

2.17.10

City Clerk
City of Key West
525 Angela Street
Key West, FL 33040

RE: RFQ #004-10

To whom it may concern,

Landwise Design is pleased to present our Request for Proposal Response for RFP #004-10 for your review. We value the importance of providing quality expert services in a timely and professional manner while embracing the needs and demands of the client and trust our submittal will exceed your requirements for selection.

As President and Principal-in-Charge with Landwise Design, Mr. Roberts shall serve as Client Services Manager and Senior Project Manager for the project. In addition to the contact information in the footer below, Mr. Roberts can be contacted via email at lroberts@landwisedesign.com.

We look forward to the opportunity to serve your project needs and hope you look favorably upon our submittal.

Kindest regards,


Ladd Roberts, RLA
President

REQUEST FOR PROPOSAL
RESPONSE

**KEY WEST BIGHT DESIGN
AND
PROJECT MANAGEMENT
FOR
PUBLIC AREA
ENHANCEMENT**

RFP #004-10

SUBMITTED TO:



PREPARED BY:



**KEY WEST
BIGHT DESIGN
AND
PROJECT
MANAGEMENT
FOR
PUBLIC AREA
ENHANCEMENT**

RFP #004-10



PRESENTED BY



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PROFESSIONAL QUALIFICATIONS
AND EXPERIENCE

LANDWISE DESIGN

RECREATION PLANNING
LANDSCAPE ARCHITECTURE

Professional Qualifications and Experience

Background and Experience

Mr. Roberts established Landwise Design after several years as a Senior Project Manager with Landers-Atkins Planners/HDR Engineering. During his tenure with HDR Mr. Roberts managed a myriad of urban planning, site design and parks and recreation projects for multiple municipalities, including St. Johns County and the City of Jacksonville. Mr. Roberts coordinated requisite design disciplines necessary to propel projects from paper to reality, including surveying, geotechnical services, environmental engineering, civil, structural, electrical engineering services and architectural services. Additionally, Mr. Roberts assisted the project consultants with Department of Environmental Protection, Army Corp of Engineers and Water Management District permitting and approvals. Past project scopes ranged from small scale neighborhood parks and boat ramps, community and regional parks and urban planning to large scale GIS Master Planning.

By 2004 Mr. Roberts resigned from HDR Engineering to launch Landwise Design to service Northeast/Coastal Florida and the Florida Keys. The Firm captured significant market share within the resort development sector while maintaining commercial and public/private clients thereby positioning Landwise Design as an emerging business with a broad spectrum of design and management experience. For nearly six years the Firm has maintained a consistent volume of work, including High-End Residential design, Coastal Florida Resort design, Industrial and Commercial design. Recently Mr. Roberts has guided the Firm toward Public work focusing on Urban Planning and Parks and Recreation clients in order to further build upon the vast experience garnered throughout the years by the Firm and its associates.

Staff and Office Organization

Landwise Design is an innovative boutique Firm composed of a Principal-in-Charge, a Project Manager, Construction Manager, Design Associates and Administrative positions. A benefit of our firm is manifested through efficiencies resulting from knowing exactly who you are doing business with and who is directly accountable for the duties demanded by the Client. Landwise Design provides our Clients with immediate response and keen attention to detail.

Project Team Members:

President and Principal-in-Charge

Ladd B. Roberts, RLA

Mr. Roberts shall serve as the Principal-in-Charge and oversee the daily operations for the project and coordination with Team members. All correspondence and meetings with Key West staff will be conducted by Mr. Roberts throughout the project. He brings an alert attention to detail, an ability to listen and communicate with the Client and shall be the primary design influence applied to each project.

Mr. Roberts avails over twelve years of experience as a landscape architect, project manager and design director to each project. Replete with experience in site planning, urban planning, parks and recreation design and project management, public meeting facilitation, tree mitigation, commercial projects, construction administration and observation, coordination with related design disciplines such as civil engineering, survey, geotech, structural engineering, environmental engineering, etc...and navigating the permitting process with various agencies Mr. Roberts knows how to bring a project from paper to reality.

Project Manager

Everett Atwell, Jr.

Everett Atwell, Jr brings over 26 years of experience in all facets of project management, engineering design & management and construction administration.

Mr. Atwell has a BS degree in Electrical Engineering from the University of Notre Dame. His past experience includes sixteen years of project management of major capital projects in the electric utility industry with annual budgets exceeding \$20 million. For the past ten years he has provided project management and engineering consulting services to a variety of projects ranging from new real estate ventures to high tech computer security companies. Mr. Atwell is a Key West native and Key West High School graduate.

Associate Designer (Part Time to Full Time)

Bill Willis, RLA

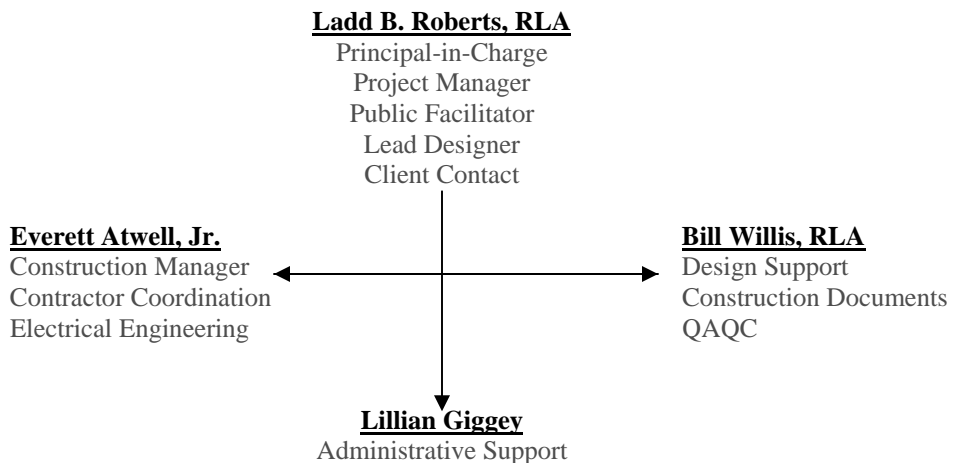
Mr. Willis shall serve to support the design and construction documentation efforts throughout the project. He will work closely with Mr. Roberts to refine and document the design from concept development to CD's. He shall also serve as a quality control coordinator (QAQC).

Mr. Willis has enjoyed over twenty-five years of success in the field of Landscape Architecture. Former owner of Environmental Design and Planning, Inc., Mr. Willis closed his firm to serve as the head of the Landscape Architecture department within Rink Design Partnership, Jacksonville. Recently retiring from Rink Design Partnership has provided Mr. Willis with the opportunity to join Landwise Design on an as-needed basis. He is capable of working 40 hours a week when required and is eager to contribute his years of experience to Landwise Design and its Clients.

Administration

Lillian Giggey, Shared Staff Administrator.

Landwise Design Office Organization Chart



General Firm Information

Firm Name: Landwise Design, Inc.
 Firm President: Ladd B. Roberts, RLA 6666692
 Location (Sole): 9822 Tapestry Park Circle
 Suite 201
 Jacksonville, FL 32246
 Web Address: www.landwisedesign.com
 Phone Number: 904.343.4194
 Fax Number: 904.425.6627
 Established: 2004
 Employees: 3

Office Resources (equipment and technical capabilities)

In addition to experience and talent, Landwise Design possesses the technical proficiency necessary to meet the demands of our modern business and design environment. All design personnel utilize Autocad 2008, SketchUp, Adobe Photoshop CS, and Microsoft Office products to complete their tasks. All Autocad files are capable of being 'eTransmitted' to staff upon request and in supplement to hard copy deliverables.

Office resources available for use by our staff include the following:

Printing Hardware:

1. 1055 HP Large Format Plotter (Color/BW/36" rolls)
2. HP 5100 Laser Jet (up to 11x17 Format)
3. HP Officejet 4215 All-In-One (Printer Scanner Fax Copier)
4. HP Flatbed Scanner

Computing Hardware:

1. HP Pavilion 1000 Laptop
2. Dell Precision T3400 Workstation (w/Dual Screen Monitors)
3. Dell Dimension 4600 Workstation (w/Wide Format Monitor)
4. Simpletech External Hard Drive (Mass Back-up Storage)
5. Wacom Drafting Tablets
6. Sony LCD HD Projector and Screen

Software:

1. Windows XP Professional (all computers)
2. Autocad 2008
3. Adobe Creative Suite
 - a. Photoshop CS
 - b. Acrobat Professional 6.0
 - c. Illustrator CS
 - d. Pagemaker
4. Google Sketch-Up 8.0
5. Microsoft Office Suite

Field Equipment:

1. Paint gun/stick (rolling)
2. Tree Tags (Assorted, aluminum)
3. Flagging Tape
4. Caliper and DBH Measuring Tape
5. Oversized Field Clip Board



Service and Product Description

Landwise Design delivers a broad array of services relevant to urban planning, recreation planning and landscape architecture. As the Principal-in-Charge, Mr. Roberts brings over 12 years experience related to site planning, parks and recreation design and project management to the benefit of the Firm's clients. The Firm has worked closely with Planning and Parks and Recreation Staff to ensure final project designs meet the client's needs, comply with bond/grant-funded project protocols and satisfies public interest specific to each project. A summary of services are listed below:

- Public Involvement Facilitation and Consensus Building
- Community and Neighborhood Planning
- Master Planning and Construction Documentation
- Landscape Design
- Irrigation Design
- Lighting Design
- Tree Inventory and Mitigation
- Construction Management
- Construction Administration
- Marketing/Presentation Graphics (Renderings)
- Resort Design
- Permitting Coordination

Relevant Work Experience

Landwise Design has provided consultation to municipalities on a variety of levels. Be it park design, urban infill, streetscape beautification, traffic calming or detailed townscape theming including paver details, historic lighting details, way-finding and signage continuity, ADA compliance, Landwise Design has the experience and staff to provide the City of Key West with the knowledge and talent to fulfill their design demands.

Our designs always consider the Environment and Sustainability when contemplating design decisions. We strive to utilize recycled products, renewable resources, native plantings (xeric-scape), low to no volume irrigation, LED lighting to minimize power consumption and more. We seek to bring the most contemporary forward-thinking design options to every challenge.

