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FOR IMMEDIATE RELEASE

Pendry San Diego Commences Construction

New Lifestyle Hotel Debuts in San Diego's Historical Gaslamp Quarter

San Diego, CA, **October 8, 2014** – [The Robert Green Company](#) is pleased to announce a partnership with [Montage Hotels and Resorts](#) and the commencement of construction of [Pendry San Diego](#). The two teams hosted a groundbreaking ceremony for local officials and community members on October 8, 2014.

Located at the epicenter of the historic and energetic Gaslamp District, Pendry San Diego will be built on the site bordered by 5th Avenue, 6th Avenue and J Street. A few blocks from the home of the San Diego Padres, Petco Park and the San Diego Convention Center, Pendry San Diego will be the region's most stylish urban destination for leisure and business travelers.

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Robert S. Green, Jr., President of The Robert Green Company, states, "Pendry San Diego will transform what is one of the most valuable remaining parcels of undeveloped property in the Gaslamp Quarter into an exciting and vibrant hotel, restaurant, and nightlife destination. A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years. We're proud to be a part of creating this significant economic boost to the area, and also truly delighted to be creating what we believe will be the most exciting and desirable hotel in San Diego."

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About Montage Hotels & Resorts

Montage Hotels & Resorts is a hotel and resort management company founded by Alan J. Fuerstman. Designed to serve luxury travelers and homeowners, the company features an artistic

(more)

collection of distinctive hotels, resorts and residences in stunning settings that offer comfortable elegance, a unique sense of place and spirit, impeccable hospitality and memorable culinary, spa and lifestyle experiences. For more information please visit www.montagehotels.com

About The Robert Green Company

Founded more than 15 years ago by San Diego native Robert S. Green Jr., The Robert Green Company is a privately held, real estate development company headquartered in Encinitas, CA, specializing in hospitality, luxury residential, and mixed-use development throughout the Western United States. The company and its principals are credited with the development of world-renowned hotels and resorts such as the Park Hyatt Resort Aviara, formerly known as The Four Seasons Resort Aviara; The Four Seasons Resort Jackson Hole, Wyoming; and The Four Seasons Hotel Palo Alto, California. Current and future projects of the company include Pendry San Diego, the Argyle Hotel in Hollywood, CA, the Saggio Hills Resort and Residences in Healdsburg, CA and the SilverRock Resort & Residences in La Quinta, CA. For more information, please visit www.therobergreencompany.com.

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*Please contact Beth Binger at BCI
for high-resolution renderings.*

MEDIA ALERT * MEDIA ALERT

Pendry San Diego Commences Construction With Groundbreaking Ceremony

Wednesday, October 8, 2014

10:15 – 11:00 am Speaking Program / Shovel Photo Op

Pendry San Diego

J Street between 5th and 6th Avenues, San Diego, CA 92101

WHAT: On **October 8, 2014 at 10:00 am**, The Robert Green Company and Montage Hotels & Resorts will celebrate the groundbreaking of downtown San Diego's newest luxury lifestyle hotel: Pendry San Diego. The event, to take place on J Street between 5th and 6th Avenues in downtown San Diego, will include guest speakers:

- **Mayor Kevin Faulconer**, City of San Diego
- **Council President Todd Gloria**, City of San Diego (District 3)
- **Robert Green**, President of The Robert Green Company
- **Alan Fuerstman**, Founder & CEO of Montage Hotels & Resorts
- **Reese Jarrett**, President of Civic San Diego

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<http://www.montagehotels.com>

WHEN: **Wednesday, October 8, 2014**

10:00 – 11:00 am – Speaking Program / Shovel Photo Opportunity

11:00 am – 12:30 pm - Reception

WHERE: **Pendry San Diego:** J Street, between 5th and 6th Avenues, San Diego, CA 92101

Live truck parking and high-res images are available. Please call Beth Binger at 619.987.6658.

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ROBERT GREEN, JR.

President & CEO
The Robert Green Company

As President and Chief Executive Officer of The Robert Green Company, Mr. Green is responsible for managing all activities of the company. His responsibilities and areas of expertise include acquisition and feasibility analysis, transaction structuring, finance, development management, entitlement processing, design supervision, construction management, and operator interface and coordination. Formerly the Director of Development for Hillman Properties, his experience includes the design, construction and development of large-scale mixed-use, commercial office, and hospitality projects. Hotel and resort development have been the most notable project types that Mr. Green has developed or constructed throughout his career, and have been the focus of his activity.



Mr. Green launched The Robert Green Company during the successful completion of the Four Seasons Resort Aviara in Carlsbad, (currently Park Hyatt Aviara), a 650,000 square foot resort complex with three restaurants and an 18-hole golf course. His later projects include the Four Seasons Hotel Silicon Valley in Palo Alto, the Four Seasons Resort, Jackson Hole and the Hollywood Palladium Theater, among other notable Western States hospitality and development destinations.

