

**Uniform Sign Plan (USP)  
Crescent Commons Shopping Center  
95-USP-009**

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

USP identifier:	95-USP-009
Location:	S.W. corner of intersection of Kildaire Farm & Tryon Roads
Date USP established:	Feb. 25, 1995
Last modified:	August 11, 2004 September 14, 2010 Administrative updates <b>April 29, 2011</b> Minor amendment to wall signs May 16, 2011 on-site traffic markings added January 2013 – noted alternate design option for monuments; general administrative updates to document

**General Provisions of Uniform Sign Plan for this project**

- All signage shall be submitted to and approved by the Owner/Developer and their architect prior to fabrication and installation.
- This project is part of The Crescent, and ground signs are compatible with the Uniform Sign Plan for that project (USP number 93-USP-005).

A sign may be erected, placed, established, 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 USP conflict with the currently adopted Sign Ordinance provisions, then the specifications in the approved Uniform Sign Plan shall control. Where a previously approved USP does not contain specific specifications on signage attribute, 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 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:	Per Land Development Ordinance
Location:	At entrances on Kildaire Farm Road and Tryon Road and Crescent Commons Drive
Materials:	Double-sided metal monument sign with translucent Plexiglas copy; (Option of having masonry monuments provided all are consistent in appearance and comply with LDO.)
Size:	<ul style="list-style-type: none"> <li>• 4 feet 6 inches (4'6") high X 12 feet wide</li> <li>• Letter height – maximum 10 inches</li> </ul>
Illumination	<ul style="list-style-type: none"> <li>• Internal</li> </ul>

**Ground Signs - Project Identification**

Colors:

- Background – leaf green (by AEP SPAN)
- Letters – yellow #2037, covered by white vinyl (this allows the sign letters to be totally white during the day and to be a muted yellow at night, an agreement that was reached between the Developer and the Town of Cary on May 28, 1996)
- The Crescent logo color – match standards of the Uniform Sign Plan for The Crescent PUD

Other:

- Letter style, “Crescent Commons” – Gill Sans Bold Italic, condensed to 80% horizontally
- Letter style, “Shopping Center” – Novarese Bold Italic, condensed to 85% horizontally
- The design of this sign matches specifications for site identification signs outlined in the USP for The Crescent (USP number 93-USP-005).

Photo(s): \*



<b>Ground Signs – Other (Directory/Directional sign)</b>	
Quantity:	As needed and per Cary's LDO
Location:	At secondary entrances to project and internal to the site and at Landlord's discretion and in keeping with Town standards
Materials:	Metal monument with vinyl letters
Size:	<ul style="list-style-type: none"> <li>• 5 feet high X 35 inches wide</li> <li>• Letter height, directional copy – maximum 2 inches</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Background – leaf green (by AEP SPAN)</li> <li>• Letters – white</li> </ul>
Illumination:	Externally lit
Other:	<ul style="list-style-type: none"> <li>• Letter style – Futura Bold</li> <li>• Shopping center name and The Crescent logo are included at the top of sign</li> <li>• The design of this sign matches the specifications for tenant directory signs outlined in the USP for The Crescent (USP number 93-USP-005).</li> </ul>
Photo(s): *	No signs of this type were found on <i>January 23, 2006</i> .

<b>Wall Signs - Tenant Type 1 (Major Tenants)</b>	
Quantity:	2 per tenant
Location:	<ul style="list-style-type: none"> <li>• Primary sign is on front of building facing main parking lot</li> <li>• Secondary sign is on another face of the building or</li> <li>• Secondary sign may be on a second elevation on the front façade if the building design is in accordance with Cary's LDO</li> </ul>
Materials:	Individual letters with translucent Plexiglas face
Size:	<ul style="list-style-type: none"> <li>• Area – maximum square foot equivalent to linear foot of frontage</li> <li>• Letter height, primary sign – maximum 5 feet, 6 inches (5'6")</li> <li>• Letter height, secondary sign if located on a separate building facade– maximum 3 feet</li> <li>• Letter height for secondary signs installed on the same face of building: Maximum of two feet (2'). If permitted prior to April 29, 2011 letter height may remain as is.</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face – white #7328</li> <li>• Returns - bronze</li> </ul>
Illumination:	Internal illumination for all signs inclusive of corporate logos
Other:	Letter and Logo style – tenant's own provided the letter size and corporate logo style are per the Town of Cary LDO

**Wall Signs - Tenant Type 1 (Major Tenants)**

Photo(s): \*



**Wall Signs - Other Tenant Type(s)  
(Shops *without* “windows” above their storefront area - shops A4, A5, B10, B11, B13, B14, B17, B19, B24)**

Quantity:	1 per tenant
Location:	Above tenant entrance, as shown on drawings in Town of Cary file for this project
Materials:	Individual letters with translucent Plexiglas face
Size:	<ul style="list-style-type: none"> <li>• Area – maximum 30 square feet</li> <li>• Letter height - maximum 30 inches</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face – white #7328</li> <li>• Returns - bronze</li> </ul>
Illumination:	Internal illumination
Other:	Letter and Logo style – tenant’s own



