

Uniform Sign Plan (USP)

Cornerstone Village Shopping Center

95-USP-005

These guidelines are published for informational purposes. They describe the 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:	95-USP-005
Location:	Southwest corner of Davis Drive and High House Road
Date USP established:	March 31, 1995
Last modified:	July 1, 2005

General Provisions of Uniform Sign Plan for this project	
	<ul style="list-style-type: none"> • Part of the Cornerstone Planned Employment Center (PEC) Subdivision (USP number 95-USP-010), and may be governed in part by that Uniform Sign Plan. • Dominant letter style shall be Palantino Bold by Velvet Touch. First letter of all words shall be upper case with the remaining letters in lower case unless otherwise approved by the Landlord. Other letter styles require Landlord and Town of Cary approval. • Registered trademarks and logos that are graphic in nature may be included in the sign, but must fit inside a horizontal rectangle created by the sign's message. Logos may be installed with their original colors, but the main sign copy must conform to this document. Landlord and Town of Cary approval are required. • All sign designs shall be reviewed and approved by Landlord prior to fabrication and installation. Landlord's signature is required on all drawings submitted to the Town of Cary for permits. • Any deviation or exception to this Uniform Sign Plan will require approval by the Cornerstone Architectural Review Committee (ARC) and the Town of Cary.

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.

Ground Signs - Project Identification	
Quantity:	2
Location:	One along Davis Drive and one along High House Road
Materials:	Not specified
Size:	Not specified
Colors:	To match Benjamin Moore colors #1665 (smoky blue) and #234 (sandstone), one color to be used as background, and the other color for lettering, accents, and the sign cap.
Illumination:	Not specified
Other:	The 2 signs shall be identical and will only display the shopping center name.
Photo(s): *	<p><i>A sign matching these specifications was not found on January 30, 2006. Signs at these locations identified the entire Cornerstone area:</i></p> 

Ground Signs - Site/Parcel/Subdivision Identification	
Quantity:	N/A
Location:	N/A
Materials:	N/A
Size:	N/A
Colors:	N/A

Ground Signs - Site/Parcel/Subdivision Identification	
Illumination:	N/A
Other:	N/A
Photo(s): *	N/A

Ground Signs – Tenant Directory	
Quantity:	At pedestrian or vehicular intersections
Location:	May be located on the site to give important directions or instructions to patrons. Location must be approved by the Landlord.
Materials:	Sintra with Black Granite Apolic
Size:	Area – 5 feet tall; 8 square feet maximum
Colors:	<ul style="list-style-type: none"> • Background – black • Letters – white
Illumination:	No Internal Illumination
Other:	<ul style="list-style-type: none"> • Letter style – TBD • Design and location must be approved by the Landlord.
Photo(s): *	

Wall Signs - Tenant Type 1 (Major tenant – lease area exceeding 3000 square feet)	
Quantity:	Not specified
Location:	Mounted directly to the fascia or wall and centered in that space
Materials:	<ul style="list-style-type: none"> • Internally illuminated individual channel letters • Minimum .083 aluminum backs, .050 returns • Minimum 1/8 inch Plexiglas faces
Size:	<ul style="list-style-type: none"> • Area – shall conform to that which is allowed by the Town of Cary • Letter height – maximum 78 inches, minimum 10 inches
Colors:	<ul style="list-style-type: none"> • Face – 7328 white • Returns – black • Trim – enamel black Juel-lite or equal
Illumination:	Internally illuminated – 13mm 6500 white neon tubing
Other:	Major tenants may display a sign that lists services, subject to Landlord and Town of Cary approval.
Photo(s): *	

