

City of West Hollywood
Community Development Department

**Request for Proposal (RFP)-Responses to Questions
Consultant Services Development of Neighborhood Conservation
Overlay zone and design Guidelines for the West Hollywood West
Neighborhood**

PLEASE NOTE: DEADLINE EXTENDED TO APRIL 1, 2014

On Monday March 31, 2014, City Hall will be closed in observance of Cesar Chavez Day. The deadline will be April 1.

RESPONSES TO QUESTIONS:

- Has there been a budget established for this project?

No. We have outlined the scope of work as specifically as possible, while providing substantial room for innovative proposals. We want to know what you will bring to the project. Once a consultant is selected, a contract will be reviewed by City Council.

- There is a page limit noted for the proposal of 20 pages, is this 20 sheets or 40 faces?

20 faces, not 20 sheets, not including staff resumes.

- Is there a link to the existing design guidelines? There is a document, "Urban and Architectural Design, Process and Principles," on line. Is that it?

The document online is intended as a guide for all developers in addition to the Zoning Code. There are design guidelines in the Zoning Code. However, these are not sufficiently detailed, developed or tailored properly to the neighborhood.

- Are there other plans that provide guidance for development? Links to them?

The documents listed on page 3 are the relevant City documents

- Will you be considering firms from outside of CA? Will you give them equal weight in the review process?

There is no in-state requirement to propose for the project. We will consider all proposals equally.

- Can you please provide a list of who the City sent the RFP to?

We have sent the RFP widely to numerous consultants. Unfortunately, we cannot provide a listing.

- Can you describe the role of the City on each of the tasks? For example, will the City be involved in logistics for the workshops and other meetings?

Yes, the City will be involved in almost all of the project tasks. As the Project Manager, Stephanie Reich will lead the City team and be the consultant contact, but there are a number of other City staff involved. We will assist with logistics to arrange meetings, particularly to schedule a location. We will provide direction to the consultant team, participate in outreach meetings and policy development.

- Does the City have a vision for the result of the existing conditions analysis? Are you expecting a written report? A technical memo? A PowerPoint presentation?

We are expecting a written report with maps and photos at a minimum.

- The RFP mentions "working with a small group of residents." Is this a formal advisory body? An informal group? Who determines who will be on this group? Do you have a recommended number of meetings to have with this group?

The City will determine who is on the advisory or working group. This will not be a formally appointed group. We recommend meeting with this group at least every 2 weeks. However, we intended to leave this to each team to develop a more specific outreach plan as part of their proposal.

- Has the City thought about the number of community-wide meetings and workshops?

This will be periodic over the course of the outreach period (May thru August). We intended to leave this to each team to develop a more specific outreach plan as part of their proposal.