



4800 Ashford Dunwoody Road
Dunwoody, GA 30338
Phone: (678) 382-6800
dunwoodyga.gov

MEMORANDUM

To: Mayor and City Council

From: Allegra DeNooyer, Planner II

Date: July 27, 2026

Subject: MMSP 26-01 – 4725 Ashford Dunwoody Road, Parcel ID # 18 350 01 167

REQUEST

The applicant, The Kroger Co., seeks a Major Master Sign Plan for 4725 Ashford Dunwoody Road, Dunwoody, GA, 30338.

APPLICANT

Property Owner:
WRI Retail Pool I, L.P.

Petitioner:
The Kroger Co., c/o Laurel David, Partner, The
Galloway Law Group

CITY COUNCIL, 7.13.26

Mayor and City Council held a public hearing regarding the subject case on July 13, 2026. There was one public comment against the proposed signage. The City Council asked questions about the gas station signage. The applicant has not updated their plans since the public hearing, so staff's recommendation remains the same.

PLANNING COMMISSION, 5.12.26

The Planning Commission held a public hearing regarding the subject case on May 12, 2026. There were no public comments. The Planning Commission voted unanimously (5-0) to recommend approval for MMSP 26-01, with the condition that a sign labeled M, a monument sign along Meadow Lane, be removed from the Major Master Sign Plan application. Commissioners Cameron, Edmundson, Moss, Shin, and Wallach voted.

Following the meeting, the applicant reduced the size from 36 SF to 24 SF and the height from 6 feet to 4 feet for sign M. The applicant also moved sign M from one corner of the parcel's intersection with Meadow Lane to the other corner and amended the design for sign M to move the Kroger logo and remove proposed lighting. The staff continues to recommend denial of that monument sign.

BACKGROUND & PROPOSED DEVELOPMENT

The property is zoned C-1c (Local Commercial) and abuts C-1c, RM-HDc, and R-50c. It was rezoned twice: in 1993 (CZ 93 054) and in 2004 (CZ 04094). It is located within a larger shopping center known as Perimeter Village and occupied by restaurants and other retail establishments. The subject property is 16 acres and is developed with a retail building that was occupied by Walmart until 2024. Kroger now proposes to occupy a portion of the existing building and to construct a gas station in the parking lot in front of the existing building.

CZ 93 054 and CZ 04094 both have zoning conditions restricting signage – the applicant is requesting removal of those conditions as part of the rezoning (RZ 26-01) occurring concurrently. Thus, the sign code and the master sign plan will provide the only signage regulations for the property.

Aerial image:



Sec. 20-133 of the City of Dunwoody Sign Code specifies that master sign plans shall provide for visual consistency within developments based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings. A master sign plan must be reviewed for compliance with these factors for all new common developments and in any existing development over 7 acres where total sign area is increasing or any sign location is changing. Since the subject property is an existing development over 7 acres and Kroger proposes new signs, the master sign plan process is triggered. The master sign plan process can also be used to make specific requests beyond what is allowed in the district regulations in the sign code, which can be granted either administratively (an administrative master sign plan) or by Mayor and City Council after a review by Planning Commission (a major master sign plan). The nature of the exemptions sought determines the route, whether administrative or major.

Kroger is requesting a major master sign plan, in order to exceed the maximum count for 2 sign types and to exceed the maximum sign area for 9 individual signs. They are proposing to construct 2 wall signs and 1 canopy sign on the existing building and to construct 5 signs on the canopy covering the pump islands and 2 pump island signs for the proposed gas station. They are also proposing 3 monument panel swaps on existing monument signs for the Perimeter Village common development and 1 new monument sign for the subject parcel – none of these signs require exemptions.

Exemptions are requested to exceed the maximum count in order to install 2 wall signs on the same façade and to install 5 gas station canopy signs. One of the building wall signs, the building canopy sign, and all 7 of the gas station canopy and pump island signs exceed the maximum sign area allowed.

Proposed Site Plan

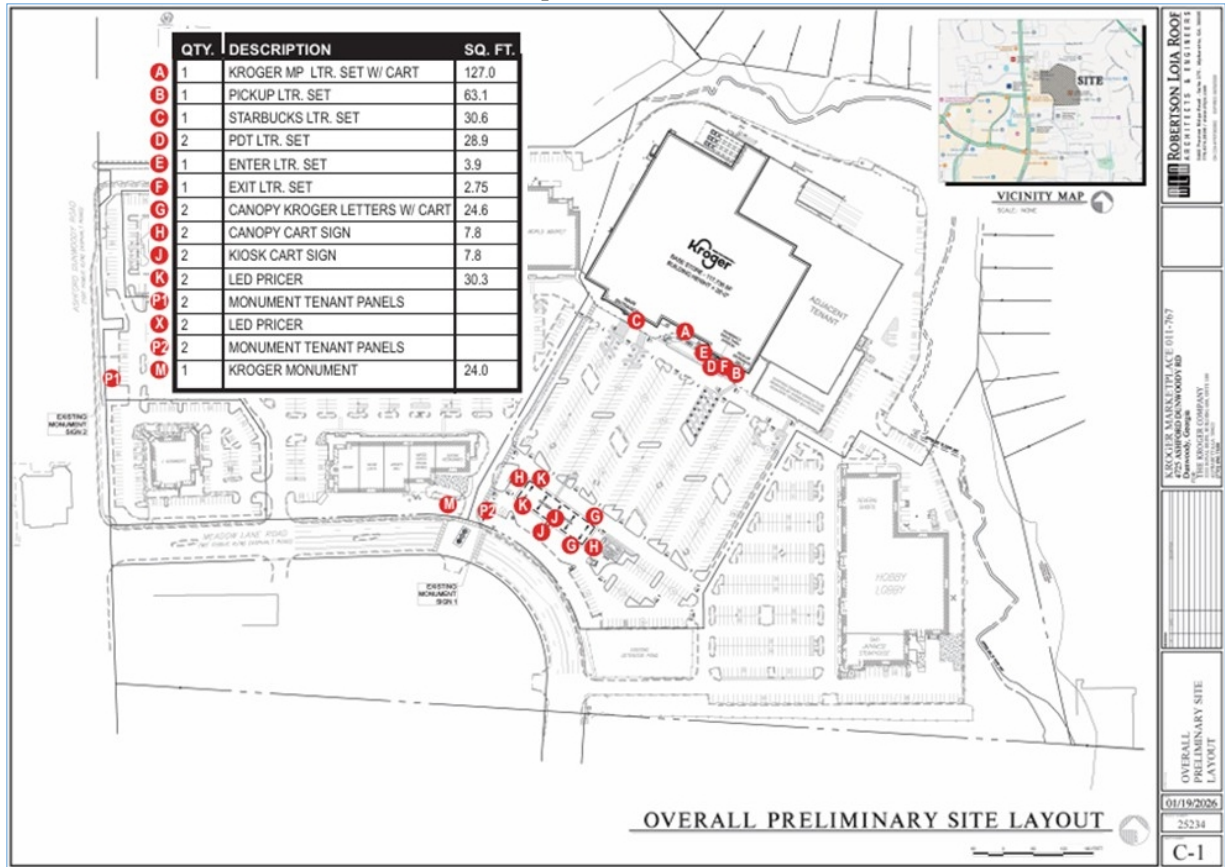


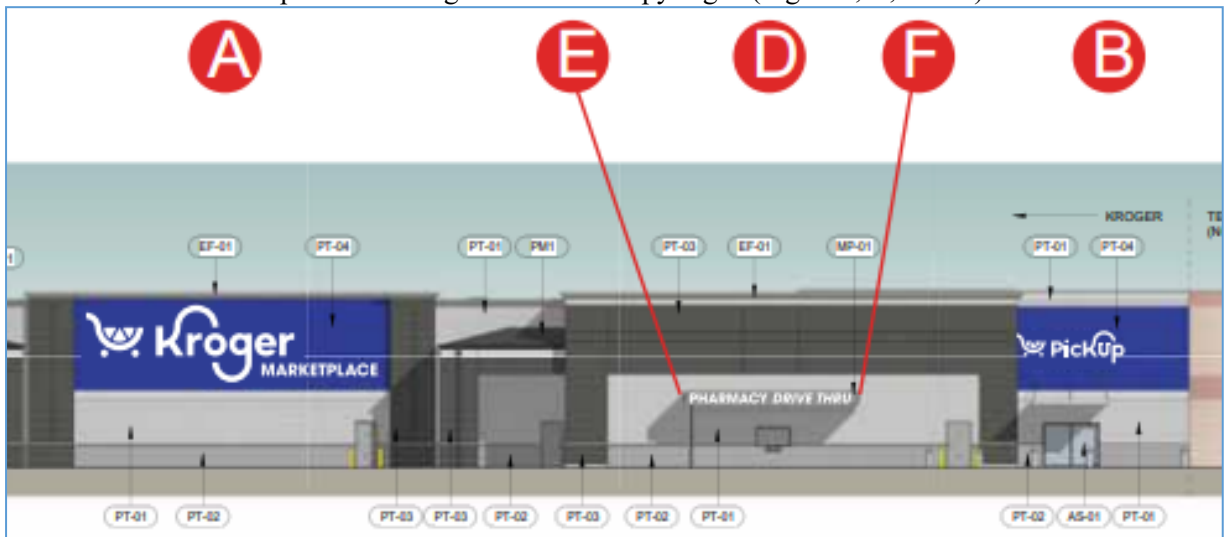
Chart Showing Regulations vs Proposed Signage

	Allowed Per Code	Proposed	Exemption?
WALL SIGNS			
Sign count (max. number of tenant suite facades facing a street plus one)	Maximum 2 per tenant; one per facade	Maximum 2 per tenant; two on same facade	Yes
Area per sign (10% of façade area or up to 180 SF, whichever is less)	180 SF	Maximum 407.65 SF	Yes
Height per sign (measured from bottom of sign)	30 feet	Maximum 20 feet	No
Total sign area	Maximum 360 SF	Maximum 470.65 SF	Yes
CANOPY SIGNS			
Sign count	1	1	No
Area per sign and location	1 SF per linear foot of width of ground floor glazing over which the canopy is located	28.9 SF, not located over any ground floor glazing	Yes

GASOLINE STATION CANOPY SIGNAGE			
Sign count	1 per canopy face facing a street frontage	5	Yes
Area per sign	6 SF	Maximum 30.3 SF	Yes
Total sign area	6 SF	117.6 SF	Yes
GASOLINE STATION PUMP ISLAND SIGNAGE			
Sign count	2 per island	2 per island	No
Area per sign	6 SF	Maximum 7.8 SF	Yes
Total sign area	12 SF per island	15.6 SF per island	Yes
MONUMENT SIGNS			
Sign count	2 max. per curb cut and up to 1 per six acres max. internal to common development; maximum of 10 overall	1	No
Area per sign	36 SF	24 SF	No
Height per sign	6 feet	4 feet	No

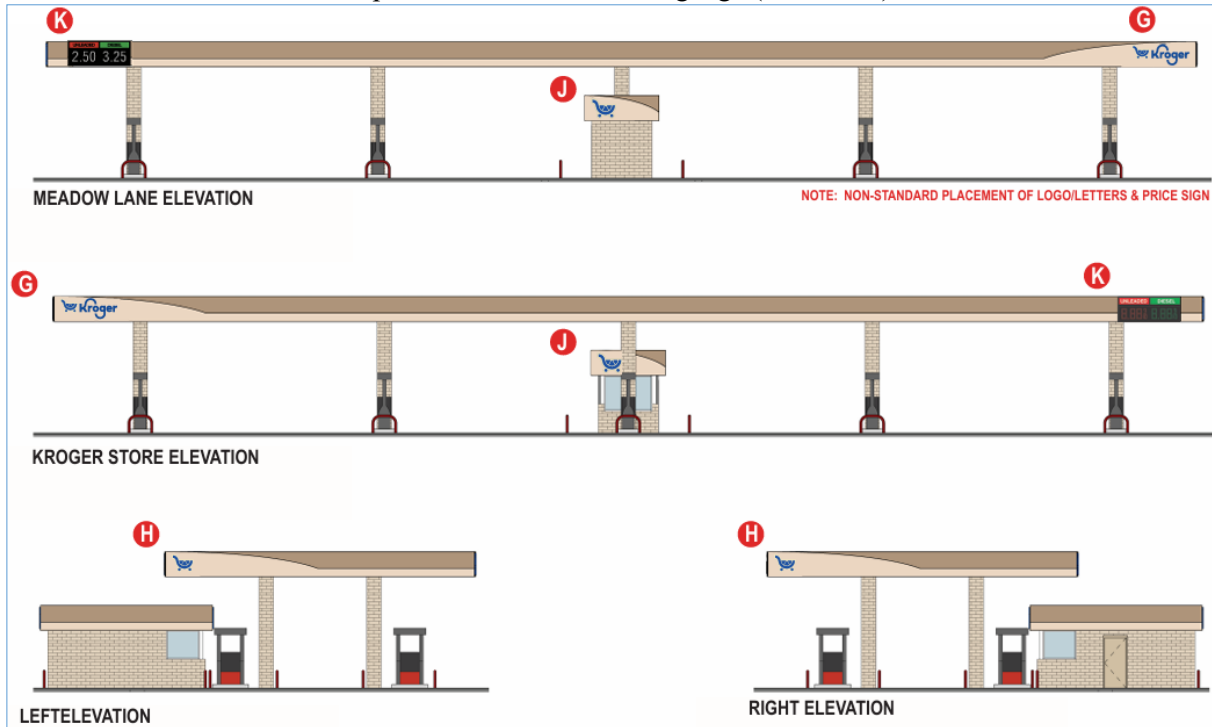
The applicant is proposing to install 2 building wall signs (signs A and B) on the existing building. Sign B is in compliance with the size requirements, but sign A will be a maximum of 407.65 SF, which exceeds the maximum allowed size of 180 SF. While large, these signs are similar to the previous Walmart signage. Additionally, two building signs on the same façade exceeds the maximum sign count of one per façade.

