

Guidelines

Requirements

The purpose of sign criteria is to establish certain parameters for sign design, locations, materials, size, construction and installation. As a quality development within Peachtree City's jurisdiction all signage is subject to governance by the city's sign ordinance Chapter 66 and this sign program.

Each tenant is responsible for obtaining a sign permit for their proposed signage from Peachtree City. The application for sign permit shall be obtained and filed with the Planning Department in Peachtree City, you

can obtain a permit by going online at <http://www.ptcgovernment.org/pdf/forms/sign.pdf>, by calling 770.487.5731, or by picking up an application at:

**Planning Department
153 Willowbend Road
Peachtree City, GA 30260**

All sign permit application shall contain the following minimum information.

1. Each Tenant shall provide signage packages for his\her space including signs at each of the three locations described below:
 - a. Building Façade Tenant Sign.
 - b. Undercanopy Tenant Sign.
 - c. Rear Door Sign.
2. Name, address, e-mail, telephone number and business license of the legal owner of the business, the applicant, and sign contractor, where applicable;
3. Complete description and /or drawings showing the size, shape, height and location of the sign on the property or building;
4. A sketch showing street graphics faces, exposed surfaces and proposed message thereof accurately represented in scale as to size, proportion, and color. This sketch should also contain all pertinent information required by building inspector such as structure and building materials in accordance with the Standard Building Code as amended by Peachtree City, Georgia. (The Planning Department may require print or sketch to ensure compliance with this article.);
5. Color and material samples completely described and keyed to the proposed sign;
6. Agent authorization statements signed by owner or authorized manager of business, allowing agent or sign contractor to act in their place where applicable;
7. Zoning, property dimensions, vicinity map, site address, highway right-of-way, compliance with the electrical code (If applicable), and any other such information as required by the Planning Department.

The initial determination to grant or deny a permit shall be made by the city planner.

Definitions

Sign Area

The area of a sign shall mean and shall be computed as the entire area within a continuous perimeter enclosing the limits of writing, representation, emblem, or any figure similar character together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The supports, uprights or structure on which any sign is supported shall not be included in determining the sign area unless such supports are designed in such a manner as to form an integral background of the display. The sign area of painted or affixed wall signs when composed of letters only is the sum of the area of a rectangle, which encloses all of the letters.

Wall Sign

Any sign or other graphic, the principal face of which is parallel to the facade of a building or structure and does not exceed (15) fifteen inches in depth.

Window Sign

A window sign is any type of sign which is located on the interior of a business premises, is either attached to or is located immediately adjacent to an exterior window, and is intended primarily to be viewed from the exterior of the premises. Any sign interior of a business premises located beyond an aisle used for general customer circulation shall not be classified as a window sign and shall not be regulated by this article. Displays that show products or depict services sold on premises are not to be classified as window signs. For purposes of administering this article, glass exterior doors are considered to be windows.

Door Sign

Any type of sign attached to a door (including the door frame or jamb), the lettered, numbered, pictorial or sculptured matter of which is visible from the exterior of the premises.

Policies

Installation shall be within twenty (20) working days from receiving final approval and deposit. The final installation must meet the approval of the Landlord. Sign raceways are prohibited.

If signs are not mounted and attached properly, they will be reinstalled by the Landlord, and cost plus 25% will be deducted from the Tenant's allowance or charged to Tenant if no allowance is available.

Undercanopy signs will be manufactured and installed by Landlord's sign contractor. Cost of the undercanopy sign will be deducted from the Tenant's allowance or charged to Tenant if no allowance is available.

Each tenant shall submit a signage package for his or her space to the Landlord for approval prior to fabrication and installation. The following constitutes the minimum data required:

1. Layout for building façade, undercanopy and rear door tenant signs and graphics.
2. Color Selection.

If drawings are not complete they will be returned to Tenant unapproved.

