

## Uniform Sign Plan (USP) Swift Creek Shopping Center 89-USP-006

*These guidelines are published for informational purposes. They describe 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:	89-USP-006
Location:	On east side of Jones Franklin Road, just south of Tryon Road
Date USP established:	August 1989
Last modified:	August 2, 2004

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

- Tenant will, prior to fabrication and installation of proposed sign, submit shop drawings and color samples to the Landlord for approval by the Landlord's architect.
- All signing must be limited to the store name. No listing of merchandise will be permitted.

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 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.

<b>Ground Signs - Project Identification</b>	
Quantity:	2 (as shown on site plan)
Location:	At entrances to the project (as shown on site plan)
Materials:	<ul style="list-style-type: none"> <li>Materials shall be architecturally compatible with Shopping Center.</li> <li>Background constructed of materials similar to exterior of Shopping Center building.</li> </ul>
Size:	<ul style="list-style-type: none"> <li>Height – maximum height shall be approved by Town of Cary</li> <li>Area – maximum 32 square feet per side</li> </ul>
Colors:	Shall be architecturally compatible with Shopping Center
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> <li>Ground signs shall be located where designated on the Site Plan</li> <li>Letter style shall be architecturally compatible with Shopping Center</li> </ul>
Photo(s): *	

<b>Ground Signs - Site/Parcel/Subdivision Identification</b>	
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

<b>Ground Signs - Other</b>	
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

<b>Wall Signs - Tenant Type 1 (Anchor tenants)</b>	
Quantity:	Not specified
Location:	Not specified
Materials:	Individual letters
Size:	<ul style="list-style-type: none"> <li>• Letter height – maximum 4 feet</li> <li>• Area – not to exceed 2 square feet per lineal front foot of leased space</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face – white</li> <li>• Returns – dark green (Pantone #3305C)</li> <li>• Raceway – finished to match building façade</li> </ul>
Illumination:	Internally illuminated
Other:	none
Photo(s): *	

<b>Wall Signs - Other Tenant Type(s)</b>	
Quantity:	1 per tenant
Location:	On building façade above awning
Materials:	<ul style="list-style-type: none"> <li>• Individual illuminated channel letters on raceway</li> <li>• Aluminum channel and backs</li> <li>• Letter faces to be 3/16 inch thick, flat face color acrylic</li> <li>• Raceway constructed of .80 gauge aluminum</li> </ul>
Size:	<ul style="list-style-type: none"> <li>• Length of sign must not exceed 4 feet less than the total width of lease area.</li> <li>• Letter height – maximum 24 inches</li> <li>• Letter depth – 5 inches</li> <li>• Raceway - 6 inches deep X 4 inches high</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face – white</li> <li>• Returns – dark green (Pantone #3305C)</li> <li>• Raceway – finished to match building façade</li> </ul>
Illumination:	Internally illuminated (double row, 13mm 6500 white neon tubing)
Other:	<ul style="list-style-type: none"> <li>• Dominant letter style to be Helvetica Medium. Other styles subject to Landlord's approval.</li> <li>• Bottom of letters to be flush with bottom of raceway</li> </ul>

**Wall Signs - Other Tenant Type(s)**

Photo(s): \*



*Placement above breezeway:*



*with logo:*





<b>Wall Signs - Outparcel</b>	
Quantity:	3 per tenant
Location:	On 3 different sides of the building
Materials:	"to conform to the design criteria of the shopping center"
Size:	Total square feet of outparcel signs (including logo) per building not to exceed 2 square feet per lineal foot of building and shall conform to Town of Cary sign criteria.
Colors:	"to conform to the design criteria of the shopping center"
Illumination:	"to conform to the design criteria of the shopping center"
Other:	<ul style="list-style-type: none"> <li>• Signs for [outparcels] will conform to the design criteria of the shopping center.</li> <li>• Tenant's logo may be used in conjunction with sign if the sign complies with the maximum of 2 colors and is approved by the Landlord's architect.</li> </ul>

**Wall Signs - Outparcel**

Photo(s): \*



**Wall Signs - Other**

Quantity:	N/A
Location:	N/A
Materials:	N/A
Size:	N/A

<b>Wall Signs - Other</b>	
Colors:	N/A
Illumination:	N/A
Other:	N/A
Photo(s): *	N/A

<b>Other Signs (Under canopy signs)</b>	
Quantity:	Not specified
Location:	Under awning, suspended from awning frame and perpendicular to storefront
Materials:	Double faced sand blasted wood sign
Size:	<ul style="list-style-type: none"> <li>• 10 inches high X 36 inches wide</li> <li>• Letter height – maximum 5 inches</li> </ul>
Colors:	Not specified
Illumination:	Not specified
Other:	Under canopy signs are shown on drawings of “Shop Signage” in the Town of Cary file for this project, but are not included in the textual sign criteria document.
Photo(s): *	

<b>Other Signs (Lettering on glass)</b>	
Quantity:	Not specified
Location:	At eye level on glass at each entrance
Materials:	Not specified
Size:	Maximum of 6 inches high
Colors:	Not specified
Illumination:	Not specified
Other:	Copy restricted to store names, store hours, and store symbols only.
Photo(s): *	

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

<b>Further information:</b>	
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.