

Exhibit IV

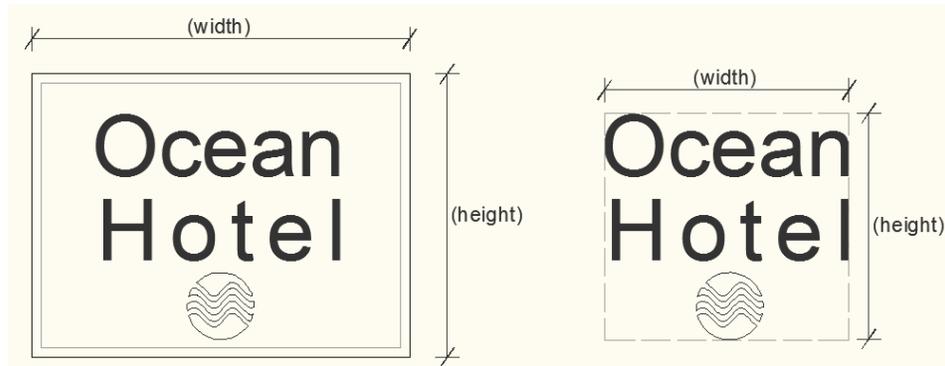
CALCULATING THE AREA OF A SIGN

Calculating the area of a sign when the sign contains a defined background:

Calculating the area of a sign when the sign does not contain a defined background:

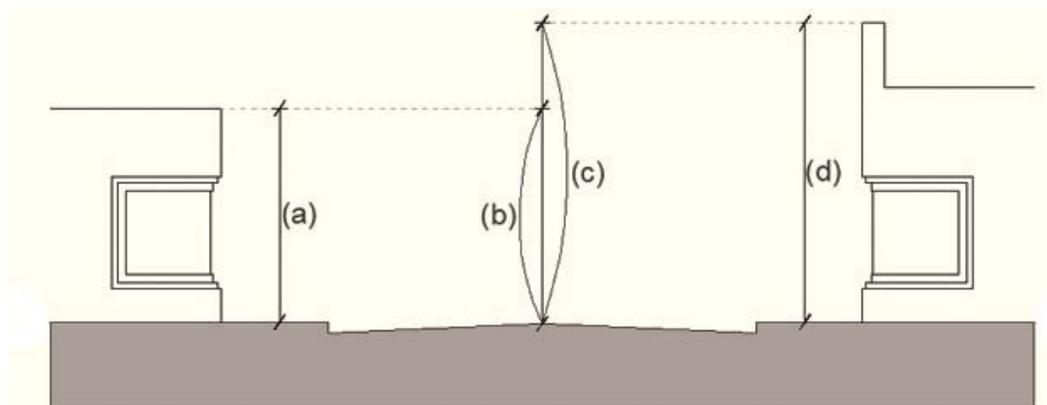
Sign area with background

Sign area without background



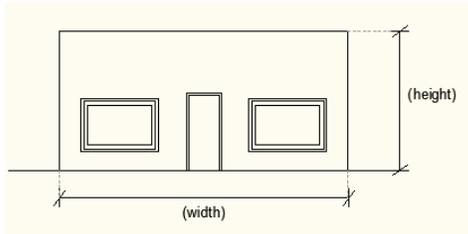
CALCULATING THE AREA OF A BUILDING FACE:

Height of building face

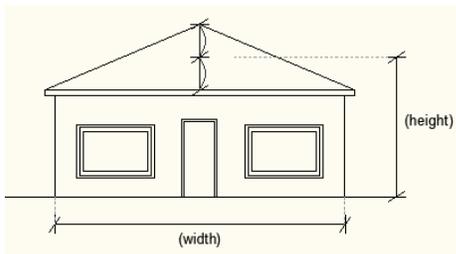


- (a) = the height from the nearest sidewalk to the deck of a flat roof
- (b) = the height from the crown of the road to the deck of a flat roof
- (c) = the height from the crown of the road to the top of the parapet wall
- (d) = the height from the nearest sidewalk to the top of the parapet wall

