



**Exhibit 3:  
Concept Location Map**

*indicating the site of the sign concept  
in the overall district.*

Physical Address:  
160 Ted Turner Drive NW

Parcel Identification Number:  
14 00780007078

**For Reference Only**  
Concept elements may be  
refined as part of the review  
process.



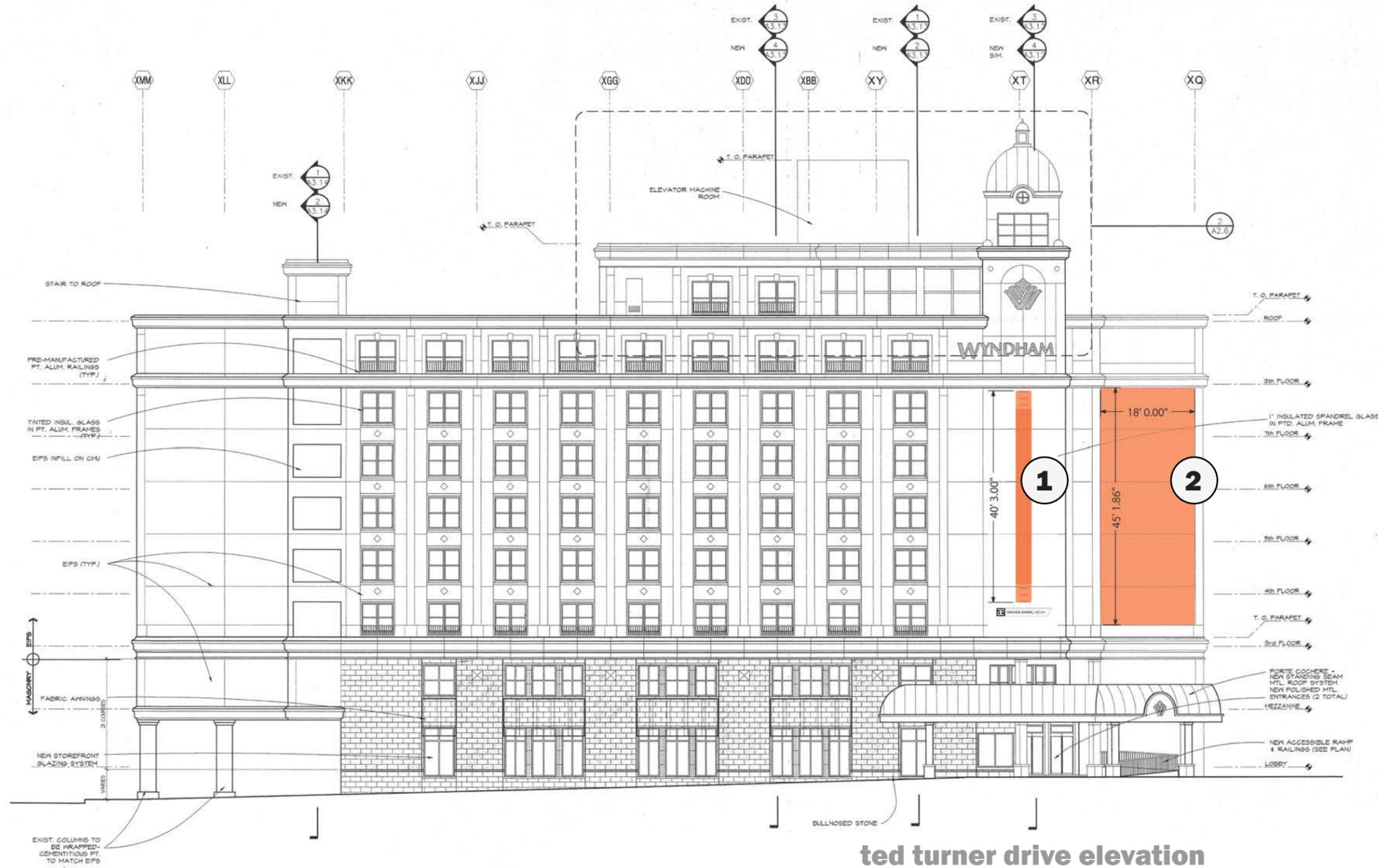
## Exhibit 4 Concept Components Key Map or Illustrations

*with each component identified in its position at the concept location.*

The Doubletree Hotel at 160 Ted Turner was recently rebranded as The American Hotel. The Midcentury Modern renovation sought to differentiate the hotel from other high-volume hotels. The interior and graphic design are effective, however, the building facade remains dominated by the non-hierarchical, repetitive articulation which dominates high-volume hotels. The addition of large format signage breaks up the relentless horizontality of the hotel and creates a dialog between the building and its surroundings.

**Component 1:**  
Ornamental Blade Sign with integrated Large Screen Video Display on northeast face; Static Backlit Sign on southwest face.

**Component 2:**  
Large-Format Static Backlit Banner



**Exhibit 4**  
**Concept Components**  
**Key Map or Illustrations**

with each component identified in its position at the concept location.

**Component 1:**  
 Blade Sign with LED on northeast face, Static Backlit Sign on southwest face.

Changing Sign Large Screen Video Display ~40' H x 12' W

**Component 2:**  
 Large-Format Static Banner

46' H x 18' W full printed media on perforated vinyl mesh mounted onto backlit frame.

**For Reference Only**  
 Concept elements may be refined as part of the review process.



## Exhibit 5.1 Component 1 Concept Image

*The comprehensive signage design proposal for 160 Ted Turner Drive complies with the City of Atlanta adopted Arts & Entertainment District sign plan in several ways, including the following:*

In this concept the large format signage helps the American Hotel engage Walton Spring Park across the street and links the hotel with the nearby entertainment node at Peachtree Street and Andrew Young International Boulevard, which includes a number of Changing Signs. The proposed signs provide nighttime illumination and street-level richness, encouraging pedestrian activity between these destinations.

The confluence of the new Changing Blade Sign, a new static sign, and the hotel's existing pin-mounted letters (over awning and on blade sign) creates a concentrated sign assembly of a variety of scales and fabrications methods.



