

# Staff Report

- 7 Installation of one hanging sign and a wall sign. Wall sign will halo lite effect and incandescent external frost bulbs. Sign copy "*Coyote Ugly Saloon*" - #218 Duval Street- Applicant Southernmost Sign Inc. (H12-01-1231)

This report is for a request to install a red cedar projecting sign less than 5 square feet that will be perpendicular to the main facade. This sign will have the words "*Coyote Ugly Saloon*" and will comply with the sign guidelines. A second sign, a wall one, will be 2'- 4" high and 13' 3" wide and will be made with aluminum and PVC. The back portion of the sign will be PVC and will have a red halo effect on its back. Free standing red metal letters, 11'-5" high, will have incandescent external frost bulbs. Each free standing letter, with the word "*Coyote Ugly*", will also have red halo effect on the back. The word "*Saloon*" will be done with plastic letters with vinyl with brush aluminum texture applied to face. The building to which the signs are proposed to be installed is listed in the surveys as a contributing resource. The building was built circa 1889.

Guidelines that can be apply to review the proposed new design:  
Signs (pages 49-50);

*...All signage requiring a permit shall be reviewed by HARC including signage design, color, finish, letter style, materials, lighting, location, and appropriateness as an addition to the historical zones or districts.*

*(1) A non-illuminated projecting or hanging sign not exceeding five feet in area is permitted in conjunction with permitted public and semi-public uses.*

*(4) Lettering shall not exceed 12 inches in height and occupy no more than 65% of the area of the signboard.*

It is staff's opinion that the proposed projecting sign complies with the guidelines. It is staff's opinion that the proposed wall sign does not comply with the guidelines in terms of lighting appropriateness as a new addition in the historic district. It is staff's belief that the proposed design will outshine and will overpower the structure. The installation of incandescent bulb lights adding the halo effect behind each letter and behind the wall sign itself will make the sign too bright. It is staff's opinion that proposing halo effect as a back lit of the sign and the letters will be a more appropriate and sympathetic solution and will be a more harmonious design within the surrounding buildings.

# Application



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

APPLICATION # HC 12-01-1281

OWNER'S NAME: ROMALO DEVELOPMENT DATE: 7/16/2012

OWNER'S ADDRESS: 209 DUVAL STREET FL 200 PHONE #:

APPLICANT'S NAME: SOUTHERN MOST SIGNS PHONE #: 294-1877

APPLICANT'S ADDRESS: 913 EATON ST.

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:  
- WALL, ALUMINUM & PVC  
- HANGING - RED CEDAR

SIGN COPY:  
"COYOTE UGLY"

SIZE OF SIGN:  
1-29" H X 159" W  
1-32" W X 22.5"

# OF EXISTING SIGNS ON PREMISES: 0

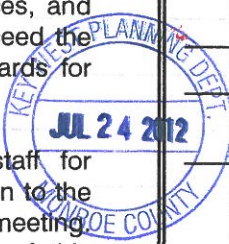
TYPE OF ILLUMINATION:  
- HALO-LET (RED)  
- INCANDESCENT EXTERNAL BULBS (FROST)

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

\*\*\*\*\*

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: 7/16/2012  
Applicant's Signature: [Signature]

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

HISTORIC ARCHITECTURAL REVIEW APPLICATION - SIGN



# HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

\*\*\*\*\*

Approved \_\_\_\_\_

Denied \_\_\_\_\_

Deferred \_\_\_\_\_

Reason for Deferral or Denial:

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

HARC Comments:

*Building is listed as contributing. Built ca. 1889.*  
*Ordinance for signs - chapter 114 of the LDR's.*  
*Guidelines for signs (pages 49-50)*  
\_\_\_\_\_  
\_\_\_\_\_

