

# Historic Architectural Review Commission

## Staff Report Item 3

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<b>Meeting Date:</b>	June 24, 2014
<b>Applicant:</b>	Carl Reid-Southernmost Signs, Agent
<b>Application Number:</b>	H14-01-0524
<b>Address:</b>	#1204 Simonton Street
<b>Description of Work:</b>	One detached pole sign with five square feet box with copy "Isle Style Salon Spa Boutique"
<b>Building/Site Facts:</b>	The main building located at #1204 Simonton Street is listed as a contributing resource in the surveys. The frame vernacular structure was built circa 1889. The building has two permitted signs, two hanging signs; one on the front porch and a second on a post located on the front yard. The business has two licenses, one for retail and another for a salon.
<b>Guidelines Cited in Review:</b>	<p>Guidelines for signs (pages 49-51), specifically first paragraph of page 49 and guideline 11- understanding that menu boards are only for restaurants.</p> <p>Additions, alterations and new construction (pages 36-38a), specifically guideline 5 compatibility. According to the definition of sign on Section 114-1; <i>Sign means any display of characters, letters, illustrations or any ornamentations or the complete structure on which any such characters, letters, illustrations or ornamentations are supported or applied, <b><u>except that guys or their anchorages or the poles of pole signs will not be considered to be any part of a sign.</u></b></i></p> <p>Guidelines- Architectural Glossary (pages 69-76), specifically page 75- definition of structure.</p>

### Staff Analysis

On April 24 and May 27, 2014 the Commission motioned to postpone the review of the Certificate of Appropriateness. The applicant is proposing to remove an existing pole hanging sign and replace the sign with a metal box,

attached to the post. The proposed box will be five square feet with a glass door. Inside of the box a photo of the spa will be located as well as a three dimension sea star and shells as well as sand. The name of the business will be included in the display box, for advertisement as described by the applicant on the application (materials description). At first glance staff opinion is that this will be an advertisement box where the contents can be changed; the applicant had expressed that the reason of having a box is for changing the photo every time it gets deteriorated due to the elements.

### **Consistency with Guidelines**

1. The proposed sign will constitute a structure, as defined in page 75 of the Guidelines. Therefore the proposed design of a free standing display box for advertisement is foreign to the historic site. Moreover boxes with front glass for changing the content are used for menu boards and were approved on movie theaters in the historic district. These advertisement elements are attached to walls and are not installed on posts. Menu boards are accepted only for restaurants.

The proposed free standing pole with an attached five square feet box for advertisement is not a traditional form to advertise a business. Staff opines that if this structure is approved it may create a precedent. It is staff opinion that the structure is not in keeping with the historic character in terms of compatibility with design and materials found in the surrounding historic context. It is staff opinion that a hanging sign on the pole having the same illustrations and making some of the elements three dimensional will be more appropriate with the building that was built ca. 1889. If the Commission makes a determination of appropriateness staff recommends that no changes to the interior of the box can be done until a new certificate of appropriateness is granted.

# Application

AK 1029491



CITY OF KEY WEST  
BUILDING DEPARTMENT  
CERTIFICATE OF APPROPRIATENESS

03-23-2014 010524

APPLICATION # \_\_\_\_\_

OWNER'S NAME: KEY HUGH DATE: \_\_\_\_\_

OWNER'S ADDRESS: 1616 Atlantic Blvd. Apt. 3 PHONE #: 294-4687

APPLICANT'S NAME: Southernmost Sign Service Inc. PHONE #: 294-1187

APPLICANT'S ADDRESS: 913 Eaton St., Key West FL. 33040

294.1877

ADDRESS OF SIGN LOCATION:  
1204 Simonton St.

THERE WILL BE A FINAL INSPECTION REQUIRED UNDER THIS PERMIT

SIGN TYPE:

WALL  DETACHED

HANGING  WINDOW

AWNING  TRANSOM

MATERIALS DESCRIPTION:  
Wood post, aluminum box, LED's in box, Wood trim, plexi-glass face. "Display box for advertisement" *S&S*

SIGN COPY: None

SIZE OF SIGN:  
5 Square Feet

# OF EXISTING SIGNS ON PREMISES: 1

TYPE OF ILLUMINATION: ~~None LED~~ NO

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

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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: 3/4/14  
Applicant's Signature: *Howards*

