Los Angeles County
Caring for Your Coast
Beaches & Harbors

To enrich lives through effective and caring service

Stan Wisniewski
Director

Kerry Gottlieb
Chief Deputy

March 29, 2005

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

AUTHORIZE THE CHIEF ADMINISTRATIVE OFFICER AND DIRECTOR OF THE DEPARTMENT OF BEACHES AND HARBORS TO ENTER INTO EXCLUSIVE NEGOTIATIONS FOR THE LONG TERM GROUND LEASE AND REDEVELOPMENT OF PARCEL 1S IN MARINA DEL REY
(4th DISTRICT)
(3 VOTES)

JOINT RECOMMENDATION OF THE CHIEF ADMINISTRATIVE OFFICER AND THE DIRECTOR OF BEACHES AND HARBORS THAT YOUR BOARD:

Authorize the Chief Administrative Officer ("CAO") and Director of the Department of Beaches and Harbors ("Director") to proceed with exclusive negotiations with the entity to be established jointly by Harbor Real Estate LP, a Delaware partnership, doing business as The BoatYard, and Westrec Marina Management, Inc., a California corporation, for a ground lease of Parcel 1S that would enable the redevelopment of the fuel dock facility located on the leasehold, together with development of new adjunct facilities.

PURPOSE AND JUSTIFICATION OF RECOMMENDED ACTION

Pursuant to your Board's authorization, the Department issued its Request for Proposals for Development of Parcel 1S in Marina del Rey ("RFP") in September 2004. The existing ground lease on Parcel 1S expires May 2006 and has no further options to extend. The parcel is located at the terminus of Bora Bora Way and consists of 14,744 square feet of land and 46,510 square feet of water area. The RFP solicited proposals for redevelopment of the fuel dock and related facilities, incorporating a boater-friendly, waterfront-oriented design. Submissions from four proposers were received in response to the RFP and were

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considered by an evaluation committee appointed by the Director. Approval of this item by your Board would authorize the CAO and Director to proceed with exclusive negotiations for a new ground lease of Parcel 1S.

Implementation of Strategic Plan Goals

This recommendation is consistent with the County's Strategic Plan Goals of Service Excellence and Fiscal Responsibility, and furthers the goals of the Board-adopted Marina del Rey Asset Management Strategy. The resulting lease would ensure the continued availability of an on-the-water fueling station for boaters and provide an enhanced level of visitor-serving facilities, including a marine-theme restaurant, a large view deck, an enhanced promenade, including two view platform areas, and ample docking spaces for visiting yachts. The new and additional development will ensure that the County will be able to maximize its returns from the leasehold.

FISCAL IMPACT/FINANCING

The recommended proposal offers the prospect for improved lease revenue from the parcel while ensuring continued marine fueling service. The parcel provided an annual income of $167,000 to the County in 2004. Assuming a new lease with rents at prevailing market levels, annual rent to the County from the proposed project is projected to reach $328,000 at stabilization, almost twice the amount of current revenue.

It is contemplated that the County will expend funds (already budgeted) on economic and legal consultants associated with negotiations for a lease on this parcel.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Parcel 1S currently contains a fuel dock, a limited amount of dock space, a small office and public restrooms. The recommended project involves the following proposed development program: demolition of all existing improvements, with the exception of the underground fuel storage tanks (recently replaced in the 1990s); complete replacement of the docks; construction of an approximately 2,000 square foot two-level (approximately 13 feet in height above grade) commercial building, including a restaurant, public restrooms, and a public observation deck; and construction of a public promenade with two public view platforms.

The Small Craft Harbor Commission, at its meeting held on March 9, 2005, unanimously approved the Director's recommendation that your Board authorize the CAO and the Director to proceed with exclusive negotiations with the further recommendation that the following issues be addressed during negotiations in the following priority order:

1) maximization of services to boaters, including visitor-serving uses; 2) resolution of issues with neighbors; and 3) maximization of County revenue.

ENVIRONMENTAL DOCUMENTATION

It is anticipated that a coastal development permit will be and a parking permit may be required for the proposed project. Execution of any lease approved by your Board as a result of the exclusive negotiations recommended by this letter will be contingent upon the lessee's successful acquisition of any necessary governmental permits authorizing the proposed construction and completion of the land use entitlement and/or environmental review process.

CONTRACTING PROCESS

The Request for Proposals for Development of Parcel 1S in Marina del Rey ("RFP") was released on September 21, 2004. The Department held a proposer's conference on October 4, 2004 to answer questions posed by interested parties concerning the RFP.

