

Staff Report

3 Two wall and awning signs - #500 Truman Avenue - Southernmost Sign (H12-01-564)

This staff report is for the review of a Certificate of Appropriateness for a request to install two wall signs and repetitive signs on a awning valance. The signs are for a new business. The copy for the wall signs will be *Five Guys* and the 9 repetitive signs for the awning will copy *Burgers and Fries*. The proposed wall sign facing Truman Avenue will be located on a pediment and will have exposed red neon tubes. The red channel letters will be 12 inches tall. The second wall sign that is proposed will have 12 inches tall letters. The 9 repetitive awning signs will have letters that will extend up to 5 inches tall. Those letters will be vinyl attached to the canvas.

The buildings located on #500 Truman Avenue are not listed in the surveys. The structure where the signs are proposed to be installed is not in the corner; a kiosk where ice cream and tickets are sold is the corner structure for this particular lot.

Staff understands that the following guidelines can be applied when reviewing this application;

Banners, flags, signage and lighting (pages 49-51);

(6) A business shall not have more than two permitted signs, a primary and a secondary sign, unless located on a corner, in which each case three signs are allowed, provided that all other sign guidelines for historical zones are met.

(10) Each side of an awning on which words or advertising images are displayed shall constitute one awning sign.

(16) Neon lights shall not exceed a total maximum area of 10 square feet per storefront. Neon lights shall not be used to illuminate or outline windows, doors or building facades.

(17) Neon signage may be permitted only in commercially zoned areas.

The proposed application will comply with required dimensions and percentage of neon allowed in signage, nevertheless it fails with number of proposed signage.

The Land Development Regulations clearly states the amount of signage that businesses are allowed to have in the historic district:

Sec. 114-104- Restriction of number of signs permitted

No business shall display more than two permitted signs at its location; provided, however, that a business located on a street corner may display up to three permitted signs upon approval of the historic architectural review commission. A business shall be determined by its business tax receipt. Each side of an awning on which words or images of advertising or information are displayed shall constitute one awning sign...

It is staff's opinion that the proposed design does not comply with the Land Development Regulations and the guidelines since it proposes more than two signs. According to the LDR's the limit of signs for this new business is two.

Application



CITY OF KEY WEST BUILDING DEPARTMENT

CERTIFICATE OF APPROPRIATENESS

APPLICATION # H12-01000564

OWNER'S NAME: RICHIE MORETTI KEY WEST LLC DATE: 3/23/12

OWNER'S ADDRESS: 9104 BLEDSOE AVE, ORLANDO, FL 32810 PHONE #: _____

APPLICANT'S NAME: SOUTHERNMOST SIGN SERVICE PHONE #: 294-1877

APPLICANT'S ADDRESS: 913 EATON ST. KEY WEST, FL 37040

ADDRESS OF SIGN LOCATION: 500 TRUMAN

THERE WILL BE A FINAL INSPECTION REQUIRED UNDER THIS PERMIT

SIGN TYPE:

<input checked="" type="checkbox"/> WALL <u>2</u>	<input type="checkbox"/> DETACHED
<input type="checkbox"/> HANGING	<input type="checkbox"/> WINDOW
<input checked="" type="checkbox"/> AWNING	<input type="checkbox"/> TRANSOM

MATERIALS DESCRIPTION: PVC, ALUMINUM GLASS NEON

SIGN COPY: "FIVE GUYS"
"BURGERS AND FRIES" ON AWNING

SIZE OF SIGN: <u>1-109x22-16.6sq/ft</u>	# OF EXISTING SIGNS ON PREMISES: <u>0</u>
<u>1-109x22-16.6sq/ft</u> <u>W/NEON</u>	

TYPE OF ILLUMINATION: FRONT SIGN ONLY EXPOSED NEON 12" 7sq/ft

Chapter 837.06 F.S.-False Official Statements - Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree punishable as provided for in s. 775.082 or 775.083

This application for Certificate of Appropriateness must precede applications for building permits, right of way permits, variances, and development review approvals. Applications must meet or exceed the requirements outlined by the Secretary of the Interior's Standards for Rehabilitation and Key West's Historic Architectural Guidelines.

Once completed, the application shall be reviewed by staff for completeness and either approved or scheduled for presentation to the Historic Architectural Review Commission at the next available meeting. The applicant must be present at this meeting. The filing of this application does not ensure approval as submitted.

