

Appendix C

Off-Site Signage Application



8850 Sunset Boulevard Design Excellence Screening Application

Prepared for:

City of West Hollywood

8300 Santa Monica Boulevard
West Hollywood, CA 90069

November 4, 2019



BIGOUTDOOR

m o r p h o s i s



APPLICATION FORM & PROOF OF PAYMENT



City of West Hollywood
**SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE PROGRAM
 DESIGN EXCELLENCE SCREENING APPLICATION**

SECTION A – APPLICANT INFORMATION Please provide the below business information for your sign project.
 THE APPLICANT MUST BE SITE OWNER

1. Project Type: (only check one)

New Development/Substantial Remodel Alternative Project Advertising Conversion

Cultural Resource Creative Non-Digital/Reallocation

2. Project Location Address
 8850 - 8878 W. Sunset Boulevard, West Hollywood, CA 90069

3. Applicant/Site Owner Name
 8850 Sunset, LLC

4. Mailing Address 345 N. Maple Drive, Suite 208	5. City Beverly Hills	6. State CA	7. Zip Code 90210
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SECTION C - PRIMARY CONTACT INFORMATION (This will be the contact person for any questions regarding the screening application)

4. Name Charles Essig	5. Title/Company Managing Director	6. Phone Number 631-742-0866	7. Email Address CE@silvercreekdevco.com
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Contact with Design Excellence Committee Members

Contact with any member of the Application Evaluation Committee is strictly prohibited. Any violation will result in the dismissal of the applicant's screening application. Additionally, applicants should be aware that all Application Evaluation Committee members are required to immediately report any attempted contact (email, phone, in-person, by mail, etc.) by an applicant to the City Manager.

I hereby declare that I understand that any contact by anyone associated with the Design Excellence Screening Application with Committee Members directly related to the project submission shall result in the automatic dismissal of the this application.

Signature Charles Essig <small>Digitally signed by Charles Essig DN: cn=Charles Essig, o=ss, email=C.Essig@silvercreekdevco.com, c=US Date: 2019.10.23 08:02:04 -0700</small>	Printed Name Charles Essig	Date Signed 10/23/2019
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AFFIRMATION & CONSENT

Under penalty of perjury, I hereby declare that the information contained within and submitted with the screening application is complete, true, and correct. I understand that a misrepresentation of fact is cause for rejection of this application, denial of a license, or revocation of a license issued. By signing below, I also hereby declare that I have read the application information packet and will adhere to the guidelines and requirements included in it:

Signature Charles Essig <small>Digitally signed by Charles Essig DN: cn=Charles Essig, o=ss, email=C.Essig@silvercreekdevco.com, c=US Date: 2019.10.23 08:02:04 -0700</small>	Printed Name Charles Essig	Date Signed 10/23/2019
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City of West Hollywood
 www.weho.org

1 Finance Cashier
 1929401-1 10/22/2019 BR1 T18
 Tue Oct22,2019 01:12PM Trans#51-51
 51 \$10050.00 SUNBILL - SUNBILL SIGN
 APPLICATION
 * PAYOR: BIG OUTDOOR OPCO LLC
 DESC: 8850 SUNSET BLVD
 1 ITEM(S): TOTAL: \$10050.00
 Check (6415) PAID \$10050.00

(323) 848-6400
 Duplicate

COVER LETTER

November 4, 2019

Silver Creek Commercial Development
345 N. Maple Drive, Suite 208
Beverly Hills, CA 90210

City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069

Re: Sunset Boulevard Off-Site Advertising Signage Program

Dear Design Excellence Screening Committee:

Silver Creek Commercial Development ("SCCD") is pleased to present the enclosed design excellence screening application in accordance with the Open Call for applications to the Sunset Boulevard Off-Site Advertising Signage Program. The application for concept award under the category of New Development / Significant Upgrade Project incorporates a digital display of 1,000 square feet and a static display of 500 square feet. Our submission highlights the New Development project's commitment to deliver remarkable, world-class architecture to the Sunset Strip. The project team worked diligently to design an economically feasible digital framework to support a highly creative and contextual signage plan that will include a fully animated digital display and premier static sign.

The project architecture, by Morphosis, an award-winning Los Angeles based architecture and design firm, informs the shape and orientation of the signage. The sign, as an important architectural element of the project, is thoughtful, pragmatic, and iconic. The proposed signage is situated at the intersection of Sunset and San Vicente Boulevards, in order to maximize visibility for extended distances. The signs are positioned to respect the surrounding environment, moreover, they are non-obtrusive to adjacent buildings particularly eliminating unwelcomed light spillover onto surrounding properties.

The proposed signage represents a significant opportunity to shape the Strip's off-site signage and support public art programs. Our proposal complements the project site's history of intrigue through extraordinary architecture and creative activation. Our concept de-clutters existing off-site signage on the site to focus attention and maximize impact at this key intersection on the Strip.

Thank you for your time and effort in ensuring the Sunset Boulevard Off-Site Advertising Design Excellence Screening yields the finest concept awards to perpetuate the Strip's reputation as a cultural destination and heartline of the Creative City.

Respectfully,



Charles Essig
Silver Creek Commercial Development

PROJECT NARRATIVE

New Development / Significant Upgrade Project. Silver Creek Commercial Development, Plus Development, Big Outdoor, Morphosis Architects, and Sensory Interactive are pleased to submit an advertising signage proposal under the category of New Development / Significant Upgrade Project. The proposed sign features two 1,500 square sides including a West facing digital sign of 1,000 square feet with a 500 square foot digital display surround that will not show commercial content and an East facing static display of 500 square feet with an enhanced lighting surround to artistically enhance and illuminate the additional area.

Background and History of Sunset Blvd.

Sunset Boulevard has long been recognized as one of the most iconic streets in the world. The Sunset Strip's fascinating and storied history gives it an identity synonymous with West Hollywood culture. The Strip's unique character is in part due to its history of creative and eclectic off-site advertising signage that announces the trends of the moment, adding to the street's vitality during the day, and vibrancy at night. The Strip has the most off-site signage on the West Coast, making it an economic driver for the City of West Hollywood. The proposed signage at 8850 Sunset will enhance the Strip through an innovative design while respecting the surrounding displays with its size and placement. The addition of new and innovative digital signage at 8850 will ensure that Sunset Strip perpetuates itself as the most iconic Boulevard in the nation.

The Site

The project site is currently developed with four, one- and two-story commercial buildings. The existing buildings are currently occupied by The Viper Room, a well-known music venue in West Hollywood and a long-standing draw to the Strip. The site is also occupied by two liquor stores, two restaurants, a barbershop, a professional office, and two retail stores. The project site also currently includes surface parking and four existing static off-site 14'h x 48'w billboard faces.

The new mixed-use development will incorporate residential, hotel, food and beverage, and a live music venue. The site includes the re-envisioning of the Viper Room to ensure the continuation of its trend-setting music legacy. As described in detail below, the new development and new off-site digital and static signage

will provide for high visibility for the site and aims to play a major role in the City of West Hollywood's video public art program (Art on the Outside). The project will also provide additional economic benefit offerings to the City made possible by the revenue generated from the proposed digital signage program.

Our proposal brings to Sunset Boulevard an innovative, high quality two-sided sign that is integrated into the world-class design of the proposed future development designed by Morphosis. We set out to design a digital display that enhances Sunset Boulevard's character, integrates with the building design, and adheres to the policy guidelines and requirements administered by the City of West Hollywood. Like the Viper Room did for this site when it opened in the early 1990s, the proposed sign will attract a new generation of visitors to this site and its mix of uses. The signage will drive pedestrian traffic along Sunset by the creative use of advertising and public benefit content that will be integrated in a professional capacity.

The New Development

The new development project for the site is designed by Morphosis, an award-winning Los Angeles-based architecture and design firm, creating compelling work that is intelligent, pragmatic, and powerful. Locally, Morphosis has completed such projects as the Hollywood campus of Emerson College and the Caltrans District 7 Headquarters.

The proposed building's bridged form responds to the eclecticism of Sunset Boulevard, while prioritizing light, views, and open space connections. The proposed mixed-use development will feature separate volumes for residential and hotel areas connected through the

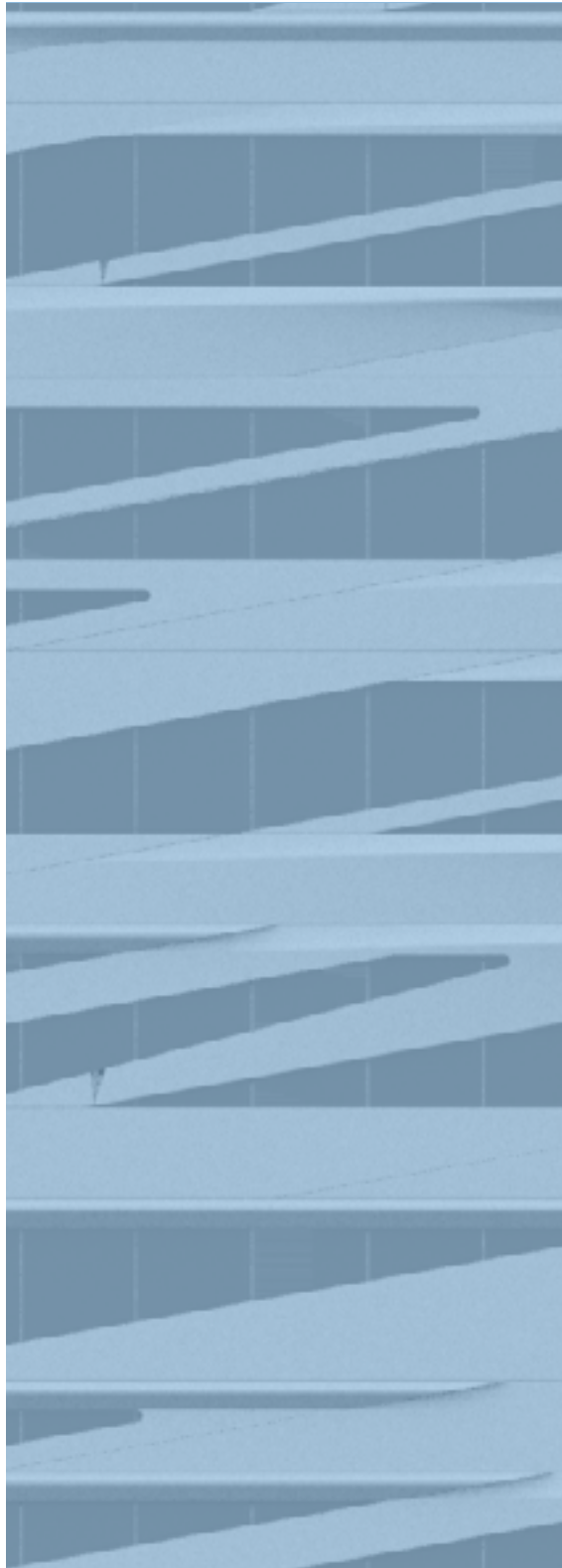
bridged element at the top of the building and through the mixed-use dining and retail at the street level podium. The ground floor mixed-use area will feature a vibrant pedestrian area on Sunset Boulevard with additional activations through food and beverage programming. At the street level, the two-story podium with cafés, public spaces and retail echoes the scale and granularity of traditional storefronts along Sunset Boulevard. The residences and hotel volumes are separated by a 100-foot-wide space, avoiding a conventional large, flat building facade on Sunset, and instead, capturing north/south views and sunlight through the property. Between the two main building volumes, a rooftop garden and terrace bring a new outdoor dining and social space to the Sunset Strip. The bridged element is one of the building's architectural focal points, connecting the hotel volume to the residential volume and incorporating an upscale restaurant and bar with views of the entire LA Basin, along with an outdoor pool.

As described in further detail below, the proposed offsite signage is located on the project's Sunset Boulevard street frontage, activating the public realm with LED displays of art and high-quality images for advertising content. The signage unites the different concepts of light - the consideration of natural daylight that makes the building so exceptional - with the excitement of the lighting opportunities and street activation created by digital signage.

Viper Room

The Viper Room was established by Johnny Depp in the early 1990's and is a part of the continuing evolution of live music on the Sunset Strip. The 8850 Project presents a unique opportunity to re-envision the venue. Building

PROJECT NARRATIVE



on the venue's original themes, this re-envisioned Viper Room would allow for the addition of a recording studio and additional 21st century updates to the live music experience. The Viper Room will live on at 8850 Sunset - continuing to showcase world class talent in an intimate space.

Circulation and Parking

The design creates off-street valet and drop-off, loading, and parking zones in the basement levels to ensure that parking activity remains on site and does not disturb traffic flow. With access from North San Vicente Boulevard and Larrabee Street. Ample space will be provided for off-street queuing and parking to reduce congestion on side streets.

Sustainability

The building's design will be guided by the WeHo Green Building Program Standards and LEED Gold Standards. The design will look to incorporate passive and active strategies to reduce water and energy usage. All spaces in the building are designed to maximize natural ventilation and daylighting while reducing direct solar gain. The building envelope will incorporate high-performance glass, highly insulative facades, and green roofs to minimize energy usage. Green roofs and building planters will help reduce rainwater runoff and manage stormwater.

Landscape

Taking advantage of the southern California climate, the building maximizes the energy saving and enhancing qualities of landscape, with a green roof on top of the podium and continuous planters at the condominium balcony edges. These landscaped areas reduce heat and energy loads, act as a buffer for rainwater water management, and create natural habitats for local fauna. Furthermore, they also provide health benefits to building inhabitants by reducing air and noise pollution and offer a connection to nature in an urban environment.

The Display

The design of the proposed signage aims to successfully achieve three major goals: 1) seamless integration with the architecture of the building; 2) creation of an iconic and innovative form that establishes a digital sign identity for the building and weaves the sign into the existing urban fabric of the Sunset Strip; and 3) maximize the visibility from both directions along Sunset Boulevard.

1) The proposed building design of 8850 Sunset Boulevard is sculptural in its form and massing. The carved form of the building at the northwest corner of Sunset and San Vicente opens the pedestrian experience and provides high visibility of the building program and signage from the east and west directions. The sculptural shapes of the curving sign accentuate the entry plaza outside of the hotel lobby. The proposed off-site signage follows the profile of the curvilinear building face with two planes extending out towards Sunset Boulevard and connecting at the edges. The sign form narrows as it traverses along Sunset Boulevard toward the east side of the building. The proposed sign integrates seamlessly with the architecture and creates a digital urban marker for the development.

2) While achieving a strong integration with the design of its building, the proposed off-site sign also succeeds in providing an iconic sign form, using familiar geometries that recall specific sign types such as the old cinema signs of years past. The geometries are then refined and manipulated to establish a distinctive form that simultaneously provides a source of familiarity and uniqueness.