Mr. Green has been a member of the Board of Management of the Magdalena Ecke YMCA in Encinitas for seven years, and currently serves a two-year position as its Board Chairman. In that role, Mr. Green also serves as a Board member of the San Diego County YMCA. A husband and father of four children, Mr. Green also served for four years as member of the Nativity School Advisory Board in Rancho Santa Fee, and served for two years as its Board Chairman.

Mr. Green graduated with a Bachelor of Science degree in Architectural Engineering from California Polytechnic State University, San Luis Obispo. He also received a Master of Real Estate Development from the University of Southern California.



ALAN J. FUERSTMAN

Founder and Chief Executive Officer
Montage Hotels & Resorts

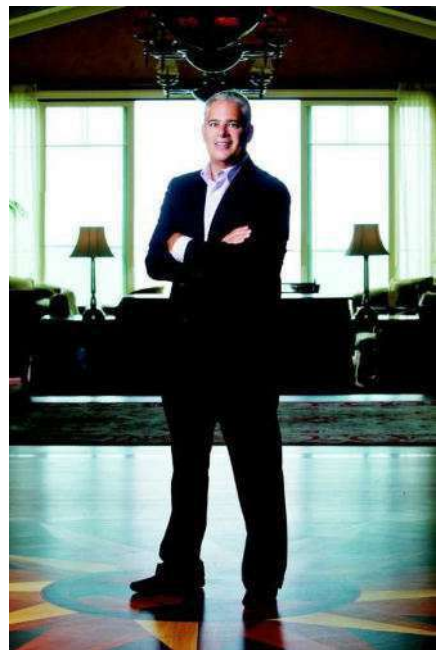
Alan J. Fuerstman is founder and chief executive officer of Montage Hotels & Resorts. Founded in 2002, the company's portfolio of luxury hotels, resorts and residences includes a collection of Montage-branded destinations: Montage Laguna Beach, Montage Beverly Hills, Montage Deer Valley, Montage Kapalua Bay, and The Inn at Palmetto Bluff, a Montage Resort.

Mr. Fuerstman recently announced the expansion of the Montage Hotels & Resorts portfolio with the introduction of Pendry San Diego. Pendry San Diego, will bring together the best in vibrant design and anticipatory service, and is under construction now in the epicenter of San Diego's Gaslamp District.

Montage also manages seven highly acclaimed golf courses and clubs.

Prior to launching Montage Hotels & Resorts, Mr. Fuerstman was the opening Vice President of Hotel Operations at Bellagio in Las Vegas. Previously, he served as President and Managing Director of The Phoenician in Scottsdale, Arizona, where he also oversaw The St. Regis Aspen and The St. Regis Houston, as well as all ITT Sheraton properties in Arizona. He began his distinguished career with Marriott International.

Mr. Fuerstman has been recognized with many industry accolades including; Ernst & Young's "Entrepreneur of the Year" 2013, "The Robert Mondavi Wine & Food Award" 2013, "2011 Distinguished Achievement Award" from B'nai B'rith, "One to Watch" from Virtuoso Life Magazine, "Leaders in Luxury" award from Luxury Travel Advisor Magazine and "Resort Executive of the Year" from Ypartnership, the Hospitality Sales & Marketing Association International (HSMIA) and The University of Denver's School of Hotel, Restaurant & Tourism Management.



Mr. Fuerstman currently serves on the Board of Trustees for Gettysburg College, the Northern Arizona University School of Hotel and Restaurant Management Advisory Board, and the Resort Committee of the AH&LA.

A native of New Milford, New Jersey, Mr. Fuerstman graduated with a Bachelor of Arts degree from Gettysburg College in Pennsylvania.

PENDRY SAN DIEGO

FREQUENTLY ASKED QUESTIONS

Please give me an overview of the project.

Pendry San Diego is located in the epicenter of the historic Gaslamp Quarter in San Diego, bordered by 5th and 6th Avenues, and J Street. The hotel will include:

- 317 guest room keys in 12 stories (including 36 suites)
- Three stories below-grade parking
- Two specialty dining options
- Beer hall featuring San Diego microbrews at the corner of 6th Ave. and J St
- Ultra-lounge
- Rooftop pool
- Spa and fitness facilities
- Over 22,000 square feet of combined meeting and pre-function space, including a 8,600 square foot ballroom
- Business center
- Room service
- Valet and laundry services

How much will the project cost to build?

The construction costs are currently estimated at \$78.2 million. Total project cost in excess of \$100.M.

How will Pendry San Diego benefit San Diego economically?

From construction and related activity to operations of the hotel and ancillary facilities, Pendry San Diego will bring a great amount of new employment opportunities to the community.

When will the hotel open?

The hotel is scheduled to open in 2016.

Who are the development partners?

Pendry San Diego is being developed by The Robert Green Company and Montage Hotels & Resorts.