The following pages are project summaries of various projects displaying relevant Landwise Design work experience throughout Florida. The projects represent a typical cross-section of the variety of project types, locations and scope sizes from small scale pocket parks, regional parks, connectivity master planning and detailed site designs.



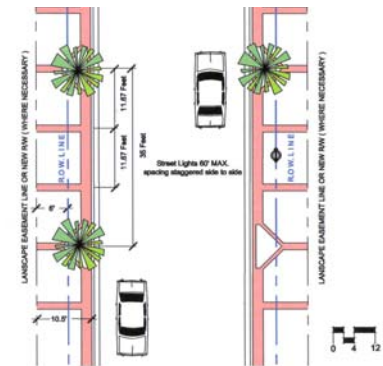
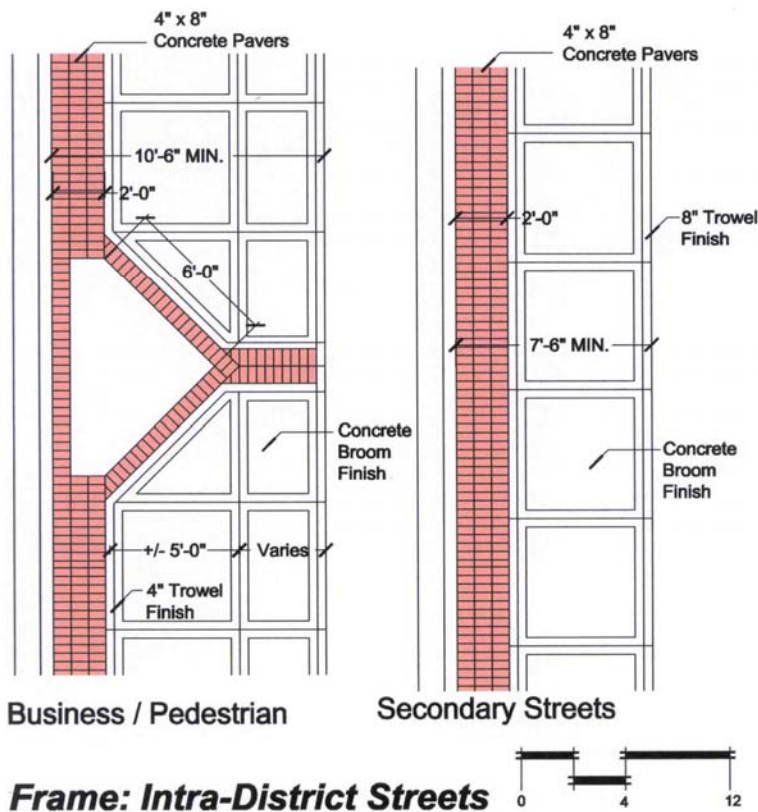
MONROE COUNTY SCHOOL BOARD VILLAGE, KEY WEST, FL

Landwise Design was hired by a private developer in 2006 to investigate design opportunities providing affordable housing options for the Monroe County School Board. The design included a passive park, affordable housing with pool amenities and the positioning of market rate units on a shared tract of land on the Key West Bight.

park design, community design and resort design all on a single parcel.

Although the plan never came to fruition, the design displays Landwise Design's flexibility providing shared use spaces,





Frame: Inter-District or Intra-District Streets
 DUE TO CONSTRAINTS IN R.O.W. WIDTH, THE PROPOSED PATTERN FOUND NORTH OF DUVAL STREET VARIES SLIGHTLY FROM THE MODIFIED EXISTING PATTERN FOUND SOUTH OF DUVAL STREET.
 11 FT. TO 12 FT. SIDEWALK INCLUDING CONTINUOUS 2 FOOT CONCRETE PAVER BAND ALONG BACK OF CURB WITH 5 FT. SQUARE PLANTERS LOCATED 30 FT. ON CENTER, OUTLINED WITH A SINGLE CONCRETE PAVER BAND.
 SUGGESTED PLANT MATERIAL:
 WASHINGTONIA PALM
 CRAPE MYRTLE
 LAUREL OAK
 ALLISE ELM
 GROUND COVER (OPTIONAL)
 AS SHOWN ON PLAN, ADDITIONAL LANDSCAPE EASEMENTS MAY NEED TO BE DONATED BY PROPERTY OWNERS TO ALLOW FOR PROPOSED DESIGN. (WIDTH VARIES).

COJ DOWNTOWN STREET STANDARDS JACKSONVILLE, FL

Mr. Roberts, participated in the production of definitive design standards for the downtown area of Jacksonville. The standards were based on the recently adopted Downtown Master Plan for the city.

The Downtown Master Plan, prepared by HDR Engineering, developed a series of street classifications which served as the starting point for preparing the standards.

The result was a palette of streetscape design applications that reflect the New Master Plan for downtown as well as

preserving historic and/or notable existing conditions.



WATER STREET POCKET PARK JACKSONVILLE, FL

Mr. Roberts facilitated the design and implementation of this discrete infill park in the heart of urban Jacksonville.

The park serves to increase the general aesthetic of the downtown fabric while providing bench seating and shade opportunities for resident pedestrians.

This project was completed while Mr. Roberts served as a project manager for Landers-Atkins Planners.

Client:
City of Jacksonville
Dept. of Parks and Recreation

Project Type:
Pocket Park





SISTER'S CREEK ESPLANADE JACKSONVILLE, FL

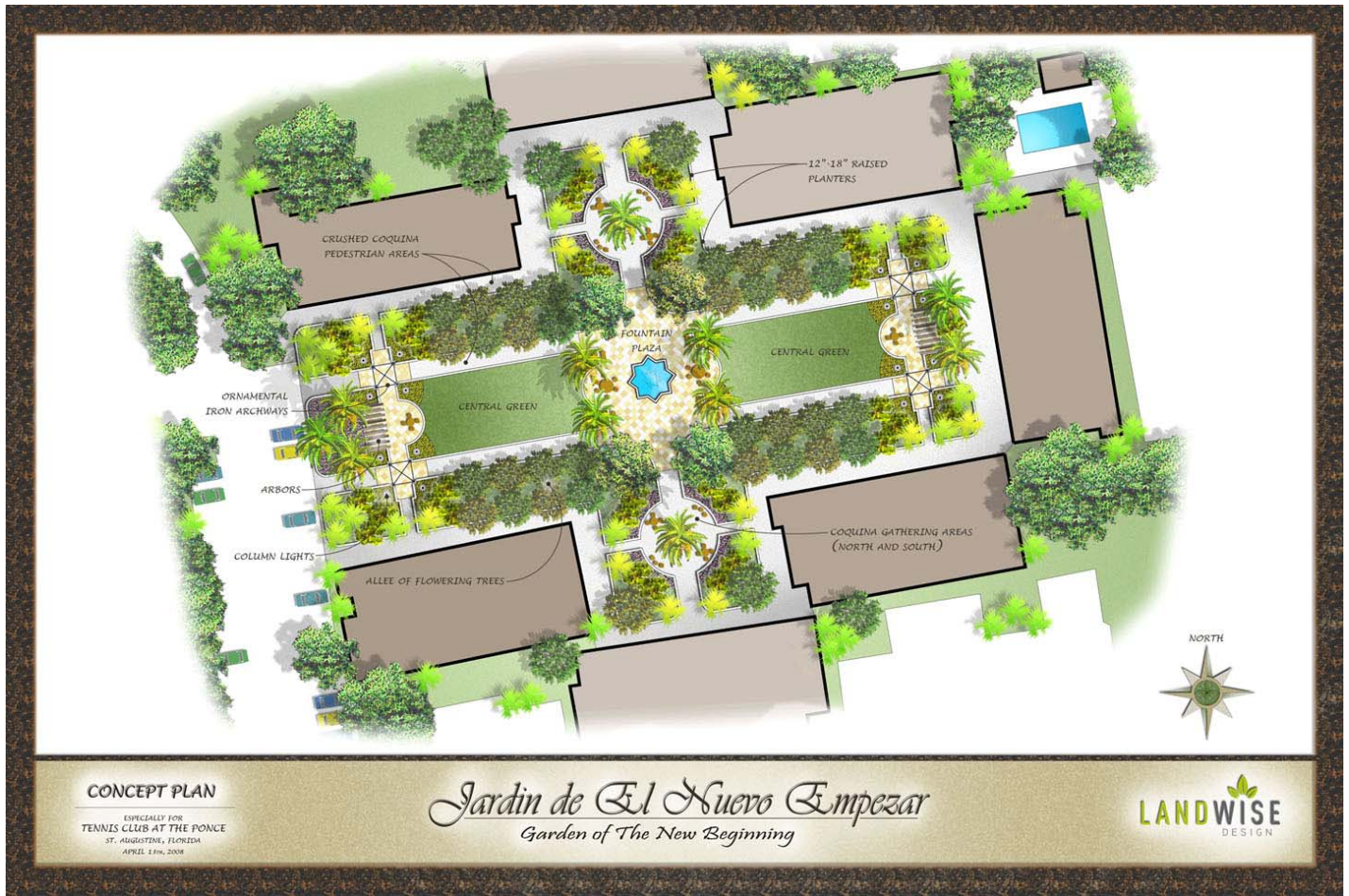
Performed as an HDR Engineering project manager, Mr. Roberts facilitated the design of this waterfront park, event area and esplanade. Home to the Greater Jacksonville Kingfish Tournament, a formalized area was designed as a focal point, tournament spectator area and plaza for weekend activities.

Client:
City of Jacksonville
Dept. of Parks and Recreation

Project Type:
Boat Ramp & Esplanade

Project Costs:
\$440,000 Construction Cost





JARDIN DE EL NUEVO EMPEZAR ST. AUGUSTINE, FL

Retained by the Tennis Club at the Ponce, Landwise Design provided concept development services as phase I of a multiple phase scope of work. The project involves the renovation of an interior courtyard space where currently 7 tennis courts exist. The courtyard is surrounded by 98 condominium units.

The design is intended to reinforce the strong axis that inherently exists among the units. Additionally, the architecture's character gives a slight nod to St. Augustine therefore the courtyard design

strives to strengthen this connection to our nation's oldest city.

