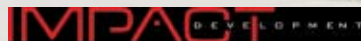


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Southern Nevada Commercial Real Estate Guide • May 2008



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From the editor ...

Dear readers,

The largest retail real estate conference is coming to town next week — and it has a new name.

When nearly 50,000 shopping center professionals from around the world converge on Las Vegas next week, they'll be here for a little "ReCon" mission. That's because the International Council of Shopping Centers has changed the name of its annual convention from the ICSC Spring Convention to ReCon (Retail, Real Estate, Congress, Convention, Conference). It runs May 18-21 at the Las Vegas Convention Center.



ReCon gives the world's top developers, financial companies and retailers the opportunity to network, discuss strategies and simply do business. More than 1,500 companies will set up exhibits in the trade exposition and leasing mall. That's up 13 percent from a year ago. According to the ICSC, more than 25 percent of the industry's annual retail real estate transactions are conceived or completed during ReCon.

These real estate stars will get to see the flourishing Las Vegas market up close and personal. There's no city that has a growing retail market like Las Vegas. As

our population figures continue to soar, so do our development projects.

Two new projects that have opened in '08 are sure to draw their attention — The Shoppes at the Palazzo and Town Square. You can read more about each of these ventures in this publication.

Additionally, you'll get a sneak peak at some of the newest planned retail developments with stories about the Great Mall of Las Vegas (which soon will get a new name), the Village at Queensridge and changes coming to The District in Henderson, just to name a few.

Don't miss our popular Realty Check columns where we showcase the viewpoints of some of the top real estate experts in the city. If you're looking for insight from a few of the industry's top local names, you'll find it here.

Enjoy learning about the future of the Las Vegas Valley's retail market with some of the world's greatest shopping centers right here in our back yard — with several more on the way. Join the people worldwide who already know it's a great place to shop.

Rob Langrell

Special Publications Editor

rob.langrell@gmgvegas.com

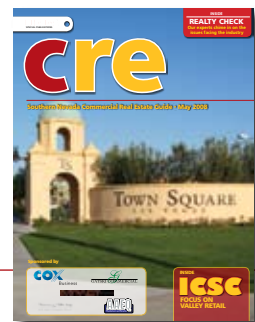
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ON THE COVER: Town Square

Southern Nevada Commercial Real Estate Guide

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Dear *In Business Las Vegas* readers,

Gatski Commercial Real Estate Services is now servicing nearly 6 million square feet of commercial real estate space in Southern Nevada.

Colliers Spectrum Cauble Realty, LLC, an Atlanta-based asset manager, has retained Gatski Commercial Real Estate Services for the management and leasing of three Southern Nevada properties:



- Las Vegas Airport Business Park: Seven buildings, office and warehouse, totaling 273,575 square feet at 6324-6375 Pecos Road

- Buffalo Business Center: A 34,458-square-

foot office building at 2451 S. Buffalo Drive; and

- Gateway Plaza: A 127,287-square-

foot retail center at 1306-1318 W. Craig Road in North Las Vegas.

The newest member to our company's management team is Susan Cotton, vice president of property management. Susan has a wealth of experience in our local commercial real estate market and is responsible for overseeing the management of our company's portfolio.

In addition, R. Brad Benz and Nicholas Barber have joined our brokerage and leasing department. Both Brad and Nick bring diverse experience to our team.

We look forward to this month's ICSC convention. In addition to office and industrial space, our company's retail portfolio continues to see strong growth.

We are working with franchises expanding or launching in Nevada, including the popular Capriotti's Sandwich Shop. Capriotti's plans to open five to 10 more Southern Nevada stores in the next year. We are

also working with Froots, a Florida-based smoothie/wrap restaurant, and the New York-based Cyber Sport Arena, an interactive teen game franchise. On the hospitality side, we represent a hotel franchisee looking for sites in the western United States.

Our leasing team works with owners on creative thinking and incentives. As the housing market comes back and the economy stabilizes, we expect the commercial real estate to rebound.

We're poised to survive and grow in this tough climate and to help our clients do the same.

Best personal regards,

Frank Gatski, CPM, CCIM

President

Gatski Commercial Real Estate Services

www.gatskicommercial.com



Dear *In Business Las Vegas* readers,

No matter what type of commercial real estate you own or manage, technology is probably a key asset in your building. But how can you help tenants operate more efficiently? And how can you attract and retain valuable tenants? Consider communications technologies. It's a prime way to create an overall greater return on investment for you as well as your tenants.



Cox Business excels in helping businesses of all sizes achieve greater efficiencies by providing scalable solutions that fit an array of commercial, retail, school and government applications. Cox has a strong track record of telecom

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David Blau

Vice President and General Manager
Cox Business



Dear *In Business Las Vegas* readers,

Impact Development is honored to serve as one of the sponsors for this edition of *In Business Las Vegas' Commercial Real Estate Guide*, with a focus on the 2008 convention of the International Council of Shopping Centers.

Our group of real estate and development companies began in Las Vegas more than 22 years ago as S & S Development and includes Impact Development, which in total, has controlled the development, leasing and management of more than one million square feet of commercial real estate in the Las Vegas Valley.

S & S Development's principal owner, Jeff Susa, formed Impact Development in 2002 with longtime friend and business associate,

Jack Breslin, of Breslin Builders. The two, who have known each other for 20-plus years, have teamed up to continue a tradition of quality projects that focus on meeting the specific demands of the community by constructing Durango Commons, a 45-acre, mixed-use development in the booming southwest part of the valley.

Durango Commons is located at Windmill Lane on Durango Drive, which is the major thoroughfare from the I-215 Beltway to Blue Diamond Road and through Mountains Edge. That development was recently ranked the number one selling master-planned community in the nation, and is adjacent to a planned 370-acre regional park. Durango Commons includes a 130,000-square-foot Class A office

park that is near completion and close to 100 percent pre-leased, and 235,000 square feet of flex retail space now pre-leasing.

For more information about Impact Development and to view additional retail and office projects, please visit us online at www.ImpactLV.com or call (702) 363-4788 ext. 115. You can also visit Breslin Builders' company Web site at www.breslinbuilders.com.

Impact Development would like to welcome all the ICSC attendees and wish all of you a successful 2008 ICSC Convention in our beautiful and thriving city.

Impact Development



Dear *In Business Las Vegas* readers,

Marcus & Millichap
Real Estate Investment Services

A friendly welcome goes out to the International Council of Shopping Centers' participants and members.

Investors remain focused on Las Vegas this year as it continues to lead the nation



in economic expansion, creating an advantage in commercial real estate investment opportunities.

An employment growth rate of 3.2 percent is expected in 2009, increasing to 5.1 percent by the third quarter of 2010.

New construction projects in Las Vegas will add another 40,000 hotel rooms and 100,000 jobs over the next five years. The hospitality industry continues to make remarkable advances. In 2008 we expect room growth to increase by 3.0 percent to 136,956 rooms and accelerate to 15.8 percent in 2009 for a total of 158,615 rooms by year end. A significant portion of retail spending in Las Vegas comes from tourists who continue to flock to the gaming and resort destination.

A steady stream of out-of-state capital to Las Vegas is anticipated as investors seek alternatives to higher-priced West Coast markets. The Las Vegas retail construction pipeline is expected to remain full throughout the year with a record of 4.3 million square feet of retail construction space completed in Las Vegas in 2007. Expansion in the fourth quarter totaled 1.6 million square feet, bringing the total market inventory to 48.7 million square feet. This makes local retail property owners hesitant to sell this year as cash flow continues to improve. Buyers continue to flock to Las Vegas retail centers that are stabilized with local and regional tenants.

As the nation's largest commercial real estate firm focused exclusively on investments, Marcus & Millichap Real Estate Investment Services facilitates more transactions annually than any other firm. By combining superior local market expertise, an extensive network of relationships with buyers and sellers and the industry's most powerful marketing platform, our Las Vegas investment specialists help investors to

access investment properties and capital sources locally, regionally and nationally.

A number of investors are leveraging the 1031 exchange vehicle as an effective method of enhancing their real estate portfolio and/or executing their investment strategies. As of the most active source of exchange transactions, Marcus & Millichap has a long and successful track record of helping clients navigate the requirements and timing issues associated with exchanges, while maximizing value for clients. Our investment specialists help clients proactively plan exchange strategies and locate the optimal properties to meet their investment objectives.

Now is the perfect time to explore new investment options or reposition your current property portfolio. Contact us to receive the latest market research reports or for a confidential, no-obligation analysis of your property.

John P. Vorsheck
Regional Manager
Marcus & Millichap Investment Services

Dear *In Business Las Vegas* readers,

AAEQ Manufacturers and Recyclers is proud to be a sponsor of the May 2008 CRE publication.



Since we began purchasing and processing scrap metal in 2004, AAEQ Manufacturers and Recyclers has grown into one of Las Vegas' leading full-service scrap metal recyclers, purchasing and processing many forms of scrap metal (ferrous and nonferrous) in-

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AAEQ Manufacturers and Recyclers is a comprehensive company that provides leadership in the scrap metal and automotive industries. We invite you to learn about our diverse base of business by visiting our Web site or calling for a free site evaluation. Family owned and operated since 1949, AAEQ is known for outstanding customer service and integrity.

Best wishes for the continued success of your business.

Scott Stolberg
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Realty Check Meet the experts

DAVID COHEN
President — Green With Ease

With a background in commercial development, David has taken his consulting company, Green With Ease, and has joined forces with Transform Real Estate, combining his expertise in LEED as an accredited professional focusing on the "green" initiative. Green With Ease's main focus is to educate and implement the U.S. Green Building Council's certification program.

J. BRADD GREENE
Agent — McFadden Insurance Agency

Bradd is a commercial insurance agent for McFadden Insurance Agency and is considered an expert in insuring green buildings. He provides developers, builders and general contractors with insurance programs to keep them protected. Bradd is a native Las Vegas who learned the commercial industry by working in various development, construction and maintenance positions.

JOHN RESTREPO
Principal — Restrepo Consulting Group

John has been providing economic consulting services in Nevada for 20 years. Restrepo Consulting Group is based in Las Vegas and is the oldest and most established economics and public policy research firm in Nevada. John has directed more than 400 real estate and economic studies in communities throughout the southwest.

BRADLEY SCHULZ
Principal & COO — JMA Architecture

Bradley oversees the functions of the 120-plus person, multi-office architecture firm whose services include design, feasibility studies, master planning, space planning, interior design, environmental graphic design, construction documents and construction administration. He is past president of AIA Las Vegas and AIA Nevada.

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Artist's rendering of the environmentally friendly LaPour Corporate Center.

Office center draws the environmentally minded

New LaPour Corporate Center LEED certified

By Deborah Roush
Contributing writer

In the next several years, it will be more of a pressing issue for company owners to pay attention to operating in environmentally friendly buildings. At least that's the contention of Las Vegas developer Jeff LaPour, president of LaPour Partners, which has developed about 3 million square feet of office and industrial space here and in Phoenix. That's one reason it was important that his newest venture, LaPour Corporate Center, credited as the valley's first suburban Leadership in Energy and Environmental Design (LEED) office building, was just that — environmentally friendly.

The LEED rating system is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. "LEED is the new standard for any new development and it's just a matter of time before municipalities require it. Environmentally and economically, it's the best thing to do in the long term," LaPour said.

