


















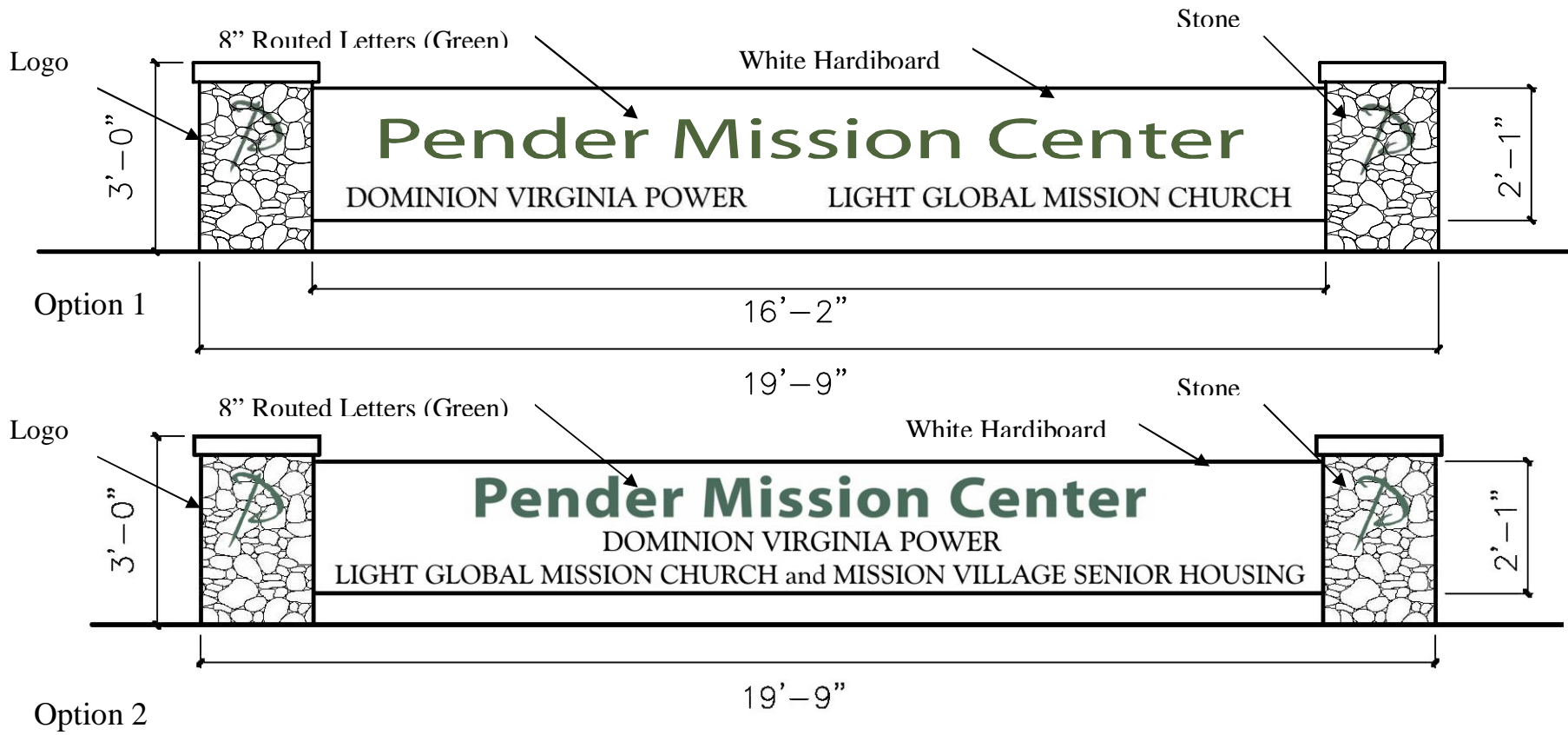


RETAIL & OFFICE SIGNAGE FOR PENDER VILLAGE CENTER & PENDER MISSION CENTER								
Type of Sign	Sec.12 - Zoning Ordinance	PROPOSED						
		Symbol for Sign	Sign Use	Description of Sign	Max SF of Sign	Letter/Logo Size	Mounting Height Range	Letter / Logo Face/Edge Color
Monument Signs	Sec. 12-205 (3) <b>80 SF</b> maximum 1 sign		Pender Village Center Sign (Primary)	Backlit Panel signs mounted on EIFS Background, with Stone Base, ground mounted lights	<b>208 SF</b>	Panel height is 1'-10" per tenant, 5 panels	Overall sign is 16'-0" in height, Panels are 1'-10" in height	White letters on medium dark panel
			Pender Village Center Sign (Secondary)	Backlit Panel signs mounted on EIFS Background, with Stone Base, ground mounted lights	<b>118 SF</b>	Panel height is 1'-5" per tenant, 5 panels	Overall sign is 12'-0" in height, Panels are 1'-5" in height	White letters on medium dark panel
			Pender Mission Center Sign	Pin Mounted letters on brick or hardiboard background, with stone accents, ground mounted lights	<b>42 SF</b>	1'-3" letter height	Overall sign is 3'-0" in height	Gold or Green pin mounted letters, Black edge
