"To enrich lives through effective and caring service"

Caring for Your Coast
Beaches & Harbors

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

July 19, 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 WITH PACIFIC MARINA DEVELOPMENT/ALMAR MANAGEMENT FOR AN OPTION AND LONG-TERM LEASE FOR DEVELOPMENT OF PARCELS 52R AND GG - MARINA DEL REY
(4th DISTRICT)
(3 VOTES)

JOINT RECOMMENDATION WITH THE CHIEF ADMINISTRATIVE OFFICER THAT YOUR BOARD:

1. Authorize the Chief Administrative Officer ("CAO") and Director of the Department of Beaches and Harbors ("Director") to proceed with exclusive negotiations with Pacific Marina Development/Almar Management (Almar) for development of Parcels 52R and GG in Marina del Rey.

PURPOSE AND JUSTIFICATION OF RECOMMENDED ACTION

Pursuant to your Board's authorization, the Department of Beaches and Harbors ("Department") issued a Request for Proposals ("RFP") for development of boat dry-stack and related facilities on Marina del Rey Parcels 52R and GG in April 2003. At your Board's further direction, the RFP was subsequently re-issued on March 1, 2005, with proposals limited to the three responsive proposers to the original RFP. The new solicitation clarified

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the original RFP's language relating to parking requirements and again solicited proposals for new dry boat storage and allied uses, including mast-up storage, boat wash-down and repair facilities, as well as replacement of the existing Sheriff's boatwright facility and the docks shared by the Sheriff and the Department's maintenance vessels. The RFP also provided the opportunity for a combined project that could include parcels adjacent to or near the proposed project site, so long as such proposals demonstrated control of any such adjacent parcel. All three prior qualifying respondents timely submitted new proposals and were in turn evaluated by an evaluation committee formed for the purpose of reviewing the proposals. Approval of this item by your Board would authorize the CAO and Director to proceed with exclusive negotiations with Almar, the recommended proposer, for an option and long-term ground lease for development of Parcels 52R and GG.

Implementation of Strategic Plan Goals

This recommendation is consistent with the County's Strategic Plan Goals of Fiscal Responsibility and Service Excellence in that the resulting lease would provide the County with an enhanced stream of revenue and eliminate the need for capital spending to upgrade the joint Sheriff/Department boat docks and the Sheriff's Boatwright facilities, as same will be replaced by the respondent. Furthermore, the resulting project will provide additional boat storage spaces and servicing facilities to small boaters, an important aim as well of the Marina's Local Coastal Program (LCP), as well as the County goal of Service Excellence.

FISCAL IMPACT/FINANCING

The recommended Almar proposal offers improved County lease revenue on each of the parcels to be redeveloped. Existing income to the County from Parcel 52R, largely utilized for auxiliary parking, was approximately $23,000 for fiscal year 2004/2005. County-operated Parcel GG is currently used for administrative offices by the Department, the County Sheriff's boatwright shop and auto servicing/repair facility, and for docks used by the Sheriff and the Department's maintenance vessels, and thus provides no current County income. The Department will be responsible for relocating its administrative and maintenance facilities, while the Sheriff will be responsible for relocating its auto servicing/repair facility. Income to the County after completion of construction and stabilization of the proposed project is projected to increase from $23,000 per year to approximately $409,000 annually, an annual increase of approximately $386,000.

If negotiations are authorized, the County will incur costs for economic and legal consultants utilized in the negotiations and preparation of documents for the proposed project.

FACTS AND PROVISIONS/ LEGAL REQUIREMENTS

Three proposals from qualifying development teams were received prior to the resubmission deadline and were reviewed by an evaluation committee appointed by the Director. The evaluation committee was composed of the Department's chief negotiator, one of the Department's economic advisors, one of the Department's marine engineering consultants, one of the Department's design consultants and a member of the Chief Administrative Office's Asset Management Division. In addition, the evaluation committee was advised by staff of the County's Department of Regional Planning.

The three proposals received and evaluated were provided by: 1) Almar; 2) Harbor Real Estate, LLC/Westrec ("BoatYard"); and 3) Waterfront Investors, L.P. ("Waterfront"). Each of the proposers met the Board's qualifications as set forth in your directive of February 8, 2005. The Evaluation Committee reviewed and analyzed each proposal in detail and also conducted interviews with each of the proposer teams, after which it scored and ranked each proposal on the bases of the criteria set forth in the RFP. Details relating to the evaluation committee's assessment of each proposal is set forth in its recommendation letter to the Director, attached as Exhibit 1. Also attached as Exhibit 2 is a summary comparative chart that provides a side-by-side comparative of relevant portions of each proposal.

All three proposals were judged by the evaluation committee to have been submitted by well-qualified development teams, and each proposal met the base RFP criteria. As shown in the following Table 1, the Almar proposal received the highest evaluation committee score and was recommended for exclusive negotiation by the evaluation committee. The committee also recommended, in the event that negotiations with Almar do not prove successful, negotiations should in such case proceed with BoatYard, the second highest scoring respondent.