For LaPour, however, it's also personal. "I have historically wanted to build pro-



Jeff LaPour

gressivedevelopment, no matter what the product type was," he said. "That's the type of company we are and what we want to build and own." In fact, one of the first residents to move into the LaPour Office Center, on the southwest corner of Diablo Drive and Interstate 215, will be LaPour Partners themselves, occupying 5,500 square feet of space.

LaPour said the three-story, \$19-million project, which will have 70,000 square feet when completed next month,

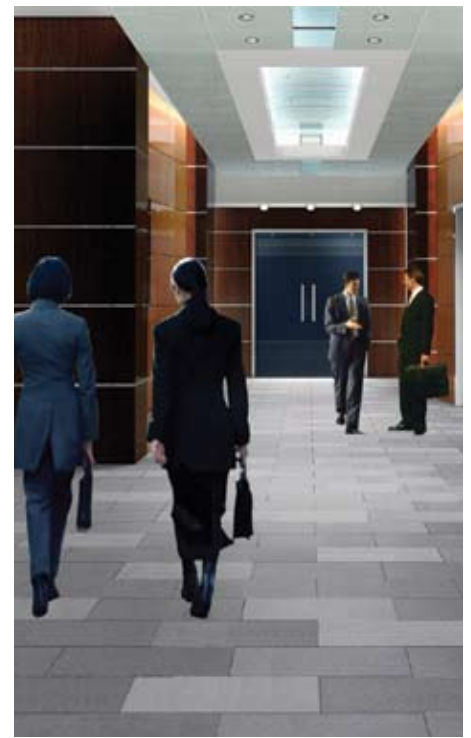
was intended to be a LEED project from the outset. It ended up pre-certified at the silver level — one of the highest. "We started looking at different possibilities and when we got deep in the design work we just kept pushing and pushing for the [environmental options]," he said.

Built from recycled construction material from local sources, the building has waterless urinals and waterless landscaping as well as reflective roof membranes. "We went through the checklist, but the majority comes down to how we handle the mechanical and electrical," he said. The finished product makes LaPour proud. "It speaks a lot about not just the capability of our team but of our desire to really do our part to help reduce the impact on the environment through building," he said.

The LaPour Corporate Center, designed by the Pasadena, Calif., office of KKE Architects, has an edgy design with glass, concrete and stainless steel details all over the building. Greg Pancirov, vice president of Collier's International in Las Vegas, which is handling



Stainless steel details highlight the LaPour Corporate Center's interior.



The LaPour Corporate Center enjoys a prime location at I-215 and Russell Road.

“It speaks a lot about not just the capability of our team but of our desire to really do our part to help reduce the impact on the environment through building.”

the building’s leasing, agreed that there are more users today who want to say they operate from an environmentally conscious location. “There are certain users who do care about it and are trying to make a conscious decision to turn their companies that way. They can tout that and have it be another notch in their belt,” he said.

Equally important, said Pancirov, is the building’s location. “It has freeway visibility off I-215 near Summerlin. The tenants have immediate freeway access, which is important because more senior-level executives live in the Summerlin or Green Valley areas,” he said.

The new construction and declining

residential real estate market which has caused title companies, real estate firms and mortgage lenders to close, has slowed the office sector of the commercial real estate industry, but leasing on the LaPour Corporate Center is going as expected, Pancirov said. “[Office space vacancy] is still a little in the market norm but on the higher end right now. But it’s always a cycle, we’re going to start to go down in vacancy as we go into the next year or so,” he predicted.

The LaPour Corporate Center has two leases signed, representing more than 10,000 square feet, and five or six deals under negotiation totaling 30,000 square feet, Pancirov said.

“We’re looking at professional, office-related tenants like developers, accounting, attorney firms or corporate offices for banks. We’ve got some higher-end engineering firms looking at it,” he added.

LaPour said as his company, with its dozen employees, moves toward the future it will look to build more LEED-designed projects. “We’re going to continue to pursue industrial office and hospitality with more business across the country and in Florida. We’ll keep working the southwest region including Southern California,” he said. “Our goal is, with all of our development, going forward to shoot for LEED certification,” he said. **cre**

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Recently, one of the biggest real estate buzzwords has been "green." Green buildings pose challenges to developers and builders challenges that begin at the project's conception through construction, completion and certification. But the challenges don't end when the certificate of occupancy is issued.



J. Bradd Greene
Mc Fadden Insurance

Frequently overlooked is how the building is insured.

When it comes to protecting an investment, many building owners and tenants tend to make a crucial mistake. Many believe all insurance policies are the same and this common misconception is magnified with green buildings. Often, green-building owners don't realize that a traditional insurance policy may leave them underinsured. Green buildings

have insurance needs that a traditional insurance policy may not address.

Green properties have unique features requiring added enhancements to the standard insurance policy. Including the enhancements is important to assure that the building owner be made whole following a loss. The enhancements are determined by the unique features of each particular property. The values, features, and quantifiably potential loss must be determined and established during the underwriting process.

As a result of the green-building trend, several green insurance products have been introduced. Some products assure that a certified green building will be rebuilt and returned to the same level at which it was originally certified. In some policies, this even includes a certain limit to cover the cost of commissioning and certification. Coverage is offered for office, retail and industrial buildings as well as mixed-use, multi-family and single-family projects.

Always be sure that in the event of a loss, the building will be repaired or rebuilt to the same or better standard and certification level than when it was original-

ly built. For certified green buildings, this means everything from debris removal to specific efficient fixtures, low VOC products, and covering the costs of the commissioning and certification processes.

For buildings not owner occupied, it's important to understand who is responsible for insuring particular parts of the building. While green-building owners should know about the insurance coverage needed to protect their investment, building tenants should also know their responsibilities and liabilities. Some green-project owners will build a core and shell that carries a green certificate and then leave the interior certification to the tenants. Others choose to develop the entire building, including the tenant improvements (T.I.s) to green-certification levels. In these buildings, although the tenants are getting turnkey space, they may be responsible for the cost and replacement of the T.I.s in the event of a loss, a situation similar to a commercial condo where the building exterior is owned separately from the interior. In these cases, the lease tenant or condo owner must be sure that their specific insurance policy has been developed to protect their investment as well as meet any contractual liabilities that exist with the building owner or association.

In addition, building owners should explore green insurance options for existing, traditionally built buildings. With a traditional-building policy, the portion of the building that is damaged will be repaired, or replaced, with green products and using green methods. This covers everything from debris removal and recycling to using low VOC paint. If the building qualifies for certification, this policy may also pay for the commissioning and recertification processes.

It's also important to insure green buildings under construction with a course of construction (COC) insurance policy. Most standard COC policies leave green-building projects underinsured and, similar to the completed-building policy, enhancements can be added to the COC policy during the underwriting process.

Whether it's a new building, an existing space being renovated to green status or a historical preservation project being revitalized using green standards, each has its own set of protection needs. Although there are some off-the-shelf products, it is critical to work with a knowledgeable insurance agent or broker in order to ensure your property is properly protected, whether you own or lease the building. Be sure to research options and spend time reviewing your policy, then work with an insurance professional who understands the special needs of green buildings. **cre**



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Buildings made with EcoWall walls are built to exact measurements and save time and waste.

EcoWall looks to build greener valley

By Brian Sodoma

Special Publications writer

Getting a job done on time is arguably the most important ingredient in successfully building out a commercial project. Bringing cost-effective green building elements to the table can also make a project shine in the public eye. One company is bringing a new wall and flooring product to

the valley that could not only help save time and money on projects, but it is also chock-full of green building benefits.

After landing commercial work in Southern California, EcoWall, a distributor of Ecolite concrete, is putting down roots in the valley. The company is headed by Dave

Kohlenberger, who, after more than 20 years of contracting experience in the Midwest, came to the valley a few years ago to pursue development interests. Instead, the long-time builder found himself attracted to Ecolite concrete, which his company EcoWall uses to create custom walls and floors with recycled and environmentally responsible materials.

"I really liked this product. It intrigued me and thrust me into a different direction," the EcoWall president said. "It's a better, more responsible way to build buildings and wall systems."

EcoWall's cold-formed steel frame is made of recycled steel, while the roughly inch-thick concrete exterior of its walls is made of 50 percent fly ash. The walls (with a dry-wall layer added) bring an R-rating of four in contrast to a 1-rating for traditional concrete tilt-up walls. The product gains Leadership in Energy and Environmental Design (LEED) credits for thermal performance, construction waste management, use of recycled content and regional materials.

Kohlenberger is careful to not disparage traditional building systems. Instead, he refers to EcoWall as a solution he hopes many local builders will use to their advantage. At roughly \$14 to \$22 per square foot, EcoWall is priced competitively for office and retail projects using concrete tilt-up with interior framing. EcoWall, which has been in research and development for the past five years and implementation for the past year, can bring a huge timesaving element to the table, which cannot be emphasized enough, Kohlenberger said. A 10,000-square-foot office building can be erected within two days, as opposed to a one-month to month-and-a-half process required for more traditional construction processes. The walls are manufactured at Ecolite's

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ECOWALL

Continued on page 16



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75,000-square-foot manufacturing facility in Moreno Valley, Calif. After site plans are run through EcoWall's CAD system, the company can create walls with predrilled holes and access ways for plumbing, electrical outlets and rough-in lines. Walls are built to exact measurement, which eliminates on-site waste and additional labor costs associated with building on site. "We're competitive with the existing marketplace. We can just get it done faster. And responsible developers and architects are interested in building with green products like this," Kohlenberger added.

Kohlenberger had an understanding of prebuilt wall construction from his days in the Midwest, where time windows were considerably smaller because of harsh winters. When he saw the EcoWall concept, he figured it would be a great application for the Southwest as well. "Most everyone I've spoken to seems to see the real value as being time savings," he added. "When it comes on the site and it's erected, the next day it's ready for paint." EcoWall also has the flexibility to cast materials like tile, stone, brick or other materials into the wall, to give it texture or an appearance beyond flat concrete. EcoWall is also water impervious, has a high fire rating and sound attenuation ratings start at 49, which keeps out most loud speech.

Currently, EcoWall is being used for a 80-plus unit housing facility at the U.S. Marine Corp.'s Camp Pendleton in San Diego. The



EcoWall makes commercial projects efficient and cost effective.



Artist's rendering of hotel utilizing EcoWall walls.



Fort Irwin near San Diego chose EcoWall for its facility in California.

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project will begin construction in June. EcoWall was also used at the Army training center in Fort Irwin, Calif., where a training site was built to simulate a Baghdad village.

Ben Girardin, director for preconstruction for valley contractor SR Construction, said he is impressed with EcoWall and is talking up the concept to prospective clients. "I think it's far superior to wood and stucco. The concrete base is much more durable. The walls will be straighter. I'd love to be the first to use it in this market," he said.

Girardin, like Kohlenberger, had development experience in the Midwest and was also familiar with premanufactured walls. Concurring with Kohlenberger, he said the approach could help streamline the development process. "The walls can be prefabricated while everyone's waiting for a permit," he said. "And there's the time savings of not constructing the wall on the job site, where you don't have as much control as in the factory setting." He also said EcoWall's resistance to fire is great for commercial applications. He cited recent fires in California and locally at the Monte Carlo Hotel-Casino as examples of situations that would have seen far less damage had EcoWall been used in development.

