



*To enrich lives through effective and caring service*



October 28, 2003

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

Dear Supervisors:

**AUTHORIZE THE CHIEF ADMINISTRATIVE OFFICER AND DIRECTOR OF THE  
DEPARTMENT OF BEACHES AND HARBORS TO ENTER INTO EXCLUSIVE  
NEGOTIATIONS WITH ALMAR MANAGEMENT/PACIFIC MARINA DEVELOPMENT FOR  
AN OPTION AND LONG-TERM LEASE FOR DEVELOPMENT OF PARCELS 52R AND  
GG - MARINA DEL REY  
(4<sup>th</sup> DISTRICT)  
(3 VOTES)**

**JOINT RECOMMENDATION WITH THE CHIEF ADMINISTRATIVE OFFICER THAT  
YOUR BOARD:**

1. Find that the proposed exclusive negotiations are categorically exempt under the California Environmental Quality Act pursuant to class 1(r) and 4(j) of the County's Environmental Document Reporting Procedures and Guidelines.
2. Authorize the Chief Administrative Officer ("CAO") and Director of the Department of Beaches and Harbors ("Director") to proceed with exclusive negotiations with Almar Management/Pacific Marina Development 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 issued a Request for Proposals (RFP) for development of Marina del Rey Parcels 52R and GG. The solicitation requested proposals to provide for replacement, expansion and enhancement of boat storage and small boat repair facilities now located on Parcel 77W which, along with a portion of Parcel 44U, is slated for County acquisition in connection with expanded park, recreational boating

and visitor-serving development. The RFP solicited proposals from parties for new dry boat storage and allied uses, including mast-up storage, boat wash down facilities, small boat repair facilities, as well as replacement of the existing Sheriff's boatwright facility and the maintenance dock situated on Parcel GG. 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. Three proposals were received prior to the submission deadline and evaluated by a committee formed for the purpose of reviewing the proposals (Evaluation Committee). Approval of this item by your Board would authorize the CAO and Director to proceed with exclusive negotiations with the highest ranked proposer, Almar Management/Pacific Marina Development (Almar), for a long term lease and development of Parcels 52R and GG.

#### Implementation of Strategic Plan Goals

In furtherance of County Goal #4, "Fiscal Responsibility," the recommended action will allow the Department to implement that portion of its Strategic Plan that enhances strategic partnerships with existing and prospective lessees through proactive implementation of the Marina del Rey Asset Management Strategy toward both revenue maximization and property development. Implementation of these goals will be accomplished in conjunction with architectural and urban planning guidelines that ensure the integration and aesthetics of the Marina's redevelopment while achieving fair market returns from County property.

#### 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 \$20,250 for fiscal year 2002/2003. County-operated Parcel GG is currently used for administrative offices by the Department, and includes one of the County's maintenance facilities, temporary office trailers, the County Sheriff's boatwright shop and related dock space as well as a Sheriff's auto servicing/repair facility, and 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. The Sheriff's boatwright facility and the maintenance dock will be retained and rebuilt by Almar as part of the proposed project. Income to the County after completion of construction and stabilization of the proposed project is projected to increase to approximately \$292,000 annually, an approximate \$272,000 annual increase.

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 were received prior to the RFP due date and reviewed by the Evaluation Committee appointed by the Director. A fourth proposal was rejected due to late and incomplete filing. The committee was composed of Richard Volpert, Esq. the County's chief negotiator, Robert Wetmore, one of the Department's economic advisors, Richard Orne, one of the Department's design consultants, and Cheryl Fuerth of the Chief Administrative Office's Asset Management Division.

The three proposals received and evaluated were provided by Almar, The KOR Realty Group (KOR) and Waterfront Investors, LLC (Waterfront). The Evaluation Committee reviewed each proposal and conducted interviews with the proposers, after which it scored and ranked each proposal and presented its recommendation to the Director.

