

**Uniform Sign Plan (USP)  
Searstone  
08-USP-009**

*A sign permit application must be submitted and a permit issued prior to installation of a sign.*

USP identifier:	08-USP-009
Location:	Southeast corner of High House Road and Davis Drive
Site Description	Includes criteria for both the Searstone Village (Retail Village) portion of the Searstone PDD and the Continuing Care Retirement Community (CCRC).
USP established:	December 2008
Last modified:	January 2009 April 26, 2010 November 4, 2011 (To specify black returns on channel letters)
<b>General Provisions of this Project</b>	
<p>Sign construction and installation shall comply with applicable Town of Cary codes. All mechanical and electrical mechanisms shall be concealed. All necessary access panels shall be located at the store side of signage and designed as an integral part of the graphic design.</p> <p>Threaded rods or anchor bolts, concealed from public view, shall be used to float elements from a mounting surface. Angle clips are not acceptable for this purposed.</p> <p>Any electrical devices included as part of the tenant's signage shall be connected to such tenant's electrical service. Electrical signs shall bear the U.L label as required by applicable codes, and all labels shall be concealed from public view. "Light Leaks," which are not integral to the graphic design will not be permitted</p> <p>All illumination must be from a steady, stationary light source.</p> <p>Tenants may have logos in federally registered logos or trademarked colors provided they are in compliance with Town of Cary Land Development Ordinance (LDO) standards.</p>	
<b>Prohibited Sign Types</b>	
<ul style="list-style-type: none"> <li>• Signs that have exposed neon, light reflecting backgrounds or letters, with the exception of neon-style window signs as allowed by the Cary LDO</li> <li>• Signs constructed of paper, fabric, cardboard, Styrofoam-type materials, formed plastic, injected molded plastic, or other such materials that do not provide a sense of permanence or quality.</li> <li>• Signs with incorporated animated components, moving or flashing lights, or smoke emitting components.</li> <li>• Signs attached with suction cups or tape</li> <li>• Signs externally illuminated from a remote source</li> <li>• Signs constructed of luminous vacuum formed plastic letters</li> <li>• Inflatable signs, characters or blimps installed on the side of building or floated and tethered to attract attention from a distance</li> </ul>	

- For Lease, For Sale, For Rent, Now Open or similar advertising banners hung from the side of any building. Tenants may apply for a grand opening sign at the initial occupancy of the space; however, the sign may only be displayed for the time period specified by the Town of Cary Land Development Ordinance.

**Color Palette**

- Pantone 187 C (Paint Equivalent: BASF 512 Burgundy, Vinyl Equivalent: Arlon#12 Burgundy)
- Pantone 188 C (Paint Equivalent: BASF #546 Dark Burgundy, Vinyl Equivalent: Arlon #49 Burgundy)
- Pantone Proc. Black; Paint Equivalent: Black Vinyl Equivalent: Arlon #03 Black
- White (Paint Equivalent: White, Vinyl Equivalent: Arlon #02 White )

A sign may be erected, placed, established, painted, created or maintained in the Town of Cary only in conformance with standards, procedures, exemptions and other requirements of the Town's Sign Ordinance and/or any applicable Uniform Sign Plan (USP) for the property where the sign is located.

In situations where the specifications of a previously approved Uniform Sign Plan (USP) conflict with the currently adopted Sign Ordinance provisions, then the specifications in the approved USP shall control. Where a previously approved USP does not contain specific specifications on signage attributes, including but not limited to height, colors, placement, etc., then the provisions in the currently adopted Sign Ordinance shall control. Further, a previously approved USP which lacks specific signage attribute specifications (including but not limited to height, colors, placement, etc.) may not be amended to include such specifications unless such amendment is in accord with the currently adopted Sign Ordinance.

A USP may be amended by filing a new sign plan with the Planning Department. Any new or amended USP shall include a schedule for bringing all signs not conforming to the plan into conformance within 90 days. This shall apply to all properties governed by said plan.

