



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

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# PRESS RELEASE

February 12, 2016

## City of Pacifica Reviewing Submitted Qualifications for Development of 2212 Beach Blvd.

FOR IMMEDIATE RELEASE (Pacifica, CA) 12 February 2016

The City of Pacifica received approximately ten responses from hotel developers and operators to the City's Request for Qualifications (RFQ) for the 3-acre property at 2212 Beach Boulevard by the January 22, 2016, deadline. The RFQ asked developer /operator teams to submit qualifications that would demonstrate experience and capacity to develop this well-located ocean-front City property as a hotel. Respondents were also asked to explain how they would realize the City's vision for the site, located just south of the Pacifica Pier.

The concepts offered for the site included a variety of hotel types and brands, and a range of additional uses such as restaurant, retail and housing. All the submissions acknowledged City plans for the proposed new public library on the northeast corner of the site, at Palmetto and Montecito Avenues.

On Wednesday, February 10, 2016, a panel of City staff and industry experts interviewed selected teams to further explain and answer questions about their qualifications. City staff will now assess the submitted qualifications and the information from the interviews, and invite the best candidates to submit full proposals for the site.

"We are extremely pleased by the quality and caliber of the teams who responded to the RFQ," said City of Pacifica Economic Development Manager Anne Stedler.

City Manager Lorie Tinfow added, "The submissions and interviews confirmed what we already knew – this site is very special and has the potential to help transform this area of town in the way envisioned by the City Council and the community."

The City Council approved release of the RFQ on October 26, 2015. The Council action was one of a series of actions to support development of the City property, commonly called the Beach Boulevard site. From 2010 – 2012 the City developed a plan for redevelopment of the site that involved community outreach and planning. The proposed new public library was included in that early planning.

In setting priorities for fiscal year 2015-16, the City Council gave high priority to the development of Beach Boulevard, planning for a new library, and construction of the Palmetto Avenue streetscape project, which runs from Clarendon Road to Paloma Avenue and along the east side of the Beach Boulevard development site.

The site at 2212 Beach Boulevard is well-positioned to attract developer interest. All responses acknowledged the unique qualities of the site – a remarkable view of the Pacific Ocean, the Marin Headlands and the Farallon Islands, and its proximity to key outdoor destinations, such as Pacifica’s 7-mile Coastal Trail, the Pacifica Pier, Mori Point and the Sharp Park Golf Course.

Recent storm damage to the sea wall north of the Pacifica Pier has raised questions about development of this property. However, the sea wall south of the pier and immediately adjacent to the site was constructed using a more robust engineering design. None of the development teams have indicated concerns about storm damage related to the project.

A copy of the RFQ is posted at [www.cityofpacificca.org/hotelopp](http://www.cityofpacificca.org/hotelopp)

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