

Application for Exception for Outdoor Merchandise Display  
City of Key West Planning Department  
3140 Flagler Avenue, Key West, FL 33040  
(305) 809-3720



My Cell Phone: 305-807-2815

Please completely fill out this application and attach all necessary documents. This will help our staff to process your request quickly and obtain necessary information without delay. If you have any questions please call 305-809-3720 to schedule an appointment with a Planner. This application is pursuant to Section 106-51 & 52 City of Key West Land Development Regulations.

Applicant's Name Michael Ben-Shoaff  
Address of Proposed Display 101 Duval St. Key West, FL 33040  
RE# of Property \_\_\_\_\_  
Business Name ~~Key West Style~~ LA MIRAGE Key West  
Business Address 101 Duval St, Suite 101  
Applicant's Mailing Address 401 South Roosevelt Blvd. Unit 308 N. Key West, FL 33040  
Telephone 305-807-2815 Email Keywest style@gmail.com  
Name of Property Owner Nissim Ben-Shoaff  
Mailing Address 1390 CLEVELAND ROAD - MIAMI BEACH, FL 33141  
Telephone 786-877-0567 Email \_\_\_\_\_

Located in or on:

- a porch, patio, or other attached portion of an adjacent permanent structure.
- an arcade, gazebo, or other temporary structure.
- a cart or movable booth. (Must have received or obtained HARC approval)
- a portable table, rack, or other non-permanent equipment.

Describe the specific merchandise to be displayed and business conducted.

T-shirts, Towels, hats, Poster.



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Describe the structure and equipment used in the display in detail, including any seating.

We are hoping to hang merchandise on the door

which opens under an awning on the property with plenty of distance from the street.

How far is the display from the street? approx. 25 feet

How far is the display from the sidewalk? approx. 15 feet

Length of time exception will be needed (no more than 60 months) 60 months

**PLEASE PROVIDE THE FOLLOWING TO COMPLETE YOUR APPLICATION:**

1. Provide fee of \$100.00. There are additional fees of \$50.00 for fire department review and \$100.00 for advertising and noticing. **For a total of \$250.00.** Please, make check payable to the City of Key West.
2. **Photographs** of the existing area and proposed display
3. A **site sketch** showing general lay out and location of the display relative to visibility from the public right-of-way
4. Copy of the **Warranty Deed**
5. Completed **Authorization** and **Verification** forms as necessary.
6. Recent Property Boundary **Survey**
7. **Property Appraisers** information (www.mcpafl.org)

*The information furnished above is true and accurate to the best of my knowledge.*

Signature

A handwritten signature in black ink, appearing to be "M. J. ...".

Date

02-09-12



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Sec. 106-51. - Prohibited.

The outdoor display of merchandise in the historic zoning districts of the city is prohibited unless an exception is granted by the planning board, as provided in section 106-52. Merchandise shall mean any good or product or sample or likeness of any good or product offered for sale by a business. Outdoor display shall mean the placement of merchandise on the exterior of a business structure, including a wall, roof, overhang, entranceway or window, or within a required setback area. For a cart, booth or arcade, outdoor display shall mean the placement of merchandise, either freestanding or by draping it, on the exterior or beyond the vertical plane of the cart, booth or arcade. In no event shall outdoor display be permitted in the public right-of-way. The prohibitions of this section shall not apply to automotive, bicycle and moped rentals and sales and to plant sales and shall not apply to art festivals or other special events duly permitted by the city commission.

(Ord. No. 97-10, § 1(3-16.1(C)(1)), 7-3-1997; Ord. No. 08-04, § 16, 5-20-2008)

Sec. 106-52. - Exceptions.

Exceptions to section 106-51 may be granted by the Planning Board as follows:

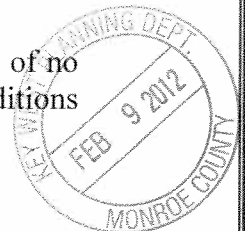
(1) Factors favoring the exception are as follows:

- a. The location of the proposed exception, while outdoors, is an interior courtyard of a building or buildings, or is a space specifically designed and permitted for use by outdoor merchants.
- b. The exception (for either the type of merchandise or the type of display) is compatible or in visual harmony with the character of the neighborhood.
- c. The exception's visual incongruity with the historic character of the neighborhood is reduced by substantial setback from public places and rights-of-way.