Applications that do not possess the required Submittals will be considered incomplete and will not be reviewed for approval.

Date: 3/23/12
Applicant's Signature: [Signature]

Required Submittals

PHOTOGRAPHS OF EXISTING BUILDING AND SIGN LOCATION
SCALED DRAWING OF PROPOSED SIGN
SCALED SITE PLAN INDICATING LOCATION OF SIGN
ILLUSTRATIONS OF MANUFACTURED PRODUCTS TO BE USED SUCH AS PAINT COLOR CHIPS AND AWNING FABRIC SAMPLES



Staff Use Only

Date: _____

Staff Approval: _____

Fee Due: \$ _____

HISTORIC ARCHITECTURAL REVIEW APPLICATION - SIGN

HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

Approved _____

Denied _____

Deferred _____

Reason for Deferral or Denial:

HARC Comments:

Not listed. Not historic
Guidelines for signage (pages 49-51)

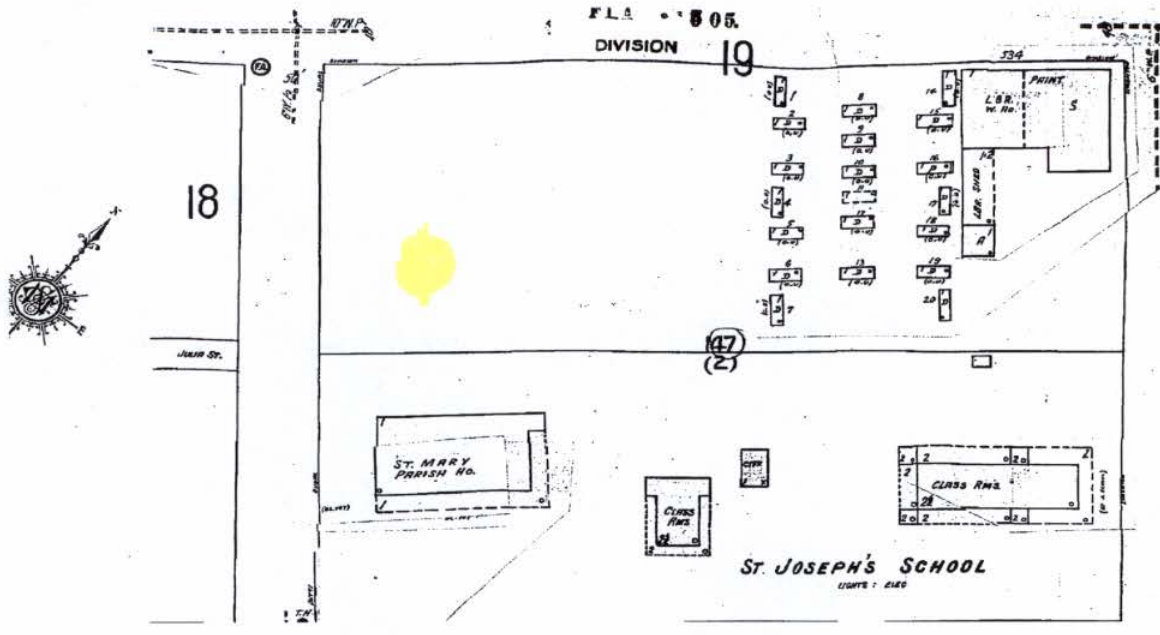
Limit of Work Approved, Conditions of Approval and/or Suggested
Changes:

Date: _____

Signature: _____

Historic Architectural
Review Commission

Sanborn Maps



#500 Truman Avenue Sanborn map 1948 copy

Project Photos



Photo taken by the Property Appraiser's office c1965; 500 Truman Ave.; Southernmost Texaco Service Station; razed about 1972; Monroe County library



