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**BHS**

1400 Benedict Canyon Dr

Beverly Hills CA 90210

[beverlyhills.suites@gmail.com](mailto:beverlyhills.suites@gmail.com)

# REQUEST FOR PROPOSAL FOR ARCHITECTURAL DESIGN SERVICES

## 307 JEFFERSON

6<sup>th</sup> February 2020

### **I. PURPOSE**

Beverly Hills Suites LLC (BHS), is requesting proposals from qualified firms or individuals (Architect) to provide services for pre-design and schematic design stages as well as assistance through the Entitlement process for new mixed-use construction located at 307 E Jefferson Blvd, Los Angeles, CA 90011 (307 Jefferson). 307 Jefferson is an approximately 500,000 square foot complex, further described below.

The selected firm will contract directly with BHS. Successful cost containment is critical to the financial feasibility of this project.

BHS reserves the right to reject any or all proposals for just cause and to waive any informalities in the submission process if it is deemed to be in the best interest of the development, the Development Team, and/or any other entity involved in the 307 Jefferson project.

## II. PROJECT LOCATION

307 Jefferson is located in the Historic South Central neighborhood with several important destinations in close proximity: 0.7 mi to USC campus, 1 mi to Downtown LA, 1.5 mi to STAPLES Center.

Project occupies several lots, as displayed on IMG 1. below, with a total area of approximately 100,000 sf. Current occupation - commercial, to be demolished and partially transferred to the new buildings.



IMG 1.

Address: 307 E Jefferson Blvd, 313 E Jefferson Blvd, 317 E Jefferson Blvd, 319 E Jefferson Blvd, 319 1/2 E Jefferson Blvd, 312 E 33rd St, 314 E 33rd, 317 E 33rd St, 318 E 33rd, 319 E 33rd St, 3200 S Maple Ave, 410 E 32nd St

APN: 5120016034, 5120016028, 5120016027, 5120016004, 5120017001, 5120017002, 5120017029, 5120017030

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### III. SCOPE AND NATURE

Project is envisioned as a complex of 2 high-rise mixed-use towers, each occupying a block.

### APPROXIMATE SIZE AND ANTICIPATED PROGRAM

#### JEFFERSON & MAPLE

**Address:** 307-319 1/2 E. Jefferson Blvd. & 312-318 E. 33rd St.

**Lot Area:** 57,010.9 sf.

**Proposed FAR:** 6:1

**Proposed height:** 14 stories (150' tower)

**Proposed program:**

- 400 hotel rooms and supporting facilities including, but not limited to, pool, gym
- 50,000 sf commercial space including, but not limited to, market, event space, gym, laundry.

#### 33RD & MAPLE

**Address:** 3200 S. Maple Ave., 317 E. 33rd St. & 410 E. 32nd St.

**Lot Area:** 37,918 sf.

**Proposed FAR:** 6:1

**Proposed height:** 14 stories (150' tower)

**Proposed program:**

- 300 apartments and supporting amenities
- 30,000 sf commercial space.

Overall project should implement the goals and policies of the Southeast Los Angeles Community Plan, Southeast Los Angeles CPIO District plan.

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Project should promote better urban design and to ensure that development enhances the unique architectural, environmental, and cultural qualities of this Community Plan area; integrates improvements and enhancements to the public right-of-way; pedestrian-friendly environment; access to the multi-modal transit; and positively impacts community by providing housing, and goods and services are all located within walking distance of transit.

## PROJECT DELIVERY PREFERENCE

The services to be provided would include:

- Pre-design services
- Schematic/Conceptual design services
- Plans and documents to be used in the Entitlement process that includes, but not limited to zone change & general plan amendment.
- Coordination with City's consultants on The Southeast Los Angeles CPIO District development for overall compatibility with CPIO District design goals and standards.
- Compliance with Americans with Disabilities Act requirements and similar requirements.
- LEED Silver Certification.

## ESTIMATED BUDGET

CORE AND SHELL - \$70,000,000

TOTAL - \$140,000,000

## FUNDING

Project funded directly by BHS.

## IV. IMPORTANT DATES (GENERAL PROPOSAL SCHEDULE)

February 17th– Solicit proposals from architects.

March 3rd – Proposals due from architects.

March 9th and later – interviews of finalists.

March 23rd – selection of an architect.

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## V. PROPOSAL REQUIREMENTS AND SELECTION CRITERIA

Please submit your proposals to [beverlyhills.suites@gmail.com](mailto:beverlyhills.suites@gmail.com) in PDF, Word doc, etc. with Subject “307 JEFFERSON PROPOSAL” by March 2nd.

