

Staff Report

Historic Architectural Review Commission

Staff Report Item 5

Meeting Date:	February 12, 2013
Applicant:	Southernmost Signs Inc.
Application Number:	H13-01-068
Address:	#511 Greene Street
Description of Work:	Installation of two new signs, wall sign with halo effect and hanging sign with neon. Sign copy " <i>World of Beer</i> ".
Building Facts:	The building is listed as a contributing resource. The masonry vernacular structure was built in 1950 and housed the Key West Citizen's offices and print.
Guidelines and Ordinance Cited in Review:	<p>Banners, Flags, Signage and Lighting (pages 49-50), specifically guideline 1 of page 49 and guidelines 16, 19 and 24 (j) of page 50.</p> <p>Sec 114-103 Prohibited Signs (4) Interior illuminated signs and (5) Plastic signs.</p>

Staff Analysis

On November 13, 2012 the Commission approved changes to the exterior of the westernmost side of the building for a new business. The proposed signs are for the new enterprise. A wall sign is proposed to be located on the west façade. The sign will be made of substrate (plastic) with a black outline and lettering will be white halo lit channel. Measurements of the sign will be 9' wide by 15" high. The logo of the business will be incorporated in the sign as a round map of the word, 30" diameter with black background and yellow reflective vinyl applied to face. The logo will have halo lit, yellow LED's applied to back of graphic logo. This sign will be located on the west façade.

A second sign is proposed on the main façade. It will be a double hanging sign with neon border, neon lettering and vinyl. Yellow neon tubing will be used as a border for the sign and while neon tubing will be used to border each letter. The

sign will have a world globe that will be made of reflective yellow vinyl. The sign will be less than 5 square feet.

Consistency with Guidelines

1. It is staff's opinion that the wall sign will be a plastic sign, which is prohibited by ordinance and by the guidelines. The specifications are not clear as to how the white material of the letters *World of Beer* will still read white at night. The world globe logo will be made of reflective vinyl.
2. The guidelines are clear regarding hanging and projecting signs; a non-illuminated projecting or hanging sign not exceeding five feet in area is permitted... The proposed sign will be illuminated by neon tubing lights.

It is staff's opinion that the proposed wall and hanging signs are inconsistent with the guidelines. Although the proposed wall sign complies with size, as it is depicted in the simulated photos and on the submitted specifications it appears that it fails the existing guidelines and the ordinance regarding prohibited signs in the historic district. The proposed hanging sign also complies with maximum size requirements, nevertheless it is illuminated and that is against the existing guidelines.

Application



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

APPLICATION # H-13-01-0068

OWNER'S NAME: 511 GREENE ST. LLC DATE: 1/5/13

OWNER'S ADDRESS: 219 SEMONTON ST., KW, FL PHONE #:

APPLICANT'S NAME: SOUTHERN MOST SIGNS & SERVICES INC. PHONE #: 294-1877

APPLICANT'S ADDRESS: 913 LAYTON ST.

ADDRESS OF SIGN LOCATION:
511 GREENE ST.

THERE WILL BE A FINAL INSPECTION REQUIRED UNDER THIS PERMIT

SIGN TYPE: WALL DETACHED
 HANGING WINDOW
 AWNING TRANSOM

MATERIALS DESCRIPTION:
ALUMINUM, PVC BACKER

SIGN COPY:
"WORLD OF BEER"

SIZE OF SIGN: 18 S/F # OF EXISTING SIGNS ON PREMISES: 0
WALL - 11" X 15"
W/ 30" ROUND GRAPHIC
49.25 X 14.5 = 5 S/F

TYPE OF ILLUMINATION: WALL
NEON (HANGING) HALO WHITE/YELLOW

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, 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: 1/5/13
 Applicant's Signature: [Signature]

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: \$ _____

HISTORIC ARCHITECTURAL REVIEW APPLICATION - SIGN

HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

Approved _____

Denied _____

Deferred _____

Reason for Deferral or Denial:

HARC Comments:

Building listed as contributing. Nonony vernacular built in 1950.