<b>Ground Signs - Project Identification for Continuing Care Retirement Community (CCRC)</b>	
Quantity:	Per LDO
Location:	At principal entrances to the site
Materials:	Base materials to match buildings in Continuing Care Retirement Community Sign Cabinet with punch-through edge LED Letters on Black BASF automotive finish Outer Boarder to be constructed from 1.5" HDU painted to match buff pre-cast finish.
Size:	Per LDO
Colors:	Black Background with white text; Community monogram in colors from approved color palette in general provisions
Illumination:	Internal Illumination
Other:	
Photo(s): *	

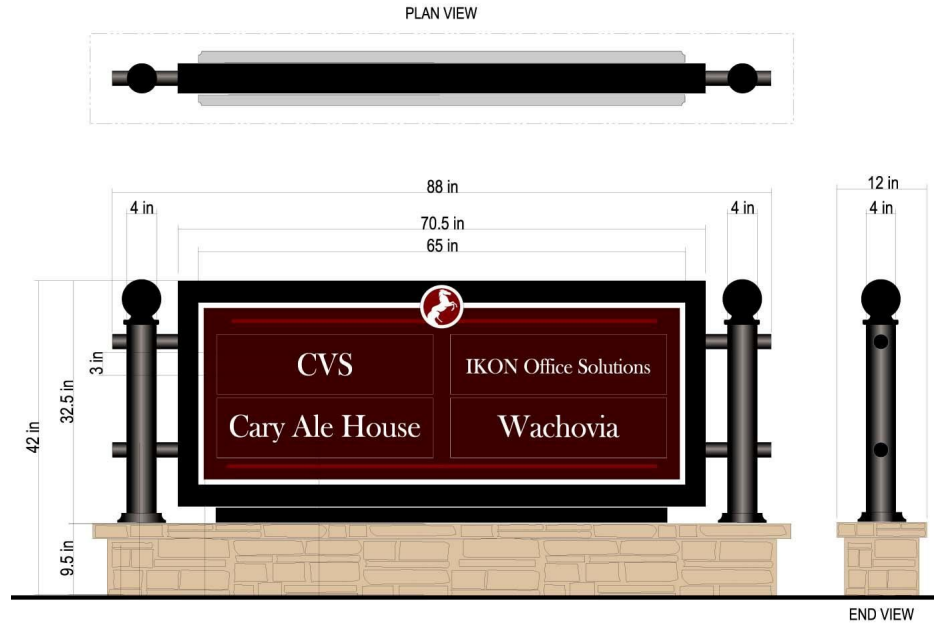
**Ground Signs – Principal Ground Signs for CCRC Buildings**

<b>Ground Signs – Principal Ground Signs for CCRC Buildings</b>	
Quantity:	Per LDO
Location:	Per LDO
Materials:	Stone base to match buildings in CCRC
Size:	Per LDO
Colors:	Black Background with white text; Community monogram in colors from approved color palette in general provisions
Illumination:	External Illumination
Other:	.
Photo(s): *	

<b>Ground Signs –Retail Village Entry Feature</b>	
Quantity:	Two
Location:	At principal entrances to the retail village
Materials:	4” deep aluminum cabinet, mounted to stone base via j-bolts Aluminum panels with surface-applied high performance vinyl graphics. 9.5 “ Stone Base
Size:	Sign Face not to exceed 20 square feet and overall height not to exceed 42 inches in height
Colors:	From approved color pallet in general provisions White Text
Illumination:	External illumination
Other:	Number of words or pieces of information on the sign shall be determined per Cary’s Land Development Ordinance