### EXPERIENCE AND QUALIFICATIONS.

Each Architect submitting a proposal should include, but not be limited to, the following information:

- The name of the firm and location of all its offices, specifically indicating the principal place of business.
- A brief history of the firm and the range of services offered.
- The age of the firm, the total number of years of experience providing architectural services for similar projects as described herein over the past five (5) years.
- A Management Plan that provides at least the following information: (The Management Plan should be concise yet contain sufficient information for evaluation.)
  - The education, training, experience, licensing, and qualifications of members of the firm and key employees for these projects, including the individuals responsible for the performance of the work described herein. Include an organization chart.
  - How the firm intends to manage their responsibilities and provide energy modeling, value engineering for life cycle costs, cost control, risk identification, and risk mitigation.
  - Proposed project production schedule showing critical dates and other information in sufficient detail for the selection committee to determine the feasibility of the time frames indicated.
  - The experience, qualifications, and expertise of the firm with these types of projects. This should include the firm’s experience with managing community relations and advancing innovative ideas. It should include information on the firm’s technical capabilities and ability to timely perform the services as reflected by the firm’s current and projected workload and having adequate personnel, equipment, and facilities.

The plan should also clearly identify the Architect’s methods for providing the following:

- Comprehensive architectural services for the project described herein.
- Deliverables review and approval by the BHS and other relevant stakeholders at various stages of project development.

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- Analysis and consultation with the BHS and other relevant stakeholders in the determination of the best construction delivery method for this project.
  - Indicate all firms or individuals the firm anticipates to utilize in further stages of the project to provide engineering, landscaping, interior design, acoustic engineering, lighting design and any other services required.
  - Financial proposals regarding the architectural costs and fees for the professional services to be provided to the BHS. Provide a statement of Fee Compensation based on a percentage of the total budgeted construction cost or on a flat fee basis.
  - The names of at least three (3) clients who may be contacted for references.
  - Indicate the present level of professional and general liability and other insurance coverage for the firm.
  - Include illustrative drawings of floor plans of similar type projects the firm has designed, if any, along with renderings and/or photographs of completed projects. Include any other information that would aid in the evaluation of the designs, such as costs, durability, energy efficiency, etc. The format should be 8/5 X 11 and only include enough material to be illustrative, not complete sets of drawings.

#### Accessibility of the Architect personnel to the BHS.

- List and describe any litigation, arbitration, or other alternative dispute resolution proceedings the Architect has been involved in with an owner within the past five (5) years.
- List and describe any actions taken by any regulatory agency against the Architect or its agents or employees with respect to any work performed.
- Provide any other pertinent information regarding qualifications and performance data requested by the BHS.

To be considered responsive to the requirements of this RFP, the Architect shall provide verifiable evidence that the firm, personnel, and associated consultants are appropriately licensed in the State of California and meet all the requirements and qualifications described herein. The BHS reserves the right to request additional information which, in its sole opinion, is necessary to assure that the Architect's competence, business organization, and financial resources are adequate to perform the work described herein.

Provide a list of projects currently under contract.

## **EVALUATION CRITERIA AND SELECTION.**

BHS will evaluate each RFP submitted based on responsiveness to the project's needs. The BHS will take into account the estimated value, the project scope and complexity, as well as the

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professional nature of the services to be rendered. BHS will award the contract to the Architect who is responsive to all administrative and technical requirements of the RFP, who has demonstrated competence and qualifications of the type of services required, and who receives the highest rating based upon the competence and professional qualifications to perform the services required. Evaluation criteria shall also include:

- Competence to perform the services as reflected by technical training and education, general experience, experience in providing the required services, and the qualifications and competence of persons who would be assigned to perform the services.
- Ability to perform the services as reflected by workload and the availability of adequate personnel, financial resources, equipment, and facilities to perform the services expeditiously.
- Past performance as reflected by the evaluation of others who have retained the services of the Architect with respect to factors such as control of costs, quality of work, and an ability to meet deadlines.
- Experience, qualifications, and ability to perform cooperative work space design and construction services and historic renovations.
- Personnel accessibility of architectural firm to the BHS.
- Experience with the various delivery methods of construction.
- Costs, durability, energy efficiency, and educational benefits of prior designs.
- Interview presentation.

The BHS anticipates interviewing 3 Architects evaluated as being professionally and technically qualified. The purpose of the interview is to allow the architectural firm to present its qualifications, experience, education, training, past performance, etc., in regards to the professional services to be provided for the project. Interviews will also provide an opportunity for the BHS to seek clarifications from the Architect. Architects selected for an interview will be notified of the date, time, and place of the interview. Interviews are tentatively scheduled to take place the weeks of March 8th and 15th. The BHS anticipates making a final decision on March 23rd, 2020

## QUESTIONS

Submit all questions, inquiries, or requests for clarification about the project in email to Natalia Pavlova, Project Assistant at [natalia@architecturemadesimple.com](mailto:natalia@architecturemadesimple.com)