Kohlenberger also said that as the valley real estate market recovers there could be a manpower shortage, making the EcoWall labor-saving approach more attractive to developers and contractors. "We could be part of a solution," he added. **cre**



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Water so clean it's green

Filtration system may help save money for commercial businesses

By Deborah Roush
Contributing writer

They say that timing is everything and it appears that the recent push to “go green” may be perfect timing for one local business, Good Water Co., which is manufacturing a reverse osmosis filtration system that has caught the attention of everyone from chefs in local high-end restaurants to the producers of the Discovery Home Channel.

Until now, reverse osmosis systems could only be used under a sink. They required too much pressure to push water through a filter without slowing it to a trickle to be beneficial in other areas of the home, said Danny Prince, director of public relations for Good Water Co. “This new technology is very efficient. It takes line pressure of 40 pounds up where most cannot operate with less than 100 pounds,” Prince said.

It's called the PureOFlow and eliminates particles in the water like calcium and magnesium, nitrates, arsenic, asbestos, nickel and chromium, he added. “It's an ultra-filtration with holes so small only water can get through. The holes are so tiny it can stop ameba-sized microbes from getting through.”

The PureOFlow filtration system can



phates, chemicals and salts, and appliances such as hot water heaters last twice as long,” he added.

In the war against Las Vegas' hard water, J.C. Davis, a senior public information coordinator for the Southern Nevada Water Authority, said the benefits of the PureOFlow sound good. “Thirty million people use the Colorado River [for their water] and we all have to suffer through the hard water. We get water from the Rockies and a little bit of the Rockies comes with it,” he joked.

On a serious note, Davis said that every drop of water that is used inside a home and drains down a pipe is pumped to one of the area's water reclamation centers to be treated to lake water standards before being sent to Lake Mead. “If, to get one gallon of water you only have to treat and pump two gallons instead of five or six, that's less of an electrical load and carbon footprint,” he said.

“We get the water back anyway but to get it with a higher efficiency is good,” he added.

Good Water Co. didn't start out trying to create a product to help the environment, Paice admitted. “At first we were just trying to give customers what they wanted, and lo and behold, what they wanted was pure water without the bottles or salt additives,” he said. “We knew it was better for the environment but had no idea the impact this system would have for the customer and the green movement.” In fact, Prince said a September episode of a show called “Greenovate” on the Discovery Home Channel will feature the PureOFlow. “They were looking for a [water filtration] system to put into a home that actually cleaned the water and didn't exchange salts. We installed our system for them,” he said. The units, Prince said, sell from between \$2,000 and \$10,000.

With 15 employees, Prince said the 7-year-old company is growing and has no plans to put on the brakes. He said Las Vegas is a great place to operate a business and is perfect for a manufacturing concern because it's a hub for the whole country; everybody comes here sooner or later. “The Water Quality Association, for example, just had their biggest show here three weeks ago,” he added.


Prince said he knows firsthand how good his company's product is. Since moving a few months ago, he has been without a PureOFlow in his apartment. “With our system, there is no soap in your clothes. It cleans out stuff really good. And you don't need Windex because you can just use water out of your sink to clean with no streaks and no chemicals. Once you take a shower in it you really know the difference. My hair is terrible without it. There are lots of benefits of going green,” he said with a laugh. **cre**

be installed on a home's main water line to filter everything from kitchen drinking water to shower and toilet water. It also uses less water than its predecessors for filtering, Prince said. “It used to take five gallons to get one gallon of clean water. Now it's one-to-one,” he said.

Good Water Co. President Mike Paice said for Las Vegas, where water is reclaimed and returned to Lake Mead, that's good news. The alternative to reverse osmosis is soft water systems which add potassium or sodium chloride to the water but doesn't clean it, he said. “In Las Vegas, we put about 1.5 million pounds of salt into Lake Mead every week from water softeners. Things can't live in a high-salinity lake and we have to stop and do what's right for the future,” he said.

Paice sees his company dominating the green movement on water treatment for homes and businesses. “Our food and beverage division is rapidly growing from restaurants that believe in green and providing the same water without the waste of the bottles,” he said. Restaurants, which can add PureOFlow systems to individual equipment or entire buildings, also increase the longevity of their dishwashers and use 40 percent less soap, he said. “In icemakers, it eliminates filters going to landfills and eliminates scale,” he added.

Homeowners, too, reap economic benefits from the PureOFlow system, Paice said. “They receive the same benefits on everything water touches; it eliminates phos-



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Valley architects champion green buildings



By Jeannette Green Davies
Special Publications writer

Some say it isn't easy being or going green, but architects Sean Coulter and Shaun Yauch disagree. Going green may cost a little more at the onset, but down-the-road cost savings as well as benefits to the environment more than make up for the initial expense.

Coulter's company, Welles Pugsley Architects, knows all about green because they adopt green practices in their own office prior to pitching the same ideas to clients. The waterless urinal is one example. Welles Pugsley has one urinal available for 30 male employees. Office visitors who might consider using them in their own projects also have access. Because they don't use water, waterless urinals are considered green and use a vegetable-like substance in the filtration system to dispose of liquid human waste. The greenness of these waterless urinals has caught on at the Las Vegas Speedway, a venue that accommodates thousands of fans and racers each year. The filter costs \$25 and is changed every six months or after 2,500 uses, but who's counting when the product reaps an estimated \$30 to \$40,000 a year in water savings.

Leadership in Energy and Environmental Design- (LEED) accredited professionals and partners David Pugsley, Wade Simpson and Sean Coulter manage Welles Pugsley Architects where they preach and practice green to and for their customers in Southern Nevada, California and Arizona. But, what does it really mean to be green? Essentially, being green means using products that sustain the environment, or are sustainable; the words green and sustainable are interchangeable.

LaPour Corporate Center is an example of just how green buildings can be.

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The \$19 million sustainable office complex at Diablo Drive and the Las Vegas Beltway is a three-story, 70,000-square-foot building that features low-water landscaping, water-less urinals and recycled building materials. LaPour opens later this year with LEED Silver Core and Shell Pre-Certification from the United States Green Building Council (USGBC).

LEED building certification is a rating system that addresses what architects and builders do on site during the building process to assure a building is sustainable. Using a point system, LEED is not the end-all of sustainability, but it's the be-all for companies that want a greenability (sustainability) seal of approval. There are different colors of LEED, silver, gold or platinum, depending on how many points a building receives out of 69; the higher the color, the brighter the color. "If an architect truly designs a building for its environment, thinking green becomes automatic, second nature," Coulter said. "Incorporating the little things about being green, such as paying close attention to shading outside and using direct sunlight inside all make an impact on the environment." Coulter says it shouldn't cost more for buildings to be sustainable because the price to the environment, in the long run, is much greater.

One constructive criticism some architects have with the LEED certification process is that it does not take into account regional climate differences. Certain aspects of how a building is greened in New York and how a building is greened in Las Vegas should differ due to the extremely harsh winter weather in the northeast and the blazing summer heat in the southwest, something that currently is not taken into consideration.

Shaun Yauch, who has been an architect with BJG Architects & Engineering in Las Vegas for five years, follows green practices at home as well as at work. The carpet in his house, provided by a carpet repurposing company, is made of recycled glass bottles. He says the construction business has the largest waste factor in the United States and that alone is reason to be green. BJG focuses on commercial projects namely warehouse buildings. BJG's main client, Prologis, is committed to being green and wants to have as little negative impact on the environment as possible.

Yauch mentions the sick building syn-

drome that builders and the general public did not learn to fully understand until the 1990s when employees began to complain about headaches, fatigue and sensitivity to odors. People were, literally, getting sick due to carpet glues, solvents and drying paint. Green wasn't talked about as much as it is today. "Recycled, reused and renewed are common words in our vocabulary," Yauch said. "We naturally encourage green products that do not harm the environment."

Yauch's philosophy parallels author David A. Gottfried's green ideology. Gottfried is the founder of USGBC, the primary green building organization in the United States with approximately 7500 members. Gottfried authored "Sustainable Building Technical Manual-Green Building Design, Construction and Operations," a book that is called by the Operations Freshstart Web site as "one of the most comprehensive publications now available to help architects, developers, building owners, government officials, and others implement sustainable development practices." The book illustrates how to design, operate and maintain environmentally-friendly (green) buildings.

Architects Yauch and Coulter both loathe a common practice called "greenwashing." Greenwashing, a term coined from the word whitewashing, misleads consumers about a company's environmental practices or the green benefits of a product or service. "Green sheen" is another term used to describe organizations that pretend to use green practices.

Greenwashing includes labeling products as recycled when they are new, claims that wood comes from a certified forest when it did not, or products that promote more energy efficiency or less water usage than they deliver. Most offensive to architects is contractors who greenwash by taking construction waste to a landfill when the job calls for recycling.

Greenlessness, or architectural waste, annoys Coulter, who views water fountains in the desert as wasteful due to high evaporation rates. The same goes for water waste on golf courses and grassy areas along roadways. Coulter gives credit to golf courses that use recycled, gray water and try to keep grassy areas down to a minimum.

Yauch says legislation is one way to push green and that kind of thinking is gaining momentum among architects who know every building can be sustainable in some way.

There's reusable concrete, glass and steel in addition to energy-efficient lighting, timers and low-flush toilets.

"All good architects have a building philosophy," Yauch said. "We provide direction, good design practices and take our responsibility to educate clients about being green very seriously. Many businesses have even come to expect green."

When hiring an architect, Coulter recommends companies do their homework and stress the use of green during the interview process. Green specifications should be requested in architectural renderings; architects should also be asked to address how to deal with the waste. It pays to ask because many products can be recycled to make other products. Who knew that park benches could be made from recycled plastic bags?

"Stress to your architect what your company's philosophy is about green issues," Coulter said. "Make sure the architects have a history of sustainability and actually walk the walk. At Welles Pugsley, our work is our marketing and that's true of architects in general."

Welles Pugsley projects include the Clark County Development Services building that houses Clark County building inspectors, the Lied Library at UNLV and other libraries in Arizona and California.

Green is on the mind of all architectural firms in Nevada and worldwide. It's not a trend; it's a way of life. JMA Architects and Tate Snyder Kimsey Architects agree. JMA, listed as the 45th largest architectural firm in the United States by Architectural Record magazine, bases its green business practices on professionals who listen and interact with clients to reveal new green perspectives, original design concepts and creative ways to improve business operations. Tate Snyder Kimsey Architects promote green to their clients and offer in-depth, sustainable analysis and design. Green responsibility is a consumer issue as well. Consumers have to want green buildings, and once they get them they have to maintain them. "Architects can only do so much in building green projects, then it is up to the occupants to be the caretakers, use the building as it was intended and update, if needed, through the years," Coulter said. **cre**

Astronomical savings in commercial lighting

Suddenly, energy-efficient measures are investment options that are competitive with of dividend-producing investments. For example, if an energy-efficient HVAC unit costs \$10,000 more to install, but saves \$2,500 a year on electricity, the payback period, or return



David Cohen
Green With Ease

on investment, is 4 years or 25 percent. Wall Street would jump for joy to get a 25 percent ROI.

