



Our Vision for  
**HILTON AT THE BEACH**

Proposed Hotel & Restaurant Development  
2212 Beach Boulevard  
Pacifica, CA

Presented By:  
Friend Development Group



# VISION: LIVING ROOM



The Hilton at the Beach will have an elegant and tastefully designed Living Room off of the Hotel Reception. The cozy Living Room will overlook the Pacific Ocean and open onto the large and gracious Pedro Point Terrace, the indoor/outdoor swimming pool and the Precor Fitness Center. Guests can relax in the Living Room while enjoying a glass of California Cabernet or an espresso in front of the magnificent, floor-to-ceiling indoor-outdoor fireplace.

The Living Room will be the place where guests can relax, work, plan their vacations and decide what to

do next: walk on the beach, take a jog, go for a bike ride, play a round of golf, workout in the Precor Fitness Center, take a swim, walk the dog, go for a horseback ride on the beach, take a drive on the magnificent Pacific Coast Highway or just take a nap on the Crow's Nest around the fire pit!

Artwork in the Living Room and throughout the Hilton at the Beach will reflect the inspiring landscape along the Pacific Coast Highway and the magnificent beauty of the San Francisco Bay Area.



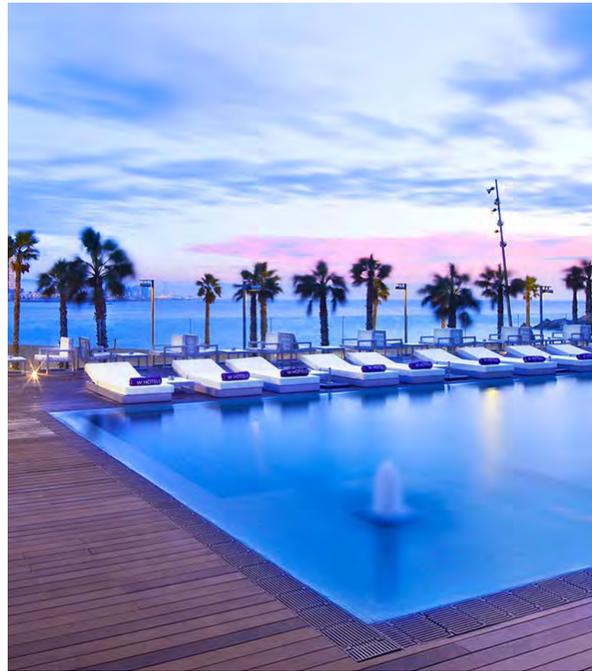


# VISION: OUTDOOR TERRACES



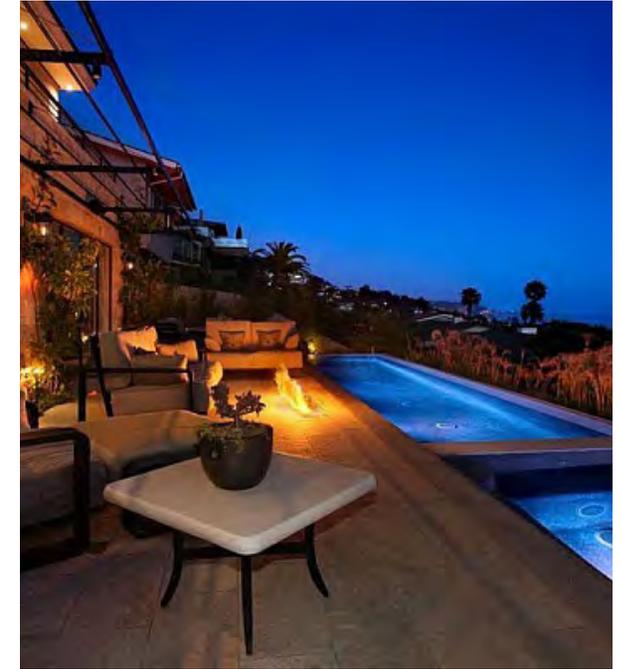
The Hilton on the Beach will have two stunning, elevated outdoor terraces overlooking the Pacific Ocean, The Pedro Point Terrace and Crow's Nest, with elegant soft seating areas under large sun umbrellas and with seating around majestic fireplaces and cozy fire pits. Guests can enjoy light snacks and a glass of Pinot Noir as they watch surfers catching waves and locals jogging along the beach and walking their dogs. As the temperature drops, guests can gather in front of the

outdoor fireplace on the Pedro Point Terrace for an espresso or don a sweat shirt and circle the fire pit in the Crow's Nest, where on a clear day you can watch gray whales as they migrate south, one of the most magnificent and accessible wildlife spectacles on earth.





