

**Planning Commission Minutes**  
**March 5, 2020 - 5:30 p.m.**

**Robert Froehling- Chair**  
**Daniel Grannan - Vice Chair**  
**Randy Martin**  
**Charles Kish**  
**Scott Ebert**



**Doug Smith**  
**Vacant**  
**Alternate 1 - Tonia Herring**  
**Alternate 2 – Terry**  
**Thompson**

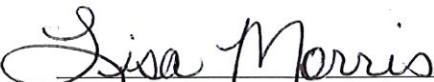
- 1) Call to Order – The chair called the meeting to order at 5:30 p.m.
- 2) Roll Call – Randy Martin, Robert Froehling, Charles Kish, Terry Thompson. Tonia Herring, and Daniel Grannan.
- 3) Moment of Silence – The Chair led in a moment of silence.
- 4) Pledge of Allegiance – The Chair led in the recital of the pledge of allegiance.
- 5) Adoption of Agenda – Commissioner Thompson moved to adopt the agenda; Vice Chair Grannan seconded the motion. Motion carried 6-0.
- 6) Approval of Minutes – **January 9, 2020** – Vice Chair Grannan moved to approve the minutes of the January 9, 2020 meeting; Commissioner Thompson seconded the motion. Motion carried 6-0.
- 7) Citizen Input – 3 minutes – None.
- 8) City Attorney – **Policy & Procedures, Ethics and Sunshine Law Training** – City Attorney Cliff Taylor provided a Sunshine Training to the Planning Commissioners (see Attachment A). Board members asked various questions regarding the sunshine law and City Attorney Taylor responded.
- 9) Public Hearings – None.
- 10) Unfinished Business – None.
- 11) New Business – **20-RFQ-06 Civic Master Plan Presentation by Brian Herrmann, Director** – Planning Director Herrmann presented information regarding a Civic Mater Plan (see Attachment B). Director Herrmann provided information on the process going forward. Commissioners viewed the submitted proposals which are available for viewing in the Planning and Development Department. Commissioners asked various questions regarding the process, budget for the process and various other points. Director Herrmann responded.
- 12) Citizen Input – 5 minutes – None.
- 13) Staff Comments – Deputy Clerk Morris clarified a question by Vice Chair Grannan regarding a question related to the city manager and city council.
- 14) Commissioner’s Comments - Commissioner Martin asked a question regarding height requirements mean high tide and elevation.

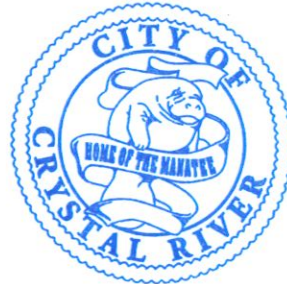
15) Chairman's Comments – Chair Froehling noted that he spoke to the City Manager. Chair Froehling noted that the City Manager was easy to speak with.


16) Adjournment – Vice chair Grannan moved to adjourn; seconded by Commissioner Kish. Motion carried 6-0.

Meeting adjourned at 7:23 p.m.

Attest:

  
\_\_\_\_\_  
Lisa Morris, Deputy Clerk






**CITY OF CRYSTAL RIVER**  
Sunshine Law Presentation  
For Crystal River Boards and  
Commissions

March 5, 2020

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**SUNSHINE LAW**

- Florida's Government in the Sunshine Law provides a right of access to governmental proceedings at both the state and local levels. In the absence of statutory exemption, it applies to any gathering of two or more members of the same board to discuss some matter which will foreseeably come before that board for action.

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## Scope of the Sunshine Law

- Board members may not engage in private discussions with each other about board business, either in person or by telephoning, emailing, texting or any other type of electronic communication (i.e. Facebook, blogs).

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## Scope of the Sunshine Law

- While an individual board member is not prohibited from discussing board business with staff or a nonboard member, these individuals may not be used as a liaison to communicate information between board members. For example, a board member cannot ask staff to poll the other board members to determine their views on a board issue.

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## SCOPE OF THE SUNSHINE LAW

There are three basic requirements of the Sunshine Law:

- 1) Meetings of public boards or commissions must be open to the public
- 2) Reasonable notice of such meetings must be provided; and
- 3) Minutes of the meetings must be prepared and open to public inspection.

