

**MASTER SIGN PLAN
14-MSP-001
BRADFORD**

Unless exempt from regulation per Cary's Land Development Ordinance (LDO),
a sign permit is required prior to the installation of all wall and ground signs.

MSP identifier:	14-MSP-001
Location:	NE Corner of the High House Road, Davis Drive Intersection (Addresses: 2404, 2408, 2410, 2412, 2416, 2424 Davis Drive)
MSP established or modified:	June 9, 2014 September 5, 2014 March 6, 2017 (alternate backer-board option for outparcel)

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 Sign Ordinance within the Town's LDO and/or any applicable Master Sign Plan (MSP) for the property where the sign is located.

In situations where specifications of a previously approved MSP conflict with the currently adopted LDO 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 LDO 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 amendment is in accord with the currently adopted LDO.

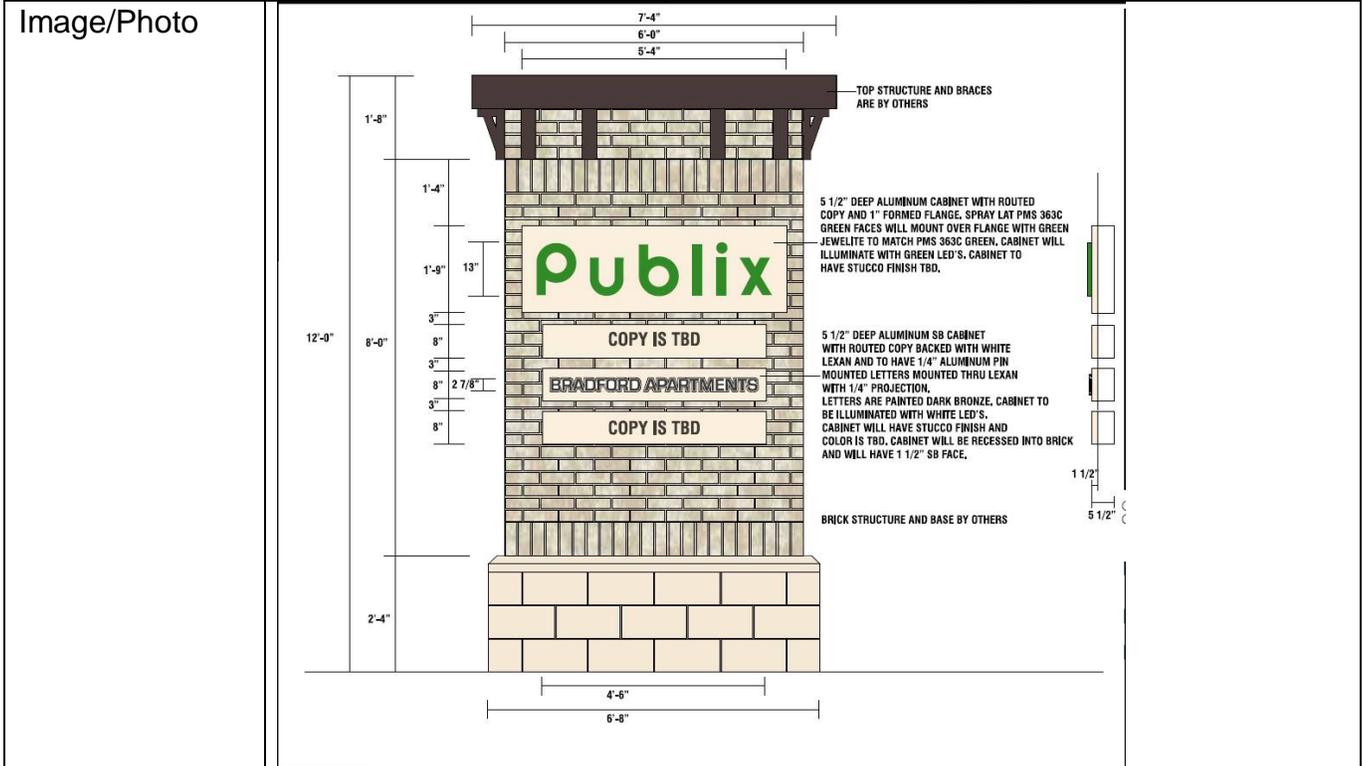
A MSP may be amended by filing a new sign plan with the Planning Department. Any new or amended MSP shall include a schedule for bringing all signs not conforming to the proposed plan into conformance within 90 days. This shall apply to all properties governed by said plan.