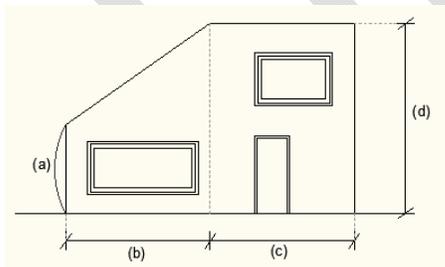
Area of building face – flat roof



Area of building face – sloped roof

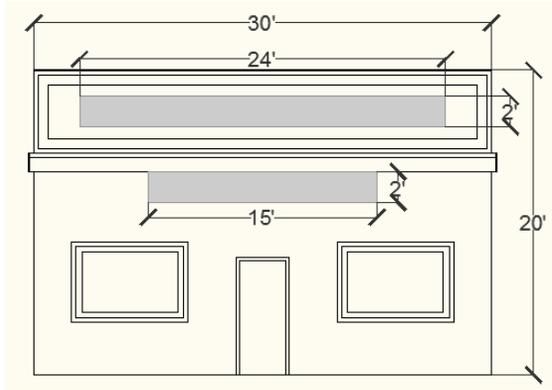


Area of building face – combination of flat and sloped roof



Area of building face:
 $= \left[\frac{(a) + (d)}{2} \times (b) \right] + [(c) \times (d)]$

CALCULATING THE MAXIMUM TOTAL SIGN AREA

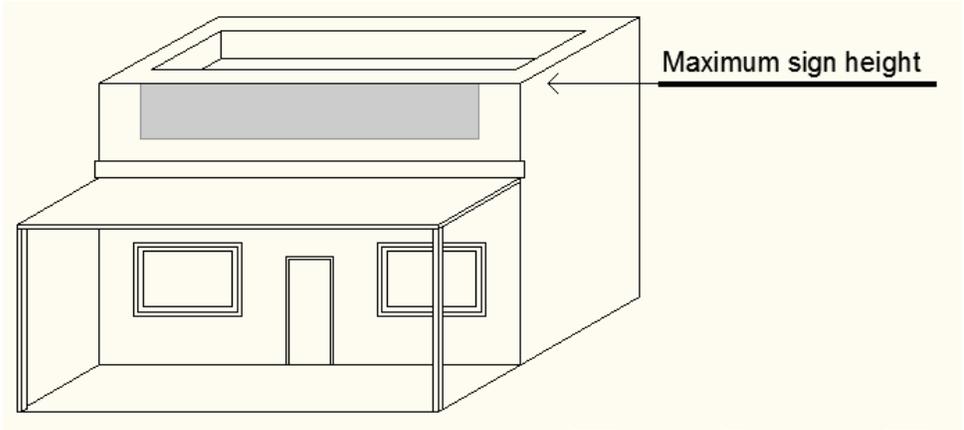


Building face area:
= 30 feet x 20 feet = 600 sq ft

Max. 15% area of building face:
= 600 sq ft x 0.15 = 90 sq ft

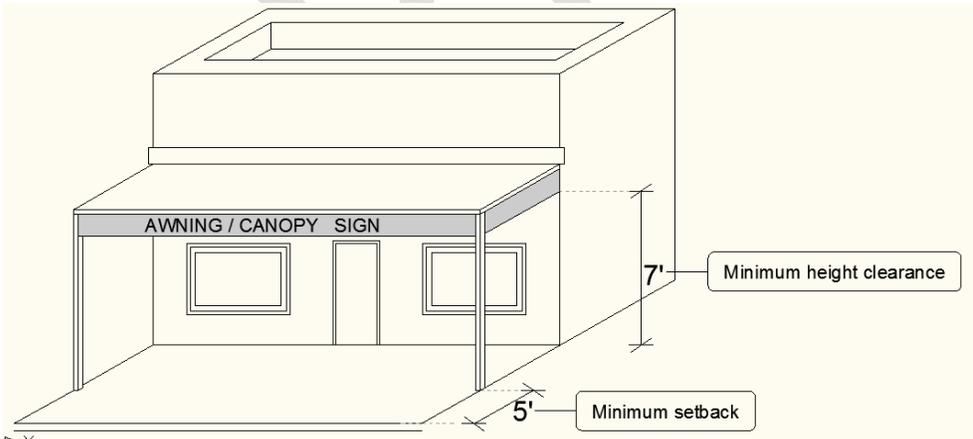
Total sign area:
= (24feet x 2 feet) + (15feet x 2feet)
= 48 sa ft + 30 sa ft = 78 sa ft

