REQUEST FOR DEVELOPER QUALIFICATIONS AND PROPOSALS ("RFQ/P")

The City of Pacifica is requesting qualifications and proposals for:

Commercial/Hospitality/Mixed Use Development Opportunity 2212 Beach Blvd (~3.1 acres)

RFQ/P ISSUE DATE: January 28, 2026

RFQ/P SUBMITTAL DEADLINE: March 16, 2026 by 5:00 PM PST

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DEADLINE FOR SUBMITTAL: ***March 16, 2026 at 5:00 PM PST***

1. Introduction and Background

City Vision for the Site

The City of Pacifica ("City") envisions the site located at 2212 Beach Boulevard ("Site") as a signature, visitor-serving coastal development opportunity that capitalizes on strong consumer demand for coastal experiences while serving as a catalyst for continued investment in the City's downtown / Sharp Park area. The City's goal is to strengthen the Palmetto Avenue business district while enhancing the overall beachfront experience with amenities and offerings for residents and visitors alike.

As a City-owned, oceanfront development opportunity adjacent to established shops, restaurants, and major public amenities (including beach and coastal trail access points, the Pacifica pier, and the Sharp Park Golf Course), the Site is well positioned to support a high-quality hotel concept. The City is seeking proposals that expand Pacifica's lodging, gathering, retail, and dining offerings, reinforce Pacifica's identity as a coastal destination, and deliver measurable community benefits through thoughtful site planning, high-quality architecture, and public space integration.

The City's vision is informed by the Site's setting along an active coastline and within a highly used public area. New development is expected to protect and enhance public access, contribute to a walkable and multimodal downtown environment, and align with the Sharp Park Specific Plan's emphasis on streetscape quality, connectivity, and coastal resilience.

Figure 1: Aerial of Subject Site



City of Pacifica

Located in San Mateo County just a few miles from San Francisco, Pacifica feels worlds away and yet is easily accessible to the entire Bay Area and Silicon Valley from Highway 1. One of the most panoramic coastal towns in the San Francisco Bay Area, Pacifica is famous for its six miles of scenic coastline, classic California beaches, breathtaking vistas, and charming ambience. Pacifica's coastal setting and neighborhood-scale pattern are reflected in its compact geography (approximately 12.6 square miles, of which approximately one-half is publicly owned open space) and a population of roughly 37,400 active residents. The City is located on the ancestral homeland of the Ramaytush Ohlone—original peoples of the San Francisco Peninsula—with documented ties to villages located in present-day Pacifica.

Pacifica's geography is nestled in between small valleys, with Sweeney Ridge to the east, Montara Mountain to the south and the Pacific Ocean's rocky bluffs to the west. Numerous City, county, state and federal parks provide outdoor recreation, incredible vistas and a feeling of spaciousness rarely found in cosmopolitan suburban areas. Several miles of coastal and ridge top trails tie Pacifica together and provide a wide range of recreational opportunities from surfing, swimming, kayaking, paddle boarding, and paragliding, to hiking, mountain biking, cycling, whale and bird watching. Just across the street from the Site, Pacifica's one-quarter mile fishing pier is considered one of the best in the state and is ranked number one by anglers in the Bay Area. Other recreational amenities nearby include a historic golf course designed by Alister MacKenzie, one of the few public courses he designed. Pacifica's natural beauty is also enhanced by its cool microclimate, drawing visitors to Pacifica's shoreline to "cool" off in the summer with its natural air conditioning.

The San Francisco Bay Area hosts an estimated 23-24 million visitors annually. Tourism is very important to Pacifica's economy, with thousands of people annually attracted to its beaches, open space and events. Pacifica is also a thriving art, music and performance community, with the Sanchez Art Center, Pacifica Performances, the Pacifica Spindrift Players and the Spindrift School of Performing Arts as well as many local craft and artisan fairs year-round. The world-class bromeliad nursery, Shelldance Orchid Gardens, is located just off Highway 1. Pacifica hosts the Pacific Coast Fog Festival each September right on Palmetto Avenue, which showcases everything from artists and performers to children's activities and a hometown parade. The annual "World Dog Surfing Competition" has also taken place at Pacifica State Beach the last few years, putting Pacifica on the global map.

The Sharp Park neighborhood, where the Site is located, is an eclectic and unique community, containing a mix of homes ranging from converted summer cottages and bungalows to modern custom-built homes, condominiums, and apartments. Palmetto Avenue, recently updated with bike lanes, landscaping, lighting, and other public realm improvements, showcases a quaint shopping district with small restaurants and cafes, antique shops, unique retail, personal services, bookstores, and other distinctive offerings. Sharp Park is also Pacifica's civic core, home to amenities like the Sharp Park library across the street; the newly remodeled City Hall, new headquarters of the North Coast County Water District, and the Little Brown Church, home of the Pacifica Historical Society. In 2022, after years of public engagement and visioning, the City Council approved a Specific Plan for Sharp Park, increasing housing density and ground floor commercial opportunities to increase the vibrancy of the neighborhood with an active streetscape. 2212 Beach Boulevard is identified as a key opportunity site in this plan.

As a highly accessible coastal destination on the San Francisco Peninsula, Pacifica's visitor-serving businesses and neighborhood commercial districts play an important role in supporting local jobs, services, and fiscal sustainability. The City's recent "Vision 2025 & Beyond" work (*which received the 2024 Award of Excellence from CALED - the California Association for Local Economic Development*) and the 2023 Economic Opportunity Study emphasize targeted economic development and reinvestment strategies across Pacifica's business zones and reinforce the importance of visitor-serving amenities and strategic economic development as part of the City's long-term planning and fiscal sustainability efforts.

Building upon Pacifica's coastal assets and established neighborhoods, the City's long-range planning efforts emphasize a community that remains safe, livable, resilient, and supported by well-maintained infrastructure and high-quality public services and amenities. Through its General Plan 2040 and related implementation initiatives, Pacifica is focused on shaping a clear vision for how the community evolves over the coming decades, accommodating change and new development while protecting and enhancing environmental resources as well as the City's distinct coastal character. Pacifica's vision is grounded in sustainability, equity, and long-term resilience—making decisions that address today's community needs while strengthening the City's ability to thrive in the future. The City's Vision 2025 & Beyond initiative frames the community's mid- to long-term direction around delivering priority infrastructure investments and enhanced programs and services, while also identifying the financial strategies needed to achieve the City's vision and overall resiliency.

