

SUPERHUMAN

An Experiential Modern Art Museum for the Human Spirit



PROJECT TEAM

Property Owner

BH PROPERTIES

Business Operator

SUPERHUMAN

Architect

Acomb
Ostendorf
and Associates



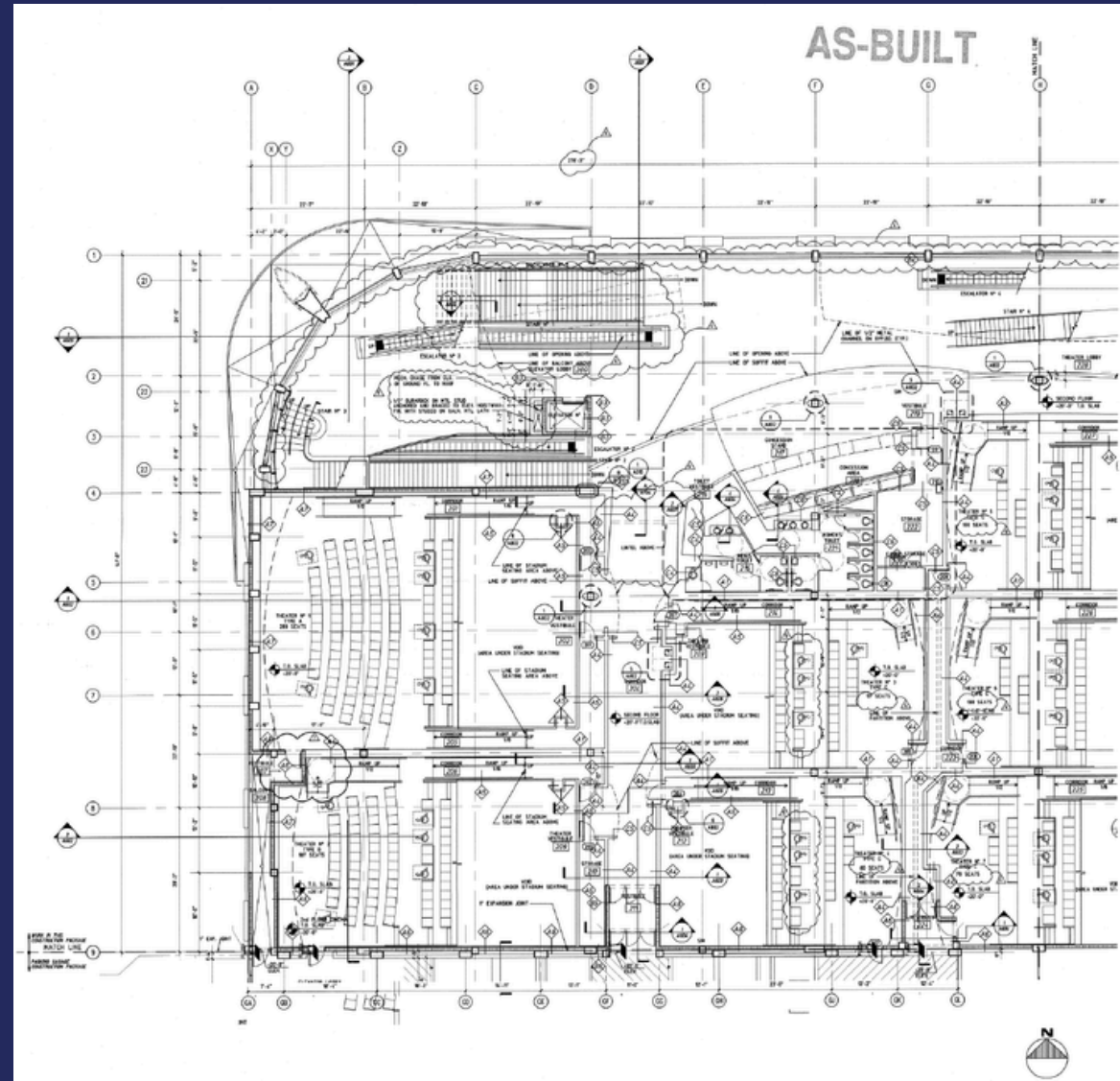
**DISNEY WORLD
UNIVERSAL ORLANDO
MEOW WOLF**

PROPERTY LOCATION



PROPERTY HISTORY

- Originally constructed and operating since 1999 as Regal Cinemas
- 78,000 square foot, 3-story building



