

**Kedron Village Expansion  
Sign Program**

DATE 01-07-05  
INITIAL David E. Bart

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.

*pursuant to final site plan approval letter dated 01-07-05*

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 from 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 (1-½) 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 (2-½) 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.

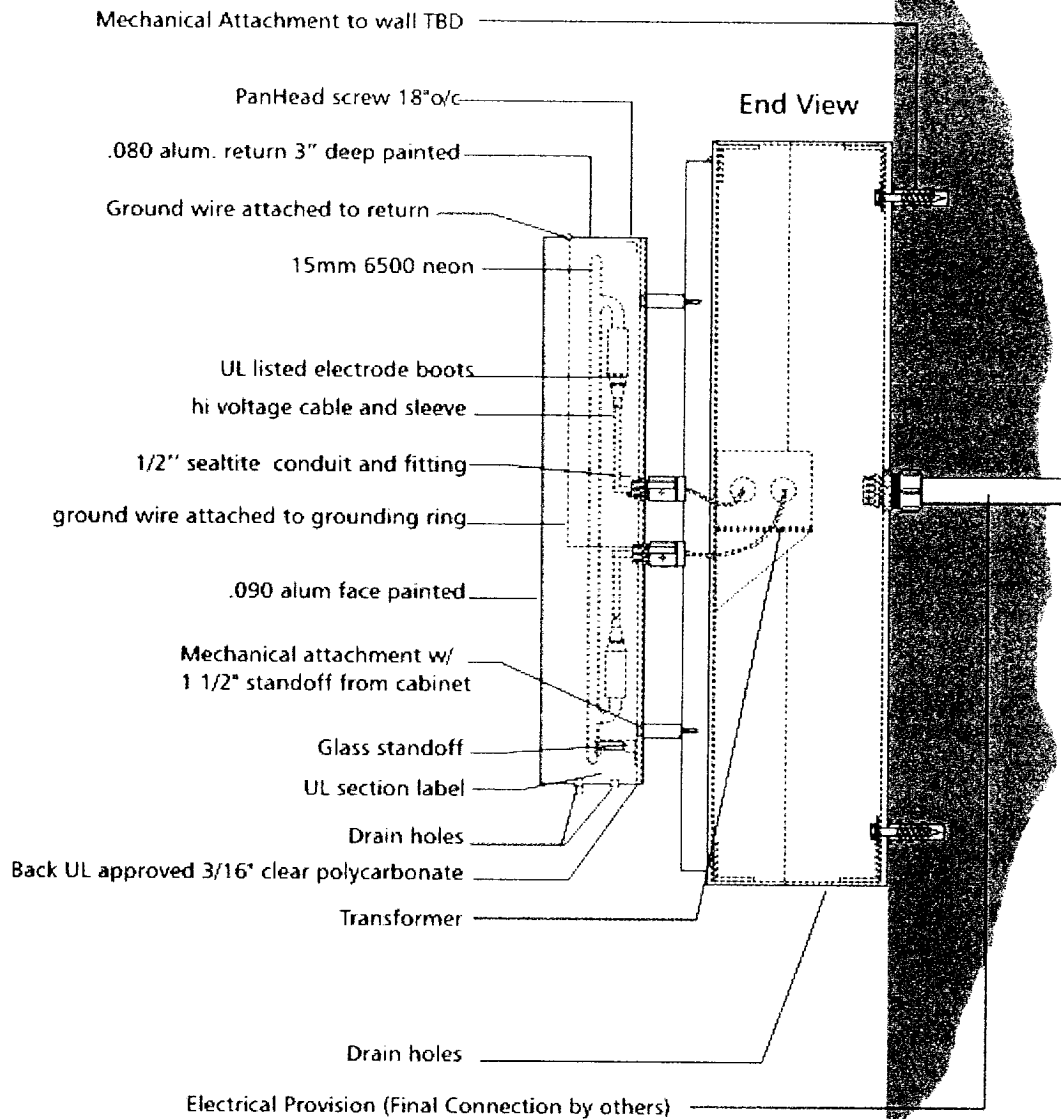
- V. LETTERS & ELECTRICAL: Individual, halo-illuminated reverse channel letters mounted directly to the building façade or sign cabinet. Letters to consist of a painted aluminum return face, both of which are to be painted the same color. Individual letters shall be halo illuminated by 15mm neon tubing.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



- 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**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**Windsor**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**Humanist 521 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**Goudy Old Style Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

