

**Uniform Sign Plan (USP)
Village Square
88-USP-004**

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

USP identifier:	Also known as Cary Village Square
Location:	Along Cary Towne Blvd., between SE Maynard Rd. & Walnut St.
Established:	1988
Modified:	August 4, 2004, November 2, 2007 February 9, 2009 - <i>To allow white tag lines</i> January 31, 2011 - <i>To allow Red channel letters on renovated out-parcels;</i> November 1, 2013 - <i>To reflect LDO Amendments</i> August 7, 2014 - <i>To allow signs on outparcels as allowed by LDO</i> October 22, 2014 - <i>Criteria added for shops south of Cary Towne Blvd.</i> January 5, 2015 – <i>Modifications for shops south of Cary Towne Blvd.</i> <i>June 9, 2015 – Backer panels allowed</i> <i>July 19, 2016 – White Channel Letters allowed as option on “Main Street Center”</i> <i>November 1, 2016 – Option of Entry Monument added</i>

General Provisions of Uniform Sign Plan	
Sign renderings must be submitted to and approved by the landlord prior to being submitted to the Town of Cary.	
The Village Square USP is divided into separate areas:	
<ul style="list-style-type: none"> • “Main Street Center” for tenants on north side of Cary Towne Blvd. • Out-Parcels • Office Buildings • Shops on the south side of Cary Towne Blvd. 	
Village Square is designed to introduce a vibrant and open “Main Street” feel to the development to re-establish this area as a destination in the Town of Cary for both residents and visitors.	
Village Square includes some office buildings. Existing office spaces may continue using existing sign criteria and may match the out parcels. The signs must comply with the size criteria within the Land Development Ordinance (LDO).	

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 specifications of a previously approved USP conflict with 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, 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 non-conforming signs in to conformance within 90 days. This shall apply to all properties governed by said plan.

Principal Ground Signs	
Quantity:	As allowed by LDO (One per principal entrance)
Location:	At principal entrances to the project

Principal Ground Signs	
Materials:	Framed primary cabinet finished in EIFS with masonry base and aluminum trim work located along the top and bottom. EIFS and masonry base to match materials being used in storefront remodeling.
Size:	<ul style="list-style-type: none"> • Displays measure 2'8" high X 11'-10" wide (31.55 square feet) • Area maximum 32 square feet
Colors:	<ul style="list-style-type: none"> • EIFS to match Senergy "Bambi" #3066 • Brick/Masonry base to match Endicott Med. Iron Spot #46 • Copy to match (GG) Black • Trim work to match (GG) White
Illumination:	Internal illumination by T-12 fluorescent lamps
Other:	Shall display the name of the center and accommodate up to three (3) anchor tenants
Photo(s): *	

Entry Monument Alternative to Principal Ground Sign	
Quantity:	One (1)
Location:	Per LDO; Minimum of five feet from property line, outside any sight and utility easements
Materials:	Brick, stone and aluminum. Shall compliment building architecture
Size:	<p>Maximum height 12 feet</p> <p>Width to be determined based on design of separate, required Minor Alteration Permit*</p> <p>Sign Display area: 32 square feet</p>
Colors	<p>Brick to be: Endicott Medium Iron Spot #46</p> <p>Tiles to be: Bambie #3066</p> <p>Tenant panels and molding : white</p>
Illumination:	Exterior illumination only
Other:	*A Minor Alteration Permit and associated landscaping plan must be approved by the Town of Cary Planning Department, and a Building Permit for the structure must be approved before a sign permit may be issued.

Ground Signs – Directional Signs	
Quantity:	As needed for safe traffic flow
Location:	At vehicular or pedestrian intersections and outside public right of way
Materials:	Not specified
Size:	<ul style="list-style-type: none"> • Height – maximum 5 feet • Area – maximum 10 square feet • Letter height – maximum 4 inches

Ground Signs – Directional Signs	
Colors:	Shall match colors within updated USP and or existing USP for out parcels pending location of proposed signage. Four (4) color limit per sign per LDO
Illumination:	Not illuminated
Other:	May contain unlimited number of pieces of information
Photo(s): *	

