GA 54 WEST
DESIGN GUIDELINES

City of Peachtree City
in conjunction with the Georgia 54 West Advisory Board
and the Atlanta Regional Commission’s Livable Centers Initiative Program

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# Table of Contents

**PART 1** GENERAL  
Introduction 4

**PART 2** INTENT & PURPOSE 5

**PART 3** GENERAL PLANNING CONCEPTS 6-12
- General 6
- Access 6-7  
  - Intersections 6  
  - Curb cuts 6  
  - Vehicular circulation and inter-parcel access 7  
- Building placement 8  
  - Orientation/ placement on site 8  
  - Landscape buffer 8  
  - Front yard setback 8  
- Parking 9  
  - General 9  
- Open space and site amenities 10-11  
  - General 10  
  - Landscape buffer 10  
  - Site furnishings 10  
  - Pedestrian, golf cart and bicycle amenities 10-11  
  - Public art 11  
- Service areas 12  
  - General 12  
  - Screening of exterior equipment 12

**PART 4** DESIGN CONCEPTS 13-25
- General 13  
- Architectural guidelines 13-16  
  - Building design 13-14  
- Styles 14  
- Predominant colors 15  
- Accent colors 15  
- Exterior materials 15  
- Roofing material 16  
- Roof type 17  
- Architectural features 17  
- Canopies and awnings 17
## PART 4   DESIGN CONCEPTS - cont’d

<table>
<thead>
<tr>
<th>Topic</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscaping</td>
<td>18-20</td>
</tr>
<tr>
<td>General</td>
<td>18</td>
</tr>
<tr>
<td>Median plantings</td>
<td>18</td>
</tr>
<tr>
<td>Density spacing</td>
<td>18</td>
</tr>
<tr>
<td>Suggested landscape vegetation</td>
<td>19</td>
</tr>
<tr>
<td>Public courtyards</td>
<td>19</td>
</tr>
<tr>
<td>Service areas and exterior equipment</td>
<td>20</td>
</tr>
<tr>
<td>Lighting</td>
<td>21-23</td>
</tr>
<tr>
<td>General</td>
<td>21</td>
</tr>
<tr>
<td>Design requirements</td>
<td>21</td>
</tr>
<tr>
<td>Other lighting types</td>
<td>22-23</td>
</tr>
<tr>
<td>Signage</td>
<td>24-30</td>
</tr>
<tr>
<td>Village identification signage</td>
<td>25</td>
</tr>
<tr>
<td>Monument signage</td>
<td>26</td>
</tr>
<tr>
<td>Tenant wall signage program</td>
<td>26</td>
</tr>
<tr>
<td>Submittal requirements</td>
<td>27</td>
</tr>
<tr>
<td>Permitted signage guidelines</td>
<td>27</td>
</tr>
<tr>
<td>Construction and material specifications</td>
<td>28</td>
</tr>
<tr>
<td>Blade signage</td>
<td>29</td>
</tr>
<tr>
<td>Window signage</td>
<td>29</td>
</tr>
<tr>
<td>Directional and regulatory signage</td>
<td>30</td>
</tr>
</tbody>
</table>

## PART 5   IMPLEMENTATION & REVIEW

### General

- Schematic architectural design review 31
- Design development review 31
- Construction document review 31
Introduction

This document shall be referred to as the GA 54 West Design Guidelines. These guidelines relate to the GA 54 West Corridor Overlay District, which is further defined and illustrated herein.

The requirements of the Overlay District shall apply to all property that is zoned for non-residential use within the geographic area identified as the GA 54 West Corridor Overlay District as identified on the Official Zoning Map of Peachtree City located at City Hall. The general boundaries of the GA 54 West Corridor Overlay District shall extend the distance of GA 54 from its intersection with GA 74 west to the city limits.

These guidelines shall be adopted as a part of the GA 54 West Corridor Overlay District and shall supplement and enhance the existing zoning regulations of the City. These guidelines shall in no way change the purpose or context of the zoning regulation of Peachtree City.

Figure 1 - GA 54 West Corridor Overlay District boundary
Part 2 - Intent & Purpose

General

The GA 54 West Corridor Overlay District is intended to enhance the viability and livability of all property within the GA 54 West corridor. The purpose of the Overlay District is to achieve and maintain a unified, pleasing aesthetic and visual quality in site planning, architectural design, building materials, landscaping, site lighting and signage; and to promote and encourage the use of alternate modes of transportation within the corridor through the provision of interconnecting streets, sidewalks and a multi-use path system.

