

## CITY OF KEY WEST

SUNSET CELEBRATION MALLORY SQUARE MASTER PLAN

RFQ # 22-002

February 2, 2022



**West Palm Beach Waterfront, Joan Goldberg, City Project Manager,  
West Palm Beach, FL 2010 ULI SE Florida/Caribbean - Project of the Year;  
2010 AIA Palm Beach County - Honor Award of Excellence**



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**SECTION** —————

**COVER LETTER**

————— **ONE**



# COVER LETTER

## TO THE SELECTION COMMITTEE,

It is with great pleasure that Keith and Associates Inc., dba KEITH, provides you our team submittal to perform the work described in **the City of Key West, Request for Qualifications (RFQ) # 22-002, Sunset Celebration/ Mallory Square Master Plan**. We applaud the City for its ongoing investment and enhancement of its public realm. If successful in our bid, we look forward to a journey of exploration with staff, citizenry, and stakeholders to produce a living, inspired, and attainable Plan that reflects the City's commitment to bring Mallory Square to life.

The KEITH Team is well positioned to fulfill all the requirements listed in the RFQ. KEITH and its collective team of professionals have extensive experience in the design and planning of public parks and plazas across the Southern US and Caribbean including on ocean waterfronts. We possess the admirable reputation of consistently delivering unique plans with exceptional craft, infused with the history, culture, and ecology of place that makes for truly authentic and memorable spaces. Our experience and multi-disciplinary services are readily demonstrated throughout this response document.

More than 60 years ago, Mr. William "Bill" Keith, founded KEITH on the principles of his personal commitment to the improvement and thoughtful development of Florida communities. Ms. Dodie Keith Lazowick, PSM has succeeded her father as the second-generation CEO of the firm. In turn, KEITH has grown in leadership talent with its third-generation executive, President, Alex Lazowick, PE, PMP. Topping off the Executive Suite is Executive Vice President, Paul Weinberg, PLA, ASLA who will serve as Principal-in-Charge for this project. Ms. Joan Goldberg, Cultural Affairs and Resource Development Director will serve as Project Manager, primary point of contact, and lead for all Community Engagement activities.

The strength of an organization may be measured by the character of its staff. Currently at more than 180 strong, our dynamic team of multi-disciplinary professionals share in a set of core values established 60+ years ago by its founder and remain exemplified in its commitment to technical excellence, innovation, integrity, and notable client service.

For this endeavor, KEITH has curated an expansion of its team to partner with RJ Heisenbottle Architects, Elizabeth Newland Landscape Architecture, Moffat & Nichol, Sand County Studios, TGA Design, and HLB Lighting. Each subconsultant brings valuable insight within their perspective disciplines. Working side-by-side

with KEITH team staff, all will work seamlessly together in a transdisciplinary manner to provide expertise and/or lend support in historic architecture and preservation, landscape architecture, marine infrastructure, resiliency planning, master planning, programming, and community engagement. Collectively, our team has scores of years living and/or working in the Florida Keys, including Key West.

Creating a Master Plan is never an obvious task, nor should it be contrived based on any preconceived design team formula. In its highest form, master planning is a participatory process of deep discovery that reveals valuable resources specific to a place that is brought forward into an attainable plan. The KEITH Team excels at unleashing the creative thinking of its clients so that it may thoroughly explore eminent assets and then helps sharpen insights to formulate priority goals and unique positions. Through a custom-designed, community engagement process, the KEITH Team will facilitate mindful discussions with the citizens, stakeholders, and city staff to match each goal and position with a tailored set of activities devised around the authentic culture and ecology of Key West. The final deliverable will be a flexible "road map" to guide the transformation of Mallory Square by which Key West can readily move forward towards vision achievement.

There is no time like the present to analyze the opportunities and constraints of Key West's iconic square through the eyes and local knowledge of its citizens, stakeholders, staff, boards and committees. With such foresight in-hand, KEITH and its extended Team will be able to create a Master Plan and required construction documents to guide the redevelopment of the historic waterfront square into a lively and iconic space. The KEITH Team would be honored to share in that adventure. **Together, the City of Key West and the KEITH Team will do it best. Let's Plan!**

Sincerely,

Best Regards,



Paul Weinberg, PLA, ASLA  
Executive Vice President

5805 Blue Lagoon Drive, Suite 218, Miami, FL 33126  
305.667.5474 | PWeinberg@keithteam.com





SECTION

INFORMATION PAGE

TWO



**WE ARE PROUD TO HELP  
OUR COMMUNITY ADVANCE.  
EACH PROJECT IS TREMENDOUSLY  
IMPORTANT TO THE PEOPLE WE  
CALL OUR NEIGHBORS.  
- DODIE KEITH-LAZOWICK, CEO**



## INFORMATION PAGE

### PROJECT NAME

Sunset Celebration Mallory Square Master Plan RFQ # 22-002

### VENDOR NAME

Keith and Associates, Inc., dba KEITH

### PROJECT MANAGER CONTACT INFORMATION

Joan Goldberg | Director of Cultural Affairs and Resources  
305.667.5474 | JGoldberg@KEITHteam.com

### FIRM REPRESENTATIVE CONTACT INFORMATION

Paul Weinberg, PLA, ASLA | Executive Vice President  
5805 Blue Lagoon Drive, Suite 218, Miami, FL 33126  
305.667.5474 | PWeinberg@KEITHteam.com





**SECTION** —————  
**ORGANIZATIONAL CHART**  
————— **THREE**





Dodie Keith-Lazowick, PSM  
Chief Executive Officer

## PROJECT MANAGER & COMMUNITY ENGAGEMENT

Joan Goldberg - **KEITH | Miami**  
Director of Cultural Affairs & Resource Development

## LANDSCAPE ARCHITECTURE

Kelli Schueler, PLA, LEED AP - **KEITH | Fort Lauderdale**  
Director of Landscape Architecture

Chris Phillips, PLA, ASLA - **KEITH | Fort Lauderdale**  
Senior Landscape Architect

Abigail Sutton - **KEITH | Fort Lauderdale**  
Landscape Designer III

Sarah Landucci - **KEITH | Fort Lauderdale**  
Landscape Designer

Elizabeth Newland PLA, LEED AP - **ENLA | Coral Gables**  
Landscape Architect

## HISTORICAL ARCHITECTURE

Richard J. Heisenbottle, FAIA - **RJHA | Coral Gables**  
President

Juan B. Alcala M. - **RJHA | Coral Gables**  
Director of Design

Benjamin S. Cross, AIA - **RJHA | Coral Gables**  
Senior Landscape Architect

## PLANNING

Michael Vonder Meulen, AICP - **KEITH | Fort Lauderdale**  
Director of Planning

Florentina Hutt, AICP - **KEITH | Fort Lauderdale**  
Senior Planner

Mike Amodio, AICP - **KEITH | Fort Lauderdale**  
Associate Planner

## WAYFINDING

Tom Graboski - **TGA | Coral Gables**  
Principal

Keith Oliver - **TGA | Coral Gables**  
Lead Project Manager, Senior Designer

## LIGHTING

Simi Burg, CLD, IALD, MIES, LC - **HLB | Miami**  
Associate Principal

## PRINCIPAL-IN-CHARGE

Paul Weinberg, PLA, ASLA - **KEITH | Fort Lauderdale**  
Executive Vice President, Principal-in-Charge

## STRATEGIC DEVELOPMENT

Ashley Hagan Binder, PLA, LEED AP, ISA Arborist - **KEITH | Tallahassee**  
Director of Strategic Development

## CIVIL ENGINEERING & SURVEY

Sam Hall, PSM - **KEITH | Pompano Beach**  
Vice President Survey

Mark Castano, PE - **KEITH | Miami**  
Director of Civil Engineering

Jamé Wills, PE, LEED AP ND - **KEITH | Pompano Beach**  
Civil Engineer

Timothy Gray, PSM - **KEITH | Pompano Beach**  
Surveyor & Mapper

## MARINE INFRASTRUCTURE & RESILIENCY PLANNING

Tim Blankenship, PE - **M&N | Miami**  
Coastal Engineer

Jackie Brower, PE, PhD - **M&N | Fort Lauderdale**  
Coastal Engineer

Scott B. Lagueux, AICP, LEED AP - **M&N | Fort Lauderdale**  
Director, Waterfront and Land Planning

## LAND ACQUISITION AND ENVIRONMENTAL DESIGN

James Sipes - **SCS | Georgia**  
Principal

## MOBILITY MANAGEMENT

Lori Treviranus, PE - **KEITH | Orlando**  
Vice President of Transportation

## COMMUNICATIONS MANAGEMENT & TECHNOLOGY

Kristen Lawlor - **KEITH | Pompano Beach**  
Director of Marketing

Lucie Weiss - **KEITH | Fort Lauderdale**  
Lead Designer

Misagh Hosseinzadeh - **KEITH | Fort Lauderdale**  
Project Manager | BIM Specialist

Arvin Malek - **KEITH | Fort Lauderdale**  
Visualization and Planner

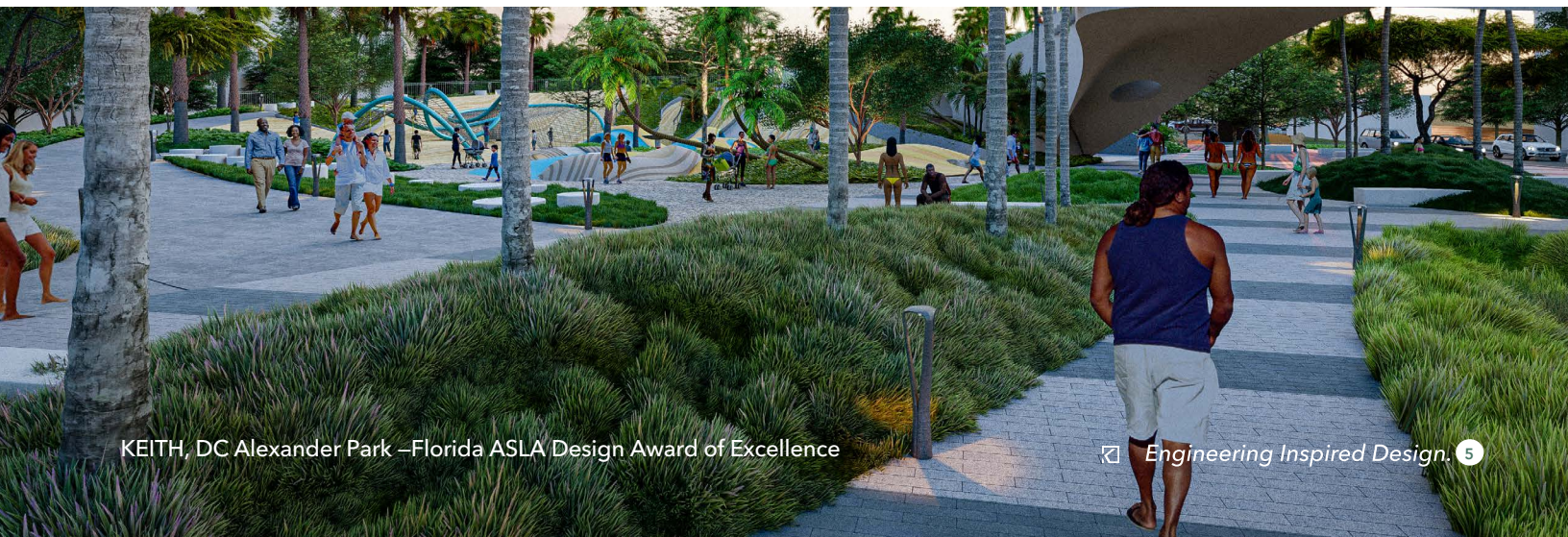
## QUALITY ASSURANCE / QUALITY CONTROL

Stephen Williams, Sr. PE - **KEITH | Pompano Beach**  
Vice President of Civil Engineering



# SELECTED AWARDS

KEITH		
2013	Florida ASLA Award of Honor	City of Pompano Beach Streetscapes and Dune Enhancements
2013	ULI Award of Excellence	Pompano Beach Boulevard Park
2019	Broward County Parks Foundation Best Neighbor Award	Quiet Waters Park
2019	American Council of Engineering Companies of Florida (ACEC-FL) / FL Engineering Society-Outstanding Special Project Award	Central Railroad Corridor Greenway Pedestrian Overpass over I-95 District 4
2021	Florida ASLA Design Award of Excellence	DC Alexander Park, Ft Lauderdale
ELIZABETH NEWLAND LANDSCAPE ARCHITECTURE (ENLA)		
1994	Florida Design Arts Award for Design Excellence	Truman Annex, Key West
2003	Florida Chapter American Society of Landscape Architects, Award of Merit	Margaret Pace Park, City of Miami
2009	Florida Chapter American Society of Landscape Architects, Award of Honor	Parrot Key Resort, Key West
RJ HEISENBOTTLE ARCHITECTS (RJHA)		
2012	Florida Trust for Historic Preservation, Statewide Preservation Award	Vizcaya Museum and Gardens' East and West Gate Lodges Restoration
2014	A/A Florida, Merit Award of Excellence Historic Preservation	Vizcaya Museum and Gardens' East and West Gate Lodges Restoration
2014	Dade Heritage Trust Preservation Award	Vanderbilt Mansion Restoration
2014	A/A Florida, Honor Award of Excellence for Historic Preservation	University of Miami Historic Administration Building Restoration
2019	Dade Heritage Trust Preservation Award	Miami Military Museum and Memorial Restoration
MOFFATT & NICHOL (M&N)		
2020	Urban Land Institute Open Space Award Finalist	Julian B. Lane Riverfront Park
2021	Partners for Environmental Progress (PEP) Environmental Stewardship Award	Lightning Point Living Shoreline
2021	ASCE COPRI Project Excellence Award - Small Project	
2021	American Public Works Association Southern California Chapter Project of the Year Award - Sustainability/Green Category	Build North Coast Corridor San Elijo Lagoon Restoration Project
2021	CG/LA Infrastructure's North America Infrastructure Leadership Forum Strategic Infrastructure Project of the Year	New Jersey Wind Port
HLB LIGHTING (HLB)		
2017	IES Illumination Award of Merit	53rd St. New York Public Library, New York City
2017	IES Award of Merit	San Jacinto Plaza, El Paso



KEITH, DC Alexander Park –Florida ASLA Design Award of Excellence





**SECTION**

**COMPANY INFORMATION**

**FOUR**



# COMPANY INFORMATION

## THE KEITH TEAM

Keith and Associates, Inc., dba KEITH is a 100% woman owned. KEITH was incorporated as a Florida corporation in 1998. As a mid-size close-knit firm of over 180 professionals, we provide surveying and mapping, subsurface utility engineering, planning, civil engineering, transportation and traffic engineering, landscape architecture, construction management, and virtual design and construction services. The firm was founded on the principle of achieving success by combining the latest technology with client-oriented business practices, and a staff of experienced and talented professionals.

KEITH understands the importance of community involvement and the necessity of working with local, state, and federal agencies in a hands-on cooperative manner to build consensus and receive subsequent approval of highly sensitive projects. This approach represents an underlying philosophy of the firm which results in a quality product, with emphasis on scheduling and cost effectiveness through team-oriented management and quality control.

## A MULTI-DISCIPLINARY APPROACH

KEITH is a rare gem. Each facet of the many disciplines provided under one roof benefits our clients. Opportunities to confer interdepartmentally are indispensable, giving cross-disciplinary insight to the bigger picture, resulting in the saving of time and budgetary resources.

## PRACTICE LINES

At the core of what we do are the people who live, work, and play in the environments we create with our clients. Our projects are interconnected, touching lives, and contributing to the resilience of our communities. This concept is revealed in our Practice Lines.

### **KEITH Play:**

Activity: Creating dynamic experiences to engage all ages in exploration, interaction, learning and movement.

### **KEITH Facility:**

Infrastructure: Providing safety and support to create the essential backbone of our community.

### **KEITH Access:**

Connecting: People with people; goods with people; industries with people.

### **KEITH Life:**

Stories: We create the stage for everyday moments; expected and unexpected.

### **KEITH Campus:**

Gathering: Creating environments to Learn, to Worship, to Debate, and to Heal.

KEITH understands the importance of adding the appropriate expert firms to our Team in order to fulfill and supersede project goals. Working in close partnership with our clients, KEITH's broader team is well coordinated and managed with excellence throughout every phase of a project. We are accustomed to working on complex solutions in a timely manner to ensure valuable resources are put to best use. We bring to each project decades of experiences which allow our team to apply best practices and lessons learned. It is our primary goal to ensure that all projects undertaken by KEITH succeeds long after our planning, design, and implementation services have been completed.

To deliver a world class project, a world class team must be assembled. For this project, KEITH is thrilled to have partners of the highest caliber.





