Kedron Village Expansion
Sign Program

The purpose of this Exhibit is to establish certain parameters for Tenant wall mount sign 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 further approved by the Sign Coordinator.

GENERAL GUIDELINES:

Well-designed signs are needed in Kedron Village for communication and identifying goods and services available and are a significant component of the overall environment. Signs affect the quality, image and cohesiveness of the entire development; therefore, each sign should contribute positively to the visual character and harmony of the development, be compatible in scale, and increase the efficiency of communication. Signs will be evaluated on the appropriateness of design, size, style, colors, materials, location, method of installation and lighting, if any.

DEFINITIONS:

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 and shall not extend above or beyond the allotted area. Acceptable wall signage includes halo illuminated reverse channel letter mounted directly to the building façade or sign cabinet. Each sign shall be installed so as to minimize damage to the building façade, and all holes through the building shall be properly waterproofed.

Building frontage shall be defined as the area measured from the centerline of each divisive wall and containing a single tenant.

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 eighty (80) percent of the overall length of the building frontage for a particular tenant space. All tenant wall signage must be located within the façade of the building, preferably within a designated sign band, and shall not extend above the eave line or parapet line.

SPECIFIC CRITERIA:

I. Approval(s): 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 prior written approval is obtained from Landlord & Peachtree City sign coordinator. Individual tenants are responsible for obtaining all required permits prior to installing any signage. The Sign Permit Application shall be obtained and filed with Peachtree City Sign Coordinator and shall contain the following minimum information:

Sign Permit Instructions:

1. A $25.00 application review fee made payable to the City of Peachtree City.
2. Name, address, telephone number and Occupational Tax License number of the legal owner of the business, the applicant, and the 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 graphic 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 the Building Department such as structure and building materials in accordance with the Standard Building Code as amended by the City of Peachtree City, GA.
5. Color and material samples completely described and keyed to the proposed sign.
6. Agent authorization statement signed by the owner or authorized manager of the business, allowing agent or sign contractor to act in their place, if applicable.
7. Zoning, property dimensions, vicinity map, site address, highway right-of-way, compliance with the electrical code (if applicable) and any such information deemed necessary for a complete review of the application.

The initial determination to grant or deny a sign permit shall be made by the City Planner. If the applicant is not satisfied with this determination, or should the City Planner determine that the application is more appropriately acted upon by the Sign Committee, the matter shall be deferred to the Sign Committee for final action. A decision shall be rendered within 15 days within fifteen (15) days from the filing date.

City approval procedure is subject to change.

II. NUMBER OF WALL SIGNS: The following Tenants shall be allowed a maximum of (1) one wall sign: those occupying retail buildings 100B, 200, 500, 600 and out parcel retail buildings 200 and 300.

The following tenants shall be allowed a maximum of (2) two wall signs, (1) one per storefront with an unobstructed entrance open to the public: those occupying retail buildings 100A, 300, 400, 700, 800, 900 and out parcel retail buildings 100, and 400.

Where (2) two signs are permissible, each should be alike in type, style, and size.

Tenants in second floor offices are allowed signage exceeding 25' above grade if the primary mode of business is non-commercial/retail.

III. SIZE OF WALL SIGNS: Each tenant with less than 100 linear feet of building frontage shall be permitted (1-1/2) one and one half square feet of sign area per building frontage with a maximum area of (100) one hundred square feet. No sign shall extend further than (15) fifteen inches away from the wall surface.

Each tenant with 100 linear feet or more building frontage shall be permitted (2-1/2) two and one half square feet of sign with a maximum area of (150) one hundred fifty square feet. No sign shall extend further than (15) fifteen inches away from the wall surface.

IV. LOCATION: Tenant wall signage shall be located in the sign band 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.

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

V. LETTERS & ELECTRICAL: Individual, halo-illuminated reverse channel letters mounted directly to the building façade or sign cabinet. Letters to consist of a painted aluminum return face, both of which are to be painted the same color. Individual letters shall be halo illuminated by 15mm neon tubing. Refer to the Cabinet Mounted Reverse Channel Letter detail.

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 neon tubing. 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. Prior to performing any electrical work, appropriate permits and inspections must be obtained from the City’s Building Department.

