



City of West Hollywood

Planning and Development Services Department

Request for Proposal (RFP)

Update to Historic Context Statement and Citywide Historic Resources Survey of Residential Properties in the R2, R3, and R4 Multiple-Family Zoning Districts

Issue Date: December 18, 2019

RFP Questions Due: January 6, 2020 – 4:00 PM

Proposal Submission Due Date: January 13, 2020 – 11:59 PM

Electronic Submissions Only through West Hollywood's Online Bidding Portal

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

PROJECT DESCRIPTION

The City of West Hollywood invites qualified consulting firms, meeting the *Secretary of the Interior's Professional Qualification Standards*, to respond to a Request for Proposal (RFP) to update the historic context statement and the R2, R3, and R4 historic resources survey for the multi-family zoning districts.

This scope of work will include:

- Working with a subcommittee made up of staff members, Historic Preservation Commissioners and the public, as required;
- Updating the citywide historic context statement and using the context statement for all residential properties within the R2, R3, and R4 Multi-Family zoning districts;
- Identifying a period(s) of significance under which the properties will be evaluated and developing various themes pertaining to this period(s) of significance (there may be multiple themes throughout the city);
- Conducting a reconnaissance-level survey of all residential buildings 40 years of age or older within said zoning districts;
- Conducting an intensive-level survey of relevant properties that appear to be eligible for designation under the local, state, and national criteria;
- Conducting expedited reviews of project proposals to alter the exterior or demolish residential properties in the R2, R3, and R4 Multi-Family zoning districts during the survey process;
- Utilizing the City's existing, web-based, RuskinARC database during survey field work and throughout the survey process; and
- Participating in community outreach and public hearings to discuss survey results and take questions from the Commission, City Council, and public.

The City anticipates the process to take between nine (9) and twelve (12) months. The City plans to enter into an agreement with the selected consulting firm based on negotiated scope of work and proposed fee. The scope and fee do not include any CEQA analysis or any required CEQA work that may be required as part of this project.

PROJECT CONTEXT

The City of West Hollywood is a highly urbanized corridor community organized along two of Los Angeles' major east-west arterials, Santa Monica Boulevard and Sunset Boulevard. The City encompasses 1.9 square miles with a population of 36,723 and is developed with a mix of residential and commercial uses, as well as limited institutional and parkland uses. Out of the City's 25,833 housing units, four out of five are in multi-family buildings with at least five units. There are approximately 3,000 structures within the approximately 2,400 properties located in the R2, R3, and R4 Multi-Family zoning districts. West Hollywood is fully developed and, as a result, new development is almost entirely adaptive reuse, intensification, and replacement.

With close to 19,000 people per square mile, the City is one of the most densely populated cities in the United States. For a small city, West Hollywood has a relatively large stock of historically and culturally significant properties. The City has long demonstrated its commitment to identifying and preserving these properties, having first adopted a historic preservation ordinance shortly after incorporation in 1984. The current iteration of the Zoning Ordinance as it addresses Cultural Heritage Preservation, Chapter 19.58, is supplemented by a Historic Preservation Element in the City's General Plan. The first city-wide survey was completed in 1987. A second survey was completed in 2008, consisting of all multi-family residential buildings within the R2, R3, and R4 zoning districts, which this RFP aims to update. A third city-wide survey was completed in 2017 and consisted of all commercial and non-residential properties within the Commercial and Public Facilities zoning districts.

The resulting survey of the City's inventory of historic resources will be a vital tool for assessing the appropriateness of those planning and building proposals that have the potential to impact the integrity of the properties, as well as the neighborhood character and historical continuity.

SUMMARY OF SCOPE OF WORK

1. Background Review & Goals: The selected consultant will meet with City staff to establish project goals and objectives and confirm the project schedule. The consultant shall review relevant plans and policies, including: Historic Preservation Element, Section 19.58 Cultural Heritage Preservation Ordinance, as well as other documents related to ongoing related studies.

