

# The Pan Pacific Hotel *Makes Splashy Debut*

**T**he spotlight shines on The Pan Pacific Hotel beginning April 2. That's when the hotel's staff, decked out with top hats and canes, kicks off a week-long opening celebration with a chorus line along the new property's West Broadway entrance.

Following a ribbon cutting, The Pan Pacific Hotel will roll out the red carpet for its first guests and the community by hosting a series of public events with an "Opening on Broadway" theme. The hotel's opening celebration runs every day from April 2-6. The festivities feature entertainment, live radio remote broadcasts, guided tours of the center, special \$49 room rates and daily drawings for exotic vacations to Pan Pacific's luxury hotels in San Francisco, Vancouver, Hawaii, New Zealand and Australia.

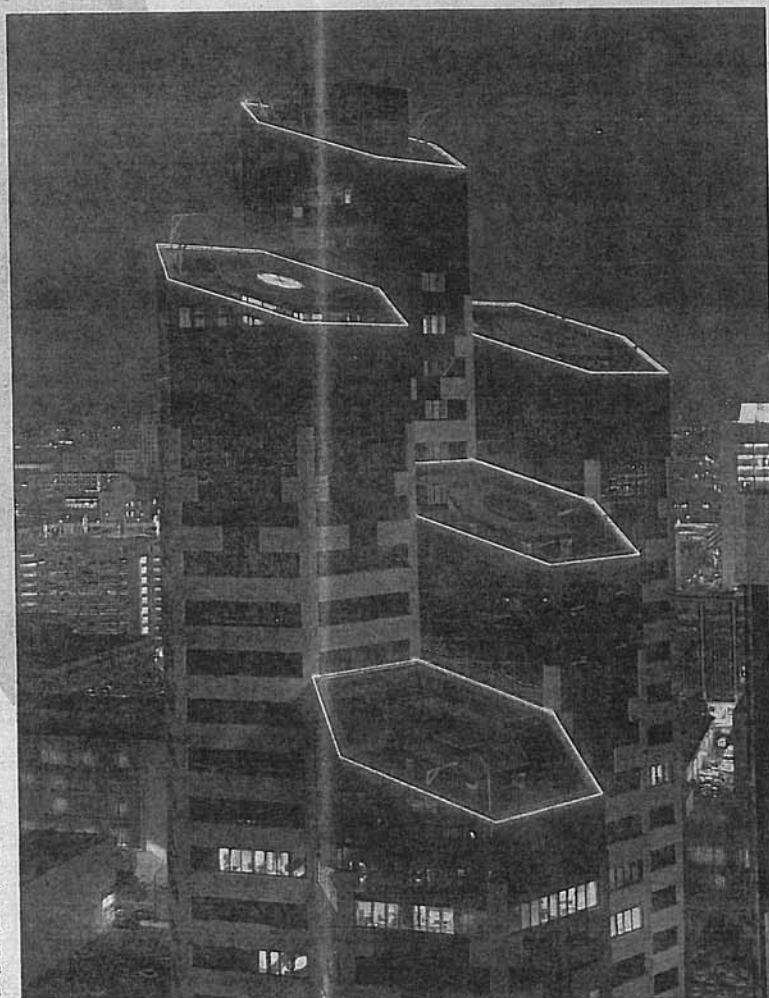
"We're thrilled to be open," says Martin Astengo, general manager of The Pan Pacific Hotel. "And we'd like to share our excitement and pride with the community. We have a great opening celebration planned. We feel this is a very special project. It's something everyone really should come and see. We think we'll be a tremendous addition to the city."

Those visiting Pan Pacific during opening week will be able to take guided tours for an up-close look at the hotel and its architecture. Visitors may also hop aboard San Diego's highest glass elevators for a breath-taking ride 25 stories above the city. And, of course,

the atrium lounge is available for those who simply want to relax after work with good friends beneath the dramatic canopy of the hotel's 100-foot-high glass atrium.