Lighting is a small monetary investment with astronomical returns on investment. Two technologies made this possible, and both products are just now making an impact in Las Vegas: LED lighting and induction lighting. Both have been around for years, but light fixtures catering to the office and industrial commercial industries have come to "light."

Induction lighting operates like fluorescents except they use mercury vapor to produce shortwave UV light, which then excites the phosphors to make visible light. The most common lamp looks like an incandescent light bulb, but there's no electrical connection inside the glass. Energy transfers through electromagnetic induction and produces 70-85 lumens per watt for high efficacy. The result is a product that produces the same amount of light but uses much less energy, and it has many other qualities worth mentioning.

First, induction lamps have no electrodes, and unlike gas discharge lamps and could last between 60,000 to 100,000 hours thus reducing maintenance costs associated with changing bulbs. Second, because induction technology does not use heat to produce light, the fixtures are cool to the touch and minimize air conditioning. One company, Nu Vue Lighting, has a type of induction lamp that has dimming capabilities down to 30 percent.

Induction lighting can be used in fixtures that replace recessed T5/T8 fluorescent fixtures in dropped ceilings giving the same light levels with fewer fixtures that minimize watts per square foot and increase overall efficiency. The Nevada Power / Sure Bet commercial program gives cash incentives to help offset the cost of the lights.

In residential, LED lighting is getting

more common than induction with the halogen spotlight LED light replacing the MR16 LED lights in track lighting, recessed cans or wall washers. They come in 3- and 5-watt lights, with Nu Vue Lighting working on a dimmable 3-watt version. Currently, LED lights aren't dimmable and a 3-watt bulb gives off the same amount of light as a dimmed 50-watt halogen lamp. LED's emit light directionally, so they are perfect for reading lamps, ceiling fans and other places requiring focused light. They also work well for exterior lighting and

have a long life that adds up to a 90 percent savings over a standard lamp.

As incandescent lamps become a thing of the past, companies worldwide are frantic to tap into the new market. Compact fluorescent lights (CFLs) have been moving into the marketplace as a low-cost alternative to light bulbs, but the mercury levels in CFLs make recycling tricky.

Climate, lighting and air-quality all require energy chances are good that products exist that do the job but use less energy. **cre**

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Ponte Vecchio Plaza, a 28,000-square-foot retail center, is slated for completion in spring 2009.

CRE snapshots: Faciliteq invests in downtown redevelopment

By Brian Sodoma
Special Publications writer

Faciliteq Architectural Interiors, a specialty contractor that designs and installs modular office environments, has made downtown Las Vegas home. After conducting business for over a year from a temporary location in North Las Vegas, company president, Quentin Abramo, purchased the lot and building at 817 S. Main Street in downtown Las Vegas for \$825,000. He then poured \$2 million over the next two years into making the 10,000-square-foot showroom and office space a bright spot on a street-scape dominated by bail bonds businesses and defunct auto repair shops.

The 10,000-square-foot showroom borrows from the building's history. Built in 1946, 817 S. Main was an auto repair shop for more than four decades. A large orange engine hoist was designed into the middle of Faciliteq's office and the original weathered bow trusses serve as nods to the redeveloped building's past.

"We really believe in downtown redevelopment," Abramo said. "But it's also convenient for us to be there because we've done a lot of work with the city and Clark County. So a lot of our clients are down there too."

Abramo said Faciliteq's new home was built to many LEED (Leadership in Energy and Environmental Design) standards; Abramo, however, doesn't have

any plans of pursuing an official certification. With large front windows and six ceiling skylights, the open-space environment enjoys plenty of daylighting. Sensors that detect motion in rooms turn lights off when a space is not in use and automatically dim when there is plenty of natural light present.

Perhaps the greatest highlight is its raised floor, a green concept seen in other valley LEED projects like the Molasky Corporate Center. The under floor space serves as a giant air supply box for warm and cool air piped in from the building's air handler. Because of natural convection (hot air rises, cool air falls) having air conditioning vents in the floor has proven to be far more efficient in heating and cooling buildings. Faciliteq's floor air registers can also easily be moved if the room is reconfigured — an overall testament to Faciliteq's flexible workspace concept.

With modular walls and workspaces as well as electric and data plug-in points dotting the raised floor, prospective clients are able to see how a workspace can be changed without the need for costly electricians or data technicians to move electrical or data boxes. "It's basically a living lab for us. It's part of our overall marketing tool to show people what we do," Abramo said.

Abramo, himself, will also soon become a downtown live-work resident. He is in the process of finishing his 1,400-square-foot loft on the second floor of the site, and plans to live in it full time when it's completed. "When I was buying this place two years ago, people looked at me and said I was crazy," the Phoenix transplant said. "I'm believing I'll look back on this later and say it was the best investment I ever made."

Ponte Vecchio Plaza

Ponte Vecchio Plaza, which is being developed by RCS Development, will likely come out of the ground this summer and be ready for tenants in spring 2009. The site, at the corner of Spencer Street and Serene Avenue in Henderson, was originally slated to be a 28,000-square-foot retail center. Originally marketed as such in July 2007, strong demand for space at the busy intersection, which sees roughly 26,000 automobiles daily, caused RCS to expand the project to 56,000 square feet after picking up an additional adjacent parcel of land.

"We originally purchased the corner parcel, but with initial advertising and interest coming in so strong, we decided to purchase the parcel next door," said RCS founder Richard Crichton. "It's an exciting site. We're going to have a bunch of

great tenants over there.”

Recently appraised at \$25 million, the project has a tenant list which includes: 7-11, Golden Spoon Frozen Yogurt, Fire Fly Tapas Kitchen, Sweat Pea Learning Center and Prince and Princess Dog Store. Villa Pizza founder, Carmine Vento, is also looking to establish a Carmine's Pizza Kitchen concept on site as well. With the expanded project, amenities were also added, said Crichton. Some of the additions include a 48-foot-tall clock tower, statues and courtyards. “It's going to be a great place to hang out and spend some time,” he added. At rates ranging from \$2.50 to \$3.75 per square foot, the upscale boutique-neighborhood center is about 50 percent leased.

Managing affairs

Glen Smith and Glen Development, developers of the embattled \$800 million Sullivan Square mixed-use project in the southwest valley, are expanding their business model to include construction management. While the firm has always had a construction management department, the group, headed by Ragu Sada and David Hand, is now taking on business outside of the company — a response to colleagues in the industry inquiring about the department's services.

“Most of the time, an owner or the project architect will take on construction management administration,” said GSG principal, Kenneth Smith. “As a dedicated management company, GSG Construction Management controls all elements of construction. From securing the lowest bids from all parties to making sure the project is completed on time and on budget.”

GSG Construction Management also provides utility consulting services, helping to ensure utility requirements are met for projects before groundbreaking all the way through the construction process. In addition to managing projects for GSG locally, the management division is also overseeing the construction of a 256-condominium residence in Arizona, a large retail complex in Louisiana and is also negotiating several other contracts in the valley.

Powering down

Nevada Power Company completed seven renewable energy projects in 2007 and into the first quarter of 2008, totaling 135 megawatts. Eight geothermal projects totaling 288 megawatts are also currently under development, according to the utility. Nevada Power also recently partnered with local casino operators to put compact fluorescent light bulbs (CFLs) into the hands of its customers. Station Casinos gave each of its employees at its 19 valley properties a 12-pack of CFLs for holiday gifts. In total, more than 18,000 CFL's were distributed with the partnerships. Nevada Power has distributed more than 3.3 million CFLs in the state. **cre**



Faciliteq's Quentin Abramo plans to live and work in his downtown building.



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Examining the valley retail industry for '08

In 2007, the Las Vegas Valley's economy continued to slow as a result of the current housing-market recession and its accompanying credit-market instability. However, the valley's anchored retail market continues to battle the economic downturn in the valley and the rest of the nation.

The market's relatively healthy performance, given the current state of the economy and compared to the valley's office and industrial markets, can be attributed to its continued population growth, which



John Restrepo

Restrepo
Consulting Group

is one the highest in the nation; massive business investment, especially along the Las Vegas Strip; and the large domestic and foreign tourist contribution to retail spending. Nevertheless, as the housing market continues to linger in its trough and fears of rising inflation become a growing concern, the valley's retail market is not completely immuneto the turmoil, evidenced by fluctuating rents and increased vacancy in first quarter 2008.

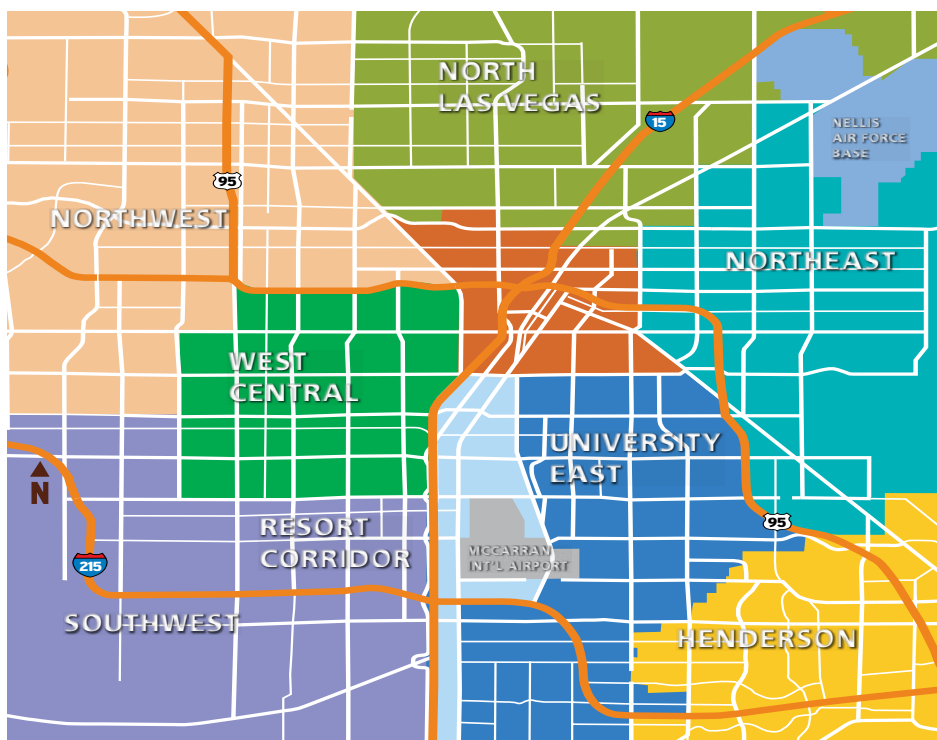
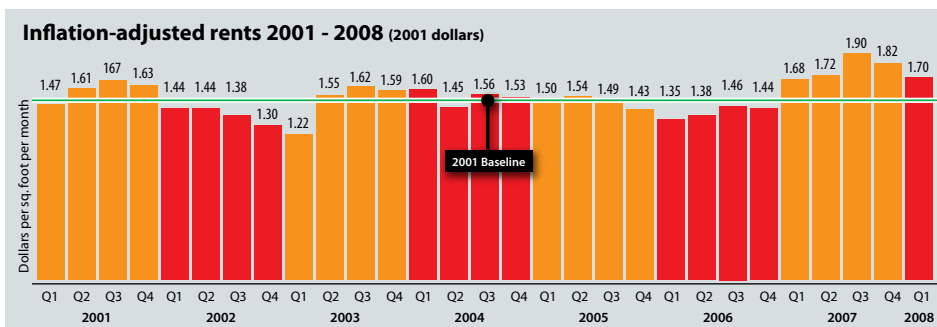
The valley's retail market is seeing some challenges, the primary change being the current historically low U.S. personal savings rate which, while not valley specific, is of some concern. The nation's aggregate savings rate was negative in 2006, reaching the lowest levels in over 70 years, with a personal savings rate of approximately 0 percent at the end of 2007.

