



## REQUEST FOR PROPOSALS (RFP)

**Food and Beverage Inaugural Anchor Concessionaire for Overlook Walk Cafe**  
*Overlook Walk Cafe, Waterfront Park, Seattle, WA 98101*

**Submission Deadline: APRIL 19, 2024 by 5:00pm**



### I. Project Overview

Friends of Waterfront Seattle and Seattle Center are seeking a food and beverage concessionaire for a premier space currently being constructed at Waterfront Park, opening 2025.

For 65 years, the Alaskan Way Viaduct separated downtown from the shoreline. With its removal, city leaders recognized an unprecedented opportunity to create new green space in the heart of our city, achieving lasting economic, social, and environmental value. Planning began in 2010 with more than 400 public meetings, visioning sessions, and environmental reviews. The result is Waterfront Park, 20-acres of public space stretching from Belltown to Pioneer Square, that will serve as:

- **An invitation to reconnect** to the water, to the mountains, to our city, and to one another;
- **A new cultural hub**, created with local nonprofit partners to deliver a full suite of free arts, recreation, and education programs at Pier 62. Partnerships will expand as Overlook Walk and Pier 58 are completed;
- **A place to share the stories** that illuminate the multiple histories and cultures that define Seattle and must shape its future;
- **A safe and welcoming public space** created through active programming, a 24/7/365 on-site ambassador team to support positive activity and discourage crime, and compassionately connect people in need to social services and resources;
- **A green waterfront** that will add 700 new trees and 140,000 shrubs and native plants to support the nearshore habitat and serve as a massive filtration system to remove pollutants from stormwater before it enters the sound. Seattle's new seawall has been supporting healthy marine life and the migration of juvenile salmon since it was completed in 2017, and
- **An economic accelerator** – in addition to a one-time overall economic impact of \$1.1B from construction, Waterfront Park is expected to generate \$317M in new visitor spending annually.

[Overlook Walk](#) is part of the greater Waterfront Park project that serves as a link between Seattle's waterfront and urban core. This elevated pathway will connect pedestrians from Pike Place Market to the waterfront, offering panoramic views of Elliott Bay. The park will feature informal play areas, inviting public plazas, and thoughtfully designed landscaping, providing an enriching and enjoyable experience for visitors. One of the main features of Overlook Walk is the new cafe location that will host a local food and beverage concessionaire starting in 2025.

When Overlook Walk and café open, park visitors are estimated to grow from 6,000,000 to 14,000,000 annually.

Overlook Walk Cafe Overview:

- Waterfront Park hours of operation 7:00am—10:00pm daily (prospective applicant to propose café business hours)
- Café Lease Space: 1,326 SF

- Restrooms: 126 SF
- Service/Mechanical Room: 54 SF
- Canopy Space: Approximately 3,050 SF- non-exclusive use
- Additional specifications listed below and information packet available after signed NDA is received

#### Term details:

Applicants shall include desired contract terms in their proposal. Friends will discuss contract terms with finalists during the selection process. Applicants to propose concessionaire rate plus percentage of sales commission in their submission.

Friends is committed to ensuring that this food and beverage anchor applicant RFP process is inclusive, equitable, and accessible for all interested parties and reflective of community values, our DEAI (Diversity, Equity, Accessibility and Inclusion) goals, our [land acknowledgement](#), and our [equity statement](#).

## II. **Project Partners**

- [Friends of Waterfront Seattle](#) is a 501c3 not for profit responsible for fundraising, stewarding, and programming at Waterfront Park alongside our community – today and into the future. Friends accomplishes this mission by collaborating with individuals, communities, businesses, and institutional partners, all working together towards a renewed place of connection on Seattle's central shoreline.
- [Seattle's Office of the Waterfront and Civic Projects](#) was created when the City of Seattle launched "Waterfront Seattle" - a multi-year program to plan, design, and ultimately build the new waterfront - working intensively with civic leaders, waterfront stakeholders, and the broader Seattle public.
- [Seattle Center](#) is the City department that is responsible for Waterfront Park operations in maintenance, landscaping, and public safety in partnership with Friends of Waterfront Seattle.

