

Staff Report

Historic Architectural Review Commission

Staff Report Item 5

Meeting Date: October 23, 2012

Applicant: Southernmost Signs Inc.

Application Number: H12-01-1670

Address: #218 Duval Street

Description of Work: LED surface halo letters for an existing approved wall sign. Sign copy "*Coyote Ugly*".

Guidelines Cited in Review: Banners, Flags, Signage and Lighting (pages 49-50), specifically first paragraph of page 49 and guideline 22.

Staff Analysis

On August 15, 2012 the Commission approved a wall sign, 2'- 4" high and 13' 3" wide made with aluminum and PVC. The sign is already installed. The applicant is submitting a revised application to install on each letter used for the copy of "*Coyote Ugly*" LED surface halo letters. The applicant made a mockup of one letter without any existing light background of the proposed LED light bulbs. Another mockup was done for light tube. Both light fixtures have white light. Staff visited the building and took some photos of the existing sign during nighttime. The Coyote Ugly letters are hard to read at night but the sign with the red halo effect has a strong visual presence. The existing sign has light effects inside the "wings", which was not originally included in the night version that the applicant submitted before. Also the new existing sign does not have the red halo effect on each letter that creates the word "*Coyote Ugly*". Those two changes to the original version are the main reason of why the Coyote Ugly word cannot be read during the night.

The previous application included free standing red metal letters, 11'-5" high, with incandescent external frost bulbs. Each free standing letter, with the word "*Coyote Ugly*", was proposed to have red halo effect on the back. The word "*Saloon*" was done with plastic letters and vinyl, with brush aluminum texture applied to face. The Commission approved the sign with the exception of the incandescent external frost bulbs and requested the applicant to submit a mockup of the proposed sign since there was a concern of the amount of light on the sign itself.

The building to which the sign is located is listed in the surveys as a contributing resource. The building was built circa 1889.

Consistency with Guidelines

1. It is staff's opinion that, due to the amount of light effects in the existing sign, the inclusion of LED light bulbs will create overly lighted sign, while comparing it to the surrounding signs in the area.
2. The concentration of light and light effects in the existing wall sign will create a garish sign, which is contrary to the Guidelines.
3. The building in where the sign is located is listed as a contributing structure that was built circa 1889.

It is staff's opinion that the proposed LED light bulbs are inconsistent with the guidelines since they will create a sign with excessive light effects. Staff recommends the applicant to correct the existing sign to what was originally approved by the Commission; the actual letters do not have halo effect. If the Commission decides to approve the proposal, staff then recommends that the bulbs do not have blinking or motion effect, since this will constitute an animated sign, which is prohibited by Ordinance in the Historic District.

Application



**CITY OF KEY WEST
BUILDING DEPARTMENT
CERTIFICATE OF APPROPRIATENESS**

APPLICATION # H12-01-1670

OWNER'S NAME: RAMLO DEV CORP DATE:

OWNER'S ADDRESS: 209 DUVAL PHONE #:

APPLICANT'S NAME: SOUTHERNMOST SIGNS PHONE #: 2941837

APPLICANT'S ADDRESS: 913 EATON ST KW

ADDRESS OF SIGN LOCATION:
218 DUVAL ST

THERE WILL BE A FINAL INSPECTION REQUIRED UNDER THIS PERMIT

SIGN TYPE: WALL DETACHED
 HANGING WINDOW
 AWNING TRANSOM

MATERIALS DESCRIPTION:
METAL HALLOW LIGHTING
ADDED SETBACK OF LETTERS

SIGN COPY:
COYOTE UGILY

SIZE OF SIGN: # OF EXISTING SIGNS ON PREMISES:

TYPE OF ILLUMINATION: HOLLOW
LED SETBACK OF LETTERS,
ADD

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

Revision to H12-01-1231

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 |

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: Oct-10-12
 Applicant's Signature: [Signature]

Staff Use Only
 Date: _____
 Staff Approval: _____
 Fee Due: \$ _____

RECEIVED
 OCT 10 2012
 CITY OF KEY WEST
 SIGNING DESK

HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

Approved _____

Denied _____

Deferred _____

Reason for Deferral or Denial:

HARC Comments:

Contributing building. Built 1885
Guidelines for signage

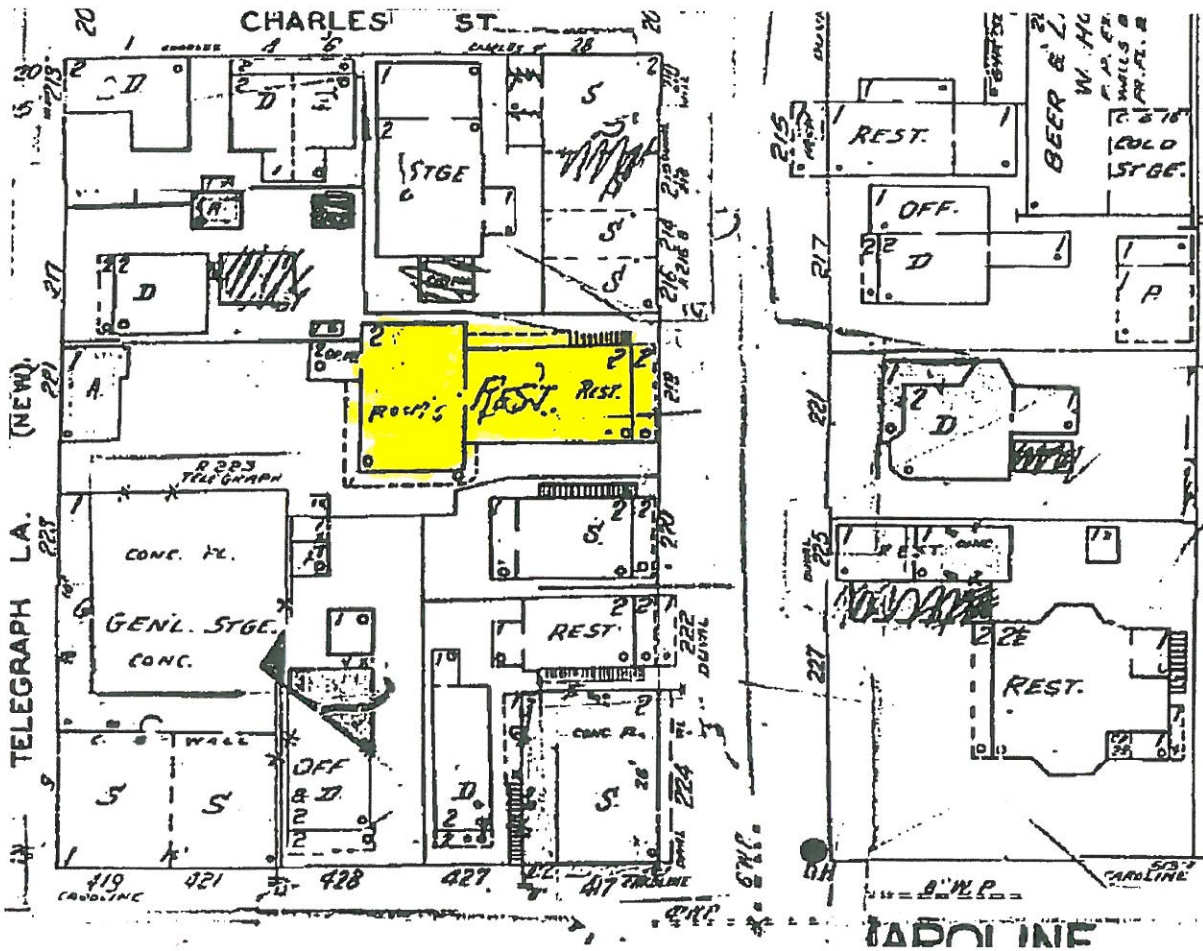
Limit of Work Approved, Conditions of Approval and/or Suggested
Changes:

Date: _____

Signature: _____

Historic Architectural
Review Commission

Sanborn Maps



Project Photos



Photo taken by Property Appraiser's office c1965; 218 Duval St.; built c1889; Duffy's Delmonico Tavern. Monroe County Library



Welcome to the
2012 Fall Getaway
Key West Park

GO YOUR OWN WAY

Tequila
EST. 1988

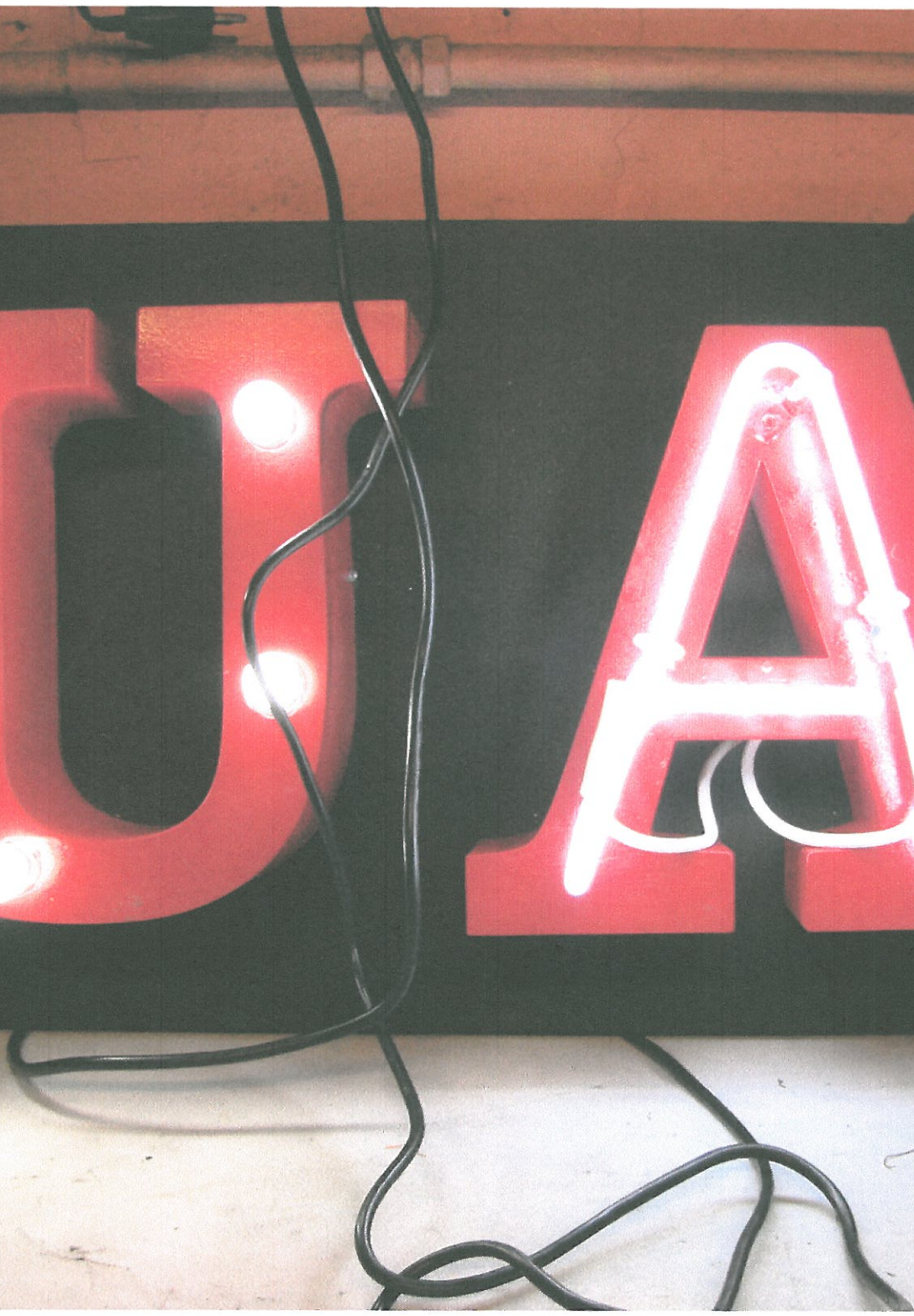






Mockup of LED Light Bulbs

U A



**Submitted and Approved Design With the
Exception of the Incandescent Light Bulbs**

DATE: 07/17/12
 FAX TO: 000-000-0000
 INVOICE #: S.O. No. 1965

CLIENT: Coyote Ugly
 Kevin Baily
 CONTACT: Kevin@coyoteuglysaloon.com 512-968-7666



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

Logo Version 2 Page 1

Qty. 1
 29"h x 159"w Sign
 "Body" Wings, heart, and crown,
 to be PVC w/ Red Halo effect,
 and vinyl applied to face.

Body shall be attached to
 supporting body with Standoffs,
 and Tapcons..
 Supporting body shall be attached
 to building with Tapcons.

Vinyl color to be: Black, and
 brushed aluminum texture.

Canned letters to have red
 faces with incandescent bulbs
 on face, with Red Halo effect on
 backside of lettering.
 Attached to body w/ stand-
 offs.