Conversely, Clark County has consistently seen positive growth in taxable retail sales, largely because of the construction boom combined with strong tourism numbers. However, the growth rate of taxable retail sales has decreased dramatically from its peak of 16.3 percent in January 2005 to a dismal growth rate of 1 percent to end 2007.

A look at activity in the valley's anchored retail market (for-lease only with a focus on resident-serving neighborhood and community and power-center retail properties) in 2007 and the first quarter of 2008, helps us to understand what we can expect to see in 2008.

Retail space and vacancy

According to data compiled and analyzed



The Las Vegas Valley is divided into eight distinct areas.

by Restrepo Consulting Group LLC (RCG) and Colliers International (Colliers), the valley closed 2007 with an anchored retail inventory of over 40 million square feet in 252 shopping centers, with just below 1.3 million square feet of vacant space. Vacancies fluctuated in a tight range during 2007, hovering between 2.7 percent at the beginning of the year, 3.1 percent at the end of the year and finishing Q1, 2008 at 3.3 percent. At its current vacancy rate, the retail market is essentially at full occupancy and is the lowest of the valley's three commercial markets.

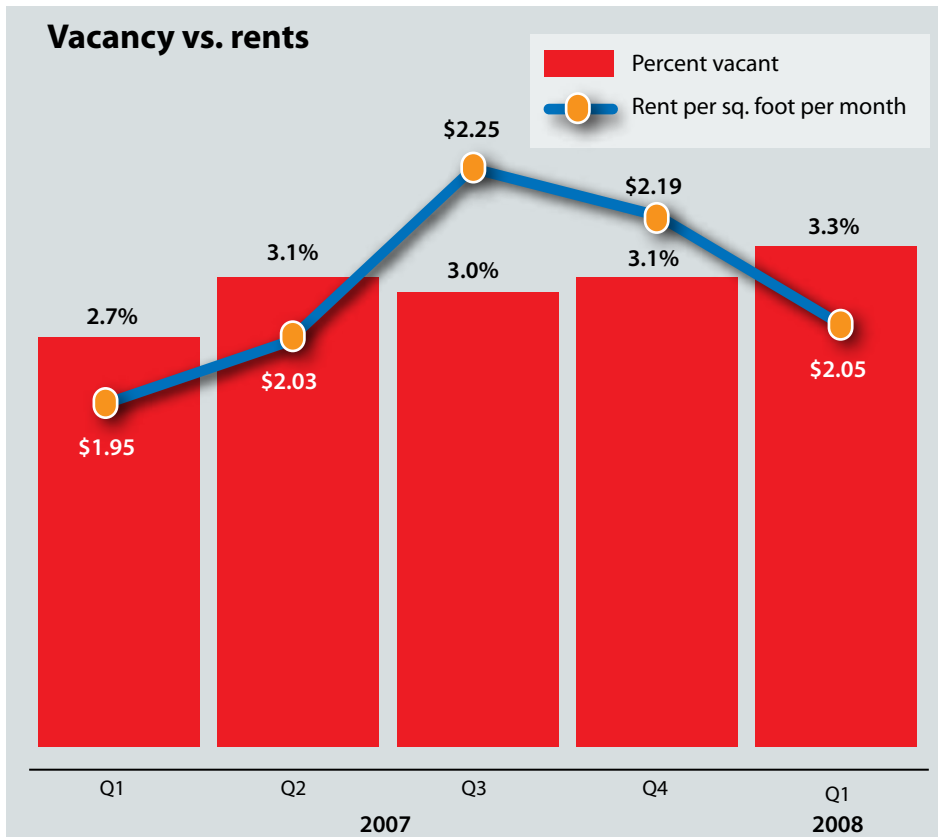
Power centers (dominated by several large anchors) comprised of 21.5 percent of the inventory with 8.9 million square feet, and had the lowest vacancy among product types at 2.8 percent. Community centers (generally anchored by supermarkets and discount department stores selling apparel,

home improvement/furnishings, toys, electronics or sporting goods) comprised 41.9 percent of the valley's anchored inventory, with 17.4 million square feet, and had the highest vacancy at 3.6 percent. Neighborhood centers (usually anchored by supermarkets and providing convenience shopping for day-to-day needs) made up 36.6 percent of the inventory, with 15.2 million square feet, and had a vacancy rate at 3.3 percent.

Significant supply added

Retail developers added a total of 2.9 million square feet in 2007 and another 1.3 million square feet in Q1, 2008, increasing the valley's anchored inventory by over 11 percent. Completions in 2007 were higher than 2006, when 2.2 million square feet of anchored retail was completed and over 2005 also when there was only 733,638

Vacancy vs. rents



million square feet completed. The first quarter of 2008 marked the first power center completions since the end of 2003, bringing over 1.2 million square feet of new space to the valley via the 944,314-square-foot Arroyo Market Square at the southwest

corner of Rainbow Boulevard and the 215 Beltway in the southwest valley and the 300,000-square-foot Cannery Corner at the northeast corner of Craig Road and Losee Road in North Las Vegas. An additional 150,000 square feet of neighborhood center

space was completed in North Las Vegas.

Pent-up demand

Absorption and completions in the valley's anchored retail market are in line with each other, because these projects are typically completed with a high level of occupancy. Annual retail net absorption (the change in occupied space between two time periods and factoring in space vacated) in Q1, 2008 was 1.3 million square feet, just below new completions by approximately 100,000 square feet. This resulted in a closely matched absorption-to-completion ratio of 0.92-to-1, or 0.92 square feet of demand for each square foot of new supply.

Not surprising, net absorption was highest in the southwest with 938,990 square feet, or 73 percent of the valley's Q1, 2008 total net absorption. North Las Vegas followed with 477,195 square feet (37.1 percent), west central with 62,111 square feet (4.8 percent), university east with 23,451 square feet (1.8 percent) and northeast with 10,559 square feet (0.8 percent). The remaining submarkets experienced negative net absorption with the lowest in downtown (-116,885 square feet), followed by Henderson (-90,685 square feet) and northwest (-17,591 square feet). The substantial negative absorption in downtown is the result of a major swap meet tenant closing in the Charleston Plaza Mall on the southwest corner of Charleston Boulevard and Burnham Avenue. Among the product types, power centers had the highest net absorption in Q1, 2008 with 1.1 million square feet, followed by neighborhood centers with 257,824 square feet. Community centers had a negative



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net absorption (-64,795 square feet; the Charleston Plaza Mall is a community center and is a major contributor to this absorption).

Retail space and rents

Anchored retail rents recorded by RCG and Colliers are based on information reported by owners and brokers about their available vacant space. As such, we recorded an average monthly retail rent of \$2.05 per square foot NNN at the end of Q1, 2008, down \$0.12 from Q4, 2007 but up \$0.10 from Q1, 2007.

As expected, more recently built retail projects demanded higher rents. Projects completed in Q1, 2008 had a monthly average asking rate of \$3.22 per square foot. Projects built between 2006 to 2007 averaged \$2.80 per square foot, a slight increase from Q4, 2007's asking rents of \$2.78 per square foot. Projects built between 2001 and 2005 averaged \$2.31 per square foot, up \$0.02 from the previous quarter. Those built between 1996 and 2000 averaged \$2.13 per square foot and those built prior to 1996 averaged \$1.39 per square foot.

The only submarkets to experience an increase in average asking rents from Q4, 2007 were the airport (\$0.06 to \$0.99), east Las Vegas (\$0.11 to \$2.42) and northwest (\$0.05 to \$2.78). Average asking rents decreased in the remaining submarkets, with the most dramatic decrease (-\$0.40) in west central. By product type, power centers had the highest asking rent at \$2.16 per square foot while neighborhood centers had the lowest at \$2.00 per square foot.

In real terms (inflation adjusted), increases in anchored retail rents in the valley since Q1, 2001 have been restrained. According to the U.S. Department of Labor, the consumer price index rose by 20.7 percent since 2001. Adjusting average rents for inflation resulted in the \$2.05 per square foot noted above to drop to \$1.77 per square foot – the asking rent at the beginning of 2001 was \$1.47 per square foot. This means that real rents have only increased \$0.30 in since 2001.

Moving forward in 2008

The three key factors contributing to the trend of increasing real retail rents seen in the valley are: continued population growth, relatively high land prices and increasing construction costs. Even with land prices decreasing in recent months, price-inflation during the last three years has had a considerable impact on all development sectors because of land supply constraints. The third factor, high construction costs, involves the ongoing challenges retail developers face having to compete with other development sectors (especially the resort industry on the Las Vegas Strip) for labor and materials. This is driving retail rents for the foreseeable future.

Since demographic forecasts for the valley still call for continued growth, ongoing demand for anchored retail space



Las Vegas tourism and retail are predicted to remain strong in 2008.

is expected during the next two to three years, particularly in the high growth areas of the southwest valley and North Las Vegas. With the completion of the 215 Beltway, the southwest is easily connected with Summerlin and Henderson. The area is poised to expand dramatically during the next several years after the current slowdown subsides. Its expansion has already begun with the completion of the 994,314-square-foot power center, Arroyo Market Square. As of Q1, 2008, the southwest had 86,000 square feet of anchored retail space under construction, and the prospect for an additional 726,000 square feet of planned retail product to come online during the next two to three years. Not only will the area's residential communities benefit so will the area's rapidly growing employment centers. Even with the vast amount of forward supply coming to the southwest, North Las Vegas tops the southwest's growth in anchored retail inventory. In total, there were over 454,000 square feet of new anchored retail space under construction at the end of Q1 in North Las Vegas, with another 820,000 square feet in the planning stages.

Valley wide, forward retail supply was encouraging in Q1 with almost one million

square feet under construction and 1.9 million square feet in the planning stages. If all of the anchored retail space presently under construction or planned is completed (which is not likely), it would represent a 7 percent increase in the valley's retail inventory. Additionally, using the last four quarters' average absorption of 688,000 square feet, if all available space (1.4 million square feet) in existing buildings were added to this forward supply, it would take 1.6 years to absorb all this space. Assuming that 50 percent of the planned space is delayed or cancelled, the period would be reduced to 1.2 years.

Those centers that came online in 2007 and the first quarter of 2008 did so with much of their space being preleased, leading to strong absorption numbers. All in all, the valley's multi-tenant anchored retail market should see a relatively tight supply/demand balance in 2008, greatly helping the retail market cope with the economic slowdown now facing Southern Nevada.

In our opinion, our region remains a very bright spot in a national economy and retail market that is expected to be in turbulent waters throughout 2008 and into 2009. **cre**



BRIO Tuscan Grille at Town Square opened in February.

Town Square is the new dining hot spot

By Brian Sodoma

Special Publications writer

The valley is not short on dining attractions, many of which dot Las Vegas Boulevard. But while many locals are not opposed to hitting the Strip for something tasty and different, now they can try new and interesting fare at a Las Vegas Boulevard address that doesn't involve battling Strip traffic to get there.