Directional Signage	Sec. 12-203 (13 C) <b>15 SF</b> maximum each		Pender Directional Signs (Primary)	Routed letters on Hardiboard mounted on Stone Base, ground mounted lights	<b>15 SF</b>	varies	Overall sign is 4'-0" in height	White letters on green panel
			Pender Directional Signs (Secondary)	Routed letters metal mounted on Stone Base, no illumination	<b>approx. 4 SF</b>	varies	Overall sign is 2'-6" in height	White letters on dark panel
Blade Signs	not addressed in ordinance		Retail Blade Signs Canopy Mounted	Wooden or Metal Blade signs with Tenant Name & PVC logo (optional), no Tenant logos allowed; single color	<b>5 SF</b> maximum; 1 Sign/Tenant	4" letter height	Mounted under canopy	Gold PMS 7406, Green PMS 5545 edge/material
			Retail Blade Signs Cantilever Mounted	Wooden or Metal Blade signs with Tenant Name & PVC logo (optional), no Tenant logos allowed; single color	<b>5 SF</b> maximum; 1 Sign/Tenant	4" letter height	Mounted under canopy	Gold PMS 7406, Green PMS 5545 edge/material
Building Mounted Tenant Signs	Sec. 12-203 (8) <b>295 SF</b> maximum		Anchor Tenant Signs (Building A)	Channel Letters on Raceway, lit box tagline, individual logos; raceway to match bldg exterior	<b>426 SF</b> distributed across multiple signs	varies, 3'-6" letter height; logo height 4'-0"	Below roof line	Varies; Black edge