All three proposals were judged by the Evaluation Committee to have been submitted by well qualified respondents and met the base RFP criteria. However in each of the RFP judging criteria - a) revenue enhancement; b) project implementability ; c) implementation of Asset Management Strategy (AMS) concepts relating to design and development and ;d) creativity and Marina upgrade – the Almar proposal received the highest Evaluation Committee scores and was recommended for exclusive negotiations. Details relating to the Evaluation Committee's actions and its assessment and scoring of each proposal are set forth in the Committee's recommendation letter to the Director, attached as Exhibit 1.

The recommended project proposed by Almar calls for the two-phase development of two dry stack storage buildings, with the buildings designed to extend over portions of the leasehold water area, creating additional space for parking, boat dry stack and mast-up storage. The buildings contain space totaling 55,880 sq. ft. (361 dry stack boat storage spaces and space for an additional 19 vessels within the building space to allow the queuing, launching, retrieval and servicing of boats; two overhead six-ton capacity cranes; a 1,600 sq. ft. small boat maintenance and repair facility; lobby and office); a staging area for 31 vessels; 1,250 lineal feet of docking facilities; an ADA compliant boat ramp; 32 mast-up sailboat surface storage spaces; 3 double-spaced public wash-down facilities; 148 parking spaces; a 28 foot pedestrian promenade; a five-ton capacity boat launch hoist and a separate building containing a 6,000 sq. ft. Sheriff's boatwright shop;.

The two-building design allows for maximized view corridors to the water from the street side of the project and utilizes overhead cranes, rather than forklift apparatus, to store, retrieve and launch boats, resulting in a more space-efficient operation that maximizes the storage and facility capacity.

### **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

designates Parcel 52R and GG for Public Facility and Water development. The proposed development will involve a change in zoning to Marine Commercial with a Waterfront Overlay Zone designation to accommodate the proposed project.

The Small Craft Harbor Commission, at its meeting held on October 8, 2003, voted 3-1, with one member absent, to approve the Director's recommendation to your Board to authorize exclusive negotiations. The dissenting Commissioner expressed opposition to extending one of the buildings over the water portion of the leasehold water area.

### **ENVIRONMENTAL DOCUMENTATION**

Approval of the proposed exclusive negotiations is categorically exempt under the California Environmental Quality Act pursuant to class 1(r) and 4(j) of the County's Environmental Document Reporting Procedures and Guidelines. Development of the proposed dry stack boat storage and improvements will require the issuance of various land use entitlements, including coastal development permits and LCP amendments. 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 administrative offices by the Department, as a County maintenance facility which also houses the Sheriff's boatwright shop and County maintenance dock. Parcel 52R is currently used a pick-up and drop-off area for charter boat operations and for 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 County maintenance dock will be relocated on-site as part of the proposed project. The current public parking and charter boat pick-up activities of parcel 52R will be moved to Parcels 55, 56 and W as part of a proposed new project at that venue. Following completion of the proposed development for Parcels 52R and GG, the lessee will be responsible for providing parking for its own on-site uses.

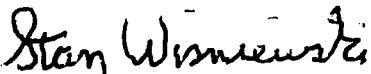
### **CONCLUSION**


Find that the proposed negotiations are categorically exempt under class 1(r) of the County's Environmental Document Reporting Procedures and Guidelines and authorize the CAO and Director to proceed with exclusive negotiations for a long term ground lease to develop, construct and operate the dry stack boat storage at Boat Central on parcels 52R

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and GG in Marina del Rey and forward one adopted copy of this Board letter to the Department of Beaches and Harbors.

Respectfully submitted,

  
Stan Wisniewski  
Director

  
David E. Janssen  
Chief Administrative Officer

SW:RM

Attachments (1)

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 Evaluation Committee

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

Date: September 30, 2003

**Introduction**

The Boat Central Evaluation Committee (the "Committee") was formed to evaluate submittals received in response to the *Request for Proposals for Development of Boat Storage Facilities on Parcels 52R and GG* (RFP). This solicitation was approved by the Board of Supervisors and issued by the Department of Beaches and Harbors (the "Department") on April 1, 2003.

The primary stated objective of the RFP is development of boat storage facilities incorporating boater-friendly, waterfront-oriented design. Additional stated 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: 32 sailboat mast up storage spaces and a launching hoist; 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 a total of three (3) submissions by the June 30, 2003 deadline. One (1) late and incomplete submission was also received on July 1, 2003, and was therefore rejected.

