

Signage Specification Manual

H&A Project # 17-129

June 10, 2020

The Shops of Senoia Village

GA State Road 16 at GA State Road 85,
Senoia, Georgia

Owner / Developer:

Senoia Grocery, LLC
1958 Monroe Drive, NE
Atlanta, Georgia

HISCUTT & ASSOCIATES, INC.

ARCHITECTURE

3625 Brookside Parkway - Suite 395
Alpharetta, Georgia 30022-1465
770. 753.8787

GENERAL CRITERIA

The purpose of this manual is to define and specify all exterior signage criteria for all shops at The Shops of Senoia Village. This manual is developed as a guideline for all tenant signage in order to complement the overall design concept of the center. These guidelines will ensure identification of the signage while producing a coordinated, complementary graphic image for the entire center.

Each tenant is allowed one Primary Sign Unit, one Secondary Sign Unit, and one Rear Door Sign. The tenant shall arrange for the design and fabrication of the signs, in conformance with the guidelines noted in this signage specifications manual. While every effort has been made to ensure this manual is in conformance with local requirements, it is the tenant's responsibility to also comply with the Sign Ordinance for Senoia, Georgia.

All sign units, including additional symbols or logos, must be submitted to the Developer for approval prior to fabrication and installation. The cost of fabrication and installation of each sign unit shall be the responsibility of the tenant. The sign company chosen by the tenant must be approved by the Developer prior to any work proceeding. Sign construction is to be completed in compliance with the instructions, limitations and criteria contained in this manual.

Major tenants, which shall be defined as tenants leasing more than 4,000 s.f., shall be allowed to deviate from the requirements of this manual but still meet local sign ordinance requirements (City of Senoia, GA. Sign Ordinance). Their signage must still be approved by the Landlord.

SPECIFICATIONS

Sign Text

The Primary Sign, and Rear Door Sign Units shall be limited to the tenant's trade name. Generic terms such as cleaners, hardware and florist are recommended copy to enhance patron identification. The Rear Door Signage will also have the street address and suite number below the tenant's name.

Typography

Individual letters shall be used on the Primary Signs. The type style for all Primary Signs shall be approved by the Developer. Franchise stores that use a consistent and recognizable type style shall be given special consideration. No lower-case letters will be allowed on the Primary Sign Unit unless approved by the Developer.

The style of typography for the Secondary Storefront Sign shall be as selected by the tenant, but shall be contingent upon the final approval of the Developer.

The typography for the Rear Door Signage shall be Helvetica medium.

LOCATION AND SIZE

Primary Sign Unit

The Primary Sign Unit shall consist of one approximately 24" high line of sign text of all upper-case letters (unless otherwise approved by Developer). The unit shall be directly mounted on the outside face of a ± 4" x 8" painted aluminum raceway provided by the tenant and fastened directly to the canopy framing. Interior illumination of the sign is allowed and the raceway will also act as an attachment device. (See Drawings SM-1 through SM-6). The Primary Sign Unit shall be centered between the tenant's demising walls. Each tenant sign length shall be restricted as shown on Drawings SM-1 & SM-2.

Secondary Sign Unit

The Secondary Storefront Sign Unit shall consist of painted or vinyl letters, 3" in height, located on the storefront glass, in accordance with the specifications noted on Drawing SM-6. Any deviation from these location specifications for the Secondary Sign Unit must receive prior approval from the Developer.

Rear Door Lettering

The Rear Door Sign shall have a maximum letter height of 2" located as shown on Drawing SM-6.

MATERIALS AND INSTALLATION

Primary Sign Unit

Signs shall be of individual channel letters. Interior illumination of retail shop signage is allowed. The signs shall contain plastic faces 1/8" thick and 4" metal returns. The .063 ga. aluminum returns shall be welded to the backs (.080 ga.) and all seams shall be caulked from inside prior to painting. Provide weep holes for moisture drainage. Individual letters shall be mounted directly to the face of the ± 4" x 8" support raceway provided by the tenant. The raceway is to be fastened directly to the canopy framing. All fasteners shall be concealed and non-corrosive.