Four proposals and one alternate proposal were received and reviewed by an evaluation committee appointed by the Director. The committee was composed of the Department's chief negotiator, one of the Department's economic advisors, a Principal Analyst from the County's Chief Administrative Office, and one of the Department's marine engineering consultants. A copy of the committee's report and its recommendation to the Director is attached as Exhibit 1.

IMPACT ON CURRENT SERVICES OR PROJECTS

The Parcel 1S fuel dock is currently the only fuel dock in the Marina, serving the approximately 5,000 boaters who moor in the Marina, as well as visiting boaters. As stated in the RFP, a condition of the proposed project is to provide uninterrupted fueling services to boaters throughout the construction process. The recommended proposer agrees to provide a temporary fuel delivery system during construction, if needed, to assure the continuity of fuel sales.

In addition to fuel sales, the existing Parcel 1S leasehold also provides a limited amount of dock space, sale of live bait, and sundries. It is anticipated that the anchorage component will be taken out of service temporarily. Similarly, there may be an interruption of live bait and miscellaneous sales. The proposed lessee intends to direct the existing anchorage tenants and customers to its Parcel 53 leasehold where similar services are provided.

Construction will cause only nominal impacts on surrounding developments. Ongoing apartment renovation work and view park construction at the neighboring Parcel 112 may coincide with future Parcel 1S construction.

CONCLUSION

Authorize the CAO and Director to proceed with exclusive negotiations for a long term ground lease to develop Parcel 1S, Marina del Rey, as herein described, and forward one adopted copy of this Board letter to the Department of Beaches and Harbors.

Respectfully submitted,

Stan Wisniewski

Stan Wisniewski
Director

David E. Janssen
Chief Administrative Officer

SW:RM:AK:tm

Attachments (1)

c: Chief Administrative Officer
Executive Officer, Board of Supervisors

MEMORANDUM

To: Stan Wisniewski, Director
Department of Beaches and Harbors
County of Los Angeles

From: Fuel Dock RFP Evaluation Committee

Subject: Evaluation of Responses to Fuel Dock RFP

Date: March 3, 2005

INTRODUCTION

The Fuel Dock RFP Evaluation Committee ("Committee") was formed to evaluate submittals received in response to the *Request for Proposals for Development of Fuel Dock Facilities on Parcel 1S in Marina del Rey* ("RFP"). This solicitation was approved by the Board of Supervisors and issued by the Department of Beaches and Harbors ("DBH") in September 2004. The existing lease on Parcel 1S expires in May 2006 and has no further options to extend the term.

The parcel offered in connection with the RFP comprises approximately 1.4 acres total of wet and dry lot area and is situated on the west side of the Marina near the entrance to the main channel, ideally located to provide fuel to boaters. The parcel is subject to the policy set forth in the Marina del Rey Asset Management Strategy ("AMS"), adopted by the Board of Supervisors on April 15, 1997. The AMS specifically calls for, among other things, an accessible waterfront, both physically and visually, and an exciting mix of interconnected uses that relate strongly to the water.

EVALUATION PROCESS AND METHODOLOGY

The proposals were evaluated by a Committee comprised of four members: Richard Volpert, Esq. of Munger, Tolles and Olson, LLP, the County's outside counsel; Allan Kotin of Allan D. Kotin & Associates, Inc., one of the Department's economic consultants; Ron Noble of Noble Consultants, Inc., one of the Department's marine engineering consultants; and Al Tizani of the Chief Administrative Office's Financial and Asset Management Branch. The Committee's duty was to rank and recommend proposals to the Director for exclusive negotiations with the County for a long term ground lease.

Of paramount importance in the proposed redevelopment is the security and safety of continued fuel service, as the existing fuel dock is the only one currently operating in Marina del Rey, which comprises over 5,000 boat slips. In addition to this overriding consideration, the evaluation criteria can be broken down into four main categories, listed below.

Evaluation Criteria

Purpose: Redevelopment of the fuel dock parcel and related facilities, incorporating a boater-friendly, waterfront-oriented design.

- Revenue Enhancement
- Implementation of AMS
- Project Implementability
- Creativity and Marina Upgrade

The Committee met on four separate occasions to analyze the proposals received, interview the proposers and consider policy matters related to them. Prior to interviewing proposers, the Committee distributed a list of general questions to all proposers, as well as a list of questions specific to each proposer, to provide an initial basis for interviews and to allow proposers the opportunity to consider a number of the Committee's concerns in advance of the interviews. The Committee then conducted separate interviews with each of the four proposers in a single day.

