



The Outlet Shoppes at Atlanta – Woodstock, Georgia

External Signage Criteria

10-11-11

The Outlet Shoppes at Atlanta in Woodstock, Georgia will have approximately 85 retailers in addition to separate businesses operating on the outparcels. Historically a single "Outlet Mall" pylon sign was utilized to attract consumers from interstate travel. Today's shopper is much more discerning and the quality of retailers in Woodstock should be highlighted with signage identifying specific tenants within the mall. Due to the multiple tenants in the project, as well as the site conditions, modifications to the existing Sign Standards are requested. Signage for The Outlet Shoppes at Atlanta in Woodstock (hereinafter referred to as the "Project," which shall be defined to include both the Shopping Center and Outparcels) shall be governed by the Sign Standards of The City of Woodstock, Georgia (the "Sign Standards") as attached in Exhibit E, with the exception of the provisions listed below which shall supersede the Sign Standards. In the event that the Sign Standards are hereafter amended by the City of Woodstock, the amended Sign Standards shall govern the project, but shall remain superseded by any exceptions identified below.

1. Pylon Signs: There shall be one Pylon Sign ("Pole Sign" per the Sign Standards) on the Shopping Center parcel, allowed in the approximate location shown on Exhibit A. This pylon sign shall be oriented to north/south traffic on the interstate so as to minimize views from residences located near the Project. The allowable area of the copy portion of the Pylon Sign (fixed and LED signage) shall be 300 sf. The allowable Sign Height for copy portion of the Pylon Sign shall be 50' as measured from adjacent grade or from the centerline of the adjacent road, whichever is higher, to the top of the copy area. The copy portion of the Pylon Sign on the Shopping Center parcel shall be a combination of fixed signage with the Shopping Center name and tenant names, and changeable LED. Additional pylon sign(s) shall be allowed per the Sign Standards on outparcels within the Project. The content on all Pylon Signs within the Project shall be allowed to include the name of the Project and names of businesses operating within the Project, regardless of whether such pylon sign is located on the shopping center property or within an Outparcel. There shall be no limitation relative to the use of business logos on Pylon Signs. The Pylon Sign structures shall generally conform to the architecture of the buildings, and shall generally be designed as depicted on Exhibit B.
2. Shopping Center Ground Mounted Sign: There shall be one Shopping Center Ground Mounted Sign for the Project allowed in the approximate location shown on Exhibit A. The allowable Sign Area for the Shopping Center Ground Mounted Sign shall be 220 sf actual sign area, though the structure upon which the signs are located may be larger. The allowable Sign Height for Shopping Center Ground Mounted Signs shall be 12' as measured from the adjacent grade. The content of the Ground Mounted Sign shall be allowed to include the name of the Project and names of businesses operating within the Project with a limit of 12 total names. The Shopping Center Ground Mounted Sign structure shall generally conform to the architecture of the buildings, and



shall generally be designed as depicted on Exhibit C. There shall be no limitation relative to the use of business logos on Shopping Center Monument Signs.

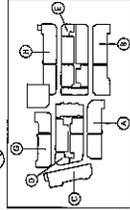
3. Shopping Center Monument Signs: Shopping Center Monuments shall conform to the Sign Standards except as follows: The content on the Shopping Center Monument Signs shall be allowed to include the name of the Project and names of businesses operating within the Project. The Shopping Center Monument Sign structures shall generally conform to the architecture of the buildings, and shall generally be designed as depicted on Exhibit D. There shall be no limitation relative to the use of business logos on Shopping Center Monument Signs.
4. Outparcel Monument Signs: Outparcel Monument Signs shall be allowed per the Sign Standards and shall generally conform to the architecture of the building on such outparcel.
5. Billboards: Per the Sign Standards.
6. Incidental Signs: Incidental Signs for the Shopping Center containing the names of businesses within the Project with directional arrows shall be allowed in the number and approximate locations depicted on Exhibit A and shall be limited to 12 square feet in Sign Area each. Incidental Signs related to traffic control (without any reference to tenant names) shall be placed as required for traffic control and due to the size of the project shall be unlimited in number and limited to 2 square feet in Sign Area each as indicated in the Sign Standards. Incidental Signs for Outparcels shall be per the sign standards and are not shown in Exhibit A.
7. Building Signs: Building Signs for the Project shall be classified as either Exterior Building Signs or Corridor Building Signs. These classifications shall be defined by where a sign is situated on a building, as depicted on Exhibit A. Exterior Building signs may include the names of any business within the Shopping Center, regardless of whether such business is located within the building upon which such sign is placed. The Sign Area for all Exterior Building Signs on a single Building shall be limited to a maximum of 10% of the square footage of the building elevation on which they are placed (where a building elevation consists of multiple faces, including towers, this area shall be calculated based on the area of the entire building elevation of the building upon which signs are located, not the particular face upon which the signs are placed). The Sign Area for any one Exterior Building Sign shall be limited to a maximum of 120 square feet. Business Logos for businesses within the Shopping Center shall be permitted to be internally illuminated on Exterior Building Signs so long as the square footage of Business Logos does not exceed the allowable Building Sign area. Up to five anchor tenants within the shopping center shall be permitted to have more than two Building Signs; other tenants shall be limited to a maximum of two building signs per the Sign Standards. Individual building signs may be located on building walls and on tower elements attached to these buildings; maximum height of building signs on tower elements shall be 80' above finish floor. Building sign locations/heights shall generally be as depicted in Exhibit



A. Corridor Building Signs, as they do not face adjacent street frontages, shall not be limited as to square footage, number of signs, or use of business logos.