Site Plan for Regal Cinemas

CONTEXT PHOTOS - EXTERIOR



NORTH ELEVATION, FRONTING LINCOLN ROAD, LOOKING AT ENTRANCE OF BUILDING



WEST ELEVATION, FRONTING ALTON ROAD, LOOKING SOUTH

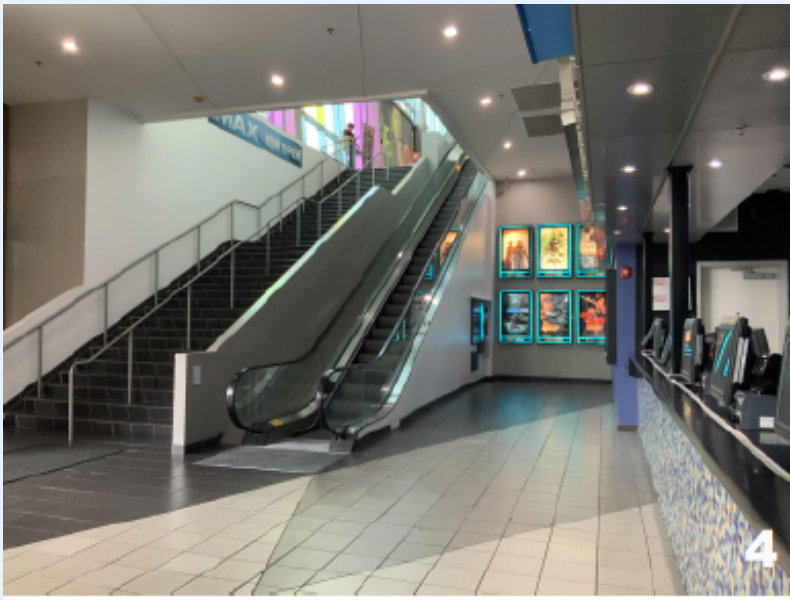
CONTEXT PHOTOS - INTERIOR



ENTRANCE LOBBY



THIRD FLOOR LOOKING TOWARDS THE CONCESSIONS AND RESTROOMS ENTRANCE



ENTRANCE LOBBY MAIN STAIR AND ESCALATOR



SECOND FLOOR BAR

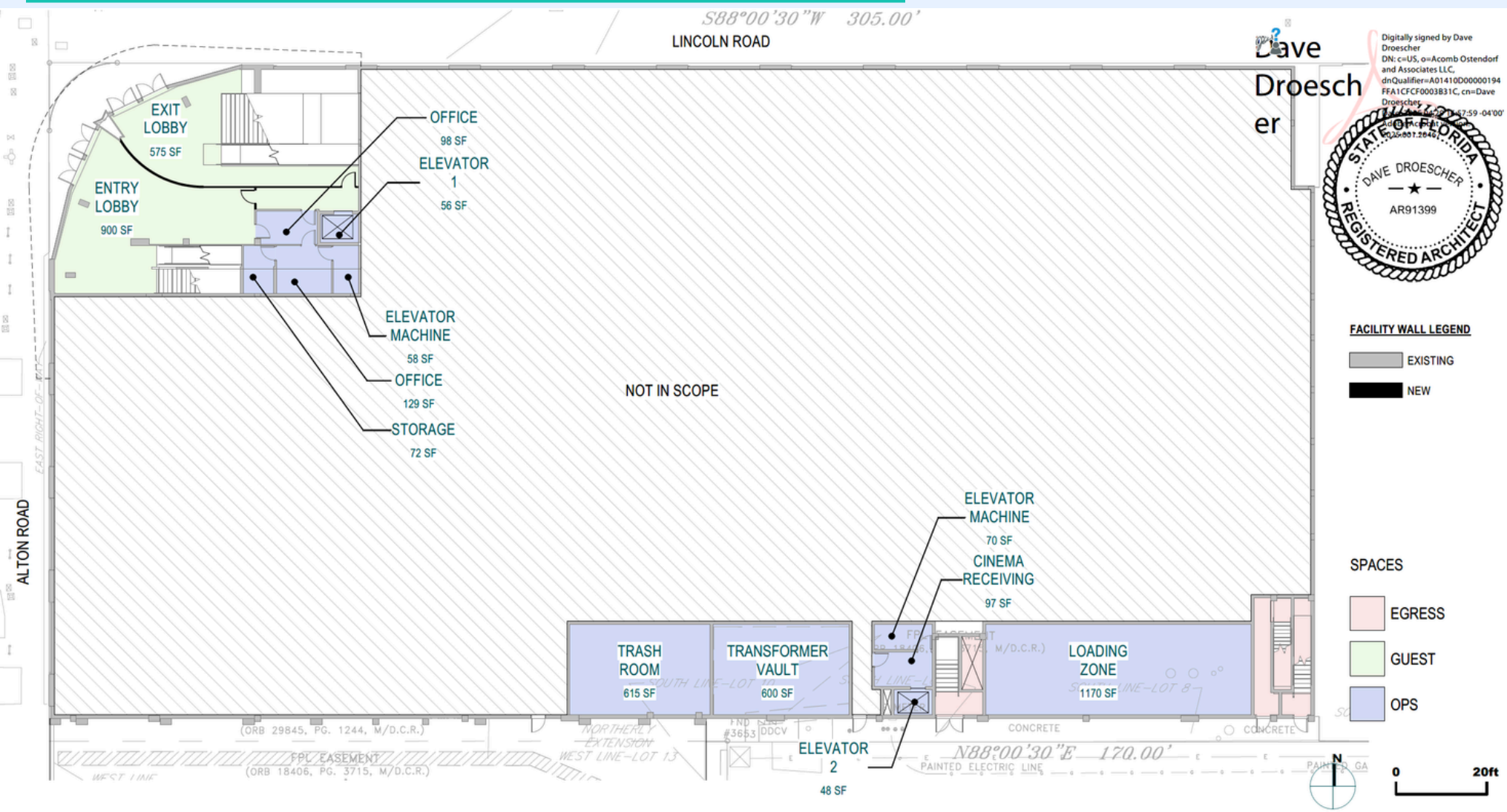
REQUEST

Conditional use approval for a Neighborhood Impact Establishment with indoor entertainment and alcohol services pursuant to Section 7.2.12.2 of the Resiliency Code.

