



**Historic Architectural Review Commission
Staff Report for Item 6**

To: Chairman Bryan Green and Historic Architectural Review
Commission Members

From: Kelly Perkins, MHP
HARC Assistant Planner

Meeting Date: May 23, 2018

Applicant: Marathon Electric

Application Number: 18-1812

Address: #330 Whitehead Street

Description of Work:

Two new wall signs and one free standing sign.

Site Facts:

The building at 330 Whitehead Street is not a contributing resource and was constructed in 1989 according to the property appraiser's. It is a two-story commercial structure with a parking area in the front and rear. The current building and site has lots of signage, but staff can only find evidence that the wall sign on the pediment was approved in 2011.

Guidelines Cited in Review:

Guidelines for Business Advertising Signage, Signage Lighting, and Light Fixtures for Commercial Properties (pages 49-50vv), specifically guideline 4-a.3.b (page 50f), the section for freestanding signs (pages 50w-50x), and the section for wall signs (pages 50ff-50gg).

Staff Analysis

This Certificate of Appropriateness proposes two wall signs for a recently constructed building and one freestanding sign. The building currently has a wall sign located in its pediment that was approved, but there are other wall signs that were never approved. The

corner of Eaton Street and Whitehead Street contains a tall freestanding sign that extends above the fence line and bushes.

The proposal is for a new sign in the pediment that is 30 inches by 30 inches with a sandblasted logo. The sign will have a three-dimensional quality. The new wall sign will be located above the door and will have an aluminum face with raised copy and logo. The sign will be approximately 18 inches by 69 inches.

The proposed freestanding sign will be a monument sign with a 2-foot-tall base with two 4-foot tall posts installed on top. The application calls the posts “tubes” but does not clarify the material. The posts will hold a 30-inch-tall wood sandblasted sign with raised copy and logo. The overall height of the sign will be 6 feet tall.

Consistency with Guidelines

While the proposed monument sign is a much better alternative than the existing freestanding sign, it still does not have the pedestrian oriented quality that is found in the historic district (Guideline 4-a.3). The guidelines are clear that monument signs shall not exceed four feet in height, including the base (Guideline 5-i.4). Also, the posts for freestanding signs can be wood or painted aluminum (Guideline 5-i.1), so clarification is needed on what materials the “tubes” are.

The applicant states that the extra height is required due to the existing fence and landscaping, but the landscaping can be transplanted, and the green fence is non-historic wrought iron. So, landscaping could be relocated and the fence could cut the corner and run behind a new, shorter sign, which would have the pedestrian oriented qualities required by the signage guidelines.

While the guidelines state that the “installation of signs over a pediment...is not allowed” (Guideline 4-a.3.b), this building was designed so that the pediment would contain a sign. The pediment of this building has always had a wall sign installed, so staff does not feel this guideline applies in this case. Due to that, staff feels that the two wall signs do comply with the guidelines.

APPLICATION

COMBINATION APPLICATION: FLOODPLAIN, CONSTRUCTION AND HARC

\$50.00 APPLICATION FEE NON-REFUNDABLE

Sign / Elec.

Came by Mail 4/23/18 GHill



City of Key West

1300 WHITE STREET
KEY WEST, FLORIDA 33040

Phone: 305.809.3956

BLDG@CITYOFKEYWEST-FL.GOV

HARC PERMIT NUMBER		BUILDING PERMIT NUMBER		INITIAL & DATE
		18-1812		4/23/18 P. Hill
FLOODPLAIN PERMIT		ZONING		REVISION #
FLOOD ZONE	PANEL #	ELEV. L. FL.	SUBSTANTIAL IMPROVEMENT	
			___ YES ___ NO ___ %	

ADDRESS OF PROPOSED PROJECT:

RE # OR ALTERNATE KEY:

NAME ON DEED:

OWNER'S MAILING ADDRESS:

CONTRACTOR COMPANY NAME:

CONTRACTOR'S CONTACT PERSON:

ARCHITECT / ENGINEER'S NAME:

ARCHITECT / ENGINEER'S ADDRESS:

330 Whitehead Street		# OF UNITS
00004590-002000		
Capital Bank	PHONE NUMBER	816-368-9296
6435 Naples Blvd	EMAIL	
Naples, FL 34109		
Marathon Electric	PHONE NUMBER	305-743-5805
Randy Mearns	EMAIL	rmmthelectric@aol.com
	PHONE NUMBER	
	EMAIL	

HARC: PROJECT LOCATED IN HISTORIC DISTRICT OR IS CONTRIBUTING: ___ YES ___ NO (SEE PART C FOR HARC APPLICATION.)

