Tenant Sign Criteria

Guidelines
Requirements

The purpose of this 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 prior to installing any signage and for obtaining appropriate electrical permits prior to installing any lighting to illuminate signs.

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 www.peachtree-city.org/planning, 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 locations described below:
   a. Wall Tenant Sign.
   b. 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 there of; 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.
Monument Signage

Finish bricks should have either a tumbled, handmade or molded surface texture. Allowable colors shall be substantially the same or equal to Portsmouth (1105), Williamsburg Handform (1355) and Cambridge (1850) as manufactured by Triangle Brick.

Accent brick shall be substantially the same or equal to Medium Buff (BL0293) manufactured by ACME Brick.

Cast stone shall be substantially the same or equal to Crème Buff as manufactured by Rock Cast.

EIFS colors shall be substantially the same or equal to Soft White (309), Taupe (321), or Almond (330) as manufactured by Stuc-O-Flex International, Inc.

Mortar colors shall be substantially the same or equal to Coosa Wheat as manufactured by the National Cement Company of Alabama, Inc. or Cinnamon (CM00422) as manufactured by Lehigh.

Trim colors shall be as follows:
1. Fascias, friezes, surrounds, etc. shall be substantially the same or equal to White Olympic Range #SW2385, Weathervaine #SW2927; Blue Ridge #SW2257; Black Cherry #SW2724 as manufactured by Sherwin Williams.
2. Storefront windows shall be the same colors or anodized bronze.

Village Piazza Identification Signage

This type of signage shall be located at the center of the two buildings fronting SR 54 West identified on the site map (Appendix A). This signage shall be constructed of the materials listed in Figure 1. This sign shall be used to identify the shopping center only (see Figure 2). A maximum of two brick colors shall be used on each monument sign the same colors as the brick buildings identified on the SR 54 West Guidelines.

Tenant Monument Signage

The tenant monument signs shall be used to identify the tenants within The Shoppes at Village Piazza. This type of signage shall be located in the center front landscaping area of each of these buildings (see Appendix A). This signage shall be constructed of the materials listed in Figure 1. There shall be no more than eight (8) tenant identification panels located on each tenant monument sign (four on each side) (see Figure 3). Selection of the tenants that appear on these signs shall be at the sole discretion of the landlord. Tenant panel placement on the sign shall be dictated by the landlord.

Monument Sign Illumination

Illumination of all monument signage shall be by an externally located steady light source, which is shielded and directed solely at the sign. The intensity of the light shall not exceed 20 footcandles (fc) at any one point on the sign face. Colored lamps are not permitted.
Definitions

A door sign is 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 (see Figure 4). Permanent door signs over one and one-half (1 ½) square feet are prohibited. Temporary signs shall not be displayed for longer than thirty (30) days (see Figure 1).

Banners require a permit from the Planning Department. The permit period shall not exceed (14) fourteen calendar days at any one time. Only one banner shall be permitted for an individual tenant or business during a period of (120) one hundred and twenty days. The maximum size of a permitted banner shall not exceed (35) thirty-five square feet (see Figure 2). Banners must be securely attached to a building and maintain a (7) seven foot clearance between the walking surface and the bottom edge of the banner. Banners shall not be attached to the roof of the structure, or above the parapet line of the structure. No banner will be permitted off the premises.

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 and/or graphics (see Figure 7).

Tenant wall signage: refers to any sign or graphic parallel to the face of the building and shall project no more than (15”) fifteen inches in depth from the wall surface to the face of the sign or graphic. Tenant wall signage shall be limited to the sign band provided for each tenant space, above their entrance, and shall not extend above or beyond the allotted area. Acceptable wall signage:

1. (4”) four inch deep reverse channel letters mounted to the building façade with (1½”) one and one-half inch spacers (see signage option A).
2. (3”) three inch deep HDU or 1lb urethane foam panel sign (see signage option B).

The maximum size of any letter shall be no more than 24” in height. The signage shall not exceed 75% of the sign band area (see elevation reference sheets). Each sign shall be installed so as to minimize damage to the building façade, and all holes through the building shall be properly waterproofed.

Inline tenant’s signage shall be white or duranodic bronze colored individual reverse channel letters in an approved type face (see Figure 11).