General Provision

- All signs shall be approved by the Landlord prior to submittal to the Town of Cary.
- No sign shall exceed 4 colors chosen from the palette below with the exception of federally or state registered logos and/or trademarks within size limits of Cary's LDO.
- Palette colors: Black; White; Duranodic Bronze (PMS 412C); Indian Silver (429C); "Publix Green" (Dark Green-PMS 363C); "Bradford Green" (Olive Green - PMS 620C); "Down Home" ("Warm Grey"- SW6081/PMS 410C); Chestnut Bronze (SWBRZ3/PMS 412C); Light Beige (PMS 452C)
- Federally or state registered logos and/or trademarks and colors allowed: provided they do not exceed 20% of the total allowed sign area.
- In developments with architecturally district and unique storefronts and when buildings meet Town of Cary architectural design standards, the logo size may be increased to 75% of the allowable sign area provided the following standards are met:
 - No internal illumination
 - Three dimensional (example, raised letters)
 - Made of carved or simulated carved stone or metal
 - No high intensity or fluorescent colors
- Street signs are not governed by Master Sign Plans and must be approved by the Town of Cary Engineering Department.

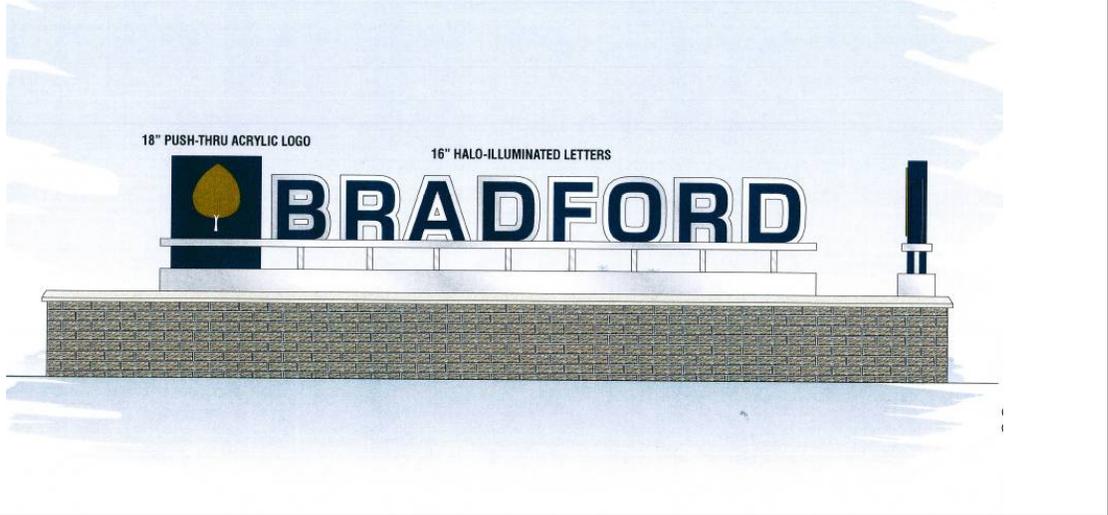
Entry Monument Alternative to Principal Ground Signs – Primary Project Identification

Quantity:	Per Land Development Ordinance
Locations:	Entrance at Davis Drive & Bradford Green Square, Entrance at High House Road & Magness Drive
Materials:	<ul style="list-style-type: none"> Signs shall be incorporated into brick and/or architectural C.M.U. walls and/or columns (see sign/monument detail) Internally Illuminated Channel Letters: constructed from acrylic faces, aluminum returns, backs (individual letter illumination only) Reverse-lit Channel Letters: constructed from aluminum, clear polycarbonate backs Pin Mounted Letters: constructed from PVC or metal
Size:	<ul style="list-style-type: none"> Monument Height: 12 feet max (limit of one per Thoroughfare or Collector roadway) Sign Height: 54 inches max Sign Area: 32 square feet max
Colors:	Not to exceed 4 colors from color palette provided under general provisions
Illumination:	<ul style="list-style-type: none"> Internally illuminated white and/or green* LED (min. 180 lumens) Exterior illumination (up-lighting) <p>*Green LED to be used only for Anchor tenant signage.</p>