“Main Street” Retail Center Wall Signs Anchor Tenants (Minimum 20,000 Sq. Ft.)	
Quantity:	1 per storefront, per tenant; <u>Note</u> : If an anchor tenant is located at the end of a building they may be permitted a second sign as allowed in the LDO.
Location:	Front building elevations located above main entrance elevation to tenant spaces. Corner tenants shall be allowed a second wall sign if they have window and/or customer door on the secondary elevation provided the allowable square footage maximum allowed by code is not exceeded.
Materials:	Self-Contained Individual Lighted Channel Letters: Constructed of 3003-H14 heavy gauge aluminum with .080 aluminum backs. Returns (sides) depth of letters to be 7” O.A. letters fabricated using aluminum strut with gussets for strength and to support neon tubing. Letters finished in acrylic urethane enamel to match approved color palette. Letters will be mounted flush to building fascia via non-corrosive threaded studs. Materials: Welded aluminum and acrylic
Size:	Maximum 1.5 square foot of sign area per linear foot of storefront
Colors:	<ul style="list-style-type: none"> • PMS 186 RED (Translucent Film 3630-73/ Acrylic #2793) • PMS Black C • White <p>Tenant spaces with a sign band finished in EIFS Sunglow #5028 or lighter to use face-lighted individual channel letters with red faces, red returns and red trim caps to match PMS 186 Red (Translucent Film 3630-73 / Acrylic #2793)</p> <p><u>Note</u>: Tenant spaces with a sign band finished in EIFS Bambi #3066 or darker to use face-lighted individual channel letters with white faces, white returns and white trim caps. Tenant have the option of using return and trim cap colors to match the predominant awning color on their storefront.</p> <p>Amendment 2/9/2009 allowed white tag line below primary message.</p>
Illumination:	Internally illuminated with 13 mm neon
Other:	Federally or NC State registered trademark graphic logos shall be allowed per the LDO.

“Main Street” Retail Center Wall Signs Anchor Tenants (Minimum 20,000 Sq. Ft.)	
Photos	

“Main Street” Retail Center Wall Signs – Junior Anchor Tenants (Minimum 4,000 square feet – Maximum 20,000 square feet)	
Quantity:	One (1) per storefront, per tenant End Unit tenants may be permitted a second sign as allowed by the LDO.
Location:	Front building elevations located above main entrance elevation to tenant spaces. Tenants located in corner spaces shall be allowed a second wall sign if they have window and/or customer door on the secondary elevation provided the allowable square footage maximum allowed by code is not exceeded.
Materials:	<p><u>Option One: Self-Contained Individual Lighted Channel Letters:</u> Constructed of 3003-H14 heavy gauge aluminum with .080 aluminum backs. Depth of letters to be 7” O.A. letters fabricated using aluminum strut with gussets for strength and to support neon tubing. Letters finished in acrylic urethane enamel to match the approved color palette. Letters will be mounted flush to building fascia via non-corrosive threaded studs.</p> <p><u>Materials:</u> Welded aluminum and acrylic or Plexiglas faces</p> <p><u>Option Two: Single Face Non-Lighted S/F Placard Sign:</u> Aluminum construction with individual copy of .25” plate aluminum. Sign cabinet background and copy to be finished in acrylic urethane enamel to match approved color palette. Sign shall consist of more than one level of graphics. This may be executed with the use of plate aluminum or reverse-channel letters, raised borders, inset borders, reveals or multi-level backgrounds. Custom placard signs to be installed flush to building fascia via non-corrosive threaded studs.</p> <p><u>Materials:</u> Welded Aluminum and ¼” plate aluminum</p>
Size:	Maximum 1.5 square foot of sign area per linear foot of storefront
Illumination:	Internally illuminated with 13 mm neon or externally illuminated via goose-neck lamps furnished and installed by owner.

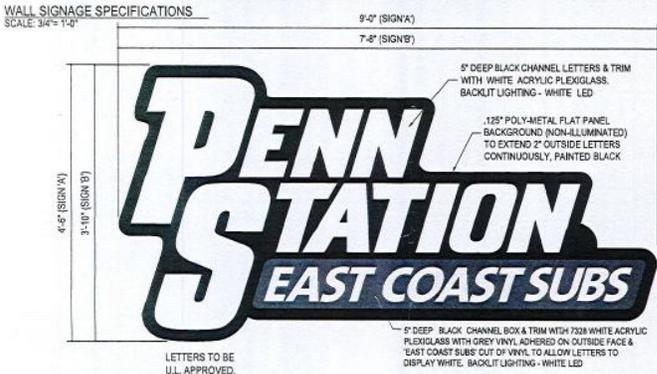
“Main Street” Retail Center Wall Signs – Junior Anchor Tenants (Minimum 4,000 square feet – Maximum 20,000 square feet)	
Colors:	<p>PMS 186 RED (Translucent Film 3630-73/ Acrylic #2793) PMS 287 Blue (Translucent Film 3630-87) PMS White</p> <p><u>Note:</u> This color palate applies to the face-lighted individual channel letter option only</p> <p><u>Note:</u> Tenant spaces featuring a dark-colored sign band to use face lighted individual channel letters featuring white faces, white returns and white trim caps. Tenant has the option of incorporating return and trim cap colors to match the predominant awning color on their storefront.</p> <p><u>Note:</u> Tenant spaces with a light-colored sign band to use face-lighted individual channel letters with red faces, red returns and red trim caps to match PMS 186 (Translucent Film 3630-73/Acrylic #2793) OR Senegy “Bambie” #3066 PMS 201 Red & PMS Black C</p> <p><u>Note:</u> This color palate applies to the single- faced, non-lighted placard sign option only. Federally registered trademark graphic logos shall be allowed per the LDO.</p>
Photo(s):	

“Main Street” Retail Center Wall Signs and In-line Tenants on the North of Cary Towne Blvd.	
Quantity:	<p>One (1) per storefront, per tenant</p> <p><u>Note:</u> End unit tenants may be permitted a second sign as allowed in the LDO.</p>
Location:	<p>Building elevations located above main entrance elevation to tenant spaces. Corner tenants shall be allowed a second wall sign if they have window and/or customer door on the secondary elevation so long as the allowable square footage maximum allowed by code is not exceeded.</p>

“Main Street” Retail Center Wall Signs and In-line Tenants on the North of Cary Towne Blvd.