Pacifica incorporated on November 22, 1957 and is a full-service City. It operates under a council–manager structure, governed by a five-member City Council with the Mayor selected on a rotating basis. City operations are supported by the City Manager, City Clerk, and City Attorney, along with boards and commissions that help advance key community priorities. The City Manager is responsible for the efficient execution of Council adopted policies through various departments including Finance and Administrative Services, Community Development, Fire (County), Police, Public Works, and Parks / Beaches / Recreation and Community Services. Pacifica's FY 2025/26 General Fund budget is $53.2 million with a total budget of $107.34 million which includes Capital Improvement Funds, Enterprise Funds, Special Revenues, and other sources of funding.



Overview of Site

The City invites experienced developers to submit qualifications for an opportunity to acquire and develop two City owned parcels located at 2212 Beach Blvd (APN: 016-204-020 and 016-294-620) and a vacated right of way that comprise the approximately 3.1 acre Site. The City will accept proposals for the Site; the Site will be sold "As Is" with existing structures.

Pursuant to Cal. Gov't Code §§ 54220, et seq. (Surplus Land Act, "SLA"), on April 28, 2025, the City, by Resolution 32-2025, declared the subject Site as "surplus land." The City received an approval letter from the California Department of Housing and Community Development ("HCD") on September 5, 2025 stating it has complied with the SLA and can proceed with the disposition of the Site. It should be noted that as a condition of the SLA, an affordable housing covenant regarding future residential development will be recorded against the subject Site. The covenant will state that if ten (10) or more residential units are developed on the subject Site, then not less than 15% of the total number of units must be made affordable to lower income households.

The Site is a waterfront property located in downtown Pacifica between Beach Blvd. and Palmetto Ave., currently home to the City Council Chamber, sewer pump station, and Public Works storage.

APN	Address	Est. Lot Size (AC)	Est. Lot Size (SF)	Existing Use
016-204-020	No Situs Address	~1.85	~80,600	Government / Public Facilities – City Council Chamber, Sewer Pump Station, Public Works Storage
016-294-620	50 Montecito Ave	~0.87	~37,700	Government / Public Facilities – Public Works Storage

The Site has a total land area of approximately 3.1 +/- gross acres or 135,600+/- gross square feet (which includes a vacated portion of Pacific Avenue). The Site is currently zoned Public Facilities and Coastal Zone, and subject to the Pacifica Local Coastal Program / Local Coastal Land Use Plan (LCLUP). The Site is also subject to the Sharp Park Specific Plan[1] (SPSP). The land use designations for the parcels in the 2040 General Plan, LCLUP, and SPSP are Mixed Use Center and Public and Semi-Public. The parcels are to be rezoned mixed-use, allowing for high-density mixed-use development, including hotel, retail, restaurant, and other visitor-serving uses, as well residential, and community uses to be consistent with the 2040 General Plan, LCLUP, and SPSP. Rezoning of the parcels will be completed as part of the entitlement process for a project on the Site.

The Site is located within California's Coastal Zone and is therefore subject to the California Coastal Act and the City's Local Coastal Program (LCP). The City's updated Local Coastal Land Use Plan (LCLUP) was certified by the California Coastal Commission on May 8, 2025. The City is also currently in the process of updating the Coastal Access and Resilience Program and Special Shoreline Resilience Areas. Development within the Coastal Zone typically requires a Coastal Development Permit (CDP) and, depending on the project characteristics and location, CDP actions may be appealable to and/or subject to review by the California Coastal Commission, as applicable.

[1] The Sharp Park Specific Plan was submitted to the California Coastal Commission in 2025 and is pending certification.

The Site is bounded by Beach Blvd. to the west, Montecito Ave. to the north, Palmetto Ave. to the east and Birch Ln. to the south. See Figure 2. The Site is located along the coast (with nearby access to several coastal access points) and is within 500 feet of the Pacifica Municipal Pier, within 200 ft of the Pacifica Sharp Park Library, within 1,000 feet of the Sharp Park Golf Course, and within 1,000 feet of CA-1 / Pacific Coast Highway / Cabrillo Highway.

The Site includes certain public improvement, including the existing City Council Chambers, public works storage, sewer pump station, and public parking. While, as a condition of a potential sale / lease, the City is planning to relocate most of these uses to accommodate new development on the Site, a portion of APN 016-204-020 (northern parcel along Montecito Ave.) was not declared surplus and shall be retained for its current and continued public use as a sewer pump station (approx. 5,600 SF), as depicted in Figure 3; additional area around the pump station may be needed as a potential easement for access and / or for stormwater mitigation needs. Additionally, per the General Plan, Sharp Park Specific Plan, and LCLUP, a portion of the Site must allow public parking for access to the Pacifica Pier and surrounding areas.

There may be an opportunity to streamline compliance with California Environmental Quality Act (CEQA) utilizing a prior project-level Environmental Review (EIR) (2013) and the programmatic General Plan Update and Sharp Park Specific Plan EIR (2022).

Figure 2: Site Aerial Maps



Figure 3: Aerial Map Locating Pump Station



Sharp Park Specific Plan

The Site is a key development opportunity Site within the Sharp Park Specific Plan ("SPSP") (Figure 7), and is identified as a key catalyst location for hotel / visitor-serving uses that anchors the envisioned mixed-use corridor along Palmetto Ave.

The SPSP provides the community-based framework to guide development, preservation, and public investment in the Sharp Park neighborhood—generally the blocks surrounding Palmetto Ave. and Beach Blvd. (between Paloma Avenue and Clarendon Road), as well as targeted areas east of Highway 1. The Sharp Park area functions as Pacifica's civic core, is home to unique local-serving businesses and the Pacifica Pier, and, is an active center for residents and visitors.

The Preliminary objectives of the SPSP include the following:

- **Strengthen Palmetto Avenue as a pedestrian-oriented "main street"** with a balanced mix of retail, restaurants, services, and complementary uses—supported by development standards that reinforce an active, walkable corridor and vibrant downtown environment.

- **Enhance the public realm and sense of place** through streetscape improvements, pedestrian-scale lighting, signage/wayfinding, public art and programming, and other placemaking strategies that reflect Sharp Park's coastal character.

- **Improve multimodal access and internal connectivity**, including sidewalk completion and bicycle/pedestrian enhancements along key corridors and east-west routes, to better connect activity areas and neighborhoods.

- **Advance coastal resilience as a core planning and design principle**, aligning future development and public improvements with the City's coastal resiliency strategies and implementation tools.

