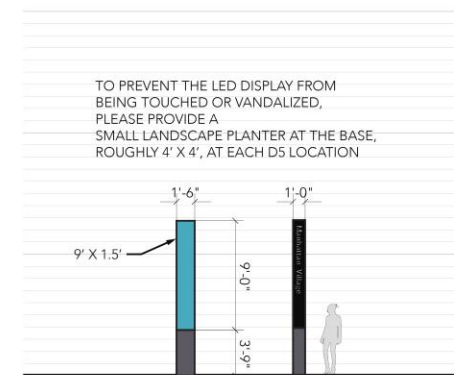
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LED 10 MM OUTDOOR



D3 SUSPENDED INTERIOR ARRIVAL
LED 6.67 MM INDOOR



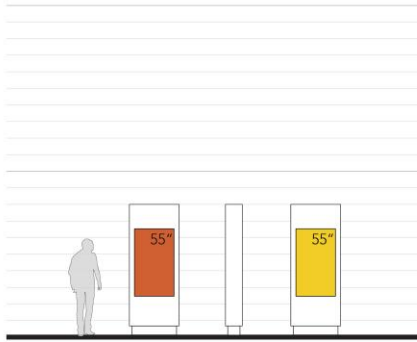
D4 FAÇADE MOUNTED AT CLOCK TOWER
LED 6.67 MM OUTDOOR