Google earth





Google earth

feet
meters



Proposed Signs

DATE: 03/26/12

CLIENT: Five Guys Burgers and Fries



FAX TO: 000-000-0000

305-294-1877 FAX 305-295-6699
smsigns@bellsouth.net www.SouthernmostSigns.com

INVOICE #: S.O. NO. 0000

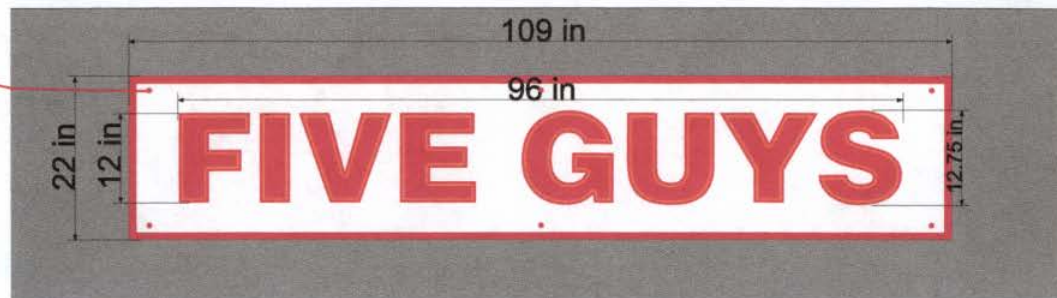
CONTACT: 815-369-9155 815-369-4495

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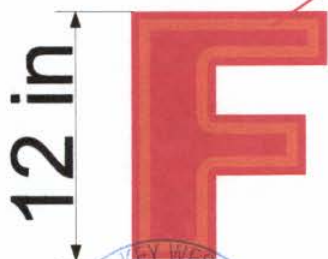
12" Channel Lettering with red neons,
Background to be white PVC with 1" red border,
attached with tapcon screws
Copy to read: FIVE GUYS
Color of lettering 186c Pantone red
Awning to be 186c pantone red
Copy to read on awning: BURGERS and FRIES
Color of lettering: White
Letter size 5"



1"-1/2"
Tapcon
Screw
placements



Orange represents the red neon
on a red background for visual
purposes



*Please fax back
your signature*



Client Signature - Approval to Fabricate

DATE: 03/26/12

CLIENT: Five Guys Burgers and Fries

FAX TO: 000-000-0000

Gene

INVOICE #: S.O. NO. 0000

CONTACT: 815-369-9155 815-369-4495

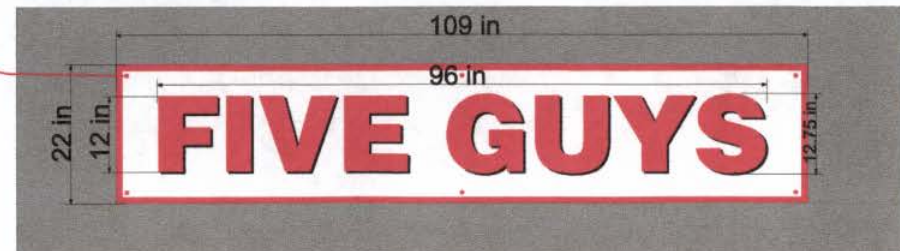


305-294-1877 FAX 305-295-6699
smsigns@bellsouth.net www.SouthernmostSigns.com

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PVC Sign 109"w x 22"h x 1/2",
attached with 1-1/2" tapcons
Plastic fabrication of letters 12"
Painting of letters and border
Plastic Assembly
Plastic fabrication of border

1" red borders
Copy to read: FIVE GUYS
Color of lettering 186c Pantone red



*Please fax back
your signature*



Client Signature - Approval to Fabricate

Noticing

Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing at 5:30 p.m., April 25, 2012 at Old City Hall, 510 Greene Street, Key West, Florida. The purpose of the hearing will be to consider a request for:

TWO WALL AND AWNING SIGNS

#500 TRUMAN AVENUE

Applicant- Southernmost Signs-

Application Number H12-01-564

If you wish to see the application or have any questions, you may visit the Planning Department during regular office hours at 3140 Flagler Avenue call 809-3973 or visit our website at www.keywestcity.com .

THIS NOTICE CAN NOT BE REMOVED FROM THE SITE UNTIL HARC FINAL DETERMINATION

Property Appraiser Information

Karl D. Borglum
Property Appraiser
Monroe County, Florida

office (305) 292-3420
fax (305) 292-3501
Website tested on
Internet Explorer

----- GIS Mapping requires Adobe Flash 10.3 or higher. -----

Property Record View

Alternate Key: 8801017 Parcel ID: 00027120-000100

Ownership Details

Mailing Address:
RICHIE MORETTI KEY WEST LLC
7104 BLEDSOE AVE
ORLANDO, FL 32810

Property Details

PC Code: 12 - STORE/OFF/RES OR COMBINATION
Millage Group: 10KW
Affordable Housing: No
Section-Township-Range: 06-68-25
Property Location: 500 TRUMAN AVE KEY WEST
Legal Description: KW PT LOT 3 SQR 2 TR 11 (A/K/A PARCEL A) G19-278 G21-177 OR1103-1835/37 OR1124-1066Q/C OR1200-477/80(RES NO 92-48) OR1326-2447/49 OR1538-2301/2305 OR1555-1395/96 OR1956-2333/2334REST/COV OR2395-2013/14