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

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

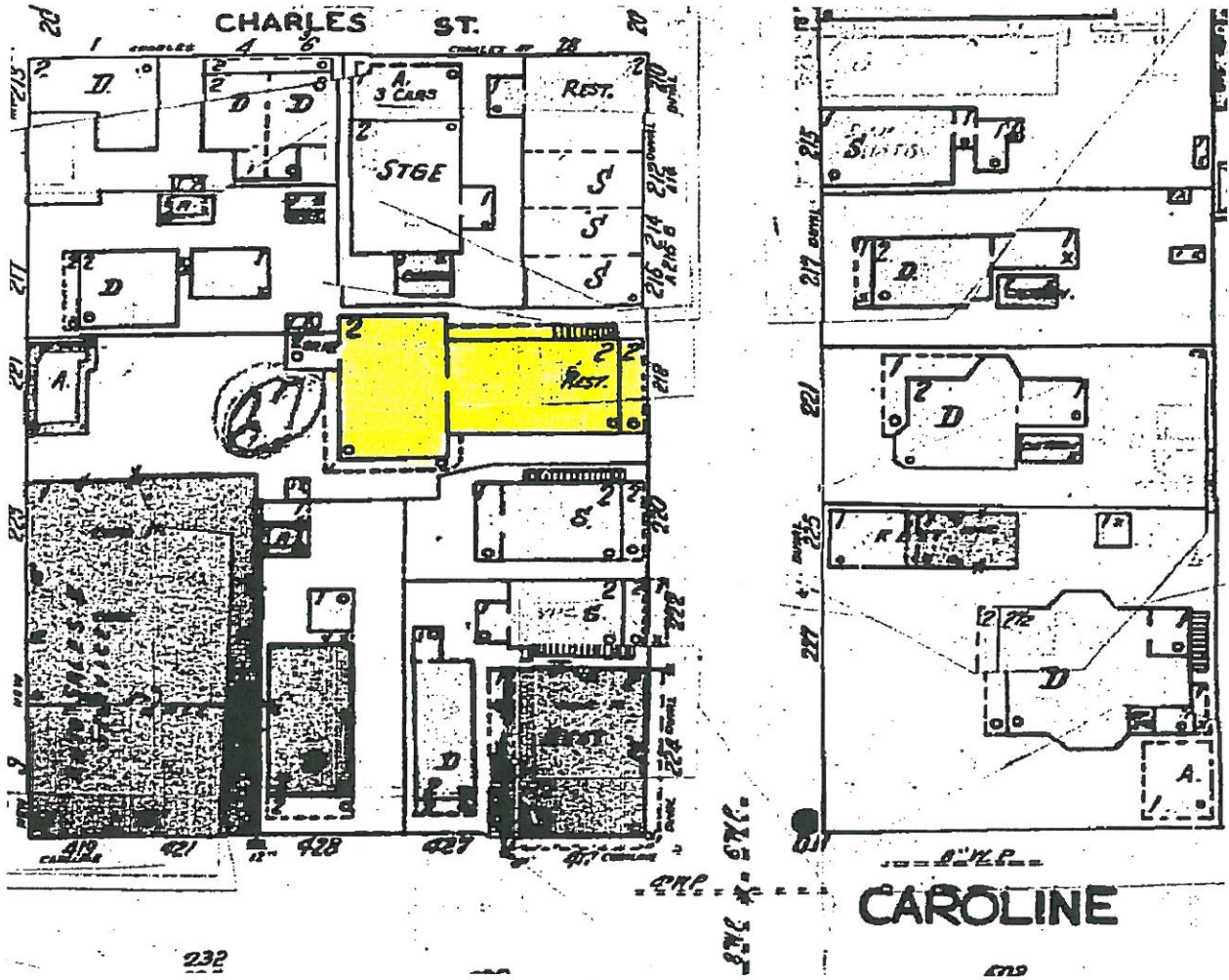
Date: \_\_\_\_\_

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

Historic Architectural  
Review Commission

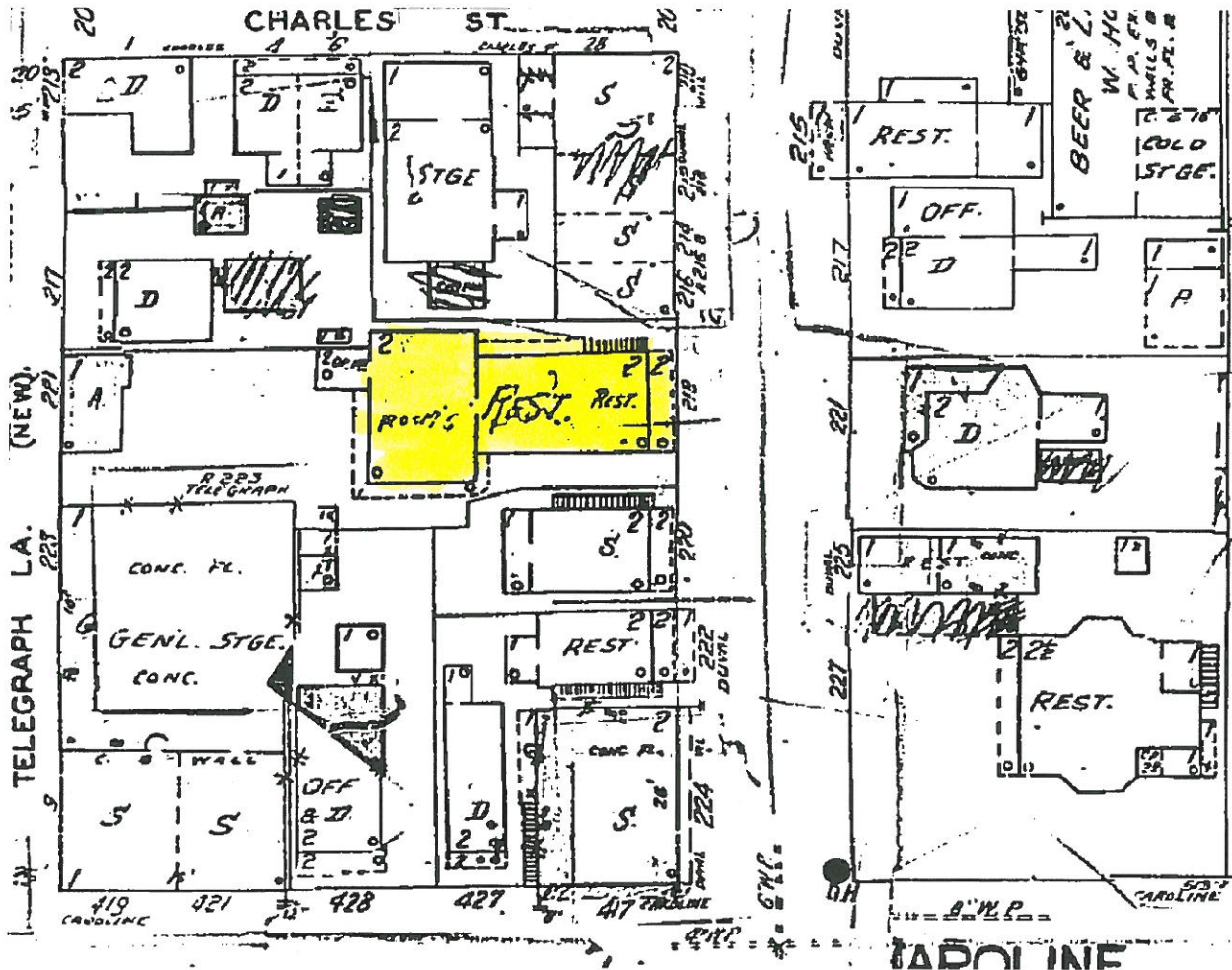
# **Sanborn Maps**





#218 Duval Street Sanborn map 1948