(2) Factors disfavoring the exception are as follows:

- a. Architecture contributing to the historical fabric or visual character of the neighborhood is obscured by the exception.
- b. The location of the proposed exception abuts, with minimal setback, a street of the historic district, thus the exception is visible from heavily used public places and rights-of-way.
- c. The exception presents a hazard to public safety.

(3) Exceptions to section 106-51 granted by the Planning Board shall be for a term of no more than 60 consecutive months and may be granted subject to terms and conditions



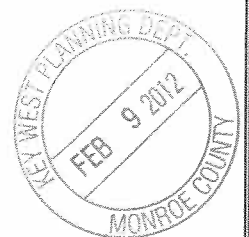
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specified by the board in order to protect the architectural heritage and visual character of the district. Applications for exceptions shall be accompanied by a nonrefundable fee of \$100.00 to cover the costs to the city of processing the application and investigating the applicant.

- (4) Exceptions to section 106-51 may be revoked by the Planning Board after notice and hearing on grounds that:
- a. The applicant has failed to comply with terms and conditions specified pursuant to the grant of an exception in this section;
  - b. The exception was granted pursuant to mistaken or misleading information; or
  - c. The exception is not compatible, or in visual harmony, with development of the neighborhood occurring subsequent to grant of the exception.
- (5) The city manager or the planning board, upon written petition by any city resident, may cause issuance of a notice of hearing on revocation of an exception, which notice shall be issued by the city clerk.

(Ord. No. 97-10, § 1(3-16.1(C)(2)), 7-3-1997; Ord. No. 06-09, § 1, 5-2-2006; Ord. No. 08-04, § 17, 5-20-2008)



City of Key West  
Planning Department



Verification Form

(Where Authorized Representative is an entity)

I, Michael Ben-Shaaff in my capacity as President  
(print name) (print position; president, managing member)

of Key West Style LA MIRAGE Key West  
(print name of entity serving as Authorized Representative)

being duly sworn, depose and say that I am the Authorized Representative of the Owner (as appears on the deed), for the following property identified as the subject matter of this application:

101 Duval Street  
Street Address of subject property

All of the answers to the above questions, drawings, plans and any other attached data which make up the application, are true and correct to the best of my knowledge and belief. In the event the City or the Planning Department relies on any representation herein which proves to be untrue or incorrect, any action or approval based on said representation shall be subject to revocation.

[Signature]  
Signature of Authorized Representative

[Initials]

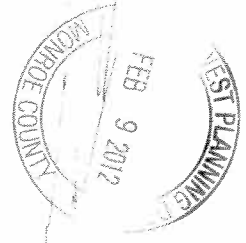
Subscribed and sworn to (or affirmed) before me on this Feb 07, 2012 by  
Michael Ben-Shaaff  
date Name of Authorized Representative

He/She is personally known to me or has presented Florida Driver License as identification.

[Signature]  
Notary's Signature and Seal

Name [Notary Seal]  
Notary Public - State of Florida  
My Comm. Expires Apr 26, 2014  
Commission # DD 980630  
Bonded Through National Notary Assn.  
Commission Number, if any





3000's

DOORS

SIDEWALK

STREETS

3-0-15

# 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: 1000469 Parcel ID: 00000470-000000

### Ownership Details

**Mailing Address:**  
SUNSET PLAZA INC  
C/O HAMUY  
PO BOX 1268  
HALLANDALE, FL 33008-1268

### Property Details

**PC Code:** 16 - COMMUNITY SHOPPING CENTERS  
**Millage Group:** 10KW  
**Affordable Housing:** No  
**Section-Township-Range:** 06-68-25  
**Property Location:** 101 DUVAL ST KEYWEST  
**Legal Description:** KW PT LOTS 2 AND 3 SQR 7 G61-81/85 OR294-104/06 OR658-276/77E OR1228-1546/48 OR1288-1319/21C