VI. **SIGN TYPE:** 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. Acceptable wall signage includes halo illuminated reverse channel letter mounted directly to the building façade or sign cabinet. Raceways are not permitted. (see detail below).

**Cabinet Mounted Reverse Channel Letter**

- Mechanical Attachment to wall TBD
- PanHead screw 18° o/c
- .080 alum. return 3" deep painted
- Ground wire attached to return
- 15mm 6500 neon
- UL listed electrode boots
- hi voltage cable and sleeve
- 1/2" sealite conduit and fitting
- ground wire attached to grounding ring
- .090 alum face painted
- Mechanical attachment w/ 1 1/2" standoff from cabinet
- Glass standoff
- UL section label
- Drain holes
- Back UL approved 3/16" clear polycarbonate
- Transformer
- Drain holes
- Electrical Provision (final connection by others)

VII. **WINDOW SIGNAGE:** Window signage should be securely attached to the interior of the window, or frame, or in a neat, orderly and professional appearing manner. Neon signage shall not be located in tenant windows. No more than six windows can display window signage. The maximum size of a window sign shall not exceed (6) square feet, and no window sign shall extend from one window to another.
VIII. **DOOR SIGNAGE:** Door signs cannot exceed a maximum of (1-½) one and one half square feet nor should they exceed 50% of the door area (excluding frame or jamb).

Each tenant shall be required to include the name of the store and the specific unit number applied to the rear of the door of the business. The unit number and name shall be applied with white reflective vinyl letters, which are no more than 4” in height. The sign area may not exceed 1 ½ sf in size, and must be mounted at 5’ in height from the bottom of the door.

IX. **MOUNTING:** Prior to mounting any letter or sign cabinet to the exterior of a building, the sign contractor must coordinate with the City’s Building Department to ensure the mounting techniques are appropriate for the specific wall sign.

Sign shall project no more than (15) fifteen inches in depth from the wall surface to the face of the sign or graphic. Any building penetrations must be sealed completely with sealant by Tenant or Tenant’s sign contractor.

X. **PROHIBITED SIGNAGE:** No flashing signs, animated signs, electronic reader boards, plastic and/or translucent panels shall be permitted in the Retail Center.

XI. **COLORS & LOGOS:** The color used for the return of each letter or sign cabinet shall match the face of the letter or sign cabinet. Tenants may use corporate colors for individual reverse channel letters and logos. Sign cabinets shall be finished to match the color of EIFS panels within the retail center. All colors and logos are to be reviewed by landlord prior to signage fabrication.

XII. **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(see below), or other style only if expressly approved in writing by Landlord.

**Acceptable Type Faces**

**Cooper Black**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

**Windsor**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

**Humanist 521 Bold**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

**Goudy Old Style Bold**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

**Bookman Bold**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

**Avant Garde Bold**

`ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`
This is the language from the approved sign program:

- Blade signage

In addition to all other permitted signs, each tenant may install one (1) projecting (blade) sign to identify the entrance or location of the business. The overall design of the blade sign must be architectural compatible with the building and approved by the landlord. The blade sign shall not exceed six (6) feet in area; shall maintain a seven (7) foot minimum clearance between finish grade and the bottom of the sign; and shall not be lighted.

David E. Rast, ASLA
City Planner/ Zoning Administrator
City of Peachtree City
153 Willowbend Road
Peachtree City, GA 30269
phone: (770) 487-5731
fax: (770) 631-2552

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• **Blade signage**

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• **Rear door signage**

Each tenant shall be required to include the name of the store and the specific address applied to the rear door of the business. The address and name shall be applied with white reflective vinyl letters. The sign area may not exceed 1 ½ square feet, and must be mounted a minimum of 5’ in height from finish grade to the bottom of the sign.
APPROVED ALTERNATIVE COLORS FOR KEDRON VILLAGE SIGNAGE

ROBERTSON / LOIA / ROOF
A PROFESSIONAL CORPORATION
ARCHITECTS AND ENGINEERS

Letter of Transmittal

Date: March 21, 1996

To: Mr. Frank Scott
The Sofran Group
57 Executive Park South
Suite 325
Atlanta, Ga. 30324

Re: Kedron Village
Peachtree City, Georgia

From: Jeff Hill

Transmitted via: Courier

no. | item | description
--- | --- | ---
5   | 1    | Sign Package
    |      | Revised Leasing Packages

Remarks:

Frank,

Enclosed are the changes we had discussed in regard to the sign package and tenant requested revisions. In reference to your letter to Jerry Peterson I have chosen three additional colors for use on sign faces.