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## SCOPE OF THE SUNSHINE LAW

- Advisory boards created pursuant to law or ordinance or otherwise established by public agencies may be subject to the Sunshine Law even though their recommendations are not binding upon the agencies that create them.

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## For example...C.R.Code 20-31 states:

- The waterfronts advisory board is hereby charged with the following tasks:
- (1) Studying and monitoring the water quality of Kings Bay and the surrounding waters **and making legislative recommendations** regarding these waters to the city council;
- (2) Studying and monitoring the Floridian aquifer and making legislative recommendations regarding the aquifer to the city council;
- (3) Studying and monitoring the flora and fauna in the areas surrounding the waters of Kings Bay and the surrounding waters and making legislative recommendations regarding the same to the city council;
- (4) Studying and monitoring the care and protection of the Florida Manatee and other wildlife native to the waters of Kings Bay and the surrounding waters and making legislative recommendations regarding the same to the city council;
- (5) Studying and monitoring the impact that stormwater runoff has on the waters of Kings Bay and the surrounding waters and making legislative recommendations regarding the same to the city council; and
- (6) Studying and monitoring the impact septic tanks have on the waters of Kings Bay and the surrounding waters and making legislative recommendations regarding the same to the city council.
- (7) Any other tasks or studies assigned to the waterfronts advisory board by the city council.

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## Scope of the Sunshine Law

- Staff meetings are not normally subject to the Sunshine Law.
- However, staff committees may be subject to the Sunshine Law if they are deemed to be part of the “decision making process” as opposed to traditional staff functions like factfinding or information gathering.

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## Scope of the Sunshine Law

- Only the Legislature may create an exemption from the Sunshine Law (by a two-thirds vote).
- An exemption from the Public Records Law does not allow a board to close a meeting. Instead, a specific exemption from the Sunshine Law is required.

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## Board meetings

- While boards may adopt reasonable rules and policies to ensure orderly conduct of meetings, the Sunshine law does not allow boards to ban non-disruptive videotaping, tape recording, or photography at public meetings.

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## Board meetings

- Effective October 1, 2013, section 286.0114, F.S., provides, subject to listed exceptions, that boards must allow an opportunity for the public to be heard before the board takes official action on a proposition. The statute does not prohibit boards from “maintaining orderly conduct or proper decorum in a public meeting.”

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**Question: A City Board or commission wants to close a meeting to protect privacy rights when it is considering complaints of sexual harassment filed by employees. Which of the following options is available to the commission?**

- A. Close the meeting to the general public but allow a reporter to be present.
- B. Prohibit videotaping and recording of the proceedings.
- C. Close the meeting based on the right of privacy in the Florida Constitution.
- D. Close the meeting only if the Legislature has passed a law which exempts the meeting from the Sunshine Law.

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## Penalties

- Civil action
  - Action taken in violation of the Sunshine Law may be invalidated.
- Criminal penalties
- Suspension or removal from office

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## PUBLIC RECORDS LAW

- Florida's Public Records Act, Chapter 119, Florida Statutes, provides a right of access to records of state and local governments as well as to private entities acting on their behalf.
- If material falls within the definition of "public record" it must be disclosed to the public unless there is a statutory exemption.

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## The term “public records” means:

- a) All “documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software or other material, regardless of the physical form, characteristics, or means of transmission” **(includes electronic communications like text messages, emails).**
- b) Made or received pursuant to law or ordinance or in connection with the transaction of official business
- c) By any agency [including a private entity acting ‘on behalf of’ a public agency]
- d) Which are used to perpetuate, communicate, or formalize knowledge

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## PROVIDING PUBLIC RECORDS

- a) Public records cannot be withheld at the request of the sender
- b) A requestor is not required to show a “legitimate” or “noncommercial interest” as a condition of access
- c) A request cannot be denied because it is “overbroad”
- d) Unless authorized by another statute, an agency may not require that public records requests be in writing or require the requestor to identify himself or herself

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**Question: A pension board member wants to send an email from his or her personal computer to the city manager about an item on the pension board agenda. Which is correct?**

- **A. The email is not a public record because it was sent from the board member's personal computer.**
- **B. The email is a public record but the city manager should not respond because the response would violate the Sunshine Law.**
- **C. The email is a public record.**

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## **PROVIDING PUBLIC RECORDS**

- The Public Records Act does not contain a specific time limit.
- The Florida Supreme Court has stated that the only delay in producing records permitted under the statute is the reasonable time allowed the custodian to retrieve the record and delete those portions of the record the custodian asserts are exempt.

