

**CITY OF WEST HOLLYWOOD
REQUEST FOR PROPOSALS**

**CITYWIDE DEVELOPMENT STANDARDS & BONUS
INCENTIVE PROGRAMS FEASIBILITY STUDY**

PUBLIC NOTICE IS HEREBY GIVEN that the City of West Hollywood as AGENCY, invites proposal submissions through this Request For Proposals (RFP) process, to be received only by submitting electronically at <https://pbsystem.planetbids.com/portal/22761/portal-home> for the above stated work and will only receive such submissions no later than the hour of **5:00 P.M. Pacific Time on Friday, February 9, 2024.**

The City seeks consulting services from one or more firms to analyze the feasibility of and advance several Housing Element objectives pertaining to (1) the modification of base development standards that impact housing capacity across all the zoning districts within the City of West Hollywood, (2) the modernization of several existing incentive land-use programs, and (3) the creation of a transit-oriented development incentive program. The consultant will be expected to conduct financial feasibility analysis, site design modeling, and community engagement as core functions of the proposed project.

The project team should demonstrate experience in working on similar projects for other municipalities; experience in conducting community outreach and consensus building; knowledge of land use policies that further the State's and City's housing and environmental goals; technical expertise in proforma modeling, spatial analysis, and zone creation; and an understanding of the housing regulatory framework within the State of California.

Proposals must be submitted electronically. Copies of the RFP and associated documents are available for free from the City's website at: <http://www.weho.org/bid>, and on the City's electronic bidding portal: <https://pbsystem.planetbids.com/portal/22761/portal-home>. To schedule an in-person review of the hard copy Bid Documents, reach out to the point of contact listed at the bottom of this Notice.

The agency hereby affirmatively ensures that minority business enterprises will be afforded full opportunity to submit proposals in response to this notice and will not be discriminated against on the basis of race, color, national origin, ancestry, sex, or religion in any consideration leading to the award of contract.

Duration: Project is anticipated to start in May 2024 and conclude in approximately 18 months.

Requests for Information (RFI) and Questions/Clarifications: All requests for information (RFI) and questions/clarifications shall be submitted electronically at <https://pbsystem.planetbids.com/portal/22761/portal-home> under the above stated project. Any questions addressing the interpretation or clarification of the Agency's bid forms or the bid documents must be submitted no later than **Wednesday, January 17, 2024 at 5:00 p.m. through the City's electronic submission process.** Following this deadline, no questions regarding the RFP will be accepted.

Deadline for Submission: All proposals must be submitted electronically and received at <https://pbsystem.planetbids.com/portal/22761/portal-home> no later than **Friday, February 9, 2024 at 5:00 p.m. through the City's electronic submission process.** The system will not allow submissions to be received after the deadline and it is the sole responsibility of the proposers to allow adequate time to upload all required bidding documents.

Living Wage Ordinance: The City of West Hollywood's [Living Wage Ordinance](#) shall be followed when applicable. West Hollywood Municipal Code: Chapter 3.20 Living Wage Requirements for Service Contracts.

Interest in More Than One Submission: No proposer shall be allowed to make, submit, or be interested in more than one proposal submission. However, a person, firm, corporation, or other entity that has submitted a sub proposal to a proposer, or that has quoted prices of materials to a bidder, is not thereby disqualified from submitting a sub proposal or quoting prices to other proposers submitting a proposal to the Owner.

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 submission of any Proposer who has been delinquent or unfaithful in any former contract with the City of West Hollywood and to take all proposal submissions under advisement for a period of ninety (90) days. No proposer may withdraw its submission for a period of ninety (90) days after the date from the opening thereof.

Point of contact is Tahirah Farris at (323) 848-6472 or via email at Tfarris@weho.org. Please do not solicit bid contact with questions/clarifications; use the online bidding portal stated above.

BY ORDER OF THE CITY OF WEST HOLLYWOOD
Melissa Crowder, City Clerk

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 this document was posted on:

Date: January 4, 2024
Signature: \\Alyssa T. Poblador\
Office of the City Clerk