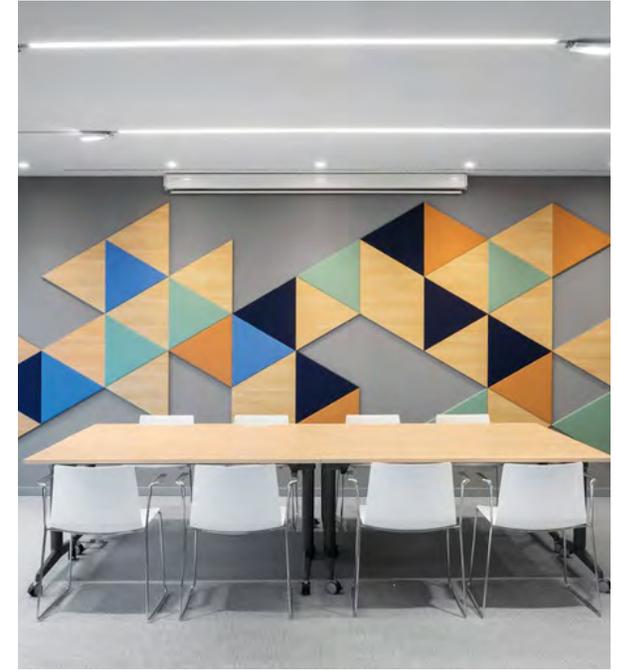
## VISION: MEETING SPACES



The Hilton at the Beach will have more than 10,000 square feet of flexible indoor and outdoor meeting space to accommodate the exploding Silicon Valley/ Bay Area culture of innovation and creativity and the hundreds of large and small companies located within half an hour of the hotel as well as the many social and nonprofit groups that want to get away to the beach.

The Hilton at the Beach Meeting Space will bring a creative turn to meetings, catering to corporate retreats and strategic planning sessions with a new take on the

corporate meeting. Meetings will be indoors and out, furniture will be module and mobile, walls will be large white boards to encourage collaboration and team work and state-of-the-art technology will allow participants to take advantage of current and future technology. Meeting attendees will move from the board room to the fire pit, from the latest company strategic plan written on stickies on the meeting room walls to cocktails on a terrace seating area overlooking a breathtaking Pacific sunset.



The Hilton at the Beach Meeting Space will be ideal for local family reunions, civic groups, not for profit organizations and more. The magnificent, serene setting at the beach will be a perfect antidote to the fast paced world we live in; the views of the Pacifica Pier and Mori Point at Sunset will make the cares of the day melt away. Our flexible, indoor/outdoor spaces, with fire pits and outdoor fireplaces conveniently located throughout the hotel, will make for a memorable retreat.

Ready for a great meal? Walk next door to the Mori Beach Cafe for a fresh breakfast muffin, a panini for lunch or an espresso and biscotti while you sit outdoors and watch the parade of local dogs along Beach Boulevard. Or for a sumptuous dinner, replete with a wine menu offering some of Napa Valley's latest cuvees, try the Pacifica Grille and Wine Bar.