The \$750-million, 1.2-million-square-

foot Town Square, at the intersection of Las Vegas Boulevard South and the I-215 freeway, has been open since November. And while it has succeeded in rolling out stores in time for the holiday rush, the destination, developed and operated as a joint venture between Turnberry Associates and Centra Properties, has been gradually opening new restaurant

options for valley patrons as well. As a result, Town Square is as much about catching a dining experience as it is catching a movie, picking up a book or finding that special gift at any of its hundred-some boutique stores.

Mike Wethington, Town Square's general manager, said being a dining destination was always part of the Town

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Indoor and outdoor dining attract patrons at BRIO Tuscan Grille.

Square plan. He said the focus was on finding restaurant concepts that are new to the market. Of the 14 restaurants planned for Town Square, 12 are new to the market. Claim Jumper and California Pizza Kitchen are the only two concepts with existing valley locations. Of the

14 restaurants, seven are open with the remaining seven slated for opening in the next few months. Those currently open include: BRIO Tuscan Grille, Tommy Bahama's Tropical Café, Louis's Fish Camp, Yard House, Blue Martini, California Pizza Kitchen, and Claim

Jumper. "What you really try to do is bring a wide variety of options, no matter who the guest is," Wethington said.

One of the restaurants making its debut at Town Square is Yard House. With its 160 different beers on tap, an American fusion menu with more than 120 food items from Chef Carlito Jocson, and glass-enclosed keg room that houses as much as 5,000 gallons of beer at once, Yard House is off to an explosive start. The site commanded \$1.7 million in sales in its first month, its best in the entire chain, which also boasts Chicago, Southern California, Denver and Palm Beach among its

other locations.

Founder and CEO, Steele Platt, said five years ago he planned on opening Yard House in a different valley location. But the timing wasn't right and another restaurant operator took the spot he was eyeing on Charleston Boulevard, near Red Rock Resort and Casino. "We were a younger company at the time. But when this opportunity [with Town Square] came up, we knew we wanted to get into the Las Vegas market ... this fit into our calendar," he said.

Platt said the Yard House location at Town Square overlaps three markets: Green Valley, Summerlin and the south end of the Strip. "This wasn't a tourist play by any means. Most Yard Houses I do lean towards locals," he said, while estimating that only about 10 percent of his customers are tourists. "I want that Vegas atmosphere. We might get a tourist who wants to go shopping for a day to get out of that Vegas [Strip] scene or a local who has a tourist friend come into town. But we're never going to be a Margaritaville."

Kenna Warner, managing partner of BRIO Tuscan Grille, which also made Town Square its first valley location in February, said owner BRAVO! Development Inc. plans to open other Las Vegas venues. But Town Square seemed like the best fit for a first try because of its proximity to the Strip. "Our restaurant is definitely more for locals," she said. "Our target is the every day diner. But the tourist is like the icing on the cake."

Warner likes the layout of Town Square, where visitors can drive up to a destination of choice rather than being

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Yard House at Town Square offers 160 kinds of beer.

**Following is a list of restaurants
at Town Square:**

BRIO Tuscan Grille, open

Tommy Bahama's Tropical Café, open

Louis's Fish Camp, open

Louis's Las Vegas, open

Yard House, open

Blue Martini, open

The Grape, open

Kabuki Japanese Restaurant, opens in June

Texas de Brazil, opens this summer

California Pizza Kitchen, open

Claim Jumper, open

closed in like a traditional suburban indoor shopping mall. "The open-air mall is more of a lifestyle center. It's definitely the future in shopping plazas, definitely more sophisticated. It [Town Square]'s not just a shopping center. It's definitely a dining destination," she said. "Our most successful property is in a very similar type of plaza [in Columbus, Ohio.]"

Wethington said restaurant owners will benefit from future office tenants on site. The Las Vegas Chamber of Commerce moved its offices from the Hughes Center to Town Square in March. Currently, Wethington said the focus is on leasing the 350,000 square feet of office space; 92 percent of retail space is already leased. "The office brings an instant customer, especially for dining and lunch. You also have the amenity of the shopping center for the office tenant. You can have lunch meetings with fourteen different options," Wethington added.

While he's happy with the location so far, Steel said it's up to the restaurant owners and retailers to keep Town Square a desirable location to shop and dine. "I sat here for the first two weeks talking to locals and they really appreciate that there's no gambling. They get to escape from Las Vegas by going to Town Square. At the same time, it isn't Green Valley or Summerlin," he said. "The success now is because it's new. It's up to the tenants to keep bringing people back." **cre**



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Capriotti's Sandwich Shops offer made-to-order subs.

Capriotti's continues to expand across nation

By Jeannette Green Davies
Special Publications writer

The Bobbie sandwich, a combination of roasted turkey, stuffing and cranberry sauce, is a virtual Thanksgiving dinner on a Kaiser roll and only one of a variety of signature sub sandwiches that 20 Las Vegas Valley Capriotti's Sandwich Shops offer the local deli market. From its original shop in Wilmington, Del. to Las Vegas, Nev., Capriotti's is a prime location to grab a sandwich for a quick bite, a platter of cold subs for an office meeting or to get a taste of Thanksgiving any time of the year.

Las Vegas is now Capriotti's largest single market according to Rob Lujan, vice president of leasing and brokerage for Gatski Commercial Real Estate Services, who handles Capriotti's Sandwich Shops' expansion and site selections in Southern Nevada. Lujan, who prefers the grilled Italian sandwich, secures all Capriotti's franchise locations including those in Boulder City, Henderson and Las Vegas, negotiates all leasing agreements with retail centers, strip malls or casinos and works closely with Capriotti's CEO and owner Ashley Morris.

"Capriotti's has had a huge success in this market due to the fact that consumers consider Capriotti's to have the best sandwiches in town," Lujan said. "The plan is to open five to 10 more shops in the Las Vegas area in the next year and to expand into other major markets across the nation within the next several years." Lujan said the sandwich shop seeks all types of sites but primarily those in neighborhood strip malls or anchored retail centers with 1,000 to 1,500 square feet and high pedestrian

visibility and traffic.

Location, location, location is always on Lujan's mind as he eyes possible sites for future sandwich shops in the Nellis Boulevard and Stewart Avenue corridor, Southern Highlands and Mountain's Edge areas of Las Vegas. Capriotti's goal is to have a sandwich shop on all corners of the Las Vegas Valley and in as many neighborhoods as possible.

Capriotti's owner, Ashley Morris, who prefers the hot sausage sandwich with peppers, is a Las Vegas native with a background in corporate finance and a business degree from UNLV. Morris said Capriotti's recently expanded its sandwich presence to the Reno and San Diego markets and the next step is toward the Midwest, specifically Montana and Illinois.

"Capriotti's is looking for master developers who want to partner with us and develop a territory of sandwich shops," Morris said. "We'd like to expand further in the East Coast and have more shops in the mid-Atlantic areas."

Primarily "to-go" sandwich shops, Capriotti's plans to give the Las Vegas and other locations a facelift to update the look and provide more seating areas. Most Capriotti's Sandwich Shops are located in narrow spaces that feature tall deli counters, feature black, white and red interiors throughout the shop and have a limited number of tables and chairs inside the deli. "All of the Capriotti's sandwich shops have a minimal look with no frills," Lujan said. "The sandwich shop's main



Capriotti's has local stores in Boulder City, Henderson and Las Vegas, as well as across the United States.

focus is to serve quality food to customers in a clean and healthy environment."

Capriotti's currently has 54 sandwich shops in eight states including Nevada, Arizona, Utah, Delaware, Pennsylvania, Maryland, New Jersey and Florida. Wilmington, Del. claims the first Capriotti's Sandwich Shop that opened in 1976 by siblings Lois and Alan Margolet who named the shop after their grandfather, Philip Capriotti, who loved to cook for them.

After 30 years and many more Capriotti's Sandwich Shops openings around the country, the original sandwich shop still stands today in Wilmington on Union Street in the neighborhood known as Little Italy. That's where the Margolets captured the hearts of turkey lovers who wanted fresh-roasted turkey on a daily basis. As word of Capriotti's sandwiches spread throughout Delaware and into other states, the Margolets offered franchise locations to relatives and in 1987, due to overwhelming demand, to folks outside the family.

From the Bobbie to the grilled Italian and the hot sausage sandwiches, both Wilmington and Las Vegas residents have given Capriotti's rave reviews in local publications such as the Las Vegas Review Journal's Best of Las Vegas, Delaware Today Magazine's Best of Delaware and the Wilmington News Journal's Readers' Choice. The 2007 Frommer's Travel Guides to Las Vegas named Capriotti's Sandwich Shops the 'Best Inexpensive Meal' in Las Vegas.

This year, Las Vegas Review-Journal readers voted Capriotti's the best sub sandwich place in the city as did the RJ reviewers in 2007. But Wilmington residents and readers of the Delaware Today Magazine and the Wilmington News

Journal still claim ownership of Capriotti's as their hometown sandwich shops and the restaurants have been on Delaware's 'Best Of' lists since 1992. Delaware Today Magazine's Best of Delaware recently notified Morris that in July Capriotti's would be inducted into their 'Best Of' Hall of Fame. "We are thrilled to be honored

by the residents of both Wilmington, Del. and Las Vegas, Nev.," Morris said.

The 21st Capriotti's Sandwich Shop in the Las Vegas Valley expects to open its doors on South Rainbow Boulevard in a few months. And, the Bobbie is sure to be on the menu. **cre**

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Artist's rendering of the future Tivoli Village at Queensridge.

Queensridge's Tivoli Village set for spring 2009 opening

By Brian Sodoma

Special Publications writer

It's likely one of the most understated, mixed-use projects in the city. Directly in the shadow of One Queensridge Place, Tivoli Village at Queensridge is taking shape after about a year of underground work. Since last summer, there's been plen-

ty of digging on site, creating an underground parking structure which will house 3,400 subterranean spaces. Three stories of below-grade parking are now complete and metal structures are pushing Tivoli Village above ground.

The mixed-use center will open its first phase in the spring of 2009 and its second phase by fall of the same year. The \$850 million project will be home to 700,000 square feet of retail, restaurant and office space on its 29-acre site. A third phase, with more than 300 high-rise condo units is part of future planning, a move on hold until the residential market shakes out of its slumber.

According to Patrick Done, Tivoli Village's executive vice president, the project has commitments for about 42 percent of its 500,000 square feet of retail space with 32 percent actually under signed lease agreements. Tivoli Village is being developed by an affiliate of Executive Home Builders, developers of One Queensridge Place, kitty-cornered to Tivoli Village, which sits at

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Tivoli Village is 42 percent leased.

the northeast corner of Rampart Boulevard and Alta Drive in Summerlin.

Done says his leasing team is on the lookout for distinctive tenants or branded retailers and restaurateurs looking for a first entry in the valley market or those with an established local presence and a unique concept. "Distinct and different is



European-village themed architecture distinguishes Tivoli Village.

not easy to do in Las Vegas, but we're having success," he said. One example of a distinctive tenant is the cinema complex that will be on site.

