

## Replacement of existing graphics and new 13 proposed signs- #12 Duval – RRW Architects/ Raymond Martinez- Jose Gordillo (H11-01-1447)

This staff report is for the review of a Certificate of Appropriateness for a request to replace existing photos located on the back of the interior gondolas facing the windows, six CVS window signs and a graphic over the new photos. This is a revision of an original application that was postponed on November 9, 2011. The new revisions include the replacement with 13 new black and white photos of historic buildings and sites of Key West with and overlay of a red dotted graphic. Over six of the graphics there will be red letters, 9" high with copy of CVS. The standard graphic with red dots will be applied over all photos. The building in question is not listed in the surveys and is located on a corner lot. The applicant will retain three existing signs, a hanging sign located on Duval Street and two corner signs, one facing Duval and Front Streets, and Duval and Wall Streets.

Staff understands that the following guidelines can be applied when reviewing this application;

Banners, flags, signage and lighting (pages 49-51);

(6) A business shall not have more than two permitted signs, a primary and a secondary sign, unless located on a corner, in which each case three signs are allowed, provided that all other sign guidelines for historical zones are met.

According to the guidelines a sign is any devise designed to inform or attract the attention of persons not on the premises. (Page 75)

The LDR's clearly states the amount of signage that businesses are allowed to have in the historic district:

Sec. 114-104- Restriction of number of signs permitted

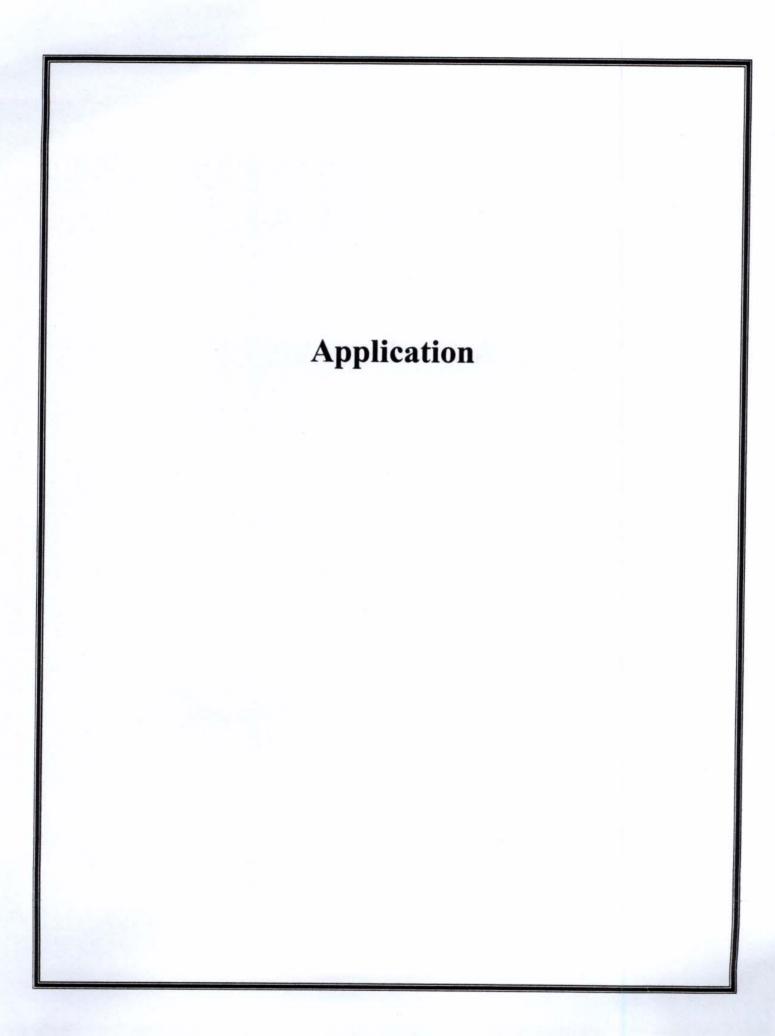
No business shall display more than two permitted signs at its location; provided, however, that a business located on a street corner may display up to three permitted signs upon approval of the historic architectural review commission. A business shall be determined by its business tax receipt... Any sign displayed in a store window shall count toward the maximum number of allowed signs under this section...

This CVS business has just one license as a retail store which includes film developing services.

Moreover the definition of sign, under Chapter 114- Signs of the LDR, Sec. 1, clearly defines sign as;

Any display of characters, letters, illustrations or any ornamentations or the complete structure on which any such characters, letters, illustrations or ornamentations are supported or applied, except that guys or their anchorages or the poles of pole signs will not be considered to be any part of a sign.

Staff understands the need of the store not to leave the back of the gondolas exposed to the storefronts. Nevertheless, and according to the guidelines and the LDR, overlaying a photo with a standard pattern and having letters over it will constitute a sign. It is staff's opinion that the proposed design exceeds the maximum signs allowed on a corner lot; therefore the proposal is inconsistent with the guidelines and the LDR. Staff have discussed and explained to the applicant in several occasions the guidelines as well as the LDR's regulations regarding signage in the historic district.





## CITY OF KEY WEST **BUILDING DEPARTMENT**

CERTIFICATE OF APPROPRIATENENSS APPLICATION ## 11.01.1447

Love Quay West, LLC OWNER'S NAME: OWNER'S ADDRESS: Gedney Station, PO Box 28, White Plains, NY 10605 APPLICANT'S NAME: Raymond Martinez - RRW Architects APPLICANT'S ADDRESS: 612 S. Military Trail, Deerfield Beach, FL 33442 ADDRESS OF SIGN LOCATION: CVS Store No. 8638 - 12 Duval Street THERE WILL BE A FINAL INSPECTION REQUIRED UNDER THIS PERMIT SIGN MATERIALS DESCRIPTION: TYPE: WALL DETACHED Vinyl lettering on inside of glass, styrene panel on tracks, and core graphic panel. HANGING WINDOW **AWNING** TRANSOM SIGN COPY: CVS (6) SIZE OF SIGN: # OF EXISTING SIGNS ON TYPE OF ILLUMINATION: N/A Please see attached PREMISES: detailed information. 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. Applicant's Signature:

Required S	ubmittal
------------	----------

12/21/11

PHONE #: 954-428-9361

914-761-8880

(Marsha Stocker)

DATE:

PHONE #:

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:
3	Staff Approval:
1	Fee Due: \$

# HISTORIC ARCHITECTURAL REVIEW COMMISSION USE ONLY

\*\*\*\*\*\*\*\*\*\*\*

Approved	Denied	Deferred
Reason for Deferral	or Denial:	
11/9/11 postporo	d for deather evaluation of	HARC orcares Photos
HARC Comments:	$L \otimes C = L \otimes$	
Building is a	not listed in the surveys delines for signage.	5.
-		
Limit of Work Appro	oved, Conditions of Approval and	l/or Suggested
-		
Date: 4/9/11		ic Architectural



Description of Work CVS #8368 12 Duval Street Key West, FL

RRW Architects seeks approval to add and replace existing window graphics at the CVS store located at the corner of Duval Street and Wall Street. The new window graphics will replace those currently installed along Duval Street. We also propose to install a new window graphic in one window fronting Wall Street and another window fronting Duval Street.

Following the principles outlined on the HARC guidelines and comments from the previous HARC meeting, we are proposing to enhance the appearance of CVS/Pharmacy storefronts by employing a unified system of brand graphics in the windows fronting Duval Street and at the same time hiding the backs of interior gondola fixtures. By replacing the existing graphics, we intend to keep a consistent new look and feel across the storefront.

The photographs that are used in the background represent historic Key West architecture. The proposed design displays decorative elements that retain and preserve the store's surroundings and at the same time do not alter the building's historical features.

The graphics will be mounted on melamine sheeting covering the back of the fixtures and a second layer will added with logo and messages suspended on steel aircraft cable from ceiling.



Window Message & Graphics Detailed Size Information CVS #8368 12 Duval Street Key West, FL

#### 4/A-3 South Elevation

From Left to Right:

Window Pane #0

N/A. No Graphics.

Window Pane #1

Message: "CVS", 24" w x 9" h, 1.5 SF - white vinyl letters

Graphics: 50" w x 30 7/8" h - picture is superimposed in graphic film

Window Pane #2

Message: N/A

Graphics: 511/2" w x 30 7/8" h - picture is superimposed in graphic film

Window Pane #3

Message: "CVS", 24" w x 9" h, 1.5 SF - white vinyl letters

Graphics: 51½" w x 30 7/8" h – picture is superimposed in graphic film

Window Pane #4

Message: N/A

Graphics: 51 1/8" w x 30 7/8" h – picture is superimposed in graphic film

Window Pane #5

Message: N/A

Graphics: 51 1/8" w x 30 7/8" h – picture is superimposed in graphic film

Window Pane #6

Message: "CVS", 24" w x 9" h, 1.5 SF - white vinyl letters

Graphics: 511/4" w x 30 7/8" h - picture is superimposed in graphic film

Window Pane #7

Message: N/A

Graphics: 51½" w x 30 7/8" h – picture is superimposed in graphic film

Window Pane #8

Message: N/A

Graphics: 511/4" w x 30 7/8" h - picture is superimposed in graphic film

#### Window Pane #9

Message: "CVS", 24" w x 9" h, 1.5 SF - white vinyl letters

Graphics: 511/4" w x 30 7/8" h - picture is superimposed in graphic film

#### Window Pane #10

Message: N/A

Graphics: 511/2" w x 30 7/8" h - picture is superimposed in graphic film

#### Window Pane #11

Message: "CVS", 24" w x 9" h, 1.5 SF – white vinyl letters

Graphics: 51½" w x 30 7/8" h - picture is superimposed in graphic film

#### 3/A-3 Northeast Elevation

#### Left window #12

Message: "CVS", 24" w x 9" h, 1.5 SF - white vinyl letters

Graphics: 511/4" w x 48 3/8" h - picture is superimposed in graphic film

#### Right window #13

Message: N/A

Graphics: 511/4" w x 48 3/8" h - picture is superimposed in graphic film



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

November 22, 2011

Mr. Raymond Martinez RRW Architects 612 S. Military Trail Deerfield Beach, Florida 33442

RE: REPLACEMENT OF EXISTING GRAPHICS AND NEW 13

PROPOSED SIGNS

FOR: #12 DUVAL STREET - HARC APPLICATION # H11-01-14407

KEY WEST HISTORIC DISTRICT

Dear Mr. Martinez:

This letter is to notify you that the Key West Historic Architecture Review Commission **postponed** the proposed design for the above mentioned project on the public hearing held on Wednesday, November 9, 2011. The Commissioners motioned to postpone the item and request from you to revise the application.

Please advise when the revisions will be done. 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's historic heritage.