Table 1 – Evaluation Committee Scoring

Element	*Almar*	*BoatYard*	*Waterfront*
Revenue Enhancement (30 points possible)	27	26	19
Project Implementability (30 points possible)	27	27	24
Project Implementation of Asset Management Strategy (15 points possible)	14	12	11
Creativity and Marina Upgrade (25 points possible)	24	21	17
TOTALS (100 points possible)	92	86	71

The recommended Almar proposal calls for construction of an architecturally attractive dry-stack boat storage building situated primarily on land, which also extends 105 feet out over the water area of the leasehold (the water area of Parcels 52/GG extends to 200 feet from the bulkhead). The design maximizes boat storage and allows for much larger view corridors than the competing plans, and also minimizes building mass. As situated, the in-water elements also provide ample navigation and maneuvering area between the dry stack project and the launch ramp. By employing a relatively quiet electric overhead crane system to store, launch and retrieve boats (rather than a diesel-engine forklift as proposed by the other two respondents), the Almar proposal achieves a quiet, space-efficient operation that maximizes both storage capacity and view corridors to the water from the street edge of the project site. The covered building area contains 345 dry-stack boat storage spaces, storage space for 24 trailers, a 1,600 square foot boat maintenance and

repair facility and a 2,400 square foot office/lobby building that is also proposed to be used for sailing and navigation classes and seminars. The project also contains a staging area for 65 vessels, 1,250 lineal feet of docking facilities, an ADA-compliant boat boarding ramp, 30 mast-up sailboat surface storage spaces, two double-spaced small boat wash-down facilities for use by the public and one wash-down facility for mast-up boats, 131 parking spaces, and a 28 foot wide pedestrian promenade that further widens to 35 feet on the westernmost side of the leasehold where a public picnic area is also provided. Other features include a 5-ton capacity boat launch hoist, and a separate 3,000 square foot building, with additional loft space above, for use as the Sheriff's boatwright shop, fronted by a 2,175 square foot outdoor yard area, as well as replacement docks for Sheriff's boats and the Department's maintenance vessels.

Regulatory Amendments Required

This proposed project will require an amendment to the Marina del Rey Local Coastal Program ("LCP"), approved by the California Coastal Commission in 1996, in that the LCP currently designates Parcel 52R and GG for Public Facility and Water use. The proposed development will likely involve a change in zoning to Marine Commercial with a Waterfront Overlay Zone designation to accommodate the proposed project.

Upon receipt of the evaluation committee's report, and prior to submitting this recommendation, Department staff and the Department's Coastal consultant met with staff of the California Coastal Commission and commenced discussions with Coastal Commissioners to review the recommended Almar proposal, particularly with reference to over the water construction, site lines and view corridors, and other issues of compliance with Coastal Commission and LCP standards. Based upon the discussions, the Department is confident that obtaining a coastal development permit from the Coastal Commission for the project is highly achievable.

The three Commissioners present at the Small Craft Harbor Commission meeting held on July 7, 2005 were unable to reach consensus on this matter and, thus, no action was taken.

ENVIRONMENTAL DOCUMENTATION

Development of the proposed dry stack boat storage facility and related improvements will require the issuance of various land use entitlements, including coastal development permits and an LCP amendment. A full environmental review will be conducted as part of the land-use entitlement process. The issuance of permits authorizing any of the proposed

construction will be contingent upon completion of the land use entitlement and/or environmental review process. Exercise of any option for a long term lease approved by your Board as a result of the exclusive negotiations recommended by this letter will be contingent upon the successful completion of these regulatory processes.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Parcels 52R & GG contain approximately 3.09 acres of land area and 1.16 acres of water area and includes 400 feet of water frontage. County-operated Parcel GG is currently used for temporary administrative offices by the Department and as a Department maintenance facility and also houses the Sheriff's boatwright shop and docks for both the Sheriff's Harbor Master vessels and the Department's maintenance vessels. Parcel 52R is currently used as a pick-up and drop-off area for charter boat operations and for temporary public parking. The County will assume responsibility for the relocation of its administrative and maintenance offices located on Parcel GG, while replacement facilities for the Sheriff's boatwright operation and the Sheriff and Department docks will be relocated on-site as part of the proposed project. The temporary public parking and charter boat pick-up activities of Parcel 52R will be moved to Parcels 55, 56 (Fisherman's Village) and W as part of a proposed new project at a newly combined location.

CONCLUSION

Authorize the CAO and Director to proceed with exclusive negotiations for an option and long-term ground lease to develop, construct and operate a dry stack boat storage project, on Parcels 52R and GG in Marina del Rey, and forward one adopted copy of this Board letter to the Department of Beaches and Harbors.

Respectfully submitted,

Kerry Silverstrom

for Stan Wisniewski
Director

David E. Janssen
Chief Administrative Officer

SW:RM:GB:tm

Attachments (2)

c: Executive Officer, Board of Supervisors
County Counsel

MEMORANDUM

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

From: Boat Central RFP Resubmission Evaluation Committee

Subject: Evaluation of Responses to the resubmitted *Request for Proposals for Development of Boat Storage Facilities on Parcels 52R and GG*

Date: June 14, 2005

Introduction

The Boat Central RFP Resubmission Evaluation Committee (the "Committee") was formed to evaluate submittals received in response to the resubmitted *Request for Proposals for Development of Boat Storage Facilities on Parcels 52R and GG* ("RFP"). Issuance of the original RFP was approved by the Board of Supervisors on April 1, 2003. The resubmitted RFP was subsequently reissued at the Board's direction by the Department of Beaches and Harbors (the "Department") on March 1, 2005 to the three responsive proposers to the original RFP.

