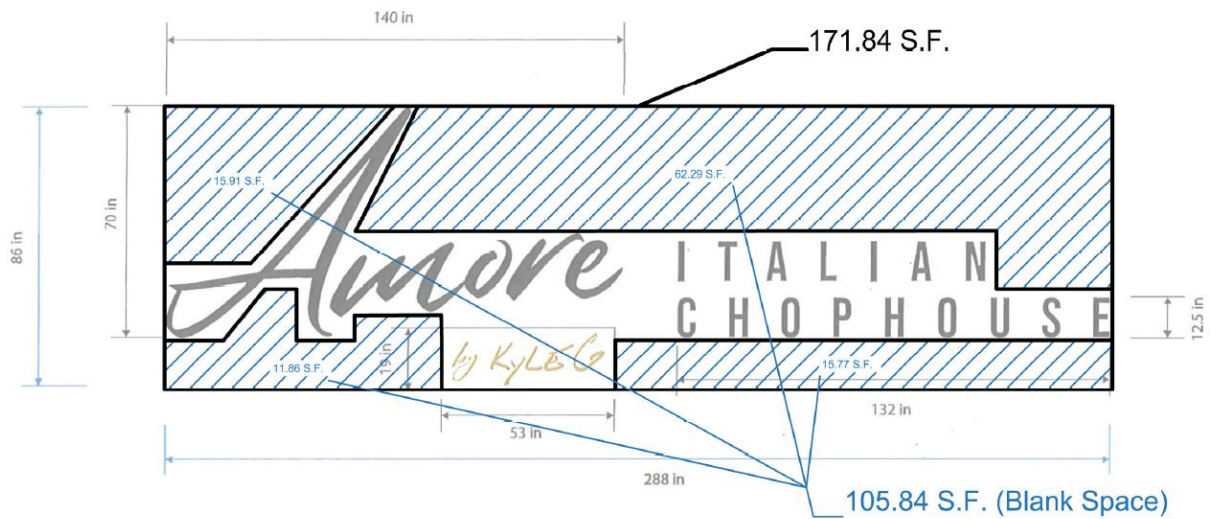


EXHIBIT 'A'

Current Calculation Method.



Calculation Method for Variance Application.

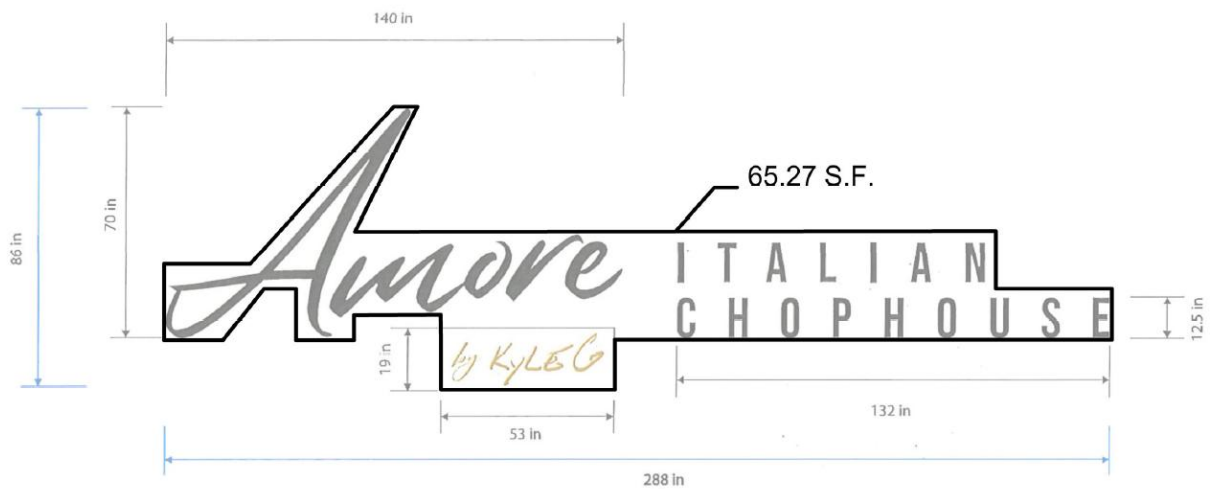


EXHIBIT 'B'



Exhibit 'B' (photo) shows the currently installed Amore signage and the sign size relationship to the overall building mass, façade size and context and unique location upon which the building is set.

You can also see that there are two buildings that share the same unique location and circumstances.

EXHIBIT 'C'



Exhibit 'C'. There are essentially two buildings located adjacent to the Heart in the Park; Amore Restaurant (a single user in the entire building) and a Retail Building composed of many individual businesses. Each of those individual businesses within the retail building is allowed a maximum of 200sf per user and thus a lot more allowable signage for that single building. The Amore building is severely restricted in allowable signage when compared to the adjacent building simply because it's a single user and not multiple businesses.

The actual calculated sign square-footage for Amore for all three signs combined is 515.52 sf with over 317.52 sf of that being blank/white wall space. As you can see in the photos – the actual appearance and scale of this square-footage is very much in line with any of the single businesses such as Sara's Kitchen on the adjacent building.

EXHIBIT 'D'



Granting of the variance will be in harmony with the general intent and purpose of the chapter and that granting the variance will not be injurious to the area involved or otherwise detrimental to the public welfare. Refer to Exhibits 'B', 'C' and 'D' which show the relationship of the Amore signage in the unique context of this location and the relationship of the Amore signs size when compared to adjacent retail tenant signage.