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A. Purpose

The contents of this document have been prepared as a tool in the planning, design and implementation of tenant signage at Westpark Walk Shopping Center in Peachtree City, Georgia. Its purpose is to provide tenants with the information necessary to design and implement business identification signage that meets the aesthetic goals of the center as a whole, as well as the sign ordinance requirements of Peachtree City, Georgia. In the event that this document conflicts with the Peachtree City Sign Ordinance, the more restrictive shall apply.
B. General Guidelines

1. “Tenant Signs” shall be defined as any message that can be read from the exterior of the tenant storefront. Not included in this definition are messages to advertise products, sales events, etc.
2. Advertising content of all tenant signs shall be limited to designating the business name and/or type (i.e. “Kevin’s Bicycles”). Tenant names shall not be permitted to indicate specific brand names sold on the premises, services rendered (i.e. “free gift wrapping”), or indicate any advertising slogans (i.e. “The We Care People”).
3. The location, character, design, color and layout of all tenant signage shall be subject to approval by the Landlord and Peachtree City.
4. All signs shall be fabricated by a licensed sign contractor, approved by the Landlord.
5. All signs shall be installed by a licensed sign contractor approved by the Landlord.
6. Tenant, or Tenant’s Sign Contractor, shall be responsible for the procurement and payment of all sign permits required by Peachtree City.
7. Each Tenant shall prepare and submit to the Landlord for approval a comprehensive sign specification package for the tenant space. Said package shall include scaled drawings and detailed specifications for all signage being proposed by the Tenant.
8. All Signage Designs must be presented to the Landlord for review & approval.
9. All Signage must comply with the Peachtree City Sign Ordinance.
10. Signage must be of a high quality of design and materials, consistent with the design of the center. Landlord shall have the right to reject the use of any sign manufacturer proposed by the Tenant.
11. All materials used in the fabrication of Tenant Signage shall be new with the exception of signs being relocated from one tenant space to another tenant space within the shopping center.
12. Signage shall be consistent throughout the design area and always complement a building’s character (e.g., wall signs shall not cover building columns).
13. Back-lit translucent awnings and/or awning signs are not permitted.
14. All electrical transformer boxes, conduits and other electrical or mechanical apparatus shall be concealed from public view.
15. All signage fabrication and installation shall comply with any applicable Building Codes and the National Electric Code, and all internal and external electrical wiring and electrical apparatus shall bear the UL Label. It is the Tenant’s responsibility to verify that its signage and signage installation are in accordance with these requirements.
16. All illuminated signage shall require an electrical permit to be obtained by a Georgia State Licensed Electrician and must comply with the edition of the NEC (National Electric Code) currently adopted by the City. No sign shall be installed until both sign and electrical permits have been obtained from Peachtree City.
17. No sign shall be illuminated until an approved inspection is completed by Peachtree City.
18. Signs may be continuously illuminated from sunset until sunrise or as otherwise defined by the Landlord and required by the Lease. Signs must have a 24 hour time clock.
19. When a business or service using an identification sign is discontinued, the tenant shall be responsible for removal of all signage and sign structures related to the business within 30 days after tenant lease ends or 180 days if Tenant lease is still in effect but business has been vacated or closed.
C. **Allowed Tenant Signage**

Tenants shall utilize the following types of business identification signage. All other signs are prohibited unless they are approved by Landlord and are also in compliance with the most current version of the Peachtree City Sign Ordinance.

**Tenant Identification Wall Signage / Sign Band Signage**

Wall Signage (also referred to as Sign Band Signage), as defined in this document is permitted for each in-line tenant within the shopping center.

1. **Quantity**: (1) One Tenant Identification Wall sign shall be allowed for each Tenant in the Shopping Center. Where applicable, Multi-Level Tenants may have (1) additional wall sign. Likewise, Tenants with Storefront on more than one side of the building (one storefront facing public roadway and another storefront facing interior parking lot) may have (1) additional wall sign for the secondary storefront facing the parking lot.

