



Request for Proposals (RFP) For Restaurant Consulting Services 1657 Ocean Avenue

The City of Santa Monica (City) Housing and Economic Development Department is soliciting this Request for Proposals from interested persons and/or firms for the provision of restaurant consulting services to advise the City regarding the selection of a park-oriented food service operator of a restaurant located at 1657 Ocean Avenue, to complement and serve patrons of a six-acre park, currently under construction, known as Palisades Garden Walk (PGW), which is scheduled for completion in December 2013. Qualified applicants must possess the professional capabilities to provide the proposed services. Persons and/or firms interested in assisting the City with the provision of such services are invited to submit a response in accordance with the procedure and schedule in this RFP.

Please submit three (3) hard copies and an electronic version of your response to this RFP to the following address **on April 19, 2012 by 5 p.m.** Please print hard copies double-sided.

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Economic Development Division
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1. BACKGROUND

The City of Santa Monica is a California charter city. It is 8.3 square miles in area, situated 16 miles west of downtown Los Angeles, bordered by the City of Los Angeles on three sides and the Pacific Ocean on the west. Santa Monica is home to approximately 88,000 residents and over 7,000 businesses. The City's dynamic business community and strong economy is based on retail, tourism, entertainment, and technology.

The City of Santa Monica Housing and Economic Development Department is responsible for managing City-owned properties and leases, ranging from large redevelopment sites to individual vending carts, in accordance with Council guidelines. The Economic Development Division analyzes and advises other City staff and Council on real estate transactions.

The restaurant site that is the subject of this RFP is located within the City of Santa Monica's Civic Center Specific Plan (CCSP), adopted in 2005. The boundaries of the CCSP are Pico Boulevard on the south, Fourth Street on the east, Ocean Avenue on the west and Colorado Avenue on the north. (See Attachment A for CCSP area plan.) It is the principal location of city and county governmental functions including City Hall, the City's Public Safety Facility, and the

Los Angeles County Courthouse. Also located in this area are the RAND Corporation, one of the City's largest employers, and the Civic Center Auditorium which hosts many regional civic and cultural events annually. As part of the goals set forth in the CCSP to ensure that the Auditorium is the principal venue for large musical and cultural performances as well as exhibitions, renovation of the Auditorium has been scheduled for early 2013 with an estimated completion date of summer of 2014; the Nederlander Organization will be the operator of the Auditorium.

The CCSP also calls for an integration of new residential, recreational, civic and cultural activities with the area's existing governmental and institutional facilities to create a vibrant mixed use district within the City. The Civic Center Village (the Village), located adjacent to the Site and currently under construction by RELATED California, the developer of the site, comprises approximately 3.7 acres and will enhance the Civic Center area with up to 324 residences (including 160 that will be affordable to low-income households, including families and entry level workers). The diversity of households created by the Village development will create an opportunity for additional patrons and potential employees of the proposed restaurant facility.

Currently under construction is the Palisades Garden Walk Park (PGW), designed by James Corner Field Operations. PGW is located north of the Village development on a six-acre site that is adjacent to the northern and eastern boundary of the restaurant site. (See Attachment B for the PGW site plan) The CCSP provided the framework for development of the Village and the PGW sites.

Beyond the boundaries of the CCSP, but walking distance from the Site on Ocean Avenue are the City's most prestigious hotels; Le Merigot, Loew's, Shutters and Casa del Mar. The Site is also one-half block from the Santa Monica Pier and Beach.

The restaurant site is a 7,500 sq. ft. site located at 1657 Ocean Avenue (see Attachment C) and is improved with an approximately 2,000 sq. ft. building occupied by Chez Jay. Chez Jay has operated since 1959 as a steak house, with a Type 47 alcohol license, and has a storied history. The current owner operates the restaurant under a lease with the City that is on a month-to-month basis.

