



EXECUTIVE SUMMARY

To: Gregory Veliz, City Manager

Through: Roy Bishop
Planning Director

From: Kathleen McDonald, MHP
Historic Preservation Planner II

Meeting Date: October 16, 2019

RE: Mural located on the southeast wall of the arrival patio of The Reach Key West at #1435 Simonton Street. Depiction of a Key West rooster using bright pastel colors by artist Dave Lavernia.

ACTION STATEMENT:

Request: To approve a mural on the southeast wall of the arrival patio of a non-contributing, non-historic hotel located in the historic district.

Location: #1435 Simonton Street

Building Facts: The building located at #1435 Simonton Street is a non-contributing, non-historic structure. The hotel, built circa 1985, is a four-story concrete structure, located at the southeast east end of Simonton Street. The building is located within the Key West Historic District and it sits across Simonton Street from the Southernmost Beach Resort, which is also a non-contributing, non-historic structure that was built in 2008.

BACKGROUND:

On September 24, 2019, the HARC Commission approved a Certificate of Appropriateness #2019-0040 for an 18' by 18' wall mural located at the arrival patio of The Reach Key West. The design will feature a rendering of the now famous (and protected) Key West rooster, utilizing a bright pastel color palette to compliment Key West's colorful culture. The piece will have a distressed/worn aesthetic that will be achieved by contrasting brush and paint roller strokes and faux-distress finish work. The mural will also feature custom lettering work, with the proposed design reading "Welcome to the Conch Republic." The proposed maintenance plan takes into consideration the periodic trimming of surrounding vegetation, the possibility of fading, and techniques and scheduling for the cleaning and periodic inspection of the mural.

Artist David “DaveL” Lavernia is a Cuban-American muralist, street artist, and painter who splits his time between Key West and Miami, Florida. Lavernia draws from his South Floridian and Caribbean roots, taking inspiration from color, nature, and animals. He frequently uses his platform to draw awareness to animal conservation efforts and protection of the environment. Lavernia has a collection of work throughout the Florida Keys, with pieces ranging from depictions of vibrant animals and plants, to thematic portrayals of mermaids and ship-wreck culture. He also serves as Creative Director for the Florida Keys Community Center, organizing artist collectives to create art pieces that elaborate on the non-profit’s mission to drive awareness and change as it relates to human effects on the environment.

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 Approval: Certificate of Appropriateness #2019-0040
September 24, 2019

OPTIONS/ ADVANTAGES/ DISADVANTAGES:

Option 1. Approve the proposed mural to be painted on the arrival patio wall of a non-historic, non-contributing building located at the southeast end of Simonton Street.

Consistency with the City’s Strategic Plan, Vision, and Mission: The Strategic Plan is silent on mural paintings in the historic district.

Financial Impact: There will be no cost to the City. The owners of The Reach Key West will be responsible for maintaining the mural.

Option 2. Deny the proposed mural to be painted on the arrival patio wall of a non-historic, non-contributing building located at the southeast end of Simonton Street.

Consistency with the City’s Strategic Plan, Vision, and Mission: The Strategic Plan is silent on mural paintings in the historic district.

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

RECOMMENDATION:

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