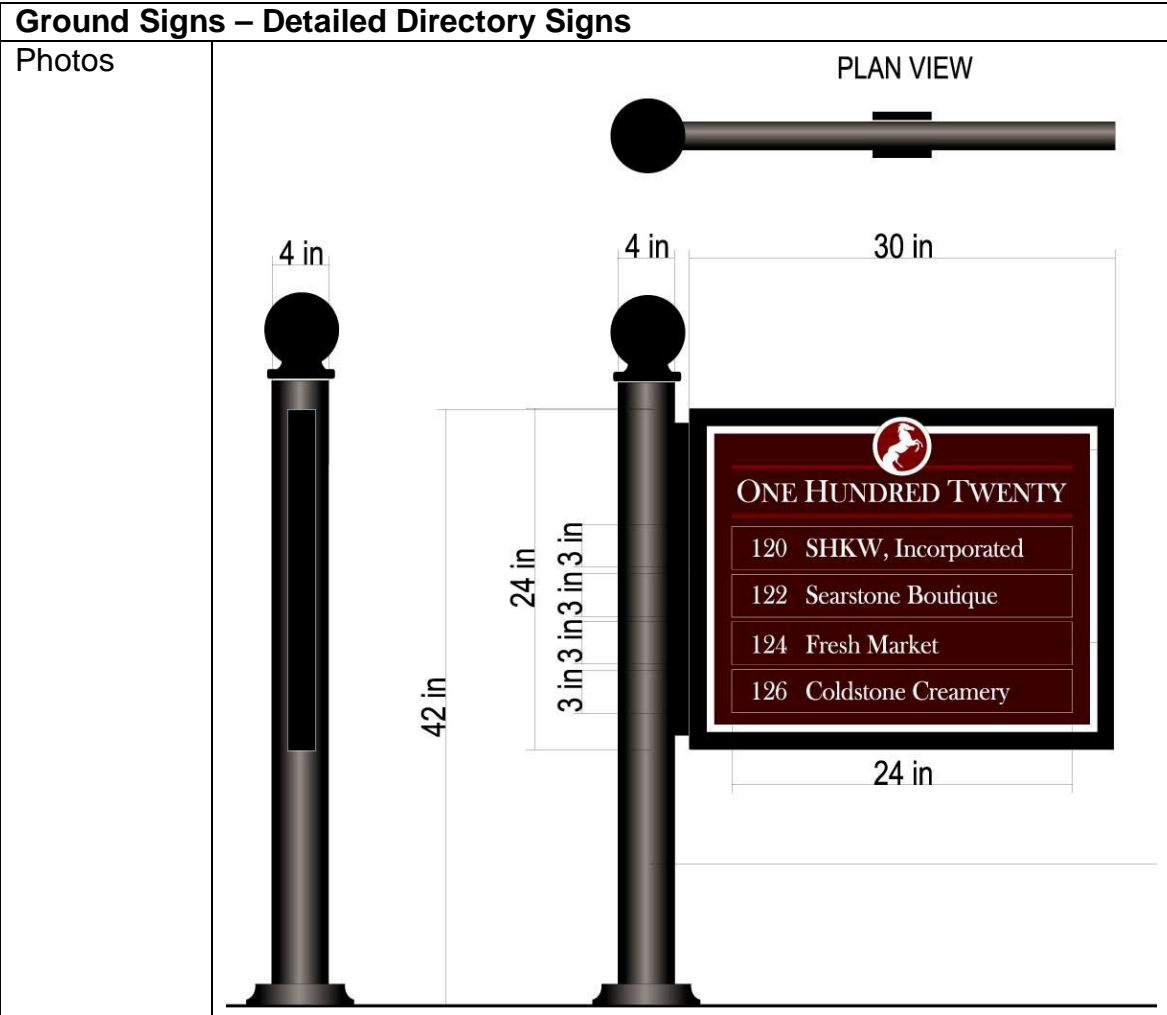
## Ground Signs –Retail Village Entry Feature

Photos

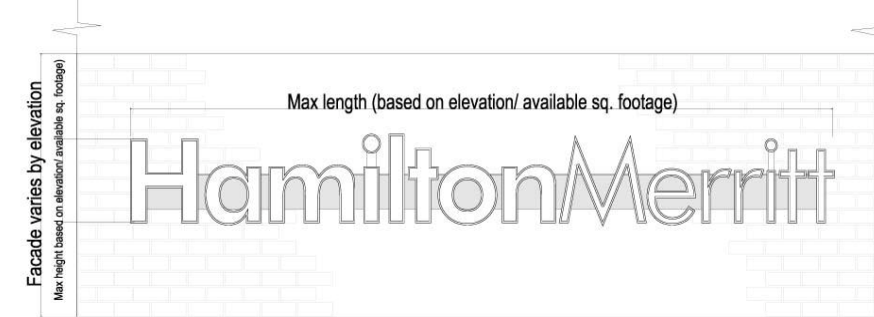


## Ground Signs – Detailed Directory Signs

Quantity:	Per LDO
Location:	At intersections; placed so that someone could stop to read the sign without impeding traffic.
Materials:	PVC Panels with .5" carved graphics attached to face.
Size:	3" X 24" by 1" modular aluminum tenant panels with surface-applied, high performance white vinyl graphics. Panels mount to cabinet via concealed aluminum rails and stainless mounting hardware. Support post constructed from 4" diameter aluminum extruded post with cast aluminum base and decorative finial. Completed assembly painted matte black.
Colors:	From approved color palette in general provisions White Text and graphics
Illumination:	External illumination
Other:	N/A



Wall Signs - Out-parcels	
Quantity:	Two per building
Location:	Sign may not extend below 7' above finished grade Location may be based on storefront design and visibility subject to landlord and Town of Cary approval
Materials:	<ul style="list-style-type: none"> <li>• Channel Letters mounted directly to the building or on a raceway that matches the building façade.</li> <li>• All letters mounted on a raceway to be constructed from aluminum cans with 4.5" returns and LED internals.</li> <li>• Letter faces constructed from translucent white acrylic with white Jewellite trim</li> </ul>
Size:	Per LDO
Colors:	Typeface White translucent acrylic Trim Caps: Black Returns: Black
Illumination:	Internal LED
Other:	Signage may not project more than 12" from building façade

