

**Parkside Town Commons
Master Sign Plan
13-MSP-003**

A sign permit application must be submitted and a permit issued prior to installation of any sign, unless exempt from regulation per Cary's Land Development Ordinance (LDO.)

USP identifier:	13-MSP-003
Location:	Green Level Church Road
	Wake Co. Real ID 0031003
Established:	September 5, 2013
Revised	July 8, 2016 November 14, 2014 (Clarifications to LDO requirements) June 8, 2016 (Added color option)

Project Overview
This Master Sign Plan is to create a cohesive plan to coordinate signage colors, sizes, materials, font and location of signs within Parkside Town Commons. All signage within the project is subject to this document, the Alston Activity Center Concept Plan and Chapter 9 of the Town of Cary Land Development Ordinance (LDO). This criterion applies to all signage throughout the project.

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 Master Sign Plan (MSP) for the property where the sign is located.

Where specifications of a previously approved MSP conflict with the currently adopted Sign Ordinance provisions, then the specifications in the approved MSP shall control. Where a previously approved MSP 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. A previously approved MSP 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 amendments are in accord with the current Sign Ordinance.

A MSP may be amended by filing a new sign plan with the Planning Department. Any new or amended MSP 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.

General Provisions
<ul style="list-style-type: none"> • All signs shall be submitted to the Landlord prior to submittal to the Town of Cary and sign permit applications must show a record of the Landlord's approval. • Logos or product advertisement shall not be allowed on outdoor amenities such as umbrellas. • The Parkside Town Commons logo may be used on site amenities such as benches, trashcans, etc. at the Landlord's discretion. • Flags and flagpoles may be allowed with approval of the Landlord and the Town of Cary provided the flag is of a patriotic nature. Flags used to display advertising or logos are strictly prohibited. • Outparcels are not permitted to have their own ground sign.
Color and Appearance
<ul style="list-style-type: none"> • High intensity or fluorescent colors are prohibited unless part of a state or federally registered logo or trademark and limited to 20% of the allowed sign area.

- Sign Face Colors may be: Brushed Aluminum (PMS 422 U) White, Black, Target Red (PMS 186C), Hartford Green (PMS 343), Dark Blue (PMS 539), Bronze (Pantone Black 2), Light Bronze (Pantone 7510) or Orange (PMS 157 C) with PMS 158C accents.
- Signage backer rails shall be finished to match the color of the wall on which the rail is mounted. Backer panels may be any of the approved colors. Exposed raceways are strictly prohibited.

Copy and Letter Style

- Tenants may display their standard trade-style font and a graphic logo in conformance to size and area limitations specified below and as stipulated in Chapter 9 of the Cary LDO.
- Where tenants do not have a registered logo/font, the font shall be Helvetica.
- Tenants may use two-toned signage (changes color at night) provided both colors are from the allowable colors.
- Cabinet or “pill” signs shall be allowed as taglines or logo signage provided they are registered logos. Full cabinet signs are prohibited.
- Changeable copy is allowed for movie theaters and service stations only. Refer to Chapter 9 of Cary’s LDO for limitations on changeable copy.

Sign Area Computation

The size of any sign with a single face shall be computed by encompassing the extreme limits of graphics or text together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed into no more than two (2) abutting rectangles. One (1) rectangle shall encompass a minimum of 75% of the total sign area.

Signage area shall not include any supporting framework, base, bracing or decorative fence or wall when such fence or wall otherwise meets the regulation of the Town’s ordinance and is clearly incidental to the sign itself.

For a single wall on a single-occupant building, all pieces of information or other graphic representations on that wall shall be measured per the current LDO methods.

For a single wall on a multi-occupant building, the area of signs shall be computed using these principles, and each individual sign shall not exceed ten (10) percent of the total wall area to which the sign(s) is affixed

Frontage

The frontage of a building or demised space is calculated by the straight projected elevation regardless of any directional change in plan or elevation between building corners or demised spaces.