Green --- PMS color 342C
Yellow --- PMS color 114C
Red ------ PMS color 201C

Copies to: File

5780 PEACHTREE DUNWOODY ROAD SUITE 195 ATLANTA, GEORGIA 30342
Phone (404) 257-9790 Fax (404) 851-1732
GENERAL SIGNAGE REQUIREMENTS FOR

KEDRON VILLAGE
PEACHTREE CITY, GEORGIA

DEVELOPER
THE SOFRAN GROUP
SUITE 325
57 EXECUTIVE PARK DRIVE
ATLANTA, GEORGIA 30329
404 325-5289

ARCHITECTS/ENGINEERS
ROBERTSON / LOIA / ROOF
5780 PEACHTREE DUNWOODY ROAD
SUITE 195
ATLANTA, GEORGIA 30342
404 257-9790

4/30/96

MAY 24, 1996
OFFICE OF CITY PLANNER
PEACHTREE CITY, GEORGIA
GENERAL TENANT INFORMATION

PURPOSE
The purpose of this manual is to specify all exterior signage criteria for KEDRON VILLAGE, PEACHTREE CITY, GA. allowing flexibility and individuality in tenant signage while maintaining a coordinated and aesthetically pleasing graphic image for the entire shopping center. (Entrance monuments will be addressed in the architectural drawings.)

TENANT RESPONSIBILITIES
1. Each tenant shall be responsible for:
   a. submitting all intended signage for written approval by landlord/architect prior to fabrication and installation.
   b. reviewing and complying with this document in its entirety and ensuring their sign vendor(s) is/are supplied with a copy to aid them in the design of each sign.
   c. reviewing and complying with the regulations set forth in the Peachtree City sign ordinance, Article IX of the Peachtree City Code.
   d. the cost of permitting, fabrication, installation, electrical connection and maintenance of their signs.
   e. the repair of any damage to the building caused by their sign contractor and their agents or employees in a timely manner.

SUBMITTAL PROCESS
Signage proposal packages shall be submitted for each type of sign applicable as listed below:
   Primary sign
   Rear door sign
   Tenant Identification Sign and Suite Number

Each tenant shall submit, prior to sign fabrication, five (5) signage proposal packages to the landlord/architect for review prior to tenant occupancy of the demised premises. The package shall include, but not be limited to, the following information:
   Location & Size (provide dimensioned elevation of letters on shop facade)
   Lettering style(s) (with sample(s))
   Color(s) (with sample(s))
   Material(s) (with sample(s))
   Logo design (for Major and Mini Anchor Tenants)
   Installation methods (provide dimensioned mounting details)
   Vendor’s name and phone number

Disapproved proposals shall be resubmitted to landlord/architect within 14 days of the date of such notice until it is approved.
SHOP SIGNAGE SPECIFICATIONS

PRIMARY SIGN
Due to limited space, it is to the tenant’s benefit to choose a short, generic trade name for a primary sign. The most practical reason being that the shorter the word the larger size letters that will fit in the allotted space; therefore, the sign will be more visible to passing drivers. According to studies, a driver, who is primarily watching the road and viewing signs secondary, will retain a brief message more often than a longer or multi-word message. Another reason for using a trade name instead of the full shop name is to attract more customers. Unless the shop is a well advertised chain, the shop will attract more business by using a single word to describe what they sell. For example, “McDonalds” would not want to use “Hamburgers”, but “The Silver Spoon” might want to use “Gifts” to attract consumers looking for gifts who are unfamiliar with the shop.

The location of the primary sign shall be limited to and centered in the “signage area” indicated in EXHIBIT 1. Tenants occupying the towers should see EXHIBIT 4.

