



Scenic Pacifica
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CITY OF PACIFICA

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PRESS RELEASE

September 8, 2016

City of Pacifica Releases Beach Boulevard Hotel Proposals Being Considered

City Council will review proposals at Sept. 12 meeting, vote on preferred respondent for project

FOR IMMEDIATE RELEASE (Pacifica, CA) 8 September 2016—

The City of Pacifica made public today preliminary design concept proposals submitted by four respondents to build a hotel along Beach Boulevard. The conceptual design proposals can be viewed at www.CityofPacifica.org/BeachHotel.

The City Council will review the proposals and consider selection of a developer for the project during their September 12 meeting at 7pm at the City Council Chambers at 2212 Beach Boulevard.

The City issued a Request for Proposals (RFP) in March 2016 asking developers to submit proposals to build a hotel at 2212 Beach Boulevard that would create a "Place & Visitor Experience" to complement the world-class natural beauty that Pacifica offers.

"We were very impressed with the high caliber proposals that we received," said Pacifica City Manager Lorie Tinfow. "The City's goals for this project are to anchor the Palmetto business district as Pacifica's designated 'Main Street,' strengthen the local visitor-serving economy, and bring additional tax revenue to the City. Each respondent presented compelling information to demonstrate their ability."

The final four respondents had to demonstrate experience in all phases of developing and operating a hotel, including securing permits, financing (for design and entitlement, construction and long term mortgage), and operating a hotel. The City believes having a strong track record shows ability to carry out public review, gain Planning Commission and Coastal Commission approvals, design and build on a complex site, and ultimately operate a hotel successfully.

The City assembled a team of consultants to assist staff in assessing the proposals, and to provide expertise related to the real estate and hotel industries, as well as design and coastal issues.

Distribution: City Council, City staff, *Pacifica Tribune*, media outlets

Respondents to the City's RFP represented a broad range of experience in development and operation of hotels, including branded and independent boutique hotel operations. The respondents for Beach Boulevard are:

- Friend Development Group, LLC
- StonePark Capital
- A F Canta
- The Peebles Corporation

On Sept. 12, the Pacifica City Council will review the proposals and consider selecting one developer to negotiate exclusively with the City. That developer will then complete the environmental review (CEQA) process and secure approvals from the Planning Commission, City Council and Coastal Commission.

After a thorough review of the proposals and qualifications of the respondents, staff is recommending that the Council select Friend Development Group, LLC, to negotiate exclusively with the City on this project.

"We appreciate the impressive and thoughtful proposals submitted by all of the respondents. Friend Development Group best meets the criteria City Council approved, has a competitive track record of comparable experience, and is most qualified to achieve the community and city goals," Tinfow said.

The website launched today (www.CityofPacifica.org/BeachHotel) provides quick access to the proposals.

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