Is Pendry (Montage Hotels & Resorts) operating all of the restaurants and the ultra-lounge?

Montage will operate the majority of the dining outlets, but we will announce in the coming year the strategic partners we are working with to complement the full portfolio of offerings.

Who is the architect?

Awbrey Cook Rogers McGill Architects + Interiors is a San Diego architectural firm - based in East Village - that specializes in Hospitality, Retail and Restaurant design. The firm has designed over 30 hotels including seven in downtown San Diego. They are also known as the Architect for other iconic projects such as Stone Brewing World Bistro and Gardens – Liberty Station and Café Sevilla. ACRMA and its staff of 26 - including 14 architects - celebrated its 12th anniversary in September.

Awbrey Cook Rogers McGill Architects + Interiors is honored to be a part of the design team and looks forward to construction proceeding on this landmark hospitality project.

Who is the interior designer?

Rottet Studio is an international architecture and design firm with an extensive portfolio of corporate and hospitality projects for the world's leading companies and brands. In the last decade, Founder Lauren Rottet, FAIA, FIIDA has developed Rottet Studio into one of the finest interior design practices in the United States, which is consistently ranked among the corporate and hospitality Top 100 Design Giants by *Interior Design* magazine and was recently recognized as one of the Top 3 Most Admired Design Firms in the World.

The WBE-certified firm boasts more than 40 million square feet of built design and a vast array of award-winning projects and furniture designs. The firm's principals have worked together for as many as 30 years offering a broad range of services including architecture and interior design, furniture design, graphic design, product design, branding and art selection.



Michael Fuerstman, Co-founder of Pendry San Diego (left) and Alan J. Fuerstman, Founder and CEO of Montage Hotels & Resorts (right). BCI coordinated stellar atmospheric photography.



Live music, gourmet food truck, tenting, construction equipment, and tray-passed beverages set the stage for 300 guests.



Following valet parking and an hour of refreshments and networking, guests take their seats for the commencement of the program.



Alan J. Fuerstman, Founder and CEO of Montage Hotels & Resorts prepped for early morning TV.



Development team, Robert S. Green, Jr., President of The Robert Green Company (left), and Alan J. Fuerstman, Founder and CEO of Montage Hotels & Resorts (right)



Mayor Kevin Faulconer, City of San Diego (left), Robert S. Green, Jr., President of The Robert Green Company (center), and Alan J. Fuerstman, founder and CEO of Montage Hotels & Resorts (right). BCI coordinated with the Mayor's office to secure a speaking opportunity for the Mayor at the groundbreaking.



Mayor Kevin Faulconer speaking at the Pendry San Diego Groundbreaking. An elaborate set was conceived and built consistent with the brand.



City of San Diego Council President Todd Gloria speaking at the Pendry San Diego groundbreaking. BCI worked with Councilmember Gloria's office to secure his attendance at the event.



Pendry San Diego groundbreaking ceremony. From Left to right:

Reese Jarrett, President, CIVIC San Diego
Council President Todd Gloria, City of San Diego
Robert S. Green, Jr., The Robert Green Company
Mayor Kevin Faulconer, City of San Diego
Alan J. Fuerstman, founder and CEO of Montage Hotels & Resorts
Michael Fuerstman, co-founder of Pendry San Diego
Tom Harrison, Colony Capital



From Left to Right: Reese Jarrett, President, CIVIC San Diego; Robert S. Green, Jr., President, The Robert Green Company; and guest Doug Austin, FAIA, Chairman and CEO, AVR Studio.



The lovely service team at the Pendry San Diego groundbreaking. Each detail was carefully considered for a seamless branded event.

INTERNATIONAL BUSINESS TIMES

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By IBTimes Staff Reporter on October 08 2014 6:31 PM

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Vicky Karantzavelou - 10 October 2014, 10:25



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Photo - <http://photos.prnewswire.com/prnh/20141008/151140>



Robert Green Company and Montage Hotels & Resorts Break Ground for 317-key Pendry San Diego

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San Diego's Gaslamp Quarter home to first of Montage's boutique hotels

8 Oct, 2014



Pendry San Diego, a new 317-room, \$100-million-plus upscale hotel, broke ground today in San Diego's Gaslamp Quarter. The hotel, located three blocks north of the San Diego Convention Center, is expected to open in the summer of 2016, reports U-T San Diego.

Pendry appears to be the new boutique brand of Montage Hotels and Resorts, which up to now has operated luxury hotels.

The property will reportedly include several restaurants and bars, including an underground nightclub and a beer hall. An outdoor pool, spa, grill and fitness area will be located on a third floor deck. There will also be a 8,600-square-foot ballroom.

"We envision this will be the hub for visitors and the community," said Alan Fuerstman, founder and CEO of Montage Hotels and Resorts. U-T San Diego reports that Fuerstman surveyed the Gaslamp Quarter's other hotels and decided a new luxury brand "lifestyle" hotel would appeal to a younger set.

