

DISPLAY THIS CARD ON PRINCIPAL FRONTAGE OF WORK CITY OF PORTLAND

BUILDING INSPECTION

Permit Number: 061069

Please Read Application And Notes, If Any, Attached

PERMIT

PERMIT ISSUED	
Commercial - install replacement sign, signs on existing building - to now include Harb's Soft Serve	
SEP	1 2006

This is to certify that MARDIGAN STEPHEN E / n Concepts

has permission to Commercial - install replacement sign, signs on existing building - to now include Harb's Soft Serve

AT 726 FOREST AVE City 130 H021001

provided that the person or persons who perform or supervise the construction of this work shall comply with all of the provisions of the Statutes of this State and of the Ordinances of the City of Portland relating to the construction, maintenance and use of buildings and structures, and of the application on file in this department.

Apply to Public Works for street line and grade if nature of work requires such information.

Notification of inspection must be given and when permission is procured before this building or part thereof is altered or closed-in. 4 HOUR NOTICE IS REQUIRED.

A certificate of occupancy must be procured by owner before this building or part thereof is occupied.

OTHER REQUIRED APPROVALS

Fire Dept. _____
Health Dept. _____
Appeal Board _____
Other _____
Department Name _____

Thomas M. Markley 31 Aug 06
Director - Building & Inspection Services

PENALTY FOR REMOVING THIS CARD

City of Portland, Maine - Building or Use Permit Application
389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

Permit No: 06-1069	Issue Date:	CBL: 130 H021001
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Location of Construction: 726 FOREST AVE	Owner Name: MARDIGAN STEPHENE	Owner Address: 460 BAXTER BLVD	Phone:
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Business Name: Han's Soft Serve	Contractor Name: Sign Concepts	Contractor Address: 9 storm Dr Windham	Phone: 12078996454
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Lessee/Buyer's Name: Hans Tebbenhoff	Phone: 207-761-4444	Zone: B2c
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Past Use: Commercial	Proposed Use: Commercial- install replacement sign, Same size, on existing pole - to now include Han's Soft Serve	Permit Fee: \$54.00	Cost of Work: \$54.00	CEO District: 4
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FIRE DEPT: <input type="checkbox"/> Approved <input type="checkbox"/> Denied	INSPECTION: Use Group: R1 Type: 5B ABC 2003
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Proposed Project Description: Commercial - install replacement sign, same size, on existing pole - to now include Han's Soft Serve	Signature: Signature: <i>Jm</i> 8/31/06
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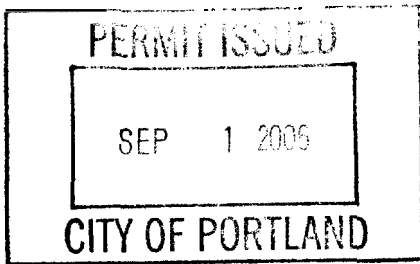
PEDESTRIAN ACTIVITIES DISTRICT Q.A.D.)

Action: Approved Approved w/Conditions Denied

Signature: _____ Date: _____

Permit Taken By: Idobson	Date Applied For: 07/20/2006	Zoning Approval	
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<p>1. This permit application does not preclude the Applicant(s) from meeting applicable State and Federal Rules.</p> <p>2. Building permits do not include plumbing, septic or electrical work.</p> <p>3. Building permits are void if work is not started within six (6) months of the date of issuance. False information may invalidate a building permit and stop all work..</p>	<p>Special Zone or Reviews</p> <p><input type="checkbox"/> Shoreland</p> <p><input type="checkbox"/> Wetland</p> <p><input type="checkbox"/> Flood Zone</p> <p><input type="checkbox"/> Subdivision</p> <p><input type="checkbox"/> Site Plan</p> <p>Maj <input type="checkbox"/> Minor <input type="checkbox"/> MM <input type="checkbox"/></p> <p>Date: <i>8/29/06</i></p>	<p>Zoning Appeal</p> <p><input type="checkbox"/> Variance</p> <p><input type="checkbox"/> Miscellaneous</p> <p><input type="checkbox"/> Conditional Use</p> <p><input type="checkbox"/> Interpretation</p> <p><input type="checkbox"/> Approved</p> <p><input type="checkbox"/> Denied</p> <p>Date: <i>3</i></p>	<p>Historic Preservation</p> <p><input checked="" type="checkbox"/> Not in District or Landmark</p> <p><input type="checkbox"/> Does Not Require Review</p> <p><input type="checkbox"/> Requires Review</p> <p><input type="checkbox"/> Approved</p> <p><input type="checkbox"/> Approved w/Conditions</p> <p><input type="checkbox"/> Denied</p> <p>Date: <i>[Signature]</i></p>
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CERTIFICATION