# COMPANY INFORMATION

## R.J. HEISENBOTTLE ARCHITECTS

Founded in 1987, R.J. Heisenbottle Architects, PA (RJHA) is an architecture, planning, historic preservation and interior design firm located in Coral Gables, Florida. RJHA has over 34 years of experience providing architectural and engineering design services for new construction, renovation, restoration, additions, and historic preservation projects. Services include project management, consultation and analyses of project delivery methods, cost analysis and schedule planning, construction contract administration, site analysis, consultation and planning, as well as, developing program goals for sustainable site and building design, including LEED goals. Today, the firm is a leader in quality, high profile projects with an emphasis on corporate, governmental, and institutional clients. Projects range from large-scale historic preservation to educational facilities, office buildings, theaters, and commercial interiors. RJHA has designed, rehabilitated, and renovated theatres, auditoriums, municipal buildings, churches, commercial buildings, hospitality spaces, elementary, middle and high schools, college/university buildings, public meeting venues, public facilities, parks, and outdoor spaces.

## ELIZABETH NEWLAND LANDSCAPE ARCHITECTURE

Elizabeth Newland Landscape Architecture, LLC is a South Florida based licensed landscape architecture firm that has been in business since 2010. The firm's principal, Elizabeth Newland, is a licensed landscape architect, LEED AP and has worked in Key West and the Florida Keys since 1988 in both the landscape architecture and real estate development fields. Since the inception of the firm, Elizabeth has completed design projects for the City of Key West, City of Marathon and real estate development firms in Key West and the Florida Keys.

## MOFFATT & NICHOL

As one of the first engineering firms in the world to embrace the concept of modern coastal engineering, Moffatt & Nichol's reputation for excellence in the field has been built on decades of experience working on complex and challenging projects along the world's coastlines. Moffatt & Nichol is a full service corporation that has been providing unique experience and expertise required for a wide range of engineering professional services for more than 75 years. We offer clients access to the latest technologies and the industry's leading practitioners, solving complex problems using state-of-the-art technologies, but with a practical approach that has been developed over decades of experience on constructed projects. We emphasize that regardless of timing or complexity, we have the right resources ready to meet our clients' needs.

## SAND COUNTY STUDIOS

Sand County Studios is a broad-based and multifaceted design and planning firm that specializes in green infrastructure, context sensitive design and solutions, environmental planning and design, transportation planning, environmental restoration, watershed management, park and recreation design, urban design, natural and cultural resource management, and community based design. Our design solutions evolve out of a deep understanding of landscapes and natural processes. We want to create an ecologically-healthy and vibrant world, one place at a time.

## TGA DESIGN

TGA Design has been located in Miami for four decades and is one of the only graphic design firms that has maintained a presence in the city over the years. We have completed hundreds of signage design programs across the southern US and abroad. Our design team has a vast array of "know how" in signage design with a sensitivity to historic preservation and design quality which is often overlooked by others. As well, TGA is very experienced with designing signage programs for several city municipalities throughout Florida. Currently TGA is working on the signage program for the Key West Historic Seaport Boardwalk. TGA has extensive knowledge and experience throughout South Florida, the Caribbean and other harsh sub- and tropical environments, including Truman Waterfront Park, Key West, FL, Truman Waterfront Park, Key West, FL, City of Coconut Grove Sign Program, Pinecrest Gardens Theme Signage and the Universal Studios Theme Park Signage in Orlando and Beijing, China.

## HLB LIGHTING

HLB specializes in interior and exterior electric lighting, controls, and daylighting integration. Our dynamic team offers backgrounds in architecture, interior design, theater, and engineering, allowing us to create extraordinary solutions to the most complicated design challenges. We seek to enhance our clients' experiences and create a legacy of design that respects its environment and promotes a better future, based upon the belief that many of the environmental problems we face are design challenges to the latest technologies and the industry's leading practitioners, solving complex problems using state-of-the-art technologies, but with a practical approach that has been developed over decades of experience on constructed projects.

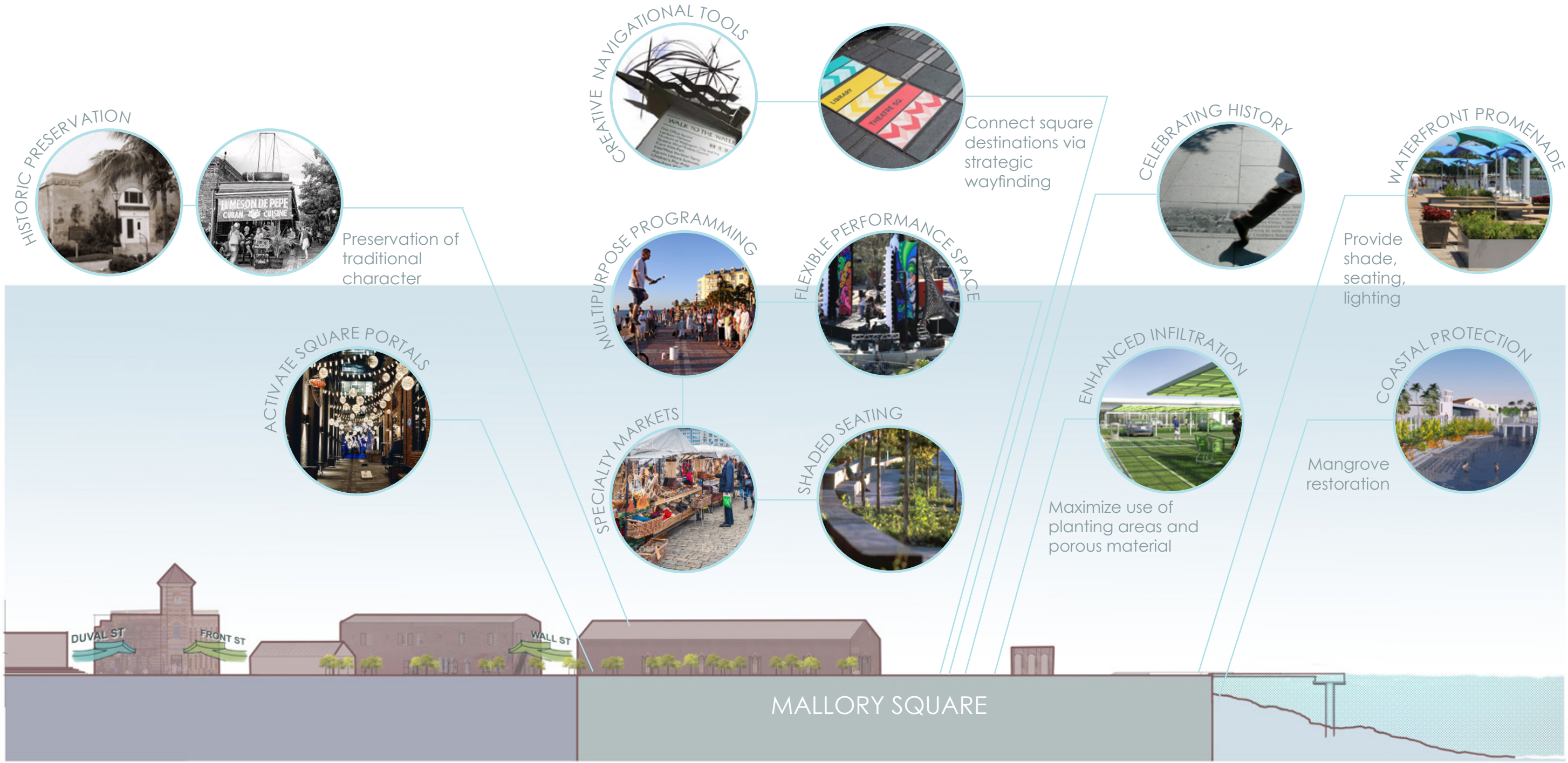


An aerial photograph of a modern urban plaza. In the center, a wooden deck with a dark border is shaped like a large 'V' or a corner. A woman in a purple tank top and black leggings is walking on the deck, pushing a stroller. A man in a dark jacket and jeans is sitting on the edge of the deck, holding a drink. The plaza is surrounded by lush greenery, including large-leafed plants, ferns, and tall grasses with purple flowers. The overall atmosphere is vibrant and modern.

# SECTION — METHODOLOGY & APPROACH — FIVE



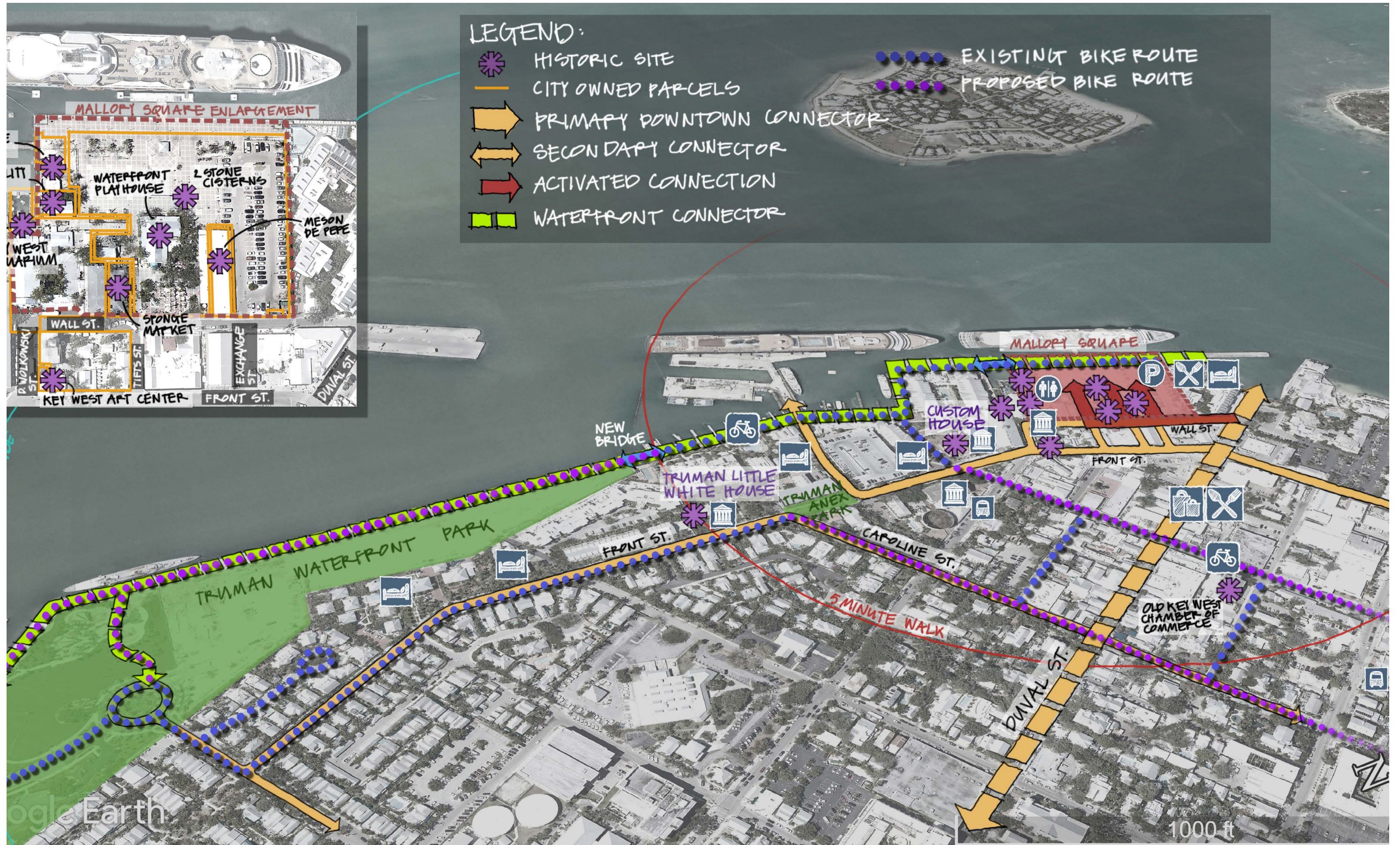
OPPORTUNITIES



CONSTRAINTS

- INCREASED STORM AND SEA LEVEL RISE  
Flooding and impact on natural systems
- LACK OF SHADE AND SEATING
- UNDERUTILIZED SPACE
- INSUFFICIENT PUBLIC FACILITIES
- DISRUPTED CONNECTIVITY
- INEFFICIENT LIGHTING
- INADEQUATE WAYFINDING







## BACKGROUND TO THE APPROACH

The City of Key West has earmarked Mallory Square to be “restored and repurposed” as it has been from time to time since its founding in 1823. Today, the Square’s main attraction is the gathering of nightly revelers who come to celebrate the dazzling rays of molten-colored light as the Sun slips beneath the waters of the western horizon.

In early 2021, the City of Key West conducted citizen surveys and met with stakeholders to draft a Community Vision Plan for Mallory Square’s next incarnation. In December, the City issued a Request for Qualifications from professional design firms to craft a Master Plan that will guide the future development of Mallory Square. The RFQ and Community Vision Plan depict a Master Plan that shall reflect the distinct appeal of Key West style, customs, and culture. Primarily, through landscape architecture and historic preservation, the Plan must resolve obstacles and present opportunities that will activate the Square, morning through to the night.

### APPROACH TO THE PLAN

The KEITH Team will combine a community-driven and context-based approach that considers multiple facets of the planning process resulting in solutions curated to exceed the requirements of the RFQ. In addition, KEITH will consider the cultural, economic development, climatic, aesthetic, and social factors that influence planning decisions. This cohesive approach to the project is engineered to produce a sustainable and inspired Plan that shall capture the unique energy and rhythm of Key West to help define and shape an essence of place for the future of Mallory Square.

A reimagined Mallory Square should be a transcendental experience centered on people, culture and history, access, and sustainability. We understand the social lives of public spaces as well as the need to balance necessary ecological and engineered infrastructures that support their continued success. Designing this exceptional waterfront plaza atop Florida coastal waters, requires innovative solutions to its complex challenges and myriad opportunities which will require highly coordinated multidisciplinary collaborations.

Prominently located on the terminus of Tifts and Exchange Streets in the Historic District, the Mallory Square site is significant to the community and famously known for its daily Sunset Celebration. KEITH reimagines the space as an activated place, serving existing functions as well as providing additional spaces for gatherings, events activation, and additional programming to become a meaningful part of the community experience.

The Master Plan, landscape architecture, historic preservation and aesthetics for Mallory Square should reinforce the community’s mercantile and maritime

economy and seamlessly integrate with and enhance the existing historical structures. The KEITH Team is adept at navigating the complexities of site and master plan development. The result will be a culmination of careful and thorough analysis of the site, its context – historic and present, its users, accessibility, and the needs of the community. The potential exists to create a vibrant public space for locals and visitors alike – one that is activated throughout day and night. A broad spectrum of opportunities and constraints exist, and careful consideration must be given to the unknown and inevitable – sea level rise and climate change. The design will reflect and embrace the social and economic needs of the local community, balancing a prescription of ‘design for people’ with ‘design with nature,’ in a unique mix that can only occur in Key West’s Mallory Square.

Foremost, it is the local knowledge and community wisdom that best informs the needs of the site, along with its opportunities and constraints, and its history that will set the tone of the Master Plan. KEITH’s transdisciplinary team will work tirelessly in a collaborative spirit to achieve the highest levels of community ownership to successfully balance aesthetics and ecological design with the needs of the City. The Master Plan KEITH delivers will define an authentic space and magical stage for everyday moments – the expected and unexpected.

### URBAN DESIGN AND THE PUBLIC REALM

The successful urban design strategy for Mallory Square will contribute to the economic and social enhancement of this special place. KEITH’s design approach will bring together the many disparate components of the site into a singular, holistic vision.



# METHODOLOGY & APPROACH

The overall design of Mallory Square will be driven by many factors but perhaps, most importantly by community and stakeholder input, connectivity and accessibility, scale and beauty of design; and experiences to be programmed. The landscape and water's edge will be the foundation from which to view and inhabit the Square, the Historic District, and Key West. Some aspects of the site to be fully explored are the water's edge, indigenous ecosystems and micro-climates, programming, furnishings, lighting, circulation, water elements, signage and wayfinding, resiliency, sustainability, and of course, the sunset. The Plan will also address the seamless integration of cruise ship operations into the Master Plan designs with consideration given to passenger perception, overall enjoyment, and experience of Mallory Square as their point of entry to and departure from the City of Key West.

Originally built in the 1850s, the Waterfront Playhouse begins a new phase of its life with the advent of this Master Plan. Opening its western façade to Mallory Square provides an extraordinary spectrum of programming opportunities to be explored. RJ Heisenbottle -- KEITH Team architects and historic preservationists -- have worked on more than thirty-five structures listed on the National Register of Historic Places. Working with City and Playhouse personnel, the Team will hone in on every detail -- large and small -- to maintain its authenticity, as well as to assess and make recommendations for all the historic structures on the site in a unified and cohesive manner with all that is planned for the Square.