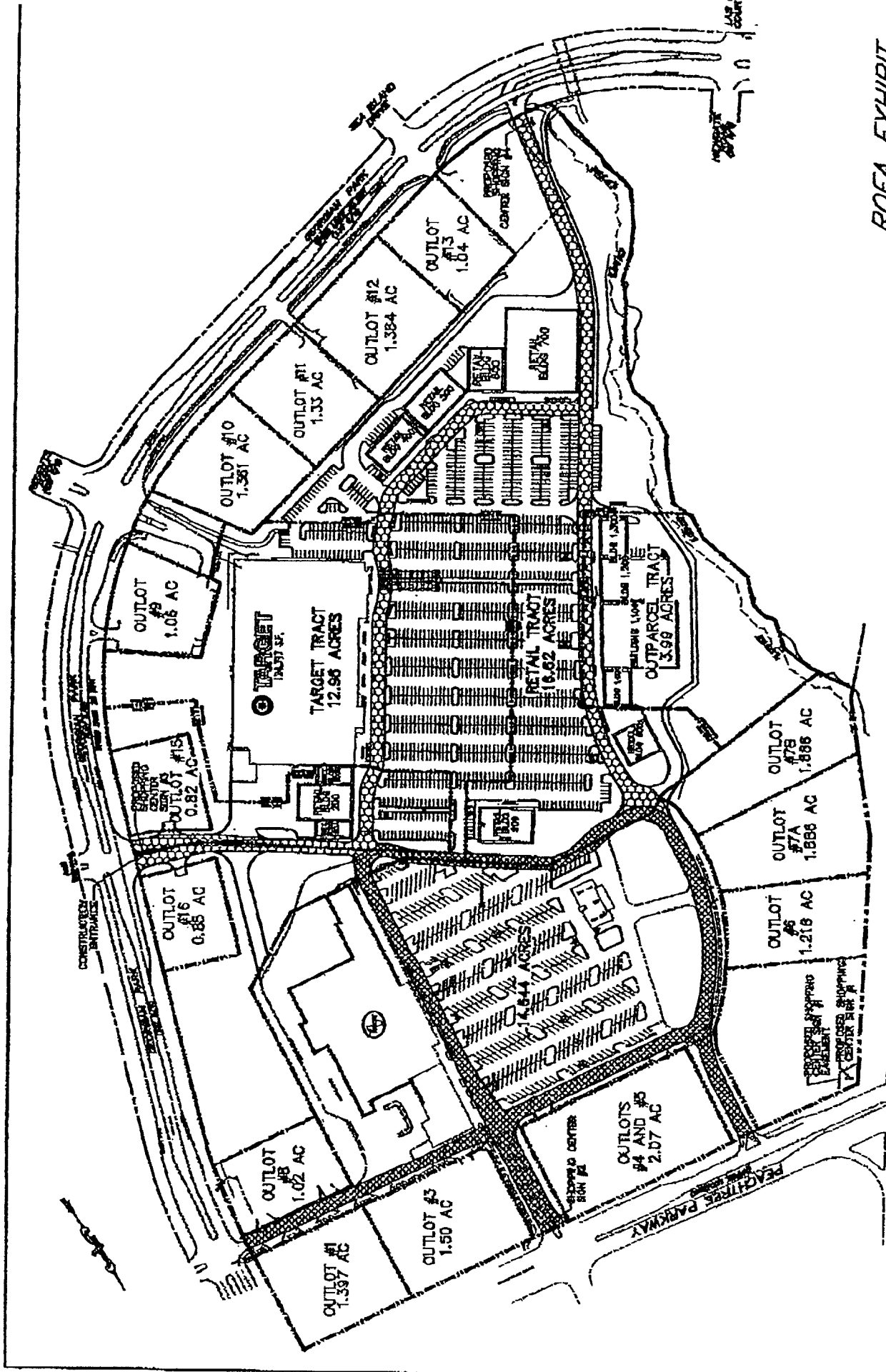
**Bookman Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**Avant Garde Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**





**ROEA EXHIBIT**  
01/4/05

GEORGIA ST. RT. 74

SHOPPING CENTER ACCESS DRIVES  
RETAIL ACCESS DRIVES

NO. 77	NO. 78	NO. 79	NO. 80	NO. 81	NO. 82	NO. 83	NO. 84	NO. 85	NO. 86	NO. 87	NO. 88	NO. 89	NO. 90	NO. 91	NO. 92	NO. 93	NO. 94	NO. 95	NO. 96	NO. 97	NO. 98	NO. 99	NO. 100	

RELIANT, GURLEY & ASSOCIATES, INC.  
CONSULTING ENGINEERS  
1000 COUNTY ROAD 100, SUITE 100  
DUBLIN, GA 31024  
PHONE: (770) 482-1000 FAX: (770) 482-1001  
WWW.RELIANTGURLEY.COM  
KEDDWAY PAVING EXPANSION

## Chuck Borysiak@Atlanta

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**From:** David Rast [drast@ptcgovernment.org]  
**At:** Friday, May 27, 2005 1:21 PM  
**To:** Chuck Borysiak@Atlanta  
**Subject:** Blade signage

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.