EXAMPLE OF SIGN HEIGHT



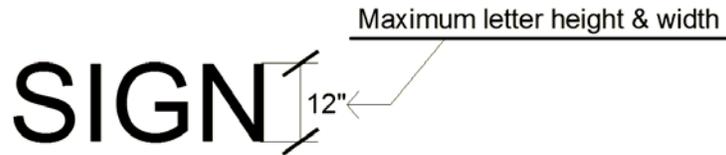
EXAMPLE OF SIGN HEIGHT CLEARANCE

Canopy and Awning Sign

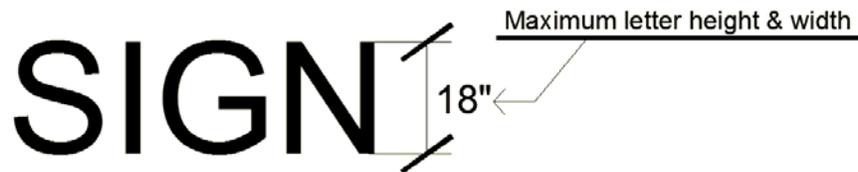


MAXIMUM SIGN LETTER SIZE

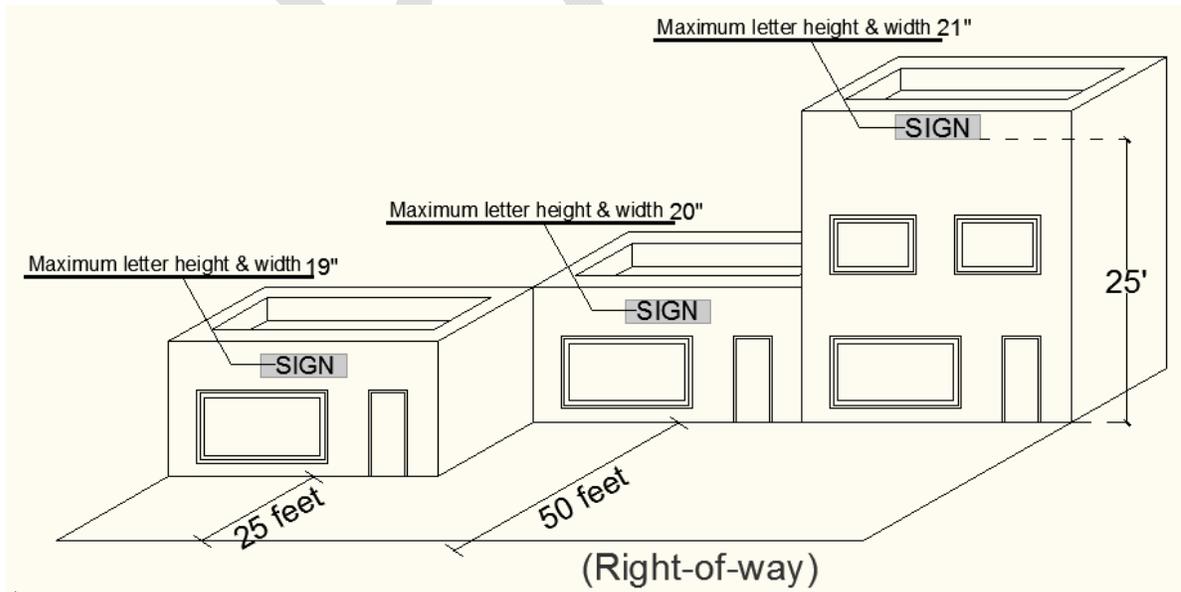
Size of individual letter or symbol in window sign copy