Proposed Building Wall and Canopy Signs (Signs A, B, and D)



Also on the existing building, the applicant is proposing a 28.9 SF canopy sign (sign D). The size of canopy signs is determined by the ground floor glazing over which the canopy is located and the proposed canopy sign is not located over any ground floor glazing.

Proposed Gasoline Station Signage (G, H, J, K)



As part of the construction of the gasoline station, the applicant is proposing to install 5 signs on the gas station canopy and 2 signs on the pump island. The maximum size for gas station signage is 6 SF – all 7 of the proposed signs exceed the maximum allowed size (ranging from 7.8 SF to 30.3 SF). Additionally, the sign count for canopy signs is 1 per canopy face facing a street frontage and this gas station faces only 1 street – the applicant is proposing a total of 5 canopy signs, including 2 per façade for two canopy facades.

REVIEW AND APPROVAL CRITERIA

Chapter 20, §20-133(iii)(7) identifies the following criteria for evaluation that must be used in reviewing and taking action on all major master sign plan applications:

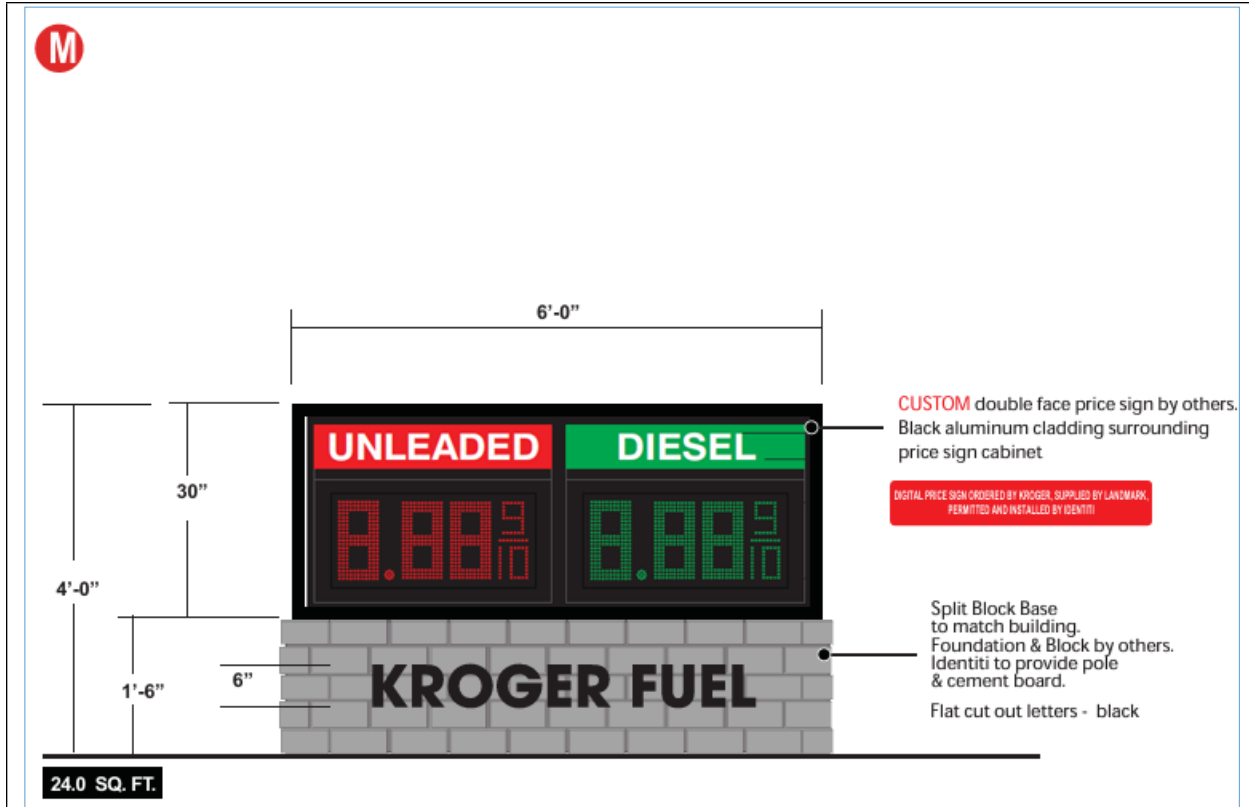
- i. Whether the proposed signs(s) are visually consistent within the development based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings;
- ii. Whether the proposed sign(s) are of a consistent size and scale to existing signs in the immediate area;
- iii. Whether the proposed sign(s) are reasonably scaled to the size of the subject structure and/or premises; and
- iv. Whether unusual circumstances exist that warrant the granting of this major master sign plan.

The major master sign plan proposal from Kroger addresses visual consistency through the color scheme, lettering style, materials, and location of signs to be posted on buildings. The color scheme is consistent throughout the proposal, using several dominant colors that are paired with complementary accent tones to ensure visibility and cohesion. The proposed signs use the same font family and typographic hierarchy, such as bold headers and lighter subtext, to maintain brand consistency. All the proposed signage is constructed from durable, weather-resistant materials such as aluminum, acrylic panels, and steel supports. Also, building-mounted signs are positioned in a symmetrical, evenly spaced manner. Overall, staff finds that the major master sign plan proposal does provide visual consistency with the proposed and existing signs. The proposed signage also generally does not exceed the previously installed Walmart signage.

The topography of the subject property is unusual – the Perimeter Village common development slopes down approximately 30 feet from Ashford Dunwoody Road to the proposed Kroger building, limiting visibility for the development. The development consists of multiple buildings with a mix of uses, creating the need for signage to indicate the location of each tenant. The existing building façade is large – a maximum size per sign of 180 SF would look out of scale, and the proposed sign A is of a similar size to the previously existing Walmart sign that was removed when Walmart vacated the space. Because of the multiple coexisting uses at a typical Kroger (supermarket, pharmacy), allowing two wall signs per façade and a canopy sign that is not located over ground floor glazing will permit customers to navigate the space more easily. Staff also finds that unique visibility concerns exist for the proposed Kroger gas station that necessitate the requested code exemptions for an increased number of signs per façade and larger signs, due to the topography and positioning of the gas station. Unlike a typical gas station, the proposed Kroger gas station is surrounded by parking lots and commercial drives, necessitating clear signage for customers entering from those surrounding areas.

The proposed signs are of a consistent size and scale to existing signs in the surrounding area. The proposed Kroger building is located within the Perimeter Village common development, and near the Perimeter Marketplace and Ashford Lane developments – all of which have signage of a similar size and shape to the proposed signage for Kroger. All of the proposed wall signs are also at a reasonable scale to the size of the premises – at 16 acres, the subject property is a large development and the structure on the property has a large facade.

However, staff considers the proposed monument sign labeled M to be an unsuitable sign for Kroger. The applicant is proposing 3 monument sign panel swaps on 2 existing monument signs for the common development – one located on Ashford Dunwoody Road and one located along the entrance to the development on Meadow Lane. The monument panel swaps meet code because the substitution of sign panels on nonconforming signs is allowed – both existing monument signs are nonconforming due to their size and height (both larger than what is allowed per code). However, staff does not find that there are unusual circumstances that warrant an additional monument sign, since Kroger will have signage on two large, prominently visible existing monument signs. Staff finds that, while sign M is of a conforming height and size, its installation would be excessive and unnecessary, when considering the total square footage of monument signage on the property. Staff is also concerned about individual business providing exclusive signage in addition to overall development signage. If other tenants would follow Kroger's lead, significant sign clutter could be created.



Overall, staff is supportive of Kroger's major master sign plan – with the exception of the sign labeled M. Thus, staff recommends that M be removed from the major master sign plan.

COMMENTS FROM OTHER PARTIES

Correspondence Received: None.

DEPARTMENT OF COMMUNITY DEVELOPMENT RECOMMENDATION

Based on the above analysis and findings, staff has determined that the requested major master sign plan does meet the requirements of Chapter 20, §20-133(iii)(7); therefore, staff recommends APPROVAL of the request with the following conditions:

1. The sign labeled M is not approved and shall be removed from the major master sign plan application.

ATTACHMENTS

- Staff Memo
- Major Master Sign Plan Application

City of Dunwoody Georgia

MAJOR MASTER SIGN PLAN APPLICATION

Community Development

4800 Ashford Dunwoody Road | Dunwoody, GA 30338
Phone: (678) 382-6800 | Fax: (770) 396-4828

Project:

Name of Project / Subdivision: 4725 Ashford Dunwoody Rd Zoning: C-1c
Property Address / Location: 4725 Ashford Dunwoody Rd, Dunwoody GA 30338
District: 18 Land Lot: 350 Block: 01 Property ID: 167

Owner Information:

Owner's Name: WRI Retail Pool I, L.P.
Owner's Address: 500 N Broadway Suite 201, Jericho, NY 11753
Phone: [REDACTED] Fax: [REDACTED] Email: [REDACTED]

Applicant Information: ☐ Check here if same as Property Owner

Contact Name: The Kroger Co., c/o Laurel David, Partner, The Galloway Law Group
Address: 4062 Peachtree Rd., Suite A330, Atlanta GA 30319
Phone: [REDACTED] Fax: [REDACTED] Email: [REDACTED]

Terms & Conditions:

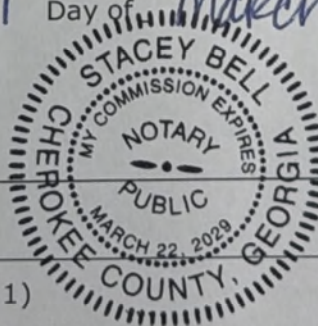
I hereby certify that to the best of my knowledge, this application form is correct and complete. If additional materials are determined to be necessary, I understand that I am responsible for filing additional materials as specified by the City of Dunwoody Sign Ordinance. I understand that failure to supply all required information (per the relevant Applicant Checklists and Requirements of the Dunwoody Sign Ordinance) will result in the rejection of this application.

Applicant's Name: Taylor I. Jensen

Applicant's Signature: [Signature] Date: 3-31-2026

Notary:

Sworn to and subscribed before me this 31 Day of March, 2026
Notary Public: Stacey Bell
Signature: [Signature]
My Commission Expires: March 22, 2029



*Application Requirements:

- Major Master Sign Plan Application (See Page 1)
- Property Owner Notarized Affidavit(s) (See Page 2)
- Site plan showing location of buildings, parking lots, driveways and landscaped areas and the location, size, area and height of all proposed signs
- List of all requests and all signs
- Computation of the maximum total sign area allowed and the maximum area allowed and requested for each individual sign
- Narrative AND graphic description of visual consistency among all signs, regarding color scheme, lettering or graphic style; materials and support structures; and location of each sign on the site and on buildings



Property Owner(s) Notarized Affidavit

Community Development

4800 Ashford Dunwoody Road | Dunwoody, GA 30338
Phone: (678) 382-6800 | Fax: (770) 396-4828

The owner and petitioner acknowledge that this application form is correct and complete. By completing this form, all owners of the subject property certify authorization of the filing of the application for a major master sign plan, and authorization of an applicant or agent to act on their behalf in the filing of the application including all subsequent application amendments.