## Exhibit 5.1 Component 1 Photographs

*showing portion of the building façade where the component is proposed, both before and after with the component superimposed on the façade as it will appear when viewed from eye level from a prominent position on the abutting street or streets.*

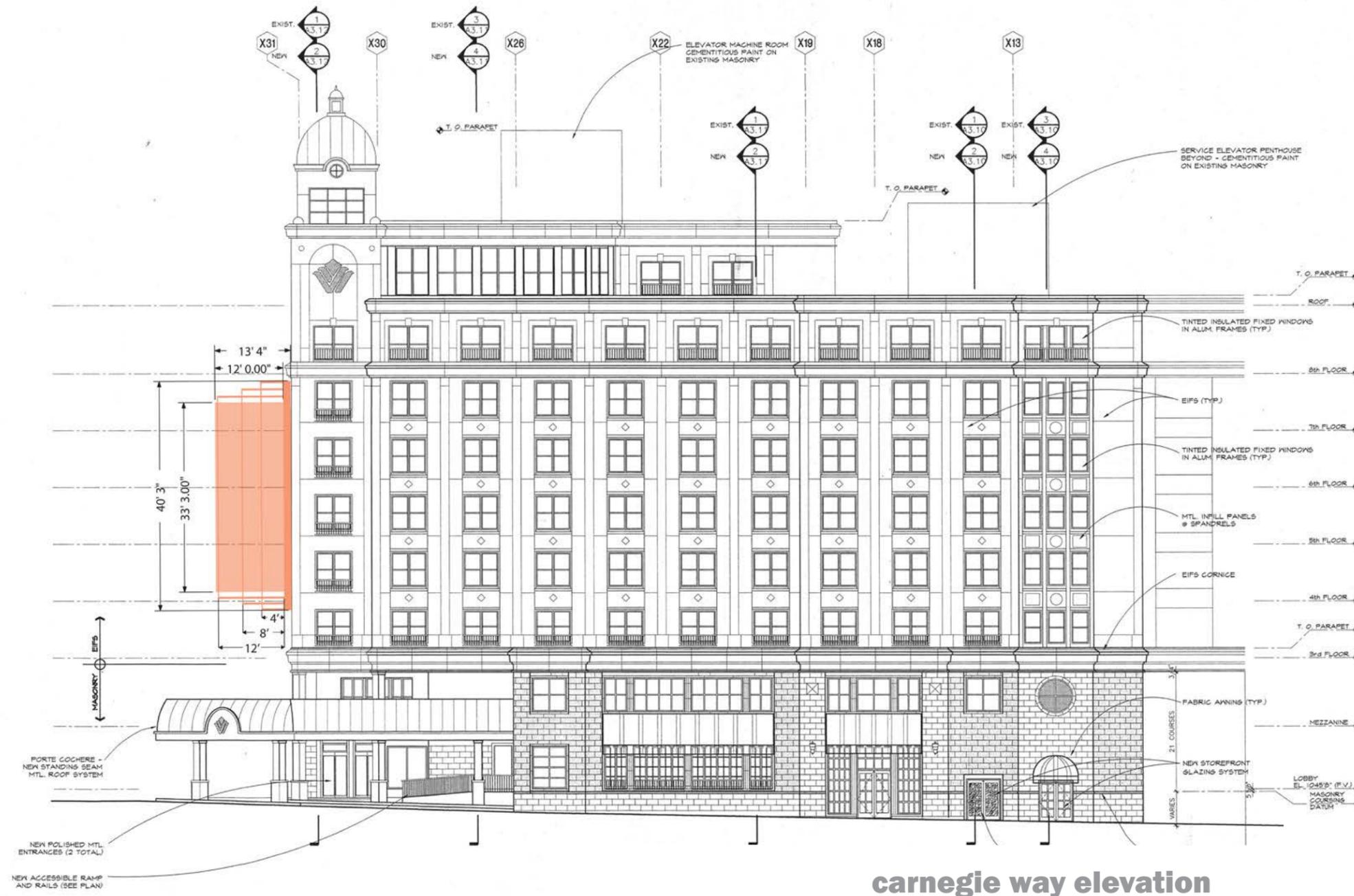
### Left Image:

Existing condition viewed from the intersection of Ted Turner Drive and Williams Street with existing blade sign in foreground.

### Right Image:

Proposed Ornamental LED Blade Sign viewed from the intersection of Ted Turner Drive and Williams Street with existing blade sign in foreground.

**For Reference Only  
Concept elements may be  
refined as part of the review  
process.**



carnegie way elevation

**Exhibit 5.1  
Component 1  
Dimensions and Position**

*elevation drawing showing the component and how it relates in size and dimensions to the building façade and to any building(s) immediately adjacent to that facade*