Principal Ground Signs

Quantity:	One per each public road entrance to site
Location:	As indicated on the approved site plan

Principal Ground Signs	
Materials:	Masonry Base Metal framework for letters Acrylic faces
Size:	Maximum height 54" Sign display area 32 square feet
Colors:	Base and supports to match the architecture of the principal buildings on the subject property; Letter and logo colors from approved color pallet and per LDO standards
Illumination:	Halo-Illumination
Other:	

Ground Signs- Vehicular Oriented Directory Signs	
Quantity:	Per Land Development Ordinance As required for optimal identification of tenant's locations
Location:	Near entrances to parking areas and at principal intersections within the site, but at least 50 feet from any public right of way
Materials:	<ul style="list-style-type: none"> Aluminum structures PVC text panels Vinyl text
Size:	<ul style="list-style-type: none"> Height: Five feet Sign Area": 10 square feet Letter Height: Max 4"
Colors:	Pole: Black Text: White Background Sign Panel: Black Accents: PMS 620C
Illumination:	External Illumination
Other:	Signs may have vinyl text applied directly to the sign or to a PVC panel, which is then attached to the sign.

Ground Signs- Pedestrian Oriented Directory Signs	
Quantity:	Per Land Development Ordinance As required for optimal identification of tenant's locations
Location:	Within high volume pedestrian corridors, not visible from the public right of way private streets or drive aisles. See Map at the end of this document.
Materials:	<ul style="list-style-type: none"> • Aluminum Structures • Hinged Lexan cabinets • Vinyl text and map
Size:	Structure may reach a maximum height of nine (9) feet provided any signage on the portion of the structure above seven (7) feet in height is limited to the word "Directory" shall have a maximum height of seven feet
Colors:	Pole: Black Text: White Background Sign Panel: Black Accents: PMS 620C
Illumination:	<ul style="list-style-type: none"> • Internally illuminated cabinet with White LED
Other:	Signs may have hinged lexan cabinets, but they are not required.

Ground Signs – Incidental Signs	
Quantity:	Per the Town of Cary LDO
Location:	Per the Town of Cary LDO
Materials:	<ul style="list-style-type: none"> • Internally illuminated: aluminum sign, cut through letters • Non-illuminated: aluminum sign, vinyl letters
Size:	<ul style="list-style-type: none"> • Height: 3 feet • Sign Area: 2 square feet max. with the exception of signs providing notice that cars parked illegally may be towed per NC General Statutes. In this case, sign is required to be 4 square feet.
Colors:	<ul style="list-style-type: none"> • Background/Sign Panel: PMS 547C; Indian Silver; Duranodic Bronze • Lettering: White or Black
Illumination:	<ul style="list-style-type: none"> • Internally illuminated with white LED • Non-illuminated
Other:	<ul style="list-style-type: none"> • Shall contain no logo or commercial message • May be double sided

Ground Signs – Menu Board	
Quantity:	No more than two (2) per drive thru lane. (Restaurants may substitute one sandwich board for a free-standing menu board, but not use both)

Ground Signs – Menu Board	
Location:	Per the Town of Cary LDO
Materials:	Aluminum structure with hinged lexan cabinets
Size:	<ul style="list-style-type: none"> • Height: 5 feet 6 inches max • Sign Area: 42 square feet max
Colors:	<ul style="list-style-type: none"> • Clear acrylic window • BRZ3 Chestnut Bronze or Duranodic Bronze structure
Illumination:	<ul style="list-style-type: none"> • Internally illuminated with white LED • Non-illuminated
Other:	Such signs shall not be legible from public ROW or adjacent property