The primary objective of the RFP is development of boat storage facilities incorporating boater-friendly, waterfront-oriented design. Additional aims of the RFP include development of other boater/coastal dependent uses that will encourage recreational boating and visitation and use of the Marina's retail, restaurants and public facilities in the vicinity.

The RFP also required the proposer to provide facilities on the RFP parcels that include: sailboat mast-up storage spaces; short-term dock queuing space; a small boat repair operation; boat wash down facilities; a Sheriff's boatwright shop; and related dock space for both the Sheriff and the Department's maintenance craft.

Evaluation Process and Methodology

The Department received new submissions from each of the three original responsive proposers by the April 4, 2005 deadline. Each was completely redone and conformed to RFP submittal requirements.

The proposals were evaluated by the Committee, which was comprised of five members: Richard S. Volpert, Esq. of Munger, Tolles & Olson LLP, the Department's chief negotiator; Robert J. Wetmore of Keyser Marston Associates, Inc., one of the Department's economic consultants; Richard Orne, AIA of Orne and Associates, Inc., one of the Department's design consultants; Ronald M. Noble, PE of Noble Consultants, Inc., one of the Department's marine engineering consultants; and John Edmisten of the Chief Administrative Office's Financial & Asset Management Branch. The Committee's charge was to judge competing proposals and to

make a recommendation to the Director as to which proposal should be considered for exclusive negotiations with the County for construction of the proposed project.

The Committee evaluated and scored each proposal on a competitive basis. Proposals were judged on their relative revenue enhancement, the likelihood that the project would be implemented, conformance of the project with the Marina del Rey Asset Management Strategy ("AMS"), and the overall creativity of the project. A summary of the Committee's Evaluation Criteria is set forth in Table One.

Table One
Evaluation Criteria

Purpose: the Development of Boat Storage Facilities Incorporating Boater-Friendly, Waterfront-Oriented Design.

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

The Committee members each reviewed the submittals, and the Committee met on three separate occasions to analyze the proposals and to consider potential development and policy considerations relating to each individual submission. Each of the respondents was also interviewed by the Committee. The information evaluated includes project specifics, such as the number of dry boat storage spaces proposed, the overall cost of the project, the proposed annual rent to the County, and design factors. Each of the proposals was scored on the basis of the above criteria.

Results of Evaluation

Proposals were received from: Pacific Marina Development/ALMAR Management, Inc. ("ALMAR"); Harbor Real Estate, LLC/Westrec, a combined proposal submitted by the Parcel 53 lessee, The BoatYard ("BoatYard"); and Waterfront Investors, L.P. ("Waterfront"). Each proposal was evaluated and scored by the Committee members.

The Committee recommends that the County pursue exclusive negotiations with ALMAR. ALMAR has chosen a superior operational technology and backed its choice with the most qualified and in-depth project team. ALMAR further demonstrates its commitment to deliver a project of the highest quality by providing an exciting architectural design that is especially well suited to local geographic and market conditions. As a result, the ALMAR proposal offers the best combination of required elements and amenities to the recreational boating community in Marina del Rey and to its visitors. A scoring summary is shown in Table Two.

Table Two
Summary of Scores

Respondent	Score
ALMAR	92
BoatYard	86
Waterfront	71

Each of the submitted proposals received in response to the RFP were from well qualified respondents. Each proposal meets the basic requirements of the RFP, as shown in Table Three.

Table Three
Required Elements

Element	*ALMAR*	*BoatYard*	*Waterfront*
LAND AREA			
Sheriff – Land	Met	Met on Combined Parcel	Met
Minimum 276 Spaces Dry Stack Storage – Land	Met – 345 spaces	Met – 360 spaces	Met – 360 spaces
Minimum 30 Spaces Mast-Up Storage – Land	Met – 30 spaces up to 30 feet in length	Met on Combined Parcel – 30 spaces up to 25 feet in length	Met – 30 spaces up to 30 feet in length
Minimum 3 Spaces Public Wash Down – Land	Met	Met	Met
Boat Repair – Land	Met	Met on Combined Parcel	Met
Entry, Office, Common Area – Land	Met	Met	Met partially on Water Area
Parking / Rationale – Land	Met (see Table Five)	Met (see Table Five)	Met (see Table Five)
Pedestrian Promenade – Land	Met	Met	Met
WATER AREA			
Sheriff and Department's Maintenance Craft – Water	Met	Met on Combined Parcel	Met
Main Hoist / Lift – Water	Met	Met	Met
Short term dock space for passenger loading – Water	Met	Met	Met

Each proposal presented the required articulation of parking regulatory rationale required in the resubmission instructions specified by the Board of Supervisors. Further, each of the proposals appropriately addressed the need for Sheriff's facilities and dock space for both the Sheriff and the Department's maintenance craft, as set forth in the RFP. As all the required elements were met, the Committee's recommendation is therefore based on the performance of each of the

proposals in regards to the criteria listed above in Table One. The scoring results in each of these criteria are set forth below in Table Four.