Parcel Map (Click to open dynamic parcel map)



Land Details

Land Use Code	Frontage	Depth	Land Area
100D - COMMERCIAL DRY	125	116	14,500.00 SF

Building Summary

Number of Buildings: 4
 Number of Commercial Buildings: 4

Nbr	Type	Ext Wall	# Stories	Year Built	Attic	A/C	Basement %	Finished Basement %	Area
1	FLA		1	1991					1,998
2	FLA		1	2000					1,587
3	OPF		1	2000					45
4	OPU		1	2000					345
5	FLA		1	2000					529
6	OUU		1	2000					60

Interior Finish:

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	16359	1 STY STORE-B	100	N	Y
	16360	1 STY STORE-A	100	Y	Y
	16361	APTS-A	100	N	N

Exterior Wall:

Interior Finish Nbr	Type	Area %
5639	C.B.S.	100

Building 2 Details

Building Type
 Effective Age 16
 Year Built 1995
 Functional Obs 0

Condition E
 Perimeter 92
 Special Arch 0
 Economic Obs 0

Quality Grade 400
 Depreciation % 19
 Grnd Floor Area 494

Inclusions:

Roof Type
 Heat 1
 Heat Src 1

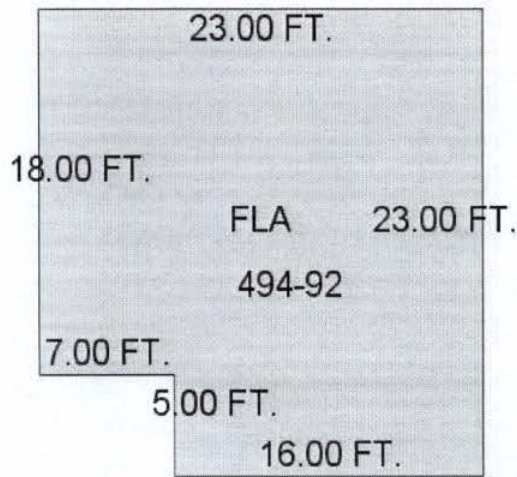
Roof Cover
 Heat 2
 Heat Src 2

Foundation
 Bedrooms 0

Extra Features:

2 Fix Bath 0
 3 Fix Bath 0
 4 Fix Bath 0
 5 Fix Bath 0
 6 Fix Bath 0
 7 Fix Bath 0
 Extra Fix 6

Vacuum 0
 Garbage Disposal 0
 Compactor 0
 Security 0
 Intercom 0
 Fireplaces 0
 Dishwasher 0



Sections:

Nbr	Type	Ext Wall	# Stories	Year Built	Attic	A/C	Basement %	Finished Basement %	Area
1	FLA		1	1995					494

Interior Finish:

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	16362	1 STY STORE-B	100	N	Y

Exterior Wall:

Interior Finish Nbr	Type	Area %
5640	C.B.S.	100

Building 3 Details

Building Type
Effective Age 16
Year Built 1995
Functional Obs 0

Condition E
Perimeter 106
Special Arch 0
Economic Obs 0

Quality Grade 400
Depreciation % 19
Grnd Floor Area 144

Inclusions:

Roof Type
Heat 1
Heat Src 1

Roof Cover
Heat 2
Heat Src 2

Foundation
Bedrooms 0

Extra Features:

2 Fix Bath 0
3 Fix Bath 0
4 Fix Bath 0
5 Fix Bath 0

Vacuum 0
Garbage Disposal 0
Compactor 0
Security 0

6 Fix Bath 0
 7 Fix Bath 0
 Extra Fix 0

Intercom 0
 Fireplaces 0
 Dishwasher 0

12.00 FT.
 FLA
 12.00 FT. 12.00 FT.
 144-106
 12.00 FT.

Sections:

Nbr	Type	Ext Wall	# Stories	Year Built	Attic	A/C	Basement %	Finished Basement %	Area
1	FLA		1	1995					144