Walls Signs – Anchor Tenant (Building 11)	
Quantity:	Per Land Development Ordinance
Location:	Three (3) of four (4) sides of building (provided building meets Town of Cary design criteria)
Materials:	<ul style="list-style-type: none"> • Internally Illuminated Channel Letters: constructed from acrylic faces, aluminum returns, backs or • Reverse Channel Lit Letters: constructed from aluminum, clear polycarbonate backs
Size:	<ul style="list-style-type: none"> • Letters shall be a minimum of 8 inches but not exceed 72 inches in height • Sign Area: 2 square feet max. per each linear foot of building frontage
Colors:	Sign(s) not to exceed 4 colors from color palette provided under general provisions
Illumination:	<ul style="list-style-type: none"> • Reverse Channel Lit Letters: Internally illuminated green and/or white LED (min. 180 lumens) or • Internally Illuminated Channel Letters: Internally illuminated with green and/or white LED (min. 180 lumens)
Other:	<ul style="list-style-type: none"> • This tenant has the ability to choose from three (3) sign types: reverse lit channel letters, internally illuminated channel letters, pin mounted letters. • The pin mounted letters can either be directly mounted to the fascia or the letters can be mounted to a non-illuminated background panel. The background panel shall be constructed from the same material as the letters and can vary in shape. The background panel will be one of the 4 colors allowed in the sign. • No sign shall exceed 60% of total wall area on which sign is placed

Walls Signs – Corner Tenants on Bradford Green Square (Buildings 1, 2, 9a, 9b & 10)	
Quantity:	Three (3) per Tenant

Walls Signs – Corner Tenants on Bradford Green Square (Buildings 1, 2, 9a, 9b & 10)	
Location:	<ul style="list-style-type: none"> • One (1) facing Bradford Green Square • One (1) centered above primary entrance (on angled corner of building) • One (1) on Bradford View Lane or Bradford Plaza Way or on rear of building (provided rear of the façade appears as a storefront per Town of Cary LDO standards)
Materials:	<p>Each tenant has the option of selecting one of the following sign types:</p> <ul style="list-style-type: none"> • Reverse-Lit Channel Letters: constructed from aluminum, clear polycarbonate backs, solid face. • Pin Mounted Letters: constructed from PVC or metal • Placard Signs: constructed from HDU. Minimum thickness of 1” • Awning Signs: as approved on site plan <p>In addition, one internally illuminated acrylic logo sign may be provided with a Federally or state registered logo and/or trademark, not to exceed 20% of total sign area. Shoebox or channel must also be reverse lit.</p>
Size:	<ul style="list-style-type: none"> • Sign Area: 1.5 square feet per each linear foot of building frontage • Awning signs shall not exceed 10% of the total awning face front and side area • Letters shall be a minimum of 8 inches but shall not exceed 36 inches in height.
Colors:	Sign(s) not to exceed 4 colors from color palette provided under general provisions
Illumination:	<ul style="list-style-type: none"> • Reverse-lit Channel Letters: Halo Illumination, Internally illuminated 4000K white LED (min. 180 lumens) • Pin Mounted Letters: external illumination as shown on the approved site plan. • Placard Signs: External illumination as shown on the approved site plan • Awning Signs: External illumination as shown on the approved site plan.
Other:	<ul style="list-style-type: none"> • Reverse-lit Channel Letters shall be mounted directly to the fascia on standoffs. No raceways or background panels are permitted. • Pin mounted letters may either be directly mounted to the fascia or mounted to a background panel. The background panel shall be constructed from the same material as the letters and may vary in shape. The background panel shall be one of the 4 colors allowed in the sign.

Walls Signs – Non-Corner Tenants on Bradford Green Lane (Buildings 1, 9a & 9b)	
Quantity:	Two (2) per tenant
Location:	<ul style="list-style-type: none"> • One (1) facing Bradford Green Square • One (1) on rear of tenant space (provided rear of the façade appears as a storefront per Town of Cary LDO standards)

Walls Signs – Non-Corner Tenants on Bradford Green Lane (Buildings 1, 9a & 9b)