Table Four
Scoring Averages According to Evaluation Criteria

Element	*ALMAR*	*BoatYard*	*Waterfront*
Revenue Enhancement (30 points possible)	27	26	19
Project Implementability (30 points possible)	27	27	24
Project Implementation of Asset Management Strategy (15 points possible)	14	12	11
Creativity and Marina Upgrade (25 points possible)	24	21	17
TOTALS (100 points possible)	92	86	71

Parking. Each of the respondents proposed a parking program that will require a discretionary parking permit with respect to County regulatory requirements. While each respondent submitted a parking concept with initial ratios below the Local Coastal Plan (LCP) specified standard for dry-stack storage uses, all respondents provided a parking plan that conforms to the requirements of the RFP via a proposed parking plan and evidence of justification for obtaining a parking permit. A parking summary is set forth in Table Five.

Table Five
Parking Summary

Element	*ALMAR*	*BoatYard*	*Waterfront*
Parking Methods	Surface and Valet	Surface on RFP Parcels and Combined Parcel	Valet on Surface and Platform Lifts
Regulatory Requirement	Parking Permit Required	Parking Permit Required	Parking Permit Required
Unmanaged Parking Ratio	0.33	0.25	0.47 (Valet)
Managed Parking Ratio	0.38	0.50 on 3 Parcels	0.47 (Valet)

ALMAR has provided a parking study by Linscott Law & Greenspan that states that based upon industry standards, dry-stack parking ratios of 0.25 are adequate. ALMAR has provided 131 parking spaces (base parking ratio of 0.33) of surface parking, together with a managed parking plan for peak operating times that uses valets that will yield an additional 20 parking spaces for a total of 151 spaces (managed parking ratio of 0.38). BoatYard provides 139 on-

site surface parking spaces, 93 of which are allocated to the dry stack boat storage (base parking ratio of 0.25) with an additional 90 parking spaces available on Parcel 53, an adjacent parcel, for use during peak operating times, when conditions require, for a combined dry-stack total of 183 spaces (managed parking ratio of 0.50 on three parcels). Waterfront has provided 195 parking spaces (valet spaces) located mainly on the ground level under the dry-stack boat storage racks, including 36 stacked spaces using hydraulic platform lifts, however 12 of the spaces are shown as street-side parking on Fiji Way, which is not currently allowed by traffic regulations (and not expected to be modified), thereby reducing total parking to 183 spaces (managed parking ratio of 0.47). An additional nine Sheriff parking spaces not required by the RFP were also provided.

Financial Capability. Each respondent was asked to provide information regarding sufficient financial resources to complete the proposed project. Based on the financial information provided by the respondents, each respondent appears to be able to obtain the required loan amount to undertake the project. However, ALMAR is the most qualified respondent from the perspective of financial strength. A summary of anticipated loan amounts and project costs are presented in Table Six.

Table Six
Summary of Project Costs

Element	*ALMAR*	*BoatYard*	*Waterfront*
Estimated Loan Amount	$4.5 million	$5.3 million	$5.0 million
Total Project Cost	$7.5 million	$8.3 million	$10.7 million

Rent to County. Based on the pro forma cash flow projections supplied by each of the respondents, the County's economic consultant assembled an estimate of the value of ground rents to be received by the County expressed in terms of net present value over a 20-year period. A summary of these net present values is shown in Table Seven.

Table Seven
Summary of Ground Rent to County

Element	*ALMAR*	*BoatYard*	*Waterfront*
Net Present Value of Ground Rent to County (over 20 years)	$5.0 million	$5.0 million	$3.0 million

Summary of Considerations. Over the course of its evaluation, the Committee received a variety of comments from each of the respondents regarding the relative merits of over the water development and overhead crane and forklift technologies. While the Committee took these comments into consideration, Committee members made their own assessments of the import of such comments, relying on both the factual data presented by the individual respondents in support of their respective proposed solutions and independent investigation.

The Committee is mindful that the choice of ALMAR means that the dry stack program will rely on overhead crane technology and a partial over the water project design. While more costly than the most frequently implemented dry stack technology, i.e., the forklift, the Committee was satisfied that the overhead crane system has a proven record in industrial applications and is superior in every important regard. The Committee further recognizes that ALMAR consulted extensively with County Regional Planning and California Coastal Commission staff regarding the over water project design feature of its project and, in response, has substantially reduced the size and extent of over water buildings from the original proposal. Because available land for boating-related development in Marina del Rey is among the most expensive available, these solutions are entirely appropriate for our local geographic market area.

Together, the three proposals evaluated by the Committee represent further validation that the dry stack concept is ready for implementation in Marina del Rey. The Committee recognizes the strengths of each competing proposal and further recognizes the benefits that may be derived from implementation of the strongest proposal available. Both individually and as a whole, members of the Committee believe the ALMAR proposal will achieve the best project for the Marina.

Discussion

Pacific Marina Development, Inc./ALMAR Management, Inc.

