

**City of West Hollywood**  
**Community Development Department**  
**Long Range and Mobility Planning Division**

**REQUEST FOR PROPOSAL (RFP)**  
**Sunset Boulevard Spectacular Pilot Creative Off-Site Advertising Sign**

PUBLIC NOTICE IS HEREBY GIVEN that the City of West Hollywood is seeking a firm or team of firms to submit proposals for the design, construction, management, advertising sales, programming and maintenance of a new off-site advertising sign on the Sunset Strip. The sign shall be located at 8755 Sunset Boulevard. The site is owned by the City and currently functions as a pay to park lot. The site currently contains a standard single-pole double-sided billboard (48'W x 14'H).

The City is seeking to replace the existing double-sided billboard structure with a one-of-a-kind, forward thinking digital sign "spectacular" which would provide an iconic identity for both the City and the Strip. In addition, the City is looking at this sign as a pilot and demonstration of cutting edge advertising programming and technology to help guide and influence policy changes governing new creative off-site signs and digital sign technologies on the Strip.

**Instructions:**

The Request for Proposals (RFP) will be posted and proposals will be submitted through the PlanetBids website:

<http://home.planetbids.com/vendors/>

The RFP will also be listed on the West Hollywood City Clerk's RFP/RFQ/Bid Notices webpage:

<http://www.weho.org/city-hall/city-clerk/public-notice/rfp-rfq-bid-notice>

The optional pre-bid meeting for this proposal is scheduled for Wednesday, November 4, 2015 at 3:00 p.m. in the West Hollywood Library. Any questions regarding this RFP should be posted to the PlanetBids website by 5:00 p.m. on Wednesday, November 18, 2015. All submitted questions and responses to those questions will be posted on PlanetBids no later than Monday, November 23, 2015.

No questions regarding this RFP will be answered over the phone or in person outside of the pre-bid meeting. 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.

Interested firms or team of firms must submit electronic and printed proposals on the PlanetBids website and to the City Clerk's Office as specified in the RFP no later than 3:00 p.m. on Tuesday, December 15, 2015. 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.