SUMMARY OF RECOMMENDATIONS

The Committee recommends the proposal from The BoatYard/Westrec Marinas for exclusive negotiations, on the specific condition that The BoatYard/Westrec Marinas agrees to increase its proposal for initial minimum ground rent.

Each of the proposals submitted in response to the RFP met the baseline criteria by providing for redevelopment of the fuel dock. While the proposals submitted by the other three proposers, Best Fuel, Marina Fuels & Service, and Marina Pacific Associates, also met the requirements and goals of the RFP in overall terms, The BoatYard/Westrec Marinas proposal was judged superior in all of the evaluation criteria categories.

RESULTS OF EVALUATION

Best Fuel

The Best Fuel team, which includes the owner of a local restaurant and the owner of a local automobile gas station, set forth a proposal for complete replacement of the existing docks and above-ground landside improvements, including renovation of the round structure currently used as an office. The waterside plan features a 182 foot large-vessel guest dock, renovation of the round structure of approximately 200 square feet, a dock kiosk, also of approximately 200 square feet, and 8 slips. The landside site plan features a one story building of approximately 1,500 square feet, containing a market/café, boater showers, bathrooms, office space, a cold-storage room, an outdoor plaza area, and 14 parking spaces.

Despite important drawbacks, the Committee believes that the Best Fuel proposal meets the baseline goals of the RFP. The docks appear to be situated within the pierhead lines and the

required backup clearances and fairway clearances appear to be provided. The large-vessel guest dock and market/café address the AMS goal of increasing visitor-serving uses; and the showers, pumpout station and high-speed pumps contribute, at a minimum, to increasing boater amenities.

One of the strengths of the Best Fuel proposal is its landside site plan. The provision of an outdoor plaza area of approximately 5,000 square feet is proposed for use as an art exhibition space, and this space could be utilized for other purposes, such as for staging sportfishing tournament ceremonies. The provision of 14 parking spaces is accessible and efficient.

This proposal has strengths on the waterside, as well. Best Fuel proposes installation of high-speed pumps, a direct marketing campaign to large vessel owners, and a large-vessel guest dock capable of accommodating a greater range of large vessels (up to roughly 180 feet). The ability to accommodate a greater range of yachts could be a significant source of fueling revenues with the right marketing program and could have a positive, indirect impact on other Marina businesses.

There are several drawbacks to this proposal. There are significant flaws in Best Fuel's financial proforma with respect to construction cost and revenue projections. Construction hard costs of $125 per square foot including tenant improvements are below market levels, even when considering the relatively low cost steel and glass architectural style proposed. Moreover, the revenue projection for fuel sales shows a threefold increase in three years. To account for this rather steep sales increase, Best Fuel cites increased prices and increased sales to large vessels. While some degree of increase is plausible, a threefold increase is overly optimistic and significantly impairs the viability of this proposal, as fuel sales account for the majority of total projected revenues.

Another drawback of the Best Fuel team is a lack of marine fueling experience. Although one of the team's principals has experience operating a local automobile gas station, the proposer has simply no direct experience operating a marine fueling business. Even if Best Fuel hires a crew with marine experience to operate the fuel dock, because the fuel operator is not a principal, the County would be exposed unnecessarily to greater operational risk.

Another potential drawback is that, for a portion of the docks, Best Fuel proposes to utilize a "cross-tie" system using anchors and elastomeric ties. Few projects (if any) on the California coast with this type of dock system have been successfully implemented; therefore, suitability for the local tidal and weather conditions over the long term remains untested. However, this drawback is somewhat mitigated by the proposer's willingness to use pilings throughout the dock plan.

The Committee ranked this proposal fourth. Although this proposal addresses the minimum requirements of the RFP, the relatively nominal increase in visitor-serving uses and boater amenities alone cannot overcome the more significant additional risks posed by a new dock technology and particularly aggressive sales projections, and therefore the proposal does not merit a superior score. *Score: 68*

Marina Fuels & Service

Marina Fuels & Service ("Marina Fuels"), the existing Parcel 1S lessee, submitted a proposal for complete replacement of the existing docks and landside improvements, including renovation of the round structure. The waterside plan features an 82 foot large-vessel guest dock, a retail kiosk of approximately 700 square feet, a renovated office of approximately 200 square feet in the round structure, and 13 slips (11 dedicated and 2 shared). The landside plan includes a one-story building of approximately 1,500 square feet, with boater showers, bathrooms, a cold-storage room, and 17 parking spaces.