3) The proposed off-site sign's location is strategically placed at a height approximately 32 feet above grade (from the bottom of the sign) to provide maximum visibility from extended distances along Sunset Boulevard. Traveling eastbound, visibility of the sign is achieved from as far as the 9000 block of Sunset Boulevard near

Hammond Street and North Wetherly Drive. Traveling westbound, visibility of the proposed off-site sign is achieved as far as the 8800 block near Holloway Drive and Palm Avenue. The proposed off-site digital display was designed facing west along Sunset Boulevard near North San Vicente Boulevard. The high volume of vehicular traffic and pedestrian activity at this intersection will allow for maximum visibility. The 1,000 square foot digital advertising display will include a surrounding dynamic lighting area of non-advertising content. Specifically, this area will be activated with non-commercial content such as public display of art or local events sponsored by the city. The materials for the non-commercial area will be an LED or ambient lighting product that can correspond with the city's content, or provide an architectural lighting element that is complementary to the art and advertising but not provide commercial imaging. On the east facing side of the signage, an off-site sign will have a 500 square foot static display, which will include dynamic architectural lighting elements with the capability to integrate with the surrounding building lighting elements, the surrounding building materials and the surrounding display elements to effectively integrate with the overall site design

The Content Management System

The Content Management System ("CMS") will be specified to meet the highest quality standards in the industry while allowing for future integration of both display and building technologies to remain current over the lifespan of the display usage. The CMS will both accommodate off-site advertising content, live content such as RSS feeds, and support recurring pre-programmed content on the display while integrating with Lighting Control Systems to present cohesive content with the surrounding building elements as permissible by the city. The content will rely on the use of LED displays and lighting to transform the defined space in the immediate implementation while also providing an open-ended

PROJECT NARRATIVE



platform to incorporate future technologies that may be integrated into either the building or the display.

The Content Management System will include all software and hardware components necessary to interface with standard control systems. The Content Management System provided will be operated with the above requirements in mind. All requirements necessary for triggering the various aforementioned systems will be contained in the specifications of the selected CMS.

Maintenance/ Accessibility of Display

The design team has ensured that maintenance and accessibility remain priorities to uphold the aesthetics from the first day of operations through the lifespan of the display. The display will utilize a rear serviceable product with access to a maintenance catwalk system from the interior of the building, which will drastically reduce lane closures and the time to service the display due to logistics for front access. The interior space within 8850 Sunset provides for maintenance access, the Content Management System, and spare parts storage at the rear of the display. Further, the interior space will provide technicians access at all hours to adequate materials onsite to maintain operations at a high quality level. The procurement process will also dictate repair and response times that exceed industry standards to ensure all maintenance items are addressed in a timely manner with agreements in place for on-call service by the display manufacturer to provide timely and quality maintenance. The continued agreement with this manufacturer establishes color consistency during the replacement of modules through the initial and continued use of diodes from the same color wavelength bins during production. Through the well-planned inclusion of the access, control, and spare parts location at the rear of display and high level of quality and timeliness for future required

maintenance, the display and surrounding elements will maintain a high level of consistency from the first day of illumination to the end of operations.



DESIGN EXCELLENCE SCREENING CRITERIA

This submission meets the criteria for the following submission category:

New Development/ Significant Upgrade Project

New development projects, façade improvement projects, interior remodel projects, and/or seismic upgrade projects (as defined in Sunset Specific Plan Section 8 Subsection 4.c.i) that also are developed to at least 75% of the base FAR allowed for the parcel as prescribed by the Sunset Specific Plan may add new sign(s) up to the maximum area allowed (1,500 square feet of total advertising sign area and no greater than 1,000 of digital).

I. DESIGN QUALITY

200 points

Design Excellence - 55 points

A. Innovative media formatting. - 15 points

The static and digital signage differentiates itself from standard billboard formats and display methods by:

- 1. Digital Size** - The display will be larger than a standard billboard (1,000 s.f. vs. the standard 672 s.f.), thereby making it high visibility to the viewer. The layout was studied to ensure compatibility to the architecture, adherence to the City of West Hollywood's regulations, and feasibility for the off-site advertising content.
- 2. Digital Proportions** - The shape of the display will be customized to integrate with the unique form of the building. This will allow for a display that is not only proportionate to the architecture, but a departure from traditional billboard formats. The off-site advertising can feature a 4:3 aspect ratio (known as full screen) versus a more commonly used 16:9 aspect ratio (known as wide screen), further differentiating from the surrounding displays. Since the physical digital sign is unique in shape, it allows for 1,000 s.f. of off-site advertising to be unique and address a creative sensibility that will allow for variations of content. Furthermore, when displaying public announcements or public artwork, the entire digital sign (approximately 1,500 s.f.) can be utilized and maximized, instead of the maximum allowable usage of 1,000 s.f. for off-site advertising.
- 3. Digital Materials/ Methods** - The digital display will utilize a high-resolution pixel pitch with modules specified to ensure a quality level that will exceed industry standards for viewing angles, contrast ratios, and seaming to eliminate visual imperfections between LED panels. The innovative technology will be efficient and require

limited maintenance and cleaning. The materials and methods ensure that the display remain in full effect and allow for consistent performance throughout the 100,000-hour lifespan of the diode.

- 4. Format** - By following the sculptural angles and curves of the building, the display format will be unlike any other on The Strip. The overall "canvas" of digital display is approximately 1,500 square feet and will allow for the flexibility content orientation as it is displayed in digital format on the sign. For example, the dynamic nature of the digital sign will allow for horizontal, vertical, or custom formatting of content to be displayed, which can be creative based on an advertiser's production. Whichever formatting is chosen will follow the 1,000 s.f. maximum allowable space for off-site advertising content, which can be surrounded by an integrated, programmable LED display.
- 5. Static Display** - On the East side of the proposed signage, a static advertising sign of 500 square feet will be allocated on an approximate 1,500 s.f. canvas. The remaining area around the static side of the billboard will incorporate programmable dynamic lighting, which will surround and illuminate the static display to enhance the aesthetics of the advertising content. This surrounding area of programmable lighting will further integrate and complement the architecture of the building.

B. Thoughtful integration of signs, building architecture, public spaces. - 10 points

Close collaboration between the building architect (Morphosis) and the display designer (Sensory Interactive) ensured that the sign fully integrated with the building's façade materials, exterior lighting elements, and material textures. The display aligns with the curvature of the proposed facade to integrate the entire proposed sign with the building. The integration will ensure a seamless programming of the digital and static display and will not impede the movement at the hotel entry or surrounding property. The geometries remain consistent between the signage and the surrounding building, creating a separate building element with consistent and cohesive design elements. Additional architectural lighting around the static sign and the additional LED display area around the digital sign assist in defining the signage as a separate object from the facade while maintaining the design of the building.

C. Excellent building design. - 10 points

The concept presented by Morphosis is successful in providing a design that is highly contextual, yet innovative. The ground floor mixed-use area will feature a vibrant pedestrian area on Sunset Boulevard with additional activations through food and beverage programming. At the street level, the two-story podium with cafés, public spaces and retail echoes the scale and granularity of traditional storefronts along Sunset Boulevard. The residences and hotel volumes are separated by a 100-foot-wide space, avoiding a conventional large, flat building facade on Sunset, and instead, capturing north/south views and sunlight through the property. The sign seamlessly fits within the Architect's design intent for the overall building, while establishing itself as an iconic landmark component for the building, and for the surrounding Sunset Strip. The building and the sign complement

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



each other with the theme of light, creating an interplay between the natural light embraced by the building design, and the light generated by the digital sign.

D. Timeless design. - 10 points

While achieving a strong integration with the design of the building, the display also succeeds in providing a simple, iconic form, to create its own identity. Familiar geometries are used, which recall specific sign types of precedent, such as the cinema signs of years past. The geometries are then refined and manipulated to establish a distinctive form that simultaneously provides a source of familiarity and uniqueness. The digital display will allow for a variety of content that include customized advertising, traditional advertising, and public artwork.

E. Contribution to an iconic Sunset Blvd. - 10 Points

The display aims to serve as an iconic element along Sunset Boulevard, adding to the storied history and cultural legacy of The Strip. The uniqueness of the building itself will surely become a landmark in West Hollywood, and the display will act as a visual node to pedestrians and drivers. The extended viewing distances from the east and the west will establish the building itself as a focal point on Sunset Boulevard before attention turns to the display as part of the development.

Cohesive Design - 35 points

A. Complementary and integrated design, style, and materials of signage and architecture. - 15 points

The design is integrated with the building by referencing similar angles and lines, and using dynamic lighting to compliment the architecture. The signage enhances the building and effectively integrates into the proposed building façade. The consideration and coordination of the design team ensured the

preservation of a consistent style between the display and the surrounding architecture, desired consistency with the signage trim, soffit, and rooftop with the base building materials and alignment of signage curvature with the building to ensure the movement of the proposed hotel entry is not subdued.

B. Complements existing signage, showing a seamless approach to all on- and off- site signage on site. - 10 points

The signage design integrates with existing signage on Sunset Boulevard and seamlessly allows for a multifaceted design of static and digital signage. Since this signage design will be part of a new development project, the proposed signage will be brand new and have no impact on preexisting signage (the preexisting signage will be demolished during the construction of the new building/sign). Furthermore, since preexisting static is grandfathered by the City to be redeveloped as a part of the new development, the team will study how to potentially incorporate preexisting grandfathered static signage into the new development (i.e. Adding square footage to the proposed static side or reposition in the new development, etc.).

C. Enhances uses, entrances, or open spaces of the building. - 10 points

The proposed signage location enhances the overall experience on the Strip and will act as a landmark in reference to identifying the project site. The signage does not obscure or obstruct access or views to or from the open spaces of the building. The signage is positioned to enhance the main building entry with its lively display element and lighting features when compared to the building without a sign. The building's ground-level facade is pedestrian-supportive, with the signage out of pedestrian path, located over 30 feet above the walkway and out of the way..

Innovative Design - 45 points

A. Utilizes innovative billboard formats including vertical orientation, curved or multi-planar surfaces, and/or non-standard proportions to create an original and imaginative sign. - 15 points

The display is a customized form designed to integrate with the landmark architecture of the building, while utilizing a unique aspect ratio and content formats to stand apart from other signage. The proposed design will allow for a variety of orientations with respect to capability – this will include horizontal, vertical, and customizable based on orientation and design. The vertical (portrait) display orientation provides for a content opportunity differentiated from the surrounding landscape-oriented signage on Sunset Boulevard. Since the surface area on each side of the two-faced sign is approximately 1,500 s.f., the surrounding area on each side will allow for further enhancement through additional digital lighting.

B. Quantity and quality of innovative building features such as an architectural lighting elements, green walls, or other innovative design elements. - 15 points

The innovative design of the proposed sign will add to the creative nature of the building design that has previously been contemplated. The building is being designed to achieve at least LEED Gold standards for sustainability and will include a green space at the podium deck terrace, live green façade planters within residential units, and innovative mechanical and plumbing equipment systems throughout the building.

The innovation of the sign will integrate and operate any proposed off-site signage and public art thorough Content Management System (CMS) design and specification. The CMS will ensure that content on the display can be coordinated through triggers or scheduling with building lighting elements to be

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



determined, surrounding signage, the City of West Hollywood and its public art programs. The CMS and associated documentation will allow for public art content to be displayed in standard or innovative and unique formats.

C. Quality of creative features, signage, and architecture integration. - 10 points

The two-sided sign is an art-piece extension of the iconic façade, that sits tucked beneath the building's cantilevered curve. This extension acts as both the vessel for the display and masking of technology. Each side is approximately 1,500 s.f. in surface area. The West elevation will allow for 1,000 s.f. of off-site digital advertising while the East elevation has 500 s.f. of static display. Both sides have excess square footage that integrates dynamic lighting elements to complement the surrounding advertising to provide a seamless transition between sign and building. The remaining surface area of both sides is integrated with architectural lighting or forms of LED that illuminates in tandem with content to enhance visual appeal while adhering to the City's guidelines. The surrounding elements will allow for future creative uses of the display including custom content pieces, impactful and distinctive art installations, public announcements and innovative and dynamic borders around the display.

D. Creatively uses the latest in technology to ensure digital image quality. - 5 points

Digital technology shapes the world with each release of new technology, and digital images are now a major form of communication. By continuing to drive exploration within digital imaging, this display will find real value in using images to promote content. Images invite people to become involved; they reach out in a different way with the right technology and content creation. By pushing creative boundaries and using new technological breakthroughs, images contribute to the

storytelling process and increase user engagement. As a vital part of communication, images break down the often-complex messages and stories we are trying to. There are a variety of new technologies that inspire the creation of connecting images and content. One critical current concept involves content management systems.

Specifications for the Content Management System will provide the ability to deliver dynamic content through multiple channels. Multivariate testing enables the creation of dynamic content and images while giving the ability to rapidly determine the content that will drive the best results. Behavioral and content targeting assists in the personalization of user attributes and can help better target which content will drive the best results to a particular space. New technology offers the capability to create, store and manage fluid content with less limitations and deliver a dynamic experience and in return modify for local audiences. The design and content will rely on data-driven insights and analytics which play a vital role in better understanding what, where, and how the content is being consumed. This helps measure, edit and improve performance and the quality of delivery.

The digital sign will also have best-in-class picture quality and incomparable durability by taking display technology to the highest level. Specialized LED High Dynamic Range (HDR) technology will optimize the image, and UV-protected modules maintain a uniform appearance in bright sunlight throughout the expected 100,000-hour lifetime of the display. Custom louver design options will provide tailored viewing angles. In the selection process, the team will carefully consider how the Surface Mounted Diode (3-in-1) LED package, which represents the latest LED technology to ensure optimal viewing at this distance without seeing individual pixels over the former discrete LED

technology, will work in the space and how it will effect viewing angles and distance. Versatile pixel pitch and capabilities of ultra-high definition resolutions will be considered factors in the selection process. The display will also utilize energy-efficient light emitting diodes with dimming capability in order to reduce energy consumption throughout the day. The highly efficient diodes waste very little heat due to inefficiency vs. other lighting and display technology mediums.

Contextual & Compatible Design - 70 points

A. Enhances adjacent public spaces and the overall pedestrian experience. - 15 points

The building design by Morphosis enhances the public space by increasing the pedestrian area on the sidewalk, activating the street with restaurant, café and nightclub spaces and by creating a gathering space in the public realm. The proposed signage provides an eye-catching digital experience above this area, providing a place for viewers to stand and watch both the commercial and public art programs, and landmarks the location of the public open space.

B. Builds on and respects the historical, cultural identity, and energy of Sunset Boulevard. - 15 points

The Strip's emergence in 1924 set a precedent for its life as an American Pop Culture Icon. The world watched as Hollywood evolved along The Strip. A place to see and be seen, the Sunset Strip served Hollywood and its stars for decades, and we will continue that through our building and signage development.

Today, the world still looks to The Strip as the personification of Hollywood's social life. Morphosis' design brings a 21st century platform to this relationship. The iconic design engages both patrons and onlookers, creating an experience that shatters the

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



fourth wall. The integrated design of the digital display addresses the community vision outlined in the Sunset Specific plan, establishing a place for technology to serve The Strip and its cultural identity as a progressive and vibrant example of integrated art, signage and architecture.

The signage will also attract new visitors to the re-envisioned Viper Room, which will have an entrance on Sunset Boulevard – just as the venue had when it was opened by Johnny Depp in the early 1990s. The Viper Room attracted an entire generation of live music fans to the Strip, and the proposed sign and re-envisioned Viper Room will bring a new generation of visitors to this site. As a result, the proposal builds on both the site's cultural identity and the rich history of Sunset Boulevard. The evolution of the site and the re-envisioning of the Viper Room will reinforce the cultural identity of the Strip while defining and forecasting the vibrant energy of Sunset Boulevard into the future.

C. Avoids and reduces the appearance of visual clutter on-site. - 10 points

The signage is uniform and reduces the appearance of visual clutter on-site through the placement of one digital and one static display on the opposite sides of the same integrated custom sign support structure. The orientation of the digital and static displays on opposite faces of the element ensure the off-site advertising is neither cluttered nor overwhelming in nature. The design was thoughtfully composed to ensure an exceptional and unique design while integrating the sign into the intent of the new development building design. The proposed signage eliminates the clutter of existing static signage on site and allows for a succinct, thoughtful display that will drive viewership.

