

HISTORIC DISTRICT BOARD OF REVIEW SAVANNAH DOWNTOWN HISTORIC DISTRICT

Historic Site & Monuments Committee (HSMC), & Historic District Board of Review Committee (HDBRC)



Property Information of Proposed Work (PIN & Zoning Info)
PIN (Property Identification Number): 2-0014-10-007
Zoning: D-R

Address:
234 Price Street
City of Savannah 31401
Crawford Ward
Chatham County, GA

Scope of Work:
Restoration and Stabilization of the
NBC Uneeda Biscuit Billboard 1897

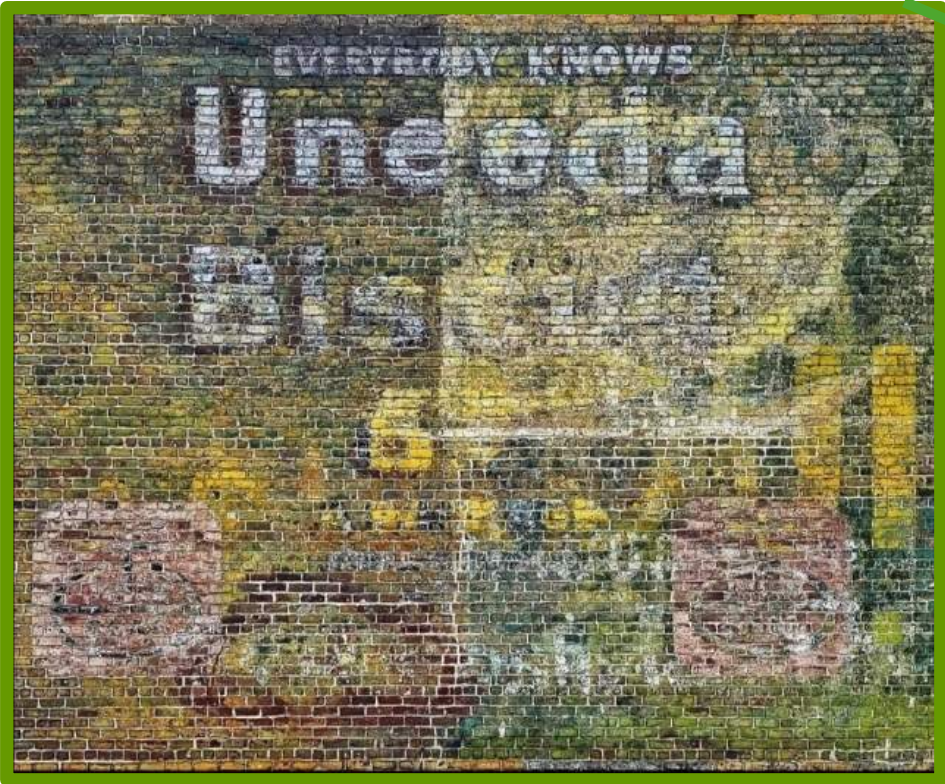
Required Meetings & Submission Dates:
Pre-Meeting Date: June 29, 2026
HSF Review Mtg: August 3, 2026
HSMC/HDBR Sub Date: August 6, 2026
HSMC Meeting: September 3, 2026
HDBR Meeting: September 9, 2026

Property Owner/Applicant:
Luis V. Posada, Jr.
5 Foxway Terrace
Towson, MD 21286
Phone: 202.486.9899
Email: LouPosada@gmail.com

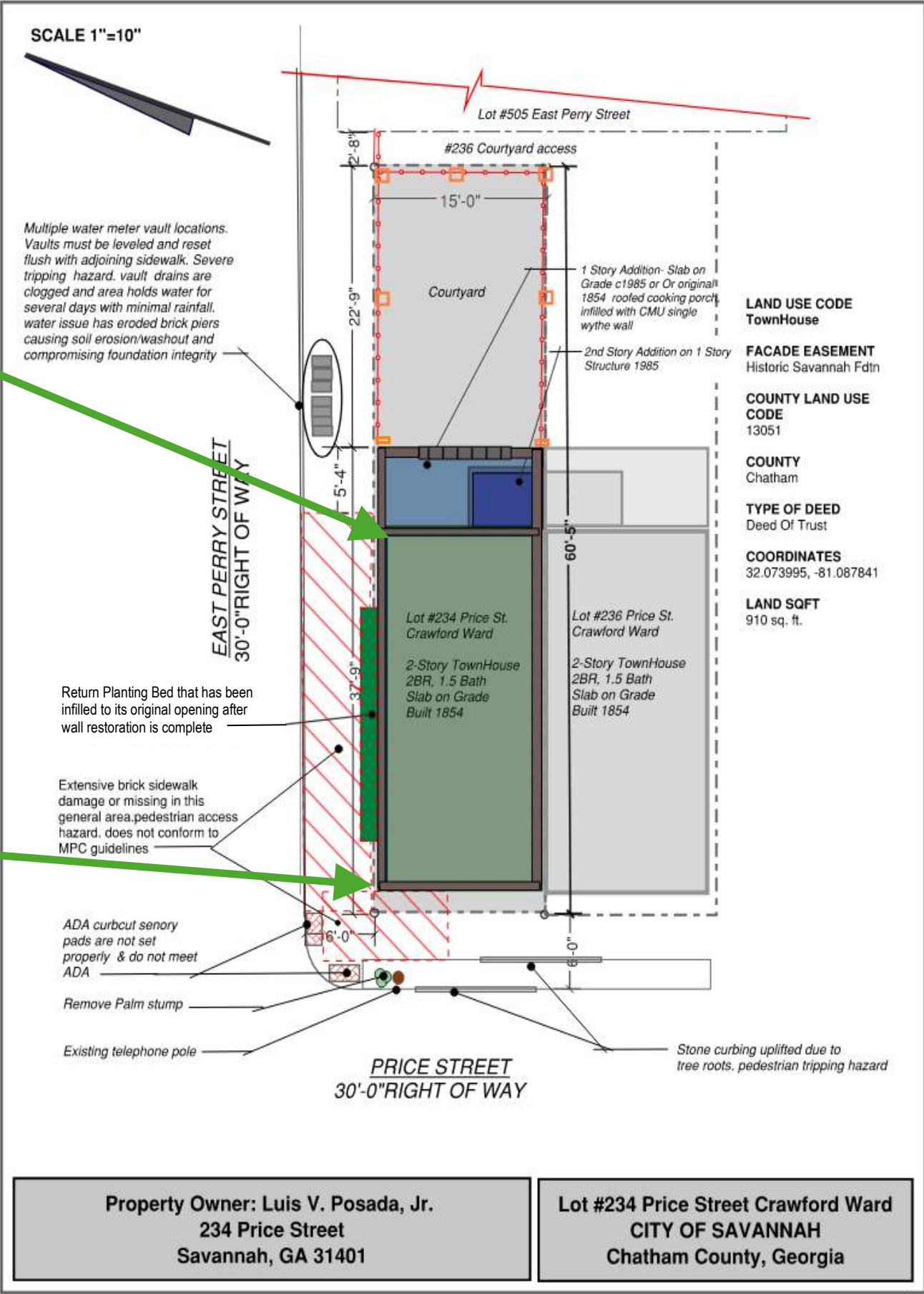
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234 PRICE STREET Savannah, GA 31401



Location of the NBC Uneeda Biscuit Ghost Sign Billboard



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PART OF THE BUILDINGS FABRIC. THE SIGNIFICANCE OF IT & THE ABILITY TO KEEP TELLING THE STORY IS FADING & WE WANT IT TO LIVE ON.

The consensus that has been reached by those who have been a part of the discussion surrounding my desire to restore the National Biscuit Company Uneeda Biscuit Ghost Billboard which was painted on the south wall of 234 Price Street circa 1897. *It is important to define how we define a restoration of a Ghost Sign.*

How Are We Defining the Restoration of the Ghost Sign:

- The big debate in the preservation world- Restore to “Readable” vs “Original State” Most preservationists vote for readable. We are trying to honor the history, not erasing it.
- Restoring ghost signs is basically bringing those faded painted ads back to life without erasing their history.
- We do not intend to repaint our ghost sign to look brand new like a billboard. The goal is stabilization + legibility, while keeping the patina that makes it a ghost sign.
- Retouch, don't recreate: Conservators use reversible paints and only fill in missing letters that are documented. We won't invent the parts that are gone. The ethics rule is "readable, not perfect."

Inpainting / Retouching: This is the art part and where ethics matter. Conservators only retouch areas that are documented from photos. or visible documented. The Rule of thumb is 20% max new paint. We want it legible from the sidewalk, but still clearly old. We have no desire to over-restore because once we repaint too much, it stops being a "ghost" and becomes a reproduction.

Our Process-Assessment & Documentation

Before touching anything:

- We completed a comprehensive photo survey
- We have photographed at dawn and dusk when raking light makes faded letters pop
- We have traced and mapped to capture letterforms that are almost gone

We wanted a record of what's there before touching anything.: Looked in city and state documents, old photos, and archives from the Historic Savanah Foundation to figure out what the sign originally said.

Clean Gently, Assess & Stabilize: This is where the most damage can happen if you do it wrong. Low-pressure water, soft brushes, and conservation-grade cleaners. No power washing. Brick and old paint are fragile.

- Do: Soft brushes, distilled water, pH-neutral conservation cleaners
- Don't: Power washers, bleach, wire brushes, sandblasting. Brick is porous and paint is 80-100 years old

The Ultimate Goal is to remove grime/soot so the original paint can be read, and to create a proper surface for the new paint to adhere, not to make the brick look new.

PROJECT

- We intend to fix loose brick/mortar, address water intrusion, and apply a breathable consolidant so more paint doesn't flake off. (See Product Data Regarding a Proposed Consolidant -Page 9) The consolidant also allows moisture to escape and offers UV-resistant
- If there is consensus, we are open to applying a breathable clear coat to slow UV and moisture damage with a product that does not trap water and has no sheen like a typical sealer.

