

MASTER SIGNAGE CRITERIA  
Stonebridge Village  
Flowery Branch, Georgia

SECTION I

**(General Criteria for all Tenants or Occupants other than Major Anchors)**

As per Exhibit "E", Section III, (d) of Tenant's Lease, the expense of supplying and installing signage shall be the Tenant's responsibility and must be in accordance with the sign criteria as provided by the Landlord.

However, the Landlord also reserves the right to have all signs installed by a sign company selected by the Landlord at Tenant's expense. The Tenant will then pay directly to the Landlord, on demand by the Landlord, the cost of said signage. (This option, if selected, will be specified in the Lease).

The Tenant at Tenant's expense, shall design, permit, construct and install only signs that are approved by Landlord and the City of Flowery Branch, Georgia, in areas designated by Landlord, which may include the front, side and/or rear of Tenant's bay (if applicable) and the under canopy area in front of Tenant's bay all in accordance with the following:

- A. All sign plans must be submitted to the Owner/Landlord for approval prior to installation and permit submittal. Submit two (2) sets of shop drawings for approval including elevation layout (superimposed on the building elevation facade) and cross section details. Approval given by the Landlord/Owner does not relieve Tenant from his obligation to comply with all applicable signage codes as set forth by the City of Flowery Branch, Georgia.
- B. Signage design will be in accordance with the attached Master Signage Criteria.
- C. Box or plaque type signs will not be permitted.

- D. Insignias or trademarks contained within the sign area may be permitted if (in Landlord's opinion) proper relationship is achieved with the overall Shopping Center design concept. Landlord's decision will be final.
- E. All materials are to be listed on shop drawing submittals showing dimensions of the sign band and fascia area, letter sizes, storefront or bay frontage, thickness of materials, colors, illumination levels, a section through the canopy and sign elements, etc.
- F. The sign contractor must submit for approval the method of installation for all signs. It will be the contractor's responsibility to include the steel hangers, bracing, anchors, conduit, mounting grounds, electrical wiring, time clock and connections as required. Landlord to provide a conduit from Tenant's Lease Space to a junction box in the sign canopy area. All exterior signs to be installed with non-corrosive fasteners. All transformer raceways to be concealed behind facade. CAUTION MUST BE EXERCISED FOR ELECTRICAL INSTALLATION ADJACENT TO ANY WOOD STRUCTURE.
- G. At the rear of the center, only the delivery door will be permitted to be lettered.
- H. Flashing or moving lights, neon and/or illuminated show window signs will not be permitted.
- I. No penetrations through the roof membrane, cant. strip or flashing areas will be allowed. Contractor must review the existing sign band condition (if applicable) to determine the appropriate location for any penetrations through the sign band/parapet wall in order to avoid the roof membrane and/or wall flashing areas.
- J. Contractor is responsible to protect all finished areas adjacent to the signage to be installed and shall immediately, upon completion, properly clean and restore any affected areas to their prior, existing condition.

## **SECTION II**

### **(General Criteria for Major Anchor Tenants) (i.e.; Home Depot, Target, and Kohls)**

The Major Anchor Tenant Signs shall be subject to approval by the Landlord and permit requirements of the City of Flowery Branch, Georgia and designed as indicated on attached Exhibit "A" (General Site Signage Plan) and Exhibit "B" (Major Anchor Tenant Signage Plan).

## **SECTION III**

### **(General Criteria for Outparcel Tenants) (i.e.; Outparcels #1-5)**

The Outlot Tenant Signs shall be subject to approval by the Landlord and permit requirements of the City of Flowery Branch, Georgia and designed as indicated on attached Exhibit "A" (General Site Signage Plan).

## **SECTION IV**

### **(General Criteria for Junior Anchors or Tenants 18,000 sq ft GLA Minimum) (i.e.; Ross, TJ Maxx, Petsmart and Office Max)**

The Junior Anchor facia signs shall be subject to approval by the Landlord and permit requirements of the City of Flowery Branch, Georgia, and

- A. Facia signs will be permitted for each Junior Anchor Tenant with a maximum length not to exceed sixty (60%) percent of the length of the signage area on the canopy entrance facade.
- B. Tenant signage to be channel, white neon-illuminated individual aluminum letters (.063 gauge) attached to the front entrance canopy facade, within Landlord designated signage areas.

