



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:

A handwritten signature in blue ink, appearing to read "Kathleen McDonald", is written over a light blue horizontal line.

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

305.809.3975

[kmcdonald@cityofkeywest-fl.gov](mailto: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

HARC COA # HARC 2019-0040	REVISION #	INITIAL & DATE
FLOOD ZONE	ZONING DISTRICT	BLDG PERMIT #

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

<b>ADDRESS OF PROPOSED PROJECT:</b>	1435 SIMONTON ST	
<b>NAME ON DEED:</b>	KEY WEST REACH OWNER LLC	PHONE NUMBER 407.597.3777
<b>OWNER'S MAILING ADDRESS:</b>	PO BOX 396	EMAIL lchol@pkhotelsandresorts.com
	BOCA RATON FL 33429	
<b>APPLICANT NAME:</b>	JOE MOODY; K2M DESIGN	PHONE NUMBER 305.307.5845
<b>APPLICANT'S ADDRESS:</b>	1150 VIRGINIA ST	EMAIL jmoody@k2mdesign.com
	KEY WEST, FL 33040	
<b>APPLICANT'S SIGNATURE:</b>		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  INVOLVES A HISTORIC STRUCTURE: YES  NO   
 PROJECT INVOLVES A STRUCTURE THAT IS INDIVIDUALLY LISTED ON THE NATIONAL REGISTER: YES  NO

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

APPROVED

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

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):
ACCESSORY EQUIPMENT (GAS, A/C, VENTS, ETC.):	OTHER:

<b>OFFICIAL USE ONLY:</b>		<b>HARC COMMISSION REVIEW</b>		<b>EXPIRES ON:</b>
MEETING DATE: 09/24/19	<input checked="" type="checkbox"/> APPROVED	<input type="checkbox"/> NOT APPROVED	<input type="checkbox"/> DEFERRED FOR FUTURE CONSIDERATION	INITIAL: JEG
MEETING DATE:	<input type="checkbox"/> APPROVED	<input type="checkbox"/> NOT APPROVED	<input type="checkbox"/> DEFERRED FOR FUTURE CONSIDERATION	INITIAL:
MEETING DATE:	<input type="checkbox"/> APPROVED	<input type="checkbox"/> NOT APPROVED	<input type="checkbox"/> DEFERRED FOR FUTURE CONSIDERATION	INITIAL:
REASONS OR CONDITIONS:				
STAFF REVIEW COMMENTS:				
FIRST READING FOR DEMO:		SECOND READING FOR DEMO:		
HARC STAFF SIGNATURE AND DATE:		HARC CHAIRPERSON SIGNATURE AND DATE: <i>Bryan [Signature]</i>		09/24/19

THIS APPLICATION MAY BE REVIEWED BY PLANNING DEPARTMENT STAFF.

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

SW 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*