Primary tenants may use individual reverse channel letters with corporate colors and logos on their signage, only with written landlord approval.

Building Frontage: Shall be defined as the area measured from the centerline of each divisive wall and containing a single tenant.

Window signs are defined as any type of sign that is located on the interior of a business premises and is either attached to or is located within 48 inches of an exterior window, and is intended primarily to be viewed from the exterior of the premises. No more than six windows can display window signage (see Figure 3). Window signage shall be limited to six (6) square feet in area, and no window sign shall extend from one window to another. Window signage shall be decal-type or direct-adhesion graphics. No panels, boxes, etc. mounted against the face of the window shall be allowed. There shall be no background for window signage which obstructs view through the glass. Opaque signage shall be limited to the letter and/or graphics (i.e., logo) only. Shoe polish or other forms of temporary writing shall be prohibited. Neon signage shall not be located in tenant windows. All window signage is to be submitted to landlord for landlord approval.

A sidewalk sign is any signs within the sidewalk in front of the retail buildings (Prohibited).
**Tenant Sign Criteria**

**Sign Standards**

**Wall Signs**

**Number of Wall Signs:** The following Tenants shall be allowed a maximum of (1) one wall sign:
- Tenants occupying retail buildings 100, 110, 140 and 210.

The following tenants shall be allowed a maximum of (2) two wall signs (1) within the sign band facing the parking lot and (1) within the sign band facing SR 54:
- Tenants occupying retail buildings 120, 130, and 200.

Second floor tenants in building 110 are allowed signage exceeding 25' above grade if the primary mode of business is non-commercial/retail and they have an upstairs storefront (see elevation reference).

**Sign Size:** Limited to storefront linear footage (LF x 1.5SF) or 75% of sign band area (see Figure 8). Whichever is smallest (see elevation reference).

**Location:** Tenant wall signage shall be located in the center (horizontally & vertically) of the designated sign band, above the tenant’s entrance, as identified on the approved building elevations. As part of the sign permit application, a drawing showing the location of the sign on the building elevation must be provided.

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.

Each sign shall be installed so as to minimize damage to the building façade, and all holes through the building shall be properly waterproofed.

**Panel, raceway, and box signs** are not permitted.

**Tenant Back Door Sign:** Tenants are required to have the store address and tenant name applied to the back entrance of premises. Address and name shall be applied with white reflective vinyl letters so that the sign area shall not exceed one and one-half (1 ½) square feet. Name an address must be applied to the door with a minimum five (5) feet in height from ground elevation (see Figure 10).

**Type Face:** Type faces for use on all signs shall be Cooper Black, Windsor, Humanist 521 Bold, Goudy Old Style Bold, Bookman Bold, or Avant Garde Bold or other style only if expressly approved in writing by Landlord (see Figure 11).
Sign Electrical Standards

**Electrical power**
Signs utilizing light emitting diode (L.E.D.) for illumination are preferred. Illumination color shall be limited to white.

All electrical connections shall be made by a licensed electrician at the tenant’s expense, and a separate Electrical Permit shall be obtained from the City prior to commencement of any electrical work.

**Gooseneck lighting fixtures**
Gooseneck fixtures may be used to illuminate tenant wall signage, and shall be included on the Sign Permit Application if desired. All specialty lighting must be approved prior to installation. All gooseneck light fixtures shall be substantially the same or equal to Sign Star™ Style “E” (SN-150-A21-BLP-36”-E) as manufactured by B-K Lighting (Black Satin Finish). Wattage of A-type lamps shall be limited to 150 watts.

Other Signs

**Directional and regulatory signage**
Shall be mounted on 3” diameter schedule 40 steel posts. Each post shall be black vinyl coated with a decorative cap, and the post shall extend no more than 4” above the top of the sign. The backs of all signs shall be painted with two coats of gloss black paint. All directional and regulatory signs shall be mounted so there is no more than 5’ in height from finish grade to the bottom of the sign panel. The size of directional and regulatory signage within the project site shall not exceed 24”x 24”.