D. Compatible with surrounding buildings and natural features. - 10 points

The building's height and display positioning were carefully planned with a conscious eye for the preservation of view corridors and to have little or no impacts on surrounding properties. The location of the digital sign on the West orientation ensures that the display does not face any residential or hotel space within the project. In addition, the light emitted from the digital display will not impact neighboring establishments.

The use of color, lighting, and material of the signage will complement the architecture of the proposed building, which is innovative and unique in its form, and stands apart from its surroundings to form a new identity and role along Sunset Boulevard. The signage will maintain compatibility with the design of the building and will integrate and add to the iconic context of Sunset Boulevard.

E. Innovative opportunities for integrated public art. - 10 points

There are opportunities for impactful public art and public content to be shown on the digital face of the proposed signage through the surrounding digital area in addition to the 1,000 square feet of off-site advertising signage. The public art integration will feature a larger canvas to allow for greater impact rather than restricting the content to a constrained landscape or portrait orientation. This speaks to the versatility of the digital display, and its ability to accommodate a variety of content that may go beyond the parameters defined for advertising.

F. Acts as a good neighbor to surrounding area by limiting light spill-over and visual intrusion. - 5 points

The digital screen faces away from windows for both

residential and hotel uses at the site and away from neighboring residential uses around the site to reduce light spill-over. The signage is positioned within the building constraints and at a low elevation to ensure viewing of the neighboring signage is not impacted and will meet the Lighting requirements of the Sunset Specific Plan and the Signage Policy.

G. Responds to topography and curves of the street. - 5 points

The signage aligns to the topography and direction of the street to maximize viewing corridors and serve as a focal point for the surrounding area. The signage elevation is strategically placed at a height approximately 32 feet above grade (from the bottom of the sign), to provide maximum visibility for both vehicular and pedestrian travelers from extended distances along Sunset Boulevard. Traveling eastbound, visibility of the digital sign is achieved from as far as the 9000 block of Sunset Boulevard near Hammond Street and North Wetherly Drive. Traveling westbound, visibility of the proposed static sign is achieved as far as the 8800 block near Holloway Drive and Palm Avenue. The proposed sign was designed with approximately 1,500 s.f. of digital display facing west along Sunset Boulevard near North San Vicente Boulevard, of which 1,000 s.f. of digital space will be utilized for off-site advertising content. The high volume of vehicular traffic and pedestrian activity at this intersection will allow for maximum visibility.



II. Economic Development & Community Benefits

110 points

A. Quantity and quality of exceptional public benefits, uses, or other features that address identified city priorities and community needs. - 25 points

The proposed new off-site sign will be an integrated part of a sustainable and pedestrian-oriented mixed-use project with 115 hotel guestrooms, 31 market-rate condominiums, 10 income-restricted residential units, and entertainment and dining establishments that would enhance the vibrancy of the Sunset Strip with world-class architecture. The proposed sign would contribute not only to the economic success of a development project that would generate daytime and nighttime activity on the Sunset Strip, but it would help highlight the project as an entertainment destination with nighttime activity by promoting a well-lit and active environment. This is consistent with the Strip's historic use as a major nighttime entertainment destination, which the proposed sign and the project as a whole would promote and enhance. Further, by integrating the sign into the design of the building's street level façade, the sign would relate to a human scale and further enrich the pedestrian realm. By creating a successful entertainment destination, the project with the proposed sign would strengthen the Strip's overall economic base and expand market opportunities for existing and new businesses in the neighborhood.

Exceptional public benefits that would be provided include a larger, re-envisioned and enhanced Viper Room (a live music venue that would provide a new recording studio), an extensive terrace park and café above Sunset Boulevard open to the public during the daytime and evenings, an exterior passageway connecting the London Hotel and Larrabee

neighborhood to Sunset Boulevard, the largest conference/event space on the Strip, new curbs, sidewalks and street trees, a street-level restaurant and café with outdoor dining on Sunset Boulevard, and a roof-top world-class restaurant. The project would also be a model of sustainability for development in the City and would be designed to achieve LEED Gold standards.

The sign and project will observe the City's latest public benefits procedures for a project with off-site signage seeking the land use changes necessary to develop the project, which include a Sunset Specific Plan Amendment. The City will obtain an economic and fiscal study of the enhanced value of the property with the project including the proposed off-site signage and the Applicant will provide public benefits amounting to at least 100 percent of that enhanced value. In addition to the public benefits associated with the improved public realm as discussed above, the project will generate new tax revenues for the City, helping to secure a strong and continuous tax base, through the generation of transient occupancy tax, sales tax, and off-site signage revenue share in the range of [15] percent. Cumulatively, these tax and sign revenues will be many millions of dollars. Such additional revenues will allow the City to fund numerous programs and services that address identified City priorities and community needs. The City and Applicant will memorialize the public benefits in the public realm, along with tax and signage revenues, in a development agreement.

B. Incentivizes the preservation of significant cultural resources through off-site signage revenue. - 25 points

While there are no designated cultural resources on the property, the community has a broad interest in the rock and roll legacy of the existing Viper Room nightclub on the site. The proposed off-site sign will

help generate revenue that will be used to support developing a project that provides a re-envisioned Viper Room with state-of-the-art design, acoustics, and technology thereby preserving the musical history of the property. The re-envisioned Viper Room will also contain numerous cultural elements that honor the rich history of the Sunset Strip's musicians, comedians and other talented artists.

C. Potential to become an iconic sign, based on the combination of design and location that is responsive to the creative identity of West Hollywood and the Sunset Strip. - 20 points

The signage at 8850 Sunset is sure to be iconic along The Strip. As part of the unique and memorable building design by the architecture firm Morphosis, it will serve to strengthen the creative identity of West Hollywood.

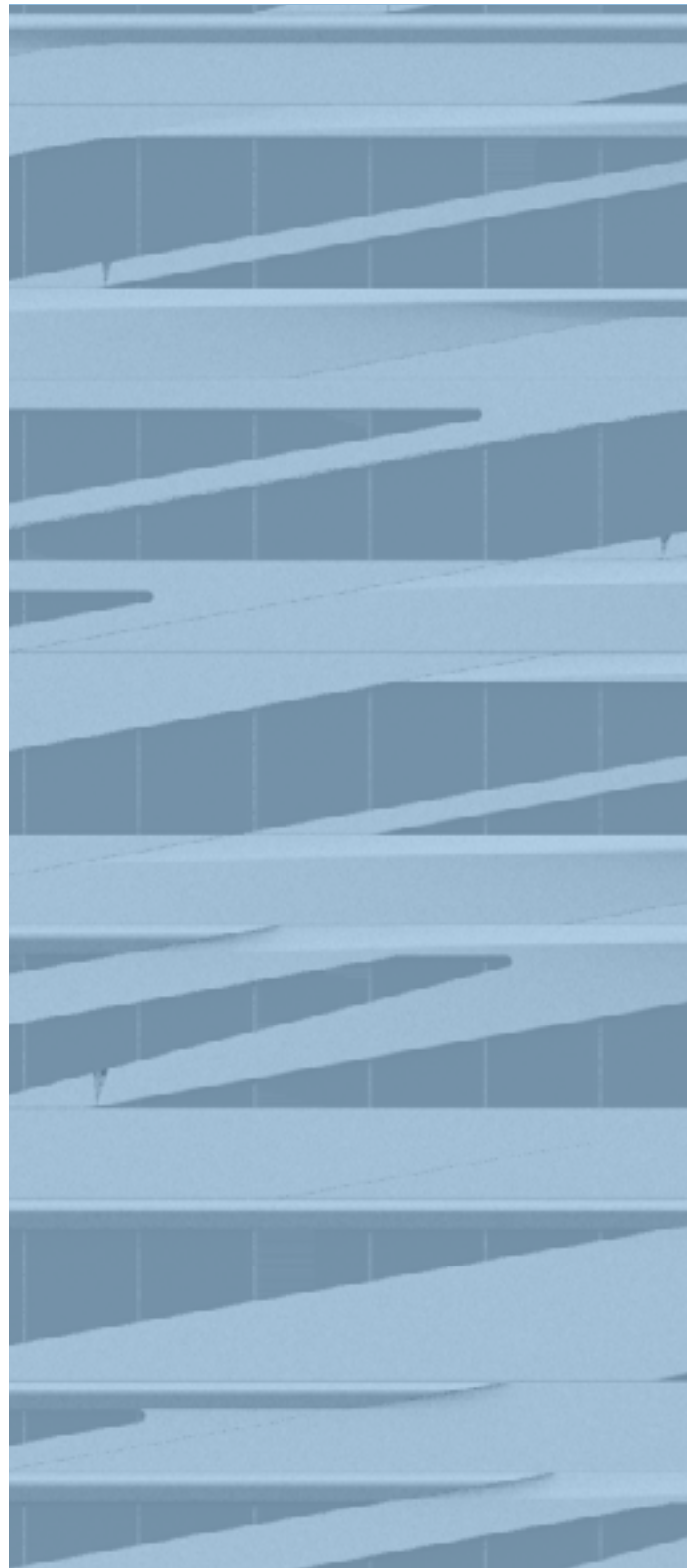
D. Is part of a project that maximizes land use development potential especially at the high-value locations on Sunset Boulevard. - 15 points

This highly visible Sunset Boulevard location maximizes the land use development potential with luxury hotel and condominiums.

E. Increases value and visibility of off-site signage that attracts new viewers and resonates with the city's creative identity. - 10 points

The sign is highly visible. Integrated with the exemplary architecture, the sign and building will create a landmark to draw people to the site. Cultural programming enhanced by the musical traditions of the Viper Room will create meaningful opportunities for music related programming, using the sign technology to further the music traditions of the Strip. The unique form and scale of this sign provide for it to be one of the primary nodes of off-site advertising locations around the world.

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



the property. The re-envisioned Viper Room will also contain numerous cultural elements that honor the rich history of the Sunset Strip's musicians, comedians and other talented artists.

C. Potential to become an iconic sign, based on the combination of design and location that is responsive to the creative identity of West Hollywood and the Sunset Strip. - 20 points

The design of the proposed signage aims to successfully achieve three major goals: 1) seamless integration with the architecture of the building; 2) creation of an iconic and innovative form that establishes a digital sign identity for the building and weaves the sign into the existing urban fabric of the Sunset Strip; and 3) maximize the visibility from both directions along Sunset Boulevard.

1) The proposed building design of 8850 Sunset Boulevard is sculptural in its form and massing. The carved form of the building at the northwest corner of Sunset and San Vicente opens the pedestrian experience and provides high visibility of the building program and signage from the east and west directions. The sculptural shapes of the curving sign accentuate the entry plaza outside of the hotel lobby. The proposed off-site signage follows the profile of the curvilinear building face with two planes extending out towards Sunset Boulevard and connecting at the edges. The sign form narrows as it traverses along Sunset Boulevard toward the east side of the building. The proposed sign integrates seamlessly with the architecture and creates a digital urban marker for the development.

2) While achieving a strong integration with the design of its building, the proposed off-site sign also succeeds in providing an iconic sign form, using familiar geometries that recall specific sign types such as the old cinema signs of years past. The geometries are then

refined and manipulated to establish a distinctive form that simultaneously provides a source of familiarity and uniqueness.

3) The proposed off-site sign's location is strategically placed at a height approximately 32 feet above grade (from the bottom of the sign) to provide maximum visibility from extended distances along Sunset Boulevard. Traveling eastbound, visibility of the sign is achieved from as far as the 9000 block of Sunset Boulevard near Hammond Street and North Wetherly Drive. Traveling westbound, visibility of the proposed off-site sign is achieved as far as the 8800 block near Holloway Drive and Palm Avenue. The proposed off-site digital display was designed facing west along Sunset Boulevard near North San Vicente Boulevard. The high volume of vehicular traffic and pedestrian activity at this intersection will allow for maximum visibility. The 1,000 square foot digital advertising display will include a surrounding dynamic lighting area of non-advertising content. Specifically, this area will be activated with non-commercial content such as public display of art or local events sponsored by the city. The materials for the non-commercial area will be an LED or ambient lighting product that can correspond with the city's content, or provide an architectural lighting element that is complementary to the art and advertising but not provide commercial imaging. On the east facing side of the signage, an off-site sign will have a 500 square foot static display, which will include dynamic architectural lighting elements with the capability to integrate with the surrounding building lighting elements, the surrounding building materials and the surrounding display elements to effectively integrate with the overall site design.

D. Is part of a project that maximizes land use development potential especially at the high-value locations on Sunset Boulevard. - 15 points

The sign would be part of the 8850 Sunset Project that seeks to maximize the land use potential of the site with an architectural landmark building developed at a 6:1 Floor Area Ratio (FAR). The site is a high value location as an identified Sunset Specific Plan target site (Site 6E) and a gateway to The Sunset Strip at the intersection of Sunset and San Vicente Boulevards, a key location identified in the Sunset Specific Plan. As discussed above, the proposed sign will be highly visible from afar on Sunset Boulevard from the east and from the west.

E. Increases value and visibility of off-site signage that attracts new viewers and resonates with the city's creative identity. - 10 points

The unique shape of the sign in conjunction with the Content Management System displaying a variety of off-site advertising, live input feeds, recurring pre-programmed content, and public arts programming will immediately make the sign iconic. By integrating the sign into the design of the building's street level façade, the sign will relate to a human scale and both draw pedestrian interest and activate the pedestrian environment. The prime gateway location will attract viewers from locations further down Sunset Boulevard, and will draw observers further into the site to visit the re-envisioned Viper Room, the project's restaurants and cafés, the hotel, and garden terraces. By drawing individuals into an active environment on The Sunset Strip, the sign will increase the value of all off-site signs on Sunset Boulevard and expand patronage for businesses in the neighborhood. Further, by providing an iconic sign as part of an integrated design with an architectural landmark building, the sign will serve to enrich the City's creative identity.

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



F. Complements and protects the character-defining features of neighboring and/or on-site cultural resources. - 10 points

There are no character-defining features of any cultural resources on-site or on neighboring sites. The proposed sign will help generate revenue that will be used to support the project with a re-envisioned Viper Room with state-of-the-art design, acoustics, and technology thereby preserving the musical and cultural history of the property.

G. Results in signage that is secondary to the land uses on the lot, unless certain limitations preclude other uses. - 5 points

The proposed sign will be secondary to the proposed mixed-use project containing 115 hotel guestrooms, 31 market-rate condominiums, 10 income-restricted residential units, a re-envisioned Viper Room nightclub, and dining establishments. The sign is only one component of a 15-story, iconic development designed by internationally acclaimed Morphosis, led by architect Thom Mayne. While the sign will be integrated with the overall project design, it will not overshadow the landmark architecture of the overall development or the mix of integrated land uses that will be developed on the site.

III. Adaptable & Sustainable Strategies

40 points

A. Quantity and quality of innovative sustainability features - 30 points

The building is proposed to achieve LEED Gold standards, incorporating passive and active strategies to reduce water and energy usage as well as the building's overall impact on the environment. All spaces in the building are designed to maximize natural

ventilation and daylighting while reducing direct solar gain. The building envelope will incorporate high-performance glass, highly insulative facades, and green roofs to minimize energy usage. Green roofs and building planters will help reduce rainwater runoff and manage stormwater. The sign itself will be designed to assist in achieving the LEED Gold standards for the building, and include specifications for 98% recyclable material in the LED modules. Further, the coordination in the development of the design of the sign and the building will ensure that future display technologies can be installed on this structure without the removal of the proposed structural system, thereby avoiding unnecessary waste. The digital display will utilize the optimal specifications based on the latest technologies at the time of construction to ensure energy efficient products compared to industry standards are used, the correct pixel pitch for viewing versus the tightest pixel pitch is selected and efficiency in regards to heat output is evaluated while also maintaining optimal viewing conditions. By achieving these standards, the building and proposed sign would attain maximum energy efficiency and thereby ensure minimal Greenhouse Gas emissions.

