

**Uniform Sign Plan (USP)  
Waverly Place Shopping Center  
87-USP-008**

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

USP identifier:	87-USP-008
Location:	Southeast corner of Kildaire Farm Rd & Tryon Rd (Shopping center and out-parcels)
USP established:	1987
Modifications:	- Modified August 3, 2004 - Minor Amendments and Format Modifications: July 29, 2010; May 5, 2011; and November 3, 2011 - Pedestrian Directory Signs and photos added January 2013 - Garmond font added December 2013

**General Provisions**

All sign renderings must be submitted to an approved by the landlord prior to being submitted to the Town of Cary for review.

**A sign may be erected, placed, established, painted, created or maintained in the Town of Cary only in conformance with standards, procedures, exemptions and 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 USP 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, including but not limited to height, colors, placement, etc., then the provisions in the currently adopted Sign Ordinance shall control. A previously approved USP 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 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 - Project Identification**

Quantity:	One (1)
Location:	On the corner at the intersection of Kildaire Farm Road and Tryon Road
Materials:	Monument sign to be constructed in stucco and or stucco and stone to match the building colors for the development. Accent panels for mounting of signs to be in stucco.
Size:	Column Height: 12 feet; Wall Height: eight (8) feet Monument Width: 12' 3"; Signage Area: 32 square feet
Colors:	Sign colors for tenant names shall be white. The name of the shopping center shall be black. NC State or federally registered logos in colors other than white may be used at up to 20% of the allowable sign area.
Font:	Letter style – Optima Extra Black
Illumination:	Tenant names may be internally illuminated with LED lamps. Monument may also have ground mounted up-lighting.

<b>Ground Signs - Project Identification</b>	
Other:	<p>Displays the name of the project “Waverly Place” prominently at the top of the sign panel area and may accommodate tenant sign text in compliance with Town of Cary LDO requirements.</p> <p>Note: Monuments and entry features required separate review and approval of a Site Plan or Minor Alteration and building permit.</p>
Illustration:	

<b>Ground Signs – Secondary Entry Features</b>	
Quantity:	Two (2)
Location:	At the Kildaire Farm Road and Tryon Road entrances
Materials:	Monument to be constructed in stucco and stone to match the building colors for the development. Accent panels for mounting of signs to be in stucco. “W” logo will be constructed of pre-cast concrete and inset into the column.
Size:	Column Height: 12 feet; Wall Height: eight (8) feet Monument Width: 12’ 3”; Signage Area: 32 square feet
Colors:	Sign colors for tenant names shall be white. The name of the shopping center shall be black. NC State or federally registered logos in colors other than white may be used at up to 20% of the allowable sign area.
Font:	Letter style – Optima Extra Black
Illumination:	Tenant names may be internally illuminated with LED lamps. Monument may also have ground mounted up-lighting.
Other:	<p>Displays the name of the project “Waverly Place” prominently at the top of the sign panel area and may accommodate tenant sign text in compliance with Town of Cary LDO requirements.</p> <p>Monuments and entry features required separate review and approval of a Site Plan or Minor Alteration and building permit.</p>

**Ground Signs – Secondary Entry Features**

Illustration



**Ground Signs - Other (Vehicular Directory)**

Quantity:	As required for the safe flow of traffic and clear identification of tenant locations.
Location:	At entrances to parking areas from perimeter road and other locations within parking lots as required. Type "A" signs must be located 50-feet from public right of way. Subject to LDO requirements.
Materials & Colors:	Metal sign panels mounted against a stucco background with a stone base; Black and White text
Size Type A	Maximum Height: 42" Maximum Sign Area: 16 square feet
Sign Type B	Maximum Height: 60" Maximum Sign Area: 10 square feet Maximum Letter Height 4"
Letter Style	Letter Style: Optima Extra Black, Arial Black, Swiss 721 Black Condensed or in tenant's trade-style and/or registered logo.
Illumination:	Tenant names may be internally illuminated with LED lamps. Monument may also have ground mounted up-lighting.
Other:	May contain project & tenant logo, names and directional arrows

Type A	Type B

<b>Ground Signs – Pedestrian Directory Signs</b>	
Quantity	Subject to property management approval
Location	Internal to center; not visible from off site or the public right of way
Size	72" Tall Maximum Cabinet (Box) area: Five Square feet
Materials and Colors	Single Face Illuminated Directory Sign. Aluminum with attached directory cabinet and a ½" thick PVC Panel with carved text. Upper section frame and background Carmel Beige ( Slightly lighter than PMS 7509 u) Digitally printed translucent vinyl inserts with white translucent acrylic back panel inserts. Lower Box Section (Base) : Bronze to match BASF 409
Images	See permit 13-SN-037 for renderings; photos to be added to sign plan once installed