Continued on next page

Finish shall be an E.S.P. color to match Sherwin Williams "Kaffee" SW6104 or the EIFS façade color of the signage area as determined by the Landlord. The plexiglas face color shall adhere to one of the following:

|        |   |                 |
|--------|---|-----------------|
| Red    | - | Acrylite #211-1 |
| Green  | - | Acrylite #506-0 |
| Blue   | - | Acrylite #605-0 |
| Orange | - | Acrylite #303-0 |

Note:

1. All jewelite trim shall match the sign face color.
  2. "National" or "Credit" Tenants may be allowed to incorporate custom logos, letter styles and/or color(s) specifically identified with their registered trademark signage or nationally recognized logo at the sole and absolute discretion of the Landlord and in accordance with the City of Flowery Branch Signage Code and approved Master Signage Criteria for this project.
- C. Maximum size of letters or lettered area to be 60". Maximum length of sign shall be determined by the formula previously outlined in Paragraph "A".
- D. A minimum forty (40%) percent total margin must be maintained.
- E. All copy (letter-style) to be "Helvetica Medium uppercase" only, unless otherwise approved by Landlord.
- F. All Tenant signs shall conform to the same centerline and alignment within the sign band area designated by Landlord.
- G. All required signage plans must have the Landlord's written approval prior to permit submittal to the City of Flowery Branch and installation.

- H. All electrical wiring to run through sign facia in waterproof casing to meet applicable electrical and/or fire codes (no face jumping allowed).
- I. Floodlights or high output lamps will not be permitted for sign illumination. Maximum level of illumination must not exceed ½ foot candle per one square inch of the sign. Illumination levels must be consistent and should be indicated on the required sign drawings.
- J. Temporary signs including banners, balloons, flags, etc. are not permitted, particularly grand opening signage or displays without the prior written approval of Landlord which may be withheld in Landlord's sole and absolute discretion.

**SECTION V**

**(General Criteria for In-line Retail Shoppes or Tenants)**

The individual Tenant facia signs shall be subject to approval by the Landlord and permit requirements of the City of Flowery Branch, Georgia, and

- A. Facia signs will be permitted for each Tenant with a maximum length not to exceed (\*) percent of the individual Tenant lease space. Maximum copy area for a facia sign shall not exceed 1.5 square feet for each linear foot of tenant space frontage or storefront. All signs must be proportionately sized (with proper margins top and bottom and end to end) to fit within the designate signage façade area which proportions shall be reviewed and approved by Landlord at the time of Tenant's submittal at Landlord's sole and absolute discretion.

|     |                        |       |
|-----|------------------------|-------|
| (*) | .Less than 3,000 SF    | (75%) |
|     | .3,001 - 5,000 SF      | (75%) |
|     | .5,001 - 10,000 SF     | (70%) |
|     | .10,001 SF - 17,999 SF | (65%) |

- B. Tenant spaces with more than one (1) frontage may be entitled to additional

signage subject to the discretion of Landlord and as allowed by the City's Code. The allowable areas of any sign shall adhere to the requirements of the preceding paragraph "A" and will be subject to the Landlord's approval.

- C. Tenant signage to be channel, white neon-illuminated individual aluminum letters (.063 gauge) attached to the front fascia wall or predetermined raceway locations within Landlord designated areas. Finish for channel letter returns and raceways shall be an E.S.P. color to match Landlord's predetermined Sherwin Williams colors which coincide with each Tenant's corresponding EFIS or Brick signage facades.

The plexiglas face color shall adhere to one of the following:

|        |   |                 |
|--------|---|-----------------|
| Red    | - | Acrylite #211-1 |
| Green  | - | Acrylite #506-0 |
| Blue   | - | Acrylite #605-0 |
| Orange | - | Acrylite #303-0 |

Note:

- 1. All jewelite trim shall match the sign face color.
  - 2. "National" or "Credit" Tenants may be allowed to incorporate custom logos, letter styles and/or color(s) specifically identified with their registered trademark signage or nationally recognized logo at the sole and absolute discretion of the Landlord and in accordance with the City of Flowery Branch Signage Code and approved Master Signage Criteria for this project.
- D. Maximum size of letters to be (\*). Maximum length of sign shall be determined by the formula previously outlined in Paragraph "A".
    - (\*) For Tenants less than 3,000 SF - (24") with maximum length of sign determined by the formula outlined in paragraph "A" but maintaining a (25%) total spacing margin at the ends of the corresponding signage area.