B. Envisions future technology and provides opportunity for upgrades. - 5 points

As digital technology continues to evolve, there is long-term value to the investment in digital sign. The signage and technologies will be valued using the Digital Maturity Model (DMM). The model empowers that the proper selection of digital signage is carefully assessed. The DMM is used in planning, design, implementation and replacement and helps identify where there are gaps, establish what are the key technologies to focus on and what will work best with overarching framework of the project. Using the DMM throughout the life span of the project uniquely situates the signage to define strategy, ignite innovation, derive

insights, create experiences, integrate cutting-edge technologies, and build platforms for sustainability and optimization. It offers tangible results and capabilities such as intelligent content authoring and delivery. Digital technology gives a flexible path to the future.

The project will utilize a vigorous process of carefully selecting each technology component of the digital media network that best suits and meets the unique requirements of the project. Throughout careful evaluation, the team will rate the components by weighing the difference between languages, emerging devices, frameworks, APIs and cloud options on the digital sign. The team will define in detail in what capacity the technology will benefit and adhere to the requirements of the project. Content Management System (CMS) will be designed to meet changing needs, will be tailored to this installation and will incorporate robust APIs that allow multiple content driven applications. The CMS will have an array of functionalities from scheduling content to integration with other technology and digital assets. Built using cutting edge technology, the selected CMS will offer a unique experience to upload dynamic content to the signage systems and will keep up with emerging technology through continuous enhancements. This warrants that the CMS will always be at the front cutting-edge of rapidly developing technology and is guaranteed to be viable for the foreseeable future.

Lighting will further enhance the viewer experience. Connected lighting within the CMS not only reduces energy and maintenance while stimulating economic development, it also brings LED lighting and information technology together to take light beyond illumination. CMS Integration with smart lighting provides the space with improved experience and reduces operational costs while allowing for future flexibility in regards to output and intended

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



systems and fixtures delivering 60 percent more light output at the source, the smart controls can add up to substantial savings in operational costs and improved energy efficiency. The high-performance specified industrial LED fixtures will last more than 100,000 hours, virtually eliminating lighting maintenance for up to 10 years. Lighting solutions provide a secure and scalable way for companies to easily obtain actionable insights and rapidly incorporate new features with the latest in digital technology along with cultural and lifestyle trends.

C. Designed to evolve with future cultural and lifestyle trends. - 5 points

The digital face is designed to evolve with future trends to provide up-to-date and modern content. The Content Management System will be specified to allow for incorporation of additional future inputs and ensure scalability for outputs. The specification will allow for flexibility to incorporate additional control equipment that relate to future trends. The signage technology will have the ability to control and integrate building technology elements such as lighting, activations, Bluetooth beacons or future technology to meet future cultural and lifestyle trends.

IV. Other Considerations

50 points

A. Pending application on file after June 2012. - 25 points

The Development Entitlement Application was filed on December 20, 2018.

B. Quality of proposed team. - 10 points

Silver Creek Commercial Development - Silver Creek Commercial Development (SCCD) is a Los Angeles-based real estate company that develops new properties and revitalizes underused sites to benefit the way individuals live, work, and play in the 21st century. SCCD values the opportunity to partner with local contractors, consultants, community leaders and residents in each market that they invest in, which allows for a greater impact in overall development. Collectively with its partners, SCCD thoughtfully studies the feasibility, the economic impact and the public benefit of a proposed project in order to determine the risks set forth by each investment.

With over 30 years of collective expertise, our reputation is built on our extensive industry relationships and ultimately, our ability to secure and deliver exceptional projects while ensuring premium returns for our investors through market cycles. Our investment approach is mission-driven; SCCD focuses on deploying capital into target markets that we have considerable knowledge of while emphasizing downside protection through an attractive financing strategy and evaluation of an effective capital stack.

Plus Development - As a real estate company with a passion for design and architectural significance, committed to delivering unsurpassed quality for the next era of residential, hospitality and commercial developments, Plus Development LLC brings multi-sector expertise and a tailored, methodical approach to every project. Spanning due diligence, pre-acquisition underwriting, entitlement strategies, design, permitting and construction, Plus Development applies nearly a century of combined international industry expertise to phase of complex assemblage and development. The development management

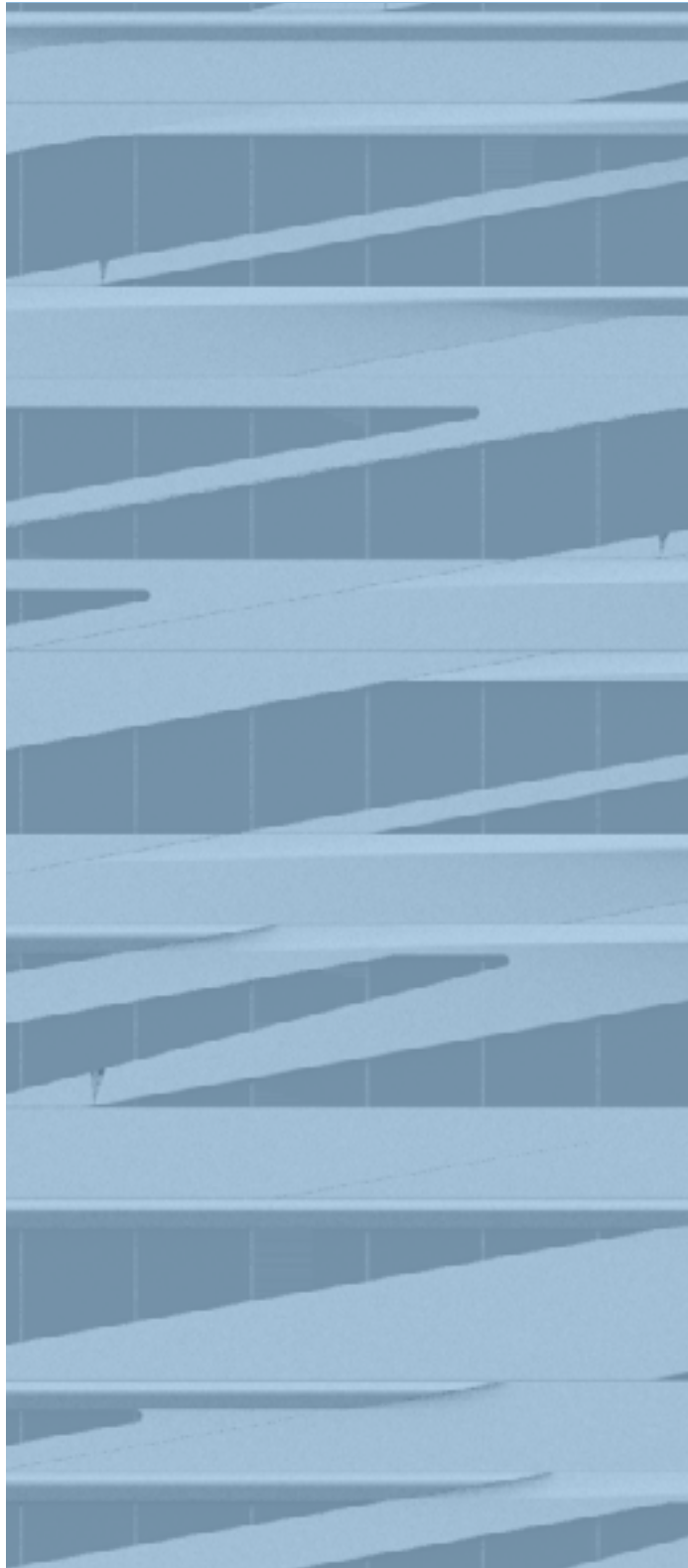
team comprehensively micromanages each stage of development and construction, ensuring no detail is overlooked and risk mitigation is applied to budget and schedule. Plus Development has earned a strong reputation by delivering projects on time, on budget and to quality expected. Plus Development has projects in West Hollywood, Los Angeles, Orange County, New York, Milan, Ibiza, Dubai and Mozambique.

Big Outdoor - Big Outdoor has established itself as a fully integrated, privately held outdoor advertising company. Big Outdoor has two offices in LA, one of which is locally based on the Sunset Strip (8747 Sunset Blvd, West Hollywood, CA 90069). At present, BIG Outdoor employs 30 executives with over 200 years of combined experience in the outdoor advertising industry. With extensive experience in all advertising formats, we design and utilize advertising assets that complement the aesthetics of each individual location.

Morphosis Architects - Morphosis is a global architecture and design firm, creating compelling work that is intelligent, pragmatic, and powerful. At the root of all Morphosis projects is a focus on rigorous research and innovation, prioritizing performance-driven design that is environmentally, socially, and economically sustainable.

Sensory Interactive - Sensory Interactive provides services covering the full lifecycle of a digital media project, from initial planning and conceptual design through installation, content development, and ongoing operations. This comprehensive, single-consultant approach maximizes efficiency and quality at every step of the process. Team continuity ensures alignment between design, revenue goals, technology, content, and each owner's long-term objectives.

DESIGN EXCELLENCE SCREENING CRITERIA CONTINUED



C. Quality and completeness of application. - 5 points

The project team has thoughtfully reviewed the prompt associated with the New Development category within the signage application and has responded to all of the requirements. In addition, the team is providing additional criteria including: a flythrough video, a before and after animation, a financial feasibility analysis, and a signage technology schematic that were otherwise listed as an optional requirement in order to further address the submission and highlight the valuable impacts of the building and sign.

D. Economic Feasibility of Project. - 5 points

With the collective efforts of our design team as well as Big Outdoor's experience in building significant signage assets across the U.S., we estimate capital expenditures for the 8850 Sunset project at \$1.5-2MM.

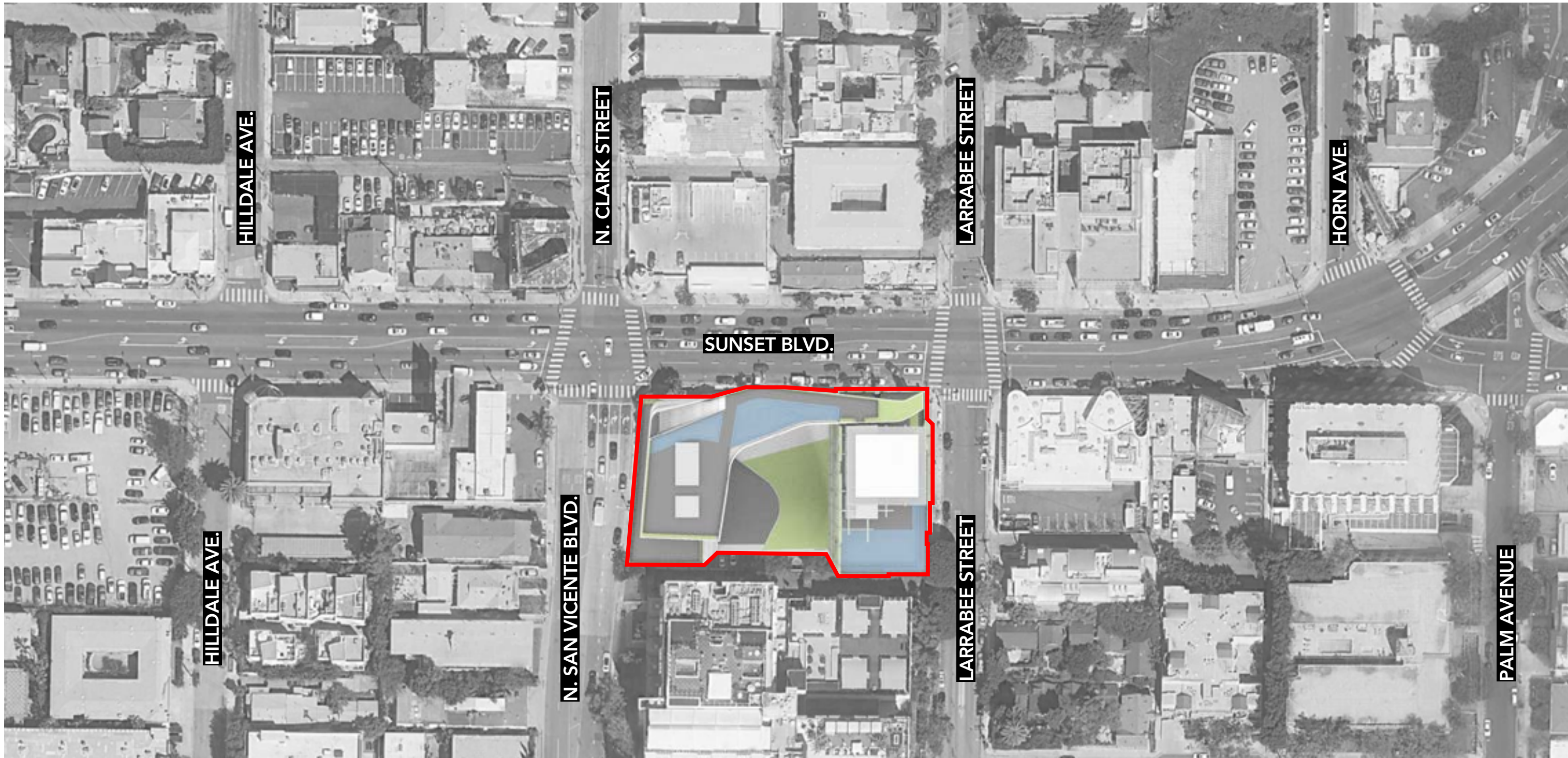
Based on Big Outdoor's extensive media relationships, previous experience on relevant projects, and vast knowledge in the Out Of Home industry, (substantially in the West Hollywood market), we believe an adequate recoupment period for this project to be 6-9 months, as demonstrated in the graph below. We are entirely confident in this model, as it has proven successful in the past, and we are willing to bet our money against it!