RETAIL & OFFICE SIGNAGE FOR PENDER VILLAGE CENTER & PENDER MISSION CENTER								
Type of Sign	Sec.12 - Zoning Ordinance	PROPOSED						
		Symbol for Sign	Sign Use	Description of Sign	Max SF of Sign	Letter/Logo Size	Mounting Height Range	Letter / Logo Face/Edge Color
Building Mounted Tenant Signs	Sec. 12-203 (9) <b>200 SF</b> maximum per tenant, included in totals below		<b>Building B1 &amp; B2 Major Retail Tenant Signs</b>	Individual internally illuminated channel letters with Plexiglas face lens mounted on building façade on raceway to match bldg	<b>75 SF</b> maximum, per tenant included in totals below	3'-6" letter height; logo height 4'-0"	Below roof line	Varies; Black edge
	Sec. 12-203 (9) <b>125 SF</b> maximum for bldg		<b>Building B1 Retail Tenant Signs</b>	Individual internally illuminated channel letters with Plexiglas face lens mounted on building façade on raceway	<b>180 SF total for building,</b> 60 SF maximum per tenant	2'-0" letter height, logo height 3'-0"	Below roof line	Varies; Black edge
	Sec. 12-203 (9) <b>1020 SF</b> maximum for bldg		<b>1st Flr Retail Tenant Signs Building B2</b>	Individual internally illuminated channel letters with Plexiglas face lens mounted on building façade on raceway	<b>1500 SF total for building,</b> 60 SF maximum per tenant	2'-0" letter height, logo height 3'-0"	Below roof line	Varies; Black edge
Building Mounted Tenant Signs	Sec. 12-203 (8) <b>731 SF</b> maximum for bldg		<b>2nd Floor Office Tenant Signs Building B2</b>	Individual internally illuminated channel letters with plexiglass face lens mounted on building façade on raceway to match bldg; rear tenants will be allowed sign area on frontage	<b>900 SF total for building,</b> 60 SF maximum per tenant	1'-6" letter height, logo height 3'-0"	Below roof line	Varies; Black edge
	Sec. 12-203 (9) <b>200 SF</b> maximum per tenant included in total above		<b>Major Office Tenant Signs (2nd Flr) Building B2</b>	Individual internally illuminated channel letters with plexiglass face lens mounted on building façade on raceway to match bldg	<b>75 SF</b> maximum per tenant, included in total above	3'-6" letter height; logo height 4'-0"	Below roof line	Varies; Black edge

RETAIL & OFFICE SIGNAGE FOR PENDER VILLAGE CENTER & PENDER MISSION CENTER								
Type of Sign	Sec.12 - Zoning Ordinance	PROPOSED						
		Symbol for Sign	Sign Use	Description of Sign	Max SF of Sign	Letter/Logo Size	Mounting Height Range	Letter / Logo Face/Edge Color
Office Entrance and Building Address Identification	not addressed in ordinance		Office Entrance and Building Address Identification Sign (Building B2)	Individual pin mounted letters, letters painted on Fabric Canopy or Fabric Awning and/or Individual internally illuminated channel letters with plexiglass face lens mounted on building façade on raceway to match bldg	100 SF total	Varies; See Page 27	Below roof line	Varies; Black edge
Building Mounted Tenant Signs	Sec. 12-203 (8) 135 SF maximum		Pad Building (Bank)	Individual internally illuminated channel letters with plexiglass face lens mounted on building façade on raceway to match bldg	approx. 150 SF	1'-6" letter height	Below roof line	Varies; Black edge
Building Mounted Tenant Signs	Sec. 12-203 (8) 365 SF maximum		3901 Fair Ridge Drive (Existing Office Bldg)	Individual internally illuminated channel letters with plexiglass face lens mounted on building façade on raceway to match bldg. Pin mounted, non-illuminated building address sign.	370 SF total, 4 tenant signs maximum at 90 SF each, plus 10 SF (max.) for building address.	1'-8" letter height, logo height 2'-6"	Below roof line	Varies; Black edge
Building Mounted Tenant Signs	Sec. 12-203 (8) 670 SF max for 3 bldgs Bldg 1 = 270 SF Bldg 2 = 200 SF Bldg 3 = 200 SF		Office Building (Bldgs 1, 2, 3)	Individual pin mounted letters, solid, uniform font & color, no illumination	30 SF maximum per tenant; tenant layout is not currently available	1'-6" letter height, logo height 2'-6"	Below roof line	Black; Black edge
			Major Tenant Office Building (Bldgs 1, 2, 3)	Individual pin mounted letters, solid, uniform font & color, no illumination	120 SF total, 2 major tenant signs per building, 60 SF maximum per tenant	3'-0" letter height, logo height 3'-6"	Below roof line	Black; Black edge
Misc. Signs	no maximum SF noted in Ordinance		Seasonal Banners on Light Poles	Screen printed fabric of metal panels mounted on light poles	18 SF per banner	N/A	17'-6" to 25'-0"	Varies
	not addressed in ordinance		Informational Signs	Stop, Yield, etc.	In conformance with VDOT/state & federal standards	N/A	In conformance with VDOT/state & federal standards	In conformance with VDOT/state & federal standards