For Tenants at 3,001 SF - 5,000 SF (30") with maximum length of sign determined by the formula outlined in paragraph "A" but maintaining a (25%) total spacing margin at the ends of the corresponding signage area.

For Tenants at 5,001 SF - 10,000 SF (36") with maximum length of sign determined by the formula outlined in paragraph "A" but maintaining a (30%) total spacing margin at the ends of the corresponding signage area.

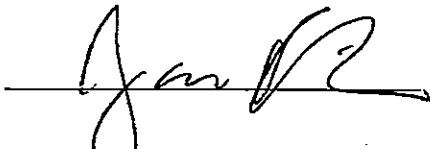
For Tenants at 10,001 SF - 17,999 SF (48") with maximum length of sign determined by the formula outlined in paragraph "A" but maintaining a (35%) total spacing margin at the ends of the corresponding signage area.

- E. Retail Building(s) A3 and A4 tenants may submit permit applications (with Landlord's prior written approval) to install a reverse-channel wall plaque type sign (one per Tenant) at the rear of their space in accordance with the elevation detail by Randall Paulson Architects (dated 3/19/08) attached hereto as Exhibit "D."
- F. All copy (letter-style) to be "Helvetica Medium uppercase" only, unless otherwise approved by Landlord.
- G. All Tenant signs shall conform to the same centerline alignment with other adjacent Tenant signs and within the sign band area designated by Landlord.
- H. All required signage plans must have the Landlord's approval prior to permit submittal to the City of Flowery Branch and installation.
- I. All electrical wiring to run through sign facia in waterproof casing to meet applicable electrical and/or fire codes (no face jumping allowed).
- J. Floodlights or high output lamps will not be permitted for sign illumination. Maximum level of illumination must not exceed 2 foot candle per one square

inch of the sign. Illumination levels must be consistent and should be indicated on the required sign drawings.

- K. Temporary signs including banners, balloons, flags, etc. are not permitted, particularly grand opening signage or displays without the prior written approval of Landlord which may be withheld in Landlord's sole and absolute discretion.

The signature below constitutes approval of signage criteria by the City of Flowery Branch.



James Riker  
City Planner  
City of Flowery Branch, Georgia

The signature below constitutes approval of signage criteria by Halvorsen Development Corporation.

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Thomas Vincent  
Halvorsen Development Corporation

Date of Action: \_\_\_\_\_



**SECTION VI**

**EXHIBITS**

**Exhibit "A" (General Site Signage Plan)**  
(Interstate Pylon Signs (2), Freestanding Monument Signs (2),  
Individual Outparcel Ground Signs (1 per Outparcel))

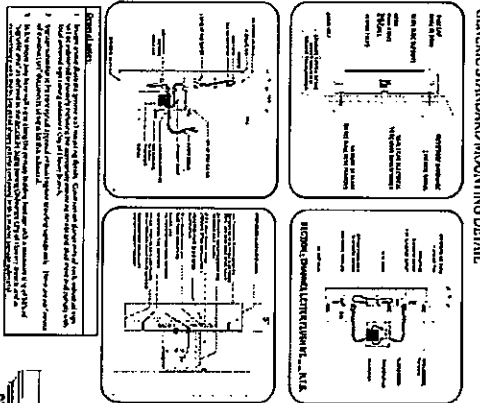
**Exhibit "B" (Major Anchor Signage Plan)**  
(Home Depot, Target and Kohl's)