The proposals were evaluated by the Committee which is comprised of four members: Richard Volpert, Esq. of Munger, Tolles & Olson, the Department's chief negotiator; Bob Wetmore of Keyser Marston Associates, Inc. one of the Department's economic consultants; Richard Orne of Orne Associates, one of the Department's design consultants; and Cheryl Fuerth of the Chief Administrative Office's Asset Management Division. 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 below.

**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 met on three separate occasions to analyze the proposals and to consider potential 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 Almar Management, Inc./Pacific Marina Development, Inc. (Almar), KOR Realty Group (KOR), and Waterfront Investors, LLC/Bellport Group (Waterfront). Each proposal was evaluated and scored by the Committee. The Committee recommends that the County pursue exclusive negotiations for the RFP project with Almar.

Each of the timely submitted proposals received in response to the RFP were from well qualified respondents and each met the base criteria of providing at least the minimum number of dry storage and mast-up spaces plus other required facilities. While the proposals submitted by the other two proposers, KOR and Waterfront, also met the requirements and major goals of the RFP in overall terms, the Almar proposal was judged superior in all of the evaluation criteria categories. The Almar proposal maximizes the site’s buildable area with a design for a storage structure partially built over the water. This design concept results in a larger capacity project and eliminates the need for expensive structured parking. The following table summarizes the average numeric scores of the three proposals.

**Table Two  
Summary of Scores**

<b>Respondent</b>	<b>Recommended for Exclusive Negotiations</b>	<b>Score</b>
Almar Management/PMD	Yes	91
Boat Yard/KOR Realty	No	86
Waterfront Investors	No	56

### **Discussion**

#### **Almar Management/Pacific Marina Development, Inc.**

The Almar project is proposed as a partially over water, two-building (55,880 total square feet), two-phase development, with construction of the second phase to commence upon achieving 60% occupancy of phase one, and will accommodate 361 dry stack spaces, 32 mast-up spaces, staging area for 31 boats, 1,250 lineal feet of dock, and 148 parking spaces along with additional RFP required elements.

This project yields the highest potential ground rent to the County, and although the Committee recognizes the potential complexity of a phased approach and recommends that the phasing be allowed only on condition that firm construction and completion dates for the second phase of the project be contractually required, the Committee believes this project has the ability to generate the highest revenue of the three proposals submitted. The over water design frees additional landside area and eliminates the need for a parking structure. The design of on-site parking that is set slightly below grade acts to enhance the view corridors of the water from the adjacent Fiji Way, allowing views from the street less obstructed by parked cars. 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's submittal of a two-building, partially over-water design presents a unique and efficient design as well as a striking architectural statement that upgrades and enhances the value of the RFP site. The building shell is proposed as a low maintenance, translucent outer covering that presents a luminous night-time surface. While the Committee appreciates that the proposed design is aggressive and acknowledges that placing part of a building over the water may present regulatory challenges, this design has many demonstrated positive characteristics and our planners have not identified factors that place this plan in contradiction to regulatory requirements. The two building configuration maximizes view corridors and the Committee is also satisfied that there are no significant wind-shadow or navigational obstacles presented by the design. The use of overhead cranes to move and place boats in the water results in a higher speed, more space efficient launch and



retrieval system and further allows for increased site capacity. Almar appears to have a strong commitment to the project as they propose a 40% equity participation. In addition to their design and construction experience, Almar has extensive Marina experience, currently operating numerous marina facilities in California and throughout the U.S.

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 and particular experience in dry-stack design, construction and operation. As a result, the Almar proposal was ranked first among all proposals in each criterion.

### **KOR Realty Group**

The KOR project presents a combined proposal, utilizing the adjacent Parcel 53 controlled by the lessee-proposer. The project proposed is a single, 5-story storage building (42,000 total square feet), that will accommodate 285 dry stack spaces, 30 mast-up spaces, staging area for 19 boats, and 162 parking spaces along with additional RFP requirements.

