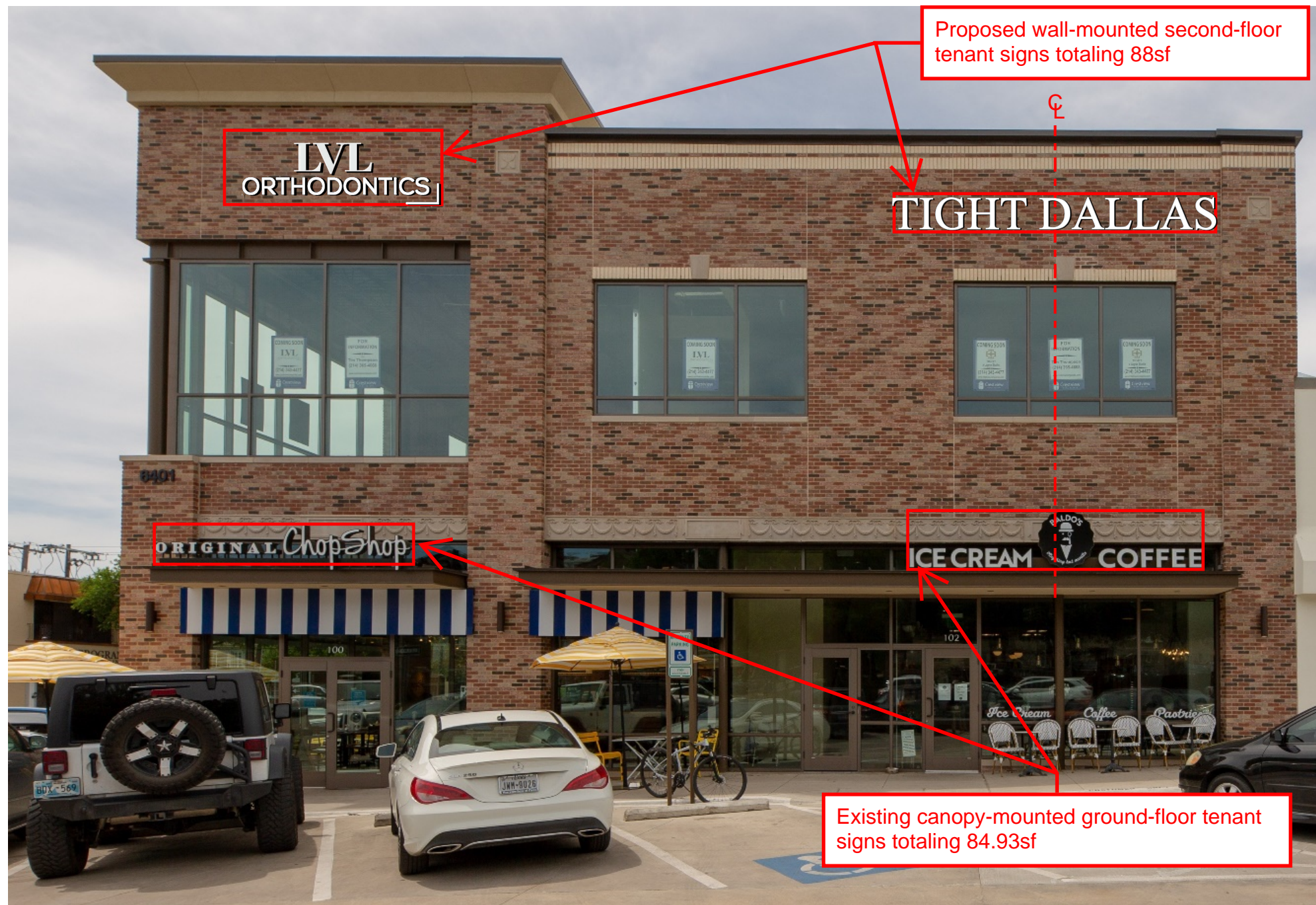


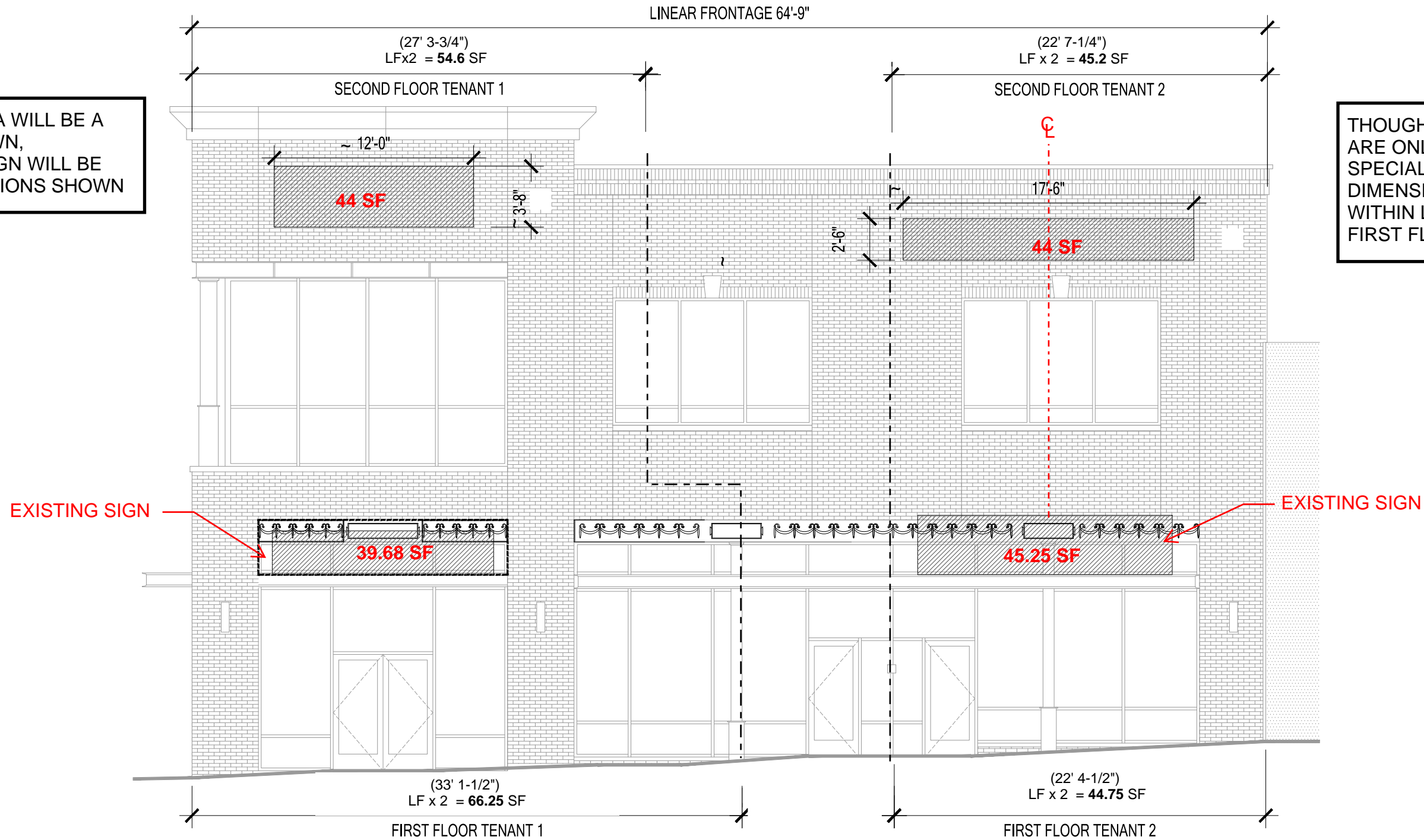
## EXAMPLES OF ACTUAL SIGNS THAT MEET PROPOSED CRITERIA



Example of proposed type, style, location, & size of second floor sign (McFarlin)

PROPOSED SECOND FLOOR SIGNS

~ACTUAL SIGN AREA WILL BE A  
MAX OF AREA SHOWN,  
PROPORTION OF SIGN WILL BE  
NOMINALLY DIMENSIONS SHOWN



THOUGH SECOND FLOOR SIGNS  
ARE ONLY ALLOWED THUR  
SPECIAL SIGN DISTRICT  
DIMENSIONS ARE SHOWN TO BE  
WITHIN LIMITS REQUIRED FOR  
FIRST FLOOR SIGNS

HILLCREST AVENUE FRONTAGE

ALLOWABLE SIGNAGE AREA UNDER <b>CURRENT</b> ORDINANCE [ALLOWABLE SF = 2 * (LINEAR FRONTAGE) ; 1ST FLOOR ONLY]			
	ALLOWED	PROPOSED	REMAINING
FIRST FLOOR SIGN AREA	=111SF	=84.93 SF	=26.07 SF
SECOND FLOOR SIGN AREA	=0 SF	88	
<b>TOTAL</b>	<b>=111 SF</b>	<b>=172.93 SF</b>	

