



Claire Hurd <churd@keywestcity.com>

Fwd: Resolution specifics

1 message

Shawn Smith <sdsmith@keywestcity.com>
To: Claire Hurd <churd@keywestcity.com>

Wed, Nov 7, 2012 at 1:20 PM

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From: Bruce Neff <kwhistoricmarker@aol.com>
Date: Mon, Oct 22, 2012 at 3:04 PM
Subject: Resolution specifics
To: sdsmith@keywestcity.com

Dear Shawn,

Here is my resolution request with an attempt to tie up loose ends of the previous resolutions. I have also attached pole and banner graphics for the presentation.

Let me know if you need anything else.

Thanks,

Dear Commissioners,

Earlier in the year, the commission approved a historic street light banner project that was designed to coincide with the Florida Department of State's Viva Florida 500 project. Recognition of the 500 year anniversary of Ponce de Leon's discovery of Florida, Historic Key West - 500 Years of Paradise, and Historic Markers, Inc.'s liaison status with Viva Florida 500 was approved in resolution # 11-276. That resolution was followed with a HARC approved application approval #H12-01-437 and commission resolution # 12-087 approving banners for historic street light poles along Duval Street (39) and Truman Avenue (45).

Shortly after the approval we became aware of the DOT's signage/banner regulations. Between their construction on Truman Avenue and height regulations, the Truman banners became impractical.

The commission was more than generous in its recognition of the obstruction and approved resolution number #12-177 transferring all 45 of the Truman Avenue banners to Mallory Square. We rolled the program out in the Citizen's Saturday edition two weeks ago. The response to the banners has been very good.

This latest request is based on a desire to reduce the number of banners in Mallory Square from 45 to 25. After reviewing the number and spacing of historic street light poles in the Square, we feel that it would be aesthetically more desirable to concentrate the reduced number of banners along the waterfront and central corridor of the Square. They will function more like a walkway of history instead of every pole with a banner throughout the Square.

The main target audience for the educational banner project is the 2.5 million tourists that visit our island every year. With that in mind, I recently spoke to Enid Torregrosa about relocating the potential reduction of 20 banners from Mallory Square to Whitehead, Front and Greene Streets. Whitehead is limited to 5 poles in the 200 block and Greene and Front Street run from Whitehead to the Bight.

We may not need this, but I am also asking for the option of an

additional 16 banners to fill out the additional streets. That would put the banner total at 100 banners. All requirements for the relocated and additional banners would match the original banner resolution #12-087 with the exception of the banner description.

The original approved banner measured 3' long by 2' wide at the top and tapering to 1' wide at the bottom. They were to be mounted 7' above the ground. Sign code requires a minimum of 8' from the ground so the banner has been reduced to 2' long by 28" wide at the top tapering to 20" at the bottom.

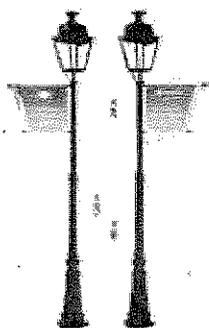
The graphic order has been rearranged to accommodate the reduced configuration of the banner with the top 1/3 limited to a sponsor logo, the middle third for the "history nugget and the bottom third for Historic Key West identification. The outer tapered edge of the banner sports the 500 Years of Paradise theme.

If this request does not meet the approval of the commission and HARC, we will abide by the existing resolutions.

Bruce

Bruce Neff
Executive Director
Historic Markers, Incorporated
Key West Historic Marker Tour

kwhistoricmarker@aol.com
305-393-9777



Banner Graphics.jpg
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