

**Alston Town Center  
Master Sign Plan  
16-MSP-002**

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

Location:	Arco Street and Mahal Avenue West of 4500 Block of NC 55 HWY
Wake County PIN	0428023,0428025 0428027, 0428029
Established	November 2, 2016

**Project Overview**

This Master Sign Plan is to create a cohesive plan to coordinate signage colors, sizes, materials, font and location of signs within Alston Town Center. All signage within the project is subject to this document, the Alston Activity Center Concept Plan and Chapter 9 of the Town of Cary Land Development Ordinance (LDO). This criterion applies to all signage throughout the project. For additional information please reference [www.townofcary.org](http://www.townofcary.org)

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 Master Sign Plan (MSP) for the property where the sign is located.

Where specifications of a previously approved MSP conflict with the currently adopted Sign Ordinance provisions, then the specifications in the approved MSP shall control. Where a previously approved MSP 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. A previously approved MSP 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 amendments are in accord with the current Sign Ordinance.

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

**General Provisions**

- All signs shall be submitted to the Landlord prior to submittal to the Town of Cary and sign permit applications must show a record of the Landlord's approval. *(Tenants shall refer to private lease agreements for additional requirements pertaining to signage.)*
- Logos or product advertisement shall not be allowed on outdoor amenities such as umbrellas.
- The Alston Town Center logo may be used on site amenities such as benches, trashcans, etc. at the Landlord's discretion.
- Flags and flagpoles may be allowed with approval of the Landlord and the Town of Cary provided the flag is of a patriotic nature. Flags used to display advertising or logos are strictly prohibited
- Out parcels are not permitted to have individual ground signs.

### **Color and Appearance**

- A maximum of four (4) colors are allowed on any sign; three (3) colors within the sign plus one (1) background color
- Use of high-intensity colors or fluorescent pigments is prohibited unless part of a state or federally registered logo or trademark that does not exceed 20% of the allowed sign area
- Sign face colors and trim caps may be selected from the following color palette:

White, Black (Pantone Black P1) “Musket Gray” (Pantone Warm Gray 6U), Light Grey (Pantone 414 U), Dark Grey (Pantone 444U), “Captains Navy” (Pantone 296 U), Burgundy (Pantone 195 U), Dark Bronze (Pantone 7518U), Anodized Aluminum (Pantone 414 U) or “Arcadia Green (Pantone 563 U).

- Returns shall be the color of the trim caps or one of the above mentioned colors if approved by the landlord
- Backer rails and raceways shall be finished to match the color of the wall on which the rail is mounted.

### **Copy and Letter Style**

- Tenants may display their standard trade-style font and graphic logo in conformance to size and area limitations specified in this plan.
- Where tenants do not have a registered logo or font, the font shall be Helvetica unless otherwise approved by the Landlord.
- Tenants may use two-toned signage (changes color at night) provided both colors are from the allowable colors.
- Cabinet or “pill” signs shall be allowed as taglines or logo signage provided they are registered logos. Full cabinet signs are prohibited.
- Changeable copy is allowed for movie theaters and service stations only. Refer to Chapter 9 of Cary’s LDO for limitations on changeable copy.

### **Sign Area Computation**

The size of any sign with a single face shall be computed by encompassing the extreme limits of graphics or text together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed into no more than two (2) abutting rectangles. One (1) rectangle shall encompass a minimum of 75% of the total sign area.

Signage area shall not include any supporting framework, base, bracing or decorative fence or wall when such fence or wall otherwise meets the regulation of the Town’s ordinance and is clearly incidental to the sign itself.

For a single wall on a single-occupant building, all pieces of information or other graphic representations on that wall shall be measured per the current LDO methods.

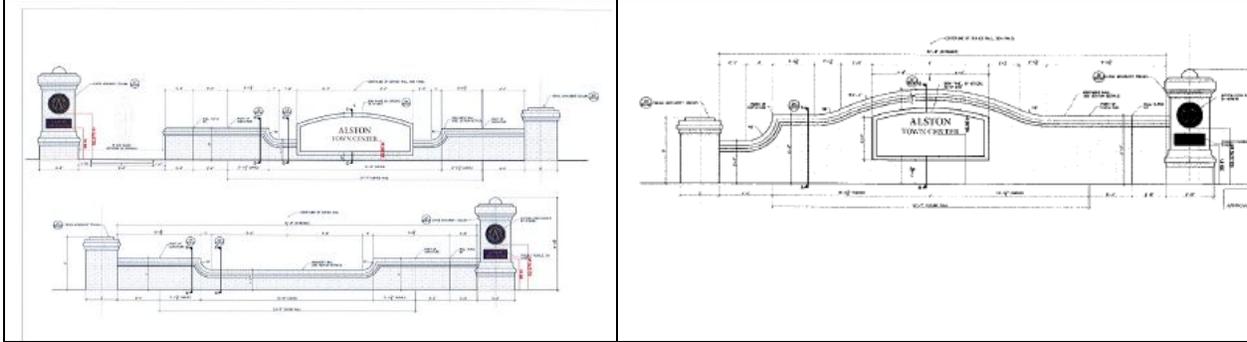
For a single wall on a multi-occupant building, the area of signs shall be computed using these principles, and each individual sign shall not exceed ten (10) percent of the total wall area to which the sign(s) is affixed

**Frontage**

The frontage of a building or demised space is calculated by the straight projected elevation regardless of any directional change in plan or elevation between building corners or demised spaces.

