

## Uniform Sign Plan (USP) Ashley Village 88-USP-002

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

USP identifier:	88-USP-002
Location:	On Ashville Avenue north of Tryon Road
Date USP established:	Aug. 25, 1988
Last modified:	July 22, 2004, July 2, 2010 <i>(Minor modifications to format)</i> 2013 Modifications for O'Chaley's Building

<b>General Provisions of Uniform Sign Plan for this project</b>
none

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 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 proposed plan into conformance within 90 days. This shall apply to all properties governed by said plan.

<b>Ground Signs - Project Identification</b>	
Quantity:	2
Location:	At intersections of Ashville Avenue and Tryon Road
Materials:	Two sided signs
Size:	42 inches high X 7 feet 6 inches (7'6") wide
Colors:	<ul style="list-style-type: none"> <li>• Letters – white</li> <li>• Base/background – burgundy PMS #202 and gray PMS #430</li> <li>• Logo - silver</li> </ul>
Illumination:	Internal illumination
Other:	<ul style="list-style-type: none"> <li>• The sign at the eastern end of Ashville Avenue lists the major tenants of the projects as well as the name of the project ("Ashley Village"). The tenants may be identified by text (in Goudy Bold style) or identifiable logo.</li> <li>• Letter style, project identity – Goudy Hand-tooled</li> <li>• Entrance signs to be identical in size, color, and materials</li> </ul>

<b>Ground Signs - Project Identification</b>	
Photo(s): *	

<b>Ground Signs - Site/Parcel/Subdivision Identification</b>	
Quantity:	One
Location:	At major entrances to each parcel or building group
Materials:	Not specified
Size:	42 inches high X 54 inches wide
Colors:	Gray base (project identification signs use gray PMS #430) "with compatible colors if logo is required"
Illumination:	Internal illumination
Other:	No individual site signs will be located on Tryon Road

<b>Ground Signs - Site/Parcel/Subdivision Identification</b>	
Photo(s): *	Individual site signs observed on June 15, 2004.
	   

<b>Wall Signs - Tenant Type 1 (Individual parcel/tenant)</b>	
Quantity:	Per Cary Land Development Ordinance (LDO)
Location:	Per LDO
Materials:	Plexiglas face with metal returns
Size:	Per LDO
Colors:	<ul style="list-style-type: none"> <li>• On brick buildings – white (sign drawings from 1989 and 1990 show white #7328, with bronze returns)</li> <li>• On stucco or light color buildings – red or blue</li> <li>• Option for black matte returns added for O'Charley's</li> <li>• Registered Logos and Trademark Colors permitted per LDO</li> </ul>
Illumination:	Internal illumination
Other:	none

<b>Wall Signs - Tenant Type 1 (Individual parcel/tenant)</b>	
Photo(s): *	

<b>Wall Signs - Other Tenant Type(s) (Multi-tenant B-2 user)</b>	
Quantity:	Not specified
Location:	On raceway above entrance to leased area
Materials:	Individual letters
Size:	<ul style="list-style-type: none"> <li>• Letter/logo height – maximum 24 inches</li> <li>• “Signage per leased unit shall not exceed an area equal to 10% of unit building front”</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• On brick buildings – white (sign drawings for individual tenants from 1989 and 1990 show white #7328, with bronze returns)</li> <li>• On stucco or light color buildings – red or blue</li> </ul>
Illumination:	Internal illumination

<b>Wall Signs - Other Tenant Type(s) (Multi-tenant B-2 user)</b>	
Other:	<ul style="list-style-type: none"> <li>• Logos to be same size and color as attached lettering</li> <li>• Letter style – Goudy Bold unless alternate style is part of a registered logo or trademark</li> </ul>
Photo	
Photo(s): *	<p>(with logo)</p> 

**Wall Signs - Other Tenant Type(s) (Multi-tenant B-2 user)**



**Wall Signs - Other Tenant Type(s) (Office Building)**

Quantity:	Maximum 2 locations per building
Location:	Not specified
Materials:	Individual numerals
Size:	18 inches high
Colors:	white
Illumination:	Internal illumination
Other:	Building numbers only
Photo(s): *	

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