Client:
Tennis Club at the Ponce

Project Type:
Private Community Garden-Park

Project Costs:
\$5,500 Design
\$312,000 Estimated Construction

Completion:
2007





CORAL HAMMOCK KEY WEST, FL

The Coral Hammock project required design coordination for landscaping and amenity aesthetics by Landwise Design. The project is a 55 unit gated vacation community located on 4.5 acres on Stock Island. The property required stringent perimeter planting by code and lush interior planting by choice.

At the heart of the community is an 1,800 s.f. pool with tiki hut surrounded by tropical garden landscaping. Pedestrian circulation was designed to move the user through the garden areas.

The combination of architecture, landscaping and hardscape design made this an award winning project.





ANGLER'S REEF ISLAMORADA, FL

In concert with Cronk, Duch Partners (Architects), Landwise Design coordinated efforts during an on-site design charrette to position 52 single family units, vehicular and pedestrian circulation, pool amenities and landscape onto approximately five acres of property. The resulting site plan was a comprehensive solution that maximized ocean views, showcased Conch vernacular architecture and stimulated an aggressive sales program making the project an immediate success during preconstruction sales.

Lush tropical landscaping defines spaces and offers users enticing moments of shade or sun. The poolscape is another masterpiece aligned to provide spectacular views of the Atlantic Ocean. Coconut palms, Carpentaria palms and Alexander palms supplement a vast array of native canopy trees. Careful attention was given to color placement with the judicious use of bromeliads, croton, ti plant and various heliconia. The nightscape also excels with custom lanterns at the entry and the procession to the pool area.





Seaport Entry Theme

KING'S POINT MARINA STOCK ISLAND, FL

King's Point Marina on Stock Island is a deep water basin for medium to large craft. Landwise Design was hired to provide design direction and site planning for the project.

The planning for this project included the positioning of 36 town homes, a swimming pool, two dry storage condominiums, and a renovated entry

identity.

The project required conceptual theming for aesthetic continuity throughout the marina. An entry threshold designed with Key West style appointments, landscaping and entry light towers reminiscent of Alligator Reef light house set the tone for the overall experience of the project.

The Design Team

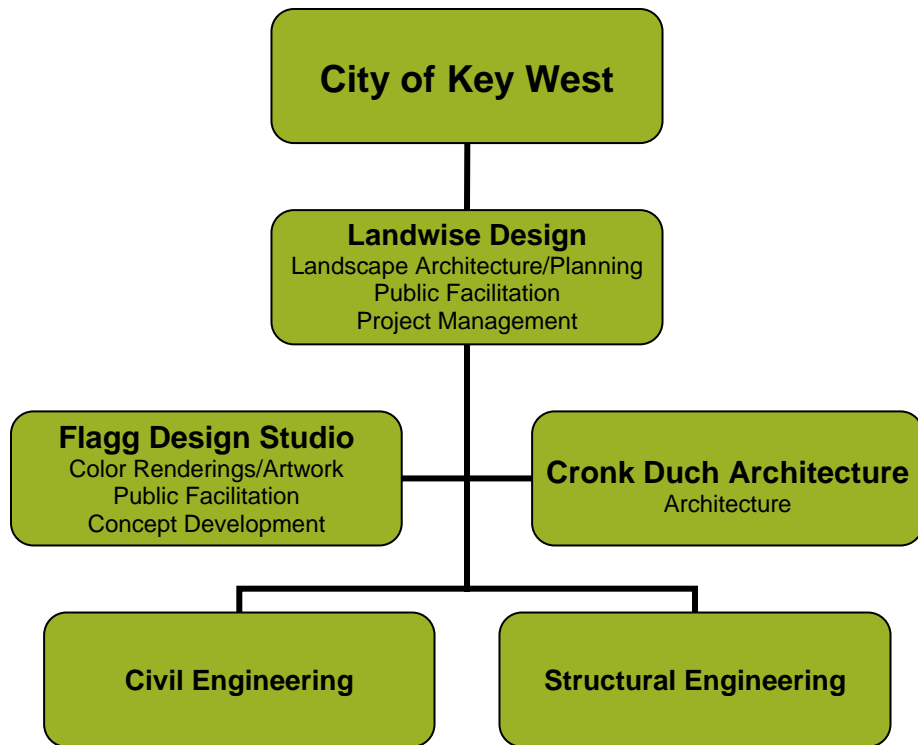
Landwise Design understands the importance of a high quality, expert team of consultants and their necessity to handle the complexities of designing and implementing projects such as RFP #004-10. Therefore we have assembled a design team covering the necessary design disciplines to properly complete any design challenges the City may present.

Landwise Design shall serve as the Prime consultant to the Client handling all correspondence, project management, public facilitation, sub-consultant coordination and construction management. Our leadership and established relationships with our sub-consultants will allow us to efficiently orchestrate and manage the Key West Bight Design project.

Landwise Design has chosen to team with Flagg Design Studio and Cronk Duch Architecture to serve as the core design influence for this project. Flagg Design Studio brings to the team over 30 years of landscape architecture, community planning, urban design, transit oriented development and campus master planning experience. In addition to contributing years of knowledge to the team, Flagg Design Studio will serve the project in three primary facets: 1. artwork-color renderings, 2. public facilitation and presentation and lastly 3. concept development. Also of importance to our Team is the architecture firm of Cronk Duch Architects. They bring to our Team years of award winning Island Style architecture, land planning and construction acumen.

In support of the designs produced by our core Team, Landwise Design shall utilize Key West based civil and structural engineering firms to assist us in the production of final construction documents. We find it advantageous from a permitting, code and processing perspective to use local design support for these disciplines for maximum efficiency through the design, permitting and construction process.

Below is an organizational chart of our team representing the basic flow of communication, responsibilities and relationships:



Flagg Design Studio

The following are relevant past projects produced by **Flagg Design Studio** that exemplify the level of work they bring to our Design Team.



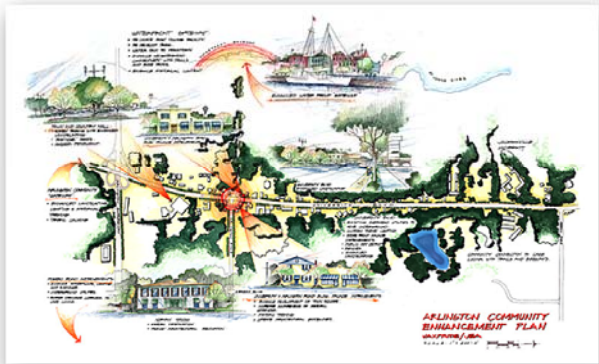
METROPOLITAN PARK REDEVELOPMENT
Jacksonville, Florida

FLAGG Design Studio, LLC produced conceptual development renderings for improvements to the City's grandest riverfront park. The addition of such features as fountains, restrooms, children's play areas, seating, improved landscaping and hardscape elements, trellis, rest and shade structures will all enhance the usability of this currently underutilized riverfront asset.

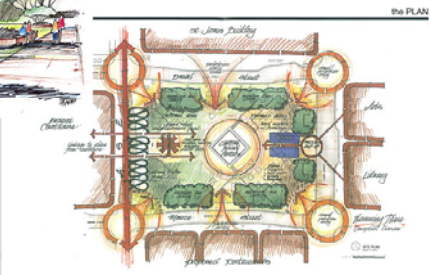




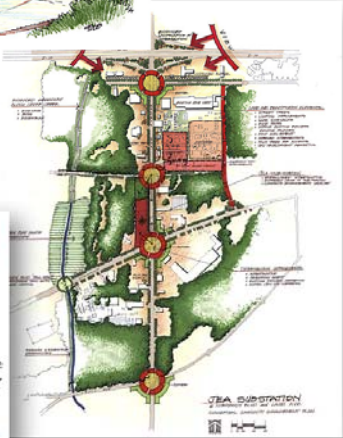
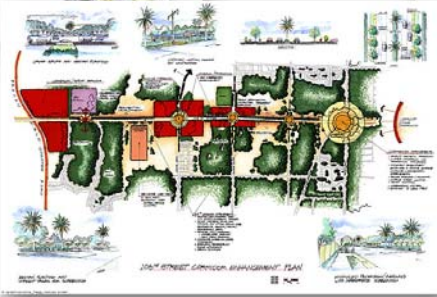
COMMUNITY VISIONING CHARRETTES
Jacksonville, Florida



FLAGG Design Studio, LLC has extensive experience in community planning, charrettes and vision planning. Its partners are highly active within the Jacksonville community as advocates for strong neighborhood planning, urban revitalization and historical preservation. Mr. Flagg facilitates charrettes for the City of Jacksonville, Jacksonville Economic Development Commission and the Jacksonville Transit Authority that are dedicated to improving the quality of life in Jacksonville. Neighborhood workshops are conducted to capture public input for consensus building that provides the basis for comprehensive neighborhood, community and corridor improvement plans.

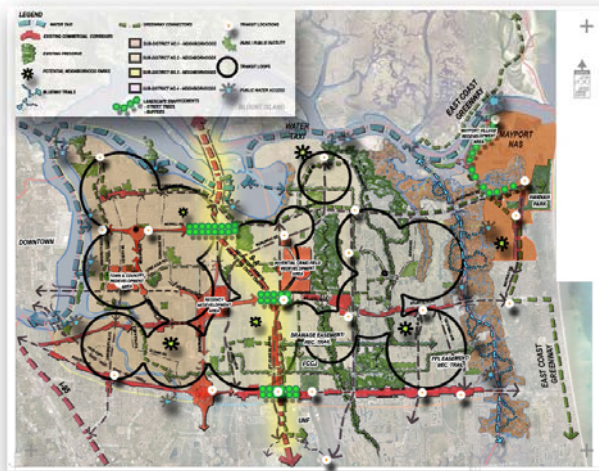


Public participation and successful cooperation with neighborhood groups and local government agencies ensure successful buyin to the master plans and implementation of these neighborhood improvement projects.

