



City Of Key West
Planning Department
3140 Flagler Avenue
Key West, Florida 33040

October 26, 2012

Mr. Carl Reed
Southernmost Signs Inc.
#913 Eaton Street
Key West, Florida 33040

**RE: LED SURFACE HALO LETTERS FOR AN EXISTING APPROVED
WALL SIGN. SIGN COPY "COYOTE UGLY"
FOR: #218 DUVAL STREET- APPLICATION NO. H12-01-1670
KEY WEST HISTORIC DISTRICT**

Dear Mr. Reed:

This letter is to notify you that the Key West Historic Architectural Review Commission **denied** your request for the above mentioned project on Tuesday, October 23, 2012. The Commissioners review the submitted application and voted to deny the application based on Article VI- Design Guidelines in Key West Historic District, particularly the following guidelines;

Signs (pages 49-50);

Excessive and garish signage, banners and flags detract from the visual character of a historic neighborhood, diminishing the aesthetic qualities of historically zoned areas. 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..

During the Commissioner's deliberations it was mentioned that the existing sign is too bright and suggested to lower the intensity of the light, since the existing lights effects are different from the approved design.

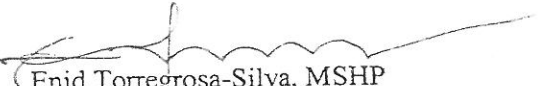
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If you wish to appeal this decision, as pursuant Sec 90-428 of the Code of Ordinance of the City of Key West, you may do so in writing. Appeals should be sent to;

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

Should you have any questions, please do not hesitate to contact me at your convenience. On behalf of the Historic Architectural Review Commission of our City, thank you for your interest in the preservation of Key West historic heritage.

Sincerely:



Enid Torregrosa-Silva, MSHP
Historic Preservation Planner
City Of Key West
3140 Flagler Avenue
Key West, Florida 33040

305.809.3973

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