

## Uniform Sign Plan (USP) Preston Walk 00-USP-005

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

USP identifier:	00-USP-005 Project has also been know as "Preston Square"
Location:	Southeast corner of the intersection of NW Cary Parkway and James Jackson Avenue
Date USP established:	November 2000
Last modified:	September 25, 2006 June 24, 2009; December 4, 2009 October 13, 2010 (allowing additional directory sign)

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.

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 all signs not conforming to the plan into compliance within 90 days. This shall apply to all properties governed by said plan.

### **General Provisions**

**Required Authorization:** All tenant signage must be approved by the Preston Walk Association prior to submitting a sign permit application to the Town of Cary.

**Materials:** Panel signs must be made of durable materials consisting of either high-density urethane board, or redwood. The high-density urethane board and redwood signs must appear to be a "sandblasted" wood sign and be of a traditional design and appearance. Internally illuminated channel letters must be made of acrylic faces and aluminum returns.

**Colors:** Panel signs must use the following colors from the Martin Senour Exterior Williamsburg color palette.

- Courthouse White (Martin Senour #WI250)
- Palace Arms Red (Martin Senour #WI083)
- James Geddy Green (Martin Senour #WI075)

**Illumination:** If approved by the owner’s association (Preston Walk Association) internally illuminated channel letters may be permitted for the tenant spaces with no lower roof structure located in the Pavilion Building. Internal illumination shall be white neon or LED. Levels of illumination shall be consistent for all internally illuminated signs. For panel signs, no internal or back-lighting will be allowed.

**Logos for Panel Signs:** Tenant trademarks and logos may be incorporated into signs in two ways for the panel signs:

1. If the tenant adjusts their logo or trademark to use only 2 colors that directly correspond to the Martin Senour Williamsburg color palette, the logo or trademark can be displayed at any size within the limits of total sign area.
2. Federally registered logos or trademarks in colors other than those that correspond to the Martin Senour Williamsburg color palette may be up to 20% of the sign’s total area.

**Logos for Illuminated Signs:** Tenant trademarks and logos may be incorporated into illuminated signs in two ways:

1. Tenant registered trademarks and logos may be incorporated into illuminated signs with colors that are consistent with the uniform sign plan.
2. Federally Registered colors that are not part of the Uniform Sign Plan may be used at up to 20% of the allowable sign are.

**Letter style:** Any typestyle in addition to the tenant’s logo or trademark must be a serif style font (examples are given in the “Tenant Sign Guidelines” for the project). No italics may be used, as well as prismatic or applied letters. Deviations are only allowed upon letter of approval from the developer.

**Design/shape:** “Sandblasted” wood style signs must have straight sides with cut out corners or rounded ends, giving profiles to the ends of each sign board (examples are given in the “Tenant Sign Guidelines” for the project). Every sign must have a ¾ inch raised, flat-band border surrounding the outermost perimeter of the sign. All profiles must be of a traditional design style. No contemporary profiles will be allowed (examples are given in the “Tenant Sign Guidelines” for the project).

<b>Ground Signs - Project Identification at NW Cary Parkway</b>	
Quantity:	One
Location:	At entrances to the project on NW Cary Parkway
Materials:	Entrance monument: As specified on the approved Town of Cary Site Plan “Shops at Preston Walk” Sign Panel: Cast stone Tenant Text: Pin-mounted letters in either PVC or metal, or internally illuminated channel letters or back-lit in acrylic and metal.
Size:	<ul style="list-style-type: none"> <li>• Height – maximum sign panel height 42 inches</li> <li>• Area – maximum sign area 32 square feet per side</li> </ul> Monument design and sizes per approved site plan.

<b>Ground Signs - Project Identification at NW Cary Parkway</b>	
Colors:	<p>“Shops at Preston Walk” Sign Panel: Cast Stone to match James Jackson entrance.</p> <p>Brick: Boren “Old Guilford” brick with buff mortar, to match buildings in development plan.</p> <p>Tenant: If text is pin mounted and not internally illuminated, letters shall match Courthouse White (Martin Senour #W1250.) If text is internally illuminated channel letters, faces shall match Courthouse White (Martin Senour #W1250) with duranodic bronze returns.</p>
Illumination:	Sign may be either internally or externally illuminated. If internally illuminated, white neon or LED will be used. Levels of illumination shall be consistent for all internally illuminated signs.
Other:	<p>All tenant signs shall be a consistent sign type, color and material. Font styles may vary subject to landlord approval.</p> <p>Note: The number of words or pieces of information on the entry monument sign shall match the standards set in the Town of Cary Land Development Ordinance.</p>
Photo(s): *	