Sign Standards



Figure 1 – Sign Area

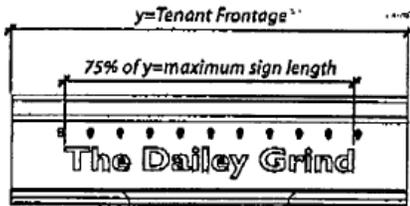


Figure 2 – Length

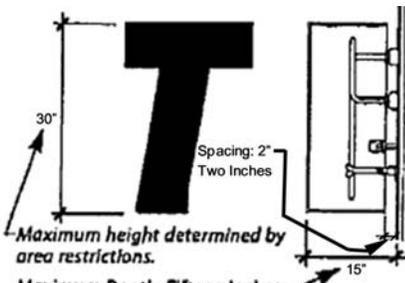


Figure 3 – Reverse Channel Letter

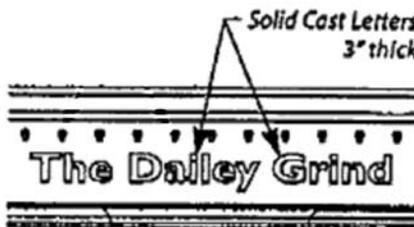


Figure 4 – Solid cast signage

Building Façade Sign

Area

One and one-half (1 1/2) square linear foot of building frontage, to a maximum area of one hundred (100) square feet.

Calculation of area

If a sign consists of individual letters, each attached directly to a building or structure, the area of the sign shall be measured by the area of the smallest rectangle that enclose all the letters and symbols (see Figure 1).

Length

The building façade tenant signage shall be centered be

Frontage

Panel or box signs are not permitted. Wall mounted signs may be applied to the provided sign band. Signs shall be individual reverse channel letters, no more than thirty (30) inches in height (see Figure 3), backlit, projected from building wall with no exposed raceway or exposed box. Users trademark lettering style is acceptable. All Neon tubes shall be white, and concealed by an opaque cover. Signs may also be solid cast (see Figure 4). Signs shall be individually reverse channel lit metal letters, fabricated of .090 aluminum fronts and .063 aluminum side returns that must be painted the same color.

Signs may be flat against the wall or pinned away from the wall, but in no case project more than fifteen (15) inches from the wall surface. Tenant is responsible for appropriate blocking or other substrate required for mounting his signage.

No part of a wall sign shall extend above the eave line of the roof or, if a building does not have an eave line on the side where a sign is installed, no part of the sign shall extend above the top of fascia or parapet on that side of the building. In addition, no part of a wall sign shall be at an elevation higher than twenty-five (25) feet above the average ground elevation along the side of the building on which the wall sign is installed.

Sign Standards

Undercanopy Signs

In addition to all other permitted signs, each tenant required to provide one (1) projecting sign used to identify the entrance or location or location of the premises. This sign shall:

1. Not exceed four (5) square feet in area
2. Conform to guidelines indicated on Figure 5 & 6.
3. Maintains a minimum of eight (8) feet clearance between the bottom of the sign and the walkway below.