- **Support reinvestment and catalytic redevelopment of underutilized sites**, including consideration of interim activation strategies and longer-term reinvestment consistent with the SPSP's vision for a more vibrant civic and visitor-serving core.

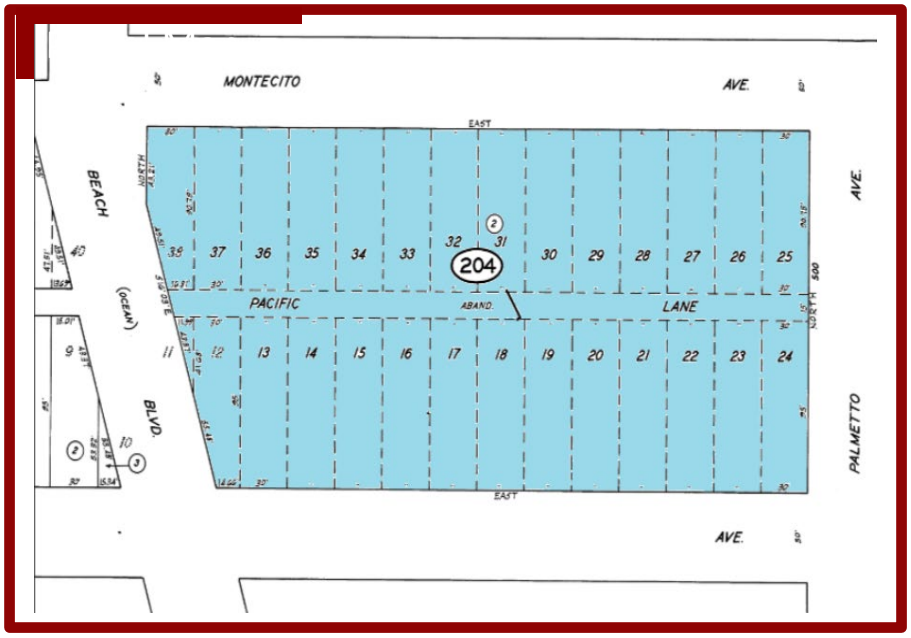
- **Position 2212 Beach Boulevard as a signature opportunity site/anchor,** anticipating development standards that enable the Site to function as an anchor for Palmetto Avenue and a community/tourist destination, including concepts such as increased height potential and public spaces.

The City Council adopted the SPSP on August 31, 2022. The SPSP must be certified by the California Coastal Commission to become effective within the Coastal Zone; the SPSP was submitted to the Coastal Commission in 2025 and is pending certification.

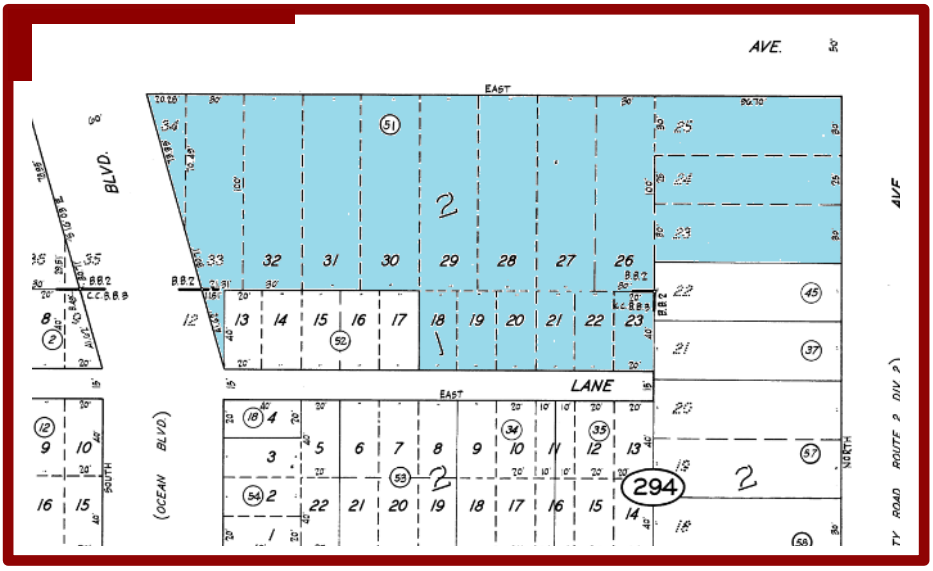
The City intends for this developer solicitation and the ultimately selected development concept to be consistent with the SPSP's vision and implementation direction, including public realm integration, coastal resilience considerations, and connectivity to downtown Sharp Park.

Figure 4: Assessor Maps

Montecito Ave and Beach Blvd (016-204-020):



50 Montecito Ave (016-294-620):



*APN has not been updated on map

Figure 5: Zoning Map (City)