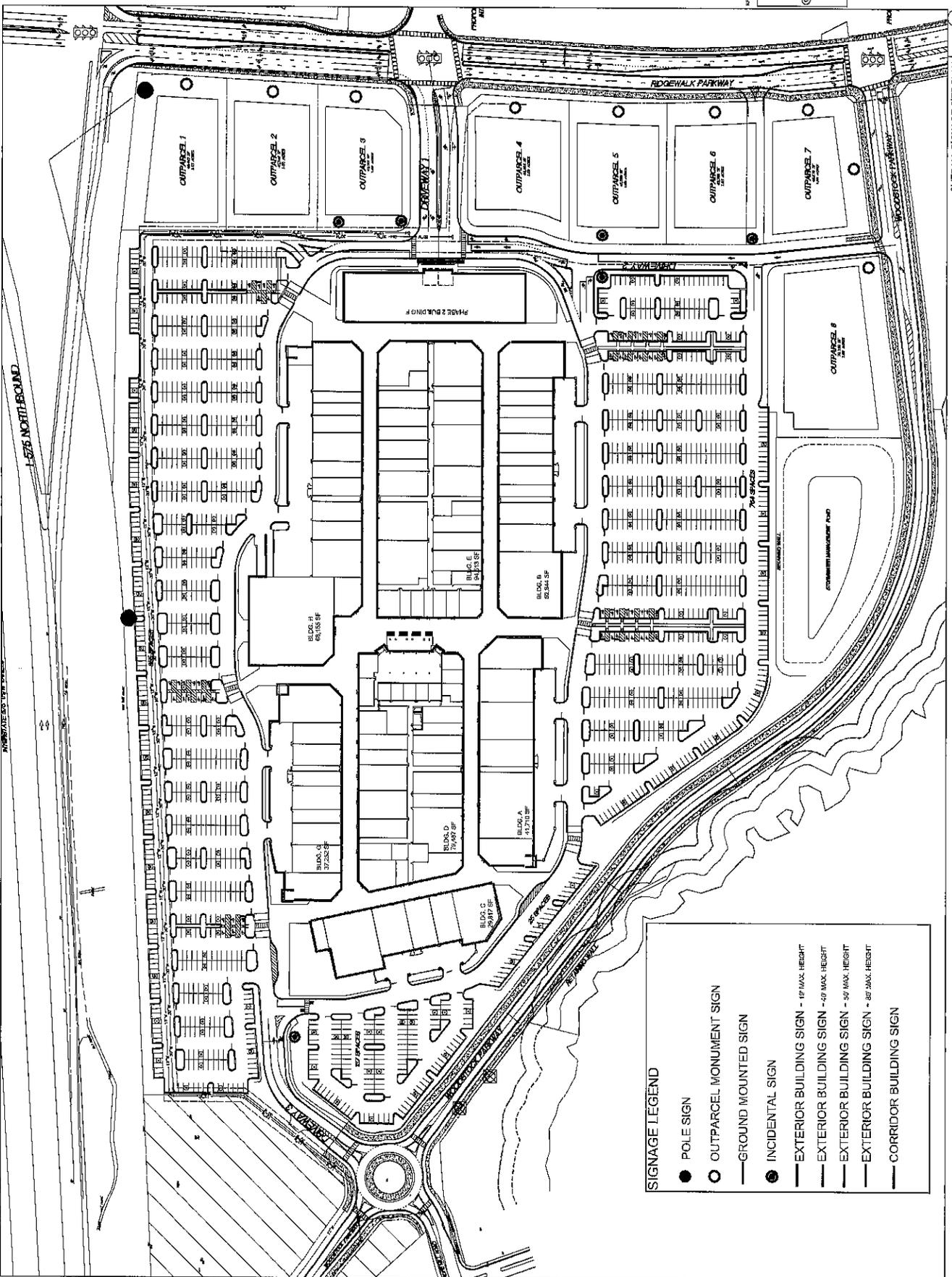
Attachments:

- **Exhibit A - Site Plan**
- **Exhibit B - Pole Signs**
- **Exhibit C - Shopping Center Ground Mounted Sign**
- **Exhibit D - Shopping Center Monument Sign**
- **Exhibit E - Sign Standards of the City of Woodstock, Georgia**



OVERALL
SIGNAGE SITE PLAN

EXHIBIT A



SIGNAGE LEGEND

- POLE SIGN
- OUTPARCEL MONUMENT SIGN
- GROUND MOUNTED SIGN
- ⊙ INCIDENTAL SIGN
- EXTERIOR BUILDING SIGN - 49' MAX. HEIGHT
- EXTERIOR BUILDING SIGN - 47' MAX. HEIGHT
- EXTERIOR BUILDING SIGN - 36' MAX. HEIGHT
- EXTERIOR BUILDING SIGN - 30' MAX. HEIGHT
- CORRIDOR BUILDING SIGN

OVERALL SIGNAGE SITE PLAN 01

The Outlet Shoppes

The Outlet
Shoppes
GRAND
OPENING!

