

## EXECUTIVE SUMMARY

**TO:** Key West Bight Board  
**FROM:** Mark Tait, Marilyn Wilbarger  
**CC:** John Paul Castro  
**DATE:** November 3, 2011  
**SUBJECT:** Signage Standard at Key West Bight

**POLICY STATEMENT:** The purpose of this item is to establish a signage standard for the commercial slips in the marina.

**BACKGROUND:** Signage for our commercial marina tenants has been an outstanding issue for many years. Lately the trend has been to see who can make the largest sign or have the most signs at their slip. Some of the signs have become so large and cluttered that it is difficult to see the water from areas of the Harborwalk.

Staff met with HARC and came up with a pole design and sign size that is allowable. The marina will provide a post with an arm that will overhang the water. The tenants can design and hang up to an 18" x 36" sign horizontally from the arm that is over the water. They can also design and hang an 8" x 20" vertical sign display on the front of the post that faces the dock/Harborwalk.

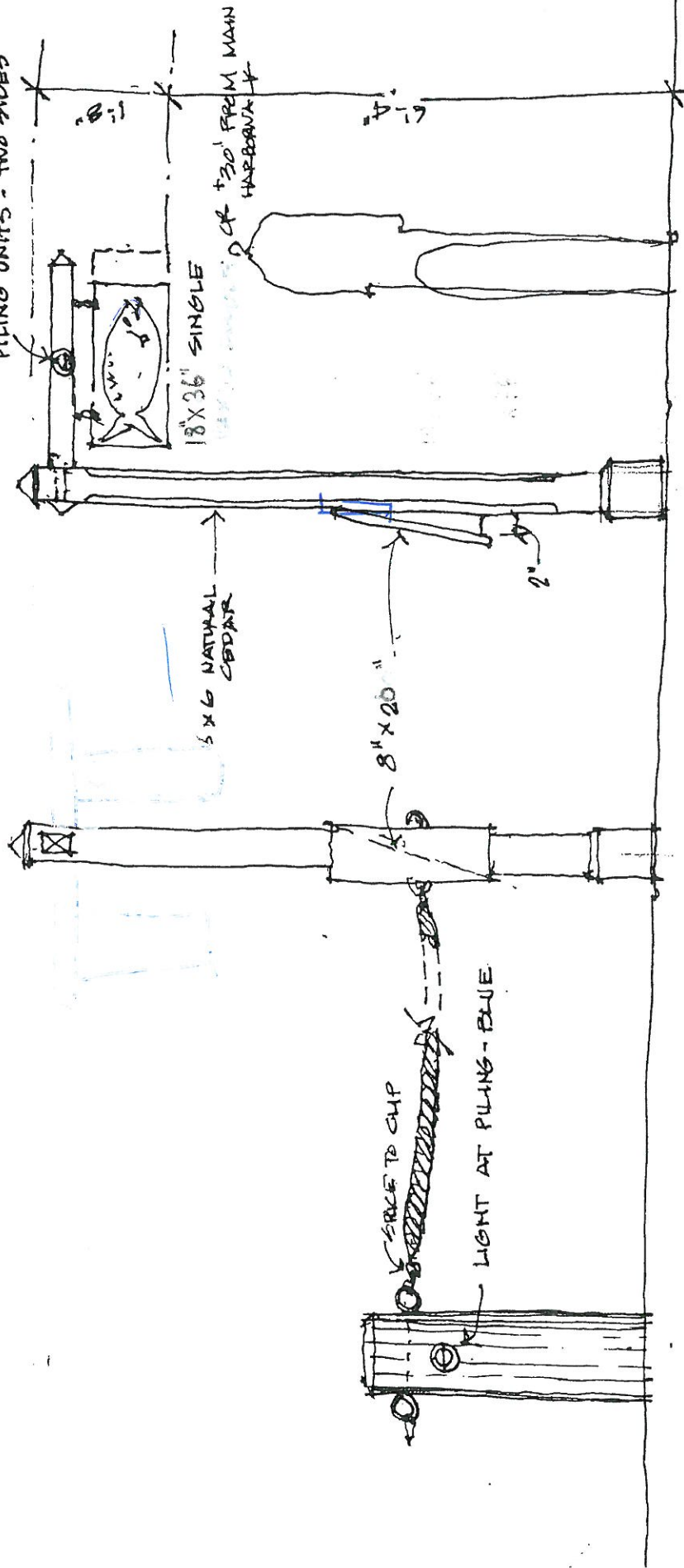
The intent is not to stifle creativity but create continuity and set a standard that is fair and equal to all commercial tenants and stop the practice of the tenants trying to outdo each other by making bigger or more signs.

### **ADVANTAGES/ DISADVANTAGES:**

- Standardizing signage will help alleviate squabbles between tenants and complaints to staff.
- Standardizing signage will "clean up" the Harborwalk and allow visitors to view the boats and water instead of sign after sign. The signs will also be fairly sized between businesses as is the case within the current H.A.R.C. district.
- With staff supplying the posts the cost to the tenants to make signs that conform will be minimal.
- Many existing tenant signs are within the 18" x 36" sign size.
- There are currently 55 commercial marina tenants in the marina.

ATTACHMENTS: Sign Sketch

WHITE LIGHT. SAME AS ADDED TO  
PILING UNITS - TWO SIDES



mbi | k2m Architecture, Inc.