These Design Guidelines shall not change any of the existing land uses for property within the overlay district and shall be incorporated into the GA 54 West Corridor Overlay District, which shall become an amendment to the Zoning Ordinance of the City of Peachtree City as permitted by the code.
Part 3 - Planning Concepts

General

The Design Guidelines consist of several key planning concepts, which when operating in conjunction with each other will allow for the successful implementation of the guidelines.

Access

Intersections

Primary vehicular access from GA 54 shall be limited to signalized intersections. These intersections and associated turn lanes shall be designed in accordance with current Peachtree City and GA DOT specifications.

Curb cuts

There shall be no more than four (4) right-in/ right-out driveways permitted to provide access to the outparcels on the north side of GA 54 and no more than four (4) right-in/ right-out driveways permitted to provide access to outparcels on the south side of GA 54. These driveways should be located generally as identified within the GA 54 West Corridor Study. Wherever possible, curb cuts should be located to allow for shared access from GA 54 into the adjoining outparcels.

Figure 2 – Typical intersection identifying pedestrian, vehicular and landscape concepts.
Access Cont’d  **Vehicular circulation & inter-parcel access**

Internal access drives and rear service drives shall be designed to join together existing streets and connect to adjoining properties. Vehicular circulation between parcels shall be required by inter-parcel access in order to minimize vehicular traffic on public or private streets and to encourage pedestrian traffic between properties.

*Figure 3 – Typical vehicular circulation patterns*
Orientation/ placement on the site

Building and parking areas should be located generally as identified on the GA 54 West Corridor master plan prepared by ASD (dated August 20, 2002) and included as an attachment to this document. Building setbacks identified within the GC General Commercial zoning district do not apply to development within the COR Corridor Overlay District as long as the general layout of each building complies with the approved master plan and current building and fire codes. Several buildings are intended to front GA 54 with parking to the side and rear, which will assist in creating an urban streetscape. A series of buildings are also located off of the main road, which will allow the installation of plazas and courtyards to create gathering spaces and outdoor dining opportunities for businesses within the corridor.

For those buildings located at street intersections, the main building, or part of the building, should be placed at the corner. To maximize the street frontage of buildings and minimize the street frontage of parking lots, buildings should be articulated so that the long side of the building fronts GA 54.

Landscape buffer

A continuous landscape buffer of no less than 30’ in width shall be provided on all lots adjacent to GA 54. This buffer shall be measured from the right-of-way of GA 54 and include sidewalks, pedestrian-scale lighting and extensive landscaping, and shall comply with the landscape guidelines established within this document. No portion of any building, parking area, driveway or service area shall be located within this landscape buffer.

Front yard setback

In addition to the landscape buffer, no portion of any building shall be located within 30’ of the GA 54 right-of-way. These spaces shall be used for outside dining, seating or entry courts. Awnings, canopies or other architectural features may be located within this area as long as they do not encroach into the 30’ landscape buffer and articulate entrances to individual tenant spaces.

Figure 4 – Typical building layout identifying courtyard and parking fields
Parking

**General**

Shared parking is highly encouraged for all development within the corridor. At a minimum, no less than 4 spaces per 1,000 SF of gross floor area must be provided for each building. No more than 6 spaces per 1,000 SF of gross floor area shall be provided for individual parcels within the overall corridor.

Parking areas adjacent to any public or private street must be screened from view by low masonry walls, fences, berms and/or landscaping. These design elements must be installed at no less than 36” in height to properly screen vehicles within the parking area.

As identified on the GA 54 West Corridor Master Plan, the design of the parking areas shall be accomplished by locating parking around public courtyards and to the side and rear of buildings.

*Figure 5 – Typical parking lot design as it relates to courtyard building and landscape buffer.*
Open Space and Site Amenities

**General**

Public open spaces should be buffered from passing cars so users can enjoy and relax within the space. These spaces may be visible from streets and internal drives but should not be wholly exposed to them. Open spaces should be partially enclosed by building or freestanding walls, landscaping or raised planters.

Open-air pedestrian passageways (with or without cover) should be provided between buildings and should be designed to provide for store entries, window displays and outdoor seating for restaurants.