The Pan Pacific Hotel, San Diego, is located downtown at 400 W. Broadway,

between State and Columbia streets. The 436-room deluxe property is part of the \$130 million Emerald-Shapery Center and is one of 17 Pan Pacific Hotels and Resorts, which are located in 14 countries throughout Asia, the Pacific and North America.



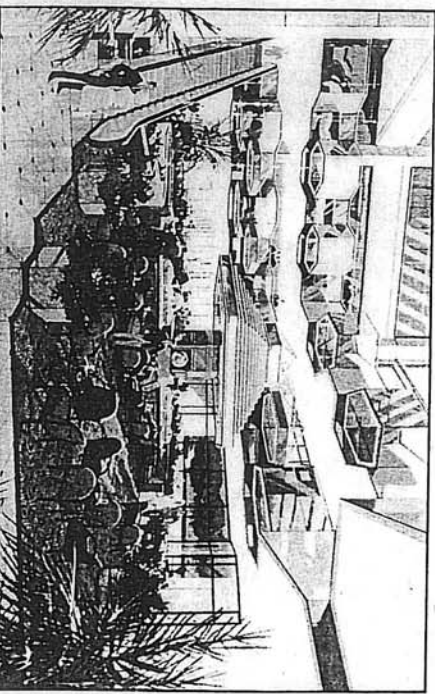
Opening  
on  
Broadway!  
The  
Curtain  
Rises

*Hexagonal halos hover high above the San Diego skyline, creating a brilliant architectural accent. Neon glows green atop the towers of Emerald-Shapery Center and The Pan Pacific Hotel nightly.*

## Office Tower & Hotel

# The Right Mix

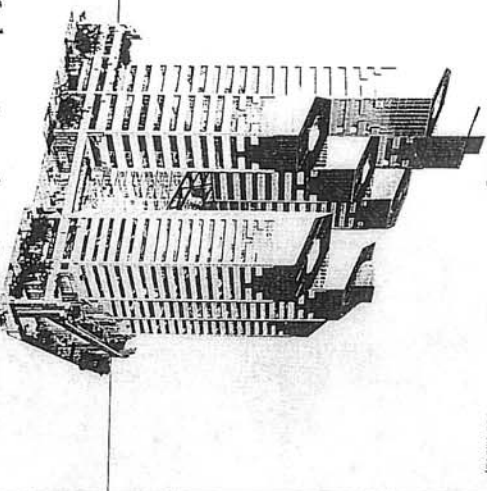
**T**ake a world-class hotel and office tower. Add an array of superb restaurants, upscale shops, an innovative business center and an exclusive health club. Accent with artwork by an internationally renowned sculptor.



Beneath a dramatic, 100-foot-high glass canopy, the atrium lounge serves as a dynamic focal point for Emerald-Shapery Center and The Pan Pacific Hotel.

Carefully placed amid a setting of truly spectacular architecture. And the result is a project that takes the mixed-use concept to bold.

Exotic Desk Center  
Panama  
Transamerica Building  
San Francisco  
Emerald-Shapery Center  
San Diego  
Texas Commerce Tower  
Dallas  
CapeCity Building  
New York City



## Make a Landmark Decision.

Many earlier to greatness. Few achieve it. At Emerald-Shapery Center, we've done both.

The result is a true world-class high-rise unrivaled by anything ever built in San Diego. It is a soaring signature on the city skyline — an address that delivers unparalleled prestige to San Diego's finest firms. Featuring a 30-story office tower and a deluxe 436-room Pan Pacific Hotel, Emerald-Shapery



**THE PAN PACIFIC HOTEL**  
San Diego  
400 W. Broadway  
San Diego, CA 92101  
(619) 239-4500



Center is the only mixed-use project of its kind in San Diego. Beneath the dramatic canopy of the center's 100-foot-high glass atrium are an array of restaurants and shops. The complex surrounds tenants with the ultimate in excellence — from exotic marbles and grannies to sophisticated elevators to a health club and lap pool. Emerald-Shapery Center towers above a dynamic spectacular bay views.

From its West Broadway location downtown, the center is adjacent to Federal and County Courts.