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

Order: KEY WEST COLOR CHIPS AND AWNING FABRIC  
Date: 3/21/14 22 SAMPLES NO: 10981  
03/14 1000524

PT \* BUILDING PERMITS DIV

Trans number: 998494  
CK CHECK Date: 3/27/14 \$160.00

Trans date: 3/25/14 Staff Approval: 18:14:16

Staff Use Only

Date: 3/27/14 \$160.00

Staff Approval: 18:14:16

Fee Due: \$ \_\_\_\_\_

HISTORIC ARCHITECTURAL REVIEW APPLICATION - SIGN

# HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

\*\*\*\*\*

Approved \_\_\_\_\_

Denied \_\_\_\_\_

Deferred

*[Handwritten Signature]*  
4/24/14

Reason for Deferral or Denial:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HARC Comments:

*Building is listed as a contributing resource.  
The frame vernacular structure was built ca. 1880*

*Guidelines for signage.*

*number of signs. Building has 2 permitted  
signs (2 hanging signs (one is on a pole)).*

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Historic Architectural  
Review Commission

## **Project Photos**



**#1204 Simonton Street Property Appraisers Record photograph circa 1965. Monroe County Library**



**1204 Simonton Street  
HARC Application 6-14-12**



**1204 Simonton Current**



**View down Simonton from Louisa**

APPROVED  
JUN 14 2012





© 2014 Google  
© 2014 Google  
US Dept of State Geographer  
© 2014 INE GI

Google earth

feet  
meters



# **Proposed Sign**

DATE: 03/12/14  
FAX TO: 000-000-0000

CLIENT: Isle Style  
Oakleigh

INVOICE #: 13475

CONTACT: 305.292.4000, oakleighwaits@gmail.com



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

Version 1 Page 3



*Please fax back  
your signature*



X \_\_\_\_\_

**Client Signature - Approval to Fabricate**



DATE: 03/12/14  
FAX TO: 000-000-0000

CLIENT: Isle Style  
Oakleigh

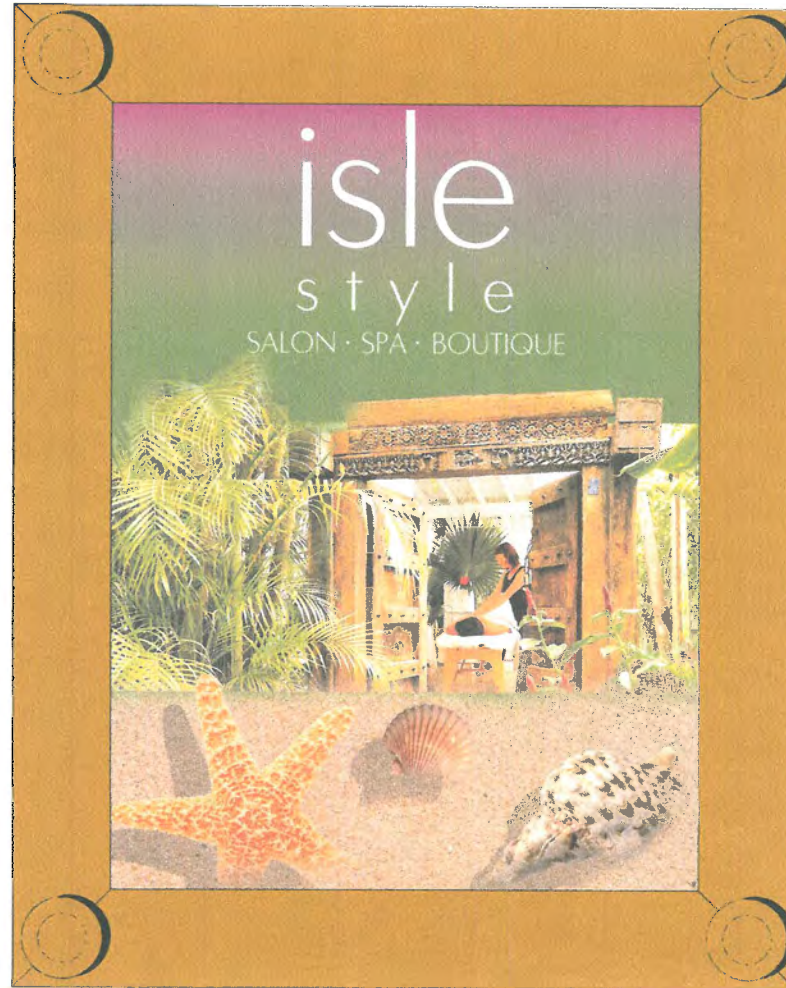
INVOICE #: 13475

CONTACT: 305.292.4000, oakleighwaits@gmail.com



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

Version 1 Page 2



*Please fax back  
your signature*



X \_\_\_\_\_

**Client Signature - Approval to Fabricate**

DATE: 03/12/14

CLIENT: Isle Style

FAX TO: 000-000-0000

Oakleigh

INVOICE #: 13475

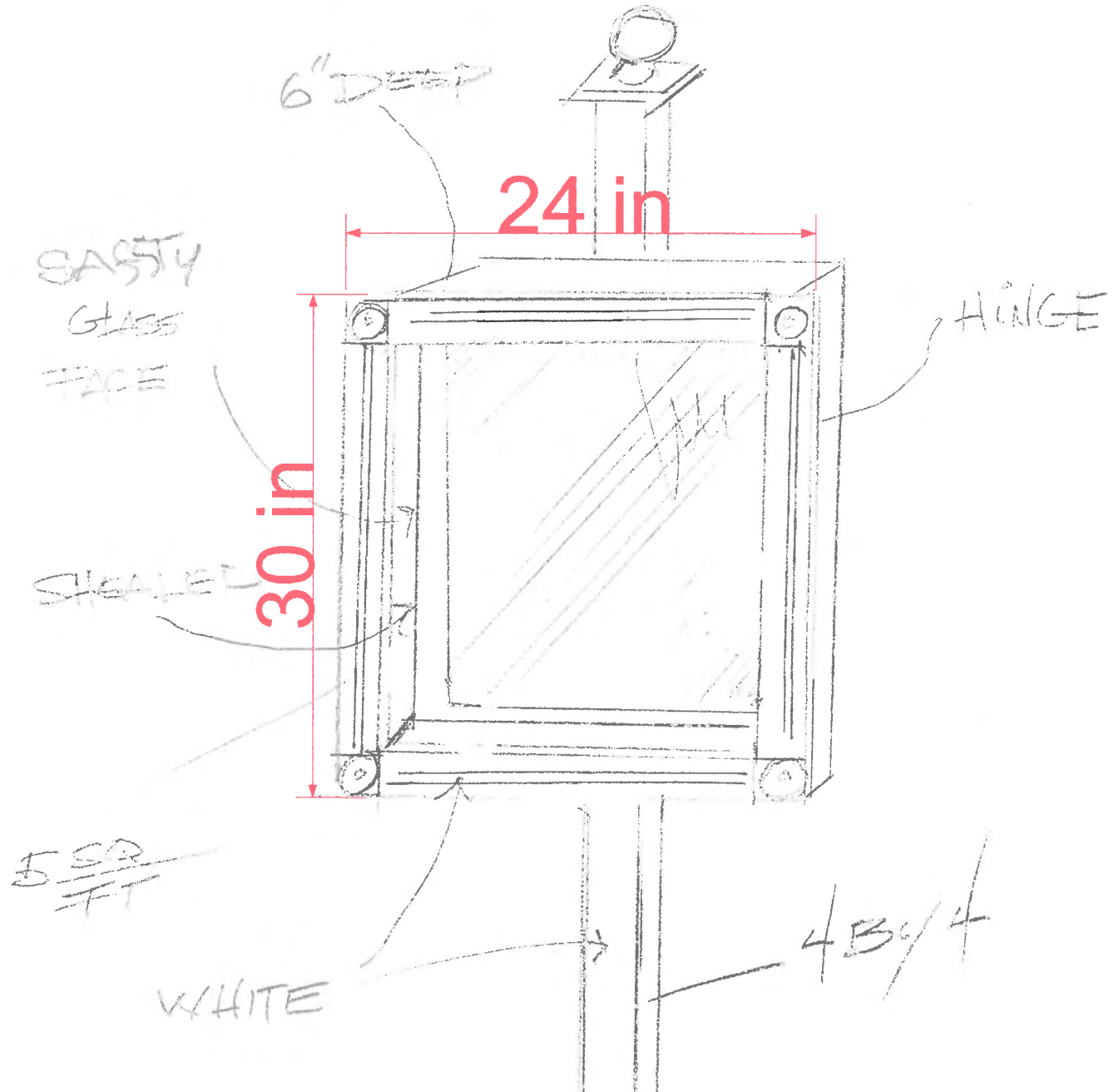
CONTACT: 305.292.4000, oakleighwaits@gmail.com



