



REQUEST FOR PROPOSALS
for

**REDEVELOPMENT OF 11029 WASHINGTON
BOULEVARD
2626**

May 2025

City of Culver City

City Manager's Office

9770 Culver Boulevard

Culver City, CA 90232-0507

Redevelopment Proposals for 11029 Washington Boulevard

RFP #2626

I. REQUEST SUMMARY

The City of Culver City is seeking proposals from qualified vendors for redevelopment of the city-owned property at 11029 Washington Boulevard, Culver City, California, 90232, into housing with ground floor commercial and community space.

However, proposers may not take advantage of omissions or oversights in this document. Proposers must submit proposals that meet or exceed the requirements of this RFP. In the event of a dispute over implementation or performance, the needs of Culver City will govern.

II. INTRODUCTION

A. Community Profile

The City of Culver City (City) is a charter city incorporated in 1917. The city is governed by a five-member City Council whose members are elected at large and operates under a Council/City Manager form of government.

Culver City is a full-service city located in the western area of Los Angeles County, generally situated north of Los Angeles International Airport, southeast of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The city is approximately five square miles with a residential population of approximately 40,000.

B. Background

The city owned site at 11029 Washington Boulevard (AIN: 4213-003-3018) ("the site") is a 0.2777-acre parcel containing a 4,660 square foot, one-story building with a former retail and office use built in 1953. The site is a corner lot with 20 parking spaces, zoned Mixed-Use Corridor 1 - 35 dwelling units per acre.

Between 1953 and 2023, the building was used as the Martin B. Retting gun store. Proposals do not need to retain the building. The City has repainted the exterior of the building, installed security cameras, and installed a fence to secure the parking lot. The City has not done any soil or environmental testing at the site.

The City's Artist Laureate Katy Kranz installed two temporary mural projects on the exterior of the building. The murals are intended to be temporary and do not

need to be maintained as part of the proposal. The City intends to keep the mosaic mural, which is installed in a manner to be removed intact and moved to another location in the City.

[Maps and photos of the site are available on the City's website.](#)

In the fall of 2024, the City Council solicited public input on what the City should do with the site. During the public input period, the public submitted 103 unique ideas for what the City should do with the site. Affordable housing, a community center, commercial development, arts center, park or open space, and social services topped the list of ideas. The City Council discussed the public input at its meeting on April 14, 2025. After discussion, the City Council directed staff to issue a request for proposals for a project at the site that would include housing, commercial, and community space. The City Council indicated a preference, but not a requirement, for affordable housing units on the site. The City Council indicated willingness to consider modifying regulations for this site if it will result in a better project.

C. General RFP Submittal Information

The City's designated staff will evaluate proposals received. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFP will be made by written addendum, which shall be issued by the City to all prospective proposers registered for the RFP through the City's electronic procurement system, [Culver City PlanetBids](#).

The City reserves the right to retain all proposals submitted. Submission of a proposal indicates the Proposer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the Proposer selected.

The preparation of the proposal will be at the total expense of the Proposer. There is no expressed or implied obligation for the City to reimburse responding Proposers for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the City shall become properties of the City and will not be returned. **If any information in your proposal is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests.**

The proposer may submit an alternative proposal (or proposals) that it believes will also meet the City's project objectives but in a different way. In this case, the proposer must provide an analysis of the advantages and disadvantages of each of the alternatives and discuss under what circumstances the City would prefer

one alternative to the other(s). If an alternative proposal is submitted, the maximum length of the proposal may be expanded proportionately by the number of alternatives submitted.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City. The City reserves the right to reject any proposal not accompanied with all data or information required. Any proposer may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action.

Proposals must be submitted electronically through Culver City PlanetBids, by or before 3:00 p.m. (PST) on Thursday, August 28, 2025 ("Proposal Deadline").

The electronic procurement system will not accept any Proposals after the Proposal Deadline. Only a Proposal submitted electronically through Culver City's PlanetBids will be considered for evaluation. No separate hardcopy materials will be accepted by the City.

For a complete list of the City's RFP submittal terms and conditions, legal statements, and insurance requirements, please refer to the exhibits attached hereto.