**Landscape buffer**

The landscape buffer adjacent to GA 54 should be designed to incorporate the installation of street trees in a consistent spacing, meandering sidewalks, pedestrian-scale lighting and vegetation to screen parking areas.

The area between the landscape buffer and individual buildings should be designed to incorporate pedestrian courtyards and defined entries into individual tenant spaces.

**Site furnishings**

Outdoor seating, trash receptacle, bicycle racks and other site furnishings should be provided throughout the development. These furnishings should be of uniform design and color and should not include advertising. Moveable chairs and sidewalk cafes/ outdoor seating areas are strongly encouraged.

Outdoor seating shall be provided throughout the development and shall be substantially the same or equal to the Steelsites RB Series “RMFC-24” with a black finish as manufactured by Victor Stanley, Inc.

Garbage receptacles shall be placed at each building entrance and shall be substantially the same or equal to the Steelsites RB Series “RB-36” with a black finish as manufactured by Victor Stanley, Inc.
Open Space and Site Amenities (Cont’d)

**Pedestrian, golf cart and bicycle amenities**

Pedestrian circulation should be an integral part of the overall development of the corridor.

Whenever pedestrian access points traverse internal roadways, driveways or curb cuts, a highly visible or raised crosswalk should be provided. This crosswalk should contrast with the vehicular surface (e.g., concrete in asphalt, stamped asphalt, unit pavers in concrete, etc.). Appropriate signage must also be provided identifying the crosswalk.

A minimum of one bike parking rack must be provided on each development site. Bike racks should be located close to building entrances and shall be substantially the same or equal to the Ribbon Rack “RB-05” with a black finish as manufactured by AAA Ribbon Rack, Co., Inc.

**Public art**

Public art should be encouraged throughout the development and placed within public courtyards and open space.

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*Figure 6 – Suggested site furnishings*
**Part 3 - Planning Concepts** (Continued)

**Service Areas**

**General**

Trash storage, loading and truck parking should be located to minimize visibility from the street, sidewalk and building entrances. Individual site plans must be designed to avoid locating service and loading areas along important view corridors.

Loading docks and truck parking areas should be screened from public view using building mass, freestanding walls and/ or landscaping.

All utility equipment should be designed and located to be as inconspicuous as possible.

**Screening of exterior equipment**

HVAC or other mechanical equipment should not be located on the street side of developments or adjacent to open spaces. Heating, ventilation, air conditioning and other mechanical and utility equipment, which is located on, beside or adjacent to any building or development, shall be fully screened from view of streets and adjoining property. The screen shall exceed the height of the equipment, shall not interfere with the operation of the equipment, and shall utilize building materials and design which are compatible with these used for the exterior of the building.

Where mechanical and utility equipment are located on the roof of a structure, all devices shall be fully screened from view of streets or adjacent property after grading or other improvements are made outside or adjacent to the site. Mufflers or some other noise reducing technique may be required on mechanical and utility equipment on developments adjacent to existing or future residential projects to mitigate noise impact.

Utility equipment and facilities associated with on-site electric, cable, telephone, gas or other similar utility shall be screened, to the greatest extent possible, with evergreen plantings or other acceptable alternates. All building-mounted utility meters and service equipment should be located to the side or rear of the building and painted to match the exterior color of the building. It is noted that certain areas around mechanical equipment and utilities must remain clear based on each utility company’s guidelines.

All trash containment devices, including compactors and dumpsters, shall be located and designed so as not to be visible from the view of adjacent streets and properties. This type of screening shall be determined based on the proposed location of the trash containment area, existing site conditions, and the type and amount of existing and proposed vegetation on the site.

Redevelopment of existing buildings within the corridor shall conform to these new design standards.
In addition to the requirements identified within the City’s established conceptual site plan submittal procedures, the following information shall be submitted for all development within the GA 54 West Corridor. This information shall be reviewed and approved by the Peachtree City Planning Commission as a part of the conceptual site plan review process. At a minimum, the following items must be submitted:

1. Schematic exterior building elevations which identify the general architectural character of the proposed development
2. Schematic landscape plan
3. Schematic exterior lighting plan, including all lighting on the exterior of the building.