Sincerely:

Enid Torregrosa, MSHP

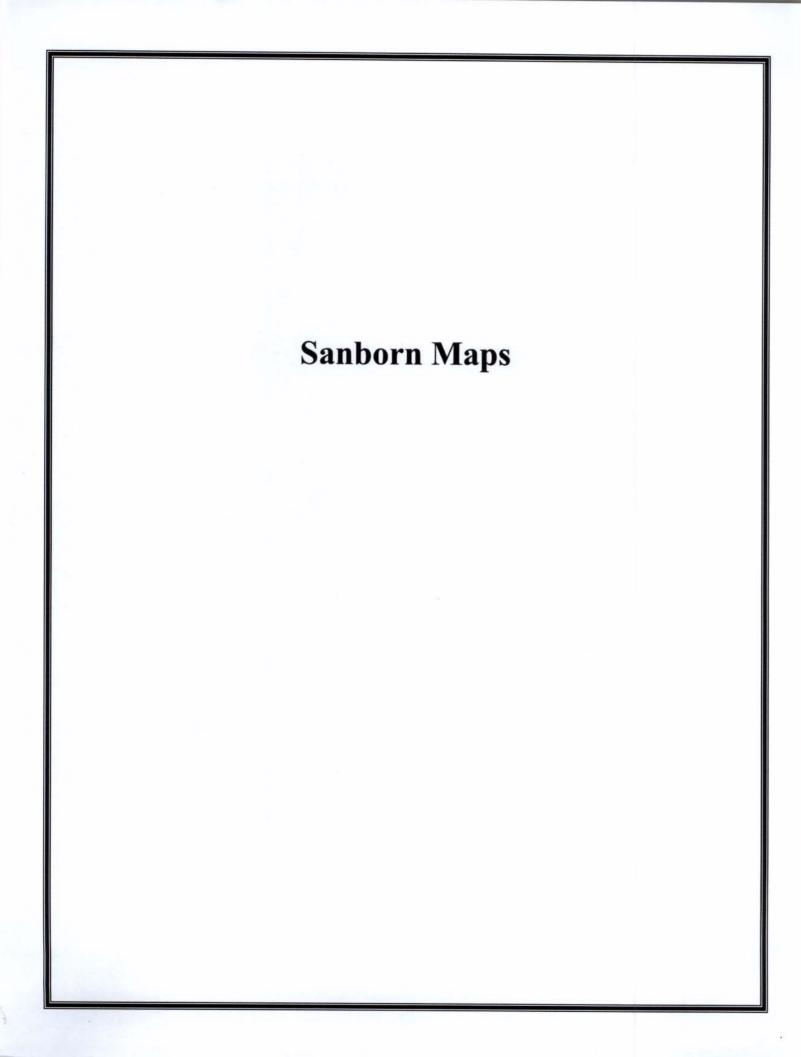
Historic Preservation Planner

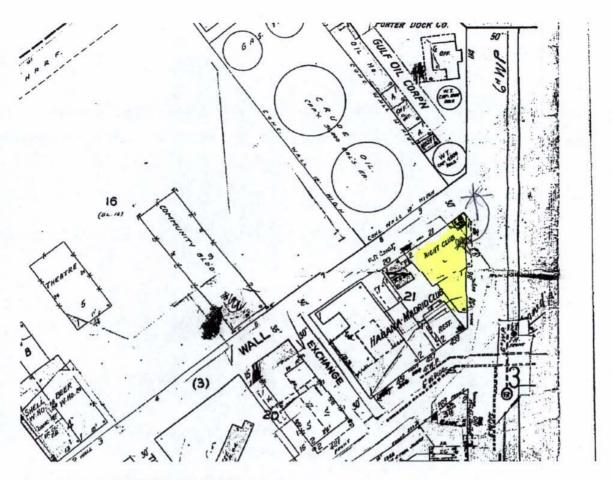
City of Key West 3140 Flagler Avenue

Key West, Florida 33040

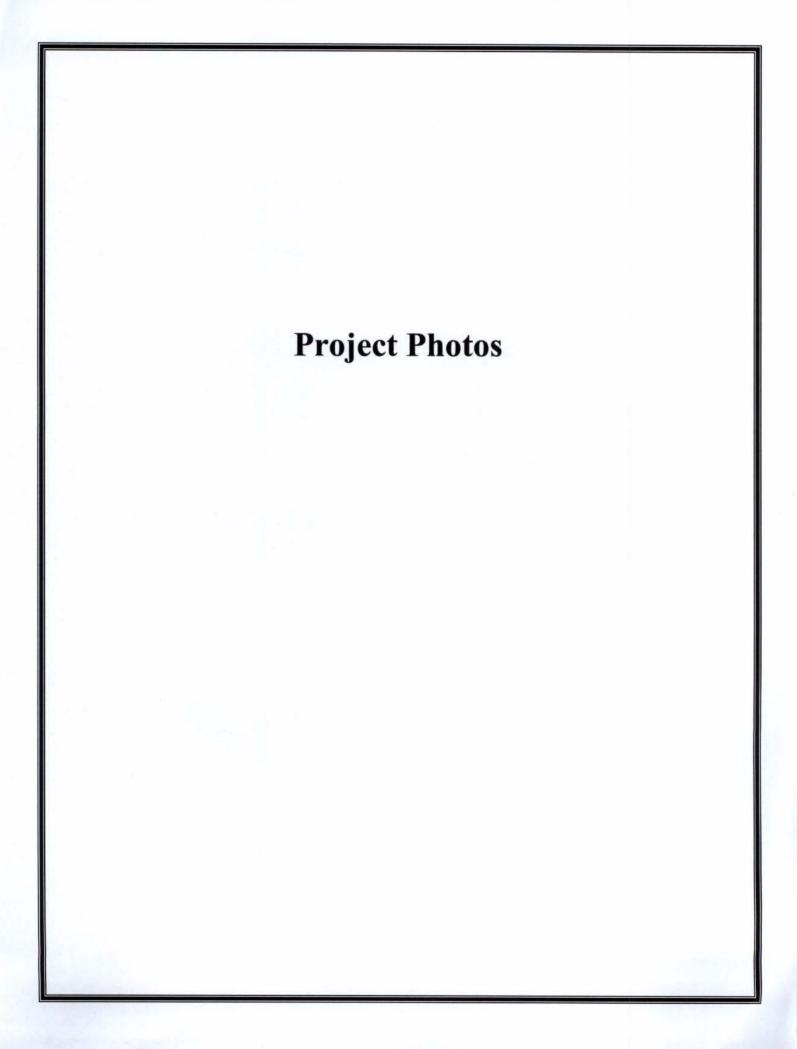
305.809.3973

etorregr@keywestcity.com





#12 Duval Street 1962 Sanborn map copy

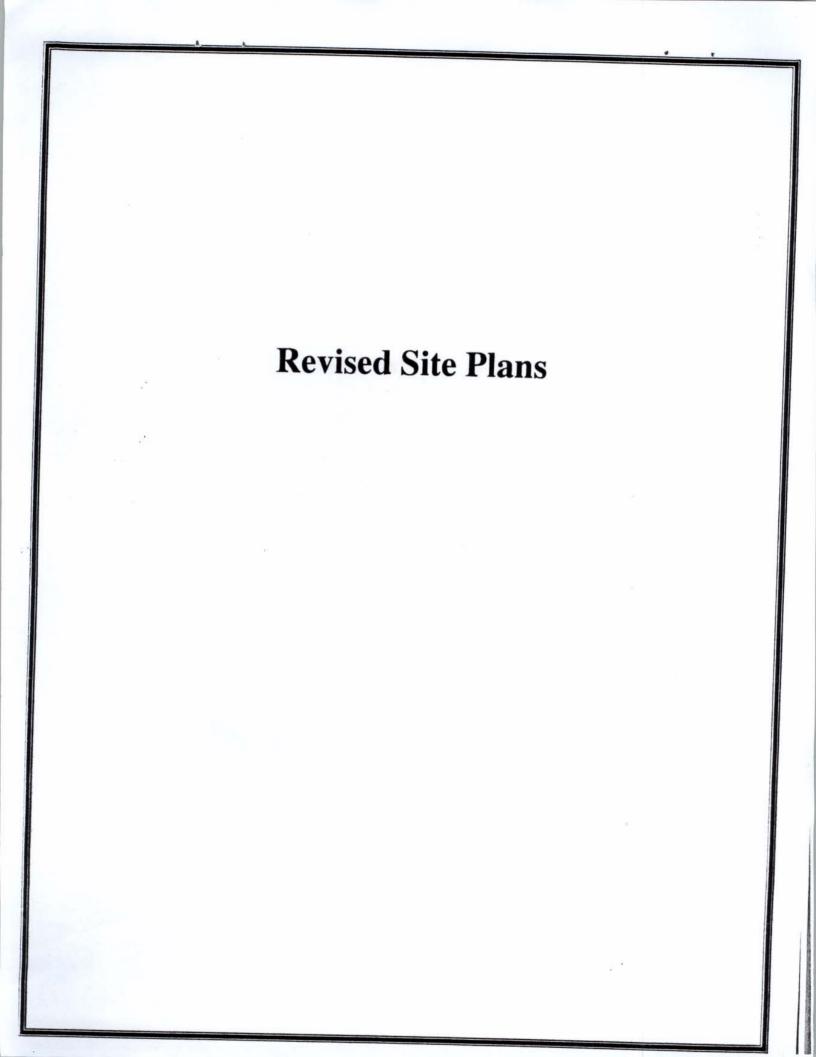


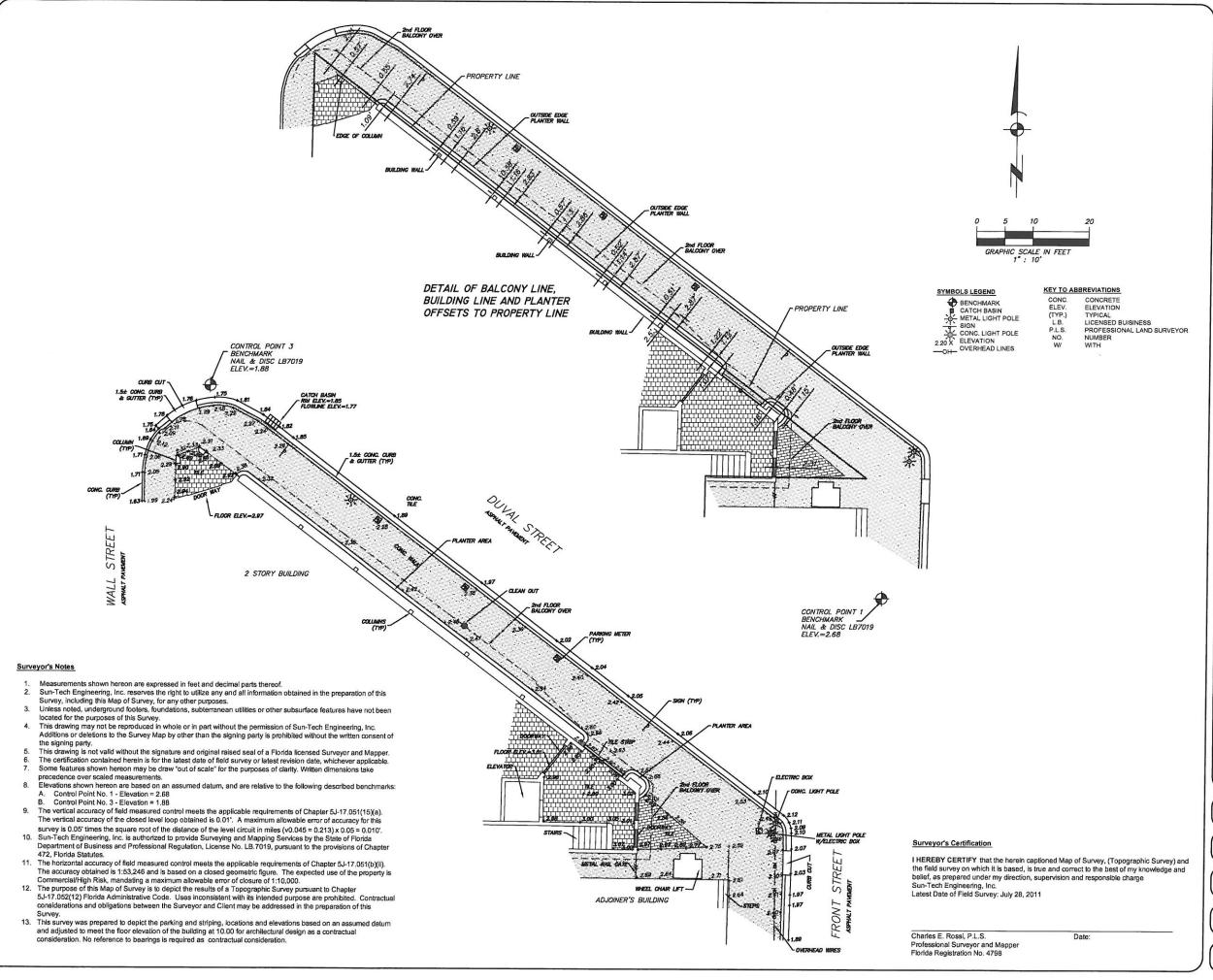


12 Duval Street C 1975. From the archives of Edwin O. Swift III. Monroe County Library



The building at 12 Duval Street in July 2011. From the archives of Edwin O. Swift III. Monroe County Library