Guidelines for signage (pages 49-51)
Ordinance for signage

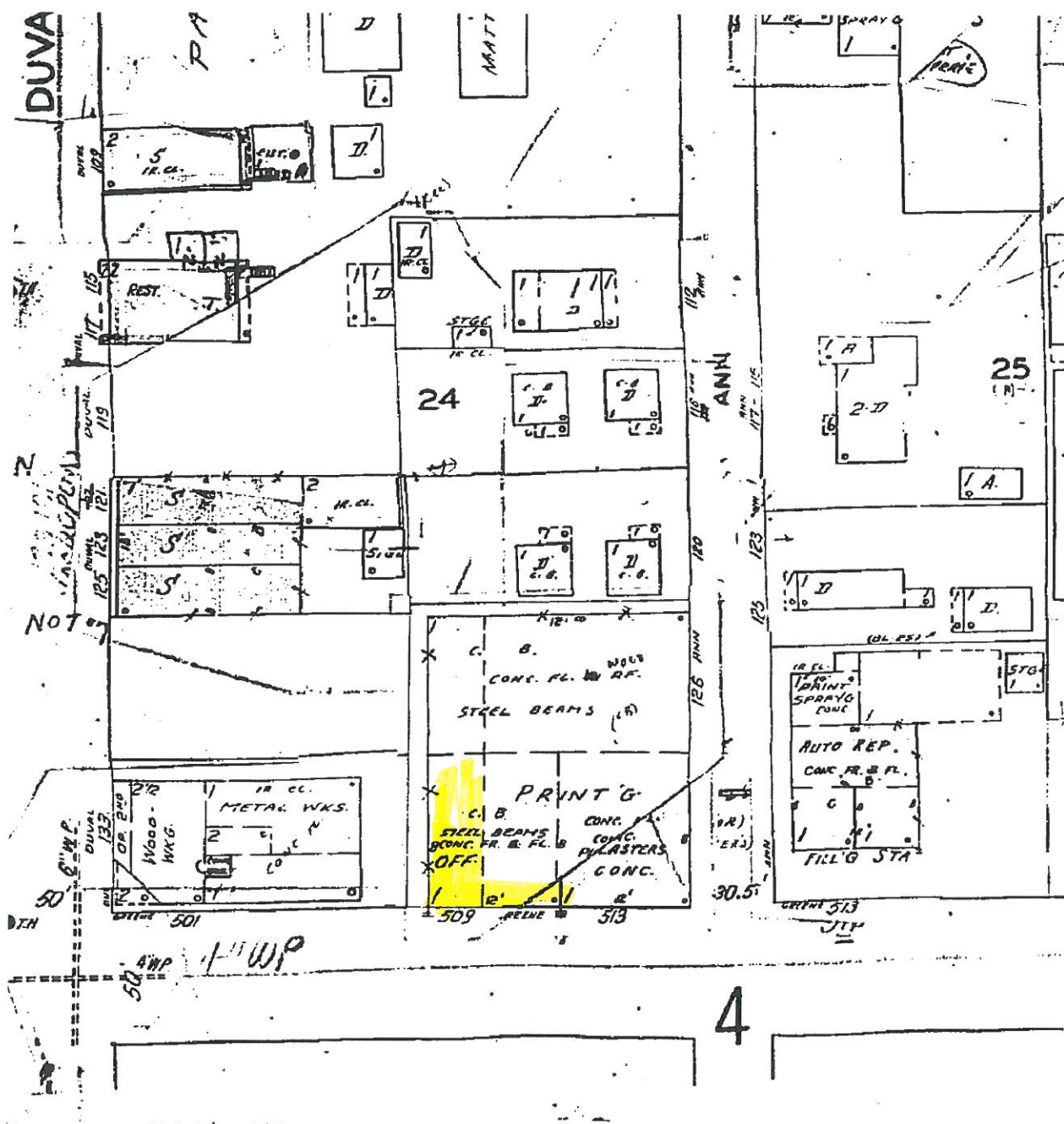
Limit of Work Approved, Conditions of Approval and/or Suggested Changes:

Date: _____

Signature: _____

Historic Architectural
Review Commission

Sanborn Maps



#511 Greene Street Sanborn map 1962

Project Photos



Photo Taken by Property Appraiser's office c1965; 515 Greene St.; The Key West Citizen office; Monroe County Library

Proposed Signs

DATE: 11/16/12

CLIENT: World Of Beer

FAX TO: 000-000-0000

Craig Wynn

INVOICE #: S.O. NO. 2134

CONTACT: Craig@worldofbeerusa.com, 1-813-205-4144



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

Version 2 Page 4



*Please fax back
your signature*



Client Signature - Approval to Fabricate

DATE: 11/16/12

CLIENT: World Of Beer

FAX TO: 000-000-0000

Craig Wynn

INVOICE #: S.O. NO. 2134

CONTACT: Craig@worldofbeerusa.com, 1-813-205-4144



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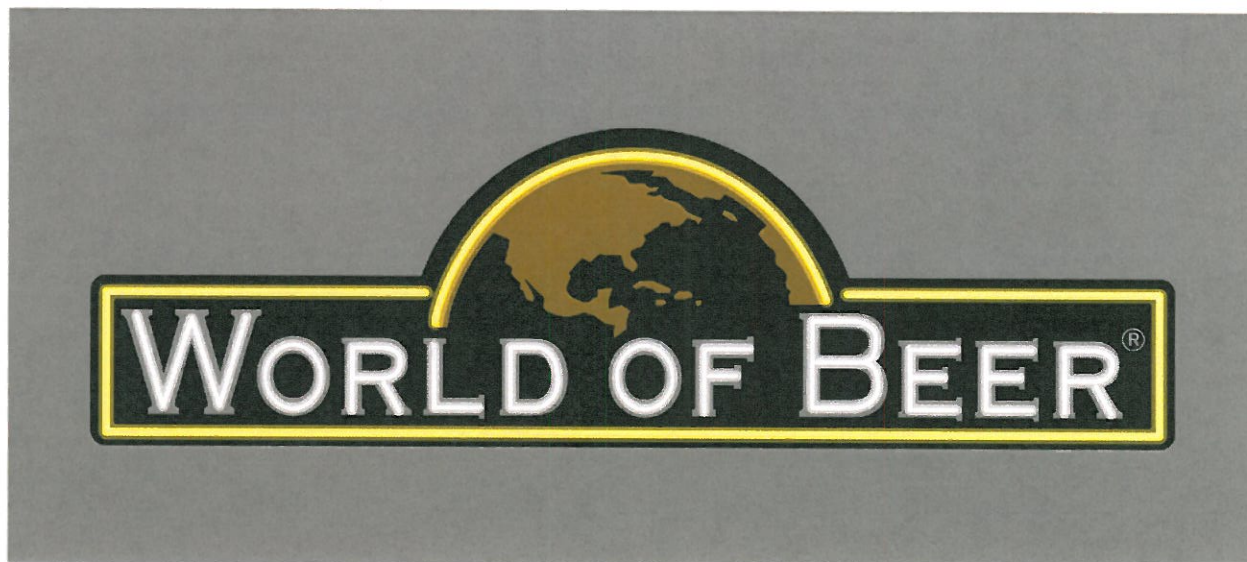
Version 2 Page 5

Qty. 1
Double sided hanging sign
w/ neon border, neon lettering
& Vinyl
Copy to read: World of Beer
Copy to be made of neon, w/
vinyl background lettering in white
Globe to be made from reflective
yellow vinyl.
Neon lettering to be White
Border neon to be Yellow.