**Display Size (LED Face):**

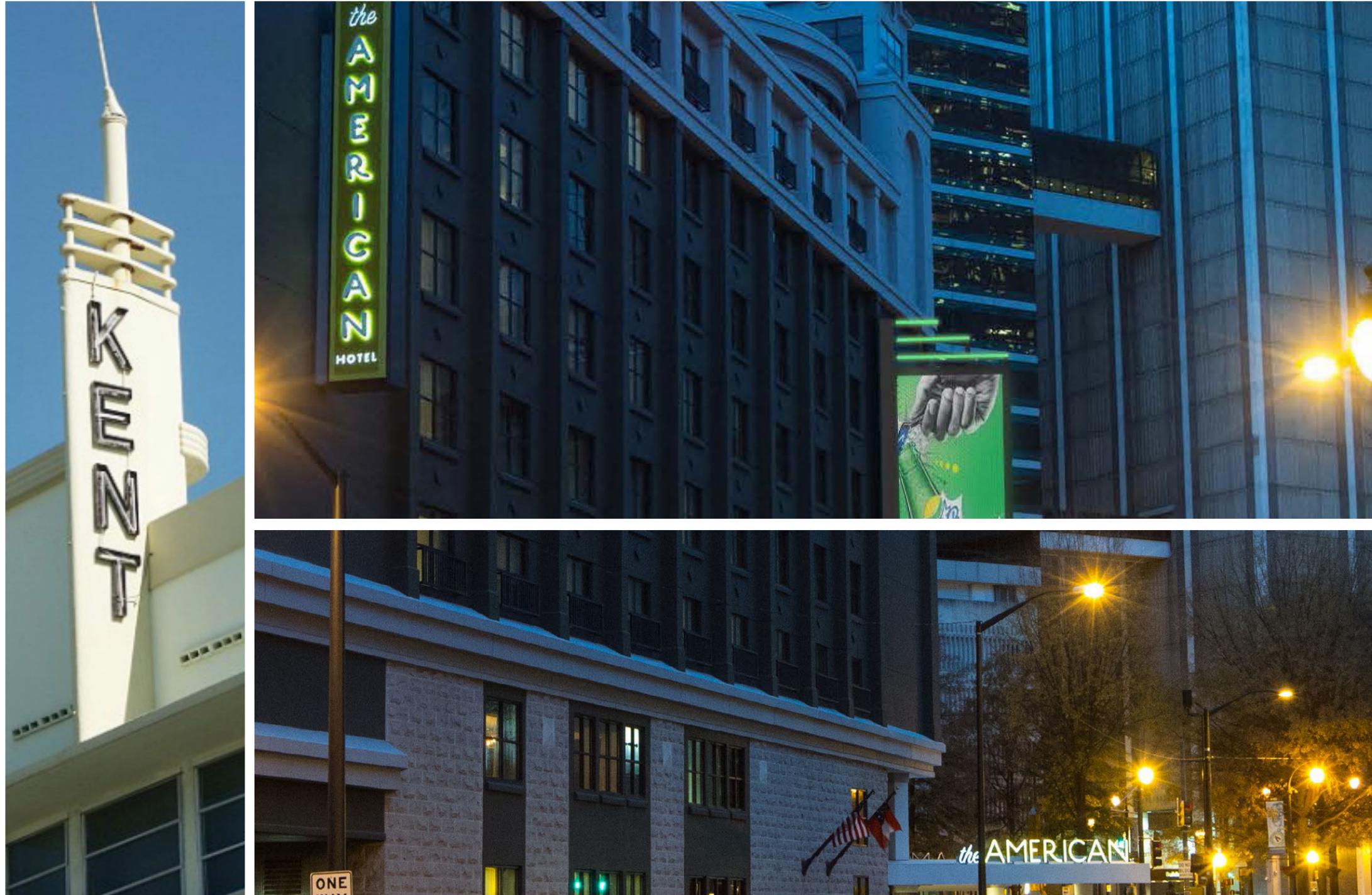
Approximately 40' High x 12' Wide (480 sf).

**Hours of Operation:**

Signage will operate in full content mode from 6 am – 2 am, and in sleep mode from 2 am – 6am. During full content mode, the signage will display a dynamic mix of community messaging, art content and creative sponsorship. During full content operation, 10% of all time will be committed to community and art messaging. Sleep mode will display content of muted patterns and designs at the lowest brightness setting.

**Technology:**

Signs and kinetic lights are managed by Advanced Remote Software with hard-wired internet access. The software allows for extremely versatile content deployment including h.264/Mp4 video and all major image formats. Signs automatically adjust brightness according to ambient light conditions and can be synchronized to a universal digital clock for coordination with other displays. The kinetic lighting consists of individual kinetic modules that run horizontally at the top and bottom of the sign. The kinetic light modules will be anchored to a steel frame.