Wall Signs - Other Tenant Type(s) (In-line tenants)	
Quantity:	Not specified
Location:	Nine (9) inches above the bottom edge of sign band, centered between brick columns supporting the canopy in front of the tenant's leased space. There shall be no less than 12 inches between the brick column and the sign. If the tenant controls more than one bay, only one bay may be used for signage unless special permission is granted by the Landlord.
Materials:	<ul style="list-style-type: none"> • Internally illuminated individual channel letters • Minimum .083 aluminum backs, .050 returns • Minimum 1/8 inch plex faces
Size:	<ul style="list-style-type: none"> • Area – shall conform to that which is allowed by the Town of Cary Zoning Code. • Letter height – maximum 18 inches, minimum 10 inches
Colors:	<ul style="list-style-type: none"> • Face – 7328 white • Returns – black • Trim – enamel black Juel-lite or equal
Illumination:	Internally illuminated – 13mm 6500 white neon tubing
Other:	<ul style="list-style-type: none"> • All tenant signs shall consist of the name of the store and logo (if federally registered). The logo must follow the Town of Cary ordinances. No listing of merchandise or service shall be permitted unless it is part of the store name. • Limiting the sign message to a single line is encouraged.

Wall Signs - Other Tenant Type(s) (In-line tenants)

Photo(s): *



All caps, with logo:



Wall Signs - Outparcel	
Quantity:	Not specified
Location:	Mounted directly to the fascia or architectural element
Materials:	<ul style="list-style-type: none"> • Internally illuminated individual channel letters • Minimum .083 aluminum backs, .050 returns • Minimum 1/8 inch plex faces
Size:	<ul style="list-style-type: none"> • Area – shall conform to that which is allowed by the Town of Cary Zoning Code. • Letter height – maximum 24 inches, minimum 8 inches
Colors:	<ul style="list-style-type: none"> • Face – 7328 white. A second color may be used in addition to and in combination with white; this color must be similar to a color found in the exterior architecture (i.e. brick, roof, stucco) • Returns – not specified
Illumination:	Internally illuminated – 13mm 6500 white neon tubing
Other:	<ul style="list-style-type: none"> • Tenants in outparcels may list services, subject to Landlord, ARC, and Town of Cary approval. • Ground signs are not allowed for outparcels.


Wall Signs - Outparcel

Photo(s): *



This sign found July 26, 2004 did not meet above specifications:



Wall Signs – Tenant Directory Signs	
Quantity:	Not specified
Location:	May be located on the building or on the site to give important directions or instructions to patrons. Location must be approved by the Landlord.
Materials:	Sintra with Black Granite Apolic
Size:	No greater than 10% of wall area. Letter height not to exceed 3 inches
Colors:	<ul style="list-style-type: none"> • Background- Black • Letters- White
Illumination:	No Illumination
Other:	<ul style="list-style-type: none"> • Letter style – TBD • Design and location must be approved by the Landlord. • This type of sign may be a ground sign or a wall sign.
Photo(s): *	

Wall Signs – Other (Incidental signs; i.e. No Skateboarding)	
Quantity:	Not specified
Location:	May be located on the building or on the site to give important directions or instructions to patrons. Location must be approved by the Landlord.
Materials:	Sintra with Black Granite Apolic
Size:	Area – maximum 2 square feet per side

Wall Signs – Other (Incidental signs; i.e. No Skateboarding)	
Colors:	<ul style="list-style-type: none"> • Background – Black • Letters – White
Illumination:	No Illumination
Other:	<ul style="list-style-type: none"> • Letter style – TBD • Design and location must be approved by the Landlord. • This type of sign may be a ground sign or a wall sign. It is also described under “ground signs”, above.
Photo(s): *	

Other Signs (Under Canopy)	
Quantity:	One per tenant
Location:	Mounted on brick column closest to tenant entrance
Materials:	¾ inch Sintra panel, painted Lacryl, with vinyl copy
Size:	Not to exceed 2 square feet
Colors:	<ul style="list-style-type: none"> • Panel – Black • Copy – white
Illumination:	Non Illuminated
Other:	<ul style="list-style-type: none"> • Letter style – TBD • Tenant name with Registered Trademark logos must be black with white letters.
Photo(s): *	

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

Further information:	
	Digital images of sign detail documents are available from the Town of Cary Planning Dept.
X	Sign detail documents are not included in the Town of Cary files for this project.