E. Architectural/construction feasibility of project. - 5 points

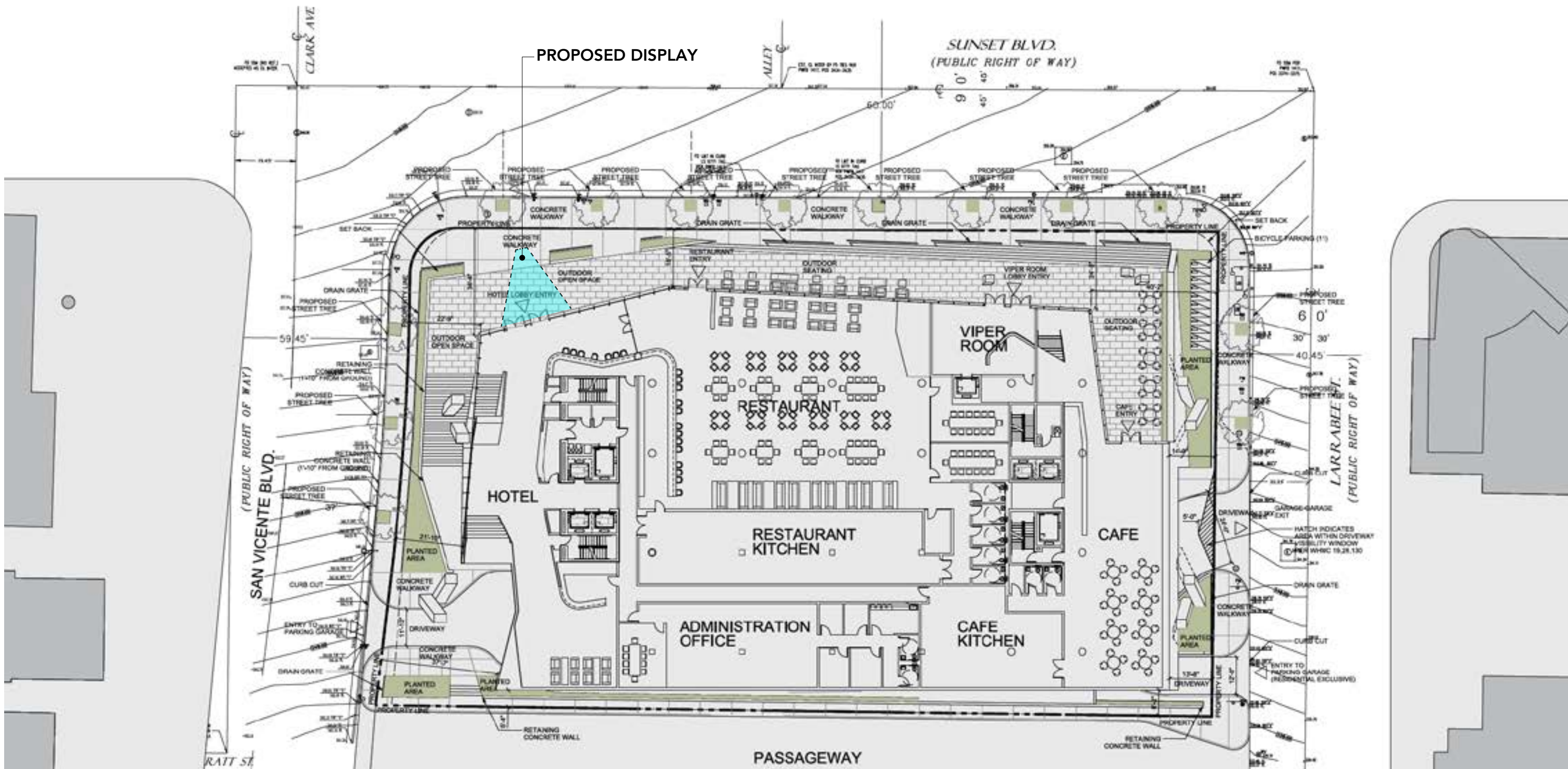
The design team determined and will utilize the anticipated signage infrastructure requirements to incorporate into the base building. The building design will accommodate the electrical, structural, and low voltage loads of the proposed signage as well as provide space for maintenance access, the control room, and spare parts to allow for continued quality of the display. The materials can be feasibly incorporated, and the detailing will occur during future design stages of the project to ensure the anticipated seamless integration into the base building.



AERIAL PLAN



SITE PLAN

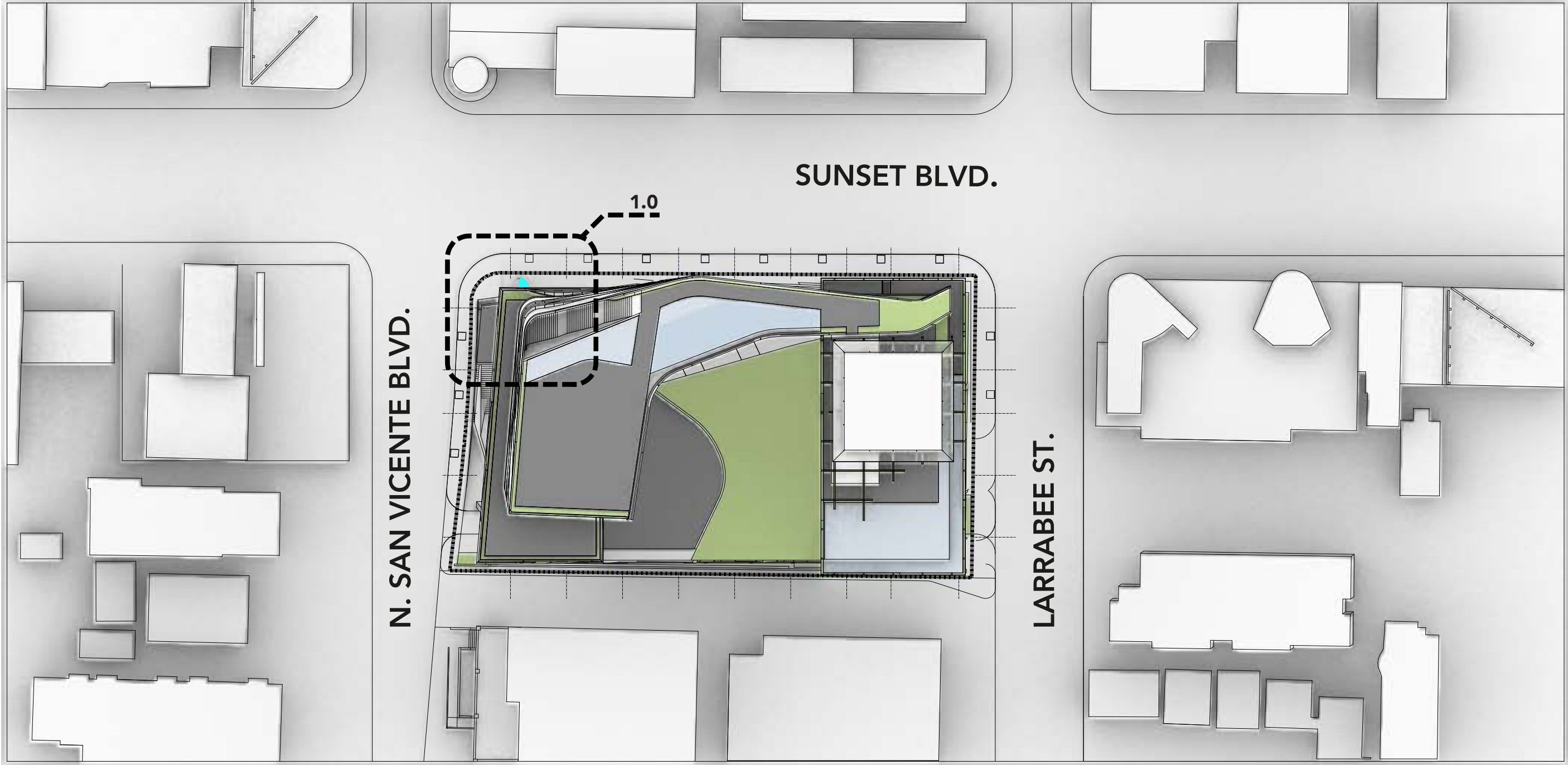


DESIGNATIONS

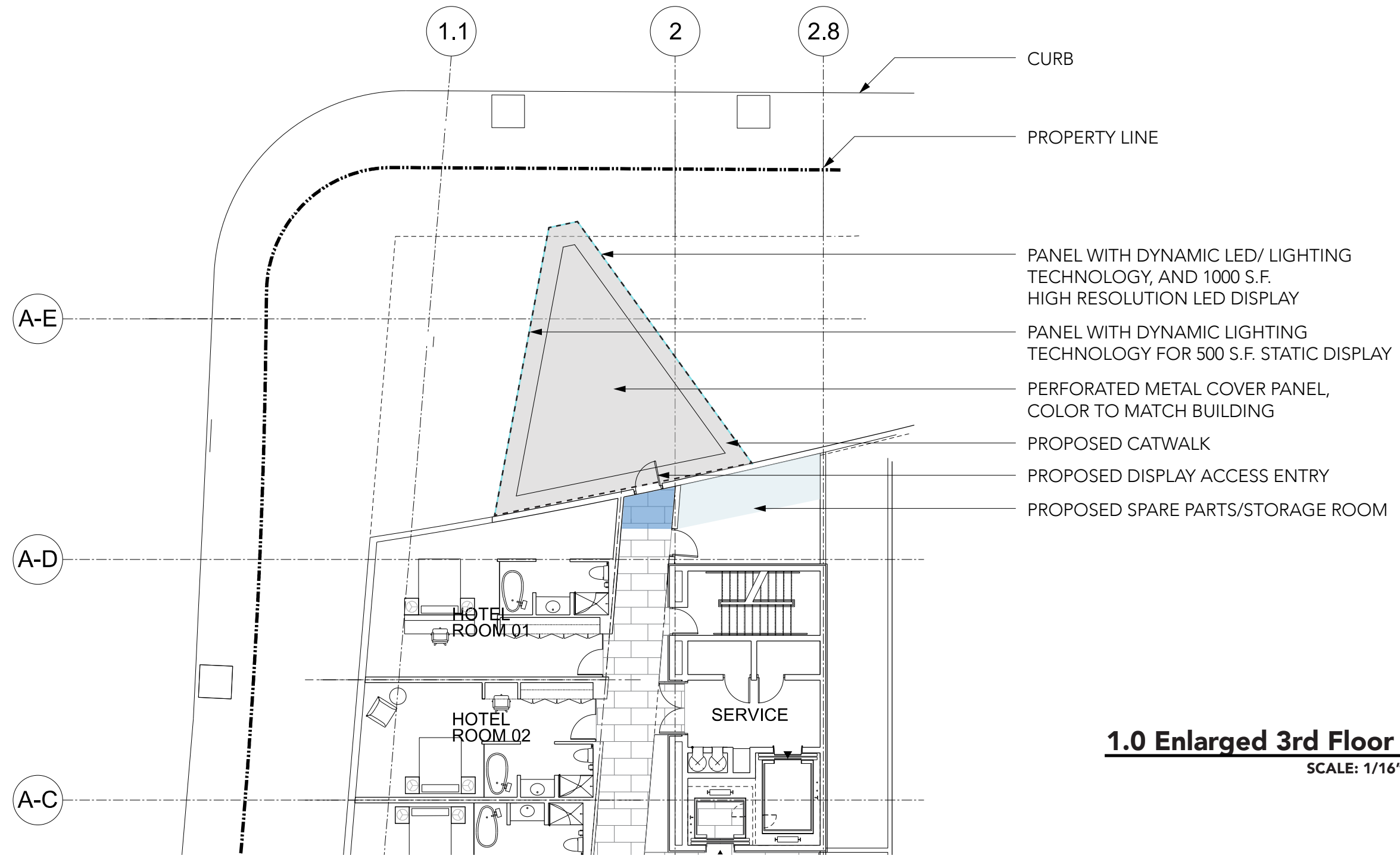
SITE ZONING, FAR LIMITATION, EXISTING OR PROPOSED SQUARE

<p>SITE ZONING</p>	<p>Sunset Specific Plan (SSP) Zone 3 [4 new digital faces allotted]</p>
<p>FAR LIMITATION</p>	<p>1,000 SF of DIGITAL BILLBOARD 500 SF OF STATIC BILLBOARD REALLOCATION OF SIGN AREA FROM EXISTING BILLBOARDS</p>
<p>EXISTING DISPLAYS</p>	<p>(4) 14'x48' Billboards at 672 SF each Total Available 'Grandfathered' Display Area - 2,688 SF</p>
<p>PROPOSED DISPLAYS</p>	<p>1,000 SF Digital 500 SF Static Total - 1,500 SF</p>

BUILDING PLAN

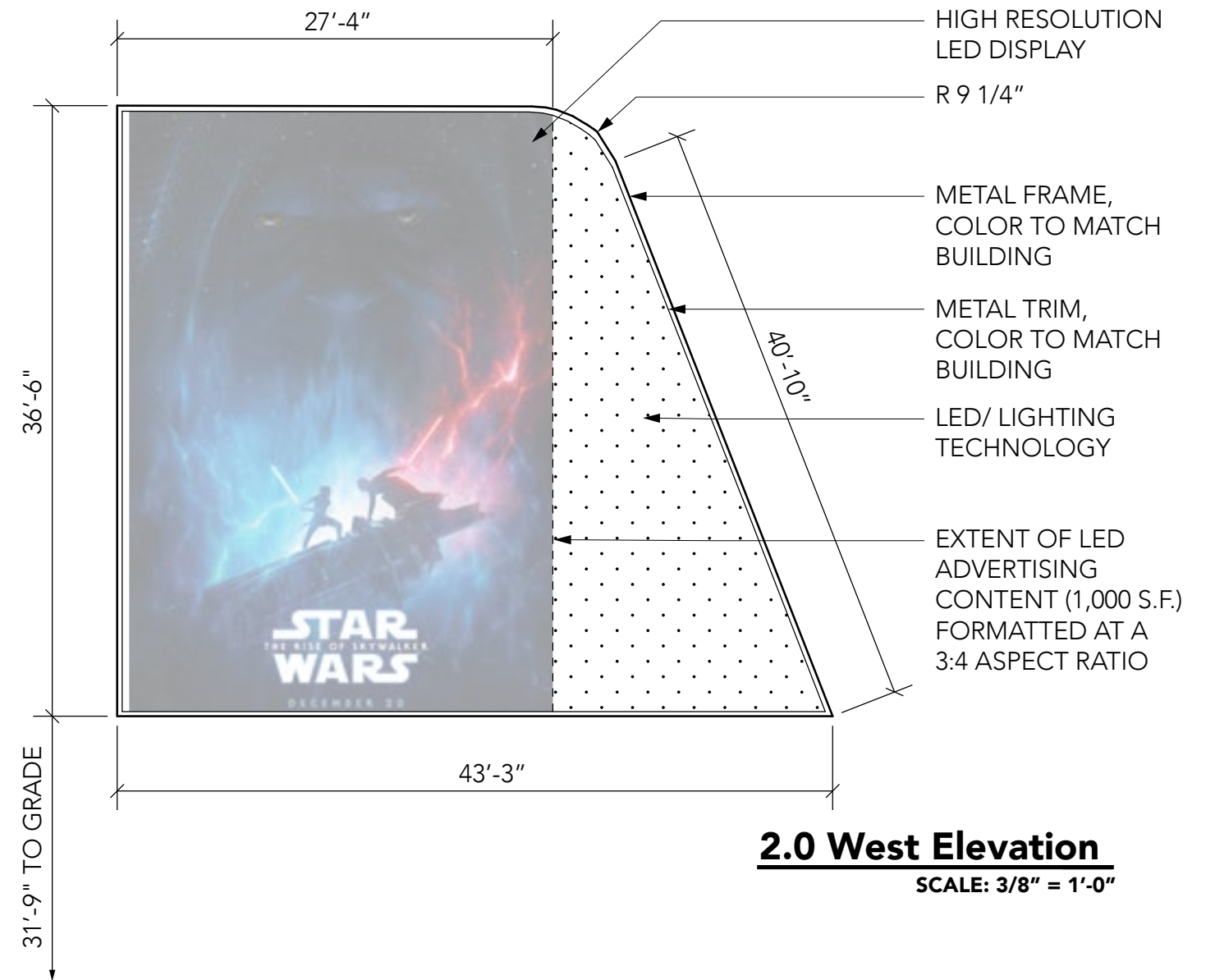
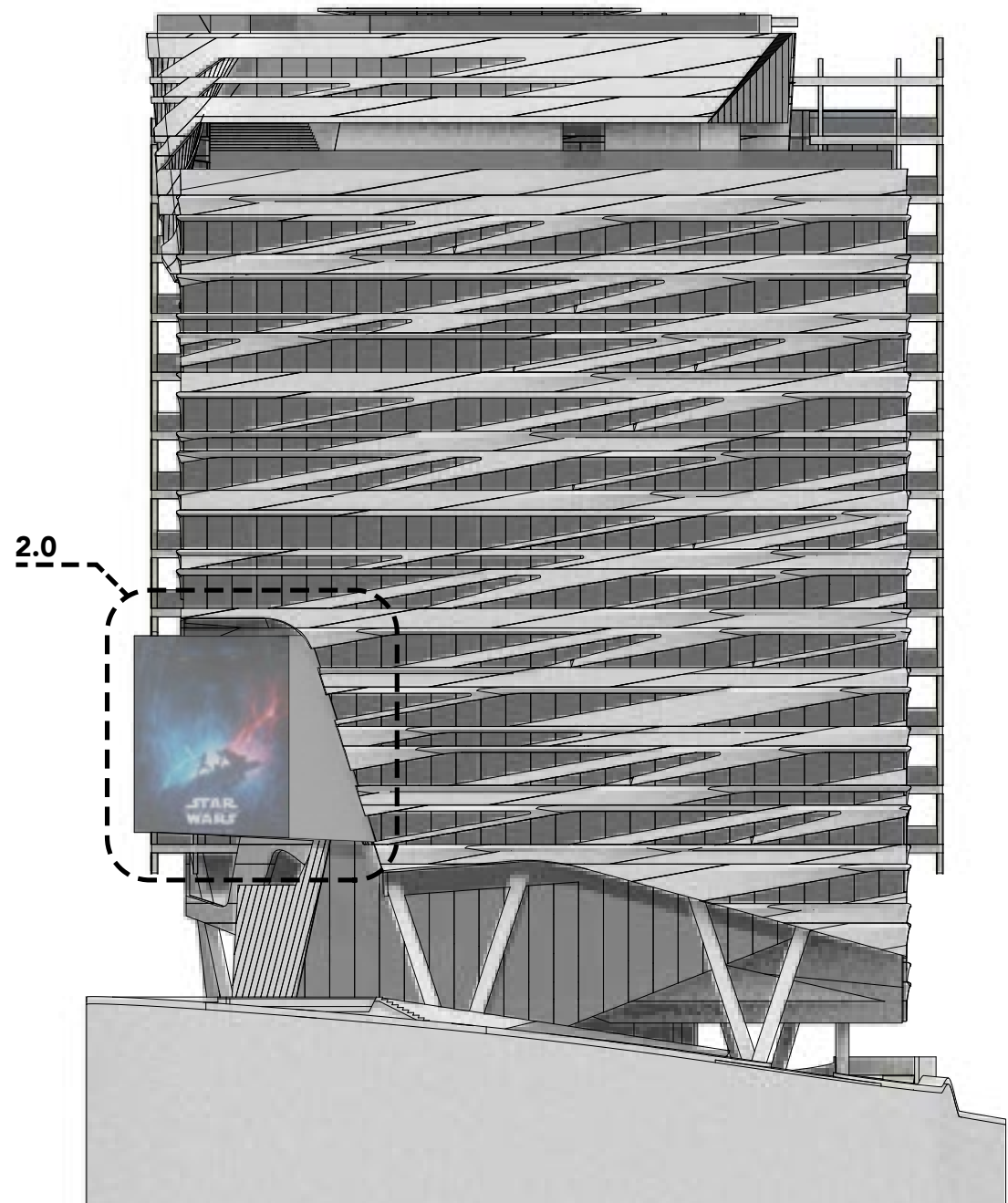