Property Owner (If Applicable):

Owner Name: WRI Retail Pool I, L.P.	
Signature:	Date: 3/31/2026
Address: 500 N Broadway Suite 201, Jericho, NY 11753	
Phone: [REDACTED]	Fax: [REDACTED] Email: [REDACTED]
Sworn to and subscribed before me this 31 ST Day of March, 20 ²⁶	
Notary Public:	
STACEY CAROLYN SHADE-RINKUS Notary Public - State of Maryland Anne Arundel County My Commission Expires Nov 5, 2029	

Property Owner (If Applicable):

Owner Name: _____	
Signature: _____	Date: _____
Address: _____	
Phone: _____	Fax: _____ Email: _____
Sworn to and subscribed before me this _____ Day of _____, 20____	
Notary Public: _____	

Property Owner (If Applicable):

Owner Name: _____	
Signature: _____	Date: _____
Address: _____	
Phone: _____	Fax: _____ Email: _____
Sworn to and subscribed before me this _____ Day of _____, 20____	
Notary Public: _____	

PRELIMINARY



Kroger Master Sign Plan@Permimeter Village



KROGER #767
4725 ASHVORD DUNWOODY ROAD
DUNWOODY, GA

**Highlights:**

Master Sign Plan for 4725 Ashford Dunwoody Road.

Approximate area shown. Kroger to take over 117,736 sqft of the existing building

Primary access at signalized intersection on Meadow Lane.

The complete sign code can be found in Chapter 20 Perimeter Center Primary Signs Sec 20-87 and Perimeter Center Secondary Signs Sec 20-88

<https://www.dunwoodyga.gov/government/departments/community-developmen/permits-inspections/sign-permits>

1. Building Wall signs: Multi-tenant building: Max. of number of tenant suite facades facing a street plus one. Limit of one sign per tenant suite facade. E.g., a tenant suite at the corner of a building could have one wall sign on each street-facing tenant suite facade and one wall sign on the rear tenant suite facade facing the parking lot.

Multi-tenant building greater than 30,000 square feet: Max. of 10% of facade area of the tenant suite facade area the sign is placed onto or up to 180 square feet, whichever is less. Mounted on a raceway; painted directly on wall; supports and wiring components concealed from public view. Illumination Types Indirect, shadow/halo Location on Building 24 ft. Max. height (measured from the bottom of the sign); except where there are upper floor tenant suites with exterior main pedestrian entrances in which case the lowest point of the sign shall not be higher than one foot above the highest point of the pedestrian entrance. Location and Setbacks Flush with wall not protruding more than 24 inches from wall on which it is affixed

2. Monument signs: 32 sq. ft. Max. 8'0ah- Sign face materials must be Wood carved and painted; carved stone; metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted. Sign base must be brick or natural stone base; or synthetic materials that are crafted specifically to look like one of these materials are permitted. Setback must be min 5ft from row. Sign must be halo-lit or indirect lit.

3. Way-Finding Signs: Properties with 6 or more acres: Max. 1 per two full acres. Sign Area 6 sq. ft. Max. Sign Height 3 ft. Max. above grade Supports Shall be mounted on base of same material as sign. Illumination Types Direct; indirect; shadow/halo

4. Fuel Canopy Signs: Section 20.58 Notwithstanding the foregoing, in accordance with state law, changeable copy signs are allowable when accessory to a service station as follows: fuel pricing information shall be a fixed; non-intermittent, static message with no wipes, fades, flashes or similar effects; LED, LCD, and/or electronic lighting is permissible for fuel pricing only. Notwithstanding the foregoing, LCD panel or LED backlit video screens embedded in pumps/charging stations are permitted so long as they are no larger than 21 inches measured diagonally.

5. Canopy Signs: One per building at main pedestrian entrance, or one per tenant suite with an exterior pedestrian entrance, if applicable. Location Affixed above canopy or on front face of canopy. Sign Area If one per building: 1 sq. ft. per linear foot of width of ground floor glazing over which the awning is located. If one building mounted sign per tenant suite with exterior pedestrian entrance: 1 sq. ft. per linear foot of width of tenant suite pedestrian entrance doors. Illumination Types Indirect

No sign may be permitted or posted on property without the consent of the property's owner or authorized agent. Should it be determined that a sign was erected on a lot pursuant to an alleged agent's incorrect representation that the record owner of the lot in fact gave permission for the erection of a sign, or otherwise in violation of the requirement in this section, the permit for such sign shall be revoked as set forth in section 20-132 of this sign code.

Section 1: Project Summary

Perimeter Village is located in Dunwoody. One of Atlanta's trendiest retail corridors surrounding Perimeter Mall, which is Atlanta's second largest regional mall at 1.5 million SF. Perimeter Village, serving the densely populated and affluent neighborhoods in the North Atlanta and Dunwoody trade areas, will be anchored by Kroger and Hobby Lobby, with junior anchors and a variety of shop tenants. With a trade area that encompasses hundreds of employers and more than 28 million SF of office space, the center enjoys great daytime traffic.

Section 2: Visual Consistency Narrative

All signage for Kroger has been designed to maintain a unified and professional visual identity based on its brand identity..

The color scheme is consistent throughout, using a defined palette that reflects the brands' identities, typically one to three dominant colors that are paired with complementary accent tones to ensure both visibility and cohesion. This ensures that every sign, whether directional, informational, or branding-related, communicates a recognizable look.

The lettering and graphic style are uniform across all signs consistent with the unique brand identities of Kroger, using the same font family and typographic hierarchy (e.g., bold headers, lighter subtext) to maximize readability and maintain brand consistency. Icons and graphic elements follow the same visual language, with line thickness, proportions, and styling aligned across all applications per each brand identity.

For materials and support structures, all signage is fabricated from durable, weather-resistant materials suitable for long-term exterior use (e.g., aluminum, acrylic panels, steel supports).

Mounting methods are standardized—such as posts of consistent height for freestanding signs, or flush-mounted brackets for building signs—to ensure both structural stability and visual order.

The locations of the signs have been carefully planned to balance visibility, functionality, aesthetics, and code compliance. Exterior wayfinding signs are placed at key decision points (entrances, pathways, parking areas), while building-mounted signs are positioned at eye-level near entry doors or along façades in a symmetrical, evenly spaced manner that maximizes desired visibility.

Multi- Tenant Building (Over 30,000sqft)

Kroger is committed to serving the community of Dunwoody by enhancing the shopping experience at every level and as such, is excited to roll out this Master Sign plan.

The attached Master Sign Plan illustrates all signs proposed for the new Kroger grocery store with fuel center.

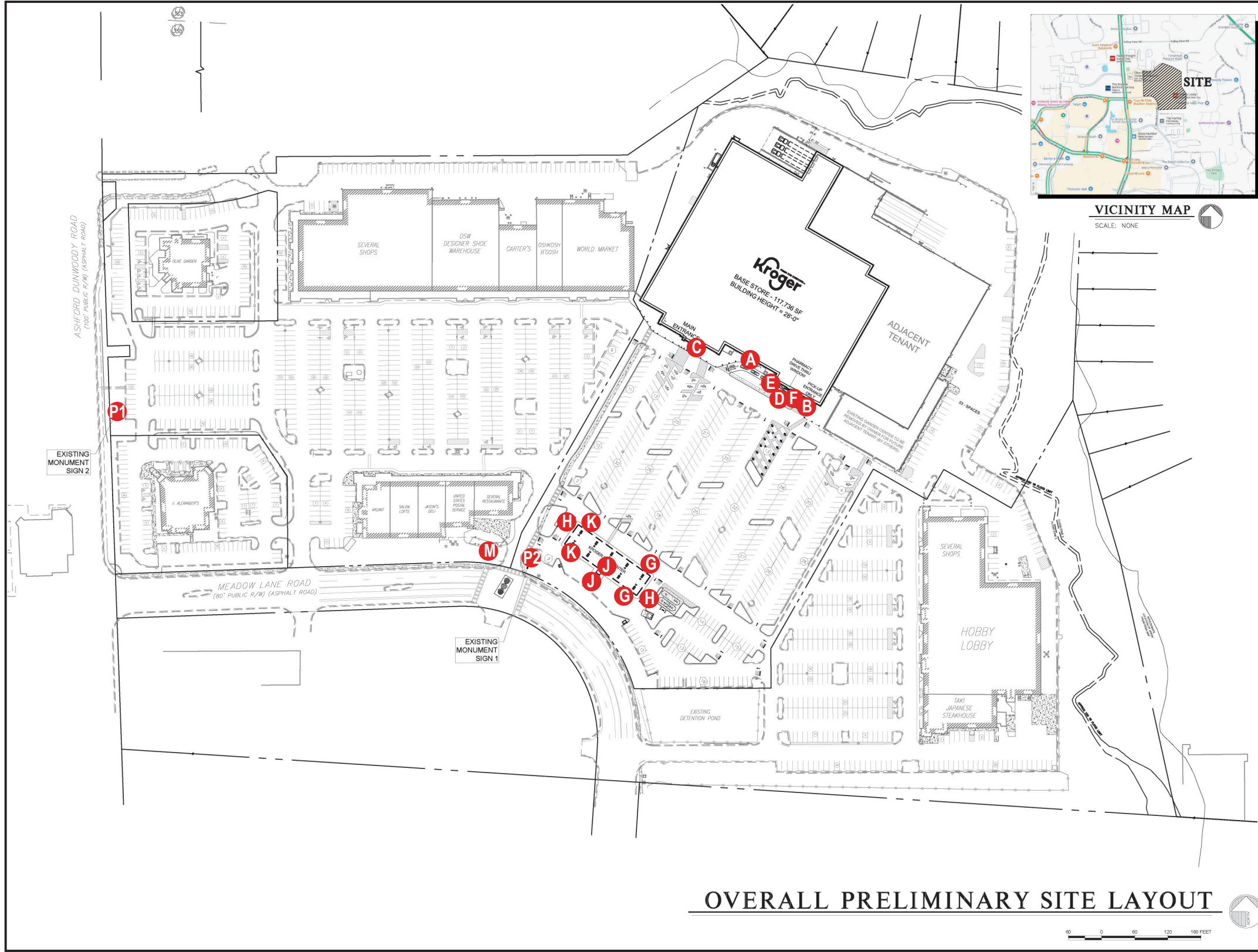
Signs P1 and P2 are existing monument signs and are legal non-conforming. Kroger proposes to change tenant panels with new text.

Signs that read enter or exit on building or are directionals are regarded as traffic control and do not require a sign permit

This Master Sign plan requests the following signs

This Master Sign plan requests

1. Building Wall Signs	Requested Allowance	Additional Information
Exceed the limit of one 180sqft per tenant facade for a multi- tenant building greater than 30,000.	2 total	The building area for the Kroger is approx. 117,736sf or 3.92 times 30,000sf.
Exceed the maximum sign area of 180sqft	Total of 359.22sqft wall sign area for One 265.52 sqft of Kroger sign One 63.1 sqft Pick up sign	As noted above, if the maximum sign area allowance for three 30,000sqft tenants in the building would be 3.92 times 180sqft, the total area would be 705.6sqft. The Starbucks is similar to a tenant but does not have a separate entrance so it does not qualify for a separate sign. The "Pickup" sign is over an entrance door but is not a separate tenant.
2. FuelCenter Signs		
Exceed the limit of one 6sqft fuel canopy sign facing the street (Meadow Lane)	One sign on two canopy faces Two signseach on two canopy faces	Most fuel station canopy signs are next to a gas station convenience store. The
	6 total signs	Kroger fuel center is located at the street frontage on the other side of the parking lot from the main store and is adjacent to two internal private drives
Exceed the maximum sign area for a fuel canopy sign of 6sqft	Total requested: Two 7.8sf Kroger "cart" logo signs Two 24.6sf Kroger with logo signs Two 30.3 digital fuel signs	Due to its location, the additional and larger canopy signs are needed to compensate for the lack of signage on a building. The sides of the canopy face large parking areas and internal drives. The signage provides direction
Pump island signs	Two 7.8sf Kroger "cart" logo signs	Rather than havingthe two signs allowed on each islands, only two signs are proposed forone ofthe 5 islands. The two 7.8sq.ft.are well below the total 24sqft maximum allowed.
3. Canopy Sign		
Exceed the maximum sign area of sqft. per linear foot of width of ground floor glazing over which the awning is located.	One sign 28.9sqft for pharmacy drive-thru window with zero ground floor glazing.	The pharmacy drive-thru sign is on a canopy above an access window to the pharmacy which is small for security reasons.
Change allowable location of sign	Sign is to be located above a drive thru window instead of a ground floor pedestrian entrance	No pedestrian entrance is provided to the pharmacy for securiry reasons.