While there are several drawbacks to this proposal, the Committee believes the Marina Fuels proposal meets the baseline goals of the RFP. The docks appear to lie within the pierhead lines and fairway clearances appear to be provided. There is a problem with compliance regarding backup distances for the slips facing the water taxi dock, although this could be remedied. The increase in retail square footage nominally addresses the AMS goal of increasing visitor-serving uses and the boater showers, pumpout station and high-speed pumps contribute, at a minimum, to increasing boater amenities.

The strength of this proposal is the valuable, local, marine fueling experience gained by Marina Fuels when it oversaw the replacement of the fuel tanks in the 1990s. Marina Fuels' approach to entitlements, which minimizes potential issues by virtue of only a nominal increase in the intensity of land uses, is straightforward. However, in an effort to avoid entitlement risk or, to use the proposer's words, "to maintain a low profile," Marina Fuels proposes a development that does little to expand the visitor-serving role of this leasehold.

A drawback of this proposal is the deficiency in the marketing plan and sales projection. Marina Fuels estimates a 60% increase in fuel sales revenue in the first year following completion of construction. This proposer cites high-speed pumps as a contributing factor, but does not include a marketing program to attract large vessels; similarly, while a large-vessel guest dock is included, its size is limited to accommodating only the smallest of large vessels (100 feet or less). While this proposer offers to moor the larger of large vessels on the fuel dock itself, this partial solution is impractical, as it would interfere with basic fueling operations.

Another drawback of this proposal is the poor location of the bait pens. By situating the pens near the bottom of the ADA gangway in close proximity to the water taxi slip and the dock house, it will be necessary to transport bait across the approximately 15 foot wide main fuel dock. As bait pens attract both seals and birds, inevitable conflicts with marine life may pose health and safety risks to both humans and animals. In addition, the location of the water taxi slip requires a circuitous route from the Main Channel, and in some instances the water taxi may have to change its mooring location depending on which of the facing slips are occupied.

The Committee ranked this proposal third. Although meeting the minimum requirements of the RFP, the nominal increase in visitor-serving uses and boater amenities and concerns with the marketing plan, sales projections, and dock plan prevented the Committee from scoring this proposal higher. *Score: 76*

Marina Fuels also submitted an alternate proposal, which only differs from its primary proposal in the dock plan. In the alternate proposal, the docks lie outside the pierhead lines and thus do not meet the requirements of the RFP. The Committee did not consider further the alternate proposal.

Marina Pacific Associates

Marina Pacific Associates ("Marina Pacific") is the lessee of the adjacent Parcel 112. The proposal submitted by Marina Pacific provides for complete replacement of the existing docks and above-ground landside improvements. The waterside plan features a 100 foot large-vessel guest dock, a fish weigh station, boat rentals and 15 slips. The landside site plan features a view park of approximately 5,500 square feet and a one-story building of approximately 2,000 square feet, containing a snack bar, retail/office space, bathrooms, and storage room.

The Marina Pacific proposal meets the baseline goals of the RFP and offers a clear alternative redevelopment plan for the parcel. The docks appear to lie within the pierhead lines and the required backup clearances and fairway clearances appear to be provided. The view park, snack bar and boat rentals all address the AMS goal of increasing visitor-serving uses. The fish weigh station, pumpout station and high-speed pumps contribute, at a minimum, to increasing boater amenities. Parking can be provided on the adjacent Parcel 112 leasehold, where perhaps as many as 152 spaces could be provided, although there is little demonstrated need for this much parking with the limited buildout proposed in this submittal.

The proposer takes advantage of the anticipated common ownership of the adjacent leasehold by specifying that slip operations for the two parcels would be combined (or in other words, consolidated). As a result of this proposed consolidation, the greatest number of total boat slips would be made available, and certain physical efficiencies regarding the layout of the two parcels (specifically, the dock and gangway arrangement discussed below) could be achieved. Additional efficiencies with respect to the operational and administrative management of the two parcels are also implied, although not clearly explained by the proposer. While recognizing that potential operational and administrative efficiencies may benefit the proposer from financial or management perspectives, there are few, if any, benefits to be derived by the patrons of the fuel dock itself as a result of the proposed consolidation. Moreover, there are no comparable efficiencies with respect to development costs, as this proposal has the highest development cost of the four proposals by a significant margin.