While the existing restaurant has established a strong reputation within the City and the region, the Civic Center Master Plan and the PGW Plan have identified opportunities to modify the restaurant operation. The Civic Center Specific Plan calls for design parameters for the restaurant and park-oriented building(s) including pavilion-like structures that allow for the generous flow of activities from interior to exterior spaces, a maximum floor area of 15,000 square feet, a maximum footprint of 10,000 square feet, a two floor/25 feet height limit, and encourages the use of verandas, terraces, patios, and other intermediary space in the design of the building(s). PGW, which will incorporate commemorative works, public art, and water elements into the park space will attract residents and tourists, and offers an excellent opportunity for the proposed restaurant to serve patrons of the park.

2. OBJECTIVE FOR RESTAURANT OPERATION

Subject to further direction to be provided by City Council, the City is seeking an operator to lease the Site from the City to either remodel or construct a new restaurant that will meet the objectives of the Civic Center Specific Plan and Palisades Garden Walk. The new restaurant should:

- Relate to the PGW experience with outdoor dining and other visitor-serving amenities;

- Service patrons of PGW and other nearby users with food service throughout the day;
- Demonstrate excellent architectural merit in keeping with the CCSP and PGW; and
- Incorporate sustainable materials and practices into its building and operations

3. SPECIAL CONDITIONS FOR RESTAURANT OPERATORS IN SANTA MONICA

Restaurant operators who lease this property from the City will need to comply with a number of policies and programs that have been instituted in the City of Santa Monica, including:

Healthy Food Initiatives (HFI): As part of the City's commitment to ensure all residents have access to healthy food options, the City implemented the HCI for city-owned properties that requires concessionaires to exercise best efforts to promote healthy and sustainable food practices such as, but not limited to, using fresh, healthy, and sustainable food ingredients from the City's local farmers markets and offering restaurant patrons healthy food options.

Ban on Smoking: In an effort to reduce the risks to public health from the use of tobacco products smoking is prohibited in all outdoor dining areas throughout the City.

Labor Peace: To reduce the risk of interruption of rental revenue received by the City resulting from labor/management conflict, new or substantially amended agreements for leasehold operation prohibit tenants from engaging in practices that impede employees' ability to organize and contract with a labor organization for the purpose of collective bargaining. Such prohibited practices include harassment, intimidation, "captive audience" anti-union meetings or illegal terminations of workers in retaliation for organizing. Affected leases would be those businesses having five or more full or part-time employees and engaging in restaurant or visitor-serving entertainment activities such as arcades, amusement parks and nightclubs.

Local Hiring: Advertisement of all job openings in a local newspaper and good faith efforts to hire qualified local residents as part of the restaurant's permanent workforce will be required. Adherence to a Local Hiring Plan specific to this business may be also be required.

4. SCOPE OF WORK

Services to be provided by the selected restaurant consultant will include the following:

1. Review and evaluate restaurant submissions; and
2. Assist in lease negotiations

5. INFORMATION TO BE INCLUDED IN THE RESPONSE TO THE RFP

- Statement of the Firm's or Individual's Qualifications with the restaurant industry, restaurant recruitments, and expertise in construction and restaurant management
- Familiarity with the Santa Monica market
- Three client references
- Hourly rate and maximum compensation

6. STATEMENT OF RIGHTS AND UNDERSTANDING

The City may, in its sole discretion, exercise the following rights and options with respect to this Request for Proposals:

- To accept, reject or negotiate modifications to any or all proposals as it shall, in its sole discretion, deem to be in its best interest; submission of a Letter of Intent (LOI) does not bind the City to any action or to any party. Submissions do not create or assume any relationship, agency or obligation by the City, its officers or employees;
- To issue additional solicitations for proposals and/or addenda to the RFP;
- To award the contract to the respondent the City has determined to be the most responsive, who has submitted a complete LOI which meets the specifications and requirements which are deemed by the City the most advantageous to and in the best interest of the City;
- To negotiate with any one or more of the respondents;
- To waive any irregularities in any proposal;
- To select any proposal as the basis for negotiations and to negotiate with respondents for amendment or other modifications with proposals; and
- To conduct investigations with respect to the qualifications of each respondent to obtain additional information deemed necessary to determine the ability of the respondent to carry out the obligations of the contract. This includes information needed to evaluate the experience and financial capability of the respondent.