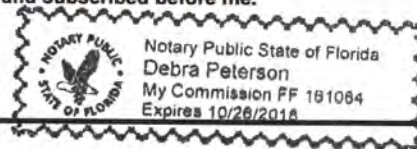
CONTRACT PRICE FOR PROJECT OR ESTIMATED TOTAL FOR MAT'L., LABOR & PROFIT: \$ \$5,000.00

FLORIDA STATUTE 837.06: WHOEVER KNOWINGLY MAKES A FALSE STATEMENT IN WRITING AND 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 PER SECTION 775.082 OR 775.083.

DETAILED Project Description...(The applicant further hereby acknowledges that the scope of work as described shall be the scope of work that is considered by the City. Should further action be taken by the City for exceeding the scope of the description of work as described herein versus the scope of work shown on the plans or other documents submitted with the application, the aforementioned description of work shall be controlling.)

~~1) Demo and discard existing signs. 2) Replace ID sign 3) Replace non illuminated letters / logo on building.~~

Printed name of property owner or licensed contractor. RANDALL Mearns	Signature <i>[Signature]</i>
Notary Signature as to applicant. State of Florida, County of Monroe, Sworn to and subscribed before me. <i>[Signature]</i>	
Personally known or produced <i>[Signature]</i>	as identification.



Oper: KEYWVXC Type: BP Drawer: 1
Date: 5/10/18 53 Receipt no: 13814
2018 1812
PT * BUILDING PERMITS-NEW
1.00 \$350.00
Trans number: 3126606
VM: VISA/MASTERC \$350.00
Trans date: 5/10/18 Time: 14:57:56

Trans date: 4/25/18 Time: 12:57:05
Type: BP Drawer: 1
Receipt no: 12807
BUILDING PERMITS-NEW
1.00 \$100.00
20951 3125926 \$190.00

PART B: SUPPLEMENTARY PROJECT DETAILS TO AVOID DELAYS / CALL-BACKS

PROPERTY STRUCTURES AFFECTED BY PROJECT: ☒ MAIN STRUCTURE ☒ ACCESSORY STRUCTURE ☐ SITE

ACCESSORY STRUCTURES: ☐ GARAGE / CARPORT ☐ DECK ☐ FENCE ☐ OUTBUILDING / SHED

FENCE STRUCTURES: ☐ 4 FT. ☐ 6 FT. SOLID ☐ 6 FT. / TOP 2 FT. 50% OPEN

POOLS: ☐ INGROUND ☐ ABOVE GROUND ☐ SPA / HOT TUB ☐ PRIVATE ☐ PUBLIC

PUBLIC POOLS REQUIRE BD. OF HEALTH LICENSE APPLICATION AT TIME OF CITY APPLICATION.

PUBLIC POOLS REQUIRE BD. OF HEALTH LICENSE PRIOR TO RECEIVING THE CITY CERTIFICATE OF OCCUPANCY.

ROOFING: ☐ NEW ☐ ROOF-OVER ☐ TEAR-OFF ☐ REPAIR ☐ AWNING

☐ 5 V METAL ☐ ASPLT. SHGLS. ☐ METAL SHGLS. ☐ BLT. UP ☐ TPO ☐ OTHER

FLORIDA ACCESSIBILITY CODE: ☐ 20% OF PROJECT FUNDS INVESTED IN ACCESSIBILITY FEATURES.

SIGNAGE: 2 # OF SINGLE FACE ☐ # OF DOUBLE FACE ☐ REPLACE SKIN ONLY ☐ BOULEVARD ZONE

1 POLE 1 WALL ☐ PROJECTING ☐ AWNING ☐ HANGING ☐ WINDOW

SQ. FT. OF EACH SIGN FACE: POLE = 31.8 SF WALL = 6.25 SF

SUBCONTRACTORS / SPECIALTY CONTRACTORS SUPPLEMENTARY INFORMATION:

☐ MECHANICAL: ☐ DUCTWORK ☐ COMMERCIAL EXH. HOOD ☐ INTAKE / EXH. FANS ☐ LPG TANKS

☐ A / C: ☐ COMPLETE SYSTEM ☐ AIR HANDLER ☐ CONDENSER ☐ MINI-SPLIT

☐ ELECTRICAL: ☐ LIGHTING ☐ RECEPTACLES ☐ HOOK-UP EQUIPMENT ☐ LOW VOLTAGE

☐ SERVICE: ☐ OVERHEAD ☐ UNDERGROUND ☐ 1 PHASE ☐ 3 PHASE ☐ AMPS

☐ PLUMBING: ☐ ONE SEWER LATERAL PER BLDG. ☐ INGROUND GREASE INTCPTRS. ☐ LPG TANKS

☐ RESTROOMS: ☐ MEN'S ☐ WOMEN'S ☐ UNISEX ☐ ACCESSIBLE

PART C: HARC APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS

APPLICATION FEES: PAINTING SINGLE FAMILY: \$10 STAFF APPROVAL: \$50 COMMISSION REVIEW \$100

PLEASE ATTACH APPROPRIATE VARIANCES / RESOLUTIONS FROM HARC, PLANNING BOARD OR TREE COMMISSION.

ATTENTION: NO BUILDING PERMITS WILL BE ISSUED PRIOR TO HARC APPROVAL.

PLEASE SEND ELECTRONIC SUBMISSIONS TO: harc@cityofkeywest-fl.gov

INDICATE TYPE OF CERTIFICATE. OF APPROPRIATENESS: ☐ GENERAL ☐ DEMOLITION ☐ SIGN ☐ PAINTING ☐ OTHER

ADDITIONAL INFORMATION:

PROJECT SPECIFICATIONS: PLEASE PROVIDE PHOTOS OF EXISTING CONDITIONS, PLANS, PRODUCT SAMPLES, TECHNICAL DATA		
ARCHITECTURAL FEATURES TO BE ALTERED:	ORIGINAL MATERIAL:	PROPOSED MATERIAL:

DEMOLITION: PLEASE FILL OUT THE HARC APPENDIX FOR PROPOSED DEMOLITION.

DEMOLITION OF HISTORIC STRUCTURES IS NOT ENCOURAGED BY THE HISTORIC ARCHITECTURAL REVIEW COMMISSION.

SIGNAGE: (SEE PART B) ☒ BUSINESS SIGN ☐ BRAND SIGN ☐ OTHER: _____

BUSINESS LICENSE #

IF FAÇADE MOUNTED, SQ. FT. OF FAÇADE 2113 #

SIGN SPECIFICATIONS		
SIGN COPY: Capital Bank	PROPOSED MATERIALS: poles= SANDBLASTED	SIGNS WITH ILLUMINATION:
	WOOD	TYPE OF LTG.: Existing
	Wall= SANDBLASTED	LTG. LINEAL FTG.:
MAX. HGT. OF FONTS:	WOOD	COLOR AND TOTAL LUMENS:
IF USING LIGHT FIXTURES PLEASE INDICATE HOW MANY: INCLUDE SPEC. SHEET WITH LOCATIONS AND COLORS.		

OFFICIAL USE ONLY:		HARC STAFF OR COMMISSION REVIEW	
<input type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED <input type="checkbox"/> DEFERRED FOR FUTURE CONSIDERATION <input type="checkbox"/> TABLED FOR ADD'L. INFO.			
HARC MEETING DATE:	HARC MEETING DATE:	HARC MEETING DATE:	
REASONS OR CONDITIONS:			
STAFF REVIEW COMMENTS:			
HARC PLANNER SIGNATURE AND DATE:		HARC CHAIRPERSON SIGNATURE AND DATE:	

PART D: STATE OF FLORIDA OFFICIAL NOTIFICATIONS AND WARNINGS

FLORIDA STATUTE 713.135: WARNING TO OWNER: YOUR FAILURE TO RECORD A 'NOTICE OF COMMENCEMENT' MAY RESULT IN YOUR PAYING TWICE FOR IMPROVEMENTS TO YOUR PROPERTY. A NOTICE OF COMMENCEMENT MUST BE RECORDED WITH THE COUNTY RECORDER AND A COPY POSTED ON THE JOB SITE BEFORE THE FIRST INSPECTION. IF YOU INTEND TO OBTAIN FINANCING CONSULT WITH YOUR LENDER OR AN ATTORNEY BEFORE RECORDING A NOTICE.