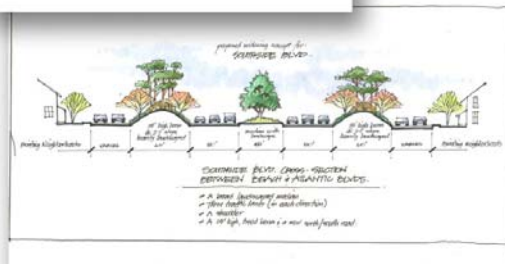




ARLINGTON COMMUNITY CHARRETTES
Jacksonville, Florida



FLAGG Design Studio, LLC facilitated a series of five community visioning charrettes for the Arlington Planning District as part of a series of thirteen total charrettes for the City of Jacksonville's Visioning Plan Update. The charrette topics explored Transportation and Connectivity, Recreation and Open Space, Conservation and Coastal Management, Urban and Suburban Design, Historical Preservation, Land Use and Growth Management, Housing / Residential, Non-Residential Uses and Public Health and Safety. A summary plan along with interpretive sketches of strategic areas of improvements prioritized by the community were included within this process.





URBAN CORE COMMUNITY CHARRETTES
Jacksonville, Florida



FLAGG Design Studio, LLC facilitated a series of four highly interactive community/neighborhood charrettes as a major community input component for the City of Jacksonville's Planning Department's task to update three major planning district's vision and comprehensive plan. Four charrettes were completed for the Urban Core Planning District, each covering a specific topic outlined as "preferences" by the community steering committee. The four topics were: Economic Development, Transportation and Connectivity, Neighborhood Preservation and an all Topic Overview session. A community vision summary plan along with character sketches depicting community improvement strategies were included as part of this facilitation process.



Proposed neighborhood electric trolley



Neighborhood park improvements



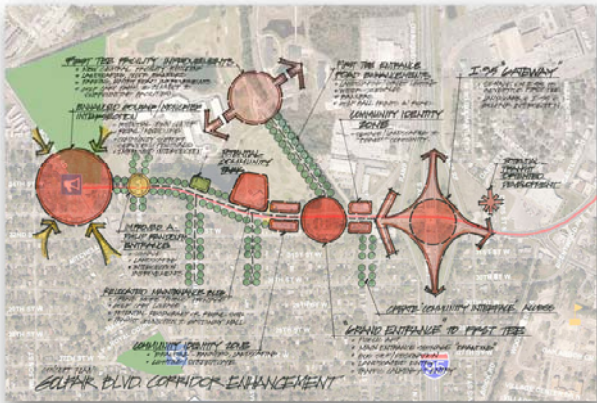
Potential neighborhood center



Strategic town center location



GOLFAIR BOULEVARD / MONCRIEF AREA CORRIDOR STUDY
Jacksonville, Florida

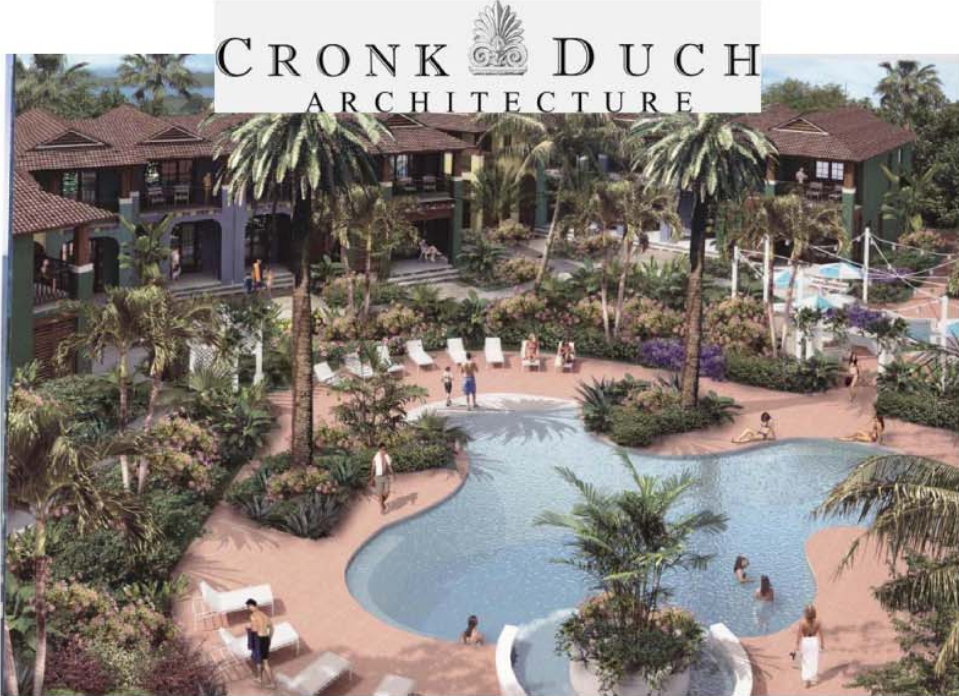


FLAGG Design Studio, LLC facilitated a series of community visioning charrettes for redevelopment opportunities along Golfair Boulevard from east of Interstate 95 to Moncrief Road. Improvements proposed include streetscaping, branding themes, sidewalks, bus shelters, landscaping and infill of new development.



Cronk Duch Architecture

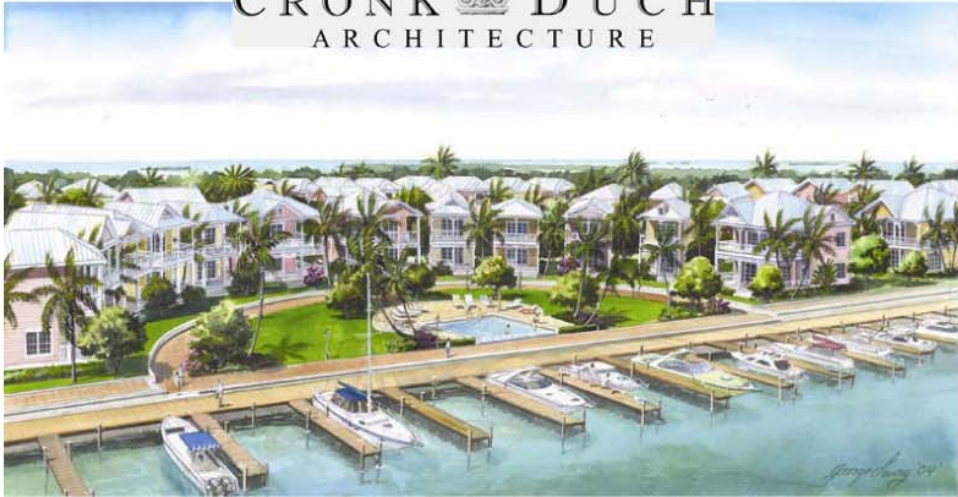
The following are relevant past projects produced by **Cronk Duch Architecture** that exemplify the level of work they bring to our Design Team.



Playa Crystal
Key Largo, Florida

This resort is themed from a tropical Cuban Environment. The Hemmingway history and rich culture resulted in a wonderful design. This project comprises of over 70 units and is situated on eight acres. The stunning views face a magnificent western sky with one of the few sand beaches on the Bay of Florida.

CRONK DUCH ARCHITECTURE



Anglers Reef

This resort neighborhood comprises of 53 single dwellings ranging from two to three bedroom units. The location is situated on seven acres looking out to Alligator Reef in the Florida Keys. This project has received considerable recognition for its design and setting. In addition to the dwellings, the resort has a marina component servicing 24 slips.



KNOWLEDGE OF KEY WEST BIGHT
AND CAROLINE STREET CORRIDOR'S
MISSION AND VISION

LANDWISE DESIGN

RECREATION PLANNING
LANDSCAPE ARCHITECTURE

Knowledge of Key West Bight And Caroline Street Corridor's Mission and Vision

Key West Bight and Caroline Street Corridor

Landwise Design has maintained a continuous design presence from Key Largo to Key West since 2004 and is intimately familiar with the Key West Bight and the Caroline Street Corridor Redevelopment Area. We have maintained a curious interest in the political, social and economic stimuli affecting Historic Key West and the Bight. Since the initial Finding of Necessity studies conducted under the Community Redevelopment Act deemed the Caroline Street Corridor and Bahama Village areas appropriate for redevelopment considerations the City has witnessed great transformations in the Bight area and we continue to see potential to further the mission and vision of the Community Redevelopment Plan.

The importance of the continued revitalization and enhancement of the Caroline Street Corridor area (as indicated in the Figure below, [source-City of Key West, 2009]) and in particular the 'working waterfront' can not be overstated. The history, culture and economy derived from this historic seaport proudly define and inform the character and charm of Key West far beyond the limits of the waterfront district.



An important factor for the long term vitality of the Bight and Corridor area is the continued enhancement of connections from Duval Street to the waterfront via Front Street and Greene Street. Additionally, the revitalization of the Corridor area is dependant on the improved physical and aesthetic connection of Caroline Street to the Bight via Elizabeth (intersecting with Greene Street), William, Margaret and Grinnell Streets. The 'water side' connections also play a vital role via the Ferry Terminal and commercial, municipal and private marina activities.

Mission and Vision

The Mission and Vision of the Community Redevelopment Plan is clearly defined and the continued interest and effort to maintain this Mission and Vision by the City and the public is exemplified by public involvement and the City facilitation of recent ‘Community Workshops.’ Many of the canons set forth in the original plan were rekindled during the September 2009 workshop. A summary of the objectives of the original plan are as follows:

- Seek to ensure public open space along the waterfront.
- Improve continuity of public access along the water’s edge without precluding the development of water dependant uses determined to be desirable.
- Maintain and enhance when possible the “Old Key West’ character.
- Generate and maintain safe traffic patterns to reduce Old Town congestion and to minimize pedestrian/vehicular conflicts.
- Retain existing structures that contribute to the ‘Old Key West’ character.
- Maintain and enhance open views of the waterfront for visual connectivity to the Bight and beyond.

