

Uniform Sign Plan (USP)

The Crescent

93-USP-005

These guidelines are published for informational purposes. They describe the characteristics of signs, not structures on which signs are placed. A sign permit application must be submitted and a permit issued prior to installation of a sign.

USP identifier:	93-USP-005
Location:	Southwest of the intersection of Kildaire Farm Road and Tryon Road. The areas covered by this plan are along Crescent Green Drive and south of Crescentcommons Drive.
Date USP established:	Nov. 10, 1993
Last modified:	August 11, 2004 February 26, 2010

General Provisions of Uniform Sign Plan for this project

- Detailed design drawings of standard sign types are available through the Developer, and should be referenced before beginning any signage work at The Crescent.
- Use of corporate or business symbols or logotypes or signatures, exclusive of extraneous borders, illustrations or embellishments, is allowed subject to Developer approval.
- Sign documents shall be submitted to the Developer for review and approval prior to fabrication.
- Signage for the commercial area of The Crescent is addressed in a separate sign plan. See the USP for Crescent Commons, USP number 95-USP-009.
- Signage for the Crescent Arbors Apartments is addressed in a separate sign plan. See USP number 93-USP-001.

History of Amendments

January – February 2010	<ul style="list-style-type: none"> • Application submitted 1/12/2010 • Amendment for Lucky 32 monument sign approved to be architecturally compatible with building. This also brought the HeartField Assisted Living Facility into compliance.
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A sign may be placed, painted, created or maintained in the Town of Cary only in conformance with the 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 Uniform Sign Plan shall control. Where a previously approved Uniform Sign Plan 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 Uniform Sign Plan 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 Uniform Sign Plan may be amended by filing a new sign plan with the Planning Department. Any new or amended Uniform Sign Plan (including those for planned unit developments) 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:	2
Location:	At intersections of Crescent Green Drive with Tryon Road and Kildaire Farm Road
Materials:	<ul style="list-style-type: none"> • Double faced sign • Exterior surface is polished Green Tunis granite, with logomark (twisted curve) sandblasted into the surface • Project name to be alloy or stainless steel bronze with horizontal brushed finish, stud mounted
Size:	<ul style="list-style-type: none"> • 6 feet high X 15 feet 9 inches (15'9") wide • Letter height - 10 inches
Colors:	<ul style="list-style-type: none"> • Background – green Tunis granite • Copy - bronze
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> • Copy is the project name • Letter style – Futura Bold
Photo(s): *	

Ground Signs – Option One - Site/Parcel/Subdivision Identification (Single tenant or building name)	
Quantity:	One per street front for an individually platted parcel, except in cases lots with at least 300 feet of continuous frontage along one public street. In that case, the site may have two signs along that street.
Location:	At entrance(s) to parcel

Ground Signs – Option One - Site/Parcel/Subdivision Identification (Single tenant or building name)	
Materials Option One	<ul style="list-style-type: none"> • .125 painted aluminum cabinet • Address numbers to be alloy or stainless steel bronze with horizontal brushed finish, stud mounted onto surface • Logo is “Etch mark” vinyl • Building/tenant name options: <ol style="list-style-type: none"> 1. Letters of alloy or stainless steel bronze with horizontal brushed finish 2. Painted letters and/or logo cut out of aluminum or PVC (subject to Developer approval) 3. Painted letters and/or logo cut out of aluminum or PVC and mounted to changeable panel that is inset ¾ inch to form window (subject to Developer approval) 4. Tenant name and/or logo routed out of changeable aluminum panel and backed with translucent acrylic panels in tenant’s corporate colors (subject to Developer approval)
Size:	<ul style="list-style-type: none"> • 4 feet high X 8 feet 4 inches (8’4”) wide • Building identification (tenant name and/or logo) shall not exceed 6 square feet per sign face for options 1 in photo below.
Colors:	<ul style="list-style-type: none"> • Address numbers - bronze • Letters – bronze OR tenant’s corporate colors (subject to Developer approval) • Cabinet – not specified <ul style="list-style-type: none"> • a 1999 amendment to this USP specifies “<i>forest green PMS 5535</i>” as the cabinet color for ground signs for multiple tenant sites • the USP for the Crescent Commons Shopping Center, which is part of The Crescent PUD, specifies a cabinet color of “<i>leaf green by AEP SPAN</i>” for the ground signs that match The Crescent specifications
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> • Sign includes the Crescent logo at the top of the sign, with the address numbers superimposed on the logo • Typeface, address number – Berkeley Medium • Typeface, building/tenant name – in tenant logotype • Only pylon type freestanding identification signs are allowed within office and retail areas of The Crescent. No post-and-panel or other type post or pole-mounted permanent identification signs shall be allowed.