Australia's Village Roadshow Gold Class Cinemas is planning an 8-screen, 36,000-square-foot theater complex at Tivoli Village. The concept blends luxury and cinema for moviegoers looking for a bit of pampering. With Lear Jet-style seating, each screening room will have occupancy for only 42 patrons who can enjoy a full menu, wait staff and full beverage service while watching a film. A sitting area complete with bar and food menu allows for after-viewing visiting and discussion.

Mastro's Steakhouse, Grand Lux (which has a location at the Venetian), Zeffirino's (another with a Venetian location) and Northern California's sushi concept, Taro by Mikuni, are some of the restaurant names on board so far. Mastro's and Grand Lux are scheduled to open in the first phase in spring 2009. Done, who says Summerlin is still under retail, said Tivoli Village is a great opportunity for unique concepts to tap an affluent market. New York's Kidville is another distinct tenant coming to the market.

Catering to children up to five years old, Kidville offers more than 100 different classes including musical instrument training, tumbling, sports, fitness, art, dance and a host of other offerings. Other notable tenants include DavidBartonGym, Southern California boutique Belle Gray and clothing retailer AG Jeans.

Done remains optimistic about leasing activity, asserting that as the tenant list grows, others will continue to come on board. "In our world, you have to create a critical mass to attract restaurants and retailers. They want to know who their neighbors are," he explained. "The more you have, the more you get."

Done, who spent 19 years with The Rouse Company, which in the late 1990s purchased the Howard Hughes Corp., started his career in Texas in the mid-1980s. He reflected on what he had seen in the state when the oil industry hit hard times. He insists the current real estate correction in the valley will probably be a relatively short-

term problem compared to the economic downturn he encountered in the Lone Star State of the 1980s. "I've been through a lot of bad markets. The difference in Las Vegas is with the job growth on the resort corridor, which spurs more job growth. It makes our economy special," he said, while adding that restaurateurs and retailers seem to be cutting back on the number of their openings around the country. Many, however, are still keeping Las Vegas on their expansion radar. "Nowhere does an economy have the ability to respond to a recession or downturn like Las Vegas does," he said.

Tivoli Village will be a direct architectural complement to the successful One Queensridge Place towers across the street, a project Done refers to as "the most opu-

lent and beautiful high-rise I've ever seen." Architecture that brings to mind European villages creates a theme continuity from the towers across the street. At Tivoli Village, covered stone walkways, intricate mosaics and a centrally located park are just a couple of touches conjured by Queensridge visionary and Executive Home Builders CEO Yohan Lowie that will make it a one-of-a-kind valley destination. "As a shopping center, this will not be duplicated anywhere else," added Done.

For its 200,000 square feet of office space, Tivoli Village offers signage seen from nearby Rampart Boulevard. Other attractive amenities include valet stations for tenant's clients and world-class, on-site dining. "Office users want amenities and prestige with the address," Done said, while adding that about 34 percent of the office space, or 68,000 square feet, is being considered for lease by one tenant yet to be named. "The office market has been relatively soft of late," Done added. "We've been able to generate some interest with our visibility out on Rampart."

While there is a focus on bringing unique and different upscale concepts to the area, Done revealed the center will have its share of other offerings. "You want to be many things to many people. That doesn't necessarily mean you only cater to the affluent part of the market. You also need to speak to the masses," he said. **cre**



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Barney's New York anchors the Shoppes at The Palazzo.

The Shoppes at The Palazzo

By Jeannette Green Davies
 Special Publications writer

Annie Creamcheese Designer Vintage, Christian Louboutin and Diane von Furstenberg, along with Lambertson Truex and Elton's Men's Store are among the latest retailers to establish residence in The Shoppes at The Palazzo, Las Vegas' newest, luxury retail destination that opened in January.

The Shoppes, owned and operated by General Growth Properties Inc., should prove to be a major player in the Las Vegas retail sector. Located in the \$1.8 billion, Italian-flavored, all-suite Palazzo Las Vegas Resort Hotel Casino, The Shoppes contain a collection of 60 luxury, high-end stores and internationally recognized boutiques.

A strategically placed, two-story waterfall and skylight draw shoppers to 450,000 square feet of luxury retail space anchored by the 85,000-square-foot Barneys New York, which many locals have already begun to refer to as Barneys Las Vegas. Barneys' signature red awnings, style-setting window displays and fashion-forward thinking will lure savvy, fashion-conscious shoppers like moths to a flame, offering lavish

surroundings and a grand selection of haute couture apparel and accessories. The Shoppes, with nearly 30 retailers opening their first stand-alone boutiques in Las Vegas market, include many of the world's premier brands, such as Van Cleef & Arpels, Chloe, Links of London, Canturi, Anya Hindmarch and more.

Garrett Bauman, Annie Creamcheese Designer Vintage co-owner, contracted with Las Vegas-based Crisci Builders, a company that has left its mark on the ever-evolving Las Vegas landscape in a wide array of projects that include educational, industrial, municipal, office and retail, to complete tenant improvements for the 890-square-foot vintage-clothing boutique. Vedelago Petsch Architects and Tandem Interior Designs shaped the project, which opened its doors in March with interior finishes that include terrazzo flooring, a custom entry door, custom lighting and upholstered ceiling drapes for the half-million dollar project. The boutique's fun and funky design fits well with the store's designer vintage couture offerings.

Crisci Builders' project manager, Courtney Fong, and his crew worked



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Anya Hindmarch is one of the exclusive shops at The Palazzo.

closely with architects and interior designers on all five of the newest stores to open in The Shoppes. "Each one of the shops is completely different and that's what provided us with new challenges every day," Fong said.

Crisci Builders also teamed with Creative Design Architecture to build a 1,500-square-foot women's luxury shoe shop for famed designer Christian Louboutin, known for his shoes' signature red-lacquer soles. With interior costs of \$800,000, this jewel box boutique is a shoe palace fit for a queen. "As general contractor of these projects," Fong said, "it is our goal to maintain the integrity of the store's original design ... and, at the same time, keep the project on budget."

In addition to Christian Louboutin, Creative Design Architects worked its magic on the interior design for Diane von Furstenberg, a store that caters to high-end women's fashions. The 61-year-old von Furstenberg's silver initials, DVF, grace the entrance of her signature store that Crisci built to resemble the inside of a jewel box. The white interior, chandelier lighting and the 250, three-inch ceiling mirrors reflect von Furstenberg's feminine style and attention to detail. Still an active designer, von Furstenberg's fashions empower women with confidence in their appearance from season to season.

Lambertson Truex, offering fine leather accessories for both men and women with boutiques in New York City and Los Angeles, opened its third retail store in North America at The Shoppes at The Palazzo. WPH Architecture and KOKO Architecture Plus Design collaborated on the 1,382-square-foot, American-luxury accessories house owned by Samsonite. The shop features custom-stained wood, block flooring, radius-glass storefront displays and distinctive lighting.

Elton's Men's Store expands its menswear collection retail shops with a 2,000-square-foot, million-dollar store at The Shoppes at The Palazzo. Designed

by architect Parker Scaggiari, the store is Elton's second in Las Vegas.

Other unique stores in The Shoppes are Bauman Rare Books, a bookstore that specializes in rare, antiquarian books, Ice Jewelry which features an eclectic collection of high-end jewels and a host of fine dining establishments.

Celebrity chef-owned restaurant Table 10, by Emeril Lagasse, is in a dining lineup that includes Double Helix Bar & Boutique, a dual bar/boutique where shoppers can enjoy a glass of wine and

at the same time shop for rare, hard-to-find labels at the boutique. Mainland restaurant offers cuisine from various regions of China and serves crispy rice salad, wonton chicken crispy noodle soup or signature smoked tofu rice noodles. A popular Mainland drink is the Mainland Mary, made with wasabi, green Thai chili and soy. Last, but not least, is Chef Jose Mendin's SushiSamba, opening this summer with a fusion of Japanese, Brazilian and Peruvian dishes. **cre**

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Artist's rendering of the pedestrian bridge that will connect the east and west areas of The District in Henderson.

American Nevada Corp. bridges properties at The District at Green Valley Ranch

By Jeannette Green Davies
Special Publications writer

American Nevada Corporation (ANC) has the solution to connecting both sides of The District at Green Valley Ranch.

Those properties are divided by Green Valley Parkway now, but a bridge will soon change that.

The pedestrian bridge will give access to both sides of The District and the two, non-gaming business hotels that are planned on the east side. The

footbridge will span the parkway from the west side, where Sharper Image is located, to the east side where the Cheesecake Factory stands, a move that will improve restaurant and retail access on both sides.

Ed Schiel, ANC's senior vice president of commercial operations, confirms that ANC contracted with architect Todd Vedelago of Las Vegas' Vedelago Petsch Architects to oversee the bridge

development and has partnered with The Hyatt and Woodbine Development to build the hotels. He also said construction will include several restaurants and office spaces.

Schiel expects bridge construction, which will feature stairs and elevators on both ends of the structure, to begin this summer with a completion date on or before Thanksgiving. For those who don't want to walk, trolley services will



Front and back elevations at the Hyatt Place business hotel at The District.



Hyatt Summerville Suites offer 123 suites designed for extended stay.

continue to transport shoppers get from one side of The District to the other.

"The Hyatt wanted to introduce business hotels such as the Hyatt Place and Summerfield Suites to the Las Vegas market. Woodbine Development, a long-term Hyatt partner, agreed and ANC views the hotels as a perfect fit to The District," Schiel said. "And, we have commissioned the right architect."

ANC, a Greenspun Company, is a preeminent real estate developer in Southern Nevada that specializes in master-planned communities, office parks, retail centers and mixed-use properties. The District at Green Valley Ranch, which opened in 2004, is ANC's signature development and the first mixed-use, metropolitan-lifestyle center developed in Southern Nevada.

One of the newly proposed hotels, Hyatt Place, consists of a four-story, 139-room structure with contemporary décor and spacious guestrooms designed specifically with business travelers in mind. Guestrooms exhibit an atmosphere of casual hospitality and include Hyatt grand beds, state-of-the-art media and work centers with flat-panel, high-definition televisions to integrate with laptops and other electronic devices. Also planned are oversized sofa sleepers and granite countertops on the wet bar and bathroom vanities. Business travelers can stay connected to the office with high-speed Internet access or unplug with complimentary Wi-Fi throughout the guestrooms and hotel.

Other amenities include hot breakfast entrees and coffee for purchase or guests can enjoy a free continental breakfast. Select items can be ordered 24 hours a day, seven days a week via a touchscreen menu in the guest kitchen. "The hotels will provide symmetry to The District that already has a nice platform of retail, restaurant and residential spaces," Schiel said.

The other proposed hotel is Hyatt Summerfield Suites, which differs from Hyatt Place in that it is an all-suite property with 123 suites designed for extended stays with studio, one- and two-bedroom suites. All have workspaces and free high-speed Internet access along with many of the standard amenities offered at both Hyatt properties. Services include dry cleaning, on-site laundry facilities and van

transportation and a 24-hour, mini-grocery store and Stay Fit fitness center add to the property's allure. Hyatt Summerfield Suites welcomes families as well as business travelers and offers a swimming pool, outdoor BBQ pits and movie rentals, amenities that make Hyatt Summerfield Suites a great place for family reunions as well as vacations.

Construction will take place in two phases with the first phase to include the hotels along with several restaurants. The second phase is earmarked for office space.