Community Redevelopment Plan Implementations

Major opportunities identified and items implemented from the Original Redevelopment Plan that have greatly contributed to the success of the Caroline Street Corridor/Bight area are as follows:

- The implementation of a continuous ‘Harbor Walk’ from Front Street to Trumbo Road.
- Improved pedestrian linkages from Duval Street to the Bight via Front and Greene Streets through the use of better signage and walkways. This effort strives to further integrate the Community Redevelopment Area with the Duval Street retail corridor.
- Real estate transactions have occurred that better position economic opportunities along the waterfront, i.e.-the Conch Republic.
- Related to the Harbor Walk were the implementations of open ‘Plazas’ at the ends of all streets that terminate at the Bight basin. Our opinion is the most successful plaza is at the end of Greene Street, followed by the Plaza at Margaret Street (Turtle Kraals). Although the Plaza at the end of William Street is very busy, a result of pedestrian confluence associated with Lazy Way Lane, the Western Union, The Seafood Market and Schooner’s Wharf, it is the least cohesive and developed plaza.

Current Needs and Issues pertaining to the Caroline Street Corridor Area

Recent public input characterized current ‘needs and issues’ that could promote a higher quality experience along the waterfront and within the Corridor area. Some of the more relevant items as they relate to RFP #004-10 are as follows:

- Crime, vagrancy and loitering prevention in the area.
 - All designs provided by Landwise Design would apply CPTED principals to maximize Crime Prevention through Environmental Design. We seek to enhance the Natural Surveillance of Spaces, provide Access Control and to clearly delineate Public/Private zones.
- Need to improve Ferry Boat user’s experience and way-finding as they arrive and to have a lasting memorable experience as they leave.

- Respect for distinction between the characteristics of the Bight Area and Caroline Street roadway design.
 - Landwise Design shall study the opportunities associated with appropriately tying these two elements together while maintaining their inherent unique characteristics.
- The Bight and Corridor areas need more emphasis on public landscaping.
 - Landscaping is a vital component of RFP #004-10 and will be a primary challenge for our Design team to provide and implement appropriate Streetscaping and Landscaping maximizing Native materials while adhering to CPTED design principals, particularly in areas prone to vagrancy.
- Promote Public Art venues through the creation of multi-use spaces. Explore potentials for closing streets for events consistent with the existing community character. Also, as previously stated, explore options for closing Lazy Way Lane for pedestrian use only which could make it a great space for events.

Application of Understanding

Landwise Design is dedicated to embracing the Mission and Vision of the Caroline Street Corridor Redevelopment Plan and we bring with us first hand experience of the daily functions associated with the Bight area. We look forward to working with Staff to resolve these pressing issues and to provide the City with best possible solutions for the challenges presented in RFP #004-10.

In addition to reinforcing the Mission and Vision set forth in the Redevelopment Plan, Landwise Design shall respect and enhance the action items already implemented through the Plan, address needs and issues exposed during recent Community Workshops and coordinate with Staff and Commissioners as necessary to successfully solve any and all design problems presented in the RFP.



PROJECT APPROACH AND DESIGN PHILOSOPHY
INCLUDING ENVIRONMENTAL AND SUSTAINABILITY
CONSIDERATIONS

LANDWISE DESIGN

RECREATION PLANNING
LANDSCAPE ARCHITECTURE

Project Approach and Design Philosophy

Approach and Philosophy (Design Process)

As with all design projects, Landwise Design shall apply standard design practices to the problem to ultimately derive at an appropriate solution. It is only through a systematic process, as described below, that the highest potential can be achieved and client satisfaction can be obtained. It is our goal to work closely with the Client through this process, to thoroughly explore design options and to expose solutions that might not otherwise be considered.

Design Process

The process applied to this project shall go through the following steps:

1. Inventory and Analysis

- a. Site Visit with the Client
- b. Photo Inventory
- c. Survey Collection and Review for completeness (It is assumed the Client shall provide base survey data in digital format, i.e.-autocad)
- d. Garner Public sentiment toward the project as needed via Client input or a Public Consensus building Workshop as needed.
- e. Inventory current and potential Uses of existing spaces.
- f. Inventory physical, ambient and potential Assets within the Project Area.
- g. Review and acknowledge the requirements of the Capital Improvements/Marina Revenue Bond Use of Proceeds Certificate regarding public/private use allocations and other restrictions as presented by the Bond.
- h. Consult with the Client to gain their exact programming desires for the project.
- i. Analyze the above data and distill it into a useable format.
- j. Review this information with the Client.

2. Synthesis

- a. The information obtained during the Inventory and Analysis phase shall then be utilized to begin formulating design approaches to affectively solve the design challenges presented by the Client.
- b. The Synthesis Process is primarily an internal phase of work that allows the Design Team to explore issues, rank them and then formulate design solutions uniquely qualified for each.
- c. We shall identify all beneficial assets, opportunities and constraints inherent in the project area.
- d. Once through the Synthesis phase, the Design Team shall begin Design Efforts.

3. Conceptual Design

- a. At this stage, the Design Team shall generate Design Concepts for Review with the Client (and Public as necessary).
- b. Provide the Client with Conceptual Design ideas, multiple ideas may be presented.
- c. This level of work is relatively broad and general in nature. Color Renderings are typically presented to the Client to affectively communicate the Design Direction to the Owner. This allows the Client to gain an understanding of the direction the Design Team would like to explore and allows the Client a forum to provide feedback and to

inform the Design Team of any course corrections desired by the Owner.

4. Final Design

- a. Based on Client Input from the Conceptual Phase of work, the Design Team shall produce a Final Design solution, or Master Plan approach to the Project.
- b. Color Rendering Deliverables shall be provided to the Client for their use...i.e.-marketing, public display, media release, etc...It is estimated that (8) eight Renderings shall be required for this project.

Construction Documentation

Once the Design process is complete and the Master Plan Approach is accepted by the Client, the Design Team shall produce Construction Documents as needed to implement the Final Design. Construction Documents may include, but not be limited to the following:

1. Construction Documents

- a. Master Plan-This plan shall be the guiding document that will inform the Design Decisions provided in the subsequent documents.
- b. Hardscape Plan with details.
- c. Geometry Plans with details.
- d. Site Furnishings Plan with details.
- e. Signage and Way-Finding Plan with details...sign details, kiosk details, etc...
- f. Landscaping Plans with details.
- g. Irrigation Plans with details.
- h. Lighting Plans with details.
- i. Structural Plans with details.
- j. Electrical Plans with details.
- k. Architectural Plans with details.
- l. Specifications

Project Management Services

Upon completion of the Design Process, Landwise Design will provide Construction Management Services for the City of Key West to implement the proposed revitalization and enhancement designs.

Environmental Stewardship

Landwise Design considers it our professional responsibility for our Design Team to proactively seek design alternatives that embrace Best Standards and Practices through the use of LEED (Leadership in Energy and Environmental Design) applications, renewable resource utilization, indigenous and native utilization and Water Conservation. We consider our designs to be Green Solutions and will apply our best knowledge and resources to RFP #004-10 to make this project as environmentally sensitive as possible.

Preliminary Design Considerations

The RFP has clearly established objectives to be reviewed and addressed by the Design Team. It is our understanding the requested design considerations are not intended to replace or reverse efforts already implemented by the Community Redevelopment Plan but to augment and enhance these established elements. Per items listed in the RFP, the following are our initial ideas and general design directions based on our understanding of the requested items and issues. It should be noted these are presented without the benefit of one-on-one consultation with the Client and are subject to adjustment after such interaction occurs.

Items Considered**a. Plaza Areas at Greene, William, Margaret and Grinnell Streets.**

- i. Although the Plaza at the end of Front Street is not identified by the RFP, Landwise Design believes it is important to consider enhancement opportunities here to further ensure design continuity around the Bight. (see map below of plaza locations to be addressed)



Plaza Area Locations

- ii. The connection between the Greene Street plaza and the William Street plaza should be strengthened. The Greene Street plaza is the largest and provides the strongest connection to Duval Street. This plaza could be greatly enhanced by expanding its perceived area from the Conch Republic to the shops on Lazy Way Lane, around Jimmy Buffet's Studio and all the way to the William Street plaza. Pavers, landscaping, kiosks, lighting and way-finding iconography could tie the Lazy Way Lane connection to the rest of the plazas on the Bight. Our Design Team will explore options to better incorporate Lazy Way Lane into the fabric of the Harbor Walk and Bight Area and to promote commercial opportunities to increase City revenues.
- iii. Consider the plazas/connections for potential cultural, art and entertainment events to increase commercial activities in the area that are compactable with the surroundings.
- iv. Iconography: The Greene Street Plaza could provide the best location for a Primary architectural feature, i.e.-large scale kiosk, pavilion or some other element. The remaining plazas could then receive Secondary architectural features that tie into the Primary feature at the Greene Street plaza thereby creating architectural continuity among all plazas. Careful

consideration will be given to preserve views of the Bight from the intersecting streets to not constrict the visual connection to the waterfront.

- v. Enhance the connections from Caroline Street and Duval Street via Front, Greene, Elizabeth, William, Margaret and Grinnell Streets.
- vi. Consider feasibility and design options for creating a park or plaza venue where the Harbor Walk terminates at Trumbo Road (approximately (1) acre of City owned property). The property here seems under utilized and may be revitalized into an integral part of the Bight experience.

b. Harbor Walk

- i. A careful study of the existing harbor walk, its assets, opportunities and constraints shall be assessed to determine the most appropriate options for enhancing its functionality, aesthetic appeal and continuity around the Bight.



View Along Lazy Way Lane of Harbor Walk

- ii. Considerations may include:
 - a. Additional paver areas (concrete or brick) to supplement the existing pavers where applicable.
 - b. Solving any ADA issues along the route.
 - c. Themed elements strategically positioned around the Harbor Walk to promote visual continuity.
 - d. Opportunities for art display.

c. Historic Seaport Entry Features

- i. The request for the addition of Historic Seaport Entry Features may be one of the most interesting and effective contributions this RFP will make toward providing true sense of place for the Bight area. Threshold features to the Bight should present an identity unique to the Bight area so users know when they have ‘arrived’. These elements could be integrated into the



Architectural elements identified in the iconography section listed in item (a)(iii) above.

- ii. One of the most appreciated characteristics of Key West, particularly Old Town, are the unique, eclectic and sometimes eccentric expressions found almost everywhere...i.e.-the people, art, architecture (ginger bread fences), the variety of retailers and restaurants, historical figures (Hemingway, Mel Fisher, Tennessee Williams, etc...). One of the challenges of this RFP will be to produce Architectural/Entry Features that embrace this complex personality of Key West (and in particular the Bight) while also providing continuity throughout the Bight area that will be familiar in character and consistently understood.