KEITH's collective expertise lies in its ability to balance the built environment with the human experience across varying scales resulting in thriving networks of learning and play, commerce and community. The KEITH Team will analyze sites on numerous fronts including zoning, accessibility, walkability, proximity to transit, multi-modal routes and pathways, adjacencies, and more to maximize the value of a site for the community while enhancing attractiveness to private and public funding sources.

Some principles of urban design to be applied: Diversity and mix of users; pedestrian movements and micro-mobility systems; integrated natural systems within the built environment; and surrounding street and waterfront connections.

## **All Roads Lead to Mallory Square: Connectivity & Access**

From a broad brushstroke approach, the KEITH Team will explore and present in its Master Plan overarching themes of connectivity such as: better connecting the Square to the water, points of interest in the Key West Historic District, connecting people to people, and reconnecting people to nature.

Rather than thinking of Mallory Square in isolation, KEITH will zoom out beyond the limit of the project site and determine how it can activate and interconnect to other points in Key West, both inland and on the water. It will explore potential connections, accessibility, and analyze mobility factors, then once determined and approved, will plan the infrastructure, along with the hardscape and landscaping to support connectivity, access, and ease of use.

Currently, whether on foot or by vehicle, ease of access to the Square may be challenging from most points in the Historic District. Structures, narrow roads, pinch point pathways, and lack of wayfinding are a few of the obstacles to getting there.

Use of specimen trees and landscaping may be placed at crosswalk portals leading to the square, along with enhanced lighting, creative wayfinding, and perhaps, public art. Images and corresponding text could be engraved into sidewalks to interpret historical places and notable events.

Connecting a waterfront promenade from Zero Duval through to the Truman Waterfront Park with links to access other cultural or historic sites is a goal, and may be furthered enhanced with shaded seating amid tropical planters, special lighting, interpretive/directional signage, and public art. The KEITH team will also explore and evaluate opportunities for the design of overwater walkways, water taxi stations, as well as for environmental restoration that may also serve to beautify the water's edge.





# METHODOLOGY & APPROACH

## LANDSCAPE ARCHITECTURE AND HISTORIC STRUCTURES/PRESERVATION

The KEITH Team takes note of the existing condition - a largely rigid, geometric, and unspontaneous space offering little shade or variation in experience. The pedestrian experience is marginal and underutilized. The site lacks connectivity to points north and south along the water's edge and fails to respond to the charming and historic structures within such as the Waterfront Playhouse, Hospitality House, Cable Huts and Aquarium. Recognizing the site's unique aspect - its western, waterfront location, the design need incorporate lush landscape that reflects the centuries-old charm of the Key West community. Use of native and tropical plants specific only to the Keys, reinforces a sense of place and identity. Creative landscape lighting will lend an aura of mystique to match the Island's unique multi-cultural heritage and invite a sense of discovery at nighttime while maintaining safety and security. Perhaps, the substructure of the wharf could be reinforced by adding a large, character, strangler fig (or other specimen) to appear as if it's been growing long before the Square rose up around it; a veritable and age-old Tree of Life, still standing resiliently as a symbol of the physical structure and spiritual bond of the Key West community.

The designers imagine a "regreening" of the southern part of the Square, improving the resiliency of the space by reintegrating the tropical maritime hardwood hammock ecosystem that once met the shoreline. The hammock could serve as a sponge for rainfall and saltwater flooding while providing critical habitat for native and migratory Key West fauna. The area would create a sheltered space where dappled light splashes through the canopy to create a dramatic effect that provides shade for multi-programmatic uses, as well as a welcomed respite for locals, shoppers, and tourists, alike. To recreate the historic, tropical maritime hardwood hammock, the plant palette could include species of mangroves, gumbo limbos, buttonwood, Jamaican caper, Mahogany, and thatch palms.

Mallory Square could showcase opportunities provided by landscape revitalization efforts - in providing aesthetic, functional, and fiscally responsible design. Other native and indigenous Key West plants to be featured in the Square could include: Stoppers, Wild Coffee, Tamarind, Maiden Bush, Rosemary, Locust Berry, Seagrape, Cinnamon Bark, Lignum Vitae, Paradise Tree, Ironwood, Blolly, and Sabal Palms, to name a few.

## PROGRAMMING IN THE PUBLIC REALM

Re-envisioned as a vibrant destination, Mallory Square becomes the signature place for tourists and locals to meet and greet amid the history, fun, and tropical ease of the most southerly of the Florida Keys.

Respecting the culture of the place and its placement on the western edge of the City's Historic District, the Plan will accommodate opportunities for all ages and accessibility levels to visit, interact with, and feel welcomed in the space.

Mallory Square programming should come in all sizes and shapes with built in flexibility to allow for a wide range of possibilities to create a public realm with passive and active activities. Physical space plays an important role in the more ephemeral aspects of programming. The designed space is the tactile, physical presence within the landscape such as shaded seating, food stalls, sculpture, murals, micro-mobility centers, retail kiosks, outdoor dining, and immersive lighting experiences. The ephemeral becomes the non-physical aggregation of people and places. Programming takes shape in the form of impromptu performances, specialty markets, movie nights, playful competitions, and more. Through the consideration of both the physical and ephemeral design of public space the energy and activation of the public realm will provide an always dynamic and evolving experience. The scales of these experiences, from informal to formal, are key in understanding the diversity of programs to ensure the Square's success and reliance, not only of the Sunset Celebration, but as a place that people want to visit to just be there and experience throughout the day and in every season. Programming elements need to be authentic, identifying a space that provides signature experiences, and highlights community customs, history, and culture to bring out that unique sense of place.





# METHODOLOGY & APPROACH

Celebrating the historical roots of this dynamic site and emphasizing the diversity of the community provides multiple opportunities to program the Square throughout the year. Elevating the visual, literary, and performing arts, along with the cultural heritage of the community provides another strategy for crafting a more authentic space. Planning flexible venues throughout the space to accommodate a wide and colorful spectrum of potential programming requires thoughtful consideration including circulation of the space and infrastructure.

We see public art as important in its integral connectivity to the site and will interpret the broad views, open vistas, ocean ecosystems and transcendent urban context. Mallory Square should perform as a playful location for adults to engage within, but there also needs to be opportunities for children and families to enjoy, too. The rich and diverse ecologies of the Florida Straights and the species that inhabit its waters can become a dynamic educational playscape within the Square that can provide a playful and meaningful learning environment, perhaps as a living laboratory in conjunction with the Aquarium. There is an opportunity for a marine science-focused play area amid an interactive educational learning setting.

## RESILIENCY AND ECOSYSTEMS; EQUITY AND ACCESS

The KEITH Team recognizes the evolution of the Square's unique history from past to the present and acknowledges how human settlement has impacted the site. Formerly consisting of transitional mangroves and upland hammock, contemporary development has flattened and hardened a space that once sustained a vibrant eco-system. The site's development into a working waterfront diminished its resiliency in accommodating violent storm surges from hurricanes. The design needs to balance these sensitive historical and ecological contexts. The proposed improvements are complimentary to the historical, ecological, and activation goals that will establish the Square as iconic, accessible, socially equitable, and a memorable place for future generations to enjoy.

Resilient public spaces are adaptive and do more than protect against environmental disasters. The KEITH Team will seek to leverage and support the cultural and other resources of Key West to promote social equity and strengthen economies while bringing people together as active stewards of our changing world. We also recognize that the most effective resilience strategies come through a combination of smart physical planning and providing the grounds for social equity and cohesion in the everyday, not just in times of disaster.

The KEITH Team will evaluate the natural systems through a holistic lens that strives to conserve and restore natural assets that support native flora and fauna, while balancing and integrating cultural amenities. This approach could be applied in innovative stormwater management within the park, throughout water features, and in submerged habitat enrichment such as living bulkheads. Green infrastructure is a more sustainable solution than simple replacement of aging gray infrastructure, especially as it relates to natural and nature-based shoreline treatments and stormwater management. These practices can be less expensive to implement, have a longer service life, provide resiliency, lower long-term O&M, and provide multiple co-benefits associated with recreation, habitat value, and improved aesthetics.

The KEITH Team is prepared to explore and understand climate change impacts to protect ecological functionality in the face of sea-level rise and other climate change scenarios. Improved elements throughout the Square may be planned to provide critical infrastructure related to coastal flooding, saltwater intrusion, and future sea-level rise resiliency. Currently throughout the Keys, hardened infrastructure, like seawalls and revetments become unsightly and lead to more extreme coastal erosion.

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**Working with the environment to create a more resilient coastline and infrastructure, also fosters greater citizen well-being. If advised by the City, the KEITH Team is well equipped to tackle the broad issues of climate change, sea level rise, and well-being by approaching these broad-scale challenges holistically through the lens of experienced planning, practical infrastructure strategies, and innovative design.**

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# METHODOLOGY & APPROACH

Smaller scale strategies include incorporating vegetation on land and in water, airflow, shade, and water displayed in various ways we can bring down the temperature and improve thermal comfort. By addressing this issue, especially in the summer, we are creating the conditions for a livelier public space in every season.

## WAYFINDING


The KEITH Team, along with its wayfinding and interpretive signage expert will closely study the vehicular, bicycle, and pedestrian traffic in and around Mallory Square, connecting and adjacent streets, the Historic Boardwalk and Bight, the cruise ships dock, Truman Waterfront Park, and other nearby areas of interests to better understand the greatest challenges visitors and locals have as they experience the area. Once all the research is collected and reviewed, the Team will propose locations for wayfinding elements (digital and/or static) both in public and private sectors. This will include multi-modal and pedestrian wayfinding signage elements and identification signs as may be required. Discussions will be on going with City staff, committees and boards, and private stakeholders, and related governmental agencies, as may be required. A Sign Master Plan with effective signage locations, sign types, and messages to address the many concerns and needs identified will be included as an element within the Master Plan.

## LIGHTING

It is essential that the quality of the lighting design enhances the image of Mallory Square, maximizes the overall effectiveness and beauty of design depicted in the Master Plan, and contributes to the sense of well-being and safety for all visitors to the Square and interconnected points, beyond. These goals will be accomplished using materials and methods which are cost-effective, easy to maintain, and consistent with existing lighting systems. The KEITH Team's commitment to energy conserving lighting design ensures best practice solutions possible. Equally, the lighting design will express the unique qualities of the project site and be appropriate to the context in which it will be designed.

**The KEITH Team intention is to transform Mallory Square as a terminus of Historic District corridors into a gateway that opens onto to new experiences and a myriad of possibilities. Let the magic begin.**

## KEITH TEAM OPERATIONAL APPROACH

 TEAMING APPROACH	
<b>MANAGEMENT &amp; QUALITY CONTROL</b> KEITH	<b>SURVEY</b> KEITH
<b>COMMUNITY / SHAKEHOLDER ENGAGEMENT &amp; PROGRAMMING</b> KEITH Elizabeth Newland Landscape Architects RJ Heisenbottle Architects Moffatt & Nichol	<b>PLANNING, MAPPING &amp; LAND ACQUISITION</b> KEITH Elizabeth Newland Landscape Architects RJ Heisenbottle Architects Moffatt & Nichol Sand County Studios TGA Design
<b>DATA COLLECTION, TRENDS, MARKET ANALYSIS &amp; ASSESSMENTS</b> KEITH RJ Heisenbottle Architects Moffatt & Nichol Sand County Studios	<b>LANDSCAPE ARCHITECTURE</b> KEITH Elizabeth Newland Landscape Architects HLB Lighting
<b>COORDINATION: REPORTS, STUDIES, PLANS &amp; CDS</b> KEITH RJ Heisenbottle Architects	<b>ARCHITECTURE, STRUCTURES, &amp; HISTORIC PRESERVATION</b> RJ Heisenbottle Architects
<b>GRANTS &amp; SUPPLEMENTAL FUNDING</b> KEITH	<b>CIVIL &amp; MARINE ENGINEERING</b> KEITH Moffatt & Nichol
<b>MARKETING &amp; COMMUNICATIONS DESIGN</b> KEITH	<b>SUSTAINABILITY, RESILIENCY &amp; WATER SYSTEMS MANAGEMENT</b> KEITH Moffatt & Nichol Sand County Studios

Communities are influenced by many factors, foremost by history, heritage, and culture. The KEITH Team knows that the true wealth inherent to successful public spaces is found in the local knowledge and insights of its citizenry. People, culture, history, along with programming expectations shape a sense of place as much as the physicality of a project site -- its boundaries, interconnections, accessibility, its structures and infrastructure, programming, its flora and fauna.

**The KEITH Team possesses all the attributes required to activate Mallory Square by day and by night and bring it to life.**

KEITH's hand-picked team of professionals have in-depth experience in creating magical spaces in waterfront parks and public plazas, including those found in oceanfront and tropical settings. Collectively, the KEITH Team has expertise in a myriad of disciplines to plan an incomparable place: master planning and site design; hardscape and landscape design; historic preservation; activity programming; survey, civil and marine engineering; resiliency planning and environmental design; streetscape design and mobility management, and experts to create a complementary Comprehensive Funding Plan.



# METHODOLOGY & APPROACH

If selected, the KEITH Team will thoroughly analyze all the reports and data, concepts plans and design guidelines that have come before, as well as to conduct on-site Citizen/Stakeholder interviews to formulate solutions curated to meet the specific requisites and guidelines of the RFQ. In addition, KEITH will also consider cultural, economic development, climatic, aesthetic, and social factors that influence planning and design decisions. This cohesive approach to the project is engineered to produce a resilient and inspired Plan that shall capture the energy and rhythm of the City to help define and shape an essence of place that belongs only to Mallory Square.

Along with its talented planners, designers, engineers, architects, lighting, and environmental experts, KEITH has assembled a unique and remarkable team of relationship builders, critical thinkers, idea generators, and magic makers that shall bring Mallory Square to life.

KEITH will fulfill the myriad facets required to animate the Square in a cohesive approach that works across three phases: Exploration, Innovation, and Implementation.

**Exploration Phase:** A discovery and diagnostic process that questions all elements relating to a project and through extensive research and analysis, becomes familiar with the opportunities that will help define a framework for future development.

**Innovation Phase:** An iterative process of developing ideas that emanate from the Exploration Phase and the further questioning of values and norms used to conceptualize the plans and resources required to help guide decision making in the final phase.

**Implementation Phase:** A fulfillment process that improves, scales-up, and/or transforms opportunities into robust solutions to help activate the most appropriate decisions and plans.

Pursuant to the RFQ, the Master Plan will be delivered to the City after all approvals from appropriate City boards and committees. This phase will also include 100% CDs to open the western façade of the Waterfront Playhouse, for shade structures, and the expansion or creation of new public facilities within 2 years of contract execution. As well, this phase will include complete design of the wayfinding system within 6-12 months of contract execution.

## COMMUNITY ENGAGEMENT PROGRAM

The key to developing an attainable Master Plan that stands the test of time begins with listening to and honoring local knowledge. KEITH will coordinate with community and stakeholders to advance many of the concepts first developed in the 2021 Community Vision Plan.

Meaningful communication between all parties is critical to building trust, understanding, and consensus. The KEITH Team will meet with the City's Project Manager to thoroughly understand the project scope and prepare a custom-designed Public Involvement Plan (PIP) within 10 calendar days after the Notice to Proceed is issued. The PIP will map our outreach plan to ensure all stakeholders weigh in on critical project components. At specified times throughout the planning process, the KEITH Team will make presentations of updates to appropriate boards and committees including the City Commission.

KEITH's multi-discipline team is diverse and multi-lingual to be able to best communicate and understand the needs of all citizens to formulate a plan that once designed and constructed, creates a special place where all feel welcomed.

## A WEBSITE AND A SMART PHONE APP

The KEITH Team has acquired the web site: **kwMallorySquare.com**. The site will be utilized as a communication vehicle. Surveys and results, community and official meetings will be posted, along with City staff, community and stakeholder input.

Depending on practicalities and City desire, the KEITH Team may develop a smart-phone App that will allow Key West citizens to provide input on the Master Plan project as they move through the City. The App would allow the community to take photographs of their observations. Users can input text as locations are recorded to describe what they see, i.e., potential opportunities, constraints, or concerns. The photographs will be mapped and documented as a collective vision for Mallory Square and the surrounding water's edge and added to the website domain.





# METHODOLOGY & APPROACH

In addition, the Art in Public Places Committee, along with the KEITH Team could work with community artists to curate a digitally, interactive exhibition, perhaps, as part of its series: Culture On Display: Upfront in Mallory Square utilizing the map, photos, and other raw data collected on the App. As an example, the photos could be curated into a community-driven, non-fungible tokens (NFT) work of art, showcased across the various social media platforms used by the City with photos also printed and curated into a large community mural. The more creative the project, the greater the media attention and attraction of a broader segment of the population to the master planning effort.