2. **Size / Sign Area**: The maximum area of a Tenant Identification Wall Sign shall not exceed 1.5 square foot of sign area for each 1 linear foot of Tenant Storefront. The maximum area of the wall sign for each tenant shall not exceed 100 square feet, with the exception of an Anchor Tenant. Anchor Tenants in excess of 10,000 square feet of contiguous leasable space may be allowed sign area up to but not exceeding 150 square feet.
West Park Walk Tenant Sign Criteria

3. Area of Sign (Calculation Method): For signs that have no identifiable frame or border, the smallest rectangle that includes all of the sign’s words, letters, figures, symbols, logos, fixtures, colors, or other design elements intended to convey the sign’s message shall establish the area of the sign’s face.

4. Graphics: Wall Signs shall be limited to the Tenant’s business name and/or logo/logotype.

5. Graphics: Tenant Graphics attached to building façade may utilize registered national or regional logos/logotypes as approved by the Landlord. Tenants who do not use a logo or logotype, or which do not have a registered logo/logotype, shall utilize one of the property standard typefaces illustrated below:

   Westpark Walk
   Westpark Walk
   Westpark Walk
   Westpark Walk
   Westpark Walk
   Westpark Walk

   Helvetica Medium
   Stone Serif Bold
   Clarendon Bold
   Interstate Bold
   Franklin Gothic Medium Condensed

6. Sign Construction (New Signage at Louver Sign Band): Only reverse channel letters shall be allowed. Letter depth shall be 3”. Letter faces shall be fabricated from minimum .125-thickness aluminum and returns from minimum .063 aluminum. Each letter shall have a clear, minimum .125 Lexan back, attached to letters with counter sunk aluminum or stainless steel screws to avoid corrosion. Screw heads shall be painted to match the letters. Reverse channel letters shall be attached to a ¼” thickness plate aluminum background letter which is 3/4” larger than the channel letter (3/4” all the way around the letter). This background plate letter will provide the background onto which the illumination will be projected. The reverse channel letters will be attached to the backplate letter using threaded non corrosive studs with a painted aluminum sleeve. The space between the back of the reverse channel letter and the face of the backplate letter shall be 1-1/2”. Individual letters shall be illuminated using white LED’s (GE, Sloan or US LED are approved LED suppliers). Letters shall be attached to the Architectural Louver Sign Band Using Interlocking U-Channels (2” x 2”) running horizontally behind the graphics. The U-Channels shall be painted to match the architectural louvers and positioned in a manner which minimizes visibility. The U-Channel element shall also serve as a wireway for concealing wiring jumps between letters. End caps shall be added to the ends of all
wireway channels. All hardware used in the manufacturing of the signage shall be non-corrosive and exposed fasteners shall be primed and painted to match the surrounding sign element color.

7. Colors (Logo Icons) – When applicable, Tenant logos, logotypes, and icons may be displayed in the Tenant’s brand colors subject to approval by the Landlord.

8. In instances where the Tenant does not have national standard logo color(s), the tenant shall utilize one of the project standard colors to be selected by the Tenant and approved by the Landlord.

<table>
<thead>
<tr>
<th>Color</th>
<th>Matthews Paints Color Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Bronze</td>
<td>Matthews MP226077 “Dark Bronze”</td>
</tr>
<tr>
<td>Red</td>
<td>Matthews MP10209 “Mexicali Red”</td>
</tr>
<tr>
<td>Blue</td>
<td>Matthews MP10212 “Capri Blue”</td>
</tr>
<tr>
<td>Green</td>
<td>Matthews MP24510 “Deep Green”</td>
</tr>
</tbody>
</table>

9. Where applicable, Tenant logo icons may be displayed provided they utilize colors from the project standard color palette.

10. Illumination: Tenant Wall Graphics Shall Be “Halo – Lighted” using white LED’s housed within the letterforms. Approved LED suppliers are GE, Sloan Or U.S. LED.

11. Electrical: All graphics / typography shall utilize remote LED power supplies positioned within a UL approved enclosure located behind and above the Architectural Sign Band.

12. Electrical: All conduits and transformers shall be concealed within the graphics / wireways, or located behind the Louver Sign Band Mounting surface to which the graphics are mounted.

