

# **Staff Report**

6     **Light pole banners approved by City Commission - Duval Street and Truman Avenue- City of Key West/ Historic Markers Inc. (H12-01-437)**

This staff report is for the review of proposed light pole banners that will be installed for the celebration of the 500 years of Ponce De Leon's discovery of Florida. The City Commission, under Resolution 12-087, approved the installation of 84 banners; 39 of the proposed banners will be on Duval Street and 45 will be installed across Truman Avenue, between Eisenhower Drive and Duval Street. The main theme will be "500 years in paradise" and the banners will have written facts about Key West history. Historic Markers, Inc., a non profit organization, will be in charge of the project. All banners will have a clearance of 8' from the lower portion to the sidewalk as required by the Land Development Regulations. Letter will be equal or smaller than 12' tall. The banners will be made of canvas and will be installed from January 1, 2013 through November/ December 2013, in coordination with the City's holiday decorations.

The installation of banners is prohibited in the historic district as well as on any utility pole, as stated in Sections 114-35 and 114-103 of the Land Development Regulations, except with the permission of the City Commission.

It is staff's opinion that this banners comply with the requirements of the Land Development Regulations.

# **Application**





# CITY OF KEY WEST BUILDING DEPARTMENT

## CERTIFICATE OF APPROPRIATENESS

APPLICATION #

12-0100043

OWNER'S NAME:

City of Key West

DATE:

4/2/12

OWNER'S ADDRESS:

P.O. Box 1409 KW, FL 33041

PHONE #:

305-804-3956

APPLICANT'S NAME:

Historic Markers, Inc.

PHONE #:

305-393-9771

APPLICANT'S ADDRESS:

1310 Petronia Street, KW, FL 33040

ADDRESS OF SIGN LOCATION:

100 - 1400 Blocks of Duval - Eisenhower to Duval and Truman Ave.

THERE WILL BE A FINAL INSPECTION REQUIRED UNDER THIS PERMIT

SIGN

TYPE:

☐

WALL

☐

DETACHED

☒

HANGING

☐

WINDOW

☐

AWNING

☐

TRANSOM

☒ light pole banner

MATERIALS DESCRIPTION:

Street light pole banner - 3ply  
Sign canvas - light pole hanger

SIGN COPY:

\* See Comm. Resolution for details (attached)  
See attached graphics

TYPE OF ILLUMINATION:

NA

SIZE OF SIGN:

2' x 4' - Truman

2' x 2' - Duval

# OF EXISTING SIGNS ON PREMISES:

- 0 -

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

This application for Certificate of Appropriateness must precede applications for building 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.

### 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

### Staff Use Only

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

Staff Approval: \_\_\_\_\_

Fee Due:

\$ \_\_\_\_\_

Date: 02 APRIL 2012

Applicant's Signature: JKS000

HISTORIC ARCHITECTURAL REVIEW APPLICATION - SIGN

# HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

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Approved \_\_\_\_\_

Denied \_\_\_\_\_

Deferred \_\_\_\_\_

Reason for Deferral or Denial:

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HARC Comments:

*Different areas in Duval Street and Truman Avenue.*

*Guidelines for signs.*

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

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

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

Historic Architectural  
Review Commission

## **Miscellaneous Information**



RESOLUTION NO. 12-087

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AUTHORIZING HISTORIC MARKERS, INC. D/B/A HISTORIC KEY WEST TO PLACE UP TO EIGHTY-FOUR (84) "500 YEARS OF PARADISE" BANNERS ALONG DUVAL STREET AND TRUMAN AVENUE IN ACCORDANCE WITH SECTIONS 114-35 AND 114-103(A) (2) OF THE CODE OF ORDINANCES; PROVIDING CONDITIONS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, as part of a state-wide celebration of the 500 year anniversary of Ponce deLeon's discovery of Florida, the Florida Keys, and the Dry Tortugas, Historic Key West, a project of Historic Markers, Inc. has requested permission to display banners commemorating the history of Key West along Duval Street and Truman Avenue; and

WHEREAS, the City Commission has determined that display of the proposed "500 Years of Paradise" banners along Duval Street and Truman Avenue would enhance the streetscape at no cost to the taxpayers; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, AS FOLLOWS:

Section 1: That permission is hereby granted to Historic Markers, Inc. d/b/a Historic Key West in accordance with sections 114-35 and 114-103(a) (2) of the Code of Ordinances for the placement of 84 banners on street light poles, as described in the "Banner Program" proposal attached hereto, from January 1, 2013

through November/December, 2013, in coordination with the installation of the City's holiday decorations.

Section 2: That this authorization is conditioned upon the following:

- A. Historic Markers, Inc. d/b/a Historic Key West shall engage a licensed sign erection contractor or general contractor to erect, remove and repair the banners in accordance with section 114-31(6) of the Code of Ordinances.
- B. Historic Markers, Inc. d/b/a Historic Key West and its contractor shall execute an indemnification agreement, in a form acceptable to the City Manager and the City Attorney, in favor of the City.
- C. Historic Markers, Inc. d/b/a Historic Key West and its contractor shall furnish and maintain public liability and property damage insurance protecting the City from all claims and damage to property or bodily injury, including death, which may arise from the existence, installation and maintenance of the banners. Such insurance shall provide coverage of not less than \$200,000.00 for bodily injury and property damage respectively, per occurrence. The policy shall not terminate or be cancelled without 45 days' written notice to the City's chief



## **Proposed Plans**

building official, sent via certified mail.