## MANAGEMENT APPROACH

Senior staff will oversee this project to affect a best results outcome. Always efficient and responsive, KEITH Team Management will also assure superior project documents and on-time delivery and budget.

KEITH has a keen understanding of the many challenges which may be encountered in a municipal engagement. Accordingly, we have assembled a multi-disciplinary team with broad capabilities and depth of experience to address any needs that may arise. The KEITH Team will implement a rigorous communication protocol among all project participants. The basis of our management approach will focus on managing communication between our team and the City. KEITH Project Manager, Joan Goldberg will be assigned for the life of the contract and serves as KEITH's primary point of contact. We will provide clear lines of communication to all, as required, schedule periodic progress meetings, and maintain a strong, ongoing working relationship with the City of Key West.

## QUALITY ASSURANCE/QUALITY CONTROL

KEITH is keenly aware that time is of the essence for all municipal projects and cost is always an important component of each task assigned. As a result, we have an established Quality Assurance/Quality Control (QA/QC) program that is implemented on all KEITH assignments through to project closeout. This ensures that the plans are prepared to the highest quality standards from the beginning and eliminates lengthy agency review and revision times. It also allows for value engineering and constructability analysis throughout the quality review process. Underlying this quality process are three corporate philosophies; utilizing the right people to do the right things at the right time; putting our detailed and time-tested processes in place to facilitate quality work and delivery; and

utilizing a comprehensive quality management plan that addresses quality control throughout every aspect of the project.

## COST MANAGEMENT / BUDGET REVIEW

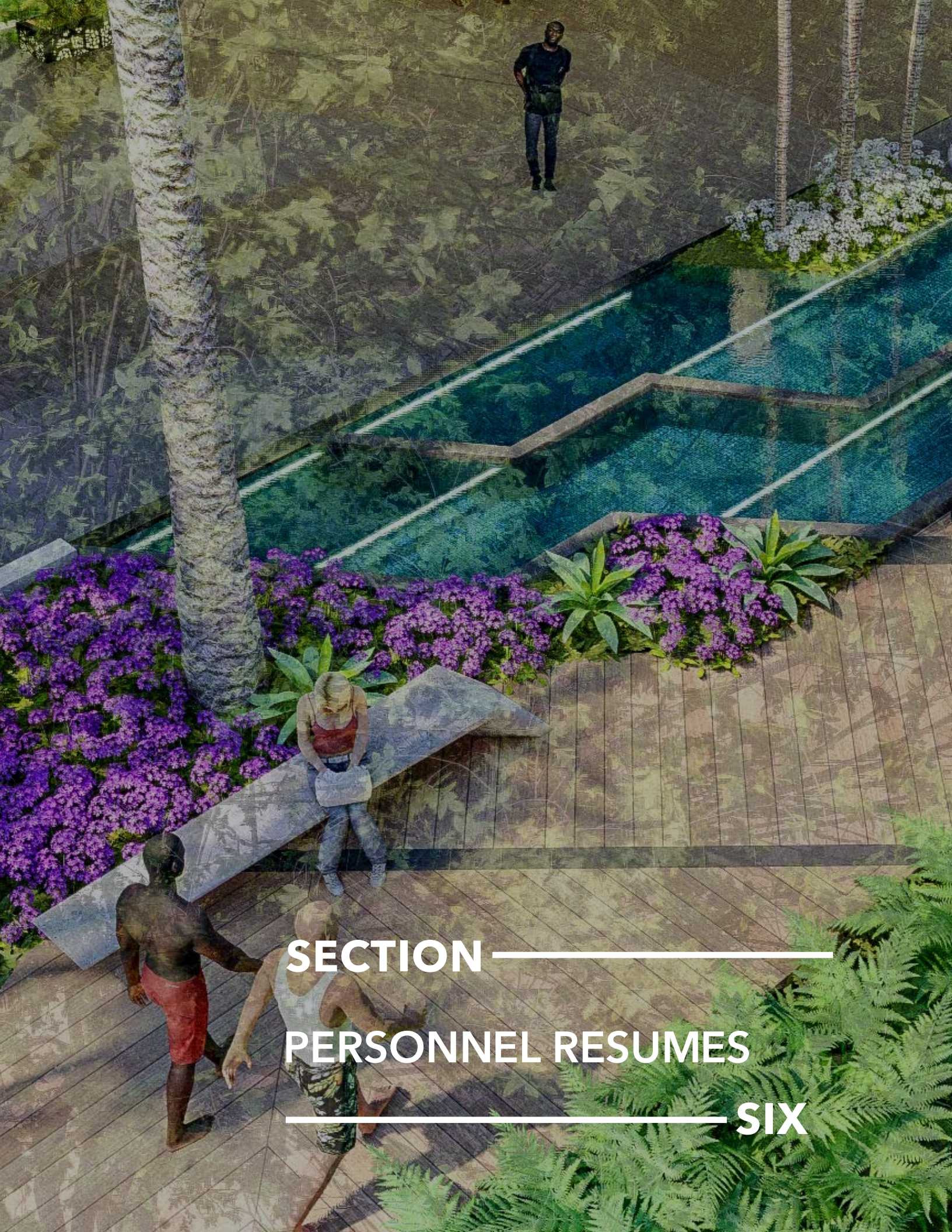
While the KEITH Team looks at each phase in its planning process, we will pay close attention to the overall bottom line. We understand that accurate cost estimating and budgeting is essential to the success of any project in the public realm and this contract is no different. Often, officials are asked to vote on items with budget considerations playing a large part in their decisions. Our team of planners, designers, and engineers have the experience to provide cost estimates, analysis, and reviews at every stage of the process. Initially, we will work with the City to identify budgets and its capital improvement planning.

## COMPREHENSIVE FUNDING STRATEGY

Developing a Comprehensive Funding Strategy is of critical importance in any project plan. For Mallory Square to achieve a long-term, first-class operation as a public realm space, it must have a robust and diverse portfolio of revenue streams. With concept designs and construction documents to follow the delivery of the Master Plan, current and increasing costs for labor and supplies must be anticipated. It is during the Master Plan phase that a well-defined funding strategy needs to be in place. From the onset of the project, KEITH's Resource Development Team will begin working with appropriate City staff to conduct an analysis of practices, sources, and levels of available funding and anticipated needs for construction operations based on a master plan level of opinion of costs. As the KEITH Team begins to explore potential plans and designs, its Resource Development team will work by its side to develop a Comprehensive Funding Strategy that lays the groundwork and timing for future design development, permitting, and construction costs, to be matched with CIP and potential granting opportunities. Based on City need, the Comprehensive Funding Plan will include the following components:

- Assessment of current funding status and potential revenue streams
- Grants: governmental agencies and private foundations
- Alternative funding sources and strategies
- Recommendations to match matching funding opportunities to specific design elements and programs





SECTION —————  
PERSONNEL RESUMES  
————— SIX



# PERSONNEL RESUMES

## KEY TEAM MEMBERS



The seal indicates that the team member has lived and/or worked in the Florida Keys

KEITH, along with our carefully selected subconsultant partners, will provide the capacity and expertise to complete all tasks for this critical project. The dedicated individuals listed below with their relationships and familiarity with staff and agencies having jurisdiction combined with their knowledge and expertise with similar projects will provide the most effective team. Following this section of brief personnel descriptions is a detailed resume of the Project Team members.



### CHIEF EXECUTIVE OFFICER

**Dodie Keith-Lazowick**  
PLS | KEITH

**B.S. Land Surveying . University of Florida 1982 . Florida Professional Surveyors and Mappers #LS4105**

Ms. Dodie Keith-Lazowick, with over 40 years of professional experience, succeeds her father, Bill Keith, as a second-generation Professional Surveyor, CEO, and Managing Principal of KEITH. Through continued commitment to professional excellence, the firm has grown to over 180 technical and professional staff members, providing services throughout Florida from our Pompano Beach, Miami, Fort Lauderdale, West Palm Beach, Orlando, and Tallahassee centers of operations. Ms. Keith-Lazowick handles the daily operations of the firm and serves as the Corporate Officer for all contracts, assuming responsibility for providing sufficient resource allocations and corporate commitment to our diverse client base. Through her leadership. **Relevant Experience:** DC Alexander Park, Fort Lauderdale; Hallandale Master Redevelopment Plan, Hallandale Beach, FL; Lauderdale Marine Center / Annex/Broward West, Ft. Lauderdale, FL; Peace Park, Aventura, FL; Live! Pompano - Cordish Master Development, Pompano, FL.



### PRINCIPAL-IN-CHARGE

**Paul Weinberg, PLA,**  
ASLA | KEITH

**B.S. Landscape Architecture . Michigan 2000 . Professional Landscape Architect #LA6666804**

Mr. Paul Weinberg is a multi-talented designer and team leader who has been based in South Florida since 2000. During this time, he has worked with a variety of significant public and private sector projects including urban parks, hotels, campuses, plazas, mixed-use development, entertainment districts, streetscapes, waterfront and residential projects that provide meaning and purpose to the community. He has a unique understanding of how to create immersive, authentic and memorable spaces that create place identity to bring vitality to each district. He is committed to a team-based approach that delivers creative, thought-provoking solutions tailored to the distinct character of each project. **Relevant Experience:** Fort Myers Waterfront Amphitheater and Waterfront Park, Ft. Myers, FL; DC Alexander Park, Fort Lauderdale; Annie Gillis Park, Pompano Beach, FL; Carolina Creek Camps Master Plan, Huntsville, FL; Centennial Park, Pompano Beach, FL.



### PROJECT MANAGER

**Joan Goldberg**  
KEITH

**B.F.A. Syracuse University - College of Visual and Performing 1975**

Ms. Joan Goldberg has 28 years of experience as a cultural affairs and resource development expert. Applying her unique talents, she leverages resources - cultural, economic, natural, educational, governmental, and even brand - to successfully extend the capacity of private, governmental, and nonprofit entities, as well as to expand planning initiatives and program design with transformative effect. As well, Ms. Goldberg has served as the Project Manager for several large-scale, public realm projects. Notably, she was the West Palm Beach, Project Manager for its \$35-Million, Waterfront Redevelopment Project. Her resource development skills of weaving history and art into the fabric of the built and natural environment throughout the mile-long, project site attracted significant community buy-in, \$12 Million in grants, and numerous prestigious awards. The result was the rapid revitalization of the City's historical downtown district and its transformation into a vibrant community. **Relevant Experience:** West Palm Beach Waterfront, FL; Wacissa River Park Feasibility Study, Greenville, FL; DC Alexander Park, Fort Lauderdale, FL; City of Hollywood Marina Master Plan, Hollywood, FL.



### SR. DIRECTOR OF PLANNING

**Michael J Vonder Meulen, AICP** | KEITH

**B.S. Urban Planning . Florida Atlantic University 1995 . American Institute of Certified Planners #033957**

Mr. Michael Vonder Meulen has 36 years of local, national, and international experience in urban planning, zoning, and project management systems. His experience included many phases of public sector and private sector land planning, site planning and permitting services. He has directed project services, from planning, design and construction management throughout the United States, Caribbean, and South America. Mr. Vonder Meulen also has extensive comprehensive planning experience preparing many Comprehensive Plans, Evaluation and Appraisal Reports (EARs) and Comprehensive Plan updates and amendments. **Relevant Experience:** Annie Gillis Park, Pompano Beach, FL; DC Alexander Park, Fort Lauderdale; Centennial Park, Pompano Beach, FL; Live! Pompano - Cordish Master Development, Pompano, FL; Port Everglades Master Plan Vision; FL, North Pompano Park Improvements, Pompano Beach, FL.



# PERSONNEL RESUMES



**DIR OF LANDSCAPE  
ARCHITECTURE**  
Kelli Schueler, PLA | KEITH

**B.S. Landscape Architecture . Oklahoma State University 2003 . Registered Landscape Architect Florida #LA6667565**

An experienced landscape architect and dedicated project manager, Kelli Schueler provides planning, design, and project management services for a wide variety of project types through all phases of the development process. Her knowledge of the local environment, innovative technologies, and sustainable best practices is combined with a creative approach that is detail oriented, ensuring projects are implemented both efficiently and accurately. **Relevant Experience:** DC Alexander Park, Fort Lauderdale, FL; Wacissa River Park Feasibility Study, Greenville, FL; Carolina Creek Campus Master Plan, Huntsville, TX; Covered Bridge Passive Park, Parkland, FL.



**SR. LANDSCAPE  
ARCHITECT**  
Chris Phillips PLA,  
CLARB Certified | KEITH

**B.S. Landscape Architecture . University of Arkansas 2011 . Registered Landscape Architect Florida #LA6667361**

Committed to the design of innovative public spaces, Chris is drawn to the intersection where form, function, and nature seamlessly act as one. He cognitively embraces the authenticity of a place and uses that ability to develop site details that contribute to a cohesive yet impactful design. Creating spaces that are harmonious with the context and environment, Chris integrates architectural elements, grading, hardscape, planting, and lighting resulting in functional, dynamic, and balanced spaces that connect the world of nature with man-made elements and human demand. **Relevant Experience:** DC Alexander Park, Fort Lauderdale; Fort Myers Waterfront Amphitheater and Waterfront Park, Fort Myers, FL; Covered Bridge Passive Park, Parkland, FL; Fort Myers Waterfront Amphitheater and Waterfront Park, Ft. Myers, FL.



**DIRECTOR OF CIVIL  
ENGINEERING**  
Mark Castano, PE  
KEITH

**B.S. Civil Engineering . Florida International University 1997 . Professional Engineer Florida #PE75644**

Mr. Mark Castano has more than 23 years of experience in Civil Engineering projects throughout South Florida. His qualifications include planning, engineering design, permitting, construction administration and project management for a variety of Civil Engineering projects. His experience includes designing and managing a wide variety of public and private land development (residential, commercial, institutional and industrial) projects. He has extensive technical knowledge in water distribution systems, stormwater management systems, sanitary sewer systems including sewer lift stations, gravity sewers and force mains, roadway design throughout Miami-Dade, Broward and Palm Beach counties. **Relevant Experience:** City of Deerfield Beach Highlands Park Community Center, Deerfield Beach, FL; Live! Pompano - Cordish Master Development, Pompano, FL; , North Pompano Park Improvements, Pompano Beach, FL.



**LANDSCAPE  
ARCHITECTURE**  
Elizabeth Newland, PLA  
ENLA

**B.S. Landscape Architecture . University of Georgia . Registered Landscape Architect Florida #LA0001288**

Elizabeth Newland Landscape Architecture, LLC is a South Florida based licensed landscape architecture firm that has been in business since 2010. The firm's principal, Elizabeth Newland, is a licensed landscape architect, LEED AP and has worked in Key West and the Florida Keys since 1988 in both the landscape architecture and real estate development fields. Since the inception of the firm, Elizabeth has completed design projects for the City of Key West, City of Marathon and real estate development firms in Key West and the Florida Keys. **Relevant Experience:** Truman Annex, Key West, FL; Key West Historic Seaport, Key West, FL; Caroline Street Corridor, Key West, FL; Margaret Pace Park, Miami, FL; City of Key West Fire Station, Key West, FL.



**LEAD ARCHITECT**  
Richard J.  
Heisenbottle, PE  
RJHA

**B.S. Architecture & Technology . New York Institute of Technology 1974 . Registered Architect Florida #AR0001513**

Richard J. Heisenbottle, FAIA is the founder of R.J. Heisenbottle Architects, an architecture, planning, historic preservation and interior design firm located in Coral Gables, Florida. For more than 35 years, Mr. Heisenbottle has led the firm long known as a leader in quality, high profile projects with an emphasis on corporate, governmental, and institutional clients. He served on the City of Miami Historic and Environmental Preservation Board (1989-1999), as President, American Institute of Architects Miami Chapter (1991), and as a Member of the City of Coral Gables Historic Preservation Board (2010-2012). **Relevant Experience:** Vizcaya Museum and Gardens Cafe & Gift Shops Restoration, Miami, FL; Vizcaya Master Plan, Miami, FL; David W. Dyer Federal Building Remodeling and Renovation, Miami, FL.



The seal indicates that the team member has lived and/or worked in the Florida Keys



# PERSONNEL RESUMES



**PRINCIPAL DIRECTOR  
OF DESIGN**  
Juan B. Alcala M. I RHJA

## **B.A. Architecture. University of Oklahoma 1983**

Juan B. Alcala M. has over 3 decades of experience in architecture and design. He has been responsible for complex projects ranging from academic and educational facilities, performing arts, historic preservation, housing and industrial, to retail, office and commercial. Notably, Mr. Alcala as Principal and Director of Design for R.J. Heisenbottle Architects, has been involved in numerous award-winning and complex historic preservation and performing arts projects. **Relevant Experience:** Vizcaya Museum and Gardens Cafe & Gift Shops Restoration, Miami, FL; Vizcaya Master Plan, Miami, FL; David W. Dyer Federal Building Remodeling and Renovation, Miami, FL; Lyric Theater Restoration, Miami, FL; Colony Theater Restoration, Miami, FL.



