

**NOTICE INVITING PROPOSALS FOR  
LANDSCAPE ARCHITECTURE DESIGN AND  
PUBLIC ART CONCEPT DEVELOPMENT  
FOR THE BEVERLY BOULEVARD GATHERING PLACE**

**PUBLIC NOTICE IS HEREBY GIVEN** that The City of West Hollywood invites proposal submissions through this Request For Proposals (RFP) process, to be received only by submitting electronically through [PlanetBids](#) for the above stated work and will only receive such submissions no later than the hour of **4:00 PM ON Thursday, February 28, 2019.**

The City seeks to retain the services of a highly qualified team of landscape architects and public artists to provide community engagement, public art concept development, landscape architecture design, construction document preparation, and construction administration services for a public gathering place on Beverly Boulevard in the City's Design District.

**Procurement Schedule:**

**Date:**

Thursday 1/17/19

Thursday 1/31/19

**Thursday 2/07/19**

Thursday 2/14/19

**Thursday 2/28/19**

Thursday 3/14/19

Monday 4/15/19

**RFP Schedule and Deadlines:**

RFP Issued

Informational Conference (optional) at 4 P.M.

**Questions Due**

Q&A Responses Released

**RFP Submissions due by 4 P.M.**

Interviews; and Select Consultant(s) (date to be confirmed)

City Council Contract Authorization (date to be confirmed)

**Scope of Work:**

The City of West Hollywood is soliciting proposals from consulting teams to provide a proposal and team qualifications for community engagement, landscape architecture design, public art concept development, construction document preparation, project coordination, cost estimate, and construction administration services for a new gathering place to be constructed as the City continues to implement the adopted West Hollywood Design District Streetscape Master Plan. Located on Beverly Boulevard at Bonner Drive, the gathering place will repurpose excess vehicular right-of-ways to create a flexible public open space incorporating landscaping, shade, seating, public art, and other amenities. Preliminary design work was 10% completed as part of the Design District Streetscape Master Plan outreach process. Referencing this preliminary design and future outreach as a jumping off point, the selected consultant team will collaboratively develop a final design for the gathering place. Additionally, final engineering design is concurrently underway for streetscape improvements to the adjacent segment of Beverly Boulevard and therefore the selected consultant team will need to coordinate with the engineering team. Prospective consultant teams shall submit qualifications for each team member, to include at minimum: a landscape architect lead, at least three (3) named public artists, options with whom the landscape architect could collaborate, and a cost estimator. **Please see the full scope of work** in the RFP posted on PlanetBids at

<https://www.planetbids.com/portal/portal.cfm?CompanyID=22761&BidID=57617>

**Proposal Submission:**

Proposals must be submitted electronically through PlanetBids.

**Pre-Proposal Informational Conference (Optional):** Prospective bidders are encouraged to hear more about the opportunity and meet potential team members interested in submitting joint proposals across the various professional specialties needed or helpful to respond to this RFP (Public Artists, Landscape Architects, Public Art Consultants, Engineers, etc.). The Pre-Proposal Informational Conference is scheduled for **Thursday, January 31 2019 at the West Hollywood Library Community Meeting Room** (625 N San Vicente Blvd, West Hollywood, CA 90069).

**Requests for Information (RFI's) and Questions/Clarifications:** All requests for information and questions/clarifications shall be submitted in writing electronically to David Fenn at [dfenn@weho.org](mailto:dfenn@weho.org). Any questions addressing the interpretation or clarification of bid forms or bid documents must be submitted no later than **Thursday February 7 2019**. Following this deadline no questions regarding the RFP will be accepted.

**Submission Documents:** Proposers should complete and return the below listed documents via electronic submission ONLY:

- Cover Letter
- Consultant Qualifications
- Project Team
- Artist Qualifications
- Approach and Work Plan
- Proposed Fees
- References

**Evaluation Criteria:**

- Project Approach and Understanding
- Consultant experience and demonstrated ability to deliver high quality, innovative work for relevant projects of similar complexity
- Consultant experience and demonstrated ability to lead engaging community outreach programs facilitate community advisory groups, and coordinate with various municipal departments and city staff
- Consultant experience working collaboratively with a professional public artist in designing and implementing public spaces
- Qualifications of proposed public artist and demonstrated ability to deliver high quality art work
- Demonstrate a dynamic work approach that will render stellar final documents and community engagement
- Demonstrated ability to provide clear and compelling presentations to the public
- Demonstrated ability to communicate in ways that are engaging and accessible to the general public.
- Completeness and clarity of proposal

- Project cost
- References
- Innovation and Creativity

**Award of Contract:**

The consulting teams that most clearly meet the RFP requirements may be invited to an interview panel to be arranged by the City. Interviews are tentatively scheduled to be held at City Hall on **Thursday 3/14/19** with selected candidates after initial review of proposal and qualifications. The interview panel will include City staff members and member(s) of the Design District Streetscape Master Plan Working Group. No single criterion, including price, will dictate the City's ultimate selection. The relative importance of these factors involves judgment on the part of the City staff and will include both objective and subjective analysis. The City reserves the right to substitute an alternative professional public artist to a given team upon agreement of all parties.

**Owner's Rights:** The City of West Hollywood reserves the right to reject any and all proposals or to waive any irregularities or informalities in any proposals should it deem this necessary for the public good, and also the proposal of any Proposer who has been delinquent or unfaithful in any former contract with the City of West Hollywood and to take all proposals under advisement for a period of ninety (90) days. No proposer may withdraw its proposal for a period of ninety (90) days after the date from the opening thereof. The award of contract, if made, will be in accordance with the evaluation criteria provided in the specifications.

**Point of Contact:** David Fenn, [dfenn@weho.org](mailto:dfenn@weho.org)

**BY ORDER OF** the City of West Hollywood

AFFIDAVIT OF POSTING

State of California        )  
 County of Los Angeles    )  
 City of West Hollywood   )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: January 22, 2019

Signature: [Handwritten Signature]