13. Graphics shall not extend out from the face of the building more than 12”.

14. Tenant logo/logotype shall always be vertically and horizontally centered within the specified sign zone. The length of the sign zone shall not exceed 80% of the overall length of the storefront. Furthermore, Tenant wall signs shall not extend beyond the borders of the sign zones as illustrated on the elevation drawings (Sign zones illustrated provide for a minimum buffer zone between outermost edge of sign and architectural features such as parapet, columns, canopy, etc.).

15. The design of all tenant signage shall be prepared by the individual tenant and shall be submitted to the Landlord and Peachtree City for review and approval prior to manufacturing and installation. The Landlord reserves the right to accept or reject any and all signage design proposals submitted by the tenant.

16. The tenant shall be responsible for all sign permitting, manufacturing, installation and maintenance costs associated with the signage/graphics.
17. All tenant signage requiring electrical power shall be manufactured and installed by a UL Certified Manufacturer using UL Approved components, construction techniques and installation procedures. All electric signs must bear the UL Label.

18. Construction “shop drawings” illustrating and specifying all construction & installation details, electrical details and components, and electrical connections to building power source shall be reviewed and approved / signed by an electrician licensed in the State of Georgia. These signed drawings shall be submitted to the Landlord during the Landlord Review and to Peachtree City as part of the sign permitting process.
1.1 Re-Use/Re-Installation Of Existing Tenant Cabinet Signage @ New Louver Sign Bands

Scale: 1/4" = 1'-0"
1.2 Re-Use/Re-Installation Of Existing Tenant Cabinet Signage @ New Louver Sign Band

Scale: 1/4" = 1'-0"
1.3 Re-Use/Re-Installation Of Existing Tenant Cabinet Signage / Vertical Section @ Louver Sign Band

Scale: 1" = 1'-0"
2.1 New Tenant Signage Standards (Individual Halo Lighted Letters) @ 48” Tall Louver Sign Band

Scale: 1/4” = 1'-0"
2.2 New Tenant Signage Standards (Individual Halo Lighted Letters) @ 48” Tall Louver Sign Band

Scale: 1/4” = 1’-0”

- Tenant Wall Sign Shall Be Optically Centered Left to Right/Top To Bottom Within The Designated Sign Zone.
- Sign Size: Maximum Tenant Sign Area Shall Be No More Than 1.5 sq/ft. Of Sign Area Per 1 Linear Foot Of Storefront Length Per The Peachtree City Sign Ordinance.
2.3 New Tenant Signage Standards (Individual Halo Lighted Letters)@ 36” Tall Louver Sign Band

Scale: 1/4” = 1'-0”

Tenant Wall Sign Shall Be Optically Centered Left To Right/Top To Bottom Within The Designated Sign Zone.

Sign Size: Maximum Tenant Sign Area Shall Be No More Than 1.5 sq/ft. Of Sign Area Per 1 Linear Foot Of Storefront Length Per The Peachtree City Sign Ordinance.

Sign Positioning: Tenant Wall Signage Shall Be Centered (Horizontally & Vertically) Within The Applicable Sign Band “Sign Zone”. For Sign Bands With A Height Of 36”, The “Sign Zone” Shall Be Defined By An Area Of Not More Than 80% Of The Sign Band Length & 90% Of The Sign Band Height. No Part Of A Tenant Sign Or Graphic Shall Extend Beyond The Borders Of The Defined “Sign Zone”.
2.4 New Tenant Signage Standards @ Louver Sign Band (Individual Halo Lighted Letters)/ Typical Graphic Details

Scale: 1/4" = 1'-0"
Primary Wiring From Building Panel To J-Box

LED Power Supplies Housed Within Fabricated Aluminum Enclosures.

Secondary Wiring From LED Power Supplies To Letters/Graphics Thru UL Approved Flexible Conduit Painted To Match Surrounding Architectural Finishes.

