

# City of West Hollywood

## Sunset Gateway Design

*Response to Inquiries / July 9, 2020*

### GENERAL

- 1. In the RFQ, the submission deadline is referenced both as "Monday, July 20" and "Friday, July 20." Could you confirm the date?**

The submission deadline is Monday, July 20, 2020.

- 2. Is there a specific format firms need to follow when submitting notes/comments on the sample contract? Will a chart of comments/amendments suffice?**

There is no specific format to follow. A chart or strikethrough/underline on the sample contract will suffice.

- 3. As the submittal will be made digitally is the page limit 15 or 30?**

Since the submission is digital, the submittal can be a maximum of 30 pages.

- 4. In our response, we would like to use some case studies that we are unable to disclose to the public due to NDAs we have signed with Clients. Would past project experience qualify as an exemption to the California Public Records Act or should firms just refrain from using any confidential project experience?**

Anything submitted to the City will fall under the California Public Records Act. Please refrain from submitting any confidential information.

- 5. What is the expected role of Gehl Architects within the project?**

Gehl developed the gateway framework as part of the completed Sunset Streetscape Pilot Project. Currently, Gehl does not have an expected role for this project.

- 6. Will the Client/City be providing all the necessary restrictions and considerations for code/allowable interventions, etc. within the built environment?**

Yes, the City will be providing all necessary information to shortlisted teams.

**7. Does the client have a preference or interest in the idea of corporate or small business sponsorship/partnership within the areas?**

As noted in the RFQ, the teams are encouraged to identify alternative funding strategies for implementation of the proposed gateway designs, which may include partnerships with arts and/or historic preservation organizations. The City is not interested in any partnerships with off-site or on-site advertising agencies for this project.

**8. Are there any MWBE requirements for the project?**

There are no MWBE requirements for this project.

**BUDGET**

**9. Is there an overall construction budget range that has been determined?**

A construction budget has not been determined, as that will depend on the complexity of the approved designs. A preliminary budget has been identified for Phase 2 of the project.

**10. Is the project funded?**

Phase 1 of the project is funded at this time. A preliminary budget has been identified for Phase 2 of the project, but has not yet been allocated. Budget for Phase 3+4 has not been allocated.

**11. Should the design of any art consultant work (partnership or installations) be assumed as included in the 250-300k design fee?**

All fees for any sub-consultants (including art consultants) should be assumed under the budget for Phase 1+2.

**12. Will the Urban Art Fund be available to be part of the funding budget for the project implementation?**

Not at this time.

## TEAM COMPOSITION

**13. Are firms allowed to partner on this effort and bid together as a team?**

Yes. As mentioned in the RFQ, sub-consultants may be modified during Phase 1 of the project; however, it will be helpful to include any proposed sub-consultants/collaborators in this RFQ submission.

**14. In the event of two firms partnering together on this effort, are design firms eligible to be the lead bidder on the project if partnering with an architecture firm?**

Yes. It is expected that the lead consultant have solid experience leading similarly scaled public realm projects.

**15. I'd like to confirm that a Landscape Architecture firm or an Architecture firm must lead this project? Would our firm be able to serve as the Prime with a Landscape Architecture & Architecture firm as part of our team? We are a signage & wayfinding design firm. Thank you.**

Since the intent of each gateway is to go beyond a stand-alone sign and include public realm improvements, the City anticipates a landscape architecture and/or architecture firm as an appropriate lead for this project. This is not a requirement in the RFQ. Signage/ wayfinding consultants are encouraged to partner with a landscape architecture/architecture firm.

## ARTIST

**16. The RFQ states on each concept that team should consider a “Call for Artists.” Should/may we include all select artists that we would consider bringing aboard this project, in this RFQ?**

You are welcome to include an artist as a sub-consultant to the project, but not required. If desired, an artist may also be added to the project team during the development of concept designs in Phase 1 of the project.

**17. If we are to use local artists to collaborate with, is there a limit or targeted number of artists to be used?**

There is no limit on the number of artists proposed.

**18. What was the criteria for selecting the artists who are in consideration?**

Currently there are no artists in consideration for this project.

**19. Can the consultant team include artists, or will any of the art components have to go through a formal call for artists process?**

Yes, you may include artists in your proposal.

**TRAFFIC**

**20. Has a traffic report been prepared for the project?**

A traffic study has not been conducted specifically for this project. A citywide traffic study has been conducted by the City and may be used to help inform the concept designs. A traffic engineer may be included in the RFQ or added later on in the project, depending on the specific proposed concepts.

**SUNSET GATEWAY CONCEPTS FRAMEWORK**

**21. Did any previous community outreach take place when compiling the “Sunset Strip Gateway Concepts Framework” package?**

Outreach was conducted with the Sunset Business Improvement District and the West Hollywood Chamber of Commerce. Additionally, the framework was discussed by the West Hollywood City Council on March 2, 2020. We anticipate additional community outreach during Phase 1 and 2 of the project.

**22. What was the criteria for selecting the current gateways presented in the RFQ?**

The gateway framework in the RFQ does not include specific gateway designs, but components that can be considered for the design of each gateway. The framework was informed by a public life study conducted by Gehl as part of the Sunset Streetscape Pilot Projects. Additionally, the framework was discussed with the former Council Street Media Subcommittee, the Sunset Strip Business Improvement District and the West Hollywood Chamber of Commerce. Finally, the City Council reviewed the framework and directed staff to move forward with this RFQ at its March 2, 2020 meeting.

## **OUTREACH/STAKEHOLDERS**

**23. Is there a list of key stakeholders who will be driving the decision making process for the project?**

The Long Range Planning Division within the Planning and Development Services Department will lead this project. Stakeholders for the project will include, but not limited to: the West Hollywood City Council, Sunset Strip Business Improvement District (BID), other City Boards and Commissions, and residents living near Sunset.

**24. How has this initiative been previously presented and supported by the city of West Hollywood?**

This project was discussed and approved by the West Hollywood City Council on March 2, 2020. Additionally, the framework was presented to the Sunset Business Improvement District and West Hollywood Chamber of Commerce.

**25. What is the status of the Gateway and Wayfinding project? It appears that this project takes the place of those gateways in these three locations, is that correct?**

The discussion of gateways on Sunset was removed from the Street Media Project. The City Council directed staff to pursue gateways on Sunset through this project.

## **ADVERTISING**

**26. Are teams allowed to incorporate or propose advertising as part of the gateways?**

For this project, the City is not interested in proposals that include any advertising.