

Uniform Sign Plan (USP) Mid-Town Shopping Center 91-USP-004

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

USP identifier:	91-USP-004
Location:	203 - 211 E Chatham Street and 110 N Walker Street (northeast corner of intersection of E Chatham Street and N Walker Street)
USP established:	Aug. 13, 1991
Last modified:	December 8, 2004 January 26, 2017 July 25, 2018

General Provisions of Uniform Sign Plan for this project
<ul style="list-style-type: none"> • All sign renderings must be submitted to, and approved by, the landlord prior to being submitted to the Town of Cary for review. • The Mid-Town Shopping Center USP is divided into separate areas: In-line retail shops fronting Chatham Street; Outparcel; and 110 N Walker Street. • Signs may use any of the following colors: <ul style="list-style-type: none"> ○ PMS 440U Charcoal ○ Sherwin Williams SW 6126 Navaho White ○ Black ○ PMS 7490U Sage Green

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.

Where the specifications of a previously approved 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 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 – Project Identification	
Quantity:	Per Town of Cary Land Development Ordinance (LDO)
Location:	Per LDO
Materials:	Per LDO
Size:	Per LDO

Ground Signs – Project Identification	
Colors:	<u>Background:</u> Charcoal gray, PMS 440U or to match building exterior <u>Copy & Border:</u> Sherwin Williams SW 6126 Navaho White, PMS 7490U Sage Green, or Black
Illumination:	Background must be opaque Ground lights or channel letters acceptable
Other:	N/A
Photo(s): *	No ground sign currently exists

Wall Signs – In-line Retail Shops Fronting Chatham Street	
Quantity:	1 per storefront, per tenant If a tenant is located at the end of the building, a second sign may be permitted as allowed in the LDO
Location:	Front building elevation above main entry door(s) Side elevation (for corner tenants) above windows or entry door, provided maximum area allowable by the LDO is not exceeded
Materials:	<u>Background:</u> 2-inch-deep aluminum pan or flat aluminum panel with hardware for 2-inch standoff <u>Copy:</u> ¼- to 1.5-inch-thick dimensional lettering is strongly encouraged (premium vinyl)
Size:	Maximum 1.5 square feet per linear foot of tenant storefront
Colors:	See General Provisions
Illumination:	Non-illuminated; existing gooseneck fixtures above signs
Other:	A variety of styles and shapes is encouraged. Federal- or State-registered logos are allowed; however, the height of a logo may not exceed the height of the sign copy. The graphic portion of a logo may be installed with original colors, but the main copy must adhere to the sign colors noted above.

Wall Signs – Outparcel	
Quantity:	Per LDO
Location:	Front building elevation above main entry door; and/or Side elevation above windows, provided maximum area allowable by the LDO is not exceeded
Materials:	Paint (directly on existing painted masonry façade)
Size:	Maximum 1.5 square feet per linear foot of building frontage
Colors:	See General Provisions
Illumination:	Non-illuminated; existing gooseneck fixtures above signs

Wall Signs – Outparcel	
Other:	<p>A variety of styles and shapes is encouraged.</p> <p>Federal- or State-registered logos are allowed; however, the height of a logo may not exceed the height of the sign copy. The graphic portion of a logo may be installed with original colors, but the main copy must adhere to the sign colors noted above.</p>

Wall Signs – 110 N Walker Street	
Quantity:	1 per storefront, per tenant
Location:	Building elevation adjacent to main entry doors
Materials:	<p><i>Front panel:</i> Engraved metal, embossed metal, cut metal, metal panel with vinyl decals, or metal panel with painted lettering</p> <p><i>Backing panel:</i> Wood</p>
Size:	Maximum 1.5 square feet per linear foot of building frontage
Colors:	<p><i>Front panel:</i> Stained or natural metal</p> <p><i>Backing panel:</i> Stained or natural wood</p> <p><i>Lettering:</i> Per LDO (3 color limit)</p>
Illumination:	Non-illuminated or externally lit
Other:	<p>Various shapes for signs are encouraged.</p> <p>Federal- or State-registered logos are allowed; however, the height of a logo may not exceed the height of the sign copy. The graphic portion of a logo may be installed with original colors, but the main copy must adhere to the sign colors noted above.</p>
Photo(s): *	

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