I hereby certify that I am the owner of record of the named property, or that the proposed work is authorized by the owner of record and that I have been authorized by the owner to make this application as his authorized agent and I agree to conform to all applicable laws of this jurisdiction. In addition, if a permit for work described in the application is issued, I certify that the code official's authorized representative shall have the authority to enter all areas covered by such permit at any reasonable hour to enforce the provision of the code(s) applicable to such permit.

SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
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RESPONSIBLE PERSON IN CHARGE OF WORK. TITLE	DATE	PHONE
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Please call 874-8703 or 874-8693 to schedule your inspections as agreed upon

Permits expire in 6 months, if the project is not started or ceases for 6 months.

The Owner or their designee is required to notify the inspections office for the following inspections and provide adequate notice, Notice in order to schedule an inspection:

By **initializing** at each inspection be, you are **agreeing** that you **understand** the inspection procedure and **additional** fees from a "Stop Work Order" and "Stop Work Order Release" will be incurred if the procedure is not followed as stated below,

A Pre-construction Meeting will take place upon receipt of your building permit.

- Footing/Building Location Inspection: Prior to pouring concrete
- Re-Bar Schedule Inspection: Prior to pouring concrete
- Foundation Inspection: Prior to placing ANY backfill
- Framing/Rough Plumbing/Electrical: Prior to any insulating or drywalling
- Final/Certificate of Occupancy: Prior to any occupancy of the structure or use. NOTE: There is a \$75.00 fee per.

Certificate of Occupancy is not required for certain projects, **Your** inspector can advise you if your project requires a Certificate of Occupancy. All projects DO require a final inspection

NOTE If any of the inspections do not occur, the project **cannot go** on to the next phase, **REGARDLESS OF THE NOTICE OR CIRCUMSTANCES.**

CERTIFICATE OF OCCUPANCIES MUST BE ISSUED AND PAID FOR, BEFORE THE SPACE MAY BE OCCUPIED

Signature of Applicant/Designee

Donna Martin Admi

Date

9/1/06

Signature of Inspections Official

Date

Signature of Inspections Official

Date

CBL: 130 H 021

Building Permit #: 061069

City of Portland, Maine - Building or Use Permit

389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

Permit No: 06-1069	Date Applied For: 07/20/2006	CBL: 130 H021001
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Location of Construction: 726 FOREST AVE	Owner Name: MARDIGAN STEPHEN E	Owner Address: 460 BAXTER BLVD	Phone:
Business Name: Han's Soft Serve	Contractor Name: Sign Concepts	Contractor Address: 9 Storm Dr Windham	Phone: (207) 899-6454
Lessee/Buyer's Name: Hans Tebbenhoff	Phone: 207-761-4444	Permit Type: Signs - Permanent	

Proposed Use: Commercial- install replacement sign, same size, on existing pole - to now include Han's Soft Serve	Proposed Project Description: Commercial - install replacement sign, same size, on existing pole - to now include Han's Soft Serve
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Dept: Zoning	Status: Approved with Conditions	Reviewer: Marge Schmuckal	Approval Date: 08/29/2006
Note:			Ok to Issue: <input checked="" type="checkbox"/>
1) This permit is being approved on the basis of plans submitted. Any deviations shall require a separate approval before starting that work. It is understood the the new sign will be no larger than the existing sign. It is understood that the apportioned areas for Quiznos and Soft serve will be different. It is understood that the pole on which the sign is placed will not change.			

Dept: Building	Status: Approved	Reviewer: Tom Markley	Approval Date: 08/31/2006
Note:			Ok to Issue: <input type="checkbox"/>
1) Application approval based upon information provided by applicant. Any deviation from approved plans requires separate review and approval prior to work.			
2) Separate permits are required for any electrical, plumbing, or HVAC systems. Separate plans may need to be submitted for approval as a part of this process.			