Entry Feature Gateway Entry (Entry A of Alston Overlay)	
General Provisions	<ul style="list-style-type: none"> • The name of the shopping center shall be on the sign. • Individual tenants signs are not permitted
Quantity:	As indicate on the site plan
Location:	As indicated on the site plan
Materials:	Masonry, cast stone and sign panel with name of shopping center, "Parkside Town Commons". Letter shall be pin-mounted. Font and color to match the rest of the shopping center.
Size:	34 SF
Colors:	Red, tan and brown brick that are part of the material palate. Sign Panel Color: Tan. Sign Letters: Bronze
Illumination:	External, Up Lights
Photo or image:	 <p>'A' - Gateway Entry Monument NC 55</p>

Principal Ground Signs Major Entrance (Entry B of Alston Overlay)	
General Provisions	<ul style="list-style-type: none"> • The name of the shopping center shall be on the sign. • Individual tenants may be included at Landlord's discretion.
Quantity:	As indicate on the site plan
Location:	As indicated on the site plan
Materials:	Masonry, cast stone with sign panel. Only tenants with over 50,000 square feet of floor space may display logos. All other tenant panels, shall be pin mounted and the font & color shall match the name of the shopping center.
Size:	34 square feet
Colors:	Red, tan and brown brick that are part of the material palate. Sign Panel Color: Tan. Tenant letters for all tenants under 50,000 SF: Bronze
Illumination:	External, Up Lights

Image	 <p data-bbox="699 453 1227 531">'B' - Major Entry Monument NC 55 and O'Kelly Chapel Road</p>
Image	 <p data-bbox="818 884 1295 961">'B' - Major Entry Monument NC 55 and Parkside Green Street</p>

Principal Ground Signs Minor Entrance (Entry C of Alston Overlay)	
General Provisions	<ul style="list-style-type: none"> • Shopping center name shall be on the sign. • Individual tenants may be included at Landlord's discretion.
Quantity:	As indicate on the site plan
Location:	As indicated on the site plan
Materials:	Masonry, cast stone with sign panel Tenants over 50,000 SF may display logos. All other tenant panels, shall be pin-mounted and the font and color shall match the name of the shopping center.
Size:	34 Square Feet
Colors:	Red, tan and brown brick to match the building material palate. Sign Panel: Tan. Letters for tenants under 50,000 SF: Bronze
Illumination:	External, Up Lights
Photos	 <p data-bbox="643 1864 1214 1934">'C' - Minor Entry Monument O'Kelly Chapel Road and Parkside Main Street</p>



Wall Signs (Building Façade Signs) – Single Tenant Building	
Quantity:	As allowed by The Town of Cary LDO
Location:	Within sign area illustrated by Landlord's building elevations.
Materials:	Individual, internally illuminated channel letters mounted directly to the building
Size:	<p>Overall signage area as allowed by The Town of Cary LDO</p> <p><u>Tenants over 10,000 square feet and Anchor tenants:</u> Letters Height: Minimum 12" Maximum 72" Logo signs shall fit inside an area no larger than 12'x12' and as limited by the Town of Cary LDO specifications.</p> <p><u>Tenants under 10,000 square feet</u> Letters Height: Minimum 12" Maximum: 60" Logo signs shall fit inside an area no larger than 60"x60" and as limited by the Town of Cary LDO.</p> <p>In no instance shall a sign be wider than 80% of the demised façade on which the sign is mounted.</p>
Colors:	Face: Any color from the approved colors listed in the "General Provisions"
Illumination:	Internally illuminated with LED or neon

Wall Signs (Building Façade Signs) – Single Tenant Building	
Other:	<p>Awning signs are not allowed.</p> <p>Veranda Signs may be allowed in lieu of a wall sign. Refer to LDO for complete limitations.</p> <p>One (1) Suspended/Projecting Sign per tenant is allowed and is limited to two (2) square feet. Refer to LDO for limitations.</p>