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## PROVIDING PUBLIC RECORDS

- An agency is not required to comply with a “standing” request for records that may be created in the future.
- An agency is not required to answer questions about the public records (other than information on how to obtain them, like the cost)
- An agency is not required to create a new record

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## PROVIDING PUBLIC RECORDS

- Chapter 119 authorizes the custodian to charge a fee of up to 15 cents per one-sided copy for copies that are 14 inches by 8 1/2 inches or less. An additional 5 cents may be charged for two-sided copies.
- In addition, an agency may impose a reasonable special service charge for the actual cost of extensive labor and information technology required due to the large volume of a request.

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All public records must be retained in accordance with retention schedules approved by the Department of State

Even exempt records must be retained.

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**Question: A law enforcement agency receives a public records request for photographs obtained from a member of the public during the investigation of a robbery case that is now closed. There is no statutory exemption from the public records law that applies to the photographs. Which statement is correct?**

- a) The agency may refuse to release the photographs because the public records law does not apply to photographs.
- b) Unless release of the photographs would violate accepted police standards and procedures, the agency must release them
- c) Unless the person who took the photographs asked the agency not to release them, the agency must release them
- d) The agency must release the photographs.

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## Penalties for noncompliance

- a) Criminal penalties
- b) Civil action
- c) Attorney's fees

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## Quasi Judicial Proceedings

- It is the character of the hearing that determines whether or not board action is legislative or quasi-judicial.
- Rezoning actions which have an impact on a limited number of persons or property owners, on identifiable parties and interests, where the decision is contingent on a fact or facts arrived at from distinct alternatives presented at a hearing,

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## Quasi Judicial, Cont.

- and where the decision can be functionally viewed as policy application, rather than policy setting, are in the nature of quasi-judicial action.
- The process requires:
  - **Due Process**
  - **Essential Requirements of the Law**
  - **Competent Substantial Evidence**

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## Quasi Judicial Hearings

- \***There must be Notice**
- \***At which the affected parties are given a fair opportunity to be heard in accord due process**
- \***The right to present evidence and to cross-examine adverse witnesses**
- \***The judgment of the agency or board should be based upon the evidence presented at the hearing.**

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## Quasi Judicial Hearings

**The Court's scope of review upon a petition for writ of certiorari is limited to determining**

- 1. Whether the board's actions accorded procedural due process;**
- 2. Observed the essential requirements of law; and**
- 3. Were supported by substantial competent evidence.**

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## Quasi Judicial Hearings

Quasi-judicial hearings are attended by more than just the parties, as more than just the parties may be affected.

They are open to the public. In the case of rezoning hearings, neighboring landowners may attend and want to be heard on a proposed zoning change to a nearby property.

A participant in a quasi-judicial proceeding is clearly entitled to some measure of due process.

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## Quasi Judicial Hearings

Competent substantial, fact based evidence has been described as such evidence as will establish a substantial basis of fact from which the fact at issue can be reasonably inferred.

“We have stated it to be such relevant evidence as a reasonable mind would accept as adequate to support a conclusion”.

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## Quasi Judicial Hearings

- Generally speaking, hearsay evidence may be used for the purpose of supplementing or explaining other evidence, but it shall not be sufficient in itself to support the burden of establishing competent substantial evidence, unless it would be admissible over objection in civil actions.
- Mere opinion testimony, not supported by facts, is generally not sufficient to be considered competent substantial evidence.

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## Quasi Judicial /Ex-Parte

- Ex-Parte Communications are communications with a board or commission member that occur outside of a public hearing with regard to any matter which may come before the board or commission for consideration.
- Generally speaking, Ex-Parte Communications are considered to be prejudicial.
- [Section 286.0115, Florida Statutes](#), (2012) provides a safe haven to public officials who have been exposed to ex parte communications. This section requires that public officials disclose ex-parte communications in order to assure that an adverse party has the opportunity to confront, respond, and rebut any such disclosures so as to prevent any appearance of impropriety.

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## Quasi Judicial Hearings – Cont

- Pursuant to 286.0115(1)(a), a county or municipality may adopt an ordinance, charter provision or resolution that removes the presumption of prejudice from ex parte communications with public officials by establishing a **process** to disclose the communication.