Day



Night



*Please fax back
your signature* → X

Client Signature - Approval to Fabricate

DATE: 12/26/12

CLIENT: World Of Beer

FAX TO: 000-000-0000

Craig Wynn

INVOICE #: S.O. NO. 2134

CONTACT: Craig@worldofbeerusa.com, 1-813-205-4144

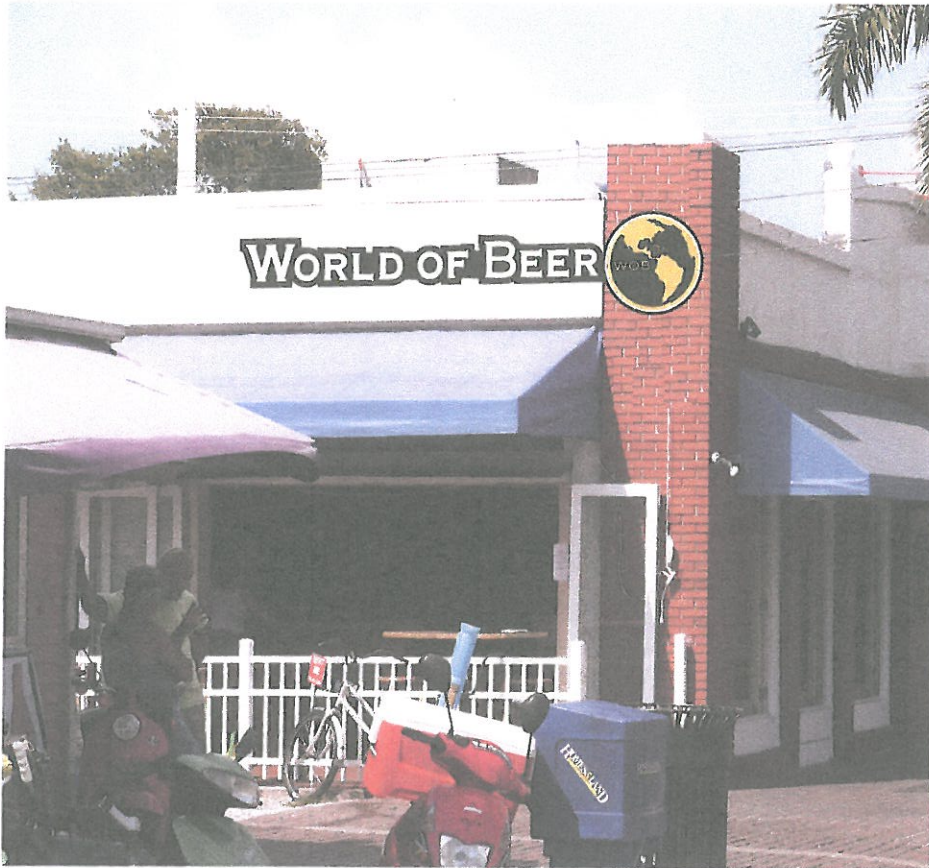


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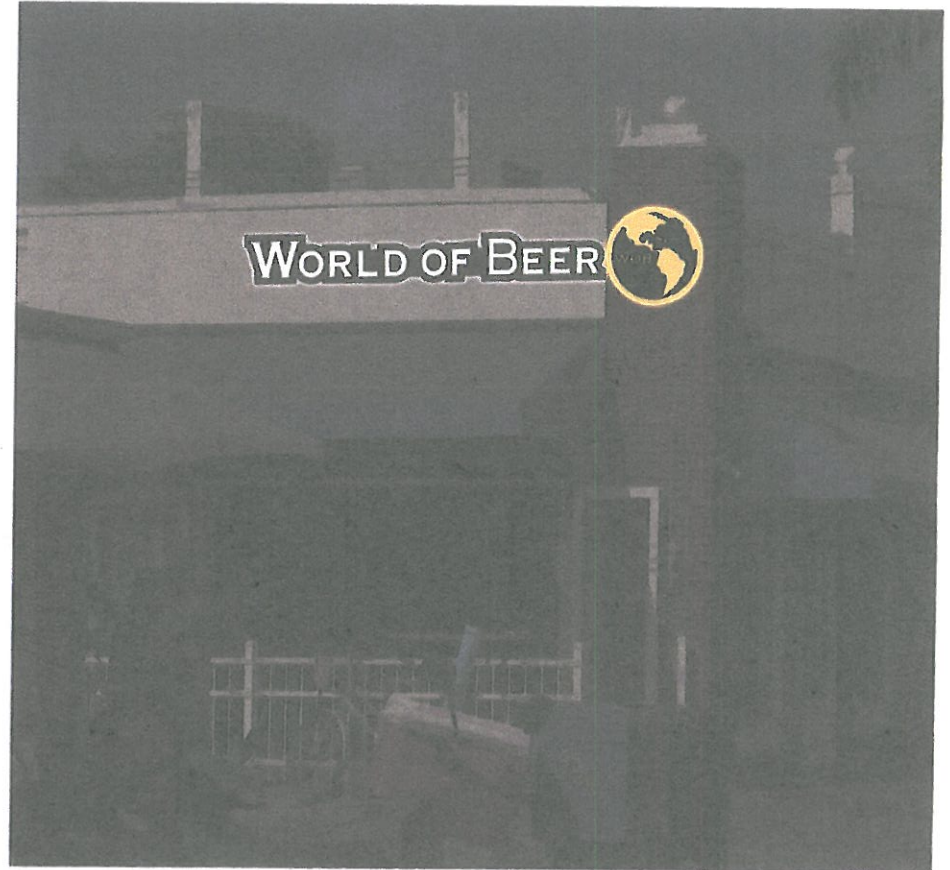
Version 3 Page 2