Materials:	<p>Tenants have the option of choosing one for the following four sign types:</p> <ul style="list-style-type: none"> • Reverse-lit Channel Letters: constructed from aluminum, clear polycarbonate backs, solid face. • Pin Mounted Letters: constructed from PVC or metal • Placard Signs: constructed from HDU. Minimum thickness of 1” • Awning Signs: as approved on site plan <p>In addition, one internally illuminated acrylic logo sign may be provided with a Federally or state registered logo and/or trademark, not to exceed 20% of total allowed sign area. Shoebox or channel must also be reverse lit.</p>
Size:	<ul style="list-style-type: none"> • Sign Area: 1.5 square feet per each linear feet of building frontage • Awning signs shall not exceed 10% of the total awning face front and side area • Letters shall be a minimum of 8 inches but shall not exceed 36 inches in height.
Colors:	<p>Sign(s) not to exceed 4 colors from color palette provided under general provisions</p>
Illumination:	<ul style="list-style-type: none"> • Reverse-lit Channel Letters: Halo Illumination, Internally illuminated 4000K white LED (min. 180 lumens) • Pin Mounted Letters: Where Pin Mounted Letters form the primary sign copy, provide external illumination as shown on the approved site plan. • Placard Signs: External illumination as shown on the approved site plan. No internal illumination. • Awning Signs: External illumination as shown on the approved site plan.
Other:	<p>These tenants may choose from 4 sign types: reverse channel lit letters, pin mounted letters, placard signs and/or awning signs</p> <ul style="list-style-type: none"> • Reverse-lit Channel Letters shall be mounted directly to the fascia on standoffs. No raceways or background panels are permitted. • Pin mounted letters may either be directly mounted to the fascia or mounted to a background panel. The background panel shall be constructed from the same material as the letters and may vary in shape. The background panel may be one of the 4 colors allowed in the sign.

Wall Signs – Outparcels

Quantity:	<ul style="list-style-type: none"> • Single tenant, two (2) per building unless if 9.3.1(L)(1)(b)1-5 are met • Multi-occupant building and 2 floors or less, two (2) per building, each tenant with a separate individual outside entrance serving the general public may have a separate wall sign, or by meeting Section 9.3.1(L)(1)(b)1-5. • Multi-occupant building and 3 floors or more, 4 signs across the building façade
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Wall Signs – Outparcels	
Location:	<ul style="list-style-type: none"> • Single tenant: per Town of Cary LDO • Multi-tenant (2 floors or less): per Town of Cary LDO • Multi-tenant (3 floors or more): signs share a common horizontal centerline along the façade and either the signs shall be spaced evenly across the building façade or the signs have to be separated from all other signs by a minimum of 2 times the length of the longest sign by facade
Materials:	<ul style="list-style-type: none"> • Reverse-lit Channel Letters: constructed from aluminum, clear polycarbonate backs, solid face. • Wooden backer panel allowed if part of corporate trademark and subject to landlord approval. (Allowed for First Watch March 2017) • One internally illuminated acrylic logo sign may be provided with a federally or state registered logo and/or trademark, not to exceed 20% of total sign area. Shoebox or channel must also be reverse lit. • Placard Signs: constructed from HDU. Minimum thickness of 1” • Pin Mounted Letters: constructed from PVC or metal
Size:	<ul style="list-style-type: none"> • Single tenant: 1.5 square feet per each linear foot of building frontage • Multi-Tenant Buildings (2 floors or less): 1.5 square feet per each linear foot of building frontage • Multi-tenant buildings (3 floors or more): 1.5 square feet per each linear foot of building frontage • Letters shall be a minimum of 8 inches but shall not exceed 36 inches in height.
Colors:	Not to exceed 4 colors from color palette provided under general provisions
Illumination:	<ul style="list-style-type: none"> • Reverse-lit Channel Letters: Halo Illumination, Internally illuminated 4000K white LED (min. 180 lumens) • Pin Mounted Letters: external illumination as shown on the approved site plan. • Placard Signs: external illumination as shown on the approved site plan. No internal illumination.
Other:	<ul style="list-style-type: none"> • Outparcels may choose from 3 sign types: reverse-lit channel letters, pin mounted letters, and placard signs. • Reverse-lit Channel Letters shall be mounted directly to the fascia on standoffs. No raceways or background panels are permitted. • Pin mounted letters may either be directly mounted to the fascia or mounted to a background panel. The background panel shall be constructed from the same material as the letters and may vary in shape. The background panel may be one of the four colors allowed in the sign.