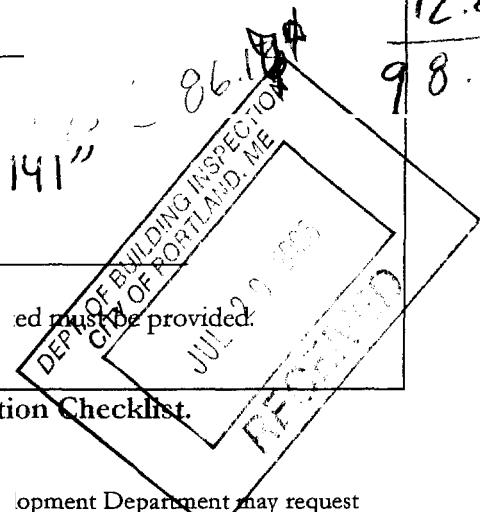
Comments:
8/29/2006-mes: 8/1/06 applicant (Hans) brought in revised plans that replace the existing sign with the same size, but reapportioned areas for Quiznos and the Soft Serve
7/20/2006-mes: see letter - denied application



Signage/Awning Permit Application

If you or the property owner owes real estate or personal property taxes or user charges on any property within the City, payment arrangements must be made before permits of any kind are accepted,

Location/Address of Construction: <u>726 Forest</u>		
Tax Assessor's Chart, Block & Lot Chart# Block# Lot# <u>30</u> <u>4</u> <u>21</u>	Owner: <u>Steve Mardigan</u>	Telephone:
Lessee/Buyer's Name (If Applicable) <u>Hans Tebbenhoff</u> <u>20 Forest Park Apt 3</u> <u>Portland Me. 04101</u>	Contractor name, address & telephone: <u>SIGN Concepts</u>	Total s.f. of signage x <u>452.00</u> Per s.f. plus \$30.00/\$65.00 For H.D. signage= Total Fee: \$ _____ Awning Fee= cost of work _____ Total Fee: \$ _____
<u>Tebbenhoff</u>		
<p style="text-align: right;">11'4"</p> <p style="text-align: right;">86.17</p> <p style="text-align: right;">12.0</p> <hr/> <p style="text-align: right;">98.17</p> <p style="text-align: center;">7.25' High by 141"</p> <p style="text-align: center;">No _____ Dimensions: _____</p> <p style="text-align: center;">No _____ Sq. ft. area of awning w/communication: _____</p>		
<p>Sketches and/or pictures of proposed signage and existing building are also required.</p> <p style="text-align: right;">ed must be provided:</p>		



Please submit all of the information outlined in the Sign/Awning Application Checklist. Failure to do so may result in the automatic denial of your permit.

Department may request www.portlandmaine.gov stop by the

Signature of applicant: <u>Hans Tebbenhoff</u>	Date:
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Strengthening a Remarkable City, Building a Community for Life • www.portlandmaine.gov

*Lee Urban-Director of Planning and Development
Marge Schmuckal, Zoning Administrator*

July 20, 2006

Hans Tebbenhoff
20 Forest Park, apt 3
Portland, ME 04101

RE: 726 Forest Avenue – 130-H-021 & 027 – B-2c Zone

Dear Mr. Tebbenhoff

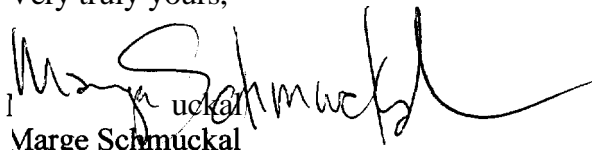
I am in receipt of your application to add a new 2' x 6' sign to an existing free-standing pole sign at 726 Forest Avenue. Currently there is 86.17 square foot of signage on this pole sign. With the additionally proposed 12 square foot of signage, the total amount of signage would be 98.17 square foot of signage. It also appears that a third sign is currently attached to this sign pole that shows a telephone number. No dimensions have been given to me concerning this third sign.

Under table 2.6 of the sign ordinance, only 65 square foot of signage is allowable for lots less than an acre and with less than 200 foot of frontage facing a street. This lot has less than 200 foot of frontage facing a street within the B-2 zone. You are not permitted to increase a legal nonconformity.

Therefore your permit application is denied based upon the increase of signage in violation of the sign ordinance.

Please note that an appeal of my decision would be through the planning division as allowed for under section 14-368.5.g of the sign ordinance.

