

# REQUEST FOR PROPOSAL (RFP)

*Consultant Services for Development of*

*Neighborhood Conservation Overlay Zone and Design*

*Guidelines for the West Hollywood West Neighborhood*



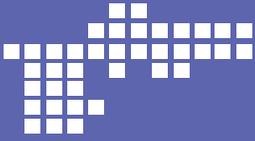
RFP Released: March 10, 2014

RFP Questions Due: March 17, 2014

RFP Submissions Due: March 31, 2014

**Project Manager:** Stephanie Reich, AIA, LEED AP  
Urban Designer

Community Development Department  
8300 Santa Monica Boulevard  
City of West Hollywood, CA 90069

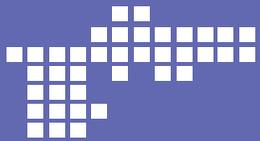


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# REQUEST FOR PROPOSAL (RFP)

*Consultant Services to Develop a Neighborhood Conservation Overlay Zone and Design Guidelines for the West Hollywood West Neighborhood*

## PROJECT DESCRIPTION

The City of West Hollywood invites qualified planning and urban design firms to respond to a Request for Proposal (RFP) to develop a Neighborhood Conservation Overlay Zone and Design Guidelines for the West Hollywood West neighborhood.

The City of West Hollywood is dedicated to quality urban design, architecture and, most importantly, a high quality of life in all neighborhoods in the city. The West Hollywood West neighborhood is characterized by small lots with generally modest one-story traditional houses in a variety of styles. One of the desirable characteristics of the neighborhood is its variety of form, style and texture. The West Hollywood West neighborhood is within the area by bounded by Melrose Avenue on the north, Doheny Drive on the west, Beverly Boulevard at the south and La Cienega Boulevard on the east.

The project will be on a fast track associated with a moratorium that applies to new projects and second story additions in the neighborhood. The City anticipates the outreach and planning process to take between six and nine months. The scope and fee do not include any CEQA analysis or work that may be required as part of this project.

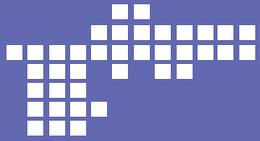
## PROJECT CONTEXT

The City of West Hollywood is a highly urbanized city, encompassing 1.9 square miles with a population of 34,399. With close to 18,000 people per square mile, it is one of the most densely populated cities in the United States. While the majority of the population resides in rental, multi-family properties, the city has a number of distinctive single-family neighborhoods. The West Hollywood West neighborhood was originally developed in the 1920's and 30's, and is characterized by small lots and modest houses with a variety of styles and an eclectic sensibility.

The new single-family residences are primarily 2-stories and look similar to one another, striking some as a "cookie-cutter" type of development that has a negative impact on the eclectic neighborhood. Additionally, the number of applications for new houses has significantly increased in the last few years. As a result, City staff began to hear increasing concerns from residents regarding the impact of the new houses on the character and diversity of their neighborhood.

While the Zoning Code includes standards to limit the size of houses including height, setbacks and a Floor Area Ratio (FAR) of 0.5, these standards allow new single-family structures and second-story additions that are substantially larger than the existing neighborhood context. In addition, the existing residential design guidelines are not detailed or robust enough to address these issues and are not tailored to specific neighborhoods.

As a result of several outreach meetings with the neighborhood, the City Council imposed the above-mentioned moratorium and directed staff to create a Neighborhood Conservation Overlay Zone and Design Guidelines:



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1. **A Neighborhood Conservation Overlay Zone (NCOZ)** is a tool included in both the General Plan and the Zoning Code that enables replacement of the Zoning Code standards in a particular neighborhood without affecting the entire city. The NCOZ would modify the development standards in the Zoning Code for the West Hollywood West neighborhood only. While the enabling legislation is in place, this tool has never before been developed or implemented in any area of the City.

2. **Design Guidelines for West Hollywood West** would let designers know what is expected, while encouraging creativity. Design guidelines are the best tool to convey to homeowners, developers and architects the expectation for the high quality of overall design, mass, scale and proportions, and details. Quality of materials is also best addressed through design guidelines.

The creation of these tools would begin with a conversation with neighborhood residents to flesh out consensus around goals and outcomes. Additional outreach and community meetings would be held to further develop the proposal and obtain feedback from as many residents as possible. A central information source, such as a web page or other innovative online tools, would be developed to facilitate community dialogue and extend outreach to those who cannot attend community meetings. The final Overlay Zone and Guidelines would be reviewed by the Planning Commission and approved by City Council.

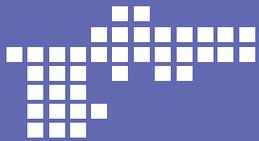
## SUMMARY OF SCOPE OF WORK

1. **Background Review & Goals:** Meet with City staff to establish project goals and objectives and confirm the project schedule. Review relevant plans and policies, including: Zoning Code and Design Guidelines, relevant sections of the General Plan adopted in 2011, and relevant design guidelines and Zoning Code provisions from other cities.

