Exhibit 3:
Concept Location Map

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

Physical Address:
275 Baker Street NW

Parcel Identification Number:
14 007800011898 to
14 007800011963

Revised Concept 02.03.30 - updated to reflect the construction of a new tower adjacent to the property.
The previously proposed kinetic lighting removed grom western facade. Kinetic lighting remains on the Latimer Street facade

Exhibit 4
Concept Components Key Map or Illustrations

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

Large chain hotels support a high-volume of Atlanta's visitor traffic. They also create dull spots in the otherwise dynamic parts of the urban fabric. These large hotels fill city blocks with non-hierarchical, repetitive articulation and are architecturally indistinguishable from the same hotels in other cities. Incorporating provocative signage into the Hilton Hotel facades will distinguish the downtown Atlanta Hilton from others in the chain and introduce large scale elements that bring the buildings into conversation with nearby spectacular landmarks, like the Georgia Aquarium and the College Football Hall of Fame.

<u>Component 1:</u>

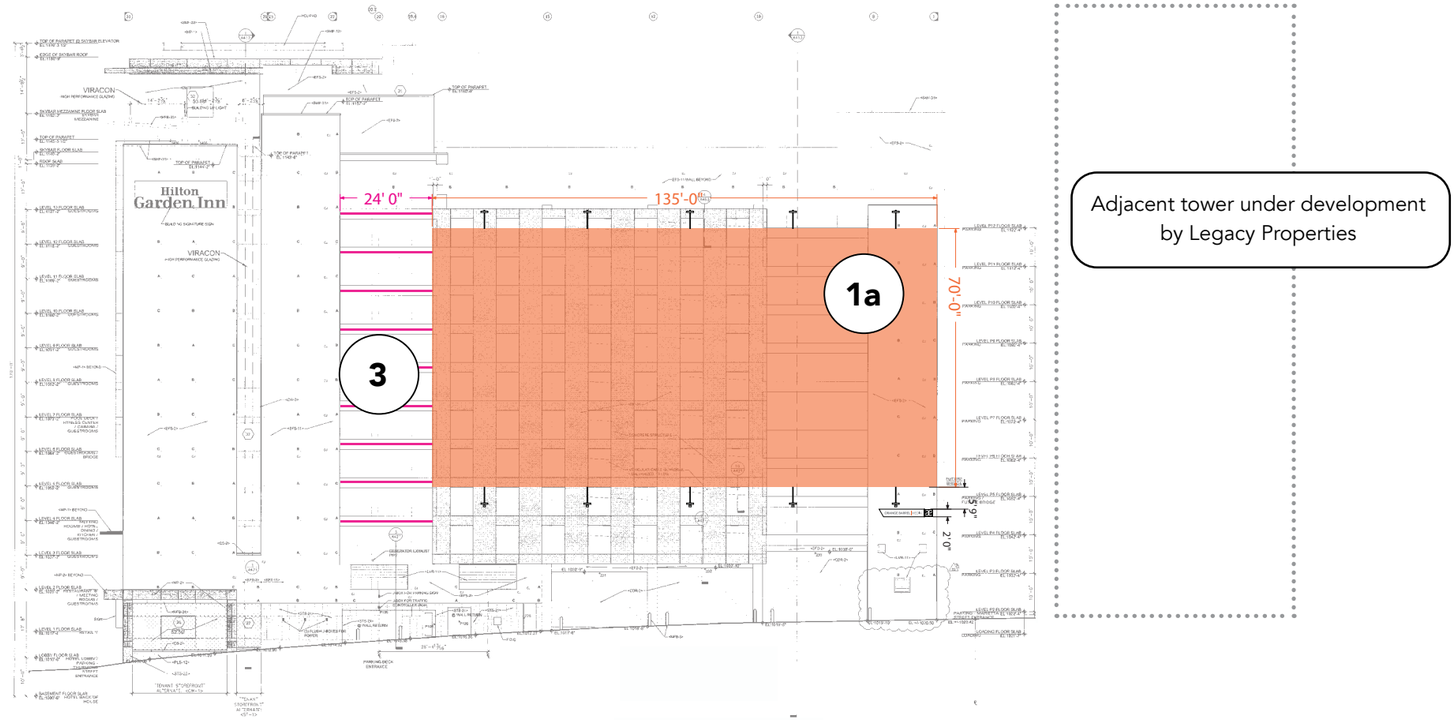
Large-Format Static Banner

<u>Component 3:</u>

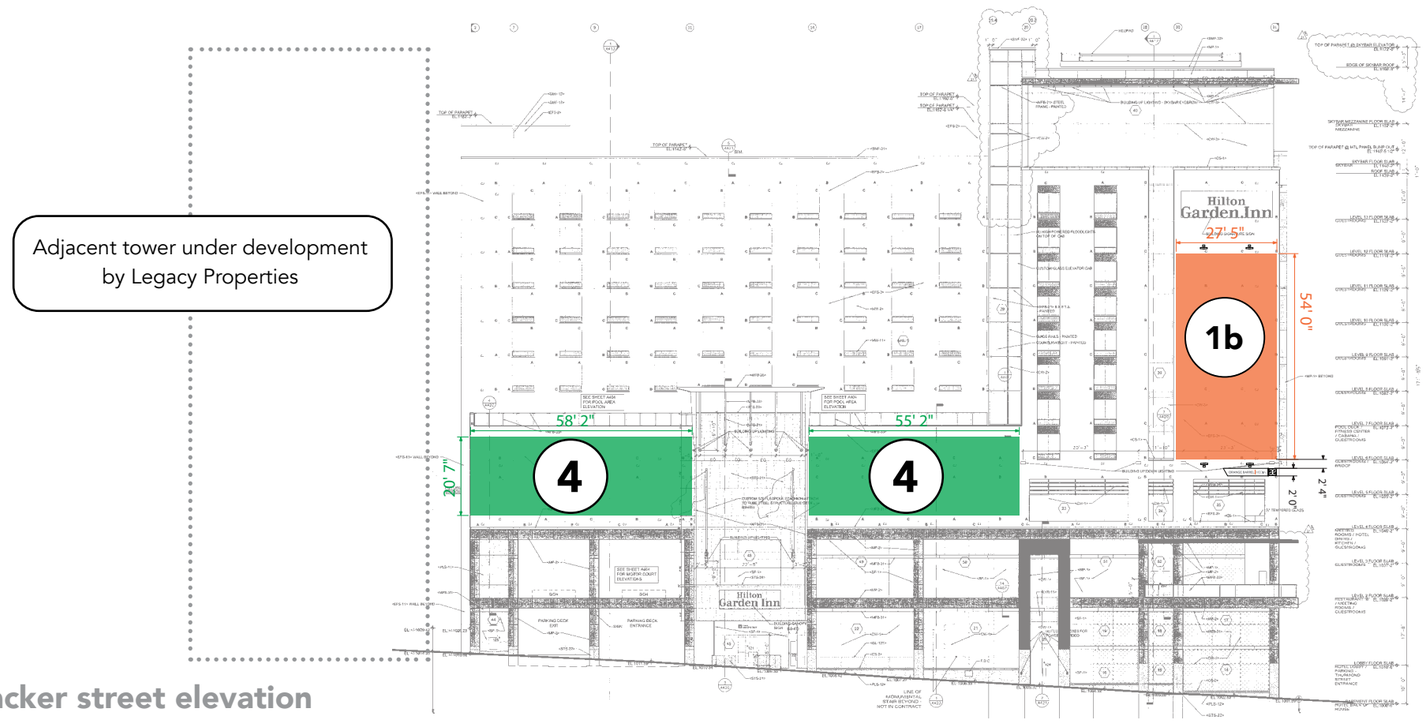
LED Kinetic Accent Lighting

<u>Component 4:</u>

Facade Mural



latimer street elevation



backer street elevation

Exhibit 4
Concept Components Key Map or Illustrations

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

Component 1:

Large-Format Static Banners

Full printed media on perforated vinyl mesh with top and bottom LED flood illumination.

1a - 70’-0” High x 135’-0” Wide
1b - 54’-0” High x 27’-5” Wide

Component 3:

LED Kinetic Accent Lighting

Color kinetic strip lights placed along edges of garage floor slabs (locations as shown in drawings to left).

Component 4:

Facade Mural

Mural on façade as a commissioned piece of public art.