Qty. 1

Halo lit lettering and logo



Day



Night

*Please fax back
your signature*



Client Signature - Approval to Fabricate

DATE: 12/26/12

CLIENT: World Of Beer

FAX TO: 000-000-0000

Craig Wynn

INVOICE #: S.O. NO. 2134

CONTACT: Craig@worldofbeerusa.com, 1-813-205-4144

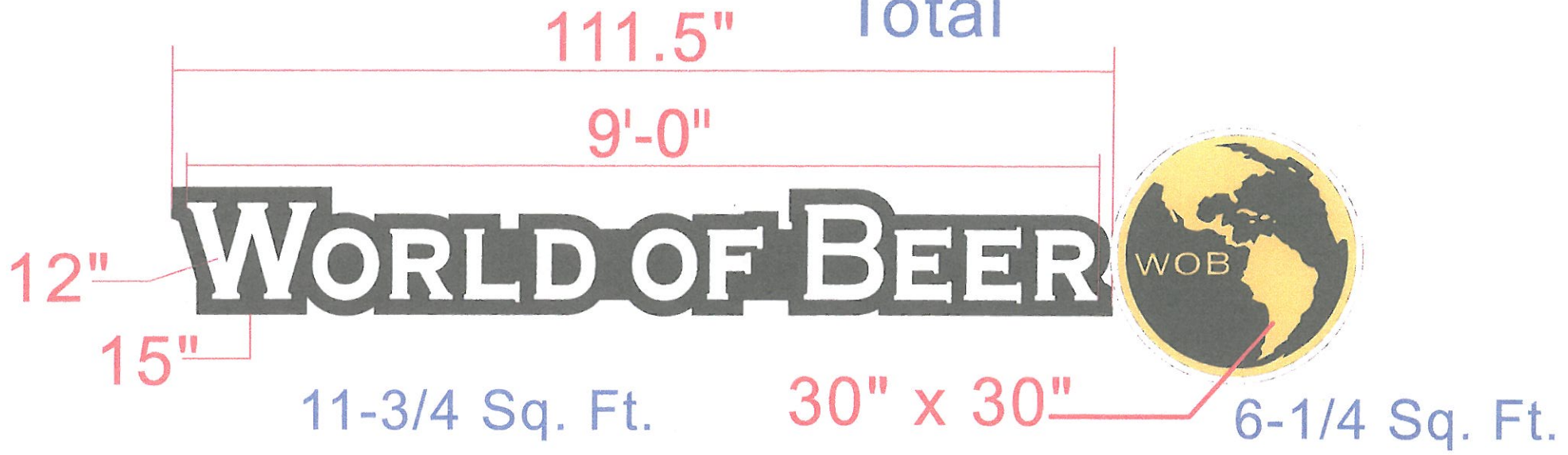


305-294-1877 FAX 305-295-6699
smsigns@bellsouth.net www.SouthernmostSigns.com

Version 3 Page 1

Qty 1
Horizontal sign
1/2" thick substrate black outlined background
Applied to wall on 3/4" Standoff's
Size to be: 111-1/2"w x 15"h
Lettering will be white halo lit channel
Letter size: 12"h
White LED's inside lettering
Graphic Logo: to be made from 1/2" substrate
Background color: to be black
Graphic Logo: to be yellow reflective
Vinyl applied to face
Graphic Logo; to be Halo lit
Yellow LED's applied to back of graphic Logo
Total graphic size to be 30"h x 30"w