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

Version 1 Page 1

WOOD FRONT DOOR ALUM BOX



Please fax back → X  
your signature

Client Signature - Approval to Fabricate

~~5 SQ FT~~

isle  
STYLE

LOGO

SALON SPA BOUTIQUE

PHOTO



SHELLS



BEACH

ISLE STYLE



BLD



BL

6' TO TOP  
OF SIGN



4' BOTTOM OF  
SIGN TO GR

20"  
SETBACK

BLD

SIMONTON

ISLE STYLE

# **Public Notice**

# Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing at 5:30 p.m., April 24, 2014, at Old City Hall, 510 Greene Street, Key West, Florida. The purpose of the hearing will be to consider a request for:

ONE DETACHED POLE SIGN WITH FIVE SQUARE FEET BOX WITH COPY “ISLE STYLE SALON SPA BOUTIQUE”.

FOR: 1204 SIMONTON STREET

Applicant-Southernmost Signs

Application # H14-01-0524

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](http://www.keywestcity.com).

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

# HARC POSTING AFFIDAVIT

STATE OF FLORIDA:  
COUNTY OF MONROE:

BEFORE ME, the undersigned authority, personally appeared CARL REID, who, first being duly sworn, on oath, depose and says that the following statements are true and correct to the best of his/her knowledge and belief:

1. That a legal notice for Public Notice of Hearing of the Historic Architectural Review Commission (HARC) was placed on the following address: 1204 SIMPSON on the ~~APRIL~~ day of 4th, 2014.

This legal notice(s) contained an area of at least 8.5"x11".

The property was posted to notice a public hearing before the Key West Historic Architectural Review Commission to be held on 4-24-14, 2014.

The legal notice(s) is/are clearly visible from the public street adjacent to the property.

The Certificate of Appropriateness number for this legal notice is \_\_\_\_\_.

2. A photograph of that legal notice posted in the property is attached hereto.

Signed Name of Affiant: Carl Reid

Date: 4-17-14

Address: 913 BATION

City: K. WEST

State, Zip: FL

The foregoing instrument was acknowledged before me on this 17th day of April, 2014.

By (Print name of Affiant) Carl Reid who is personally known to me ~~or has produced~~ identification and who did take an oath. as