**Exhibit "C" (Junior Anchor Signage Plan)**  
(Ross, TJ Maxx, PetsMart and Office Max)

**Exhibit "D" (Building A3-A4 Rear Signage Plan)**

Exhibit A

GENERIC STANDARD MOUNTING DETAIL



STANDARD SIGN MOUNTING

1. The sign shall be mounted on a post of the following dimensions:

2. The sign shall be mounted on a post of the following dimensions:

3. The sign shall be mounted on a post of the following dimensions:

4. The sign shall be mounted on a post of the following dimensions:

5. The sign shall be mounted on a post of the following dimensions:

6. The sign shall be mounted on a post of the following dimensions:

7. The sign shall be mounted on a post of the following dimensions:

8. The sign shall be mounted on a post of the following dimensions:

9. The sign shall be mounted on a post of the following dimensions:

10. The sign shall be mounted on a post of the following dimensions:

STANDARD SIGN MOUNTING

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3. The sign shall be mounted on a post of the following dimensions:

4. The sign shall be mounted on a post of the following dimensions:

5. The sign shall be mounted on a post of the following dimensions:

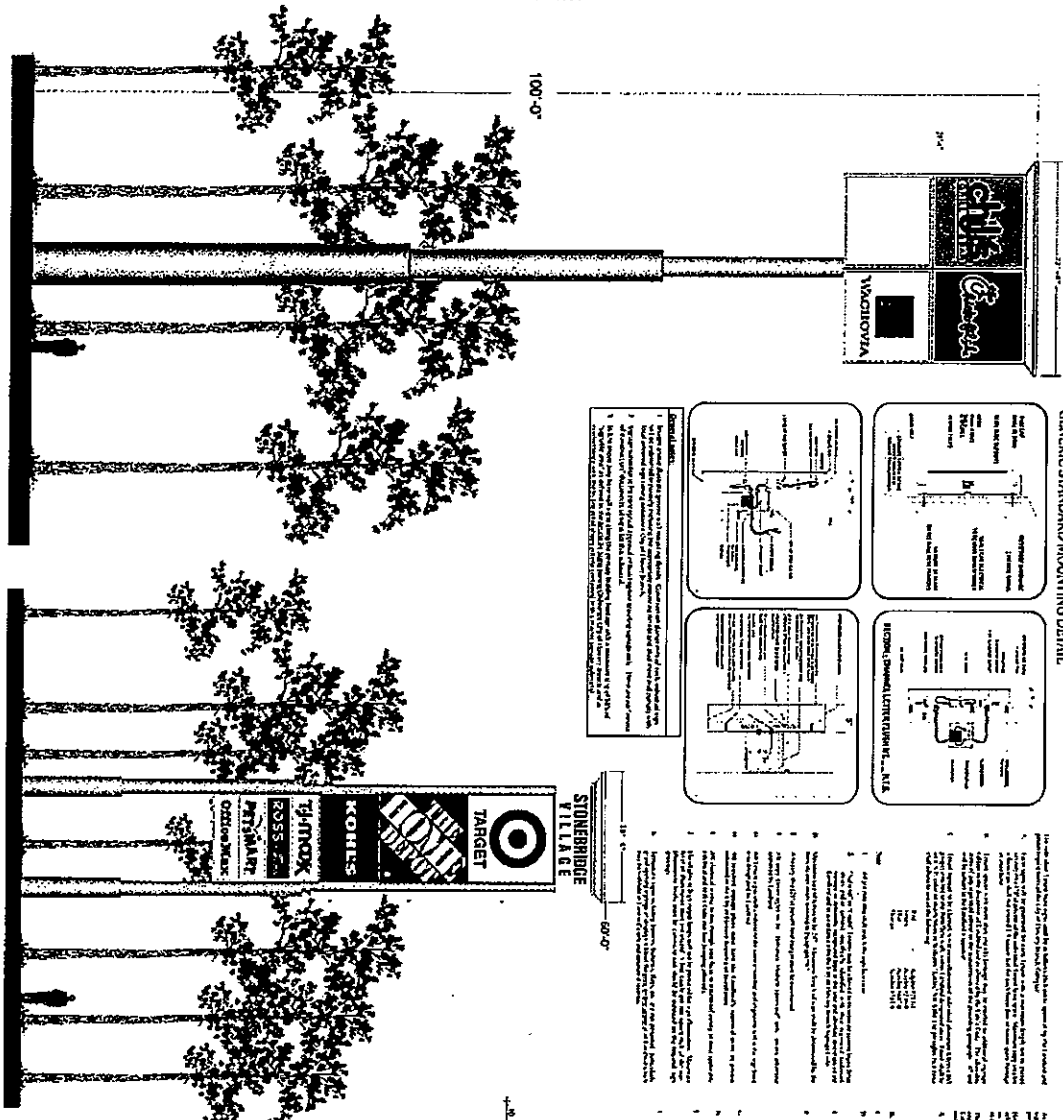
6. The sign shall be mounted on a post of the following dimensions:

7. The sign shall be mounted on a post of the following dimensions:

8. The sign shall be mounted on a post of the following dimensions:

9. The sign shall be mounted on a post of the following dimensions:

10. The sign shall be mounted on a post of the following dimensions:



SIGN D - FREEWAY PYLON SIGN 100' HEIGHT

SIGN A - FREEWAY PYLON SIGN 60' HEIGHT

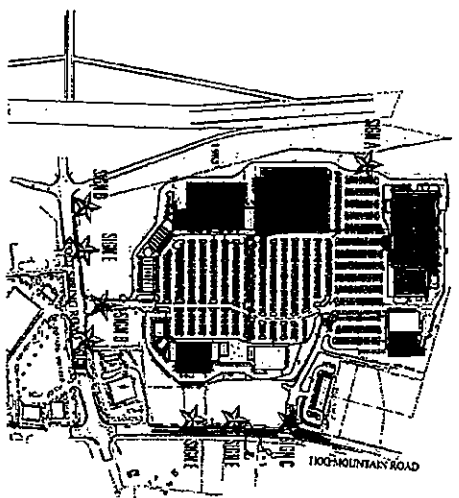
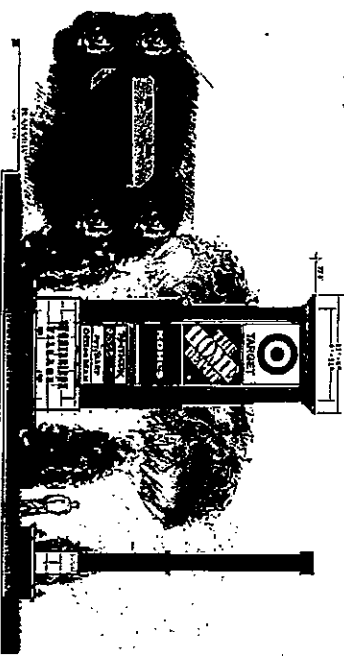
STONEBRIDGE VILLAGE

100'-0"

SIGN B - OUTRIGGER MONUMENT SIGN (10' HEIGHT (7'x9'))



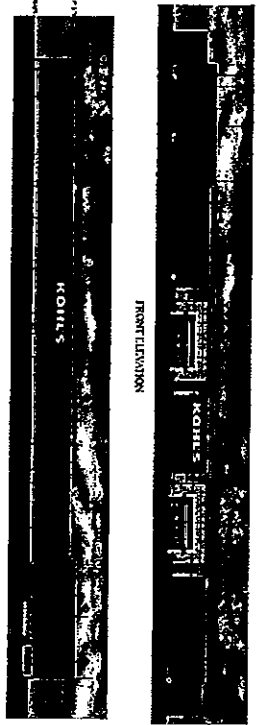
SIGN B & C - STARBUCKS CENTER MONUMENT SIGN 30' HEIGHT