FLORIDA STATUTE 469: ABESTOS ABATEMENT. AS OWNER / CONTRACTOR / AGENT OF RECORD FOR THE CONSTRUCTION APPLIED FOR IN THIS APPLICATION, I AGREE THAT I WILL COMPLY WITH THE PROVISIONS F. S. 469.003 AND TO NOTIFY THE FLORIDA D. E. P. OF MY INTENT TO DEMOLISH / REMOVE ASBESTOS. IN ADDITION TO THE REQUIREMENTS OF THIS PERMIT APPLICATION, THERE MAY BE DEED RESTRICTIONS AND / OR ADDITIONAL RESTRICTIONS APPLICABLE TO THIS PROPERTY THAT MAY BE FOUND IN THE PUBLIC RECORDS OF MONROE COUNTY AND THERE MAY BE ADDITIONAL PERMITS REQUIRED FROM OTHER GOVERNMENT ENTITIES SUCH AS AQUADUCT AUTHORITY, FLORIDA DEP OR OTHER STATE AGENCIES; ARMY CORPS OF ENGINEERS OR OTHER FEDERAL AGENCIES.

FEDERAL LAW REQUIRES LEAD PAINT ABATEMENT PER THE STANDARDS OF THE USDEP ON STRUCTURES BUILT PRIOR TO 1978.

ALL NECESSARY APPROVALS FROM ASSOCIATIONS, GOV'T. AGENCIES, AND OTHER PARTIES ARE THE APPLICANT'S RESPONSIBILITY.

PROJECT PHOTOS



CAPITAL BANK
Commercial & Residential
Banking Center

24 Hour ATM






CAPITAL BANK
Commercial & Residential
Banking Center
24 Hour ATM

Whithead
St

Gourmet Nibbles
& Flowers
305-294-5212

PROPOSED DESIGN



ImageOne
INDUSTRIES

677 Dunkisferry Rd. Bensalem, PA
978 S. Camino Oro Goodyear, AZ
ilind.com // 215-826-0880



Client:

CAPITAL BANK

Location Name & Address

Site #4006 Key West Branch
330 Whitehead St
Key West, FL

Designer

KS

Date

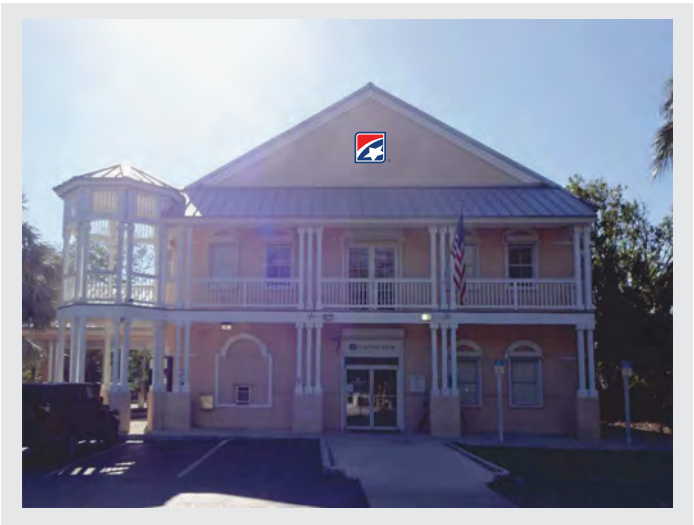
04/03/2018

Revision 6



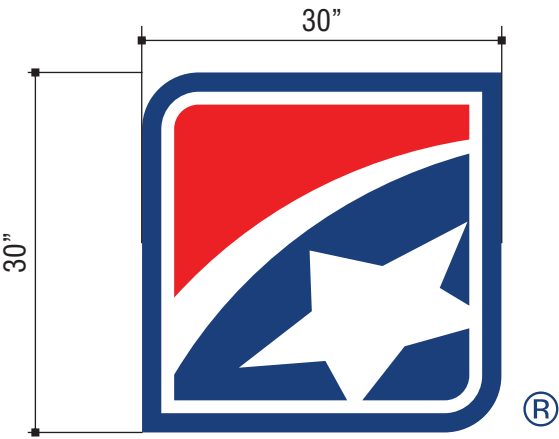
Existing Condition

60" x 108" Wall Sign
Existing Square Footage: 45 Sq. Ft.



Proposed Signage




TS-30 Sandblasted Logo
Proposed Square Footage: 6.25 Sq. Ft.