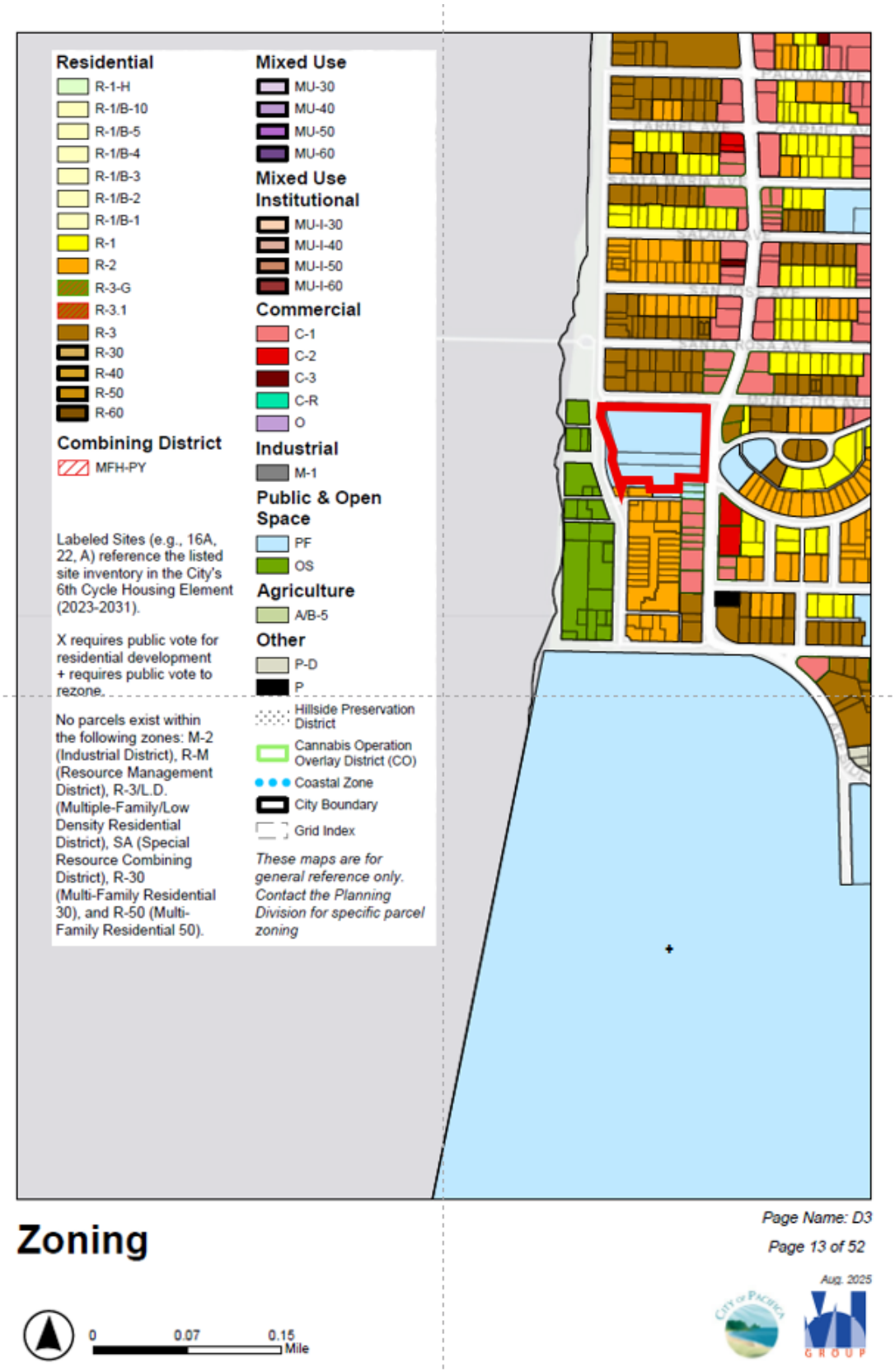


Figure 6: Traffic Count Map (ESRI)

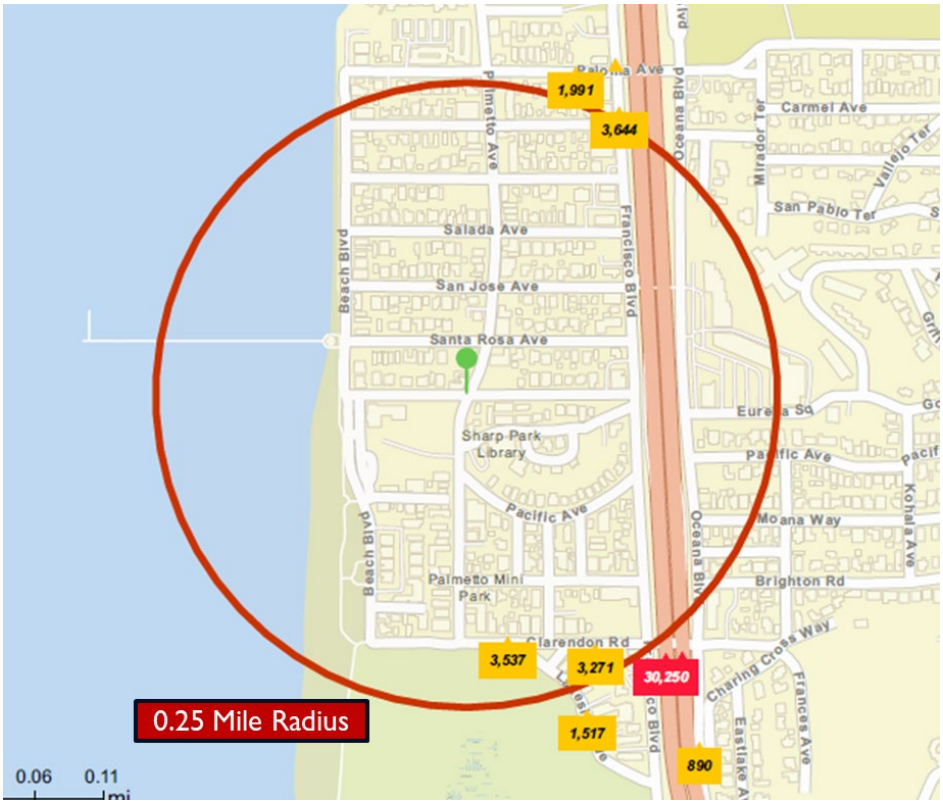
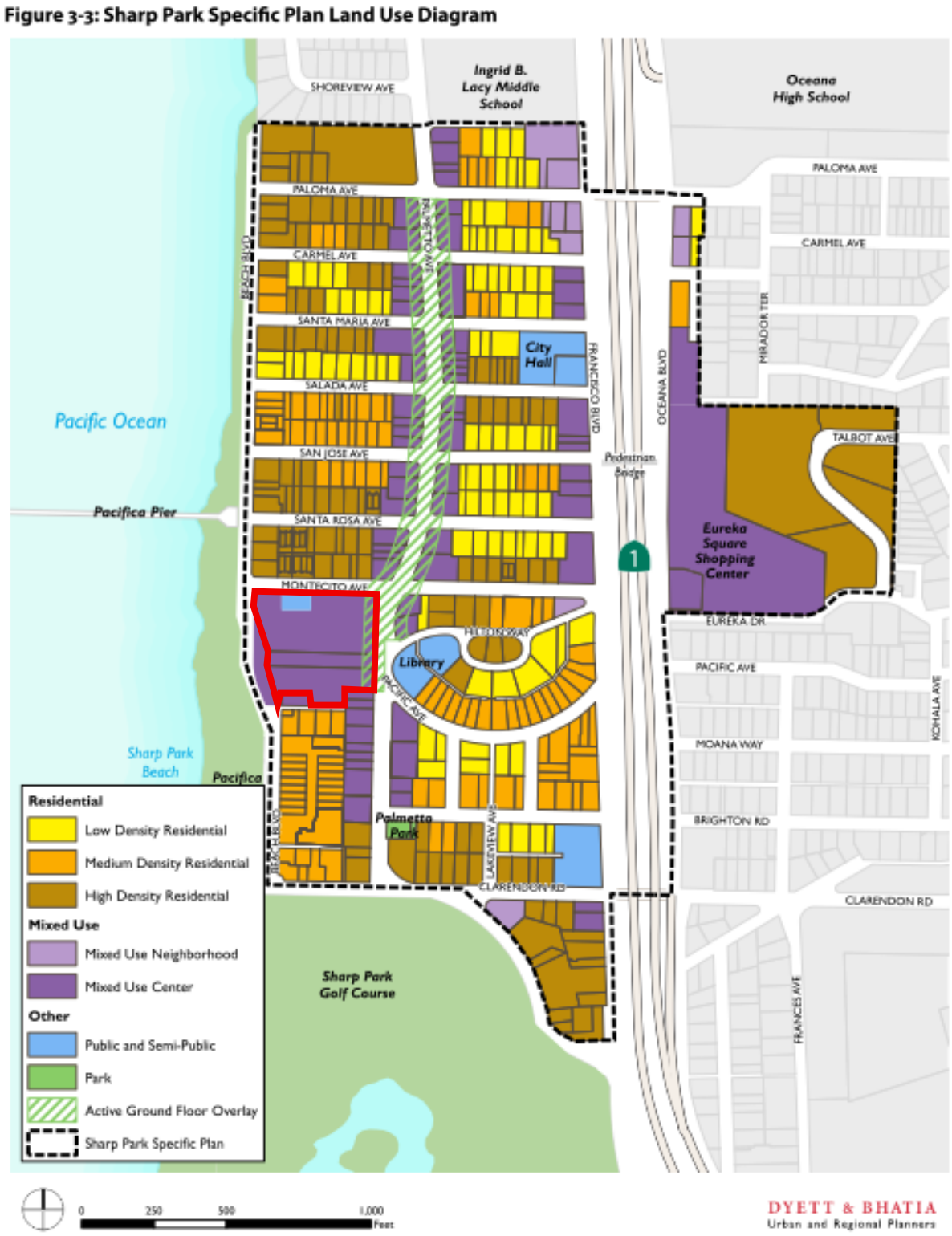