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## Quasi-Judicial Hearings – Cont

- Therefore, any person not otherwise prohibited by statute, charter provision, or ordinance may have any ex parte communication with any local public official, on the merits of any matter on which action may be taken by any board or commission, on which the local public official is a member, and that the presumption of prejudice is removed **as long as the subject of the communication and the identity of the person, group, or entity with whom the communication took place is disclosed and made a part of the record prior to final action on the matter.** Further, this includes a written ex parte communication as long as the writing is made part of the record before final action on the matter. Section 286.0115(1)(c)2, Florida Statutes (2012).

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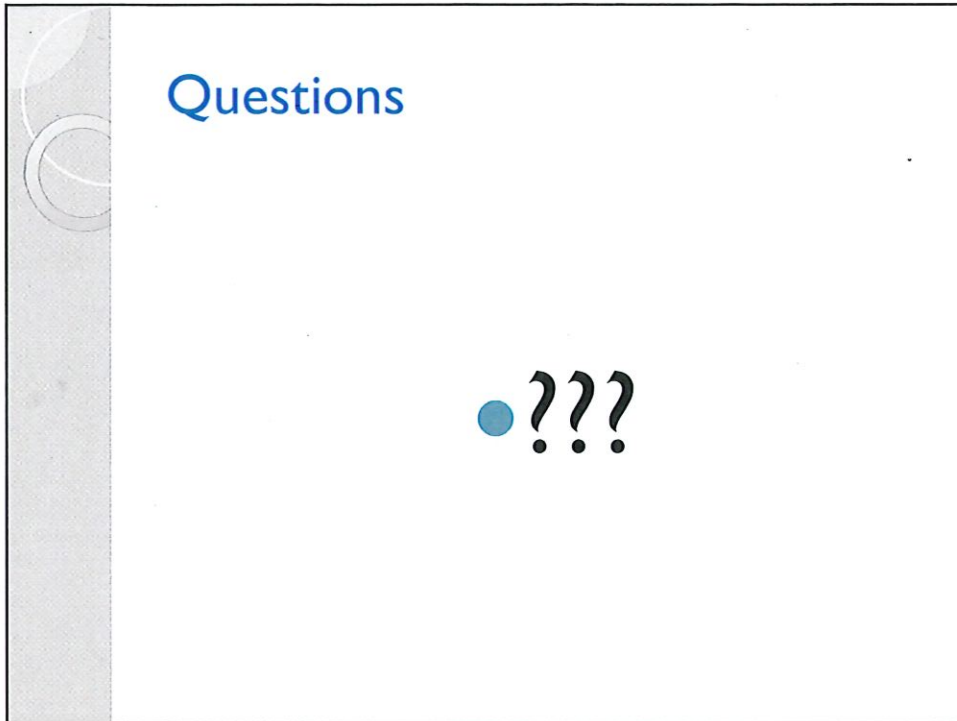
## Additional Resources

Office of Attorney General Pam Bondi  
website: <http://www.myfloridalegal.com>

Governor Rick Scott website:  
<http://www.flgov.com>

First Amendment Foundation website:  
<http://www.floridafaf.org>

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**CITY OF CRYSTAL RIVER  
REQUEST FOR QUALIFICATIONS (RFQ) #20-RFQ-06  
CIVIC MASTER PLAN**



## I. THE PROJECT

### A. INTRODUCTION

Crystal River, the gem of Florida's beautiful Nature Coast is a waterfront fishing village best characterized by its traditional main street, freshwater springs, and old Florida charm. In the 1920's commercial fishing came to define the local economy, with over 5000 tons of fish and 3000 barrels of oysters distributed annually. The community has worked hard to maintain this longstanding industry, ensuring that fresh seafood continues to pass through the City's docks.

Kings Bay, the body of water that anchors the City is fed by over seventy springs, providing 600 million gallons of freshwater a day for the "first magnitude" spring system. The waterway is also recognized as the largest winter refuge for the Florida Manatee. In recent years these natural wonders have been discovered, creating a surge in tourism and recreational activity. The downtown area and waterfront are experiencing an urban renaissance, with new shops and restaurants opening daily. Plans are under way to:

1. develop a new "Riverwalk"
2. develop a new "Town Square"
3. develop a new **linear park with splash pad (Town Square phase 2)**
4. work with the **Florida Department of Transportation (FDOT)** to re-design NE 5<sup>th</sup> Street (Highway 44), a "gateway" into the City.