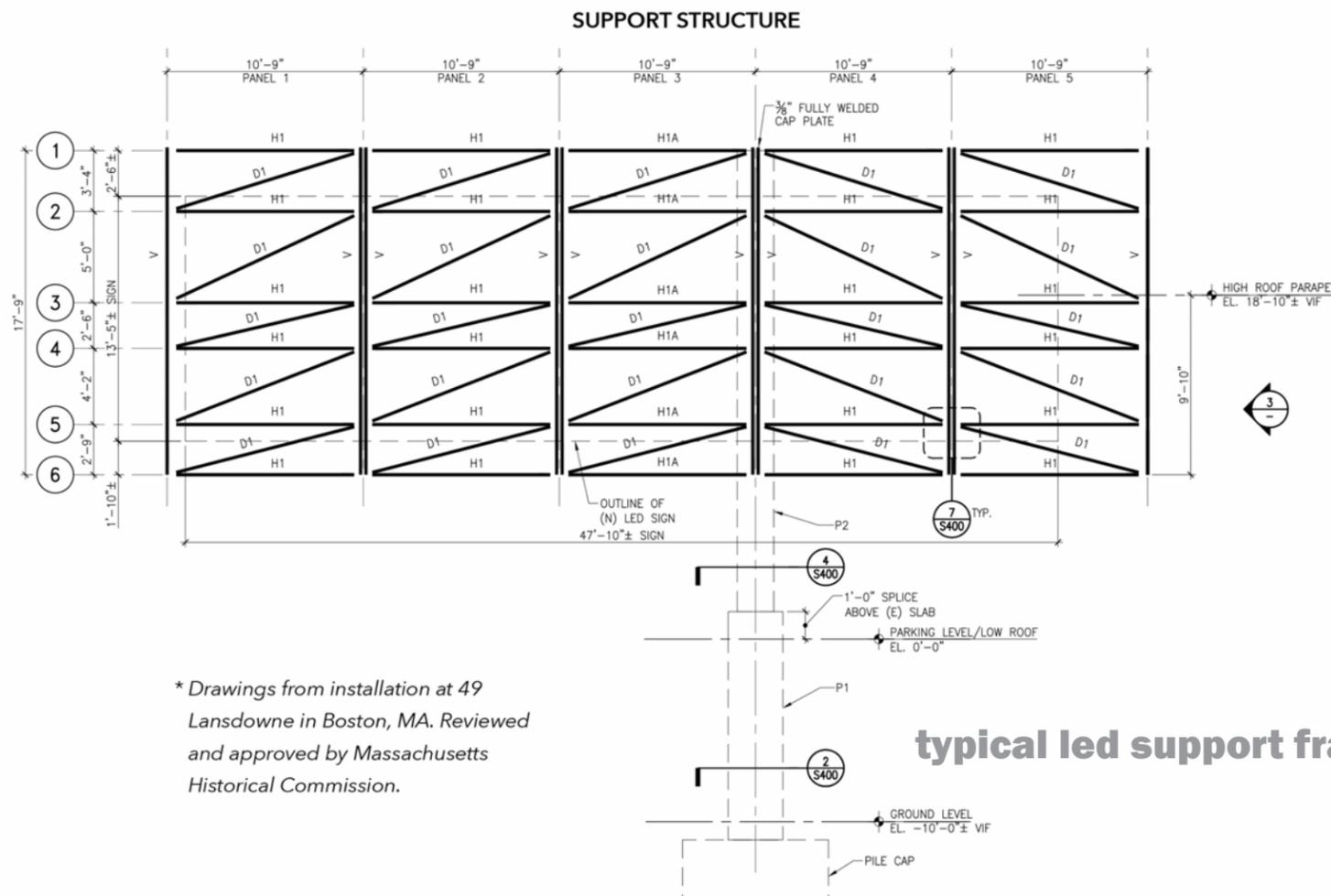
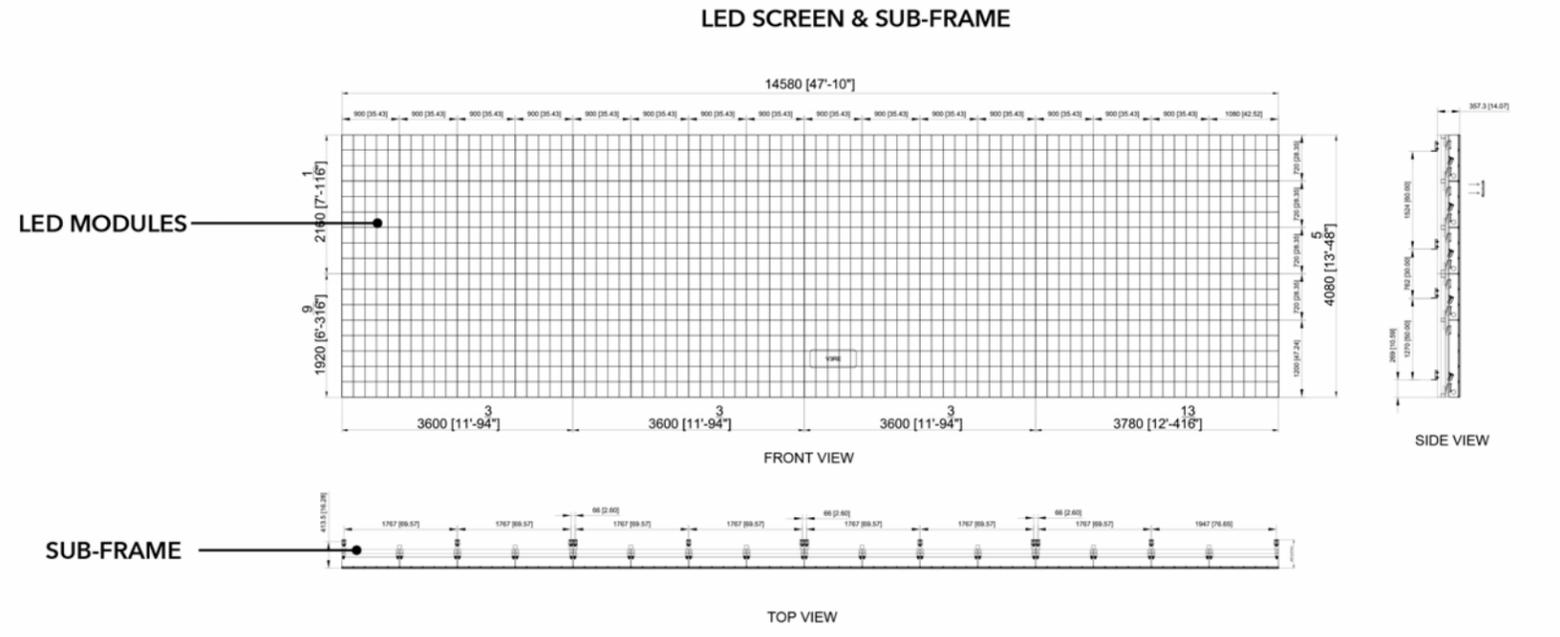


## Exhibit 5.1 Component 1 Architectural Narrative

The 45'x12' blade sign is inspired by the same Mid-Century Modern (MCM) aesthetic that was in vogue when the hotel first opened its doors in 1962. Horizontal color kinetic lights flank the top and bottom of the sign, evoking the MCM signage of the Kent Hotel in Miami Beach. The classic MCM design details create the exciting ambience of neon lights that drew people to city centers across the country in the early 20th century. In addition, the lights incorporate technology to mimic the changing colors of the LED sign itself.

In addition, well-crafted, consistent branding is essential to creating an Arts & Entertainment District that is visually unified and perceived as a curated collection of new media advertising and cultural installations. The design details and construction of all permanent branding elements in Component 1 will adhere to the appropriate guidelines governing the use and deployment of the AE logo and partner marks as specified in the Atlanta Arts & Entertainment Brand Standards Manual Version 1.0.

**For Reference Only**  
Concept elements may be refined as part of the review process.



\* Drawings from installation at 49 Lansdowne in Boston, MA. Reviewed and approved by Massachusetts Historical Commission.

typical led support framing

## Exhibit 5.1 Component 1 Structural Narrative

LED screens are made out of a series of LED modules, similar to building blocks. The LED modules on the northeast face are mounted into a custom fabricated frame, which will mount to a vertical steel beam bolted into the concrete floorplates of the building. Data lines are run to the sign allowing for interactive programming, as well as remote control in order to adjust for public events. The kinetic changing lights are mounted onto a horizontal steel frame bolted into the top and bottom of the primary LED frame. The static signage on the southwest face will mount identically to the metal frame, reflecting identical dimensions to the opposite face.

*Note: At the time of building permit application, the site-specific solution to support each sign will be designed by a Georgia licensed structural engineer. The structural engineer will consider several alternatives to identify an attachment, which fastens securely to the building structure, minimizes impact on the existing building envelop, and is low profile keeping focus on the building and signage.*



## Exhibit 5.1 Component 1 Lighting Metrics

### General Information:

Photometric analysis of digital sign array was generated with light modeling software and indicates luminance (brightness) of ambient light transmitted by the sign array, measured in foot candles (fc), at 250 feet from the sign at night.

