

**CONCEPT INFORMATION PACKAGE -101 MARIETTA STREET
CENTENNIAL TOWER- NW CORNER**



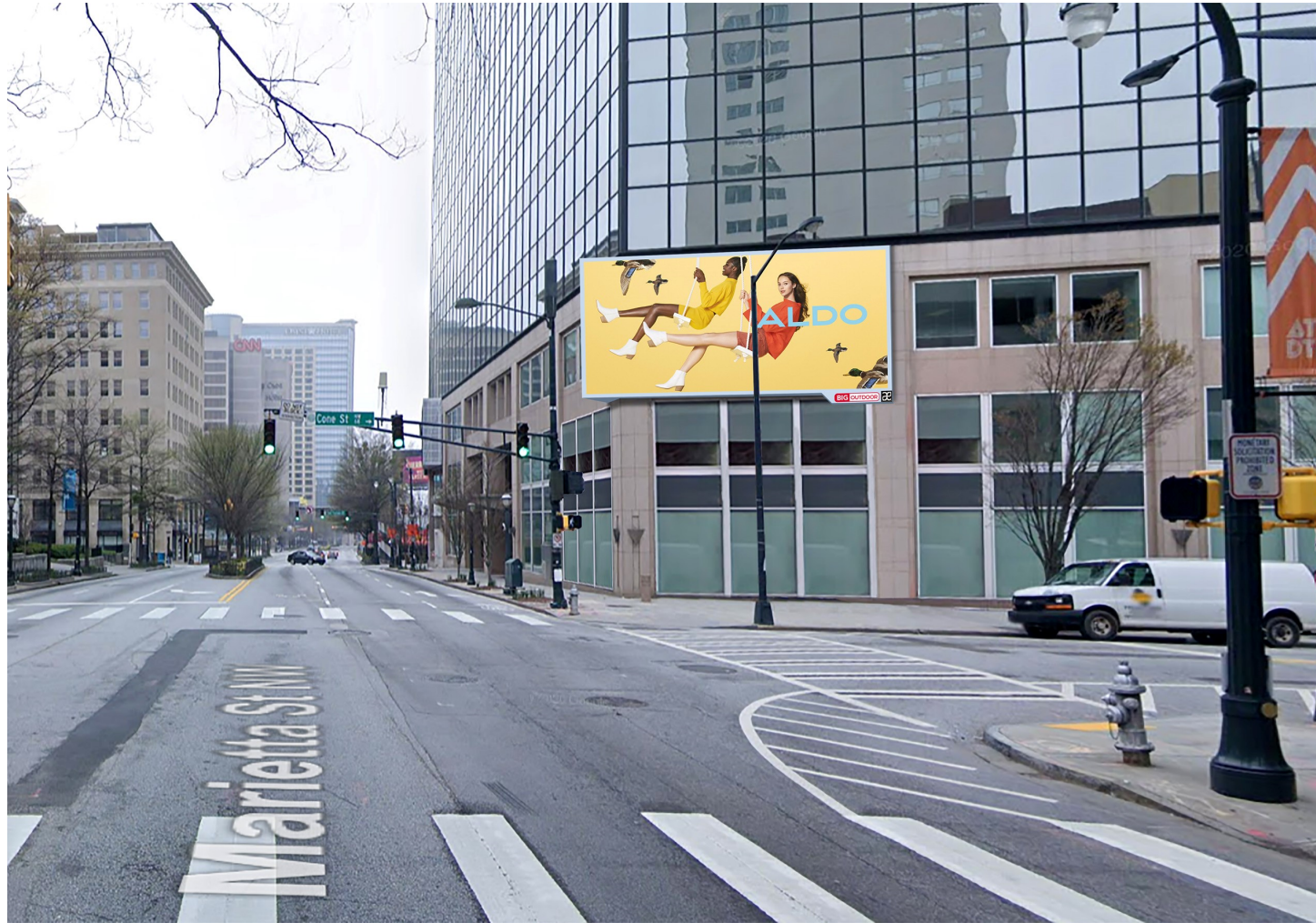
Concept Location Map

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

Physical Address:
101 Marietta Street NW

Parcel Identification Number:
14 007800110567

CONCEPT INFORMATION PACKAGE - 101 MARIETTA STREET
CENTENNIAL TOWER- NW CORNER



Component 1 Architectural Narrative

The new digital display will incorporate a metal mesh return panel similar to the design of the existing digital operating at the corner of Marietta and Ted Turner Drive. The panel will sit in front of a linear tube light that extends diagonally along mesh panel returns on both the north and east facades.

This diagonal line introduces an energetic graphic element referencing the chevron façade feature at 101 Marietta. Conceptually, this light will be a dichroic LED feature and allow for color synchronization with ad content and or the 101 Marietta chevron lighting. This lighting feature against the massed backdrop of a metal mesh will provide an artistic enhancement to the digital media.