TS-30 S/F Sandblasted Logo
Scale: 3/4" = 1'-0"



- New single-sided sand blasted wood sign panel, painted PMS 2757C Blue
- Raised copy and logo painted to match finishes listed at right

Materials & Finishes		
		
PMS 2757C	PMS 485C	WHITE



Existing Condition

64" x 71.5" Monument Sign

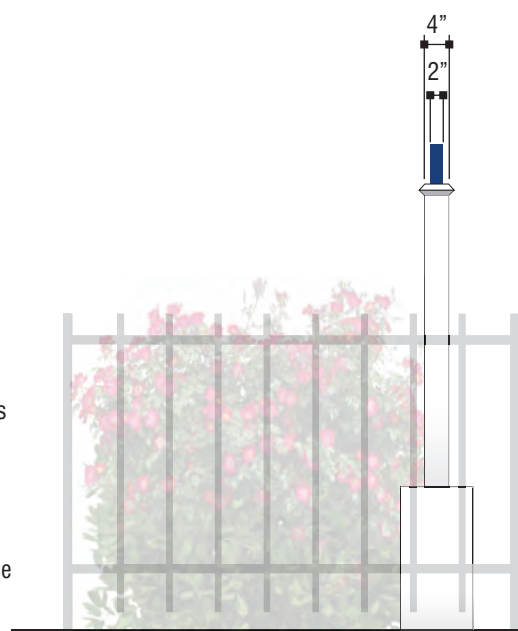
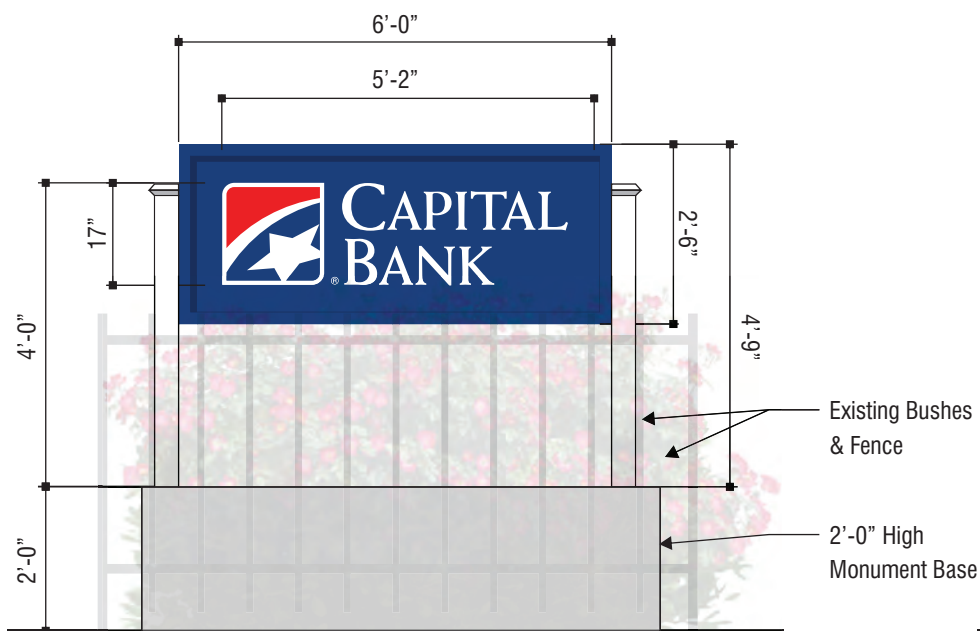
Existing Square Footage: **31.77 Sq. Ft.**



Proposed Signage

New Monument Sign

Proposed Square Footage: **15 Sq. Ft.**






New S/F Sand Blasted Wood Monument Sign

Scale: 3/8" = 1'-0"

- New 2" thick single-sided sand blasted wood sign panel, painted PMS 2757C Blue
- Raised copy and logo painted to match finishes listed at right
- New 4" square tubes finished white, with decorative capping