"Gaslamp is the ultimate destination," Fuerstman told U-T San Diego, calling it attractive to group meeting planners, tourists and business travelers. "So much is happening. We like the depth of the market and varied activities San Diego brings."

Montage reportedly [received trademark approval](#) in both Britain and the U.S. to use the Pendry name.

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Founded more than 15 years ago by San Diego native Robert S. Green Jr., The Robert Green Company is a privately held, real estate development company headquartered in Encinitas, CA, specializing in hospitality, luxury residential, and mixed-use development throughout the Western United States. The company and its principals are credited with the development of world-renowned hotels and resorts such as the Park Hyatt Resort Aviara, formerly known as The Four Seasons Resort Aviara; The Four Seasons Resort Jackson Hole, Wyoming; and The Four Seasons Hotel Palo Alto, California. Current and future projects of the company include Pendry San Diego, the Argyle Hotel in Hollywood, CA, the Saggio Hills Resort and Residences in Healdsburg, CA and the SilverRock Resort & Residences in La Quinta, CA. For more information, please visit <http://www.therobergreencompany.com>.

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Posted on Oct 08, 2014 - 11:36 PM • Print

The Robert Green Company and Montage Hotels & Resorts Break Ground for 317-key Pendry San Diego

October 9, 2014 10:33am



Left to right: Reese Jarrett, President, CIVIC San Diego; Council President Todd Gloria, City of San Diego; Robert S. Green, Jr., The Robert Green Company; Mayor Kevin Faulconer, City of San Diego; Alan J. Fuerstman, founder and CEO of Montage Hotels & Resorts; Michael Fuerstman, co-founder of Pendry San Diego; Tom Harrison, Colony Capital

SAN DIEGO, Oct. 9, 2014 -- The Robert Green Company is pleased to announce a partnership with Montage Hotels and Resorts and the commencement of construction of Pendry San Diego. The two teams hosted a groundbreaking ceremony for local officials and community members on October 8, 2014.

Located at the epicenter of the historic and energetic Gaslamp District, Pendry San Diego will be built on the site bordered by 5th Avenue, 6th Avenue and J Street. A few blocks from the home of the San Diego Padres, Petco Park and the San Diego Convention Center, Pendry San Diego will be the region's most stylish urban destination for leisure and business travelers.

Scheduled to open in 2016, Pendry San Diego will feature 317 guest rooms, including 36 suites, a rooftop pool, two uniquely designed restaurants, an ultra-lounge, a beer hall, a spa and energizing fitness facility, and over 22,000 square feet of meeting space. Visitors and San Diego residents will experience an engaging and inspired environment with comfortable and fashion-forward designed guestrooms and new, enticing culinary and social experiences.

Robert S. Green, Jr., President of The Robert Green Company, states, "Pendry San Diego will transform what is one of the most valuable remaining parcels of undeveloped property in the Gaslamp Quarter into an exciting and vibrant hotel, restaurant, and nightlife destination. A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years. We're proud to be a part of creating this significant economic boost to the area, and also truly delighted to be creating what we believe will be the most exciting and desirable hotel in San Diego."

Alan J. Fuerstman, Founder and CEO of Montage Hotels & Resorts, stated, "Southern California is home, and we are thrilled to bring another new, innovative option to guests visiting this area. With vibrant design and anticipatory service, Pendry San Diego will be like stopping in for a visit and a pint at the home of your most worldly and generous friend. We are creating a new landmark at the core of the historic Gaslamp District."

About Montage Hotels & Resorts

Montage Hotels & Resorts is a hotel and resort management company founded by Alan J. Fuerstman. Designed to serve luxury travelers and homeowners, the company features an artistic collection of distinctive hotels, resorts and residences in stunning settings that offer comfortable elegance, a unique sense of place and spirit, impeccable hospitality and memorable culinary, spa and lifestyle experiences. For more information please visit www.montagehotels.com

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http://hotel-online.com/press_releases/release/the-robert-green-company-and-montage-hotels-resorts-break-ground-for-317-ke



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CITY HOTELS

San Diego to Host Montage's First Boutique Hotel

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Workers broke ground on the first hotel under **Montage's** boutique brand, the **Pendry San Diego, U-T Austin** reports.



The 317-room, \$100-million-plus upscale hotel, will be in San Diego's Gaslamp Quarter, three blocks north of the San Diego Convention Center, and is expected to open in the summer of 2016.

Pendry appears to be the new boutique brand of Montage Hotels and Resorts, which up to now has operated luxury hotels.

The property will reportedly include several restaurants and bars, including an underground nightclub and a beer hall. An outdoor pool, spa, grill and fitness area will be located on a third floor deck. There will also be a 8,600-square-foot ballroom.