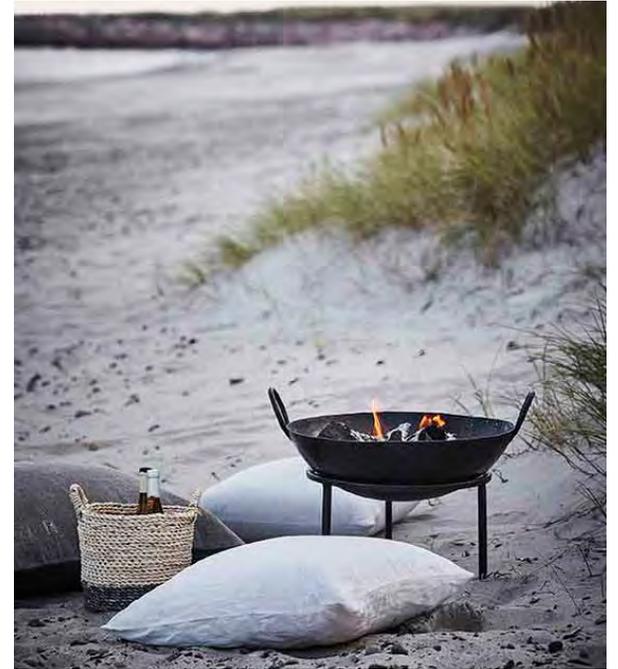


VISION:  
FIRE



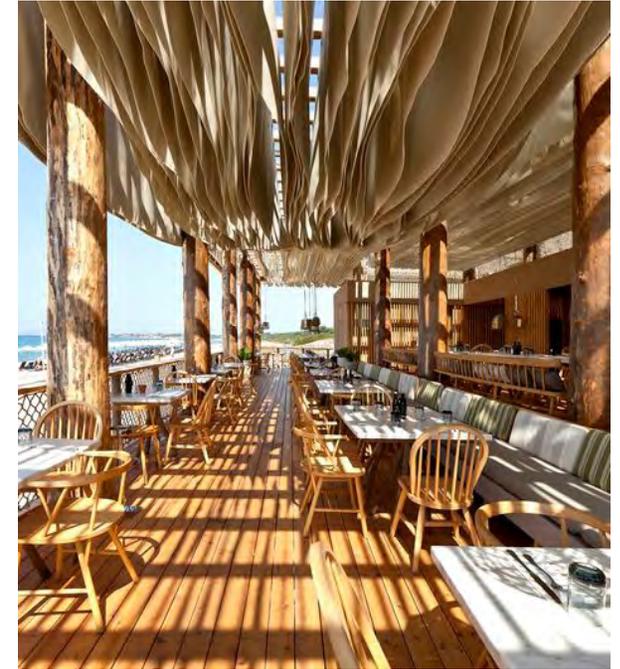
Baby it's cold outside! And we want to keep our guests warm and cozy. So the Hilton at the Beach will have a large floor-to-ceiling fireplace dividing the Living Room and the Perdros Point Terrace, with seating areas on both sides, so you can settle in and stay warm on those chilly Bay Area afternoons and evenings. And

on the upper level Crow's Nest, outside of the Meeting Rooms, we'll have an inviting fire pit with a circle of comfy chairs to work, relax and contemplate the magnificent views of the Pacific Ocean.





VISION:  
BEACH CAFE  
RESTAURANT  
&  
WINE BAR



Ready for breakfast after a morning beach walk? Stop into the Mori Point Beach Cafe next to the hotel. You can have a fresh muffin or croissant, a steaming mug of coffee or your favorite Greek yogurt and fruit melange.

Lunchtime? How about a caprese panini, a healthy chopped salad or a spinach tuna wrap with Monterey Jack cheese?

And for dinner, the Pacifica Grille and Wine Bar will offer a fresh array of grilled fish and meat, seafood,

fresh pasta dishes and whatever the chef has cooked up for the evening. All of this can be enjoyed with an exotic Pacifica Beach cocktail, a glass of fine Napa Valley Cabernet or a cold mug of local San Francisco craft beer.

The Mori Point Beach Cafe and the Pacifica Grille and Wine Bar will provide drinks and light snacks in the Living Room and on the outdoor terraces at the Hilton at the Beach and cater all events in the hotel's 10,000 square feet of unique indoor and outdoor meeting



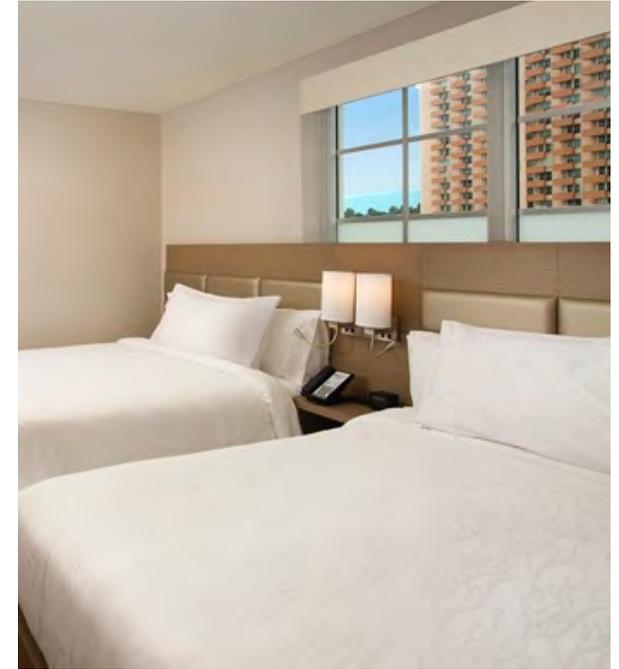
space.