**Building design**

The principal facade of all buildings shall be divided into a base, middle and top. Building design shall include a minimum of one-foot high cornices extending along the entire frontage and sides of buildings. Cornices should be pre-formed polymer shapes, painted wood or painted metal. Building design shall include a minimum of 18” high contrasting base extending along the entire frontage and sides of buildings. If lintels are utilized on the facade, they should be brick, metal, pre-cast concrete or cast stone.

Door and window styles shall be individual to each retail space and compatible with the architectural character of each building.

Gutters and leaders should be copper or painted ogee or half round gutters with copper or painted half round leaders. Conductor boxes should be used on parapet treatments.

All buildings should be designed so that all sides contain similar architectural detailing. The primary entrance shall be both architecturally and functionally designed and should be located facing the primary street or public courtyard.

Buildings on street corners should be designed to address the street corner – that is, to engage the interest of drivers, pedestrians and bicyclists at the intersection. These buildings should provide a building entry, additional building mass, or distinctive architectural elements facing the corner.

Buildings shall utilize massing, special architectural features and changes in roof line to emphasize building entrances.
Architectural Guidelines (cont’d)

Building design (Cont’d)
Storefront windows should be transparent. Mirrored glass with a reflection greater than 20% and faux or display casements are strongly discouraged in lieu of exterior window treatments for the frontage elevation.

Windows or architectural elements on elevations facing GA 54 or internal courtyards should be arranged so that solid portions of the wall do not exceed 15 feet in length. Wherever possible, long expanses of exterior walls should be broken with jogs in the building, arches or other architectural elements designed into the building elevation. To lend appearance of multi-tenant occupancy, facades of multi-tenant buildings shall be varied in depth or parapet height.

Roof parapets shall be articulated to provide visual diversity. Parapets shall include articulation or architectural features at least every 100 linear feet. The minimum height of articulations or features shall be one foot and may be provided in height offset or facade projections such as porticoes or towers.

Styles
Buildings shall be designed in a manner consistent with the schematic architectural elevations prepared by ASD (dated September 23, 2002) and adopted as a part of the overall GA 54 West Corridor Master Plan.
Part 4 - Design Concepts (Continued)

Architectural Guidelines (cont’d)

Figure 8 – Typical building elevations

Predominant colors
A maximum of (3) predominate brick colors (not including accent colors) shall be designated as a primary unifying element throughout the corridor. Any color specified as primary unifying element shall be dominant in the building façade. Color samples for each building shall be provided to the City Planner at the time the conceptual site plan is submitted. Colored renderings are encouraged, but shall not be a substitute for this requirement. In addition to the listing of the color(s), the renderings shall describe how and where the colors will be used. It is recognized that the same color on a different material may not match exactly. Flexibility may be used to allow a range of predominate color provided that these colors are in the same family of colors and similar to each other.

Accent colors
Accent colors may be used as secondary unifying element provided they are used throughout the development. Non-illuminated accent bands on roofs, canopies, or other features shall be one of the primary colors of the development or be white or earth tone in color. Accent colors shall be limited to no more than 15% of the total area for any single facade.

Exterior materials
Exterior building materials should have a human scale as this helps people relate to the size of the building. Examples include brick, cast stone and cementitious lap siding. Non-modular exterior materials, such as stucco, and those in large modules, such as concrete panels, will need extra pedestrian-level façade details to reduce the building’s bulk to a human scale. All exterior colors and building materials identified within these guidelines are on display in the Planning Department at City Hall.

• 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.
Architectural Guidelines (cont'd)

- **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 these same colors or anodized bronze.

Roofing Material

**Roofing materials** for pitched or mansard roofs shall be limited to the following:

1. Metal standing seam roofing systems shall be substantially the same or equal to Burgundy, Hartford Green or Dark Bronze as manufactured by Berridge Manufacturing Co.

2. Tile, slate or stone

3. Architectural asphalt shingles with a slate, tile or metal appearance shall be substantially the same or equal to CedarBlend, Heather Blend, Slate Blend or Driftwood Blend as manufactured by GAF Materials Corporation.
Architectural Guidelines (cont’d)

**Roof type**
Buildings of less than 5,000 SF of gross floor area shall be designed with a pitch roof with a minimum pitch of 8 in 12.

**Architectural features**
Architectural features refer to a number of building elements that are repeated throughout the development. These include, but are not limited to, rooflines, canopies, building ornamentation, patterns and building form. Any architectural feature designated, as a unifying element throughout all buildings shall contribute to the identity of the development and not just a minor architectural detail.