Description. The ALMAR project proposes a single dry storage building built partially over the water. The building reaches a maximum building height of 70 feet in the middle section and contains a total storage area of approximately 44,550 square feet. The dry stack building accommodates 345 dry stack spaces (153 40-foot spaces and 192 35-foot spaces), as well as 24 trailer storage spaces. A single, Louden overhead gantry crane system is utilized to move boats to and from two boat launch/retrieve elevators (with provision to expand to four elevators). A separate, secured, outdoor storage area is provided that can accommodate 30 mast-up spaces (30 foot spaces). The dock plan provides 1,250 lineal feet of docks yielding a staging area for approximately 65 boats. Parking is provided for 131 automobiles and a managed parking plan using valets is proposed for peak operating times that will yield parking for an additional 20 automobiles. The Sheriff has been provided a 3,000 square foot boatwright facility plus a second floor loft area and 2,175 square foot outdoor yard plus dock area to accommodate Sheriff boats. A boat maintenance facility of 1,600 square feet is located on the ground floor of the dry stack building.

Required Elements. The Sheriff facility has been relocated closer to Fiji Way, but remains in the same general area of the parcel where it is presently located. The project offers 345 dry stack storage spaces and 30 mast-up storage spaces. Three public wash down spaces are provided, one of which is situated to allow use by the mast-up sailboats. A boat repair facility is located on the ground floor of the dry stack building comprised of 1,600 square feet. The project includes an entry office and common area buildings next to the main entrance to the parking lot and contains 2,400 square feet of floor area. The 131 parking spaces are all ground level surface spaces, with evidence provided that similar projects currently in operation throughout the nation, particularly Florida where there is a prevalent use of dry stack, have a parking ratio of 0.25. The pedestrian promenade is situated along Fiji Way with an additional promenade on the western side of the project that leads to a landscaped public picnic area overlooking the water. On the waterfront, space has been provided for short-term dock space, as has shared space for six boats for the Sheriff's and Department's maintenance craft. The main hoist or lift for dry stack boats is a Louden overhead gantry crane with a 19,000 lb lifting capacity, while launching for mast-up sailboat storage will be provided by a new launch crane adjacent to the mast-up storage area. 65 short term dock spaces are provided exclusively for passenger loading, with no rental wet slips.

Marine aspects. From an operational standpoint, the ALMAR proposal appears clean and functional, with no anticipated interference from car parking or handling of mast-up storage. The overhead crane system allows for the same length and weight boats on all stack levels and can deliver a boat directly from the water to the shop inside the building. Another benefit is mast-up boats have direct access to an additional five-ton hoist located near the waterfront with no apparent interference with operations. The 60-foot aisleway should be sufficient for vessels

up to 40 feet because of the use of the overhead crane technology, and 1,250 lineal feet of queuing space appears ample.

Planning aspects. The planning configuration of the proposed building represents a simple, compact, straightforward and efficient design. The use of a single building built partially over the water provides an optimum orientation of building mass that creates larger views for the public to the waterfront. The 70-foot height is within the 75-foot height limit allowed for dry stack storage uses. The "stepped" approach to the massing offers not only opportunities to mitigate the bulk of a large building and maintain maximum views to the waterfront, but simultaneously to convey the nature of the activity within by allowing limited views to the interior and some of the stored boats within. While the over the water portions of the building offer operational advantages, because of the direct contact of the building with the water, related approvals by the California Coastal Commission will be required.

Architectural aspects. As previously described, the respondent's design approach is based upon the clear intention of creating an amenity that both expresses function and articulates appropriate architecture for this waterfront setting. The submittal is a well-considered and a thoughtful architectural approach to this type of unique use. The exhibits include not only the required plans and sections, but also detailed computer generated perspective illustrations that place clear images of the building in context for scale and relevancy comparisons. The design narrative is detailed in the architect's intention to not only create a building of high design quality, but also one that is appropriate to the context and its functions.

Economic aspects. ALMAR states that its principals have a combined net worth that significantly exceeds the equity required. They will form a single purpose entity in the form of a limited liability company as the lessee for this project. The proposal includes a letter of intent to provide financing from GMAC Commercial Mortgage. In developing financial estimates, identical stack storage rates were used for all three proposals in order to provide a true comparison. The ALMAR proposal is estimated to have a net present value of $5 million based on a 20-year projection, the same as that of the BoatYard proposal. The proposed use of the overhead crane technology by ALMAR achieves greater flexibility in meeting market demands by allowing storage of larger boats on all levels, limited only by the height of the boat itself, which could result in greater income potential to the County not otherwise accounted for in the projections submitted. The ALMAR proposal does not include any rent from the Sheriff for its facilities and requires only that the Sheriff pay its own expenses. The ALMAR proposal provides for an adequate return on investment and has reasonable operating ratios.

Additional considerations. The Committee believes the presence of the greatest amount of dock space for queuing and launching purposes is a significant plus for the ALMAR proposal.

ALMAR's submittal of a partially over water design presents an innovative, efficient and focused design effort. The striking architectural statement upgrades and enhances not only the value of the site, but also that of the east end of the Marina, as the project will be visible from the well traveled section of Admiralty Way between Fiji Way and Mindanao Way. The

building shell is proposed as a low maintenance, translucent outer covering that presents a luminous nighttime surface.