Wall Signs – Directory Signs	
Quantity:	Per Town of Cary LDO
Location:	On building wall
Materials:	<ul style="list-style-type: none"> • Aluminum sign • PVC panel • Vinyl letters
Size:	Shall not exceed 10% of the total wall area to which the sign is attached

Wall Signs – Directory Signs	
Colors:	<ul style="list-style-type: none"> • Background/Sign Panel: Black, Indian Silver, or Duranodic Bronze • Text: White, Black or Bronze (limited to one color for message) • Accent: PMS 620C
Illumination:	Non-illuminated
Other:	Vinyl text may be directly affixed to the aluminum sign or applied to PVC panels and attached to the aluminum sign.

Wall Signs – Identification Signs	
Quantity:	One per principal building entrance
Location:	On building wall
Materials:	<ul style="list-style-type: none"> • Aluminum sign • PVC panel • Vinyl letters
Size:	Shall not exceed 3 square feet
Colors:	<ul style="list-style-type: none"> • Background/Sign Panel: PMS 547C; Indian Silver; or Duranodic Bronze • Text: White; Black or Bronze • Accent: PMS 620C
Illumination:	Non-illuminated
Other:	<ul style="list-style-type: none"> • Shall contain no logo or commercial message • Vinyl text may be directly affixed to the aluminum sign or applied to PVC panels and attached to the aluminum sign.

Non-Residential Type – Projecting Signs	
Quantity:	One (1) per tenant
Location:	Over tenant entrance
Materials:	Per the LDO; non-glossy, non-glare wood and painted or silk screened metal or plastic are preferred with permanent letters and graphics
Size:	<ul style="list-style-type: none"> • Height: No part of the sign shall hang lower than 7 feet above the ground or pedestrian walkway or rise higher than the wall the sign is attached to • Sign Area: 2 square feet max. per side • Projection: Sign shall not project more than 36 inches from wall
Colors:	Sign(s) not to exceed 4 colors from color palette provided under general provisions
Illumination:	Not separately illuminated
Other:	<ul style="list-style-type: none"> • Permitted for any non-residential building and the multi-family leasing office • Sign not included in total area allowance • Cannot be combined with an Under Canopy Sign (see below)

Non-Residential Type – Under Canopy Signs (Suspended)	
Quantity:	One (1) per tenant

Non-Residential Type – Under Canopy Signs (Suspended)

Location:	Under canopies or along pedestrian arcades
Materials:	<ul style="list-style-type: none"> Aluminum or HDU panel Vinyl text
Size:	Sign Area: 4 square feet max
Colors:	Sign(s) not to exceed 4 colors from color palette provided under general provisions
Illumination:	Not separately illuminated
Other:	<ul style="list-style-type: none"> Permitted for any non-residential building Shall contain only the address, suite number, logo or name of the tenant served by the entrance Cannot be combined with a Projecting Sign (see above)

Nonresidential Type – Window Signs

Quantity:	Subject to landlord approval
Location:	On the inside or outside of windows
Materials:	<ul style="list-style-type: none"> Affixed to exterior of window only: Medium or premium grade vinyl, digital image using solvent color, or other similar type material Affixed to interior of window: N/A
Size:	Cannot cover more than 25% of the gross glass area of any one side of the building
Colors:	Not specified
Illumination:	Not separately illuminated
Other:	N/A