Materials:	<p>Option One: Single Face Non-Lighted S/F Placard Sign: Constructed of aluminum with individual copy of .25” plate aluminum. Both sign cabinet/background and copy to be finished in acrylic urethane enamel to match the approved color palette. Sign shall consist of more than one level of graphics. This may be executed with plate aluminum or reverse-channel letters, raised borders, inset borders, reveals or multi-level backgrounds. Custom placard signs to be installed flush to building fascia via non-corrosive threaded studs.</p> <p>Materials: Welded aluminum and ¼” plate aluminum</p> <p>Option Two: Pin Mounted Channel Letters</p>
Size:	As per Town of Cary LDO requirements Area – maximum 1.5 square foot per linear foot of storefront
Colors:	<p>Senegy “Bambie” #3066 PMS 201 Red & PMS Black C</p> <p>Channel Letters:</p> <ul style="list-style-type: none"> • White faces • Black Returns and Trim caps
Illumination:	<p>Placard Style: Externally illuminated via goose-neck lamps furnished and installed by owner</p> <p>Channel Letters: 13mm Neon or LED with similar level of intensity</p>
Other:	Federally or state registered trademark logos shall be allowed per the LDO.
Photo(s): *	
Alternate Shapes	

**In- Line Tenant Wall Signs
South Side of Cary Towne Blvd.**

In- Line Tenant Wall Signs South Side of Cary Towne Blvd.	
Quantity	One (1) per storefront, per tenant <u>Note:</u> If an anchor tenant is located at the end of a building they may be permitted a second sign as allowed by the LDO.
Location	Building elevations above main entrances to tenant spaces. Corner tenants allowed a second wall sign if they have window and/or customer door on the secondary elevation, provided the allowable square footage maximum allowed by code is not exceeded.
Materials	Individual, internally illuminated channel letters (may be mounted either to the building or a raceway)
Size	Maximum 1.5 square foot per linear foot of storefront
Colors	<ul style="list-style-type: none"> • Face – White • Returns – Black (PMS C) or to match sign face color. Raceway , if used, must be painted to match the color of the façade to which it is mounted Backer panel clouds behind letters & in front of raceways are allowed provided the image is part of the tenants registered logo. Colors must still conform to the shopping center USP colors.
Illumination	Internally illuminated with white LEDs
Logos	Federally or state registered trademark graphic logos shall be allowed per the LDO
Images	
Backer Panel Option	

Wall Signs - Outparcel	
Quantity:	As allowed by LDO
Location:	Not specified
Materials:	<ul style="list-style-type: none"> • Acrylic and metal • Tenant's choice of internally illuminated cabinet sign (only if there is an existing cabinet-style sign on the property) OR individual internally illuminated letters (individual letters may be mounted either to the building or a raceway)

Wall Signs - Outparcel	
Size:	Area – maximum 1 sq. ft. per linear foot of building frontage for cabinet signs 1.5 square foot per linear foot of building frontage for internally illuminated channel letters.
Color option for cabinet signs	Cabinet signs: <ul style="list-style-type: none"> • Letters – White • Background – colonial red (3M Scotchcal 230.63 rust brown)
Colors for Individual Letters	Face: White If building is renovated subject to Cary design standards and is architecturally compatible with “Main Street” tenant spaces, then Red PMS 186 is an optional face color. Returns: Colonial Red (PMS 483 rust brown) or to match sign face color. Raceway: (if used) To match the color of the façade Backer panel clouds behind letters & in front of raceways are allowed provided the image is part of the tenants registered logo. Colors must still conform to the shopping center USP colors.
Illumination:	Internally illuminated
Other:	<ul style="list-style-type: none"> • Copy shall be only the name of the tenant. • Federally or state registered trademark graphic logos shall be allowed as per LDO. Height of logos shall not exceed the height of sign copy. Graphic portion of a logo may use registered colors but the main copy shall adhere to sign colors noted above. • Outparcels are not permitted ground signs.
Photo(s): *	

Other Signs – Under Canopy Signs	
Quantity:	One per tenant
Location:	At individual tenant entrances
Materials:	N/A
Size:	Per LDO
Colors	Brick Red Background with white text
Illumination:	Non Illuminated

Other Signs – Under Canopy Signs

Photo(s): *



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