MUSEUM EXPERIENCE

- 1. Immersive, high-tech art museum that focuses on the what it means to be human and how to become a better version of yourself.**
- 2. Large-scale immersive installations will share space with pieces from "blue chip artists," including Picasso, Warhol, Calder, Haring, Chagall, Agam and other modern masters.**
- 3. The experience is narrative driven with a different story in each theater that encourages visitors to explore their inner spiritual thoughts.**
- 4. Because of the technology, every time someone visits the museum it will be a completely different and unique experience.**

PROPOSED GROUND LEVEL FLOOR PLAN

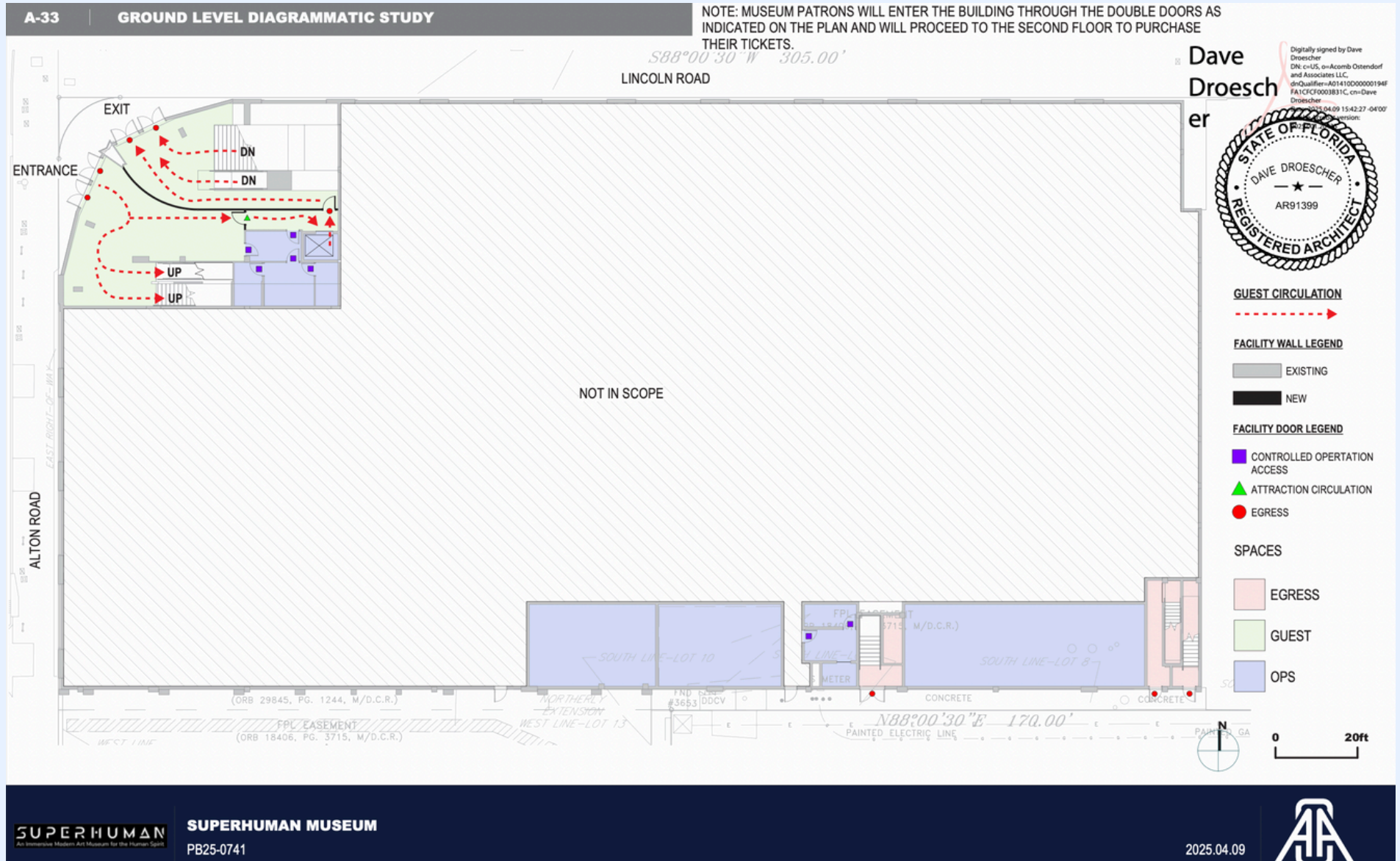


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 2025.07.25 12:59:04'00'
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DAVE DROESCHER
 REGISTERED ARCHITECT
 AR91399