The building design allows for the use of an overhead crane to move and place boats in the water, resulting in a high speed, more space efficient launch and retrieval system that further allows for very efficient site capacity. The over water design frees some additional landside area for parking. The on-site parking is set slightly below grade, enhancing the view corridors from the adjacent Fiji Way, allowing views to the water less obstructed by parked cars.

The Committee recognizes that the proposed design has been carefully scaled to minimize the over the water component and has been specifically adjusted to address the concerns that have been articulated to ALMAR by the Coastal Commission staff. Rather than presenting an aggressive or ambitious regulatory challenge, placing only a limited part of this building over the water presents less of a risk. The design has many demonstrated positive characteristics from planning, architectural, and marine perspectives. The Committee is satisfied there are no significant wind-shadow or navigational obstacles presented by the design.

The economic projections appear realistic for the proposed project and, based on the demonstrated demand at other Southern California dry stack storage sites, the proposed rates seem achievable if properly marketed.

ALMAR appears to have a strong commitment to the project as it proposes a 24% equity participation. In addition to its design and construction experience, ALMAR has extensive Marina experience, currently operating numerous marina facilities throughout the U.S, but mainly in California.

Summary. The Committee was particularly impressed by the depth and expertise of the project team, virtually all of whom have long and direct experience in the development, construction and operation of marina facilities. The project team has selected representatives from among industry leaders that combined represent a thoughtful and well respected team to manage the implementation of this project. The relevant experience of the project team includes in-depth experience in crane operation, in dry stack design, construction and operation, in marine architecture, in marketing, and in land use entitlements. As a result, the ALMAR proposal was ranked highest by each member of the Committee.

Harbor Real Estate, LLC/Westrec, a combined proposal submitted by the Parcel 53 lessee, The BoatYard

Description. In addition to the RFP subject parcels, the BoatYard proposal utilizes the adjacent Parcel 53, controlled by the same lessee-proposer. The largest element of the BoatYard proposal is the dry-stack boat storage building, a 50,400 square foot, 52-foot high building, providing accommodation for up to 360 vessels. The boat storage building is located on Parcel GG and the eastern portion of Parcel 52R. Abutting the boat storage building, 5,880 square feet of space is provided to accommodate boater services and marine commercial uses. The 139 parking spaces are located on the western portion of Parcel 52 and between the promenade along Fiji Way and the boat storage building, in close proximity to the boater services. Up to 10,000 square feet of space is offered to accommodate the Sheriff's office and boatwright shop on Parcel 53, in close proximity to the existing professional boat repair facilities. Also proposed on Parcel 53 are 30 mast-up storage spaces and 90 overflow parking spaces, including 17 covered parking spaces. A staging area for 30 boats is also provided, with the primary and secondary staging areas located in the water areas of Parcels GG and 52R and the tertiary staging area proposed in the water area of Parcel 53. A 20-foot wide promenade is proposed along Fiji Way spanning all three parcels.

Required Elements. The Sheriff facility has been relocated to Parcel 53. As stated above, the project offers 360 dry stack storage spaces and 30 mast-up storage spaces. Three public wash down spaces are provided. A boat repair facility is located on Parcel 53. The project includes an entry office and common area, as well as short-term dock space. One hundred and thirty-nine parking spaces are provided. The parking rationale is that a certain number of spaces are provided in the dry stack area, with an additional number of spaces located on Parcel 53 during peak operating periods when needed. The pedestrian promenade is situated along Fiji Way. The shared docks for the Sheriff and Department's maintenance craft are located on Parcel 53. Two forklifts will place dry stack boats on either of two water elevators or lower the boats directly into the water. Launching for mast-up sailboats will be provided either by forklift or the existing travel lift located on Parcel 53. Thirty rental slips are provided, including dock space for passenger loading.

Marine aspects. From an operations standpoint, the layout is clean and functional with no apparent interference between dry-stack storage, car parking, or handling of mast-up boats. However, the proposed use of forklifts may limit the size and weight of boats placed on higher stack levels and may not be environmentally friendly. The 70-foot aisleway may be sufficient for maneuvering 35-foot vessels, but is questionable for handling 40-foot vessels due to the use of fork lift technology and, therefore, the added space needed to maneuver. Eight hundred and twenty-three lineal feet of dock space is provided for queuing.

Planning aspects. The combination of the three parcels and the existing business offers certain potential benefits. The aggregate of these parcels' new and existing developments would be blended together, creating a larger and somewhat more architecturally unified whole. However, while the strategy does offer some operational efficiencies, it yields a less than

optimum site configuration overall. The boat storage building on Parcels 52R and GG is a bulky building mass that covers the majority of the site, confining the waterfront views to the western end. In addition, the percentage of on-site landscaping is minimal.

Architectural aspects. Although the submittal is a thoughtfully considered architectural approach toward this unique building type, i.e., skillful use has been made of the solid and transparent materials, the building is massive. The submittal exhibits include not only the required plans and sections, but also detailed computer generated perspective illustrations that describe the building character in its approximate context for scale and relevancy comparisons. The design narrative reflects the architect's intention to create a cohesive collection of existing and new waterfront buildings.