## III. **Project Scope**

Applicants should appropriately identify and establish characteristics of the consumers of the waterfront food and beverage market – both locals and visitors. The application should outline mutually beneficial relationships with the public at large, members of the public, neighborhood developers, existing and future concessionaires and retailers, the daytime workforce, business and leisure travelers, users of Waterfront Park, and the residential population.

The food and beverage concessionaire needs to be driven by current and anticipated market scenarios. Operational considerations should include market fit to demographics of the Seattle Waterfront as a regional retail and lifestyle destination, and feasibility within the neighborhood ecosystem of other retail businesses through which a shopper can make purchases.

Friends is creating an event rental program and considering catering opportunities supporting the surrounding spaces at Overlook Walk. If a prospective applicant is open to further exploring this additional scope of work, please include interest in your proposal. All applications will be considered whether or not they include a catering services proposal.

#### IV. **Applicant Requirements**

The concessionaire needs to have extensive knowledge of and experience in the food and beverage industry. These qualifications, and the ability to clearly communicate them, will be criteria for selection:

- **Food & Beverage Experience:** Extensive knowledge and experience running a F&B business that has market fit for this new property. A proven network of vendor suppliers.
- **Customer Understanding:** Clear understanding of who customers will be for this property and extensive hospitality and guest service experience.
- **Current Day Financial Strength:** Strong balance sheets that demonstrate capacity to fund the tenant improvements and start-up costs.
- **Long-Term Financial Success:** Shows the financials needed for long-term success at property (profit loss statements, break-even point, cash flow projections by month, capital raised, etc.).
- **Operationalized Equity & Social Justice:** Shows actions and experience in doing business above standard to be equitable and socially just in business operations. Shows how economic opportunities are provided to Black, Indigenous and People of Color populations. Examples can include labor strategy, wages, benefits, etc.
- **Partnership engagement:** Demonstrated direct or related experience collaborating across private, non-profit, governmental agencies, and other key stakeholders.
- **Downtown Seattle:** Experience that demonstrates an ability to work in a multicultural, downtown environment.
- **Benefit to local public life:** Exemplifies how business will improve public life in the neighborhood.
- **Environmental Sustainability:** Shows thought around ideas and practices in areas such as waste management, energy efficiency, and sustainable sourcing. Consider how to minimize the environmental footprint of the cafe and contribute to the overall sustainability goals of the park.

- **Ability to Manage Seasonality:** Like all parks in the Pacific Northwest, Waterfront Park is subject to fluctuations in visitorship based on seasons. In addition, other influences that may increase visitorship may include weather, cruise season, holiday seasons, and the aquarium expansion, scheduled to open summer 2024.

## V. Application Process

**Step 1:** Submit your intent to apply on [this form here](https://waterfrontparkseattle.tfaforms.net/4902399) prior to or by April 8<sup>th</sup>, also found on our webpage [here](https://waterfrontparkseattle.tfaforms.net/4902399). (<https://waterfrontparkseattle.tfaforms.net/4902399>). **You MUST submit your intent to apply by 4/1 if you wish to participate in a tour of the café space.**

Upon completing the Intent to Apply form, you will be asked to sign a Non-Disclosure Agreement before being able to apply, receive additional information about the project (architectural specifications), or before questions with potentially proprietary information can be answered. If you have any initial questions about the process or about the RFP, please include it in this form. You will have opportunities to ask additional questions after receiving the materials and at the site tour.

**Step 2:** Once your NDA is signed, you will receive application materials. Please then send your **complete** application materials to [overlookwalkcafe@waterfrontparkseattle.org](mailto:overlookwalkcafe@waterfrontparkseattle.org) by **April 19, 2024 no later than 5:00pm PST**. Only complete applications will be considered.