★ **Pender Mission Center Sign:**

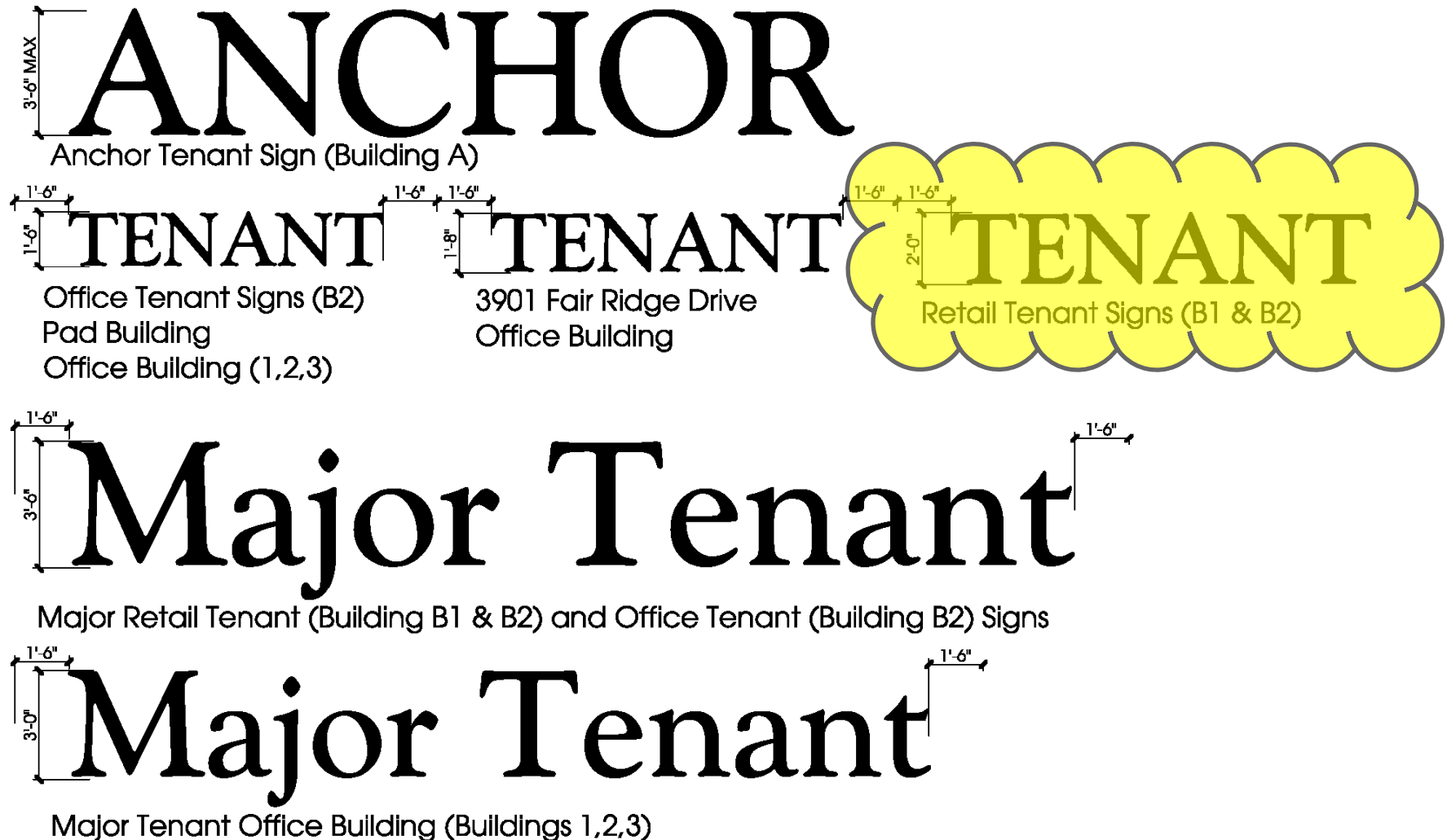
The Mission Center sign marks the entrance to the office portion of the center. It displays the name of the center and the names of major tenants. The sign will have ground mounted spot lighting.