The size of the primary sign shall be one line of text not exceeding 2 feet in height, and the length shall not exceed 66% of the storefront demising width. If tenant storefront is 20’ or less, then the length shall not exceed 80% of the storefront demising width. If storefront is less than 20’, then the tenant shall have the option of stacking 2 lines of text, but the signage must still fall within the maximum signage area indicated in EXHIBIT 1. No part of the sign may extend beyond this area or project more than 7” beyond the facade.

Lettering style(s) may be upper and/or lower case and 24” high maximum. Choose style from options shown below.

- Helvetica Medium
- Palatino Bold
- Optima Semibold

Color(s) shall be bronze PMS No. 462C on all exposed signage surfaces, unless otherwise approved, to match the color scheme of the center. The inside of the letters or channel shall be white to reflect light. The landlord/architect shall have the final approval of all colors to ensure a balanced mix and arrangement of colors.
**Material(s)** shall be individually reverse channel lit metal letter, fabricated of .090 aluminum fronts and .063 aluminum side returns. Letters will be heliarc welded, ground smooth, prime coated with zinc chromate. Interior of letters will be painted with two coats of baked on enamel. All light sources will be internal and concealed consisting of 1, 2, or 3 rows of 14 and/or 15 millimeter neon tubing. All signs will have a 30MA transformer contained in a metal cabinet behind the wall or parapet, as well as lamp, tubes, and ballast. Coordinate fasteners to prevent electrolysis. High voltage porcelain bushings or Pyrex housings for proper insulation and the correct number and size of transformers shall be used. All materials shall be approved by the landlord/architect. See **EXHIBIT 2 for details.** Signage on the towers will not need any internal light source or transformers. See **EXHIBIT 6 for details.**

**Logo designs** and colors of national and regional chain store tenants, which have been widely used in other locations, shall be permitted for Major and Mini Anchor Tenants provided they do not conflict with any codes and/or ordinances enforced by authorities having jurisdiction.

**Installation methods** must be compatible with the building design and shall not be in conflict with any structural aspects of the building. Submittals shall include the sign vendor’s installation details showing the method of attachment to the building canopy required and weight of the sign. Vendors shall review this document and the architectural drawings and coordinate their detailing to comply with any special methods and/or materials necessary to provide a product that will not, in any way, be detrimental to the functional and aesthetic qualities of the building. An example of an acceptable attachment method is illustrated in **EXHIBIT 3**. Tenants occupying towers should see **EXHIBIT 6**. The following requirements should be taken into consideration during the design of the signage attachment:

1. All sign supports shall be concealed from view.
2. Any penetrations in the structure for attachment of the sign shall be made in a manner as not to adversely affect the building’s facade, structure or electrical systems.
3. Penetrations shall be kept to a minimum, concealed from view and watertight.
4. Penetrations through exterior masonry finishes shall be limited to the mortar joints as much as possible.
5. **NO PENETRATIONS TO THE ROOF WILL BE ALLOWED WITHOUT EXPRESSED WRITTEN PERMISSION FROM THE LANDLORD.**
6. All signs shall conform to all local codes and ordinances enforced by the authorities having jurisdiction.
REAR DOOR SIGN

- The rear door sign location shall be on the building wall, on the latch side of the door, and centered 5' above the finished floor level.
- The sign panel material shall be dark brown 3/16” Plexiglas with corners squared and edges ground smooth.
- The tenant’s name shall be 2” high, white, upper case, helvetica, pressure sensitive letters.
- The sign panel shall be affixed using clear silicone adhesive applied on the back side, in a continuous bead, 1/2” in from the edges.

TENANT IDENTIFICATION SIGN & SUITE NUMBER

- The shop name or trade name should be centered above the front door of the shop. This sign should adhere to the glass panel and have a maximum height of 6” See Exhibit 1.
- The suite number of each shop should be centered on the front door with the bottom of the letters at 5’-6”. The numbers should be 4” high, white, dye cut decal numbers. See Exhibit 1

Shop name is white, Dye cut Decal Letter
DASHED LINES INDICATE MAXIMUM ALLOWABLE SIGN AREA

EXHIBIT 1

SCALE: 1/4" = 1'-0"
EXHIBIT 2

REVERSE CHANNEL SIGN LETTER WITH INTERNAL LIGHT SOURCE PROJECTING FROM SIGN TO WALL & REFLECTING FROM WALL

LIGHT SOURCE BY SIGN MANUFACTURER

LETTER BOX PER LETTER STYLE SELECTED BY TENANT - BY SIGN MFR.