Side View

Finishes		
		
PMS 2757C	PMS 485C	WHITE



Existing Condition

18" x 76" Wall Sign

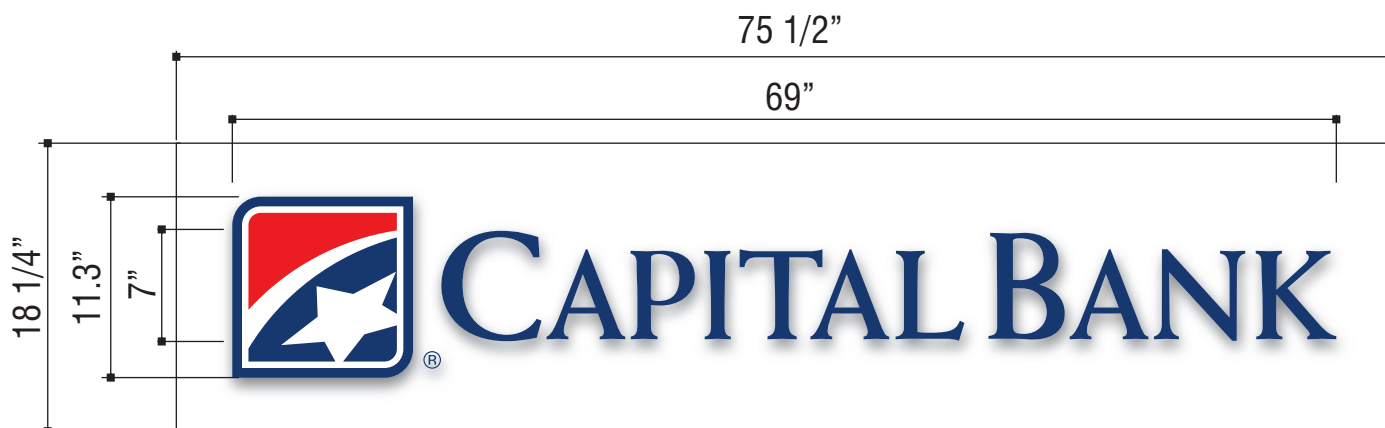
Existing Square Footage: **9.5 Sq. Ft.**



Proposed Signage

Reface Existing Signage



Proposed Square Footage: **9.5 Sq. Ft.**



Reface Existing Wall Sign (Non-Illuminated)

Scale: 1 1/2" = 1'-0"

- New white Aluminum face with 1/2" FCO Raised Copy & Logo, finished as noted

Materials & Finishes		
		Opaque Vinyl:
PMS 2757C	PMS 485C	Gerber High Performance 220-93 Atomic Red
		3M 7725-197 Blue
		3M 7725-10 White

PLANNING BOARD RESOLUTION

Public Meeting Notice

The Historic Architectural Review Commission will hold a public hearing at 5:30 p.m., May 23, 2018 at Key West City Hall, 1300 White Street, Key West, Florida. The purpose of the hearing will be to consider a request for:

TWO NEW WALL SIGNS AND ONE FREESTANDING SIGN FOR #330 WHITEHEAD STREET

Applicant – Marathon Electric

Application #18-1812

If you wish to see the application or have any questions, you may visit the Planning Department during regular office hours at 1300 White Street, call 305-809-3975 or visit our website at www.cityofkeywest-fl.gov.

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

ADA ASSISTANCE: It is the policy of the City of Key West to comply with all requirements of the Americans with Disabilities Act (ADA). Please call the TTY number at 800-955-8771 or 800-955-8770 (Voice) or the ADA Coordinator at 305-809-3731 at least five business days in advance for sign language interpreters, assistive listening devices, or materials in accessible format.

PROPERTY APPRAISER INFORMATION



Monroe County, FL

Disclaimer

The Monroe County Property Appraiser's office maintains data on property within the County solely for the purpose of fulfilling its responsibility to secure a just valuation for ad valorem tax purposes of all property within the County. The Monroe County Property Appraiser's office cannot guarantee its accuracy for any other purpose. Likewise, data provided regarding one tax year may not be applicable in prior or subsequent years. By requesting such data, you hereby understand and agree that the data is intended for ad valorem tax purposes only and should not be relied on for any other purpose.

By continuing into this site you assert that you have read and agree to the above statement.