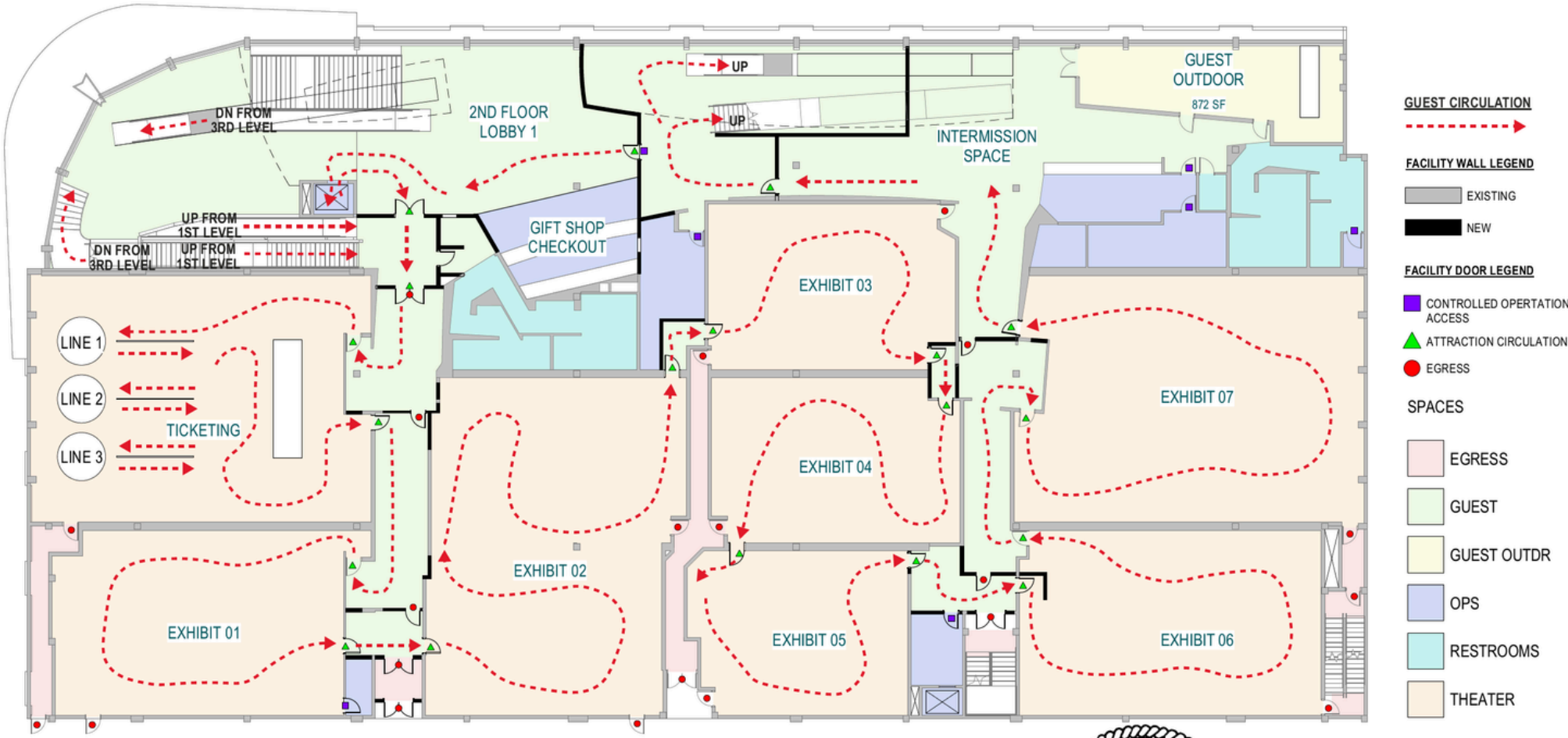


PROPOSED GROUND LEVEL CIRCULATION



PROPOSED SECOND LEVEL CIRCULATION

NOTE: TICKETING OPERATIONS WILL OCCUR ENTIRELY ON THE SECOND FLOOR AS INDICATED, PREVENTING ANY QUEUING ON THE FIRST FLOOR, LINCOLN ROAD, AND ALTON ROAD. MUSEUM PATRONS WILL THEN BE DIRECTED ONE-WAY THROUGH THE EXHIBIT ROOMS AS INDICATED ON THE PLANS.



- GUEST CIRCULATION**
- - - - ->
- FACILITY WALL LEGEND**
 - EXISTING
 - NEW
- FACILITY DOOR LEGEND**
 - CONTROLLED OPERATION ACCESS
 - ATTRACTION CIRCULATION
 - EGRESS
- SPACES**
 - EGRESS
 - GUEST
 - GUEST OUTDR
 - OPS
 - RESTROOMS
 - THEATER