LETTER BOX STAND-OFF BY SIGN MFR NOT TO INTERFERE WITH REFLECTED OR CAST EXTRANEOUS SHADOWS

CONES OF LIGHT - SIGN MFR TO ENSURE THAT AREA IS SUFFICIENT TO BACK-LIGHT LETTER ADEQUATELY

NOT TO SCALE
EXHIBIT 3

NOT TO SCALE
1/4" glass in aluminum storefront

Attach signage to aluminum storefront

Welded aluminum reverse channel letter w/ 2" returns

6" x 8" steel tube

9" x 9" steel angle

6" tube 16'-0" A.F.P.

See detail - Exhibit 5

8" x 12" steel tube

Steel channel - welded to steel tube

Bot. of beam 6" channel 9'-4" A.F.P.

EXHIBIT 5

NOT TO SCALE
ATTACH SIGNAGE TO VERTICAL ALUMINUM STOREFRONT WITH 2" X 5" 0.092 ALUMINUM ANGLE

BAR

GLASS

REVERSE CHANNEL ALUMINUM LETTER - BACKLIT BY LIGHT BEYOND GLASS

LETTER BOX PER LETTER STYLE SELECTED BY TENANT - BY SIGN MFR.

5" X 5" STEEL ANGLE - SEPARATE DISSIMILAR METAL SIGN BEARING 16'-4" AFF.

6" X 8" STEEL TUBE

EXHIBIT 6

NOT TO SCALE
CONDITIONS AND RESTRICTIONS

1. The following items and practices are prohibited:
   a. Signs illuminated by an internal light source, or by lights which are a part of or
      affixed to the face of the sign.
   b. Signs with changeable letters.
   c. Labels on exposed sign surfaces unless required by codes and/or ordinances
      enforced by the authorities having jurisdiction.
   d. Signs on the exterior of the building other than those previously specified in this
      document.
   e. Portable or trailer display signs.
   f. Advertising devices, including but not limited to, posters, attraction boards,
      "sandwich" signs, balloons, banners, flags, pennants, lights that flash, blink or vary
      in intensity, audible devices, revolving or animated devices (including any creating
      the illusion of animation) in the storefront windows, doors or on the exterior of the
      building. Exceptions may be granted in writing by the landlord for a period up to 5
      days prior to and 5 days after the tenant’s opening date. EXCEPTIONS ARE
      CONDITIONAL ON THEIR COMPLIANCE WITH THE CODES AND/OR
      ORDINANCES ENFORCED BY THE AUTHORITIES HAVING
      JURISDICTION.
   g. Roof signs.

2. Window signs shall conform to the Peachtree City signage ordinance Article IX, Section 5-125,
   Part 3.

3. Alteration or replacement of signs shall be approved in writing by the landlord.

4. Tenants shall remove all signage within 7 days of lease termination. Any damage or
   disfiguration remaining after signage removal shall be repaired by the landlord at the tenant’s
   expense.

5. Signage for Major, i.e. Kroger, and Mini, i.e. Blockbuster, Anchor Tenants is guided by other
   criteria as agreed upon by the Landlord and is not covered in this document. Such signage,
   however, must comply with the Peachtree City signage ordinance and be in harmony with the
   architecture of the center. Mini Anchor Tenants must be declared as such by Peachtree City
   authorities having jurisdiction.

6. No product display or advertising shall be placed outside tenants’ demised premises and in
   public view without the prior approval of landlord.

7. No message or sign shall be placed on the inside or outside surfaces of exterior glass of any
   demised premises without the prior approval of landlord and local authorities.

APPROVED TENANT SIGNAGE CONTRACTORS

<table>
<thead>
<tr>
<th>Artistic Signs</th>
<th>Chris Boehm</th>
<th>770-428-9000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knight Sign Industries, Inc</td>
<td>Ms. Dana Dobbs</td>
<td>404-252-0125</td>
</tr>
<tr>
<td>Maltese Signs</td>
<td>Mike Reikert</td>
<td>770-455-8831</td>
</tr>
<tr>
<td>Southside Signs</td>
<td>Bruno or Henrietta</td>
<td>770-487-8791</td>
</tr>
</tbody>
</table>

These contractors have submitted proposals that meet these signage requirements.
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The following tenants shall be allowed a maximum of (2) two wall signs, (1) one per storefront with an unobstructed entrance open to the public: those occupying retail buildings 100A, 300, 400, 700, 800, 900 and out parcel retail buildings 100, and 400.