Current Entry to Bight Area from William Street (Existing)

- iii. Thoroughly explore design options to enhance the connections and processions from Caroline Street and Duval Street to the Bight area. For example, the connection from B.O.'s Seafood Shack to the Harbor Walk (William Street) is relatively cluttered and disorganized. Design efforts exploring options for streetscaping, signage, way-finding icons, organized scooter and bicycle parking, etc... could all contribute to enhance the user's experience along these connections.

d. Landscaping

- i. Identify areas for modifying existing landscape spaces as necessary to promote better pedestrian circulation and visual connectivity to the basin.
- ii. Apply CPTED design principals to minimize nefarious activities, loitering and vagrancy.
- iii. Maximize the use of native materials.
- iv. Preliminary investigations reveal the primary location for the most intense landscape revitalization may occur from the Conch Republic parking lot (including the parking lot) to Lazy Way Lane

e. Streetscaping, Signage and Way-Finding

- i. Identify opportunities for landscaping to supplement any existing streetscape installations.
- ii. Generate signage options for the Bight area.
 - a. Consistent in character with any proposed Architectural elements.
 - b. Promote consistency in the signage design while maintaining the unique characteristics around the Bight.
 - c. Determine the most logical and strategic locations for the signage and way-finding components.

f. Designated Scooter and Bicycle Parking Areas

- i. Inventory and assess all existing scooter and bicycle parking areas.
- ii. Provide design solutions to augment, organize and supplement the parking areas for maximum efficiency.

g. Lighting

- i. Identify opportunities for enhanced lighting for landscape areas and pedestrian areas to maximize the night time ambiance of the Bight area.
- ii. Analyze and provide lighting solutions to minimize nefarious activities and vagrancy.
- iii. Provide lighting designs (the fixtures themselves) that represent the character of the Bight area.

h. Pedestrian Friendly Walkways and Bicycle Routes, ADA compliant

- i. Inventory and assess all existing circulation patterns around the Bight and leading to the Bight from Duval Street and Caroline Street.
- ii. Analyze the circulation patterns for ADA compliance.
- iii. Provide design solutions to solve any issues revealed during analysis.

Landwise Design shall identify any unused or poorly functioning spaces within the project area and provide design recommendations to gain the maximum benefit of their utilization. Additionally, our Design Team will take a comprehensive approach to solving the design issues specific to the RFP and the Bight area such that our solution may also be applied to other areas within the Carline Street Corridor Redevelopment Area.

TIME FRAME FOR COMPLETION

LANDWISE DESIGN

RECREATION PLANNING
LANDSCAPE ARCHITECTURE

Schedule and Availability

Commitment to Client Demand

Landwise Design considers every Client a top priority and makes every effort to avail resources to project demands in order to meet deadlines effectively with quality product. We consider ourselves flexible to most project schedules and we are constantly prepared to add quality staff to meet client or project demands.

Current Workload

Currently, Landwise Design is working at approximately an 80% man-hour capacity. At this time our projected percentage of project commitments/workloads based on projects currently under contract or projects expected to be contracted with Landwise Design over the next four months are as follows:

February 2010:	80%
March 2010:	75%
April 2010:	60%
May 2010:	60%

It should be noted, Landwise Design typically operates between 85%-95% levels. Given today's economic climate, LWD values the opportunity to serve the City of Key West in order to help achieve and maintain an 85-95% utilization of man-hours. This level of operation is desired for us to operate efficiently and provide education and support elements to continue to be a leader in our industry.

Project Status:

<u>Project Name</u>	<u>% Complete</u>
English Residence	10% complete
Ocean Sunrise RV Resort, Key Largo	15% complete
Pentaleri Residence	60% complete
Crismond Residence	80% complete
Burdette Construction	95% complete
City of Marathon-Airport Trail	95% complete
City of Marathon-Sombrero Trail	80% complete
Haywood-Hill	95% complete
Gibson Construction	5% complete
Delray Beach Yacht Club	Contract Pending

Estimated Schedule

The following is a preliminary schedule for the Design and implementation process and shall begin upon execution of final contracts between the Client and the Consultant.

1. Inventory and Analysis/Synthesis	2 weeks
2. Conceptual Design	6 weeks
3. Public Workshop	2 Weeks
4. Final Design	4 weeks
5. Construction Documentation	8 weeks

Total Design Process: 5.5 months

Estimated Construction Schedule:

4-6 months depending on complexity of the final design.

PROPOSED FEES

LANDWISE DESIGN

RECREATION PLANNING
LANDSCAPE ARCHITECTURE

Proposed Fees

Design Fees

Landwise Design shall perform the work requested in RFP #004-10 for fees calculated on a Lump Sum basis. The fees are derived from our standard billing schedule per man-hour position.

Landwise Design's hourly Standard Billing Rates are as follows:

Principal	\$120
Project Manager	\$90
Project Designer	\$75
Cadd Technician	\$50
Clerical/Administrative	\$40

The above positions and rates have been applied to each stage of the Design Process in order to systematically calculate total fees. The sum of total fees, plus direct costs, reimbursable costs, public workshops and subcontract costs equal the total Lump Sum fee for the Design portion of this proposal.

Inventory and Analysis/Synthesis

Principal	8	\$960
Project Manager	24	\$2,160
Project Designer	24	\$1,800
Cadd Technician	24	\$1,200
Clerical/Administrative	5	\$200
Sub Total		\$6,320

Conceptual Design

Principal	24	\$2,880
Project Manager	40	\$3,600
Project Designer	80	\$6,000
Cadd Technician	24	\$1,200
Clerical/Administrative	20	\$800
Sub Total		\$14,480

Final Design

Principal	24	\$2,880
Project Manager	40	\$3,600
Project Designer	60	\$4,500
Cadd Technician	40	\$2,000
Clerical/Administrative	20	\$800
Sub Total		\$13,780

Construction Documentation

Principal	24	\$2,880
Project Manager	60	\$5,400
Project Designer	120	\$9,000
Cadd Technician	224	\$11,200
Clerical/Administrative	20	\$800
Sub Total		\$29,280

Presentations/Public Workshops

Presentation Graphics

Landwise Design is prepared to present our Conceptual and Final Designs to the Bight Board and to the City Commission. We anticipate providing (8) four Color Renderings mounted on foam core boards at each meeting. This will require a total minimum of (16) eight Color Rendering deliverables during the process.

Cost per Color Rendering: \$800

Total Rendering Expenditure: \$12,800

All color graphics (renderings) will also be provided in digital format for use with requisite media outlets, i.e.-newspaper print, internal print, etc...available as jpegs, pdf and psd files.

Community Workshop

Our experience has proven to us that community involvement and consensus building during public workshops typically produces final designs that resonate with the participants and the general public. Involving City and public stakeholders in the design process, even at a minimal level, will minimize potential dissonance and opposition to the proposed changes affecting the constituents in the area. We propose to conduct (1) one public workshop, in a venue selected and advertised by staff, during the conceptual design stage of the design process.

Our Design Team will provide the necessary equipment, information and personnel to gain the most benefit from such an event. We utilize PowerPoint, black line and color graphics, and state of the art drafting supplies during these meetings. Our Team Members, particularly Flagg Design Studio, are expert facilitators for such events bring years of professional quality experience to each forum. Meeting minutes shall be taken during the meeting along with the compilation of a Workshop Summary Report and shall be provided to the Client in hardcopy and MS Word format for public record. Included in our Lump Sum fee is the following which may remain included or be excluded should Staff deem a Workshop unnecessary:

Total Workshop Expenditure: \$5,500

Project Management Services

As requested in the RFP, Landwise Design shall provide the following management services for the complete implementation of the accepted design. Our team has extensive experience managing construction and development projects throughout Florida. Management Services are anticipated to take between four to six months during the construction phase of the project. Management Elements to be provided for the completion of the project may include, but are not limited to the following:

- Review of shop drawings
- Permitting
- Regularly scheduled site visits
- Pay request reviews
- Site visits for testing observations
- WMD certification submittal (if needed)
- Review as-builts
- Final site punch list and review
- Bidding Assistance/contractor selection
- City/County Certification Submittals
- Respond to any RAI's regarding Design issues.

Total Project Management Service Fee: \$72,660

Total Fee Spreadsheets

The following spreadsheets are comprehensive breakdowns of our total Lump Sum fees for Design Services and for Construction Management Services:

Design Fee

CONTRACT FEE SUMMARY - Design Services					
Key West RFP #004-10					
PART ONE - GENERAL					
1. PROJECT			2. PROPOSAL NUMBER		
Key West Bight Design and Project Management for Public Area Enhancement			RFP #004-10		
3. CONSULTANT			4. DATE OF PROPOSAL		
Landwise Design, Inc.			2.17.10		
PART TWO - LABOR RELATED COSTS					
5. PERSONNEL	BILLING RATE	ESTIMATED HOURS	ESTIMATED COST	TOTAL	
Principal	\$ 120.00	80	\$ 9,600.00		
Project Manager	\$ 90.00	164	\$ 14,760.00		
Project Designer	\$ 75.00	284	\$ 21,300.00		
Cadd Technician	\$ 50.00	312	\$ 15,600.00		
Clerical	\$ 40.00	65	\$ 2,600.00		
TOTAL LABOR					\$ 63,860.00
PART THREE - OTHER COSTS					
6. MISCELLANEOUS DIRECT COSTS					
REPRODUCTION					
8.5 x 11 copies and printing					
24 x 36 originals	estimated 150 sheets at \$3.25				\$ 487.50
24x36 copying	Estimated 1,125 sheets at \$1.20				\$ 1,350.00
SHIPPING					
OTHER (PLEASE SPECIFY)					
Mounting Renderings with Lamination					
					\$ 1,600.00
MISCELLANEOUS DIRECT COSTS SUBTOTAL					
					\$ 4,087.50
7. SUBCONTRACTS - LUMP SUM					
Civil Engineering					
					\$ 24,000.00
Structural Engineering					
					\$ 10,000.00
Architecture					
					\$ 12,000.00
Flagg Design Studio					
					\$ 19,180.00
Survey (provided by Client)					
					\$ -
Electrical Engineering (in House)					
					\$ -
SUB-CONTRACT SUBTOTAL					
					\$ 65,180.00
TOTAL LUMP SUM AMOUNT (ITEMS 5,6,8,9 &10)					
					\$ 133,127.50
8. REIMBURSABLE COSTS					
Travel Costs (Airfare, Rental Car, Hotel)					
			\$800 per trip per person (3 people/3 days each)		\$ 7,200.00
Travel Per Diem					
	\$280 a day				\$ 2,520.00
SUBTOTAL REIMBURSABLE					
					\$ 9,720.00
PART FOUR - SUMMARY					
TOTAL AMOUNT OF CONTRACT (LUMP SUM PLUS REIMBURSABLE)					
ITEMS 5,6,7&8					
					\$ 142,847.50