**COASTAL  
ENGINEERING**  
Jacqueline Brower, PE,  
PhD | M&N

## **B.S. Civil Engineering . University of Florida 2010 . Professional Engineer Florida #PE89887**

Since Jackie Brower joined Moffatt & Nichol, she has been participating in a wide range of coastal, estuary, ports, marinas and riverine engineering projects. The specific types of work include: coastal structure design, shoreline protection and beach nourishment projects; marina planning and circulation studies; coastal watershed hydrology studies; estuarine/riverine hydrodynamic, sedimentation and water quality evaluation; wetland related hydraulics and tidal routing studies; coastal and riverine flood control, protection and damage analysis; wave propagation modeling. **Relevant Experience:** Cruise Terminal Berth I & II Improvements, Ketchikan, AK; Shoreline Evaluation & Protection, Bel Air Bay Club, Pacific Palisades, CA; Beach Nourishment and Shoreline Protection; St. Kitts & Nevis; Shoreline Improvements, Labadee, Haiti.



**VICE PRESIDENT OF CIVIL  
ENGINEERING**  
Stephen Williams, Sr., PE  
KEITH

## **B.S. Civil Engineering . Florida State University 1977 . Professional Engineer Florida #32090**

Mr. Stephen Williams has served as the record engineer for numerous municipal, recreation, and land development (governmental, residential, mixed-use and commercial) projects in South Florida. Projects have included roadway and site engineering design and analysis (paving, grading, drainage, water and sanitary sewer design and construction administration) for both private and governmental clients. Mr. Williams also serves as the Firm's Senior Quality Assurance /Quality Control (QA/QC) Officer and continuously monitors all projects for compliance with our established QA/QC Program. **Relevant Experience:** DC Alexander Park, Fort Lauderdale; Covered Bridge Passive Park, Parkland, FL; North Pompano Park Improvements, Pompano Beach, FL; Live! Pompano - Cordish Master Development, Pompano, FL; Port Everglades Master Plan Vision; FL; Wacissa River Park Feasibility Study, Greenville, FL.



**VICE PRESIDENT**  
Sam Hall, PSM | KEITH

## **B.S. Geography and Anthropology . University of Southern Maine 2005 . Florida Professional Surveyors and Mappers #LS6644**

Mr. Sam Hall brings 22 years of professional surveying and mapping and project management experience to the KEITH Team. As Vice President, he has led multi-million dollar municipal and private development geospatial projects throughout the State of Florida. Throughout his career, Sam has demonstrated exceptional professionalism and project understanding with a thorough understanding of Florida Statutes and Administrative Codes. Sam has led both large and small teams through the proper execution of proposals, contracts, and task work orders. **Relevant Experience:** City of Miami Bicentennial Park/ Museum Park, Broward County PD&E Survey Support, Various Locations, FL; Miami-Dade Water and Sewer Department (MDWASD) Basin C Improvements, Various Locations, FL.



**DIRECTOR OF STRATEGIC  
DEVELOPMENT**  
Ashley Hagan Binder  
PLA, LEED AP ISA Certified  
Arborist | KEITH

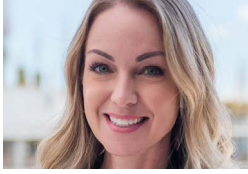
## **B.A. Anthropology, University of Florida 2005 . M.S. Landscape Architecture, University of Texas at Austin 2009 . Professional Landscape Architect Florida #LA6668148**

Ms. Ashley Hagan Binder has extensive experience in Landscape Architecture, working in both the public and private sectors throughout the State of Florida. Ashley's passion is in facilitating conversations and realizing opportunities, approaching each project with a multidisciplinary understanding of design, providing sophisticated solutions to KEITH clients. Ashley joined KEITH from the Florida Department of Transportation, where she managed the Florida Scenic Highways Program and the Landscape Program, approximately a \$60 million annual budget. Ashley is a specialist in Government projects, particularly State Agencies' structure, organization, legal and statutory requirements. **Relevant Experience:** Covered Bridge Passive Park, Parkland Park, FL; Hyatt Andaz - Turks & Caicos; Annie Gillis Park, Pompano Beach, FL; DC Alexander Park, Fort Lauderdale; FL; Wacissa River Park Feasibility Study, Greenville, FL.





# PERSONNEL RESUMES



## **DIRECTOR OF MARKETING**

Kristen Lawlor | KEITH

Kristen is a veteran of the A/E/C industry with over 15 years of experience in South Florida land development. She joined KEITH in 2018 and leads the marketing, business development, branding, and graphic design efforts in both public and private sector work throughout the State of Florida and the Caribbean. **Relevant Experience:** City of Miami Miscellaneous Community Planning and Urban Design Services, Miami FL; Live! Pompano - Cordish Master Development, Pompano, FL; Broward County Port Everglades General Planning, Ft. Lauderdale, FL; Apalachicola Waterfront, Apalachicola, FL. City of Delray Beach Island Drive Bridge Rehab, Delray Beach, FL.



## **COASTAL/CIVIL ENGINEER**

Tim Blankenship, PE | M&N

### **B.S. Civil Engineering . Old Dominion University 1992 . Professional Engineer Florida # 55910**

Tim Blankenship has 23 years of experience with waterfront/marina, port infrastructure, and coastal engineering consulting projects throughout the U.S., Caribbean, and Central America. He has completed over 50 marina and associated waterfront improvement projects. The marinas have included facilities for both wet and dry slips, and services have ranged from due diligence, planning, and feasibility studies, through engineering design, environmental permitting, and construction administration. **Relevant Experience:** Back Bay CSRM Study, Miami-Dade County, FL; PortMiami Marina Feasibility, Miami-Dade County, FL; Bakers Haulover Inlet Feasibility Study, Miami-Dade County, FL; Beach Management Program, Key Biscayne, FL.



## **PROJECT MANAGER**

James Sipes | SCS

### **B.S. Architecture . University of Kentucky 1982 | M.S. Landscape Architecture Iowa State 1984**

Jim Sipes has thirty-five years of experience encompassing a wide range of planning, design, research, and communication projects. His work includes urban design, environmental planning and design, land use planning, watershed management, low impact development, park and recreation design, natural and cultural resource management, and community-based design. **Relevant Experience:** Brunswick County Blueway, Greenway Master Plan; Alpharetta Master Recreation and Parks Plan, GA; Cobb County River Line Master Plan, GA; River Line Historic Vision Plan, GA; Old Florida Heritage Highway Master Plan, FL; Tampa Downtown Riverwalk, Tampa, FL.



## **LIGHTING DESIGNER**

Simi Burg, CLD, IALD,  
MIES, LC | HLB

### **B.S. Architectural Engineering . Penn State University . NCQLP Lighting Certification**

As an Associate Principal and managing principal of the Miami office, Simi's broad experience on a variety of different project types and scale allows her to develop unique solutions for each application. Simi's design approach centers on the idea of using light in creative ways to transform the visual the experience for the built environment, where people come to see and be seen. Her extensive technical experience paired with her creative artistry delivers dynamic unforgettable lighting experiences that meet client's budget, schedule, and performance expectations. **Relevant Experience:** Miami Baywalk - Riverwalk Miami, FL; Delray Beach Center Park Conceptual Design, Delray Beach, FL; Lincoln Road Masterplan Miami, FL; Paseo Pointe, FL; Miami Beach Smart City Street, Lighting System, Miami Beach, FL; The Miami Underline, Miami, FL.



## **PRINCIPAL IN-CHARGE**

Tom Graboski

TGA

### **B.F.A. Art Center College of Design 1971**

Tom Graboski received his BFA from the Art Center College of Design in Los Angeles, and was awarded his Masters Degree in Urban Design from the University of Miami School of Architecture in 1977. In 1980, he founded Tom Graboski Associates, specializing in wayfinding, environmental graphics, and signage design. Tom's unique background in architecture, interior design, urban planning and graphic design blends talents that are essential to any project. Tom has taught, lectured, and been a visiting critic at the University of Miami, Florida International University, Miami Dade Community College, the Miami International University of Art and Design, and Miami Ad School. **Relevant Experience:** Key West Boardwalk, Key West, FL; Truman Waterfront Park, Key West, FL; Parrot Jungle Islands, Miami, FL; Pinecrest Garden, Pinecrest, FL.



The seal indicates that the team member has lived and/or worked in the Florida Keys



# LICENSES

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Ben O'Quinn, Governor

John R. DeSantis, Secretary

STATE OF FLORIDA

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION



BOARD OF LANDSCAPE ARCHITECTURE

THE LANDSCAPE ARCHITECT HENRIK H. WILHELMSEN, UNDER THE PROVISIONS OF CHAPTER 481, F.S. (FLORIDA STATUTES)

**WEINBERG, PAUL HARVEY**

NOTED AS OF: 11/15/2017

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 CORP. IN: FLORIDA  
 33120

**LICENSE NUMBER: L6666664**

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Ben E. Grier, Governor

John J. Brown, Director

**dbpr**

**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**

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**SCHUELER, KELLI BETH**

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John R. Brown, Secretary



**STATE OF FLORIDA**

**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**

**BOARD OF LANDSCAPE ARCHITECTURE**

THE LANDSCAPE ARCHITECTS EXAMINATION REQUIRED UNDER THE  
PROVISIONS OF CHAPTER 463, FLORIDA STATUTES



**NEWLUND, ELIZABETH A**

ELIZABETH NEWLUND LANDSCAPE ARCHITECTURE LLC

1502 WEST 14TH AVE

COVINGTON, GA 30034

01/2014

**LICENSE NUMBER: LA0000380**

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Ben Ostrander, Director

July 1, 2009, Syracuse

**STATE OF FLORIDA**  
**DEPARTMENT OF ARCHITECTURE AND PROFESSIONAL REGULATION**

**BOARD OF ARCHITECTURE & INTERIOR DESIGN**

THE ARCHITECT & INTERIOR DESIGNER UNDER THE  
 PROVISIONS OF CHAPTER 481, FLORIDA STATUTES

**HEISENBOTTE, RICHARD J.**  
 361 HEISENBOTTE DRIVE, SUITE 101  
 WILSON, FLORIDA 32795  
 407.251.2244

**LICENSE NUMBER: ARJ010863**

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**BOARD OF ARCHITECTURE & INTERIOR DESIGN**  
THE ARCHITECTS' BOARD IS LICENSED UNDER THE  
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 **CROSS, BENJAMIN SCOTT**  
4732 N. 167TH AVE.  
APT. 100  
TAMPA, FL 33613

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B21-00001		Document Number: B21-00001	
			
<b>Transportation</b> <b>Department</b> <b>Division</b> <b>Section</b> <b>Unit</b> <b>Officer</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>	<b>Officer's Name</b> <b>Officer's Title</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>	<b>Officer's Name</b> <b>Officer's Title</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>	<b>Officer's Name</b> <b>Officer's Title</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>
<b>Transportation</b> <b>Department</b> <b>Division</b> <b>Section</b> <b>Unit</b> <b>Officer</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>	<b>Officer's Name</b> <b>Officer's Title</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>	<b>Officer's Name</b> <b>Officer's Title</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>	<b>Officer's Name</b> <b>Officer's Title</b> <b>Officer's Address</b> <b>Officer's Phone</b> <b>Officer's Email</b>
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# AACP



Michael Joseph Vander Meulen

HAS QUALIFIED AS A  
**MEMBER**  
AMERICAN INSTITUTE OF CERTIFIED PLANNERS

JULY 1981  
441-12 WASHINGTON

*Michael J. Vander Meulen*  
MEMBER

*John L. Latham*  
EXECUTIVE DIRECTOR


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**Michael Amodio, AICP**

as a member with all the benefits of a Certified Planner and a commitment to the AICP Code of Ethics and Professional Standards.

Certified Planner Number: 101010

  
Peter M. Amodio  
Executive Director


  
Michael Amodio  
President


 American Institute of Certified Planners  
1000 North 17th Street, Suite 100  
Birmingham, AL 35203  
Phone: 205/944-2200  
Fax: 205/944-2201  
E-mail: [info@aicp.org](mailto:info@aicp.org)  
Web: [www.aicp.org](http://www.aicp.org)


**Florentina Hutt, AICP**

as a member with all the benefits of a Certified Planner  
and a commitment to the AICP Code of Ethics and Professional Conduct.

Certified Planner Number 027888

  
Paul Farnsworth, Esq.  
Chief Executive Officer

  
Jay Byrnes, Esq.  
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VALLEY HILL, FLA.  
FUSTA, FL. 32786-5286

*note from  
Commissioner of AGS*

NOTE: NOTE THAT  
COMMISSIONER OF AGS

[illegible]

**State of Florida**  
**Department of State**



I certify, from the records of this office that KETZLER AND ASSOCIATES, INC. is a corporation organized under the laws of the State of Florida, filed on January 20, 2004, effective January 16, 1999.

The document number of this corporation is 179988000011.

I further certify that this corporation has paid all fees due this office through December 31, 2002, that its most accurate annual information statement report was filed on January 7, 2003, and that its status is active.

I further certify that this corporation has not filed Articles of Dissolution.

*Gives under seal, based on the records of this office, the true and correct status of the State of Florida, the Department of State, the Florida, Inc. the Florida, Inc. January 16, 2003*



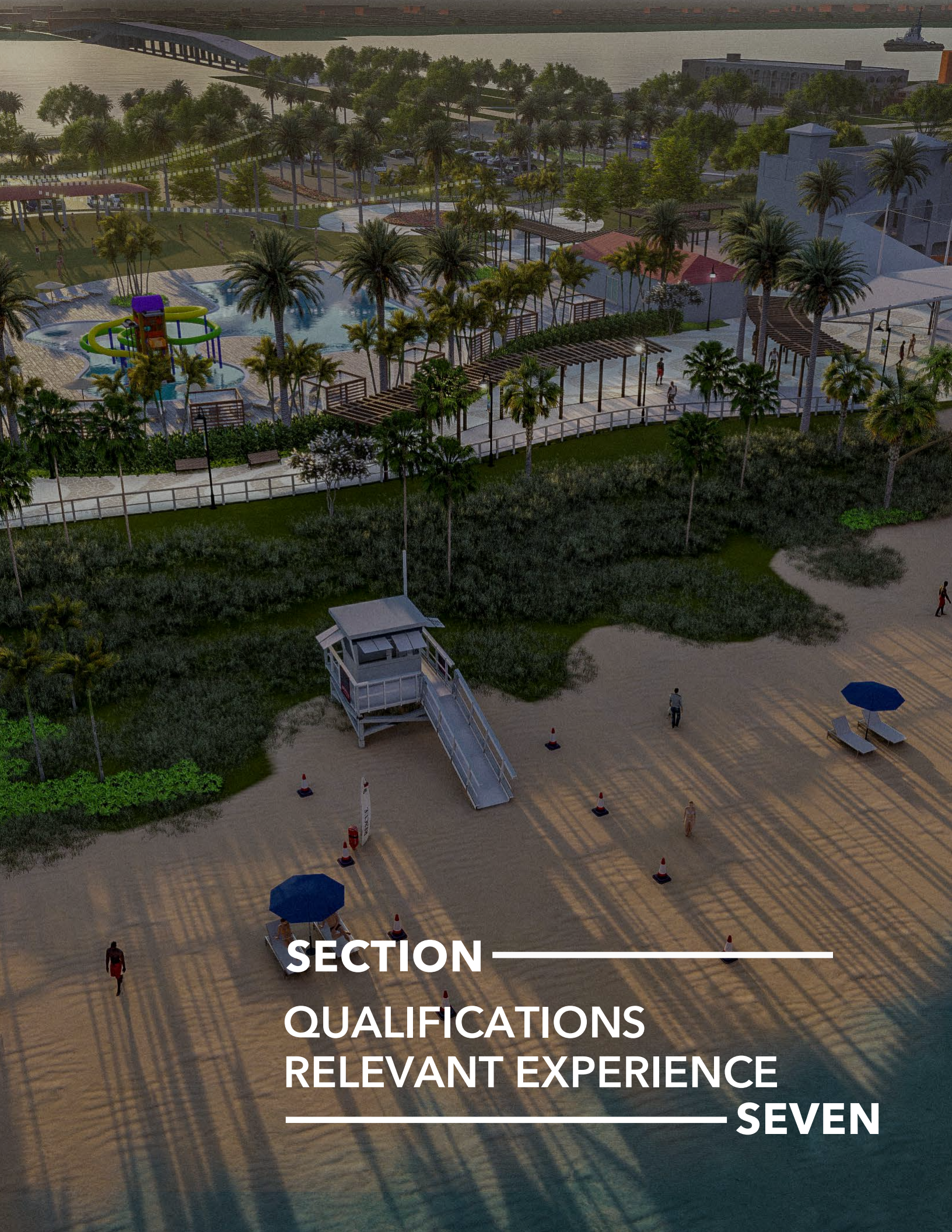
**Secretary of State**

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**SECTION** —————  
**QUALIFICATIONS**  
**RELEVANT EXPERIENCE**  
————— **SEVEN**



# QUALIFICATIONS & EXPERIENCE

## WE HAVE HISTORY

KEITH takes great pride in the highly curated team of professionals we have assembled internally. We take as much care with the external company we keep. As with all of our projects that benefit from teaming, we have carefully selected firms and individuals with whom we have excellent working relationships, and have exemplary work histories of their own, to join us in making this endeavor a resounding success for the City and its stakeholders.