	QTY.	DESCRIPTION	SQ. FT.
A	1	KROGER MP LTR. SET W/ CART	127.0
B	1	PICKUP LTR. SET	63.1
C	1	STARBUCKS LTR. SET	30.6
D	2	PDT LTR. SET	28.9
E	1	ENTER LTR. SET	3.9
F	1	EXIT LTR. SET	2.75
G	2	CANOPY KROGER LETTERS W/ CART	24.6
H	2	CANOPY CART SIGN	7.8
J	2	KIOSK CART SIGN	7.8
K	2	LED PRICER	30.3
P1	2	MONUMENT TENANT PANELS	
X	2	LED PRICER	
P2	2	MONUMENT TENANT PANELS	
M	1	KROGER MONUMENT	24.0

KROGER #767
4725 ASHFORD DUNWOODY ROAD
DUNWOODY, GA

DRAWING NO:
4320908202.07

DATE 5.18.2026
Pack 1 page...

2000 Center Drive
Suite C411
Hoffman Estates, IL 60192
Office 847.301.0510
identiti.net

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CUSTOMER APPROVAL:

DATE: _____

	DATE	BY		DATE	BY
Rev. #1	_____	_____	Rev. #4	_____	_____
Rev. #2	_____	_____	Rev. #5	_____	_____
Rev. #3	_____	_____	Rev. #6	_____	_____



PERMIT SEPERATLY

C

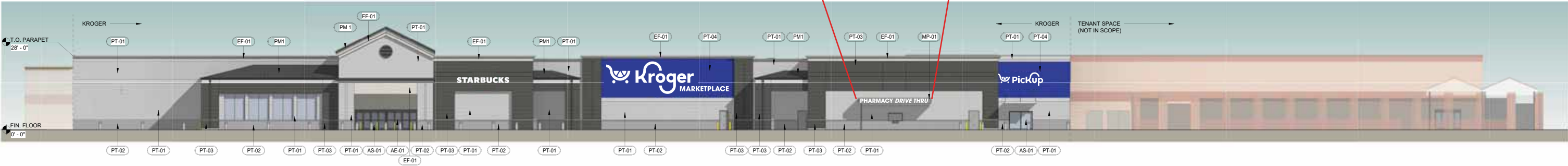
A

E

D

F

B



1
A2.3
FRONT ELEVATION
1/32" = 1'-0"

KROGER #767
4725 ASHFORD DUNWOODY ROAD
DUNWOODY, GA

IDENTITI
2000 Center Drive
Suite C411
Hoffman Estates, IL 60192
Office 847.301.0510
identiti.net

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CUSTOMER APPROVAL:

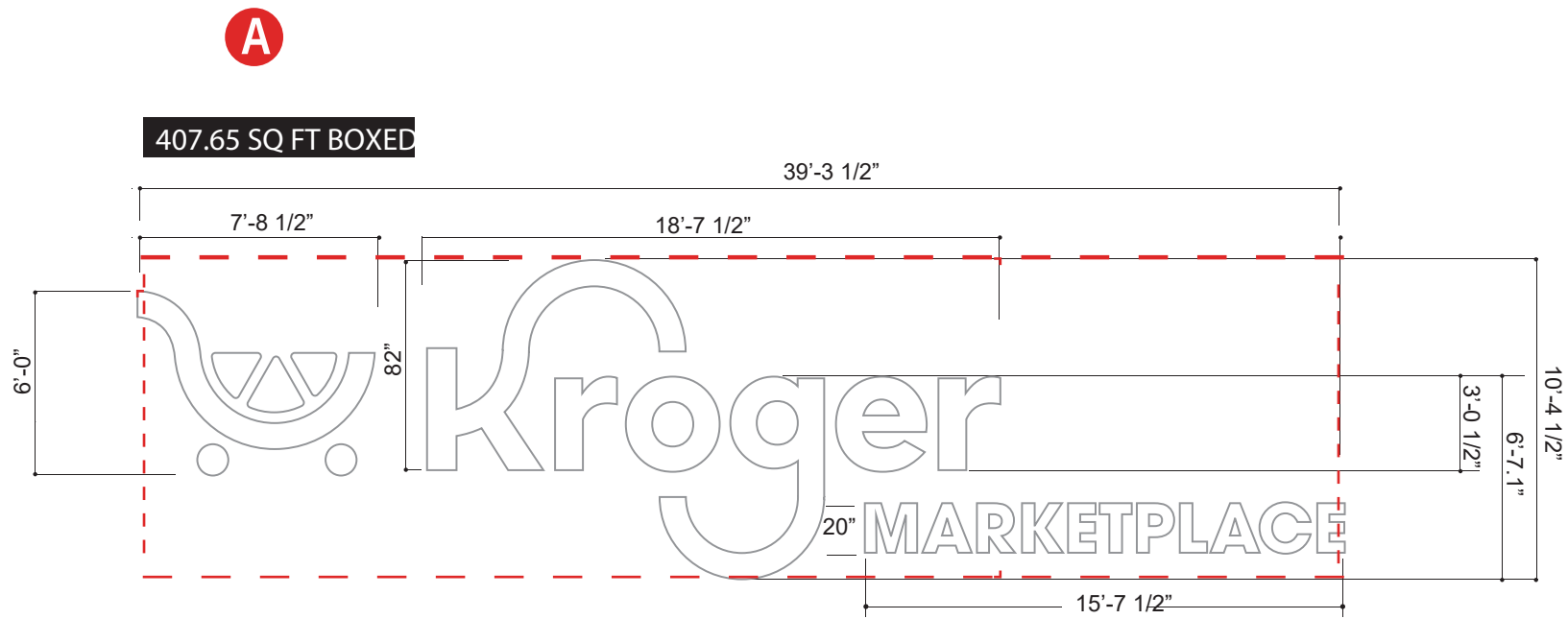
DATE: _____

	DATE	BY
Rev. #1	_____	_____
Rev. #2	_____	_____
Rev. #3	_____	_____

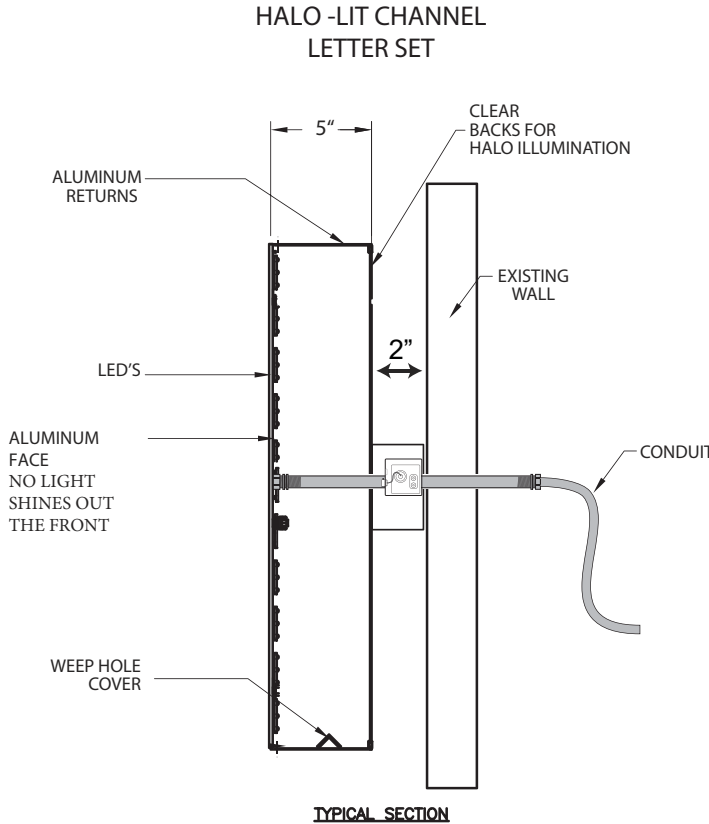
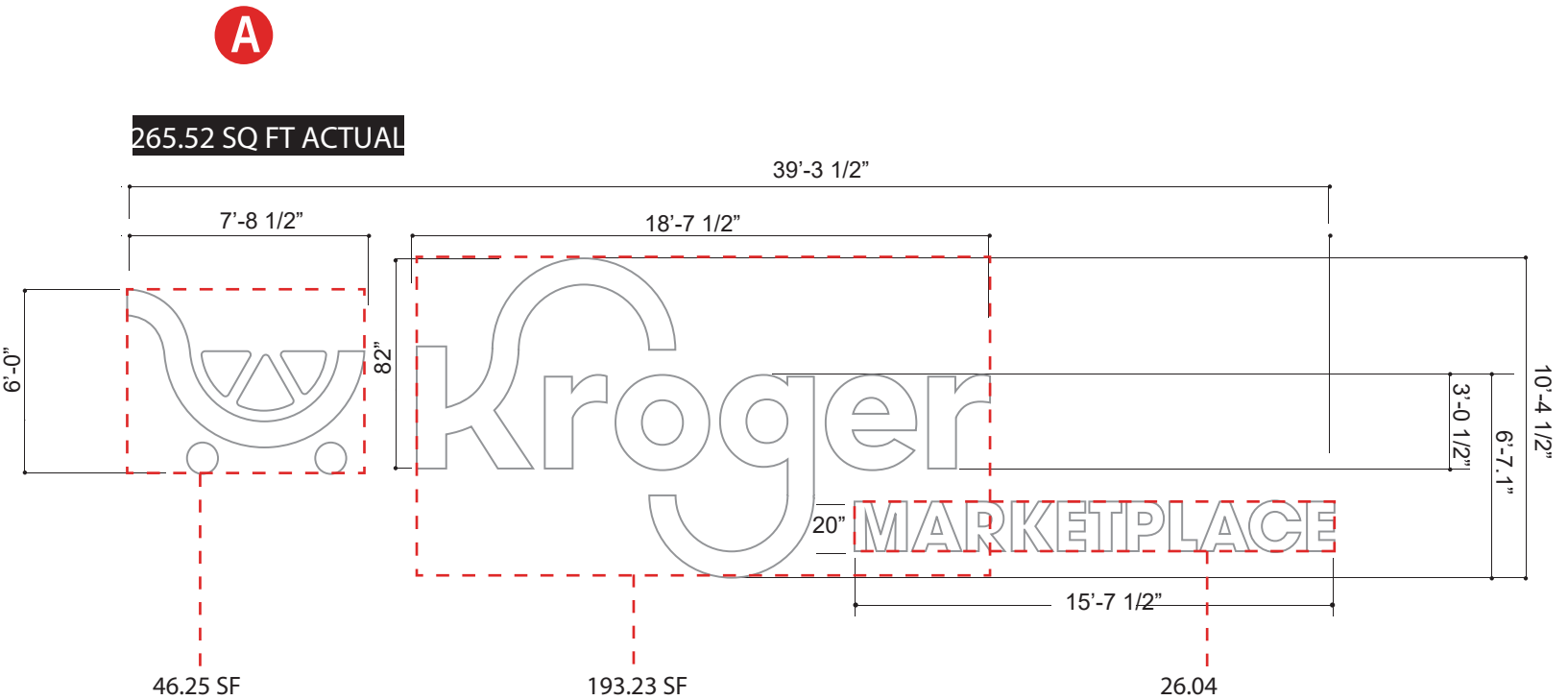
	DATE	BY
Rev. #4	_____	_____
Rev. #5	_____	_____
Rev. #6	_____	_____



DRAWING NO:
4320908202.04
DATE 04.06.2026
Pack 1 page 1



- WHITE ALUMINIUM FACES
- RETAINER: WHITE
- FILLER: WHITE



scale: 1/4" = 1'-0"