#218 Duval Street Sanborn map 1962

# **Project Photos**

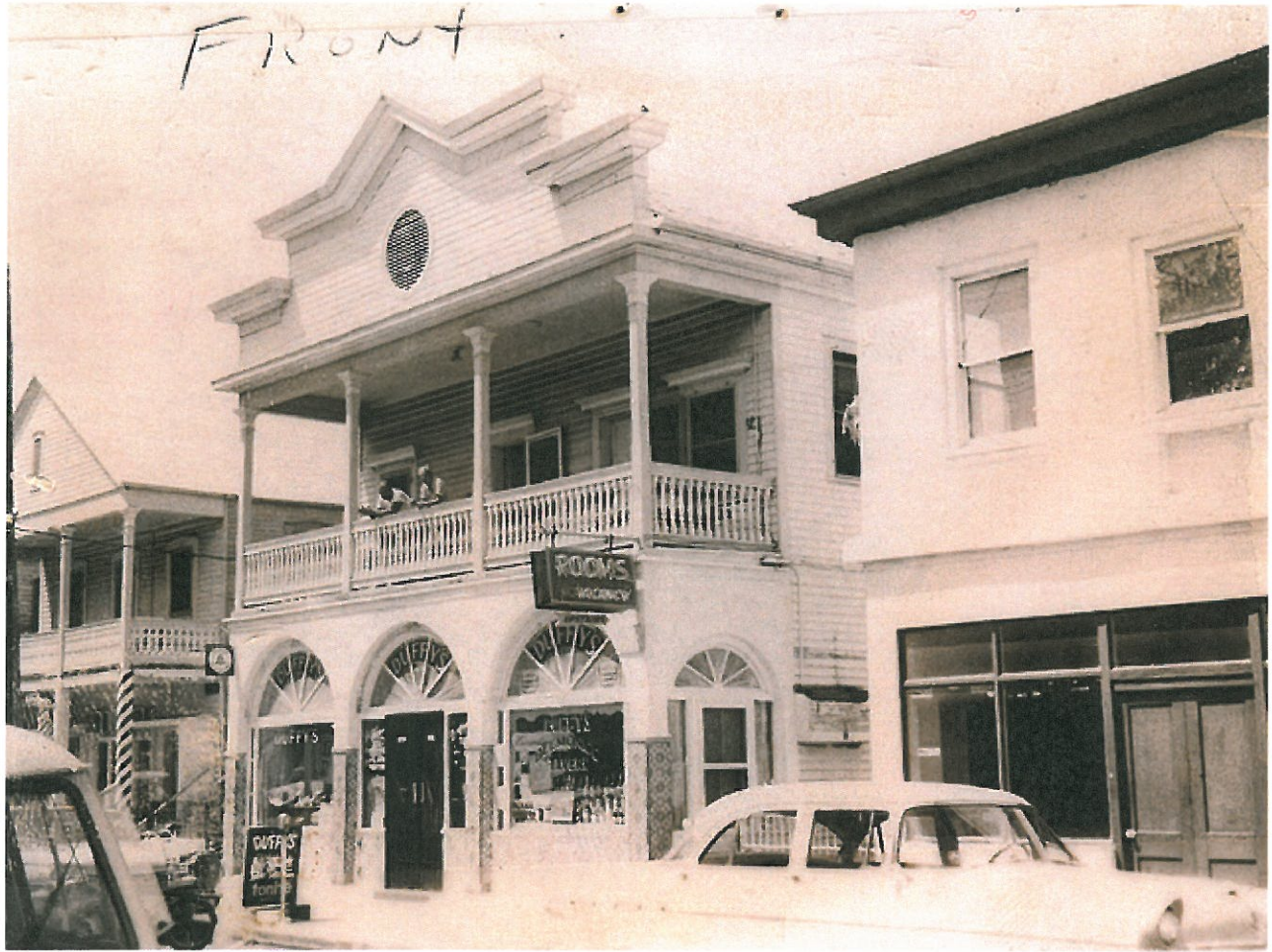


Photo taken by Property Appraiser's office c1965; 218 Duval St.; built c1889; Duffy's Delmonico Tavern. Monroe County Library





218 Duval St, Key West, FL 33040, USA

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US Dept of State Geographer