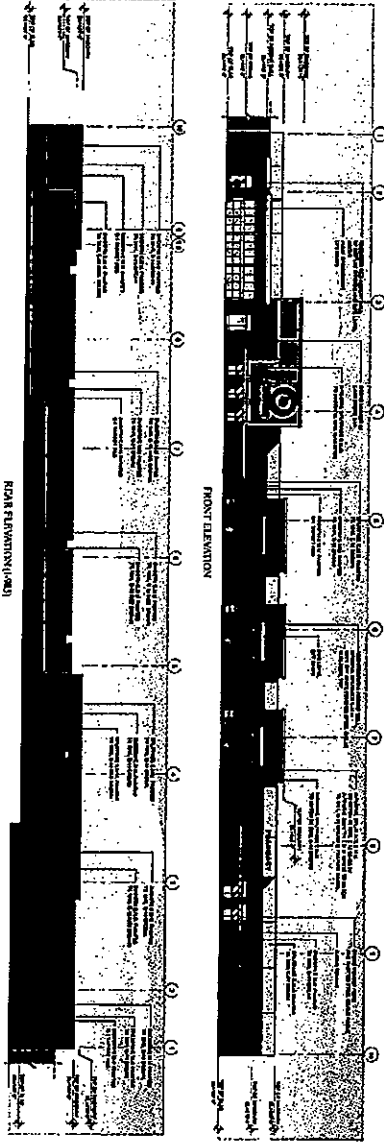
- ★ SIGN D - 100'-0"
- ★ SIGN A - 60'-0"
- ★ SIGN B & C - 30'-0"
- ★ SIGN E - 10'-0"

- Shops: The Ritz and Its
- Kohles
- Home Depot
- Target
- Dillard's
- Planet Fitness
- Ross

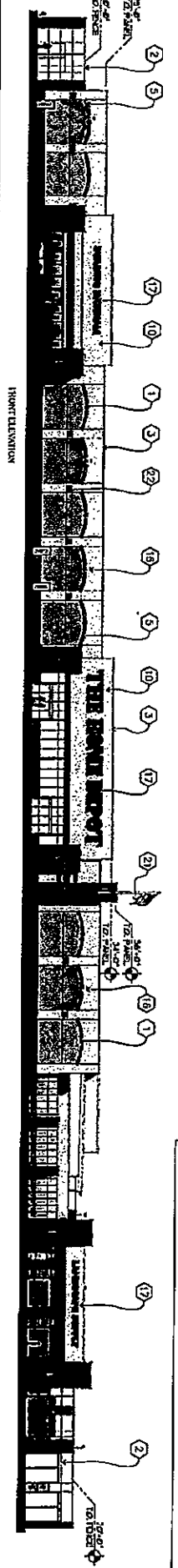
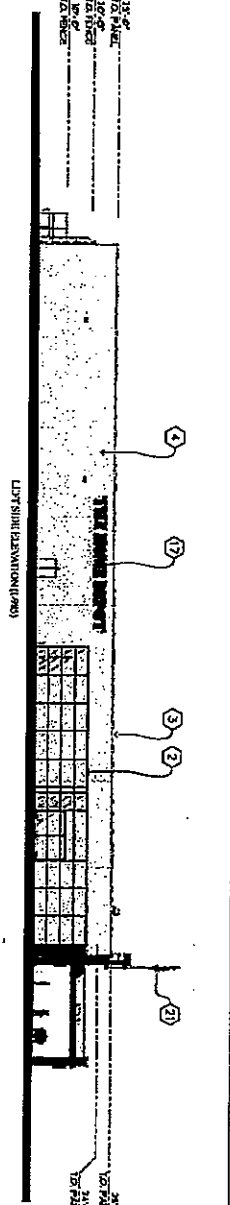
**Exhibit B**



**KOHL'S**



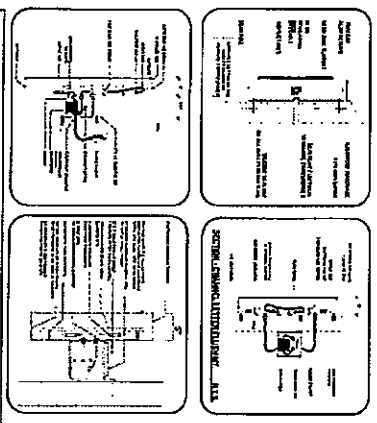
ELEVATIONS  
RENDERED BY OTHERS



Barbelle Paulson Architects, Incorporated 85-A Main Street Roswell, GA 30075 p. 770.850.7558 f. 770.850.7559