Very truly yours,


Marge Schmuckal
Zoning Administrator

Cc: Planning
File



CONCORD

FOREST

(H)

(G)

(100/3)

(91)

Lot No.	Acreage	Dimensions	Notes
1	4224	80, 35, 80	
2	4340	70, 64, 70	
3	3991	64, 25, 64	
4	4140	75, 75, 75	
5	4140	75, 75, 75	
6	4140	75, 75, 75	
7	4140	75, 75, 75	
8	4140	75, 75, 75	
9	4140	75, 75, 75	
10	4140	75, 75, 75	(G)
11	3520	57.38, 60.5, 57.4	
12	3795	56.09, 66, 57.4	
13	7350	97.5, 90, 90	
14	3564	54, 66, 54	
15	3477	41.01, 24.73, 41.01	
16	4080	101.92, 158.4, 101.92	
17	1757	68.25, 4, 68.25	
18	1757	68.25, 4, 68.25	
19	1757	68.25, 4, 68.25	
20	3477	41.01, 24.73, 41.01	
21	11806	104.36, 68.64, 104.36	
22	1757	68.25, 4, 68.25	
23	3991	64, 25, 64	
24	4080	101.92, 158.4, 101.92	
25	4080	101.92, 158.4, 101.92	
26	4080	101.92, 158.4, 101.92	
27	990	100/3, 91	(100/3), (91)

Date: 8/10/06 Scale: 3/8" = 1'
 Drawing #: 2 Sales Rep: AE
 Rev #: xx Rev Date: 00/00/06
 Apprv'd by:

Hans' Soft Serve

- D/F internally illuminated sign cabinet
- white Lexan faces w/ readerboard tracking
- HP vinyl copy & graphics
- Army Green
- Cardinal Red
- Blue

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replaces the existing sign with the same size of sign

11.75

11'-9"

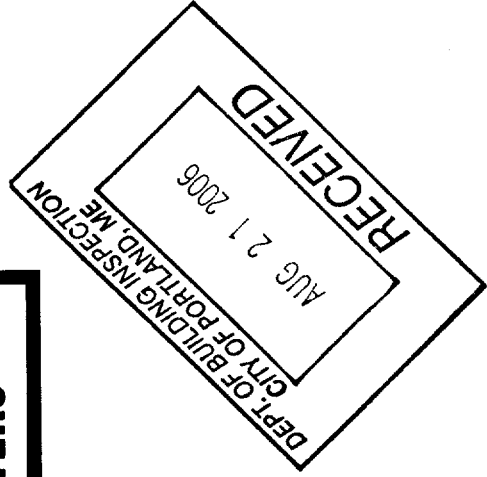
Q QUIZNOS SUB

3 LINES OF 6" CHANGEABLE LETTERS



HANS' SOFT SERVE
1 LINE OF 6" LETTERS

130 1/2" tall tower floor



7.33 x 11.75 = 86.125

Steve Mardigan approves of this sign design

7'-4"

7.33

City of Portland, Maine - Building or Use Permit Application
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Permit No: 06-1069	Issue Date:	CBL: 130 H021001
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Location of Construction: 726 FOREST AVE	Owner Name: MARDIGAN STEPHENE	Owner Address: 460 BAXTER BLVD	Phone:
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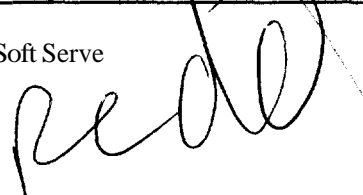
Business Name: Han's Soft Serve	Contractor Name: Sign Concepts	Contractor Address: 9 storm Dr Windham	Phone: I2078996454
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Lessee/Buyer's Name: Hans Tebbenhoff	Phone: 207-761-4444	Permit Type: Signs - Permanent	Zone: B2C
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Past use: Commercial	Proposed Use: Commercial - install new 2' x 6' sign for Han's Soft Serve	Permit Fee: \$54.00	Cost of Work: \$54.00	CEO District: 4
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FIRE DEPT: <input type="checkbox"/> Approved <input type="checkbox"/> Denied	INSPECTION: Use Group _____ Type _____
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Proposed Project Description:
install new 2' x 6' sign for Han's Soft Serve