Google earth

Google earth





# Proposed Signs

DATE: 07/24/12

CLIENT: Coyote Ugly

FAX TO: 000-000-0000

Kevin Baily

INVOICE #: S.O. NO. 1965

CONTACT: Kevin@Coyoteuglysaloon.com 512.968.7666



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

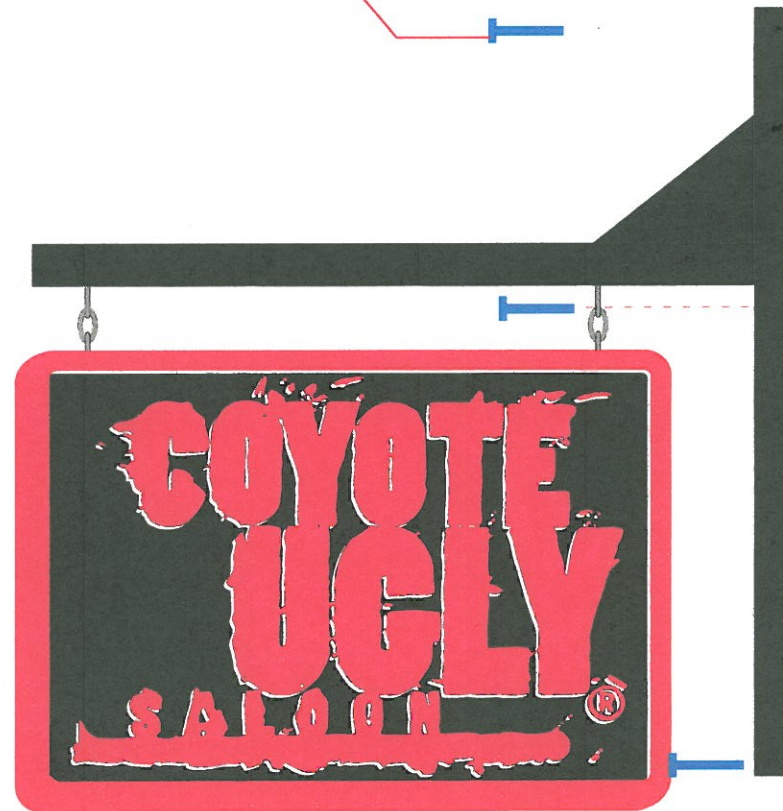
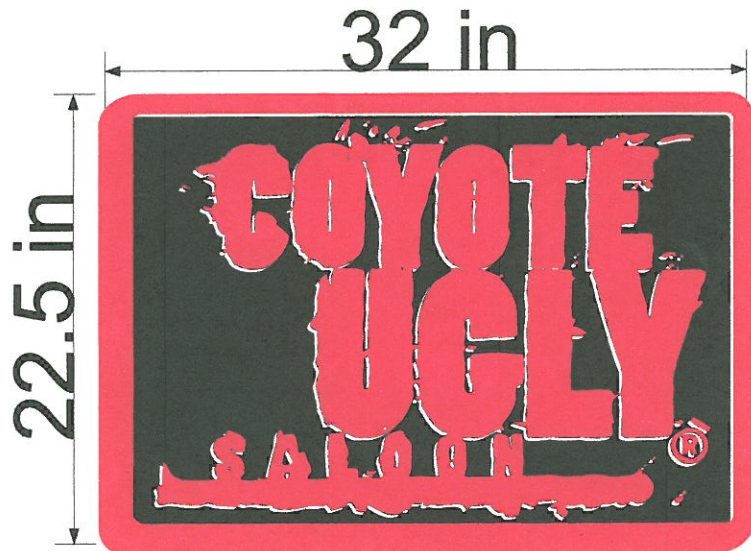
Version 2 Page 1