2. Community Engagement: The purpose of this survey of various residential districts is to update the historic context statement and identify significant or potentially significant historic properties that are eligible for local, state, or national listing. Public outreach should include discussions with the general public and specific stakeholder groups, such as property owners, residents, the preservation community, the LGBT community, the Russian-speaking community, and the Subcommittee of the Historic Preservation Commission. The selected consultant is responsible for recommending an outreach program as part of the work scope, including a kick-off meeting with the public and no fewer than three public meetings. This step is imperative to ensure that

the survey's approach and process is inclusive. The results of the project will be presented to the Historic Preservation Commission and City Council (see item 5, Final Report, below).

3. Historic Context Statement: The selected consultant will update the citywide historic context statement based on the existing historic context statements prepared for previous historic resources surveys mentioned above, as well as neighborhood research, interviews and survey results. This context statement will identify significant historical themes, with associated periods of significance, property types, and character-defining features. Each surveyed property or group of properties will be evaluated and categorized by theme(s), as appropriate.

4. Reconnaissance and Intensive-Level Surveys: The selected consultant will complete a reconnaissance survey of the City's R2, R3, and R4 Multi-Family zoning districts, followed by an intensive-level field survey of properties that appear to be eligible for designation at the local, state, and national level. The reconnaissance survey shall include all properties 40 years old or older and any younger properties that may be significant under the identified themes in the historic context statement. The intensive-level survey is anticipated to cover ten (10) to fifteen (15) percent of the total number of properties. This intensive survey shall include the identification, photography and evaluation of eligible properties. Evaluation will be based on National Register, California Register and local criteria. The contribution of individual properties to a potential historic district or thematic grouping shall also be evaluated. California Historical Resources Status Codes will be assigned to all properties surveyed at the intensive level. Previously evaluated properties will be surveyed and receive updated DPR forms. Properties will be documented on the appropriate Department of Parks & Recreation (DPR) Historic Resources Inventory forms. All survey work will meet State Office of Historic Preservation standards. A matrix of all properties within the survey area that are 40 years of age or older shall be provided with assigned Status Codes.

5. Final Report: The Historic Resources Survey Report will include, but not be limited to, the following information: 1) Objectives, 2) Area Surveyed, 3) Research Design, 4) Methodology, 5) Historic Context Statement, 6) Results, 7) Sources, 8) Maps, 9) Matrix of all surveyed properties within survey area, and 10) DPR forms for all properties that appear to be eligible. City staff and the Historic Preservation Commission will evaluate survey processes and findings and a formal presentation of findings will be made to City staff, the Historic Preservation Commission, and the City Council.

6. Digital Availability of Information: The selected consultant will utilize the City's existing, third-party web-based program, RuskinARC, to conduct the survey and update the database of surveyed properties during survey field work and throughout the survey process. The RuskinARC database is available on the City's Preservation website at www.wehopreservation.org. More information on RuskinARC is available at www.RuskinARC.com. Administrative access to the program will be granted to the selected consultant. The selected consultant will coordinate direct access to RuskinARC for the consultant and the City during the survey process and leading up to the launch of the survey results to the public.

MAJOR DELIVERABLES

- Community outreach strategy
- Draft/Final report will include the following: historic context statement, reconnaissance survey and results, and intensive-level survey and results
- Digital availability of the final report and surveyed properties on the City’s historic preservation website

PRELIMINARY PROJECT SCHEDULE

The timing of the proposal’s review and selection process is subject to change, depending on the needs of the City, but is anticipated as follows:

December 18, 2019.....	RFP Issued
January 6, 2020.....	RFP Questions Due
January 13, 2020.....	RFP Submissions Due
February 2020.....	Consultant Interviews
March 2020.....	Consultant Selection
March 2020.....	City Council Approval of Contract Award
April 2020.....	Project Kick Off
December 2020.....	Draft Survey Report
March 2021.....	Commission Review
April 2021.....	City Council Review and Acceptance

The City reserves the right to change the RFP schedule or issue addenda to the RFP at any time. The City also reserves the right to cancel or reissue the RFP.