<b>Wall Signs – Retail Shop Tenants</b>	
Quantity:	Per Town of Cary Land Development Ordinance
Location:	Each sign must be located so that it is no less than 24" from the tenant's demising wall on each side. For in-line tenants, the sign should be centered vertically and horizontally in the designated sign area. It should be located on the primary architectural feature of the tenant's storefront. Tenant signs shall not conflict with or over lap architectural features such as cornices, awnings, lighting or changes in color or materials.
Materials	<p><b>Option 1: Channel Letters:</b> Internally illuminated pan channel letters with acrylic faces. Faces to be backlit. Backside of letters may be opaque or may be illuminated to glow against the building wall. These signs may use a raceway painted to match the building wall. For designs of high graphic design quality, the letters may be mounted a metal background electrical box or plate painted to match the building mounted directly to the wall. The plate may also be painted a sign color.</p> <p><b>Option 2: Halo Reverse Channel Letters:</b> Halo illuminated reverse pan channel letters. Opaque aluminum front faces with illuminated backside to glow against the building wall. May use a raceway painted to match the building wall. For designs of high graphic design quality, letters may be mounted a metal background electrical box or plate painted to match the building mounted directly to the wall. The plate may also be painted a sign color.</p> <p><b>Option 3: Layered Channel Letters:</b> Similar to Option 1 or 2, but with additional metal background surrounds that may or may not receive backside illumination. These signs may use a raceway painted to match the building wall.</p> <p><b>Materials:</b> Welded aluminum and acrylic</p>
Size:	Per Town of Cary LDO

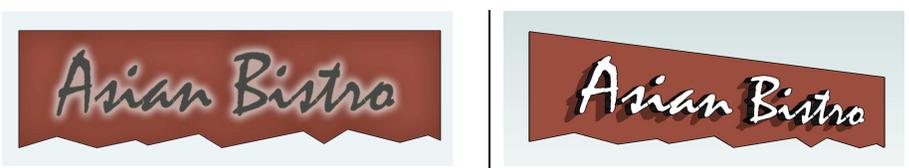
<b>Wall Signs – Retail Shop Tenants</b>	
Colors:	<ul style="list-style-type: none"> <li>• Letters: Cranberry (Pantone 187U), Blue (Pantone 2945U), White (3015 acrylic), or Black (Pantone Black 2C)</li> <li>• Background: Cranberry (Pantone 187U), Blue (Pantone 2945U), White (3015 acrylic), or Black (Pantone Black 2C)</li> <li>• Cabinet Returns: Black (Pantone Black 2C)</li> </ul>
Fonts:	<p>Tenants with federally registered trademark graphic logos may use their trademarked font. Other tenants may chose one of the following fonts:</p> <ul style="list-style-type: none"> <li>• Apple Chancery</li> <li>• Bank Gothic</li> <li>• Copperplate Gothic</li> <li>• Engravers Gothic</li> <li>• Humans 521 Condensed Bold</li> <li>• Microgramma Bold</li> <li>• Optima</li> <li>• Optima Extra Black</li> <li>• PF Champion Script Pro</li> <li>• Garmond</li> </ul>
Illumination	Internally illuminated channel letters, reverse “halo” illuminated channel letters, or non-illuminated.
Other:	Federally or North Carolina registered trademark graphic logos shall be allowed per the Town of Cary LDO. Graphic portions of the logo may be installed with original colors but main copy shall adhere to sign colors noted above.
Illustrations Option 1 Channel Letters	
<b>Option 2:</b>	<b>Halo Reverse Channel Letters - wall mount:</b>

**Wall Signs – Retail Shop Tenants**



**Option 2:**  
Halo  
Reverse  
Channel  
Letters -

**Box/plate mount shown with irregular/torn plate edge in night time and daytime views**



**Option 2**

Halo Reverse Channel Letters – wall mount with accessory text in internally illuminated box sign with metal background



**Option 2**

Plate Mount as part of sign logo



**Option 3**

Layered Channel Letters

<b>Wall Signs – Retail Shop Tenants</b>	
	

<b>Wall Signs – Outparcel buildings that have been renovated to match the main shopping center</b>	
Quantity, Size & Location	Per Cary LDO
Materials & Design Options	Same options as Wall Signs in main shopping center
Colors:	From the approved color pallet for main shopping center wall signs,

<b>Wall Signs – Outparcel Buildings that have not been renovated to match the main shopping center.</b>	
Quantity:	Per Cary LDO
Location:	Per Cary LDO
Materials:	Detached raised letters constructed of conventional metal with a plastic lens face
Size:	Letters no more than 2 feet high
Colors:	White, cranberry PMS # 187, or blue to match roof color. These colors will be the only colors allowed and will be used as a single color for the letters of each sign. No multi-colored lettering allowed.
Illumination:	Not specified
Other:	1. Letter style - Helvetica Medium (may vary slightly, in keeping with the intent of consistency and uniformity) 2. Corporate logos will be allowed as part of the sign.
Photos	

<b>Other Signs (Tenant Colonnade Signage)</b>	
Quantity:	Per LDO

<b>Other Signs (Tenant Colonnade Signage)</b>	
Location:	Under covered walkways in front of tenant storefronts, mounted to or suspended from ceiling. Signs to be oriented perpendicular to the storefront wall.
Materials:	Painted metal panel
Size:	Sign Area maximum 8" X 36"
Colors:	Permitted in tenant's individual logo colors
Illumination:	External illumination allowed but not required
Photo(s): *	

*\* Note: photos & diagrams are for illustrative purposes, and do not represent all signs on the property.*