Figure 7: Map of Site within Downtown Specific Plan



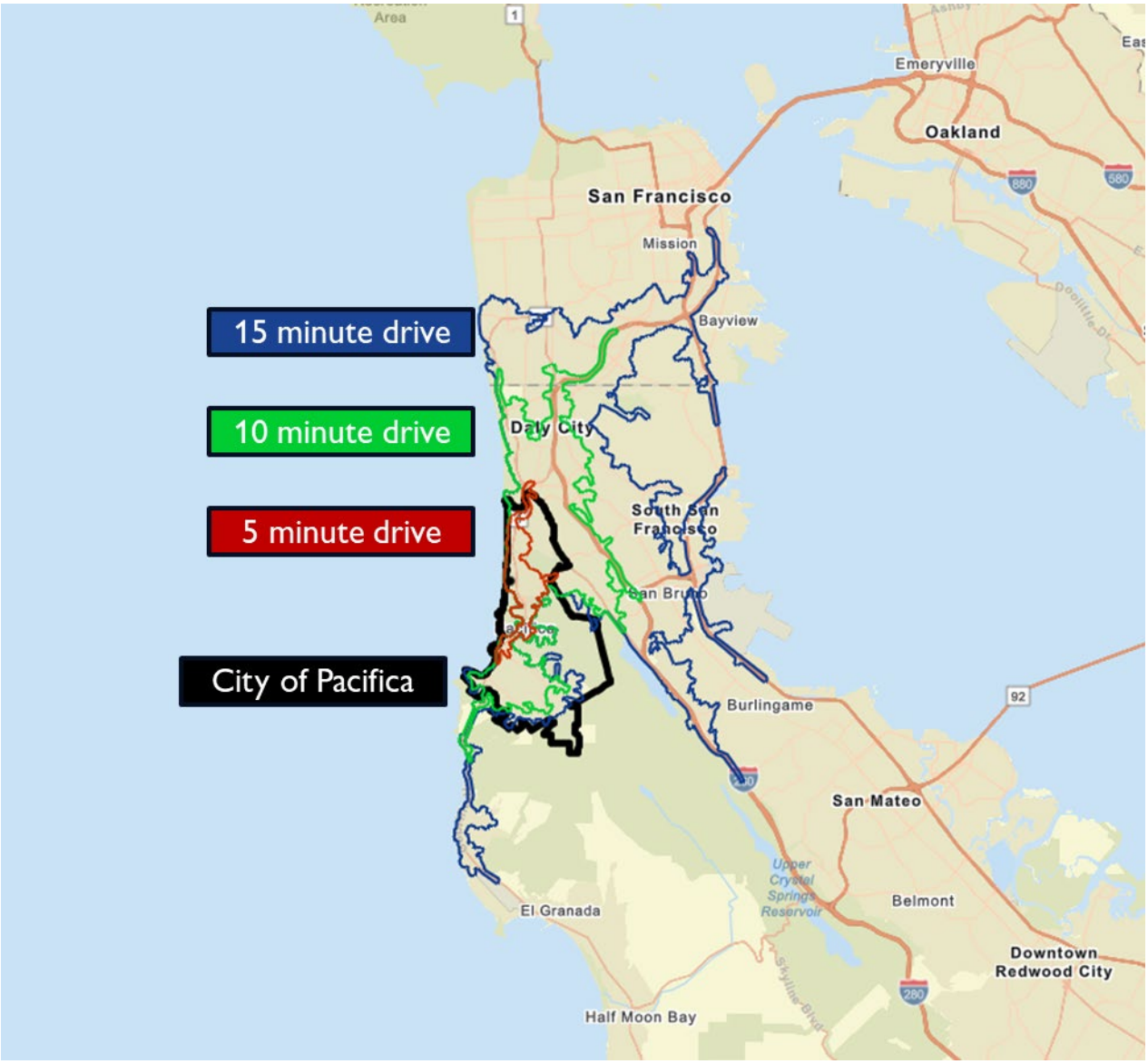
Overview of Development Opportunity

The City is seeking a high-quality, visitor-serving development on the Site that functions as a catalyst for downtown / Palmetto Avenue corridor; the City desires that the selected qualified developer(s) should consider the following:

1. **Potential Uses** identified through City priorities and community input include:
    a. Hospitality uses (hotel and related amenities), including supporting uses such as meeting space, visitor-oriented services, and ancillary guest facilities;
    b. Restaurant and/or specialty retail and other active ground-floor commercial uses that contribute to downtown vitality and the visitor experience;
    c. Mixed-use development that may include residential components when integrated with a primary commercial program and consistent with applicable plans and approvals.
2. **Plan and code consistency**. The development should demonstrate consistency with the City's Municipal Code, the SPSP, the City's Local Coastal Program, and should clearly describe the entitlement pathway and anticipated discretionary approvals.
3. **Potential Entitlements.** Development of the Site will likely require the following entitlements: development agreement, rezoning, coastal development permit, and site development permit.
4. **Coastal public realm and access**. Given the Site's location along Pacifica's active coastline and within a heavily used public area, the development should protect and enhance public coastal access and the visitor experience, including safe and inviting pedestrian connections between Palmetto Avenue and the waterfront. The project should be designed to integrate with the surrounding public realm and adjacent public amenities, through high-quality architecture, active frontages, and well-designed public and semi-public open spaces that reinforce the downtown Sharp Park environment and coastal access areas.
5. **Community engagement**. The development should reflect a meaningful approach to community outreach, involvement, and responsiveness.
6. **Economic outcomes**. The City will prioritize developments that:
    a. Maximize fiscal benefit (e.g., transient occupancy tax, sales tax, property tax generation), and
    b. Support downtown revitalization by activating the Palmetto Corridor, reinforcing a walkable and multimodal environment, and complementing existing businesses and planned public improvements.

A Regional Map and Street Perspectives for the Site are provided on the following pages. Map sources: City, ESRI (regional and traffic count maps), ParcelQuest and Google Maps (aerial maps and street perspectives).

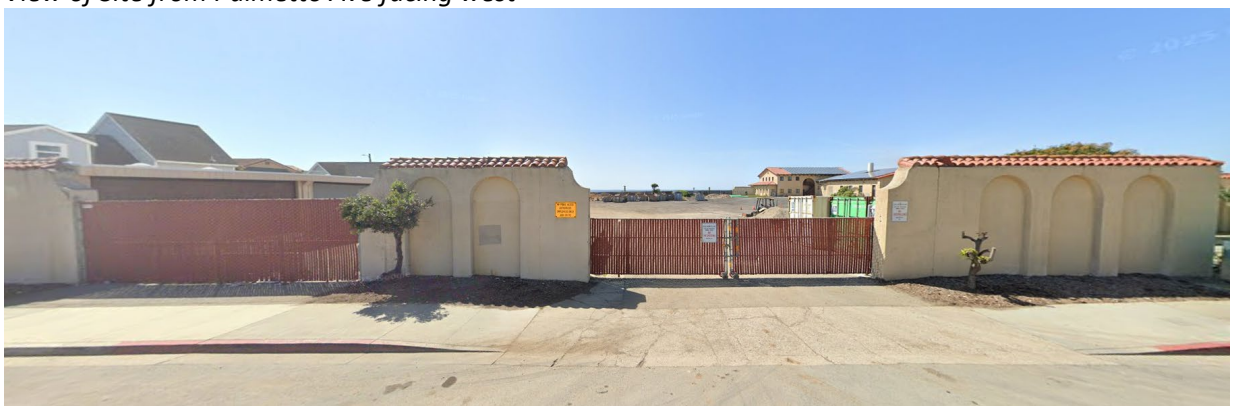
Figure 8: Regional Map and Demographics (ESRI)



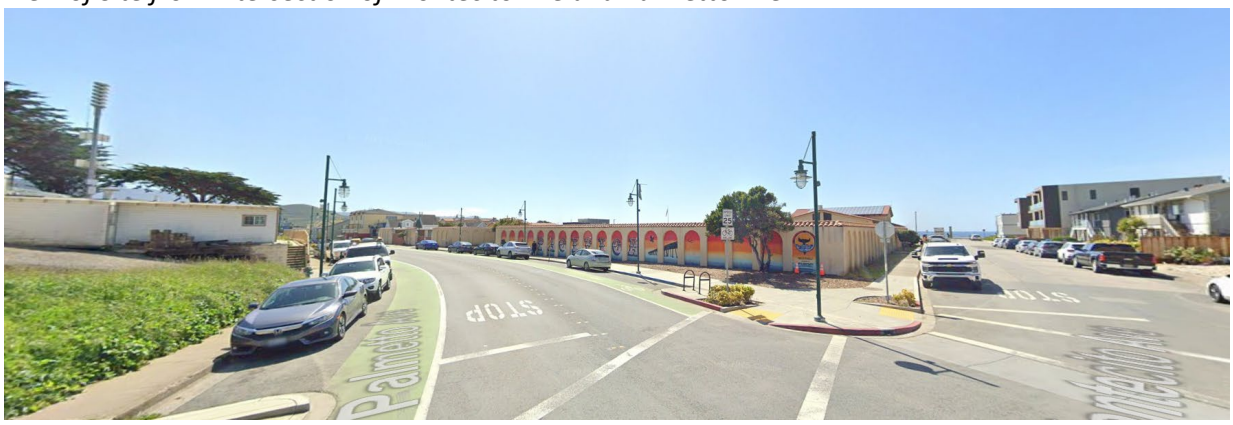
2025	*Drive Times*			*City of Pacifica*
	5 Minutes	*10 Minutes*	*15 Minutes*	
Population	10,000	129,200	396,900	39,100
Households	3,970	40,870	130,930	14,100
Avg. HH Income	$190,600	$178,500	$184,500	$194,600

Figure 9: Street Perspective Photos (Google Maps)

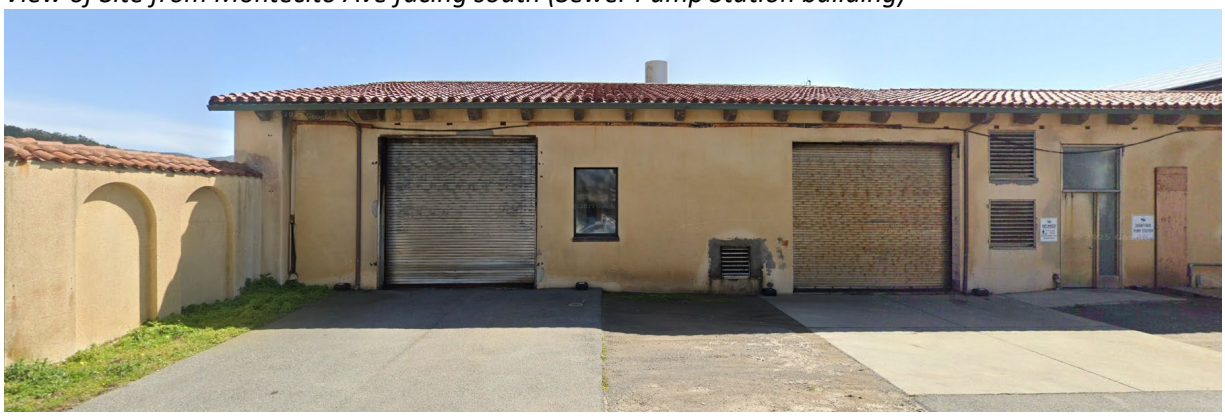
View of Site from Palmetto Ave facing west