Construction Management Services Fee

CONTRACT FEE SUMMARY - Project Management Services						
<i>Key West RFP #004-10</i>						
PART ONE - GENERAL						
PART ONE - GENERAL						
1. PROJECT			2. PROPOSAL NUMBER			
Key West Bight Design and Project Management for Public Area Enhancement			RFP #004-10			
3. CONSULTANT			4. DATE OF PROPOSAL			
Landwise Design, Inc.			2.17.10			
PART TWO - LABOR RELATED COSTS						
5. PERSONNEL	BILLING RATE	ESTIMATED HOURS	ESTIMATED COST	TOTAL		
Project Manager	\$ 90.00	200	\$ 18,000.00			
Construction Manager	\$ 75.00	360	\$ 27,000.00			
Accounting	\$ 35.00	320	\$ 11,200.00			
Clerical	\$ 25.00	150	\$ 3,750.00			
TOTAL LABOR				\$ 59,950.00		
PART THREE - OTHER COSTS						
6. MISCELLANEOUS DIRECT COSTS						
REPRODUCTION						
8.5 x 11 copies and printing				\$	500.00	
24 x 36 originals				\$	-	
24x36 copying				\$	150.00	
SHIPPING						
OTHER (PLEASE SPECIFY)				\$	300.00	
MISCELLANEOUS DIRECT COSTS SUBTOTAL				\$ 950.00		
7. SUBCONTRACTS - LUMP SUM						
				\$	-	
				\$	-	
				\$	-	
				\$	-	
				\$	-	
SUB-CONTRACT SUBTOTAL				\$ -		
TOTAL LUMP SUM AMOUNT (ITEMS 5,6,8,9 &10)				\$ 60,900.00		
8. REIMBURSABLE COSTS						
Travel Costs (Airfare, Rental Car, Hotel)		\$800 per trip per person (2 people/6 days each)		\$	9,600.00	
Travel Per Diem	\$280 a day			\$	2,520.00	
SUBTOTAL REIMBURSABLE				\$ 12,120.00		
PART FOUR - SUMMARY						
TOTAL AMOUNT OF CONTRACT (LUMP SUM PLUS REIMBURSABLE)				\$ 73,020.00		
ITEMS 5,6,7&8				\$ 73,020.00		



RFP REQUIRED FORMS AND
ADMINISTRATIVE INFORMATION

LANDWISE DESIGN

RECREATION PLANNING
LANDSCAPE ARCHITECTURE

Notice to Proposer: Use Black Ink or Type For Completing the Form.

PROPOSAL

To: CRA
Address: 525 Angela Street, Key West, Florida 33040
Project Title: KEY WEST BIGHT DESIGN AND PROJECT MANAGEMENT FOR PUBLIC AREA ENHANCEMENT
Project: RFP #004-10

PROPOSER'S INFORMATION

Name: LANDWISE DESIGN, INC.
Address: 9822 TAPESTRY PARK CIRCLE
SUITE 201
JACKSONVILLE, FL 32246
Contact Name: LADD ROBERTS
Email: LROBERTS@LANDWISEDESIGN.COM
Telephone: (904) 343-4194
Fax: (904) 730-7165

PROPOSER'S DECLARATION AND UNDERSTANDING

The undersigned, hereinafter called the Proposer, declares that the only persons or parties interested in this Proposal are those named herein, that this Proposal is, in all respects, fair and without fraud, that it is made without collusion with any official of the Owner, and that the Proposal is made without any connection or collusion with any person submitting another Proposal on this Contract.

The Proposer further declares that he/she has carefully examined the Contract Documents for the project and conditions of work involved. Contract Documents, and that this Proposal is made according to the provisions and under the terms of the Contract Documents, which Documents are hereby made a part of this Proposal.

The Proposer further agrees that he/she has exercised his/her own judgment regarding the interpretation of job conditions and has utilized all data, which he/she believes pertinent from the Project Manager, Owner, and other sources in arriving at his/her conclusions.

CONTRACT EXECUTION

The Proposer agrees that if this Proposal is accepted, he/she will, within ten (10) calendar days after Notice of Award, sign the Contract, and will at that time deliver to the Owner evidence of holding required licenses and certificates.

CERTIFICATES OF INSURANCE

Proposer agrees to furnish the Owner, before commencing the work under this Contract, the certificates of insurance as specified in these Documents.

START OF PROJECT AND CONTRACT COMPLETION TIME

The Proposer further agrees to begin work the date of the Notice to Proceed and to complete the all items in the lump sum base Proposal for design, in all respects, for this particular project, within one hundred twenty calendar days after the date of the Notice to Proceed Project Management time frame will be determined based upon final design requirements time frame for completion

LIQUIDATED DAMAGES

In the event the Proposer is awarded the Contract and shall fail to complete the work within the time limit or extended time limit agreed upon as more particularly set forth in the Contract Documents, liquidated damages shall be paid to the Owner at the rate of one hundred dollars (\$100.00) per day for all work awarded under this contract until the work has been satisfactorily completed as provided by the Contract Documents. Sundays and legal holidays shall be included in determining days in default.

ADDENDA

The Proposer hereby acknowledges that he has received Addenda No's. , , , , , (Proposer shall insert No. of each Addendum received) and agrees that all addenda issued are hereby made part of the Contract Documents, and the Proposer further agrees that his Proposal(s) includes all impacts resulting from said addenda.

SALES AND USE TAXES

The Proposer agrees that all federal, state, and local sales and use taxes are included in the stated Proposal prices for the work.

PUBLIC ENTITY CRIMES

“A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a Proposal on a contract to provide any goods or services to a public entity, may not submit a Proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit Proposals on leases of real property to a public entity, may not be awarded or perform work as a Proposer, supplier, subcontractors, or consultant under a contract with any public entity and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.”

LUMP SUM BASE PROPOSAL

The Proposer agrees to accept as full payment for performance of the work as herein the following lump sum. The Proposer agrees that the lump sum price represents a true measure required to perform the work, including all allowances for overhead. The amounts shall be shown in both words and figures. In case of a discrepancy, the amount shown in words shall govern. The Proposal will be awarded on total Proposal amount. Final lump sum payments will be adjusted based on actual units and unit prices. A schedule of values shall be submitted with the Proposal.

PROPOSAL FORM

RFP #004-10 KEY WEST BIGHT DESIGN AND PROJECT MANAGEMENT FOR PUBLIC AREA ENHANCEMENT

LUMP SUM PROPOSAL PRICE FOR:

DESIGN SERVICES

\$ 142,847.50

Proposal Total in Words

ONE HUNDRED FORTY-TWO THOUSAND EIGHT HUNDRED FORTY SEVEN AND 50/100.

PROJECT MANAGEMENT SERVICES

\$ 73,020.00

Proposal Total in Words

SEVENTY THREE THOUSAND TWENTY AND 00/100

PROPOSAL BREAKDOWN

The Proposer shall provide a schedule of values for all aspects of the project. The schedule of values shall be in sufficient detail to allow the owner to understand how the Proposer arrived at said proposal prices for design and prices for project management and shall become part of the contract for basis of payment. The City may ask for a more detailed schedule of values if one submitted is not sufficient.

- a. Plaza areas at Greene, William, Margaret and Grinnell Streets
- b. Harborwalk
- c. Historic Seaport Entry Features
- d. Landscaping
- e. Streetscaping, Signage, wayfinding
- f. Designated Parking areas for scooters, bicycles
- g. Lighting
- h. Pedestrian friendly walkways and bicycle routes, ADA compliance
- i. Re-development of any unused areas to facilitate and enhance utilization thereof
- j. Connectivity and integration of Key West Bight with Caroline Street Corridor Redevelopment Area utilizing consistent design features that could be applied to expanded areas throughout the city's waterfront.

Proposal price shall include design plans, design drawings, engineering, construction documents and specifications, permits and any other requirements for completion of the all components of the project.

SUBCONTRACTORS

The Proposer further proposes that the following subcontracting firms or businesses will be awarded subcontracts for the following portions of the work in the event that the Proposer is awarded the Contract:

Portion of Work: CONCEPT DEVELOPMENT, PUBLIC FACILITATION + ART

Name: FLAGG DESIGN STUDIO

Address: 220 E. FORSYTH ST. SUITE A, JACK. FL 32202

Portion of Work: ARCHITECTURE

Name: CROMK DUCH ARCHITECTS

Address: 9822 TAPESTRY PARK CIRCLE SUITE 201, JACK. FL 32246

Portion of Work: CIVIL + STRUCTURAL ENGINEERING (IF NEEDED)

Name: LOCAL FIRMS

Address: "KEY WEST"

PROPOSER

The name of the Proposer submitting this Proposal is: LANDWISE DESIGN, INC.

Doing business at 9822 TAPESTRY PARK CIR., SUITE 201
City JACKSONVILLE State FL Zip 32246

Telephone No. (904) 343-4194

This address is where all communications concerning this Proposal shall be sent.

The names of the principal officers of the Corporation submitting this Proposal, or of the Partnership, or of all persons interested in this Proposal as Principals are as follows:

Name	Title
<u>LADD B. ROBERTS</u>	<u>PRESIDENT .</u>
_____	_____
_____	_____

If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this 16th day of FEBRUARY, 2010

(SEAL)

Name of Corporation _____

By: _____

Title: _____

Attest: _____

Secretary

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his/her/its hand this _____ day of _____, 2010.