DISPLAY ACCESS PLAN



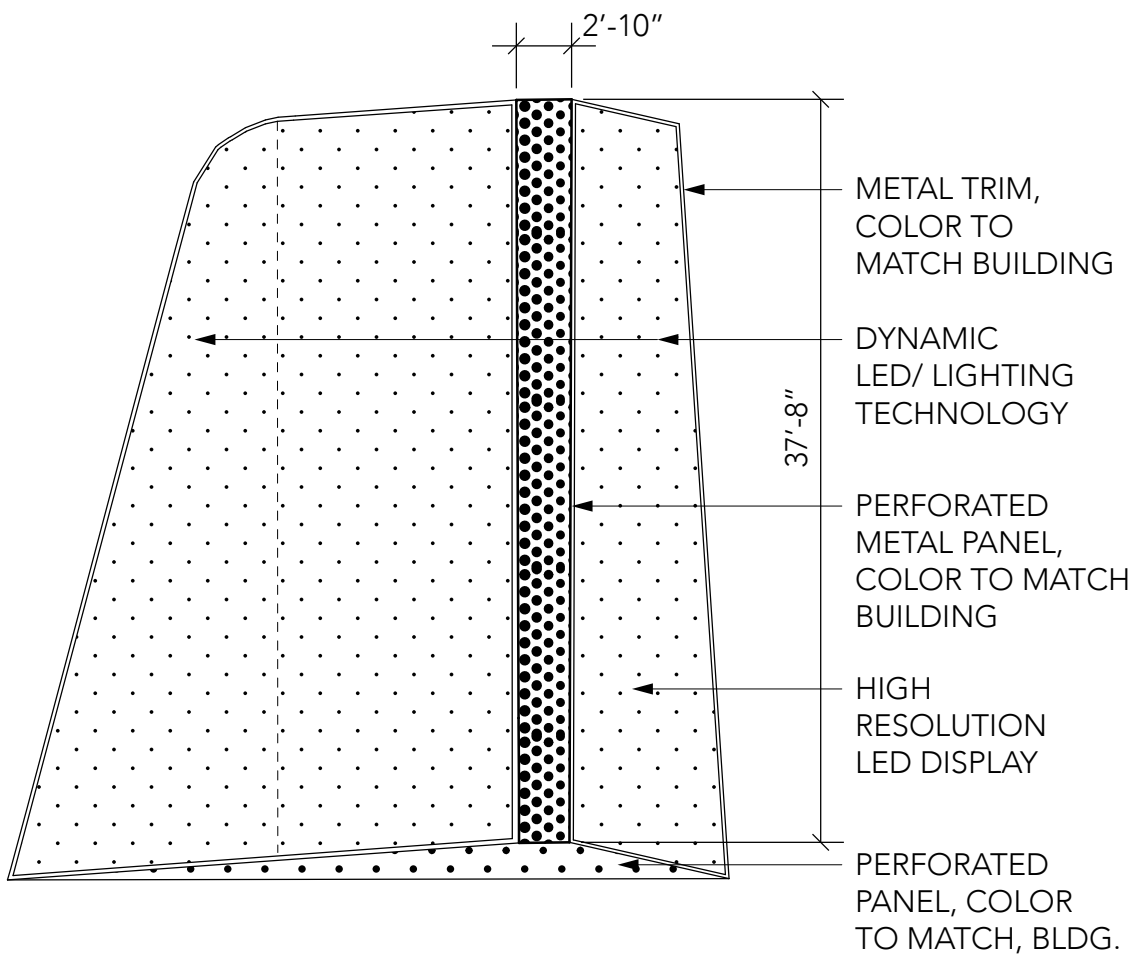
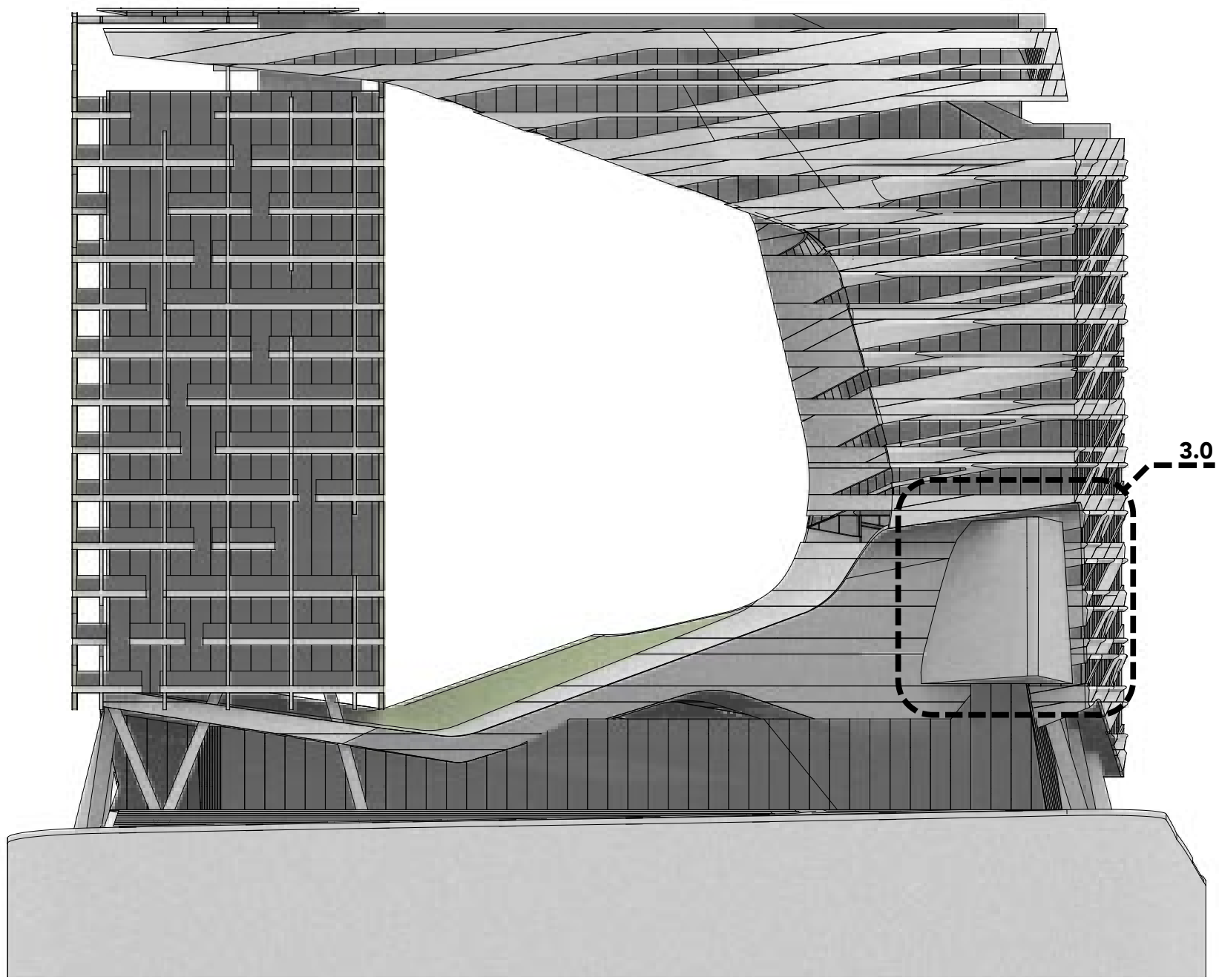
1.0 Enlarged 3rd Floor Plan ^N
 SCALE: 1/16" = 1'-0"

WEST ELEVATION



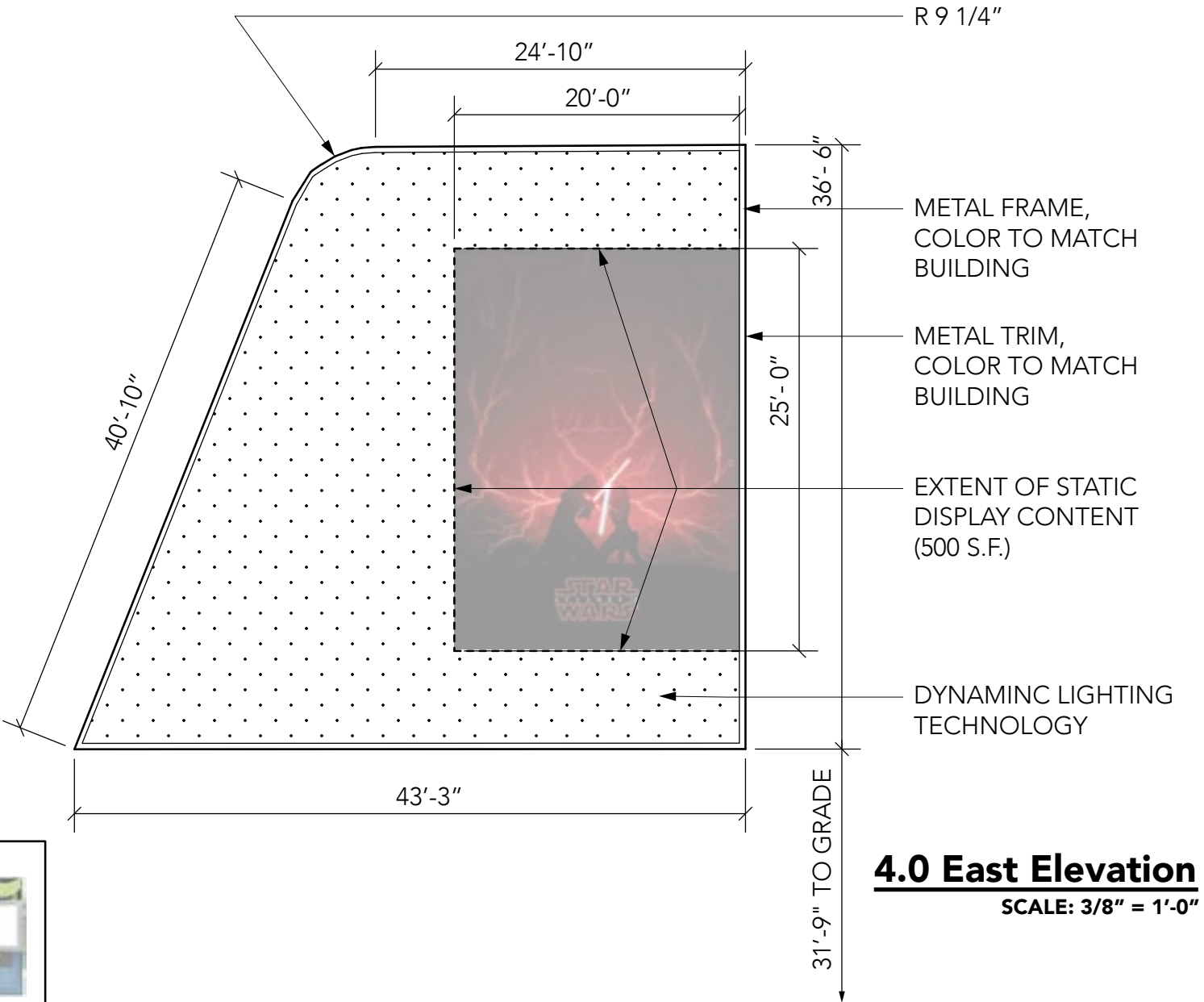
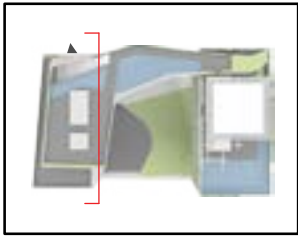
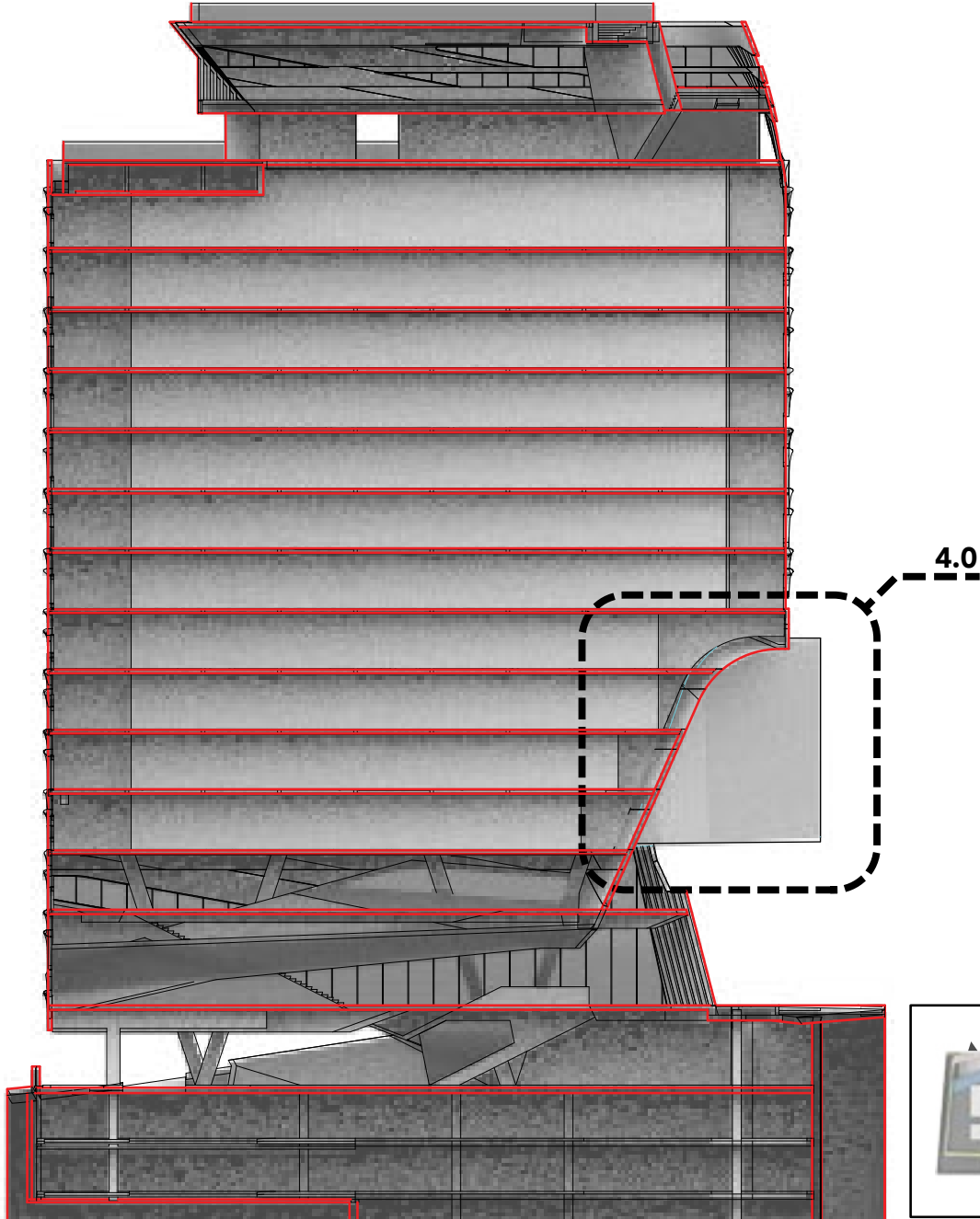
2.0 West Elevation
SCALE: 3/8" = 1'-0"