"We envision this will be the hub for visitors and the community," said **Alan Fuerstman**, founder and CEO of Montage Hotels and Resorts. U-T san Doego reports that Fuerstman surveyed the Gaslamp Quarter's other hotels and decided a new luxury brand "lifestyle" hotel would appeal to a younger set.

"Gaslamp is the ultimate destination," Fuerstman told U-T San Diego, calling it attractive to group meeting planners, tourists and business travelers. "So much is happening. We like the depth of the market and varied activities San Diego brings."

Montage reportedly [received trademark approval](#) in both Britain and the U.S. to use the Pendry name.

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Montage Hotels Breaks Ground on New Gaslamp Hotel, The Pendry

Where: 5th Avenue and J Street, [San Diego, California, United States](#)

October 14, 2014 at 10:58 AM | by [wakeandwander](#) | [Comments \(0\)](#)



Last week, San Diego [broke ground on its newest hotel project](#), a 317-room, 12-story **Montage Hotel** in the city's Gaslamp Quarter.

Scheduled to open in 2016, the hotel will have just 36 rooms with only one and two-bedroom suite options. The property, which will not be called Montage, but rather **Pendry San Diego**, will also have two restaurants, a spa, a rooftop pool, a nightclub, and a beer hall. Is it expected to draw both business and leisure travelers with its location three blocks from the convention center in the heart of the city's main leisure district, the Gaslamp.

The hotel says it will "appeal to young, hip guests looking for both superior personal service and high-quality design and amenities," and rates are projected to start between \$250 and \$300 a night. Few details have been released about the restaurants, nightclub, and beer hall, but [the hotel hopes](#) to attract locals as well as visitors and become a destination in themselves.

<http://www.hotelchatter.com/tag/California%20Hotels>

While this is the most encompassing hotel project to launch in recent years, San Diego has been quietly building up its pipeline. Currently, there are three other hotels also under construction in the city: The two-hotels-in-one SpringHill Suites and Residence Inn as part of [the Lane Field renovation project](#) (400 rooms), a Fairfield Marriott (154 rooms) on Sixth, and the Harbor View Hotel at Pacific Highway and Grape Street.

This is the most exciting time for San Diego [since the success of Anchorman](#), and it's nice to see some fresh faces and new energy on the way. We'll keep you updated as things progress in the south of So Cal.

[Rendering: Awbrey Cook Rogers McGill]



Pendry San Diego Commences Construction

October 10, 2014

The Robert Green Company has partnered with Montage Hotels and Resorts—a company that features an artistic collection of distinctive hotels, resorts, and residences for luxury travelers and homeowner—to begin construction on the Pendry San Diego.

The Pendry will be built at the epicenter of the historic Gaslamp Quarter. The hotel will be a stylish urban destination for leisure and business travelers in the region, located a few blocks from the home of the San Diego Padres, Petco Park, and the San Diego Convention Center.

Scheduled to open in 2016, Pendry San Diego will feature 317 guestrooms, including 36 suites, a rooftop pool, two restaurants, an ultra-lounge, beer hall, a spa and fitness facility, and more than 22,000 square feet of meeting space. Visitors and San Diego residents will experience comfortable and fashion-forward designed guestrooms, and new culinary and social experiences.

“Pendry San Diego will transform what is one of the most valuable remaining parcels of undeveloped property in the Gaslamp Quarter into an exciting and vibrant hotel, restaurant, and nightlife destination,” says Robert S. Green Jr., president of the Robert Green Company. “A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years. We're proud to be a part of creating this significant economic boost to the area and also truly delighted to be creating what we believe will be the most exciting and desirable hotel in San Diego.”

New Lifestyle Hotel Breaks Ground in San Diego

 boutiquedesign.com/content/new-hotel-breaks-ground-san-diego

(October 2014) posted on Fri Oct 10, 2014

Montage developing Pendry locale in Gaslamp Quarter

Construction has started on a 317-key lifestyle hotel in San Diego's Gaslamp Quarter. Slated to open in summer 2016, the 12-story Pendry San Diego is being developed by Montage Hotels & Resorts and The Robert Green Co.

"With vibrant design and anticipatory service, Pendry San Diego will be like stopping in for a visit and a pint at the home of your most worldly and generous friend," says Alan Fuerstman, founder and ceo of Montage Hotels & Resorts, which operates five destinations under the Montage flag.

The new hotel is being built in a block bounded by 5th, 6th and Island avenues and J Street. Its accommodations will include 36 suites, along with a rooftop pool, two restaurants, an ultra-lounge, a beer hall, a spa/fitness facility, and over 22,000 sq. ft. of meeting space.

The Pendry is one of several new hotels in the offing in downtown San Diego, including this pair of dual-branded complexes: * A development on North Harbor Drive that will include two Marriott Intl. flags: a 253-room SpringHill Suites and a 147-room Residence Inn. The project, slated to open in 2016, is being developed by Lankford Phelps Portman, a real estate joint venture comprised of Portman Holdings, Lankford & Associates and Hensel Phelps. * InterContinental Hotels Group is teaming with Vanderval Hotels on a project on Ash Street between 7th and 8th Avenues that will include a 186-room Crowne Plaza and a 146-room Staybridge Suites when it opens in 2017.