Qty. 1  
Sandblasted Sign  
Size: 32"w x 22.5"h  
Double sided  
Copy to read: "Coyote Ugly Saloon"  
Colors to be: Red, and Black  
Red Vynyl applied to lettering  
Border and background to be painted.

Aluminum hanging bracket painted black  
Attached by tapcon screws



Tapcon Screw



*Please fax back  
your signature* →

X

**Client Signature - Approval to Fabricate**



DATE: 07/24/12

CLIENT: Coyote Ugly

FAX TO: 000-000-0000

Kevin Baily

INVOICE #: S.O. NO. 1965

CONTACT: Kevin@Coyoteuglysaloon.com 512.968.7666



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

Version 2 Page 2



*Please fax back  
your signature*



**Client Signature - Approval to Fabricate**

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DATE: 07/17/12

CLIENT: Coyote Ugly



FAX TO: 000-000-0000

Kevin Baily

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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.

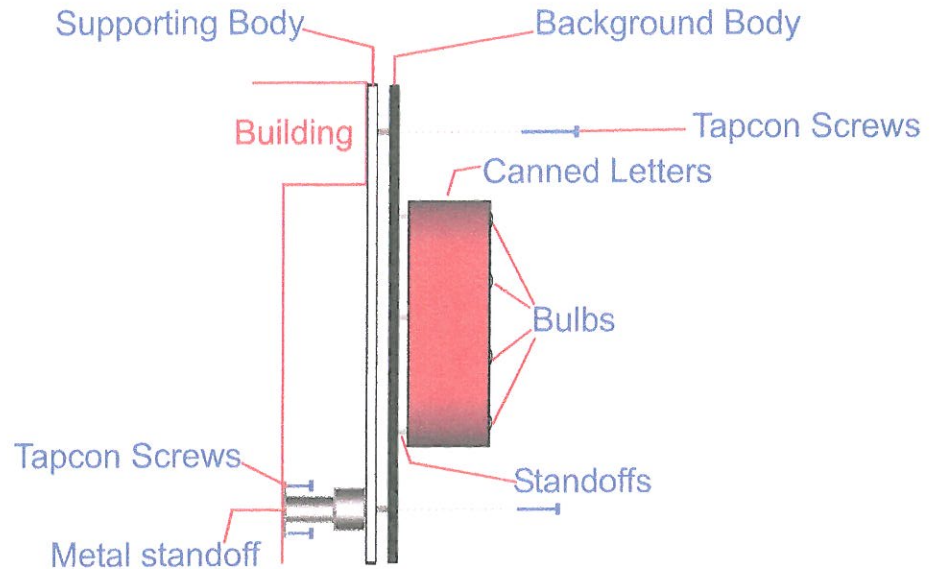
"Saloon" to be plastic letters  
glued to heart background W/  
vinyl applied to face.  
Vinyl color to be:  
Brushed aluminum texture.



LETTERS  
11.5



Tapcon Screw



Side View

Please fax back  
your signature



X

Client Signature - Approval to Fabricate



DATE: 07/17/12

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 2

Day Version

Night Version



Please fax back  
your signature



Client Signature - Approval to Fabricate

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# Correspondence



Enid Torregrosa <etorregr@keywestcity.com>

---

**218 Duval Street**

3 messages

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**Enid Torregrosa** <etorregr@keywestcity.com>  
To: smsigns@bellsouth.net

Wed, Aug 8, 2012 at 1:04 PM

Dear Carl or Dave:

Does the Coyote Ugly external bulbs will be blinking or will have motion?