Sun-Tech Engineering, Engineer

# 836 TOPOGRAPHIC SURVE VS/PHARMACY STORE NO.

7/29/2011

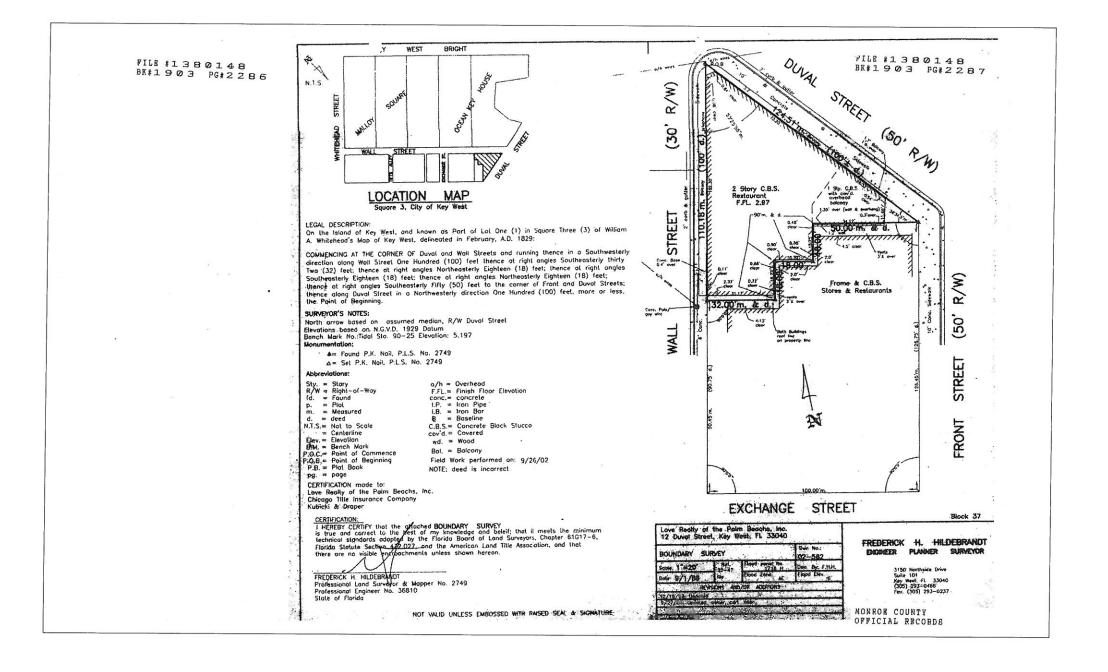
SCALE:

1": 10"

VALENTINE

JOB NUMBER 08-3233

SHEET No. 1 OF 1



FOR REFERENCE ONLY

ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tamps, Florids 33607 - 813-879-6w/6 612 South Millery Trail - Deerfield Beach, Florids 33442 - 964-428-9 Florids Liowes Fiz Architecture/starior Deelgy: AA-C001123

SEAL:

Jose Gordillo AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

STORE NUMBER: 8368
12 DUVAL STREET
KEY WEST, FL 33040

REVISIONS:

DEC 23 2011 HARC 2ND SUBMITTAL

DRAWING BY: VDLR

DATE: 10-26-2011

JOB NUMBER: 61601

TITLE:

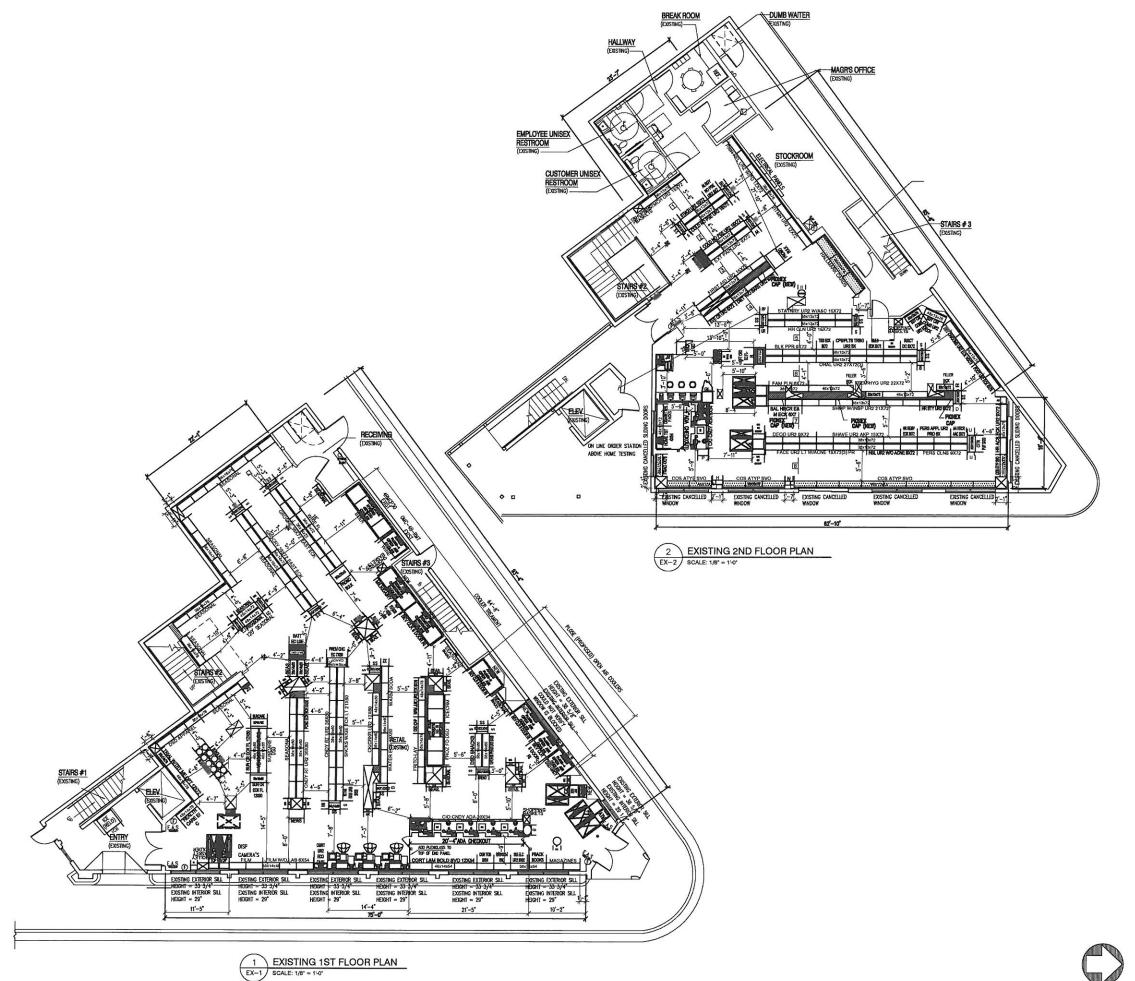
SITE PLAN

SHEET NUMBER:

A-1

COMMENTS:

NOT RELEASED FOR CONSTRUCTION



ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tamps, Florida 33607 - 813-879-8000 612 South Military Trail - Deerfield Beach, Florida 33442 - 954-420

SEAL:

Jose Gordil ARO01376



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

STORE NUMBER: 8368 12 DUVAL STREET KEY WEST, FL 33040

REVISIONS:

DEC 23 2011 HARC 2ND SUBMITTAL

----

DRAWING BY: VDLR

DATE: 10-26-2011

JOB NUMBER: 61601

TITLE:

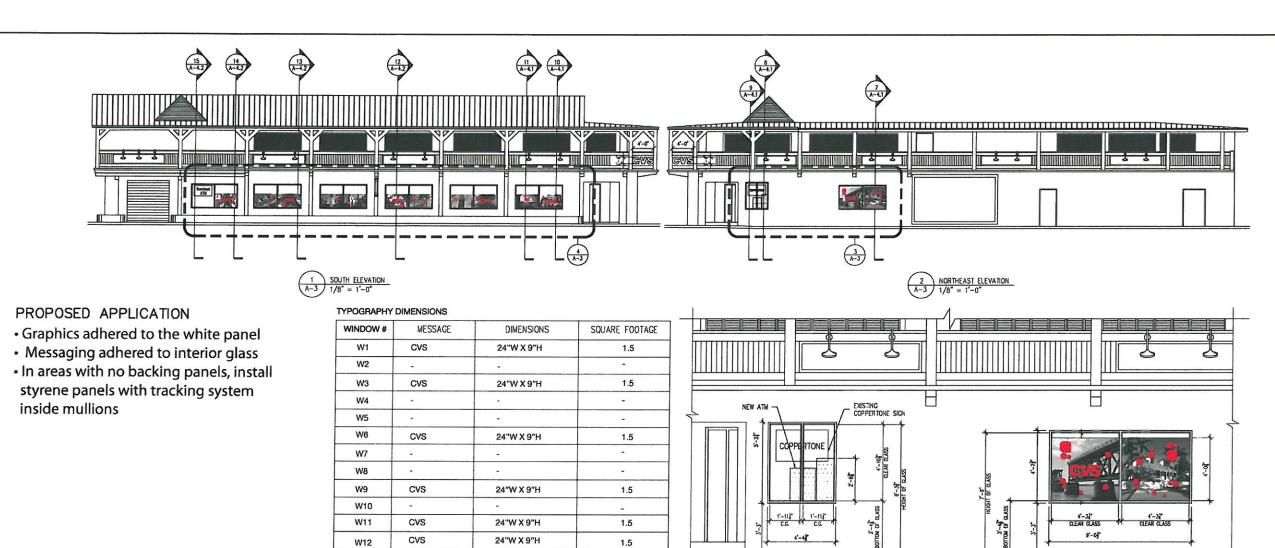
FLOOR PLANS

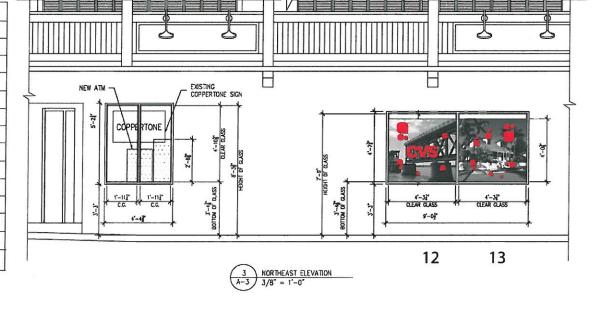
SHEET NUMBER:

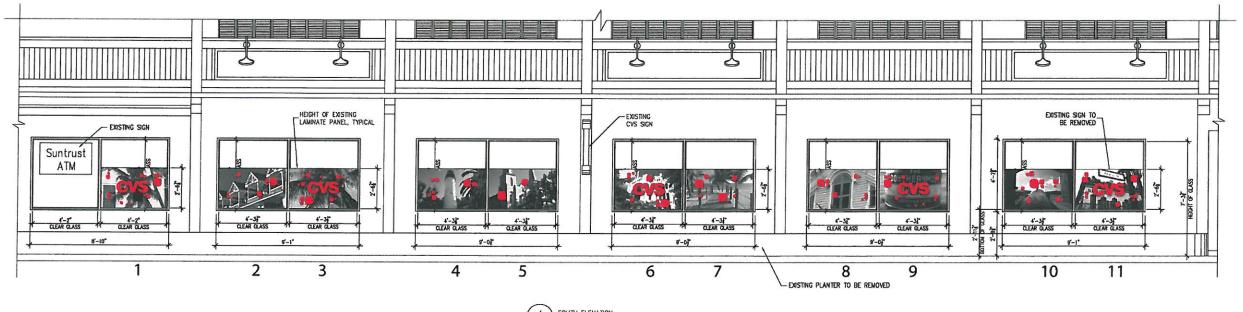
A-2

COMMENTS:

NOT RELEASED FOR CONSTRUCTION

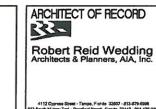






TOTAL SQUARE FOOTAGE = 9

W13



CONSULTANT: SEAL

JOSE GORDILLO

AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

8368 STORE NUMBER: 12 DUVAL STREET KEY WEST, FL 33040

Г	3 LAYER (>18")
$\nabla$	2 LAYER (8" - 18")
X	STYRENE
	EXTERIOR SCOTCH PRINT (<8 INCHE
	INTERIOR SCOTCH PRINT
Г	ROLLER SHADES

DEC 23 2011 : HARC 2nd SUBMITTAL

VDLR DRAWNG BY: DATE: 10-26-2011 JOB NUMBER:

**EXTERIOR ELEVATIONS** 

SHEET NUMBER:

A-3

COMMENTS:

RRW JOB NO: 11004

#### **PHOTOGRAPHY**



The old Railroad Bridge on the Bahia Honda Key in the Florida keys



A Quiet Residential Street In Key West



Shadow of a palm tree, Key West, Florida



Roof tops, Key West, Florida



Palm Tree, Key West, Florida



Lighthouse, Key West, Florida



St. Mary Star Of The Sea Key West, Florida



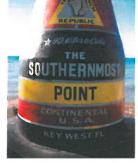
Maritime Museum, Key West, Florida



St Paul's Episcopal Church, Key West, Florida



boardwalk leading toward ocean Key West, Florida



Sign of the Southernmost Point in the Continental United States



Architectural Details On Roof Key West, Florida



Fort Zachary Taylor, Key West, Florida



**Duval Street** Key West, Florida

#### **DETAIL OF WINDOW GRAPHICS**



























ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

CONSULTANT:

SEAL

JOSE GORDILLO AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

8368 STORE NUMBER: 12 DUVAL STREET KEY WEST, FL 33040

PROPOSED APPLICATION

3 LAYER (>18")

2 LAYER (8" - 18")

STYRENE
EXTERIOR SCOTCH PRINT (<8 INCHES)

INTERIOR SCOTCH PRINT ROLLER SHADES

REVISIONS:

DEC 23 2011 : HARC 2nd SUBMITTAL

DRAWING BY: MCC

DATE: AUGUST 11, 2011 JOB NUMBER:

TITLE:

WINDOW GRAPHICS

SHEET NUMBER:

A-3.1

COMMENTS:

NOT RELEASED FOR CONSTRUCTION



PHOTO - 101



PHOTO - 102



PHOTO - 103

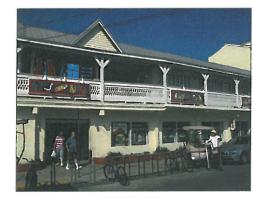


PHOTO - 104



PHOTO - 105



PHOTO - 106



PHOTO - 107



PHOTO - 108



PHOTO - 109



PHOTO - 110

PHOTO - 114



PHOTO - 111



PHOTO - 112

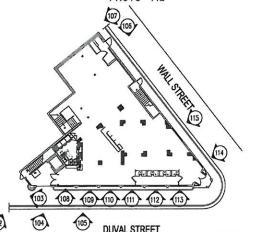
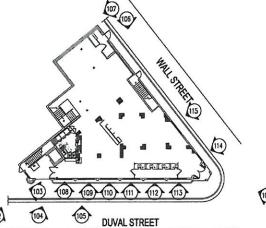




PHOTO - 115



ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

SEAL:

Jose Gordillo AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

STORE NUMBER: 8368 12 DUVAL STREET KEY WEST, FL 33040

#### PROPOSED APPLICATION

Г	3 LAYER (>18")
	2 LAYER (8" - 18")
X	STYRENE
П	EXTERIOR SCOTCH PRINT (<8 INC)
Г	INTERIOR SCOTCH PRINT
	ROLLER SHADES

REVISIONS: DEC 23 2011 : HARC 2nd SUBMITTAL

VOLR DRAWING BY: DATE: 10-26-2011 JOB NUMBER: 61601

PHOTOGRAPHS OF EXISTING & ADJACENT BUILDINGS

SHEET NUMBER:

**A-4** 

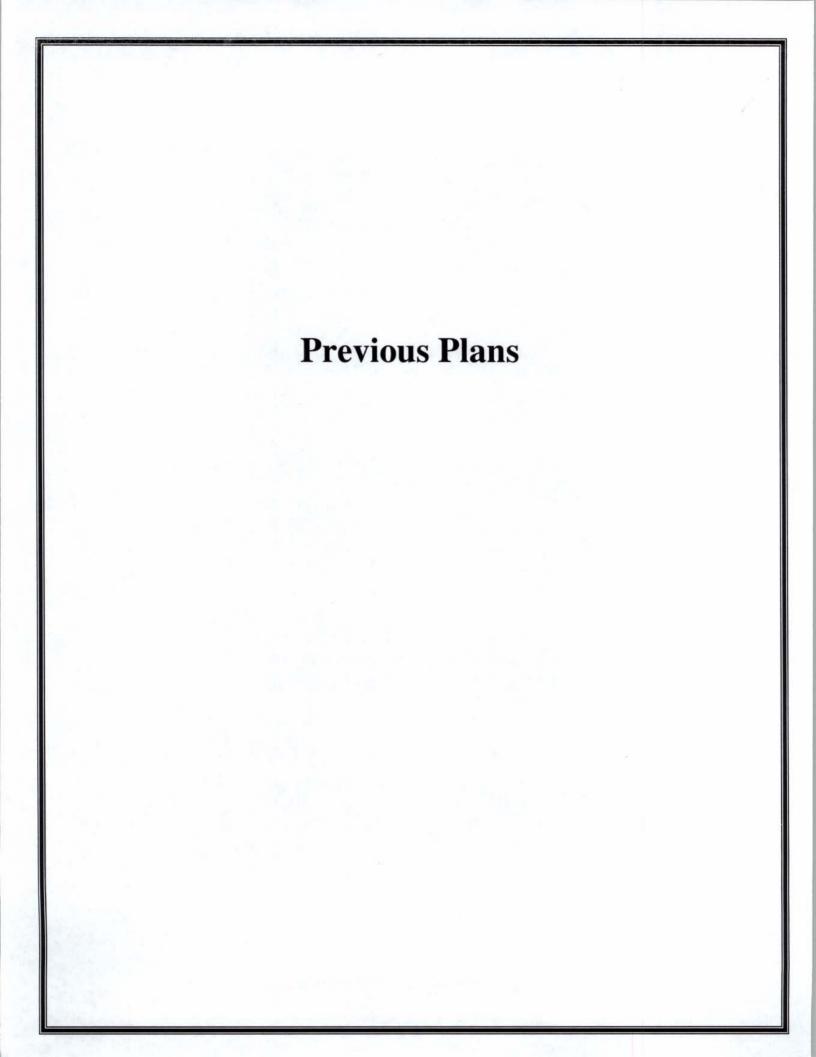
COMMENTS:

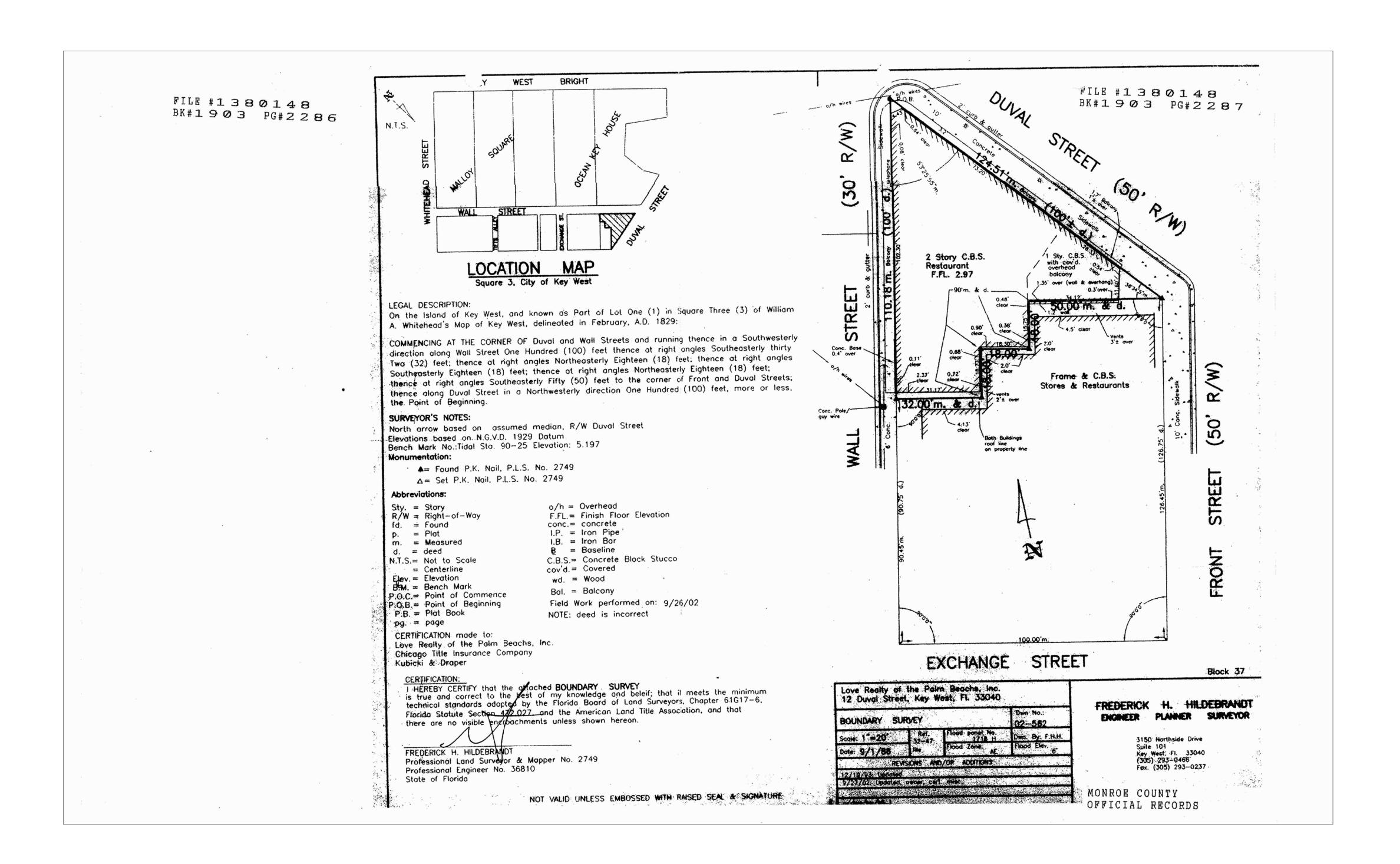
NOT RELEASED FOR CONSTRUCTION

RRW JOB NO: 11004



PHOTO - 113





FOR REFERENCE ONLY

## ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tampa, Florida 33607 - 813-879-6996 612 South Military Trail - Deerfield Beach, Florida 33442 - 954-428-9361 Florida License #s: Architecture/Interior Design: AA-C001123

SEAL:

Jose Gordillo AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

STORE NUMBER: 8368 12 DUVAL STREET KEY WEST, FL 33040

REVISIONS:

REVISION

DRAWING BY: VDLR
DATE: 10-26-2011

JOB NUMBER: TITLE:

SURVEY

SHEET NUMBER:

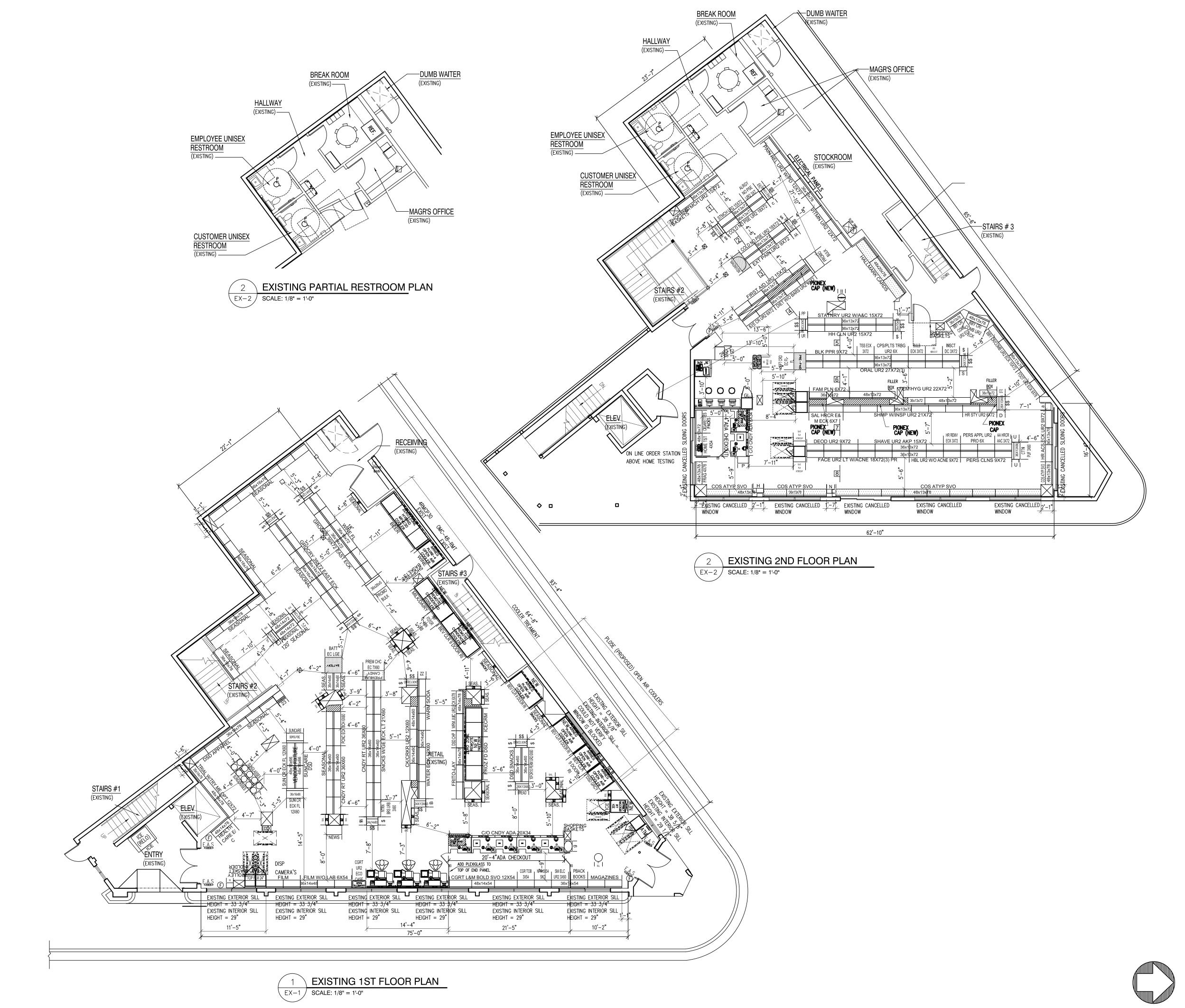
Λ

**A**-

COMMENTS:

NOT RELEASED FOR CONSTRUCTION

61601



ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tampa, Florida 33607 - 813-879-6996 2 South Military Trail - Deerfield Beach, Florida 33442 - 954-428-9361 Florida License #s: Architecture/Interior Design: AA-C001123

SEAL:

Jose Gordillo AR0013760

pharmacy

URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

8368 STORE NUMBER: 12 DUVAL STREET KEY WEST, FL 33040

**REVISIONS:** 

DRAWING BY:

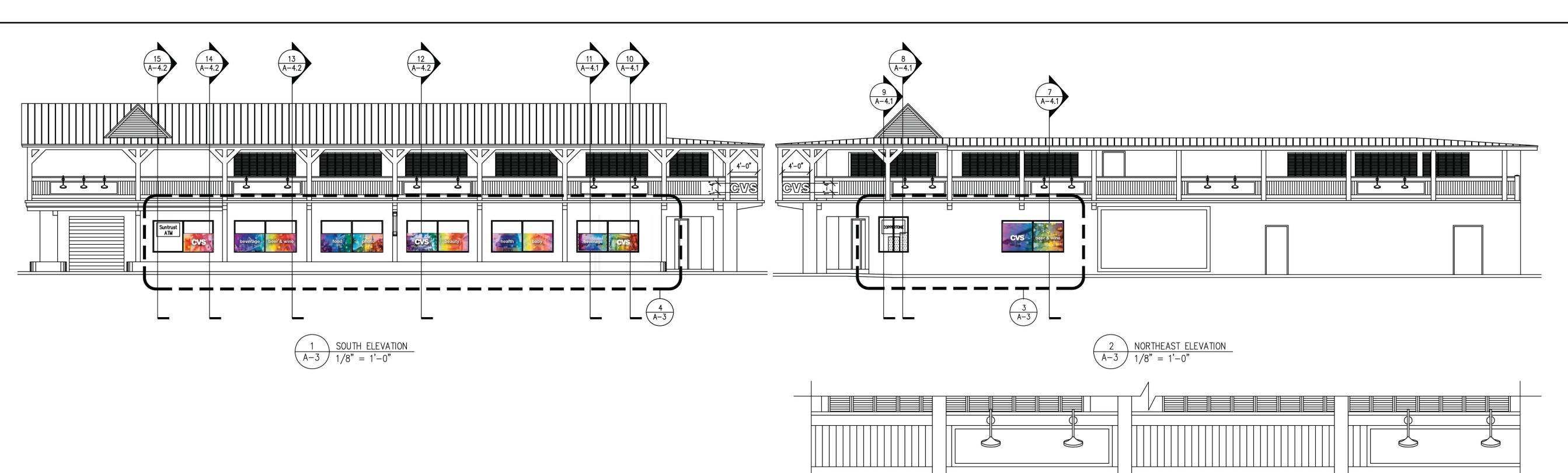
DATE: 10-26-2011 JOB NUMBER: TITLE:

FLOOR PLANS

SHEET NUMBER:

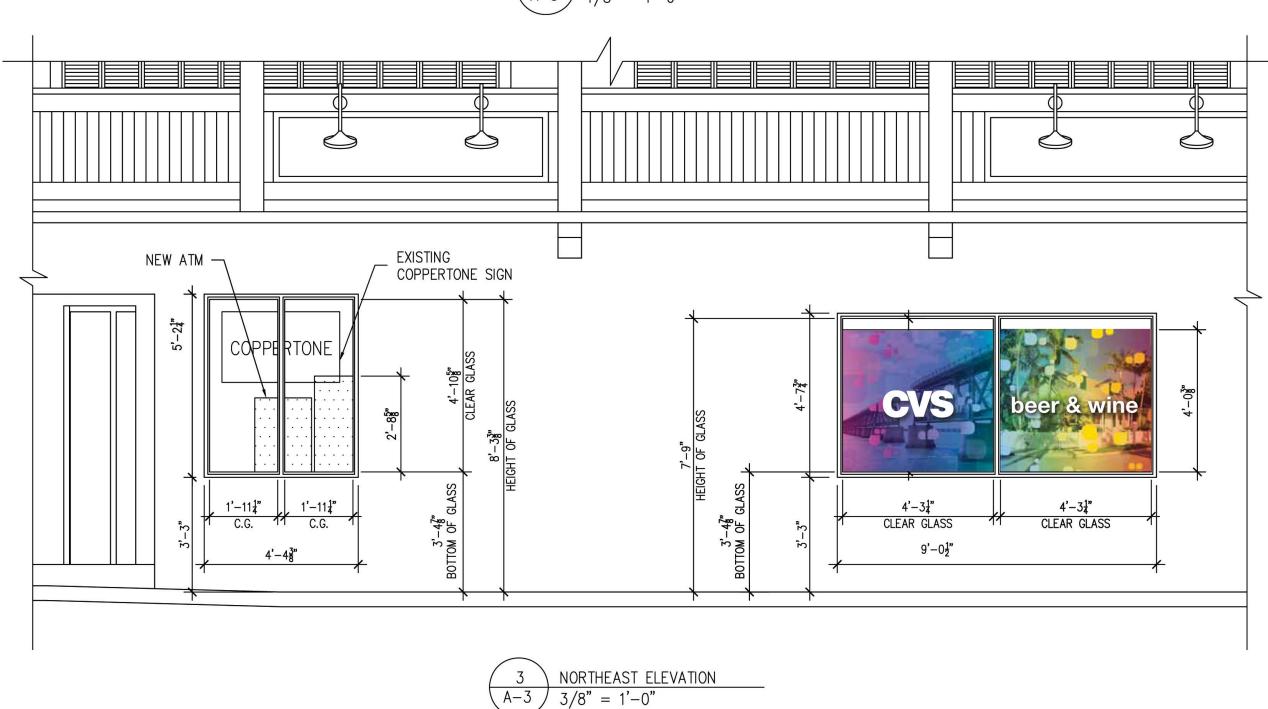
COMMENTS:

NOT RELEASED FOR CONSTRUCTION



## PROPOSED APPLICATION

- Graphics adhered to the white panel
- Messaging adhered to interior glass
- In areas with no backing panels, install styrene panels with tracking system Inside mullions





ARCHITECT OF RECORD

Robert Reid Wedding
Architects & Planners, AIA, Inc.

4112 Cypress Street - Tampa, Florida 33607 - 813-879-6996
612 South Military Trail - Deerfield Beach, Florida 33442 - 954-428-936

SEAL:

Jose Gordillo
AR0013760

CTS
pharmacy

URBAN REMODEL / FBR
WINDOW GRAPHICS PROGRAM

PROPOSED APPLICATION

3 LAYER (>18")

2 LAYER (8" - 18")

STYRENE
EXTERIOR SCOTCH PRINT (<8 INCHES)
INTERIOR SCOTCH PRINT
ROLLER SHADES

8368

REVISIONS: 10.26.2011

STORE NUMBER:

12 DUVAL STREET

KEY WEST, FL 33040

DRAWING BY: VDLR

DATE: 10-26-2011

JOB NUMBER: 61601

**EXTERIOR ELEVATIONS** 

SHEET NUMBER:

A-3

COMMENTS:

NOT RELEASED FOR CONSTRUCTION

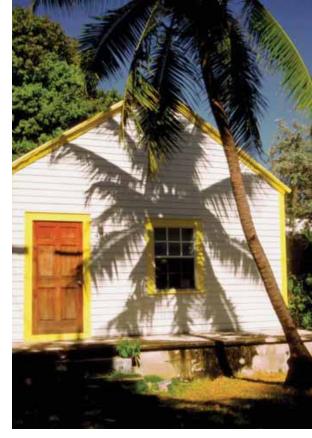
## **PHOTOGRAPHY**



The old Railroad Bridge on the Bahia Honda Key in the Florida keys



A Quiet Residential Street In Key West



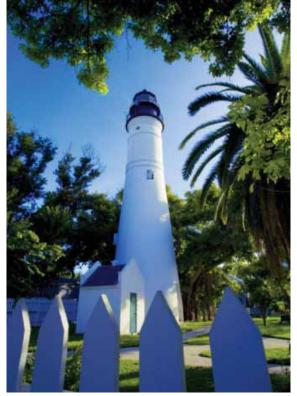
Shadow of a palm tree, Key West, Florida



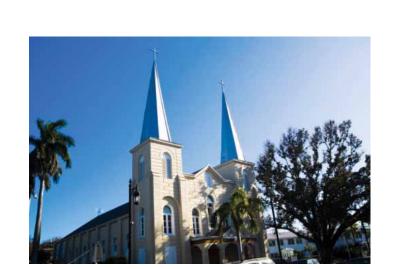
Roof tops, Key West, Florida



Palm Tree, Key West, Florida



Lighthouse, Key West, Florida



St. Mary Star Of The Sea Key West, Florida



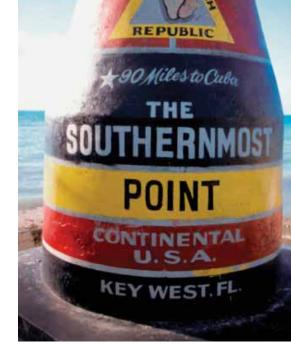
Maritime Museum, Key West, Florida



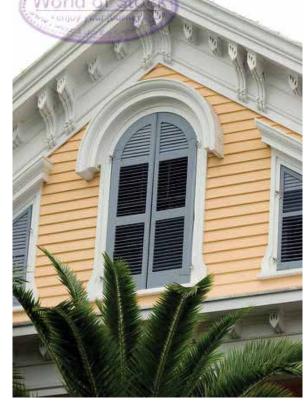
St Paul's Episcopal Church, Key West, Florida



boardwalk leading toward ocean Key West, Florida



Sign of the Southernmost Point in the Continental United States



Architectural Details On Roof Key West, Florida



Fort Zachary Taylor, Key West, Florida



**Duval Street** Key West, Florida

## **DETAIL OF WINDOW GRAPHICS**



























ARCHITECT OF RECORD 337

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tampa, Florida 33607 - 813-879-6996 612 South Military Trail - Deerfield Beach, Florida 33442 - 954-428-9361 Florida License #'s: Architecture/Interior Design: AA-C001123

CONSULTANT:

SEAL

JOSE GORDILLO AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

8368 STORE NUMBER: 12 DUVAL STREET KEY WEST, FL 33040

PROPOSED APPLICATION

3 LAYER (>18") 2 LAYER (8" - 18") STYRENE EXTERIOR SCOTCH PRINT (<8 INCHES) INTERIOR SCOTCH PRINT

**REVISIONS:** 10.27.2011

ROLLER SHADES

DRAWING BY:

AUGUST 11, 2017 DATE:

JOB NUMBER:

WINDOW GRAPHICS

SHEET NUMBER:

A-3.1

6160′

COMMENTS: NOT RELEASED FOR CONSTRUCTION



PHOTO - 101



PHOTO - 102



PHOTO - 103



PHOTO - 104



PHOTO - 105



PHOTO - 106



PHOTO - 107



PHOTO - 108



PHOTO - 109

PHOTO - 113



PHOTO - 110





PHOTO - 112

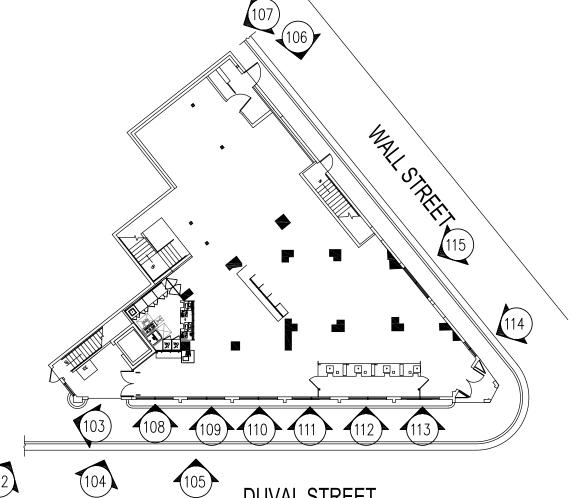


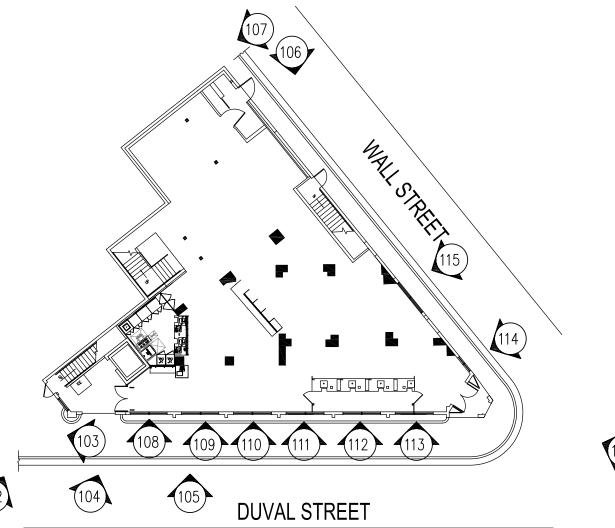
PHOTO - 111



PHOTO - 114



PHOTO - 115



JOB NUMBER:

DRAWING BY:

DATE:

PHOTOGRAPHS OF EXISTING & ADJACENT BUILDINGS

ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tampa, Florida 33607 - 813-879-6996 12 South Military Trail - Deerfield Beach, Florida 33442 - 954-428-9361

Jose Gordillo AR0013760

URBAN REMODEL / FBR

WINDOW GRAPHICS PROGRAM

STORE NUMBER:

12 DUVAL STREET KEY WEST, FL 33040

3 LAYER (>18") 2 LAYER (8" - 18")

ROLLER SHADES

**REVISIONS:** 

PROPOSED APPLICATION

EXTERIOR SCOTCH PRINT (<8 INCHES)
INTERIOR SCOTCH PRINT

8368

SEAL:

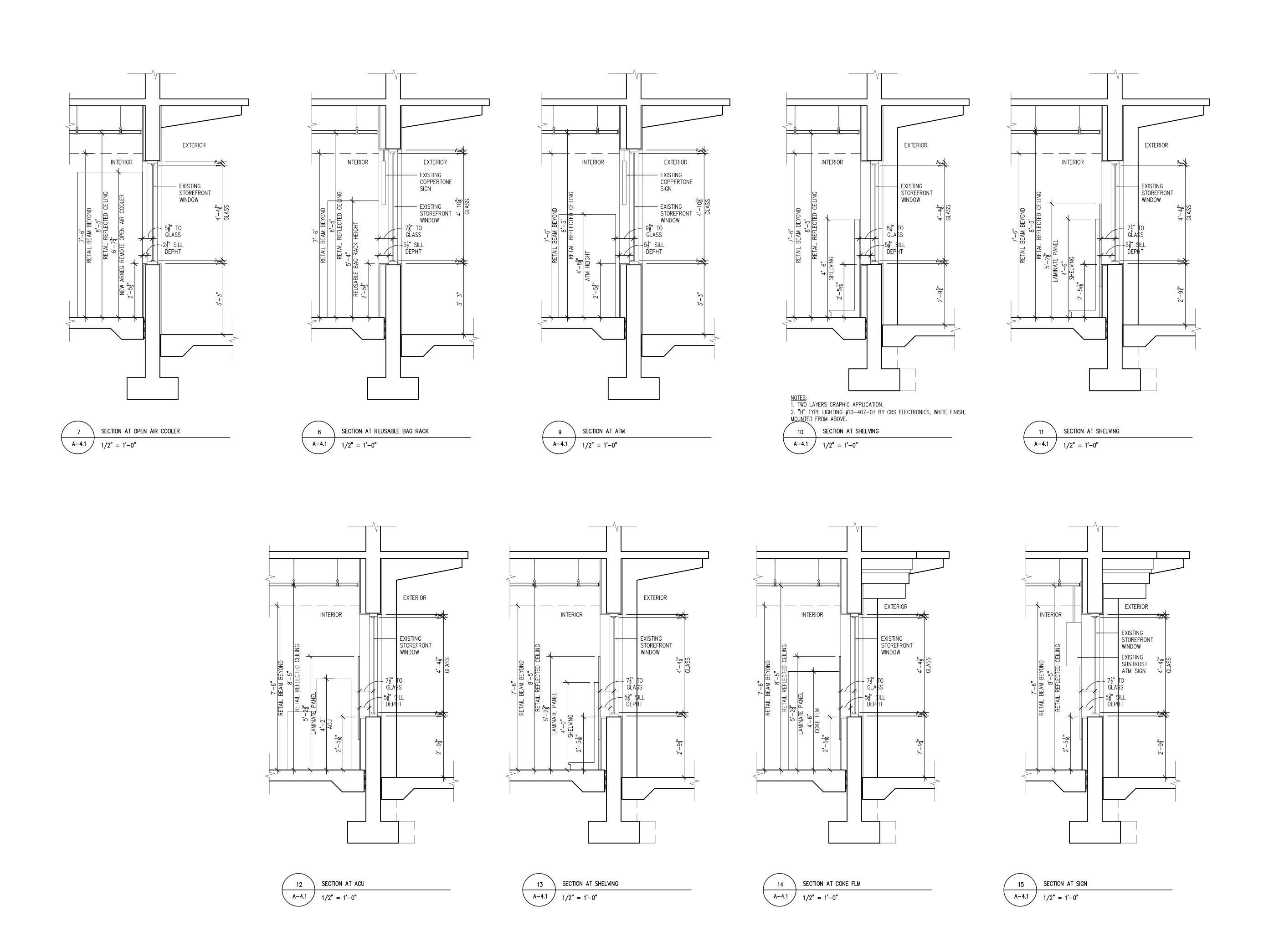
SHEET NUMBER:

A-4

10-26-2011

61601

COMMENTS:



ARCHITECT OF RECORD

Robert Reid Wedding Architects & Planners, AIA, Inc.

4112 Cypress Street - Tampa, Florida 33607 - 813-879-6996 612 South Military Trail - Deerfield Beach, Florida 33442 - 954-428-9361 Florida License #'s: Architecture/Interior Design: AA-C001123

SEAL:

Jose Gordillo AR0013760



URBAN REMODEL / FBR WINDOW GRAPHICS PROGRAM

STORE NUMBER: 12 DUVAL STREET KEY WEST, FL 33040

PROPOSED APPLICATION
3 LAYER (>18") 2 LAYER (8" - 18") STYRENE EXTERIOR SCOTCH PRINT (<8 INCHES) INTERIOR SCOTCH PRINT ROLLER SHADES
REVISIONS:

DRAWING BY:	VDLR
DATE:	10-26-2011
JOB NUMBER:	61601
TITI C.	_

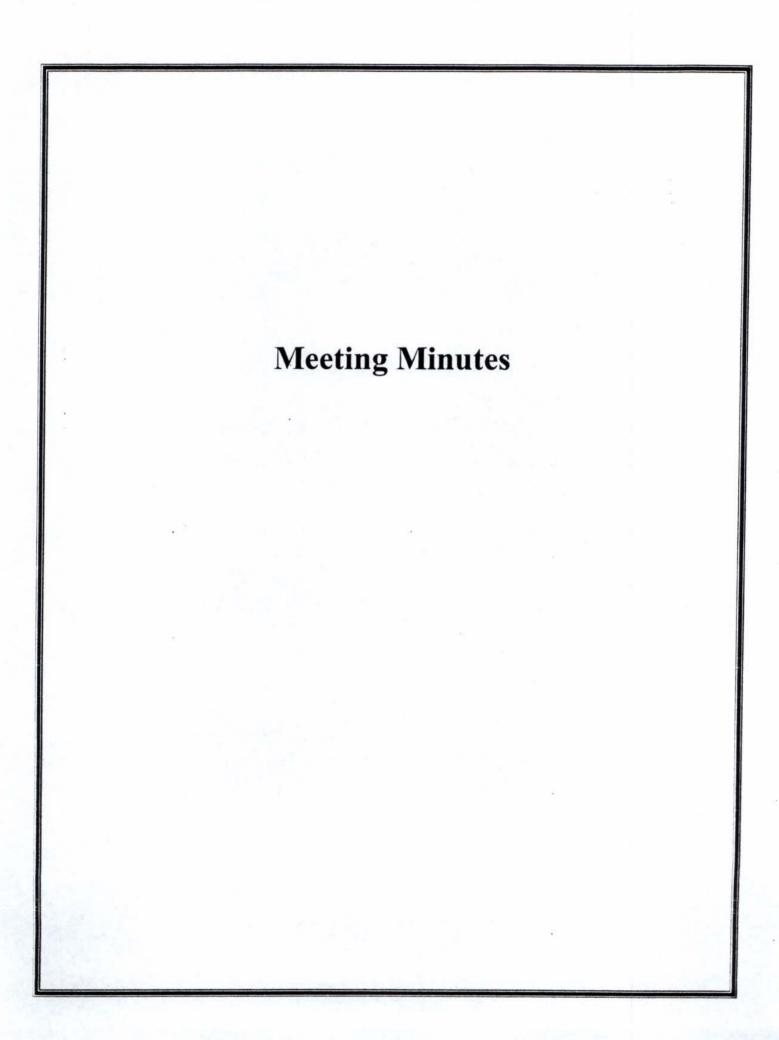
WINDOW SECTIONS

SHEET NUMBER:

A-4.1

COMMENTS:

NOT RELEASED FOR CONSTRUCTION



#### Minutes of the Key West Historical Architectural Review Commission November 09, 2011 APPROVED – November 23, 2011

Page 10 of 14

stand. Ms. Torregrosa stated that the request for the demolition is due to existing structural conditions. The plans also include the removal of a metal box shed located on the north side of the site. The metal box is not depicted in the Sanborn maps.

Ms. Torregrosa stated it is staff understanding that although the main building is historic there is visual evidence that the existing back wall presents decay signs. Ms. Torregrosa added that this building was built with reinforced concrete and the existing visible cracks are evidence of rebar decay due to corrosion. Once reinforced concrete present this situation the odds that structural steel rebars are corroded is high. Ms. Torregrosa stated that the proposed metal box shed cannot be considered a historic or significant element to its surrounding context. Ms. Torregrosa stated that the Commission can consider this application since the proposed plans includes the construction of a new wall, although with different fenestrations. Ms. Torregrosa added that if this request is approved a second reading will be required.

#### **Commission Discussion:**

The Commissioners had no additional comments or discussion.

#### **Actions/Motions:**

A motion was made by Mr. Carlos Rojas, seconded by Mr. Bryan Green, that the item be **Approved**. The motion **Passed** by the following vote:

Yes: 5 - Mr. Rojas, Mr. Metzler, Ms. Bowers, Mr. Green, Chairman Molinet

Due to the applicant for item #9 not being present it was decided to postpone the item to later in the meeting.