Learn From The People Who Do This Work

In addition to working with my expert partner David Laughlin since April 2026 to review the work ahead, I have researched how this process has been undergone in other cities and by other experts, A mix of mural conservators, historic preservation groups, and building owner/developers that I have worked with in Baltimore, City, Maryland. Where they have used the ghost sign depicting sometimes the name of the old business such as Brown Wharf or the Bagby Furniture building. Baltimore has successfully completed numerous done ghost sign projects because the brick + old ads combo is so common there and there is a desire to embrace the history behind the signs. (see links below).

Things That Trip Up A Restoration

Paint Type - Originals were oil/lead-based. Modern acrylics behave differently and can cause more peeling if not compatible. The product we are proposing works well with this condition. (see specifications Page 7)

[Artist's work teaches about Baltimore's 'ghost signs' - WBAL](#)



[Historic “Vote Against Prohibition” sign brought back to life in Fell's Point](#)

Keeping An Eye On Things- We will continuously monitor the art on a regular basis, but we plan to establish a thorough evaluation of the wall every 3 to 5 years, depending on if we see things long the way which might be of concern. We hope this process can be written into our permit documentation, so we are reporting findings and how we plan to address any issue to this or to whichever body is deemed appropriate instead of having to apply for permission to inspect and evaluate each time. We believe this is the most proactive way to ensure the stability of the artwork in the future.

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NOTE: THE GRAPHIC REPRESENTATION DEPICTED BELOW DOES NOT MATCH THE EXACT LANGUAGE AND ART DEPICTED ON THE STRUCTURE BUT REPRESENTS AN ARTISTIC REPRESENTATION FOR THE PURPOSES OF DEMONSTRATING A LEVEL OF INPAINTING OPTIONS FOR DECISION MAKING PURPOSES

What Would Goldilocks Do in This Situation?

OWNER /HISTORIC SAVANNAH FOUNDATION & MURAL ARTIST
PREFERRED LEVEL OF RESTORATION-
WE THINK IT'S JUST RIGHT!

VISUAL GRADE RANGE



Current State Condition



Level One



Level Two



Level Three



Level Four

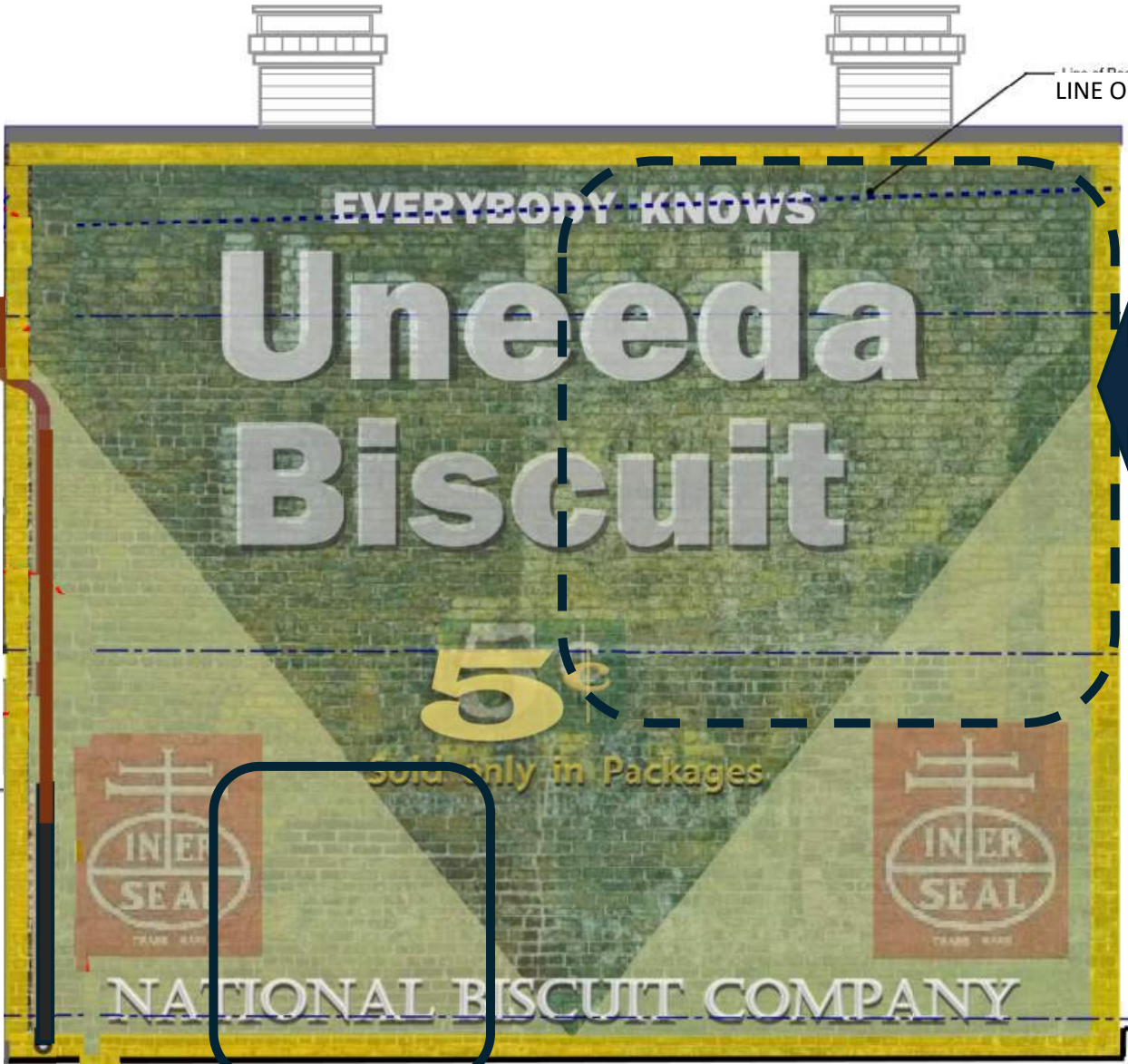


Level Five



FULL RESTORE -NEW 1897
BILLBOARD RESTORATION

National Biscuit Co. “Uneeda Biscuit” Ghost Sign
Restoration Inpainting /Visual Alignment Study



LINE OF ROOF SLOPE

OUR INTENT IS
NOT TO COVER
OR OVERPAINT
THIS
SECONDARY
GHOST SIGN

PROPOSED
MOCK-UP AREA

East Perry St (South Façade) “Uneeda Biscuit”
Circa 1897” Ghost Sign”

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DARK GRAY		MEDIUM GRAY		LIGHT GRAY	
HEX	313335	HEX	86888A	HEX	CACCCCE
RGB	49-51-53	RGB	134-136-138	RGB	202-204-206
CMYK	9-0-0-90	CMYK	6-0-0-55	CMYK	2-0-0-22
PMS	Cool Gray 11	PMS	Cool Gray 7	PMS	Cool Gray 2

White Lettering & Shadows

Color Selection -Then & Now; Where & How

Original Palette

Aged Palette

PANTONE®
3425 C

PANTONE®
P 146-16 C

PANTONE®
7555 C

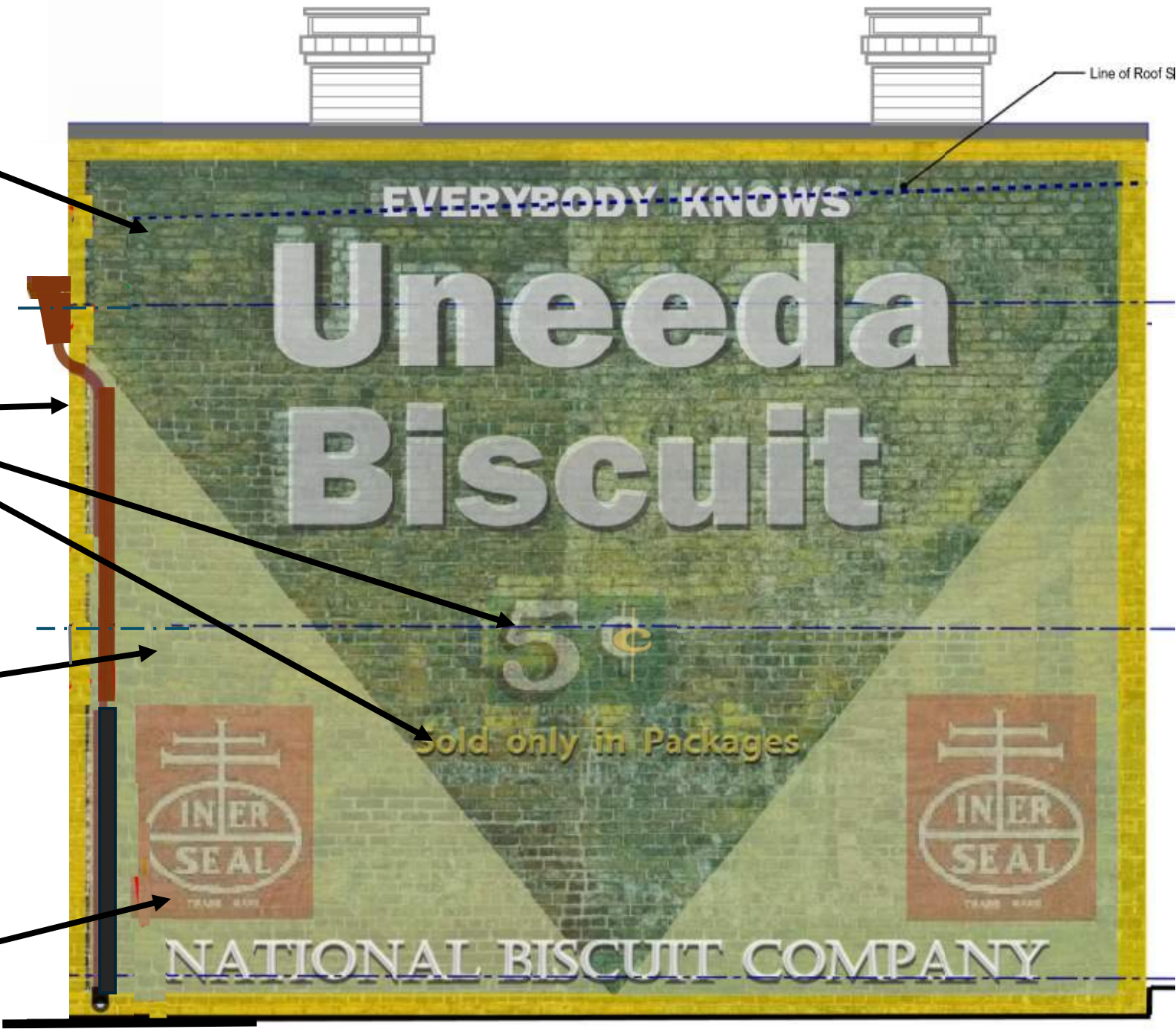
PANTONE®
924 C

PANTONE®
14-0123 TPG
Arcadian Green

PANTONE®
2260 CP

PANTONE®
1807 C

PANTONE®
P 48-8 U



Proposed Finish Restoration Level
East Perry St (South Façade) “Uneeda” Circa 1897” Ghost Sign”

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.From Lou Posada-Owner/Applicant/Architect

I purchased the property on March 31, 2026. I purchased the property in part, to come back to a place that I’ve always considered home & a place that left a dramatic impact on my life. After graduating SCAD’S architecture & interior design programs 1990 I was hired as the first employee by Forrest Lott who along withhis wife and Sandy Sherrill left Hansen Architects to start their own practice. Our office was in the office of retired architect, John C. LeBey, FAIA who lived in the upstairs.