Interior Finish:

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	16363	1 STY STORE-B	100	N	N

Exterior Wall:

Interior Finish Nbr	Type	Area %
5641	C.B.S.	100

Building 4 Details

Building Type
 Effective Age 16
 Year Built 1995
 Functional Obs 0

Condition E
 Perimeter 84
 Special Arch 0
 Economic Obs 0

Quality Grade 400
 Depreciation % 19
 Grnd Floor Area 576

Inclusions:

Roof Type
 Heat 1
 Heat Src 1

Roof Cover
 Heat 2
 Heat Src 2

Foundation
 Bedrooms 0

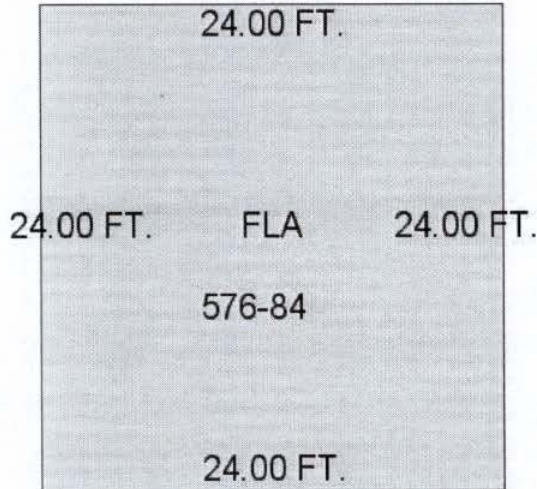
Extra Features:

2 Fix Bath 0

Vacuum 0

3 Fix Bath 0
 4 Fix Bath 0
 5 Fix Bath 0
 6 Fix Bath 0
 7 Fix Bath 0
 Extra Fix 2

Garbage Disposal 0
 Compactor 0
 Security 0
 Intercom 0
 Fireplaces 0
 Dishwasher 0



Sections:

Nbr	Type	Ext Wall	# Stories	Year Built	Attic	A/C	Basement %	Finished Basement %	Area
1	FLA		1	1995					576

Interior Finish:

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	16364	1 STY STORE-B	100	N	Y

Exterior Wall:

Interior Finish Nbr	Type	Area %
5642	C.B.S.	100

Misc Improvement Details

Nbr	Type	# Units	Length	Width	Year Built	Roll Year	Grade	Life
2	FN2:FENCES	580 SF	116	5	1971	1972	4	30
4	PT5:TILE PATIO	7,278 SF	0	0	1994	1995	3	50
5	FN2:FENCES	318 SF	53	6	1994	1995	2	30
6	PT5:TILE PATIO	3,648 SF	0	0	2000	2001	3	50

7	AC2:WALL AIR COND	1 UT	0	0	2000	2001	2	20
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Appraiser Notes

FLA 5 ON BLDG 1 = 2ND FLOOR APARTMENT TRUVAL SQUARE TPP ACCTS OLD TOWN TROLLEY (TPP 8516410) ISLAND BEACHWEAR #E5 (TPP 8979158) KEY LIME PIE & SANDWICH CO #7 (TPP 8981974) LOCATION 3 REAL ESTATE (TPP 8990642) WACHOVIA BANK N A 0101 (TPP 9011718) ELECTRIC CARS OF KEY WEST #1 (TPP 8939833) OR1956-2333/2334 IS RESTRICTIVE COVENANT TO ALLOW 1 AFFORDABLE UNIT PERMIT.

