

1. GENERAL

1.1 Introduction

- 1.1.1 The Wilshire Pavilion Material and Signage Guidelines have been developed for use by all tenants and properties within the development. The goal of these guidelines is to maintain a consistent theme and ensure an aesthetically pleasing environment.
- 1.1.2 Each tenant and property within the development is required to use this information for preparation of final building material selections and signage provisions.

1.2 General Materials Criteria

- 1.2.1 The Wilshire Pavilion Materials and Signage Guidelines describe the materials and color selection palette from which individual structures are to be designed. Use of these selections will ensure continuity throughout the development without compromising design flexibility.

1.3 General Signage Criteria

- 1.3.1 The Signage criteria have been developed with the goal of achieving eye-catching, creative, sign designs without allowing disorganized visual clutter.

1.4 Zoning Conformance and Local Design Review

- 1.4.1 Material selections and signage by individual users are subject to conformance with local zoning regulations and approval of the relevant local design review board or other plan review entity.



Publix Canopy & Shops

Wilshire Pavilion - Peachtree City, GA

Columbia Properties, Inc.

MATERIALS & SIGNAGE GUIDELINES

General Design Criteria

9 July 2001



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2. MATERIALS DESIGN CRITERIA

2.1 Introduction

- 2.1.1 The Wilshire Pavilion Material and Signage Guidelines have been developed for use by all tenants and properties within the development. The goal of these guidelines is to maintain a consistent theme and ensure an aesthetically pleasing environment.
- 2.1.2 Each tenant and property within the development is required to use this information for preparation of final building material selections and signage provisions.
- 2.1.3 The materials palette, signage colors and signage font can be found on Page 4, Materials Samples, of this package.



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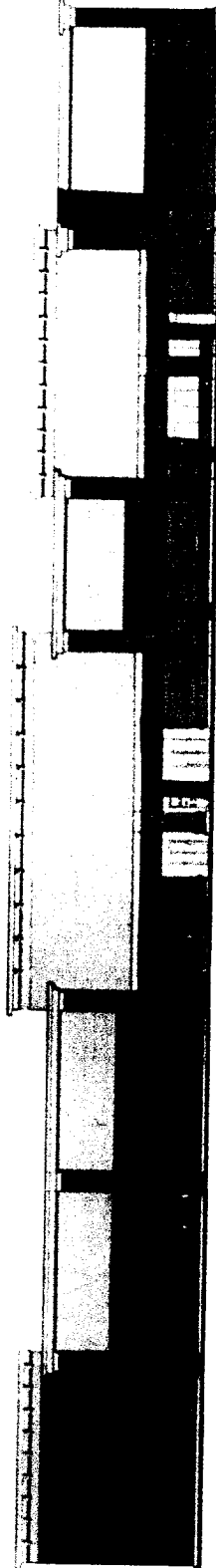
MATERIALS & SIGNAGE GUIDELINES

Materials Design Criteria

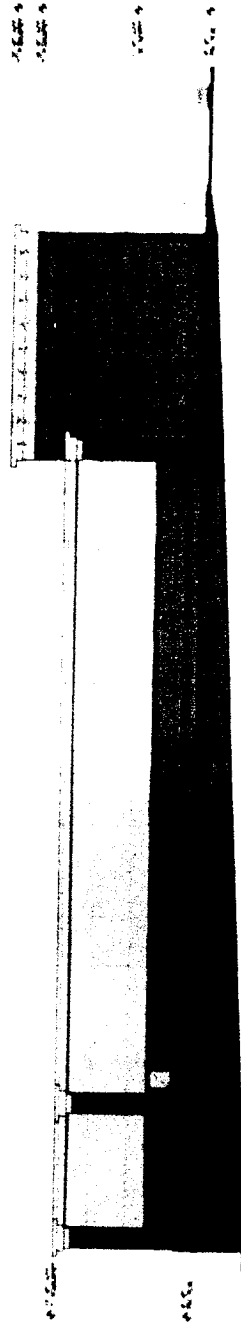
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Publix Front Elevation