NOTARY PUBLIC

Sign Name: Jo Bennett

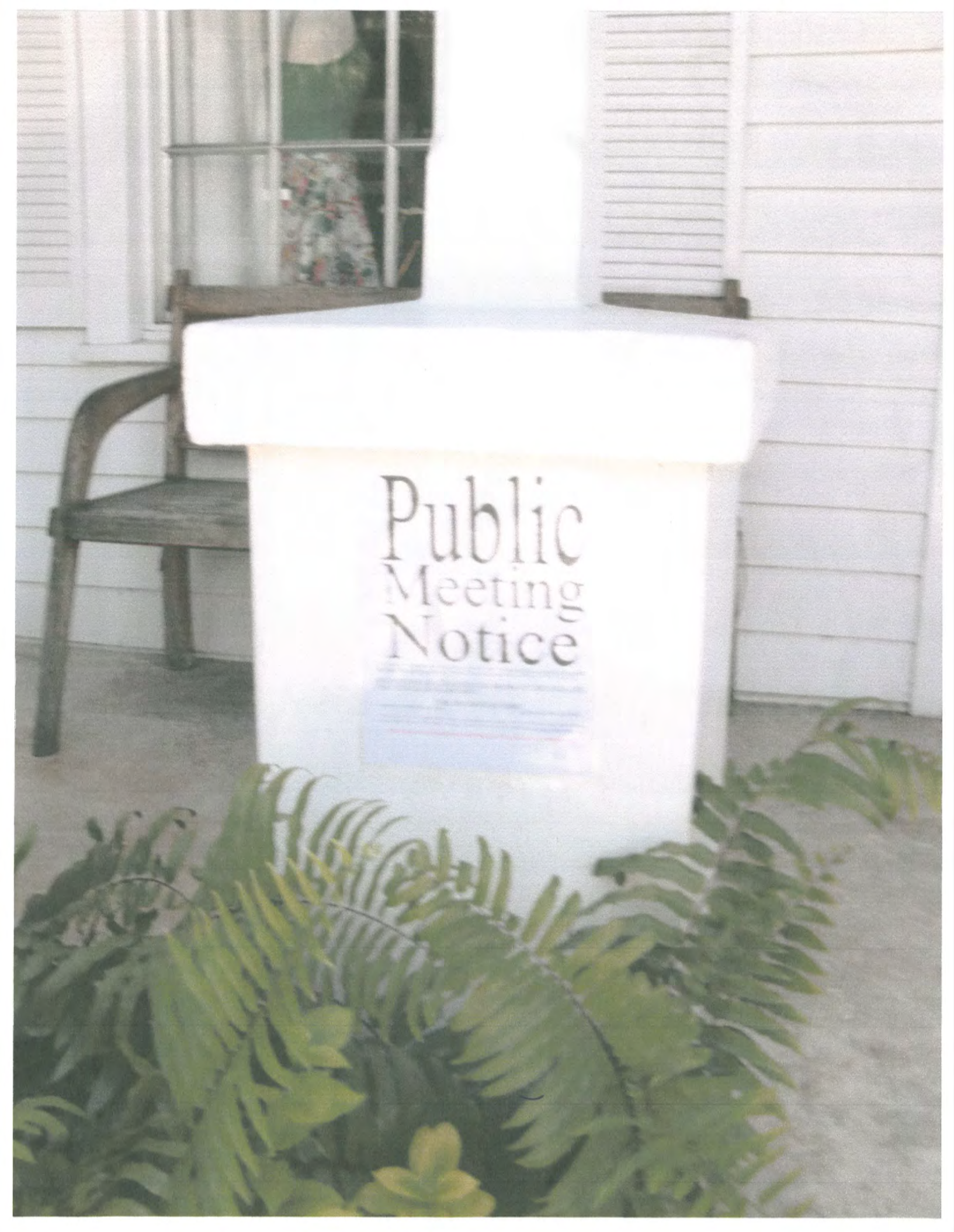
Print Name: Jo Bennett

Notary Public - State of Florida (seal)

My Commission Expires: May 26, 2015







Public  
Meeting  
Notice

**Property Appraiser  
Information**





**Scott P. Russell, CFA**  
**Property Appraiser**  
**Monroe County, Florida**

Key West (305) 292-3420  
Marathon (305) 289-2550  
Plantation Key (305) 852-7130

The offices of the Property Appraiser will be closed Friday, April 10th in observance of Good Friday. Our offices will re-open Monday at 8am

Website tested on IE9 & Firefox.  
Requires Adobe Flash 10.3 or higher

## Property Record Card - Maps are now launching the new map application version.

**Alternate Key: 1029491 Parcel ID: 00028710-000000**

### Ownership Details

**Mailing Address:**  
KEY HUGH  
1616 ATLANTIC BLVD APT 3  
KEY WEST, FL 33040-5350

**All Owners:**  
BINNICKER MABRY L T/C, KEY HUGH

### Property Details

**PC Code:** 17 - OFFICE BUILDINGS 1 STORY  
**Millage Group:** 10KW  
**Affordable Housing:** No  
**Section-Township-Range:** 06-68-25  
**Property Location:** 1204 SIMONTON ST KEY WEST  
**Legal Description:** KW LT 21 SQR 8 TR 11 G4-116 G4-26 OR392-422/23 OR593-356 OR763-581/82 OR1378-2014/18 OR1643-1689/90R/S OR2567-1010/11C OR2570-381