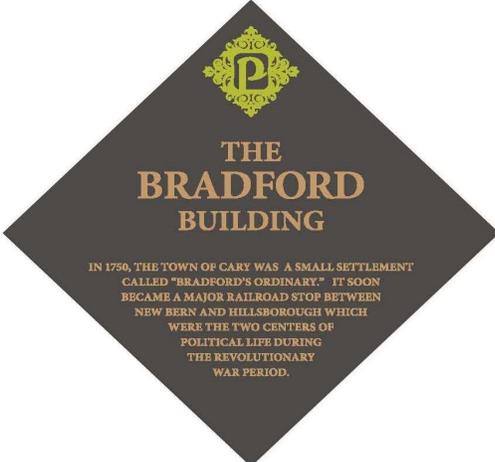
Wall Signs (Building Façade Sign) – Multi-Tenant Building	
Quantity:	<p>Multi-tenant buildings are limited to one sign per demised elevation with storefront or material change/patterning to replicate an area of storefront as determined by the Town.</p> <p>For tenants in multi-tenant buildings with multiple elevations, each elevation may have one (1) sign, provided the elevations on which the sign is placed have the appearance of a storefront, meet the requirements of the Town’s Community Appearance Manual and the sum of any two adjacent elevations does not exceed allowable limits.</p>
Location:	Within sign area illustrated by Landlord’s building elevations
Materials:	<p>Raceways permitted as noted below, and are required to have a backer panel to cover raceway. The area of the backer panel shall be considered part of the sign.</p> <p>Contact Landlord for backer rail details during sign design for coordination.</p> <p>Individual, internally illuminated channel letters with acrylic faces mounted to backer rails or raceways.</p> <p>Anchor tenant signs shall be individual letters mounted to the building in the approved signage zone.</p>
Size:	<p>Overall signage area as limited by Town of Cary LDO</p> <p><u>Tenants over 10,000 square feet:</u> individual letters mounted to building. Letters Height: 12” Minimum, 72” Maximum Logos shall fit inside an area no larger than 12’x12’ and as limited by the Town of Cary LDO. .</p> <p><u>Tenants less than 10,000 square feet:</u> Tenants less than 10,000 square feet must use backer rails or raceway/backer panel. Letters Height: 12” Minimum, Maximum 48” Logos shall fit inside an area no larger than 60”x60” and as limited by the Town of Cary LDO.</p> <p>In no instance shall a sign be wider than 80% of the demised façade on which the sign is mounted.</p>
Colors	<p>Face: Any color from the approved colors listed in the “General Provisions”</p> <p>Backer Rail: To match the color of wall in which the rail is mounted.</p> <p>All sign supports shall be painted to match the rail/wall.</p>

Wall Signs (Building Façade Sign) – Multi-Tenant Building	
Logos	Logos in state or federally registered colors are allowed at up to 20% of the allowed sign area
Illumination:	Internally illuminated with LED or neon
Other:	Veranda Signs may be allowed in lieu of a wall sign. Letter size and areas shall have the same limitations as wall signs. Refer to LDO for complete limitations.
Photo(s): *	

Window Signage
<ul style="list-style-type: none"> • A permit from the Town of Cary is not required for window signage. • May not cover more than 25% of the glazing per façade. • White vinyl letters not exceeding 8” in height, may be permitted on the door or to the immediate left/right of the door on the latch side for the purpose of posting hours of operation, acceptable means of payment, etc. No additional permanent signage shall be allowed on the storefront. • Temporary window signage is allowed per LDO and as approved by Landlord.

Suspended/Projecting Signs	
Quantity:	One per tenant
Location:	Under pedestrian arcades or mounted to wall of leased premises.
Materials:	Black painted metal. Contact Landlord for bracket details.
Size:	Not to exceed four (4) square feet
Colors	Any allowable color as listed in the General Provisions of this criteria
Illumination:	None

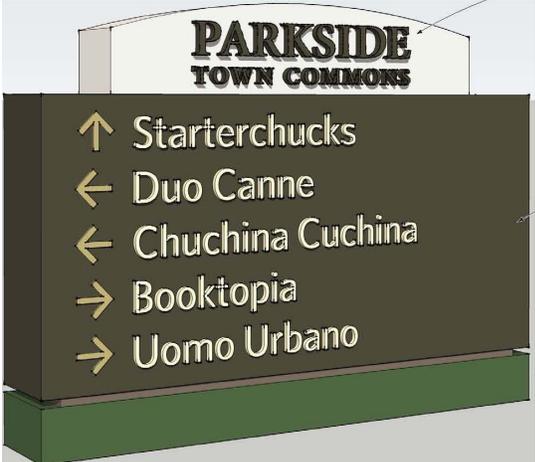
Building Markers	
<p>This sign is for interior site wayfinding. The naming convention of the buildings is based on historical figures in the Town of Cary. A brief history shall be provided on these signs for each figure. The Parkside Town Commons Logo will also be placed on the sign. No permit is required from the Town of Cary for these signs.</p>	
Quantity:	One (1) per building
Location:	Mounted to building walls
Materials:	Bronze or a material made to look like bronze