HALO - LIT CHANNEL LETTERS



WALL PAINTED TO MATCH KROGER BLUE VINYL -

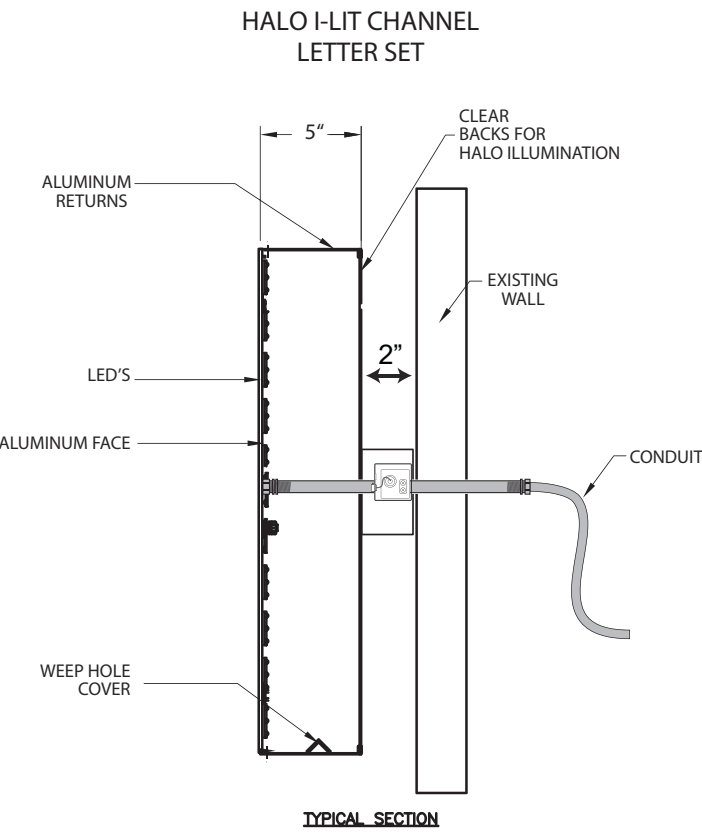


Kroger Blue (PMS 2728C) - Exterior Quart Formula

NOTE:
PAINTING IS NOT PART OF THE
SIGNAGE SCOPE - PAINTING IS THE
RESPONSIBILITY OF G.C.

- **HALO -LIT CHANNEL LETTERS.** ALUMINUM SIDES & FACES PAINTED WHITE. WHITE TRIMCAP RETAINER. FLAT, CLEAR POLYCARBONATE BACKS WHITE LED ILLUMINATION.

- ☐ WHITE FACES
- ☐ RETAINER: WHITE
- ☐ FILLER: WHITE



63.1 SQ. FT.

SCALE: 1/2" = 1'-0"

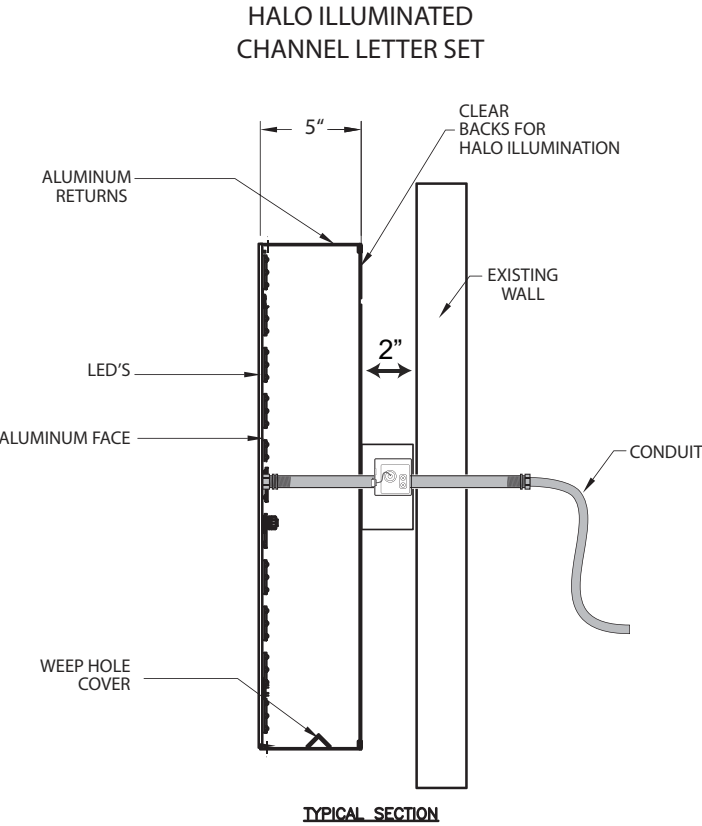
	2000 Center Drive Suite C411 Hoffman Estates, IL 60192 Office 847.301.0510 identiti.net	THIS SIGN DESIGN IS EXCLUSIVE PROPERTY OF IDENTITI RESOURCES, LTD., AND IS THE RESULT OF THE ORIGINAL AND CREATIVE WORK OF IT'S EMPLOYEES. THIS DRAWING IS SUBMITTED TO THE CUSTOMER FOR THE SOLE PURPOSE OF PURCHASE OF THE DESIGN OR SIGNAGE MANUFACTURED TO THIS DESIGN, BY IDENTITI RESOURCES, LTD. DISTRIBUTION TO OR USE OF THIS SIGN DESIGN BY ANYONE OUTSIDE OF THE CUSTOMER'S ORGANIZATION, WITHOUT EXPRESSED, WRITTEN AUTHORIZATION BY IDENTITI RESOURCES, LTD. IS PROHIBITED.	CUSTOMER APPROVAL:		DATE	BY	DATE	BY		DRAWING NO:	
			_____		Rev. #1	_____	_____	Rev. #4		4320908202.04	
			DATE: _____		Rev. #2	_____	_____	Rev. #5		DATE: 04.06.2026	
					Rev. #3	_____	_____	Rev. #6		Packaging	

PROVIDED BY OTHERS - PERMITTED & INSTALLED BY IDENTITI

-  WHITE ALUMINIUM FACES
-  RETAINER: WHITE
-  FILLER: WHITE



30.6 SQ. FT.



NOTE: SIGN MFG. TO PROVIDE FINAL CUT SHEET / SPECIFICATIONS FOR THIS SIGN

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CONCEPTUAL DRAWING - FOR PRESENTATION PURPOSES ONLY.
NOT FOR USE IN MFG. OR FOR FINAL CUSTOMER APPROVAL

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Rev. #2	_____	_____	Rev. #5	_____	_____
Rev. #3	_____	_____	Rev. #6	_____	_____



STARBUCKS
COFFEE

DRAWING NO:
4320908202.04

DATE: 04.06.2026

Packet page 1

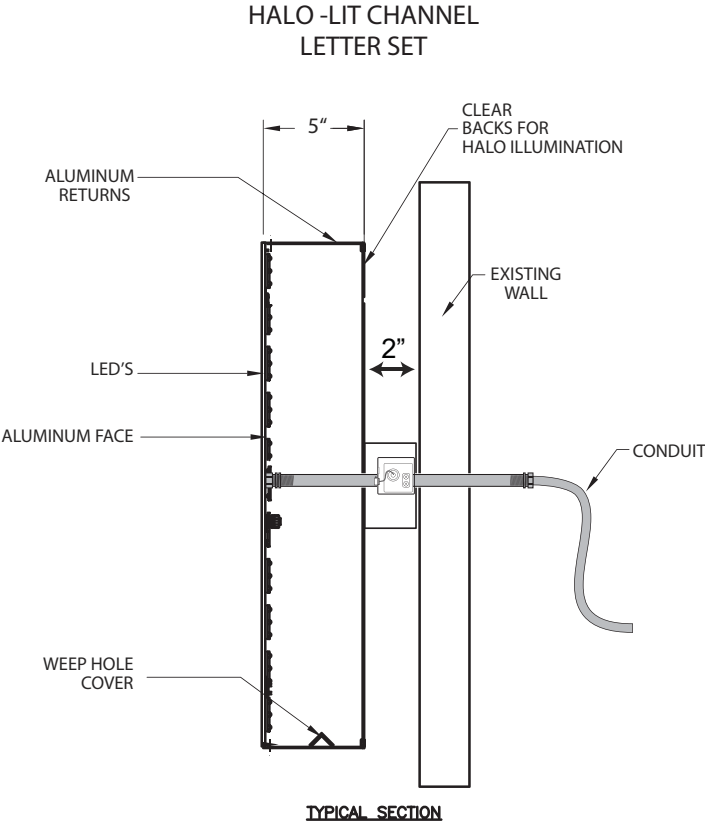
D

1'-4"

PHARMACY DRIVE THRU

21'-8 3/4"

- WHITE ALUMINIUM FACES
- RETAINER:
WHITE
- FILLER:
WHITE



28.9 SQ. FT.

E

3'-11 1/4"

1'-0 "

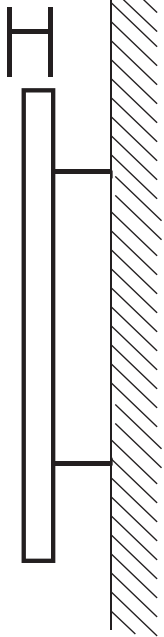
ENTER

3.9 SQ. FT.



WHITE

1/4"



1/4" THICK
FLAT PLASTIC
LETTERS.
PIN MOUNT
TO WALL.

NON- ILLUMINATED PIN MOUNT WALL LETTER DETAIL

NO SCALE

F

2'-9"

1'-0 "

EXIT

2.75 SQ. FT.



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DATE:

DATE

BY

Rev. #1

Rev. #2

Rev. #3

DATE

BY

Rev. #4

Rev. #5

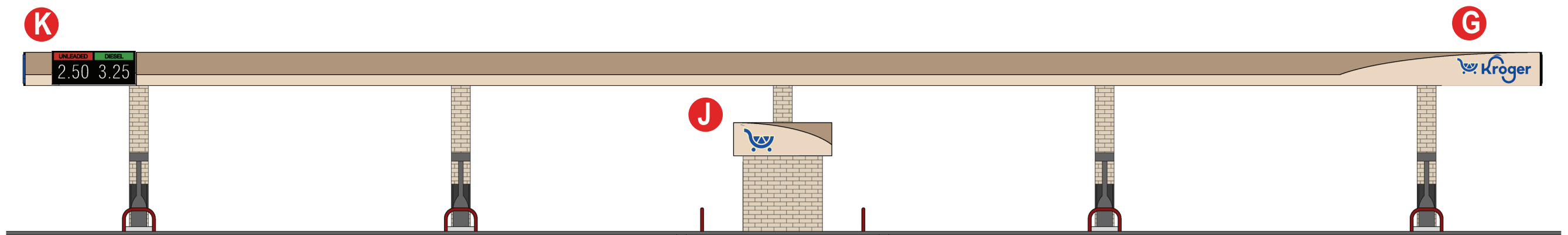
Rev. #6



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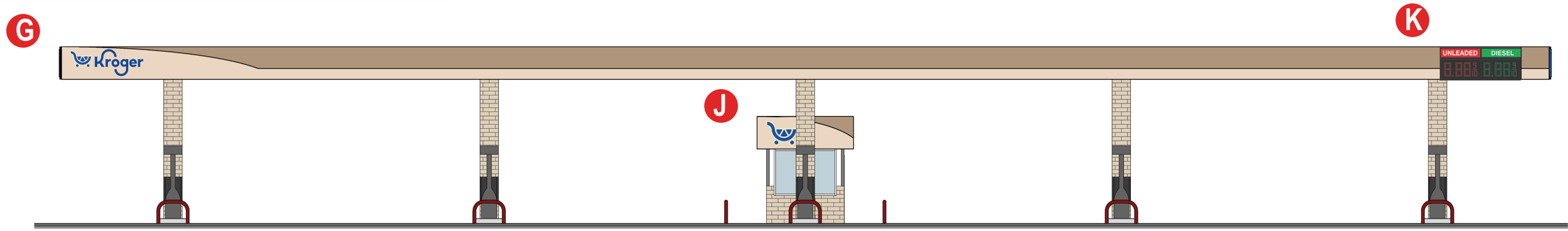
DATE: 04.06.2026