2. **Community Engagement:** Outreach to the West Hollywood West neighborhood is key to the success of the project. City Staff has had several meetings with the community to hear their concerns. Staff recommends working with a small group of residents to prioritize important issues and develop solutions, checking in at regularly during policy development. A series of community-wide meetings/workshops proposing solutions should be held to engage as many members of the community as possible. Additionally, other innovative online engagement tools should be developed for the project that would provide engagement for those who are less comfortable or able to attend a meeting.

3. **Existing Conditions Analysis:** review the neighborhood to get an understanding of key elements of the neighborhood context.

4. **Identify & Prioritize Options:** Identify and analyze a variety of Zoning Code options to address neighborhood concerns. Simultaneously develop design guidelines as a companion to Zoning Code changes.



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## MAJOR DELIVERABLES

### 1. Community Outreach Strategy including:

- Working with committee or task force in regularly scheduled meetings
- Community-wide workshops
- Online engagement tools

### 2. Draft Report including analysis of alternatives including:

- Zoning Code options including 3-dimensional illustrations
- Illustrative Design Guidelines

### 3. City staff and Commissions review

### 4. Final product includes Zoning Code ordinance changes and Design Guidelines

### 5. Presentation to City Council

The Consultant’s presentation materials and final documents, and in particular the Design Guidelines, should be graphically appealing, concise and organized, and utilize graphics to provide easy-to-read and engaging reports and print materials that are easy to use on-line for both City staff and the community.

## PRELIMINARY PROJECT SCHEDULE

March 10, 2014	RFP Released
March 17, 2014	RFP Questions Due
March 31, 2014	RFP Submissions Due
April 2014	Consultant Interviews
April 2014	Consultant Selection and Contracting
May 2014	Project Kick Off
May-August 2014	Community Engagement, Draft Documents
October 2014	Commission Review
December 2014	Council Review and Adoption

## CITY DATA AND RESOURCES

The following items will be provided to the Consultant by the City of West Hollywood for use in preparing the policy document:

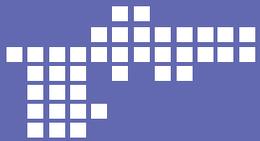
General Plan 2035: <http://www.weho.org/general-plan>

City of West Hollywood Zoning Ordinance

## CONSULTANT SELECTION PROCESS

### Proposal Questions

There will be no pre-bid meeting for this proposal. Any questions regarding this RFP should be emailed to Stephanie Reich at [sreich@weho.org](mailto:sreich@weho.org) or faxed to (323) 848-6569 by 5pm on Monday, March 17, 2014. All submitted questions and responses will be posted on the City website [www.weho.org](http://www.weho.org) after the close of the question period. A special link for the RFP will be on the Current and Historic Preservation Planning web page. No questions regarding this RFP will be answered over the phone. Proposers that contact City personnel or City Council members after the City releases the RFP and throughout the evaluation period may have their proposals disqualified from consideration.



## REQUEST FOR PROPOSAL (RFP)

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The proposer should mail, courier, or hand deliver five(5) sealed proposals to the City of West Hollywood no later than Monday, March 31, 2014 and email one (1) digital copy (PDF of less than 10MB) of the submission to Stephanie Reich at [sreich@weho.org](mailto:sreich@weho.org) with the subject line "Development of Neighborhood Conservation Overlay Zone and Design Guidelines for the West Hollywood West Neighborhood." Proposals received after this time and date may be returned. Postmarks will not be accepted as proof of receipt. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will be considered.

### **Proposal Delivery**

Proposals shall be enclosed in envelopes plainly marked with the following information –  
Proposal: West Hollywood West Neighborhood Conservation Overlay Zone and Design Guidelines

Name of Firm

Name of Contact Person

Address

Telephone Number

Email Address

### **The submittal shall be addressed as follows:**

Attn: City Clerk

8300 Santa Monica Blvd

West Hollywood, CA 90069

Proposal: West Hollywood West Neighborhood Conservation Overlay Zone and Design Guidelines

After a Consultant is selected, the Urban Designer will initiate final contract negotiations. If an agreement on the fee cannot be reached, the City reserves the right to end negotiations and enter into negotiations with another firm.