**Canopies and awnings**
Canopies or awnings should be canvas or similar material and may be permitted to encroach over a sidewalk to within two feet of a private street curb or parking lot. In no case shall any canopy or awning be internally illuminated.

Canopies and awnings shall be compatible with the architectural style and color scheme for the overall building. Approved colors shall be substantially the same or equal to Navy Blue (4626), Forest Green (4637), Burgundy (4631), Black Cherry (4640) and Black (4608) as manufactured by Sunbrella. Other color selections may be permitted and shall be reviewed and approved on an individual basis.
Landscaping

General
The corners of street intersections, particularly gateways and site entrances (entries from both street, sidewalk and multi-use path) should be distinguished by special landscape treatments including, but not limited to, flower displays, specimen trees and shrubs, low walls, signage, architectural elements, and/or special paving. Fences or walls are recommended only where they are of uniform design, materials and construction. Fences shall supplement the existing and/or required landscaping. The use of chain link fence within the corridor is prohibited.

Median plantings
Medians should be planted primarily with masses of evergreen trees and ornamental trees with shrub and groundcover planting confined to the ends of the medians. A minimum four-foot lawn area should separate the back of the curb and shrub beds in medians.

Density spacing
Canopy trees should be placed a minimum of 25’ on center across the entire property frontage either in a straight row or in a random pattern. All canopy trees should be no less than 6” in caliper. Understory and multi-trunk trees should be no less than 2” in caliper. Hedges in front of parking areas shall consist of evergreen shrubs, 36” in height from top of root ball to the top of the plant planted in two rows 24” apart and spaced 30” on center staggered between the rows. These shrubs shall be pruned and trained to create a continuous, evergreen hedge as opposed to pruning into individual plants.

The landscape buffer adjacent to GA 54 shall be no less than 30’ in width and shall be measured from the right-of-way. The overall design theme within this area shall utilize fencing, meandering berms, low masonry walls, sidewalks and landscaping to comply with the GA 54 West streetscape program prepared by Stith & Company (dated April 14, 2003). It shall be the responsibility of individual property owners to implement that portion of the overall streetscape program, including sidewalks, located on their respective properties.

Figure 10 – Typical planting theme for 30’ landscape buffer
**Part 4 - Design Concepts (Continued)**

### Landscaping (cont’d)

#### Suggested landscape vegetation

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<th>Flowers:</th>
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### Public courtyards

Public courtyards should be provided throughout the development and be designed to encourage pedestrian movement and outdoor gathering spaces. The use of concrete or brick pavers, fountains, planters, pedestrian scale lighting and extensive landscaping is encouraged. The provision of outdoor seating for restaurants and other retail establishments is highly encouraged.

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*Figure 11 - Public courtyard with access to sidewalk and path system*
Service areas and exterior mechanical equipment

All utility equipment should be designed and located to be as inconspicuous as possible. Screens for all exterior equipment shall exceed the height of the equipment, shall not interfere with the operation of the equipment, and shall utilize building materials and design which are compatible with these used for the exterior of the building.

1. All trash containment areas shall meet the following standards:

2. All trash containment areas shall be enclosed so as not to be seen from off-site and be enclosed with solid metal or wood gates to screen the dumpster and to contain windblown litter. Chain-link gates with vinyl slats are not an acceptable gate enclosure.

3. The enclosure shall be a minimum of eight (8) feet in height or two (2) feet taller than the highest point of the compactor or dumpster, whichever is greater.

4. The enclosure shall be constructed of material that is opaque and compatible with the design, materials and color selections used on the principal building. The preferable building material is masonry with solid metal gates.

5. The interior walls of the dumpster enclosure shall be painted dark brown or black to blend in with the exterior color of the enclosure.

6. All compactors and dumpsters shall be placed on a concrete pad that is large enough to provide adequate support and designed to allow for positive drainage. The concrete pad must extend a minimum of eight (8) in front of the enclosure to provide support for the front wheels of the garbage truck. All dumpster pads must conform to Peachtree City Water and Sewerage Authority and Fayette County Health Department regulations.