Building Markers	
This sign is for interior site wayfinding. The naming convention of the buildings is based on historical figures in the Town of Cary. A brief history shall be provided on these signs for each figure. The Parkside Town Commons Logo will also be placed on the sign. No permit is required from the Town of Cary for these signs.	
Size:	Three (3) square feet
Colors	Bronze (Pantone Black 2) with Light Bronze (Pantone 7510) lettering; Logo shall be green.
Illumination:	None
Photo: *	

Ground Signs – Vehicular Oriented Directory Signs	
Quantity:	12-16
Location:	Internal to the site per the Land Development Ordinance
Materials:	Aluminum cabinet with paint finish. Shopping Center letters are water-jet cut. Tenant letters are painted aluminum with digitally-cut exterior grade vinyl messages. Individual panels mounted with tamper resistant hardware painted to match cabinet. Face of panel is flush to sign cabinet. Shopping Center logo shall be water-jet cut .5" thick painted project logo icon.
Size:	Up to maximum allowed per LDO
Colors	PMS Warm Gray 1, Light Bronze (Pantone 7510), Hartford Green (PMS 343) and Bronze (Pantone Black 2)
Illumination:	Externally Illuminated

Ground Signs – Vehicular Oriented Directory Signs	
Photo(s): *	

Ground Signs – Pedestrian Oriented Directory Signs with LCD Display	
Quantity:	6-8
Location:	Internal to the site per the Land Development Ordinance
Materials:	Aluminum cabinet with paint finish with water-jet cut letters. 32" digital monitor with or without touch screen capabilities on each side. If no monitor is installed on one side, a directory map shall be affixed to that side. Parkside logo incorporated into the sign.
Size:	Up to maximum allowed per LDO
Colors	Warm Gray 1, Light Bronze (Pantone 7510), Hartford Green (PMS 343) and Bronze (Pantone Black 2)
Illumination:	Internally Illuminated
Photo(s): *	

Ground Signs – Pedestrian Oriented Directory Signs without LCD Display	
Quantity:	6-8
Location:	Internal to the site per the Land Development Ordinance
Materials:	Aluminum cabinet with paint finish. Painted aluminum directional panels with digitally cut exterior grade vinyl messages. Individual panels mounted with tamper resistant hardware painted to match cabinet. Faces of panels are flush to sign cabinet. "Parkside Town Commons" letters shall be push thru acrylic letters with .75" letter projection. Returns of letters are frosted and faces are opaque.
Size:	Up to maximum allowed per LDO
Colors	Warm Gray 1, Light Bronze (Pantone 7510), Hartford Green (PMS 343) and Bronze (Pantone Black 2) as listed on the approved Material Board as shown below.
Illumination:	Internally Illuminated
Photo(s): *	

Wall Mounted Directory signs	
Quantity:	4-6
Location:	Wall-mounted near pedestrian areas between buildings
Materials:	Aluminum cabinet with paint finish. Replaceable tenant directional panels-painted aluminum panels with digitally cut exterior grade vinyl messages. Panels mounted with tamper resistant hardware painted to match. Faces of changeable panels sit flush with face of cabinet. Logo shall be incorporated into signage.
Size:	Up to maximum allowed per LDO; not to exceed 10% of the total wall area to which the sign is affixed.
Colors	Warm Gray 1, Light Bronze (Pantone 7510), Hartford Green (PMS 343) and Bronze (Pantone Black 2) as listed in the allowable colors in the General Provisions section of this criteria.
Illumination:	Not separately illuminated

Wall Mounted Directory signs	
Photo(s): *	

Prohibited Signs
<ul style="list-style-type: none"> • Roof Signs • Awning signs • Signs that rotate, revolve, flash, flicker, move or have sound, including signs such as “OPEN” located on storefront windows

Additional Signs

The following signs are also permitted in the project so long as the sign and location are approved by the Landlord; meet all requirements listed in this document for that sign type, and all requirements of Chapter 9 of the Cary LDO.

- Construction sign, 9.3.2..F
- Identification sign, 9.3.2.I
- Marquee sign (theater only), 9.3.2.M
- Menu board, 9.3.2.N
- Real estate sign, 9.3.2.Q
- Temporary sign, 9.3.2.V

Each tenant space is required to have unit identification signage at each entrance and loading door. Unit identification signage shall consist of 6” high white vinyl letters [3M #3650], centered on glass area above front entry doors and centered on rear access door (where applicable) at a height of 5’-6” to bottom of letter. The font shall be Helvetica Medium.