

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  
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**Monument signage**

**Monument signs** shall be used to identify the major tenant(s) 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.

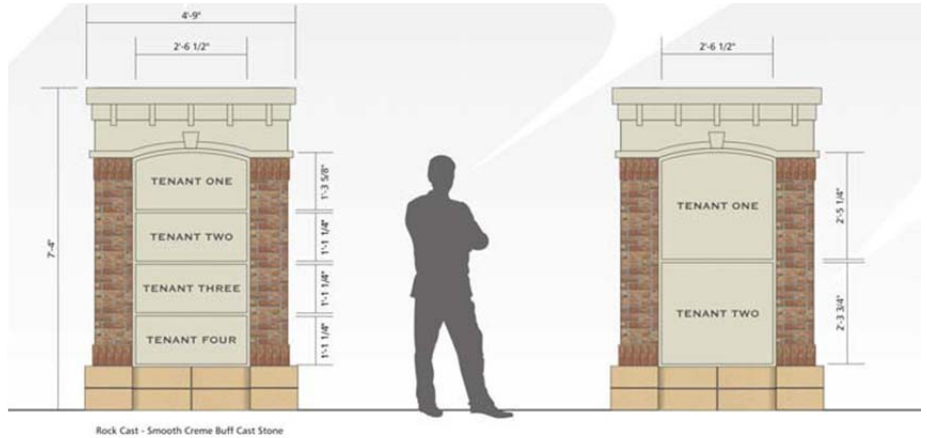


Figure 14 – Typical monument sign

**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.

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**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.

**Signage**  
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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 counter-sunk 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**  
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**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".