

City of Key West Planning Department 1300 White Street Key West, Florida 33040

September 25, 2019

Joe Moody, K2M Design 1150 Virginia Street Key West, FL 33040

RE: NEW WALL MURAL LOCATED AT THE ARRIVAL PATIO OF THE ICONIC KEY WEST ROOSTER USING BRIGHT PASTEL COLORS BY ARTIST DAVE LAVERNIA. FOR: #1435 SIMONTON STREET - HARC APPLICATION # H2019-0040 KEY WEST HISTORIC DISTRICT

Dear Mr. Moody:

This letter is to notify you that the Key West Historic Architectural Review Commission **approved** the above-mentioned project on the public hearing held on Tuesday, September 24, 2019. The Commissioners made their motions based on the submitted documents.

You may now apply for the necessary permits and required approvals. 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:

Kathleen McDonald Historic Preservation Planner II City of Key West 1300 White Street Key West, Florida 33040

305.809.3975

kmcdonald@cityofkeywest-fl.gov

HARC MAJOR PROJECTS CERTIFICATE OF APPROPRIATENESS \$400 NON-REFUNDABLE BASE APPLICATION FEE - OTHER FEES MAY BE APPLICABLE



City of Key West 1300 WHITE STREET KEY WEST, FLORIDA 33040

REVISION #	INITIAL & DATE
ZONING DISTRICT	BLDG PERMIT #
	ZONING DISTRICT

A PRE-APPLICATION MEETING WITH HARC STAFF IS REQUIRED PRIOR TO SUBMITTAL

ADDRESS OF PROPOSED PROJECT:	1435 SIMONTON ST		
NAME ON DEED:	KEY WEST REACH OWNER LLC	PHONE NUMBER 407.597.3777	
OWNER'S MAILING ADDRESS:	PO BOX 396	EMAIL Ichol@pkhotelsandresorts.com	
	BOCA RATON FL 33429		
APPLICANT NAME:	JOE MOODY; K2M DESIGN	PHONE NUMBER 305.307.5845	
APPLICANT'S ADDRESS:	1150 VIRGINIA ST	EMAIL jmoody@k2mdesign.com	
	KEY WEST, FL 33040		
APPLICANT'S SIGNATURE:	LA	DATE 08/29/2019	

ANY PERSON THAT MAKES CHANGES TO AN APPROVED CERTIFICATE OF APPROPRIATENESS MUST SUBMIT A NEW APPLICATION. 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. THE APPLICANT FURTHER HEREBY ACKNOWLEDGES THAT THE SCOPE OF WORK AS DESCRIBED IN THE APPLICATION SHALL BE THE SCOPE OF WORK THAT IS CONTEMPLATED BY THE APPLICANT AND THE CITY. THE APPLICANT FURTHER STIPULATES THAT SHOULD FURTHER ACTION BE TAKEN BY THE CITY FOR EXCEEDING THE SCOPE OF THE DESCRIPTION OF WORK, AS DESCRIBED HEREIN, AND IF THERE IS CONFLICTING INFORMATION BETWEEN THE DESCRIPTION OF WORK AND THE SUBMITTED PLANS, THE AFOREMENTIONED DESCRIPTION OF WORK SHALL BE CONTROLLING.

 PROJECT INCLUDES:
 REPLACEMENT OF WINDOWS ______
 RELOCATION OF A STRUCTURE ______
 ELEVATION OF A STRUCTURE ______

 PROJECT INVOLVES A CONTRIBUTING STRUCTURE:
 YES _______
 NO __X____
 INVOLVES A HISTORIC STRUCTURE:
 YES _______
 NO ______

 PROJECT INVOLVES A STRUCTURE THAT IS INDIVIDUALLY LISTED ON THE NATIONAL REGISTER:
 YES ________
 NO ______

DETA	ILED PROJECT DESCRIPTION INCLUDING MATERIALS, HEIGHT, DIMENSIONS, SQUARE FOOTAGE, LOCATION, ETC.
GENERAL:	
MAIN BUILDING:	18' x 18' wall mural located at the arrival patio of the iconic Key West Rooster using bright pastel colors
DEMOLITION (PL	EASE FILL OUT AND ATTACH DEMOLITION APPENDIX):

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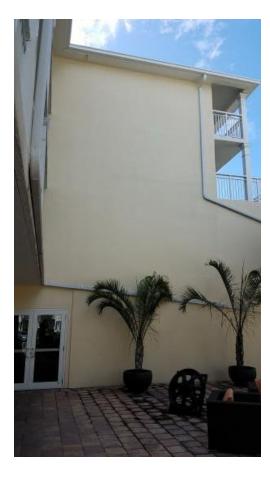
ACCESSORY STRUCTURE(S):	
PAVERS:	FENCES:
DECKS:	PAINTING: 18' x 18' wall mural of iconic Key West Rooster
SITE (INCLUDING GRADING, FILL, TREES, ETC):	POOLS (INCLUDING EQUIPMENT):
	FOOLS (INCLUDING EQUIPMENT):
ACCESSORY EQUIPMENT (GAS, A/C, VENTS, ETC.):	OTHER:

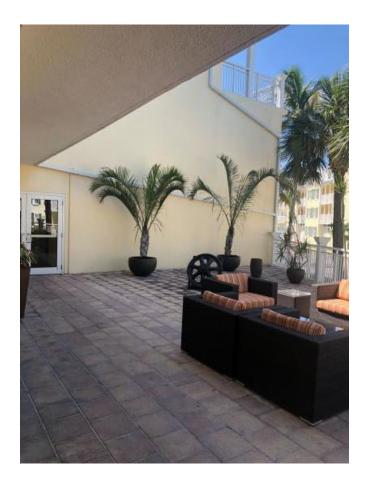
APPLICATIONS MUST BE SUBMITTED IN PERSON WITH HARD COPIES BY 3PM ON THE SCHEDULED DEADLINE PLEASE SEND AN ELECTRONIC COPY OF ALL DOCUMENTS TO HARC@CITYOFKEYWEST-FL.GOV

OFFICIAL USE ONLY:		HARC COMMISS	SION REVIEW	EXPIRES ON:
MEETING DATE:	APPROVED	NOT APPROVED	DEFERRED FOR FUTURE CONSIDERATIO	N SEG
MEETING DATE:	APPROVED	NOT APPROVED	DEFERRED FOR FUTURE CONSIDERATIO	INITIAL:
MEETING DATE:	APPROVED	NOT APPROVED	DEFERRED FOR FUTURE CONSIDERATIO	INITIAL: N
REASONS OR CONDITIONS:				
STAFF REVIEW COMMENTS:				
FIRST READING FOR DEMO:		SECO	ND READING FOR DEMO:	
HARC STAFF SIGNATURE AND D	ATE:	HARC		00/24/10
	THIS APPLICATIO	ON MAY BE REVIEWED	BY PLANNING DEPARTMENT STAFF.	/ /

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Qty: 1 Title: (Key West themed mural) Artist: Dave Lavernia Description: Key West inspired mural – option to be gypsy Chicken. Artist to suggest additional concepts and designs Medium: Custom painted exterior mural OAD: *See reference images of wall below. Approx. 500 sf Note: Artist estimated time for completion – 3 days S/M: Art @ Exterior





- Final artist's design and relationship with surrounding: Final design includes the emblematic rendering of the now famous (and protected) Key West Rooster dressed in vibrant and contrasting colors, complementing Key West's dynamic and colorful culture. It's location near the front entrance of The Reach Key West will be a focal point for the hotel and draw visitors.
- Color palette and colors identified: See below.
- Dimensions: approx. 18'x18'
- Artist's planned techniques and medium / material: Using the bright pastel color palette attached, the piece contains contrasting brush and paint roller strokes with a distressed/worn aesthetic, custom lettering work, and faux-distress finish work. Medium: exterior latex acrylic paint (Sherwin Williams), Loxon Primer, and Master Supreme Clear Coat.
- Maintenance plan for the mural (dependent on medium / material): Maintenance activities should include: Removing or trimming surrounding vegetation periodically and removing surface dirt (especially along the base of the mural). Fading should be minimal given location of the mural but some fading should be expected will enhance the distressed look of original design. Any washing of the mural should be done as gently as possible without any detergents and with minimal water pressure. Artist recommendation is inspect piece 2-4 times a year and set corresponding cleaning schedule as needed. Surrounding construction, storms, and other similar activities should be taken into account when determining cleaning schedule.



SW 6871 Positive Red

SW 6866 Heartthrob

SW 6885 Knockout Orange

SW 6664 Marigold

SW 6677 Goldenrod

SW 6450 Easy Green

SW 6746 Julep

SW 6745 Lark Green

SW 6794 Flyway

SW 9049 Sky Fall

SVV 6801 Regale Blue

SW 6528 Cosmos

SW 6480 Lagoon

SW 6502 Loch Blue SW 6966 Blueblood

SW 6811 Honorable Blue

SW 6041 Otter

SW 6034 Arresting Auburn

SW 6837 Baroness

SW 6973 Free Spirit

SW 1666 Venetian Yellow

SW 1668 Pineapple Cream

SW 9104 Woven Wicker

SW 6352 Soft Apricot

SW 9008 Bellini Fizz

SW 7100 Arcade White

SW 7757 High Reflective White

Artist: Dave Lavernia Artist Location: Miami & Key West

ARTIST BIO

David "DaveL" Lavernia is a Cuban-American muralist, street artist and painter who splits his time between Key West and Miami, Florida. Drawing from his South Florida and Caribbean roots, he is inspired by color, nature, animals and frequently uses his platform to draw awareness to animal conservation efforts and protection of the environment. While he has a vast portfolio of work completed around the country, he has a particularly large collection of pieces in The Florida Keys – Marathon, Islamorada, and Grassy Key in particular. His pieces there range from portrayals of vibrant marine and land animals/plants to thematic portrayals of mermaids and ship-wreck culture, prevalent in the area.

In addition to his work as DaveL, David also serves as Creative Director for the Florida Keys Community Center, a non-profit organization who's main mission is to drive awareness and change as it relates to the human effects on the environment. David organizes and curates artist collectives each month to create art pieces that elaborate on the non-profits key mission.



Mural Locations: Florida Keys



Mural Location: Key West



Installation Location: Florida Keys

TAX:	N/A - Out-of-state
CARTONING:	TBD (not included in item price)
FREIGHT:	TBD
LEAD TIME:	8-10 Weeks for custom commissioned items
	6 weeks notice required to book muralist install dates
	*Lead times begin after approval of samples and receipt of deposit
TERMS:	50% Deposit* / Net 30
	*Lead times begin after approval of samples and receipt of deposit