- D. In the event of a hurricane warning issued by the National Weather Service for the City of Key West, Historic Markers, Inc. d/b/a Historic Key West and its contractor shall immediately remove all banners and attachments installed pursuant to this authorization.

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding officer and the Clerk of the Commission.

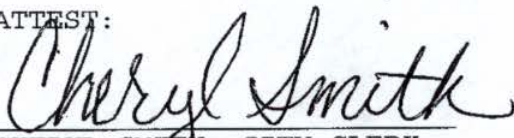
Passed and adopted by the City Commission at a meeting held this 20 day of March, 2012.

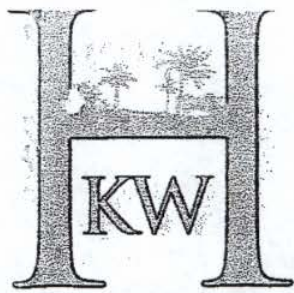
Authenticated by the presiding officer and Clerk of the Commission on March 21, 2012.

Filed with the Clerk March 21, 2012.

  
CRAIG CATES, MAYOR

ATTEST:

  
CHERYL SMITH, CITY CLERK



**HISTORIC KEY WEST**  
500 YEARS OF PARADISE  
1513-2013

**EXECUTIVE DIRECTOR**

Bruce Neff

**BOARD OF DIRECTORS**

**PRESIDENT**

Patricia Madiedo

**VICE-PRESIDENT**

Esther Topino

**SECRETARY**

Don Craig

**TREASURER**

Paul Mills

Dennis Beebe

**LEGAL COUNSEL**

Mitchell J. Cook, P.A.

Albert Kelley, P.A.

**BOARD ADVISORS**

**HISTORY**

Tom Hambright

**TECHNOLOGY**

Jim De Keyrel

**ADDRESS**

Historic Key West  
1310 Petronia Street  
Key West, Florida  
33040-7235

**TELEPHONE**

(305) 294-9009  
(305) 393-9777

**EMAIL**

KWHistoricMarker@aol.com

**WEBSITE**

HistoricKeyWest.org

## BANNER PROGRAM

This banner program is designed to feature the Historic Key West, 500 year anniversary of Ponce de Leon's discovery of Florida, the Florida Keys, and the Dry Tortugas. The official theme, *500 Years of Paradise*, and commemoration dates are recognized by the Key West Commission in resolution # 11-276.

Historic Key West is a project of Historic Markers, Incorporated. They are a Florida State registered, Non Profit Corporation with a 501c3 status.

The Historic Key West commemoration project is recognized and in partnership with the Florida Department of State, Viva Florida 500, and Visit Florida.

The Banner Program is a two part project designed to establish the historical significance of Key West and to highlight our history and heritage to the 2.5 million tourists that visit our island every year. The banners will identify and brand our historic district as "the largest historic district of frame vernacular buildings in the United States".

The first leg of the program is Duval Street banners. The specifics of that part of the program follow.

### ELEMENTS:

- \* Street banners installed on city owned light poles.
- \* 3 banners per block for a total of 39 banners.
- \* Banners will be installed over side walk and not the street side of the pole.
- \* Banner hardware and banner material to be installed and maintained by Southernmost Signs at no cost to the City of Key West.
- \* Banner hanging rods are designed for light poles and can support 200lbs.
- \* Banner is constructed of three layers of canvas stitched together with digital printing on both sides (rated to 80 miles per hour).
- \* Banner measures 2' x 3' x 1' and is attached by wire ties.



- \* The top of the banner will be 10' off the ground with the bottom at 7'. 8'
- \* Banner design is divided into three design sections:
  - The top 1/3 is for the Historic Key West logo and will remain constant on all banners.
  - The middle section will be for historical factoids that describe our unique history and heritage.
  - The bottom section will be reserved for the event sponsor logo and business name.
- \* Agreement is for the 12 months of 2013.
- \* Extension of the agreement is at the discretion of the City of Key West City Commission.

The second leg of the banner program is called the Truman Avenue Welcome Corridor. The 15 blocks between Eisenhower and Duval will have 3 banners per block. All specifics of this part of the program are the same as the Duval program with the following exceptions:

- \* The street lights along Truman Avenue are taller than Duval Street.  
Banners will be hung at a height of 15 feet.
- \* Banners measure 2' wide by 4' high.
- \* Banner graphics will be limited to the HKW logo, 500 Years of Paradise text and the sponsors logo and company name in the bottom third of the banner.

144 in

96 in

36 in



120 in

96 in

24 in



# **Noticing**



# Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing at 5:30 p.m., April 11, 2012 at Old City Hall, 510 Greene Street, Key West, Florida. The purpose of the hearing will be to consider a request for:

## **LIGHT POLE BANNERS APPROVED BY CITY COMMISSION**

**DUVAL STREET AND TRUMAN AVENUE**

**Applicant- City of Key West/ Historic markers Inc. - Application Number H12-01-437**

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**