

Uniform Sign Plan (USP) Gateway Centre 87-USP-003

These guidelines are published for informational purposes. A sign permit application must be submitted and a permit issued prior to the installation of a sign.

USP identifier:	87-USP-003
Location:	Gateway Centre Boulevard (southwest of intersection of Aviation Parkway and Interstate 40)
Date USP established:	October 1987
Last modified:	August 2, 2004 September 27, 2010 (<i>Added criteria for 2700 Building</i>) October 5, 2010 (<i>minor administrative updates</i>)

General Provisions of Uniform Sign Plan for this project

Landlord's approval required prior to submitting permit for multi-tenant buildings. Uniform appearance for individual buildings is required.

A sign may be installed 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 Master or Uniform Sign Plan (USP) for the property where the sign is located.

When specifications of a previously approved Uniform Sign Plan 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 (i.e. height, colors, placement, etc.), then the provisions in the currently adopted Sign Ordinance shall control. Further, a previously approved USP that 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.

Ground Signs – Entry Feature (Project Identification)

Quantity:	As per Land Development Ordinance (LDO)
Location:	Within the median islands of the 2 major entrances to the project (intersections of Gateway Centre Boulevard with Aviation Parkway) Must be outside easements and sight triangles.
Materials:	Aluminum construction with rounded ends and routed copy
Size:	5 feet high X 18 feet long (as approved by Town Council in May 1985)
Colors:	<ul style="list-style-type: none"> • Background – silver • Copy – azure blue
Illumination:	Internally illuminated
Other:	<ul style="list-style-type: none"> • Sign structure must have rounded ends • Logo letters only with no logo symbols

Ground Signs – Entry Feature (Project Identification)

Photo(s): *



Ground Signs - Site/Parcel/Subdivision Identification

Quantity:	Per LDO
Location:	Per LDO (Outside sight and utility easements)
Materials:	<ul style="list-style-type: none"> • Double-faced, aluminum construction • Copy as lighted reverse channel letters • Small logo lighted cabinet attached to each face
Size:	“As per code”
Colors:	<ul style="list-style-type: none"> • Background – silver • Copy & graphics – Azure blue
Illumination:	Internally illuminated
Other:	Sign structure must have rounded ends

Ground Signs - Site/Parcel/Subdivision Identification

Photo(s): *



Ground Signs – Directory Sign

Quantity:	Per LDO
Location:	Per LDO
Materials:	Consistent with principal ground signs for individual parcels
Size:	Per LDO

Ground Signs – Directory Sign	
Colors:	Per LDO
Illumination:	External illumination
Photo(s): *	

Wall Signs – Single Tenant Buildings	
Quantity:	Per LDO
Location:	Not specified
Materials:	1 inch thick PVC, mounted with aluminum studs and adhesive
Size:	Per LDO and with approval of landlord”
Colors:	Silver, azure blue, black
Illumination:	Not illuminated
Other:	Logo - “As per code and approval of landlord”
Photo(s): *	<p><i>With black:</i></p>  <p><i>With azure blue:</i></p> 

Wall Signs – 2700 Building	
Quantity	Per LDO

Location	In architectural sign panel area above individual tenant entrances
Materials	Aluminum panel
Size	Per LDO
Colors	Black and White; Federally registered logos may be used with landlord's approval per the LDO
Illumination	Non-illuminated
Photos	 <p style="text-align: center; font-size: 24pt; font-weight: bold;">0145813 02/07/2008</p>

Wall Signs - Other Tenant Type(s) (Multi-tenant buildings)	
Quantity:	Per Land Development Ordinance
Location:	On a removable panel on the building, over the entrance, or on glass beside the doors
Materials:	Metal Panel
Size:	<ul style="list-style-type: none"> • Each panel may not exceed 10 square feet • Panel size and shape must be consistent throughout a single building • Letter height is not to exceed 4 inches
Colors:	<ul style="list-style-type: none"> • Panel color and copy color must be consistent throughout a single building • Where a panel is required to be a certain color for architectural reasons, then the copy may be either white or black to contrast with background, but still must be consistent with each tenant in the same building.
Illumination:	Not internally illuminated
Other:	<ul style="list-style-type: none"> • Letter style – Helvetica • No logo symbol allowed

Wall Signs - Other Tenant Type(s) (Multi-tenant buildings)

Photo(s): *

Azure blue with white copy, consistent with other tenant signs:



Brown background with white letters, consistent with other tenant signs in this building:



Wall Signs - Other (Building Numbers)	
Quantity:	1 set per building; or as directed by emergency service providers
Location:	Near a top corner of the building
Materials:	Natural brushed aluminum reverse channel numbers flush mounted to buildings
Size:	<ul style="list-style-type: none"> • Number height – 24 inches • Depth – 3 inches
Colors:	silver
Illumination:	No illumination
Other:	Letter style - Helvetica
Photo(s): *	

Other Signs (Flags)	
Quantity:	Per LDO
Location:	Per LDO
Materials:	N/A
Size:	Per LDO
Colors:	N/A
Illumination:	N/A
Other:	The Town Council, on March 13, 1986, approved the continued use of 3 flags in the Thoroughfare Corridor Buffer District.

Other Signs (Flags)

Photo(s): *



*Photos & diagrams are for illustrative purposes, and do not represent every sign on the property.