

City Of Key West
Planning Department
3140 Flagler Avenue
Key West, Florida 33040

MEMO

TO: Marilyn D. Wilbarger, RPA, CCIM
Senior Property Manager

FROM: Donald L. Craig, AICP
Planning Director

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Historic Preservation Planner

DATE: December 6, 2012

SUBJECT: Signs for the Key West Bight

After our meeting last Monday as a follow up to the joint workshop between the Key West Bight and HARC there are some clarification points I want to put in writing. The Key West Bight Management District Board approved the Key West Bight Marina Signage Standards (KWBMS) on April 11, 2012. Those Standards are in compliance with the Historic Architectural Guidelines (HARC Guidelines) which the Historic Architectural Review Commission members and staff use to review all Certificate of Appropriateness applications. The KWBMS will need to include materials allowed, wood or composite, since that was approved on the April 11, 2012. Other issues that need to be clarified are the following:

- The drawing of the proposed hanging sign shows a sign with a rectangle form. By no means it is intended that all signs will have that same shape; rather signs can have any shapes and forms, and will be conforming to the standards as long as they meet the maximum square footage of 4.5 square feet and that the lower portion of the sign be 6'-4" from the deck. We want to promote creativity and variety in the signs. Hanging signs can be double faced and will serve to promote the business name and contact information.
- No digital signs can be allowed.
- There are no specific fonts, artwork or color restrictions, as long as fonts do not exceed 12" tall.
- There will be a maximum of two signs, a hanging sign and a post one that will be no larger than 8" by 20". The post sign will be used to include the business offers with handouts.

- Pedestal signs should not be allowed in the area. These signs are readable once you reach them. They are bulky and create traffic congestion.

We understand that there are specific circumstances that the proposed sign pole will interfere with a boat operation. The sign posts can be modified in order to accommodate the needs of a specific case. They can be made taller or be installed parallel to the deck, depending on the circumstances.

We understand that by adopting the proposed regulations that we will remove the visual clutter that actually is experienced in the bight. We will also promote the compliance of actual Ordinances that prohibits most of the actual signs that are found in the area. This will also give a fair amount of advertisement space to each tenant of the bight. This is one of the most important attractions in the historic district and we need to promote it while keeping it as an integral part of the historic context.

Please do not hesitate to contact me if you have any questions regarding this memo.