**34 Special Advertising Supplement**



For tenants, The Pan Pacific Hotel is only an elevator ride away — offering preferred rates for business travelers, catering for corporate meetings, use of

conference facilities, and even room service to your office door. Make a landmark decision. And discover why the New York Times described Emerald-Shapery Center as "treating the mall for downtown high-rises." For leasing information, call Pan Pacific at (619) 239-4500. Or contact Bill Jahn or Vince Hartschell at Graham & Hill (619) 997-5500.

**EMERALD-SHAPERY CENTER**  
Leasing Office  
402 W. Broadway, Ste. 1290  
San Diego, CA 92101  
(619) 239-7000

new heights. Architect C.W. Kim credits careful design and urban planning for the success of Emerald-Shapery Center, which features a 30-story office tower, a 27-story Pan Pacific Hotel and a 100-foot-high glass atrium. "We've taken the best part of the hotel activities and the best part of the office activities and mixed them together," says Kim.

sculpture that hangs from the ceiling. The atrium makes the project very exciting." Kim says the structure is specifically designed to generate synergy between the hotel and office operations. Martin Astengo, General Manager of The Pan Pacific Hotel, says being located within the same complex as the office tower enables Pan Pacific to become the city's finest business hotel.

## Emerald-Shapery Center and

## The Pan Pacific Hotel create the best

## of both worlds through a careful meld of commerce and hospitality

He explains that office towers typically bustle with workers on weekdays, but revert to monolithic ghost towns in the evening and on weekends. Conversely, hotels remain active at night and on weekends.

"By placing the hotel and office towers in one center, we've created around-the-clock activity. This is important for the redevelopment of downtown. It keeps a lot of office workers from fleeing to the suburbs at 5 p.m., every day, and it attracts tourists and visitors on weekends and evenings."

Kim adds that while the project's atrium physically separates the office tower from the hotel, it also serves as a focal point.

"Office workers, hotel guests and passers-by are drawn to the atrium. The atrium lounge is the center of activity. People are visually drawn to the Lippold

"We have direct access to all the support systems the office tower has in place for its corporate tenants," says Astengo. "The OFFISYS Business Center gives business travelers access to everything from computers to fax machines — and even a law library. These are advantages that simply don't exist for other hotels."

Likewise, the number of amenities available to office tenants can't be found in any other San Diego high-rise. In addition to the restaurants, shops and health club, tenants have preferred rates for hotel meeting rooms, guest rooms, audio-visual facilities and room service.

"There's simply nothing else like this in San Diego," says Emerald-Shapery Center Managing Partner Sander Shapery. "We've got it all — the cosmopolitan feel, the excitement and the synergy between all elements."

APRIL 1991 / METROPOLITAN

# Beauty Is More Than Skin Deep

## A Smart Building

### An Inside Look at a High-Tech High-Rise

When it comes to measuring the intelligence of a modern high-rise, Emerald-Shapery Center and The Pan Pacific Hotel stand in a class by themselves. Indeed, the building's beauty is more than just skin deep. Beneath the sleek exterior of its hexagonal towers is an array of computers and sophisticated technology.

But what good is a brassy building? For tenants and hotel guests, there's a great deal good about this smart skyscraper. Emerald-Shapery Center plus its high-tech prowess to work by conserving energy, increasing safety, creating convenience, adding comfort, saving money, saving time, lowering electricity costs and maintaining a healthier, more comfortable building environment.

"As far as 'intelligent' buildings go, Emerald-Shapery Center is at the highest level," says Ken Smith, office building manager for Cushman & Wakefield. "There are a few buildings that have some of these features, but for a sophisticated, coordinated system, Emerald-Shapery Center is difficult to top."

According to Sanford Shapery, Emerald-Shapery Center managing partner, one of the project's primary goals was to make the high-rise as efficient and comfortable as possible.