Thanks!

*Enid*

---

**S M SIGNS** <smsigns@bellsouth.net>  
To: Enid Torregrosa <etorregr@keywestcity.com>

Wed, Aug 8, 2012 at 1:23 PM

Enid,

No blinking or flashing.....Just boring bulbs.

Sincerely,

David Ball

Southernmost Sign Service Inc.

913 Eaton Street

Key West, FL 33040

305-294-1877

**From:** Enid Torregrosa [mailto:etorregr@keywestcity.com]  
**Sent:** Wednesday, August 08, 2012 1:04 PM  
**To:** smsigns@bellsouth.net  
**Subject:** 218 Duval Street

[Quoted text hidden]

---

**Enid Torregrosa** <etorregr@keywestcity.com>  
To: S M SIGNS <smsigns@bellsouth.net>

Wed, Aug 8, 2012 at 1:29 PM

Thanks for letting me know.

*Enid*

[Quoted text hidden]



# Noticing

# Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing at 5:30 p.m., August 15, 2012 at Old City Hall, 510 Greene Street, Key West, Florida. The purpose of the hearing will be to consider a request for: **INSTALLATION OF ONE HANGING SIGN AND A WALL SIGN. WALL SIGN WITH HALO LITE EFFECT AND INCANDESCENT EXTERNAL FROST BULBS. SIGN COPY " COYOTE UGLY SALOON"**

**#218 DUVAL STREET**

**Applicant- SOUTHERNMOST SIGNS - Application Number H12-01-1231**

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**

**Property Appraiser  
Information**



**Karl D. Borglum  
Property Appraiser  
Monroe County, Florida**

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

**Property Record Card -  
Map portion under construction.**

Website tested on  
Internet Explorer.  
Requires Adobe Flash  
10.3 or higher

**Alternate Key: 1001422 Parcel ID: 00001400-000000**

**Ownership Details**

**Mailing Address:**  
RAMLO DEVELOPMENT CORPORATION  
209 DUVAL STREET  
FL TWO  
KEY WEST, FL 33040

**Property Details**

**PC Code:** 33 - NIGHTCLUBS, LOUNGES, BARS  
**Millage Group:** 10KW  
**Affordable Housing:** No  
**Section:**  
**Township:** 06-68-25  
**Range:**  
**Property Location:** 218 DUVAL ST KEY WEST  
**Legal Description:** KW PT LOT 1 SQR 15 D2-550 G3-130 G4-491 OR672-429/E OR677-51 OR677-52/53 OR677-54 OR677-56/57 OR677-58/59 OR677-60/61 OR866-19/19Q/C OR866-20/21 OR866-22/23 OR884-1908/10 RE:133 & RE:135 COMBINED WITH THIS PARCEL PER OWNER REQUEST 6-20-85 DN



Show Parcel Map that can launch map - Must have Adobe Flash Player 10.3 or higher