1/4” Thickness Plate Aluminum Background Letter (3/4” Larger Perimeter Than Reverse Channel Letter). Background Plate Provides Background For Halo Lighting. Panel Painted to Match Benjamin Moore 2111-70 “Calm”


2” x 2” Horizontal Interlocking Channels For Attachment Of Graphics To Steel Sign Band Structure. Channels Attach To Vertical Members Between Louver Sections. Channel To Serve As Wireway For Wiring Jumps Between Letters. Channels Painted To Match Louver Color (Benjamin Moore “Taos Taupe” 2111-40).

2.6 New Tenant Signage Standards (Individual Halo Lighted Letters)/ Illumination Concept

Scale: 1/4" = 1'-0"
Project Standard Red: Matthews MP10209 “Mexicali Red”

Project Standard Blue: Matthews MP10212 “Capri Blue”

Project Standard Green: Matthews MP24510 “Deep Green”

Project Standard Black: Matthews MP26077 “Dark Bronze”

2.7 New Tenant Signage Standards (Individual Halo Lighted Letters)/ Project Standard Colors
Where Tenant Graphics Does Not Have A National/Standard Colors, One Of The Project Standard Colors Noted Above Shall Be Used
3.1 Tenant Signage Standards @ Storefront With No Louver Treatment (National Standard Logo Cabinet)

Scale: 1/4" = 1'-0"
4.1 Tenant Signage Standards @ Storefront With No Louver Treatment (Property Standard Tenant Sign Cabinet)

Scale: 1/4" = 1'-0"
Window / Door Graphics

Window sign means 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. Glass doors are to be considered windows for the purposes of administration of this article. Merchandise located within a window shall not be considered a window sign, as long as there are no commercial messages attached to or associated with the display of merchandise. Window signs may be installed without a permit, but they must be installed in accordance with the provisions of this section.

1. Window signage applied directly to the window shall be limited to decal-type or direct adhesion graphics. No panels, boxes or other items mounted directly 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 only.

2. The total square footage of all window signs shall not exceed 25 percent of the individual tenant's total window area exposed to public view, subject to the following conditions:
   a. No more than six windows shall be used to display window signs; and
   b. If the business premise has three windows or less, no more than two windows shall be used to display window signs.
   c. No more than 50 percent of an area of a window shall be used to display window signs, and no window sign shall extend from one window to another. As used in this section, the term "window" shall include only the glass portion of a window, and shall not include any frames or other non-glass portion of such window. Glass doors are to be considered windows for the purposes of administering this article.
   d. Temporary writing or graphics applied to the glass or window, such as by marker, paint or shoe polish, shall be prohibited.
West Park Walk Tenant Sign Criteria

Service Entry Door Graphics

1. Rear Entrance signs shall be required for each tenant within the Center for the purpose of identifying each tenant for City Emergency Service Vehicles.
2. Tenants shall utilize a standard plaque for the purpose of identifying service entry doors. (See illustration drawings for plaque specifications and mounting details)
3. Quantity: (1) One sign for each tenant located at the Tenant’s Service Entry Door. In instances where more than one service door occurs, the sign shall be located at the primary service entrance.
4. Size: Service Entrance signs shall be 18” x 18”.
5. Graphics: Service Entrance signs shall display the Tenant Suite Number/Address Number, Tenant Name in project standard typeface (Helvetica Medium), and the text “SERVICE ENTRANCE”. Refer to the drawing which follows for detailed graphical sizes.
6. Sign Fabrication/Installation: Service Entrance signs shall be 18” x 18” x 3/16” thickness painted acrylic, with applied vinyl graphics in project standard colors.
7. Color: Plaque is to be painted to match the color of the door.
8. All text to utilize property standard typeface. Text size, color and configuration to be as illustrated on drawings.
9. Tenant/Tenant’s Sign Contractor shall provide and install Tenant Service Door Plaques.

Service Entrance Sign - Sign Installation Detail
West Park Walk Tenant Sign Criteria

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KEVIN’S
BICYCLES

SERVICE ENTRANCE

Service Entrance Sign - Sign Details

Header = Painted Dark Bronze Metallic - Matthews MP26077 (Color To Wrap Top & Sides), Suite Number = Applied Vinyl (3M Brand Scotchcal "Beige"), Font Style: Helvetica Medium - 3" Letter Height.