**Wall Signs - Other Tenant Type(s)**  
**(Shops *without* “windows” above their storefront area - shops A4, A5, B10, B11, B13, B14, B17, B19, B24)**



**Wall Signs - Other Tenant Type(s)**  
**(Shops *with* “windows” above their storefront area)**

Quantity:	1 per tenant
Location:	Above tenant entrance and below upper windows, as shown on drawings in Town of Cary file for this project
Materials:	Individual letters with translucent Plexiglas face
Size:	<ul style="list-style-type: none"> <li>• Area – based on 70% of frontage (area in square feet will be equal to the number of feet in calculated 70% of storefront length)</li> <li>• Letter height - maximum 24 inches</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face – white #7328</li> <li>• Returns - bronze</li> </ul>
Illumination:	Internal illumination
Other:	Letter and Logo style – tenant’s own

**Wall Signs - Other Tenant Type(s)**  
**(Shops with “windows” above their storefront area)**

Photo(s): \*



**Wall Signs - Outparcel**

Quantity:	Two (2) per outparcel
Location:	Per Cary's LDO
Materials:	Individual letters with translucent Plexiglas face
Size:	<ul style="list-style-type: none"> <li>• Area – maximum square feet equivalent to linear feet of frontage</li> <li>• Letter height, secondary sign – maximum 30 inches</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face – white #7328 OR green #2030</li> <li>• Returns – not specified</li> <li>• Logo – tenant's own colors and per Cary LDO</li> </ul>
Illumination:	Internal illumination
Other:	<ul style="list-style-type: none"> <li>• Letter Style: tenant's own</li> <li>• Logos if in colors not authorized by master sign plan shall be limited to the % allowed by Cary's LDO</li> <li>• No freestanding ground sign permitted.</li> <li>• Modification to outparcel sign regulations shall be requested by the outparcel user, through the shopping center landlord. All outparcel signage shall be submitted to and approved by the Owner/Developer and their Architect prior to submittal to the Town of Cary.</li> </ul>

**Wall Signs - Outparcel**

Photo(s): \*



**Wall Signs - Secondary sign option for anchor tenants and outparcels**

Quantity:	Not specified
Location:	On architecturally unique segment of building
Materials:	Not specified
Size:	<ul style="list-style-type: none"> <li>• Letter height, grocery store (Harris Teeter) – 8 inches</li> <li>• Sign sizes, other major tenant (Wal-Mart) range in height from 12 inches to 30 inches</li> </ul>
Colors:	White letters on leaf green background
Illumination:	Not illuminated
Other:	Anchor tenants and/or outparcels may list departments on the exterior of their buildings (i.e. auto service, nursery, pharmacy, etc.) if located on a separate façade, or in compliance with Cary's LDO regulations that require a separate architectural segment or appearance of a storefront.

Photo(s): \*



<b>Wall Signs - Other (Front Shop Numbers)</b>	
Location:	Above entrance door, as shown on drawings in the Town of Cary file for this project
Materials:	Not specified
Size:	Letter height – 4 inches
Colors:	White
Illumination:	Not illuminated
Other:	The letter height of 4 inches is a compromise between the original specification of 3 inches and the 6 inch height requested by the Fire Marshall.
Photo(s): *	

<b>Wall Signs - Other (Rear Door Signs)</b>	
Quantity:	Not specified
Location:	<ul style="list-style-type: none"> <li>Centered horizontally on the back door</li> <li>Bottom of shop numbers is 5 feet 6 inches (5'6") from bottom of door</li> </ul>
Materials:	Not specified
Size:	<ul style="list-style-type: none"> <li>Letter height, shop numbers – 6 inches</li> <li>Letter height, shop names – 2 inches</li> </ul>
Colors:	White
Illumination:	Not illuminated
Other:	Letter style - Helvetica
Photo(s): *	<i>No signs of this type were found on January 23, 2006.</i>

<b>Other Signs (Under Canopy signs)</b>	
Quantity:	1 per tenant
Location:	Mounted under canopy at ceiling, perpendicular to storefront
Materials:	Metal panel with vinyl letters
Size:	<ul style="list-style-type: none"> <li>1 foot high X 6 feet wide</li> <li>Letter height – maximum 6 inches</li> <li>Length of copy – maximum 5 feet</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>Background – leaf green (by AEP SPAN)</li> <li>Letters - white</li> </ul>
Illumination:	Not specified
Other:	Letter and Logo style – tenant's own

**Other Signs (Under Canopy signs)**

Photo(s): \*



**Ground Signs (On-site Traffic and Directional Signs)**

Quantity:	As needed
Location:	As Needed Internal to the site; Outside Public Right of Way
Materials	Metal Sign mounted on 2 inch diameter metal post
Size:	Subject to Land lord approval
Colors:	Background: White Letters and Post:: Leaf Green (by AEP SPAN)
Illumination	Not Illuminated
Other:	Letter and Sign Style shall follow NC Department of Transportation Standards

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