D5 DYNAMIC POSTS ALONG CEDAR WAY
LED 6.67 MM OUTDOOR

Asset Elevations

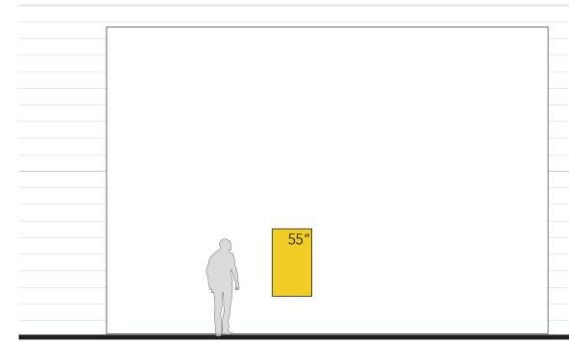
Small Format Digital



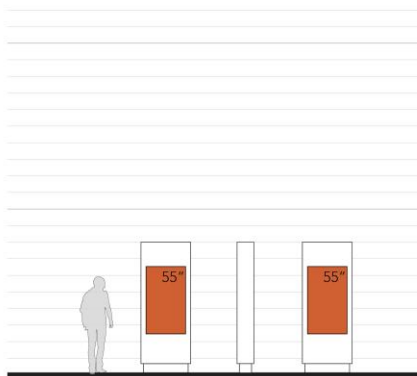
K1 EXTERIOR FREESTANDING KIOSK - INTERACTIVE
LCD 55" DOUBLE SIDED KIOSK



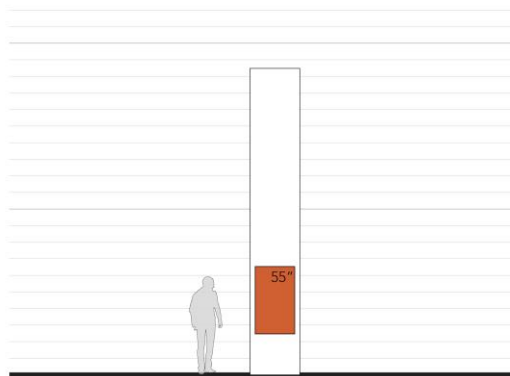
K2 EXTERIOR FREESTANDING KIOSK - NON-INTERACTIVE
LCD 55" DOUBLE SIDED KIOSK



K3 EXTERIOR FAÇADE MOUNTED KIOSK - NON-INTERACTIVE
LCD 55" SINGLE SIDED KIOSK



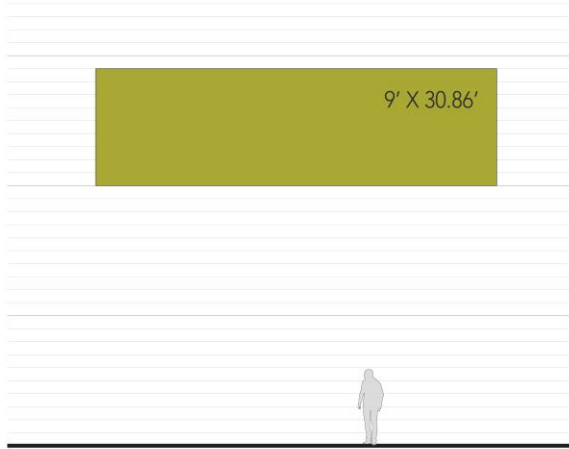
K4 INTERIOR FREESTANDING KIOSK
LCD 55" DOUBLE SIDED KIOSK



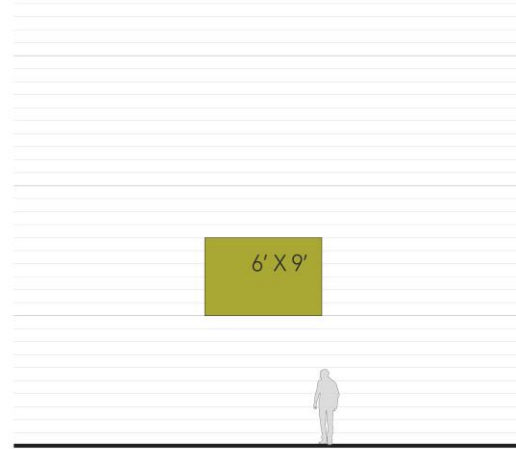
K5 INTERIOR COLUMN-MOUNTED KIOSK
LCD 55" SINGLE SIDED KIOSK

Asset Elevations

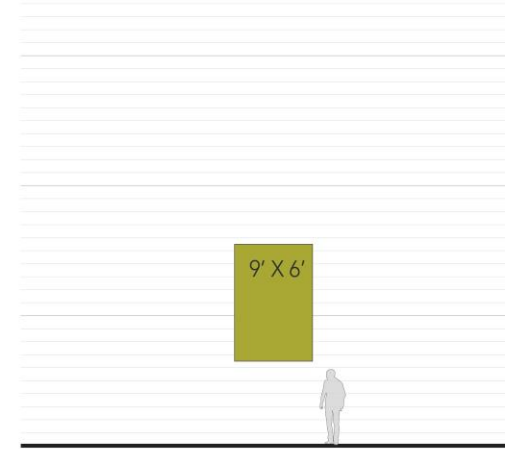
Static Displays



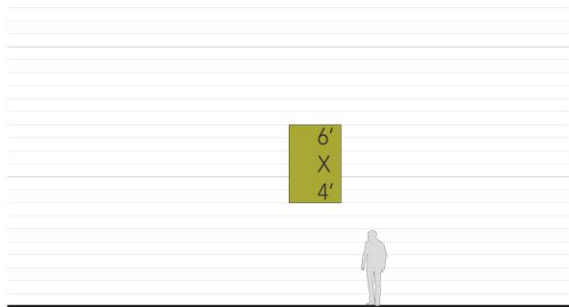
S2 HORIZONTAL STATIC FRONTLIT AT SOUTH PARKING GARAGE, EAST ELEVATION OF RETAIL BUILDING
FRONTLIT - OUTDOOR



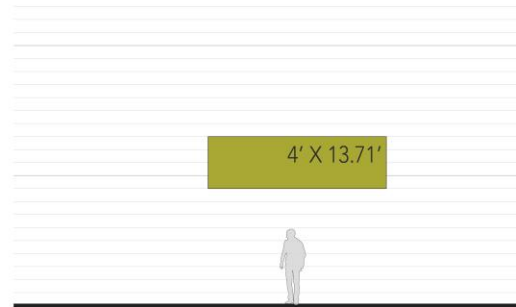
S4 HORIZONTAL STATIC FRONTLIT AT PARKING GARAGE STAIR CIRCULATION
FRONTLIT - OUTDOOR



S5 VERTICAL STATIC FRONTLIT AT PARKING GARAGE VERTICAL CIRCULATION
FRONTLIT - OUTDOOR



S6 VERTICAL STATIC FRONTLIT - INDOOR AT REAR ENTRY HALL AND AT SOUTH PARKING GARAGE VALET HALLWAY
FRONTLIT - OUTDOOR



S7 HORIZONTAL STATIC FRONTLIT AT EAST ENTRY OF RETAIL BLDG.
FRONTLIT - OUTDOOR



S8 ILLUMINATED STATIC AT CENTRAL PLAZA EAST NEAR CEDAR WAY
INTERNALLY ILLUMINATED - OUTDOOR