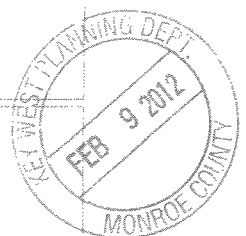
Show Parcel Map - Must have Adobe Flash Player 10.3 or higher

### Land Details

Land Use Code	Frontage	Depth	Land Area
100D - COMMERCIAL DRY	119	172	20,952.00 SF

### Building Summary

**Number of Buildings:** 1  
**Number of Commercial Buildings:** 1  
**Total Living Area:** 10242  
**Year Built:** 1994



### Building 1 Details

**Building Type**  
**Effective Age** 10  
**Year Built** 1994  
**Functional Obs** 0  
**Condition E**  
**Perimeter** 661  
**Special Arch** 0  
**Economic Obs** 0  
**Quality Grade** 500  
**Depreciation %** 13  
**Grnd Floor Area** 10,242

**Inclusions:**

**Roof Type**  
**Heat 1**  
**Heat Src 1**  
**Roof Cover**  
**Heat 2**  
**Heat Src 2**  
**Foundation**  
**Bedrooms** 0

**Extra Features:**

<b>2 Fix Bath</b>	20	<b>Vacuum</b>	0
<b>3 Fix Bath</b>	0	<b>Garbage Disposal</b>	0
<b>4 Fix Bath</b>	0	<b>Compactor</b>	0
<b>5 Fix Bath</b>	0	<b>Security</b>	1
<b>6 Fix Bath</b>	0	<b>Intercom</b>	0
<b>7 Fix Bath</b>	0	<b>Fireplaces</b>	0
<b>Extra Fix</b>	24	<b>Dishwasher</b>	0

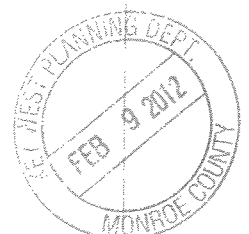
CPJ A0015  
904300 - 37600

CPF A0015  
826500 - 48600

CPJ A0015  
904300 - 37600

**Sections:**

Nbr	Type	Ext Wall	# Stories	Year Built	Attic	A/C	Basement %	Finished Basement %	Area
1	OPF		1	1994					131
2	OPF		1	1994					19
3	FLA		1	1994		Y			10,242
4	OPX		1	1994					458
5	OUU		1	1994					803
6	OPF		1	1994					19





7	OPF	1	1994	21
8	OPF	1	1994	21
9	OPF	1	1994	21
10	OPF	1	1994	90
11	OPF	1	1994	194
12	OPF	1	1994	89
13	CPU	1	1994	5,043
14	OPU	1	1994	916
19	CPF	1	1994	10,925
20	OPU	1	1994	66
21	OPU	1	1994	57
22	SBF	1	1994	306

**Interior Finish:**

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
		REST/CAFET-A-	20	Y	Y
	206	1 STY STORE-A	80	Y	Y
	207	OPX	100	N	N
	208	OJU	100	N	N

**Exterior Wall:**

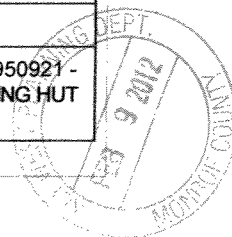
Interior Finish Nbr	Type	Area %
75	CUSTOM	100

**Misc Improvement Details**

Nbr	Type	# Units	Length	Width	Year Built	Roll Year	Grade	Life
1	RW2:RETAINING WALL	1,261 SF	0	0	1993	1994	4	50
2	PT2:BRICK PATIO	95 SF	0	0	1993	1994	2	50
3	FN3:WROUGHT IRON	104 SF	26	4	1993	1994	2	60
4	CL2:CH LINK FENCE	396 SF	66	6	1975	1976	1	30
5	PT2:BRICK PATIO	150 SF	0	0	1999	2000	4	50