Want to catch the most amazing sunset on the planet? Grab a refreshing glass of Napa's finest Chardonnay and settle into a cozy lounge chair on the Pedro Point Terrace for a great chat before dinner at the Pacifica Grille and Wine Bar.

How about lunch sitting on a rock overlooking the Pacific Ocean? The Pacifica Grille can pack you a great box lunch to take along. We'll even throw in a dog bone if you want to take your best friend along with you!



# VISION: GUESTROOMS



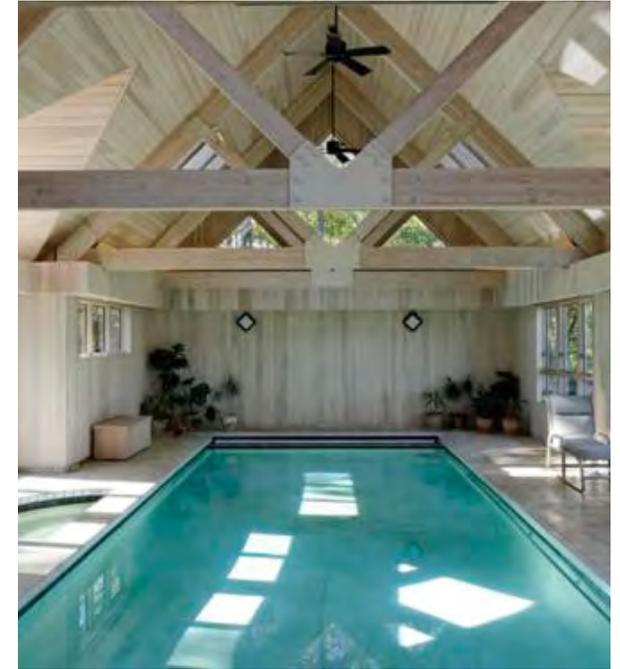
The Hilton at the Beach will have 120 beautiful, tastefully appointed guest rooms and suites, many with stunning views of the Pacific Ocean and the surrounding foothills. Guest rooms will have soothing natural colors, inspired by the Pacific Ocean and the magnificent landscape surrounding the hotel. Guest rooms and suites will have a beach-like decor theme reflected both in design and high quality artwork. Guest room artwork will reflect the incredible scenery of the Pacific Coast Highway and the San Francisco Bay Area.

Guest baths will have granite top vanities, spacious stone-lined showers with premium shower heads, and high quality guest amenities. Many guest rooms will have microwaves and small refrigerators and mini-bars. Guest rooms will be oriented toward the ocean and the foothills in order to take full advantage of the beach, Pacific Ocean and foothills views.



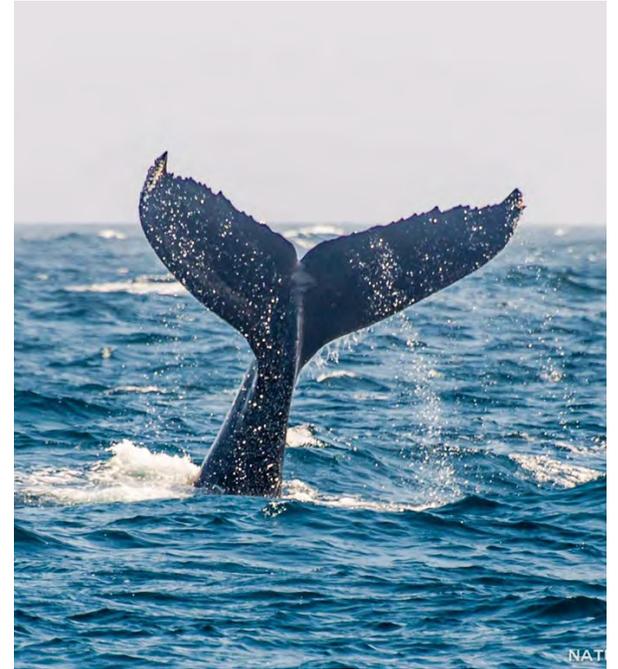


VISION:  
FITNESS



Want to get an early morning workout or an hour of exercise before drinks on the Crow's Nest? Our signature Hilton Precor Fitness Room has state-of-the-art fitness equipment to get your heart pumping! All cardio machines have individual video screens so you can catch up on the news or watch the latest ball game on ESPN. And afterwards you can go to the adjacent swimming pool with breathtaking views of the Pacific and take a dip, read a book, catch up on your emails or just take a nap around the pool.