THE GEORGIA HISTORICAL QUARTERLY
VOL. XCVI, No. 2 SUMMER 2012

RECENTLY PROCESSED MANUSCRIPTS
AND CATALOGED BOOKS AND PAMPHLETS
AT THE GEORGIA HISTORICAL SOCIETY

Recently Processed Manuscript Collections:

John C. LeBey Architectural Drawings, 1923-1987 (MS 1956, 30.92 cubic feet) LeBey (1905-2002) was born in Savannah and received his Bachelor's degree in architecture from Georgia Technical University and a Diploma of Architecture from L'Ecole des Beaux Arts in Fontainebleau, France. An accomplished architect, LeBey contributed to the preservation of Savannah's downtown built environment by completing more than sixty projects in Savannah's National Historic Landmark District. His work is also evidenced throughout the state of Georgia and in Alabama, South Carolina, Tennessee, and Texas. In 1973 LeBey was named a fellow of the American Institute of Architects, and in 1984 was granted the Ben Fortson, Jr. Award for Civic Beautification and Conservation by Georgia governor Joe Frank Harris. This collection contains 615 rolls of architectural drawings and other project records detailing hundreds of LeBey's projects. Gift of Naomi G. LeBey, 2007.

The Legacy Continues
November 3, 2025 Kathryn Drury Wagner

A local real estate professional shares some
of her favorite architects from Savannah's long history.



A home designed by John LeBey // Andrew Frazier

[The Legacy Continues](#) | [Savannah Magazine](#) 2026

Even at 86-year-old he was sharp and very much engaged in the Savannah preservation scene. As an example, he recreating wife’s formal English garden from memory that she had designed and built in the side yard on the corner & Bull Streets from memory, recreating this garden from the mid 1960’s before she passed in 1968.

Mr. LeBey could tell you a story about any project he ever designed or restored and he instilled in me, the importance of ‘telling the story behind each building I touch’.. This really drove my appreciation for preserving the past so others can experience it in the future, whether it’s a building or a piece of furniture that I may be breathing life back into, yjtough my furniture restoration business. History is at the heart of everything I do..

To that end, this rowhouse at 234 Price Street, built in 1854 for Mr.Stewart Austin is a part of a much bigger story which has shaped the direction of how products and advertising were marketed.

The south façade on this building is a living moment in time. Part of the story is written on its façade and losing that is losiing the history of things were done before Amazon, Uber Eats or Instacart. Losing this billboard takes away the ability of future generations to learn from this history of “Firsts”.

.At this point in the building’s history, as a continuous part of the façade since 1897, almost 130 years. The imagery is engrained in the facade of the building, and you cannot separate the two. We don’t seek to alter the look of the design, nor change the type of artwork on the façade. We are approaching it like you would any other the restoration of the façade to a point in time that can captures people’s imagination by telling the story of the

buildings part in a series of events that represent many “firsts” (see below) for things that drove the way this country evolved mduring the second industrial revolution.. Our goals and approach for the sign are stated on the earlier pages. (Note that this effort was reviewed with the Historic Savannah Foundation Review Committee, who holds the façade easement on the property, & who concurred with our approach and our level of enhancement).

The following is information in support of the significance of the billboard, and how the events that created the sign were a series of firsts in this country for business planning and mass or national ad campaign marketing, the creation of advertising agencies, branding, packaging and distribution.

It Was The First Brand Created By Advertising Agency . The First Promoted By A Multi-Million Dollar Media Campaign. & Perhaps One Of The Main Reasons Why The Dates On Nearly All Buffalo Nickels Are Worn Smooth.
Uneeda Biscuit was the first product of the National Biscuit Company (NBC, now Nabisco). And working with the country’s first national advertising agency, NBC had thousands of monumental Uneeda-branded brick-face signs painted on buildings across the countries industrial and commercial centers at the beginning of the twentieth century.

It’s important to note that there was a very short window of opportunity in which advertisers could exploit this medium. There were court challenges to the “visual pollution” of outdoor advertising immediately. By 1920, advertising agencies generally could no longer make private deals between themselves and building owners to paint ads on public-facing walls without seeking some sort of official approval. The brands that got in early were allowed, it appears, to maintain their signs. But national branding moved from hand-painted brick walls to standardized and printed billboards, and of course just a little later, to radio and television.

THE FIRST MASS MEDIA CAMPAIGN
The National Biscuit Company was founded on February 3, 1897, through the merger of the rivalrous American Biscuit & Manufacturing Company and the New York Biscuit Company (along with the United States Baking Company and a few smaller concerns). The name “Uneeda,” the invention of NBC’s advertising agency, N. W. Ayer & Son, was registered on December 27, 1898.

By that January, less than a year after the company’s founding, Ayer kicked off a teaser campaign with a Chicago newspaper display ad that read simply, **“Do you know Uneeda Biscuit?”** Demand was immediate,4 and an unheard of 10-year \$7,000,000 advertising budget was requested. And approved by the NBC (now Nabisco) board of directors (\$7 million in 1898 dollarsis \$282 Million Today) to promote a yet-to-be-proven packaged good – just one year after the parent company was founded.



That’s not Apple or Nike-level money, even after converting to current dollars, but it was a huge budget for a single product, and its allocation was an amazingly bold and visionary decision.

Coca-Cola, Mail Pouch, and a few other products had pioneered hand-painted signs as a branding medium, but they’d grown organically market to market. But NBC was gambling on creating a national market, all at once, all before the company was even sure it could produce a uniform product with any margin for profit at a scale required to meet demand, assuming it could create demand.

Outdoor Advertising, The First Mass Media, had exploded only in the decade before, made possible by advances in lithography and inspired by the success of “the circus is coming to town” posters pasted on barns across the country by advance men for P. T. Barnum and others.

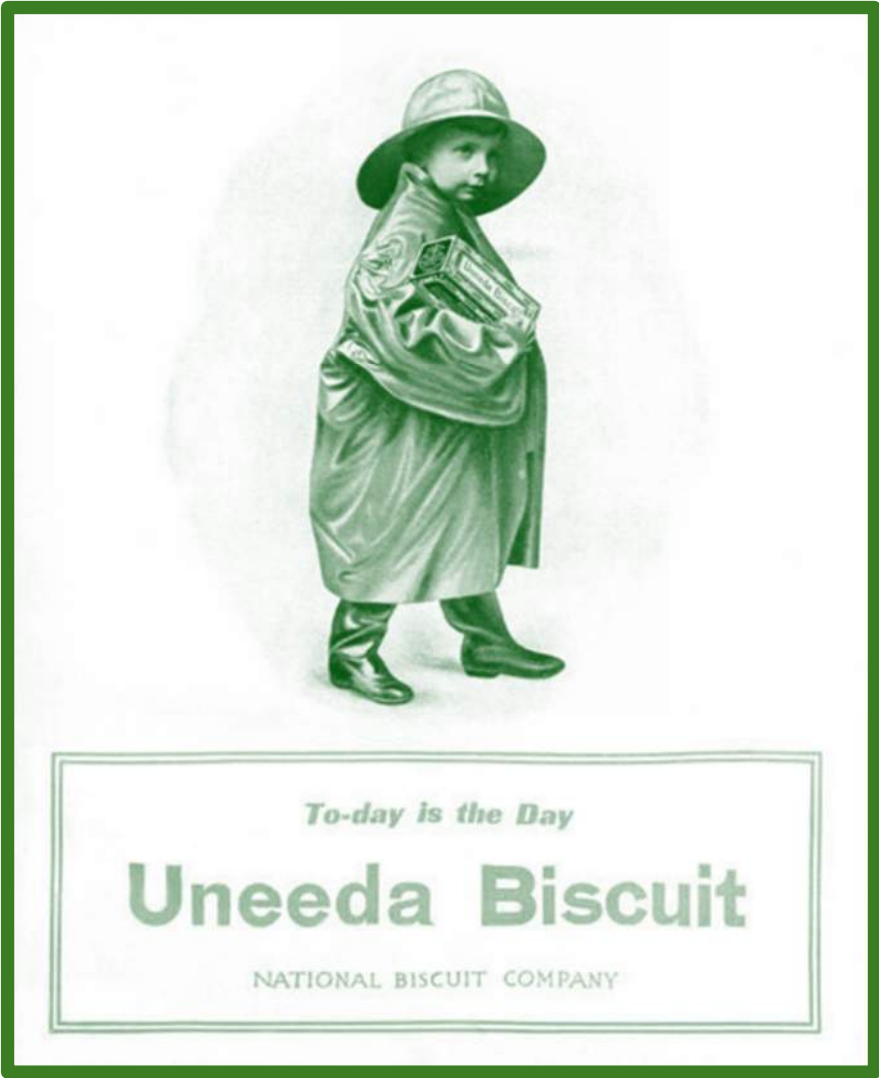
But Ayer’s Uneeda campaign was of an industrial scale not seen before. According to Laura E. Baker in “Public Sites Verses Public Sights,” at one point, NBC estimated that 30 million people saw a Uneeda ad every day.⁷ Based on the density and frequency of the brick face postings, it is likely a trolley-riding commuter would see two, three, four or more on their way to and from work – bright commercial breaks in a soot-streaked urban drama

Back in the 1800s, crackers were sold in bulk in open barrels in general stores. They were frequently stale or infested by the time they were purchased. Then, in the 1890s, Adolphus Green created the National Biscuit Company and developed a lighter, flakier cracker that would stay crisper longer, thanks to a nearly airtight package.