View of Site from intersection of Montecito Ave and Palmetto Ave



View of Site from Montecito Ave facing south (Sewer Pump Station building)



View of Site from Beach Blvd facing east (Council Chambers building and Public Works yard)



View from Site facing Beach Blvd / Pacific Coast (view of Pacifica Pier to the north, Mori Point / Pedro Point to the south)



2. Submittal Requirements

Submittal Overview

The City reserves all rights regarding this solicitation, including, but not limited to, the right to amend or modify this RFQ/P, reject all proposals, or extend any dates. Should the City not receive qualified proposals of interest by a submittal deadline, it reserves the right to extend that deadline until qualified proposals of interest are received.

Respondents are responsible for ensuring submittals are received by City. All materials submitted during any part of the selection process become the property of the City. The respondent may designate portions of its submittals that contain proprietary data as "confidential," but the City cannot guarantee that it will be able to legally enforce such confidentiality.

The City shall not be responsible for any costs and/or obligations incurred by and/or on behalf of a potential developer in preparing, submitting, or otherwise participating in any part of this RFQ/P, the selection, documentation, or the development process in its entirety. The City reserves the right to request clarification or additional information from respondents. Information included in this RFQ/P is believed to be accurate but should be independently verified by potential respondents.

Qualifications and Proposal Content

The City's top priority is to select a qualified / experienced development partner(s) to design and build a quality development project that will be synergistic and supportive of adjacent and other land uses near the Site. The evaluation criteria will consider a prospective developer's recent experience and financial wherewithal in working on projects of similar size, scope, and quality. Section 4 of the RFQ/P describes the evaluation criteria in greater detail.

The evaluation and selection process will include two rounds as follows:

1. **Round One (Request for Qualifications)** – Respondents shall provide the information that follows in this Section. Once the Review Committee has the opportunity to evaluate each response, some or all respondents may be invited to an in-person interview and subsequently participate in **Round Two**.
2. **Round Two (Request for Proposals)** – Respondents selected to advance to **Round Two** will be notified via email and a term sheet will be requested by the City. This round may include, but is not limited to, a Letter of Intent ("LOI") from the developer that includes a specific project description, pricing and financial terms, entitlement and project schedule, performance benchmarks, evidence of project feasibility/financing, and, other information as appropriate.

Respondents shall provide the following information for **RFQ Round One** of the evaluation process:

1. **Letter of Introduction** – Include a summary of the respondent's basic qualifications, hotel development and operations experience, past and current project experience of similar nature and size, and reasons for interest in this opportunity. The letter must identify the respondent's interest for development and be signed by a principal or authorized officer including a statement that the officer may make legally binding commitments for the entity. The letter should include a brief statement confirming the team's understanding that the Site is located within the Coastal Zone and that the project will require a Coastal Zone entitlement strategy.
2. **Detailed description of potential conceptual project** – Include sufficient information as to proposed / potential uses, hotel program elements, operators / brands (if known), tenants, and/or concept / architecture to give City Staff / Ad-hoc Committee enough information to have an idea of what the final development could contain and look like. Supporting market data, concept plan, conceptual hotel scale / ground-floor activation, high-level approach to public access / relation to public realm, pedestrian / multimodal connectivity, high-level approach to coastal resilience / coastal hazards, and collateral materials are encouraged to provide support for the proposed concept.
3. **Team Members** – Identify members of the development team and provide a brief description of each team member's role including the following:
    - Principals involved in the Project.
    - Resumes of key team members.
    - A description of team member's proposed role and relevant experience with projects of similar nature and size and experience in and familiarity with development in Pacifica or surrounding areas.
    - An organizational chart.
    - Designation of lead contact for the team.
4. **Relevant Project Experience** - A summary of current and previous experience of the team with regard to projects comparable both in size and uses. As appropriate, this information should include a project description, photos or site plans if available, land uses, dates completed, developer role, cost/value, financing sources, duration of development processes, role of current employees in the project, existing status as to ownership and leasing of current developments, percent owned since project completion, and volume sold/leased. Additionally, please identify similar completed projects in the area that can be visited and provide a name and contact information. Clearly identify which comparable projects involved coastal or multi-jurisdictional entitlements (e.g., Coastal Commission/LCP, state/federal permits) and summarize the approvals achieved.

5. **Project Approach** - A high level summary of the team's approach and anticipated timing related to design, entitlements, permitting, financing, development, and operation. Provide examples of processes employed in other similar projects. The City is open to considering either a fee simple sale or ground lease of the Site. Include a high-level description of the proposed transaction approach (fee simple sale vs. ground lease preference) and the team's experience negotiating public-partner agreements (e.g., ENA, DDA/DA) and delivering public benefits.
6. **Financial Data** - A summary of the potential developer/development entity's capability to source the capital necessary to successfully fund and/or finance the proposed concept. If selected to advance to **Round Two**, a description of the anticipated financing structure to be utilized to finance the anticipated project and specific evidence will need to be provided to support proof of the ability to fund a project of this size.
7. **References** - No less than three references (name, title, entity, telephone number and contractual relationship to respondent) that may be contacted with respect to current and past project experience. Additionally, a reference list with contact information for public sector officials and staff involved in the previous projects identified as examples of Relevant Project Experience. Where available, include at least one public-sector reference for a project involving Coastal Zone / complex entitlements.
8. **Litigation History with Public Agencies** – Provide information as to any litigation that any developer/development entity that comprises the overall team has had with public agencies over the last 10 years. Include the status/resolution and whether the matter involved land use, permitting, CEQA, Coastal Act, or contract disputes.