You are here: [Home](#) > [Daily News](#) > Earth Moving at Gaslamp Hotel Site

Last Updated: October 8, 2014 11:39am ET

Earth Moving at Gaslamp Hotel Site

By [David Phillips](#) | West

*There's still time to join the multifamily elite on **October 15-16** at [RealShare APARTMENTS](#) the premier multifamily event of the year.*

SAN DIEGO—Developers of the **Pendry hotel project** expect to break ground today in the Gaslamp Quarter.

Pendry San Diego, a 317-room, \$100 million-plus upscale hotel, will be built on the block bounded by Fifth, Sixth and Island avenues and J Street. The 12-story hotel, located three blocks north of the San Diego Convention Center, is expected to open in the **summer of 2016**, according to a report at the news website *UT San Diego*.

The property will include 36 suites of studio, one- and two-bedroom configurations and several restaurants and bars. An outdoor pool, spa, grill and fitness area will be located on a third floor deck. The 8,600-square-foot ballroom and various meeting rooms will cater to local and out-of-town group meeting planners.

The average room rate has not been set but is expected to range from **\$250 to \$300**, *UT* said.

The developers are the **Robert Green Company** and **Montage Hotels and Resorts**. The architect is **Awbrey Cook Rogers McGill**, which slightly modified the previously approved design for a Renaissance Marriott Hotel originally planned for the site. **Davis Reed Construction** is the general contractor.

Montage chose the San Diego location as the first location for its Pendry boutique brand. It operates five other Montage hotels.

Click [UT San Diego](#) to read the full story.

Is networking important to you? Join [RealShare Conferences](#) to hear from prominent speakers and meet the commercial real estate elite. [Check out the schedule of events!](#)

Related Topics: [West](#)

About Our Columnist



David Phillips is a Chicago-based freelance writer and consultant with more than 20 years experience in business and community news. He also has extensive reporting experience in the food manufacturing industry for national trade publications.

[Bio](#)

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Innovation



Douglas Hayden, of Data Driven Shipping, figured the trucking industry would also cross paths with big data and analytics.

Page 4

Tech



Richard Hollis, of Holonis, didn't let a biotech setback slow him down. He made the jump from carbon code to digital code, developing a set of tools for sales and marketing.

Page 9

The Lists

Downtown Commercial Office Buildings
Page 18

Downtown Multifamily
Page 20

SPECIAL REPORT

Urban Upgrade

More than two dozen projects are underway or set to begin this year in the city's downtown.

In addition to the construction jobs they will generate, the projects will yield thousands of apartments and condominiums, parks and greenbelts, luxury hotels, a new courthouse and retail and office space designed to attract both high-tech startups and corporate tenants.

One observer said the amount of money being invested downtown in this post-recession building boon represents a "seismic shift" in the city's evolution.

Rendering Courtesy of The Robert Green Co.

The Robert Green Co. recently began construction on a 317-room luxury hotel called Pendry San Diego in the Gaslamp district.

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14



Health Systems Busy Building Up in County

MEDICINE: Seismic Retrofits, More Services Drive Activity

■ By BRITTANY MEILING

Health systems in San Diego County are facing a deadline to retrofit hospital buildings — or build new ones — to meet the state's rigorous seismic safety standards by 2030. Here's an update on recent projects at Scripps Health, Tri-City Medical Center and Kaiser Permanente:

Scripps Opens Cardiac Center

La Jolla welcomed its second state-of-the-art heart hospital in February when the \$456

million **Prebys Cardiovascular Institute** opened its doors at **Scripps Memorial Hospital**.

The new facility has been occupied by about 700 Scripps Health employees — from nurses and doctors to technicians and clerks — for the past three months training for operations, catheterizations and other procedures that are offered at the center.

The 383,000-square-foot institute will consolidate the cardiac programs of both **Scripps Memorial La Jolla** and **Scripps Green** in San Diego, while also serving as a center for medical research, clinical trials and graduate medical education.

► Hospital page 34

Cushman & Wakefield Is Exploring Sale

REAL ESTATE: Exit Rate High at San Diego Office

■ By LOU HIRSH

The majority owner of commercial real estate services provider **Cushman & Wakefield Inc.** is reportedly exploring a sale of the New York-based company, but it's not clear whether that is connected to the recent departure of at least 13 brokers from the firm's San Diego operations.

Since October, the company has seen about 15 percent of its local broker roster — which now stands at around 60 at three office locations — depart for rival providers in the San Diego County market.