PH: Roselle Construction

**GENERIC STANDARD MOUNTING DETAIL**

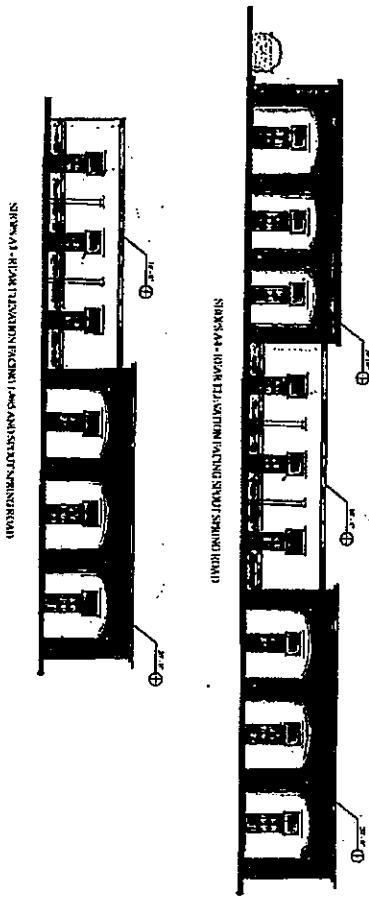
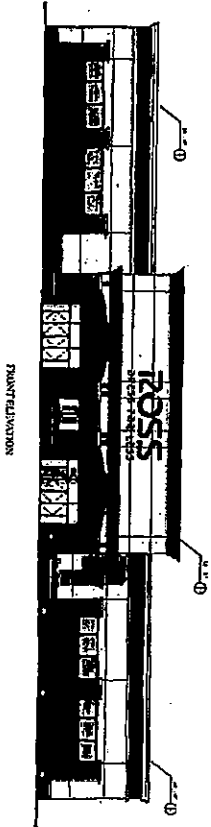
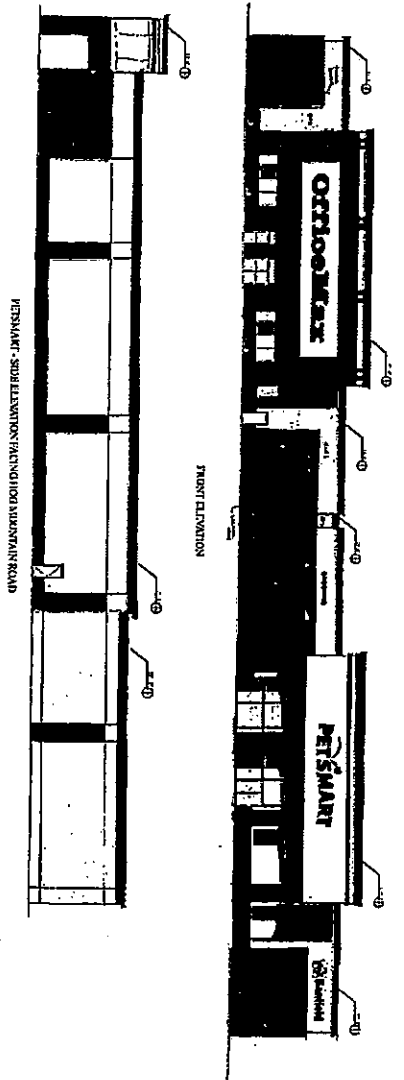


- General Note:**
1. Signage shall be installed in accordance with the manufacturer's instructions. The mounting hardware of this sign shall not be removed or replaced without the approval of the manufacturer. The sign shall be installed in accordance with the manufacturer's instructions.
  2. Signage shall be installed in accordance with the manufacturer's instructions. The sign shall be installed in accordance with the manufacturer's instructions.
  3. The manufacturer shall provide the primary building envelope with a maximum size of sign of 100 square feet. The sign shall be installed in accordance with the manufacturer's instructions.