A liner using interfolded wax paper and cardboard kept out moisture and prevented the crackers from losing their crunch. To emphasize this feature, the company created a mascot: a boy in a rain slicker, usually shown in a downpour, carrying a box of Uneeda Biscuits.

By 1904, when this full-page ad appeared in the Post, that boy would have been a familiar sight to readers. They had already been subjected to the company’s \$7 million advertising campaign, the first to introduce a new product to the entire nation. It had been so successful that Uneeda ads didn’t have to bother using copy to sing the praises of the cracker. The National Biscuit Company, soon to be known as Nabisco, simply showed the familiar mascot. It was by no means a given that Uneeda Biscuits would be sold in a standard 21-cracker per box for five cents configuration. Prior, crackers were simply shoveled out of a barrel into a bag and sold by weight. And five cents per package left almost no margin for profit even in 1899. Several NBC investors pushed against the strategy. But Adolphus Green, the visionary manager of NBC, was certain the future of grocery retailing was high volume, low price and product standardization.⁹ His instincts were correct. The ability to convert a nickel into a box or a bottle of something good proved a magic formula. A big “5¢” appeared not only on Uneeda Biscuit signs, but also on Coca-Cola, Pepsi Cola and other soft drink promotions, Owl and Cremo Cigar promotions, and many other prominent promotions of the era (hence my speculation about well-worn Buffalo nickels).

PROMINENT IS THE PRICE- 5¢.



Why Do They Persist?

As previously stated, thousands of Uneeda signs were painted, and the fact that many are still with us is in part simply a function of this promiscuity. But there are other reasons why they survive. Just north of Troy, on Remson Street in Cohoes, stands an example that helps tell the story. Ayer’s field agents had money to spend, and in the absence of any legal obstacles, were able to make leasing agreements with private property owners for what was often virgin wall space. Good locations attracted generations of advertisers. But as the Remson Street example shows, even after being painted over multiple times, the lead white used for the primary lettering, which chemically bonded to bricks below, has allowed the Uneeda originals to hold fast, and with time, weather back into view.



ABOUT THE ARTIST

David Laughlin is a successful Savannah based (by way of Key West) artist bringing decades of industry experience creating iconic art in wide range of medium and scale, from large murals and billboards in public spaces, portraits and private commissions where he known for capturing minute detail, often in an intimate format. His work has been exhibited in numerous galleries, museums and juried shows, and can be found in a plethora of private, public and corporate collections including several high-profile locations around downtown Savannah.

If this was a new billboard, any painter or just a sign, any painter could undertake this work. But this project requires someone with David's experience of creating at a large scale and working on projects with historic context with a knowledge of how to blend new and old,

The fact that he works with clients like *Historic Tours of America*, *American Orient Express*, *The City of Savannah Welcome Center* & *City Market* continuously seek his skills, is a testament to his unique qualifications for this project.

David & the Owner-Lou Posada shared our approach and thinking with the Historic Savannah Foundation Review Board. They agreed with our methods and level of restoration. They feel that our intent to appropriately enhance where needed- fill in gaps, even the value of the image and protect it from loss is consistent with the values of what preservation is all about. Our goal is to support and revive historic work as a means of preserving history and continuing to tell the story about pivotal moments in time like the landmark story behind National Biscuit Co. and the Uneeda Biscuit ad campaign.

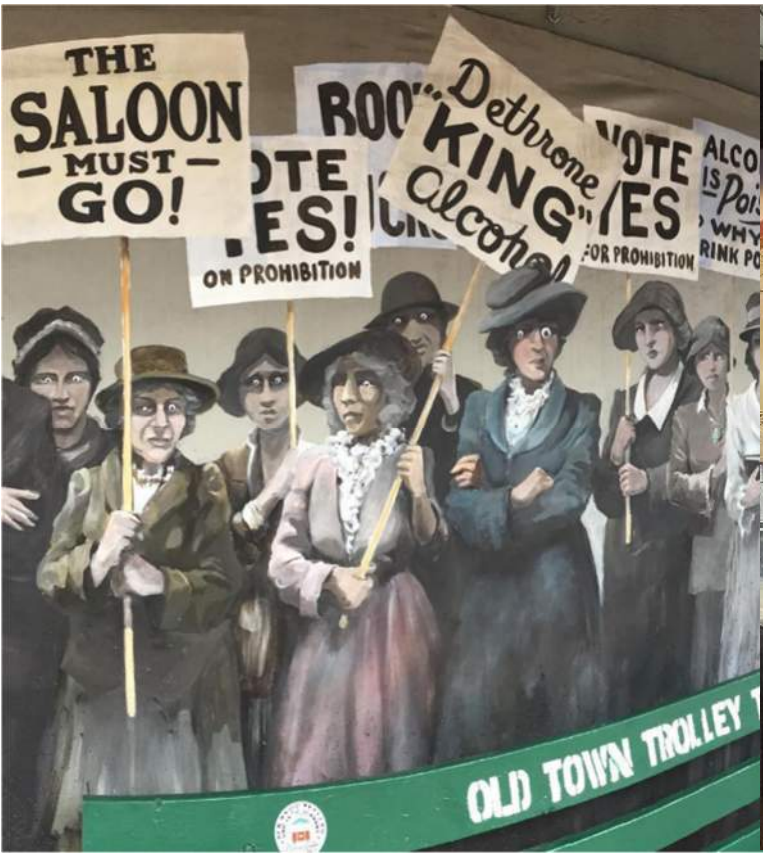
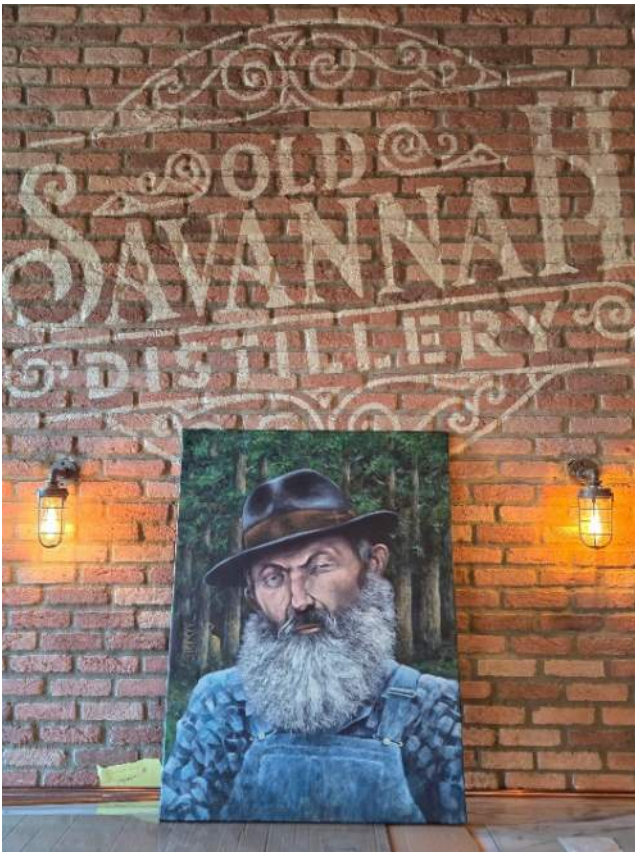
Savannah References

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Savannah City Market
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Kayla Black
Director of Attractions
Old Town Trolley Tours
Historic Tours of America-
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Kelli Lee
Director
Savannah Visitor Information
Centers
kelli@visitsavannah.com

EXAMPLES OF DAVID LAUGHLIN'S ARTWORK



HISTORIC DISTRICT BOARD OF REVIEW SAVANNAH DOWNTOWN HISTORIC DISTRICT

Application For Historical Markers, Monuments, & Public Art- Historic Site & Monuments Committee (HSMC)

234 PRICE STREET Savannah, GA 31401



Pre-Painting Cleaning & Surface Prep Methodology

CLEANING DIRT & DEBRIS FROM A SAVANNAH GRAY BRICK WALL WITHOUT A POWER WASHER WHILE PRESERVING ARTWORK OR DAMAGING THE BRICK

We will use the least aggressive cleaning method possible with no use muriatic acid, acidic masonry cleaners, bleach, abrasive blasting, wire brushes, or a power washer. Savannah Gray handmade bricks may have a delicate lime coating that acids and abrasion can permanently discolor or remove

METHOD

- 1. **Document and test first.** Photograph the wall, then choose an inconspicuous test area away from the artwork. Allow the test patch to dry completely before judging the result.
- 2. **Remove loose debris dry.** Use a HEPA vacuum on low suction with a soft-brush attachment, keeping the nozzle slightly off the surface. Gently loosen dust with a clean, natural-bristle brush. Do not scrub painted areas.
- 3. **Protect the surroundings.** Because this is not pressure washing, use towels or absorbent pads at the wall base rather than sealing the masonry behind plastic for long periods.
- 4. **Prepare a mild solution.** Mix warm water with a small amount of pH-neutral, conservation-grade neutral detergent. Avoid vinegar, ammonia, solvents, degreasers, and products labeled as acidic masonry cleaner.(see product data page 9)
- 5. **Clean in small sections.** Lightly dampen the brick with clean water, then apply the solution using a soft natural- or nylon-bristle brush. Work gently over roughly 2-foot-square sections. Do not saturate the wall or allow dirty water to run across the artwork.
- 6. **Lift away dirt.** Blot with clean white towels or use a wet vacuum held close to the surface. Do not rub aggressively.
- 7. **Rinse sparingly.** Wipe or lightly mist with clean water, then blot again. Change water frequently so dirt is not redeposited.
- 8. **Let it dry naturally.** Provide airflow but avoid heaters directed at the wall. Color may look darker until the brick is fully dry.