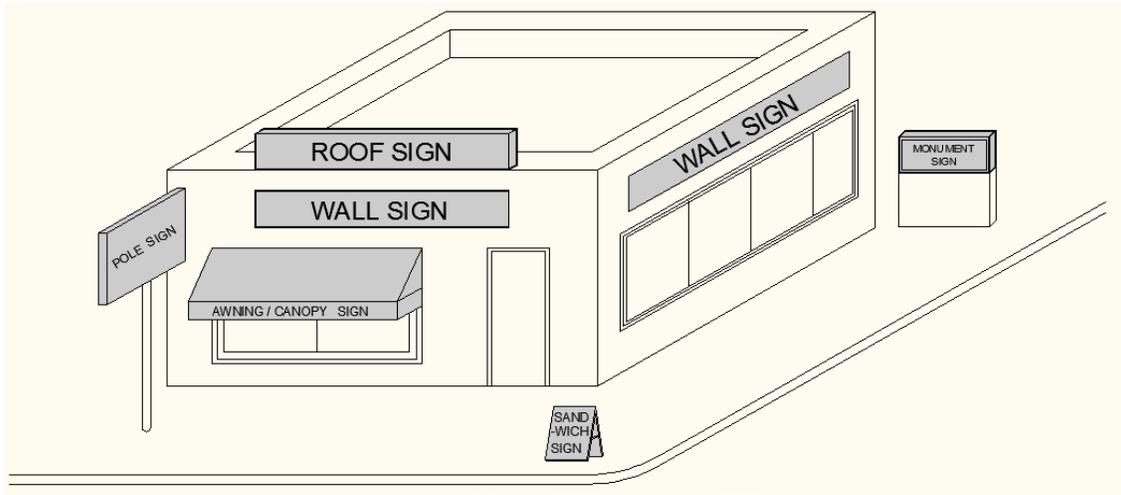
Size of individual letter or symbol in any other type of sign copy