### Highlights

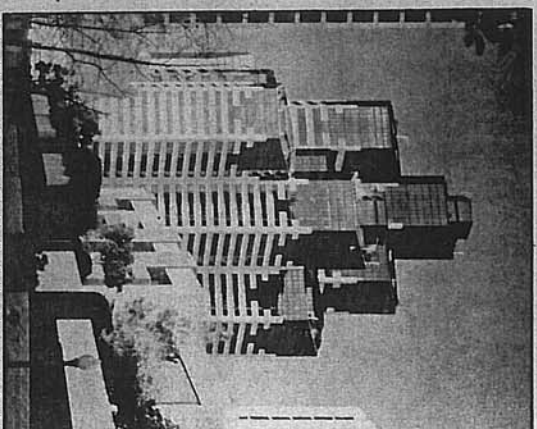
•West Coast's largest thermal energy storage system conserves electricity and provides high-rise with air-conditioning at half the normal cost. (Air-conditioning consumes the most energy and is by far the largest expense in the daily operation of a high-rise.)

### •High-speed Elevators

•Elevators with computer memory of each floor usage patterns. Building's traffic flow is streamlined, and waiting time for elevators is reduced.

•Only San Diego high-rise with fresh air vents in window mullions. Vents reduce air-conditioning costs and help eliminate "sick building syndrome."

•Angled windows still reflect ambient sunlight, reducing lighting costs.  
•Make ducts, located on every other floor, circulate fresh directly to tenants, eliminating "sick building syndrome."



At Emerald-Shapery Center and The Pan Pacific Hotel, innovative technology conserves energy, creates convenience, increases safety, saves money, and helps maintain a healthy environment.

•State-of-the-art security system in which one card controls all of tenant's access needs, including parking, heating/air-conditioning, access to elevators and access to individual offices.  
•Hexagonal design provides increased space efficiency, as well as more perimeter offices with views.

•Central computer continuously monitors hundreds of thermostats and sensors throughout building, meeting air-conditioning and heating needs in the most consistent, energy-efficient manner. Before the start of each business day, computer brings the temperature in each tenant space to its optimum level.

### Make Your Next Move to Emerald-Shapery Center

If your company has questions about leasing space at Emerald-Shapery Center, we have answers — and more.

To receive a brochure or video, write: Emerald-Shapery Center, 402 W. Broadway, Ste. 1290, San Diego, CA 92101; or call (619) 239-7000.

To further discuss available office space at Emerald-Shapery Center, contact Don Blankenship, Director of Marketing and Asset Management, Emerald-Shapery Center, (619) 239-7000. Or contact Bill John or Vince Botticelli, Grubb & Ellis Co., (619) 297-5500

## On April 2nd, one of the finest hotels in the world will open in America's finest city.

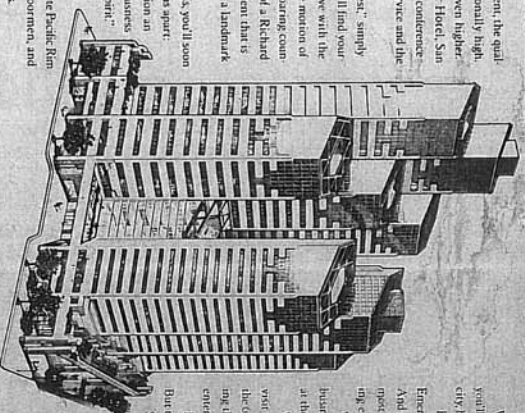
By any standard of measurement, the quality of life in San Diego is exceptionally high. Now, it's about to be raised even higher.

Introducing The Pan Pacific Hotel, San Diego. A world-class business and conference hotel that offers both the finest service and the finest amenities.

To see what we mean by "finest," simply walk through our front doors. You'll find yourself in a dazzling atrium lobby, alive with the glimmer of cascading water and the motion of glass-enclosed elevators. And, in soaring contemporary, the shimmering forms of a Richard Lipplund sculpture. It's an environment that is both dynamic and intimate, both a landmark and a meeting place.

But distinctive as the setting is, you'll soon discover something else that sets us apart: A staff that makes personal attention an artform, and does so with a graciousness and warmth we call "The Pacific Spirit."

You'll feel this spirit from the chef in the open kitchen of our dining room, as they prepare exquisite Pacific Rim cuisine. You'll feel it from our doorman, and from our ever attentive concierge.



THE PAN PACIFIC HOTEL  
San Diego



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