*If you have NOT filled out the intent to apply form AND completed the Non-Disclosure Agreement that was sent to you via DocuSign, your application will not be considered.*

You may submit applications in a word document, PDF, spreadsheet, or other accessible digital format.

**You MUST use the provided application template outlined below. Please submit responses formatted with the following outline:**

### **Applicant Requirements**

1. Detailed narrative addressing your approach to conducting business at this site that demonstrates the ability to meet each of the listed “Applicant Requirements” outlined in Sec IV. Please clearly label your response representing each of these bullet points in the given order.
  - a. **Food & Beverage Experience**
  - b. **Customer Understanding**
  - c. **Current Day Financial Strength**
  - d. **Long-Term Financial Success**

- e. **Operationalized Equity & Social Justice**
- f. **Partnership engagement**
- g. **Downtown Seattle**
- h. **Benefit to local public life**
- i. **Environmental Sustainability**
- j. **Ability to Manage Seasonality**

### **Company and Product Information and Timeline**

- 2. Overview of applicant's menu offerings and planned sourcing of products as able. Please include anticipated price points of your menu items.
- 3. Curriculum vitae of executive management, associate team members, and/or partners who will contribute to the F&B business.
- 4. Proposed timeline of tenant improvements and target cafe opening date, assuming applicant selection notification date of June 1, 2024. Target cafe opening date: Spring 2025 or earlier.
- 5. Operational Plan: Please share staffing plan, training, and management plan. Please also share proposed hours of business operation (open to the public).
  - a. Please share how your operational plans reflect a company ethic of progressive labor practices including, but not limited to: competitive wages, community investment, etc.

### **Budget & Visuals**

- 6. Preferred lease terms with duration and proposed concessionaire rate plus percentage of sales commission.
- 7. Include a business plan with previous financials if applicable and estimated financials for the first three years of operations (2025-2028). These financials should include cash flow projections by month for the first three years of operations and annually for years four to ten (2029-2034).
- 8. Estimated budget for tenant improvements, startup costs, and the status of funding needed for these costs.
- 9. Please provide any relevant marketing, branding, or product visuals or images.

*-End Application Materials-*

Application materials should be submitted via email by **April 19, 5:00pm PST**, to [overlookwalkcafe@waterfrontparkseattle.org](mailto:overlookwalkcafe@waterfrontparkseattle.org) with the subject line "Business Name Application."

### **VI. Review Process and Criteria**

As we anticipate project completion, there is a critical need for embedding community visions, values, and perspectives to ensure that all communities will be able to take advantage of emerging opportunities along the waterfront. Integrating community feedback in the selection process is an important step to ensure that the platform provides equitable opportunities for all prospective applicants.

Submissions will be reviewed by Friends and then by a selection committee comprising community representatives.

## VII. Timeline

RFP Launch	March 1, 2024
Overlook Walk site tour #1	April 2 (4:00pm-5:00pm)
Overlook Walk site tour #2	April 5 (11:00am-12:00pm)
Deadline for submission of written questions	April 8
Responses to written questions published	April 9
Deadline for RFP submissions	April 19, 2024 (5:00pm)
Finalist interviews	May 10-25
Selection decision notification	June 1
Ocean Pavilion Opening (New Aquarium Expansion)	Summer 2024
Café construction completion	TBD- Café is still under construction
Tenant improvements (TI)	TBD - TI's can begin upon permit issuance. There will be Seattle Department of Construction & Inspections (SDCI) permits, Seattle Department of Transportation (SDOT) permits, health and additional permits as required.
Overlook Walk Opens	September
Full Waterfront Park Opens	January 2025
Opening Date	TBD - Applicants to propose timeline in their proposal.