These efforts are reflective of the City's commitment to preserve and enhance existing communities while promoting new places of character that are both time-honored and meaningful. This "place-based" approach is in keeping with the tenets of the **new urbanism**. New urbanism promotes the creation and restoration of diverse, walkable, mixed-use communities. These "places" are comprised of the same components as conventional development but assembled in a more integrated fashion to reflect complete neighborhoods, blocks, and streets - the way that communities have been built for centuries around the world. This "place-based" commitment is now embedded in policy, as the City adopted the region's first **form-based (overlay) code** for its Community Redevelopment Area (CRA) on January 13, 2020.

Private investors and local businesses are taking notice. Several new developments are planned or are under construction. It is an exciting time in Crystal River. However, the City lacks a strong vision for the future, specifically how best to integrate and connect new public and private spaces in a manner that reflects the character of the community and will be cherished for years to come.

### B. PROJECT DESCRIPTION

The City is seeking the services of a planning and design firm to complete a **Civic Master Plan** ("the Plan"). The highly illustrative document will be guided by a "community-wide" **Design Charrette**, and contain *findings, recommendations, and policies* derived from three



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geographically unique areas of the City (**three Area or Sector Plans**). The **three Planning Areas or Sectors** consist of:

- **planning area (1) COMMUNITY REDEVELOPMENT AREA (CRA)**  
The CRA is characterized by the downtown waterfront, main street shops, City Hall, traditional neighborhoods, and several civic spaces. Centered on the City’s new Town Square (at the intersection of Highway 19, a high-intensity FDOT thoroughfare and Citrus Avenue, the City’s “main street”), the district extends outward for nearly ½ mile in all directions. City Council recently adopted a Form Based Code for the area that utilizes “building types” as its primary organizing principle.
- **planning area (2) THE KNIGHTS ADDITION COMMUNITY**  
This area, which is characterized by residential neighborhoods, Crystal River Elementary School, and two well-used parks is centered on the intersection of Highway 44 (an intense commercial thoroughfare) and NE 8<sup>th</sup> Avenue (a neighborhood street), and extends for approximately 1/3 of a mile in all directions. Highway 44 bisects the neighborhood’s otherwise traditional grid of streets, dividing the community in two and creating a rather significant barrier for pedestrians. While much of the City is in the floodplain, many properties in this area are slightly higher, making it ideal for infill and retrofit.
- **planning area (3) SUBURBAN RETAIL CENTER RETROFIT (sm, med, lg, Footprint)**  
A number of areas along Highway 19 are characterized by first generation, low intensity, auto-oriented, suburban retail centers at or near the end of their lifespan. As defined by the ICSC, these present at three scales:
  - a. **small “strip” center:** 5000–30,000 sf.; ½–3½ ac.; ½–1½ mile radius trade area.
  - b. **neighborhood center:** 30,000–150,000 sf.; 3–15 ac.; 1–3 mile radius trade area.
  - c. **community center:** 100,000–350,000 sf.; 40–100 ac.; 3–6 mile radius trade area.Retail Centers contain infrastructure and, in some cases, front existing neighborhoods, making them ideal for new “tax-positive”, multi-modal, mixed-use infill development. As opposed to a specific “area plan”, this deliverable should identify and address three existing retail centers (each of a differing scale), providing the City with a prototypical template that is illustrative, policy-based, and capable of being used to guide redevelopment of these, as well as other auto-oriented retail centers throughout the City.

**C. PLAN OBJECTIVES**

While it is highly likely that the *recommendations and policies* contained in the Plan will be implemented in other areas of the City (and possibly amended into the Comprehensive Plan), **the primary focus of the Plan should be the three designated Areas or Sectors.** This is especially true with **Future Land Use and Transportation**, two fundamental building blocks of the community in need of overhaul (at all scales). In both cases, a new paradigm, based on context and character is necessary to ensure harmony in the way that planning,



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engineering, and zoning address the public and private realm.

