

Docket Item # 9  
BAR CASE # 2006-0222

BAR Meeting  
October 18, 2006

**ISSUE:** Signage  
**APPLICANT:** DIVA LLC  
**LOCATION:** 116 South Pitt Street  
**ZONE:** CD Commercial

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**STAFF RECOMMENDATION:** Staff recommends approval of the hanging sign on the front of the building with the condition that it be located to the right of the storefront window.

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting approval of a certificate of appropriateness for signage for the retail store, DIVA, at 116 South Pitt Street. The double-sided hanging sign measures 20” by 30” and will be constructed of wood. The sign reads, “DIVA, Womens’ Designer Consignments & Other Delights.” The sign includes a black and white zebra stripe border, pink and blue lettering and the business logo. The applicant is proposing to install the sign above the storefront window on a standard scroll bracket.

**II. HISTORY:**

According to the Sanborn maps, the building at 116 South Pitt Street was constructed between 1885 and 1891.

There have been no recent applications before the BAR for this property. The Board approved a hanging sign for Jackman-Pulli Ltd in 1980 (4/2/80). The Board approved a hanging sign for 114 S Pitt Street in 1988 (BAR Case #88-59, 5/4/88).

**III. ANALYSIS:**

According to the applicant, the subject building is 15’ wide. Therefore, the maximum sign area allowed is 15 square feet. The zoning ordinance requires that signs face a street, alley or parking area. The proposed wall sign facing the walkway does not meet the zoning requirements and cannot be reviewed by the Board.

Staff believes that the proposed hanging sign meets the recommendations of the Design Guidelines and is appropriate. Staff does however recommend that the sign be relocated to the right of the storefront window to help identify that the entrance is located on the south elevation.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the hanging sign on the front of the building with the condition that it be located to the right of the storefront window.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Enforcement:

C-1 A construction permit is required.

C-2 Wall signs must comply with USBC [H103-H111].

C-3 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

No comments were received.