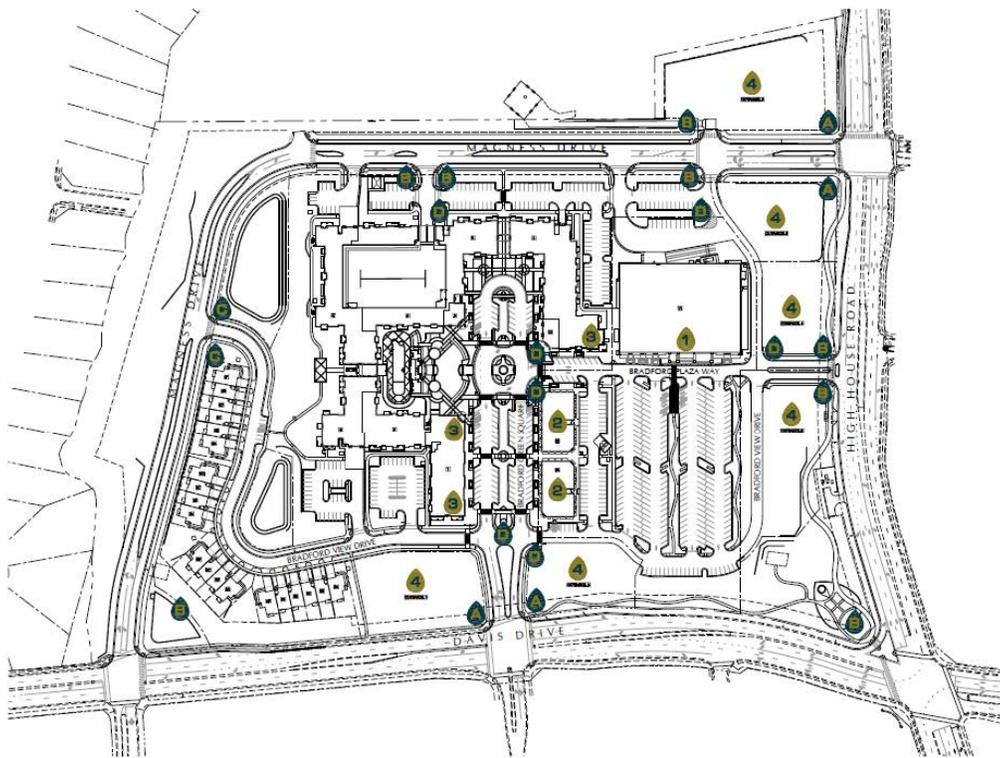
Nonresidential Type – LED with the appearance of neon tubing and/or Neon (Illuminated) Window Signs

Quantity:	One (1) per tenant
Location:	Interior side of window
Materials:	Meet safety requirements by having a backing and self contained transformers. All components shall be UL approved.
Size:	Sign Area: 2 square feet max
Colors:	Not restricted
Illumination:	LED tubing or Neon tube lighting only
Other:	<ul style="list-style-type: none"> Shall be illuminated during business hours only May display logo if in compliance with size and design requirements Framing windows with LED or Neon Rope or strip-type lighting is not permitted.

Nonresidential Type – Menu Box (Restaurants & Cafes Only)

Quantity:	One (1) per tenant
Location:	Mounted to building wall at or near main entrance
Materials:	N/A
Size:	Sign Area: 2 square feet max
Colors:	Not to exceed 4 colors from color palette provided under general provisions
Illumination:	Low level internal lighting
Other:	Shall not be calculated as part of the site's overall allowed sign area

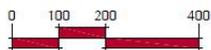
Note: Real Estate Signs (for multi-family and non-residential multi-occupant projects), if incorporated as part of principal ground sign, may add up to four (4) pieces of information. If a free-standing real estate sign is used, it must be composed of the same material and colors as the principal ground sign and must be placed a minimum of 30 feet from the public right-of-way



LEGEND

- ENTRY MONUMENT ALT. TO PRINCIPAL GROUND SIGN
- PRINCIPAL GROUND SIGN (PROJECT/TENANT ID)
- PRINCIPAL GROUND SIGN (PROJECT/TOWNHOME ID)
- PROJECT DIRECTORY SIGN
- WALL SIGNS - ANCHOR TENANT (GROCERY)
- WALL SIGNS - RETAIL TENANT
- WALL SIGNS - RESIDENTIAL COMPONENT
- WALL SIGNS - OUTPARCEL

NOTE: SIGN LOCATIONS SHOWN ARE APPROXIMATE



MAY 30, 2014

SITE SIGNAGE LOCATION MAP

BRADFORD MASTER SIGN PLAN

WITHERS & RAVENEL
ENGINEERS | PLANNERS | SURVEYORS