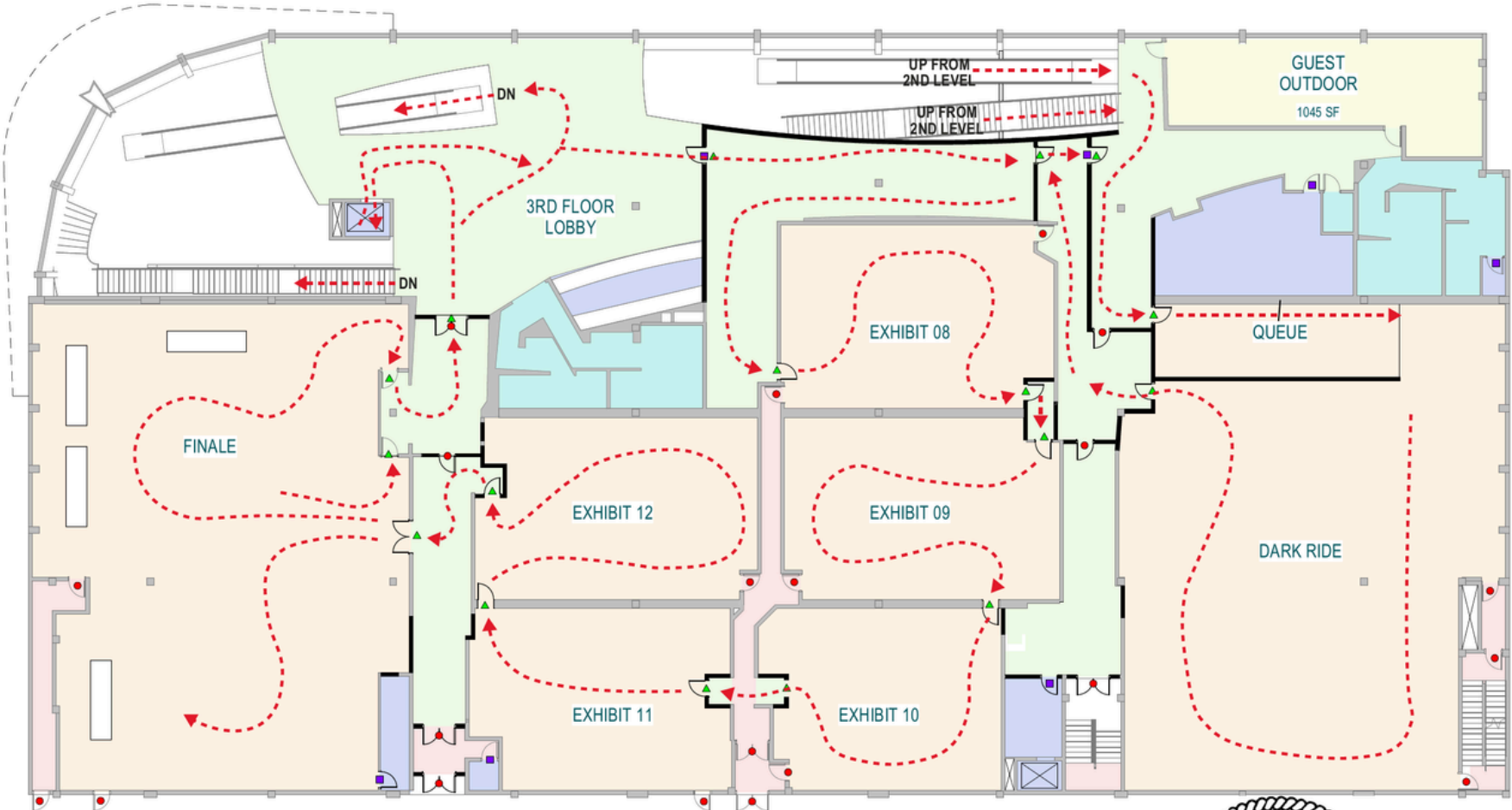


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PROPOSED THIRD LEVEL CIRCULATION

NOTE: ONCE MUSEUM PATRONS GET TO THE THIRD LEVEL THEY WILL CONTINUE TO BE DIRECTED ONE-WAY THROUGH THE REST OF THE EXHIBIT ROOMS AS INDICATED ON THE PLANS. AFTER THE FINALE, MUSEUM PATRONS WILL MAKE THEIR WAY OUT OF THE BUILDING ON THE FIRST FLOOR.



- GUEST CIRCULATION**
- - - - -
- FACILITY WALL LEGEND**
 - EXISTING
 - NEW
- FACILITY DOOR LEGEND**
 - CONTROLLED OPERATION ACCESS
 - ATTRACTION CIRCULATION
 - EGRESS
- SPACES**
 - EGRESS
 - GUEST
 - GUEST OUTDOOR
 - OPS
 - RESTROOMS
 - THEATER



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OVERALL OPERATION DETAILS

Proposed Hours of Operation	11:00 AM – 12:00 AM
Loading	7:00 AM – 8:00 PM
Trash	7:00 AM – 8:00 PM