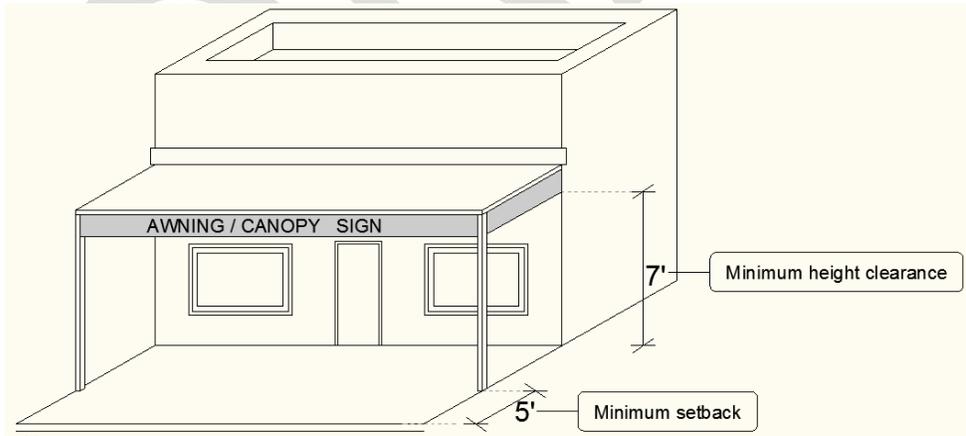
SIGN LETTER INCREASE



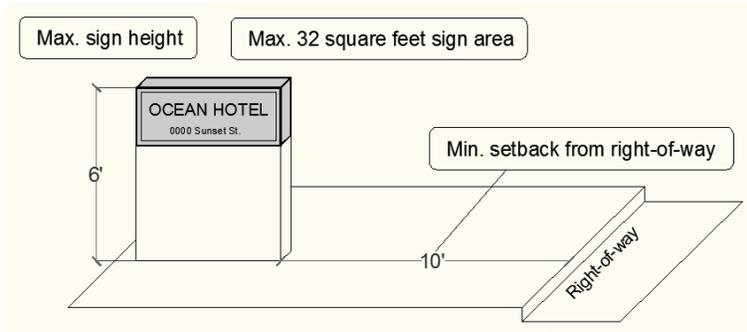
Illustrations of Sign Types



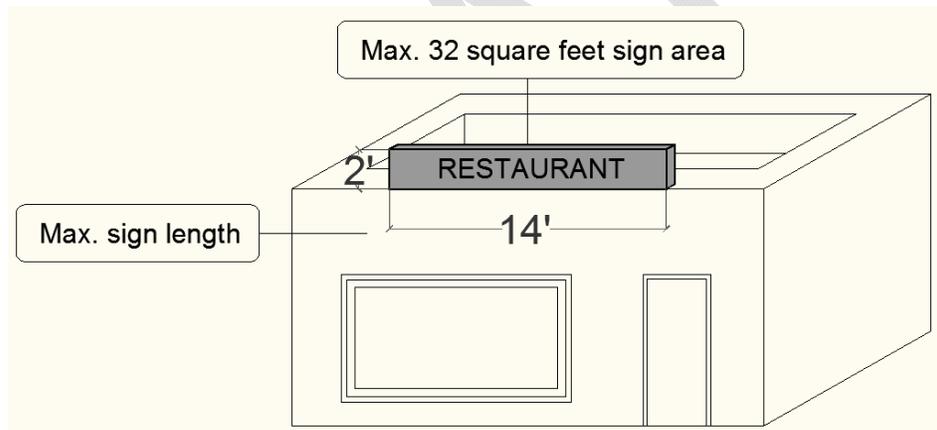
Canopy and Awning Signs



Monument Sign

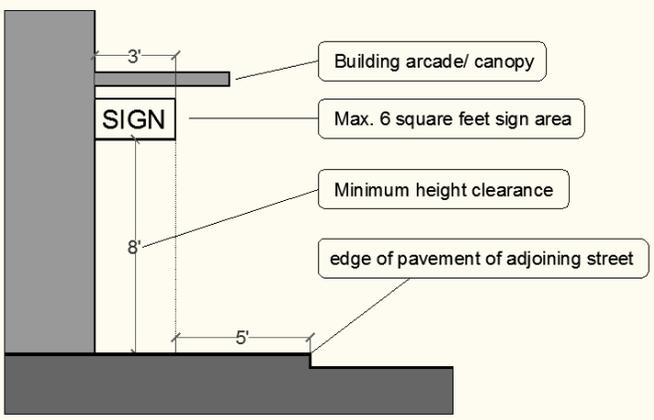


Roof Sign

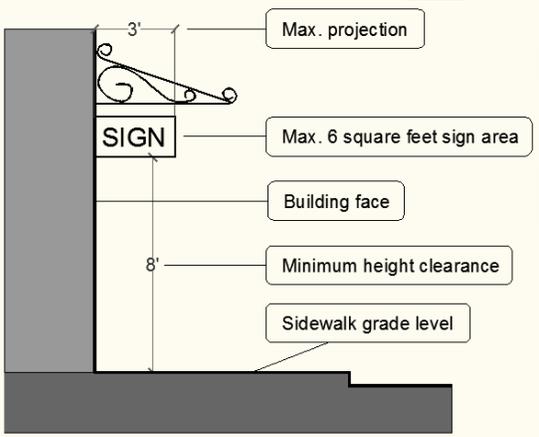


Hanging Signs

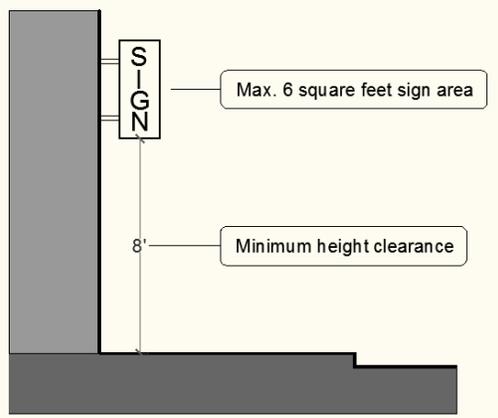
Perpendicular *Hanging* Sign



Projecting *Hanging* Sign



Blade *Hanging* Sign



B1A/B1 - Building Face Walls Adjacent to Private Parking /Vehicular Use Areas

