MEMORANDUM

Date: February 11, 2026

To: Honorable Mayor and Commissioners

Via: Brian L. Barroso
City Manager

From: Doug Bradshaw
Director of Engineering

Jennifer Perez, C.D.,
Special Projects Designer

Subject: **File ID 26-5009: Key West "Welcome & Thank You" Sign Final Design Criteria**

ACTION STATEMENT

Approving the final design criteria for the Key West "Welcome & Thank You" signs at the triangle.

BACKGROUND

As part of an ongoing beautification project, the City of Key West is installing new "Welcome" and "Thank You for Visiting" signs along US-1 at the "triangle" to enhance the City's entry and exit points. The new Welcome sign, an engineered stone structure, will be placed on the north side (westbound) at MM 4, mounted behind a guard rail for durability and safety. A matching, Thank You for Visiting sign featuring the City Seal is planned for the south side (eastbound) to greet departing visitors.

In order to finalize the design criteria for the signs, staff is requesting directions from City Commission on the following elements:

1. Design-Informal (option 1) or formal (option 2 or 3)
2. Granite color- Kershaw Granite or George Blue Granite

3. Final Verbiage:
    a. Entrance Sign: “Welcome to the City of Key West” or “Welcome to Key West”
    b. Exit Sign: “Thank You for Visting the City of Key West” or “Thank You for Visting Key West or “Come Back Soon City of Key West” or “Come Back Soon Key West”

Both signs will feature the City seal. Once the final design criteria is approved, staff will seek preliminary drawings and quotes from vendors and will present those to City Commission at a future meeting for approval prior to sign production.

FINANCIAL IMPACT

The estimated cost for both signs, foundations, delivery, and installation is between $75,000-$100,000.

RECOMMENDATION

Staff request approval of the final design criteria for the Key West “Welcome & Thank You” signs at the triangle.