Sign Panel = 18" x 18" x 1/4" Thickness Acrylic (Painted Beige - Matthews MP25833 "Bone White"). Sign Panel Attached Directly To Door Using 3M Brand VHB Foam Tape.


Footer = Painted Dark Bronze Metallic - Matthews MP26077 (Color To Wrap Bottom & Sides), Text = Applied Vinyl (3M Brand Scotchcal "Beige"). Font Style: Helvetica Medium - 1" Letter Height.
Tenant Address Numbers

1. Each Tenant shall display the business address number/suite number on the glass transom above the tenant entrance door.
2. Numbers shall be 4” tall Helvetica Medium, and shall be cut from 3M Brand Scotchcal “Matte White” vinyl.
D. Tenant Signage Review Procedures

1. Landlord / Owner Review for Aesthetic & Construction Compliance

   a. Prior to manufacturing or installation of any signage which identifies the business, the Tenant shall submit design specifications and drawings of the proposed signage to the Landlord for review and approval of general design. Drawings for electrical / illuminated signs shall bear the signature/approval of a licensed electrician. The Landlord reserves the right to accept or reject any and all signage design proposals submitted by the Tenant. Submit (3) copies.

   b. The Tenant must receive Landlord approval of the proposed design prior to submission of the drawings and specifications to Peachtree City for permitting purposes.

   c. The Tenant is responsible for obtaining, reviewing and adhering to all current sign codes in the preparation of design proposals.

   d. Tenant / Tenant’s Sign Contractor and/or Sign Installer must provide proof or insurance prior to manufacturing or installation of any signage.

   e. Tenant / Tenant’s Sign Contractor shall submit for approval prior to manufacturing, sign fabrication shop drawings illustrating the following:

      - Sign Materials
      - Construction Details & Processes
      - Fastening Materials and Devices
      - Color Specifications
      - Typography Identification
      - Lighting Specifications and Power Requirements
      - Details of coordination with other trades
      - Assembly Details
      - Installation Details
      - Wind & Load Calculations + Signed Engineering Drawings (Engineer Registered In The State of Georgia) (Monuments & Pylons Only)
      - Electrical Details & Calculations
2. Peachtree City, Georgia

Following approval by the Landlord for general design and aesthetics, but prior to sign manufacturing, the Tenant must submit design and construction drawings to Peachtree City for review, approval and applicable permitting. Documents & Sign Contractor Shop Drawings being submitted to Peachtree City shall bear the approval signature of the Landlord or Landlord’s Authorized Representative. Approval of general design by the Landlord does not insure approval by Peachtree City. The Landlord shall not be responsible for signs which are approved by the Landlord and outlined by this Tenant Sign Criteria which are subsequently rejected by Peachtree City. Where differences occur, the Tenant Sign Criteria shall take precedence.

3. Approved Sign Manufacturers / Installers (or any other vendor approved by Landlord)

<table>
<thead>
<tr>
<th>DeNyse Signs</th>
<th>Hilton Displays</th>
<th>Henry, Incorporated</th>
</tr>
</thead>
<tbody>
<tr>
<td>8757 South Flat Rock Road</td>
<td>125 Hillside Drive</td>
<td>2285 Park Central Blvd.</td>
</tr>
<tr>
<td>Douglasville, Georgia 30134</td>
<td>Greenville, SC 29607</td>
<td>Decatur, Georgia 30035</td>
</tr>
<tr>
<td>770.942.0688</td>
<td>800.353.9132</td>
<td>770.593.1234</td>
</tr>
</tbody>
</table>

E. Sign Maintenance

1. Any signage that has been approved or that has been issued a permit shall be maintained by the Tenant. Maintenance shall be such that the signage continues to conform to the conditions imposed by the sign permit.

2. Any damaged signage shall be repaired to original appearance and working order within 15 days.

3. All signage shall be kept free of rust and rust stains.

4. Any illuminated signage which has been damaged shall remain un-illuminated until repaired.

5. Any signage which has been damaged to such extent that they may pose a hazard to passersby, as determined by the Landlord or Peachtree City, shall be repaired or removed immediately.