D. RFP Questions

Questions with regards to this RFP should be submitted through [Culver City PlanetBids](#) before 3:00 p.m. (PST) on Thursday, July 10, 2025. No questions via telephone. No questions submitted after deadline. All firms registered for the RFP will receive responses to all questions and any other addenda that may be released, electronically by Thursday, July 17, 2025.

E. Schedule

The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFP process as follows:

RFP released:	Thursday, May 29, 2025
Mandatory Site Visit	10 AM on Wednesday, June 25, 2025
Deadline for receiving questions:	Thursday, July 10, 2025 at 3:00 p.m.
Response to questions:	Thursday, July 17, 2025
Proposals due:	Thursday, August 28, 2025 at 3:00 p.m.
Finalists selected:	Thursday, September 25, 2025
Presentations/Interviews (if necessary):	Wednesday, October 8, 2025
Proposer selected:	November 10, 2025 Council Meeting

Notice of Intent to Award:

Approximately two (2) weeks prior to the anticipated City Council meeting where the contract is to be awarded to the selected bidder, the City will notify all proposers of its intent to award on Culver City PlanetBids.

III. Project Proposals

The City of Culver City intends to obtain project proposals as outlined below. While the City has outlined key project requirements and objectives, it recognizes that best practices in real estate development may necessitate additional project components or considerations not explicitly identified in this Request for Proposals. Respondents are encouraged to identify any such elements that they believe are essential to the success of the project, including but not limited to site improvements, infrastructure needs, or public realm enhancements. Proposals should clearly describe these components, explain their relevance or necessity, and incorporate them into the overall development plan and financial proposal.

A. Project Scope

The City of Culver City is seeking proposals from qualified development teams for the redevelopment of City-owned property located at 11029 Washington Boulevard, Culver City, California, 90232, hereinafter referred to as "the site." The selected development team will be responsible for designing, financing, permitting, constructing, and operating a high-quality, mixed-use project that advances the City's goals for housing, neighborhood vitality, and long-term community benefit. The selected developer will be expected to complete the project in accordance with the following proposal requirements, which shall form the basis of any development agreement or disposition documents entered into with the City.

B. Proposal Requirements

The City seeks a development partner to implement a high-quality, financially feasible, and community-responsive project. Project requirements shall include, but not be limited to:

1. Affordable Housing

Proposals should specify the number of affordable units, income levels served (expressed as a percentage of Area Median Income), unit mix by bedroom count, and duration of affordability. Long-term affordability will be ensured through covenants.

2. Ground-Floor Commercial Activation

Proposals must incorporate ground-floor uses that activate the public realm, such as commercial or nonprofit spaces.

3. Community-Serving Space

The development must include space dedicated to community-serving functions, such as an art gallery, meeting rooms for nonprofit or cultural uses, or educational programming. Such space should be offered at affordable or no cost to community members and reflect the needs of the surrounding community and the City as a whole.

4. Urban Design and Site Planning

The project must exhibit a high standard of urban design and demonstrate compatibility with the surrounding neighborhood context. Proposals should address building massing, exterior building materials, pedestrian orientation, integration with public spaces, and compliance with applicable zoning, land use, and design guidelines. The City Council has indicated willingness to consider modifying regulations for this site if it will result in a better project.

5. Sustainability and Climate Resilience

Proposals must incorporate sustainable building practices and demonstrate strategies to reduce greenhouse gas emissions, improve energy and water efficiency, and enhance resilience to climate-related impacts. Certification under a recognized green building standard (e.g., LEED) is required.

6. Financial Feasibility and Implementation

Proposals must demonstrate financial viability, supported by a detailed development budget, pro forma, and sources and uses of funds. The development team must have the capacity and experience to successfully secure financing and deliver the project on time and within budget.

7. Development Team Qualifications

The lead developer and team members must demonstrate successful experience with similar projects, particularly mixed-use and housing developments involving public-private partnerships or development on public land.

8. Community Engagement

Proposals must include a clear and actionable plan for community engagement throughout the design, entitlement, and development phases. The approach should emphasize inclusivity, transparency, and responsiveness to community input.