	KEITH	R.J. Heisenbottle Architects	Elizabeth Newland	Sand County Studio	Moffatt & Nichol	TGA Design	HLB Lighting
WE HAVE HISTORY							
KEITH							
R.J. Heisenbottle Architects							
Elizabeth Newland							
Sand County Studios							
Moffatt & Nichol							
TGA Design							
HLB Lighting							





# QUALIFICATIONS & EXPERIENCE

## LEVITT PAVILION ESPLANADE PARK - KEITH Fort Lauderdale, FL



Esplanade Park has long served as a respite, offering peaceful green space with calming views of the New River in Fort Lauderdale. A valued landmark, Esplanade Park connects the Riverwalk with the surrounding Performing Arts Center, Museum of Science and Discovery, residents and local businesses. Through the support of the Levitt Foundation, this unique location has been reimagined as a vibrant venue for the arts, as well a memorial space honoring the legacy of the Seminole Tribe within this historic space.

## ANNIE ADDERLY GILLIS PARK - KEITH Pompano Beach, FL



KEITH was engaged by the City of Pompano CRA to develop a smaller community park that serves as neighborhood connection located at the corner of MLK Boulevard and NW 6th Ave. The smart design also ensures that when the park is not used for events that the day to day user feels comfortable in the space. Thought was also given to integrate drainage into the park to allow resilient approach. This integration of infrastructure blends throughout the park design to create a functioning park. The project includes plaza, playground, fitness, signage and special events lawn.

## POMPAÑO BEACH G.O. BOND PARKS - KEITH Pompano Beach, FL



The KEITH Team was recently awarded prime consultant contracts for three Pompano Beach General Obligation Bond Park redevelopment projects: North Pompano Park, Youth Sports Complex, and Centennial Park. The design phase for these projects is currently underway, and includes surveying, subsurface utility engineering, civil engineering, traffic / transportation engineering, landscape architecture, and planning. All three projects have also incorporated significant public outreach processes.

## DESTIN WATERFRONT BOARDWALK CRA - KEITH Destin, FL



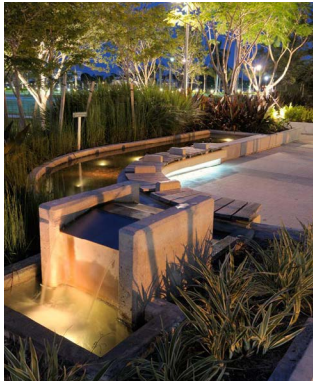
Members of the KEITH Team lead the development and implementation of the City of Destin's Boardwalk development. a. The Team was responsible for the coordination of the improvements along the waterfront to create a connected pedestrian realm that balanced the thriving fishing community with the upland retail and hotel developments. The boardwalk was a result of numerous public meetings, stakeholder input, balance of budget with ongoing operations and maintenance. The Team had to consider coastal impacts for sea level rise, flooding, corrosion and environmental considerations. The project has been widely embraced by the residents and visitors alike to create a meaningful connection along the coast.



# QUALIFICATIONS & EXPERIENCE

## WEST PALM BEACH WATERFRONT - KEITH | HLB

West Palm Beach, FL



The West Palm Beach Waterfront Redevelopment project – at the intersection of civic, residential, and commercial life of the City's historic downtown district - restored the natural beauty and activated the water sheet and uplands along a mile of the Intracoastal (opened: 2010). The 4-acre City Commons is at the heart of the project and contains a Great Lawn for large-scale events, concerts, picnics, and social gatherings. On the Lawn's edges are a Visitor's Center, the Lake Pavilion hosting specialty events, conferences, weddings, art exhibits, etc., along with shaded trellises and shade trees, and custom designed seating areas amid lush gardens and sensory water features. The mile-long, waterside Promenade and bicycle trail interconnect several pocket parks, a large amphitheater, more shady gardens and seating areas, an upland beach, two docks and a canoe/kayak launch, and three tidal islands with an over-the-water walkway above the ecological regeneration area. KEITH Team members Joan Goldberg served as the City's client representative and project manager; HLB designed the project's lighting features.

## VIZCAYA MASTER PLAN - RJHA

Miami, FL

- Advance Vizcaya as a PREMIER HERITAGE SITE, fully restored and dynamically interpreted, with outstanding visitor amenities.
  - Strengthen Vizcaya's standing as a VITAL COMMUNITY RESOURCE through new cultural programs.
  - Enhance Vizcaya's CULTUREPROMS AND CURATORIAL PROGRAMS (prog., interpretation, storage, research).
- SHORT-TERM PLAN:** Restore and Integrate Villa House, Gardens, and Village.
- LONGER-TERM PLAN:** Reimagine site occupied by Museum of Science and Intimately part of Vizcaya.



Vizcaya Museum and Gardens was built between 1913 and 1916 as the private winter residence of industrialist James Deering, Vice President of International Harvester Company. The Villa and formal gardens are a superb example of Italian Renaissance Revival architecture, intended to give the illusion of having been built in the sixteenth century. Miami-Dade County bought the property from family heirs in 1952. It is currently managed and operated under the governance of the Vizcaya Museum and Gardens Trust. Between 1998 and 2002, RJHA was part of a multidisciplinary team headed by Lord Cultural Resources that prepared a Master Plan for planning, design and development opportunities within Vizcaya Museum and Gardens. The plans call for progressive restoration of the Main House and Garden, restoration and reuse of the Village buildings as staff and exhibit space, construction of an underground parking garage below a garden park setting and a Visitors Center with exhibit space and auditorium.



# QUALIFICATIONS & EXPERIENCE

## VIZCAYA VILLAGE: EAST & WEST GATE LODGE

RJHA Miami, FL



The complex includes a group of service outbuildings designed to resemble an Italian farm village. Service buildings originally included a Garage, Dairy Building, Mule Stable, Chicken Coop, Blacksmith Shop, East and West Gate Lodges and Staff Residence. The architect was commissioned for the restoration of the East and West Gate Lodge buildings after they had been abandoned for many years and further damaged by Hurricane Wilma in 2005. These once utilitarian structures have been brought back to functional use and up to current code. At the same time, the original architectural beauty was returned to harmonize with the rest of this grand National Historic Landmark and tourist attraction.

## TAMPA RIVERWALK - Moffatt & Nichol

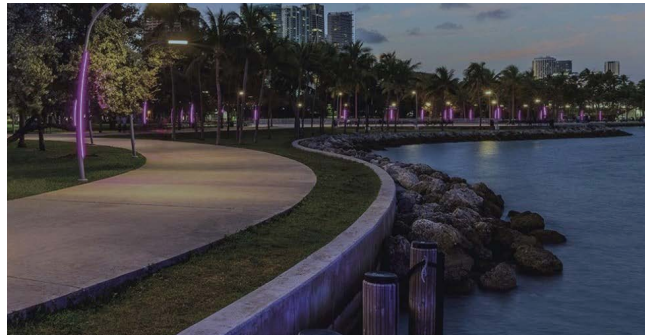
Tampa, FL



Tampa Riverwalk is an urban waterfront regeneration effort designed to provide a vibrant and interactive waterfront experience for residents and visitors of the Tampa Bay area. Moffatt & Nichol provided planning, permit support, and design services for the waterside components of the development. In support of the master plan, Moffatt & Nichol evaluated the waterfront for the design of overwater walkways, water taxi stations, and a kayak and canoe launch, and for the environmental restoration of Waterworks Park. The firm assessed the condition of existing waterfront structures such as seawalls and bridges, determined current and future uses of waterfront properties, and identified navigational constraints and environmental impacts. The firm then developed the final design and construction documents for the individual overwater walkways.

## MIAMI BAYWALK RIVERWALK - HLB

Miami, FL



The Miami Baywalk Riverwalk creates a dynamic waterfront presence for the bustling downtown neighborhood. Bluetooth-controlled color-changing luminaires utilize the existing infrastructure to create a lighting design that engages and enlivens the landscape, creating a destination landmark along the water's edge.

## BACK BAY STORM RISK MANAGEMENT FEASIBILITY STUDY - Moffatt & Nichol | Miami, FL



The Miami-Dade Back Bay Coastal Storm Risk Management (CSRM) Study is a comprehensive feasibility study to promote resiliency and reduce the risk of coastal storm damage. The study is being implemented by the U.S. Army Corps of Engineers (USACE), and the study will develop and evaluate implementable CSRM structural, nonstructural, and natural and nature-based feature measures for Miami-Dade County which will be formulated to reduce risk to residents, industries, businesses, and infrastructures which are critical to the nation's economy. M&N was retained by Swire Properties, Inc., an international development company that has successfully developed several projects in Miami, to evaluate alternatives to the proposed floodwall. M&N along with land planning subconsultant, EDSA, collaborated with the County as the CSRM local sponsor along with the City of Miami, to understand the constraints and issues along the waterfront.



# SECTION —————

## LA / ARCHITECTURE

## EXPERIENCE & REFERENCES

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# EIGHT



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Our projects are interconnected, touching lives and contributing to the resilience of our community. When analytical thought and creativity align, the results are sustainable and prolific design. KEITH's trans-disciplinary Team of professionals carefully plans and executes design with the perfect balance of right-brain and left-brain intention. This unique infusion is reflected in our work and is what we call *Engineering Inspired Design*.

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# LA/ARCHITECTURE EXPERIENCE & REFERENCES

## DC ALEXANDER PARK

Fort Lauderdale, Florida

As an extreme coastal beach environment, the park had to resolve multiple issues including flooding and the development of resilient infrastructure. As part of Ft Lauderdale's public realm improvement plan, DC Alexander Park repurposes a former parking lot and transforms it into a vibrant and resilient public space for residents and tourists. The park serves to reinvest in green and resilient infrastructure along the vulnerable shoreline of coastal South Florida. It "botanizes" the previous asphalt parking lot through the reintegration and interpretation of coastal dune and tropical maritime hardwood hammock ecosystems. The upland coastal ecosystem includes both vegetated "root" dunes and rubberized surfaces to protect landward investments from storm surge as well as serve as to serve as a "boundless" playscape. At the perimeter of the park, a re-established hammock serves as a sponge for rainfall and saltwater flooding while providing critical habitat development for native fauna. A ramping dune provides park-goers to experience the elevation changes while moving up to a twenty-five foot cantilevered overlook of the beach and ocean. The overlook becomes part of the resilient infrastructure, as well as provides a public art and experiential landscape element.

**CLIENT REPRESENTATIVE:** Tom Green, PE | CRA Senior Project Manager | City of Fort Lauderdale | 954.828.5772 | tgreen@fortlauderdale.gov

### RELEVANCY

- ✓ historic preservation
- ✓ tropical / coastal environmental
- ✓ resilient design approach and process



## FORT MYERS AMPHITHEATER & PARK

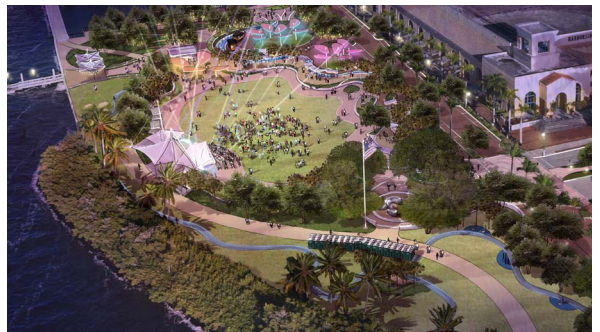
Fort Myers, Florida

The KEITH Team was engaged by the City of Fort Myers and the joint development team of Mainsail Lodging to study the waterfront park in conjunction with the hotel development and convention center that is adjacent to the park/waterfront. KEITH was responsible for public outreach, design and master planning for the multi-million dollar redevelopment project. Key components to the park include a stage/ amphitheater, public walkways, streetscape, engagement with the water front, habitat and ecosystem design/preservation, water features, art, festival setting and flexible use. The project is currently under construction and anticipates opening in 2021.

**CLIENT REPRESENTATIVE:** Joe Collier | President Mainsail Lodging and Development | 813.243.2634 | jcollier@mainsailhotels.com

### RELEVANCY

- ✓ historic preservation
- ✓ tropical / coastal environmental
- ✓ resilient design approach and process





# LA/ARCHITECTURE EXPERIENCE & REFERENCES

## TRUMAN ANNEX

### Key West, Florida

40 Acre Redevelopment of Key West Naval Base Historic District including landscape, hardscape, signage, lighting, bicycle and pedestrian planning and aesthetic guidelines oversight. 1994 Florida Design Arts Award for Design Excellence Florida Arts Council and Secretary of State Jim Smith.

**CLIENT REPRESENTATIVE :** Truman Annex Company

#### RELEVANCY

- ✓ historic preservation
- ✓ tropical / coastal environmental
- ✓ resilient design approach and process



## KEY WEST HISTORIC SEAPORT

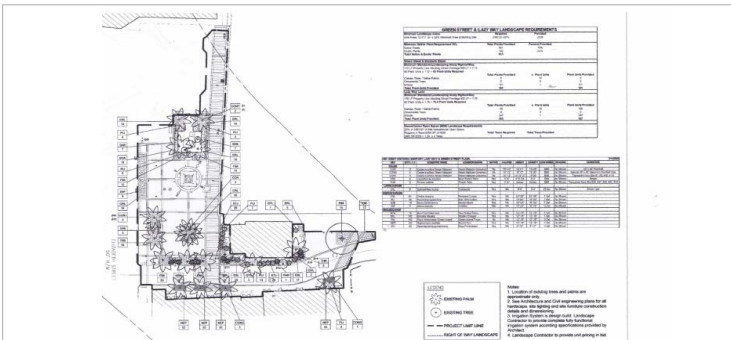
### Key West, Florida

Waterfront streetscape renovation including pedestrian, bicycle, vehicular, site lighting, signage and landscape improvements.

**CLIENT REPRESENTATIVE:** Sub consultant to William P. Horn Architects | Client: City of Key West | Doug Bradshaw | City of Key West Port & Marina Services Director | 305.809.3839 | dbradshaw@cityofkeywest-fl.gov

#### RELEVANCY

- ✓ historic preservation
- ✓ tropical / coastal environmental
- improve pedestrian connectivity





# LA/ARCHITECTURE EXPERIENCE & REFERENCES

## COLONY THEATRE

Miami Beach, Florida

The Colony Theatre was built in 1934 in the Art Deco style and commands a significant presence in the Miami Beach Art Deco District along the Lincoln Road pedestrian mall. RJHA restored the exterior configuration and architectural ornamentation, including reconstruction of the original marquee. The entry lobby and ticket booth were also restored. Interior improvements included the auditorium space and a completely new stage house with a full complement of support facilities and theatrical systems, that transformed this former movie theatre into a full fledged performing arts center.

### CLIENT REPRESENTATIVE :

City of Miami Beach | David Martinez | Director | 305.673.7071 | [progress@miamibeachfl.gov](mailto:progress@miamibeachfl.gov)

### RELEVANCY

- ✓ historic preservation
- ✓ theater, additions, signage, renovations
- ✓ municipal project



## ATHENS THEATRE

DeLand, Florida

The Athens Theatre is a historic 450 seat motion picture house that has gone through numerous transitions over the years. It was originally designed by the Architect Murray S. King in the style of Athens Italian Renaissance architecture, and built 1921. RJHA was commissioned to restore the theatre to its original appearance and adapt the interior to that of a fully functional Performing Arts Venue. The first step was to produce a Historic Structures Report and complete Schematic Designs and cost estimates for the proposed improvements. Once this was completed, restoration contract documents were prepared for the extensive work to be accomplished. All new building and theatrical systems have been added as well as all new interior finishes. The main floor has been altered to make room for an orchestra pit and storage areas. This was a major undertaking because of the complexities involved in operating excavation equipment within the historic structure. The project completed all restoration of the exterior façade of the building, including brick, marble, cast stone, windows, doors, and marquee. Work also included the restoration of the auditoriums interior, structural repairs and retrofit of all new mechanical, electrical, plumbing, theatrical and life safety systems. National Register of Historic Places (1987)

**CLIENT REPRESENTATIVE:** Sands Theatre Center | Jeffrey Ault | Executive Artistic Director | 386.736.1510 | [jdault@aol.com](mailto:jdault@aol.com)

### RELEVANCY

- ✓ historic preservation
- ✓ municipal project





## PINECREST GARDENS OLD PARROT JUNGLE

Pincrest, Florida

In the 1930s Austrian born Franz Scherr began development of Parrot Jungle; an attraction he envisioned where birds could fly freely in a natural landscaped environment. An entrance building constructed in 1936 of field stone marked the official beginning of Parrot Jungle as a tourist attraction. When Parrot Jungle relocated, the Village of Pinecrest purchased the property and converted it into a park for village residents, renamed Pinecrest Gardens. R.J. Heisenbottle Architects was engaged to restore the original entrance building which had stood closed and in an advanced state of deterioration since the 1950s. The roof structure was reinforced and a new tile roof was installed replacing an old dilapidated roof which had partially caved in due to fire.

