



EXECUTIVE SUMMARY

To: Gregory W. Veliz
City Manager

Through: Katie P. Halloran
Planning Director

From: Enid Torregrosa-Silva MSHP
Historic Preservation Planner

Meeting Date: November 4, 2020

RE: Approving a mural as permanent artwork on the south wall of the front ADA access ramp area of The Marker Hotel at 701 Caroline Street, titled *Leaf me in the Tropics* by artist Emily Strauss.

ACTION STATEMENT:

Request: To approve *Leaf me in the Tropics* mural as permanent artwork at The Marker Hotel.

Location: 701 Caroline Street

Applicant: Tim Roth and The Marker Hotel

Building Facts: The building located at 701 Caroline Street is a non-contributing, non-historic structure. The hotel complex, built in 2014, sits in the Caroline Street Corridor and faces Caroline, Elizabeth, and William Streets and Lazy Way. The hotel is located within the Key West Historic District across 201 William Street, a two-story commercial non-contributing building which exhibits Wyland's *Florida's Living Reef* mural on its west and south facades.

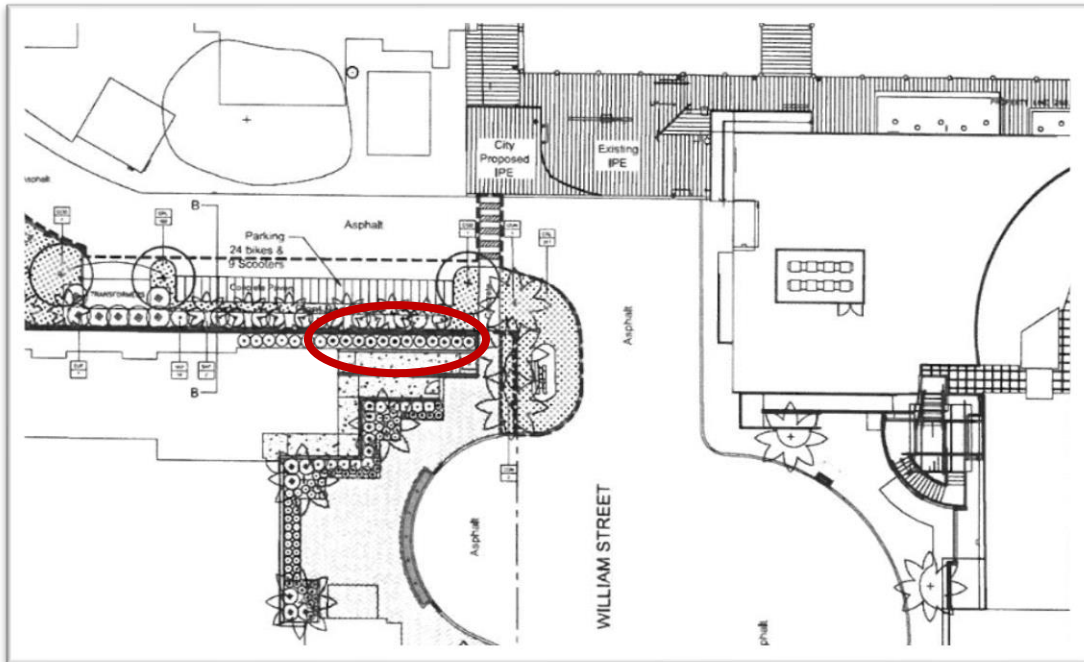
BACKGROUND:

On May 6, 2020, HARC staff approved Certificate of Appropriateness #2020-0061 for an after-the fact mural with dimensions 5'-3" / 7'-0 high by 33'-6" wide that is painted on the south wall of an ADA access ramp. The Hotel owners were not aware of current regulations for murals and painted it without all required approvals. The mural is visible from William Street. The design features an abstract of surrounding landscape painted in shades of green, yellow, orange and blue colors over a white background. Though noticeable from William Street it does not distract the attention of drivers or bikers as the mural is partially obscured with a lower wall in front of the ramp. The submittal includes a maintenance plan, all to be done by the artist through the hotel owners.

The designer and author of the mural is Emily Strauss, a young artist and entrepreneur that has created over 3,000 medium and small-scale murals, signs, advertising and faux finishes paintings. Her murals have become part of the streetscape of 21 cities across the Nation, including New York City and Los Angeles.



View from Margaret Street



Location

Proposed murals in the historic district may be permitted on non-contributing commercial or public buildings. The mural will not be visible from any residence. The City of Key West Resolution 99-430 requires HARC and City Commission approval for any proposed murals within the historic district.

PREVIOUS CITY ACTIONS:

HARC Staff Approval: Certificate of Appropriateness #2020-0061
May 6, 2020

OPTIONS/ ADVANTAGES/ DISADVANTAGES:

Option 1. Approve the mural located on a wall visible from William Street on a non-historic, non-contributing building.

Consistency with the City’s Regulations: City Commission Resolution 99-430 requires that all proposed murals in the historic district must be approved by the City Commission based on specific criteria. Although the mural has already been painted it is staff’s opinion that it meets all current criteria for its approval.

Financial Impact: There will be no cost to the City. The owners of The Maker Hotel will be responsible for maintaining the mural.

Option 2. Deny the mural located on a wall visible from William Street on a non-historic, non-contributing building.

Consistency with the City’s Regulations: The owner will be required to paint back the wall in question at their cost.

Financial Impact: There will be no cost to the City.

RECOMMENDATION:

The Planning Department recommends Option 1, **APPROVAL** of the mural.