


## 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~~ <sup>height</sup>. 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 B &?!£\$(&#%'

Wall Sign Criteria - continued  
Peachtree City Marketplace

- Acceptable paint colors for the letters are as follows:
  - Sherwin Williams SW2909 - Redwing RED
  - Sherwin Williams SW2940 - BridgePost BLUE
  - 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

Tannis: 1/21/2000  
Looks good to me.  
OK J. Peterson  
PATRICK

**COMPUTERS**

**CLOTHING**

**BOOKS & MUSIC**

**VIDEOS**

SAMPLE SIGNAGE COLOR SCHEMES ●

PANTONE 5535 C  
15 pts PANTONE Green 68.2  
1 pt PANTONE Warm-Red 4.5  
6 pts PANTONE Black 27.3

PANTONE®

PANTONE®

PANTONE 5535 C  
15 pts  
1 pt  
6 pts  
PANTONE Green 682  
PANTONE Warm Red 44  
PANTONE Black 273

Palais White

SW 2429

Bridgeport

SW 2940

370

Redwing

SW 2909

**COMPUTERS**

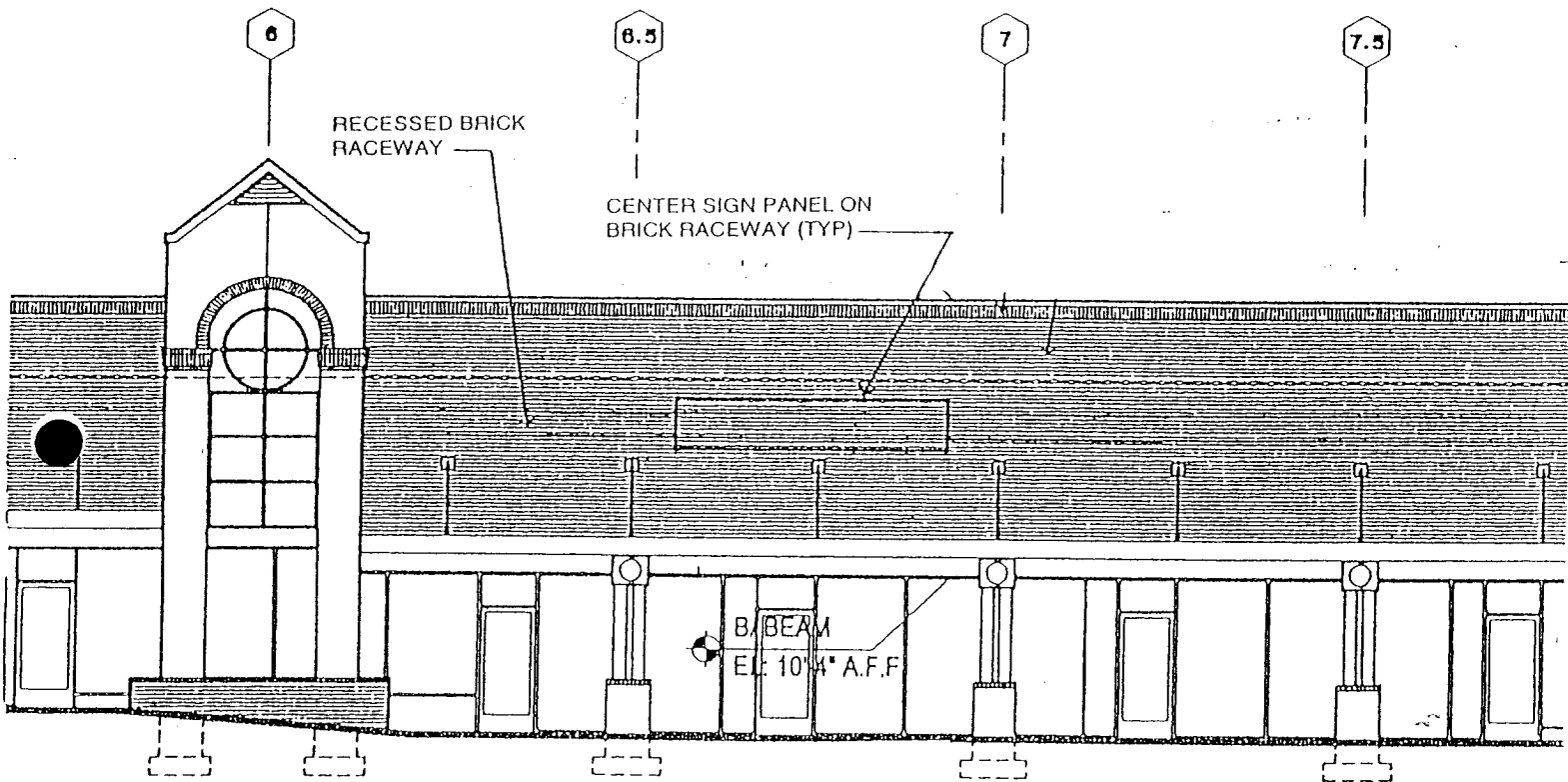
**CLOTHING**

**BOOKS & MUSIC**

**VIDEOS**

SAMPLE SIGNAGE COLOR SCHEMES

EXHIBIT "I" CONT.  
TENANT SIGN CRITERIA



SKETCH B



Trace & Space

Andico

Manufacturers of Architectural Interior and Exterior Signage

A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z

&1234567890

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
&1234567890

A B C D E F G H I J K L M &12345  
N O P Q R S T U V W X Y Z 67890

HELVETICA MEDIUM 2004

Height	1	2	3	4	5	6	8	10	12	15	18	20	24	30
ascender	13.0	15.0	17.0	19.0	21.0	23.0	27.0	33.0	39.0	48.0	57.0	66.0	81.0	99.0
stroke width	3.0	3.5	4.0	4.5	5.0	5.5	6.5	7.5	9.0	10.5	12.0	13.5	16.5	19.5
depth	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4

Font: Helvetica - Medium

Weight: Medium