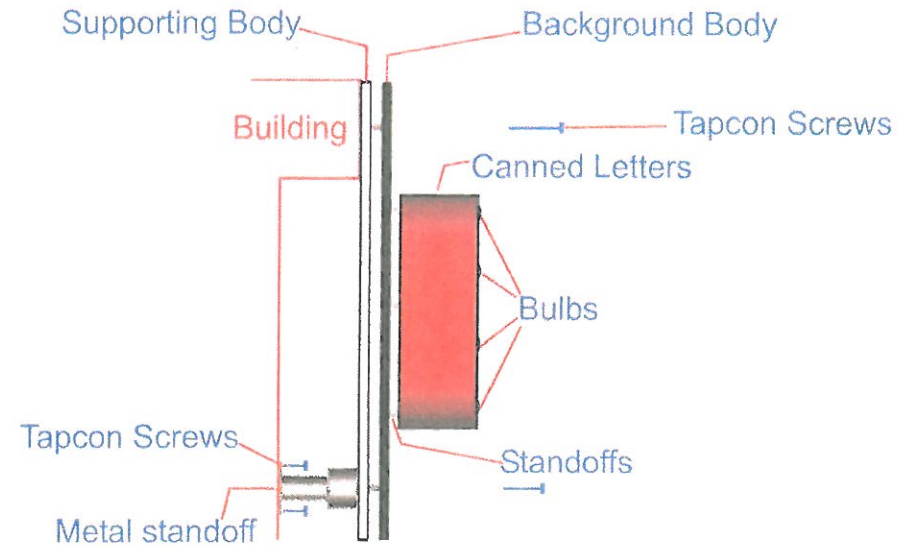
"Saloon" to be plastic letters
 glued to heart background W/
 vinyl applied to face.
 Vinyl color to be:
 Brushed aluminum texture.



LETTERS
 11.5



Tapcon Screw



Side View

*Please fax back
 your signature* →

X

Client Signature - Approval to Fabricate

DATE: 07/17/12

CLIENT: Coyote Ugly

FAX TO: 000-000-0000

Kevin Baily

INVOICE #: S.O. No. 1965

CONTACT: Kevin@coyoteuglysaloon.com 512-968-7666



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smsigns@bellsouth.net www.SouthernmostSigns.com

Logo Version 2 Page 2

Day Version

Night Version



*Please fax back
your signature*



X _____

Client Signature - Approval to Fabricate

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Noticing

Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing at 5:30 p.m., October 23, 2012 at Old City Hall, 510 Greene Street, Key West, Florida. The purpose of the hearing will be to consider a request for:

LED SURFACE HALO LETTERS FOR AN EXISTING APPROVED SIGN. SIGN COPY "COYOTE UGLY"

#218 DUVAL STREET

Applicant- SOUTHERNMOST SIGNS Application Number H12-01-1670

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