Publix Side Elevation



Retail Shops Front Elevation



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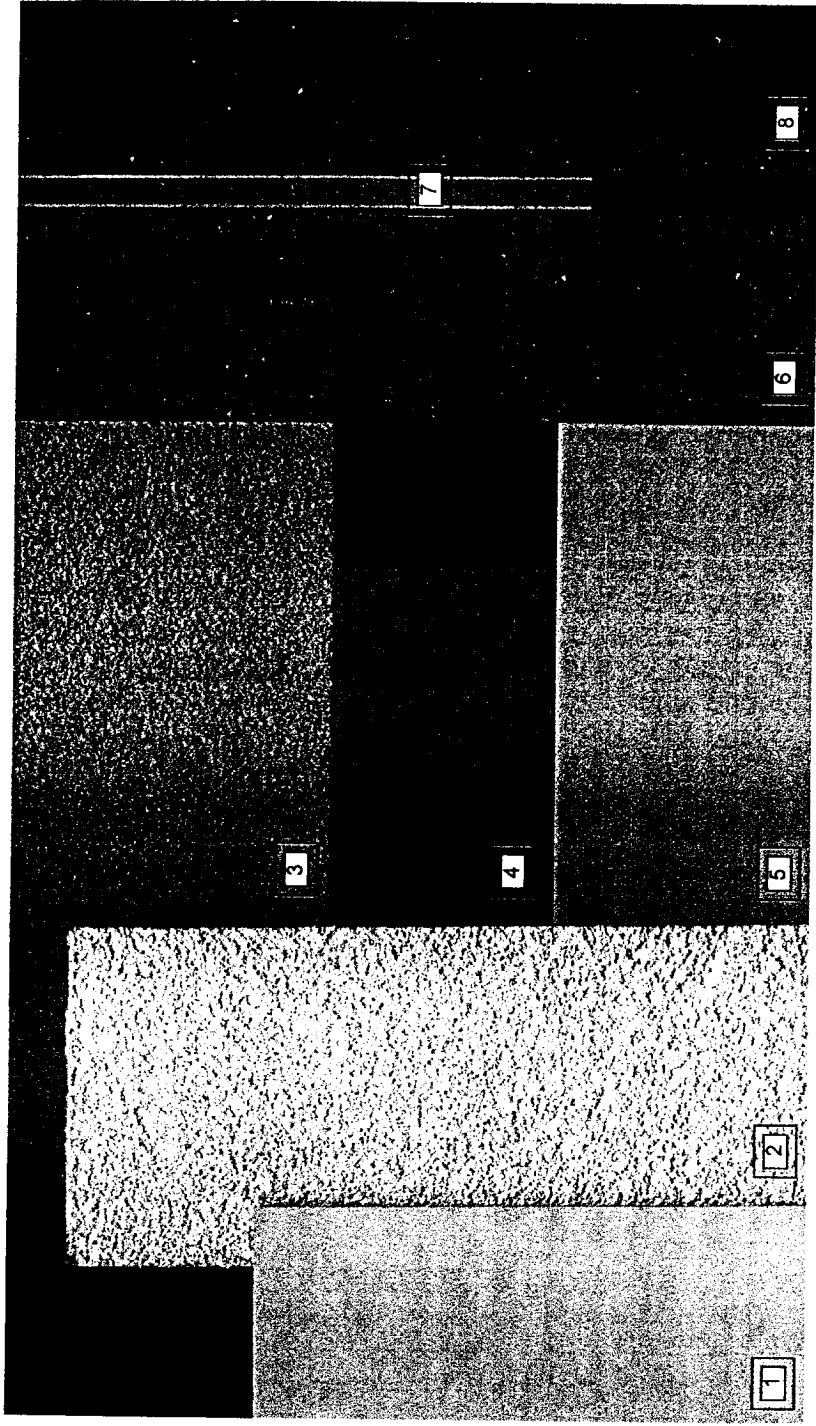
MATERIALS & SIGNAGE GUIDELINES

Building Elevations

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Materials for Center

- 1 METAL COPING - BERRIDGE PARCHMENT
- 2 CORNICE - FINESTONE EIFS 'STARBRIGHT'
- 3 EIFS - FINESTONE 'VANILLA'
- 4 METAL CANOPY - BERRIDGE 'HEMLOCK GREEN'
- 5 STOREFRONT - CLEAR ANODIZED ALUMINUM