**DESCRIPTION:**

- Option 1 Letters routed in Hardiboard background
- Option 2 Letters routed in Hardiboard background
- 42 S.F. max sign area

GRAPHICS / LETTERING  
 Font: Grimshaw Hand, Myriad Pro  
 Letter Height: 1'0" max

Comparison of Tenant Sign Sizes:



More than one line of text may be used so long as the total height of the lines together does not exceed the maximum height allowed.

# ★ Open 24 Hours

## Anchor Tenant Signs (Building A) Type 3:

DESCRIPTION:

Channel Letters on Raceway

GRAPHICS / LETTERING

Size 1'6" x 16'-0" 24 sq. ft.



## ★ Anchor Tenant Signs (Building A) Type 4:

DESCRIPTION:

Open face channel letter on raceway

GRAPHICS / LETTERING

Tenant logo

Size 5'-0" x 7'-0" 35 sq. ft.



## ★ Anchor Tenant Signs (Building A) Type 5:

DESCRIPTION:

Sign Box

GRAPHICS / LETTERING

Size 2' Diameter

4 sq. ft.



## 1<sup>st</sup> Floor Retail Tenant Signs (Building B2):

### DESCRIPTION:

Channel Letters with interior illumination on raceway  
 18" from Tenant demising walls  
 Signs may be dispersed in varying configurations  
 The total amount of signage can be allotted where it best directs, advertises and informs.



### RETAIL TENANT

Tenant Logos allowed max height 3'-0"  
 Letter Height: 2'-0"  
 60 SF maximum sign area



MAJOR RETAIL TENANT - (a major retail tenant is defined as a tenant that occupies 3500 or more SF on the first floor of either buildings B1 or B2)

Letter Height: 3' 6" max

Logo height: 4'-0"

75 SF maximum sign area (may be comprised of several signs on either the 1<sup>st</sup> or 2<sup>nd</sup> floor, but not on the same facade)



**Office Entrance and Building Address Identification Sign (Building B2):**

**DESCRIPTION:**

Individual pin mounted letters, letters painted on Fabric Canopy or Fabric Awning and/or Individual internally illuminated channel letters with plexiglass face lens mounted on building façade on raceway to match bldg. In the event that the “Pender Office Center sign is not used, a Major Retail Tenant sign may be provided in its place.