Tenant	Tenan

58' 0"

50' 0"

20' 6"

Exhibit B -
Pylon Sign

Tenant Sign
Tenant Sign
Tenant Sign

Tenant Sign
Tenant Sign
Tenant Sign

Hyundai
Clippers

Exhibit C -
Shopping Center
Ground Mounted
Sign

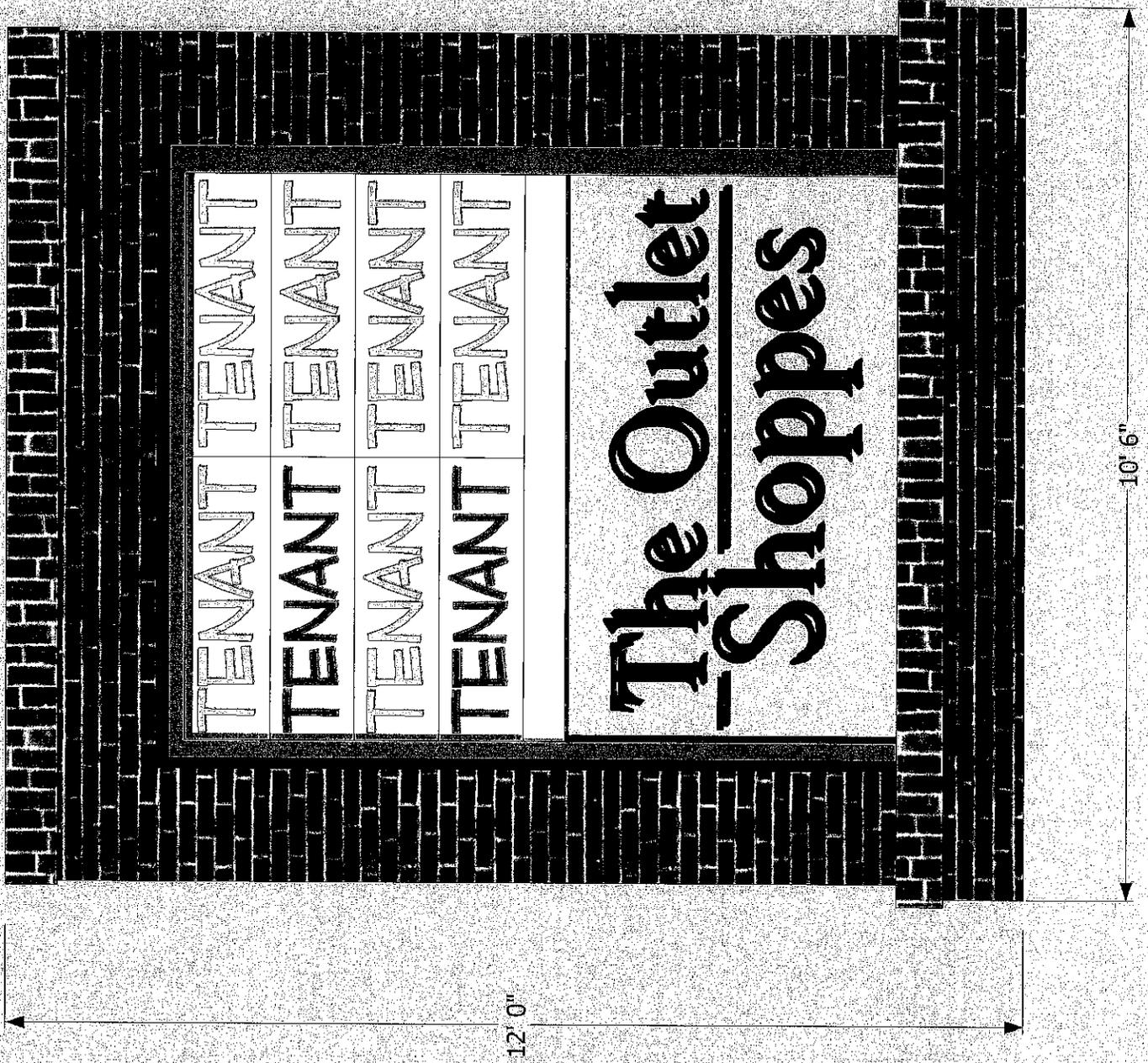


Exhibit D -
Monument Sign