Signature of Proposer _____

Title _____

**SWORN STATEMENT UNDER SECTION 287.133(3)(a)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

PROJECT RFP #XXXXX: KEY WEST BIGHT DESIGN AND PROJECT MANAGEMENT FOR PUBLIC AREA ENHANCEMENT

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICE AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Proposal, Proposal or Contract No. #00A-10
for KEY WEST BIGHT DESIGN & PROJECT MANAGEMENT
2. This sworn statement is submitted by L. J. Roberts
(Name of entity submitting sworn statement)
whose business address is 9822 TAPESTRY PARK CIR, SUITE 201,
JAX, FL 32246 and (if applicable) its Federal
Employer Identification Number (FEIN) is A1-2145573 (If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.)
3. My name is LADD BROWN ROBERTS and my relationship to
(Please print name of individual signing)
the entity named above is PRESIDENT.
4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.
5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means
 1. A predecessor or successor of a person convicted of a public entity crime: or
 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person"

includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with no convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order.)

The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the Sate of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order.)

The person or affiliate has not been put on the convicted vendor list. (Please describe any action taken by or pending with the Department of General Services.)

Ladd Roberts
(Signature) 2.16.10
(Date)

STATE OF FLORIDA
COUNTY OF DUVAL

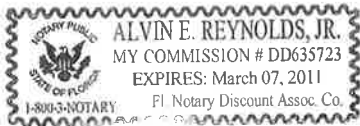
PERSONALLY APPEARED BEFORE ME, the undersigned authority,

LADD ROBERTS who, after first being sworn by me, affixed his/her signature in the
(Name of individual signing)

space provided above on this 16TH day of FEBRUARY, 2010.

My commission expires:

Alvin E. Reynolds, Jr.
NOTARY PUBLIC





education University of North Florida
Bachelors of History, 1991

University of Florida
Masters of Landscape Architecture, 1997

profile **Over twelve years experience delivering**

- Recreation Planning
- Landscape Architecture
- Public Facilitation and Consensus Building
- Project Management (Sub-Consultant Coordination)
- Excellent Client-Consultant Coordination
- Alert Attention to Detail

experience **Landwise Design, Inc. [2004-Present]**
Landwise Design is currently marketing in Northeast Florida, the Florida Keys and Coastal Florida. Mr. Roberts's vast design experience, leadership coordinating various design disciplines, attention to detail and overarching understanding of the design and construction process empower him to make Landwise Design, Inc. the right company for your project challenges.

Design Director-Cortex Companies [2004-2008]
Mr. Roberts originally created Landwise Design to serve as Director of Creative Services for a premier real estate Development Company to produce design and construction documents and to conduct construction administration services for all projects. As Director, Mr. Roberts managed multiple facets of taking a project from paper to reality including site planning, architectural coordination, civil coordination, landscape architecture and permit assistance.

HDR Engineering [1997-2004]
HDR Engineering purchased Landers-Atkins Planners to establish a planning and landscape architecture division within their Jacksonville office. Building upon an already extensive client base, this merger provided a broader scope of work to our planning department; including FDOT, the Better Jacksonville Plan and parks and recreation work throughout multiple counties.

Responsibilities included the project management of nearly six hundred thousand dollars worth [design fees] of annual parks and recreation projects, plus FDOT, commercial and private projects.

projects **Project references available upon request.**



CHRISTOPHER D. FLAGG, RLA, ASLA

PRESIDENT

Responsibilities

Mr. Flagg's 30 plus years of experience have encompassed many facets of large scale mixed-use master planning, campus master planning, urban design, site detail design, transit-oriented development and recreational master planning, construction detailing and construction implementation. Prior to establishing his own design firm in September 2005, Mr. Flagg was Director of Planning and Landscape Architecture for Reynolds, Smith and Hills, Inc. for 20 years. He is highly active within the Jacksonville community as an advocate for strong community planning, urban revitalization and historical preservation. As the Immediate Past President and Charrette Chair of JaxPride, A Coalition of Visual Improvement, Inc. a non-profit organization, he manages the charrette teams that conduct multiple community workshops to educate neighborhood and communities along with political leaders to the benefits of good planning and sustainable design. The following illustrates a list of the wide range of projects that Mr. Flagg has played a prominent role.

Community Planning

- **City of Jacksonville Community Visioning Charrettes**, Jacksonville, FL
- **Gainesville Housing Redevelopment**, Gainesville, FL
- **Golfair Boulevard Corridor Study**, Jacksonville, FL
- **Dolphin Reef Development Plan**, Jacksonville, FL
- **San Pablo Redevelopment Plan**, Jacksonville, FL
- **SouthBank Redevelopment Plan**, Jacksonville, FL
- **Midtown Centre Community Redevelopment Plan**, Jacksonville, FL
- **Woodbine Riverwalk Project**, Woodbine, GA

Urban Design

- **Aetna Building Plaza Design**, Jacksonville, FL
- **Brooklyn Redevelopment Initiative**, Jacksonville, FL
- **Downtown Improvements**, Jacksonville, FL
- **Downtown Visioning Plan**, Jacksonville, FL
- **Laura Street Redevelopment**, Jacksonville, FL
- **Friendship Park Revitalization Plans**, Jacksonville, FL
- **Metropolitan Park Revitalization Plan**, Jacksonville, FL
-

Transit Oriented Development

- **9th St Corridor Improvements**, Jacksonville Beach, FL
- **Atlantic and Monument Area Improvements**, Jacksonville, FL
- **JTA Transit Oriented Development**, Jacksonville, FL
- **Mixed Use Transit Hub Development**, Jacksonville, FL
- **Rapid Transit Concept Development**, Jacksonville, FL
- **Riverside Avenue Transit Village Development**, Jacksonville, FL

Landscape Architecture

- **Duval County Courthouse**, Jacksonville, FL
- **Florida A&M Landscape Master Plan**, Tallahassee, FL
- **Jacksonville Transportation Ctr Plaza**, Jacksonville, FL
- **Laura Street Redevelopment**, Jacksonville, FL
- **R. G. Skinner Parkway Plan**, Jacksonville, FL
- **DCPS K-5 'Bartram Springs' School**, Jacksonville, FL
- **DCPS K-5 'Waterleaf' School**, Jacksonville, FL

Campus Master Planning

- **UNF Master Plans**, Jacksonville, FL
- **University of South Florida Lakeland Campus Master Plan**, Lakeland, FL
- **Florida A&M University Master Plan**, Tallahassee, FL
- **Florida International University**, Miami, FL
- **Florida Atlantic University Conceptual Housing Plan**, Boca Raton, FL
- **Edward Waters College Development Plan**, Jacksonville, FL
- **Pasco-Hernando Comm. College West Campus Master Plan**, New Port Richey, FL
- **Florida Community College at Jacksonville Master Plans**, Jacksonville, FL
- **Episcopal High School Master Plan**, Jacksonville, FL
- **Centro Agronomico Tropico de Investigacion y Enseñansa (CATIE) Master Plan**, Turrialba, Costa Rica, (USAID)

Professional Credentials

Bachelor of Landscape Architecture, Louisiana State University, 1976

Registered Landscape Architect, Florida #1266, 1988, Registered Landscape Architect, South Carolina #632, 1994

Member: American Society of Landscape Architects, Florida Chapter, National Trust for Historic Preservation Member: American Society of Architectural Perspectivists, University of Florida Landscape Architectural Advisory Committee, Florida A & M University Landscape Architectural Advisory Committee, University of North Florida, Construction Advisory Committee, Urban Land Institute, Leadership Jacksonville Class of 2003, JEDC Pedestrian Experience and Open Space Committee

Chair, City of Jacksonville Downtown Design Review Committee

Landscape Architectural and Urban Design Representative for the City of Jacksonville Mayor's Downtown Visioning Committee

Member: Board of Directors Jacksonville's Downtown Vision Inc.

Awards

ASLA Design Award - Red Reef Park and Gumbo Limbo Nature Center

ASLA Design Award - Acosta House Watercolor

ASLA Design Award - Hill County Almanac

ASLA 2007 Award of Honor – JaxPride Charrettes

University of Florida Landscape Architectural Distinguished Service Award 2003


C R O N K D U C H
A R C H I T E C T U R E

Clifford G. Duch, ICA & CA, AIA

Education:

Bachelors of Architecture; 5 year program
Florida Agricultural and Mechanical University

Status:

Cliff Duch is the President and Co-Founder of Cronk Duch Architecture of Jacksonville, Florida. He currently holds the title of “Director of Architecture”, although his position requires extensive managing and multi-tasking in the areas of design and construction. Mr. Duch’s bold commitment to customer service, quality architecture and craftsmanship, distinguish the firm as one of integrity and status. The award winning Design Company is in its eleventh year of operation.

Expertise:

Mr. Duch’s broad and diversified expertise has positioned him as one of the premier design leaders in Jacksonville, Florida. During his twenty-five year career, Mr. Duch has extensively studied and developed a passion for Classical Architecture. His in-depth knowledge and application of the classical design tenants remain a primary focus of every project, whether it is applied to Traditional or Contemporary Architecture. He is dedicated to ensuring both the level of quality and craftsmanship that are inherently found in the works of Traditional Artisans. As a client focused negotiator, Mr. Duch creates appealing and effective design solutions that merge architectural values with client vision. Additionally, Mr. Duch has provided construction services on many projects and serves the clients design intent while managing the owners budget. He has an extensive knowledge of residential and midrise construction.

Experience:

- Custom Residential
- Commercial / Light Medical
- Senior Life Care Facilities
- Town Planning and Design:
- Club Houses & Amenities Packages

Awards:

- American Institute of Architects-Merit Award
- Jacksonville Historical Preservation Commission – New Construction Award
- Riverside Avondale Preservation – Architect of the Year

Professional and Community Affiliations

- Institute for Classical Architecture & Classical America. Florida Chapter President
- Board Member of the American Institute of Architects
- National Council of Architectural Registration Boards
- Congress for New Urbanism, Florida Chapter

Licensing

Registered Architect in the states of Florida, (AROO14227)

Cronk Duch Architecture
9822 Tapestry Park Circle, Suite 201
Jacksonville, FL 32246
Main Office: (904) 302-9848
Fax: (904) 302-9850
Website: www.cronkduch.com Email: Cliff@arch-cd.com