Other Requirements

Please note that contracts in excess of \$54,200 will be subject to the City of Santa Monica Living Wage Ordinance. The City requires insurance, and a City of Santa Monica Business license.

Attachment A: Civic Center Specific Plan site plan

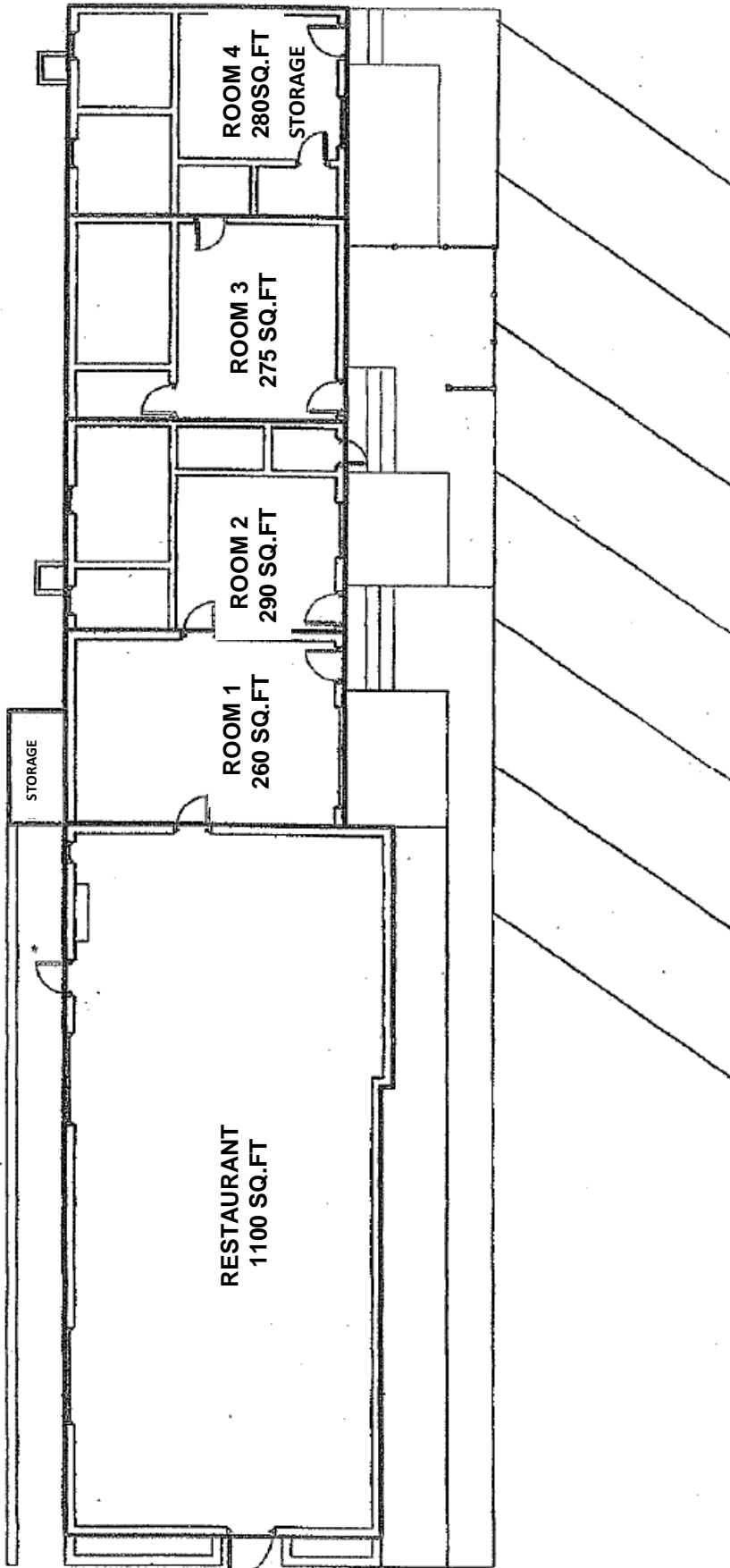
Attachment B: Palisades Garden Walk site plan (Rendering)

Attachment C: Site Plan



Illustrative Plan





1657 OCEAN AVENUE