### Statement of Compliance:

The component's light output, or luminance, during both daytime and nighttime operation will not exceed 0.3 fc (foot candle) above ambient light conditions as measured at 250 feet from the signage.

### Brightness Control:

The component will have the ability to monitor ambient light conditions by a light sensing device at all times such that display brightness will be appropriately adjusted as ambient light levels change.

The LED display brightness is controlled through an ambient brightness measure, as well as remote access software which allows for direct adjustment of the brightness. The ambient brightness sensor reacts to existing brightness condition and adjusts the sign accordingly. In the event that the ambient sensor is malfunctioning, direct controls can be remotely accessed and the brightness adjusted to an appropriate level.

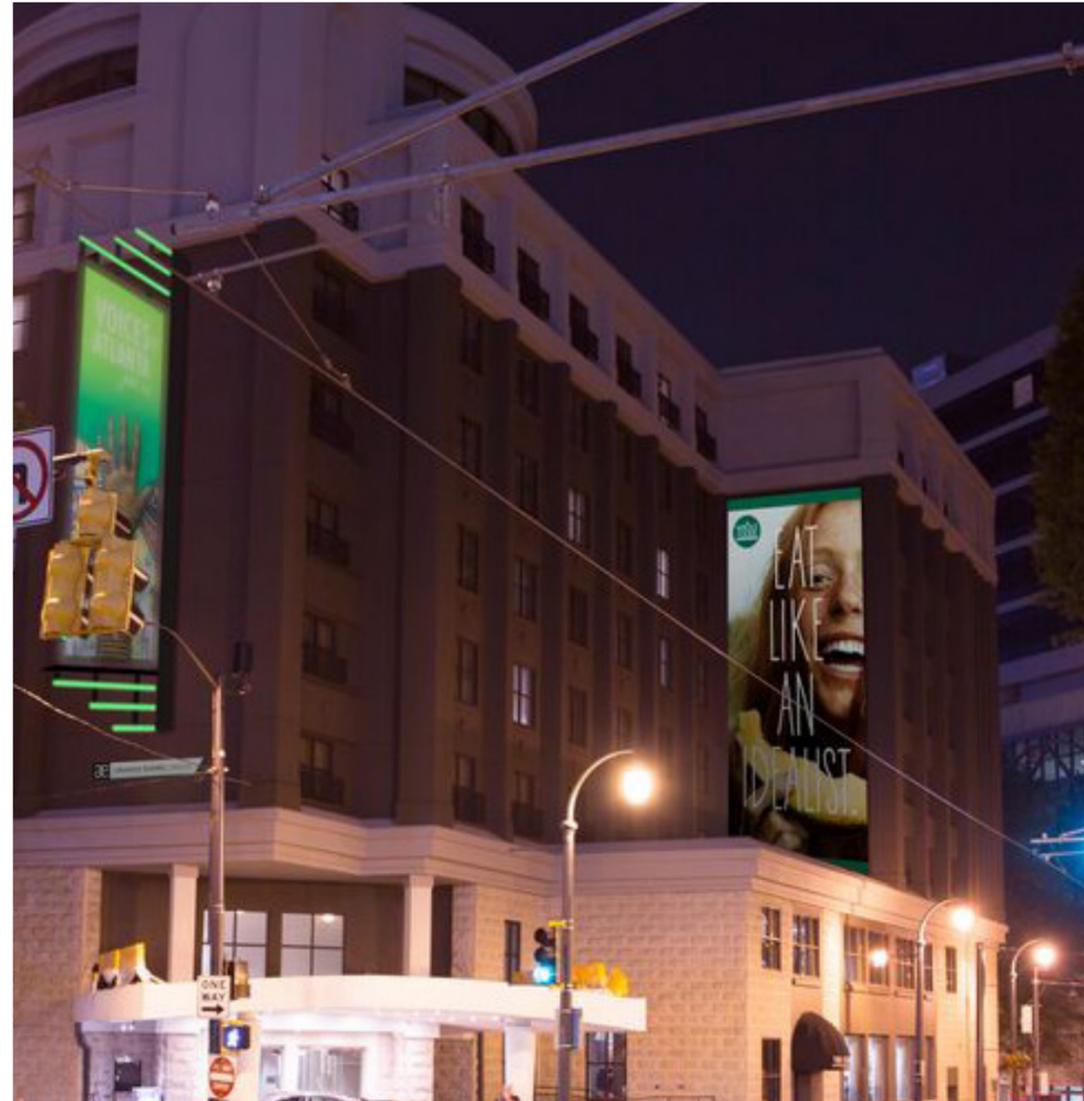
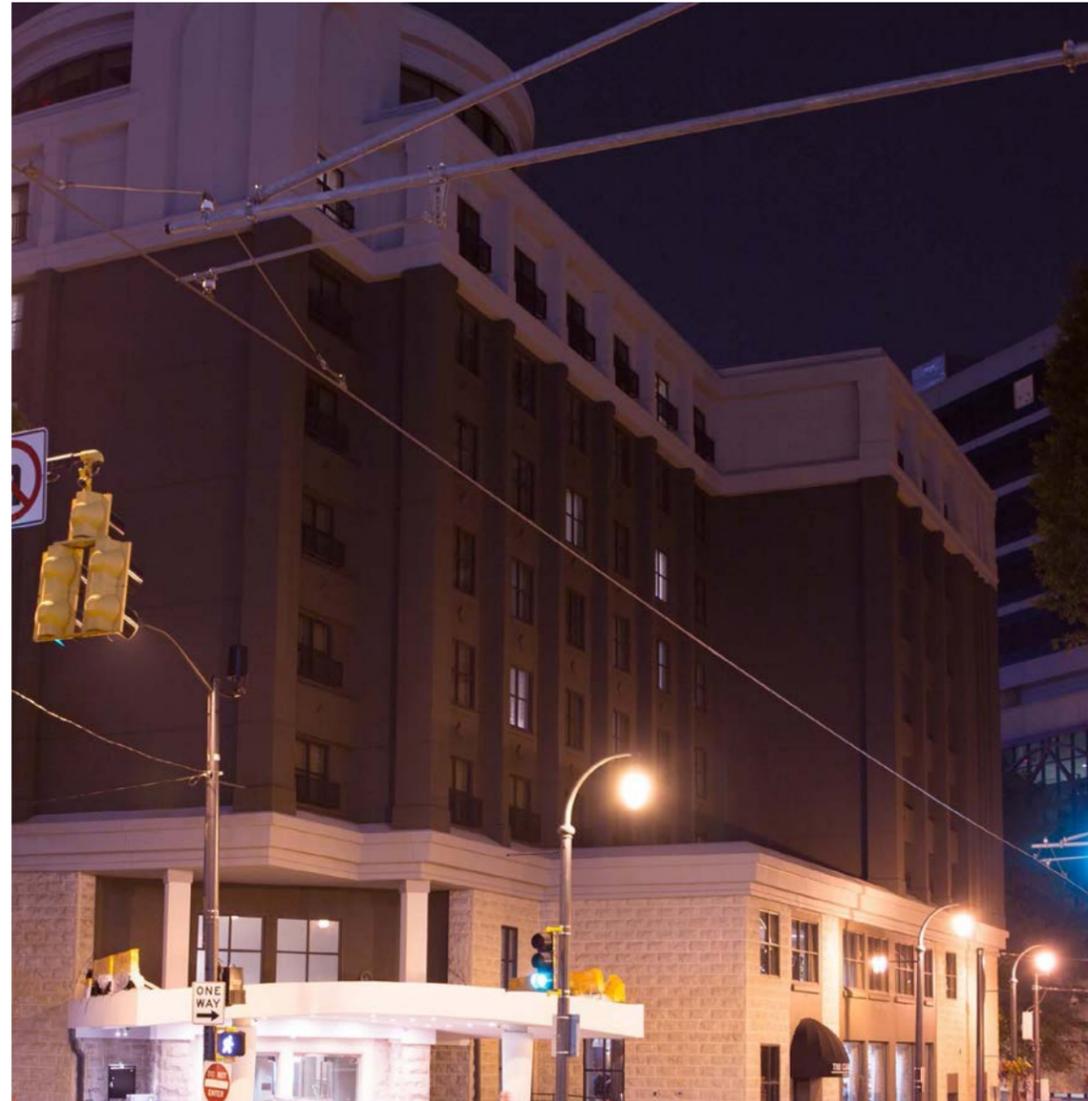