9. Revenue to the City

The proposal must include a clear financial offer to the City, such as a land purchase price, ground lease payments, or other mechanisms that provide fair and measurable public return, whether through one-time or ongoing revenue streams.

IV. PROPOSAL OUTLINE TO BE SUBMITTED

The proposal shall be organized and submitted with the following elements:

A. Cover Page

B. Table of Contents

C. Executive Summary

Provide a brief summary describing the proposer's interest in this project, the overall vision of the proposal, and the qualifications of the proposer to redevelop the site. Include a history of the proposer's background and development experience, the qualifications of the proposer's personnel to be assigned to this project, any subcontractor, sub consultants, and/or suppliers and a brief history of their background and experience, and any other information called for by this request for proposal which the proposer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic proposal, experience and qualifications of the proposer, staff, subcontractors, and/or suppliers.

D. Questionnaire/Response to the Proposal Requirements

Proposer shall provide responses and information to fully satisfy each item in the Questionnaire (below). Each question item should be presented before the proposer's response.

E. Attachments

V. QUESTIONNAIRE/RESPONSE TO THE PROPOSAL REQUIREMENTS

A. Company and General Information

1. Company name and address. Also, include A/P remit address, contact names, emails and phone numbers.
2. Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and will comply with all terms and conditions of the RFP.
3. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and email address of the individual.

B. Qualifications and Experience of the Firm

1. Firm's history and organizational structure, including the size of the firm, location of offices, years in business, organizational chart, name(s) of owner(s) and principal parties, and number and position titles of staff.
2. What is the primary business of the parent company and/or affiliates?
3. Which office(s) of your organization will have primary responsibility for managing this project?
4. What is your firm's experience developing housing, commercial, and/or community spaces? Describe comparable projects completed by your firm in the last five years, including the number of projects, scope, and status of projects.
5. Comment on other areas that may make your firm different from your competitors.

C. Qualifications and Experience of Proposed Development Team

1. Identify the lead developer and all key team members, including architects, engineers, and consultants.
2. Description of qualifications, position(s) in their firms, and types and amount of equivalent experience. Include any municipal projects they have worked on in the past five years and their level of involvement.
3. An organizational chart showing roles and responsibilities for this project.
4. Resume(s) of the personnel who will be assigned to this project.

D. Questions/Response to Proposal Requirements

1. A written description of the proposed redevelopment concept.
2. Explanation of how the proposal addresses the City's goals, including the provision of housing, ground-floor commercial, and community-serving space.
3. Discussion of alignment with relevant neighborhood plans, zoning, or policy goals. The City Council has indicated willingness to consider modifying regulations for this site if it will result in a better project. If you are requesting modifications for existing regulations for this site (e.g. zoning), please describe the request and why it results in a better project.
4. Conceptual site plan, building massing, and illustrative diagrams or

renderings.

5. Breakdown of uses by square footage (residential, commercial, community).
6. Proposed residential unit mix and bedroom count.
7. Number of affordable units proposed (if any) and targeted Area Median Income levels.
8. Strategy for achieving affordability goals and maintaining long-term affordability.
9. Any proposed supportive housing or services (if applicable).
10. Sustainability, energy efficiency, and climate-resilience features.
11. Factors that differentiate your proposal from other respondents' proposals.
12. Approach to community outreach during the predevelopment, design and construction phases.
13. Methods for incorporating community input and ensuring the project meets local needs.

E. Financial Proposal and Project Feasibility

1. Preliminary development budget (soft costs, hard costs, contingency)
2. Sources and uses of funds, including anticipated public subsidies, grants, or tax credits.
3. 15-year or longer pro forma analysis
4. Proposed land acquisition terms (purchase price or lease terms, if applicable).
5. One-time and/or ongoing revenue to the City (if applicable).

F. References

List the name, address, e-mail address and telephone number of references from at least three (3) recent similar projects, such as lenders, equity partners, or public agencies. Include a brief description of the relationship for each reference. California municipal or county projects are preferred. You may offer more than three recent similar projects if desired. The references should include the start date of the project and the date of completion for each project.