For those ready to explore the area, there are wonderful, long beach trails at the front door of the Hilton at the Beach, bikes for hire, walks along the beach or strolls on the Pacifica Pier, which is virtually outside of the hotel. And if you brought your surfboard and wet suit, the waves in front of the hotel have challenged some of the best surfers in California!





# VISION: OUTDOORS

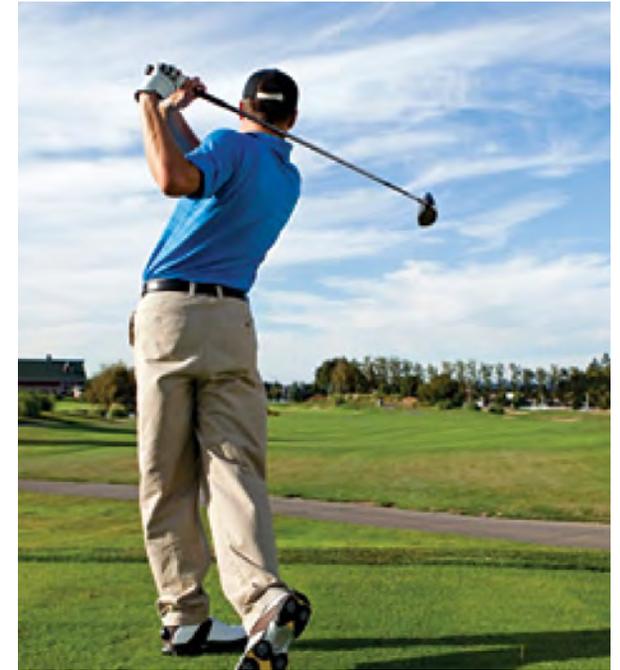
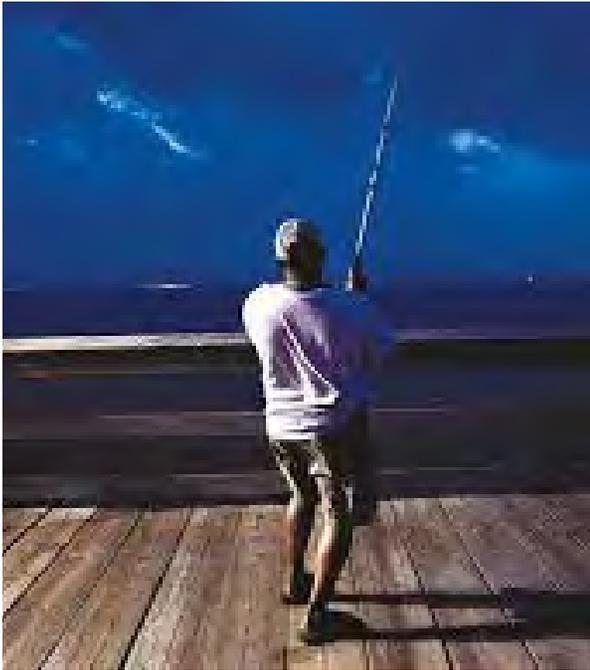


Exploring the outdoors near the Hilton at the Beach offers endless opportunities. Hiking on the local trails is some of the best in the world. Biking can challenge the most fit and those that prefer a lazy cruiser ride on Beach Boulevard in front of the hotel.

Want to take a nature walk? Grab a pair of binoculars and a copy of the Beach Birds of California and you may spot some of the most exotic and majestic birds on earth. And on your walk you just might see a

gray whale surfacing in the distance and diving inland during your walk!

Want to take in 18 holes on a Saturday morning? Sharp Park Golf Course, less than a mile from the Hilton at the Beach, offers one of California's best and most beautiful public courses.