**GRAPHICS / LETTERING**

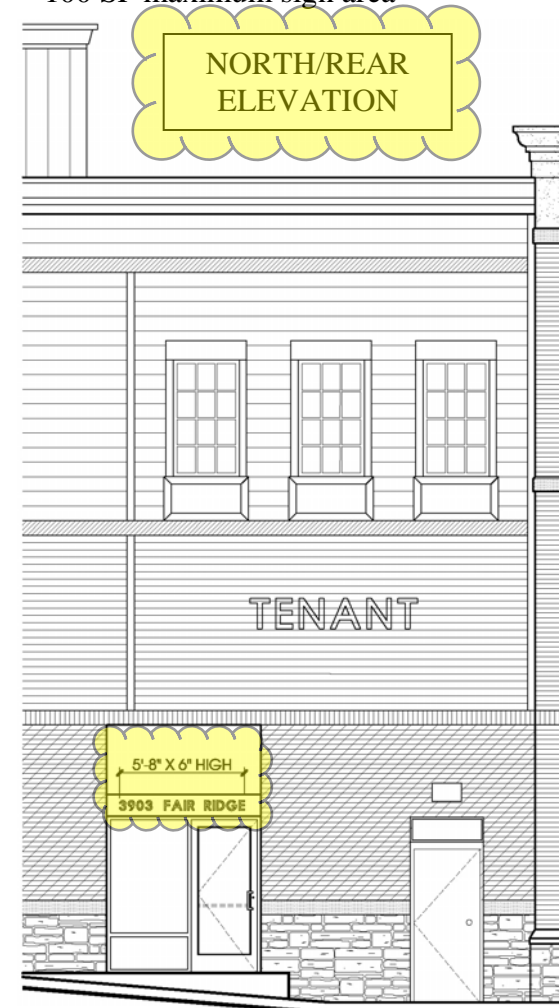
Font: Goudy

Color: Multiple Colors

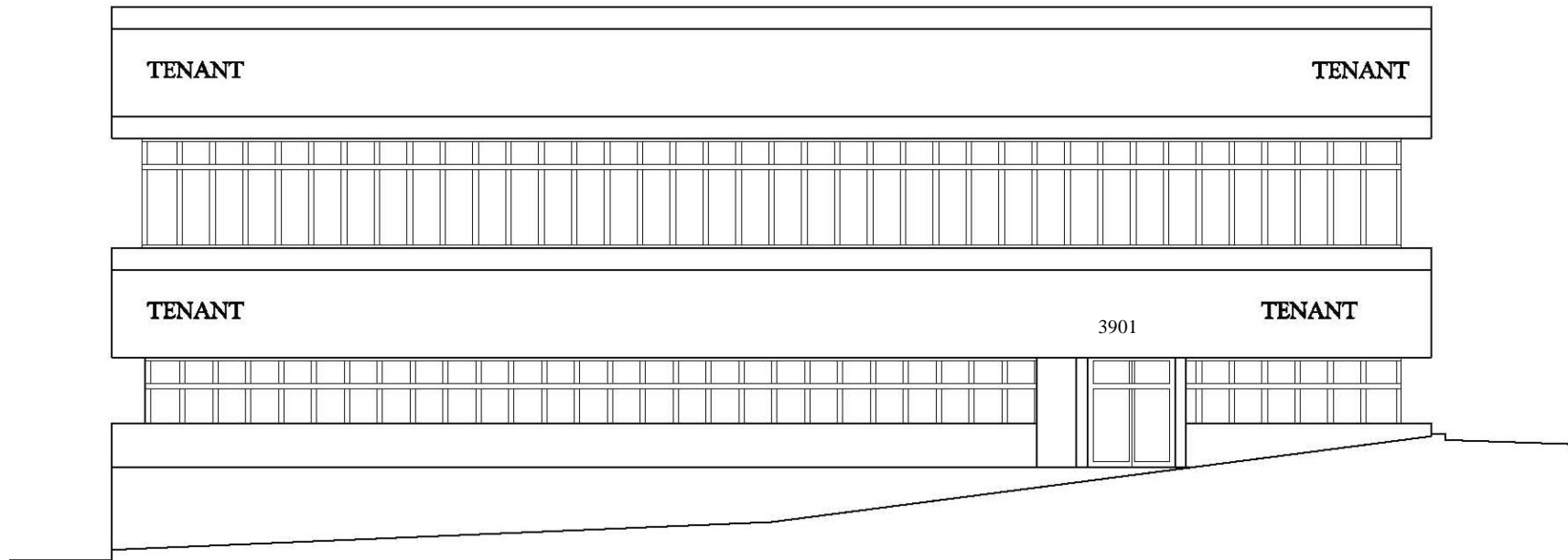
Letter Height: 3'-0"

Logo height: 3'-6"

100 SF maximum sign area







**\* 3901 Fair Ridge Drive (Existing Office Building):**

**DESCRIPTION:**

Interior Illuminated Channel Letters on Raceways

Signs may be dispersed in varying configurations

1.5 S.F. per linear ft of frontage

Main Entrances Building Address- Individual pin-mounted letters, or letters painted on canopy, solid, uniform font & color, no illumination, not to exceed 10 SF.

**GRAPHICS / LETTERING**

Font: Goudy

Color: Multiple Colors

Letter Height: 1'-8"

Logo height: 2'-6"

4 tenant signs per building

Tenant Signs - 90 SF maximum