7. The dumpster enclosure shall contain gates for access and security, which must be maintained in good working order and kept closed when the dumpster is not being used.
Part 4 - Design Concepts (Continued)

Lighting

**General**
The lighting for the overlay district shall complement the development. An isolux lighting plan is required prior to final site plan approval that identifies the foot-candles at grade by contour diagram or grid points that cover the site.

An overall lighting program should be developed that considers the illumination of sidewalks and other multi-use pathways using low intensity fixtures that provide an even distribution of light while avoiding areas of immense shadows.

As-built lighting plans indicating final as-built light levels must be submitted to the City Planner prior to Certificate of Occupancy certifying that all site lighting is in compliance with the requirements of this ordinance.

**Design requirements**
Decorative bases, posts, luminaries and bollards should be used in lieu of standard metal and wood poles. Shoebox and cobra-type lamps shall be prohibited. All lighting shall include metal halide fixtures that are mounted on round, tapered poles with a dark bronze finish.

- **Street lighting**
  Lighting on all public and private streets shall be substantially the same or equal to McGraw Edison’s Vision Series Type III. The overall height of all street lighting shall not exceed 24’ in height from finish grade to the top of the light fixture. Typical spacing shall not exceed 50’ on center, with lights placed at each street corner.

- **Parking lot**
  Parking lot fixtures for off-street parking shall be substantially the same or equal to McGraw Edison’s Vision Series Type III. The overall height of all lighting within parking lots shall not exceed 30’ in height from finish grade to the top of the light fixture. Typical parking lot fixtures shall be 175w MH luminaries with cutoff optics.

- **Sidewalk**
  Lighting along sidewalks or pedestrian paths shall be substantially the same or equal to the Streetworks ARC Generation Series Avenue Post Top. The overall height of all pedestrian scale lighting shall not exceed 14’ in height from finish grade to the top of the light fixture. Typical pedestrian lighting shall be 150w MH ARC Avenue luminaries with cutoff optics.
Design requirements (cont’d)

• **Bollards**
  Bollards at street intersections and within plaza areas shall be substantially the same or equal to McGraw Edison’s Vision Series Architectural Bollard.

• **Wall pack/ security lighting**
  Decorative wall pack light fixtures shall be substantially the same or equal to McGraw Edison’s Vision Series Architectural Wall Luminaire.

• **Uplighting**
  Accent lighting on buildings shall be substantially the same or equal to McGraw Edison’s Vision Series Architectural Flood Luminaire.

• **Accent lighting**
  Accent lighting on the exterior of buildings shall be substantially the same or equal to Lan1100 with the WM500 Wall Mount.

• **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 of the light shall not exceed 20 footcandles at any one point on the sign face. Colored lamps are not permitted.

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<th>Type of lighting</th>
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<td>0.2 fc</td>
<td>1.0 fc</td>
</tr>
<tr>
<td>Landscape and decorative</td>
<td>0.2 fc</td>
<td>.50 fc</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>0.2 fc</td>
<td>1.0 fc</td>
</tr>
</tbody>
</table>

**Other Lighting Types**

Lighting underneath canopies for service stations, ATM’s or similar uses shall be restricted to no more than two 320-watt recessed lighting fixtures (including lenses) mounted flush with the bottom of the canopy on each side of a gasoline pump island or other design that meets the standards of this ordinance. Lighting for canopies for service stations and other similar uses shall not exceed an average of 12 fc as measured at the ground level at the inside of the outside edge of the canopy.
Canopies used for building accents over doors, windows, etc. shall not be internally lit from underneath or behind the canopy.

Floodlights, spotlights or any other similar lighting shall not be used to illuminate buildings or other site features unless approved as an integral architectural element on the site plan. On-site lighting may be used to accent architectural elements and not be used to illuminate entire portions of building(s). Floodlights or other types of lighting attached to light poles that illuminate the site and/or buildings are prohibited.

Decorative wall packs may be used only at service entrances to buildings and shall not be used to draw attention to the building or provide general building or site lighting. Wall packs on the exterior of the building shall be shielded (true cut-off type bulb or light source not visible from off-site) to direct light downward and be of low wattage (100 watts or lower). Other accent lighting projected onto buildings may be allowed provided that it is approved through the site development plan review process.