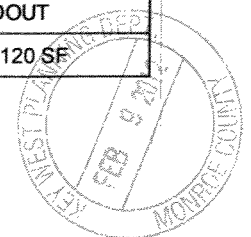
**Appraiser Notes**

RE 48 COMBINED W/THIS RE FOR ASSMT PURPOSES 5-16-95 LG)  
 2002 & 2003 CUT OUT DONE FOR SUNSET PLAZA INC)  
 TPP 8943265 - HENNA BODY ART TATTOO (BOOTH IN FRONT) TPP 8950910 - SUNSET SPORT CORP (UNIT 101) TPP 8950921 - KEY WEST SYTLE INC (UNIT 105) TPP 8950932 - DUVAL CENTER INC (UNIT 109) TPP 8865091 - SUNGLASS HUT TRADING HUT #681 (UNIT 103)



## Building Permits

Bldg Number	Date Issued	Date Completed	Amount	Description	Notes	
45	08-0084	01/15/2008	19,200	Commercial	INSTALL WHEELCHAIR LIFT	
36	0001993	07/20/2000	12/14/2000	1,200	Commercial	SIGNS
35	0001814	07/21/2000	12/14/2000	1,000	Commercial	SIGNS
34	0001188	05/05/2000	07/14/2000	4,000	Commercial	DEMO WALL/CREATE 1 STORE
33	9903302	11/03/1999	12/07/1999	500	Commercial	SIGN
32	9902941	09/03/1999	11/03/1999	2,000	Commercial	RENOVATIONS/REPAIRS
31	9900541	05/11/1999	11/03/1999	2,000	Commercial	IRON GATES FOR SECURITY
30	9801123	04/07/1998	12/07/1998	1,709	Commercial	MECHANICAL
29	9800177	01/16/1998	12/07/1998	1,200	Commercial	ELECTRICAL
28	9703093	09/01/1997	10/01/1997	700	Commercial	INSTALL 4 LIGHTS
27	A953982	11/01/1995	11/01/1995	100	Commercial	SIGN
26	M953302	10/01/1995	11/01/1995	2,850	Commercial	HOOD & INSPECTION
25	E952728	08/01/1995	11/01/1995	2,200	Commercial	ELECTRICAL
24	E951125	04/01/1995	10/01/1995	585	Commercial	BURGLAR ALARM
23	E951120	04/01/1995	10/01/1995	785	Commercial	BURGLAR ALARM
22	E950481	02/01/1995	10/01/1995	400	Commercial	ELECTRICAL
21	M950108	01/01/1995	10/01/1995	5,000	Commercial	5 TON AC
20	A950032	01/01/1995	10/01/1995	4,000	Commercial	SIGNS
19	E944099	12/01/1994	10/01/1995	1,800	Commercial	ELECTRICAL ADDITIONS
18	E944064	12/01/1994	10/01/1995	2,000	Commercial	ELECTRICAL ADDITIONS
17	P944043	12/01/1994	10/01/1995	5,400	Commercial	PLUMBING ADDITIONS
16	A944017	12/01/1994	10/01/1995	2,000	Commercial	INSTALL SIGNS
15	B943921	11/01/1994	12/01/1994	38,000	Commercial	1050SF RETAIL SPACE
14	P943864	11/01/1994	12/01/1994	2,100	Commercial	1/LAB,1W/CLOSET
13	B943785	11/01/1994	12/01/1994	25,000	Commercial	INTER ALTERATIONS
12	P943629	11/01/1994	12/01/1994	3,800	Commercial	1/HEATER
11	P943629	11/01/1994	12/01/1994	3,800	Commercial	1/S.POT,1/S.HAND,1/S.SLOP
10	P943628	11/01/1994	12/01/1994	1,200	Commercial	3/LAV,3W.CLOSET,2 H.BIBB
9	B943526	10/01/1994	12/01/1994	12,000	Commercial	INTERIOR BUILD OUT
8	B943512	10/01/1994	12/01/1994	13,368	Commercial	CUSTOM CANVAS AWNINGS
7	B943397	10/01/1994	11/01/1994	5,000	Commercial	PAINT,TILE
6	B943396	10/01/1994	11/01/1994	6,000	Commercial	PAINT,TILE,WALL PANELING
5	B943395	10/01/1994	11/01/1994	500	Commercial	PAINT,TILE,WALL PANELING
4	M943005	09/01/1994	11/01/1994	27,000	Commercial	9-5TON A/C W/35 DROPS
2	B923242	12/01/1992	10/01/1994	700,000	Commercial	BLDG,PAVING,LANDSCAPING
38	05-5145	01/22/2005	12/22/2005	20,000	Commercial	ROUGH DRAIN VENT
41	05-4384	11/02/2005	12/22/2005	50,000	Commercial	19 SEAT COFFEE SHOP BUILDOUT
40	05-4374	10/11/2005	12/22/2005	15,000	Commercial	INSTALL ELECTRICAL SYSTEM 1120 SF



