

Keri O'Brien

From: jack.flats <jackflats509@gmail.com>
Sent: Tuesday, August 5, 2025 2:59 PM
To: Danise Henriquez; Commissioners
Cc: Keri O'Brien; Brian.Barrosso@cityofkeywest-fl.gov
Subject: [EXTERNAL] Item 33 Request for Proposals (RFP) No. 25-005 for the Rehabilitation, Lease, and Adaptive Reuse of the Historic Cable Hut(s)

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Mayor and Commissioners,

Please find this email regarding the City of Key West Purchasing Office's RFPs 25-005. In compliance with Sec 2-773, (c) (2)(B) (the cone of silence) please ensure that it is part of the public record.

This item is on the City Commission agenda (#33) for tomorrow's meeting. In accordance with Section 4 E of the Rules of Procedure for City Commission agendas, I am the applicant for this city contract and would like to make a presentation on the merits of awarding the contract to my company.

(e) For an item wherein there is an application for a City contract, lease or regulatory approval, the applicant may make a presentation prior to other public comment for five (5) minutes. After public comment closes, the City Commission may call back the applicant or a member of the public to the podium for further comment or to answer a City Commissioner's question.

This RFPs was issued on April 3, 2025. This RFP was the culmination of years of public meetings, and workshops by the City Planning department and its design and planning consultant Sasaki to work with the community on desirable improvements for Mallory Square.

In addition to the City's social media accounts, the demandstar bid system, the City's paid and online efforts to advertise these RFPs, local media ran front page stories about the RFPs. These RFPs were not a secret. Incidentally, when this parcel was last put out for bid in early 2010, there were only two bidders.

My company's (Hayes Robertson Group Inc) proposals were responsive to the City's Request. My company is qualified to execute its development and operational plans. My Company's proposal was the only responsive submission.

In addition to the bid specific requirements, I have attended all of the City's Mallory Square workshops over the past few years and agree with the guiding principles of the Mallory Square Master Plan as well as the vision statement from the Plan and have submitted proposals true to the plan's intent.

The revitalization of Mallory Square will preserve what makes it special: its panoramic sunset views, flexible performance spaces and connections to Key West's past.

It will also make the Square a destination beyond Sunset Celebration, by incorporating new amenities, shade, furnishings, plants and a refreshing water feature.

Shade, flexible performance spaces, a unique water feature, panoramic sunset views, unique new amenities, and a destination beyond the Sunset Celebration; these are part of our proposal. My company plans to make a significant investment of time and money to help implement the Master Plan, and to make a profit. The uses that I am proposing were included in those ideas suggested by the City in the RFP documents, and creatively rehabilitates and adaptively re-uses historic structures. My company's plan offers:

- A waterfront food and beverage operation is unabologetically Key West. It provides an economic engine to fund Mallory Square improvements and restaurants are a proven driver of foot traffic.
- Including coral restoration with an appreciation for its waterfront history are Key West. We should not apologize for finally putting this area to productive use.
- Shade sails will address a core complain about the heat at Mallory Square
- Additional dedicated performer spaces and storage facilities will improve opportunities for the CPS Sunset Celebration performers and help create a more attractive venue
- Our work with Delta fountains, a leading designer of interactive fountains, will create a world class water feature to draw attention, to help with cooling and to revert to park and entertainer space as appropriate. One of my favorite examples of their work is at centennial

fountain park in West Palm



Beach



- The design team led by James Turner at Delta will be installing the water tanks, filtration and sanitation in the cable tank- adaptively re-using the structures as tanks for the fountain/splash pad.

Enhanced decks and walkways will facilitate the connection to the Sea. The coral restoration and education programs are tied to the 25-007 Hospitality House RFP, but the open walkways, and expanded decks and restrooms tie the responses together.

The Mallory Steamship museum and the coral restoration and replanting project and the public deck area will provide an interesting and informative link between the past and present.

from the City's RFP

The City of Key West is seeking a Proposer with experience in redeveloping spaces, bringing new life to a unique waterfront setting, the Proposer may lease one or both buildings known as the Cable Huts (East and West). The Cable Huts are located within the iconic Mallory Square area of the City of Key West Historic District. The City of Key West is seeking a partner with experience in repurposing historic structures, bringing new life to a unique waterfront setting which was originally developed as an active city port.

- Encourage compatible forms of economic development, including educational environmental cultural and commercial development and tourism, while maintaining the overall historic character of City of Key West.*

Not only does the Hayes Robertson Group proposal deliver on these requests it imaginatively executes significant portions of the design plan for Mallory Square. But wait- there's more. Not only does Hayes Robertson group propose to pay for and develop much of the Mallory square master plan, it also is offering the City 2 million dollars over the next ten years. This is an opportunity that the City should take. Accept the RFP response for Hayes Robertson Group Inc.

cable tanks
2025



2019 cable tank with garage door, kitchen hood, and false mansard roof



2013 cable tank with restaurant



Only remaining Cable Hut at in Key West Southernmost Point 2018



ucumari photography via Flickr ([CC BY-NC-ND 2.0](#)), July 19, 2018
2. The Cable Hut Marker

--
Regards,

Joe Walsh
305-731-9972