The concrete base of all light poles throughout a development site shall be painted black.
Lighting (cont’d)

Suggested street lighting
Suggested parking & sidewalk lighting
Suggested accent lighting

Suggested bollard
Suggested uplight
Suggested wall pack fixture

Suggested parking and sidewalk light bases and post

Figure 12 - Typical lighting fixtures
Signage

General
In addition to the requirements of these guidelines, all tenant signage must comply with the Peachtree City Sign Ordinance. 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.

Village identification signage
Village identification signage shall be located at the major property entries and shall be constructed of materials listed within these guidelines. There shall be no more than twelve (12) tenant identification panels located on each monument sign (six on each side). The distribution of those six (6) panels will be at the sole discretion of the developer or property owner.

Figure 13 – Typical village monument signage
**Signage (cont’d)**

**Monument signage**

**Monument signs** shall be used to identify the major tenant within a particular building. A maximum of two brick colors shall be used on each monument sign and these colors must be the same colors used on the building. Individual tenant signage shall be individual or scripted letters in user’s trademark format and color, face-mounted to back. Illumination of each monument sign shall conform to the requirements specified within these Design Guidelines.

![Figure 14 – Typical monument sign](image)

**Tenant wall signage program**

**Tenant wall signage** refers to any sign or graphic parallel to the face of the building. The sign or graphic shall project no more than ten (10) 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 and shall not extend above or beyond the allotted area. Building frontage shall be defined as the area measured from the centerline of each divisive wall and containing a single tenant.

Individual tenant wall signs shall be comprised of internally illuminated reverse channel letters, either mounted individually on the face of the building or on an enclosed sign cabinet containing all electrical components and wiring. Each sign shall be installed so as to minimize damage to the building façade, and all holes through the building shall be properly waterproofed.

The **area of a tenant wall sign** shall be determined by the smallest rectangle required to enclose the letters or graphic. The overall length of a tenant wall sign shall not exceed seventy-five (75) percent of the overall length of the building frontage for a particular tenant space. All tenant wall signage must occur within the façade of the building, preferably within a designated sign band, and shall not extend above the eave line or parapet line.
Signage (cont’d)

Submittal requirements
All signage shall comply with both the letter and intent of these guidelines and the Peachtree City Sign Ordinance. No signage shall be installed until written approval is obtained from both the property owner and the City. Individual tenants are responsible for obtaining all required permits prior to installing any signage.

Permitted signage guidelines
Tenant wall signs shall be established based on the classification of the tenant space as defined below:

- **Anchor tenants** shall be those tenant spaces with more than 100 LF of building frontage. The wall sign for anchor tenants shall be limited to no more than 1 ½ SF per LF of building frontage, with a maximum size not to exceed 150 SF. The maximum letter height shall not exceed 48”.

- **Primary tenants** shall be those tenants with at least 50 and no more than 99 LF of building frontage. The wall sign for primary tenants shall be limited to no more than 1 ½ SF per LF of building frontage, with a maximum size not to exceed 100 SF. The maximum letter height shall not exceed 36”.

- **In-line tenants** shall be those tenants that are not anchor or primary tenants. The wall sign for in-line tenants shall be limited to no more than 1 ½ SF per LF of building frontage, with a maximum size not to exceed 50 SF. The maximum letter height shall not exceed 24”.

Construction and material specifications

Anchor and primary tenant wall signage shall utilize backlighted individual reverse channel letters mounted directly to the face of the building or individual reverse channel letters mounted directly to an enclosed sign cabinet. Letter faces shall be fabricated from .125-thickness aluminum with 4” returns fabricated from .063-thickness aluminum. 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, which shall be mounted no more than 1½” from the face of the exterior wall or cabinet.

In-line tenant wall signage shall be limited to individual reverse channel letters mounted directly to the face of the building or to an enclosed sign cabinet. Sign cabinets shall measure 36” in height x 144” in length, and shall include 6” radius corners. The depth of each cabinet shall be 4”, and all cabinets shall be mounted flush with the exterior wall of the building.
Each **sign cabinet** shall be painted and/ or finished to be the same or equal to Almond (330) as manufactured by Stuc-O-Flex International. The color used for the return of each sign cabinet shall match the face of the cabinet. All electrical components shall be fully enclosed within the sign cabinet, which shall contain a hinged face which is screwed to the frame with countersunk aluminum or stainless steel screws. The frame shall be constructed of welded aluminum, and all aluminum components shall be a minimum of .125 in thickness. The use of visible rivets or screws on sign panel exteriors is prohibited. All exterior welds shall be ground smooth and all electrical wiring and components shall be concealed. Sign cabinets shall be attached directly to the building with non-corrosive fasteners, such as galvanized or stainless threaded steel rods. Fasteners must secure the sign to the framework of the building.