<b>Ground Signs – Project Identification; Secondary Entrance at James Jackson Avenue</b>	
Quantity:	One
Location:	At entrance on James Jackson Avenue
Materials:	<p>Double faced brick monument; brick to match color and style of entrance on NW Cary Parkway</p> <p>Cast stone sign panel</p>
Size:	<p>Maximum height: 42”</p> <p>Maximum area 32 square feet per side</p> <p>Sign structure: 42” Tall X 9’2” Wide</p>
Colors:	Boren “Old Guilford” brick with buff mortar, to match buildings in development plan
Illumination:	External ground illumination
Other:	Sign text to be approved by the Preston Walk Association

**Ground Signs – Project Identification; Secondary Entrance at James Jackson Avenue**

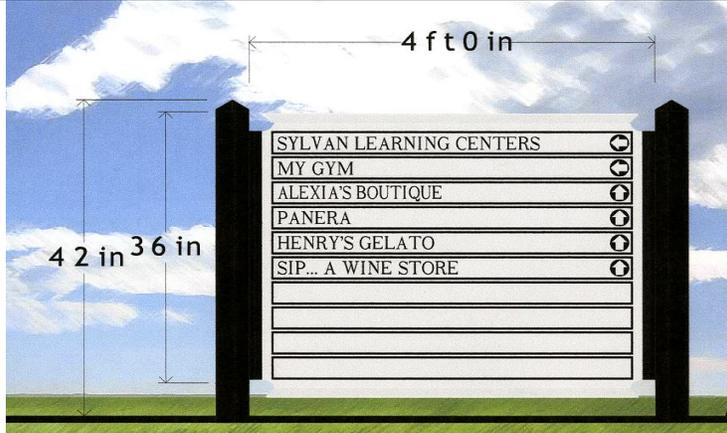
Photo(s): \*



**Ground Signs – Directory Signs**

Quantity:	Four (4)
Location:	Located near entrances to parking areas, but not less than 50 feet from any public right-of-way, and at principal intersections within the site, where such intersections are not less than 50 feet from any public right-of-way.
Materials:	Metal posts and sign background; vinyl letters
Size:	Not to exceed five (5) feet in height and ten square feet in area Letters may be up to for four (4) inches tall.
Colors:	Courthouse White background and black letters and trim
Illumination:	External Illumination only
Other:	Sign text to be approved by the Preston Walk Association

Photo(s): \*



**Wall Signs - Tenant Type 1; Pavilion Tenants with lower roof structure**

Quantity:	Only one (1) wall sign shall be allowed per tenant on the front pavilion elevation unless a tenant occupies an end unit. In that case, a sign may be permitted per the LDO on the second elevation.
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<b>Wall Signs - Tenant Type 1; Pavilion Tenants with lower roof structure</b>	
Location:	Must be placed under the windows or vents and must be centered on the space it fills.
Materials:	"Sandblasted" wood style: Shall meet requirements stated in general guidelines section
Size:	Maximum area: One (1) square foot for each square foot of tenant frontage.
Colors:	"Sandblasted" wood style. See general provisions
Illumination:	External
Other:	See general provisions for letter style, design shape and logo specifications
Photos	

<b>Wall Signs - Tenant Type 2; Pavilion tenants with no lower roof structure</b>	
Quantity:	Only 1 wall sign shall be allowed per tenant on the front pavilion elevation. If a tenant occupies an end unit, a sign may be permitted by the Preston Walk Association on the second elevation.
Location:	Must be placed under the windows or vents, and must be centered to the space it fills.
Materials:	These tenants have the option of "Sandblasted" wood style: Shall meet requirements in general provisions section of this document; or Channel letters: acrylic faces and aluminum returns and raceway.
Size:	Area – maximum 1 square foot for each linear foot of pavilion length
Colors:	"Sandblasted" wood style: See general provisions section of this document Channel Letters: White faces and black returns Raceways to match fascia.

<b>Wall Signs - Tenant Type 2; Pavilion tenants with no lower roof structure</b>	
Illumination:	External illumination for Sandblasted wood style White neon or LED for Channel Letters. All levels of illumination shall be consistent
Other:	<ul style="list-style-type: none"> <li>• Letter style – see general guidelines at the top of this document</li> <li>• Design/shape &amp; Logos: See General Provisions section at top of this document.</li> </ul>
Photo(s): *	 <p><i>The pictured sign uses the “James Geddy Green” letter color.</i></p>