Click Map Image to open interactive viewer



### Land Details

Land Use Code	Frontage	Depth	Land Area
100D - COMMERCIAL DRY	50	100	5,000.00 SF

### Building Summary

Number of Buildings: 2  
 Number of Commercial Buildings: 2

Total Living Area: 2401  
Year Built: 1938

### Building 1 Details

Building Type  
Effective Age 17  
Year Built 1938  
Functional Obs 0

Condition G  
Perimeter 216  
Special Arch 0  
Economic Obs 0

Quality Grade 400  
Depreciation % 23  
Grnd Floor Area 1,348

**Inclusions:**

Roof Type  
Heat 1  
Heat Src 1

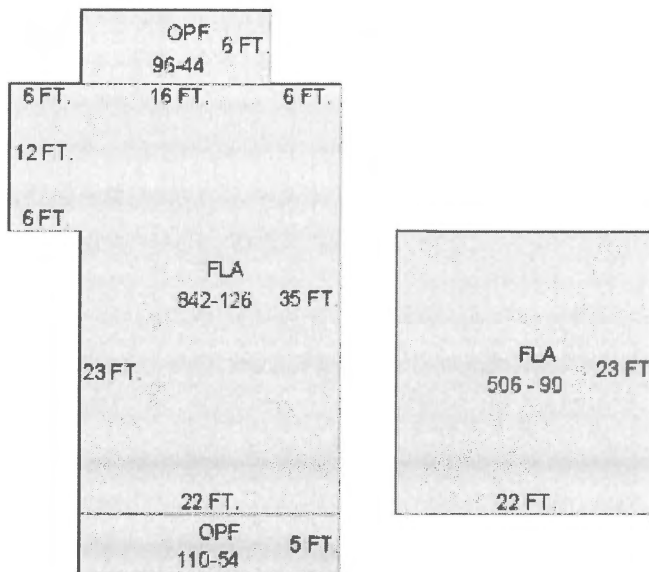
Roof Cover  
Heat 2  
Heat Src 2

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	1937					842
2	OPF		1	1937					110
3	FLA		1	1937					506
4	OPF		1	1964					96

**Interior Finish:**

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	4024	OFF BLDG-1 STY-B	100	N	N
	4025	OPF	100	N	N
	4026	OFF BLDG-1 STY-B	100	N	N

Exterior Wall:

Interior Finish Nbr	Type	Area %
1069	AB AVE WOOD SIDING	100

### Building 2 Details

Building Type  
 Effective Age 19  
 Year Built 1974  
 Functional Obs 0

Condition A  
 Perimeter 188  
 Special Arch 0  
 Economic Obs 0

Quality Grade 400  
 Depreciation % 23  
 Grnd Floor Area 1,053

Inclusions:

Roof Type  
 Heat 1  
 Heat Src 1

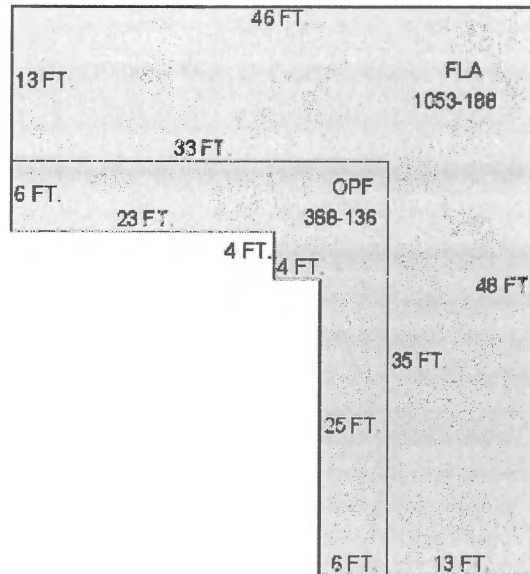
Roof Cover  
 Heat 2  
 Heat Src 2

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 0

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	1973					1,053
2	OPF		1	1964					388

Interior Finish:

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	4027	OFF BLDG-1 STY-D	100	N	N

Exterior Wall:

Interior Finish Nbr	Type	Area %
1070	CONC BLOCK	100

### Misc Improvement Details

Nbr	Type	# Units	Length	Width	Year Built	Roll Year	Grade	Life
1	FN2:FENCES	132 SF	22	6	2006	2014	2	30
2	PT3:PATIO	99 SF	0	0	1974	1975	2	50
3	PT2:BRICK PATIO	90 SF	0	0	1974	1975	3	50
4	AC2:WALL AIR COND	1 UT	0	0	1994	1995	2	20

### Appraiser Notes

TPP 8979774 - KINDRED SPIRIT INC
ISLE STYLE SALON/BOUTIQUE, CAROL MORIN MASSAGE THERAPIST, CLOUD 9.
6/14/01 2001 AUDIT PARCEL.