Submittal Date

Please return qualifications as part of **RFQ Round One** for review by **March 16, 2026 at 5:00 p.m. Pacific Time** to the contact listed below. If the City is not satisfied with the number and quality of submittals received, the City may issue a notification to developers to continue to submit or resubmit qualifications.

Submittal Quantity and Contact

Please provide one (1) electronic version to: khira@kosmont.com

Letter / email can be addressed to:

Ken K. Hira

President

Kosmont Companies

1601 N. Sepulveda Blvd. #382

Manhattan Beach, CA 90266

3. Disclosures

1. The City reserves all rights to modify or terminate the selection process or not select a developer at all. This RFQ/P and selection process does not constitute any type of offer and creates no contractual or other liability to the City. There is no guarantee that a ground lease or sale will be consummated, or that a project will be reviewed or accepted pursuant to this RFQ/P.
2. Approvals of future conveyance agreement may be subject to approval by City Council.
3. The development standards provided in the RFQ/P are subject to change.

4. Evaluation Criteria, Procedures, and Tentative Timeline

Evaluation Criteria

The following criteria will be used as the primary basis for evaluating developer responses as part of ***RFQ Round One:***

- Demonstrated financial capacity and prior hotel development experience, including equity/debt structures, successful delivery of comparable projects, and experience with public-partner transactions and ENA and DDA negotiations with public agencies in California.
- Track record of developing coastal or destination/main-street hotels with reputable brands/operators and high-quality architecture, design, and engineering teams.
- Experience navigating multi-jurisdictional entitlements, including City land-use review, Local Coastal Program policies, and California Coastal Commission requirements, as well as experience managing complex permitting, compliance, and enforcement environments.
- History of long-term hotel ownership and operations, robust community engagement, and constructive partnerships in other jurisdictions.
- Clear statement of vision for the Site, including how the proposed team views the Site's potential and its role in downtown Pacifica's economy and visitor-service industry.

In addition to the criteria above, the following criteria will be used as the primary basis for evaluating selected developer responses as part of ***RFP Round Two***:

- **Program & Placemaking**: Evidence the hotel is designed as a destination property that leverages the oceanfront, pier / promenade, Coastal Trail, Sharp Park Golf Course, and Palmetto commercial corridor. Strong proposals will incorporate activated food and beverage spaces, visible public-realm edges, and right-sized meeting and social space.
- **Design & Site Plan**: Preliminary site and floor plans, massing/elevations, room count, amenities, restaurant, meeting space and potential retail along Palmetto Ave (if applicable),

quality of furnishings / fixtures, and a parking plan that may include the treatment or replacement of existing public spaces and supports downtown operations.

- **Brand/Operator & Quality**: Identification of the intended hotel brand or operator tier, the list of potential hotel brands/operators that will be solicited, and the anticipated quality, service level and price positioning suitable for a waterfront setting.
- **Resilience & Coastal Interface**: Demonstrated understanding of sea-level rise, coastal hazards, shoreline dynamics, and feasible design strategies that are consistent with City policies, the Local Coastal Program, and Coastal Commission requirements.
- **Financials & Schedule**: Realistic hotel development pro forma (land economics, construction costs), and hotel operating pro forma (market assumptions, rate of returns), proposed land purchase price or ground lease terms, and a realistic proposed development schedule with key milestones.
- **City Cost Recovery**: Provision of an ENA deposit sufficient to cover City's legal and consultant costs, associated with ENA preparation and negotiation, with reconciliation at ENA execution and augmentation if needed.

The City may request additional information. The order of presentation of the above criteria does not necessarily denote the specific importance of the same.

Award Procedures

Note: Consultant will assist City in the process and vetting of applications but *will not* make any recommendations to the City Council about developer selection. Consultant *will not* act as City staff or a designated "employee" to the City and *will not* make governmental decisions. City staff, however, may make recommendations to the City Council and the Council will make the final decision at its sole discretion.

To help guide the process, the City Council has created an Ad Hoc Subcommittee of two Councilmembers to provide guidance on RFQ/P approach, participate in prospective developer interviews, discuss RFQ/P results and term sheets, and make recommendations to the City Council.

1. A committee, comprised of City staff and/or stakeholders (the "Review Committee"), will evaluate responses to **Round One** of this RFQ/P.

1. Next, interviews with top respondents will be set up to take place before the Review Committee including the Ad Hoc Subcommittee. Using this information, the Review Committee shall make selections for respondents to advance to **Round Two** based on the Review Committee's evaluation of these interviews and the respondents' submittal.
2. The Review Committee will notify respondents but confirm with those that have been selected to advance to **Round Two**. Those selected to advance to **Round Two** will be given the opportunity to meet with staff to discuss project approach and execution and to better understand the City's expectation in terms of design, quality, and offsite improvements before submitting a response as part of **Round Two**. Staff will clarify what the preliminary and non-binding LOI shall cover.
3. The Review Committee will vet project concepts and the LOI responses to **Round Two** of this RFQ/P based on their judgment as to which proposals best satisfy the objectives expressed by the City, as well as provide a desired potential development project and financial return for the City. The Review Committee shall present the evaluation results to the City Council. The City Council will then make the final selection decision with the top-ranked qualified respondent with the intent of conducting further negotiations.
4. As appropriate, the selected development team must comply with statutory and administrative requirements pertaining, but not limited to, zoning ordinances, subdivision requirements, fee schedules, and other applicable City, County, State, and Federal codes and ordinances.

Tentative Timeline

- RFQ/P released on January 28, 2026.
- Responses to **Round One** of RFQ/P due on **March 16, 2026 at 5:00 p.m. PST**.
- Evaluation of **Round One** responses, interviews and selection of **Round Two** candidates in March / April 2026.
- Evaluation of **Round Two** responses and Review Committee recommendation beginning April 2026.

5. Additional Documentation and Contact Information

Relevant documentation and information can be found below:

- Pacifica OpenGov Procurement Portal
- VIDEO: "Rich With Opportunity – City of Pacifica, CA"
- Pacifica Citywide Fee Schedule (FY 2025-26)
- City Municipal Code (Title 9, Planning and Zoning)
- Planning Documentation
    - Planning Division website
    - Plan Pacifica website
        - *General Plan 2040*
        - *Sharp Park Specific Plan*
        - *Local Coastal Land Use Plan*
- City Zoning Maps
- Vision 2025 & Beyond
    - Website
    - Kosmont Economic Opportunities Study

Prospective respondents should feel free to reach out to the City and Consultant contacts included below for questions regarding this submittal. Thank you for your consideration.

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