Summary

Parcel ID 00004590-002000
Account # 8732660
Property ID 8732660
Millage Group 10KW
Location Address 330 WHITEHEAD St , KEY WEST
Legal Description KW PT LOTS 1 AND 4 SQR 26 OR1005-78/128 OR1005-190/201 OR1016-2487/88 OR1033-978/80 OR1033-1012/21
 (Note: Not to be used on legal documents)
Neighborhood 32020
Property Class FINANCIAL (2300)
Subdivision
Sec/Twp/Rng 06/68/25
Affordable No
Housing



Owner

CAPITAL BANK NA
 C/O THRUSH DONNA M
 599 9TH ST N STE 101
 NAPLES FL 34102

Valuation

	2017	2016	2015	2014
+ Market Improvement Value	\$0	\$0	\$0	\$0
+ Market Misc Value	\$0	\$0	\$0	\$0
+ Market Land Value	\$2,400,000	\$2,400,000	\$2,400,000	\$2,400,000
= Just Market Value	\$2,400,000	\$2,400,000	\$2,400,000	\$2,400,000
= Total Assessed Value	\$2,400,000	\$2,400,000	\$2,400,000	\$2,400,000
- School Exempt Value	\$0	\$0	\$0	\$0
= School Taxable Value	\$2,400,000	\$2,400,000	\$2,400,000	\$2,400,000

Land

Land Use	Number of Units	Unit Type	Frontage	Depth
COMMERCIAL DRY (100D)	32,875.00	Square Foot	131	250

Commercial Buildings

Style FINANC INSITUT-A- / 23A
Gross Sq Ft 10,120
Finished Sq Ft 8,403
Perimeter 0
Stories 2
Interior Walls
Exterior Walls CUSTOM
Quality 450 ()
Roof Type
Roof Material
Exterior Wall1 CUSTOM
Exterior Wall2
Foundation
Interior Finish
Ground Floor Area
Floor Cover
Full Bathrooms 0
Half Bathrooms 0
Heating Type
Year Built 1989

Year Remodeled
Effective Year Built 1995
Condition

Code	Description	Sketch Area	Finished Area	Perimeter
CAN	CANOPY	1,015	0	0
OPX	EXC OPEN PORCH	702	0	0
FLA	FLOOR LIV AREA	8,403	8,403	0
TOTAL		10,120	8,403	0

Yard Items

Description	Year Built	Roll Year	Quantity	Units	Grade
WROUGHT IRON	1974	1975	1	1040 SF	2
FENCES	1974	1975	1	780 SF	4
ASPHALT PAVING	1988	1989	1	14911 SF	2
TILE PATIO	1988	1989	1	1574 SF	1
FENCES	1988	1989	1	2160 SF	4
FENCES	1988	1989	1	330 SF	2