Trace & Space

Andco

Manufacturers of Architectural Interior and Exterior Signage

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

&1234567890

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

&1234567890

abcdefghijklmnopqrstuvwxyz &12345  
abcdefghijklmnopqrstuvwxyz 67890

HELVETICA MEDIUM 2004 LC

height	3 & 2	5 1/2 & 4	8 1/2 & 6	11 & 8	14 & 10	17 & 12
average width	1.34	1.12	1.12	1.12	1.12	1.12
average width	2.16	1.8	1.815	1.84	2.12	2.34
depth	1/4	3/8	3/8	1/2	1/2	3/4

cast aluminum bronze



Trace & Space

Andco

Manufacturers of Architectural Interior and Exterior Signage

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 &

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 &

abcdefghijklmnopqrstuvwxyz

1234567890 &

OPTIMA SEMIBOLD 120 LC

Height	3.316	4.2	4.14	2.34	5.38	6.4	9.16	6.38	6.55	10.34	8.7
Average width	2.36	2.78	3.14	3.56	4.14	4.78	5.34	5.34	5.34	7.18	7.18
Stroke width	1/4	3/8	1/2	5/8	3/4	7/8	1.04	1.04	1.04	1.34	1.34
Cap height	5.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8
Material	cast aluminum										

Trace & Space

Anaco

Manufacturers of Architectural Interior and Exterior Signage

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890 &

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890 &

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890 &

OPTIMA SEMIBOLD 120

height	3	4	6	8	10	12	14	16	18	24	30	35	47
average width	3.4	3.8	5.5	7.1	9.1	10.3	12.5	14.3	16.1	21.5	27	32.5	43.4
stroke width	1.2	1.5	2.1	2.8	3.4	4.1	4.8	5.5	6.2	8.1	10.1	12.1	15.6
depth	3.1	3.4	4.8	6.2	7.6	8.9	10.3	11.7	13.1	17.4	21.7	26	33.4
material	cast aluminum												
	welded aluminum												