CITY DATA AND RESOURCES

The following items will be provided to the selected consultant by the City of West Hollywood for use in preparing the Historic Context Statement and Historic Resources Survey Report:

- General Plan 2035: <http://www.weho.org/general-plan>
- City of West Hollywood Zoning Ordinance
- Access to the City’s web-based RuskinARC program
- Access to Building Permits and Planning Records

CONSULTANT SELECTION PROCESS

The following section outlines the requirements for online submissions and the consultant selection process.

Proposal Questions

There will be no pre-bid meeting for this proposal. Any questions regarding this RFP must be sent by 4:00 pm on Monday, January 6, 2020 using the Q&A tab of the electronic proposal system at:

<https://www.weho.org/city-government/city-departments/public-works/bids>

or

<http://www.planetbids.com/portal/portal.cfm?CompanyID=22761>

Requests for clarification/questions received after this deadline will not be answered. All submitted questions and responses will be released on the electronic proposal system referenced above after the close of the question period. No questions regarding this RFP will be answered over the phone or by email. 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.

Proposal Submission

Proposals must only be submitted electronically using the electronic proposal system link below no later than **11:59pm, Monday, January 13, 2020**. Proposals received after this time and date may not be accepted. No oral, telephonic, faxed, or emailed, or modifications of proposals will be considered.

<https://www.weho.org/city-government/city-departments/public-works/bids>

or

<http://www.planetbids.com/portal/portal.cfm?CompanyID=22761>

Proposal Format and Contents

The proposal must be no longer than 20 pages (not including resumes). The content and sequence of the information contained in each copy of the proposal shall be separated into sections as follows:

- A. Cover Letter - Include a brief understanding of the work to be done and commitment to perform the work. Describe why you are best qualified to perform the requested services.
- B. Firm Qualifications - Provide a brief overview of the firm(s) performing historic preservation and survey services, their qualifications in working with various municipal departments, commissions, elected 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. The selected consultant must be able to meet the Secretary of the Interior's Professional Qualification Standards outlined in 36 CFR Part 61, Appendix A.
- C. Firm Experience - Describe experience related to historic preservation and surveying, with projects of similar size and scope. Provide references for up to three (3) relevant projects.
- D. Examples of Work – Provide examples of related work that demonstrates quality of writing and graphic design. Links and a description to online material are acceptable.
- E. 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.

- F. Project Team - The Project Team should include Historic Preservation professional(s) and/or historic resources survey specialist(s). Provide an organization chart that identifies the key members of the project team, 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. The City requests certification that neither the principals nor any other individuals associated with the consulting work are presently debarred, suspended, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency.
- G. Approach and Work Plan - Provide a written 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, public outreach program, and the timeframe for completion.
- H. Fees - Provide 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 Selection Criteria

Proposals shall be examined and evaluated by the City to determine whether each proposal meets the requirements of this RFP. 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 and will include both objective and subjective analysis. Consultant selection will be based on the following criteria:

- Firm experience and demonstrated ability to deliver high quality work for relevant projects of similar complexity.
- Team members' 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 reports 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.
- Fee
- References

The highest-ranking firm(s) may be asked to present their proposals at an in-person interview. After a consultant is selected, the City staff will initiate final contract negotiation. If an agreement on the fee cannot be reached, the City reserves the right to end negotiations and enter negotiations with another firm.

Interviews and Presentations

The City may request that consultants make a presentation of their proposal to City during the RFP evaluation period. This presentation will provide consultants the opportunity to detail their work plan, experience and approach to ensure thorough and mutual understanding. All expenses incurred by the consultant for participating in the presentations will be the responsibility of the proposer.

General Requirements

- A. Inclusion of Proposal – The proposal submitted in response to this RFP may be incorporated as part of the final contract with the selected consultant.
- B. Right to Reject Any or All Proposals – The City reserves the right to reject any or all proposals, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more proposals are deemed equal, the City reserves the right to make the award to one of the two proposers.
- C. Proposal Validity Period – Submission of a proposal will signify the consultant’s agreement that the proposal is valid for 180 days from the Proposal Due Date specified.
- D. Expenses of Proposal Preparation – Each proposal prepared in response to this RFP shall be done at the sole cost and expense of each proposing consultant and with the express understanding that no claims against the City for reimbursement will be accepted.
- E. Public Records and Right to Submitted Proposals – All proposals, inquiries, responses, or correspondence related to or in reference to this request for proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the consultant will become the property of the City when received.