Signature	Signature
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Permit Taken By: Idobson	Date Applied For: 07/20/2006
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Zoning Approval		
I. This permit application does not preclude the Applicant(s) from meeting applicable State and Federal Rules. 2. Building permits do not include plumbing, septic or electrical work. 3. Building permits are void if work is not started within six (6) months of the date of issuance. False information may invalidate a building permit and stop all work..	Special Zone or Reviews <input type="checkbox"/> Shoreland <input type="checkbox"/> Wetland <input type="checkbox"/> Flood Zone <input type="checkbox"/> Subdivision <input type="checkbox"/> Site Plan Maj <input type="checkbox"/> Minor <input type="checkbox"/> MM <input type="checkbox"/> Date:	Zoning Appeal <input type="checkbox"/> Variance <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Conditional Use <input type="checkbox"/> Interpretation <input type="checkbox"/> Approved <input type="checkbox"/> Denied Date:
	Historic I <input checked="" type="checkbox"/> Not in District or Landmark <input type="checkbox"/> Does Not Require Review <input type="checkbox"/> Requires Review <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied Date:	

CERTIFICATION

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SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
RESPONSIBLE PERSON IN CHARGE OF WORK. TITLE		DATE	PHONE

City of Portland, Maine - Building or Use Permit Application

389 Congress Street, 04101 Tel: (207) 874-8703, Fax: (207) 874-8716

Permit No: 06-1069	Issue Date:	CBL: <i>e21</i> 130 H021001
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Location of Construction: 726 FOREST AVE	Owner Name: MARDIGAN STEPHEN E	Owner Address: 460 BAXTER BLVD	Phone:
Business Name: Han's Soft Serve	Contractor Name: Sign Concepts	Contractor Address: 9 Storm Dr Windham	Phone 2078996454
Lessee/Buyer's Name Hans Tebbenhoff	Phone: <i>409-6828</i> 207-761-4444	Permit Type: Signs - Permanent	Zone: <i>B2c</i>
Past Use: Commercial	Proposed Use: Commercial- install new 2' x 6' sign for Han's Soft Serve	Permit Fee: \$54.00	Cost of Work: \$54.00
		CEO District: 4	
Proposed Project Description: install new 2' x 6' sign for Han's Soft Serve		FIRE DEPT: <input type="checkbox"/> Approved <input type="checkbox"/> Denied	INSPECTION: Use Group: Type:
		Signature:	Signature:
		PEDESTRIAN ACTIVITIES DISTRICT (P.A.D.)	
		Action: <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions <input type="checkbox"/> Denied	
		Signature:	Date:

Permit Taken By: Idobson	Date Applied For: 07/20/2006	Zoning Approval
-----------------------------	---------------------------------	------------------------

<p>Special Zone or Reviews</p> <input type="checkbox"/> Shoreland <input type="checkbox"/> Wetland <input type="checkbox"/> Flood Zone <input type="checkbox"/> Subdivision <input type="checkbox"/> Site Plan Maj <input type="checkbox"/> Minor <input type="checkbox"/> MM <input type="checkbox"/> <i>ok w/conditions</i> Date: <i>8/29/06</i>	<p>Zoning Appeal</p> <input type="checkbox"/> Variance <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Conditional Use <input type="checkbox"/> interpretation <input type="checkbox"/> Approved <input type="checkbox"/> Denied Date:	<p>Historic Preservation</p> <input checked="" type="checkbox"/> Not in District or Landmark <input type="checkbox"/> Does Not Require Review <input type="checkbox"/> Requires Review <input type="checkbox"/> Approved <input type="checkbox"/> Approved w/Conditions Denied Date:
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SIGNATURE OF APPLICANT	ADDRESS	DATE	PHONE
RESPONSIBLE PERSON IN CHARGE OF WORK. TITLE		DATE	PHONE