CONCEPT RENDERINGS



CONCEPT RENDERINGS



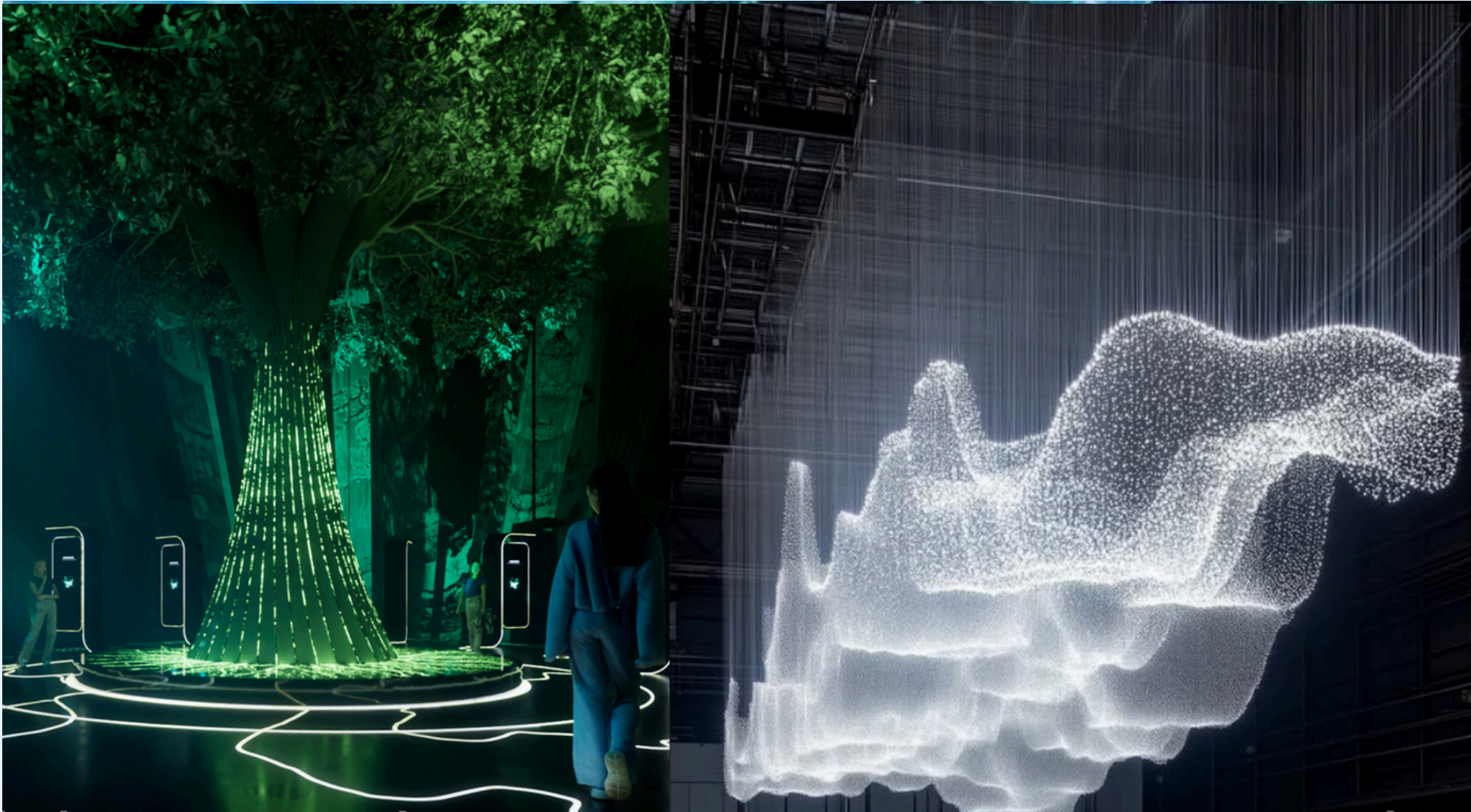
CONCEPT RENDERINGS



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CONCEPT RENDERINGS



CONCEPT RENDERINGS



CONCEPT RENDERINGS



CONCEPT RENDERINGS



CONCEPT RENDERINGS



CONCEPT RENDERINGS



Thank You

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Movie Theater Industry Trends

- Number of cinema screens in the U.S. in 2015:
 - **41,000**
- Number of cinema screens in the U.S. in 2025:
 - **35,000**
- Approximately **15% decrease** in 10 years



There are fewer of those big screens in the United States now than there were before the pandemic: 35,481, down from 41,172, according to the London-based research firm Omdia. The total box office last year, topped by Disney's "Inside Out 2" and "Deadpool and Wolverine" was \$8.7 billion, down from \$11.3 billion in 2019. Total admissions were about 800 million last year, down from 1.3 billion before the pandemic.

Source: **NY Times Article from March 12, 2025**

Why the Decline?

- COVID-19 pandemic and extended closures
- Streaming and home entertainment
- Oversupply of screens compared to demand

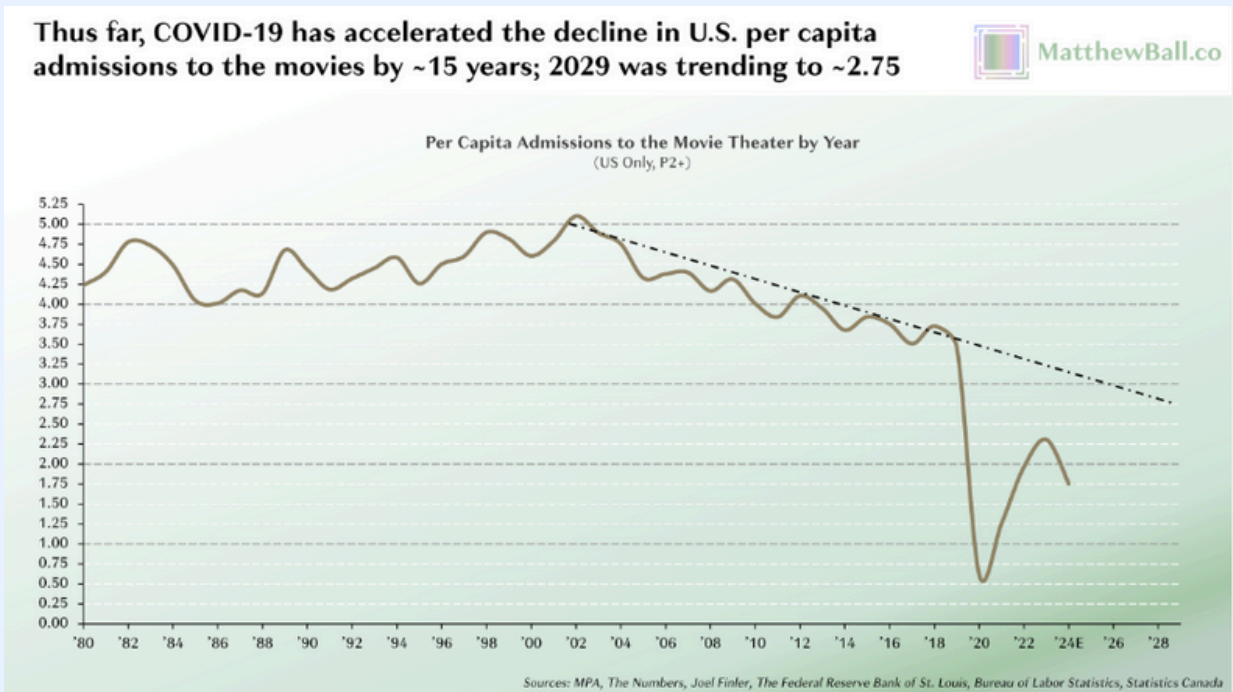


Chart illustrating impacts of COVID-19 on U.S. admissions to the movies.