**Individual reverse channel letters** shall be mounted to the exterior wall or sign cabinet with stainless steel or aluminum threaded rods with a 1½” length x 0.5” diameter aluminum or plastic spacer around the threaded rod. The spacer shall fit between the clear letter back and the exterior wall or sign cabinet.

**Finishing and painting** of all exterior aluminum parts of individual reverse channel letters and/ or sign cabinets shall consist of filling and fine sanding all exterior seams and then priming all surfaces with an acid etching primer. Individual reverse channel letters and/ or each sign cabinet shall be finished with two to three coats of an acrylic polyurethane paint. The color of each return shall match the color of the individual letter and/ or sign cabinet.

Tenants may use corporate colors for individual reverse channel letters and logos. However, no sign shall utilize more than three colors, not including the color of the sign cabinet. Logos will be permitted as long as they do not exceed 25% of the total sign area.

Electrical power shall be supplied by a 20 amp, 120-volt primary circuit installed on the sign mounting façade. Individual letters shall be illuminated with 30-ma neon, and neon tubing shall be limited to white, yellow, red and green.

All electrical connections shall be enclosed in conduit rated for that application. Electrobit or similar minimum half-inch diameter conduit shall be used between the building and the letters. If high voltage transformers are used, the high voltage (GTO) wiring must be enclosed with high voltage sleeving. All transformers shall meet U.L. 2161 code, stating that all transformers of 7,500 volts and higher are to have a secondary ground fault interruption (SFGI) safety device. If light emitting diode (L.E.D.) lighting is used, the sleeving is not required. 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.
Signage (cont’d)

**Gooseneck lighting 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-0-BLP-36”-E) as manufactured by B-K Lighting. Wattage of A-type lamps shall be limited to 150 watts.

**Blade signage**

*Blade signage* refers to any sign or graphic mounted to the façade of a building, projecting perpendicular to the façade. Blade signage shall be constructed of either metal or acrylic plaques, mounted on a bracket or banner arms, or fabric awning material mounted on banner arms. Blade signage shall be limited to four (4) square feet in area and must occur within the façade of a building and shall not extend above the roof or parapet line.

**Window signage**

*Window signage* refers to any sign or graphic applied directly to a storefront window. Window signage shall be limited to ten (10) square feet in area. Area is determined by the smallest rectangle required to enclose the letters or graphic. 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.

**Directional and regulatory signage**

*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”.
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General

As a part of the conceptual site plan submittal package, three full size copies and one 11” x 17” reduction (as appropriate) of the following information must be submitted to the City Planner not later than fifteen (15) working days prior to a regularly scheduled Planning Commission meeting:

**Schematic Architectural Design Review**
- Floor plans
- Building elevations, identifying finish materials and color selections
- Color board identifying all finish materials and color selections
- Other information as required

Following initial review of the submitted information, the City Planner shall determine whether or not the information meets the intent of the Design Guidelines. If revisions are necessary, the Applicant must submit revised information as appropriate. If the City Planner approves the information as submitted, the drawings will be forward to the Planning Commission for approval as a part of the conceptual site plan review process.

**Design Development Review**
- Samples of awning fabric (if applicable)
- Final design, specifications and location of all signage
- Preliminary landscape plan
- Grading and drainage plans
- Rendered building elevations

Following approval of the conceptual site plan, the Applicant must submit three copies of the referenced information for review by the City Planner and the Planning Commission Representative. This information must be submitted as a part of the final site plan approval process. Upon approval of this information, the Applicant can secure appropriate Development Permits.

**Construction Document Review**
- One complete set of construction documents, plans and specifications
- Final list of all exterior materials and color samples
- Landscape plan

The City Planner and the Planning Commission Representative will review the construction documents to ensure they are in compliance with the approved Schematic Design and Design Development submittal packages and forward their approval to the Building Department. The Building Department will then initiate their review of the construction documents and issue appropriate Building Permits. Any revisions to the construction documents that will impact the exterior elevations must be reviewed and approved by the City Planner and the Planning Commission Representative.