Items related to **Future Land Use** and **Transportation** that require special attention in the Plan include:

1. **Urban Design / Placemaking.** The Plan should refine and improve upon existing designs for new public infrastructure projects in downtown (Riverwalk, Town Square, and adjacent linear park with splash pad), establishing a “strong sense of place” that reflects the local character and conveys an appropriate scale and sense of interconnectivity throughout.
2. **Parking.** The Plan should identify opportunities and promote policies that will implement best practices for “on-street”, “consolidated”, and “on-site” parking.
3. **Stormwater.** The Plan should identify opportunities and promote policies that will implement best practices for stormwater treatment. This includes a “rural to urban” toolbox, on-site treatment, and consolidated (area) treatment.
4. **Future Land Use.** Every district identified on the City-wide zoning map is found within in the Community Redevelopment Area (CRA). Absent the provisions of the “overlay” each zone is comprised of primarily suburban, single-use, “one-size-fits-all” standards. The Plan should consider converting existing “Future Land Use” categories into “Future Character Areas.” This approach implements a context-based (rural to urban) framework that the City can build upon as it looks to update its zoning.
5. **Streets.** Use Future Character Areas to establish context-based design parameters for new and reconfigured streets. Identify opportunities to “right-size” specific thoroughfares, incrementally improve the existing street network, and possibly implement a city-wide “complete streets” policy.
  - a. Propose a design (and accompanying policies) for the “downtown blocks” of **Highway 19**. Utilize the current FDOT “context-based” classification system (R2T, C4, C5, etc.) to calm the thoroughfare and reconnect North and South Citrus Avenue (the City’s main street). This process is essential to the long-term success of the Town Square project, adjacent Linear Park (Splash Pad) project, and downtown as a whole.
  - b. Assist the City as it works with FDOT (District 7) representatives to ensure implementation of the appropriate FDOT “context-based” classification (R2T, C4, C5, etc.) when re-designing/resurfacing **Highway 44**. FDOT engineers have been invited to participate in this process that will establish a final design by 2021.

Provide a highly-illustrative Plan and policy framework that promotes larger “transformative” changes as well as smaller “incremental” improvements.

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CIVIC MASTER PLAN**



## II. CONSULTANT TEAMS

### A. QUALIFIED TEAMS

1. Qualified consultants will be experienced in the practice of **new urbanism**, including a thorough understanding of “rural to urban” planning and associated changes to land patterns, form, character, intensity, infrastructure, design, economics, transportation, and stormwater management; as well as public engagement and charrette facilitation.
2. Work must exhibit a longstanding and successful ability to assess existing conditions, emerging trends, and future demands.
3. Sophisticated visioning, graphics, and imagery techniques are critical to conveying patterns, ideas, and strategies; as is the ability to identify and implement concepts through a variety of funding sources.

The Plan will include an examination of current documents, incorporating relevant content with new materials into one, holistic, long-term, vision that positions the City to attract new investors, businesses, and increased public activity.

### B. TASKS / SCOPE

The following is a general description of the tasks required of the consultant. The project is intended to be a collaborative process. In preparing a submittal, the consultant is free to modify, revise or otherwise amend the list of tasks to best satisfy the objectives of the Plan.

1. **Research.** Identify unique qualities, geography, demographics, and emerging socio-economic trends within the City, specifically the three focus areas that are the subject of the Plan. Inventory the built environment, including an assessment of building types, building conditions, uses, building heights, building locations, and pattern and intensity of development.
2. **Review.** Examine current planning documents. Except where noted, these documents can be found at: [http://www.crystalriverfl.org/page/planning\\_community\\_dev](http://www.crystalriverfl.org/page/planning_community_dev)

- Crystal River Comprehensive Plan (2011)
- CRA Plan (1988)
- CRA Visioning Plan (2008)
- CRA Waterfront District Master Concept Plan & Strategies (2013)
- Bayside and Heritage Plans (2017)
- Land Development Code (updated 1/13/20)
- Downtown Commercial Waterfront Overlay District Map (2019)
- CRA Form Based Code overlay (2020)
- [FDOT Context Classification Document](#)
- [Crystal River Congestion Management Study](#)

3. **Public Outreach.** Consultant team is on-site in Crystal River for approximately 6–7 total days, to include: one “multi-day” community design charrette (4–5 days total), one community design workshop (1–2 days total), and one (OPTIONAL) “kick-off” visit.
  - a. **Marketing.** Work with staff to establish a marketing plan.
  - b. **OPTIONAL Kick-off Visit.** Consultant travels to Crystal River to view/discuss project, walk the sites, meet and greet stakeholders, etc.