Characteristics for Signage

- FONT STYLE:**
HELVETICA
- COLOR TYPES ON METAL SIGNAGE:**
MATCH SHERWIN WILLIAMS PAINT COLORS
- 1) WINDFRESS WHITE SW2426
 - 2) ROOKWOOD BLUEGREEN SW2811
 - 3) IRONSTONE SW2720

- 6 FIELD BRICK - BORAL 'RED'
- 7 MORTAR - BLUE CIRCLE 'LIMESTONE BEIGE'
- 8 ACCENT BRICK - BORAL 'CHOCOLATE'

NOTE: MATERIALS MAY BE USED PER ARCHITECT'S DISCRETION



MATERIALS & SIGNAGE GUIDELINES

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Materials Samples



3. SIGNAGE DESIGN CRITERIA

3.1 Primary Retail Center Identification Sign

- 3.1.1 Three primary identification signs to be provided one at each entry (Two monumental signs will have Publix & Tenants and one will have Tenants only). Refer to Peachtree Code of Ordinances, Division 3, Section 66-162 for more information.
- 3.1.2 Each primary identification sign shall not exceed 5'-6" in height. Refer to page 7 for design and description.
- 3.1.3 Primary identification signage by development and individual users is subject to local zoning regulations and approval by relevant local Design Review Board or other plan review entity.

3.2 Wall and Canopy Signs at Retail Center

- 3.2.1 Sign letters are to be in colors and font styles per schedule found on Page 4.
- 3.2.2 One canopy or wall sign is allowed per user within the retail center. All signage design and area must comply with local zoning ordinances.
- 3.2.3 The area of the wall or canopy sign shall not exceed 1-1/2 SF per linear foot of building frontage if building is less than 100 linear feet. Maximum area to be 100 SF and no sign shall exceed 60% in width of storefront width.
- 3.2.4 Lessee shall obtain all necessary permits for installation.
- 3.2.5 Lessee shall supply Lessor with a scale drawing of all signs indicating all colors and materials for Lessor's approval prior to placing an order for construction of its sign(s).
- 3.2.6 Required and encouraged elements include:
 - 3.2.6.1 No part of any sign may extend above the top of the wall or canopy.
 - 3.2.6.2 No roof mounted signs, portable trailer signs or banner signs.
 - 3.2.6.3 Maximum letter height contained in any sign shall be 24".
 - 3.2.6.4 All signs shall serve to identify the business or activity at its location.



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MATERIALS & SIGNAGE GUIDELINES

Signage Design Criteria

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- 3.2.6 Required and encouraged elements include: (Continued)
 - 3.2.6.5 The name of the business shall not be included.
 - 3.2.6.6 No signs shall be painted on walls, windows or glass doors.
 - 3.2.6.7 There shall be no going out of business, fire sale, liquidation sale, moving sale, retirement sale, closeout sale or similar signs.
 - 3.2.6.8 All signs shall be installed on the fascia of the sidewalk canopy, within the area leased to Lessee and shall not project beyond the property line of space leased to Lessee.
 - 3.2.6.9 Signs shall be centered on said fascia in accordance with the center of frontage of the area leased by Lessee.
 - 3.2.6.10 Refer to local zoning regulations and sign code ordinances for further description of wall sign criteria.



MATERIALS & SIGNAGE GUIDELINES

Signage Design Criteria

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3.4 Outparcel Identification and Building Wall Signs

- 3.4.1 The area of the wall sign shall not exceed 1-1/2 SF per linear foot of building frontage if building is less than 100' linear feet. Maximum area to be 100 SF.
- 3.4.2 The area of the wall sign shall not exceed 2-1/2 SF for each linear foot of building frontage if building is greater than 100 linear feet. Maximum area to be 150 SF.
- 3.4.3 One ground sign per site entry (entries are not closer than 250 feet). Refer to Peachtree City Code of Ordinances, Section 66-153 for size, location and calculation sign area.

3.5 Traffic Signs Within the Development

- 3.5.1 All traffic signs must comply with the standards specifications of the Georgia Department of Transportation and City Ordinances. The Owner must provide maintenance and be responsible for all such signs on the property.

3.6 Construction Signs

- 3.6.1 Construction signs shall be permitted by the local governmental jurisdiction. Size, location and design of the sign shall meet local sign and zoning ordinance requirements.
- 3.6.2 One sign shall be allowed for each subdivided tract within the development. It may be erected no earlier than 14 days prior to the beginning of construction. A valid construction permit shall have been obtained.
- 3.6.3 The sign shall be erected on the construction site. The sign shall be removed within 30 days following the completion of the building or buildings.