TOTAL SIGN AREA **PERMITTED** BY RIGHT ON HILLCREST = 111 SF

TOTAL SIGN AREA **REQUESTED** ON HILLCREST FRONTAGE = 179.93SF -  
EXCEEDS SQUARE FOOTAGE BY RIGHT BY 61.93SF OR 55.8%





**EXAMPLES OF ACTUAL SIGNS THAT MEET PROPOSED CRITERIA**



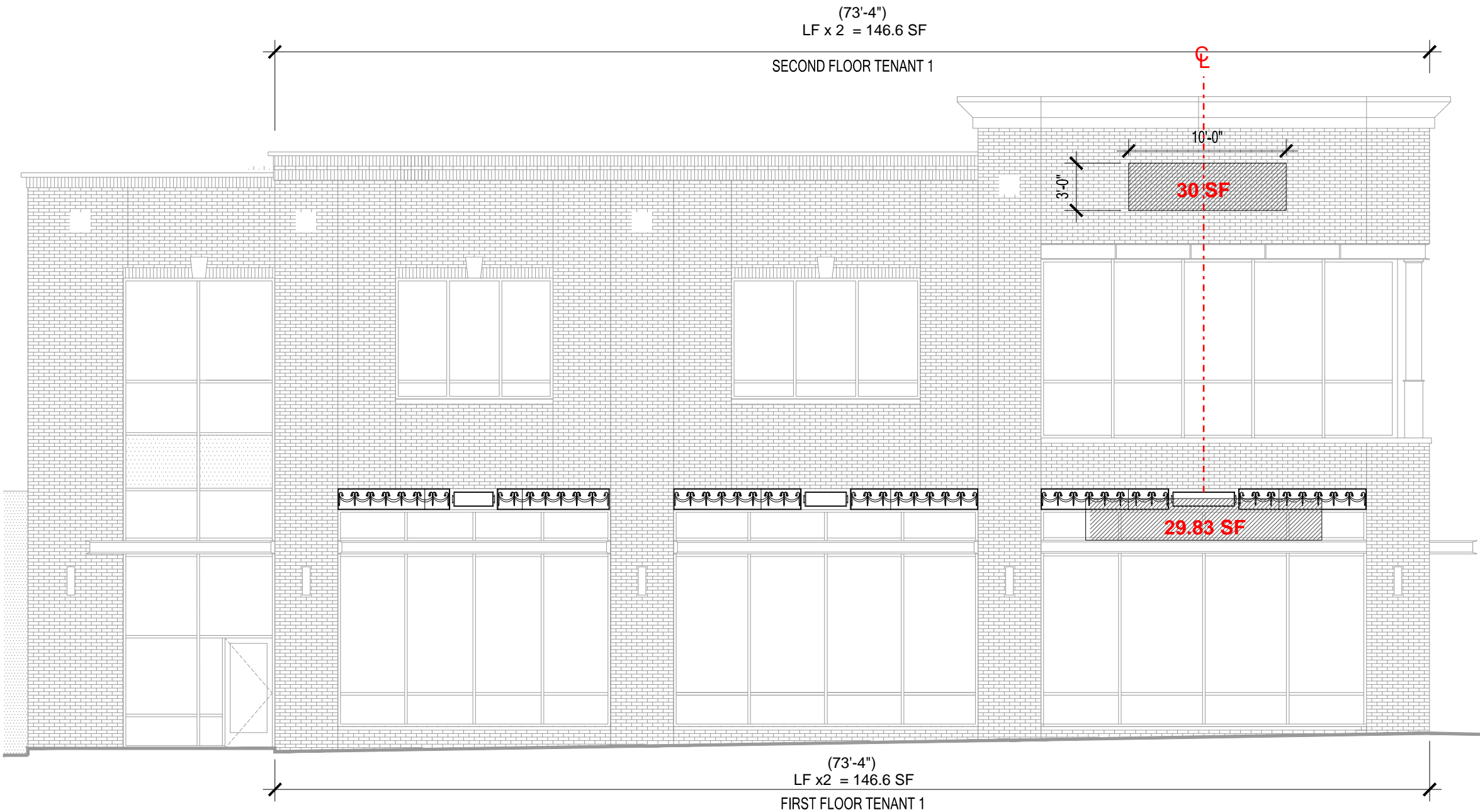
**Example of proposed type, style, location, & size of second floor sign (McFarlin)**



REQUESTED SIGN ZONED AND SIGN AREA

~ACTUAL SIGN AREA WILL BE A  
MAX OF AREA SHOWN,  
PROPORTION OF SIGN WIL BE  
NOMINALLY DIMENSIONS 30SF

THOUGH SECOND FLOOR SIGNS  
ARE ONLY ALLOWED THUR  
SPECIAL SIGN DISTRICT  
DIMENSIONS ARE SHOWN TO BE  
WITHIN LIMITS REQUIRED FOR  
FIRST FLOOR SIGNS



McFARLIN BLVD. FRONTAGE

ALLOWABLE SIGNAGE AREA UNDER **CURRENT** ORDINANCE  
[ALLOWABLE SF = 2 \* (LINEAR FRONTAGE) ; 1ST FLOOR ONLY]

	ALLOWED	PROPOSED	REMAINING
FIRST FLOOR SIGN AREA	=146.6 SF	=29.83 SF	=116.77SF
SECOND FLOOR SIGN AREA	=0 SF	=30 SF	
<b>TOTAL</b>	<b>=146.6 SF</b>	<b>=59.83 SF</b>	<b>=86.77SF</b>

TOTAL SIGN AREA PERMITTED BY RIGHT ON MCFARLIN= 146.6SF

TOTAL SIGN AREA REQUESTED ON MCFARLIN FRONTAGE =59.83SF- UNDER  
BY RIGHT REQUIREMENT BY 86.77SF OR ~60%

ALL PROPOSED SIGNS SHALL BE IN KEEPING WITH THE EXISTING SIGNS ON THE BUILDING WITH REGARDS TO CONSTRUCTION, MATERIALS, LIGHTING, &  
APPEARANCE. (MEDIUM BRONZE RETURNS, ACRYLIC FACES WITH INTERNAL ILLUMINATION.)