## VIII. Contact

Please submit questions in your **intent to apply form** or to [overlookwalkcafe@waterfrontparkseattle.org](mailto:overlookwalkcafe@waterfrontparkseattle.org) by April 5. If your question is time sensitive, we

will contact you individually. All other questions related to the RFP will be aggregated and responded to by April 8 with proposals due by April 19 at 5:00pm PST.

All questions and answers will be shared with all applicants who have signed an NDA, unless doing so would expose proprietary information of a potential concessionaire. You must notify Friends if your question contains proprietary information, you do not wish to be made public.

### **IX. Supporting Documents**

For more information on Overlook Walk, please visit the [Office of the Waterfront and Civic Projects website](#) or download their [Seattle Design Commission presentation](#).

### **X. Visual Resources**

Renderings:

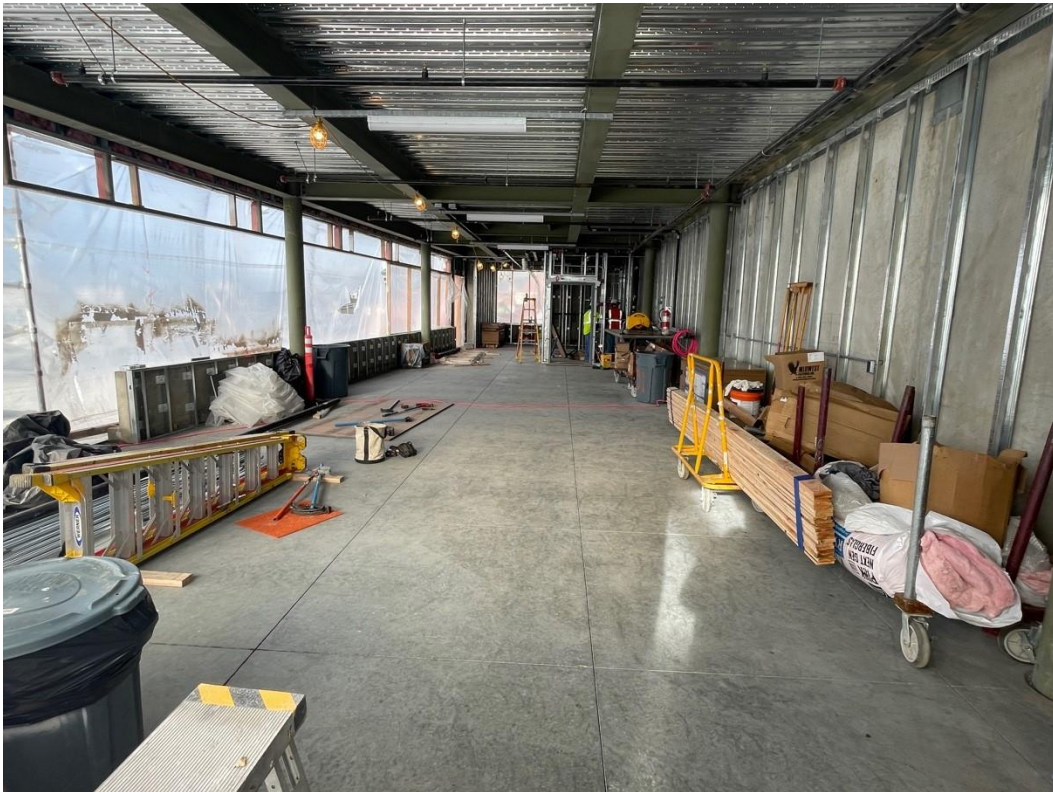






The site is under construction, please see photos from January 2024 below. A site tour is available. See the timeline above for details.





## XI. Specifications and Utilities

Provided for reference only. Applicant responsible for verifying specs during site tour.

Space:

- Café Space: 1,326 SF
- Restrooms: 126 SF
- Service/Mechanical Room: 54 SF
- Canopy Space: approximately 3,050 SF
- External signage plan is subject to coordination and approval with project partners

Utilities and Services:

- Electrical: Minimum 300-amp three phase with ability to upgrade at applicant's expense
- Water and Sewage: Water & sewer will be sub-metered by the city.
- Sewers are billed based on water usage. More information [here](#).