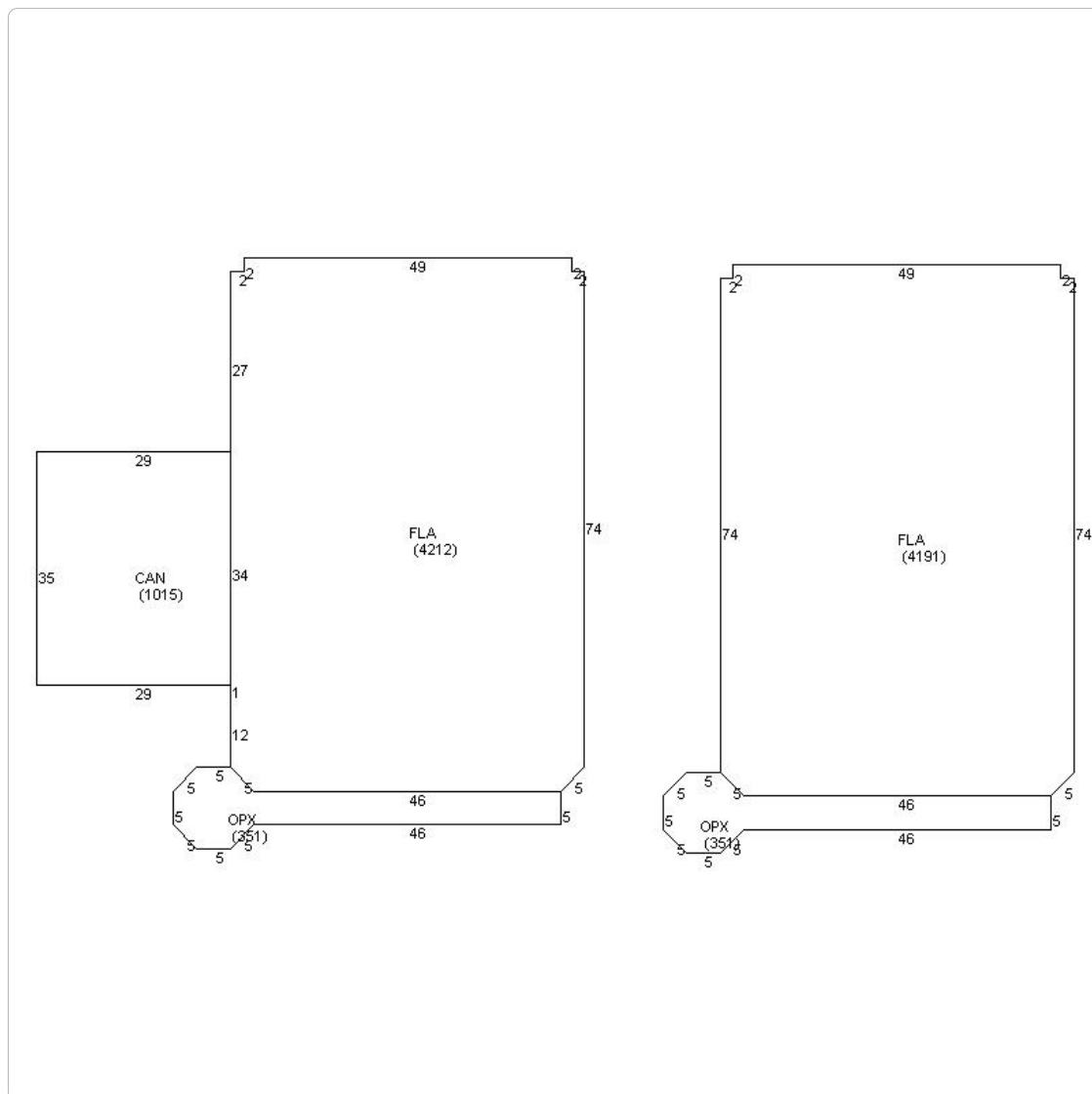
Sales

Sale Date	Sale Price	Instrument	Instrument Number	Deed Book	Deed Page	Sale Qualification	Vacant or Improved
11/1/1987	\$800,000	Warranty Deed		1033	1012	Q - Qualified	Vacant

Permits

Number	Date Issued	Date Completed	Amount	Permit Type	Notes
05-0443	2/10/2005	12/22/2005	\$500		ELEC FOR ROLLDOWN SHUTTER
04-3237	10/22/2004	11/18/2004	\$26,669		'CANE SHUTTERS
04-3220	10/5/2004	11/18/2004	\$18,560		maintain & paint metal roof
04-3197	10/1/2004	11/18/2004	\$25,000		R&R RAILINGS, ETC
03/4295	2/11/2004		\$6,500		INSTALL CABE WIREING
03/4295	2/2/2004		\$9,800		REPLACE 2-AC'
03-4295	1/27/2004	11/18/2004	\$74,800		RENOVATIONS, A/C, ELEC
0003648	12/11/2000	1/5/2001	\$1,500		SIGN
9903021	9/21/1999	12/5/1999	\$3,000		SIGN
9901285	5/4/1999	12/5/1999	\$14,000		REPAIRS/RESTRIPE PARKING
96-4241	10/1/1996	12/1/1996	\$600		REPAIR
96-4269	10/1/1996	12/1/1996	\$4,000		REMODELING
B953441	10/1/1995	12/1/1995	\$14,500		INTERIOR ALTERATIONS
E953560	10/1/1995	12/1/1995	\$2,750		ELECTRICAL
B951642	5/1/1995	10/1/1995	\$3,000		PAINT INT TO MATCH
M950447	2/1/1995	10/1/1995	\$500		RELOCATE DROPS
B950310	1/1/1995	10/1/1995	\$696		INST PART WALLS
E950342	1/1/1995	10/1/1995	\$5,000		ELECTRIC

Sketches (click to enlarge)



Map



No data available for the following modules: Buildings, Mobile Home Buildings, Exemptions.

The Monroe County Property Appraiser's office maintains data on property within the County solely for the purpose of fulfilling its responsibility to secure a just valuation for ad valorem tax purposes of all property within the County. The Monroe County Property Appraiser's office cannot guarantee its accuracy for any other purpose. Likewise, data provided regarding one tax year may not be applicable in prior or subsequent years. By requesting such data, you hereby understand and agree that the

Last Data Upload: 5/18/2018, 5:04:11 AM



Schneider

Developed by
The Schneider
Corporation