Where (2) two signs are permissible, each should be alike in type, style, and size.

Tenants in second floor offices are allowed signage exceeding 25’ above grade if the primary mode of business is non-commercial/retail.

III. SIZE OF WALL SIGNS: Each tenant with less than 100 linear feet of building frontage shall be permitted (1-½) one and one half square feet of sign area with a maximum area of (100) one hundred square feet. No sign shall extend further than (15) fifteen inches away from the wall surface.
Each tenant with 100 linear feet or more building frontage shall be permitted (2-1/2) two and one half square feet of sign area with a maximum area of (150) one hundred fifty square feet. No sign shall extend further than (15) fifteen inches away from the wall surface.

IV. SIGN TYPE: 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. Acceptable wall signage includes lighted cabinets and cabinet mount reverse channel letters. Raceways are not permitted. (see detail below).

Cabinet Mounted Reverse Channel Letter

- Mechanical Attachment to wall TBD
- PanHead screw 18°o/c
- .080 alum. return 3” deep painted
- Ground wire attached to return
- 15mm 6500 neon
- UL listed electrode boots
- hi voltage cable and sleeve
- 1/2” sealite conduit and fitting
- ground wire attached to grounding ring
- .090 alum face painted
- Mechanical attachment w/ 1 1/2’ standoff from cabinet
- Glass standoff
- UL section label
- Drain holes
- Back UL approved 3/16” clear polycarbonate
- Transformer
- Drain holes
- Electrical Provision (Final Connection by others)
V. **LOCATION:** Main Storefront Tenant Identification Sign shall be positioned so that it appears as an integral design feature of the overall building façade. There are logical locations on every main storefront where signs may be located. Most commonly Tenant shall be required to submit location(s) for all signs and said sign locations are subject to Landlord’s prior written approval.

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

VI. **LETTERS & ELECTRICAL:** Individual channel letters mounted to exterior building walls. Letters to consist of an aluminum return and painted aluminum face and to be internally illuminated by 15mm neon tubing. Refer to the Cabinet Mounted Reverse Channel Letter detail.

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 neon tubing. 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.

VII. **WINDOW SIGNAGE:** Permanent window signage should be securely attached to the window, frame, or surrounding structure of the building in a neat, orderly and professional appearing manner. Signage of this type shall not be illuminated using neon. No more than 50% of a tenant’s windows area is to be used for display. The maximum size of a window sign shall be (6) square feet. No sign shall extend from one window to another.

VIII. **DOOR SIGNAGE:** Door signs cannot exceed a maximum of (1 1/2) one and one half square feet nor should they exceed 50% of the door area (excluding frame or jamb).

IX. **MOUNTING:** Signs of all designs will be securely mounted to an exterior building wall by Tenant. Sign shall project no more than (15) fifteen inches in depth from the wall surface to the face of the sign or graphic. Any building penetrations must be sealed completely with sealant by Tenant or Tenant’s sign contractor.

X. **PROHIBITED SIGNAGE:** No flashing signs, animated signs, electronic reader boards, plastic and/or translucent panels shall be permitted in the Retail Center.
XI. 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 (see below), or other style only if expressly approved in writing by Landlord.

Acceptable Type Faces

Cooper Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Windsor
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Humanist 521 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Goudy Old Style Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bookman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avant Garde Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
MEMORANDUM

TO: Jerry Peterson
FROM: Director of Developmental Services
DATE: May 3, 2000
SUBJECT: Kedron Office Park

In answer to your question regarding signage, the Office Park itself is entitled to only one free-standing sign at its entrance on Peachtree Parkway. However, each site within the Park is entitled to its own on-site, freestanding sign. All freestanding signs are limited to 35 square feet.

I hope this helps you in developing your sign program for the area.

JBW/jir

cc Senior Code Enforcement Officer