WATER SUPPLY AND DRAINAGE FIXTURE UNIT LOAD MATRIX								
APPLIANCE , APPURTENANCE, OR FIXTURE	QUANTITY		WSFU PER FIXTURE		TOTAL WSFU	DFU PER FIXTURE		TOTAL DFU
	PRIVATE	PUBLIC	PRIVATE	PUBLIC		PRIVATE	PUBLIC	
FD-1	0	7	0	0	0.0	2	2	14.0
L-1	0	2	1	1	2.0	1	1	2.0
WC-1	0	2	SEE NOTE 3		70.0	3	4	8.0
HB-1	0	1	2.5	2.5	2.5	0	0	0.0
HB-1, EACH ADDITIONAL	0	1	1	1	1.0	0	0	0.0
KITCHEN SINK (TI)	0	4	1.5	3	12.0	0	3	12.0
HANDWASHING SINK (TI)	0	1	1	2	2.0	0	2	2.0
FLOOR DRAIN (TI)	0	2	0	0	0.0	0	2	4.0
BAR SINK (TI)	0	1	1	2	2.0	0	2	2.0
DISHWASER (TI)	0	2	1.5	1.5	3.0	0	2	4.0
TOTAL					94.5			48

NOTES:  
1. WASTE AND WATER PIPING ARE DESIGNED TO PRESCRIPTIVE STANDARDS PER SEATTLE PLUMBING CODE.  
2. WATER SUPPLY FIXTURE UNITS (WSFU) ARE BASED UPON SEATTLE PLUMBING CODE TABLE A103.1 (APPENDIX A).  
3. DRAINAGE FIXTURE UNITS (DFU) ARE BASED UPON SEATTLE PLUMBING CODE TABLE 702.1.  
4. COMMERCIAL DISHWASHER WSFU ARE ESTIMATED FROM COMPARING GPM DEMANDS FOR A TYPICAL DOMESTIC AND COMMERCIAL DISHWASHER.

## PLUMBING FIXTURE SCHEDULE

FIXTURE	MARK	SERVICE CONNECTION				FIXTURE DESCRIPTION
		WASTE	VENT	CW	HW	
CLEANOUT	CO	-	-	-	-	END CLEANOUT WITH THREADED PVC OR CAST IRON PLUG, TO MATCH PIPE MATERIAL.
ROOF DRAIN	RD-1	3"	-	-	-	ROOF DRAIN. COMBINATION PRIMARY AND SECONDARY WITH 2" WEIR. BASIS OF DESIGN: ZURN.
FLOOR DRAIN	FD-1,2	2"	2"	-	-	FD-1: CAST IRON BODY FLOOR DRAIN, FD-2: SAME AS ABOVE BUT WITH FUNNEL ASSEMBLY.
WATER CLOSET	WC-1	4"	2"	1-1/2"	-	WALL MOUNTED, ELONGATED BOWL, 1.6/1.1 GPF DUAL FLUSH, VITREOUS CHINA, ADA COMPLIANT. BASIS OF DESIGN: AMERICAN STANDARD JFWALL 3351.576 FLUSH VALVE: SLOAN 23720000
LAVATORY WITH POINT OF USE DHWH	L-1	1-1/2"	1-1/2"	1/2"	1/2"	UNDERMOUNT VITREOUS CHINA W/OVERFLOW. ADA COMPLIANT. BASIS: KHOLER K-2882 FAUCET. HYTRONIC EDGE SINK FAUCET, SINGLE HOLE. 0.5 GPM MAX AERATOR, WITH MIXING VALVE AND SELF SUSTAINING POWER SYSTEM. BASIS: CHICAGO FAUCETS 116.101.AB.1 TRAPS AND TAILPIECES: MCGUIRE OR EQUAL, 1-1/2" CHROME PLATED CAST BRASS P-TRAP AND TAILPIECE. SUPPLIES: BASSCRAFT OR EQUAL BY MCGUIRE OR EASTMAN, MULTI-TURN ANGLE STOP W/LOOSE KEY. STAINLES STEEL. BRAIDED FLEXIBLE RISERS.  TANKLESS POINT OF USE WATER HEATER. EEMAX SPEC1812T OR EQUAL.
HOSE BIB	HB	-	-	3/4"	-	ECOLOTRON CERAMIC DISH WALL HYDRANT, ENCASED, NON-FREEZE, ANTI-SIPHON, AUTOMATIC DRAINING. BASIS OF DESIGN: ZURN 1320
HEAT TRACE	TRACE	-	-	-	-	5W PER LF HEAT TRACE TAPE. PROVIDE WITH LOCAL THERMOSTATIC CONTROL AND ALARM PER SEQUENCE OF OPERATIONS. PROVIDE WHERE INDICATED ON PLAN NOTES AND REFER TO SPECIFICATIONS FOR ADDITIONAL REQUIREMENTS. BASIS: RAYCHEM.
PLUMBING NOTES AND REMARKS:						
1. EXTEND AND CONNECT PIPING TO ALL PLUMBING FIXTURES, FURNISH COMPLETE, FUNCTIONAL SYSTEM. 2. PROVIDE ALL TRAPS WITH TRAP AUTOMATIC PRIMER.						