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- c. **Methodology.** kick-off meeting, walking tours, public education, presentations, visual preference surveys/boards, questionnaires, focus groups, stakeholder meetings, closing meeting, and similar interactive/immersive feedback techniques.
  - d. **Participants.** Full-time and seasonal residents, business owners, stakeholders citizen organizations, school-age children, Chamber, Crystal River Area Council, Main Street, City Council, City Boards, County Commission, County staff, etc.
1. **Assessment.** Establish a clear direction of how and where development/re-development should occur over the next 5, 10, and 20 years within the 3 focus areas.
    - a. Address **Future Land Use** and **Transportation** as conveyed above in **III. PLAN OBJECTIVES**; including the following areas of special attention: Urban Design/Placemaking, Parking, Stormwater, Future Land Use, and Streets.
    - b. Address immediate, short-term and long-term goals and policies.
    - c. Provide illustrative, action, and implementation plans.
  2. **Document Preparation.** First draft of Plan presented to staff and stakeholders for review. Comments provided by staff. Second (revised) draft of the Plan is presented to the Planning Commission and City Council for adoption (Consultant may attend).

### **III. ADDITIONAL SERVICES**

It is the intent of staff to use the illustrative plans, illustrations, findings, recommendations, policies and growth framework that comprise the adopted Civic Master Plan to write a new Land Development Code (LDC). The new ordinance will utilize a **form-based** approach. **Additional “future” services may be requested of the selected team as part of this effort.**

### **IV. INSTRUCTIONS FOR SUBMITTAL**

The City of Crystal River is issuing a Request for Qualifications (RFQ) for a **Civic Master Plan**. The City reserves the right to accept or reject any and all submittals or any part of any submittal and to waive any informality concerning the submittals when such rejection or waiver is deemed to be in the best interest of the City of Crystal River. The requirements contained herein apply to all submittals made to the City of Crystal River by all prospective consultants.

#### **A. GENERAL INSTRUCTIONS**

1. **Submittals shall be sealed and delivered to:**

**City Clerk’s Office  
c/o Mia Fink, City Clerk  
City of Crystal River  
123 NW Highway 19  
Crystal River, Florida, 34428**

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All submittals must be received by Wednesday, February 26, 2020, at 3:00 P.M. (EST).

2. Pursuant to Florida Statutes, Chapter 119, entitled Public Records, Paragraph 119.07, all submittals shall be confidential.
3. Delivery of the submittal to the City Clerk's Office on or before the above date is solely and strictly the responsibility of the Consultant.
4. Late submittals will be returned unopened to the Consultant. The Planning Director or designee will be the official authority for determining late bids.
5. The City reserves the right to waive any irregularity or informality in the submittal received, to determine, in its sole discretion, whether or not informality is minor, to reject or accept any or all submittals and to select top submittal based on criteria which serves the best interest of the City of Crystal River.
6. It is the Consultant's responsibility to read and understand the requirements of this Request for Qualifications (RFQ).
7. **In addition to stated Qualifications, Consultants may choose to expand upon their Qualifications and address any issue or issues related to the project.**
8. The Consultant shall submit **one (1) ORIGINAL, seven (7) copies, and (1) digital version** of the submittal.
9. The **ORIGINAL** submittal must be manually and duly signed in ink by a Corporate Officer, Principal, or Partner with the authority to bind the submitting company or firm by his/her signature.

**B. SPECIFIC TO EACH SUBMISSION**

1. All submittals must be typed and presented in an organized fashion. Emphasis should be placed on completeness and clarity.
2. All corrections to the submittals must be initialed.
3. The Primary Consultant's name shall appear on each page of the submittal.
4. All submittals shall contain contact information for the Primary Consultant.
5. Please submit all information as outlined below. This includes each item listed in **(a-d)**. Failure to submit all information may result in a lower evaluation score.
6. The City at its discretion may reject submittals that are substantially incomplete or lack key information.
7. Submittals shall be limited to forty (40) pages. The page count excludes the cover, introduction (cover letter), table of contents and section dividers.
8. The Submittals shall be concise and straightforward in describing the Consultant's experience and capabilities.