One of the planned restaurants, Settebello's, is a 2,500-square-foot, old-fashioned, family pizzeria that features hand-tossed dough topped with fresh ingredients and baked to pizza perfection — all within walking distance of the hotels and the carousel, another new

addition to The District. The carousel, recently constructed on the east side near the Gelato Café, is more than just family fun, it's a moving work of art created by master carousel maker, Barango, of San Francisco, Calif.

Still the same is The District's mix of nationally known stores and local boutiques that include Alligator Soup, an Ann Taylor Loft, Ben & Jerry's, Gelato Café, Chico's, Coach, P.F. Chang's, Coldwater Creek, Panera Bread, Pottery Barn, REI, The Cheesecake Factory, West Elm, Whole Foods Market, Williams-Sonoma and more. In all, The District is home to 70 upscale retail shops and restaurants, 88 condos and an office building in addition to the popular Green Valley Ranch Resort, giving business travelers ample choices in accommodations, entertainment and dining. **cre**



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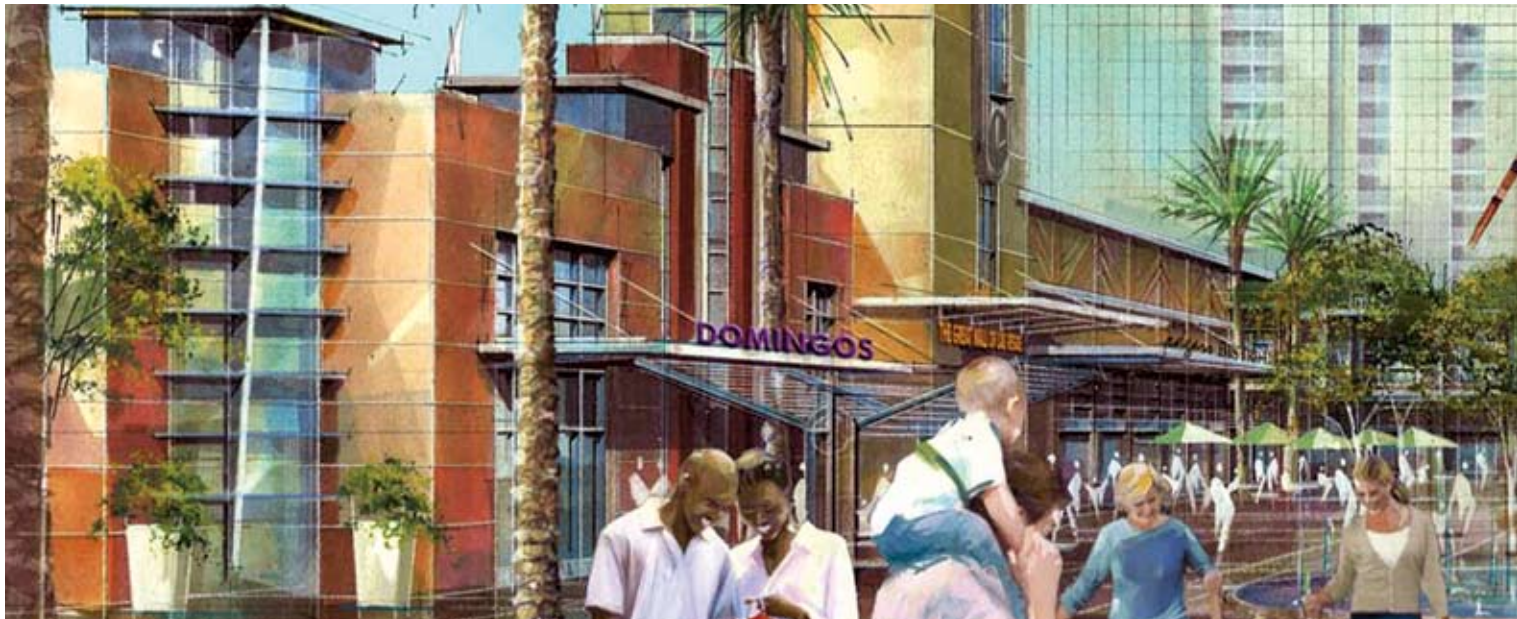
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The Great Mall of Las Vegas, planned as an outdoor-lifestyle center, is slated to open in 2010.

Great Mall of Las Vegas to be an outdoor site

By Jeannette Green Davies
Special Publications writer

Windmills, solar panels and a shift in gears for Triple Five Nevada's Great Mall of Las Vegas has resulted in plans for an outdoor-lifestyle center instead of the originally planned indoor, mega-mall at


the northeast corner of Grand Montecito Parkway and Deer Springs Way, off U.S. Highway 95. The \$800-million, green complex will feature 20 single-story outdoor buildings instead of a single, tri-level structure as planned.

James Grindstaff, vice president of Triple Five Nevada planning and development, said switching gears on the project has allowed the company to scale back, incorporate more green aspects and still develop one million square feet into 185 stores and 16 restaurants that include two 2,000-foot-tall residential condo towers.


Vancouver, British Columbia-based Maxim Design Resources and Perkowitz Ruth Architects of Long Beach, Calif. are on board and the company also has plans to utilize the talents of local architects to assist with the project. The team-reworked plans include a central courtyard, kiosks and unique retail spaces. A variety of building facades highlight a cosmopolitan atmosphere accented by a combined historic and modern touch.

Part of the project's green aspect is the use of windmills as a power source. "Las Vegas' constant wind is money just blowing around," Grindstaff said. "That's why windmills have been incorporated into the project." The windmills are just one aspect of the company's efforts to make the project eco-friendly. Triple Five Nevada expects to generate enough power from the windmills to be able to sell the power back to the grid. This 'green power,' as Grindstaff refers to it, will save the company money because the project is now an outdoor-lifestyle center instead of an indoor

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mall. That translates into millions of dollars saved annually on air conditioning.

Grindstaff plans to negotiate tenant leases for the project at this month's International Convention of Shopping Centers in Las Vegas when Grindstaff unveils the company's large-scale architectural project model. A bookstore, movie theater and small grocer will be among the retail lineup, along with a yet-to-be-determined amount of office space.

"My philosophy is that everyone needs a third place to go, besides home and the office," Grindstaff said. "We want this project to be that third place where people can relax, dine outdoors or read a book over a cup of coffee — and do a little shopping."

During tenant negotiations, Grindstaff wants to talk with companies that sell electric cars to convince one of them to take up residence in the project and perhaps work out a deal with the on-site police substation to use an electric car to patrol the grounds. The electric car idea is part of Grindstaff's effort to keep the project 'green' in as many ways as possible.

Other project components include three garage structures with close to 4,500 parking spaces, a fountain that shoots water from the ground where kids can play, and several big-screen sports bars.

Grindstaff plans to work closely with the architects to be sure the project is up to specs with the Leadership in Energy and Environmental Design (LEED) green-building rating system in order to continue the green theme in and around the buildings. LEED is a third-party certification program and a nationally accepted benchmark for the design, construction and operation of high-performance green buildings. LEED provides building owners and operators with the tools they need to have an immediate and measurable impact on their building's performance, according to the U.S. Green Building Council. LEED

certification also provides third-party verification that a building project is environmentally responsible, profitable and a healthy place to live and work.

Today, sustainable green-building practices are common among architects, developers and builders who implement universally understood green concepts approved by the Green Building Council. "Being conscious of the environment in all we do as builders adds to the quality of

all our lives," Grindstaff said. "We want to do our part to improve our surroundings and preserve the environment for future generations."

Triple Five Nevada's switch in gears means the company must resubmit new plans to the city of Las Vegas including a possible project name change that has yet to be announced. Upon city approval, the company can proceed with construction and anticipate completion in 2010. **cre**



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Thinking young - trends and changes in hospitality design

Hotel interior design is in the midst of major transformation with a significant push to attract the younger crowd, people who are fast becoming the dominant travel group. Both for business and pleasure, the younger traveler, who is much more comfortable with the electronic age, is shaping the future of hospitality design and to get immediate feedback on design ideas major hotel chains are opening online chat lines and blogs. Given the chance to provide input, young travelers are not shy about giving their feedback down to the smallest detail. Hotel designers, utilizing the information, can test electronic designs and get constructive evaluation prior to construction. In addition, the electronic exchange has the added benefit of building online hype for a new product being introduced.

Hospitality design is fluid with the amount of time between major renovations shrinking. Hotels that used to amortize renovations over 15 to 20 years are now seeing the demand for updates from 5 to 7 years. Restaurant and nightclub designs of-

upgrading with amenities like vessel sinks on granite countertops, flat-screen televisions and wireless Internet access. The old tube television in the armoire is a thing of the past. Furniture is both contemporary and comfortable. More work surfaces are incorporated and designs include subtle color schemes. Heavy prints on bedspreads are out.

Most major chains have made the commitment to upgrade beds as well as bedding. Pillow-top mattresses, down comforters, high-thread-count sheets and bedding in addition to feather pillows are more and more common. Hotels even offer choices in the type of pillow so travelers can have beds similar to, if not better than, the ones they have at home. Business travelers consider the type of bed and bedding a hotel offers when they decide on a brand.

Rooms at all levels are undergoing electronic upgrades. Upscale rooms have large flat-screen televisions and smaller flat-screens in the bathrooms. Wireless connectivity is literally a requirement and more power outlets are provided to allow travelers to plug in the increasing number of electronic devices they bring with them. New rooms will provide more and more content for viewing including movies, games and interactive services.

Similar dramatic changes are going on in hotel lobbies with more automated check-in and check-out processes. Electronic kiosks replace the front desk and lobbies contain flat-screen televisions and Internet connection points and power outlets. Computers with printers allow guests to print boarding passes. In addition, lobbies are brighter and airier with more comfortable furniture. Breakfast buffets are being replaced with a Starbucks-style cafés that sell custom coffee drinks, quick meals and healthy snacks during the day, then convert to cocktail bars at night.

Perhaps less definitive is the design of hotel restaurants. With the growth of "experience dining," establishments are trending toward sleek, sexy, hip restaurants with a strong emphasis on high design. They tend to be open, noisy and showier with a see and be seen attitude.

On the flip side are restaurants with more walls and less hard surfaces that create a more intimate dining experience. Most restaurant designs share a strong entry experience giving the guest time to create a heightened reality of what is to come. But when all is said and done, many hotels understand that quality and consistency are the best long-term strategy. **cre**



Bradley D. Schultz
JMA Architecture

ten renovate in as little as 3 to 5 years. With the understanding that renovations will occur more frequently, designers are comfortable using trendy color palettes. There is also a growing demand, especially from the young traveler, for the use of sustainable materials. They look for high design combined with a concern for the planet.

The trend is also toward more upscale, comfortable and convenient hotel rooms. Guests spend more time in their rooms these days, either doing business or simply relaxing, and Las Vegas visitors stay longer than in the past because the popular destination is now a "lifestyle experience." Visitors are just as likely to spend the day shopping, relaxing at a spa, going to a show or enjoying a great meal as they are going to the casino. Room ambience is now a part of the experience. In addition, the public is burned out on themes. Themed rooms that were part of the recent past have been replaced by a more contemporary, elegant décor with new designs that have an upscale, residential feel.

Even the economy chain hotels are



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