Packet Alignment

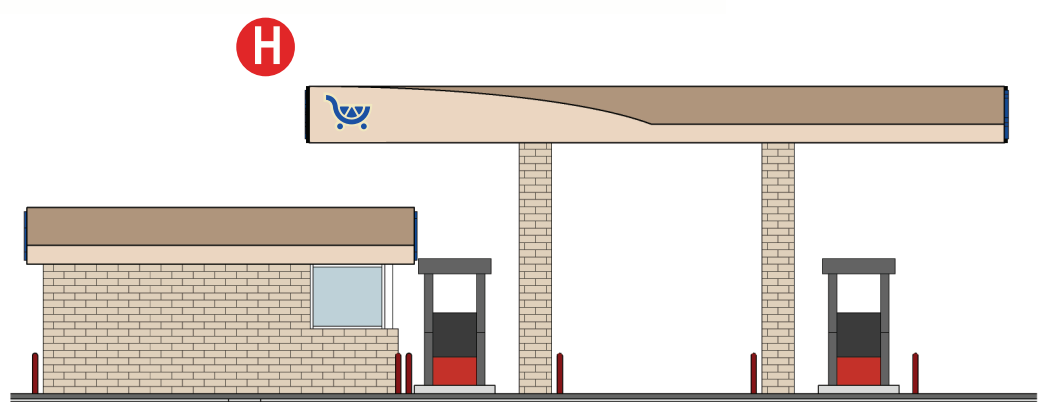


MEADOW LANE ELEVATION

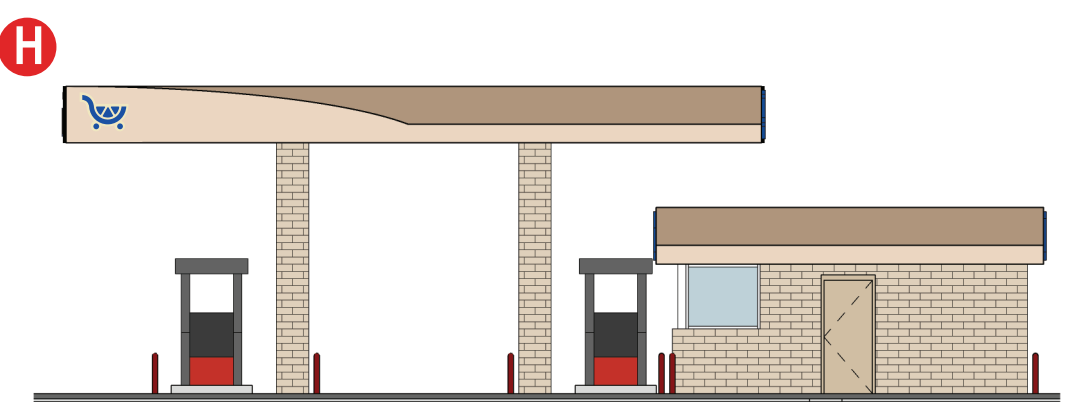
NOTE: NON-STANDARD PLACEMENT OF LOGO/LETTERS & PRICE SIGN



KROGER STORE ELEVATION



LEFT ELEVATION



RIGHT ELEVATION

KROGER #767
4725 ASHFORD DUNWOODY ROAD
DUNWOODY, GA

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Rev. #3	_____	_____

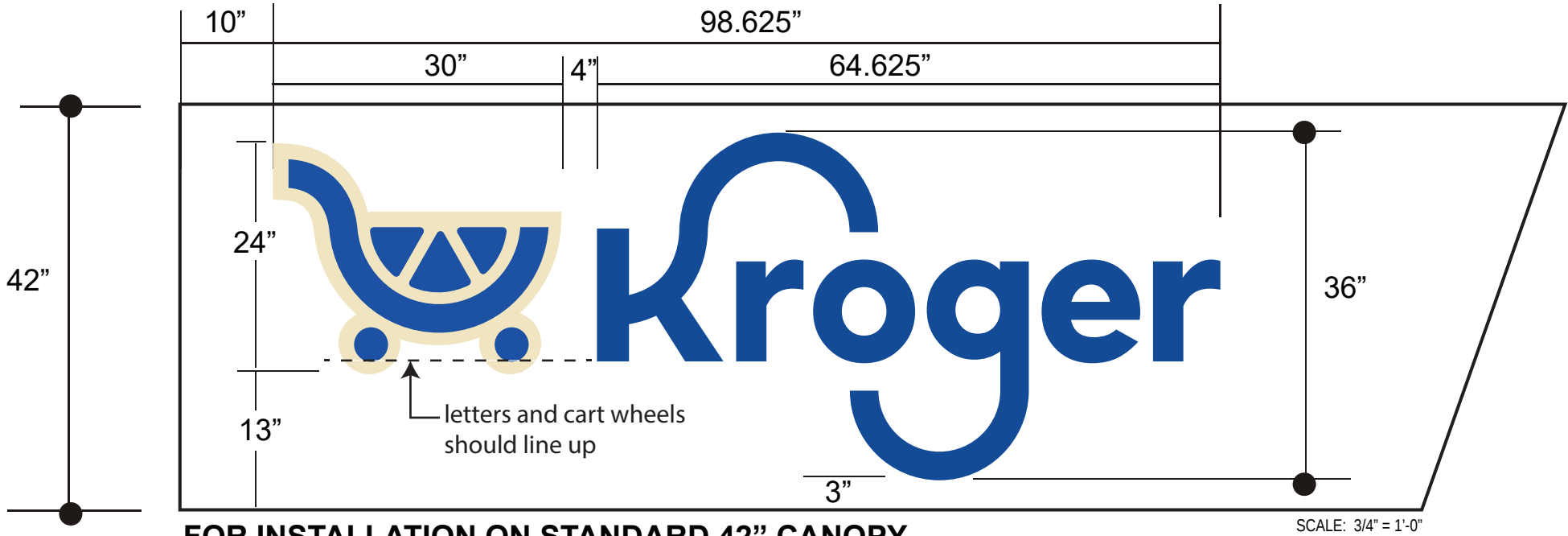
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Rev. #5	_____	_____
Rev. #6	_____	_____



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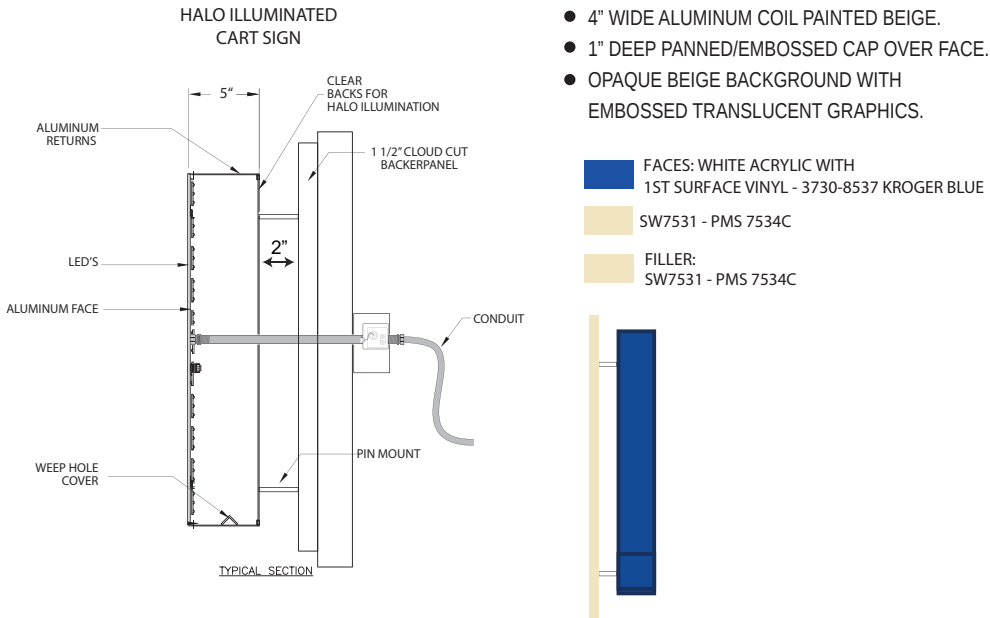
DATE 5.18.2026
Pack 1 page 1

G

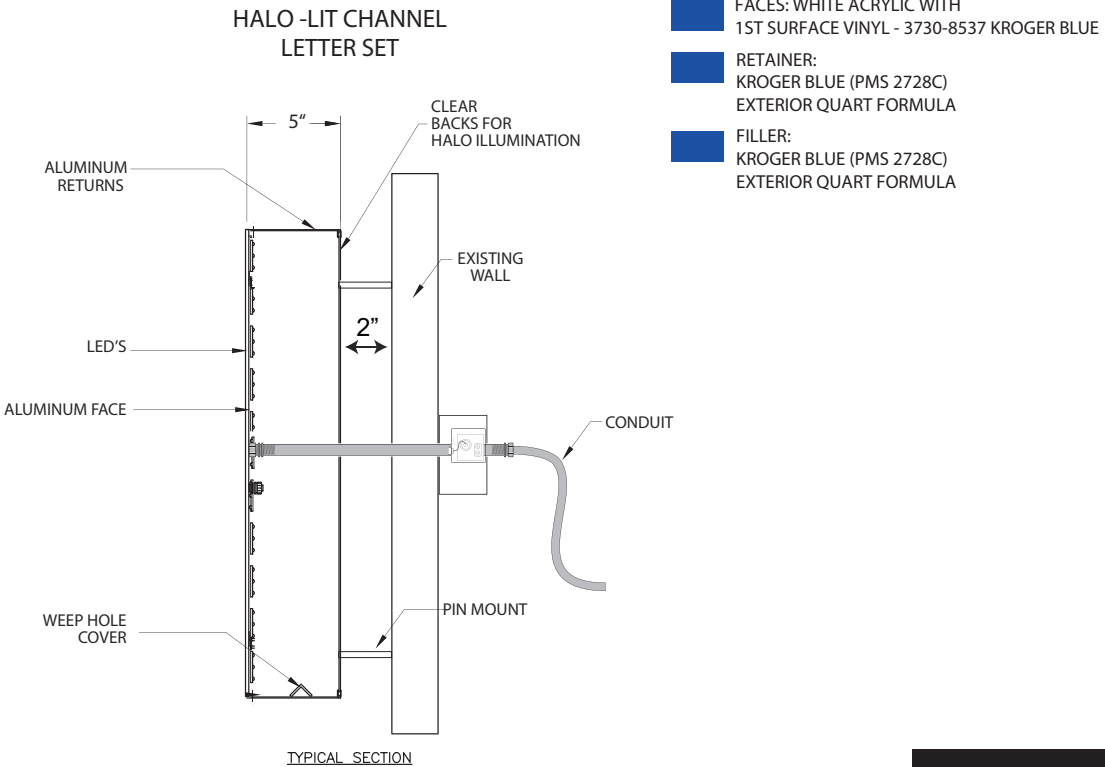


FOR INSTALLATION ON STANDARD 42" CANOPY

HALO LIT - CART/LOGO DETAIL



HALO - LIT LETTER DETAIL



SCALE: 3/8" = 1'-0"

****Install instructions per SPG requirement - Kroger specifications require secondary wiring on gas canopies to be contained within conduit as provided by Cummings.**

24.6 SQ. FT.

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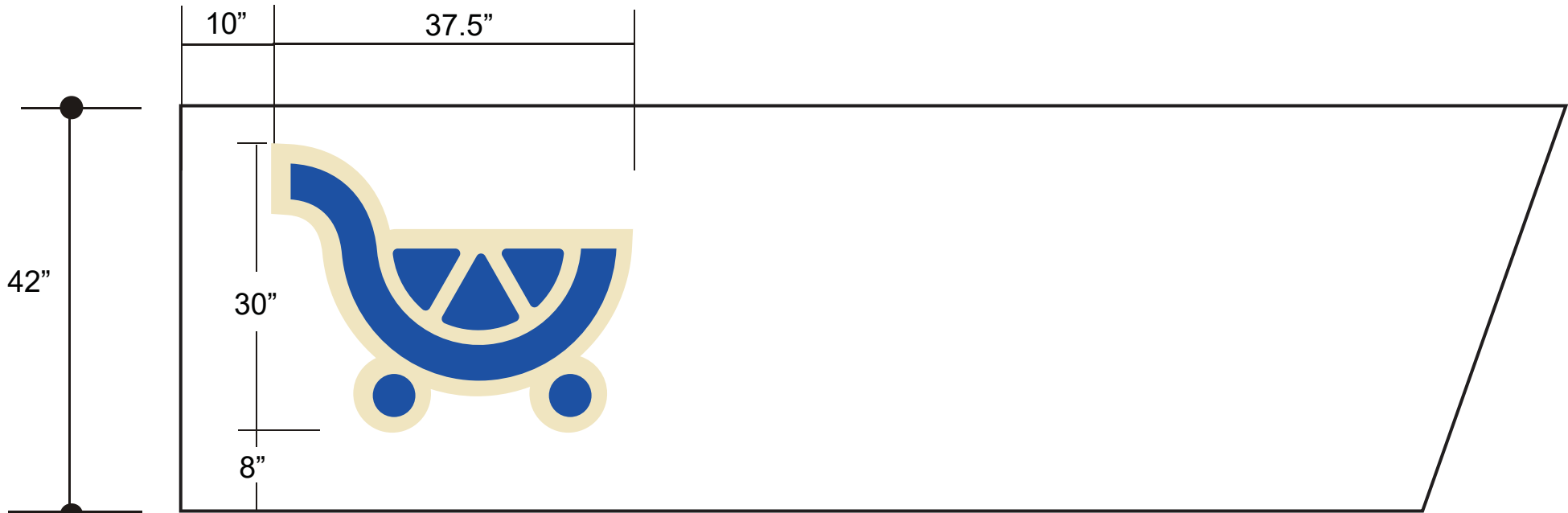
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Rev. #1	_____	_____	Rev. #4	_____	_____
Rev. #2	_____	_____	Rev. #5	_____	_____
Rev. #3	_____	_____	Rev. #6	_____	_____



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DATE 04.06.2026

Packet page:...