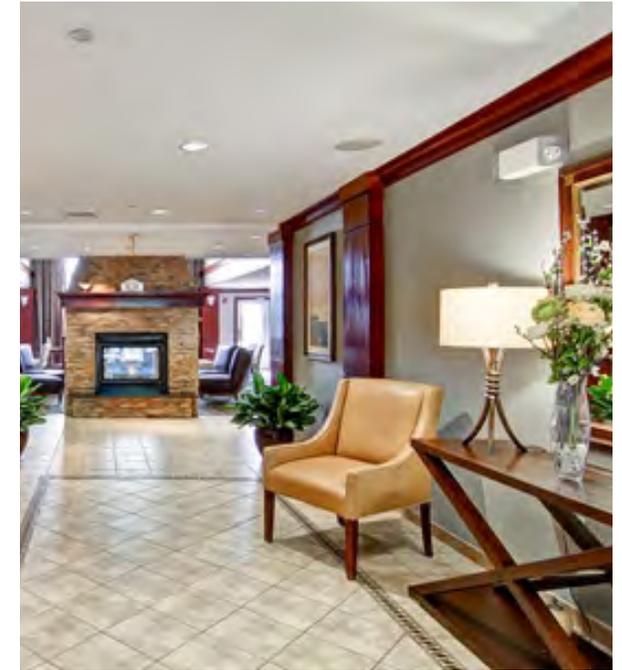


How about horseback riding on the beach? Take a magnificent ride on the Pacific Coast Highway only 12 miles south to Half Moon Bay and rent a horse for a trail ride that you will never forget.

And for sustenance, there are countless fine dining opportunities and seafood shacks along the Pacific Coast Highway both north and south of the Hilton at the Beach.

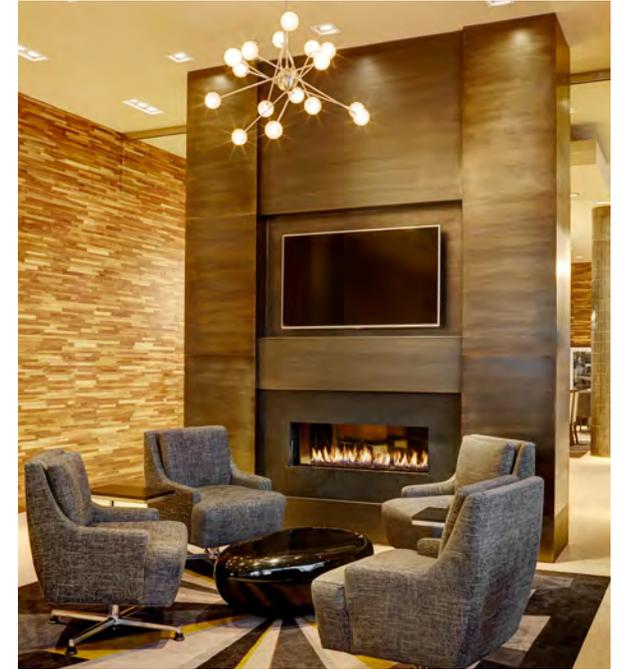


THE TEAM:  
FRIEND  
DEVELOPMENT  
GROUP LLC



Friend Development Group, LLC, headquartered in New York City, and its founder, president and CEO, Jim Friend, have more than 25 years of deep and broad experience in the hospitality and real estate industries as a developer, investor, operator, financier, asset manager and advisor. Friend Development Group and its affiliates have worked closely with numerous major brands including Hilton, Hyatt, Marriott and Intercontinental as well as with boutique hotels and independent operators.

Jim Friend and Friend Development have specialized for several decades in hotel and real estate development and acquisition both in the U. S. and overseas, working Jim has many years of active, hands-on development experience and has developed many significant ground-up and adaptive re-use properties as well as significant renovations of existing properties. Friend Development has purchased, repositioned and re-branded numerous hotels and worked on dozens of other hotel and other real estate projects. The firm has partnered with and advised NYSE companies, ma-



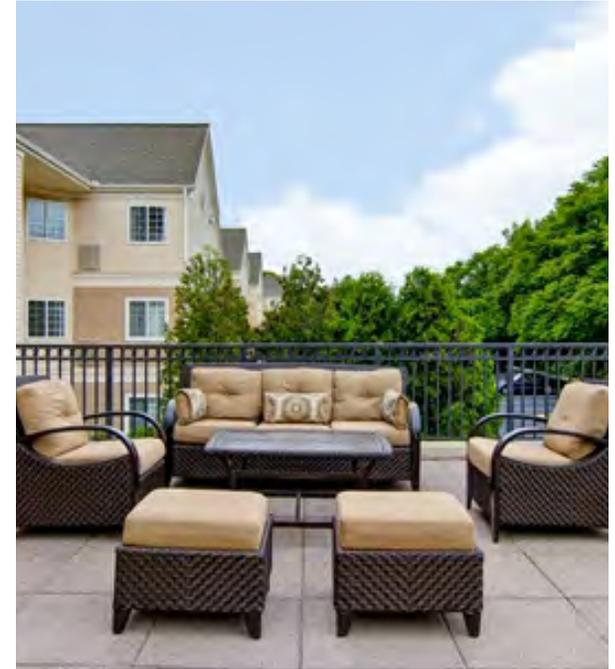
for institutions, REIT's, high net worth family offices, banks and privately held companies.