NORTH ELEVATION



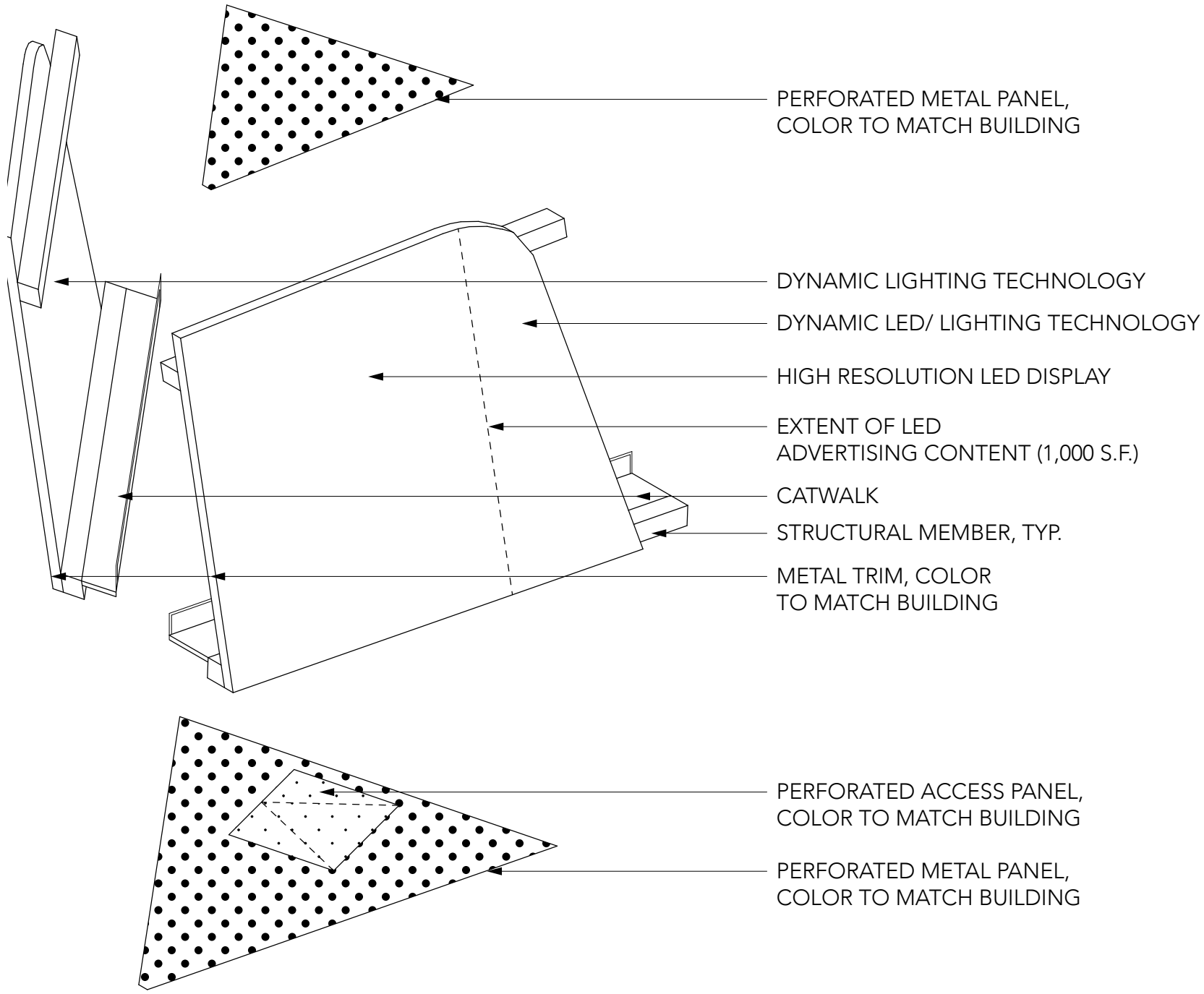
3.0 North Elevation
SCALE: 3/8" = 1'-0"

BUILDING SECTION



4.0 East Elevation
 SCALE: 3/8" = 1'-0"

EXPLODED AXONOMETRIC



SIGHT LINES



RENDERINGS | VIEW STUDY



View facing east on north corner of Sunset Blvd. at N. San Vicente Blvd.

*Copyrighted colors in advertising campaign requirements will be determined on a case-by-case basis in reference to sign code interpretation.

RENDERINGS | DIGITAL CONTENT

*Copyrighted colors in advertising campaign requirements will be determined on a case-by-case basis in reference to sign code interpretation.



Public Art



Community Promotion



Advertising

DYNAMIC DIGITAL LIGHTING OPTIONS

*Copyrighted colors in advertising campaign requirements will be determined on a case-by-case basis in reference to sign code interpretation.



1000 s.f. digital advertising in portrait orientation.



1000 s.f. digital advertising in landscape orientation.



1000 s.f. digital advertising in custom format.

RENDERINGS | VIEW STUDY



View facing west on Sunset Blvd. at Larrabee St.

*Copyrighted colors in advertising campaign requirements will be determined on a case-by-case basis in reference to sign code interpretation.

DYNAMIC LIGHTING OPTIONS

*Copyrighted colors in advertising campaign requirements will be determined on a case-by-case basis in reference to sign code



500 s.f. advertising content with adjacent dynamic gradient lighting.



500 s.f. advertising content with adjacent dynamic lighting designed to respond to the striations of the building facade.



500 s.f. advertising content with adjacent solid-colored lighting. May be used for social or community issues (i.e. Breast Cancer Awareness).

Appendices

DESIGN TEAM



Silver Creek Commercial Development (SCCD) is an international commercial investment and development group creating inspiring places that change dynamically the ways people work and live. SCCD has built a strong reputation as a trusted co-investor and developer with its many institutional and private capital partners. Since its founding, SCCD have owned, built and managed more than 10 million square feet of multi-family, hotels, office and retail properties across the US and Europe. We are recognised as an investment partner group of choice, not only by leading US investors with whom we co-invest, but also major institutional partners wishing to invest alongside an experienced local partner. Our investment approach is value-oriented, focusing on industries in which we have considerable knowledge, and emphasizing downside protection and the preservation of capital. We have successfully applied this investment philosophy, allowing us to identify what we believe to be attractive investment opportunities, deploy capital across the balance sheet of industry leading businesses, and create value for our investors throughout economic cycles. SCCD are synonymous with high quality, innovation and style. SCCD has established itself and acknowledged as a market leader.



1120-24 LARRABEE, WEST HOLLYWOOD

DESIGN TEAM



PLUS DEVELOPMENT

As a real estate company with a passion for design and architectural significance, committed to delivering unsurpassed quality for the next era of residential, hospitality and commercial developments, Plus Development LLC brings multi-sector expertise and a tailored, methodical approach to every project. Spanning due diligence, pre-acquisition underwriting, entitlement strategies, design, permitting and construction, Plus Development applies nearly a century of combined international industry expertise to phase of complex assemblage and development. The development management team comprehensively micro manages each stage of development and construction, ensuring no detail is overlooked and risk mitigation is applied to budget and schedule. Plus Development has earned a strong reputation by delivering projects on time, on budget and to quality expected. Plus Development has projects in West Hollywood, Los Angeles, Orange County, New York, Milan, Ibiza, Dubai and Mozambique.



76 8th Avenue, New York



8920 Melrose, Los Angeles



8920 Sunset Boulevard, West Hollywood

DESIGN TEAM

BIG OUTDOOR

With offices in Dallas, New York and Los Angeles, Big Outdoor has established itself as a fully integrated, privately held outdoor advertising company. Big Outdoor has two offices in LA, one of which is locally based on the Sunset Strip (8747 Sunset Blvd, West Hollywood, CA 90069). At present, BIG Outdoor employs 30 executives with over 200 years of combined experience in the outdoor advertising industry. With extensive experience in all advertising formats, we design and utilize advertising assets that complement the aesthetics of each individual location. Its primary focus is to build relationships with key real estate partners and municipalities and enhancing the value of their assets through highly visible advertising solutions. Big Outdoor stewards the full developmental process to create customized signage solutions that complement the architectural environment and drive long-term returns.

Relevant Projects

Atlanta (101 Marietta St) - In partnership with the Atlanta Arts and Entertainment District, Big Outdoor created a dynamic signage platform at 101 Marietta St. The signage plan consists of a large format digital display, street level static signage as well as a massive artistic mural on a nine story parking structure. This collaboration with the Downtown Atlanta Improvement District offers the opportunity to create a new bright light district in Downtown Atlanta through the approved LED signage as well as a canvas for public art used by local artists. In collaboration with our real estate partner Dilweg Companies, Big Outdoor commissioned a local muralist who's creation captured the artistic spirit of this unique endeavor.

Victory Park, Dallas - Big Outdoor's Victory Park Media Network consists of over 3,000 sq. ft. of 10mm digital displays throughout the Victory Park neighborhood in Dallas, TX. In addition to the retail and office space, Victory Park is home to the American Airlines Center, which hosts over 300 events a year and home to the Dallas Mavericks and Dallas Stars, amongst other attractions. The comprehensive media network includes an integrated digital platform of large format LEDs and kiosks coupled significant static bulletins throughout the footprint of the development.

Times Square NY (42nd and 8th Ave) - Big Outdoor is currently in construction on a 5400+ square foot LED sign just outside the Times Square area. In 2015, Big Outdoor conceptualized and designed a unique digital display unlike anything New York has ever seen. This unique display is being built on the bustling corner of 42nd St and 8th Ave with a live date of December 2019. The subject property went through a rigorous rezoning and variance process inclusive of community board approval. Our submission and ultimate approval included our offering of a 1500 square foot space to the Theater District as permanent space for their theatrical auditioning and practice ahead of performances.

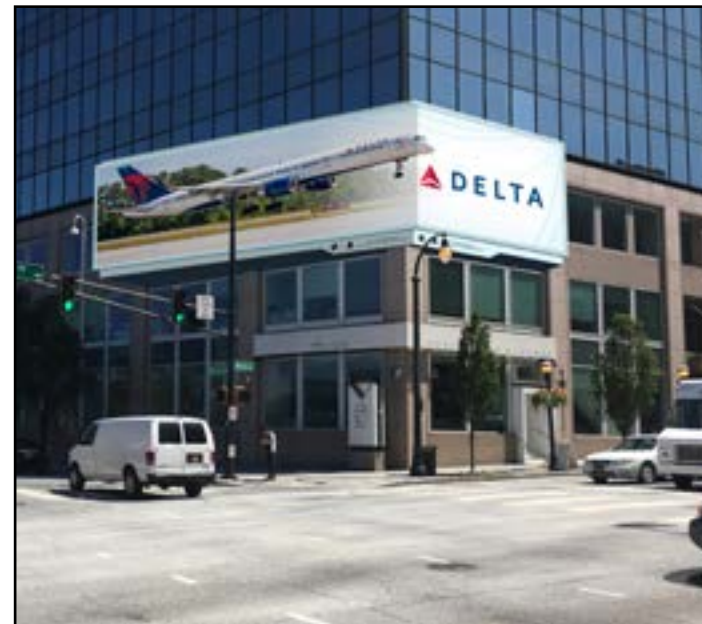
Fashion District of Philadelphia - In September, 2019 Big Outdoor launched a unique signage network spanning three city blocks along the famous Market Street in Philadelphia. Totalling 10,000+ square feet of large format static and digital signage, this state of the art digital signage network offers the highest resolution within the Philadelphia market.