## Exhibit 5.2 Component 2 Concept Image

*The comprehensive signage design proposal for 160 Ted Turner Drive complies with the City of Atlanta adopted Arts & Entertainment District sign plan in several ways, including the following:*

The static mesh sign will be placed within a custom-fabricated metal frame with back lighting to create an even level of illumination, and similar visual effect of the LED sign. The sign will completely fill the architectural recess in the wall.

**For Reference Only  
Concept elements may be  
refined as part of the review  
process.**



## Exhibit 5.2 Component 2 Photographs

*showing portion of the building façade where the component is proposed, both before and after with the component superimposed on the façade as it will appear when viewed from eye level from a prominent position on the abutting street or streets.*

### Left Image:

Existing condition viewed from the sidewalk at the east corner of the intersection of Ted Turner Drive with Carnegie Way.

### Right Image:

Proposed large-format vinyl banner viewed from the sidewalk at the east corner of the intersection of Ted Turner Drive with Carnegie Way.

**For Reference Only  
Concept elements may be  
refined as part of the review  
process.**

**Exhibit 5.2**  
**Component 2**  
**Dimensions and Position**

*elevation drawing showing the component and how it relates in size and dimensions to the building façade and to any building(s) immediately adjacent to that façade*

**Display Size:**

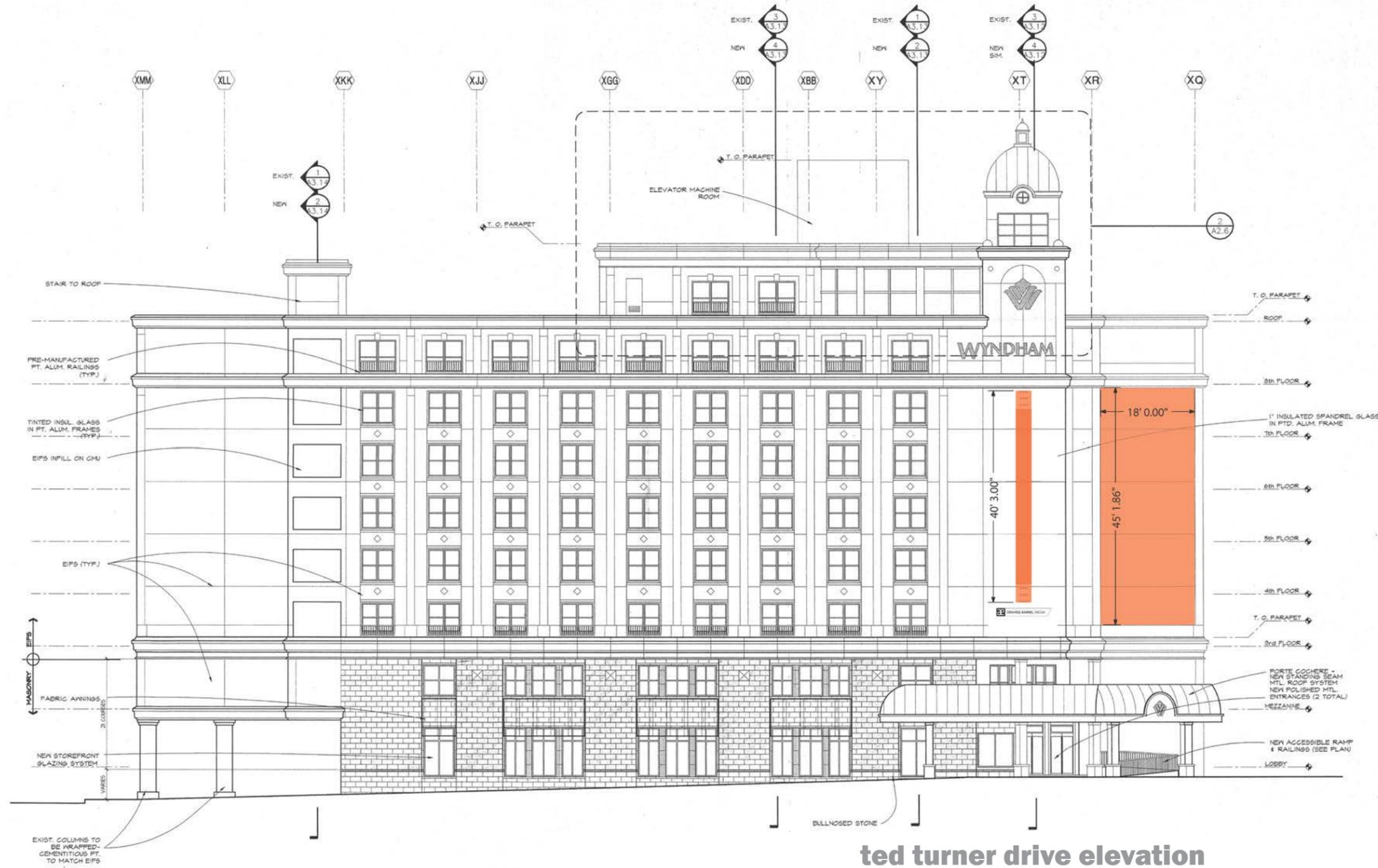
Approximately 45' High x 18' Wide  
 (810 sf)