PROJECT:

**WILSHIRE
PAVILION**

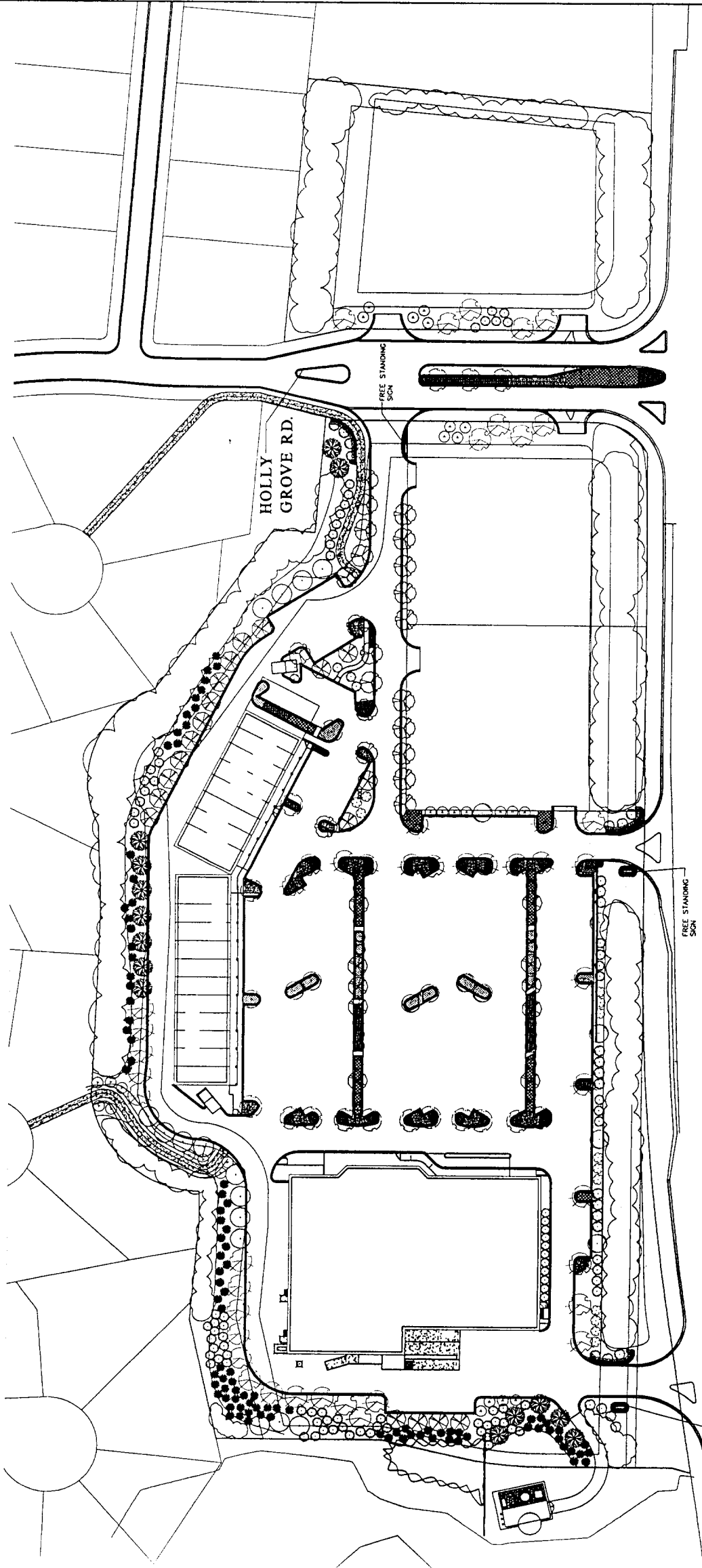
LAND LOTS, 29
5TH DISTRICT,
FAYETTE COUNTY, GEORGIA
PEACHTREE CITY, GA.

FOR:

**COLUMBIA
PROPERTIES**

1355 TERRELL MILL RD.
BLDG 1478, SUITE 200
MARIETTA, GA. 30067
(770) 953-6262

REVISIONS



GA HWY. 74
(100' R/W)

FREE STANDING
SON

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