18 Sq. Ft.
Total



Please fax back your signature →

X _____
Client Signature - Approval to Fabricate

Noticing

Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing **at 5:30 p.m., February 12, 2013 at Old City Hall, 510 Greene Street**, Key West, Florida. The purpose of the hearing will be to consider a request for:

INSTALLATION OF TWO NEW SIGNS, WALL SIGN WITH HALO EFFECT AND HANGING SIGN WITH NEON.

FOR- #511 GREEN STREET

Applicant- Southernmost Signs

Application # H13-01-068

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.

THIS NOTICE CAN NOT BE REMOVED FROM THE SITE UNTIL HARC FINAL DETERMINATION

Property Appraiser Information

Scott P. Russell, CFA
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 IE8,
IE9, & Firefox.
Requires Adobe Flash
10.3 or higher

Alternate Key: 1000396 Parcel ID: 00000400-000000

Ownership Details

Mailing Address:

511 GREENE STREET LLC
C/O RE-MAX SOUTHERNMOST
219 SIMONTON ST
KEY WEST, FL 33040-6653

Property Details

PC Code: 21 - RESTAURANTS & CAFETERIAS
Millage Group: 10KW

Affordable Housing: No

Section-Township- Range:
06-68-25

Property Location: 511 GREENE ST UNIT: 101 KEY WEST
126 ANN ST KEY WEST
511 GREENE ST UNIT: 102 KEY WEST
511 GREENE ST UNIT: 103 KEY WEST
511 GREENE ST UNIT: 104 KEY WEST
122 ANN ST KEY WEST
124 ANN ST KEY WEST

Legal Description: KW PT LOT 1 SQR 7 PARCELS NO'S 1, 5 & 6 OR216-46/47 OR302-376/79 OR422-438/41 OR589-291/94
OR662-840/43 OR666-125/27 OR1436-895/896 OR1436-897/898 OR1436-899/900 OR1436-909/911(CERT)
OR1436-905/906 OR1724-1331/33 OR1979-994/996(LG)



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	113	167	18,758.00 SF

Building Summary

Number of Buildings: 1

Number of Commercial Buildings: 1
 Total Living Area: 13790
 Year Built: 1949

Building 1 Details

Building Type
 Effective Age 12
 Year Built 1949
 Functional Obs 0

Condition E
 Perimeter 476
 Special Arch 0
 Economic Obs 0

Quality Grade 400
 Depreciation % 15
 Grnd Floor Area 13,790

Inclusions:

Roof Type
 Heat 1
 Heat Src 1

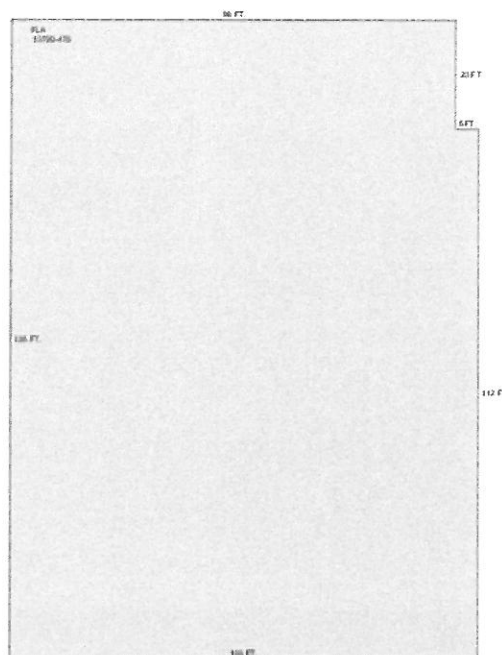
Roof Cover
 Heat 2
 Heat Src 2

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 17

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
1	FLA		1	1990				13,790

Interior Finish:

Section Nbr	Interior Finish Nbr	Type	Area %	Sprinkler	A/C
	194	REST/CAFET-A-	70	N	Y

196	OFF BLDG 1 STY-A	15	N	Y
197	WAREHOUSE/MARINA A	15	N	N

Exterior Wall:

Interior Finish Nbr	Type	Area %
71	C.B.S.	78
72	BRICK	22

Misc Improvement Details

Nbr	Type	# Units	Length	Width	Year Built	Roll Year	Grade	Life
1	AP2:ASPHALT PAVING	4,768 SF	0	0	1969	1970	1	25
2	FN2:FENCES	930 SF	155	6	1989	1990	2	30
3	FN2:FENCES	472 SF	118	4	1989	1990	5	30

Appraiser Notes

511 GREENE ST & 120-122-124-126 ANN STREET= A.K.A. "CAPTAIN'S CORNER"

10/06/04: CRABBY BILL'S AND DUNKIN' DOUGHNUTS - BKC

PER LETTER FROM CITY ENGINEERING DEPT DTD 6/4/2007 THE PHYSICAL ADDRESS OF 122 ANN ST AND 124 ANN ST HAS BEEN ADDED TO THIS PARCEL

Building Permits

Bldg Number	Date Issued	Date Completed	Amount	Description	Notes	
25	08-0004	01/03/2008	1,000	Commercial	INSTALL SECURITY ALARM SYSTEM WITH 1 MOTION DETECTOR & 2 SMOKE DETECTORS 1000 SF	
	11-3490	09/21/2011	1,195	Commercial	WALL MOUNTSIGN OVER ENTRYWAY 15 SQ. AND 1 SIGN EAST SIDE OF BLDG. 10" X 24" "KEY WEST KEY LIME CO)	
	12-4559		1,000	Commercial	EXPLORATORY DEMO: REMOVE APPROX 1500SF OF INTERIOR FINISHES TO DETERMINE OVERALL PLAN, REMOVE 20LF OF NON LOAD BEARING NONSTRUCTURAL PARTITION WALLS, REMOVE APPROX. 120SF OF 4" THICK CONCRETE SLAB TO LOCATE PLUMBING.	
	12-3792	10/22/2012	5,000	Commercial	DEMOLITION OF INTERIOR WALLS. REMOVAL OF STAGE AND BAR. REMOVAL OF FRONT DOOR AND WINDOWS.	
17	B94-1551	05/01/1994	12/01/1994	1,000	Commercial	REPLACE CEILING TILE
18	96-1651	04/01/1996	11/01/1996	3,500	Commercial	REMODELING
19	96-1918	05/01/1996	11/01/1996	2,800	Commercial	REMODELING
20	96-2022	05/01/1996	11/01/1996	2,500	Commercial	ELECTRICAL
21	96-2121	05/01/1996	11/01/1996	1,000	Commercial	MECHANICAL
22	96-2490	06/01/1996	11/01/1996	1,500	Commercial	CANVAS AWNINGS