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9. In your submittal, please provide the following:

- a. **COVER PAGE**
- b. **COVER LETTER:** A Completed Cover Letter, no longer than two (2) pages in length and signed manually by an authorized representative of the Consultant shall follow the cover page.
- c. **TABLE OF CONTENTS**
- d. **CONSULTANT/SUB-CONSULTANT:** Briefly describe the Consultant's organization and philosophy. In addition, include the following information:
  - i. **PAST EXPERIENCE:** demonstrate the Consultant's training and experience with similar work.
  - ii. **SIMILAR PROJECTS COMPLETED:** Provide the location, dates of contracts, and references.
    - The projects should include at least one engagement that was similar in size and work to the requirements specified herein (coastal community with project of similar character and scale). The references shall include the name, title, address, and phone number of the contact individual.
    - Past performance with the City of Crystal River may be considered.
  - iii. **SAMPLE METHODOLOGY, WORK PRODUCT, DELIVERABLES, SCHEDULE:** This section includes examples of similar projects, work product, deliverables, and schedules utilized for this type of endeavor.  
**(OPTIONAL):** Address the proposed scope and convey potential ways in which the firm might approach the project.
  - iv. **IDENTIFY THE PROJECT TEAM:** Provide a list of all essential personnel likely to be assigned to this project with resumes stating qualifications and experience with similar projects.  
**(OPTIONAL):** Identify the Project Director / Principal in Charge, Project Manager, Key Task Leaders / Sub-consultants.

## V. EVALUATION

An Evaluation Committee – to be established by the City Manager – will identify the top consultant team from all submittals. Committee members may include: Ken Frink, City Manager; Jack Dumas, Assistant City Manager; Brian Hermann, City Planning Director; Leslie Bolin, Special Events Coordinator; Beau Keene, City Engineer; Gerry Mulligan, Editor, Citrus Chronicle; and Danielle Damato, Director, Crystal River Main Street.

Final scores will be determined by ranking each submittal in a total of five categories, as shown below. All scores will be totaled, with the winning team announced on March 13,

**CITY OF CRYSTAL RIVER  
REQUEST FOR QUALIFICATIONS (RFQ) #20-RFQ-06  
CIVIC MASTER PLAN**



2020. Negotiations will commence immediately thereafter.

<b>Evaluation Committee Criteria</b>	<b>Maximum Score</b>	
1. <b>Firm’s experience and history with similar work</b> (experience in the planning and urban design fields; including area / sector planning, illustrative plans, charrette facilitation).	25	Points
2. <b>Firm’s experience and qualifications promoting the tenets of New Urbanism</b> (understands and promotes concepts such as the “rural to urban” transect, neighborhood unit, form-based plans and codes, design charrette, context/character-based transportation, stormwater, and land-use).	25	Points
3. <b>Similar projects completed.</b> Firm provides examples of similar work completed (highlighting communities of similar character and scale), including the type of project, scope, methodology, schedules utilized, outcomes, and references. <b>OPTIONAL:</b> The firm conveys a clear understanding of the proposed scope and conveys potential ways in which they might approach the project.	25	Points
4. <b>Project team.</b> Firm provides a list of all essential personnel likely to be assigned to this project. Resume should address general and specific qualifications, including experience with similar projects. <b>OPTIONAL:</b> Firm identifies the Project Director / Principal in Charge, Project Manager, and/or other Key Task Leaders / Sub-consultants).	25	Points
<b>TOTAL</b>	<b>100</b>	<b>Points</b>

**VI. SCHEDULE OF EVENTS**

The Schedule as listed below is the City’s intended course of action for this project. The City will follow the schedule to the extent possible; however, the City reserves the right to change both the sequence and timing if deemed necessary.

January 24, 2020	Release Request for Qualifications (RFQ)
February 5, 2020	All pre-submittal questions due
February 10, 2020	Pre-submittal questions and answers provided to all teams and posted on the City’s website
<b>February 26, 2020</b>	<b>Deadline for submission of Qualifications</b>
February 27 – March 12, 2020	Submittals evaluated / ranked
March 13, 2020	Top team selected and announced
March 13 – 27, 2020	Negotiations with top team
April 6, 2020	Presentation to City Council

**PRE-SUBMITTAL QUESTIONS**

Staff will accept question via email through February 5<sup>th</sup> at [bherrmann@crystalriverfl.org](mailto:bherrmann@crystalriverfl.org). All questions and answers will be provided to all submitting teams on February 10<sup>th</sup>.