<b>Wall Signs – Tenant Type 3 – Pavilion Tenant Spaces With Awnings</b>	
Quantity:	One per each tenant in lieu of other wall signs
Location:	On awning over tenant entrance
Materials:	Permanently affixed to the awning
Size:	Shall not exceed 10% of the total awning face front and side area
Colors:	White
Illumination:	Only with direct surface lighting
Other:	Preston Walk Association approval is required for awning signs
Photo(s): *	

<b>Wall Signs - Other Tenant Type(s) (Multi-tenant office buildings with individual outside entrance for each tenant)</b>	
Quantity:	1 per tenant
Location:	Per LDO
Materials:	Sandblasted wood style: Shall meet requirements in general provisions section of this document.
Size:	<ul style="list-style-type: none"> <li>• 18 inches high X 6 feet 4 inches (6'4") long</li> <li>• Area – maximum 9.5 square feet</li> </ul>
Colors:	“Sandblasted” wood style: See general provisions section of this document.
Illumination:	“Sandblasted” wood style: Not illuminated.

<b>Wall Signs - Other Tenant Type(s) (Multi-tenant office buildings with individual outside entrance for each tenant)</b>	
Other:	<ul style="list-style-type: none"> <li>• Each sign shall have written approval from the developer.</li> <li>• Tenant wall signs are in addition to a tenant directory sign on the building (see specifications below).</li> <li>• Letter style – see general provisions section of this document</li> <li>• Design/shape – see general guidelines at the top of this document</li> </ul>
Photo(s): *	 <p><i>The pictured sign uses the "Palace Arms Red" letter color.</i></p>

<b>Wall Signs - Outparcel</b>	
Quantity:	As permitted by Cary's Land Development Ordinance (LDO)
Location:	Per LDO
Materials:	Not specified; Town staff would require signs to match one of the options for the multi-tenant buildings
Size:	Per LDO
Colors:	See general provisions section of this document.
Illumination:	Exterior illumination ("no internal or back lighting will be allowed").
Other:	Outparcel signage is not specifically addressed in the USP for this project, except to note that "Outparcel signage must conform to the signage colors stated above."

**Wall Signs - Outparcel**

Photo(s): \*



*The pictured sign uses the "Palace Arms Red" letter color.*

<b>Wall Signs - Other (Tenant Directory sign)</b>	
Quantity:	Not specified
Location:	Not specified. Used on multi-tenant office buildings.
Materials:	<ul style="list-style-type: none"> <li>• May have interchangeable tenant names.</li> <li>• See general guidelines at the top of this document.</li> </ul>
Size:	Per LDO
Colors:	See general provisions section of this document.
Illumination:	Not illuminated
Other:	<ul style="list-style-type: none"> <li>• This is the only wall sign that can be used on multi-tenant office buildings that do not have a separate outside entrance for each tenant.</li> <li>• Tenant panels shall list tenant name and suite number only.</li> </ul>
Photo(s): *	<i>There were no signs of this type found at the project on January 23, 2006.</i>

<b>Other Signs (Hanging signs)</b>	
Quantity:	1 per tenant
Location:	Must hang under the arcade facing the walkway, perpendicular to the parking and street.
Materials:	<ul style="list-style-type: none"> <li>• See general guidelines at the top of this document.</li> <li>• Must be double-sided.</li> <li>• May <b>not</b> be hung by a chain.</li> <li>• All hardware, such as brackets, must be rigid (to keep from swinging in the wind), and be of a traditional design and appearance.</li> </ul>
Size:	Area – maximum 2 square feet
Colors:	See general provisions section of this document.
Illumination:	No illumination allowed
Other:	<ul style="list-style-type: none"> <li>• A tenant may have both a wall-mounted sign and a hanging sign (at the discretion of the developer).</li> <li>• If the sign is supported from the wall it must have an 8 foot clearance, must be anchored to the structure of the building, and cannot hang over doors.</li> <li>• Letter style – see general provisions section of this document</li> <li>• Design/shape – see general provisions section of this document.</li> </ul>
Photo(s): *	 <p><i>The pictured sign uses the "James Geddy Green" letter color.</i></p>

<b>Other Signs (Window signs)</b>	
Quantity:	Per LDO
Location:	Not specified
Materials:	Per LDO
Size:	Per LDO
Colors:	Not specified
Illumination:	Per LDO
Other:	Window signs are allowed, provided they cover no more than 25% of each window and are not illuminated
Photo(s): *	

<b>Other Signs (Sandwich Board Signs)</b>	
Quantity:	Per LDO
Location:	Per LDO. Shall not interfere with egress and circulation in the walkways.
Materials:	Per LDO (May not be illuminated)
Size:	Per LDO
Colors:	Not specified
Other:	Shall not obstruct pedestrian traffic
Photo(s): *	

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