

## Uniform Sign Plan (USP) Wellington Park Shopping Center 97-USP-008

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

USP identifier:	97-USP-008
Location:	Northeast corner of Tryon Road and SE Cary Parkway
USP established:	July 25, 1997
Last modified:	<ul style="list-style-type: none"> <li>• August 9, 2004</li> <li>• January 25, 2013 (Returns color changed)</li> <li>• September 11, 2014 (Alternate shade of green for Anchor Tenant; returns for inline tenants to match building façade)</li> <li>• March 29, 2016 (Allow cabinet aka “pill” signs for tag lines for “other tenant types”)</li> <li>• January 5, 2017 (allow returns on outparcel to match building)</li> </ul>

<b>General Provisions of Uniform Sign Plan for this project</b>	
<ul style="list-style-type: none"> <li>• This project is the commercial portion of the Wellington Park Planned Unit Development (PUD), USP number 86-USP-012</li> <li>• Prior to submittal to the Town of Cary, all sign renderings must be submitted to the Landlord for approval.</li> <li>• Sign copy is subject to landlord approval</li> <li>• Neon signs and other similar types of signs are not permitted when located in such a manner as to attract the attention of the public from outside the building.</li> </ul>	

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 a previously approved USP conflicts 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 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 Uniform Sign Plan (including those for planned unit developments) 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.

<b>Ground Signs - Project Identification</b>	
Quantity:	Per LDO
Location:	Per LDO
Materials:	Per LDO
Size:	Not specified

<b>Ground Signs - Project Identification</b>	
Colors:	Not specified
Illumination:	Not specified
Other:	<ul style="list-style-type: none"> <li>• A wall sign, to read "Wellington Park" shall be erected on the curved tower in the project. There shall be no ground sign permitted for this site until such time as said wall sign is removed.</li> <li>• The USP for the Wellington Park PUD (USP number 86-USP-012), of which this project is a part, has specifications for a ground sign to identify the commercial tract within the PUD. The PUD plan describes a brick sign structure; the sign portion is pink granite with black metal letters (the existing PUD sign, however, is black granite with gold incised letters).</li> </ul>
Photo(s): *	

<b>Ground Signs - Other (On premise directional signs)</b>	
Quantity:	As needed for safe traffic flow
Location:	Along interior roadways (not allowed along main road)
Materials:	Not specified
Size:	<ul style="list-style-type: none"> <li>• Height: 42 inches</li> <li>• Area: Two (2) square feet</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Background: Sea spray green PMS 340</li> <li>• Copy and Sign Posts: Ivory</li> </ul>
Illumination:	External
Other:	None
Photo(s): *	

<b>Wall Signs - Tenant Type 1 (Anchor tenants with at least 40,000 sq. ft. of store area)</b>	
Quantity:	One (1) per storefront, per tenant
Location:	On façade with principal entrance
Materials:	Internally illuminated channel letters (acrylic and aluminum) May be on a raceway or individually mounted to building facade
Size:	Area – maximum two (2) square feet per linear foot of storefront
Colors:	<ul style="list-style-type: none"> <li>• Face: Green PMS 357C or Ivory</li> <li>• Returns: Duranodic Bronze</li> <li>• Raceway (if used): to match building</li> </ul>
Illumination:	Internally illuminated, white neon tubing 13mm 6500 or LED
Other:	Letter style – tenant’s choice Logos may be used in federal or state registered colors at 20% of allowed sign area.
Photo(s): *	

<b>Wall Signs - Other Tenant Type(s)</b>	
Quantity:	<ul style="list-style-type: none"> <li>• One (1) per storefront, per tenant</li> <li>• Tenants located in corner spaces may have a second wall sign if they have a second storefront. For signage purposes, a wall counts as a storefront if it has either a door for public use or a window or windows.</li> </ul>
Location:	Not specified
Materials:	<ul style="list-style-type: none"> <li>• Internally illuminated channel letters (acrylic/aluminum) on raceway</li> <li>• Cabinet aka “pill” signs are permitted for taglines and must meet LDO requirements (including opaque background).</li> </ul>
Size:	<ul style="list-style-type: none"> <li>• Height: Maximum 24 inches</li> <li>• Length: Maximum 20 feet</li> <li>• Area: Maximum two (2) square foot per linear foot of storefront.</li> <li>• Taglines: Maximum of 33% of the size of the channel letters used in the principal sign.</li> </ul>
Colors:	<ul style="list-style-type: none"> <li>• Face: Ivory</li> <li>• Returns: To match the sign band on the building façade</li> <li>• Raceway: To match the sign band on the building façade</li> <li>• Cabinet aka “pill” signs (for taglines): Bronze (PMS 7531C) background with white lettering</li> </ul>
Illumination:	<ul style="list-style-type: none"> <li>• Internally illuminated, white neon tubing 13mm 6500 or LED</li> <li>• Cabinet aka “pill” signs: Must meet LDO requirement of opaque background except where the sign message is a state or federally registered logo or trademark.</li> </ul>
Other:	Letter style: Tenant’s choice

<b>Wall Signs - Other Tenant Type(s)</b>	
Photo(s): *	

<b>Wall Signs - Outparcel</b>	
Quantity:	Two (2) per parcel
Location:	Not specified
Materials:	Internally illuminated channel letters (plastic/aluminum); may be either flush mounted or on a raceway
Size:	Area: maximum one (1) square foot for each linear foot of the wall on which the sign is located
Colors:	<ul style="list-style-type: none"> <li>• Face: Ivory</li> <li>• Returns: Sea spray green PMS 340, or color of façade to which letters or raceway are mounted</li> <li>• Raceway (if used): To match color of the façade to which it is mounted</li> </ul>
Illumination:	Internally illuminated, white neon tubing 13mm 6500
Other:	State or federally registered logo or trademark shall be allowed on outparcel signs. The height of the logo shall not exceed the height of the sign copy. The graphic portion of the logo may be installed with original colors but the main copy shall adhere to the sign colors noted above.
Photo Raceway mounted	

<b>Wall Signs - Other</b>
---------------------------

<b>Wall Signs - Other</b>	
Quantity:	One (1)
Location:	On curved tower in main building of project
Materials:	Individual letters
Size:	Letter height: 24 inches, all uppercase
Colors:	Not specified
Illumination:	Not specified
Other:	A wall sign, to read "Wellington Park" shall be erected on the curved tower in the project. There shall be no ground sign permitted for this site until such time as said wall sign is removed.
Photo(s): *	<p><i>There were no project identification signs for this project, either on the tower or at the entrance(s) to the site, on August 5, 2004.</i></p> 

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