**Hours of Operation:**

The lights will operate from 6am-2am daily, and will be adjusted twice a year for Daylight Savings Time.

**Technology:**

The LED lights are managed with a timer that is adjusted by the local sign installation company as needed. The LEDs will also be linked to a daylight sensitive switch that shuts the lights off to conserve energy during bright times of day.



**ted turner drive elevation**



## Exhibit 5.2 Component 2 Architectural Narrative

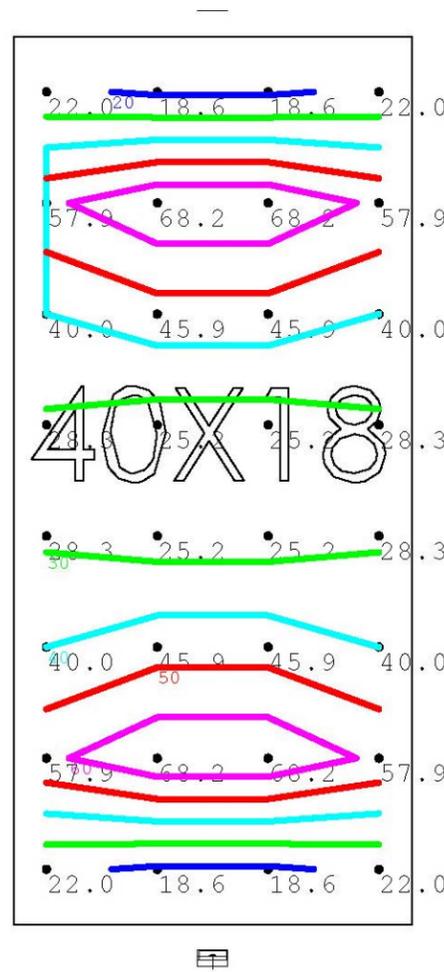
The backlit sign creates a vibrant analogue to the digital sign in order to create a well-lit, engaging, and active urban corridor that elevates the safety and accessibility of the pedestrian environment to that of the hotel's Mid-Century origins.

In addition, well-crafted, consistent branding is essential to creating an Arts & Entertainment District that is visually unified and perceived as a curated collection of new media advertising and cultural installations. The design details and construction of all permanent branding elements in Component 1 will adhere to the appropriate guidelines governing the use and deployment of the AE logo and partner marks as specified in the Atlanta Arts & Entertainment Brand Standards Manual Version 1.0.

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Luminaire Location Summary						
Luminaire No.	Label	X	Y	Z	Orient	Tilt
1	OSQ-HO-A-XX-WSN-40L-40K-UL-ED	9	-2	10	90	60
2	OSQ-HO-A-XX-WSN-40L-40K-UL-ED	9	42	10	270	60

Calculation Summary							
Label	Calculation Type	Units	Average	Maximum	Minimum	Average / Minimum	Maximum / Minimum
CalcPts_1	Illuminance	Footcandles	38.26	68.2	18.6	2.06	3.67



## Exhibit 5.1 Component 1 Lighting Metrics

### General Information:

Light studies for static banners were generated with light modeling software and indicate luminance (brightness) on vertical face of the graphic, measured in foot candles (fc), at night. Graphic is illuminated by a continuous row of LED lamps (4000-5000 kelvin) pointed towards the sign face to minimize ambient light spillage.

### Southeast Wallscape

#### Statement of Compliance:

The component's light output, or luminance, during both daytime and nighttime operation will not exceed 0.3 fc (foot candle) above ambient light conditions as measured at 250 feet from the signage.

In this case, luminance does not transmit perpendicular to the sign/building face; and therefore a plan view photometric overlaid on an aerial map would not reflect significant ambient light.

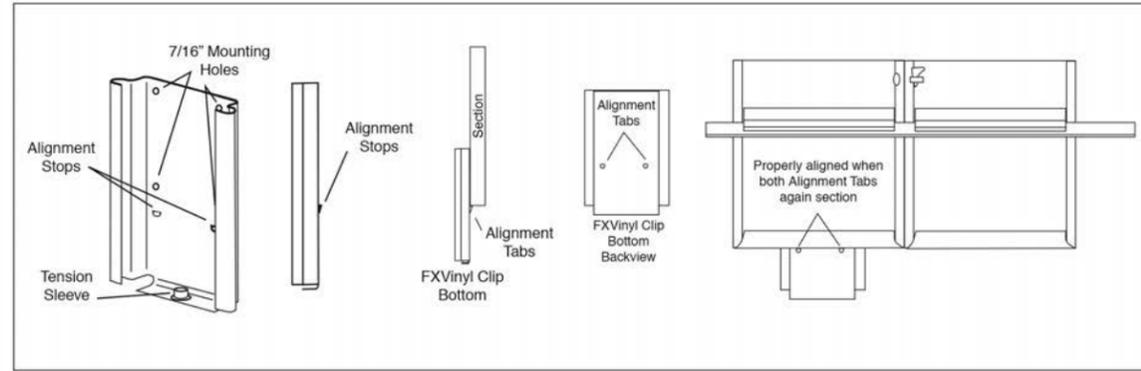
#### Brightness Control:

The component will have the ability to monitor ambient light conditions by a light sensing device at all times such that display brightness will be appropriately adjusted as ambient light levels change.