**Land Details**

Land Use Code	Frontage	Depth	Land Area
100D - COMMERCIAL DRY	0	0	9,191.00 SF

**Building Summary**

Number of Buildings: 1

Number of Commercial Buildings: 1  
 Total Living Area: 7987  
 Year Built: 1928

### Building 1 Details

Building Type  
 Effective Age 31  
 Year Built 1928  
 Functional Obs 0

Condition F  
 Perimeter 691  
 Special Arch 0  
 Economic Obs 0

Quality Grade 450  
 Depreciation % 40  
 Grnd Floor Area 7,987

**Inclusions:**

Roof Type  
 Heat 1  
 Heat Src 1

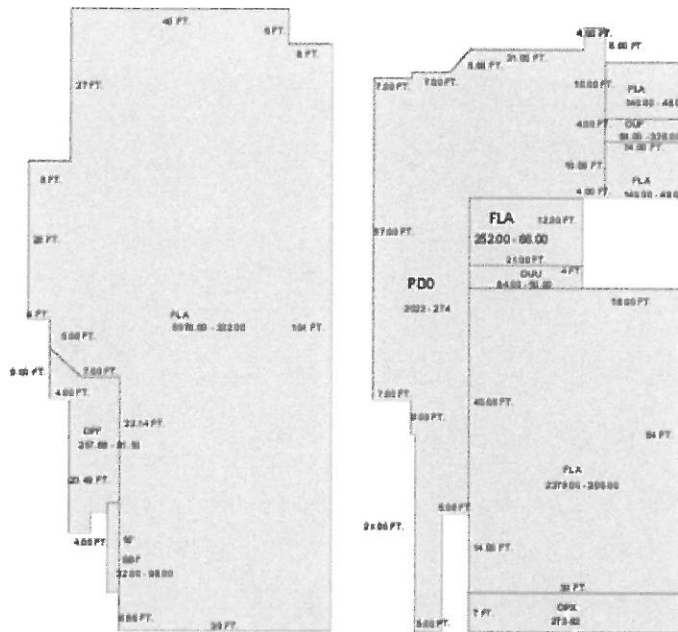
Roof Cover  
 Heat 2  
 Heat Src 2

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 37

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
0	OPF		1	1988					258
0	PDO		1	2004					2,022
1	FLA		1	1988					5,076
2	SBF		1	1988					32
3	OPX		1	1988					273

4	FLA	1	1988	2,379
8	FLA	1	2004	252
9	FLA	1	2004	140
10	FLA	1	2004	140
11	OUF	1	1988	56
12	OOU	1	1988	84

**Interior Finish:**

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
		NIGHT CLUB, BARS B	100	Y	Y
		NIGHT CLUB, BARS B	100	Y	Y
		NIGHT CLUB, BARS B	100	Y	Y
	524	NIGHT CLUB, BARS B	100	Y	Y
	527	NIGHT CLUB, BARS B	100	Y	Y

**Exterior Wall:**

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

**Misc Improvement Details**

Nbr	Type	# Units	Length	Width	Year Built	Roll Year	Grade	Life
1	WD2:WOOD DECK	378 SF	0	0	1983	1984	1	40
2	WD2:WOOD DECK	311 SF	0	0	1983	1984	3	40
3	WD2:WOOD DECK	235 SF	0	0	1983	1984	4	40
4	TK2:TIKI	385 SF	0	0	1983	1984	5	40
5	PT2:BRICK PATIO	220 SF	0	0	1983	1984	2	50
6	FN2:FENCES	264 SF	0	0	1983	1984	2	30
7	FN2:FENCES	270 SF	0	0	1983	1984	3	30
8	UB2:UTILITY BLDG	110 SF	0	0	1985	1986	1	50
9	PT3:PATIO	324 SF	18	18	1996	1997	2	50

**Appraiser Notes**

MISC #3 WD2 GRADE 4 IS COVERED WOOD DECK BUILDING FOLEY SQUARE REMODLED FOR 88 ROLL

**Building Permits**

Bldg Number	Date Issued	Date Completed	Amount	Description	Notes
08-0474	02/22/2008		450	Commercial	ELECTRICAL CKT. FOR FIRE ALARM
25 04-3373	12/13/2004	12/31/2004	25,000	Commercial	ELECTRICAL
23	02/10/2004	12/15/2004	48,000	Commercial	BAR, BATHROOMS & DECK UPSTAIRS



	04-0189						
24	04-2290	07/13/2004	10/04/2004	1,800	Commercial	ELECTRIC	
26	05-1612	05/16/2005	12/31/2005	1,000	Commercial	ELECTRICAL ALTERATIONS	
27	05-2177	06/06/2005	12/31/2005	2,400	Commercial	INSTALL CIRCUITS FOR DRINK MACHINES	
28	05-3930	01/27/2006	07/26/2006	4,000	Commercial	RELOCATE PIZZA SERVING AREA	
29	06-1189	03/03/2006	07/26/2006	1,500	Commercial	INSTALL NEW FIRE SUPPRESSION SYSTEM	
1	00-1817	06/30/2000	07/14/2000	600	Commercial	2 FIRE WALLS	
2	00-1624	06/30/2000	07/14/2000	6,900	Commercial	INTERIOR RENOVATIONS	
3	00-2261	10/13/2000	11/16/2001	975	Commercial	INTERIOR WALLS	
4	01-1718	04/23/2001	11/16/2001	2,500	Commercial	ANSUL SYSTEM	
5	01-4044	01/07/2002	08/16/2002	2,000	Commercial	ELECTRICAL	
6	02-1835	07/10/2002	08/16/2002	1,000	Commercial	SIGNS	
7	03-0584	03/05/2003	12/08/2003	2,300	Commercial	4 NEW AWNINGS	
8	03-0746	03/12/2003	12/08/2003	6,500	Commercial	ATF CHANGE A/C	
9	03-0878	03/14/2003	12/08/2003	1,200	Commercial	REPLACE GREASE TRAP	
10	03-0940	03/21/2003	12/08/2003	1,500	Commercial	REPAIR CODE VIOLATIONS	
11	03-1013	04/17/2003	12/08/2003	22,300	Commercial	EXTRIOR REPAIRS	
12	03-1018	03/21/2003	12/08/2003	2,500	Commercial	SHUTTERS	
13	03-1149	04/03/2003	12/08/2003	5,000	Commercial	DEMO & REPLACE DECK	
14	03-1487	05/05/2003	12/08/2003	13,500	Commercial	2- 7 1/2 TON A/C	
15	03-1774	05/27/2003	12/08/2003	800	Commercial	SHUTTERS	
16	03-2460	07/24/2003	12/08/2003	25,850	Commercial	RENOVAT ELE & PLUMBING	
17	03-2655	08/07/2003	12/08/2003	15,000	Commercial	RENOVAT DANCE FLOOR	
18	03-2680	08/08/2003	12/08/2003	2,300	Commercial	STUCCO REPAIRS	
19	03-2690	03/26/1990	12/08/2003	10,000	Commercial	RENOVAT REAR BAR	
20	03-2814	08/13/2003	12/08/2003	300	Commercial	REPAIR RISER	
21	03-3000	11/04/2003	12/08/2003	30,000	Commercial	RENOVAT 2ND FLOOR	