The Committee found certain strengths in this response to the RFP. First, Marina Pacific proposes to replace the approximately 4,500 square foot view park that it is required to implement on Parcel 112 with an expanded park of 5,500 square feet, a net benefit in park size of approximately 1,000 square feet. Second, parking can be kept away from the waterfront, although as described above, there is little demonstrated need for so much parking.

The Committee recognizes the Parcel 1S location appears to be more visible and accessible for the purpose of a view park, but notes the Parcel 112 location appears to offer a more serene park experience. If relocation of the view park were an objective of this RFP, or a priority of Marina redevelopment, this aspect of the proposal may have been weighed more heavily, as only the

adjacent lessee could implement this particular relocation. Since the benefits to be derived from the proposed relocation would accrue primarily to the proposer and to the adjacent apartment residents, the Committee concludes relocation of the view park is of only secondary importance to the boating community that this RFP seeks to serve.

A drawback of this proposal is the proposed dock and gangway arrangement. Landside access to the fuel dock and the related boater amenities located on the fuel dock itself is limited to a single gangway. Since Marina Pacific plans to combine its slip operations on the existing Parcel 112 docks with the 15 slips proposed on Parcel 1S, access to the Parcel 1S slips will be eliminated on Parcel 1S and consolidated on two existing gangways on Parcel 112. Therefore, when the 15 slips located on Parcel 1S are used for visitor-serving purposes such as boat rentals and guest docks, the path of travel for visitors to these amenities is circuitous. Moreover, Parcel 112 slip tenants, who are accustomed to the relative privacy of longer term dock tenants, may not appreciate increased traffic from guest dock visitors or boat rental operations.

Aside from these drawbacks, the addition of the greatest number of total boat slips among the four respondents (15 slips for Marina Pacific, versus between 8 and 13 slips for the three other respondents) made possible by the proposed dock and gangway arrangement is a benefit to the boaters that would occupy those slips, although there is some difficulty in reaching a consensus as to what blend of slip lengths is of greatest benefit to the boating community as a whole.

Also of concern is this proposer's idea of cross-staffing with its staff at Parcel 112. While the Committee recognizes the cost efficiencies that Marina Pacific could realize, the experience of the Parcel 112 staff is concentrated on its tenant-oriented apartment and anchorage operations. This drawback is mitigated by the more complete experience of Marina Pacific's proposed professional management team, The BellPort Group. Although BellPort's ocean marine fueling experience is limited, BellPort's marina management experience is comprehensive.

Marina Pacific proposes that the County forego percentage rent for 9 years, stating that the rate of return on equity is too low to afford a relatively high development budget (over $5 million). The effect of this ramp-up proposal is that the County must underwrite (in the form of percentage rent abatement) to a large extent, an upgrade to an existing leasehold that has already been negotiated (Parcel 112), while achieving only a nominal increase in the utilization of Parcel 1S. It is therefore uncertain whether the County's appraisal test will be met. The Committee ignored this unusual ramp-up proposal for percentage rents in determining the score. If the ramp-up were included, the resulting score would have been lower.

Because the large-vessel guest dock is only 100 feet, its size is limited to accommodating only the smallest of large vessels (100 feet or less). While this proposer offers to moor the larger of large vessels on the fuel dock itself, this partial solution is impractical, as it would interfere with basic fueling operations.

The Committee ranked this proposal second. Although this proposal consolidates the slips located on Parcel 1S into Parcel 112 and transfers/enlarges a view park from the adjacent leasehold, the net increase in visitor-serving uses and boater amenities is nominal and does not

overcome the more substantial issues involved in merging the largely private, tenant orientated Parcel 112 and the explicitly public, visitor-serving goals for the fuel dock parcel. *Score: 79*

BoatYard and Westrec Marinas

Harbor Real Estate, LLC dba The BoatYard, the existing Parcel 53 lessee, and Westrec Marinas ("BoatYard/Westrec") submitted a response which provides for complete replacement of the existing docks and landside improvements. The waterside plan features a 185 foot large-vessel guest dock, a retail kiosk of approximately 300 square feet, a guest dinghy basin, a fish weigh station and 13 slips. The landside site plan features a two story building of approximately 3,000 square feet containing a restaurant and public observation deck on the second story and bathrooms and storage on the ground level; also included are two over-the-water view platforms and 13 parking spaces.