Jim and Friend Development have special expertise regarding real estate entitlement matters and has entitled numerous complicated real estate deals nationwide. In addition, for those projects Jim has been instrumental in securing tens of millions of dollars of tax abatements, industrial development bond financing and other types of government development incentives for Friend Development's many real estate projects. Jim also has worked closely on several large environmental

remediations, negotiating complex agreements with sellers, banks and state agencies.

Jim and Friend Development have arranged debt and equity financing for more than \$700 million of hotel and real estate transactions, including hotels, assisted living, retail and mixed-use projects and has drawn on his investment banking, legal and development background to bring to fruition numerous complicated real estate projects. Examples of those projects can be found in the RFQ submitted to the City of Pacifica.

Jim is an honors graduate of Stanford University and

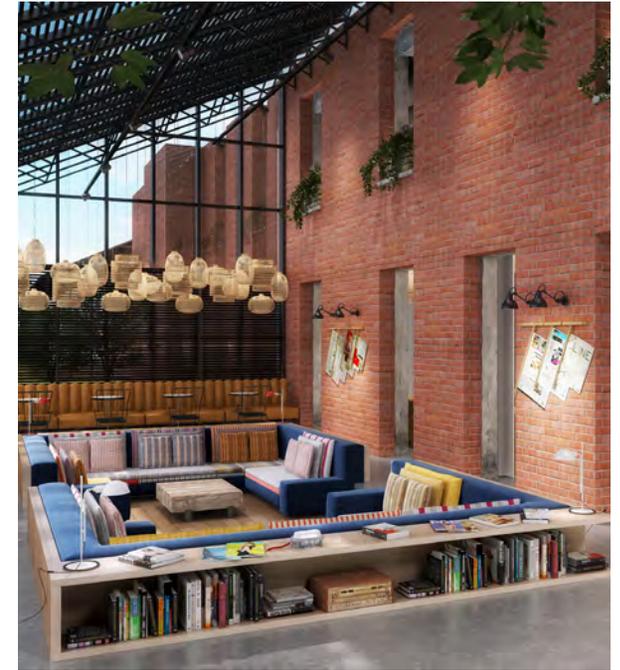


the Northwestern University School of Law, where he was the founding Editor-in-Chief of the Northwestern Journal of International Law & Business. Jim currently serves as Chairman of the Board of Condor Hospitality, Inc. (NASDAQ: CDR), a hotel REIT which owns some 40 hotels in 15 states throughout the United States. He currently serves on the board of directors of the Brooklyn Chamber of Commerce and the Brooklyn Downtown Partnership, which administers the BID's for the borough of Brooklyn. Jim has served and currently serves on the boards of several philanthropic and educational organizations including the Richard Tucker

Music Foundation (Treasurer); the board of directors of the Stanford Alumni Association; Chairman of the Board of the Stanford New York Alumni Board; and Chairman of the Board of the Stanford New York Arts Council. Jim has served as an adjunct professor at the Tisch Center for Hospitality, Tourism and Sports Management at New York University. He is a member of the Bar of the State of New York



THE TEAM:  
STONEHILL & TAYLOR  
ARCHITECTS



Stonehill & Taylor is an architecture and interior design firm established in New York City in 1986 as the successor firm of Lundquist and Stonehill, founded in 1963. Our international staff brings a breadth of design experience in new building construction, additions, renovations, and interior design.

With primary focuses in hospitality Stonehill & Taylor utilizes a collaborative approach to design, producing unique and innovative solutions for each project. The firm's portfolio offers a wide range of projects, from five

star luxury hotels to state-of-the-art health and science facilities, as well as prototype designs and branding campaigns to create new brands for major hospitality flags.

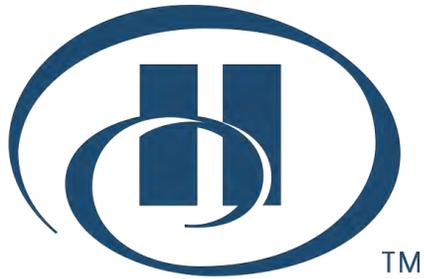
As one of the premiere hotel architects in the U.S., Stonehill & Taylor has deep experience in designing unique select service hotels for major brands. Driven by creativity, Stonehill & Taylor thrives when working on unusual projects in specialized locations, such as Pacifica.