PROTECTING THE ARTWORK

- Keep liquids and brushes away from painted lines and edges, until the paint has been tasted to accept the cleaning solutions
- Do not attach tape directly to brick, mortar, or painted surfaces.
- Stop immediately if pigment transfers to a dry cotton swab, paint softens, colors change, or the surface powders or flakes.

POST-CLEANING

After washing, inspect the wall for any remaining dirt or stains. For stubborn spots, repeat the mild detergent application rather than increasing pressure. Allow the wall to air dry completely before touching or applying any sealants.

Performance, Application & Use

Sherwin Williams Emerald Rain Refresh is ideal for exterior applications in humid, dusty, or high-dirt environments such as what is found in the savannah location, where frequent washing is impractical. It’s especially beneficial for areas prone to algae or bird droppings. Emerald Rain Refresh combines the toughness of top-tier Sherwin-Williams exterior paint with a hydrophobic, self-cleaning finish for a cleaner, lower-maintenance exterior.

Key Attributes

- **Self-Cleaning Technology™** – Formulated to shed dirt upon contact with rain or water, keeping surfaces fresher with minimal maintenance
- **Hydrophobic Surface** – Water beads up and rolls off quickly, carrying loose dirt with it
- **Excellent Dirt Pick-Up Resistance** – Resists staining from algae, pollen, road film, and tree drip
- **UV & Weather Protection** – Provides strong resistance to sun damage, blistering, and peeling
- **Durability** –Cross-linking resins provide high level of color retention and chalking resistance
- **Self-Priming** – Reduces application effort; can be applied down to 35°F on sound surfaces
- **Mildew Resistant** – Contains mildew-inhibiting agents

102.082A

Emerald® Rain Refresh™ Exterior Acrylic Satin K48-1900 Series

CHARACTERISTICS

Emerald Rain Refresh™ with Self-Cleaning Technology™ is our most innovative exterior architectural house paint ever.

- Excellent application, flow and leveling
- Excellent dirt pick up resistance
- Excellent water shedding
- Self-priming
- Resistant to wind driven rain
- Can be applied down to 35°F

Emerald Rain Refresh is formulated to be self-cleaning by shedding dirt upon rain or water contact.

VinylSafe™ paint colors allow you the freedom to choose from 100 color options, including a limited selection of darker colors formulated to resist warping and buckling when applied to a sound, stable vinyl substrate.

Color: Most Colors Coverage: @ 5.3-6.4 mils wet, 2.1-2.5 mils dry

Drying Time, @ 50% RH: @35-45°F Touch: 4 Hours Recoat: 24-48 hours Finish: 10-20 units @ 80°

Tinting with CCE only: Base: oz. per gallon Strength: Ultrawhite 0-6 SherColor Extra White 0-7 SherColor Deep Base 4-14 SherColor Ultra Deep Base 10-14 SherColor

Extra White K48W01951 (may vary by color) V.O.C. (less exempt solvents): Less than 50 grams per litre, 0.42 lbs. per gallon As per 40 CFR 59.406 Volume Solids: 38 ±2% Weight per Gallon: 10.19 lbs Flash Point: N.A. Vehicle Type: Proprietary Acrylic Shelf Life: 36 months, unopened WVP Perms (US) 26.1 grains/(hr in Hg)

Mildew Resistant This coating contains agents which inhibit the growth of mildew on the surface of this coating film.

3/2026

COMPLIANCE

As of 03/26/2026, Complies with:

- OTC Yes
- OTC Phase II Yes
- S.C.A.Q.M.D. Yes
- CARB Yes
- CARB SCM 2007 Yes
- CARB SCM 2020 Yes
- Canada Yes
- LEED® v4 & v4.1 Emissions N/A
- LEED® v4 & v4.1 V.O.C. Yes
- EPD-NSF® Certified No
- MIR-Manufacturer Inventory No
- MP1 #15

APPLICATION

On large expanses of metal siding, the air, surface, and material temperatures must be 50°F or higher. No Reduction needed.

Brush: Use a nylon-polyester brush such as Purdy® Pro-Extra®.

Roller: Use a high quality polyester roller cover such as Purdy® Marathon®.

For specific brushes and rollers, please refer to our Brush and Roller Guide on sherwin-williams.com

Spray - Airless: 2000 p.s.i. Pressure 015-019 inch Tip

APPLICATION TIPS

Make sure product is completely agitated (mechanically or manually) before use.

Thoroughly follow the recommended surface preparations. Most coating failures are due to inadequate surface preparation or application. Thorough surface preparation will help provide long term protection with Emerald Rain Refresh coating. On repaint work, apply one coat of Emerald Rain Refresh; on bare surfaces, apply two coats of Emerald Rain Refresh, allowing 4 hours drying between coats.

Do not paint in direct sun. Apply at temperatures above 35°F. Paint fills a dry area into the adjoining wet coating area. When the air temperature is at 35°F, substrates may be colder, prior to painting, check to be sure the air, surface, and material temperature are above 35°F and at least 5°F above the dew point. Avoid using if rain or snow is expected within 2-3 hours.

Do not apply at air or surface temperatures below 35°F (1.7°C) or when air or surface temperatures may drop below 35°F (1.7°C) within 48 hours. Use high bond painter's tape such as ShurTape FROGTAPE® High Bond Exterior Painter's Tape (SMIS651259789) when coated surfaces requires masking. Allow coating to dry 24 hours prior to applying to surface.

www.sherwin-williams.com



SPECIFICATIONS

Emerald Rain Refresh is self-priming on most surfaces. Emerald Rain Refresh can be used as a self-priming coating on many bare surfaces. When used this way, the first coat of Emerald Rain Refresh acts like a coat of primer and the second coat provides the final appearance and performance. Apply 2 coats on new, bare surfaces or 1 coat for repaints. Use on these properly prepared surfaces:

Aluminum & Aluminum Siding*, Galvanized Steel*: 2 coats Emerald Rain Refresh

Concrete Block, CMU, Split face Block: 1 coat Loxon Acrylic Block Surfacor 2 coats Emerald Rain Refresh

Brick, Stucco, Cement, Concrete: 1 coat Loxon Concrete & Masonry Primer (if needed) or Loxon Conditioner (if needed) 2 coats Emerald Rain Refresh

Cement Composition Siding/Panels: 1 coat Loxon Concrete & Masonry Primer (if needed) or Loxon Conditioner (if needed) 2 coats Emerald Rain Refresh

Stucco: 1 coat All Surface Latex Enamel Primer 2 coats Emerald Rain Refresh

Vinyl Siding: 2 coats Emerald Rain Refresh

Wood (Cedar, Redwood): 2 coats Emerald Rain Refresh Kois and some woods, such as redwood and cedar, contain a high amount of tannin, a colored wood extract. If applied to these woods, the first coat of Emerald Rain Refresh may show some staining, but it will be trapped in the first coat. A second coat will uniform the appearance. If staining persists, spot prime severe areas with 1 coat of Exterior Oil-Based Wood Primer prior to using Emerald Rain Refresh.

Wood Composition Board - Hardboard: Because of the potential for wax bleeding out of the substrate, apply 1 coat of Exterior Oil-Based Wood Primer and then topcoat.

On large expanses of metal siding, the air, surface, and material temperatures must be 50°F or higher. Standard latex primers cannot be used below 50°F. See specific primer label for that product's application limitations. Surfaces with a pH of greater than 9 must be primed with a high pH-resistant coating such as Loxon Concrete & Masonry Primer-Sealer. Other primers may be appropriate.

Emerald® Rain Refresh™ Exterior Acrylic Satin

SURFACE PREPARATION

WARNING! Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (in US) or contact your local health authority.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Existing peeled or checked paint should be scraped and sanded to a sound surface. Glossy surfaces should be sanded dull. Stains from water, smoke, ink, pencil, grease, etc. should be sealed with the appropriate primer-sealer. Recognize that any surface preparation short of total removal of the old coating may compromise the service length of the system.

Aluminum and Galvanized Steel: Wash to remove any oil, grease, or other surface contamination. All corrosion must be removed with sandpaper, wire brush, or other abrading method. On large expanses of metal siding, the air, surface, and material temperatures must be 50°F or higher.

Cement Composition Siding-Panels: Remove all dirt, dust, grease, oil, loose particles, laitance, foreign material, and peeling or defective coatings. Allow the surface to dry thoroughly. If the surface is new, test it for pH. If the pH is higher than 9, prime with Loxon Concrete & Masonry Primer. After power washing, previously painted masonry may still have a powdery surface that should be sealed with Loxon Conditioner.

Caulking: Gaps between windows, doors, trim, and other through-wall openings can be filled with the appropriate caulk after priming the surface.

Masonry, Concrete, Cement, Block: All new surfaces must be cured according to the supplier's recommendations – usually about 30 days. Remove all form release and curing agents. Rough surfaces can be filled to provide a smooth surface. If painting cannot wait 30 days, allow the surface to cure 7 days and prime the surface with Loxon Concrete & Masonry Primer. Cracks, voids, and other holes should be repaired with an elastomeric patch or sealant. Concrete masonry units (CMU) - Surface should be thoroughly clean and dry. Air, material and surface temperatures must be at least 50°F before filling. Use Loxon Acrylic Block Surfacor. The filler must be thoroughly dry before topcoating.

Previously Painted Surfaces: Spot prime bare areas with Emerald Rain Refresh, wait 4 hours, and paint the entire surface. Some specific surfaces require specialized treatment.

SURFACE PREPARATION

Mildew: Clean mildew from the Surface: Mildew is a fungus that looks like dirt but won't wash off. Mildew must be removed before painting, or it will grow through any new coat of paint. To remove mildew or suspected mildew, scrub surface before painting with a commercial mildew remover following manufacturer's safety instructions.

Wood: Sand any exposed wood to a fresh surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. All patched areas must be primed.

Steel: Rust and mill scale must be removed using sandpaper, wire brush, or other abrading method. Bare steel must be primed the same day as cleaned.