Secondary Storefront Sign

This sign shall be die cut vinyl or painted letters applied to the interior glass surface.

Rear Door Lettering

The rear door lettering shall be die cut vinyl letters.

COLOR

Primary Sign Unit

The color of the plastic letter face of the Primary Sign Unit must be approved by the landlord.

The metal side return and trim cap of the letter shall be black.

The raceway shall be painted to match the STUCCO 2 that it is mounted on. Match Sherwin-Williams SW7529 "Sand Beach" for STUCCO 2.

Secondary Storefront Sign Unit

The color of the vinyl die-cut or painted letters shall be white unless otherwise submitted to and approved by the Developer. Any other colors for logos and symbols (whose use has been pre-approved by the Developer) must also be submitted for approval by the Developer.

Rear Door Lettering

The color of the vinyl die-cut letters shall be black.

APPROVAL

The Developer has absolute and final approval concerning all signage. Approval given by the Developer will not relieve any tenant from compliance with all applicable sign codes as set forth by the governing authority.

Each tenant shall meet with the Developer-approved sign company and make available to them a copy of this Signage Specifications Manual. Prior to the fabrication and installation of any signage, the Developer-approved sign company must submit to the Developer two sets of working drawings which are to contain the following minimum data:

1. Layouts of the Primary Sign Unit which detail its height, length, depth, type style, plexiglas color number, trimcap make and color number, and the color number of the return.
2. Layout of the Secondary Storefront Sign and Rear Door Lettering specifying height of copy, typestyle and color, and material to be used (painted or die-cuts).

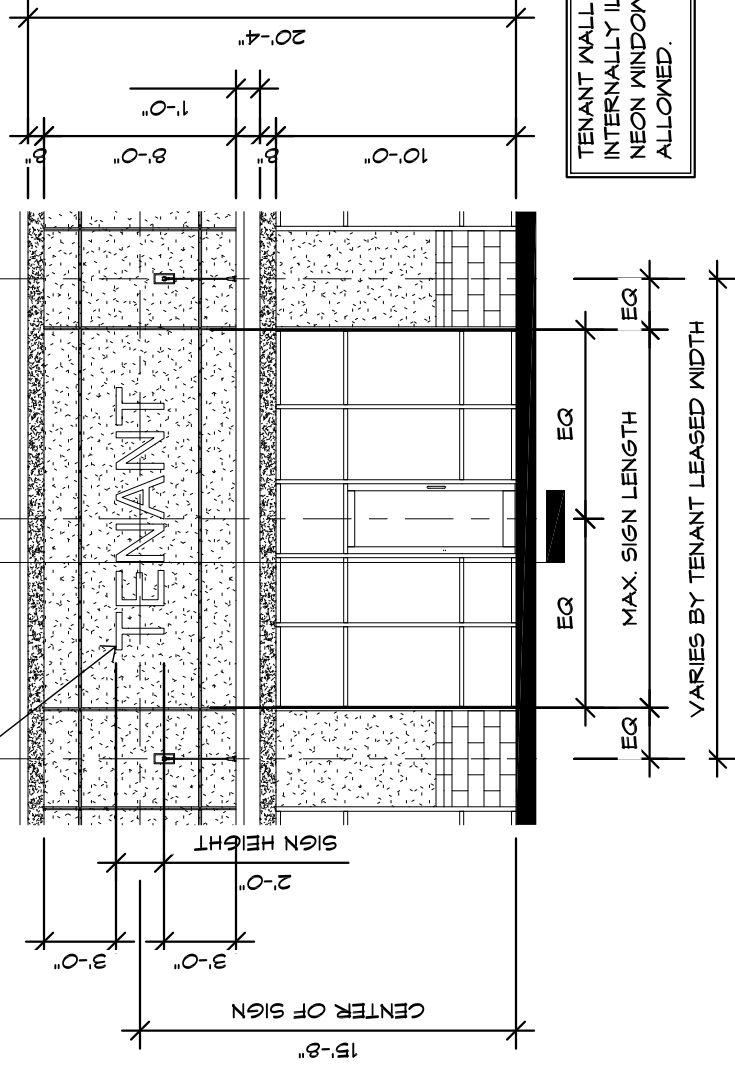
Drawings should be submitted to:

SENOIA GROCERY, LLC
ATTN: GREG EVERETT
1958 Monroe Drive, NE
Atlanta, Georgia 30324
Email: Geverett@wilwat.net

SEE
SM-3

MAXIMUM PERMISSIBLE AREA OF SIGNAGE IS 20% OF WALL AREA PER BUSINESS; MEASURED BY USING THE LEASABLE EXTERIOR WALL AREA PER BUSINESS. ONE SIGN ALLOWED PER WALL AREA

TENANT'S DEMISING WALL CENTERLINE, TYP.



TENANT WALL SIGNS SHALL BE INTERNALLY ILLUMINATED. NO NEON WINDOW SIGNS ARE ALLOWED.

NOTE:

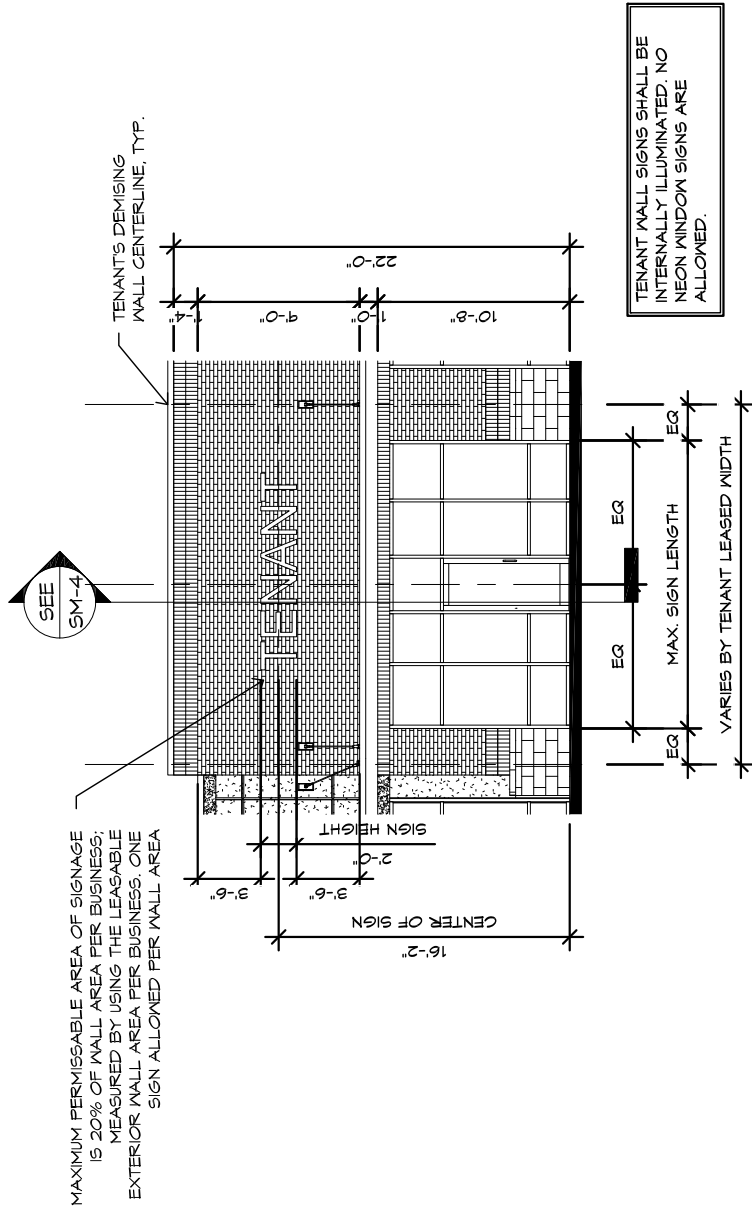
RACEWAY COLOR TO MATCH MATERIAL IT IS MOUNTED ON.