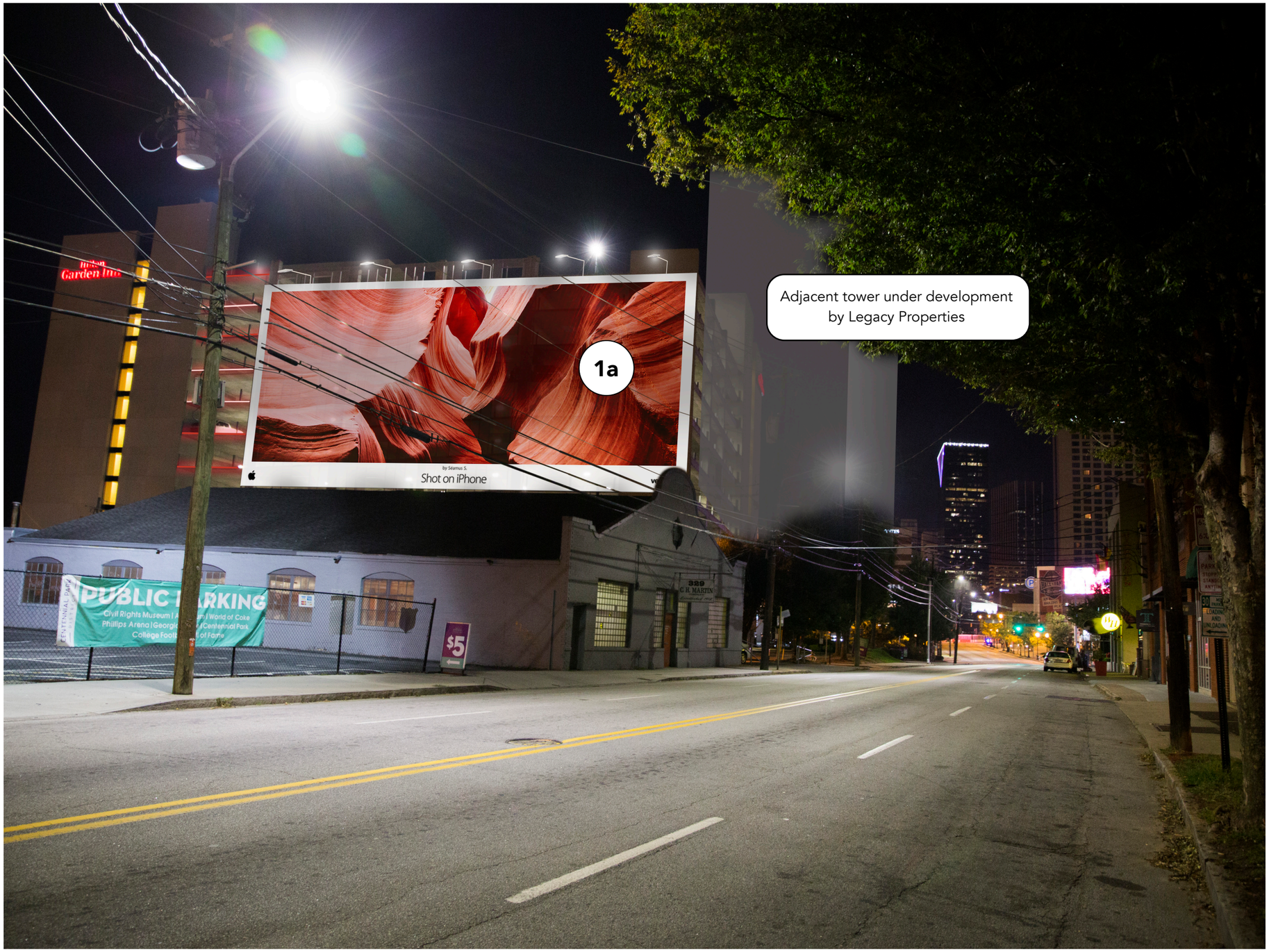


Exhibit 5.1
Component 1a
Concept Image

The comprehensive signage design proposal for 275 Baker Street complies with the City of Atlanta adopted Arts & Entertainment District sign plan in several ways, including the following:

Component 1a, the Large Format Static Banner facing Latimer Street, enlivens an otherwise blank section of the building's façade which

is visible from Marietta Street, identified as a priority street in

the ADID sign plan. Traffic in both directions along Marietta observe sizable gaps in the urban fabric due to surface parking and a low-scale building on either side of the Hilton Parking Garage. The large banner helps to fill this visual gap.

In additional the large static banner radically deviates from the standard 14' x 48' billboard proportions which encourages one-of-a kind, artistic advertisements.

Exhibit 5.1
Component 1b
Concept Image

The comprehensive signage design proposal for 275 Baker Street complies with the City of Atlanta adopted Arts & Entertainment District sign plan in several ways, including the following:

Component 1b, the Large Format Static Banner facing Baker Street, also enlivens an otherwise blank façade which is visible from both Luckie Street and Baker Street, a main access point to the Georgia Aquarium. The siteline includes a mural on Baker Street coordinated by Living Walls, adding a creative component identified as a priority in the ADID sign plan.

Like Component 1a, the large static banner radically deviates from the standard 14’ x 48’ billboard proportions which encourages one-of-a kind, artistic advertisements.

Exhibit 5.1
Component 1a
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 rom eye level from a prominent position on the abutting street or streets.

Left Image

Existing condition viewed from the west side of Marietta Street at a point midway between Latimer Street and Simpson Street.

Right Image

Proposed large-format vinyl banner viewed from the west side of Marietta Street at a point midway between Latimer Street and Simpson Street.

The large static banner radically deviates from the standard 14’ x 48’ billboard proportions which encourages one-of-a kind, artistic advertisements.

Exhibit 5.1
Component 1b
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 rom eye level from a prominent position on the abutting street or streets.

Left Image

Existing condition viewed from the intersection of Park Avenue West and Baker Street.

Right Image

Proposed large-format vinyl banner viewed from the intersection of Park Avenue West and Baker Street.

The large static banner radically deviates from the standard 14′ x 48′ billboard proportions which encourages one-of-a kind, artistic advertisements.