The City of West Hollywood is subject to California law regarding the disclosure of public records. Consultants must clearly identify any information they regard as proprietary in the proposal. Any such information should be marked “Proprietary” or “Confidential.” Information that is proprietary within the meaning of California law will be withheld from any public records requests. All other information is subject to disclosure.

- F. Assignment – The successful proposer will not assign, transfer, convey, or otherwise dispose of the contract, or right, title of interest, or power to execute such a contract to any person, any other firm, or corporation without previous consent in writing from the City.
- G. Termination of Contract – The contract will provide that the City reserves the right to terminate the contract at any time upon prior written notice of the City’s intent to terminate the contract. Causes for termination of the contract may include, but are not limited to any one of the following: failure to promptly and faithfully provide the services required in this RFP; violation of any law; failure to cooperate upon receiving any reasonable request for information or service; and improper actions of the firm officers

or employees which, in the opinion of the City, would adversely affect the City's interest. The contract may be terminated by the consultant upon a 60-day written notice.

- H. Contracts and Insurance Requirements - Provide a certificate of insurance as evidence that the proposers can to meet or exceed the insurance requirements outlined in section 8 Insurance Requirements Exhibit A. The selected consultant must provide and maintain in force at all times during the term of the agreement including Workers' Compensations, Commercial General Liability, Professional Liability/Errors & Omissions and Automobile. Such policies should be issued by companies admitted in the State of California.
- I. City Policies - City maintains various policies related to contractual service providers. Among these are anti-discrimination, a living wage, and equal benefits policy. In submitting proposals, consultants must indicate that they are prepared to comply with City ordinances and policies. Provide a statement that the sample contract attached to this RFP as Exhibit # has been reviewed and indicate whether or not any changes to the contract language (Exhibit A) are being requested.

Example Responses:

- No Changes to the standard contract are required or requested
- Our Legal Department has revised the agreement and has requested the following change to section 8.2.1, line 4-5 as follows...

Proposed changes will not have any influence on the evaluation of the proposal but may delay the process of the selected consultant to sign the contract documents. The proposed changes will be reviewed and approved by the City Attorney's Office and Risk Management Officer prior to signing the contract documents.

- J. Right to Request Additional Information – During the evaluation process, the evaluation committee reserves the right, where it may serve the City's best interest, to request additional information or clarifications from Proposers, or to allow corrections of errors or omissions. At the discretion of the evaluation committee, consultants submitting proposals may be requested to make oral presentations as part of the evaluation process.
- K. Additional Services – The general service requirements outlined above describe the minimum work to be accomplished. Upon final selection of the consultant, the scope of service may be modified during negotiations with the City.
- L. Undue Influence – The consultant declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of the City in connection with the award of this RFP, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the City will receive compensation, directly or indirectly, from Consultant, or from any officer, employee or agent of Consultant, in connection with the award of the Agreement or any work to be conducted as a result of the Agreement. Violation of this Section shall be a material breach of the Agreement entitling the City to any and all remedies at law of in equity.

- M. Conflict of Interest – If a real or perceived conflict of interest exists with the submission of a proposal, or would exist if the consultant entered into a contract with the City for the services in this proposal, full details should be provided, including a plan to manage the conflict of interest.

- N. City Policies for Service Contractors – It is recognized that the formal basis of any agreement between the consultant and the City will be a contract rather than a proposal. The City maintains various policies related to contractual service providers. Among these are anti-discrimination, a living wage, and equal benefits policy. By submitting proposals, consultants are indicating that they are prepared to comply with City ordinances and policies. The City’s standard contractual agreement requires that the selected consultant to comply with these policies.

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