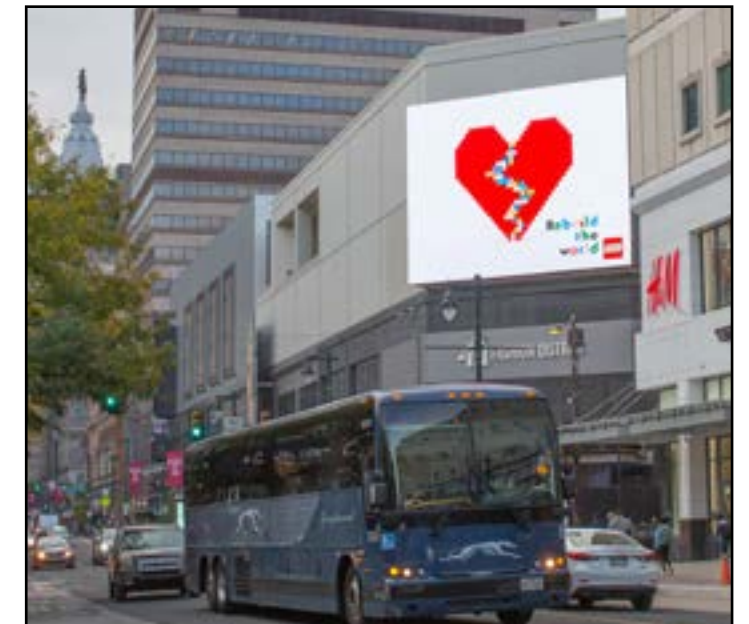
Victory Park, Dallas



42nd and 8th Ave, New York



Atlanta (101 Marietta St)



Fashion District of Philadelphia

DESIGN TEAM

m o r p h o s i s

Morphosis is a global architecture and design firm, creating compelling work that is intelligent, pragmatic, and powerful. For more than 40 years, Morphosis has practiced at the intersection of architecture, urbanism, and design, working across a broad range of project types and scales, including civic, academic, cultural, commercial, residential, and mixed-use; urban master plans; and original publications, objects, and art. Committed to the practice of architecture as a collaborative enterprise, founder and Pritzker Prize-winning architect Thom Mayne works in tandem with Partners Arne Emerson, Ung-Joo Scott Lee, Brandon Welling, and Eui-Sung Yi, and a team of more than 60 architects and designers in Los Angeles, New York, Shanghai and Seoul. At the root of all Morphosis projects is a focus on rigorous research and innovation, prioritizing performance-driven design that is environmentally, socially, and economically sustainable. Through its research arm, The Now Institute, the firm collaborates with academic institutions to create design-based solutions for the pressing issues of the day, from mobility, urban revitalization, and sustainability to public policy, planning, and community outreach.

Morphosis has received 29 Progressive Architecture awards, over 120 American Institute of Architects (AIA) awards, and numerous other honors. Morphosis buildings and projects have been published extensively; the firm has been the subject of 34 monographs. With Morphosis, Thom Mayne has been the recipient of the highest recognitions in architecture, including the Pritzker Prize (2005) and the AIA Gold Medal (2013).



Emerson College, Los Angeles



Perot Museum of Nature & Science, Dallas



Kolon One & Only tower, Seoul



Caltrans District 7 Headquarters, Los Angeles

DESIGN TEAM



Sensory Interactive creates real estate value by using technology to generate revenue and deliver engaging visitor experiences.

Our projects include large-format digital out-of-home platforms, dynamic environments, and comprehensive promotional platforms in spaces ranging from stadiums and retail centers to commercial developments, public spaces, and healthcare facilities. In addition to planning, designing, and implementing the physical components of these projects, we also work with clients on media sales consulting, ongoing operations, and the development of creative content.

From its headquarters in Washington, DC, and offices in Atlanta, Austin, Boston, Dallas, and New York, Sensory Interactive provides services covering the full lifecycle of a digital media project, from initial planning and conceptual design through installation, content development, and ongoing operations. This comprehensive, single-consultant approach maximizes efficiency and quality at every step of the process. Team continuity ensures alignment between design, revenue goals, technology, content, and each owner's long-term objectives.

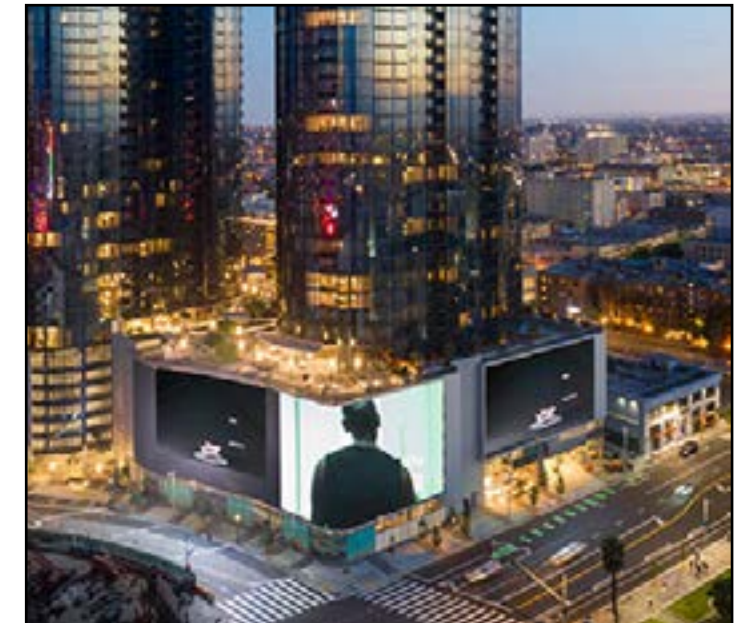
The Sensory Interactive team has a proven record of success. Our firm leaders have strong backgrounds in real estate, architecture, construction, content, technology, and media sales. This unique breadth of expertise allows us to address all of an owner's needs whether their project is about brand communication, interactive environments, revenue generation, or a combination.



The Chronicles of San Francisco at SFMOMA



TSX Broadway, New York City



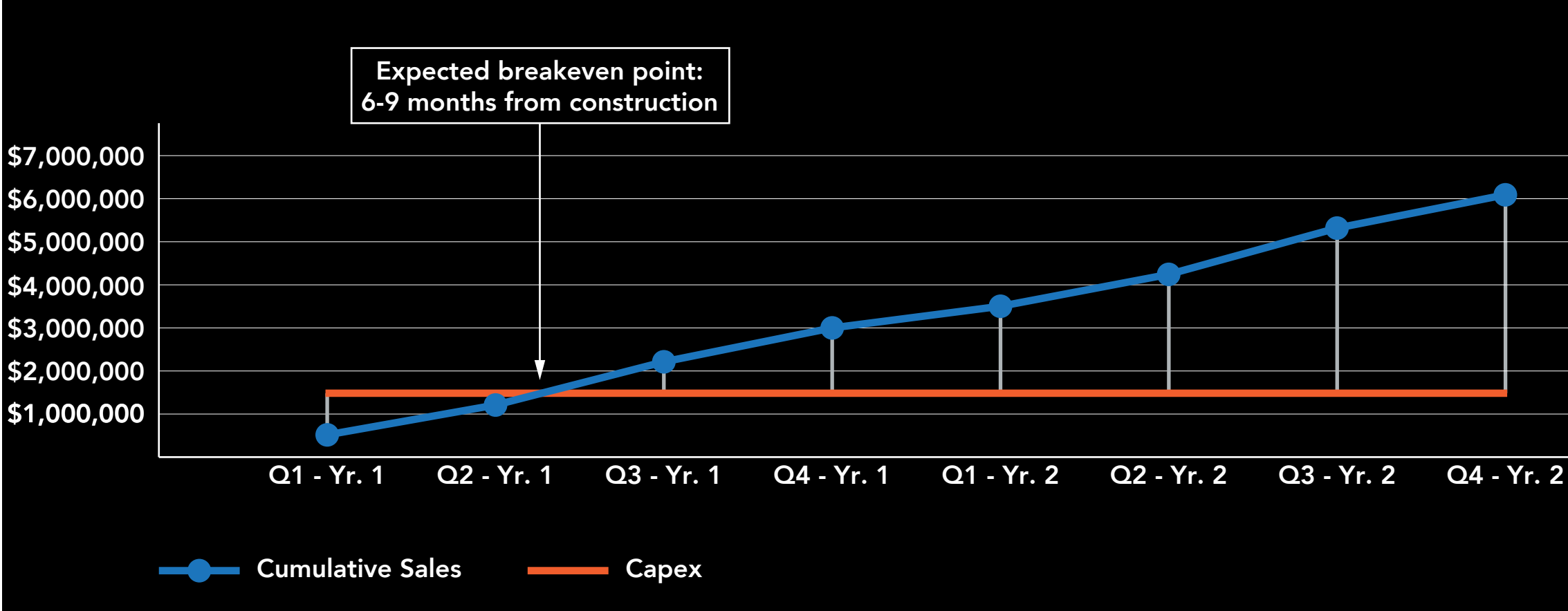
Circa, Los Angeles

FINANCIAL FEASIBILITY MODEL

Big Outdoor intends on self-funding any and all of the capital expenditures necessary to build the project through our in-house cash, or financing from our private equity partner SunTX Capital Partners. It is very common practice that Big Outdoor is the sole financier for the buildout, and ongoing maintenance of the displays in the deal structures within our national portfolio. For example, we are currently in construction for a 5400+ square foot LED display on the corner of 42nd St and 8th Ave in New York City. In this scenario, Big Outdoor is responsible for the full outlay of the CAPEX totaling to \$8MM. We anticipate the return on investment for this venture to be 12-18 months from the completion of construction.

With the collective efforts of our design team as well as Big Outdoor's experience in building significant signage assets across the U.S., we estimate capital expenditures for the 8850 Sunset project at \$1.5-2MM.

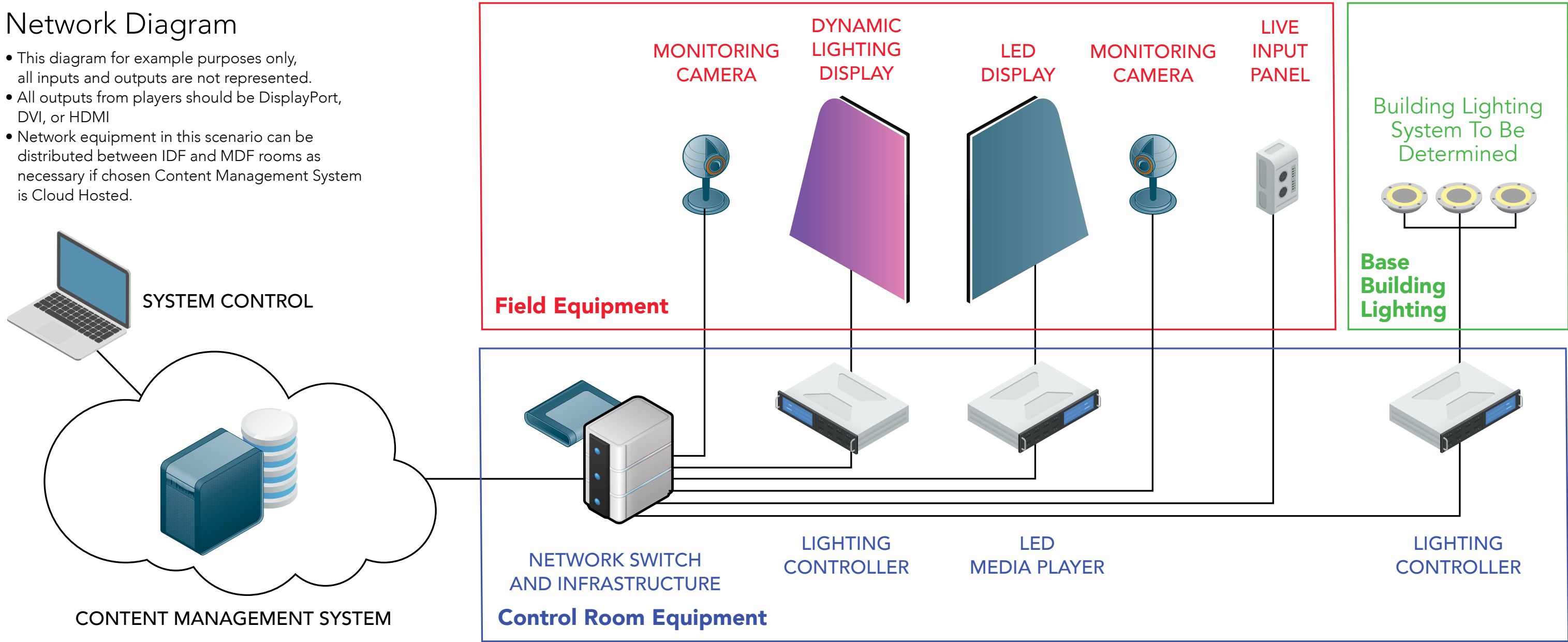
Based on Big Outdoor's extensive media relationships, previous experience on relevant projects, and vast knowledge in the OOH industry, (substantially in the West Hollywood market), we believe an adequate recoupment period for this project to be 6-9 months, as demonstrated in the graph below. We are entirely confident in this model, as it has proven successful in the past, and we are willing to bet our money against it!



SIGNAGE AND TECHNOLOGY

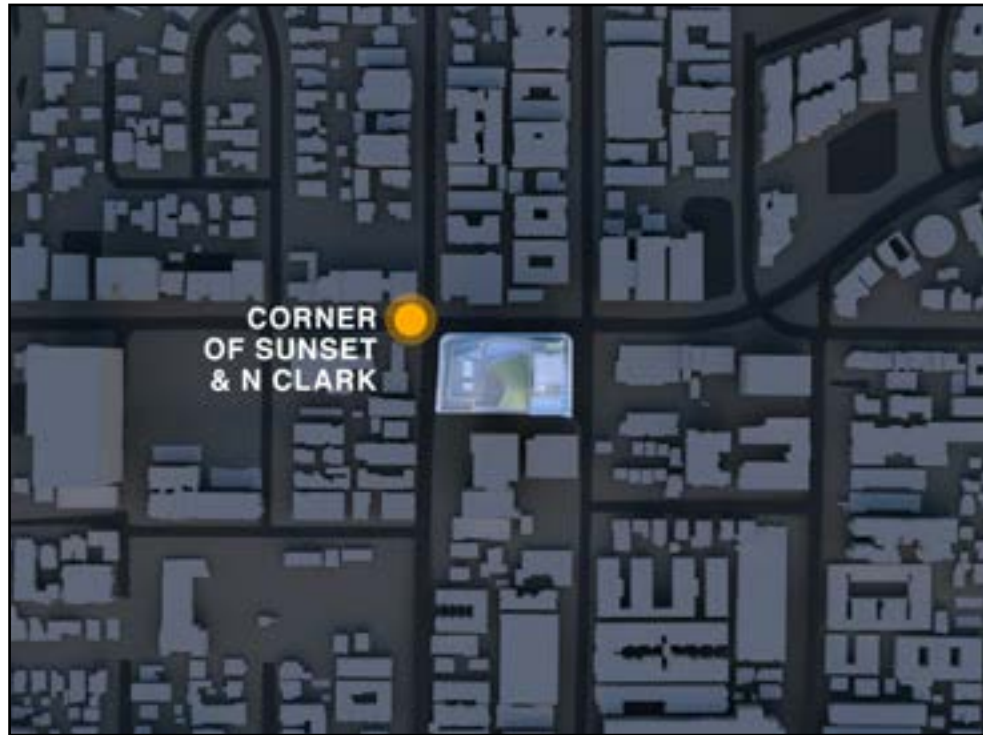
Network Diagram

- This diagram for example purposes only, all inputs and outputs are not represented.
- All outputs from players should be DisplayPort, DVI, or HDMI
- Network equipment in this scenario can be distributed between IDF and MDF rooms as necessary if chosen Content Management System is Cloud Hosted.



BEFORE & AFTER ANIMATION

<https://vimeo.com/367256153/487a1a9e07>



FLYTHROUGH ANIMATION

<https://vimeo.com/368577630/f79fe5ffdf>





THANK YOU FOR YOUR CONSIDERATION!