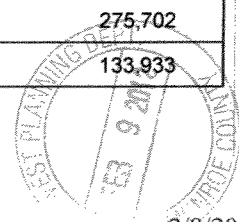
39	05-3278	08/03/2005	12/22/2005	6,500	Commercial	DEMO PEMI (UNIT 103) DISPOSAL OF DEMOLITION
42	06-1660	03/13/2006	07/26/2006	1,950	Commercial	FILL VOID (INLANDING WITH CONCRETE)
43	06-2895	10/12/2006	12/28/2006	13,100	Commercial	INSTALLATION OF ADA LIFT
44	07-2270	05/11/2007	05/11/2007	3,300	Commercial	REPLACE EXISTING 5-TON A/C

### 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
2011	2,279,082	13,176	4,201,714	5,600,000	4,307,707	0	5,600,000
2010	2,330,880	13,549	4,728,822	3,916,098	3,916,098	0	3,916,098
2009	2,382,677	13,932	6,097,018	3,916,098	3,916,098	0	3,916,098
2008	2,382,677	14,314	3,886,597	3,916,098	3,916,098	0	3,916,098
2007	1,795,363	14,656	3,886,597	3,916,098	3,916,098	0	3,916,098
2006	1,707,515	15,040	2,933,280	3,466,067	3,466,067	0	3,466,067
2005	1,248,103	15,423	2,304,720	4,738,000	4,738,000	0	4,738,000
2004	1,276,460	15,795	2,095,200	4,600,000	4,600,000	0	4,600,000
2003	1,276,460	16,180	1,718,064	4,600,000	4,600,000	0	4,600,000
2002	1,276,460	16,562	1,718,064	4,685,609	4,685,609	0	4,685,609
2001	1,276,460	15,611	1,718,064	4,629,130	4,629,130	0	4,629,130
2000	1,364,313	4,770	1,299,024	4,509,601	4,509,601	0	4,509,601
1999	1,485,585	4,326	1,355,921	4,509,601	4,509,601	0	4,509,601
1998	990,390	4,411	1,355,921	2,926,817	2,926,817	0	2,926,817
1997	1,089,120	4,505	1,312,182	2,926,817	2,926,817	0	2,926,817
1996	990,109	4,597	1,312,182	2,926,817	2,926,817	0	2,926,817
1995	986,195	4,684	1,312,182	2,926,817	2,926,817	0	2,926,817
1994	0	2,665	589,086	591,751	591,751	0	591,751
1993	0	2,665	589,086	591,751	591,751	0	591,751
1992	0	2,665	589,086	591,751	591,751	0	591,751
1991	0	2,665	589,086	591,751	591,751	0	591,751
1990	0	2,665	512,996	515,661	515,661	0	515,661
1989	0	2,665	510,541	513,206	513,206	0	513,206
1988	0	2,665	449,178	451,843	451,843	0	451,843
1987	0	2,665	327,270	329,935	329,935	0	329,935
1986	0	2,665	327,270	329,935	329,935	0	329,935
1985	0	2,665	273,037	275,702	275,702	0	275,702
1984	0	2,665	131,268	133,933	133,933	0	133,933



<b>1983</b>	0	2,665	109,895	112,560	112,560	0	112,560
<b>1982</b>	0	2,665	109,895	112,560	112,560	0	112,560

## 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
9/1/1992	1228 / 1546	1,760,000	<u>QC</u>	<u>M</u>

This page has been visited 48,034 times.

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