Economic aspects. BoatYard has provided financial information for its proposed entity that indicates one of its partners can adequately provide the equity required. In developing financial estimates, identical stack storage rates were used for all three proposals in order to provide a true comparison. The BoatYard proposal is projected to have a net present value of $5 million based on a 20-year projection, the same as that of the ALMAR proposal. By combining the existing BoatYard facility with its proposed dry stack operation, the BoatYard proposal presents opportunities for cross-marketing of services with the tenants of the Parcel 53 leasehold. The BoatYard estimate also takes into account a modest allocation of the increased income resulting from a combining of Parcels 52/GG with Parcel 53. The BoatYard proposal of annually increasing Minimum Rent is strong but is disadvantaged by the proposed Sheriff rent that is absent in the other two proposals. The BoatYard proposal provides for an adequate return on investment and has reasonable operating ratios.

Additional considerations. The Committee looked favorably upon the creativity of the proposed combination of leaseholds. The added land area results in beneficial aspects with respect to site circulation. In addition, the project management capabilities of BoatYard, as reflected by the ongoing operations of the Parcel 53 leasehold, are further enhanced with the addition of Westrec to the development team in the latter's capacity as experienced managers of dry stack operations. The local experience of BoatYard, together with the more national experience of Westrec, offers a thoughtful combination and an alternative solution.

In addition to dock space allocated to queuing and launching, BoatYard provided a number of rental wet slips that produce a significant level of rent to the County. However, the County will not agree to the proposed payment of rent on the Sheriff's building and, therefore, for the purposes of the Committee's evaluation, these amounts have been extracted.

Further, the Committee's analysis indicated that there appear to be good prospects that the increase in revenue generation and, hence, County rent projected by the BoatYard combined proposal for Parcels 53 and the RFP parcels could be accomplished, at least in part, without BoatYard's proposed development of the dry-stack storage facility, in that much of the projected additional revenue is attributable to proposed added retail sales that could be accommodated on its existing Parcel 53 leasehold.

Summary. The Committee was impressed by the overall planning and thought that was evident in the placement of the various project elements and by the concept of one-stop service for a variety of boater needs, rendered possible by the lessee's existing adjacent boating operations. While the demonstrated financial capabilities of this respondent appear to be below those of ALMAR, they appear adequate. However, the direct experience of the BoatYard project team has less depth, despite the inclusion of a qualified professional manager. These factors, when taken together with the overall design factors of the BoatYard proposal that are considered less desirable than the higher-ranked ALMAR proposal, result in a second-place ranking for the BoatYard proposal. In the event that negotiations with ALMAR are not successful, negotiations should then be undertaken with the next highest ranked proposal, BoatYard.

Waterfront Investors, LLC/Bellport Group

Description. The Waterfront project proposes three, 75-foot high storage buildings (28,200 total square feet) that will accommodate 360 dry stack and 195 parking spaces. This storage design proposes using two Wiggins Bull forklifts with diesel engines to transport vessels to and from storage. Two levels of parking included in the two larger buildings are situated on hydraulic lifts. All of the parking will be managed by a valet service, giving boaters access to their vehicles after what is expected to be a brief wait. Additionally, 15 parking stalls will be provided to accommodate accessible and local agency parking needs. Along with the proposed dry stack storage, 30 mast-up spaces and a staging area for 18 boats are planned. Incorporated into the design are two boat launch docks and three docks designated for shared use by the Sheriff and the Department's maintenance craft. A 1,200 square foot over the water floating retail facility is also included as part of the project.

Required Elements. The Sheriff facility has been relocated to a 10,000 square feet building. The project offers 360 dry stack storage spaces and 30 mast-up storage spaces. Ten public wash down spaces are provided. A boat repair facility is located in the northwest corner of the site. The project includes an entry office and common area situated on the wet area of the parcel. One hundred and eighty-three parking spaces are provided. The parking proposed is valet service plus stacked storage using a hydraulic platform lift. The pedestrian promenade is situated on the south and east parcel lines. Three docks are designated for shared use by Sheriff and Department maintenance craft. The hoist or lift for both dry stack boats and mast-up sailboats is provided by Wiggins Bull forklifts. Sixty lineal feet of short term dock space is provided for passenger loading.

Marine aspects. Due to several uses potentially sharing the same space, operational congestion is a possibility, as is damage or injury due to possible congestion. The proposed use of diesel engine forklifts is common, but limits the size and weight of boats placed on higher stack levels. The 60-foot aisleway may not be suitable for vessels greater than 30 feet in length, due to the use of fork lift technology and, therefore, the added space needed to maneuver. The available 635 lineal feet of queuing space can be considered minimum. The Sheriff and mast-up storage locations seem to further restrict one of the aisleways. The clearance to and from elevators, a boat hoist, and wash down areas are further cause for congestion concerns. There is also the potential for a conflict with fire truck access. Parking cars beneath stacked boats adds to the potential for operational congestion and possible car damage from leaking boat fluids. Requiring valet parking may not be seen as a convenience to some customers.