**Ground Signs – Option One - Site/Parcel/Subdivision Identification
(Single tenant or building name)**

Photo(s): *

Option 1, with bronze letters:



With translucent letters:



Ground Signs – Option Two - Site/Parcel/Subdivision Identification

(Single tenant or building name)	
Materials Option Two	Monument Sign design may deviate from the aluminum cabinet criteria if it reflects the high quality masonry components of the building that it serves. Height Limit remains four feet.
Colors	For Lucky 32 Sign: Colors to have matte Finish Sign Frame Pantone 560 C Faces SW6141 Letters and Underlines Pantone Process Black C.
Photo: The existing HeartFields sign reflects LDO standards for architectural compatibility	

Ground Signs - Site/Parcel/Subdivision Identification (Multiple tenants)	
Quantity:	1 per street frontage for each individually platted parcel, except in the case of a lot with at least 300 feet of continuous frontage along one public street which may have two signs along that street.
Location:	At entrance(s) to parcel
Materials:	<ul style="list-style-type: none"> • Double faced sign • Painted aluminum cabinet with internal aluminum framing • Logo and letters are dimensional elements surface mounted to the cabinet. • Tenant name letters are mounted to a 1/8 inch aluminum panel which is screwed to the face of the cabinet to allow changeability • Logo disk – ¼ inch aluminum disk with screen-printed logo • Copy – ¼ inch thick cast bronze with satin finish

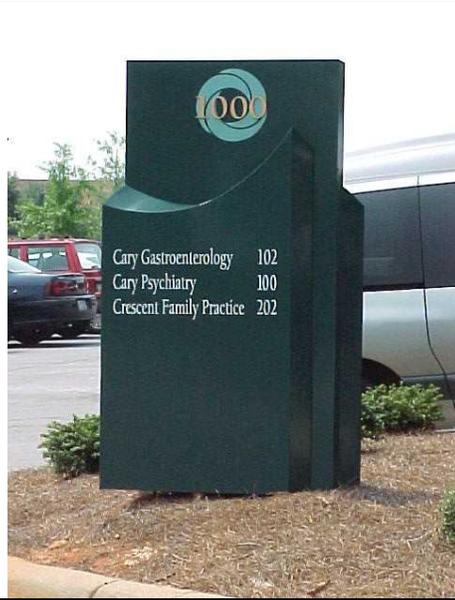
Ground Signs - Site/Parcel/Subdivision Identification (Multiple tenants)	
Size:	<ul style="list-style-type: none"> • 4 feet high X 8 feet 4 inches (8'4") wide • Letter height, 2 tenant names – 4 inches, with 3 inch interline spacing • Letter height, 3 or 4 tenant names – 3 inches, with 1.5 inch interline spacing
Colors:	<ul style="list-style-type: none"> • Cabinet – PMS 5535 (forest green) • Copy - bronze • Changeable panels and screw heads to mount the panels are painted to match cabinet
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> • No more than 4 tenant names will be permitted • Sign includes the Crescent logo at the top of the sign, with the address numbers superimposed on the logo • Typeface, address number – Berkeley Medium • Typeface, tenant name – Futura Medium Condensed Uppercase with Extra Letter Spacing • Only pylon type freestanding identification signs are allowed within office and retail areas of The Crescent. No post-and-panel or other type post or pole-mounted permanent identification signs shall be allowed.
Photo(s): *	

Ground Signs – Other (Tenant Directory)	
Quantity:	Not specified

Ground Signs – Other (Tenant Directory)	
Location:	Are to be strategically located within individual building sites as required to provide major tenants with identification. This directory sign must be located so that this sign and the site identification ground sign are not visible at the same time from the adjoining roadway.
Materials:	<ul style="list-style-type: none"> • Double faced sign • .125 painted aluminum cabinet • Address numbers to be alloy or stainless steel bronze with a horizontal brushed finish, stud mounted onto surface • Tenant copy to be die-cut vinyl • Logomark to be “Etch mark” vinyl
Size:	5 feet high X 35 inches wide
Colors:	<ul style="list-style-type: none"> • Project name – bronze • Directional copy – white • Cabinet – not specified <ul style="list-style-type: none"> • a 1999 amendment to this USP specifies “<i>forest green PMS 5535</i>” as the cabinet color for ground signs for multiple tenant sites • the USP for the Crescent Commons Shopping Center, which is part of The Crescent PUD, specifies a cabinet color of “<i>leaf green by AEP SPAN</i>” for the ground signs that match The Crescent specifications
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> • Sign includes the Crescent logo at the top of the sign, with the address numbers superimposed on the logo • Letter style, address numbers – Berkeley Medium • Letter style, tenant copy – tenants’ corporate typestyle(s) • Directional copy may include building numbers, building names, or major user’s names