<b>Ground Signs - Project Identification</b>	
Quantity:	Three (3) for Phase 1
Location:	Per LDO
Materials & Size	As shown on approve site plan and per the Alston Activity Center. Brick Monument with stud mounted letters high-density urethane (HDU) plaques & medallions with the appearance of bronze, to match Alston Activity Center criteria.
Colors:	Unpainted brick monuments "Alston Town Center" letters to have dark oxide stain with light cast bronze accents
Illumination:	External illumination
Photos	
Photo(s): *	

## Ground Signs - Project Identification



## Wall Signs - Anchor Tenants with over 10,000 Square Feet of Tenant Space

Quantity:	<p>Multi-tenant buildings are limited to one sign per demised elevation with storefront or material change/patterning to replicate an area of storefront as determined by the Town of Cary.</p> <p>Tenants in multi-tenant building which have the appearance of or an actual storefront on more than one elevation, may have signage on each storefront provided the sum of the area of two adjacent elevations does not exceed the allowed limits</p>
Location:	Per LDO
Materials:	<ul style="list-style-type: none"> <li>• Individual aluminum channel letters with translucent Plexiglas faces.</li> <li>• Signs shall be mounted directly to the building or, if approved in advance by the Landlord/Property Manager mounted on a raceway.</li> <li>• All bolts, fastenings, clips, etc. shall be hot-dipped galvanized iron, stainless aluminum, brass or bronze. Separation materials shall be provided to prevent galvanic action or staining of wall to which sign is mounted.</li> </ul>
Size:	Two square feet of sign area per linear foot of building frontage
Colors:	<p>From the list in “General Provisions/Color and Appearance”</p> <p>Logos in state or federally registered colors are allowed at up to 20% of the allowed sign area.</p>
Illumination:	<p>Internal Illumination with LED or Neon</p> <p>All internal illumination shall not exceed 10 foot candles measured at a distance of 10 feet from the sign.</p>
Other;	Veranda Signs may be allowed in lieu of a wall sign. Letter size and areas shall have the same limitations as well signs.

<b>Wall Signs – Multi-tenant Buildings with Tenant Spaces Less Than 10,000 Square Feet</b>	
Quantity:	As allowed by the Town of Cary LDO
Location:	On individual tenant spaces; subject to Landlord approval
Materials:	<ul style="list-style-type: none"> <li>• Individual, internally illuminated channel letters with acrylic faces mounted to a raceway or backer rail.</li> <li>• Aluminum raceways are required for all fascia and wall mount signs, unless an alternate material is approved by landlord in writing.</li> <li>• All bolts, fastenings, clips, etc. shall be hot-dipped galvanized iron, stainless aluminum, brass or bronze. Separation materials shall be provided to prevent galvanic action or staining of wall to which sign is mounted.</li> </ul>
Size:	Two (2) square feet of sign area per linear foot of building frontage. In no instance shall a sign be wider than 80% of the demised façade on which the sign is mounted.
Colors:	<p>From the colors listed in “General Provisions/Color and Appearance”</p> <p>Backer Rail and raceway: to match the color of the wall on which the rail is mounted. All sign supports shall be painted to match the rail/wall.</p> <p>Logos in state or federally registered colors are allowed at up to 20% of the allowed sign area.</p>
Illumination:	Internally illuminated with LED or neon. All internal illumination shall not exceed 10 foot candles measured at a distance of 10 feet from the sign
Other:	Veranda Signs may be allowed in lieu of a wall sign. Letter size and areas shall have the same limitations as well signs.

<b>Wall Signs - Outparcels</b>	
Quantity, Location: Materials, Size & Color Illumination:	All regulated by colors in approved site plan and listed in “General Provisions” and per standards in Cary’s LDO
Other:	Color options and sign variety may be considered once separate development plans for outparcels are approved.

<b>Under Canopy Signs</b>	
Quantity:	One Per Tenant
Location:	Under pedestrian arcades or mounted to the wall of leased premises
Materials:	Metal brackets and sign panel
Size:	Not to exceed four (4) square feet
Colors:	Any allowed color from the “General Provisions/Color and Appearance” portion of this plan

<b>Window Signage</b>	
Size	Window signage may not cover more than 25% of the glazing per

	facade
Size and colors	White vinyl letters not exceeding 8” in total height may be permitted on the door to the immediate left or right of the door. No additional permanent window signage will be allowed on the storefront.
Other	Temporary window signage is allowed per the LDO and only as approved by the landlord.

**Additional signs**

The following signs are permitted provided the sign and locate are approved by the landlord and meet the requirements of Cary’s Land Development Ordinance:

- Construction signs
- Identification signs
- Menu boards
- Real Estate Signs
- Temporary Signs

**Prohibited Signs**

- Roof Signs
- Outrigger Signs
- Awning Signs
- Iridescent Signs
- Signs that rotate, revolve, flash, flicker, move or have sound, including such signs as “OPEN” located ins storefront windows
- Signs not listed in this MSP

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