Planning aspects. The proposed combination storage and parking configuration is simple, compact and straightforward. It results in a reasonably effective configuration of building mass for views to the waterfront. However, certain concerns regarding the proposed planning and organization strategies exist. First, the planning of the proposed development and its compactness depend on the success of combining the dry stack boat storage, automobile parking, Sheriff activities and fire truck functions in the same aisleways. Whether these functions can be successfully combined depends largely on the daily effectiveness of the

respondent's operational management, but also involves an added element of risk. Second, while these aisleways serve as the required view corridors, security gates are used after hours. The gates would remain open during business hours, but, when they are closed after hours, suggest a "closed to the public" image regardless of their transparent design. It is unlikely this solution will be approved for view corridor purposes as proposed. Third, it does not appear that the turning radius was considered when planning the emergency vehicle access.

Architectural aspects. The respondent's submittal does not contain enough information to completely describe the architectural design intentions of the proposed development. No design narratives, illustrative perspectives, description of building materials or landscape materials were provided. However, during the interview process, the building materials were described as durable and transparent and the project character was labeled "playful."

Economic aspects. Waterfront plans to form a new limited partnership as a single purpose entity as lessee for this project and has stated that it will receive its financing and required equity investment as a result of the future efforts of iCAP Realty Advisors. In developing financial estimates, identical stack storage rates were used for all three proposals in order to provide a true comparison. The net present value of the Waterfront proposal is much less ($3.0 million) than those of ALMAR and BoatYard. The difference is largely due to Waterfront's rental proposal of 10% as the percentage of dry-stack revenue to the County, significantly less than what was proposed by the other two proposers. The cost of providing parking in the form chosen by Waterfront may add to its decision not to provide a higher percentage rate to the County. The Committee believes this solution limits access to cars and increases project costs. The Waterfront proposal does not include any rent from the Sheriff for its facilities and requires only that the Sheriff pay its own expenses. The Waterfront proposal provides for an adequate return on investment and has reasonable operating ratios.

Summary. Although the Waterfront team and its principals have years of solid and proven operating experience, as well as demonstrated strong project management capabilities, the configuration of this project is not highly desirable and the constraints imposed by the design render the proposal the least desirable of those submitted. The Waterfront proposal was, therefore, ranked below the others in every aspect, including design, creativity, revenue and projected financial performance. Although recognizing the demonstrated experience of the development team, Waterfront is not recommended for exclusive negotiations.

Conclusion

During the evaluation process, the Committee was mindful of the primary objective of this RFP -- that is, the development of boat storage facilities incorporating boater-friendly, waterfront-oriented design. While each of the proposals was received from well qualified respondents and each met the basic requirements of the RFP, the Committee believes the ALMAR proposal presents the best alternative for Marina del Rey and, therefore, unanimously recommends ALMAR for exclusive negotiations with the County.

Respectfully submitted by members of the Boat Central RFP Resubmission Evaluation Committee, as set forth below.

_____
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EXHIBIT 2

[1]SUMMARY OF BOAT CENTRAL RFP RESUBMISSION RESPONSES

Category	Pacific	BoatYard	Waterfront
Dry Stack Spaces	345	360	360
Mast-Up Spaces	30	30 on Parcel 53	30
Trailer Storage Spaces	24	None	None
Wash-Down Areas	3	3	10
Boat Repair Facility	1,600 square feet	Yes – by using existing repair facility now located on Parcel 53	Yes (shown on plan but area not specified)
Entry, Office, Common Area	Yes	Yes	Yes – on water area
Promenade	Yes	Yes	Yes
Net Present Value of Ground Rent to County (Over 20 Years)	$5 million	$5 million	$3 million
Parking Method	Surface and valet	Surface on RFP Parcels and Parcel 53	Valet on surface and platform lifts
Base Parking Ratio	0.33	0.25	0.47 (valet)
Managed Parking Ratio	0.38	0.50 on three parcels	0.47 (valet)
Regulatory Requirement	Parking permit required	Parking permit required	Parking permit required
Sheriff / Department Slips	Keep current layout	Yes – number of slips and location not identified	Keep current layout
Sheriff Building	3,000 square feet, plus loft and 2,175 square foot yard area	2,800 to 10,000 square feet	10,000 square feet
Cost to Sheriff	Expenses only	$90,000 plus expenses	Expenses only
Short Term Dock Space	Yes	Yes	Yes
Mast-up Hoist / Lift	New 5-ton Hoist	Existing Lift & Boom Crane on Parcel 53	Existing hoist to remain
Total Cost Equity & Debt (Percent Equity)	$7.5 million $1.8 million & $5.7 million (24%)	$8.3 million $1.3 million & $6.8 million (19%)	$10.7 million $4.0 million & $6.7 million (37%)
View Corridor (%)	203 feet (51%)	113 feet (28%)	180 feet (45%)
Max Bldg. Height.	70 feet	52 feet	75 feet
Dock Boat Queuing	65 boats (up to 100 boats)[2]	30 boats (up to 65 boats)[2]	18 boats (up to 36 boats)[2]
Launching Capacity	10 boats per hour[3] (expandable to 18+)	16 boats per hour	12 boats per hour
Dry Stack Building Size	42,150 square feet	50,960 square feet	28,200 square feet

[1]Data extrapolated from original submissions and interview information and provided for general comparison purposes only.
[2]Normal boat queuing capacity (maximum queuing capacity)
[3]Capacity using two elevators (capacity if two additional elevators are installed)