Replacement of existing window graphics and new 13 proposed signs. - #12 Duval Street- CVS Pharmacy - RRW Architects/ Raymond Martinez-Jose Gordillo (H11-01-1447)

Raymond Martinez presented the proposed signage project.

#### **Public Comments:**

There were no public comments.

#### Staff Report:

Enid Torregrosa presented her staff report. Ms. Torregrosa stated this to replace existing photos located on the back of the interior gondolas facing the windows and their replacement with 13 new photos of historic buildings and sites of Key West with and overlay of a standard graphic. Over the graphics letters containing words like CVS, beverage, beer & wine, food, photo, beauty, health and baby. The Building is not listed in the surveys and is located on a corner lot. Ms. Torregrosa stated the applicant will retain three (3) existing signs, a hanging sign located on Duval Street and two (2) corner signs, one (1) facing Duval and Front Streets, and one (1) facing Duval and Wall Streets.

Ms. Torregrosa stated that staff understands the desire of the applicant not to leave the back of the gondolas exposed to the storefronts. Nevertheless overlaying a photo with a standard pattern and having letters over it will constitute a sign, according to the guidelines. Ms. Torregrosa stated it is staff's belief that the proposed design exceeds the maximum signs allowed on a corner lot; therefore it is inconsistent with the guidelines. Ms. Torregrosa added that staff had met with the applicant in several occasions and has explained the guidelines as well as the City Ordinances regarding signage in the historic district.

#### Minutes of the Key West Historical Architectural Review Commission November 09, 2011 APPROVED – November 23, 2011

Page 11 of 14

#### **Commission Discussion:**

Mr. Green stated that page 49 of the Guidelines uses the word "must" verse using "should be" thus it makes it appear as a slam dunk for a denial. Mr. Green asked Mr. Ramsingh is there a way that they can allow the project since so many other shops in the area have not adhered to the Guidelines. Mr. Ramsingh responded that the Guidelines are clear but are just that - guidelines. Mr. Ramsingh continued that the Commission can review and make decisions on projects before them on a case by case basis.

Mr. Molinet asked that Jim Young, the manager of Code Compliance, be invited to the next HARC meeting to discuss the signage issues.

The Commissioners discussed the appearance of the proposed signage and how it might be changed to improve the appearance and make it easier to approve and more "tasteful".

The Commissioners discussed that signage would be a good candidate for a Workshop in order to get input and discuss the existing Guidelines in an effort to improve the Guidelines.

#### **Actions/Motions:**

A motion was made by Mr. Bryan Green, that the item be **Approved**. The motion **failed** due to a lack of a second.

A motion was made by Mr. Daniel Metzler, seconded by Mr. Rudy Molinet (who passed the gavel to Mr. Green), that the item be **Denied**. The motion was **Withdrawn** when it was suggested that the item be postponed to allow the applicant to do some more work with the staff

A motion was made by Mr. Rudy Molinet, seconded by Mr. Carlos Rojas, that the item be **Postponed**. The motion **Passed** by the following vote:

Yes: 5 - Mr. Rojas, Mr. Metzler, Ms. Bowers, Mr. Green, Chairman Molinet

9 Additions and renovations of three existing cottages. New swimming pool - #1124-1126 Margaret Street - Michael Miller (H11-01-1446)

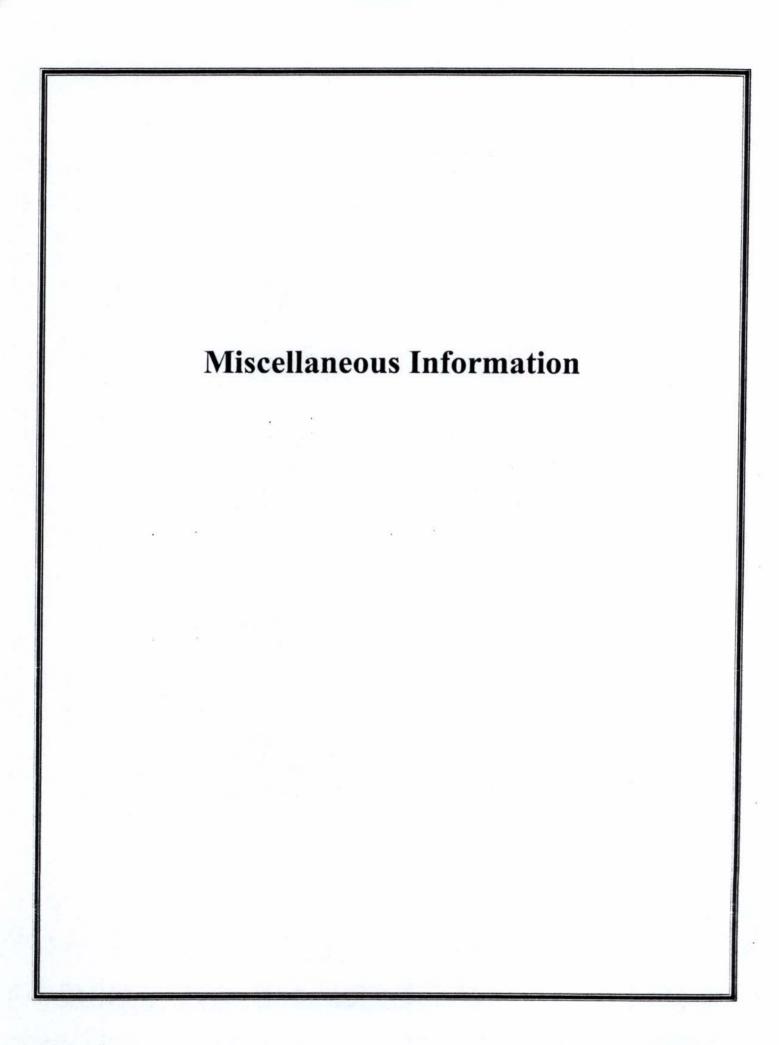
The applicant was not present to present the proposed project. The Commission moved the item to the end of the agenda to give the applicant time to arrive but following all the discussion of all the items the applicant was still not present. It was decided that since there was someone signed up to speak that the project would be reviewed.

#### **Public Comments:**

Joyce Drake of 1122 Margaret Street drew the Commission's attention to the application. Ms. Drake pointed out that the box for trees was not checked and in her opinion it should have been since she knows that a couple of trees are mentioned on the plans. Ms. Drake's main concern is a Gumbo Limbo that had been to the Tree Commission in the past and the application for removal of the tree was denied. Ms. Drake came forward to show the Commissioners using the plans the location of the tree in question.

There were no additional public comments.

#### Staff Report:



## GRAPHIC APPLICATION: Layering Option 3

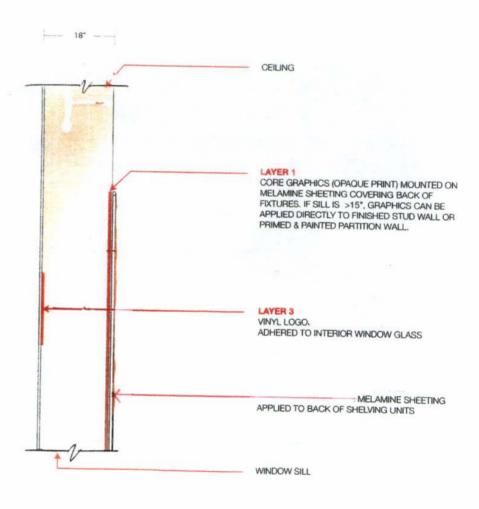
#### 3 LAYER



#### Installation Instructions

- Apply the opaque print to the fixture backwall.
- Hang the clear lucite panel 6" (minimum) from the backwall.
- Install your light track 6" from the hanging lucite panel.
- Apply Vinyl Lettering to interior window glass.

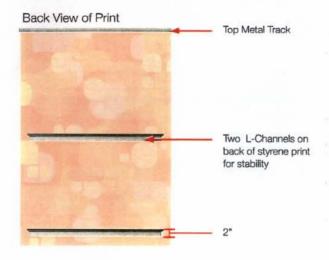


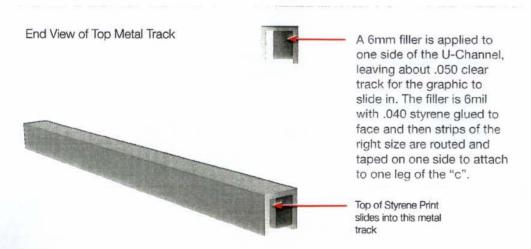


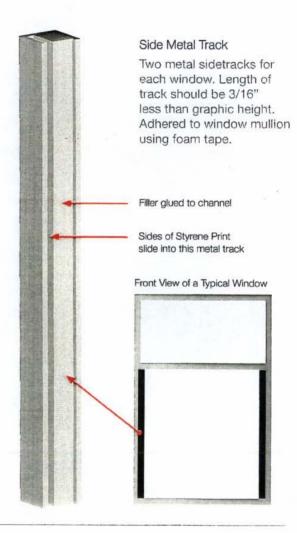
#### GRAPHIC APPLICATION: Layering Option 1B

#### STYRENE PANEL INSTALLATION









THE CITY OF KEY WEST - OL License File Changes - General Information

1/04/12 12:09:29

Type information, press Enter. Last activity: Business control . . . . \_\_\_13790 Updated: 01/04/12 by KEYWKGP Business name & address Mailing address CVS / PHARMACY #8368 ONE CVS DR - LEGAL DEPT 12 DUVAL ST MAIL DROP #23062A KEY WEST FL 33040 WOONSOCKET RI 02895 License number . . . : 12 00022291 Appl, issue, expir . . . <u>101211</u> <u>101211</u> 93012 License status (F4) . . AC Classification (F4) . . 11DACTIVE RETAIL/MAILORDER/WHSALE 5,001-10,000 SF Exemption (F4) . . . . License comments . . . . RETAIL STORE License restrictions . . Gross receipts . . . . Reprint this license . N Y=Yes, N=No Additional charges . .  $\overline{\underline{N}}$  Y=Yes, N=No Miscellaneous . .  $\underline{\underline{N}}$  Y=Yes, N=No Extra requirements . .  $\underline{\underline{N}}$  \* Y=Yes, N=No Sub codes . . .  $\underline{\underline{N}}$  Y=Yes, N=No More...