### CLIENT REPRESENTATIVE :

The Village of Pinecrest | 305.234.2121

### RELEVANCY

- ✓ historic preservation
- ✓ municipal project



## LUMMUS PARK HISTORIC DISTRICT

Miami, Florida

The Wagner Homestead is the oldest known house still standing in Miami. Built between 1855 and 1858 by William Wagner shortly after his arrival in Miami where he served as a storekeeper for the Army in Fort Dallas. The house was moved twice from its original location up river to its present location at Lummus Park in 1978 when construction of the Metrorail system threatened it with demolition. The building known as the Fort Dallas Barracks was completed in 1850. Originally located near the mouth of the Miami River it initially served as slave quarters for William English's plantation but was soon occupied by the Army and served as barracks during the Third Seminole War. The stone structure was later purchased by Julia Tuttle "the mother of Miami" as part of her riverfront estate. In 1925 the building was slated for demolition to make way for a new hotel but was saved through the efforts of the Daughters of the American Revolution. The building was dismantled and moved stone by stone and reassembled in Lummus Park. In 2002 R.J. Heisenbottle Architects was commissioned by the City of Miami to provide architecture and engineering services for the restoration of both buildings.

**CLIENT REPRESENTATIVE:** City of Miami, Parks and Recreation | 386.416.1300

### RELEVANCY

- ✓ historic preservation
- ✓ municipal project





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5. V  
6. SCULPTURE  
7. SEATING ZONE  
8. ACCESS TO TERRACE BE  
9. BARTOP SEATING  
10. MOUNDED LAWN ELE  
11. SEATING PODS
- KOKETH

SECTION

SWORN STATEMENTS &  
AFFIDAVITS

NINE



# SWORN STATEMENTS & AFFIDAVITS

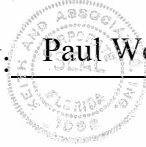
## ANTI-KICKBACK AFFIDAVIT

STATE OF Florida

COUNTY OF Broward

I the undersigned hereby duly sworn, depose and say that no portion of the sum herein response will be paid to any employee of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

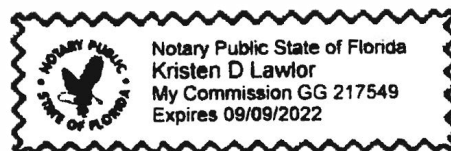
BY: Paul Weinberg, PLA, ASLA - KEITH Executive Vice President



sworn and prescribed before me this 21 day of January, 2022

NOTARY PUBLIC, State of Florida    Kristen Lawlor - GG 217549

My commission expires:    09/09/2022





# SWORN STATEMENTS & AFFIDAVITS

## NON-COLLUSION AFFIDAVIT

STATE OF Florida  
COUNTY OF Broward

I, the undersigned hereby 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.

Paul Weinberg, PLA, ALSA  
By: KEITH Executive Vice President



Sworn and subscribed before me this

20 day of January, 2022.

Kristen Lawlor Kristen Lawlor

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 09/09/2022





# SWORN STATEMENTS & AFFIDAVITS

## SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A) FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY  
PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS,

1. This sworn statement is submitted for Paul Weinberg, PLA, ASLA - Executive Vice President  
(print individual's name and title)

by Keith and Associates, Inc., dba KEITH

(print name of entity submitting sworn statement)

whose business address is 5805 Blue Lagoon Drive, Suite 218, Miami, FL 33126

and (if applicable) its Federal Employer Identification Number (FEIN) is

65-0806421

(if the entity has no FEIN, include the Social Security Number of the individual signing  
this sworn statement): N/A

2. 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 of the United States, including, but not limited to, any bid 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, or material misrepresentation.
3. I understand that "conviction" as defined in Paragraph 287.133(1)(g), 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 or information after July 01, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
- A predecessor or successor of a person convicted of a public entity crime: or
  - 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 agent who are active in the management of an



# SWORN STATEMENTS & AFFIDAVITS

affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment of 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.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statute 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 bids or applies to bid 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.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement (indicate which statement applies).

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

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list (attach a copy of the final order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM



# SWORN STATEMENTS & AFFIDAVITS

REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.



Paul Weinberg, PLA, ASLA  
KEITH Executive Vice President

(SIGNATURE)

January 20, 2022

(DATE)

STATE OF Florida

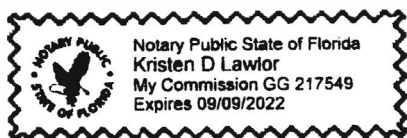
COUNTY OF Broward

PERSONALLY APPEARED BEFORE ME, the undersigned authority  
Paul Weinberg who, after first being sworn by me,  
(name of individual)  
affixed his/her signature in the space provided above on this  
20 day of January, 2021

Kristen Lawlor NOTARY PUBLIC

Kristen Lawlor

My commission expires: 09/09/2022





## **EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT**

STATE OF Florida

COUNTY OF Broward

I, the undersigned hereby duly sworn, depose and say that the firm of Keith and Associates, Inc., dba KEITH

provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses, per City of Key West Code of Ordinances Sec. 2-799.

By: Paul Weinberg, PLA, ASLA - KEITH Executive Vice President



Sworn and subscribed before me this 20 day of January, 2022.

Kristen Carlson

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 09/09/2022





# SWORN STATEMENTS & AFFIDAVITS

## CONE OF SILENCE AFFIDAVIT

Pursuant to City of Key West Code of Ordinances Section 2-773 (attached below)

STATE OF Florida

COUNTY OF Broward

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of Keith and Associates, Inc., dba KEITH, have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached). Sworn and subscribed before me this

20 day of January, 2022.

Kristen Lawlor Kristen Lawlor  
NOTARY PUBLIC, State of Florida, at Large

My Commission Expires: 09/09/2022



Sec. 2-773. Cone of Silence.

- (a) **Definitions.** For purposes of this section, reference to one gender shall include the other, use of the plural shall include the singular, and use of the singular shall include the plural. The following definitions apply unless the context in which the word or phrase is used requires a different definition:
- (1) **Competitive solicitation** means a formal process by the City of Key West relating to the acquisition of goods or services, which process is intended to provide an equal and open opportunity to qualified persons and entities to be selected to provide the goods or services. Competitive solicitation shall include request for proposals ("RFP"), request for qualifications ("RFQ"), request for letters of interest ("RFLI"), invitation to bid ("ITB") or any other advertised solicitation.
  - (2) **Cone of silence** means a period of time during which there is a prohibition on communication regarding a particular competitive solicitation.
  - (3) **Evaluation or selection committee** means a group of persons appointed or designated by the city to evaluate, rank, select, or make a recommendation regarding a vendor or the vendor's response to the competitive solicitation. A member of such a committee shall be deemed a city official for the purposes of subsection (c) below.
  - (4) **Vendor** means a person or entity that has entered into or that desires to enter into a contract with the City of Key West or that seeks an award from the city to provide goods, perform a service, render an opinion or advice, or make a recommendation related to a competitive solicitation for compensation or other consideration.
  - (5) **Vendor's representative** means an owner, individual, employee, partner, officer, or member of the board of directors of a vendor, or a consultant, lobbyist, or actual or potential subcontractor or sub-consultant who acts at the behest of a vendor in communicating regarding a competitive solicitation.
- (b) **Prohibited communications.** A cone of silence shall be in effect during the course of a competitive solicitation and prohibit:
- (1) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the city's administrative staff including, but not limited to, the city manager and his or her staff;
  - (2) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and the mayor, city commissioners, or their respective staff;
  - (3) Any communication regarding a particular competitive solicitation between a potential vendor or vendor's representative and any member of a city evaluation and/or selection committee therefore; and
  - (4) Any communication regarding a particular competitive solicitation between the mayor, city commissioners, or their respective staff, and a member of a city evaluation and/or selection committee therefore.

(c) **Permitted communications.** Notwithstanding the foregoing, nothing contained herein shall

prohibit:

- (1) Communication between members of the public who are not vendors or a vendor's representative and any city employee, official or member of the city commission;
  - (2) Communications in writing at any time with any city employee, official or member of the city commission, unless specifically prohibited by the applicable competitive solicitation.
    - (A) However, any written communication must be filed with the city clerk. Any city employee, official or member of the city commission receiving or making any written communication must immediately file it with the city clerk.
    - (B) The city clerk shall include all written communication as part of the agenda item when publishing information related to a particular competitive solicitation;
  - (3) Oral communications at duly noticed pre-bid conferences;
  - (4) Oral presentations before publicly noticed evaluation and/or selection committees;
  - (5) Contract discussions during any duly noticed public meeting;
  - (6) Public presentations made to the city commission or advisory body thereof during any duly noticed public meeting;
  - (7) Contract negotiations with city staff following the award of a competitive solicitation by the city commission; or
  - (8) Purchases exempt from the competitive process pursuant to [section 2-797](#) of these Code of Ordinances;
- (d) **Procedure.**
- (1) The cone of silence shall be imposed upon each competitive solicitation at the time of public notice of such solicitation as provided by [section 2-826](#) of this Code. Public notice of the cone of silence shall be included in the notice of the competitive solicitation. The city manager shall issue a written notice of the release of each competitive solicitation to the affected departments, with a copy thereof to each commission member, and shall include in any public solicitation for goods and services a statement disclosing the requirements of this ordinance.
  - (2) The cone of silence shall terminate at the time the city commission or other authorized body makes final award or gives final approval of a contract, rejects all bids or responses to the competitive solicitation or takes other action which ends the competitive solicitation.
  - (3) Any city employee, official or member of the city commission that is approached concerning a competitive solicitation while the cone of silence is in effect shall notify such individual of the prohibitions contained in this section. While the cone of silence is in effect, any city employee, official or member of the city commission who is the recipient of any oral communication by a potential vendor or vendor's representative in violation of this section shall create a written record of the event. The record shall indicate the date of such communication, the persons with whom such communication occurred, and a general summation of the communication.

(e) **Violations/penalties and procedures.**

- (1) A sworn complaint alleging a violation of this ordinance may be filed with the city attorney's office. In each such instance, an initial investigation shall be performed to determine the existence of a violation. If a violation is found to exist, the penalties and process shall be as provided in [section 1-15](#) of this Code.
- (2) In addition to the penalties described herein and otherwise provided by law, a violation of this ordinance shall render the competitive solicitation void at the discretion of the city commission.
- (3) Any person who violates a provision of this section shall be prohibited from serving on a City of Key West advisory board, evaluation and/or selection committee.
- (4) In addition to any other penalty provided by law, violation of any provision of this ordinance by a City of Key West employee shall subject said employee to disciplinary action up to and including dismissal.
- (5) If a vendor is determined to have violated the provisions of this section on two more occasions it shall constitute evidence under City Code [section 2-834](#) that the vendor is not properly qualified to carry out the obligations or to complete the work contemplated by any new competitive solicitation. The city's purchasing agent shall also commence any available debarment from city work proceeding that may be available upon a finding of two or more violations by a vendor of this section. (*Ord. No. 13-11, § 1, 6-18-2013*)



# SWORN STATEMENTS & AFFIDAVITS

## CITY OF KEY WEST INDEMNIFICATION FORM

PROPOSER agrees to protect, defend, indemnify, save and hold harmless The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, City's Consultant, agents, servants and employees, including volunteers, from and against any and all claims, debts, demands, expense and liability arising out of injury or death to any person or the damage, loss or destruction of any property which may occur or in any way grow out of any act or omission of the PROPOSER, its agents, servants, and employees, or any and all costs, expense and/or attorney fees incurred by the City as a result of any claim, demands, and/or causes of action except of those claims, demands, and/or causes of action arising out of the negligence of The City of Key West, all its Departments, Agencies, Boards, Commissions, officers, agents, servants and employees. The PROPOSER agrees to investigate, handle, respond to, provide defense for and defend any such claims, demand, or suit at its sole expense and agrees to bear all other costs and expenses related thereto, even if it (claims, etc.) is groundless, false or fraudulent. The City of Key West does not waive any of its sovereign immunity rights, including but not limited to, those expressed in Section 768.28, Florida Statutes.

These indemnifications shall survive the term of this agreement. In the event that any action or proceeding is brought against the City of Key West by reason of such claim or demand, PROPOSER shall, upon written notice from the City of Key West, resist and defend such action or proceeding by counsel satisfactory to the City of Key West.

The indemnification provided above shall obligate PROPOSER to defend at its own expense to and through appellate, supplemental or bankruptcy proceeding, or to provide for such defense, at the City of Key West's option, any and all claims of liability and all suits and actions of every name and description covered above which may be brought against the City of Key West whether performed by PROPOSER, or persons employed or utilized by PROPOSER.

The PROPOSER's obligation under this provision shall not be limited in any way by the agreed upon Contract Price as shown in this agreement, or the PROPOSER's limit of or lack of sufficient insurance protection.

COMPANY SEAL

PROPOSER:

5805 Blue Lagoon Drive , Suite 218  
Miami, FL 33126

Address



Signature

Paul Weinberg, PLA, ASLA

Print Name

Executive Vice President

Title



January 20, 2022

Date

# SWORN STATEMENTS & AFFIDAVITS

NOTARY FOR THE PROPOSER

STATE OF Florida

COUNTY OF Broward

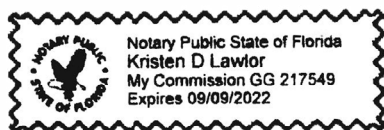
The foregoing instrument was acknowledged before me this 20 day of January 2021. By Paul Weinberg  
of Executive Vicepresident (Name of officer or agent, title of officer or agent)  
KEITH (Name of corporation acknowledging)

or has produced Personally as identification.



*Kristen Lawlor*

Signature of Notary



Kristen Lawlor

Return Completed form with

Print, Type or Stamp Name of Notary

Supporting documents to: City of Key West Purchasing

Marketing Director

Title or Rank



# SWORN STATEMENTS & AFFIDAVITS

## VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Respondent Vendor Name: Keith and Associates, Inc., dba KEITH  
Vendor FEIN: 65-0806421  
Vendor's Authorized Representative Name and Title: Paul Weinberg, PLA, ASLA - Executive Vice President  
Address: 5805 Blue Lagoon Drive, Suite 218  
City: Miami State: Florida Zip: 33126  
Phone Number: 305.667.5474  
Email Address: Pweinberg@KEITHteam.com

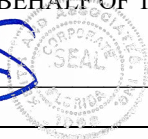
SECTION 287.135(2)(A), FLORIDA STATUTES, PROHIBITS A COMPANY FROM BIDDING ON, SUBMITTING A PROPOSAL FOR, OR ENTERING INTO OR RENEWING A CONTRACT FOR GOODS OR SERVICES OF ANY AMOUNT IF, AT THE TIME OF CONTRACTING OR RENEWAL, THE COMPANY IS ON THE SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST, CREATED PURSUANT TO SECTION 215.4725, FLORIDA STATUTES, OR IS ENGAGED IN A BOYCOTT OF ISRAEL. SECTION 287.135(2)(B), FLORIDA STATUTES, FURTHER PROHIBITS A COMPANY FROM BIDDING ON, SUBMITTING A PROPOSAL FOR, OR ENTERING INTO OR RENEWING A CONTRACT FOR GOODS OR SERVICES OVER ONE MILLION DOLLARS (\$1,000,000) IF, AT THE TIME OF CONTRACTING OR RENEWAL, THE COMPANY IS ON EITHER THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN SUDAN LIST OR THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN THE IRAN PETROLEUM ENERGY SECTOR LIST, BOTH CREATED PURSUANT TO SECTION 215.473, FLORIDA STATUTES, OR THE COMPANY IS ENGAGED IN BUSINESS OPERATIONS IN CUBA OR SYRIA.