The Committee was impressed with the financial strength and project management capabilities of KOR. However, although KOR has strong Marine experience (it owns and operates the adjacent Parcel 53-Boat Yard), KOR did not demonstrate dry-stack operation experience nor the depth of experience and expertise shown by the higher ranked Almar proposal. The design, although utilizing a larger footprint combining the RFP parcels and Parcel 53, provides somewhat lesser boat storage capacity and consequent lower revenue. KOR's well thought out marketing plan indicates an aggressive pursuit of boaters, utilizing their marketing experience from other arenas (e.g. hotel and apartment operations).

However, KOR's percentage rent proposal was lower than Almar's and, combined with fewer stacked storage spaces, would yield less revenue to the County. 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 KOR combined proposal for Parcels 53 and the RFP parcels could largely or entirely be accomplished without KOR's proposed development of the stacked storage facility, since much of the projected additional revenue is attributable to proposed added retail sales that could be accommodated on its existing Parcel 53 leasehold. The dry-stacking operation itself, as opposed to the overall rent proposed to be derived from the combined proposal for Parcels 52/GG/53, does not yield sufficiently attractive additional revenue over that derived from the currently existing operations at the adjacent parcel (Parcel 53) without the stacking operation and is therefore less attractive than the competing Almar proposal. The proposal also offered no extension fee for the requested extension of the Parcel 53 lease term, and overall, this proposal fails to meet the County's revenue enhancement expectations.

The Committee was favorably impressed by the overall planning and thought that was evident in the placement of the various project elements and the concept, largely rendered possible by the lessee's existing adjacent boating operations, of one-stop service for a variety of boater needs. However, the financial, direct experience and overall design factors demonstrated by the higher-ranked Almar proposal were judged to outweigh these attractive KOR project features.

### **Waterfront Investors, LLC/Bellport Group**

The Waterfront project proposes a single storage building (42,000 total square feet), that will accommodate 288 dry stack spaces, 23 mast-up spaces, 15,600 square foot staging area, and 177 parking spaces along with additional RFP requirements.

The Waterfront proposal appears to be backed by adequate financial resources and presents a basic, utilitarian design, using a steel frame structure.. Of the 3 proposals submitted, the Waterfront proposal represents the most basic method of dry boat storage, however less attention appears to have been paid to architectural design and planning. While the design could be expected to function well, it does not present the view corridor enhancement or architectural treatment that are evident in the other proposals.

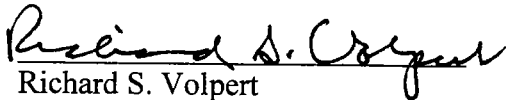
A significant detriment to the project is the proposed on-site parking structure that both limits capacity and increases project costs. This significant additional parking cost results in a greatly decreased ability to pay County rent and the proposed on-site parking structure also greatly reduces view corridor of the water from Fiji Way. Although the Waterfront team and its principals have many 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.

Despite the fact that the proposed rental rates are set at the higher end of potential market, the proposed County rent is low, given the potential of the parcel. The cost of a two-level parking structure significantly impacts potential revenue to County such that the proposer offers no rent to the County for the first five years of the lease and revenue to County is further limited by the proposer's requirement that additional percentage rent be paid only after computed minimum threshold returns to the proposer. The Waterfront proposal was, therefore, ranked below the others in terms of both design/creativity and revenue and, although scoring well for the demonstrated experience of the development team, not recommended for further negotiations.

### **Conclusion**

During the evaluation process, the Committee was mindful of the primary objective of this RFP: the development of boat storage facilities envisioned as incorporating boater-friendly, waterfront-oriented design. While each of the proposals were from highly qualified respondents and met many of the basic criteria and primary objectives of the RFP, the Committee recommends that the Almar Management/PMD proposal presents the best alternative, in terms of both financial and operational objectives, as well as providing the most visually creative, exciting and innovative proposal offered.

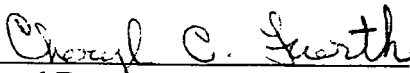
Respectfully submitted by members of the Boat Central Evaluation Committee, as set forth below.



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Monger, Tolles & Olson LLP



Bob Wetmore  
Principal  
Keyser Marston Associates Inc.



Cheryl Fuertth  
Office of the Chief Administrative Officer  
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