Building Permits

Bldg	Number	Date Issued	Date Completed	Amount	Description	Notes
18	08-0329	02/08/2008	02/13/2008	800	Commercial	INSTALL THREE 6' TRACK LIGHTS AND TWO RECEPTACLES FOR STORE #3
18	09-00004208	12/10/2009	03/12/2010	500	Commercial	SIGNS
19	09-3414	10/07/2009	03/18/2010	1,325	Commercial	EXCAVATE 42 LF TO INSTALL 3" WATER LINE TO BUILDING.
18	09-3415	10/07/2009	03/11/2010	6,245	Commercial	PROVIDE & INSTALL 7 FIXTURES FOR ICE CREAM SHOP. 1 GREASE TRAP, ONE 3 COMPARTMENT SINK, TWO DIP WELLS AND ONE ON DEMAND HEATER.
	4564	11/13/2009		0		C/O
1	98-3673	12/10/1998	12/22/2000	140,500	Commercial	NEW BUILDING
4	99-1135	04/20/2000	12/08/2000	500	Commercial	AWNINGS
5	99-1356	05/13/2000	12/22/2000	6,000	Commercial	PAINT BLDG
2	99-3493	10/12/1999	12/08/2000	1,800	Commercial	ELECTRICAL
3	00-0505	03/09/2000	12/08/2000	2,000	Commercial	REPAIRS
6	00-1308	05/23/2000	12/08/2000	3,000	Commercial	AWNINGS
7	00-1358	05/24/2000	12/08/2000	1,500	Commercial	INSTALL GARAGE DOORS
8	00-1828	07/06/2000	12/08/2000	3,000	Commercial	REMODEL BATH TO HANDICAP
9	00-2061	08/23/2000	12/08/2000	15,000	Commercial	BUILDOUT
10	00-2395	09/07/2000	12/08/2000	3,000	Commercial	INSTALL ATM MACHINE
12	03-1790	06/18/2003	11/05/2004	6,470	Commercial	CONVERT SPACE TO AFFO APT
11	00-3024	09/26/2000	12/08/2000	4,200	Commercial	CENTRAL AC
13	03-3542	10/07/2004	11/05/2004	1,100	Commercial	INSTALL COUNTER
14	04-2824	11/03/2004	12/15/2005	2,150	Commercial	R&R WINDOWS / DOORS
16	05-2714	06/30/2005	12/15/2005	3,000	Commercial	CHANGE OUT A 3-TON A/C
15	05-0385	04/01/2005	12/15/2005	950	Commercial	A.T.F PERMIT FOR SHELF & SLANT WALL
17	07-4169	08/31/2007	11/15/2007	2,400	Commercial	EMERGENCY REPAIRS FRONT OF TICKET BOOTH

Parcel Value History

Certified Roll Values.

[View Taxes for this Parcel.](#)

Roll Year	Total Bldg Value	Total Misc Improvement Value	Total Land Value	Total Just (Market) Value	Total Assessed Value	School Exempt Value	School Taxable Value
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2011	729,398	77,718	1,170,803	1,977,919	1,960,102	0	1,977,919
2010	765,416	79,853	936,642	1,781,911	1,781,911	0	1,781,911
2009	765,416	81,987	1,227,552	2,074,955	2,074,955	0	2,074,955
2008	765,416	84,131	1,385,214	2,234,761	2,234,761	0	2,234,761
2007	521,005	86,266	2,773,125	3,380,396	3,380,396	0	3,380,396
2006	521,005	88,400	1,305,000	2,192,600	2,192,600	0	2,192,600
2005	521,037	90,547	1,160,000	2,093,616	2,093,616	0	2,093,616
2004	519,023	92,681	870,000	2,093,616	2,093,616	0	2,093,616
2003	508,443	94,814	710,500	2,093,616	2,093,616	0	2,093,616
2002	508,443	96,960	710,500	2,093,616	2,093,616	0	2,093,616
2001	511,690	99,094	710,500	1,793,067	1,793,067	0	1,793,067
2000	308,722	43,817	609,000	1,415,476	1,415,476	0	1,415,476
1999	308,722	44,773	609,000	1,415,476	1,415,476	0	1,415,476
1998	205,815	45,725	609,000	860,540	860,540	0	860,540
1997	205,815	46,676	580,000	832,491	832,491	0	832,491
1996	187,105	47,632	580,000	814,737	814,737	0	814,737
1995	97,505	6,812	522,000	626,317	626,317	0	626,317
1994	97,505	6,930	522,000	626,435	626,435	0	626,435
1993	97,505	7,051	522,000	626,556	626,556	0	626,556
1992	97,505	7,169	522,000	626,674	626,674	0	626,674

Parcel Sales History

NOTE: Sales do not generally show up in our computer system until about two to three months after the date of sale. If a recent sale does not show up in this list, please allow more time for the sale record to be processed. Thank you for your patience and understanding.

Sale Date	Official Records Book/Page	Price	Instrument	Qualification
12/31/2008	2395 / 2013	2,400,000	WD	Q
1/7/1999	1555 / 1395	2,000,000	WD	Q
10/1/1994	1326 / 2447	730,000	WD	M

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Monroe County Property Appraiser
Karl D. Borglum
P.O. Box 1176
Key West, FL 33041-1176