



CAMERA OBSCURA (1450 OCEAN AVENUE)

OPPORTUNITY FOR CAFE/CONCESSIONS OPERATORS

The City of Santa Monica ("City") is seeking proposals from qualified café operators, hospitality professionals, and food and beverage concessionaires to program and operate up to 2,000 square feet of café and small warming kitchen space within the iconic Camera Obscura Building at 1450 Ocean Avenue.



ANTICIPATED FEATURES:

- Café with indoor seating
- Outdoor deck and wraparound patio seating
- Warming kitchen
- Flexible event and gathering spaces
- Community meeting and cultural programming areas

WHY THIS LOCATION?



Panoramic ocean views in the heart of Santa Monica



Opportunity for input on City-funded building improvements



Negotiable RENT and TERM



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The Project

Located at a prominent location in Palisades Park, overlooking the Santa Monica Beach, the Camera Obscura Building is undergoing significant capital improvements to reposition the facility as an active public destination serving visitors and residents through cultural programming, community events, private rentals, and visitor-serving amenities. Renovations are expected to be completed in Summer 2027.



Upcoming Use in Summer 2028

An operational pause will be negotiated into lease terms for June through September 2028, in conjunction with the Olympic and Paralympic Games. During this time, the space will serve as Switzerland's official hospitality, cultural, media, and event venue. Following the Games, the selected operator will resume expanded cafe/concessions operations with year-round programming.

Desired Operator

The City seeks an operator capable of creating a destination café that complements the building's civic purpose while supporting a diverse calendar of public programming and private events. The successful operator should demonstrate experience in one or more of the following:

- Café operations
- Cultural venues
- Public facilities
- Catering and event food service
- Museums or visitor attractions
- Hospitality management



OPEN HOUSE (OPTIONAL)

- Tuesday, September 1st, 11:00 a.m. – 1:00 p.m.

KEY DATES:

- Release of RFP: 8/20/2026
- Questions Due: 9/3/2026
- Question Responses Posted: 9/11/2026
- Proposals / Application Due: 9/23/2026

To APPLY or for MORE INFORMATION including photos, floor plan, and proposal requirements, visit our website using the URL or QR below.



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