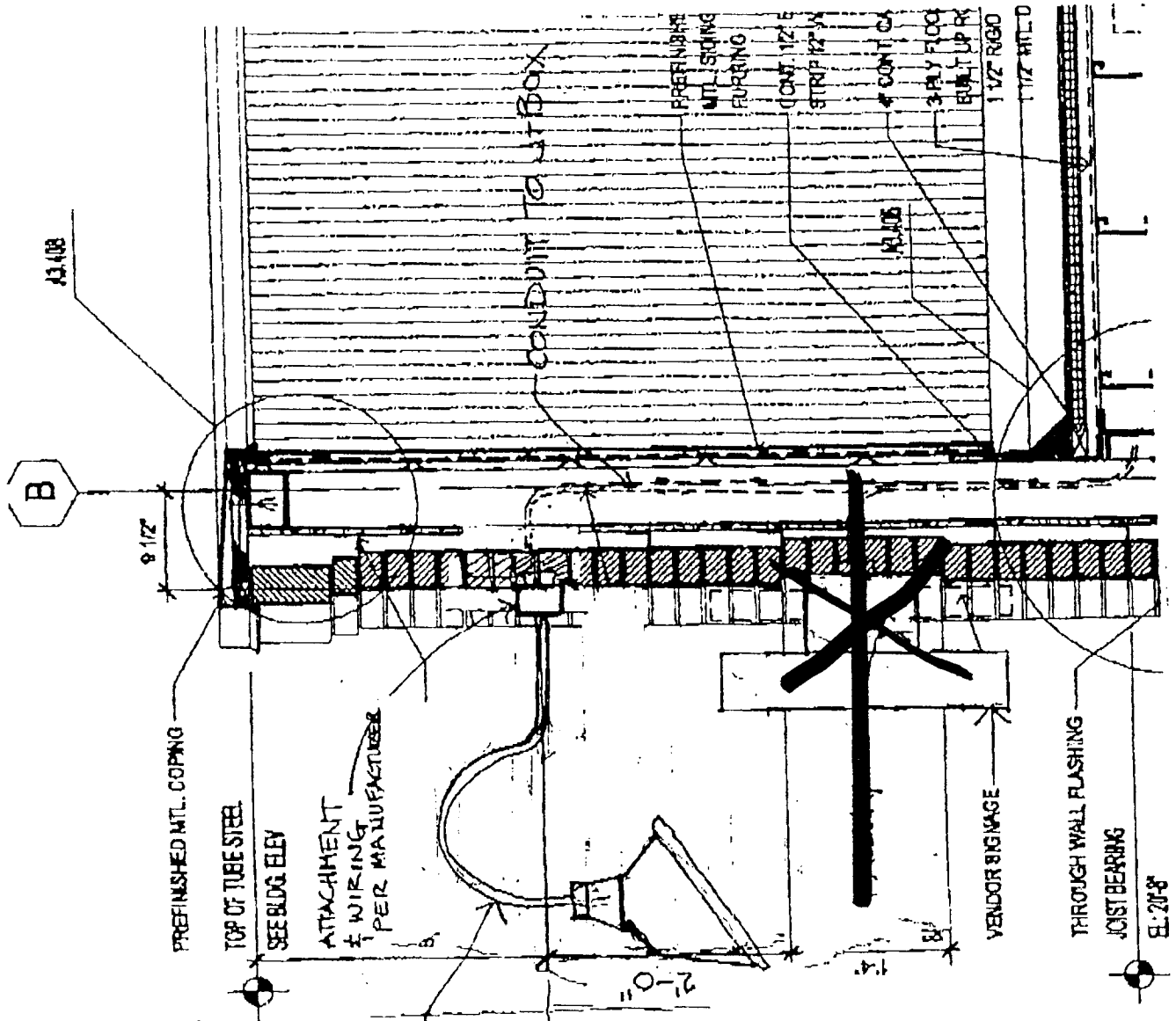
Lighting diagram on 14 -

# OPTION "A"

BCW WALL CANOPY  
W/BALLAST  
COLOR G-5  
MOUNTING  
HT. OF LAMP

FINISHED (GALVALUME)  
SIGNING ON 7/8"  
1/2" EXT. PLYWOOD  
12" WIDE  
VT. CANT STRIP (TYP)

FLOOD COAT  
UP ROOF OVER  
RIGID INSUL. ON  
MTL. DECK



EL: 20'-8"



PIEPER  
O'BRIEN  
HERR  
ARCHITECTS

CONSTRUCTION  
FOR  
RELEASED

REV. NO. DATE DESCRIPTION

JDN SHOPS  
AT PEACHTREE CITY, GA  
PROJECT NO.  
9804020  
DATE  
07-12-91  
SHEET TYPE  
SIGNAGE  
LIGHTING

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