Regal Cinema's Financial Issues

- In September 2022, Cineworld (Regal Cinemas' parent company) filed for Chapter 11 bankruptcy, citing lackluster post-pandemic attendance
- In July 2023, the company emerged from bankruptcy with a restructuring that involved the closure of 51 theatres nationwide
- Since 2023, other Regal locations in cities such as Atlanta, Indianapolis and Tallahassee have been selectively closed as the company continues to adapt to lower attendance

Regal Cinema's Financial Issues

- 1. As a result of the poor state of the movie theater industry, Regal Cinema's holding company, Cineworld Group filed for Chapter 11 bankruptcy on September 7th, 2022**
- 2. As shown above Regal performance at 1100 Lincoln has been in decline with no sight for a turn-around**
- 3. As a result of declining sales, on 7/2023 Landlord restructured the Regal lease providing significant rent concessions to keep the theater operating and avoid the space going vacant.**
 - Lease was restructured from a NNN lease with base rents ranging from \$20.27/sf NNN-\$20.58/sf NNN to a Gross lease with \$10.16/sf Gross Rent**
 - Current Gross Rent is significantly lower than 1100 Lincoln operating expenses (CAM+RET+INS) which are currently around \$30.00/sf**
 - Impact of July 2023 lease restructure to Landlord is a revenue reduction of \$3,709,668 per year**

Regal Cinema's Financial Issues

- **Considering that Regal Cinemas occupies 59.49% of 1100 Lincoln building, Landlord is taking a significant financial loss with the Regal lease which is not sustainable in the long term**
- **Lack of traffic generated by the movie theater, which is 1100 Lincoln anchor tenant, has also impacting occupancy - total vacancy is 32.40% (including movie theater)**
- **Ground level vacancy (excluding cinema occupancy) is 80.19% (Total ground floor = 53,614 sf; Total ground floor vacancy = 42,992 st)**

4

Regal Cinema's Financial Issues

4. Movie Theater Industry Challenges:

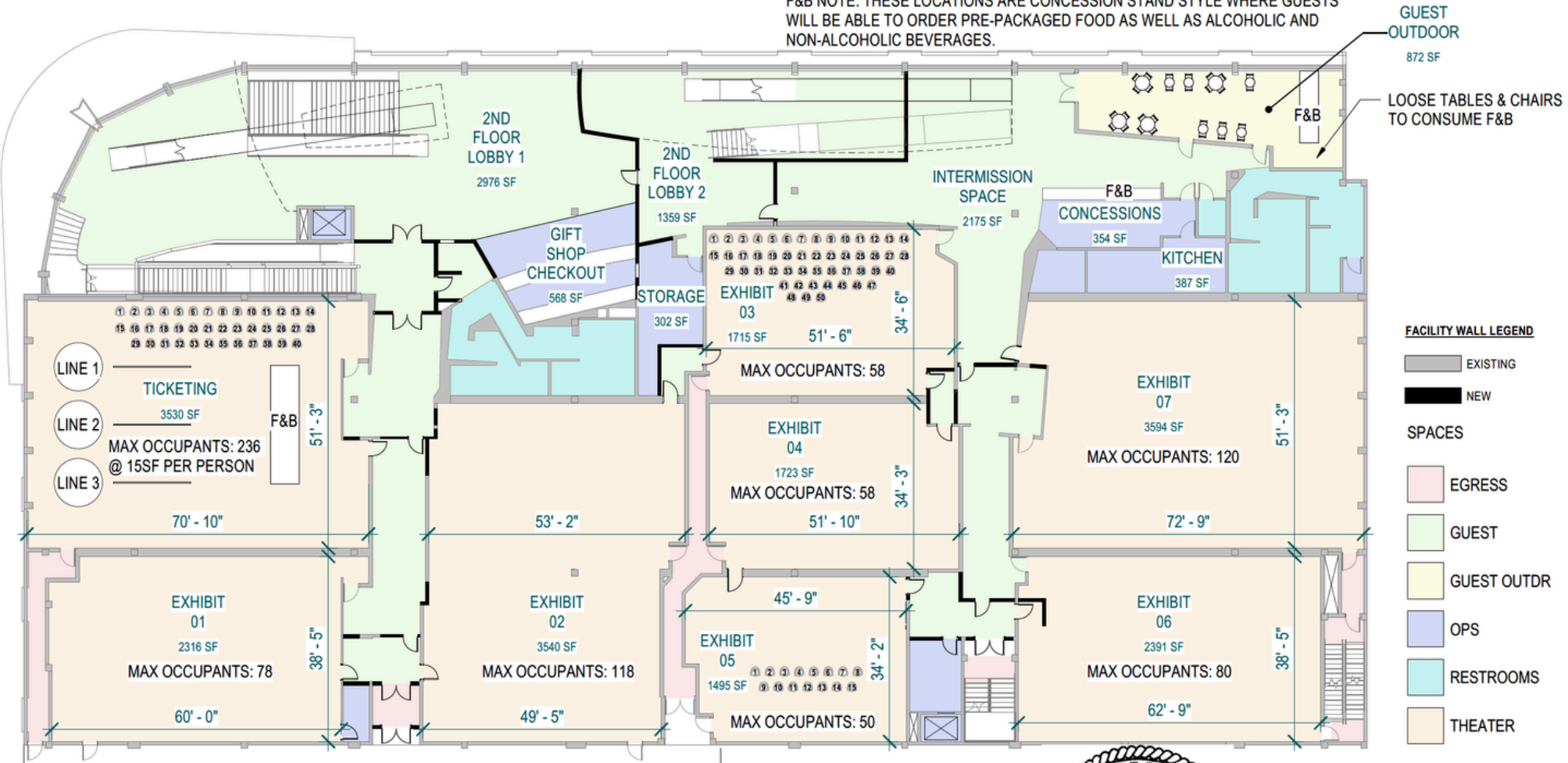
- **Domestic box office revenue is down 11% year-over-year in Q1 2025**
- **Profitability is still below 2019 levels despite slow recovery, due to rising costs and changing consumer habits.**
- **Audience frequency has dropped: only 25% of moviegoers attend at least every other month, compared to 40% pre-pandemic**
- **Streaming platforms continue to erode theater attendance**
- **Studios are criticized for poor release scheduling and underinvestment in marketing for original films**

Proposed Second Level Floor Plan

A-30 | PROPOSED SECOND LEVEL FLOOR PLAN

NOTE: MAX OCCUPANTS IN EXHIBITS BASED ON A-3 ASSEMBLY MUSEUM OCCUPANT LOAD FACTOR OF 30SF PER PERSON UNLESS OTHERWISE NOTED.