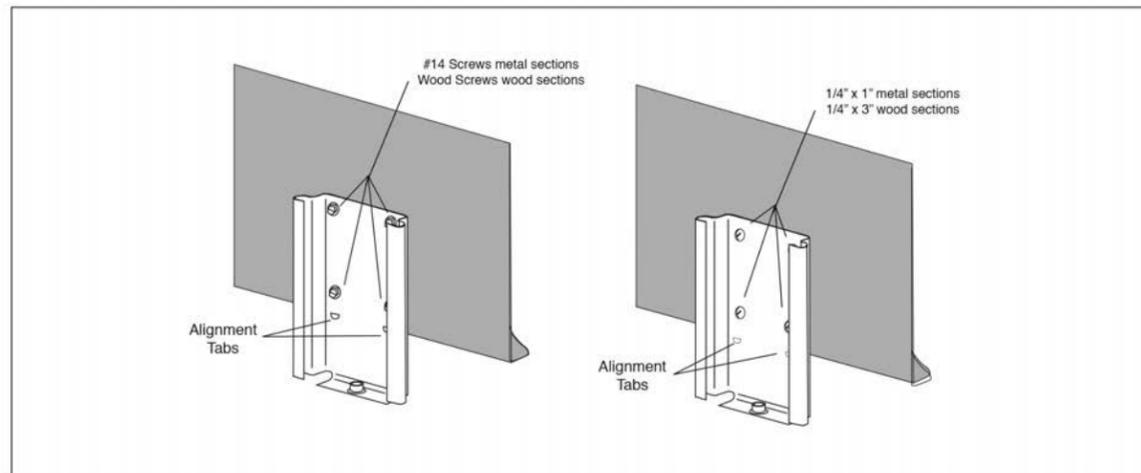
**Exhibit 5.2  
Component 2  
Structural Narrative**

The vinyl mesh banner will be anchored to the metal frame at 12"-16" on center on all four sides. 3/8" diameter bolts with hooks will be attached to 2 1/2" continuous steel angles. The hooks will hold a 3/4" fiberglass rod wrapped inside the perimeter of the mesh banner. The frame will be anchored to the building façade with 3/8" Hilti anchors.

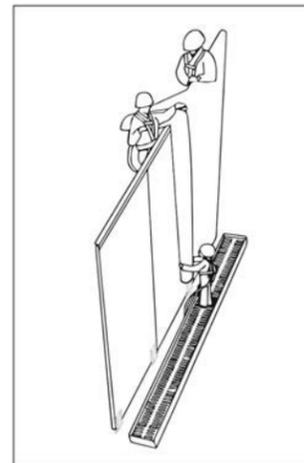
*Note: At the time of building permit application, the site-specific solution to support each sign will be designed by a Georgia licensed structural engineer. The structural engineer will consider several alternatives to identify an attachment, which fastens securely to the building structure, minimizes impact on the existing building envelop, and is low profile keeping focus on the building and signage.*



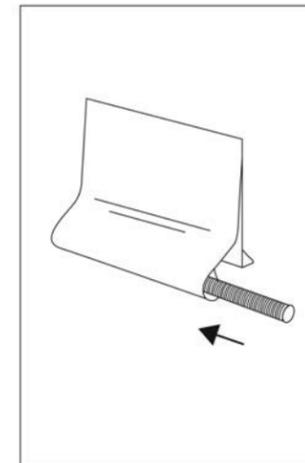
**STEP 1**  
Slide the bracket up on the section until both punched-out notches (Alignment Tabs) hit the bottom of the section.



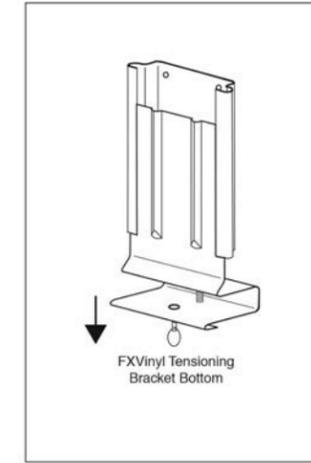
**STEP 2**  
Secure the bracket with (4) #14 Stainless Steel Square Head Screws or with (4) 1/4" x 1" Bolt/Nut



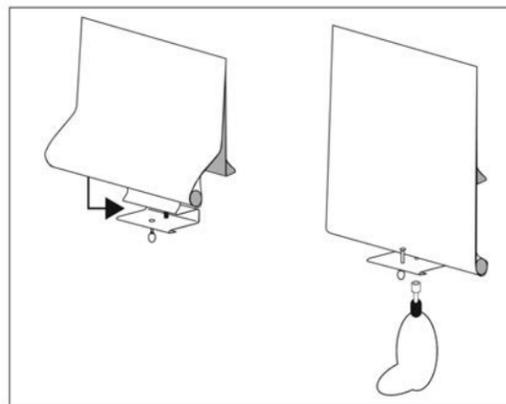
**STEP 1**  
Roll out the vinyl across the top of the bulletin face and secure across the top and sides with ratchets



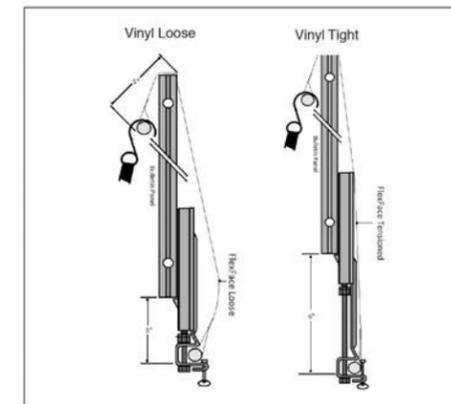
**STEP 2**  
Install Gripper Bars in bottom pockets



**STEP 3**  
Pull down on the Vinyl Clip Ring to open the bracket



**STEP 4**  
Push the vinyl and Gripper Bar into the bracket and push the Pin up until it locks in place. Using a cordless drill and a 9/16" socket tension the bracket until the vinyl is tight.



**STEP 5**  
Installation is complete

**typical vinyl tension bracket details**

**typical vinyl tensioning system**