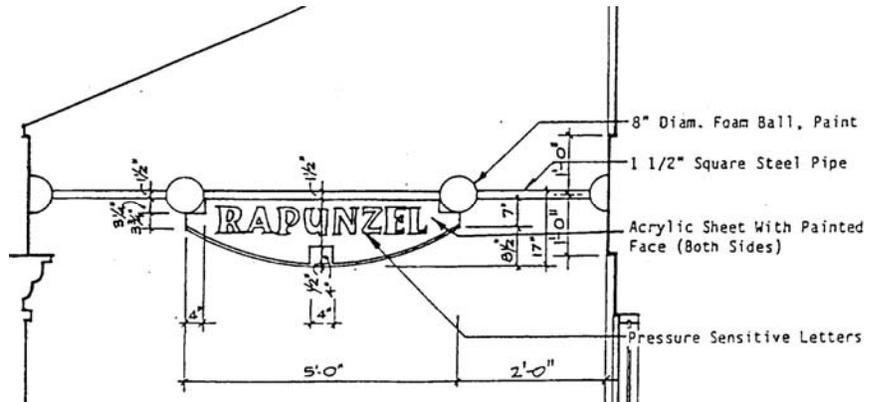


Figure 5 – Bracketed Undercanopy Sign

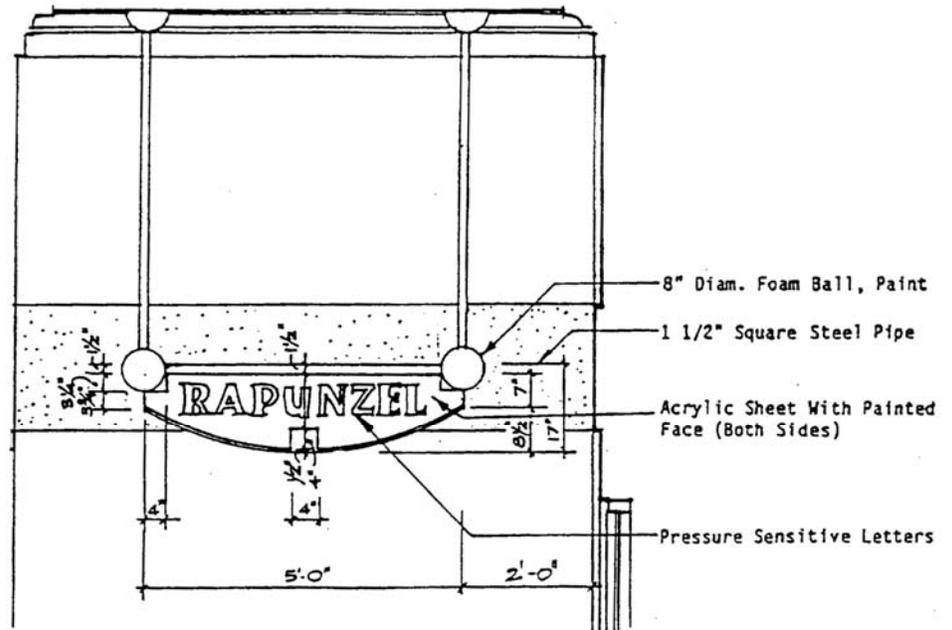


Figure 6 – Hanging Undercanopy Sign

Sign Standards

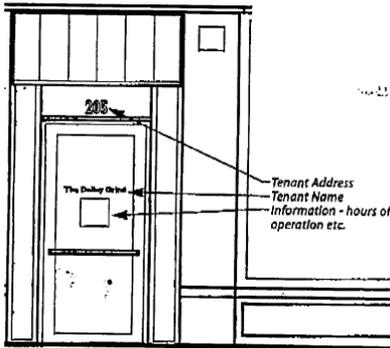


Figure 7 – Tenant Address, Information, and Window sign



Figure 8 – Tenant Back Door Sign

Rear Door Sign

Tenant is required to have the tenant name and “SERVICE ENTRANCE” on a 20” wide by 6” high 3/16” Plexiglas panel applied to the back entrance of the premises (see Figure 8).

The typography of the tenant name shall be “*Helvetica Light*” and the typography of the “SERVICE ENTRANCE” shall be “*Helvetica Medium*”. The tenant name shall be 3” high in upper case letters and “SERVICE ENTRANCE” shall be 1.5” high upper case letters.

The panel shall be Plexiglas Rohrnhaas #2145 ivory in color. The letters shall be Duranodic #3630-69 Dark Bronze vinyl.

The panel must be applied to the door with clear silicone. The mastic is to be installed continuously around the back of the sign 1.5” from the edges. The panel must be applied to the door with a minimum five (5) feet in height from ground elevation (see Figure 8).

Window Signs

All window signage is to be submitted to landlord for landlord approval (see Figure 7).