The BoatYard/Westrec proposal clearly meets the goals of the RFP. The docks appear to lie within the pierhead lines and the required backup clearances and fairway clearances appear to be provided. One exception is that the southernmost and westernmost end-ties may require approval of the Director. The large-vessel guest dock, observation deck, two view platforms, and restaurant clearly address the AMS goal of increasing visitor-serving uses and the tournament area, fish weigh station, guest dinghy basin, pumpout station and high-speed pumps contribute to increasing boater amenities by offering boaters a variety of boater services.

One of the strengths of this proposal is the extensive, valuable, marine fueling experience of Westrec Marinas, having operated fuel docks for 18 years in 32 marinas nationwide, including those on seafronts subject to ocean tidal and weather conditions. Westrec also has an existing contract with Onyx Mansfield, a national fuel and marine products supplier, for low-cost fuel supplies and marketing support. The contract enables this proposer to offer lower fuel prices, which are expected to help spur an increase in fuel sales revenues, and a related marketing agreement is expected to help successfully market marine products at the fuel dock. In addition, this proposer plans to market Marina del Rey branded products, which would serve the AMS goal of enhancing Marina del Rey as a unique destination.

Another strength is that BoatYard/Westrec proposes installation of high-speed pumps, a direct marketing campaign to large vessel owners, and a large-vessel guest dock capable of accommodating a greater range of large vessels (up to roughly 180 feet). The ability to accommodate a greater range of yachts could be a significant source of fueling revenues with the right marketing program and could have a positive, indirect impact on other Marina businesses. The BoatYard has valuable, local, marine marketing and development experience. This proposer also envisions cross-staffing with its existing Marina leasehold, but the level of staff experience with marine commercial operations of the BoatYard is significant. The benefit of having staff available from Parcel 53 is that this operation and its staff can complement Westrec's marine-fueling-specific experience. Together, both Marina boaters and visitors will have greater access to marine fueling, boat maintenance, and marine marketing experience, with a high level of fueling safety and supervision.

The beneficial owners of the BoatYard leasehold have also completed successful restaurant projects on the west side of Los Angeles and have the necessary restaurant management experience to implement the restaurant concept proposed. These existing ties to the restaurant industry can be a valuable source of supplies and staffing for the proposed adjunct restaurant.

The main drawback to this proposal is the possible difficulty in obtaining entitlements, particularly to provide sufficient parking for the proposed restaurant. However, the proposer has experience managing development projects and making the related entitlement applications in the Marina and other areas, and has provided a plan to obtain a parking permit, which emphasizes the multi-modal transportation opportunities offered by the water taxi, as well as dinghies, boats, and pedestrian connections. This proposer has a coherent strategy to seek entitlements, and has specifically stated his willingness to downsize or otherwise change the use of the restaurant space to another visitor-serving use. Even with a reduced restaurant facility, the fueling experience and existing contracts of Westrec, together with the proposed merchandising approach, suggest that this proposal would provide the best opportunity to expand and improve fuel service operations and enhance the marketing image of the Marina.

The initial minimum rent level is another drawback to this proposal. BoatYard/Westrec proposes $117,000 for initial minimum annual ground rent, which equates to approximately $23 per square foot. Although this is approximately 80% higher than the current level, and may be supplemented with percentage rents, the Committee is concerned that this level of ground rent for oceanfront property on the Westside today may not meet the County's appraisal test.

The Committee ranked this proposal first. The Committee highly valued the variety of boater and public amenities offered in this proposal, and believes this proposer's depth of experience in the fields of marine fueling operations, marine products marketing and marina redevelopment would justify the granting of a long term ground lease provided that the minimum rent is increased. *Score: 90*

CONCLUSION

By providing a modern fuel dock facility, combined with an impressive list of boater services and visitor-serving amenities, the recommended proposal fulfills the objective of the AMS to bring "an accessible waterfront, both physically and visually" and "an exciting mix of interconnected uses that relate strongly to the water" thereby increasing public enjoyment of the waterfront.

Of central importance to the Committee in making its recommendations was the overriding objective of developing a modern fuel dock with increased boater and visitor-serving amenities, which would help establish Marina del Rey as a prime destination for both local and out of town boaters. Importantly, the recommended proposal offers not only a clear plan and a coherent strategy, but also the most extensive experience available in marine fueling, and therefore represents the best alternative.

Respectfully submitted by the Fuel Dock RFP Evaluation Committee members, as set forth below.

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Chief Administrative Office
County of Los Angeles

Allan Kotin
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Richard S. Volpert, Esq.
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