► Cushman page 38

Trade Opportunities Being Overlooked

TRADE: Plan Coming to Boost Exports, Investment

■ By BRITTANY MEILING

A coalition of nearly 400 businesses, universities and public agencies is getting ready to embark on a mission to turn the San Diego region into a bustling hub for international trade and foreign investment.

On March 11, the coalition, led by the **San Diego Economic Development Corp.** (EDC) will unveil the Global Trade and Investment Plan. The culmination of three years of research, the plan will detail actions and programs to increase the amount of foreign investment in the San Diego region and to assist companies in their efforts to go global.

The collaborative effort was inspired by the Global Cities Initiative, a joint project of the **Brookings Institution** and **JPMorgan Chase**

► Summit page 11



Photo courtesy of Scripps Health
The \$456 million, seven-story **Prebys Cardiovascular Institute** opened its doors last month at Scripps Memorial Hospital in La Jolla.

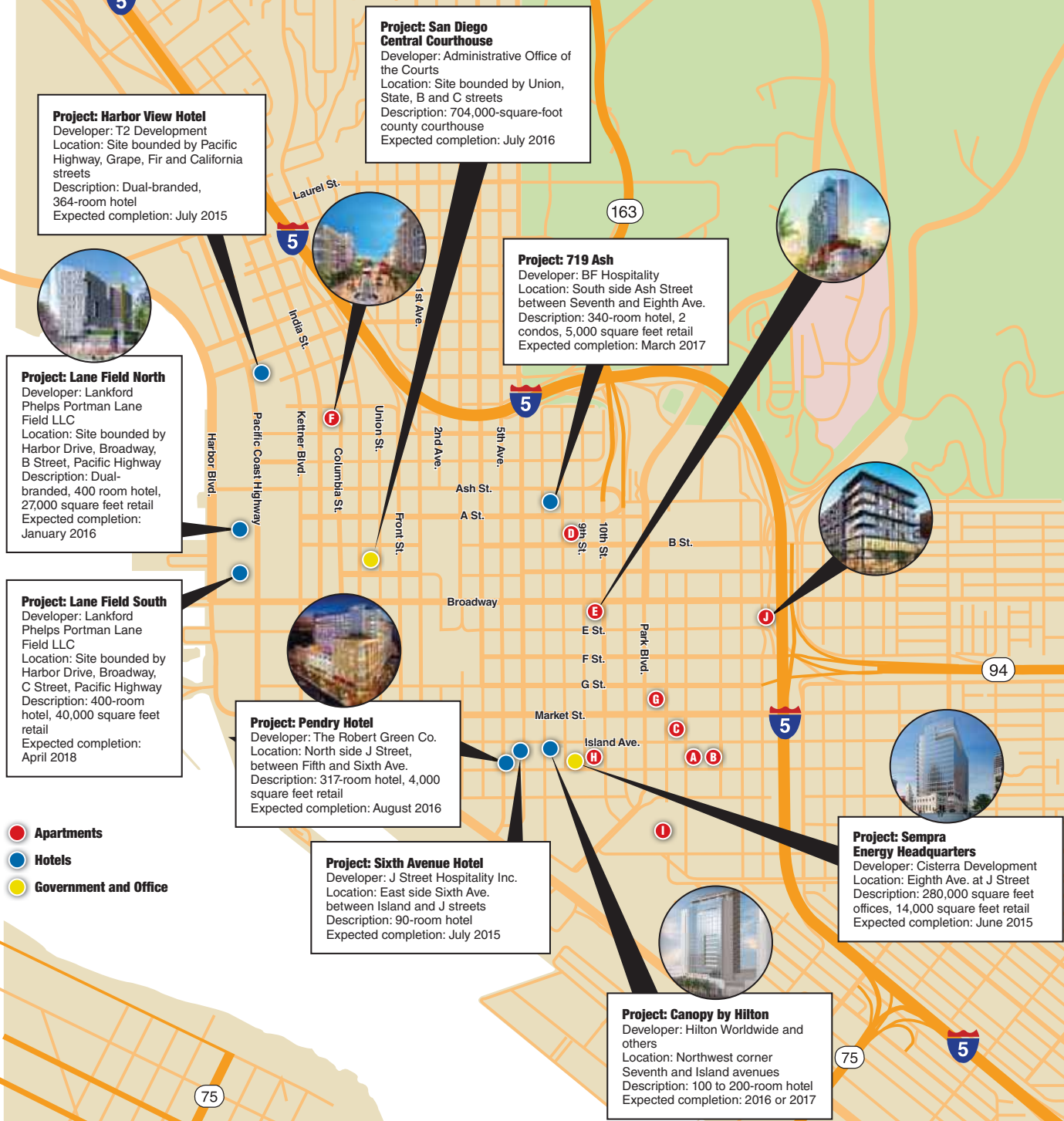
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Draw



Gaslamp getting Pendry hotel

Average room rate expected in \$250-300 range at 317-room hotel

By [Roger Showley \(/staff/roger-showley/\)](#) 1 p.m. Oct. 7, 2014 Updated 2:05 p.m.