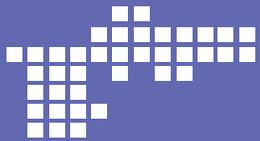
### **PROPOSAL SUBMISSION REQUIREMENTS**

In an effort to promote waste reduction and resource conservation, submittal shall not contain plastic bindings, plastic pages, or laminated pages. Double sided proposals are preferred; copies should be printed on recycled and/or FSC certified paper. Please avoid superfluous use of paper (such as separate title sheets, or chapter dividers and unnecessary attachments or documents not specifically requested). The proposal must be no longer than 20 pages (not including staff resumes) and include the following:

**A. Cover Letter:** Summarize why the Consultant is the best firm to complete the scope of work.

**B. Firm Qualifications:** Provide a brief overview of the firm(s) performing urban design, planning policy and/or design guidelines, their qualifications in working with various municipal departments, commissions, election officials, and community members, and a description of any special services, expertise, or abilities that the firm(s) can utilize in the performance of the services described herein.

**C. Firm Experience:** Describe experience related to urban design, neighborhood design guidelines, and/



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or policy planning projects, with projects of similar size and scope. Provide references for at least three (3) relevant projects.

**D. Project Leadership:** Designate the individual who will be the primary point person with City staff and oversee the scope of work. Describe the Project Leader's qualifications, outline their primary responsibilities, and provide examples of relevant projects of similar scope and size that demonstrate the Project Leader's ability to successfully oversee projects that are completed on time and within the budget.

**E. Project Team:** The Project Team should include planners, architects and/or urban designers with experience in outreach, planning policy and design guidelines. Provide an organization chart that identifies the key members of the project, their firm, title, and assigned role within the project team. Briefly summarize the major responsibilities of each team member and the primary tasks they will be working on. Include resumes for all team members that highlight relevant projects and qualifications to complete the tasks assigned. The City of West Hollywood reserves the right to accept the proposal team in full or to restructure teams as necessary for the best possible result.

**F. Approach and Work Plan:** Provide a written a narrative describing the Consultant team's approach and work plan for completing the scope of work. On a per task basis, the narrative should identify the designated team member(s) responsible for completing the work, deliverables, number of meetings and number of staff to attend meetings, and the time frame for completion.

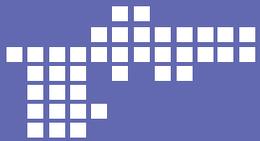
**G. Fees.** Submit a fee proposal for the Scope of Work that outlines the number of hours and fee associated with each task (and subtask), and provide a list of hourly rates for all team members.

### PROPOSAL EVALUATION CRITERIA

Submitted proposals shall be evaluated using the following key criteria:

- Firm experience and demonstrated ability to deliver high quality work for relevant projects of similar complexity.
- Staff experience and demonstrated ability to work well with community groups, various municipal departments, and City staff.
- Demonstrated ability to provide clear and compelling presentations to community members, commission members, and elected officials.
- Demonstrated ability to deliver planning, urban design projects and/or design guidelines that exhibit excellent writing quality and use of high quality graphic design that communicate clearly and are engaging and accessible to the general public.
- Completeness and clarity of proposal.
- References

The highest ranking firm(s) may be asked to come in for an interview. After a Consultant is selected, the Urban Designer will initiate final contract negotiation. If an agreement on the fee cannot be reached, the City reserves the right to end negotiations and enter into negotiations with another firm.



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## SELECTED CONSULTANT RULES

The selected Consultant shall be able to meet the following requirements in order to enter into a contract with the City of West Hollywood:

### 1. INDEMNIFICATION

1.1. Consultant agrees to indemnify and hold the CITY harmless from any damage, liability or cost (including reasonable attorney fees and costs of defense) to the extent caused by Consultant's negligent wrongful acts, errors, or omissions in the performance of professional services under this agreement.

1.2. CITY agrees to indemnify and hold Consultant harmless from any damage, liability or cost (including reasonable attorney fees and costs of defense) to the extent caused by the CITY'S negligent wrongful acts, errors, or omissions in the performance of professional services under this agreement.

[Any changes proposed by a vendor to this clause are subject to approval of the City Attorney]

### 2. INSURANCE REQUIREMENTS

#### STANDARD CONTRACT AND INSURANCE

The successful bidder must comply with the City's standard contract language and insurance requirements. The City has very specific requirements established by the City Council, and your firm must be willing to comply with these requirements (there will be no exceptions or waivers.)

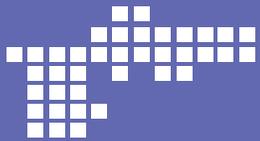
A summary of these requirements include:

- Agrees that it does not and will not discriminate against any employee or applicant for employment because of race, religion, color, national origin, sex, sexual orientation, gender identity, political affiliation or opinion, medical condition, or pregnancy or pregnancy-related condition.
- Abide by the provisions of the West Hollywood Living Wage Ordinance.
- Abide by the provisions of the West Hollywood Equal Benefits Ordinance.
- Affirms it does not honor the Arab League Boycott of Israel.

Please ensure your company, any subcontractors you use for this engagement, and/or your parent company is willing to comply with these requirements prior to responding to this RFP.