Stonehill & Taylor has worked with Friend Development Group, and Jim Friend on several successful hospitality projects, including the Hampton Inn in Downtown Brooklyn and the Hyatt Place in Yonkers, New York. The proven history of successful projects and collaboration between Stonehill & Taylor and Friend Development Group, would bring a unique and synergistic team to work on 2212 Beach Boulevard.

Stonehill & Taylor's record is one of outstanding professional performance, with a slew of architecture and

interior design awards showcasing this. The firm takes pride in client relationships developed over the years, evidenced by many repeat assignments and on-going consultancies. Stonehill & Taylor does not have a signature "look" but rather focuses the design process on attention to client needs and innovation. Special care is taken to ensure that results are responsive to client expectations.



HILTON HOTELS

**Hilton**

**HOTELS & RESORTS**



The Hilton at the Beach will be branded with one of the top Hilton brands, including Hilton Garden Inn, Hampton by Hilton, Canopy by Hilton, Hilton Hotel or Curio-A Collection by Hilton. We are in discussions with Hilton about the various branding options and which one makes the most sense for this location. Hilton would be interested in branding this property with one of the brands mentioned. All of these brands are of very high quality and have strong three and four star quality. At this time, the most likely brand option is Hilton Garden Inn.

Hilton Worldwide is one of the largest and fastest growing hospitality companies in the world, with more than 4,600 hotels, resorts and timeshare properties comprising more than 758,000 rooms in 100 countries and territories in the nearly 100 years since its founding, Hilton has defined the hospitality industry and established a portfolio of 13 world-class brands, including its flagship Hilton Hotels & Resorts brand, which is the most recognized hotel brand in the world. Hilton's premier brand portfolio also includes Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by



Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. Hilton have more than 50 million members in its award-winning customer loyalty program, Hilton HHonors.

A Hilton-branded hotel will bring instant recognition to the Pacifica hotel market and the hotel will immediately tap into the large, loyal and discerning Hilton

customer base. There are Hilton-branded hotels in every major and minor metropolitan area in the U. S. and hundreds of Hilton-branded hotels throughout the world, in Europe, Asia, Latin America, Australia and virtually all of the key feeder markets to San Francisco and the Bay Area. The Hilton brand connotes, quality and consistency and the value of the 50 million Hilton Honors members is hard to overestimate. Moreover, the Hilton brand brings great credibility within the critical lending community.

**HILTON AT THE BEACH.**  
2122 BEACH BOULEVARD, CITY OF PACIFICA, CA

ZONING: P-D PLAN DEVELOPMENT ZONE  
WITHIN COASTAL ZONE BOUNDARY

TOTAL DEVELOPMENT AREAS:

HOTEL FOR 120 KEYS:

GROSS AREA

SOUTH WING (HOTEL ROOMS)

WEST WING, INCLUDING

MEETING ROOM

FITNESS CENTER

RECEPTION AND PUBLIC SPACES AT GROUND FLOOR (LIVING ROOM)

BOH (AT CELLAR AND GROUND FLOOR)

66,280 SF  
50,310 SF  
11,470 SF  
2,100 SF  
750 SF  
6,450 SF  
4,500 SF

OUTDOOR TERRACES:

OUTDOOR CAFE AND WINE BAR SEATING

HOTEL OUTDOOR AREAS, INCLUDING:

GROUND FLOOR TERRACE W/ POOL (ALL SEASONS) & RESTAURANT DECK

ROOF TOP BAR DECK (HOTEL USE ONLY)

4,615 SF  
15,242 SF  
4,542 SF  
10,700 SF

RESTAURANT AND RETAIL (BARS, SEAFOOD SHACK, SHOP)

RESTAURANT GROSS AREA (AT TWO FLOORS)

BOH CELLAR

6,470 SF  
3,600 SF

PARKING PROVIDED:

PUBLIC PARKING:

HOTEL AND RESTAURANT PARKING:

181 SPACES  
58 SPACES (3 ADA SPOTS)  
123 SPACES (9 ADA SPOTS)

NOTE: LIBRARY AND PUBLIC PARKING TO REMAIN AS PER CITY DESIGN PROPOSAL DATED AUGUST 14, 2012