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SHEET TITLE:	
PRIMARY SIGNAGE EXAMPLE	
1/8" = 1'-0"	
PROJ NO:	DRWG. NO:
17-129	SM-1
DATE:	
6/9/20	

Shops at Senoia Village



MAXIMUM PERMISSIBLE AREA OF SIGNAGE IS 20% OF WALL AREA PER BUSINESS; MEASURED BY USING THE LEASABLE EXTERIOR WALL AREA PER BUSINESS. ONE SIGN ALLOWED PER WALL AREA

NOTE:

RACEWAY COLOR TO MATCH MATERIAL IT IS MOUNTED ON.

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SHEET TITLE:

PRIMARY SIGNAGE EXAMPLE

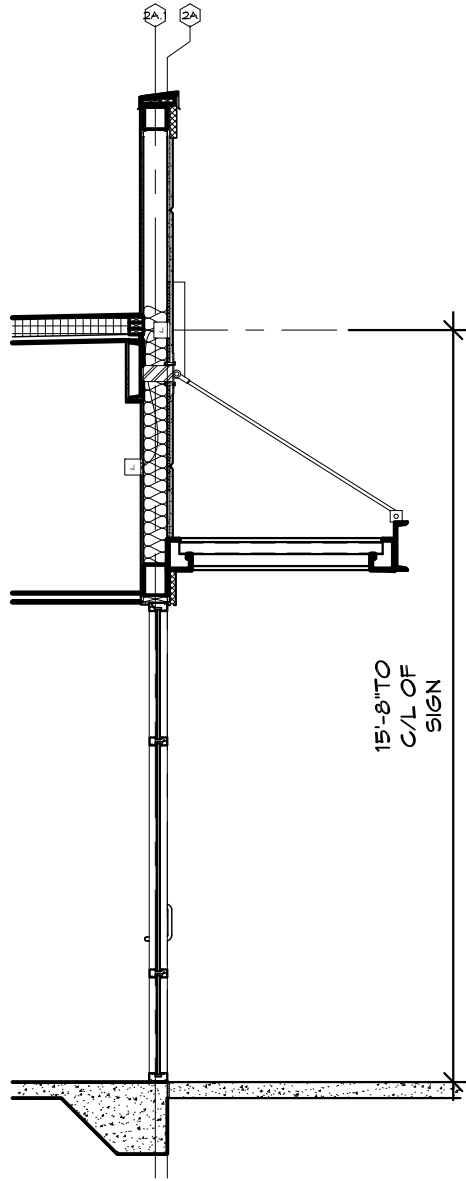
1/8" = 1'-0"

PROJ NO:
17-129

DRWG. NO:

DATE:
6/9/20

SM-2



15'-8" TO
C/L OF
SIGN

NOTE:

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SHEET TITLE:

PRIMARY
SIGNAGE
SECTION

1/4" = 1'-0"

PROJ NO:

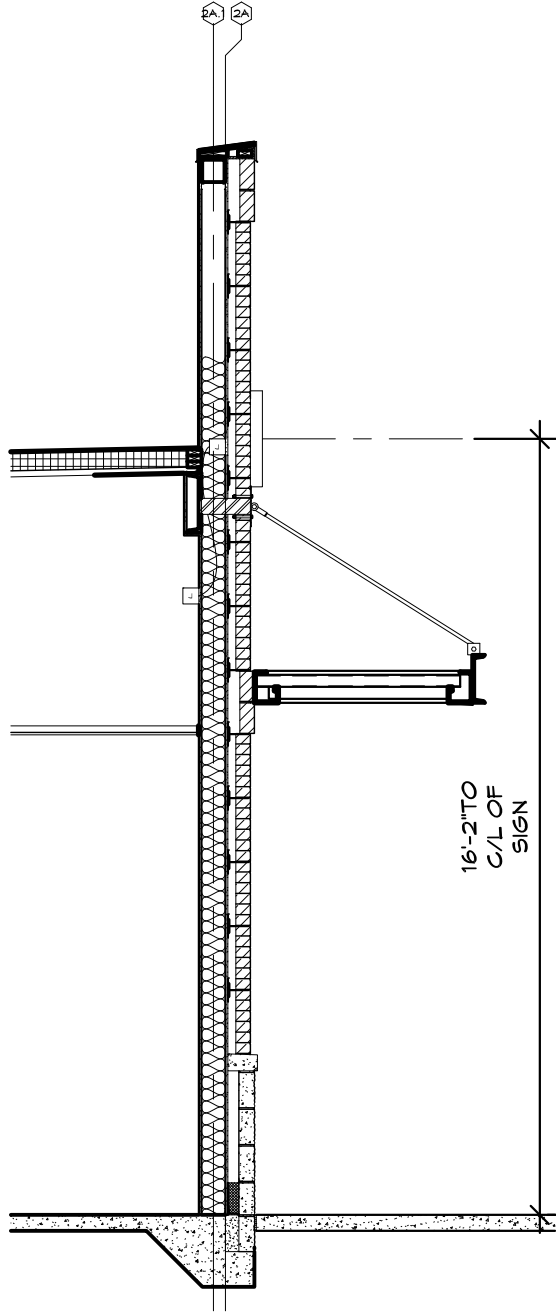
17-129

DRWG. NO:

SM-3

DATE:

6/9/20



NOTE:

RACEWAY COLOR TO MATCH MATERIAL IT IS MOUNTED ON.

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SHEET TITLE:

PRIMARY
SIGNAGE
SECTION

1/4" = 1'-0"

PROJ NO:

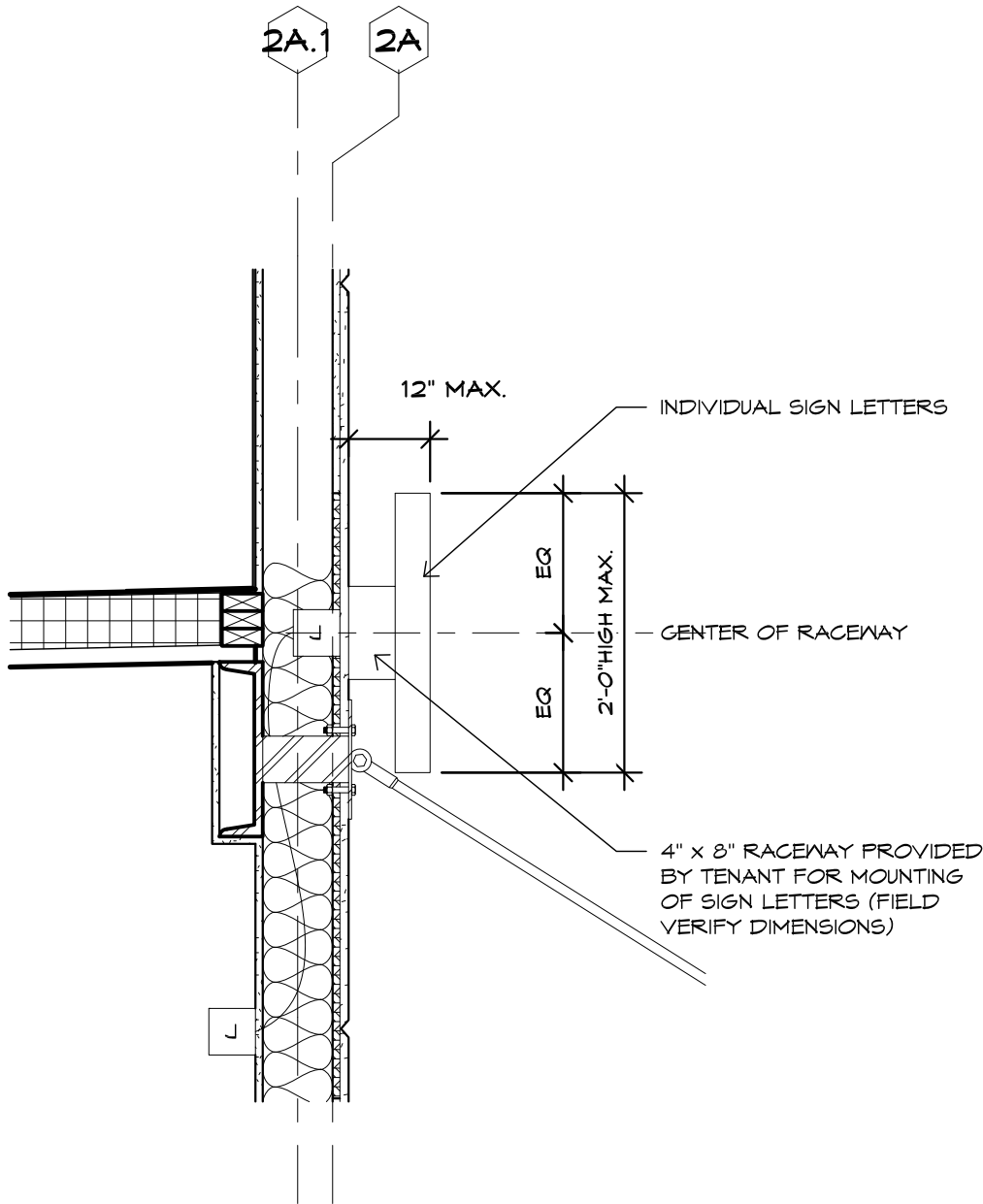
17-129

DRWG. NO:

SM-4

DATE:

6/9/20



NOTES:

RACEWAY COLOR TO MATCH MATERIAL IT IS MOUNTED ON.

MAXIMUM PERMISSABLE AREA OF SIGNAGE IS 20% OF THE APPLICABLE WALL; ONE SIGN ALLOWED PER WALL AREA

TENANT WALL SIGNS SHALL BE INTERNALLY ILLUMINATED. NO NEON WINDOW SIGNS ARE ALLOWED.

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SHEET TITLE:

PRIMARY
SIGNAGE
DETAIL

3/4" = 1'-0"

PROJ NO:

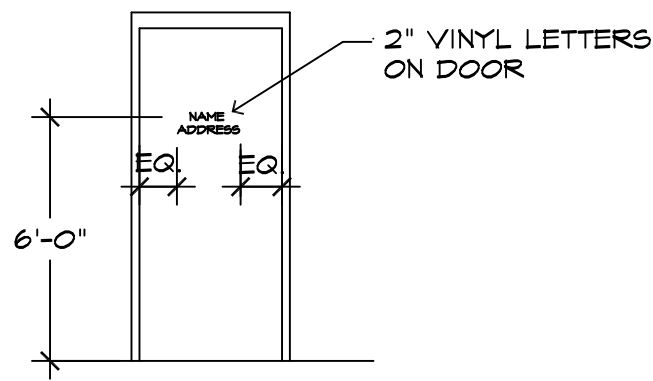
17-129

DRWG. NO.:

SM-5

DATE:

6/9/20



TYPICAL REAR DOOR

1/4" = 1'-0"



TYPICAL STOREFRONT

1/4" = 1'-0"

EACH PLACE OF BUSINESS IS ALLOWED A WINDOW SIGN THAT SHALL NOT EXCEED A MAXIMUM OF FIFTEEN (15) PERCENT OF THE TOTAL WINDOW AREA.

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SHEET TITLE:
SECONDARY SIGNAGE EXAMPLE

PROJ NO: 17-129	DRWG. NO.:
DATE: 6/9/20	SM-6