AS THE PERSON AUTHORIZED TO SIGN ON BEHALF OF RESPONDENT, I HEREBY CERTIFY THAT THE COMPANY IDENTIFIED ABOVE IN THE SECTION ENTITLED "RESPONDENT VENDOR NAME" IS NOT LISTED ON EITHER THE SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST, SCRUTINIZED COMPANIES WITH ACTIVITIES IN SUDAN LIST OR THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN THE IRAN PETROLEUM ENERGY SECTOR LIST I UNDERSTAND THAT PURSUANT TO SECTION 287.135, FLORIDA STATUTES, THE SUBMISSION OF A FALSE CERTIFICATION MAY SUBJECT SUCH COMPANY TO CIVIL PENALTIES, ATTORNEY'S FEES, AND/OR COSTS AND TERMINATION OF THE CONTRACT AT THE OPTION OF THE AWARDING GOVERNMENTAL ENTITY.

CERTIFIED BY: Paul Weinberg, PLA, ASLA - KEITH Executive Vice President,  
*PRINT NAME* *PRINT TITLE*

WHO IS AUTHORIZED TO SIGN ON BEHALF OF THE ABOVE REFERENCED COMPANY.

Authorized Signature: 



# ADDENDUM No. 1



**City of Key West**  
1300 White Street  
Key West, FL  
33040

## **ADDENDUM NO. 1**

### **Sunset Celebration/Mallory Square Master Plan RFQ # 22-002**

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature.

#### **QUESTIONS/ CLARIFICATIONS:**

1. Can an Architectural Firm prime this project? Or can both Landscape Architectural firms and Architectural Firms prime this?

Response - Both architectural firms and landscape architectural firms can serve as prime contractor. An architectural firm with a strong landscape architect on the team would likely score higher than an architectural firm that does not identify a landscape architect on their team.

2. Do we have to submit an application for the City of Key West Business Tax Receipt before submitting a proposal? Or is this something that the selected firm will obtain after being awarded?

Response -The City of Key West Business Tax Receipt may be obtained after a firm is selected.

3. Was there an Architectural firm involved in creating the Community Vision Plan? If so, can you please let us know who was that firm and will they be precluded from pursuing this project?

Response - No, there was not an Architectural firm involved in creating the Community Vision Plan. It was facilitated by City of Key West Planning Department staff and input was made by City of Key West residents.

4. Also, we would like to attend the mandatory pre-bid meeting via Zoom. Could you please send us the invite?

Response - Join Zoom Meeting

<https://cityofkeywest-fl-gov.zoom.us/j/84465958507?pwd=V0Jzd3c3RG9LNndScVB5QnNla1BZZz09>

Meeting ID: 844 6595 8507



# ADDENDUM No. 1

Passcode: 326516

One tap mobile

+16465588656,,84465958507#,,,,\*326516# US (New York)

+13017158592,,84465958507#,,,,\*326516# US (Washington DC)

Dial by your location

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

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Passcode: 326516

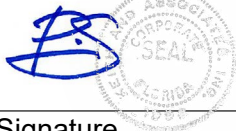
5. Will tabs and table of content count towards the page limit?

Response - Tabs and table of contents will not count towards the total.

6. Can the proposal be in 11 x 17 landscape format?

Response - Proposed site plans can be presented in 11 x 17 landscape format.

All Bidders shall acknowledge receipt and acceptance of this **Addendum No. 1** by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.



Signature

Keith and Associates, Inc., dba KEITH

Name of Business

# ADDENDUM No. 2



**City of Key West**  
1300 White Street  
Key West, FL  
33040

## **ADDENDUM NO. 2**

### **Sunset Celebration/Mallory Square Master Plan RFQ # 22-002**

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature.

#### **QUESTIONS/ CLARIFICATIONS:**

1. How Many firms will be selected?

Response - The final selection will be for a single consultant team.

2. Can you please provide the overall budget for this project?

Response - The City does not yet have a budget for this project.

3. In addition to my previous questions and considering addendum #1 item #6, please clarify if we can present our proposal book in 11x17 landscape format or only for the proposed site plans? Please clarify.

Response - Only proposed site plans should be submitted in 11x17.

4. We are confused by Answer #6, as it states that "*Proposed site plans can be presented in 11 x 17 landscape format*". However, the RFQ does not require for proposals to submit proposed site plans. Please confirm if the City will like the Qualifications Proposal to include a site plan.

Response - Proposals do NOT require a site plan; responses will be evaluated per Exhibit B: Submitter Ranking Form.

5. RK&K is researching RFQ #22-002 Sunset Celebration/Mallory Square Master Plan. Page 5 (Section B.2) references the Duval Revitalization and Resiliency Plan. Can you provide a link to this plan?

Response - The Duval Revitalization and Resiliency Plan has not yet been drafted; the City will release an RFQ to identify a consultant to assist the City to initiate this project in early 2022.

All Bidders shall acknowledge receipt and acceptance of this **Addendum No. 2** by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

  
Signature

Keith and Associates, Inc., dba KEITH  
Name of Business



# ADDENDUM No. 3



**City of Key West**  
1300 White Street  
Key West, FL  
33040

## **ADDENDUM NO. 3**

### **Sunset Celebration/Mallory Square Master Plan RFQ # 22-002**

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature.

#### **QUESTIONS/ CLARIFICATIONS:**

1. Would you mind confirming if the cover, back covers, table of contents, and dividers pages between sections are outside the proposal page limitation (15 double-sided pages (30 single)?)

Response - The cover, back covers, table of contents, and dividers pages between sections are not counted against the proposal page limitation; pages that include substantive copy only would count toward the limitation.

2. Answer 1 from Addendum No. 1 says "Both architectural firms and landscape architectural firms can serve as prime contractor. An architectural firm with a strong landscape architect on the team would likely score higher than an architectural firm that does not identify a landscape architect on their team."

However, the Selection Criteria from Exhibit B says that teams will be evaluated based on "Landscape architecture design experience specific to South Florida and the Florida Keys region" and "Landscape architecture design experience specific to oceanfront sites". As an Architectural firm, we do not provide Landscape services in-house, so we will have to get a subconsultant to cover the landscape scope. So for the previous mentioned criteria, will we be evaluated based on the Landscape Sub's experience? OR based on the Prime experience even though we are not a Landscape Architectural firm? Does these two criteria have to be met by the Prime?

Response - Yes, you will be ranked based on the landscape architect subconsultant's experience for those criteria that deal directly with landscape architecture. It is advisable to also include your architectural experience associated with the scoring criteria as both of these types of professional services are needed, as outlined in the RFQ.

All Bidders shall acknowledge receipt and acceptance of this **Addendum No. 3** by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.

  
Signature

Keith and Associates, Inc., dba KEITH  
Name of Business

# ADDENDUM No. 4



**City of Key West**  
1300 White Street  
Key West, FL  
33040

## **ADDENDUM NO. 4**

### **Sunset Celebration/Mallory Square Master Plan RFQ # 22-002**

This addendum is issued as supplemental information to the bid package for clarification of certain matters of both a general and a technical nature.

#### **QUESTIONS/ CLARIFICATIONS:**

1. Page 11 of the RFQ, Section C.13 "Response Content" – are resumes included in the 15 double (30 single) sided page count?

Response - Yes

2. Please provide a list of the 11 city owned properties as mentioned in the RFQ

Response - There are eleven city owned parcels within the Mallory Square and surrounding area. Mallory Square is surrounded by eleven (11) historic buildings owned by the City as stated on page one (1) of Addendum A "Sunset Celebration at Mallory Square: A Community Vision Plan".

Sponge Market (ca. 1850)  
Old KW Chamber of Commerce (ca. 1850)  
Waterfront Playhouse (ca. 1850)  
Two stone cisterns (ca. 1870)  
Meson de Pepe (ca. 1879)  
Hospitality House (ca. 1886)  
Key West Art Center (ca. 1906)  
Two Cable Huts (ca. 1921 & 1932)  
Key West Aquarium (ca. 1933)

3. Please provide details of the TDC grant and any specific requirements of eligible elements e.g. must shade structures be sails?

Response - Please see the attached TDC Grant Award Agreement, and the TDC capital funding application for the sunshades. The sunshades pictured in Exhibit J are sample shade structures and placement of the shades shown in Exhibits C & J is what was



# ADDENDUM No. 4

originally submitted to TDC. Both may be modified upon consent and approval from TDC to reflect the overall design concepts for this public square, in accordance with the selected firm's approved vision and public input as captured in Addendum A, and through future public meetings.

The shade structures do not have to be sails; for specific requirements of eligible grant elements, please refer to Exhibit A, Segment #2, of the Grant Award Agreement. These are the elements the City must provide to comply with the grant.

4. Is there any information that can be forwarded regarding the Duval Street Renovation project?

Response - The Duval Street project is indirectly related to this project but is more complex. An RFP will be released for the Duval project in winter/spring 2022. The City expects the Sunset Celebration/Mallory Square project to progress more quickly than the Duval corridor work.

5. What is the maximum size of cruise ships that can dock at Mallory Square and max. passenger count?

Response - The maximum length of a cruise ship docking at Mallory Square is 664 feet. City of Key West Charter Section 1.09, "Limit on number of persons disembarking from cruise ships" states, "The number of persons disembarking from cruise ships shall be limited to a total of not more than 1,500 persons per day at any and all public and privately owned or leased property located within the municipal boundary of the City of Key West." However, subsequent state legislation (Section 311.25, Florida Statutes) caused this charter language to have no legal effect. The City of Key West is studying enactment of local ordinances to reflect environmental concerns of voters.

6. What is the status of the citywide Climate Change Plan? Can the City forward any information about what is or will be adopted?

Response - The City's Climate Action Plan was passed in 2009 and will be uploaded separately.

Climate Related projects we are working on today that may or may not be adopted include:

Fertilizer Reduction Ordinance  
Water Supply Plan: Mandating Water Efficiency fixtures and Irrigation Schedules  
Post Disaster Recovery and Reconstruction Plan:  
Tree Canopy Plan along the Crosstown Greenway  
Water Quality Protection Plan  
Home Elevation Workshops  
Transit on Demand  
Ten Year Energy Plan  
Ten Year Transportation Plan  
Pilot Composting Program

The City's Adaptation Plan will begin this calendar year and will involve a 10 year budget of intended projects. Nothing is known at this time about what will or will not be adopted.

7. What was the FEMA designation change in the flood zone for Mallory Square?

Response - Please see the attached FEMA Letter(s) of Map Revision; these only affect a small portion of the square. Please also see the attached map of FEMA special flood areas.

8. Pursuant to the pre-proposal meeting, please forward existing survey information

Response - The successful proposer will be responsible for obtaining a current survey.

9. Any consideration given to reducing or relocating the parking off of Mallory Square?

Response - The City is willing to consider creative opportunities associated with this property and will be rezoning these properties. Mobility and transportation solutions must be addressed to ensure access to this iconic historic square and surrounding amenities.

10. Please provide a list of attendees and firms at the Pre-proposal Meeting on January 6.

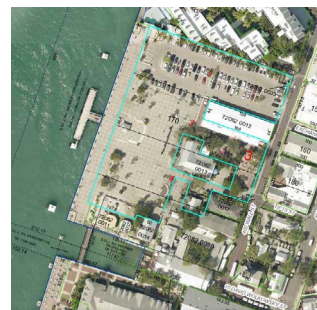
Response - The list of attendees is available on DemandStar.

11. Can a firm prime and be a subconsultant in other teams?

Response - With respect to this particular bid and based on the limited facts provided, this would be fine as long as there is no collusion.

12. All City-owned parcel IDs associated with Mallory Square:

Response: Parcel ID 00000170-000000 402 Wall Street



Parcel ID 00072082-001100 Wall Street (Cable Hut West)



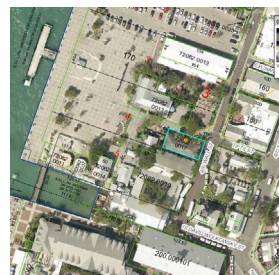
Parcel ID 00072082-001400 Wall Street (Hospitality House)



Parcel ID 00072082-001900 1 Whitehead Street

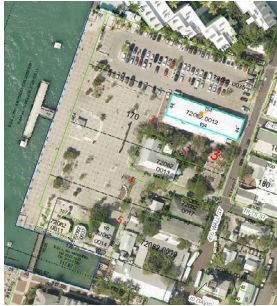


Parcel ID 00072082-001700 402 Wall Street (Old Chamber of Commerce)



# ADDENDUM No. 4

Parcel ID 00072082-001200 420 Wall Street (Meson de Pepe)



Parcel ID 00072082-001800 301 Front Street (Key West Art Center)



Parcel ID 0072082-003500 410 Wall Street (ramp to common refuse area)



13. All elevation certificates and surveys associated with these properties:

Response – The selected firm(s) should seek surveys and elevation certificates for these properties.

14. If we anticipate federal funding would it require Section 106 or NEPA input?

Response – The City has not submitted for federal grants for this specific project. If federal grants are involved and there is a requirement for Section 106 or NEPA review, this needs to be fulfilled. The City has a good standing as a CLG and staff will assist in any Section 106 and NEPA review, if needed.

15. Publish the TDC grant award letters:

Response - Please see the attached TDC Grant Award Agreement, and the TDC capital funding application for the sunshades. The sunshades pictured in Exhibit J are sample shade structures and placement of the shades shown in Exhibits C & J is what was originally submitted to TDC. Both may be modified upon consent and approval from TDC to reflect the overall design concepts for this public square, in accordance with the selected firm's approved vision and public input as captured in Addendum A, and through future public meetings.

The shade structures do not have to be sails; for specific requirements of eligible grant elements, please refer to Exhibit A, Segment #2, of the Grant Award Agreement. These are the elements the City must provide to comply with the grant.

16. By when will the questions that were asked in the mandatory meeting be released?

Response – January 21, 2022

17. Can you please release the list of attendees from the mandatory pre-bid meeting?

Response - Yes please see previously released addendum.

Could you please answer the following question for the Sasaki team?

18. C. 13-9, Exhibit A:

On two of the required affidavits (Anti-kickback Affidavit and Non-collusion Affidavit), there is a line that specifies a notary in the state of Florida. Can these forms be completed with a notary from a different state?

Response – Yes

19. C. 13-6

Additionally, could you please confirm if there is an M/W/DBE requirement for the team?

Response - Please reference Exhibit D: Procurement Requirements: 2 CFR 200

20. Please clarify: "respondent is required to obtain and maintain a City of Key West Business Tax Receipt for the duration of the project." Does this mean we will all need to get a City business tax license? For all sub-consultants or just prime? What does the license cost per year?

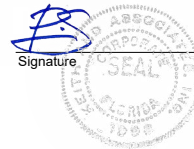
Response - Yes, prime and sub firms need to obtain and maintain a City of Key West BTR, however, if you are a state licensed contractor, you would register with the City at no cost. Otherwise you would pay a business tax, for example, architecture licenses with the City cost \$341 per year. These fees increase by 5% in July 2022.

21. Page #23 of the RFQ: Proposer agrees to indemnify City, etc for acts or omissions by proposer for the duration of the agreement, And "shall service the term of this agreement." Meaning what? For how long after the contract is completed? Is the City willing to pay for additional insured coverage on the policies for the following years after the completion of the job for prime, and/or for subs?

Response –

The selected firm(s) should have insurance that covers them while they are on the job. In general, if the City gets sued for an incident that occurred during that time frame in which the selected firm(s) were completing their work as set out in the RFQ but, for example, the City does not receive a claim for this incident until a year or two after the job/services have been completed, their insurance should still cover the incident since it occurred during the time in which they were completing their work. The selected firm(s) should consult with their insurance carrier if more specific information is needed. Also, the City does not pay for additional insured coverage in this instance.

All Bidders shall acknowledge receipt and acceptance of this **Addendum No. 4** by submitting the addendum with their proposal. Proposals submitted without acknowledgement or without this Addendum may be considered non-responsive.



Signature

Keith and Associates, Inc., dba KEITH

Name of Business



# ADDENDUM No. 4

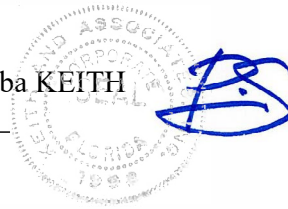
## Exhibit B: Submitter Ranking Form

Project Name: **Sunset Celebration/ Mallory Square Master Plan**

Project Number: **RFQ #22-002**

Firm **Keith and Associates, Inc., dba KEITH**

Date **January 20, 2022**



SELECTION CRITERIA	POINTS ALLOWED
Vendor's history and success in performing similar projects (including subconsultant teams) through examples and references.	20
Qualifications and experience of assigned personnel	15
Landscape architecture design experience specific to South Florida and the Florida Keys region	20
Landscape architecture design experience specific to oceanfront sites	20
Depth of architectural design experience associated with historic sites and structures	20
Public participation expertise	5
<b>Total Points</b>	<b>100</b>



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