<b>Wall Signs – In-line Tenants – Option 1 (Illuminated Channel Letters)</b>	
Quantity	Per Land Development Ordinance Corner tenants may have a second sign in accordance with Town of Cary guidelines.
Location	Sign may not extend below 7' above finished grade Location may be based on storefront design and visibility subject to landlord and Town of Cary approval
Materials	Individual channel letters mounted directly to the building fascia. All letters to be constructed from aluminum cans with 4.5" returns and LED internals. Letter faces constructed from translucent white acrylic with white Jewellite trim
Size	Per LDO Length is not to exceed 75% of storefront
Colors	Typeface: White translucent Acrylic Returns and Trimcaps: Black Raceways: to match brick or EFFIS
Illumination	Internal LED
Other	N/A
Photo	 <p>The diagram shows a brick wall facade with a sign for 'Hamilton Merritt'. The sign is composed of illuminated channel letters. Annotations include: 'Facade varies by elevation' and 'Max height based on elevation/ available sq. footage' pointing to the vertical height of the sign; and 'Max length (based on elevation/ available sq. footage)' pointing to the horizontal length of the sign.</p>

<b>Wall Signs – In Line Tenants – Option 2 for Brick facades (Externally illuminated Letters)</b>	
Quantity:	One per tenant; Corner tenants may have a second sign in accordance with Town of Cary LDO guidelines.
Location:	Letters to be mounted within sign band.
Materials:	Flat, individual cut-out letters with a minimum thickness of 1” and a maximum thickness of 2”.
Size:	Length not to exceed 75% of the storefront length.
Colors:	From approved color pallet in general provisions
Illumination:	Letters are externally illuminated lit with white light. Light intensity is not to exceed 20 foot-candles at any point on the sign.
Other:	
Photo(s): *	

<b>Wall Signs - In line Tenant Option 2 for tenants with EFIS facades (Panel Sign)</b>	
Quantity:	One per tenant; Corner tenants may have a second sign in accordance with Town of Cary LDO guidelines.
Location:	Centered on tenant space
Materials:	1 ½ “ thick urethane either v-carved or sand blasted
Size:	Area – 1.25 square foot per lineal foot of tenant frontage. If a second sign is used, the total area of both signs together shall not exceed the area calculated from the tenant’s main storefront. Length is not to exceed 75% of storefront
Colors:	From approved color pallet in general provisions
Illumination:	Externally illuminated with white light. Not to exceed 20 foot-candles at any point on the sign
Other:	
Photo	

**Wall Signs - Tenant Type 1 In line tenants- Awning Sign**

<b>Wall Signs - Tenant Type 1 In line tenants- Awning Sign</b>	
Quantity:	One per tenant; Corner tenants may have a second sign in accordance with Town of Cary guidelines.
Location:	Centered on tenant space
Materials	Fabric with painted text or logos
Size:	Letters on awning skirt may not exceed 6" in height and shall not cover more than 30% of the length of the skirt. Maximum area of an awning sign shall comply with the Land Development Ordinance
Colors:	From approved color pallet in general provisions
Illumination:	External
Other:	
Photo(s): *	

<b>Suspended/Projecting "Blade" Signs Allowed under canopies or along pedestrian arcades allowed per LDO</b>	
Quantity:	Per LDO
Location:	Centered on tenant Space
Materials:	Machine cut (CNC-cut) from 0.125" aluminum Background colors to be matte automotive finishes with graphics to be surface-applied, high performance vinyl appliqué.  Aluminum brackets mounted perpendicularly to building façade via masonry screws and anchors. Brackets to have a matte black automotive finish
Size:	Text and logos must not exceed 30% of each side
Colors:	From approved color palette in general provisions
Illumination:	Non-illuminated
Other:	Graphics shall be identical on each side

**Suspended/Projecting “Blade” Signs  
Allowed under canopies or along pedestrian arcades allowed per LDO**

Photo(s): \*



Sign panel to be CNC-cut from 0.125" aluminum, with welded 'hanging' tabs to prevent swinging. Background colors to be matte automotive finishes, with graphics to be surface-applied, high performance vinyl applique. Graphics identical on each side.

Custom bracket constructed from aluminum, and mounted perpendicular to building facade via masonry screws and anchors. Brackets to have a matte black automotive finish.

\* Note: photos and diagrams are for illustrative purposes, and do not intend to represent every sign on the property.