1000 Peachtree Street, N.E. Atlanta, GA 30309  
www.barbellepaulson.com

Exhibit C

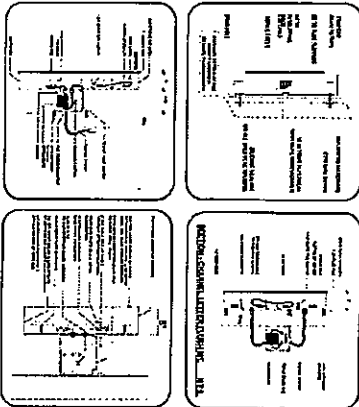


Kendall-Peterson Architects, Incorporated 85-A Hill Street Roswell, GA 30075 p. 770.550.7558 f. 770.550.7559

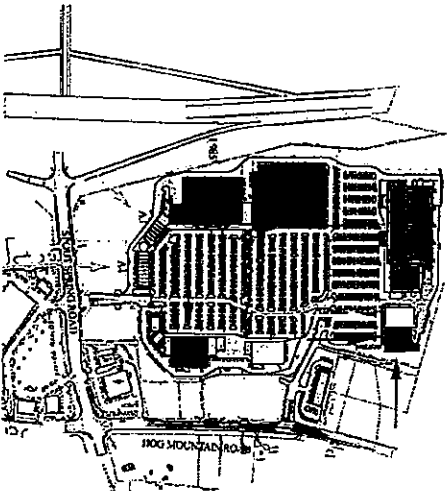
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GENERIC STANDARD MOUNTING DETAIL



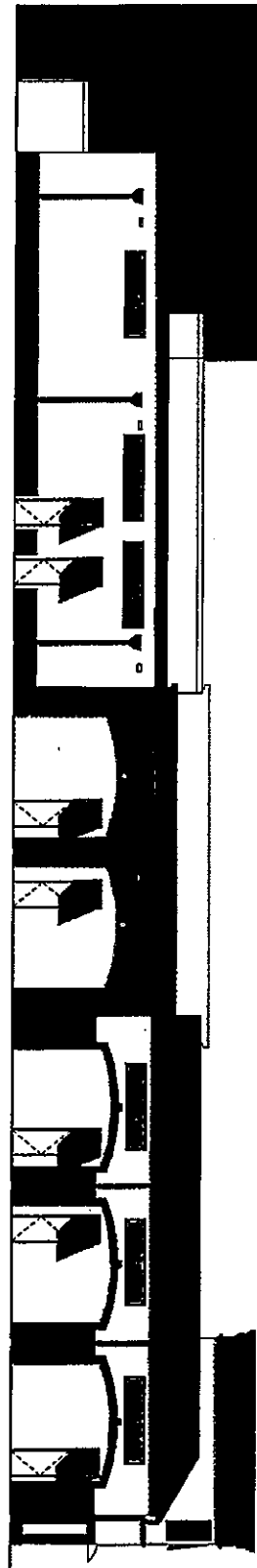
| DESCRIPTION                   | QUANTITY | UNIT |
|-------------------------------|----------|------|
| Standard Mounting Detail 1008 | 1        | Each |
| Standard Mounting Detail 1009 | 1        | Each |
| Standard Mounting Detail 1010 | 1        | Each |
| Standard Mounting Detail 1011 | 1        | Each |



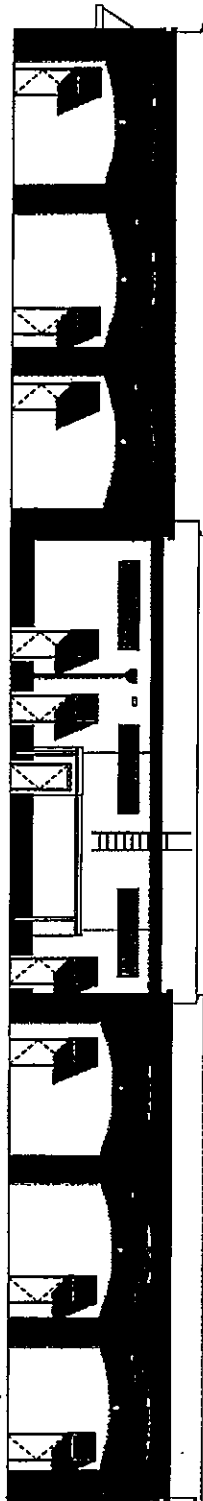
Signage, Air, O's and I's  
 Glass  
 Iron Pier  
 Sign  
 Ornamental  
 Recessed  
 Base



Exhibit D



REAR ELEVATION - BLDG. A3



REAR ELEVATION - BLDG. A4