**Internet / Comms** – Applicant will be responsible for coordinating internet services. Possible hardwired connection via Lumen.

### Additional Considerations:

- Opportunities are available to host a curated, informal exhibit spotlighting local artists (coordinated and funded by Friends of Waterfront Seattle)
- Seating under canopy is public seating; not for exclusive use. Space maintained by Waterfront Park.
- Two toilets and two restroom sinks provided. Installation commences during TI phase for sanitation reasons. Applicant responsible for additional restroom buildout.
- All other utilities run into service room, then capped
- The building is described as “core and shell”. The term “core and shell” refers to the first phase of a commercial project where the basic inside, or core, and the outer building envelope, or shell, are constructed without adding things like furnishings, interior lighting fixtures, or ceilings
- The applicant will be responsible for all indoor furniture, fixtures, and equipment (FF&E) Outdoor FF&E will be owned and managed by Friends
- No lighting is provided

- Be aware that any additions (HVAC, Kitchen Hood, etc.) to the roof may run into the Pike Place Market Historic District
  - Roof has been designed to accommodate rooftop units (RTU's) at specific locations only
- New floor and wall penetrations will not be permitted. All attachments to the structure, both temporary and permanent, will require review. The café structure is a bridge structure with rebar under the floor, therefore, applicant must utilize the existing utility chase. Seattle's Office of the Waterfront and Civic Projects will be assisting with all tenant improvements.
- Utility entry points into space are final, any additional routing to different areas must be internal to the space itself
- Building Information Modeling (BIM) model of utilities and areas covered by drywall can be provided upon completion of construction
- The City requires the ability to access the space at all times with notice and coordination, needs keys, etc. (This is an SDOT requirement to allow regular inspection of the structure)
- No gas connection will be allowed per City codes
- No grease interceptor is installed, creative solutions will need to be employed utilizing the existing utility chase.
- There is no vehicle access to the café. Load-in/load-out must occur through the City's public access easement in the 12' walkway over the Pike Place Market via Western Avenue
- Applicant responsible for garbage, compost, recycling (waste) service. Pike Place Market service may be an option at applicant's expense.
- Exterior signage and modifications pending approval
- Load limits on roof, floors, walls available per request
- Special considerations needed regarding grease cooking in this space (proximity of RTU exhaust to nano-wall)
- Construction/TI phase considerations (equipment, staging, access, insurance etc.) subject to guidance and approval from project stakeholders



