

## Sunset Boulevard Public Realm Study

Response to Questions | June 1, 2017

- 1. Are you expecting or would you like an economic consultant on the Public Realm project or given the corresponding Entertainment Business Study are you expecting to keep this Public Realm study strictly on the urban design side? When you describe category F - "Other Entertainment Cities and the Economics of Entertainment" are we correct in assuming this focuses more on the urban design aspects of these places, rather than their economics?**

The economic consultant will be hired by the City's Economic Development Department and is not expected to be included as a sub-consultant for the public realm study. The Entertainment City case studies should focus on the public realm.

- 2. Are you expecting the consultant to study the effects of current zoning on the boulevard's businesses or strictly focus on the design and experience of the urban realm?**

This study will strictly focus on the design and experience of the public realm and will not look at zoning and development standards.

- 3. Should the Action Plan include budgets / fees relating to each of the proposed recommendations?**

The Action Plan could include an estimate of capital costs for each recommendation, but its main focus will be to guide the future update to the open space chapter of the Sunset Specific Plan. However, we would like at least a rough order of magnitude estimate for the "Quick Wins" in the Action Plan. We may ask for a costed implementation plan as an additional task in the future, however, that is not part of the current scope.

- 4. Is there a set budget/fee for the Public Realm Study?**

The City is most interested in obtaining a high quality project based on realistic costs to produce a thorough, effective and usable plan. Therefore, we have not set a fee. The proposal costs will be a factor, but the cost will not be the ultimate deciding factor. Once selected, the City may negotiate with the selected consultant to adjust costs where necessary.

- 5. Is there a preferred professional service type that should act as the lead consultant on this project?**

The City expects that the lead consultant has substantial experience in urban design with a focus on the public realm.

- 6. In the RFP, the proposed fee is requested in an hourly breakdown. If awarded the project, are we then required to bill using hourly rates, or can the project have a fixed fee billed in equal monthly amounts?**

You must bill by task and no fixed monthly billing will be allowed.

**7. What role will the City of West Hollywood play in community engagement? Will the city be responsible for public noticing, organizing the meeting logistics, etc. associated with community meetings?**

The City will provide mailing lists, mailing labels, contacts for organizations and assist with meeting spaces in City facilities at no charge. The City will identify focus group members. We prefer that outreach happens as close to Sunset or on Sunset if possible. City staff will also be in attendance and can assist with logistics at the outreach events.

**8. Does the scope of work include everything within ROW (building face to building face) or only from back of curb to building face?**

The scope of work will primarily focus on the sidewalk and open space components of the ROW and will only focus on vehicular roadways only in so far as they relate, conflict or overlap with public realm elements. For example, on-street parking could be looked at in terms of identifying additional open space opportunities such as parklets or where driveway entrances, crosswalks, etc. conflict with pedestrian flow.

**9. Are these assumed to be general district goals and proposals or is the expectation conceptual plan for each block?**

The Action Plan does not anticipate detailed streetscape design as a deliverable. However, some amount of specificity may be appropriate to further the ideas and concepts of the Action Plan. We are not looking for specific design standards, except where the consultant may feel those are appropriate.

**10. When will the City Entertainment Business consultant be hired? Can you provide an overall schedule and milestones for their analysis?**

A Sunset Strip Nightlife user study will be conducted by an economic consultant to be hired in June 2017. The consultant will initiate work in early June and is expected to be completed with the study by the end of September 2017. The consultant studied and prepared a report for the Sunset Strip Business Association in May 2010 on the Economic Impacts and Cultural Contributions of the Sunset Strip Nightlife, and for this phase, the consultant's scope of work will be to update the work through 2017 and conduct on-site intercept surveys with patrons along Sunset Boulevard.

Please see attached [link](#) for the 2010 Report on Sunset Strip Nightlife.

**11. Does the city have any tour bus information available such as existing maps, approved routes, operator information?**

No.

**12. Will the successful bidder for this study be precluded from bidding on the subsequent Sunset Boulevard Specific Plan Update?**

No.

**13. What potential sub-consultants do you anticipate being required for the scope of services outlined in the RFP? We anticipate a large team to fully address analysis, visioning, action plan and engagement aspects of the project and would like to make sure teaming is commensurate to the anticipated fee.**

We anticipate limited sub-consultants, however, a landscape architect and community outreach consultants may be appropriate.

**14. Does this project have a MBE/WBE requirement for teaming?**

No.

**15. Page 11 of the RFP document talks about the City's Economic Development Division and City's Consultant. Is that the same as the Entertainment Consultant mentioned on page 10 of the RFP? If these are different Consultants, what is the specific scope of work for the Economic Team? We anticipate this to affect teaming and a scope/fee approach to this project.**

It is the same as the Entertainment consultant.

**16. Is the project currently funded and/or what will be the funding strategy for potential improvements?**

Funding has been set aside for the study. Capital improvement funding will be considered for the implementation.

**17. Are expenses to be separated from fee or inclusive of fee as part of our proposal?**

All expenses should be included in the fee proposal.

**18. Who is on the city project team and who will be the City's point of contact on a day-to-day basis?**

The City project team will include staff from the Long Range and Mobility Planning Division and Business Development Division. The team will include a principal planning consultant for overall project coordination and an associate planner for day-to-day coordination.

**19. How many references do you need?**

Per the RFP, please provide references for up to three (3) relevant projects.