



Southernmost Sign Service
913 Eaton Street
Key West, FL 33040
Ph. (305) 294-1877
FAX (305) 295-6699
smsigns@bellsouth.net

Ms. Cheryl Smith
City Clerk, City of Key West
#3126 Flagler Avenue
Key West, Fl. 33040

RECEIVED
11/16/2012
CITY CLERK'S OFFICE

Re: Application

Dear Cheryl Smith,

I, Carl Reid (President of Southernmost Sign Service Inc.) would like to appeal (pursuant Sec 90-428 of the Code of Ordinance of the City of Key West) on behalf of the business owner of "Coyote Ugly Saloon" located at 218 Duval St. Key West Fl. 33040 the decision made by The City of Key West Historic Architectural Review Commission on October 23, 2012 citing guidelines Article VI "Signs" (page 49-50)

We are appealing because our client believes the sign is built to all specification and within all guidelines and should be afforded the opportunity to transmit their message to the public with their branding.

Should you have any questions, feel free to contact me at 305-294-1877

Sincerely,

Southernmost Signs Service Inc.

Pres. Carl Reid

A handwritten signature in black ink, appearing to read 'Carl Reid', written over a white background.

Cc Michael Helpern