F3=Exit F5=Code description F9=Applicant/Qualifier F10=Business maintenance

F12=Cancel

F24=More keys

1/04/12 12:09:34

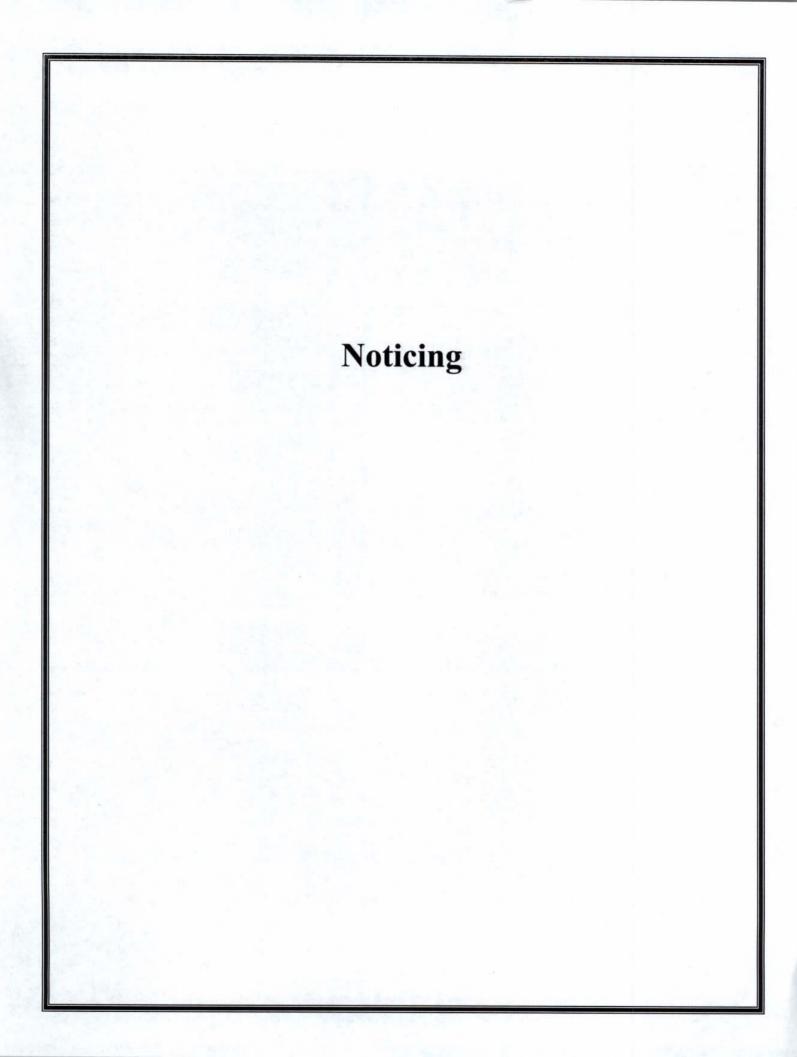
Type information, press Enter. Last activity: Business control . . . . 13791 Updated: 01/04/12 by KEYWKGP Business name & address Mailing address CVS / PHARMACY #8368 ONE CVS DR - LEGAL DEPT 12 DUVAL ST MAIL DROP #23062A FL 33040 KEY WEST WOONSOCKET RI 02895 License number . . . : 12 00022292 Appl, issue, expir . . .  $\frac{101211}{AC}$   $\frac{101211}{ACTIVE}$ 93012 Classification (F4) . .  $\overline{12}$ C SERVICE - GENERAL Exemption (F4) . . . . . License comments . . . . FILM DEVELOPING SERVICE License restrictions . . Gross receipts . . . . . Reprint this license .  $\underline{N}$  Y=Yes, N=No
Additional charges . .  $\underline{N}$  Y=Yes, N=No Miscellaneous . .  $\underline{N}$ Extra requirements . .  $\underline{N}$  \* Y=Yes, N=No Sub codes . . . .  $\underline{N}$ 

F3=Exit F5=Code description F9=Applicant/Qualifier F10=Business maintenance

F12=Cancel

F24=More keys

Y=Yes, N=NoY=Yes, N=NoMore...



The Historic Architectural Review Commission will hold a public hearing at 6:00 p.m., January 11, 2012 at Old City Hall, 510 Greene Street, Key West, Florida. The purpose of the hearing will be to consider a request for:

REPLACEMENT OF EXISTING GRAPHICS AND NEW 13 PROPOSED SIGNS

#### 12 DUVAL STREET

Applicant- RRW Architects/ Raymond Martinez -Application Number H11-01-1447 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 <a href="https://www.keywestcity.com">www.keywestcity.com</a>.

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

**Property Appraiser Information** 

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

office (305) 292-3420 fax (305) 292-3501 Website tested on Internet Explorer

----- GIS Mapping requires Adobe Flash 10.3 or higher. -----

The offices of the Property Appraiser will be closing at Noon on Friday, December 30th for the New Years Holiday. Our offices will re-open Tuesday, January 3rd, at 8 am.

#### **Property Record View**

Alternate Key: 1000132 Parcel ID: 00000140-000000

#### **Ownership Details**

Mailing Address: LOVE QUAY WEST LLC C/O CVS INC NO 08368-01 1 CVS DR WOONSOCKET, RI 02895-6184

#### **Property Details**

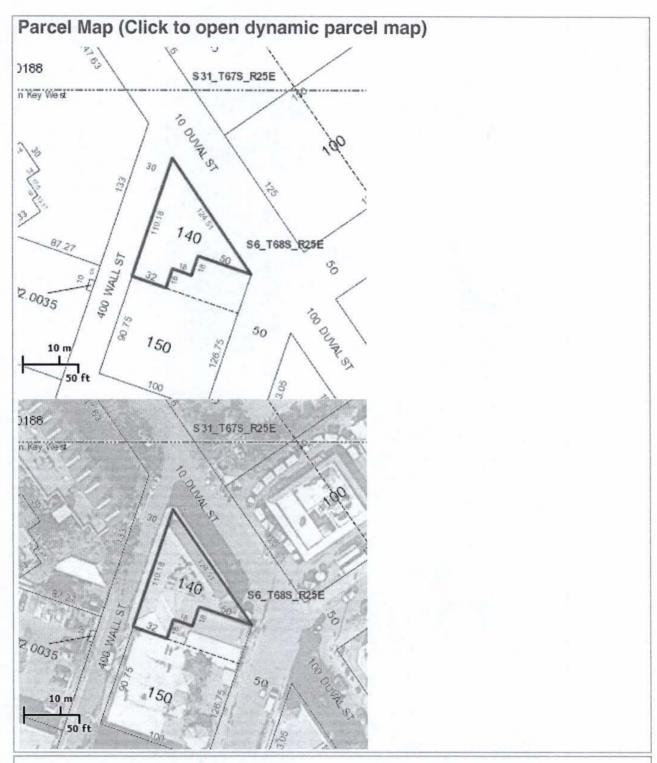
PC Code: 11 - STORES ONE STORY

Millage Group: 10KW Affordable Housing: No Section-Township-Range: 06-68-25

Property Location: 12 DUVAL ST KEY WEST

Legal Description: KW PT LOT 1 SQR 3 G-35-1028/1029 G47-578/79 OR412-1028/29 OR972-1286 OR984-3 OR1310-1620C

OR1848-46/48AFFD OR1847-2491/96P/R



#### **Land Details**

Land Use Code	Frontage	Depth	Land Area
100W - COMMERCIAL WATERFRON	0	0	5,185.00 SF

#### **Building Summary**

Number of Buildings: 1 Number of Commercial Buildings: 1

Intercom

Fireplaces

Dishwasher 0

Total Living Area: 8396 Year Built: 1980

6 Fix Bath

7 Fix Bath

Extra Fix

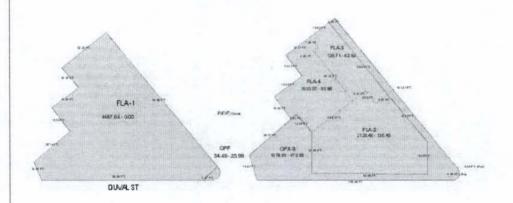
0

0

17

### **Building 1 Details**

<b>Building Type</b>	Condition E	Quality Grade 450		
Effective Age 10	Perimeter 789	Depreciation % 13		
Year Built 1980	Special Arch 0	Grnd Floor Area 8,396		
Functional Obs 0	Economic Obs 0			
Inclusions:				
Roof Type	Roof Cover	Foundation		
Heat 1	Heat 2	Bedrooms 0		
Heat Src 1	Heat Src 2			
Extra Features:				
2 Fix Bath	0	Vacuum	0	
3 Fix Bath	4	Garbage Disposal	0	
4 Fix Bath	0	Compactor	0	
5 Fix Bath	0	Security	0	



Sections:

Nbr	Type	Ext Wall	# Stories	Year Built	Attic	A/C	Basement %	Finished Basement %	Area
1	FLA		1	1914					4,488
2	FLA		1	1978					2,128
3	FLA		1	1978					726
4	FLA		1	1978					1,054
5	OPX		1	1978					1,680
6	OPF		1	1978					34

#### Interior Finish:

Section Nbr	Interior Finish Nbr	Туре	Area %	Sprinkler	A/C
		1 STY STORE-A	100	Υ	Υ
		OPEN STORAGE-A-	100	Υ	Υ
		1 STY STORE-A	100	Υ	Y
	109	1 STY STORE-A	100	Υ	Υ

#### Exterior Wall:

Interior Finish Nbr	Туре	Area %	
	AB AVE WOOD SIDING	50	
24	C.B.S.	50	

## **Appraiser Notes**

CVS DRUG STORE

## **Building Permits**

Bldg	Number	Date Issued	Date Completed	Amount	Description	Notes
8	03-3952	11/17/2003	12/31/2003	30,000	Commercial	METAL & FLAT ROOF
9	03-4079	12/15/2003	10/06/2004	2,000	Commercial	AWNING
7	03-1643	07/17/2003	12/31/2003	550,494	Commercial	A/C'S,BTHRMS,BUILDOUT
6	03-1345	04/22/2003	12/31/2003	1,800	Commercial	TEMP.ELECTRIC
5	03-1100	03/31/2003	12/31/2003	15,000	Commercial	INTER-DEMOLITION
4	0000795	03/28/2000	07/14/2000	2,500	Commercial	REPLACE 5 TON AC
3	9701325	04/01/1997	07/01/1997	800	Commercial	ELECTRICAL
2	9603433	08/01/1996	11/01/1996	1,500	Commercial	PLUMBING
1	9602198	05/01/1996	08/01/1996	4,000		MECHANICAL
	9602193	05/01/1996	08/01/1996	700		PAINTING
	E950470	02/01/1995	08/01/1995	1,500		ELECTRICAL REPAIRS
10	03-3812	11/03/2003	10/06/2004	2,300	Commercial	ELECTRICAL
12	05-2462	06/23/2005	11/02/2005	40,000	Commercial	INSTALL NEW CHECK OUTS
13	05-2543	06/23/2005	11/02/2005	6,790	Commercial	DISCONNECT PHOTO LAB SINK
11	05-1248	06/15/2005	11/02/2005	171,000	Commercial	INTERIOR RENOVATION

14	05-3881	03/06/2006	07/26/2006	6,000	Commercial	ADD HON STROBES & SMOKE DETECORS
	06-5328	09/22/2006	12/11/2006	11,000		INSTALL 22 GOOSENECK LIGHTING AND TIME CLOCK
	06-1937	04/13/2006	12/11/2006	65,000		PAINT EXTERIOR, INSTALL HURRICANE SHUTTERS 1ST/2ND FLR, UPGRADE 2ND FLR WINDOWS

## **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 Taxabi Value
2011	1,144,303	0	2,201,052	3,345,355	3,342,418	0	3,345,355
2010	1,170,309	0	1,868,253	3,038,562	3,038,562	0	3,038,562
2009	1,196,316	0	2,420,099	3,616,415	3,616,415	0	3,616,415
2008	1,196,316	0	2,333,250	3,554,835	3,554,835	0	3,554,835
2007	873,795	0	2,333,250	3,554,835	3,554,835	0	3,554,835
2006	873,795	0	803,675	2,459,016	2,459,016	0	2,459,016
2005	834,221	0	648,125	2,459,016	2,459,016	0	2,459,016
2004	911,137	0	596,275	3,500,000	3,500,000	0	3,500,000
2003	718,359	0	425,170	3,961,963	3,961,963	0	3,961,963
2002	718,359	0	420,332	3,961,963	3,961,963	0	3,961,963
2001	718,359	0	420,332	3,580,635	3,580,635	0	3,580,635
2000	718,359	0	266,552	3,488,180	3,488,180	0	3,488,180
1999	718,359	0	266,552	3,488,180	3,488,180	0	3,488,180
1998	478,906	0	266,552	2,194,214	2,194,214	0	2,194,214
1997	478,906	0	256,300	2,194,214	2,194,214	0	2,194,214
1996	404,272	0	256,300	1,097,689	1,097,689	0	1,097,689
1995	404,272	0	256,300	1,097,689	1,097,689	0	1,097,689
1994	404,272	0	256,300	1,097,689	1,097,689	0	1,097,689
1993	404,272	0	256,300	1,035,411	1,035,411	0	1,035,411
1992	404,272	0	256,300	1,035,411	1,035,411	0	1,035,411
1991	404,272	0	256,300	1,035,411	1,035,411	0	1,035,411
1990	404,272	0	267,834	1,035,411	1,035,411	0	1,035,411
1989	463,366	0	266,552	934,550	934,550	0	934,550
1988	438,988	0	234,515	773,534	773,534	0	773,534
1987	432,258	0	153,780	763,266	763,266	0	763,266
1986	363,168	0	153,780	628,143	628,143	25,000	603,143
1985	349,417	0	153,780	615,361	615,361	25,000	590,361
1984	344,111	0	61,512	528,350	528,350	25,000	503,350
1983	344,111	0	52,542	396,653	396,653	25,000	371,653
1982	321,708	0	49,210	370,918	370,918	25,000	345,918

#### **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
12/27/2002	1847 / 2491	3,500,000	WD	Q
8/1/1986	984 / 3	1,050,000	WD	Q

This page has been visited 30,297 times.

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