Following selection of the successful vendor, contract negotiations will include a review and approval by the City Attorney, who may ask for specific modifications.

**2.1. CERTIFICATES OF INSURANCE:** The Consultant shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement. The Consultant shall provide written evidence of current automobile coverage to comply with the automobile insurance requirement. The Consultant, at the Consultant's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:



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**2.1.1. WORKERS' COMPENSATION COVERAGE:** The Consultant shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. In addition, the Consultant shall require any and every subcontractor to similarly maintain Workers' Compensation Insurance and Employer's Liability Insurance in accordance with the laws of the State of California for all of the subcontractor's employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the Consultant for City.

**2.1.2. GENERAL LIABILITY COVERAGE:** The Consultant shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage.

If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.

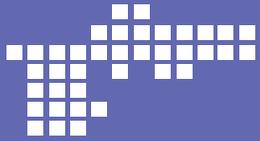
**2.1.3. AUTOMOBILE LIABILITY COVERAGE:** The Consultant shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence.

**2.1.4. PROFESSIONAL LIABILITY COVERAGE:** The Consultant shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the Consultant's operations under this Agreement, whether such operations be by the Consultant or by its employees, subcontractors, or subconsultants. The amount of this insurance shall not be less than one million dollars (\$1,000,000).

**2.2. ENDORSEMENTS:** Each general liability and automobile liability insurance policy shall be issued by insurers possessing a Best's rating of no less than A- and shall be endorsed with the specific language of Section 2.2.1. below.

2.2.1. "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insured with respect to liability arising out of work performed by or on behalf of the Consultant, including materials, parts, or equipment furnished in connection with such work or operations."

2.2.2. This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have, shall be considered excess insurance only and shall not contribute with this policy.



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2.2.3. This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.

2.2.4. Consultant acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amounts of coverage required. Any insurance proceeds available to the CITY in excess of the limits and coverage required in this agreement and which is applicable to a given loss, will be available to the CITY.

2.2.5. The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents.

2.2.6. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.

2.2.7. The insurance provided by this policy shall not be suspended, voided, canceled, or reduced in coverage or in limits except after thirty (30) days' written notice has been received by the CITY.

2.2.8. Consultant agrees to provide immediate notice to CITY of any claim or loss against Consultant arising out of the work performed under this agreement. CITY assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve CITY.

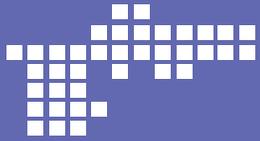
**2.3. DEDUCTIBLES AND SELF INSURED RETENTIONS:** Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option the Consultant shall demonstrate financial capability for payment of such deductibles or self-insured retentions.

**2.4. FAILURE TO PROCURE INSURANCE:** Failure on the part of the Consultant to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate the Agreement.

**3. NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY:** The Consultant represents and agrees that it does not and will not discriminate against any employee or applicant for employment because of race, religion, color, medical condition, sex, sexual orientation and/or gender identity, national origin, political affiliation or opinion, or pregnancy or pregnancy-related condition.

**4. LIVING WAGE ORDINANCE:** The Consultant shall abide by the provisions of the West Hollywood Living Wage Ordinance No. 97-505. During the term of this Agreement, the Consultant shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.

**5. EQUAL BENEFITS ORDINANCE:** The Consultant shall abide by the provisions of the West Hollywood Equal Benefits Ordinance No. 03-662. During the term of this Agreement, the Consultant shall keep



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on file sufficient evidence of its employee compensation and any applicable benefits package, as those benefits relate to the coverage of the domestic partners of contractor's employees, which shall include; bereavement leave; family medical leave; and health insurance benefits; to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.

**6. RESTRICTIONS:** Arab League Boycott of Israel. The Consultant hereby affirms it does not honor the Arab League Boycott of Israel.

**7. RECORDS AND AUDITS:** The Consultant shall maintain accounts and records, including personnel, property, and financial records, adequate to identify and account for all costs pertaining to this Agreement and such other records as may be deemed necessary by the CITY or any authorized representative, and will be retained for three years after the expiration of this Agreement. All such records shall be made available for inspection or audit by the CITY at any time during regular business hours.

**8. OWNERSHIP OF DOCUMENTS:** It is understood and agreed that the CITY shall own all documents and other work product of the Consultant, except the Consultant's notes and work papers, which pertain to the work performed under this Agreement. The CITY shall have the sole right to use such materials in its discretion and without further compensation to the Consultant, but any re-use of such documents by the CITY on any other project without prior written consent of the Consultant shall be at the sole risk of the CITY. The Consultant shall at its sole expense provide all such documents to the CITY upon request.

Following selection of the successful consultant, contract negotiations will include a review and approval by the City Attorney, who may ask for specific modifications.