Ground Signs – Other (Tenant Directory)

Photo(s): *



Ground Signs – Other (Directional)	
Quantity:	Not specified
Location:	May be located strategically throughout the project site as future requirements may dictate
Materials:	<ul style="list-style-type: none"> • Double faced sign • .125 painted aluminum cabinet • Project name to be alloy or stainless steel bronze with a horizontal brushed finish, stud mounted onto surface • Directional copy to be die-cut vinyl • Logomark to be “Etch mark” vinyl
Size:	5 feet high X 35 inches wide
Colors:	<ul style="list-style-type: none"> • Project name – bronze • Directional copy – white • Cabinet – not specified <ul style="list-style-type: none"> • a 1999 amendment to this USP specifies “<i>forest green PMS 5535</i>” as the cabinet color for ground signs for multiple tenant sites • the USP for the Crescent Commons Shopping Center, which is part of The Crescent PUD, specifies a cabinet color of “<i>leaf green by AEP SPAN</i>” for the ground signs that match The Crescent specifications
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> • Sign includes the Crescent logo at the top of the sign, with the words “The Crescent” superimposed on the logo • Letter style, project name – Futura Bold • Letter style, directional copy – Berkeley Medium • Directional copy may include building numbers, building names, or major user’s names
Photo(s): *	

Wall Signs - Tenant Type 1 (Office Identification)	
Quantity:	1 sign per business per street frontage
Location:	Unified placement standards for an entire building, based on architectural requirements (approved by Developer) and Town of Cary sign requirements.
Materials:	Recommended format is individually mounted letters or logos installed directly to the building. Internally illuminated sign cabinets may be used (subject to Developer approval).
Size:	Unified size for an entire building, based on architectural requirements (approved by Developer) and Town of Cary sign requirements.
Colors:	Unified colors for an entire building, based on architectural requirements (approved by Developer) and Town of Cary sign requirements.
Illumination:	<ul style="list-style-type: none"> • The use of back lit, reverse channel letters and logos (white lighting) is allowed in office areas of The Crescent. Other colors of back lighting may be allowed, subject to Developer approval. • Internally illuminated sign cabinets may be used (subject to Developer approval).
Other:	<ul style="list-style-type: none"> • To identify major office tenants within a single or multi tenant building. • Individual business logos and logotypes may be used subject to Developer approval. If a company logo or logotype is not used, the preferred typestyles are Futura Bold or Berkeley Medium. Other faces in the Futura or Berkeley type families may also be used.

Wall Signs - Tenant Type 1 (Office Identification)

Photo(s): *

Channel letters:



Cabinet sign:



Wall Signs - Other Tenant Type(s)	
Quantity:	N/A
Location:	N/A
Materials:	N/A
Size:	N/A
Colors:	N/A
Illumination:	N/A
Other:	N/A
Photo(s): *	N/A

Wall Signs - Outparcel	
Quantity:	N/A
Location:	N/A
Materials:	N/A
Size:	N/A
Colors:	N/A
Illumination:	N/A
Other:	N/A
Photo(s): *	N/A

Wall Signs - Other	
Quantity:	N/A
Location:	N/A
Materials:	N/A
Size:	N/A
Colors:	N/A
Illumination:	N/A
Other:	N/A
Photo(s): *	N/A

Other Signs (Logo Sculpture)	
Quantity:	1
Location:	At intersection of Kildaire Farm Road and Tryon Road.
Materials:	Aluminum
Size:	10 feet X 10 feet
Colors:	Exterior patina finish
Illumination:	Not specified
Other:	The sculpture is an artistic interpretation of the “twisted curve” logo of The Crescent
Photo(s): *	

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

Further information:	
X	Digital images of sign detail documents are available from the Town of Cary Planning Dept.
	Sign detail documents are not included in the Town of Cary files for this project.