Stucco: Remove any loose stucco, efflorescence, or laitance. Allow new stucco to cure at least 30 days before painting. If painting cannot wait 30 days, allow the surface to dry 7 days and prime with Loxon Concrete & Masonry Primer. Repair cracks, voids, and other holes with an elastomeric patch or sealant.

Vinyl or other PVC Building Products: Clean the surface thoroughly by scrubbing with warm, soapy water. Rinse thoroughly, if needed prime with appropriate white primer. Do not paint vinyl with any color darker than the original color or having a Light Reflective Value (LRV) of less than 56 unless VinylSafe® Colors are used. If VinylSafe colors are not used the vinyl may warp. Follow all painting guidelines of the vinyl manufacturer when painting. Only paint properly installed vinyl siding. Deviating from the manufacturer's painting guidelines may cause the warranty to be voided.

CAUTIONS

For exterior use only. Protect from freezing. Non-Photochemically reactive.

Before using, carefully read CAUTIONS on label.

Zinc: Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. FIRST AID: In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.

HOTW 03/26/2026 K48W01951 22 36 FRG, SP

CLEANUP INFORMATION

Clean spills, spatters, hands and tools immediately after use with soap and warm clean water. After cleaning, flush spray equipment with compliant cleanup solvent to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using solvents.

The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of The Sherwin-Williams Company. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Sherwin-Williams representative or visit www.paintdocs.com to obtain the most current version of the PDS and/or an SDS.

HISTORIC DISTRICT BOARD OF REVIEW SAVANNAH DOWNTOWN HISTORIC DISTRICT

Application For Historical Markers, Monuments, & Public Art- Historic Site & Monuments Committee (HSMC)

234 PRICE STREET Savannah, GA 31401



Surface Stabilizing Breathable Consolidant Product Data

Conservare

MASONRY & STONE PRESERVATION

OH100 Consolidation Treatment

Conservare® OH100 is a ready-to-use consolidation treatment that stabilizes masonry by replacing the natural binding materials lost due to weathering with silicon dioxide. When properly applied, OH100 penetrates deeply, does not form a dense surface crust, and retains the substrate's natural vapor permeability.

PROSOCO's Consolidation Treatments are based on silicic ethyl esters. Their extremely small molecular structure enables them to penetrate deeply into deteriorated masonry surfaces, collecting at contact points between individual stone grains. An internal catalyst and atmospheric humidity then convert the liquid consolidant into a glass-like silicon dioxide (SiO₂) gel which binds the stone particles together. Exhibiting chemical characteristics and thermal expansion/contraction characteristics which are virtually identical to that of natural stone, the newly deposited SiO₂ cementing matrix replaces the stone's natural cement which has been lost due to weathering influences.

In addition to the general consolidation of severely deteriorated masonries, PROSOCO's OH100 is an effective pretreatment for friable substrates that need to be strengthened before cleaning, patching or coating. OH100 may be used on most types of natural stone, concrete, stucco, brick, terra-cotta, etc.

Conservare® OH100 is effective on unpolished marble, travertine and limestone that has been treated with PROSOCO's HCT.

SAFETY INFORMATION

Always read full label and SDS for precautionary instructions before use. Use appropriate safety equipment and job-site controls during application and handling.

24-Hour Emergency Information:
INFOTRAC at 800-535-5053

ADVANTAGES

- One component – easy-to-use. Strengthens deteriorated stone.
- Low viscosity allows deep penetration. Will not form hardened surface crust.
- The new binder is mineral, similar to the original stone. No synthetic polymers.
- Rapid tack free drying – no dirt attraction.
- Forms no by-products harmful to the masonry.
- Treated surfaces “breathe.” Does not trap moisture.
- New binder is acid resistant – resists acid rain.
- Appropriate for use on most unpolished surfaces such as travertine, limestone and granite. Always test.
- Compatible with PROSOCO's HCT consolidation treatment.

Limitations

- Effective consolidation requires thorough field pretesting. Laboratory testing is strongly recommended. Contact PROSOCO for information on the recommended test programs.
- Limited shelf life. Remains storage stable for approximately 12 months in sealed containers.
- Treated areas may bond to silicone and polyurethane molds (frequently used for casting replacement stone). Use a release agent to prevent molding compounds from adhering to the treated surface.
- Not suitable for architectural concrete block and some types of unpolished marble. Always test.
- Not suitable for use on polished surfaces, including marble, travertine, limestone or granite.
- Not recommended for horizontal surfaces designated for pedestrian or vehicular traffic.
- Will not prevent water penetration through structural cracks, defects or open joints.
- Not recommended for below-grade application.

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Product Data Sheet

Conservare® OH100 Consolidation Treatment

• May not be suitable for sale in states and districts with more restrictive AIM VOC regulations. Available in regulation-exempt small container sizes. Call Customer Care at 800-255-4255 for assistance.

REGULATORY COMPLIANCE

VOC Compliance

Conservare® OH100 Consolidation Treatment is compliant with the US Environmental Protection Agency's AIM VOC regulations. Manufactured and marketed in compliance with USEPA AIM VOC regulations (40 CFR 59.403).

Visit <https://prosoco.com/voc-compliance/> to confirm compliance with individual district or state regulations.

TYPICAL TECHNICAL DATA

FORM	Clear, colorless liquid
SPECIFIC GRAVITY	0.997
pH	Not applicable
WT/GAL	8.30 lbs
ACTIVE CONTENT	100%
TOTAL SOLIDS	43% ASTM D 5095
VOC CONTENT	>400 g/L
FLASH POINT	104°F (40°C)
FREEZE POINT	<-23°F (<-30°C)
SHelf LIFE	1 year in tightly sealed, unopened container

THE IMPORTANCE OF PRETESTING

Since building materials differ in their nature and degree of deterioration, each conservation project poses unique problems and requirements. To gain a full understanding of the ongoing deterioration and determine necessary stabilization/conservation measures, field testing is required and laboratory testing is strongly recommended.

On-Site Testing

A test area should be cleaned and allowed to dry. The job-site test area should be as large as possible and representative of the condition of the entire project.

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Product Data Sheet

Conservare® OH100 Consolidation Treatment

upright storage of factory-sealed containers in a dry place. Maintain temperature of 45–100°F (7–38°C). Do not double stack pallets. Dispose of unused product and container in accordance with local, state and federal regulations.

APPLICATION

Read “Preparation” and the Safety Data Sheet before use.

Dilution & Mixing

Use as packaged. Do not dilute or alter. Stir or mix well before use.

Typical Coverage Rates

Coverage rates vary depending on the substrate and degree of deterioration. Field testing is required, and laboratory testing is strongly recommended, to confirm desired results and application procedures.

Application Instructions

Ensure proper penetration and prevent crust formations by applying OH100 in repeated applications referred to as “cycles.” A cycle consists of three successive saturating applications at 5–15 minute intervals. Typical treatments involve two or three cycles (6–9 separate applications). Allow 20 to 60 minutes between cycles.

NOTE: Laboratory testing is strongly recommended to determine the absorption profile and conservation capacity of the substrate(s). From this information, the optimal delay between saturating coats, and dwell time between cycles will be prescribed. The work area should be limited to a size that can be treated within the prescribed time periods.

Additional material should be applied until excess material remains visible on the surface for 60 minutes following the last application. Once this degree of saturation is achieved over the entire surface, the first treatment is complete.

After 60 minutes, flush excess surface materials using industrial grade MEK (methyl ethyl ketone) or mineral spirits. If a second treatment is necessary, allow two to three weeks curing time following first treatment.

Surface & Air Temperatures

Surface and air temperatures should be between 50–90°F (10–32°C) during application. Relative humidity should be greater than 40%.

Protect surface to be treated from direct sunlight for several hours prior to beginning application. Excessive surface heating can be prevented by shading with awnings. When possible, initiate treatment when surfaces are shaded. Keep surface temperature relatively cool to prevent too rapid evaporation of OH100 and to ensure proper penetration. Do not apply during rain, to wet surfaces or when there is a chance of rain.

Equipment

Apply by low-pressure spray, brush or dipping. Larger surfaces should be treated using low-pressure spray equipment, small areas with spray tanks.

Mobile objects such as sculptures are best treated indoors by dipping or with the use of compressor. Contact Customer Care or your local sales manager for more information.

Storage and Handling

Store in a cool, dry place away from potential ignition sources. Keep tightly closed when not dispensing. Published shelf life assumes

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Product Data Sheet

Conservare® OH100 Consolidation Treatment

Proper timing of the application process will maximize penetration of the consolidation treatment. Deep penetration is critical to the long-term benefits of any consolidation treatment.

Dry Time

Protect from rain for two days following application.

Cleanup

Clean tools and equipment immediately with mineral spirits, denatured alcohol or an equivalent cleaning solvent. Remove over spray and spills as soon as possible.

Post-Treatment

Areas properly treated with OH100 Consolidation Treatment can receive stone repair materials, regrouting materials and PROSOCO's BMC® II silicone emulsion paint after the consolidation procedures have been completed.

After curing apply the appropriate PROSOCO water repellent to ensure protection from further water damage.

WARRANTY

The information and recommendations made are based on our own research and the research of others, and are believed to be accurate. However, no guarantee of their accuracy is made because we cannot cover every possible application of our products, nor anticipate every variation encountered in masonry surfaces, job conditions and methods used. The purchasers shall make their own tests to determine the suitability of such products for a particular purpose.

PROSOCO, Inc. warrants this product to be free from defects. **Where permitted by law, PROSOCO makes no other warranties with respect to this product, express or implied, including without limitation the implied warranties of merchantability or fitness for particular purpose.** The purchaser shall be responsible to make his own tests to determine the suitability of such products for a particular purpose.

CUSTOMER CARE

Factory personnel are available for product, environment and job-safety assistance with no obligation. Call 800-255-4255 and ask for Customer Care – technical support.

Factory-trained representatives are established in principal cities throughout the continental United States. Field visits by PROSOCO personnel are for the purpose of making technical recommendations only. PROSOCO is not responsible for providing job-site supervision or quality control. Proper application is the responsibility of the applicator. Call Customer Care at 800-255-4255, or visit our website at prosoco.com, for the name of the PROSOCO representative in your area.