FOR INSTALLATION ON STANDARD 42” CANOPY

SCALE: 3/4" = 1'-0"

HALO LIT - CART/LOGO DETAIL

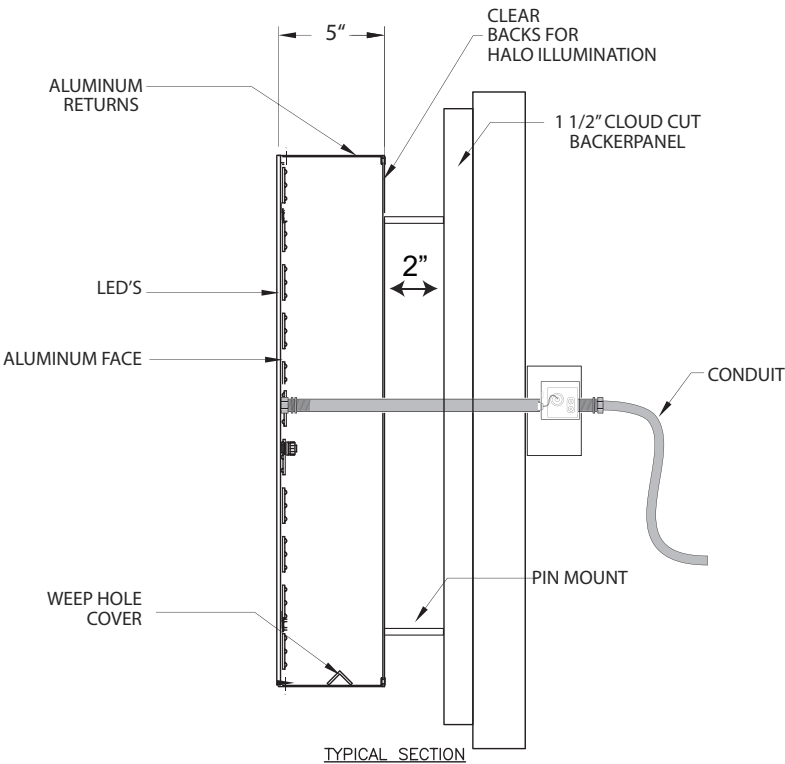
- 4" WIDE ALUMINUM COIL PAINTED BEIGE.
- 1" DEEP PANNED/EMBOSSD CAP OVER FACE.
- OPAQUE BEIGE BACKGROUND WITH EMBOSSED TRANSLUCENT GRAPHICS.

FACES: WHITE ACRYLIC WITH 1ST SURFACE VINYL - 3730-8537 KROGER BLUE

SW7531 - PMS 7534C

FILLER: SW7531 - PMS 7534C

HALO ILLUMINATED
CART SIGN



TYPICAL SECTION

****Install instructions per SPG requirement - Kroger specifications require secondary wiring on gas canopies to be contained within conduit as provided by Cummings.**

7.8 SQ. FT.

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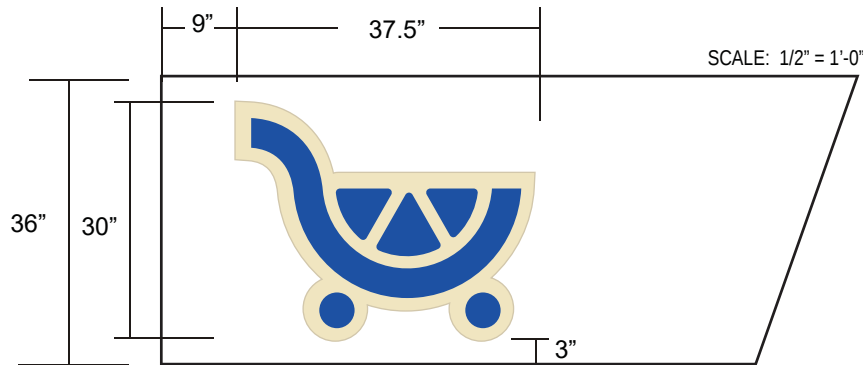
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Rev. #2	_____	_____	Rev. #5	_____	_____
Rev. #3	_____	_____	Rev. #6	_____	_____



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4320908202.05
DATE 04.09.2026
IMA
Packet page:...

NON-ILLUMINATED

J



FOR INSTALLATION ON STANDARD 36" KIOSK FASCIA

SIDE VIEW

- 4" WIDE ALUMINUM COIL PAINTED BEIGE.
- 1" DEEP PANNED/EMBOSSD CAP OVER FACE.
- BEIGE BACKGROUND WITH EMBOSSD GRAPHICS.

FACES: WHITE ACRYLIC WITH 1ST SURFACE VINYL - 3730-8537 KROGER BLUE

SW7531 - PMS 7534C

FILLER: SW7531 - PMS 7534C



LOGO/CART END VIEW



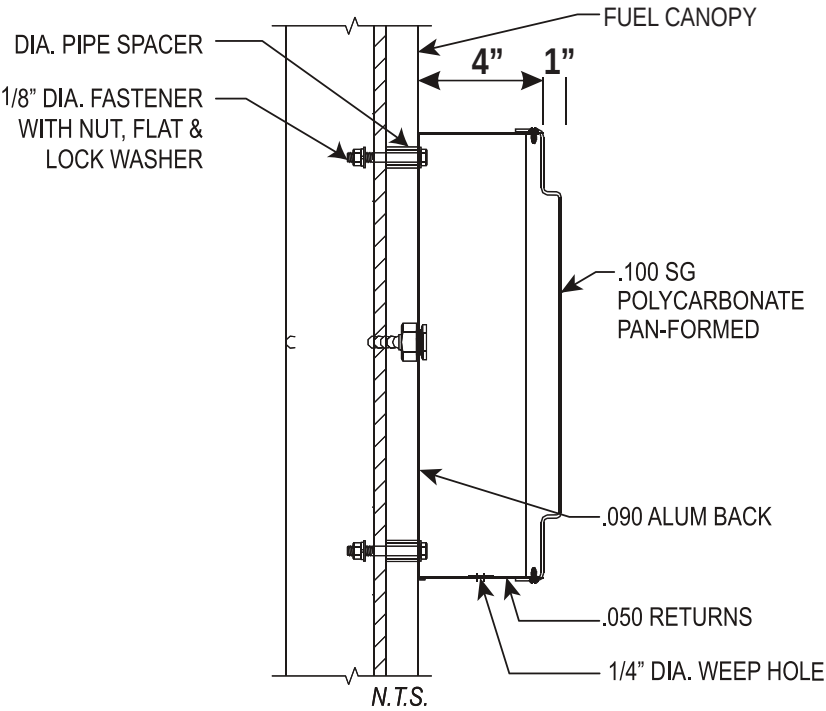
FRONT STORE VIEW

SCALE: 3/8" = 1'-0"



BACK STORE VIEW

SCALE: 3/8" = 1'-0"



7.8 SQ. FT.

PART # T.B.D

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Rev. #3			Rev. #6		



DRAWING NO:
1053010212.02.1B

DATE: 02.14.2024

S. HAWKE
Packet page....

18in Double Product, Single Face

K

COUPA#:555009 (Part number also used for existing sign custom kits)

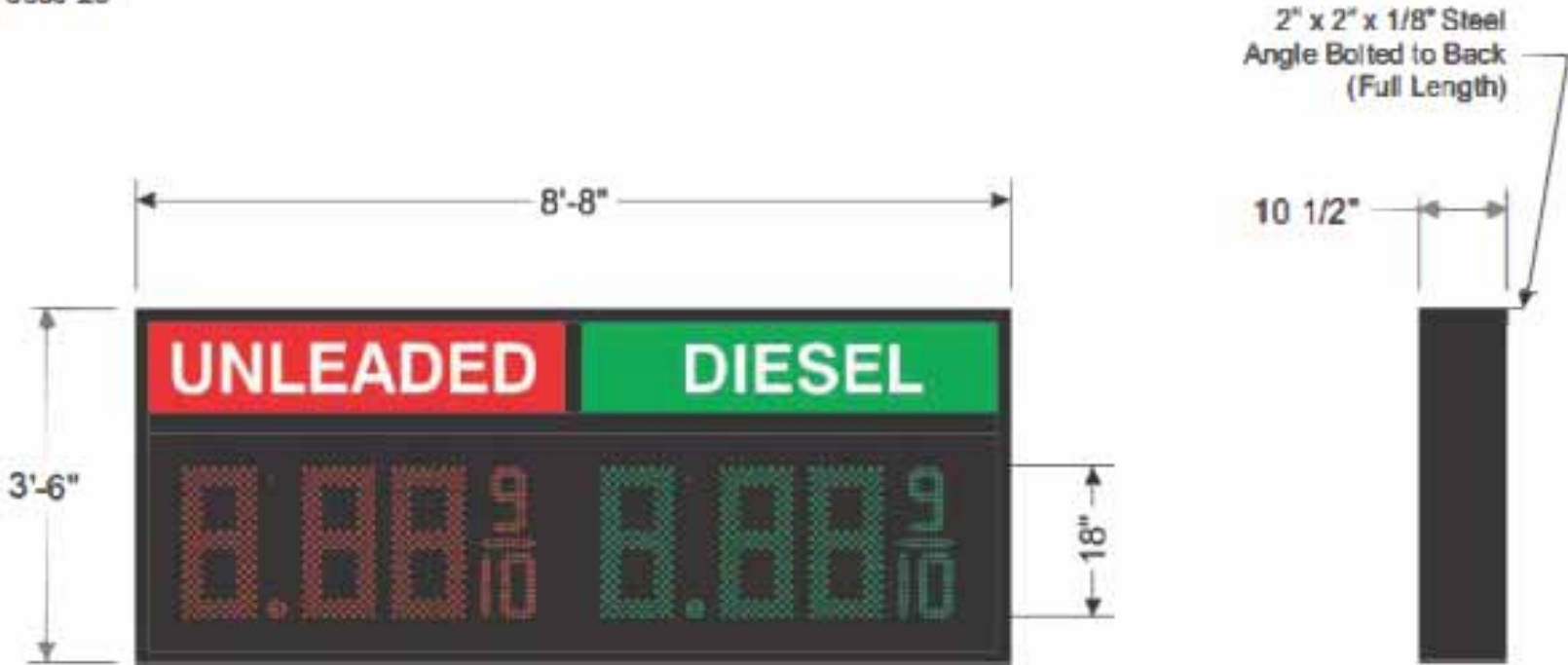
DIGITAL PRICE SIGN ORDERED BY KROGER, SUPPLIED BY LANDMARK, PERMITTED AND INSTALLED BY IDENTITI

CONSTRUCTION:

- Fabricate a double product S/F LED price sign; using 18" LED units, (1x) red & (1x) green.
- Illumination: 12VDC LED backlighting.
- Cabinet: .080" aluminum painted black.
- Commodity panels:
 - .177" white acrylic decorated with 3M 3630 scotchcal film 1st surface
 - - Red, 3630-33
 - - Green, 3630-26

ELECTRICAL:

120 VAC, Total circuits 2, 10A recommended
Circuit 1 (LIGHTS) 1A
Circuit 2 (LED price) 1.5A



ELEVATION
SCALE: 1/2" = 1'-0"

*Contact Landmark to discuss your specific needs.

