

**CITY OF HUNTINGTON BEACH
COMMUNITY SERVICES COMMISSION
REQUEST FOR ACTION**

MEETING DATE: September 12, 2012

SUBMITTED TO: COMMUNITY SERVICES COMMISSION

SUBMITTED BY: David C. Dominguez, Facilities, Development and Concessions Manager

SUBJECT: Self-Serve Dog Washing Facility in Central Park

Statement of Issue: Commission is being asked to form a recommendation to City Council on the concept of a concession managed self-serve dog washing facility in Huntington Central Park and; direct staff to release a Request for Proposal (RFP) to secure a qualified operator to construct and operate the facility.

Funding Source: N/A. Concessionaire will be responsible for all entitlement, construction and operating costs.

Recommended Action:

Form a recommendation to City Council on the concept of a concession managed self-serve dog washing facility in Huntington Central Park. And; direct staff to issue a Request for Proposal (RFP) should the concept be approved by the Commission and City Council.

Alternative Action:

Do not approve the concept of a dog washing facility in Huntington Central Park at this time.

Analysis: The City has been approached by a concessionaire interested in operating a self-serve dog washing facility in Huntington Central Park. Similar facilities currently operate in Santa Barbara, Oxnard, Santa Maria and the San Francisco Bay area. Commission is being asked to review the concept and make a recommendation to City Council.

The facility being proposed consists of an approximately 200 SF building with contained areas for the public to wash dogs for a small fee. The units would provide soap, water and other products through a coin operated system – similar to a coin operated car wash. The facility would not be consistently staffed however, concessionaires would be responsible for all maintenance of the facility including, stocking supplies, change machines, needed repairs and graffiti removal. Should the concept be approved, the

facility would operate as a concession through the terms and conditions of a Management Agreement, with no lease rights given to the concessionaire. The city would receive a percentage of the gross sales – similar to other park concessions.

Construction of the facility will require Commission and City Council approval to amend the Master Plan for Huntington Central Park. Applicable mitigation measures included in the 1999 Huntington Central Park Environmental Impact Report (EIR) would also be a requirement of the project; based upon the specific location within the park. Additionally, in order to comply with the city’s procurement process a Request for Proposal (RFP) process would be required. As part of an initial proposal received, the concessionaire is proposing two potential locations – one adjacent to the Dog Park and another near the Park Bench Café. As part of their recommendation, Commission may consider a specific location or locations that could be included in the RFP. Staff recommends that only one location be included in the RFP at this time but, include language in the RFP that an additional location may be considered in the future based upon the success of the project.

Should Commission recommend approval of the concept and authorize the release of an RFP, the recommendation would then be taken to City Council for their consideration. Once a concessionaire is selected and terms are negotiated, Council will be asked to approve the selection. The concessionaire would then be responsible for taking the project through the entitlement process which may include a Conditional Use Permit (CUP) and Design Review Board approval. The concessionaire selected will also be responsible for the construction process including plans and specifications, and all required building and permits. A public vote under the conditions of Charter Section 612 (“Measure C”) is not anticipated because the facility would not be leased, and both the size and cost of the building are under the 3,000 SF and \$163,000 threshold. To ensure compliance with Charter Section 612, staff will request an opinion from the Attorney’s office.

Environmental Status: The project will go through the appropriate environmental process, should the concept be approved by Commission and City Council.

Attachment(s):

	1	Cover letter and Project Proposal from Monarch Pet Spas
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RCA Author: **D. Dominguez**



July 12, 2012

David Dominguez
Facilities, Development and Concessions Manager
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

Re: Proposal by Monarch Pet Spas California, LLC

Dear Mr. Dominguez:

The purpose of this letter is to propose a Concession Agreement between the City of Huntington Beach and Monarch Pet Spas California, LLC regarding the installation and operation of two on-site, self-serve dog washing facilities in Central Park—one at the dog park and the other behind the Park Bench Cafe.

Our kiosk facilities will not exceed Measure "C" limits. Moreover, they will conform to existing uses at both locations. They are merely an added amenity to the existing and substantial dog-related use.

Enclosed with this letter is a Project Proposal in summary form. Upon your approval of our proposal, we can submit a formal concession agreement. We look forward to hearing from you soon as we are anxious to get going with this project. Thank you.

MONARCH PET SPAS CALIFORNIA, LLC

A handwritten signature in black ink, appearing to read 'Ed Adams', is written over a horizontal line.

Edward C. Adams, Member and
Regional Director

Copy: Ed Berting, Jay Ward

Monarch Pet Spas, LLC, 3463 State Street, Suite 257, Santa Barbara, California 93105
Monarch Pet Spas California LLC, 685 E. Carnegie Drive, Suite 140, San Bernardino, California
92408
(909) 374-2647



PROJECT PROPOSAL

Monarch Pet Spa for the Central Park—Huntington Beach, California

Monarch Pet Spas California, LLC (“Monarch”) proposes a concession agreement for self-service dog washing facilities in Central Park on the following terms:

1. The construction of kiosk-type buildings containing concrete and tile tubs designed to match the aesthetics of the existing park improvements. The kiosks are pre-fabricated, portable, and easy to remove.
2. Each facility will be completely self-serve, with no attendant needed.
3. A revenue-sharing arrangement with the City whereby Monarch will pay the City ten (10) percent of the gross revenue for dog washes, to be paid quarterly.
4. The term for each facility will be for five (5) years, with successive options to extend for three (3) additional five-year terms.
5. Monarch—not the City—will be responsible for all maintenance and repairs to its facility.
6. Monarch will be responsible for and pay for all site preparation costs, utility installations, and utility service fees and costs.
7. Upon expiration or termination of the agreement, Monarch is responsible to remove the facility and to restore the site.
8. Monarch will supply liability insurance in accordance with City requirements and agrees to comply with all laws such as city codes, workers compensation, and ADA requirements.
9. Monarch would be issued building permits for one facility behind the Park Bench Cafe and for one facility in or adjacent to the dog park.
10. Monarch to prepare a formal concession agreement and submit it to the City.

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