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Masonry Brick Restoration Surface Cleaner Product Data

Enviro Klean

NEXT GENERATION CLEANERS

EK Restoration Cleaner

Enviro Klean® EK Restoration Cleaner is a concentrated compound for dissolving tough carbon deposits and other atmospheric staining. A practical alternative to conventional acidic cleaners, near-neutral pH EK Restoration Cleaner cleans brick, granite, sandstone, terra cotta, and other masonry.

Safer and less expensive than sandblasting or steam cleaning, it also loosens and dissolves dirt, paint oxidation, and other stains associated with aged and dirty buildings. It is perfect for projects where harsh acid cleaners are not allowed.

ADVANTAGES

- Proven effective for cleaning dirty and heavily carbon stained buildings.
- Safer than sandblasting. Will not pit or damage the masonry when properly applied.
- Does not contain hydrofluoric acid.

Limitations

- Not suitable for cleaning most concrete or marble surfaces. See PROSOCO's Limestone Restorer or 766 Limestone & Masonry Presewash/Afterwash for these applications.
- Not recommended for interior use. Contact PROSOCO's Customer Care (800-255-4255) for recommendations for the most appropriate interior cleaning system.
- May not be suitable for some polished stone and glazed surfaces.
- Product may bleach certain types of light- or buff-colored masonry materials. Always test.
- May damage glass and architectural aluminum.

REGULATORY COMPLIANCE

VOC Compliance

Enviro Klean® EK Restoration Cleaner is compliant with all national, state and district VOC regulations.

TYPICAL TECHNICAL DATA

FORM	Clear, amber liquid
SPECIFIC GRAVITY	1.06
pH	5.5 in concentrate
WT/GAL	8.92 lbs
SHelf LIFE	2 years in tightly sealed, unopened container

SAFETY INFORMATION

Always read full label and SDS for precautionary instructions before use. Use appropriate safety equipment and job site controls during application and handling.

24-Hour Emergency Information:
INFOTRAC at 800-535-5053

PREPARATION

Protect people, vehicles, property, glass, metal, painted and non masonry surfaces from product, splash, residue, rise fumes and wind drift. Divert or protect pedestrian and auto traffic. When working over traffic, clean only when traffic is at a minimum and protect carefully.

Complete masonry cleaning before replacing windows, doors, hardware, light fixtures, roofing materials, wood and any other non masonry items which may be damaged by the cleaning product. If such fixtures have been installed or are to remain in place, protect before overall application using PROSOCO's Strippable Masking (where appropriate according to product literature) or polyethylene. Be sure that all caulking and sealant materials are in place and thoroughly cured before cleaning begins. Inspect glazed terra cotta and tile carefully. Where glass has partially weathered away or previously etched, cleaning may take off more glass.

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Product Data Sheet

Enviro Klean® EK Restoration Cleaner

Surface and Air Temperatures

Best air and masonry surface temperatures for cleaning are 40°F (4°C) or above. Cleaning when temperatures are below freezing or may be overnight may harm masonry. Freezing conditions existed before application, let masonry thaw.

Equipment

Apply using brush or roller. Applying with high pressure spray drives the chemical deep into the surface, making it difficult to rinse completely. Surface discoloration may result.

Rinse with enough water and pressure to flush spent cleaner and dissolved soiling from the masonry surface and surface pores without damage. Inadequate rinsing leaves residues which may stain the cleaned surface.

Recommended for these substrates. Always test. Coverage is in sq.ft./m. per gallon of concentrate.

Substrate	Type	Use?	Coverage
Architecture Concrete Block	Burnished	no	
	Smooth	no	N/A
	Split-faced	no	
Concrete	Brick	no	
	Tile	no	
	Precast Panels	no	N/A
	Pavers	no	
Fixed Clay	Brick	yes	105–300 sq.ft.
	Terra Cotta	yes	15–19 sq.m.
	Pavers	yes	
Marble, Travertine, Limestone	Polished	no	N/A
	Unpolished	no	N/A
Granite	Polished	no	N/A
	Unpolished	yes	175–250 sq.ft. 16–25 sq.m.
Sandstone	Unpolished	yes	125–175 sq.ft. 14–19 sq.m.
	Unpolished	yes	125–200 sq.ft. 15–19 sq.m.
Slate	Unpolished	yes	15–19 sq.m.

May have limited effectiveness on highly porous surfaces. Always test to ensure desired results. Coverage estimates depend on surface texture and porosity.

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Product Data Sheet

Enviro Klean® EK Restoration Cleaner

Application Instructions

- Working from the bottom to the top, prewet surface with fresh water.
- Apply cleaner using a brush or roller. Gentle scrubbing application will improve results. Applying with high pressure spray will drive the chemicals deep into the surface, making it difficult to rinse completely. Surface discoloration may result.
- Leave the cleaning solution on the surface for 10–20 minutes. Heavy soiling or mineral deposits may require longer dwell times. Gently scrub heavily soiled areas. Do not let cleaning solution “dry in” to the masonry. If drying occurs, lightly wet treated surfaces with fresh water, and reapply the cleaner, gently scrubbing.
- Working from the bottom to the top, rinse thoroughly with fresh water.
- Repeat steps 1–4 if necessary.

Cleanup

Clean tools and equipment using fresh water.

Maintenance

“Breathable” water repellents reduce absorption of stain-producing elements, keeping surfaces cleaner longer and making future cleaning faster and easier. For more information about water repellents for masonry, contact PROSOCO Customer Care at 800-255-4255.

WARRANTY

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High Plasticity

NIAGARA® Mature Lime Putty develops exceptional plasticity and workability immediately upon mixing with aggregate by machine or hand.

Excellent Water Retentivity

Increases workability and bonding characteristics, reduces segregation of materials, requires less retempering of mortar during use.

Balanced Strength

Permits optimum balance between workability and bond strength, provides adequate compression and tensile strength to accommodate structural movement, plus flexibility to absorb normal stresses from winds and vibration.

Weather Resistance

Offers tight, uniform bond to resist water penetration, helps prevent efflorescence, leaky walls and frost damage. Self-healing properties of NIAGARA® Mature Lime Putty repair fine cracks for many years after construction.

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NIAGARA

Mature Lime Putty

Description

NIAGARA® Mature Lime Putty is a high-purity dolomitic lime putty fully slaked and screened for immediate use. The putty is made using the purest dolomitic limestone available. The stone deposit was discovered in 1890 in northwestern Ohio, USA, and is said to be the purest in the world.

NIAGARA® Mature Lime Putty complies with ASTM C1489 (Lime Putty for Structural Purposes). Mortars formulated can be moved according to ASTM C272-92 proportion or property specifications. Available in 45 gallon drums or 3 gallon buckets.

Uses

Recommended for authentic restoration applications and designed to duplicate the original mortar, plaster and stuccos used on many prestigious and historic buildings from the 18th and 19th centuries.

Advantages

Ready To Use
NIAGARA® Mature Lime Putty is fully slaked and screened ready for immediate use. The putty is aged at the Niagara deposit site in Genoa, Ohio, USA. It has the ability to remain soft and ready to use for many years, if protected from evaporation and frost.

High Plasticity
NIAGARA® Mature Lime Putty develops exceptional plasticity and workability immediately upon mixing with aggregate by machine or hand.

Excellent Water Retentivity
Increases workability and bonding characteristics, reduces segregation of materials, requires less retempering of mortar during use.

Balanced Strength
Permits optimum balance between workability and bond strength, provides adequate compression and tensile strength to accommodate structural movement, plus flexibility to absorb normal stresses from winds and vibration.

Weather Resistance
Offers tight, uniform bond to resist water penetration, helps prevent efflorescence, leaky walls and frost damage. Self-healing properties of NIAGARA® Mature Lime Putty repair fine cracks for many years after construction.

Technical Data

ASTM C270 Specifications Physical Properties Proportions By Volume

Property	Min.	Max.	Test Method	Notes
M	2500	75	1	1:4
N	1800	75	1	1:4 to 1:2
S	750	75	1	1:2 to 1:1
O	350	75	1	1:1 to 1:2

NOTES: (1) Referenced Test: To comply with ASTM C270, Part 1, 4.1.4. (2) Lime Putty: 100% (3) Sand: 100% (4) Water: 100% (5) Aggregate: 100%

Mixing Procedures For Repointing Mortar

- REMOVE WATER FROM CONTAINER. Do NOT stir or mix in the water that has risen to the top of the putty container. Drain or siphon off before use.
- Place sand in wheelbarrow, or mixer (do not add water).
- Proportion the putty using coffee can or similar measuring container, tap can 3–4 times to settle putty before placing into mix.
- Thoroughly mix putty and sand, using hoe or mechanical mixer at low RPM for a minimum of two minutes.
- Proportion Portland Cement into mix, adding very small amounts of water to bring to a dry but workable consistency. Mix a minimum of five minutes.

SPECIAL NOTE: NIAGARA® Mature Lime Putty will not set by itself. However, if left open to air or in direct sunlight the putty will loose water by evaporation. Please keep container covered to prevent evaporation. Place on thin layer of water, on the top of the putty, after use to prevent crusting.

PROTECT FROM FREEZING.

2.2 Mixes

Mortar Designation	Cement Lime Aggregate
II	1 : 1/2 : 4 - 1/2
III	1 : 1 : 6 - 5
IV	1 : 2 : 8 - 9
V	1 : 2 : 10 - 12
VI	2 : 2 : 5

These proportions are intended to illustrate.

GRAYMONT
P.O. Box 158
Genoa, OH, USA 43430
1.800.537.4489
www.graymont-oh.com

Good Design Practices

The specifications below are offered as desirable inclusions in any masonry specification, but are not intended to be complete.

Architectural Specifications

Part 1: General
1.1 Scope
Specify to meet project requirements.

1.2 Delivery and Storage of Materials
All materials shall be delivered in their original unopened packages, containers or bundles, and stored in a place providing protection from damage, deterioration and contamination. Damaged, deteriorated or contaminated materials shall be removed from the premises. Keep materials from freezing.