22	03-3815	11/04/2003	12/08/2003	900	Commercial	ELE REPAIR
30	06-4694	08/08/2006	07/26/2006	100	Commercial	TRANSFER OF CONTRACTOR
31	06-5020	09/07/2006		225,000	Commercial	CHANGE CONTRACTOR TO DUNN GENERAL CONTRACTORS
	06-1665	03/13/2006	07/26/2006	1,000	Commercial	INSTALL ELECTRIC FOR NEW EXHAUST HOOD
	05-1389	04/11/2006	12/31/2006	225,000	Commercial	BUILD NEW TRUSS ROOF TO COVER 2046SF OPEN BAR SPACE
	06-2303	04/11/2006	07/26/2006	4,000	Commercial	ADD GUTTERS AND SWALE TO EXISTING PROPERTY
	07-2071	04/30/2007		2,200	Commercial	NEW ELECTRIC FOR 7 COOLERS AND 20-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	856,131	10,795	2,679,048	3,545,974	3,430,409	0	3,545,974
2010	913,206	10,896	2,194,452	3,118,554	3,118,554	0	3,118,554
2009	913,206	10,998	3,055,265	3,979,469	3,510,356	0	3,979,469
2008	913,206	11,099	2,435,615	3,191,233	3,191,233	0	3,191,233
2007	673,326	11,693	2,435,615	3,191,233	3,191,233	0	3,191,233
2006	673,326	12,122	919,100	3,191,233	3,191,233	0	3,191,233
2005	622,773	12,718	873,145	3,191,233	3,191,233	0	3,191,233
2004	592,831	13,148	873,145	3,191,233	3,191,233	0	3,191,233
2003	592,831	13,744	661,752	3,191,233	3,191,233	0	3,191,233
2002	592,831	14,173	661,752	3,191,233	3,191,233	0	3,191,233
2001	592,831	14,856	727,927	2,479,318	2,479,318	0	2,479,318
2000	730,928	6,631	626,826	2,479,318	2,479,318	0	2,479,318
1999	719,866	6,934	564,144	2,479,318	2,479,318	0	2,479,318
1998	479,910	7,153	564,144	1,559,597	1,559,597	0	1,559,597
1997	478,822	6,653	545,945	1,559,597	1,559,597	0	1,559,597
1996	435,292	6,858	545,945	1,000,800	1,000,800	0	1,000,800
1995	435,292	7,142	545,945	1,000,800	1,000,800	0	1,000,800
1994	430,216	7,356	545,945	948,126	948,126	0	948,126
1993	455,884	7,637	545,945	903,921	903,921	0	903,921
1992	455,884	7,841	545,945	903,921	903,921	0	903,921
1991	455,884	8,134	545,945	942,256	942,256	0	942,256
1990	455,884	8,338	402,635	960,739	960,739	0	960,739
1989	455,884	8,625	400,360	1,007,323	1,007,323	0	1,007,323
1988	388,507	9,058	348,040	882,681	882,681	0	882,681
1987	272,597	9,361	242,544	935,407	935,407	0	935,407

1986	340,596	9,562	327,672	991,962	991,962	0	991,962
1985	327,100	9,864	155,644	986,501	986,501	0	986,501
1984	129,307	716	108,277	484,437	484,437	0	484,437
1983	129,410	716	49,165	179,291	179,291	0	179,291
1982	122,314	716	49,165	172,195	172,195	0	172,195

### 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
2/1/1976	677 / 58	75,000	00	Q

This page has been visited 31,139 times.

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