Elevation Reference Sheets

- Maximum letter size in this sign band area
- Signage Options allowed in this sign area (see following pages)
- 75% of tenant sign band area (Max sign size)
- Approx. Store Front Linear Feet
- Suite/Address Numbers
Signage Option A

Individual Reverse Channel Letters
Shall be utilized only at the locations indicated by a letter A on the following elevation reference sheets.

**Lighting:** Halo-lit white LED (Electrical permit req’d) or Non-Illuminated.

**Colors:** White or Duranodic Bronze. The color of the returns shall match the color of the face.

**Finishing:** All exterior aluminum parts of the sign shall consist of filling and fine sanding all exterior seams, and then priming all surfaces with an acid etching primer. The letters shall be finished with two to three coats of an acrylic polyurethane paint.

**Letter Depth:** 4”

**Letter Height:** (see maximum letter height in elevation reference)

**Fonts:** (see acceptable type faces chart - Figure 11)

**Logos:** Only if approved by Landlord. Not to exceed 25% of sign area.

**Mounting:** Directly to the exterior wall with a 1.5” spacer. Aluminum or Stainless Steel rods with a 1.5” length x 0.5” diameter aluminum or plastic spacer around the rod. The spacer shall fit in-between the clear letter back and the exterior wall. (No “Z” clips).

**Sign Size:** Limited to storefront linear footage (LF x 1.5SF) or 75% of sign band area (see Figure 8). Whichever is smallest (see elevation reference).

**Letter Material:** Each letter shall have a clear Lexan back, which is attached to letters with counter-sunk aluminum or stainless steel screws. Screw heads shall be painted to match the individual letters.

- **Faces:** 0.090 minimum thickness aluminum
- **Returns:** 0.063 minimum thickness aluminum

**Electrical:** All electronic connections shall be enclosed in conduit rated for that application. All signs shall meet UL standards. Only light emitting diode (LED) lighting is allowed. All electrical connections shall be made by a licensed electrician at the tenant’s expense, and a separate Electrical Permit (770-487-8901) shall be obtained from the City prior to commencement of any electrical work.

**Sign Location:** Tenant wall signage shall be located in the sign band identified on the building elevation reference sheets and shall not extend above or beyond the allotted area. As part of the sign permit application, a drawing showing the location of the sign on the building elevation must be provided. Each sign shall be installed so as to minimize damage to the building façade, and all holes thought the building shall be properly waterproofed.
Tenant Sign Criteria

Signage Option B

HDU or 1lb Foam Urethane Panel Sign
Shall be utilized only at the locations indicated by a B on the following elevation reference sheets.

- **Lighting:** Indirect lighting (Gooseneck) or Non-Illuminated.
- **Colors:** Back, sides, border & text: Sherman Williams 6123 (Baguette)-Flat
  Background: Sherman Williams 2182 (Briar Patch) - Flat
- **Finishing:** Raised lettering and border; pebble texture background, smooth face text and border; primed and paint finish.
- **Panel Depth:** 3”
- **Raised Reveal:** Min. 1.5”
- **Border Width:** 2”
- **Corners:** 6” inverted radius
- **Fonts:** Times New Roman
- **Mounting:** Flat against the wall. Some installations may require signage to be installed on an aluminum bracket provided by the landlord.
- **Sign Size:** (see elevation reference)
- **Sign Material:** High Density Urethane (HDU) or 1lb urethane hardened foam.
- **Electrical:** Gooseneck fixtures may be used to illuminate tenant wall signage, and shall be included on the Sign Permit Application, and a separate Electrical Permit (770-487-8901) shall be obtained from the City prior to commencement of any electrical work. All specialty lighting must be approved prior to installation. All gooseneck light fixtures shall be substantially the same or equal to Sign Star™ Style “E” (SN-150-A21-BLP-36”-E) as manufactured by B-K Lighting (Black Satin Finish). Wattage of A-type lamps shall be limited to 150 watts.
- **Sign Location:** Tenant wall signage shall be located in the sign band identified on the building elevation reference sheets and shall not extend above or beyond the allotted area. As part of the sign permit application, a drawing showing the location of the sign on the building elevation must be provided. Each sign shall be installed so as to minimize damage to the building façade, and all holes thought the building shall be properly waterproofed.

- **Top View:** Panel Signs

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Sign Ordinance: www.peachtree-city.org/planning/signs

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