Willowbend Center

MASTER SIGN PLAN

LAMAR MANAGEMENT
300 Hwy. 54
Peachtree City, GA  30269

Prepared by Sign & Graphic Solutions, 243 Newman Crossing Bypass, Newman, GA 30263 • 678-423-7446 • www.sgsnewnan.com

Approved by Planning Commission
Date 02-23-16
Initial David E. Post
as amended (Tenant Signs)
This Master Sign Development Plan Master Plan is being submitted according to city ordinance Sec. 66-15(14) for the shopping center known as Willowbend Center on Hwy. 54 in Peachtree City, Georgia. The layout of the Shopping Center is shown on Page 1 (cover) of this document. The Shopping Center is comprised of multi-tenant parcels each of which are separately developed with the intent of signage discussed in this Master Plan.

This Master Plan is intended to control the overall number and size of allowable signs that would normally be requested by users within the Shopping Center. This plan establishes a quantity and sign area limit of the freestanding signs and wall signs for the overall development. Additionally by applying this Master Plan to the entire Shopping Center there will be a sense of architectural continuity creating an upscale look.

1. Monument Sign

The Monument sign that will face Hwy. 54 will be placed in exact position as the existing double-sided post and panel sign is set (See Exhibit 1 on cover for plot placement and Exhibit 2 for digital rendition). This will remain outside of any utility easement.

MONUMENT SPECIFICS:

Sign will be constructed out of durable, lightweight, expanded polystyrene foam and are sprayed with Poly-Armor™ hard coat that makes the monument signage impervious to rot, termites and moisture. Sign is then covered with 100% aggregated acrylic stucco finish.

Color: Benjamin Moore Linen White (I-70)
Accent color: Black
Size: 120" X 60" - 50 sq. ft.

TENANT INSERT SPECIFICS:

Tenant plaques will be 1/4" polymetal with black vinyl lettering for current tenants and red vinyl for SPACE AVAILABLE sites.

Color: White background
Size: 2.5" X 36"
Text: 2" cut vinyl letters
2. Directional Sign

The directional sign that sits in front of the only two-story building on the property is block sign with a 32" x 48" metal sign insert lettered with white vinyl.

This shall be the only directional sign that will be on the property to list the Retail space on each level.

Sign shall remain the same. If replaced, the same materials shall be used.
3. Tenant Signs

As to each Retail Space for small shop users, the occupant shall be permitted for and install once only one wall sign on the front or back wall of the Retail Space above the space vertically and horizontally or above the entrance door.

A wall sign shall consist of an unlit, routed PVC or aluminum painted sign and shall be mounted flush with the wall of the building to which such sign is affixed. The background color and logo/font color must be consistent with below specs. (See exhibit 4 for current signage of which design will be the same, but will be in the specified colors.)

The wording of the wall sign shall be limited to the name and/or identifier (logo) of the business conducted by the tenant in the Retail Space provided that the use of corporate crests or shields or insignia will be permitted. The wording and logos are subject to Landlord’s prior written approval of specifications and drawings.

No other signs shall be painted or affixed on the exterior of the masonry walls, roof or any other surfaces of the premises.

No sign shall be erected on the roof or parapet of the premises, unless there is not ample space to hang the wall sign.

No sign shall be erected until written specifications and drawings of such sign are first approved in writing by Landlord.

All wall signs erected by the occupant of a Retail Space shall be erect at occupants own risk and expense and shall be in accordance with applicable law, codes and ordinances which shall control should there be a conflict with this master plan. Sign maintenance is the responsibility of the occupant of each Retail space and signs should be kept in clean, professional, condition.

Size: 24” x 96” depth with 3” radius rounded corners
Face Color: White
Font: Black
Logo/insignia: One color only (if desired by occupant)