BUILDING WALL SIGN CRITERIA
Peachtree City Marketplace
Peachtree City, Georgia

GENERAL

- All tenants must submit shop drawings to Landlord for approval
- All signs must meet local governing authority criteria and codes
- All signs must be fabricated and installed by a licensed, insured sign contractor
- Signs must be fabricated with all new materials
- No advertising sign shall be displayed by any tenant unless it has first been approved by the Landlord (JDN Development Company) or its successor, by the original landowner (Pathway Communities) or its successor, and by the City of Peachtree City
- No tenant shall display more than one window advertising sign at any one time; and that sign shall not exceed six square feet in area, nor shall it be displayed for more than 30 days in any calendar year.
- If an advertising sign is installed by a tenant, and that sign has not been properly approved as specified above, the owner of the building shall require that it be removed at once or otherwise be brought into conformance with this Program within a reasonable period of time to be determined by the owner of the building, the original landowner, and the City.

SPECIFICATIONS (WALL SIGN)

- Each tenant wall sign shall consist of two parts. The first part will be the background panel. This panel will be constructed of 1-1/2 "sign-foam". All panels shall be three feet (3'-0") in height. No sign panel shall be longer than 75% of the available storefront (i.e. 20' storefront yields an allowable sign panel of 15'-0").
- All sign panels shall be made of the same material (no exceptions). All panels will have the same routed profile (See sketch A).
- All sign panels to be mounted directly to the brick façade. Panels shall be centered on the recessed brick raceway (See sketch B).
- No sign panels shall be closer together than five feet (5'-0")
- All sign panels shall be painted in the same manner (See sketch A -- (P-1 Sherwin Williams SW2429 – Palais White) / (P-2 Pantone color 5535)
- The second part of the wall sign shall be the copy or message. No logos will be permitted. The message must be as short as possible to convey the name of the tenant's business or the nature of that business. Messages should not exceed two or three words.
  The only acceptable font for the lettering are **Helvetica Medium** or **Optima Semibold**
  Letters shall be routed from the sign-foam panel itself. No separate attached letters will be permitted.

Helvetica Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%£$]+
Wall Sign Criteria – continued
Peachtree City Marketplace

- Acceptable paint colors for the letters are as follows:
  - Sherwin Williams SW2909 – Redwing
  - Sherwin Williams SW2940 – BridgePost
  - Sherwin Williams SW4029 – Pillar White
  - Pantone color 5535 (Green to match sign panel border)

ATTACHMENTS

- Sketch A – Elevation and Section of Sign Panel
- Sketch B – Elevation of Building Façade showing sign location
- Color sample of Sign Panels

Tammi: Looks good to me.

OK – J. Petersen

Pathway
VIDEOS

BOOKS & MUSIC

CLOTHING

COMPUTERS
EXHIBIT "I" CONT.

TENANT SIGN CRITERIA

SKETCH B
EXHIBIT "T" CONT:

TENANT SIGN CRITERIA

ELEVATION

SECTION

SIGNAGE AREA

INFILL RECESSED BRICK BASEMENT W/ SIGN-FOAM

BRICK VENEER WALL

"SIGN-FOAM" SIGNAGE PANEL
abcdfghjklm
nopqrstuvwx
yz&1234567890
abcdfghjklm
nopqrstuvwx
yz&1234567890
abcdfghjklmnopqr
stuvwxyz
&1234567890

HELVETICA MEDIUM 2004 LC

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TYP. BAY SIGNAGE LIGHTING

SCALE: 1/8"=1'-0"