



Scenic Pacifica
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CITY OF PACIFICA

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PRESS RELEASE

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City of Pacifica Announces the Results of Developers' Responses to Request for Qualifications for 2212 Beach Blvd Project

Six Development Teams Interested in Competing for the Site

FOR IMMEDIATE RELEASE (Pacifica, CA) 25 March 2016 –

The City of Pacifica announced today that it received six complete responses to the Request for Qualifications for development of vacant city-owned property located at 2212 Beach Boulevard. Submittal of qualifications is the first step in the process for competing developers to demonstrate interest in the project.

The Request for Qualifications required developers to submit a vision for a “place and visitor experience comparable to the world-class natural beauty of the setting” at the Beach Boulevard site. The developers also submitted their qualifications in terms of development experience and track record with hotels in particular.

City staff have reviewed the submitted qualifications and interviewed the six teams. All six teams have been invited to participate in the Request for Proposals process.

City Manager Lorie Tinfow said, “We are very pleased with the quantity and quality of the six development teams and excited about the prospect of eventually partnering with one of them to make the City’s vision for the site a reality.”

“The next step is to review formal proposals specific to the site and then select the best choice for Pacifica. We expect to update the Council in May, and make a recommendation this summer,” City Manager Lorie Tinfow explained.

The Vision Statements at this initial phase suggested a range of hotel rooms, mostly between 100 and 150. The restaurant ideas ranged from a small casual restaurant to a larger restaurant, or two restaurants. Retail was included in only a few proposals. For the two developers who suggested housing, one included about 40 units; the other did not specify a number.

Some developers/operators considered reuse of the 2-story administration building (where the City Council currently holds meetings) for a restaurant and retail space. Some consider surface parking while others are studying the extent and feasibility of underground or partially underground parking. All are considering the possibility of shared parking among the different uses.

All the developer/operators are committed to weekday business travelers and expect to offer some level of conference rooms with the ability to reserve the large meeting space in the proposed new public library for large events or meetings.

The developers will now submit proposals specifically for this site and its coastal setting, anticipating and coordinating with the proposed library at the corner of Palmetto and Montecito Avenues, and the expected Palmetto “Main Street.”

A quick summary of the experience and vision submitted by the competing developers in the Qualifications Phase shows the following:

❖ **A F Canta & Team**

- Experience: Team with diverse expertise throughout California and in other states. Strong design vision even at RFQ Phase reflects interest in this site for the last two years.
- Vision: Unbranded boutique hotel with rehabilitation of existing 2-story building into restaurant and retail, plus additional retail in new buildings on the site. Also includes a housing component.

❖ **Friend Hotel Group**

- Experience: Experienced hotel developer with strong track record of success in large and medium-sized hotels for both leisure and business travel. Custom designs interiors in franchise hotels.
- Vision: Brand franchise hotel with surface parking and restaurant.

❖ **KAMLA Hotels**

- Experience: Developer/operator owns historic coastal hotels with restaurant; develops new hotels in small cities outside urban core. Won competition for private/public partnership in smaller Los Angeles-area city.
- Vision: Brand franchise hotel with restaurant and retail.

❖ **Peebles Corporation**

- Experience: Strong track record of public private partnerships on complex visible projects; experienced in hotel, housing, and office. Experience in Pacifica includes prior proposed development. Also includes a housing component.
- Vision: Starwood Hotel (Aloft or Tribute brands). Also includes a restaurant and housing component.

❖ **Rahm Investments**

- Experience: Experienced developer/operator with properties in Texas and coastal California. Recognized for custom designed interiors in Marriott and Hilton franchised properties.
- Vision: Two brand franchise hotels for short term and extended stay visitors. Two designs to respect both Palmetto and ocean front ambience. Track record of community involvement.

❖ **StonePark Capital**

- Experience: entrepreneurial partnership focused on building hotels along California coast. Partner with experienced hotel operator, Pacific Inns. Public/private partnership experience.
- Vision: Brand franchise hotel; interested in working with cities to achieve community goals.

The full Qualifications and Vision Statements submitted by the development teams, are posted at: www.cityofpacific.org/hotelopp

City Planning Department Director Tina Wehrmeister said, “The 2013 entitlement approvals for the Beach Boulevard site are a solid foundation and guide for the competing developers. Planning will review the successful developer’s proposal with the Planning Commission and Coastal Commission according to City permitting processes.”

The City’s hotel consultant, Mark Keller, said, “In this Qualifications phase the developers are considering hotel brands and/or market segments not currently in Pacifica. Each proposed hotel would bring in loyal customers via their central reservation systems or targeted marketing. In effect, this will increase Pacifica’s visibility as a travel destination and the City’s presence on the internet.”

“In a bedroom community where the workforce leaves town and is away most hours of the day, hotel visitors are critical to the local economy; their money circulates through hotels and restaurants to employees and suppliers. The visitor-serving economy has been a great fit with Pacifica’s coastal beauty for decades,” commented Economic Development Manager Anne Stedler.

Development of the former waste water treatment facility site has been the focus of careful development planning since 2010, in the realization that earlier development attempts had not been successful. For more information about the project, please visit www.cityofpacificca.org/hotelopp

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