G. Implementation Schedule

Include a detailed implementation schedule with an estimated project start date of January 12, 2026 and note key project milestones including entitlement, financing, construction, and occupancy. Identify any assumptions used in developing the schedule.

H. Certificate(s) of Insurance

The City will require the successful Proposer to provide Certificates of Insurance evidencing required coverage types and the minimum limits. See the attached City Draft Standard Agreement for more information on the City's insurance requirements.

I. Business Tax Certificate

The proposing organization does not require a [Culver City Business Tax Certificate](#) to respond to this RFP. However, the successful proposer will be required to acquire a Culver City Business tax certificate during the contracting process and maintain an active certificate throughout the contracted period.

J. Exclusive Negotiation Agreement and Disposition and Development Agreements

The City may require the successful company to enter into an Exclusive Negotiation Agreement (ENA) with the City for the purpose of negotiating a Disposition and Development Agreement for purchase and development of the site. A standard City ENA is attached.

VI. EVALUATION OF PROPOSALS

Proposals will be judged on the Proposer's ability to meet the requirements set forth in this document. The City reserves the right to make such investigations as it deems necessary to determine the ability of the Proposer to redevelop the property in accordance with the City's requirements. Interviews and presentations by one, several, or all of the Proposers may be requested by evaluators if deemed necessary to fully understand and compare the Proposer's capabilities and qualifications. The adequacy, depth, and clarity of the proposal will influence, to a considerable degree, its evaluation.

Proposals will be evaluated based on the following criteria, in no order:

CRITERIA

Development Vision & Design Quality

Clarity, creativity, contextual fit, quality of architecture and urban design, site activation.

Max Points

20

Affordable Housing Program	20
Depth of affordability, number of affordable units, duration of affordability, population served.	
Development Team Experience	10
Relevant experience with similar mixed-use, residential, or Public-private developments.	
Financial Feasibility & Capacity	10
Realism of pro forma and budget, sound financing plan, demonstrated capacity to deliver.	
Community & Commercial Space Plan	10
Quality, accessibility, and usefulness of community-serving and commercial space.	
City Revenue Generation	10
One-time and/or ongoing revenue to the City (e.g. land sale, land lease, tax revenue, etc.).	
Community Engagement Strategy	8
Thoughtfulness and inclusivity of outreach and engagement plans.	
Public Benefit Commitments	6
Local hiring, training programs, or sustainability commitments	
Responsiveness & Completeness	6
Overall completeness and responsiveness to RFP requirements.	
Maximum Total Score	100

As reflected above, contract award will not be based solely on any one factor, but on a combination of factors as determined to be in the best interest of the City. After evaluating the proposals and discussing them further with the finalists or the tentatively selected vendor, the City reserves the right to further negotiate the proposed redevelopment project.

SUPPLEMENTAL TERMS AND CONDITIONS AND LEGAL STATEMENTS

SUPPLEMENTAL TERMS AND CONDITIONS

- I. The selected Proposer shall be required to obtain all applicable Culver City permits and business tax certificate. The Business Support Center (HdL) may be reached at (310) 594-7847. The cost of these items shall be included in the total proposal price.

- II. Any proposal may be withdrawn prior to the RFP opening time provided that the request is in writing and signed by the authorized representative. The withdrawal of a proposal shall not prejudice the right of the Proposer to file a new proposal to the time and date set for the opening of proposals. No proposal received after the time fixed for the RFP opening will be considered.
- III. Subsequent to the RFP opening, a Proposer shall be relieved of a proposal due to mistakes only if the Proposer can establish to the satisfaction of the City that all of the following circumstances exist:
 - a. A mistake was made.
 - b. The Proposer gave the City written notice within five (5) days after the opening of the proposals of the mistake; specifying in the notice, in detail, how the mistake occurred.
 - c. The mistake made the proposal materially different than the Proposer intended it to be.
 - d. The mistake was made filling out the proposal and not due to error in judgment or to carelessness in reviewing the scope of service or specifications as stated in the RFP.
- IV. The City reserves the right to seek supplemental information from any proposer at any time between the dates of proposal submission and the RFP award. Such information will be limited to clarification or amplification of questions asked in the original proposal. Any proposer may be subject to personal interview prior to award.
- V. The City reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of proposal or all items of proposal if deemed in the best interest of the City. In addition, the City reserves the right to do any, or all, of the following:
 - a. Reject any or all proposals or make no award.
 - b. Issue subsequent RFP.
 - c. Cancel the RFP.
 - d. Remedy technical errors in the request for proposals.
 - e. Modify any requirements contained within the RFP and request revised submittals from Proposers deemed to be finalists.
 - f. Award a contract to one or more Proposers.