Table 2.6

Regional Business (B-2) Zone - Single-Tenant Lots

same as multi-tenant less than 1 acre

Freestanding Signs

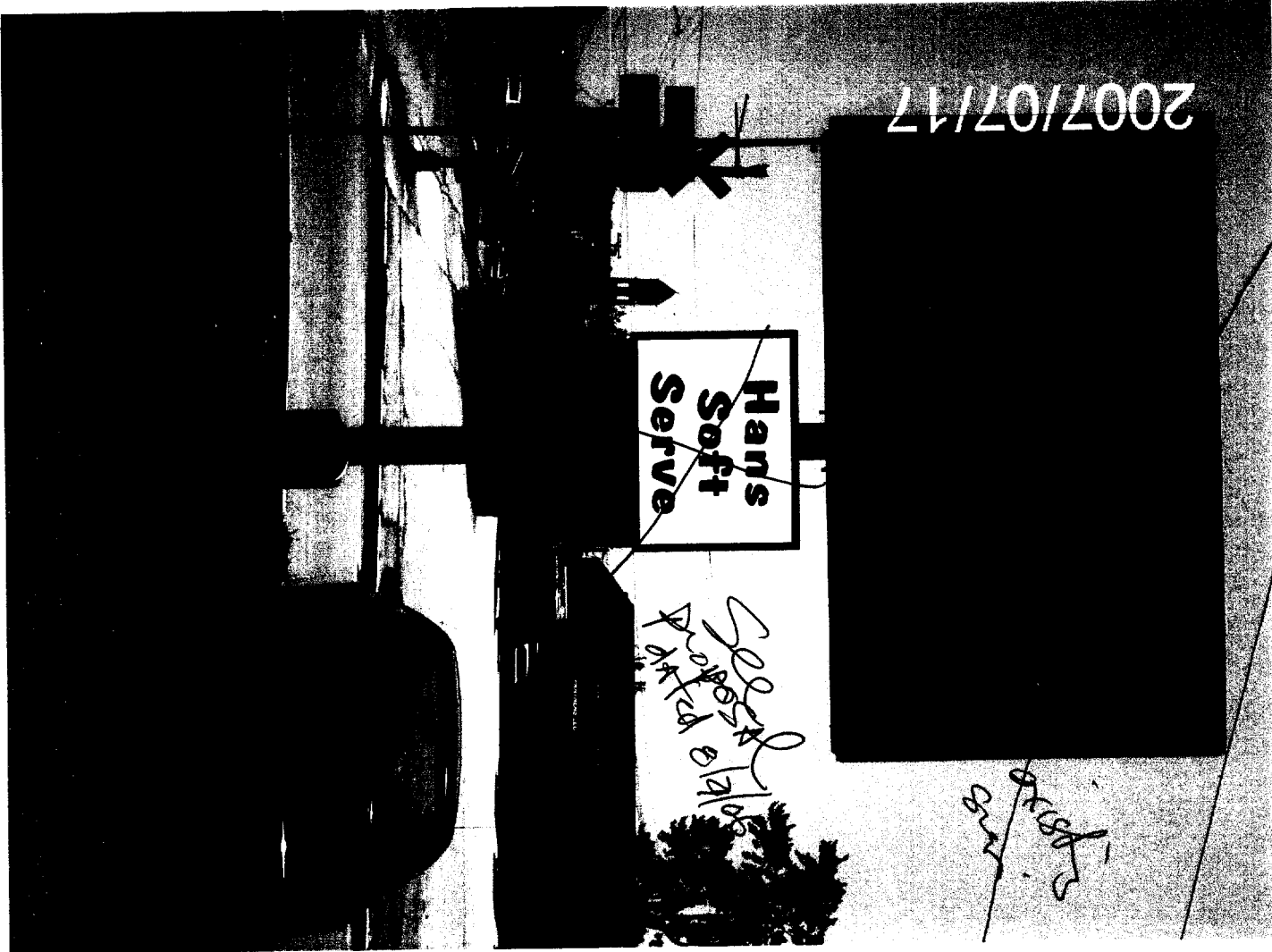


	Facing street frontage < 200'	Facing street frontage ≥ 200'
- Area	65 sq. ft.	100 sq. ft.
- Height	18 feet	18 feet
- Setback <i>to line of lot</i>	5 feet	5 feet
- # Permitted per lot	1 (a)	1 (a)

(a) **If** lot fronts on more than one street, one freestanding sign is permitted for each additional frontage, but at one-half the maximum allowable area for the original, except in those instances where the freestanding signs are not concurrently visible. In such an instance, additional freestanding signs shall be permitted the full area allowance.