1.3 Environmental Conditions
In cold weather, temperature of masonry materials shall be above freezing when freezing. Masonry shall be protected from freezing for 48 hours after placing. Unless precautions against freezing are taken, masonry shall not be erected when temperature is below 32°F on a rising temperature, or below 40°F on a falling temperature. Masonry shall not be laid on walls or footings that are frozen or contain frost.

Part 2: Products
2.1 Materials
a. Portland Cement - Conforming to ASTM C150, Type I, II or III.
b. Lime Putty - Conforming to ASTM C1489-01 (Lime Putty for Structural Purposes).
c. Aggregate - Sand conforming to ASTM C144.
d. Water: Clean and free of deleterious amounts of acid, alkalis and organic materials.

2.2 Mixes

Physician IMMEDIATELY.

Wear protective clothing to prevent skin contact. If skin contact occurs wash with water. Should skin irritation continue, SEE PHYSICIAN.

If swallowed CALL PHYSICIAN IMMEDIATELY.

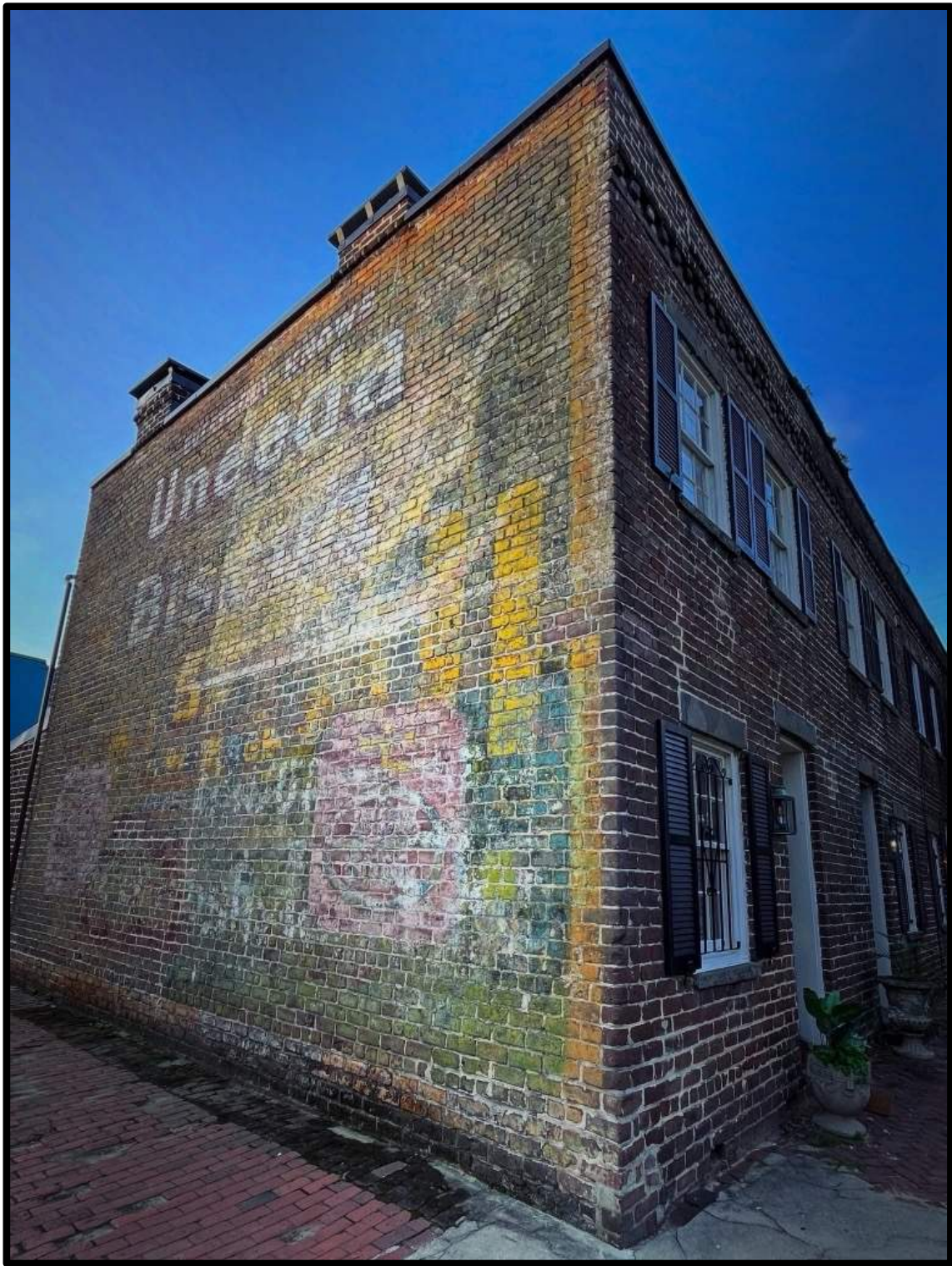
Ventilate or use dust collector to prevent airborne lime dust. If there is airborne lime dust use a NIOSH approved dust respirator.

KEEP OUT OF REACH OF CHILDREN.
Hazardous ingredient info: (410) 855-8336 1-800-537-4489

NOTICE: There are no warranties which extend beyond the description directly or indirectly contained, nor for any form of liability application of these goods nor in accordance with current product literature or the other literature of this company. Our liability is expressly limited to replacement of defective goods. Any claim shall be deemed waived unless made in writing to the effect that the goods of the date it was or reasonably should have been discovered.

The appropriate mix should be selected by the Architect and included in the specification.

10



Our Uneeda Biscuit Billboard On The South Façade Of 234 Price St, Seen From East Perry Street.



Example of How a New Billboard Would Have Appeared

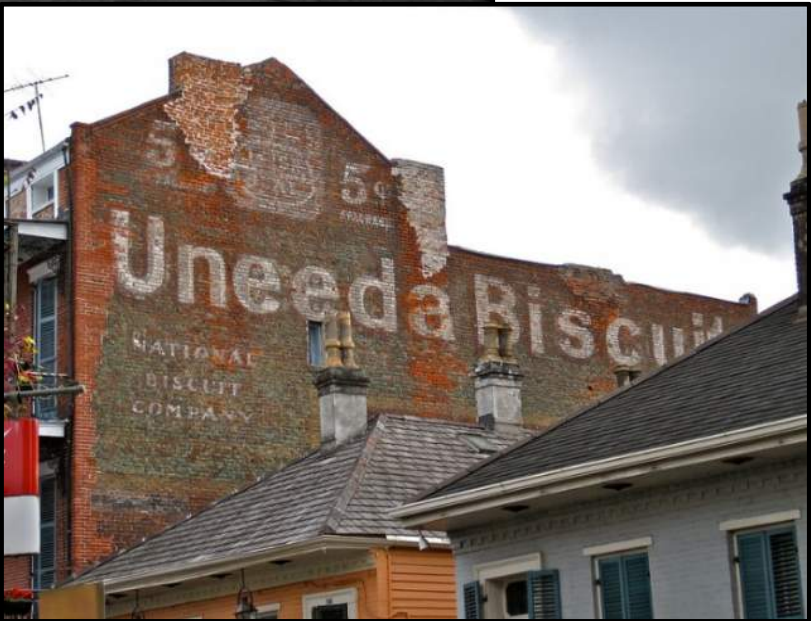
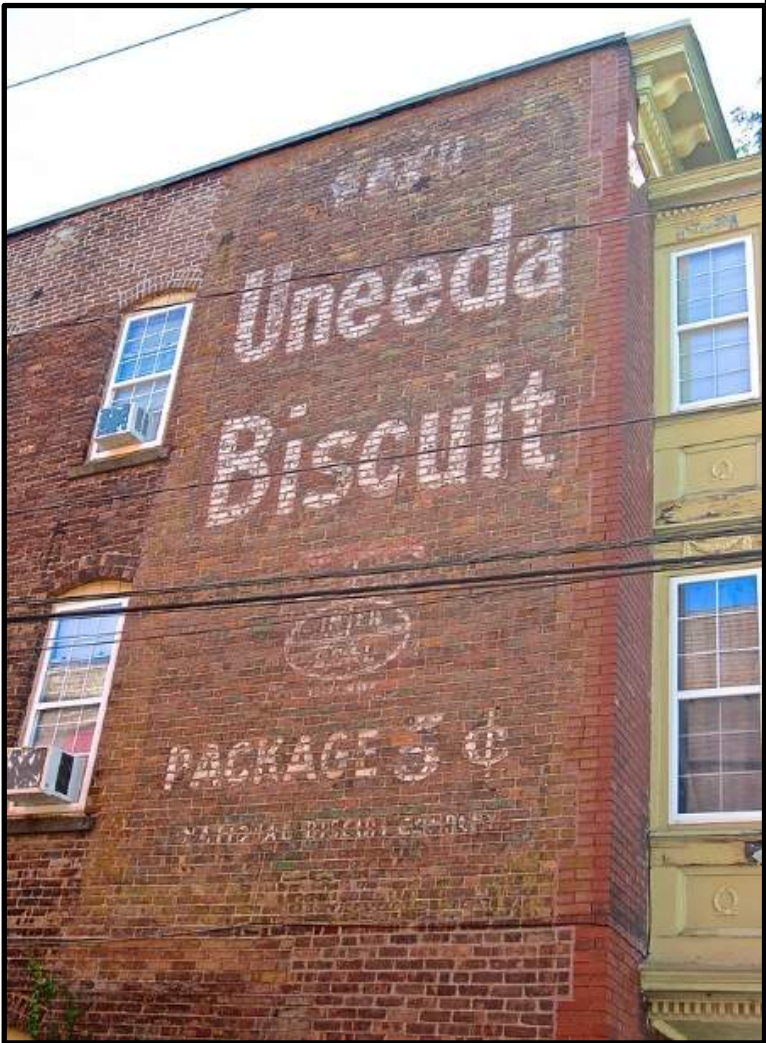


Austin Row Is Book Ended By Two Significant Ghost Signs, Uneeda Biscuit on the South & Coca-Cola to the North On East Perry Lane.



Examples of Uneeda Biscuit Billboards From Across The Country Shows That No One Billboard Is The Same.

Our Billboard Is a Unique Moment In Time....





Our Billboard Is a Unique Moment In Time....

Some of Our Photo Documentation