### Building Permits

Bldg Number	Date Issued	Date Completed	Amount	Description	Notes
11-0181	02/11/2011		0	Commercial	PAIN THE EXTERIOR OF THE BUILDING FRONT AND BACK: BOTH STRUCTURES AND SHED
11-0506	02/18/2011		1,000	Commercial	ROUGH AND SET SHAMPOO SINK IN UPSTAIRS LOFT.
08-1415	05/05/2008		0		CANEL PERMIT 06-3722. REISSUE TO SHOW NEW CHANGES: FROM 22' OF 4' PICKET TO 6' SOLID 1 X 6 FENCE.
1 96-1900	05/01/1996	08/01/1996	1,800	Commercial	ROOF
2 97-2503	07/01/1997	12/01/1997	600	Commercial	SECURITY ALARM
3 97-2767	08/01/1997	12/01/1997	7,000	Commercial	ROOFING
4 97-3419	10/01/1997	12/01/1997	500	Commercial	SIGN
5 98-1482	05/19/1998	12/01/2000	2,400	Commercial	RE-ROOF FLAT AREA
6	07/26/2000	12/01/2000	950	Commercial	INTERIOR RENOVATION

	00-2098						
7	00-2156	09/01/2000	12/01/2000	16,000	Commercial		BUILD OUT BATHROOM
8	00-2173	09/11/2000	12/01/2000	2,400	Commercial		PLUMBING
9	02-1475	06/26/2002	10/03/2002	1,600	Commercial		HANDICAP RAMP
10	05-1554	05/10/2005	12/06/2005	1,200	Commercial		INSTALL 1SQS TORCH DOWN MOD ROOFING
11	06-3575	07/11/2006		700	Commercial		REMOVE EXISTING RADIO TOWER.WILL NOT BE REPLACED.
12	06-3722	08/02/2006		850	Commercial		INSTALL 22x4 OPEN PICKET FENCE AT CORNER LOT

### 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
2013	258,067	985	299,580	490,000	490,000	0	490,000
2012	258,067	985	299,580	558,632	558,632	0	558,632
2011	267,698	985	299,580	568,263	568,263	0	568,263
2010	272,952	985	276,375	550,312	550,312	0	550,312
2009	279,080	985	557,831	663,613	663,613	0	663,613
2008	282,582	985	650,000	933,567	933,567	0	933,567
2007	215,263	985	625,000	841,248	841,248	0	841,248
2006	217,493	1,010	425,000	643,503	643,503	0	643,503
2005	198,923	1,035	350,000	549,958	549,958	0	549,958
2004	199,941	1,093	275,000	476,034	476,034	0	476,034
2003	199,941	1,150	145,000	346,091	346,091	0	346,091
2002	199,941	1,217	145,000	346,158	346,158	0	346,158
2001	199,941	1,288	145,000	346,229	346,229	0	346,229
2000	194,392	709	115,000	310,101	310,101	0	310,101
1999	194,392	748	115,000	310,140	310,140	0	310,140
1998	127,262	364	115,000	242,626	242,626	0	242,626
1997	127,262	378	105,000	232,640	232,640	0	232,640
1996	115,806	0	105,000	220,806	220,806	0	220,806
1995	115,806	0	105,000	220,806	220,806	0	220,806
1994	115,806	0	105,000	220,806	220,806	0	220,806
1993	115,806	0	105,000	220,806	220,806	0	220,806
1992	115,806	0	105,000	220,806	220,806	0	220,806
1991	115,806	0	105,000	220,806	220,806	0	220,806
1990	96,268	0	76,250	172,518	172,518	0	172,518
1989	93,831	0	75,000	168,831	168,831	0	168,831



1988	89,591	0	65,000	154,591	154,591	0	154,591
1987	87,807	0	45,938	133,745	133,745	0	133,745
1986	88,227	0	45,000	133,227	133,227	0	133,227
1985	86,404	0	45,000	131,404	131,404	0	131,404
1984	85,167	0	45,000	130,167	130,167	0	130,167
1983	85,167	0	23,700	108,867	108,867	0	108,867
1982	81,077	0	22,600	103,677	103,677	0	103,677

## 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
5/15/2012	2570 / 381	100	QC	11
7/14/2000	2567 / 1010	0	WD	J
7/14/2000	1643 / 1689	380,000	WD	Q
6/1/1978	763 / 581	50,000	00	Q

This page has been visited 152,403 times.

Monroe County Monroe County Property Appraiser  
 Scott P. Russell, CFA  
 P.O. Box 1176 Key West, FL 33041-1176