

Uniform Sign Plan (USP) Cary Towne Center 91-USP-001

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

USP identifier:	91-USP-001
Location:	Northeast corner of the intersection of Walnut Street and SE Maynard Road; Main mall address: 1105 Walnut Street
USP established:	June 10, 1991
Last modified:	March 30, 2005, June 25, 2010 May 30, 2013 (added color for Destination tenants) August 20, 2014 (Replaced Orange 152 C with Vinyl 3630-167 "Bright Blue" PMS 2945 C)

General Provisions of Uniform Sign Plan for this project
This project has also been known as "Cary Village Mall".

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.

When specifications of a previously approved USP conflict with the currently adopted Sign Ordinance provisions, then specifications in the approved USP shall control. Where a previously approved USP does not contain specific specifications on signage attributes, including height, colors, placement, etc, then the provisions in the currently adopted Sign Ordinance shall control. A previously approved USP which lacks specific signage attribute specifications 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 into conformance, within 90 days, all signs not conforming to the proposed plan. This shall apply to all properties governed by said plan.

Ground Signs – Principal Ground Signs	
Quantity: Three (3)	Location: One at each main entrance
Materials:	<ul style="list-style-type: none"> • Aluminum cabinet with punch-through acrylic letters and graphics • 3M Scotchcal translucent vinyl film applied to acrylic
Size:	Area: maximum 32 square feet Height: maximum 42 inches; Width : 10 feet 4 inches (10'4")
Colors:	<ul style="list-style-type: none"> • Letters, logo, and metal returns of punched-out graphics – milk white (to match Dupont 4775) • Background, main cabinet – bronze (Dupont YM057) • Background of logo – dark bronze (Dupont YM115)
Illumination:	Internal neon illumination
Photo	

Ground Signs – Other (Directional sign)	
Quantity:	3
Location:	Internal to the project, 1 at each main entrance
Materials:	<ul style="list-style-type: none"> Aluminum cabinet with punch-through acrylic letters and graphics 3M Scotchcal translucent vinyl film applied to acrylic
Size:	<ul style="list-style-type: none"> Area – maximum 16 square feet Height – maximum 42 inches
Colors:	<ul style="list-style-type: none"> Letters, logo, and metal returns of punched-out graphics – milk white (to match Dupont 4775) Background, main cabinet – bronze (Dupont YM057) Background of logo – dark bronze (Dupont YM115)
Illumination:	Not illuminated
Photo	

Wall Signs - Tenant Type 1 (Anchor tenants)	
Quantity:	1 to 4 signs per tenant, as shown on "Overall Sign Exhibit", dated March 26, 1991 and revised May 1, 1991, in Town of Cary file for this project
Location:	As shown on "Overall Sign Exhibit" in Town of Cary file for this project
Materials:	Channel letters or individually mounted PVC
Size:	Not specified
Colors:	Channel Letters: <ul style="list-style-type: none"> Face – white or bronze Returns – bronze or black Individual PVC Letters: Black or dark bronze

Wall Signs - Tenant Type 1 (Anchor tenants)	
Illumination:	Internal illumination or back-lighting
Other:	<i>"These signs identify anchor tenants to persons approaching the mall from public streets, ring-road and on-site vehicular and pedestrian traffic to infer association between the anchor tenants and a logical means of building ingress."</i>
Photo(s): * White Letters	
Bronze Letters	

Wall Signs - Other Tenant Type(s) (Destination tenants – tenants with exclusive designated entrances from the exterior of the mall)	
Quantity:	1 per tenant, as shown on "Overall Sign Exhibit", dated March 26, 1991 and revised May 1, 1991, in Town of Cary file for this project
Location:	As shown on "Overall Sign Exhibit" in Town of Cary file for this project or per LDO
Materials:	Individual, aluminum channel letters with acrylic faces for illuminated signs Solid, durable, plastic (Gemini) letters or PVC for non-illuminated or back lit or halo illuminated signs signs.
Size:	Per Land Development Ordinance

Wall Signs - Other Tenant Type(s) (Destination tenants – tenants with exclusive designated entrances from the exterior of the mall)	
Colors:	<p>Channel Letters:</p> <ul style="list-style-type: none"> • Face – white, black, dark bronze or “Bright Blue” to match Vinyl 3630-167 (PMS 2945 C) • Returns – dark bronze or black; if face is Blue PMS 2945 C, then returns may match face <p>PVC Letters: Black or dark bronze “Gemini “(plastic letters) white faces with bronze returns</p>
Illumination:	Internal illumination for channel letters or back-lighting Non-illuminated option added for “Layers and Trims” added on June 25, 2010
Photos “Destination Tenant”	
Photos	
Photo(s): *	

Wall Signs - Outparcel	
Quantity:	Per Town of Cary Ordinance
Location:	Not specified
Materials:	Channel Letters or Individually mounted PVC (in practice, the signs are individual channel letters)
Size:	Not specified
Colors:	<ul style="list-style-type: none"> • Face – white, bronze or black • Returns – bronze
Illumination:	Internal illumination for channel letters or back lighting for PVC
Other:	Out-parcel tenants that existed when the USP was established in June 1991, shall be excluded from compliance with these specifications so long as the tenants do not change; i.e. signage existing as of June 1991 may be maintained, replaced, or modified within constraints of the Town of Cary's sign ordinance.
Photo(s): *	

Wall Signs – Other (Signs at mall entrances)	
Quantity:	4
Location:	1 at each entrance to the mall structure
Materials:	<ul style="list-style-type: none"> • Individual channel letters with acrylic faces and .06 aluminum returns, letters 6 inches deep • Mall logo on box sign mounted above letters • Entry 3 includes additional box sign to identify “Food Court” • Box signs are aluminum cabinet with punch-through acrylic letters and graphics
Size:	<p>The Cary Zoning Board of Adjustment on Jan. 14, 2002 granted a variance to allow these signs to exceed the area allowed by Town of Cary ordinance. The variance allowed the following:</p> <ul style="list-style-type: none"> • Entry 1 (northwest entry) – maximum 337 square feet • Entry 2 (northeast entry) – maximum 259 square feet • Entry 3 (southeast entry) – maximum 431 square feet • Entry 4 (southwest entry) – maximum 471 square feet

Wall Signs – Other (Signs at mall entrances)	
Colors:	<ul style="list-style-type: none"> • Letter faces and graphic logos – milk white (to match Dupont 4775) • Returns – dark bronze (Dupont YM115) • Background of logo – dark bronze (Dupont YM115) • Background, “Food Court” cabinet – bronze (Dupont YM057)
Illumination:	Not specified
Other:	none
Photo(s): *	

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