- g. Accept the written proposal as an offer, without negotiation and issue a notice to proceed, if applicable.
- VI. The City reserves the right to contract with any of the organizations responding to this RFP based solely upon its judgment of the qualifications and capabilities of that organization.
- VII. All materials submitted regarding this RFP become the property of the City. Responses may be reviewed by any person at RFP opening time and thereafter. The City has the right to use any or all information presented in reply to this request, subject to the limitations outlined in Proprietary Information below. Disqualification of a proposer does not eliminate this right.
 - a. *Proprietary Information* – Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself. Proprietary information submitted in response to this RFP will be handled in accordance with applicable City Procurement Regulations and the California Public Records Act.
- VIII. The City is not liable for any cost incurred by proposer prior to issuance of an agreement, contract, or purchase order.

LEGAL STATEMENTS

All proposers must meet the following contractual and legal requirements in order to enter into a contractual agreement with the City:

I. PROHIBITED INTERESTS

- a. Contractor warrants that it has not employed or retained any company or person, other than a bonafide employee working solely for Contractor, to solicit or secure this contract and that it has not paid or agreed to pay any company or person, other than a bonafide employee working solely for Contractor, any fee, percentage, brokerage fee, gifts or any other consideration, contingent upon or resulting from the award or making of this contract. For violation of this warranty, the City shall have the right to annul this contract without liability.
- b. Contractor agrees that, for the term of this Contract no member, officer, or employee of the City, or of a local public body during his/her employment for one (1) year thereafter, shall have any interest, direct or indirect, in this contract, or to any benefit arising thereof.

- c. The employment by Contractor of personnel on the City's payroll will not be permitted in the execution of this contract, even though such employment may be outside of the employee's regular working hours or on Saturdays, holidays, or vacation time; further, the employment by the Contractor of personnel who have been on the City's payroll within one (1) year prior to the date of contract award, where such employment is caused by and/or dependent upon Contractor securing this or related contract with the City, is also prohibited.

II. ANTI-LOBBYING PROVISION

- a. During the period between proposal submission date and the contract award, proposers, including their agents and representatives, shall not directly discuss or promote their proposal with any member of the City of Culver City City Council or City staff except in the course of City-Sponsored inquiries, briefings, interviews, or presentations, unless requested by the City.
- b. This provision is not meant to preclude offerors from discussing other matters with City Council members or City staff. This policy is intended to create a level playing field for all potential offerors, assure that contract decisions are made in public, and to protect the integrity of the RFP / Bid Evaluation process. Violation of this provision may result in rejection of the offeror's proposal.

III. NON-DISCRIMINATION PROVISION: The City of Culver City encourages the participation of Small Business Enterprises (SBEs) and Disadvantaged Business Enterprises (DBEs) in its procurement and contracting activities. The City reaffirms its commitment to award its contracts and purchase orders in a non-discriminatory manner regardless of the individual's or entity's ancestry, age, color, physical and/or mental disability, genetic information, gender identity, gender expression, familial status, marital status, medical condition, military and/or veteran status, national origin, race, religion, sex/gender, or sexual orientation.

IV. PROTECTION OF RESIDENT WORKERS: Protection of Resident Workers: The City of Culver City actively supports the Immigration and Nationality Act (INA) which includes provisions addressing employment eligibility, employment verification, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verification Form (I-9). The Contractor shall establish appropriate procedures and controls so no services or products under the Contract

Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment.

September 9, 2025