SIGN AREA: 30.3 sqft

LANDMARK
Sign Alliance, Inc.
Working Together For You

Phone: 719.505.5455

Client:
The Kroger Co

Date:
09/17/2014

Drawn by:
MLB

Revisions:
1/28/15; updated notes

Drawing Number:
140817.2

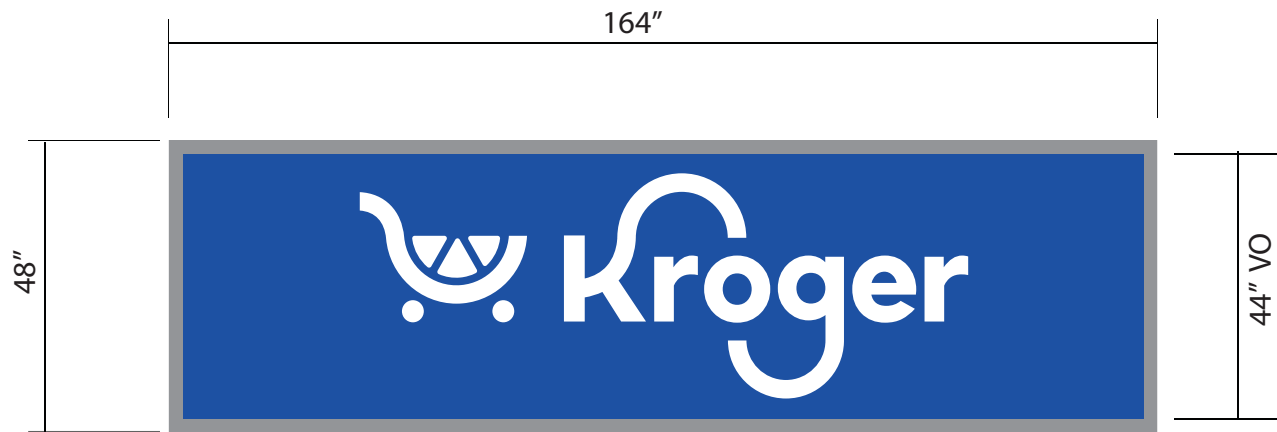
Sheet:
1 of 1

Approved:

Notes

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P1



FLAT POLYCARBONATE FACE
FLAT, 1ST SURFACE GRAPHICS.
BLUE VINYL GRAPHICS

3730-8537 KROGER BLUE

WHITE

EXISTING:
CABINET 48" X 164"
2" RETAINER

NOTE: TENANT PANEL SIZES T.B.D.
GRAPHICS TO BE SUPPLIED PRIOR TO MFG. OF
REPLACEMENT FACES.
PLACE-HOLDERS SHOWN FOR PRESENTATION
PURPOSES.

X



OPTION 1



OPTION 2

FLAT POLYCARBONATE FACE
FLAT, 1ST SURFACE GRAPHICS.
BLUE VINYL GRAPHICS

3730-8537 KROGER BLUE

WHITE



EXISTING



PROPOSED - OPTION 1



PROPOSED - OPTION 2

KROGER #767
4725 ASHFORD DUNWOODY ROAD
DUNWOODY, GA

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DATE 04.09.2026
S. Hawke
Packet page:...

P2



FLAT POLYCARBONATE FACE
FLAT, 1ST SURFACE GRAPHICS.
BLUE VINYL GRAPHICS

- 3730-8537 KROGER BLUE
- WHITE

cabinet 164" x 48"
cut 163-1/2" x 47-1/2"
vo 160" x 44"
2" retainer



EXISTING



PROPOSED

KROGER #767
4725 ASHFORD DUNWOODY ROAD
DUNWOODY, GA

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DRAWING NO:
4320908202.05

DATE 04.09.2026

S. Hawke

Packet page:...

18in Double Product, Single Face

COUPA#:555009 (Part number also used for existing sign custom kits)

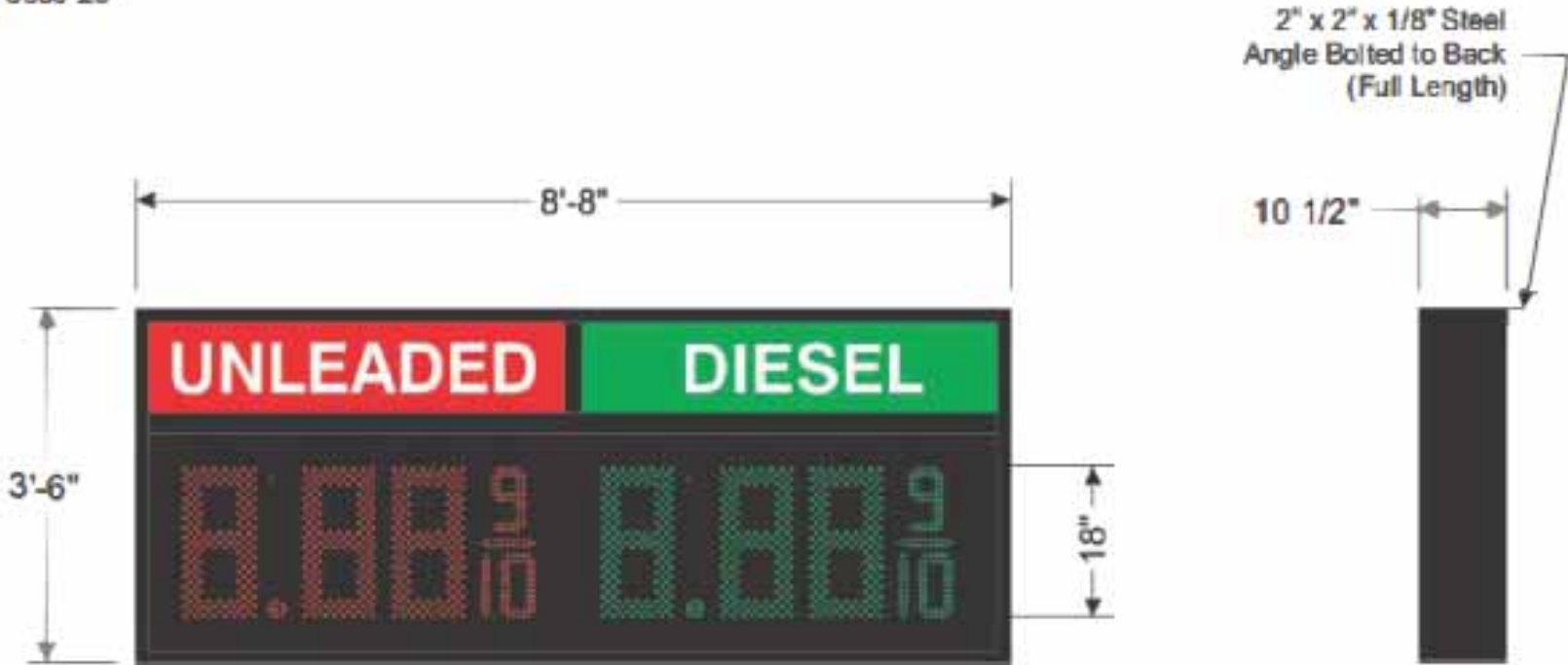
DIGITAL PRICE SIGN ORDERED BY KROGER, SUPPLIED BY LANDMARK, PERMITTED AND INSTALLED BY IDENTITI

CONSTRUCTION:

- Fabricate a double product S/F LED price sign; using 18" LED units, (1x) red & (1x) green.
- Illumination: 12VDC LED backlighting.
- Cabinet: .080" aluminum painted black.
- Commodity panels:
 - .177" white acrylic decorated with 3M 3630 scotchcal film 1st surface
 - - Red, 3630-33
 - - Green, 3630-26

ELECTRICAL:

120 VAC, Total circuits 2, 10A recommended
Circuit 1 (LIGHTS) 1A
Circuit 2 (LED price) 1.5A



ELEVATION
SCALE: 1/2" = 1'-0"

*Contact Landmark to discuss your specific needs.

SIGN AREA: 30.3 sqft

LANDMARK
Sign Alliance, Inc.
Working Together For You

Phone: 719.505.5455

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The Kroger Co

Date:
09/17/2014

Drawn by:
MLB

Revisions:
1/28/15; updated notes

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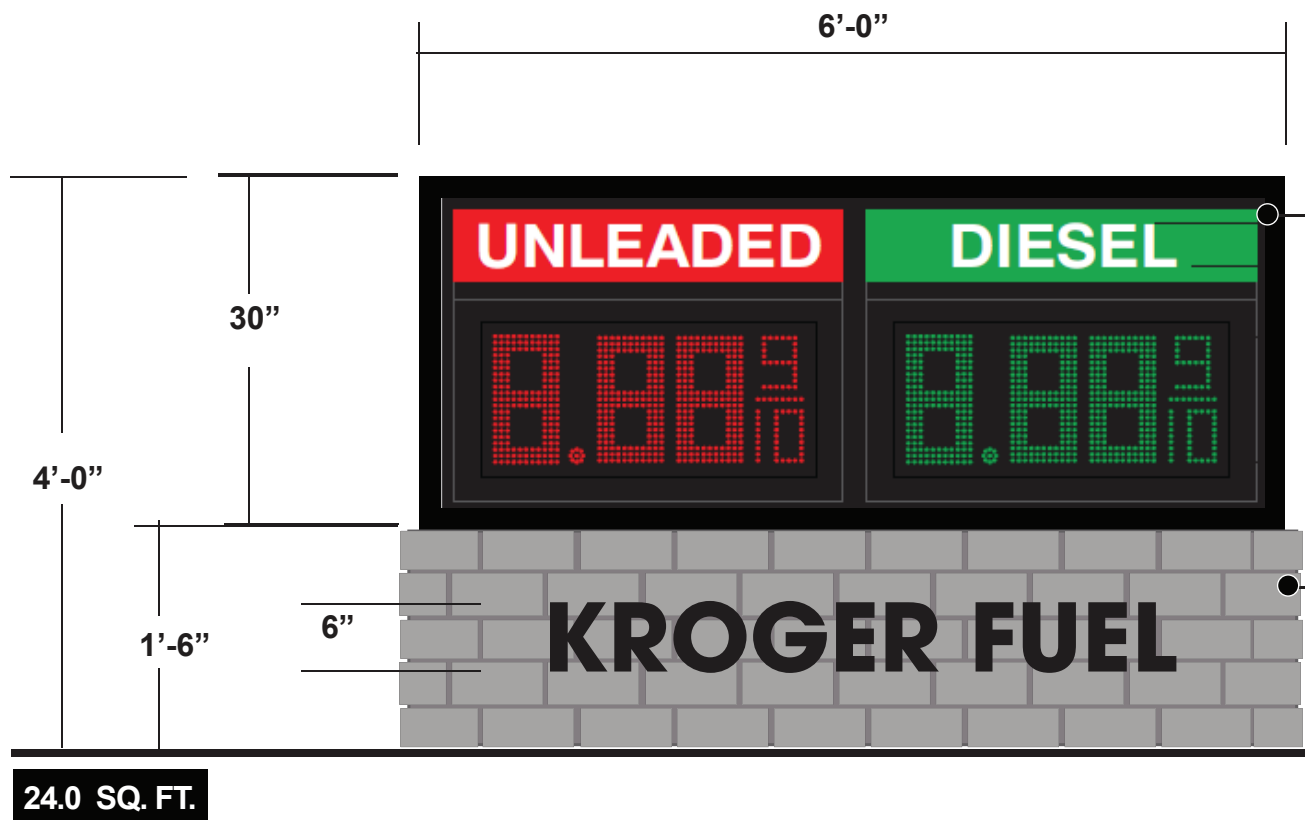
Sheet:
1 of 1

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PRELIMINARY



CUSTOM double face price sign by others.
Black aluminum cladding surrounding
price sign cabinet

DIGITAL PRICE SIGN ORDERED BY KROGER, SUPPLIED BY LANDMARK,
PERMITTED AND INSTALLED BY IDENTITI

Split Block Base
to match building.
Foundation & Block by others.
Identiti to provide pole
& cement board.
Flat cut out letters - black

COLOR KEY

3730-8537 KROGER BLUE

WHITE

SCALE: 3/4" = 1'-0"

Verification of specs/design required for permitting/installation.
LED digital price signs require 24 hour dedicated circuit
(provided by others) for operation of price sign to remain on all at all times..

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						DATE: 5.18.2026	
						Packet page 5H	