	Bldg. face < 150 linear feet	Bldg. face ≥ 150 linear feet
- Maximum cumulative area of all building signs (b)	150 square feet (a)	225 (a)
- Sq. Ft. per linear ft. of bldg. facade on which sign will be placed	2 feet	same
- # Bldg. signs permitted per lot	1 per bldg. facade facing an abutting street + 1 additional	same

Where a building features two principal entry facades facing parallel streets, each such entry facade shall be eligible for the full amount of signage relative to its frontage, notwithstanding the maximum cumulative sign area.



SIGNConcepts
VISUAL COMMUNICATION EXPERTS

Date: 7/19/06

Scale:

Drawing #: 1

Sales Rep: AE

Rev #: xx

Rev Date: 00/00/06

Apprv'd by:

Hans Soft Serve

- 2 - S/F internally illuminated sign cabinets mounted to existing pole



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SIGN Concepts

VISUAL COMMUNICATION EXPERTS

75 Bishop St.
Portland, ME 04103

Phone: 207.699.2920
Fax: 207.878.7790
andrew@signconceptsmaine.com

QUOTE =

Steve Mardigan/ Quiznos/ Hans Soft Serve	Phone:
Hans	FAX:
Address	Email
City, State Zip	

Date: 07/18/2006
Order No:
Service Rep: Andrew Earle
FOB:

Qty	Non-Taxable Items & Labor	Unit Price	TOTAL
	Electrical connection and sign permit provided by others		
	Taxable Items & Labor		
2	3' x 4' lexan faces w/ approved HP vinyl copy and reader board track	\$192.00	\$384.00
1	3' x 4' cabinet D/F internally lit	\$920.00	\$920.00
Subtotal			\$1,304.00
Shipping & Handling			
Taxes			
Maine			
5.000%			\$65.20
			\$1,369.20

Office Use Only

Customer Signature _____

Date ____ / ____ / ____

Please make checks payable to **Sign Concepts**.
Please see reverse for Terms & Conditions.

PRODUCER Normand Methot Agency Inc
319 Main Street
Biddeford, ME 04005
(207)282-3314

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE NAIC #
INSURER A HARTFORD INS CO
INSURER B
INSURER C
INSURER D
INSURER E
INSURER F

INSURED HANS TEBBENOFF D/B/A HANS SOFT SERVICE
20 FOREST PARK APT 3
PORTLAND, ME 04101

COVERAGES

THE POLICIES OF INSURANCE LISTED HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED NOTWITHSTANDING ANY REQUIREMENT TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

Table with columns: INSR LTR, ADD'L INSRD, TYPE OF INSURANCE, POLICY NUMBER, POLICY EFFECTIVE DATE, POLICY EXPIRATION DATE, LIMITS. Rows include General Liability (A), Automobile Liability (B), Garage Liability (C), Excess Liability (D), and Workers Compensation and Employers' Liability (E).

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS
ALSO CITY OF PORTLAND ADD'L INSURED

CERTIFICATE HOLDER

CITY OF PORTLAND

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

Handwritten signature of an authorized representative.

Table 2.6

Regional Business (B-2) Zone - Single-Tenant Lots

Freestanding Signs

	Facing street frontage < 200'	Facing street frontage ≥ 200'
- Area	65 sq. ft.	100 sq. ft.
- Height	18 feet	18 feet.
- Setback	5 feet	5 feet
- # Permitted per lot	1 (a)	1 (a)

- (a) If lot fronts on more than one street, one freestanding sign is permitted for each additional frontage, but at one-half the maximum allowable area for the original, except in those instances where the freestanding signs are not concurrently visible. In such an instance, additional freestanding signs shall be permitted the full area allowance.

Building Signs

	Bldg. face < 150 linear feet	Bldg. face ≥ 150 linear feet
- Maximum cumulative area of all building signs (b)	150 square feet (a)	225 (a)
- Sq. Ft. per linear ft. of bldg. facade on which sign will be placed	2 feet	same
- # Bldg. signs permitted per lot	1 per bldg. facade facing an abutting street + 1 additional	same

- (a) If any one building face on which a sign is to be placed exceeds 150 linear feet, then the maximum allowable sign area for the building as a whole is increased to 225 square feet. However, the limit of 2 square feet per linear foot of building frontage still applies for purposes of calculating maximum sign area for each building face.

Where a building features two principal entry facades facing parallel streets, each such entry facade shall be eligible for the full amount of signage relative to its frontage, notwithstanding the maximum cumulative sign area.