F&B NOTE: THESE LOCATIONS ARE CONCESSION STAND STYLE WHERE GUESTS WILL BE ABLE TO ORDER PRE-PACKAGED FOOD AS WELL AS ALCOHOLIC AND NON-ALCOHOLIC BEVERAGES.



FACILITY WALL LEGEND

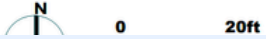
- EXISTING (Grey line)
- NEW (Black line)

SPACES

- EGRESS (Pink)
- GUEST (Light Green)
- GUEST OUTDR (Light Yellow)
- OPS (Light Blue)
- RESTROOMS (Light Cyan)
- THEATER (Light Orange)



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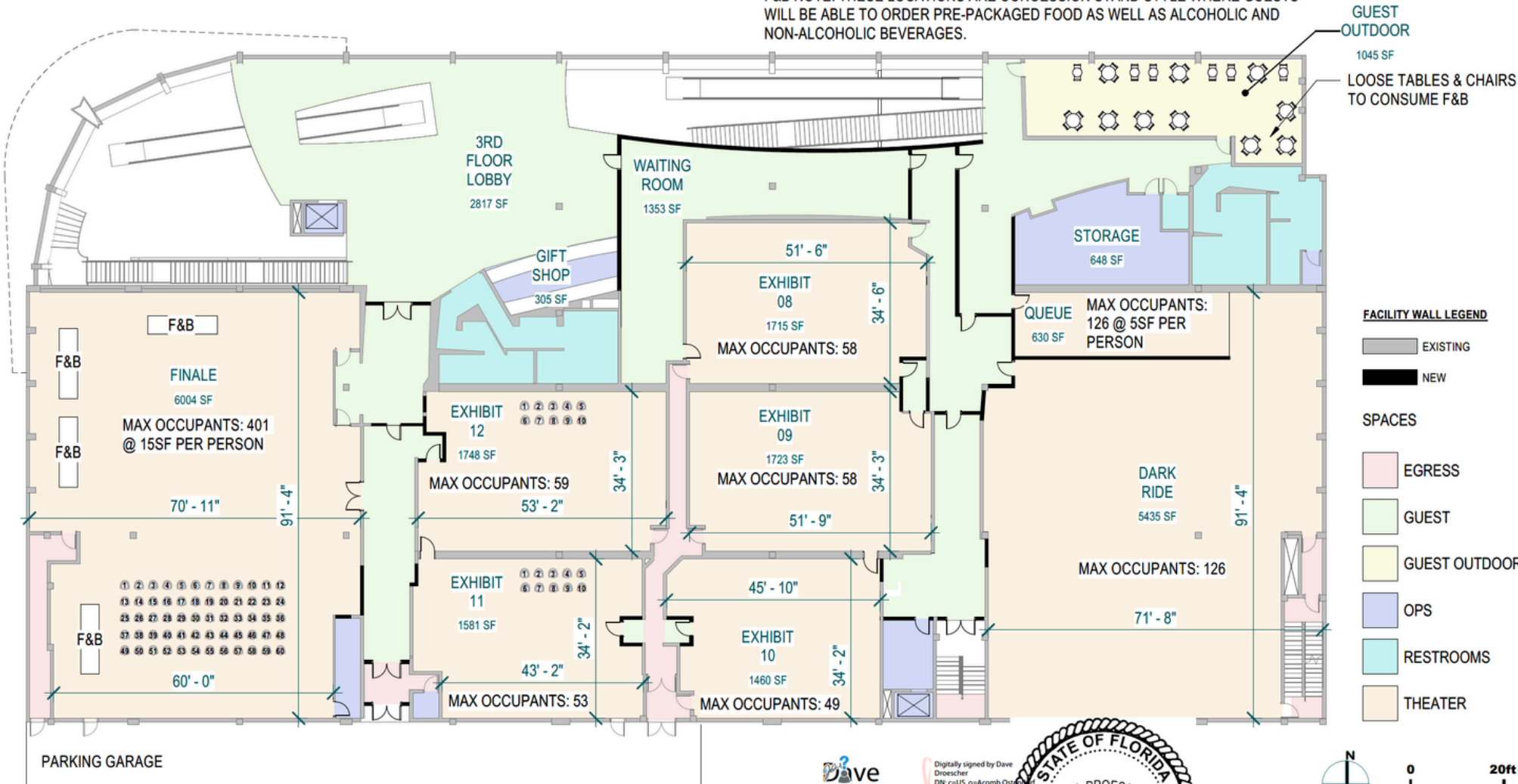


Proposed Third Level Floor Plan

A-31 | PROPOSED THIRD LEVEL FLOOR PLAN

NOTE: MAX OCCUPANTS IN EXHIBITS BASED ON A-3 ASSEMBLY MUSEUM OCCUPANT LOAD FACTOR OF 30SF PER PERSON UNLESS OTHERWISE NOTED.

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- FACILITY WALL LEGEND**
- EXISTING (grey line)
 - NEW (black line)
- SPACES**
- EGRESS (pink)
 - GUEST (light green)
 - GUEST OUTDOOR (light yellow)
 - OPS (purple)
 - RESTROOMS (teal)
 - THEATER (orange)