

Uniform Sign Plan (USP) Waterford Center 97-USP-007

These guidelines are published for informational purposes. They describe sign characteristics, not structures on which signs are placed. A sign permit application must be submitted and a permit issued prior to installation of a sign.

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| USP identifier: | 97-USP-007 |
| Location: | Northeast corner of intersection of N W. Maynard RD. & High House RD. Including addresses ranging from 1200 NW Maynard RD. to 1352 NW Maynard Road. |
| Date USP established: | Feb. 27, 1997 |
| Last modified: | August 9, 2004 |

General Provisions of Uniform Sign Plan for this project

- Project includes 4 buildings, which are numbered from north to south in the site plan, as A, B, C, and D.
- Content of all signs shall be limited to letters designating store name, type and specialty. No advertising symbols or logos other than the store name shall be used.
- The character, design and layout of all signs shall be subject to the Landlord's approval. Signs must have preliminary approval by the Landlord before shop drawings are made.

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

| Ground Signs - Project Identification | |
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| Quantity: | 2 |
| Location: | 1. Adjacent to High House Road entrance 2. Adjacent to Dogwood Forest Drive entrance off Northwest Maynard Road |
| Materials: | Compatible with the Shopping Center wall signage. |
| Size: | Within size and height requirements of the Town of Cary Sign Ordinance. |
| Colors: | Compatible with the Shopping Center wall signage. |
| Illumination: | Not specified. |
| Other: | The two signs shall be identical. |
| Photo(s): * |  |

| Wall Signs - Tenant Type 1 (In-Line Tenants, Building B) | |
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| Quantity: | 1 per tenant |
| Location: | Lettered area shall be located on an accent panel at base of the roof line overhang above each storefront |
| Materials: | Aluminum accent panel (opaque) with internally illuminated inscribed acrylic letters |
| Size: | <ul style="list-style-type: none"> • Lettered area – maximum 25 square feet • Letter height – maximum 18 inches, minimum 6 inches • Accent panel – approximately 2 feet high X 16 feet wide |
| Colors: | <ul style="list-style-type: none"> • Accent panel – blue to match approved exterior colors for general construction with the Shopping Center • Letters - white |
| Illumination: | Internally illuminated from within accent panel encasement |
| Other: | <ul style="list-style-type: none"> • Copy – 1 line of text with upper and/or lower case letters, shall consist of store or shop name only. • No graphic logos allowed. • Sign fabrication shall be performed only by a licensed contractor of Landlord's choosing. |
| Photo(s): * |  |

| Wall Signs - Other Tenant Type(s) (Multi-tenant – buildings A and C) | |
|---|---|
| Quantity: | 1 per tenant |
| Location: | Restricted to the building front |
| Materials: | Individual letters constructed of 100% aluminum with illuminated acrylic faces |
| Size: | <ul style="list-style-type: none"> • Area : One square foot for each lineal foot of individual tenant space • Letter height: Maximum 60 inches, shall be consistent with the building design and structure |
| Colors: | Face Color: White Return Color: Blue PMS #286 <ul style="list-style-type: none"> • Horizontal striping in the “PLUS” of “BATTERIES PLUS” in white and opaque blue PMS #286. This sign is located on Building A. (Other exceptions were not implemented, or the tenant has moved since the USP was written). <i>(Exception Jiffy lube sign had white returns).</i> |
| Illumination: | Illuminated internally 13mm white neon |
| Other: | <ul style="list-style-type: none"> • Type style may incorporate nationally registered trademark lettering, which shall require Landlord’s approval. • Graphic logos shall not be allowed. • All signage painted blue in color shall be opaque. • This type of sign was described under “outparcel” signs in the original USP. |

Wall Signs - Other Tenant Type(s) (Multi-tenant – buildings A and C)

Photo(s): *

The returns are blue in the signs pictured below:



This sign had white returns:



| Wall Signs – Outparcel (Building D) | |
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| Quantity: | 2 per outparcel |
| Location: | Not specified |
| Materials: | Individual letters constructed of 100% aluminum with illuminated acrylic faces |
| Size: | <ul style="list-style-type: none"> • Area – not to exceed one square foot per each lineal foot of horizontal wall length upon which the sign is attached. • Letter height – maximum 60 inches, shall be consistent with the building design and structure |
| Colors: | All sign copy shall be white |
| Illumination: | Illuminated |
| Other: | <ul style="list-style-type: none"> • Type style may incorporate nationally registered trademark lettering, which shall require Landlord’s approval. • Graphic logos shall not be allowed. • All signage painted blue in color shall be opaque. • Ground signs are not permitted for outparcels. |
| Photo(s): * |  |

| Other Signs - Directional | |
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| Quantity: | Not specified |
| Location: | Not specified |
| Materials: | Not specified |
| Size: | Not specified |
| Colors: | Not specified |
| Illumination: | Not specified |
| Other: | Location and design of traffic control, information and directional signs shall be at the discretion of the Landlord as may be allowed within the Town of Cary sign ordinance. |
| Photo(s): * |  |

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

| Further information: | |
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| 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. |