1	03-4237	02/13/2004	10/06/2004	2,400	Commercial	4 AWNINGS
2	03-2641	07/30/2003	12/02/2003	5,000	Commercial	INTERIOR DEMO!!
3	03-1986	06/06/2003	12/02/2003	2,800	Commercial	REPLACE GARAGE DOOR
4	03-2641	08/13/2003	12/02/2003	80,000	Commercial	ELECTRIC TEMP-POLE
5	03-2428	08/11/2003	11/04/2003	8,000	Commercial	INT. BUILD OUT DUNKIN DOE
6	03-2428	08/26/2003	12/02/2003	40,000	Commercial	ELECTRICAL
7	03-2428	09/16/2003	12/02/2003	25,000	Commercial	2 ADA REST ROOMS
8	03-2965	08/21/2003	12/02/2003	39,600	Commercial	DUNKIN DONUTS ELECTRIC
9	03-2428	09/23/2003	12/02/2003	6,000	Commercial	INSTALL CEN.A/C
10	03-3471	09/30/2003	12/02/2003	2,000	Commercial	ADD 2ND.GREASE TRAP
11	03-2428	09/20/2003	12/02/2003	610,000	Commercial	PLUMBING
12	03-3254	10/02/2003	12/30/2003	14,600	Commercial	REMODEL FOR NEW RETAIL
13	03-2428	10/23/2003	12/30/2003	2,200	Commercial	INSTALL FREEZER & COOLER
14	03-3254	10/24/2003	12/02/2003	1,200	Commercial	INSTALL 3PHASE 100AMP
15	03-3922	11/18/2003	12/30/2003	2,000	Commercial	BUILD STORAGE ROOM
16	03-4237	02/13/2004	10/06/2004	2,400	Commercial	AWNINGS
23	07-1369	03/22/2007		2,450	Commercial	INSTALL 24' x3' ALUMINUM PICKET FENCE
24	07-4924	11/02/2007		2,500	Commercial	INSTALL NEW 100 AMP PANEL , 3 OUTLETS & 3 LIGHTS

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
2012	1,688,741	6,242	1,454,064	3,149,047	3,149,047	0	3,149,047
2011	1,688,741	6,242	1,615,627	3,310,610	3,255,835	0	3,310,610
2010	1,708,152	6,242	1,245,456	2,959,850	2,959,850	0	2,959,850
2009	1,746,973	6,242	1,502,687	3,255,902	3,255,902	0	3,255,902
2008	1,785,795	6,242	2,982,522	4,774,559	4,774,559	0	4,774,559
2007	1,198,345	6,482	3,728,153	4,200,000	4,200,000	0	4,200,000
2006	1,224,396	6,800	1,875,800	4,200,000	4,200,000	0	4,200,000

2005	1,224,396	7,040	1,782,010	4,200,000	4,200,000	0	4,200,000
2004	936,615	7,279	1,125,480	2,069,374	2,069,374	0	2,069,374
2003	936,615	7,597	1,162,996	2,107,208	2,107,208	0	2,107,208
2002	920,204	7,837	1,162,996	2,091,037	2,091,037	0	2,091,037
2001	0	8,077	1,162,996	1,142,545	1,142,545	0	1,142,545
2000	351,392	3,317	787,836	1,142,545	1,142,545	0	1,142,545
1999	351,321	3,388	787,836	1,142,545	1,142,545	0	1,142,545
1998	351,249	3,460	787,836	1,142,545	1,142,545	0	1,142,545
1997	388,669	3,556	750,320	1,142,545	1,142,545	0	1,142,545
1996	388,598	3,627	750,320	1,142,545	1,142,545	0	1,142,545
1995	388,527	3,698	750,320	1,142,545	1,142,545	0	1,142,545
1994	388,430	3,795	750,320	1,142,545	1,142,545	0	1,142,545
1993	358,154	3,866	750,320	1,112,340	1,112,340	0	1,112,340
1992	358,154	3,937	750,320	1,112,411	1,112,411	0	1,112,411
1991	358,154	4,034	750,320	1,112,508	1,112,508	0	1,112,508
1990	121,538	0	228,984	350,522	350,522	0	350,522
1989	121,538	0	227,360	348,898	348,898	0	348,898
1988	116,004	0	157,528	273,532	273,532	0	273,532
1987	113,695	0	119,364	233,059	233,059	0	233,059
1986	114,175	0	116,928	231,103	231,103	0	231,103
1985	111,630	0	97,410	209,040	209,040	0	209,040
1984	110,126	0	74,032	184,158	184,158	0	184,158
1983	110,126	0	43,848	153,974	153,974	0	153,974
1982	106,528	0	37,417	143,945	143,945	0	143,945

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
2/16/2004	1979 / 0994	4,800,000	WD	Q
8/30/2001	1724 / 1331	2,940,000	WD	Q
12/1/1996	1436 / 0905	600,000	WD	Q

This page has been visited 123,269 times.

Monroe County Monroe County Property Appraiser
 Scott P. Russell, CFA
 P.O. Box 1176 Key West, FL 33041-1176