Pendry San Diego will be located at Fifth Avenue and J Street in the Gaslamp Quarter. — *Awbrey Cook Rogers McGill*

Pendry San Diego, a 317-room, \$100 million-plus upscale hotel, will break ground Wednesday in the Gaslamp Quarter, adding yet another brand to the ever-expanding galaxy of places to stay.

The 12-story hotel will be built on the block bounded by Fifth, Sixth and Island avenues and J Street. It was the site of a lengthy battle by a cigar shop owner who fought the city over condemnation of his property. The hotel, located three blocks north of the San Diego Convention Center, is expected to open in the summer of 2016.

The property will include 36 suites of studio, one- and two-bedroom configurations and several restaurants and bars, including an underground "ultra-lounge" nightclub and a beer hall. An outdoor pool, spa, grill and fitness area will be located on a third floor deck. The 8,600-square-foot ballroom and various meeting rooms will cater to local and out-of-town group meeting planners. There will be three floors of underground parking. The average room rate has not been set but is expected to range from \$250 to \$300.

"We envision this will be the hub for visitors and the community," said Alan J. Fuerstman, founder and CEO of Montage Hotels and Resorts, who chose San Diego as the first location of this "lifestyle" or boutique hotel to complement his five existing Montage locations.

Reese Jarrett, incoming president of Civic San Diego, the city development agency, also thought the new hotel would bring additional activity to the Gaslamp Quarter

"I think there's a general upswing in the market, and certainly the hotel market, in particular, is a good thing," Jarrett said. "I think San Diego is proving to be an excellent destination point."

Fuerstman, who rose from bellhop to president of operations at the Bellagio in Las Vegas and founded his own independent hotel company in 2002, said he surveyed the Gaslamp Quarter's other hotels and decided a new luxury brand "lifestyle" hotel would appeal to young, hip guests looking for both superior personal service and high-quality design and amenities.

The hotel will be "pet friendly" -- to dogs no more than 35 pounds, that is -- and families with special activities for children at certain times of the year, he said.

"Gaslamp is the ultimate destination," Fuerstman said, attractive to group meeting planners, tourists and business travelers. "So much is happening. We like the depth of the market and varied activities San Diego brings."

Fuerstman said his son Michael, who is part of the company, came across the name "Pendry" as he was researching "Know thyself," as a hotel theme.

Pendry is a Cornish family in England, dating back to medieval times, and, according to one researcher, was known as "an outgoing bunch... imaginative, reliable and elusive due to their historical linkage with the planet Venus." (Current Pendrys include Joe Pendry, a retired American football coach; John Pendry, an English theoretical physicist; and Baron Tom Pendry, who learned boxing at the hands of a Benedictine monk.)

Montage received trademark approval in both Britain and the U.S. to use the Pendry name. Of course, "Know thyself" is most often attributed to the Greek philosopher Socrates, but in Pendry San Diego's case, the staff plans to attach multiple interpretations to the motto.

The developers are the Robert Green Company and Montage. The architect is Awbrey Cook Rogers McGill, which slightly modified the previously approved design for a Renaissance Marriott Hotel originally planned for the site. Davis Reed Construction is the general contractor.

"We think this is the best remaining site in the Gaslamp Quarter," Green said.

Architecturally, the hotel is broken up into several segments of varying heights with ground floor retail and restaurant use meant to attract foot traffic and activity. In particular, the beer hall, which will showcase local microbreweries, will be at the corner of Sixth and J and help fill in the gaps of activity along Sixth, the eastern boundary of the 16 1/2-block Gaslamp historic district, the hotel developers said.

The hotel has taken more than 10 years to get to the construction stage.

The city condemned the property in 2004 to make way for the Marriott and cleared building site, including Afghan refugee Ahmad Mesdaq's Gran Havana Cigar & Cafe Lounge.

He fought the condemnation action and ultimately was awarded \$7.8 million in an eminent domain case that was often cited as an abuse of redevelopment powers that ultimately were ended by the Legislature in 2011.

Mesdaq, who recently got the go-ahead to open a new cigar lounge at 745 Fourth Ave., said he spent \$2 million to buy the first location and \$1.25 million to fight its condemnation.

Meanwhile, the downturn in the economy stalled the 2008 planned start of the Marriott. Green and Fuerstman bought a ground lease for the property in 2012 and obtained the necessary approvals to start construction.

CivicSD's Jarrett said without redevelopment condemnation powers, projects like Pendry San Diego will have to depend on promoters to consolidate building sites on their own.

"There may be some innovative ways (to help) if we can do some land swapping" and transfer of development rights," he said. "Clearly we want to be able to assist in any way we can, and those are going to be done on a case-by-case basis."

Other new hotels coming downtown

Meanwhile, three other hotels are under construction downtown, according to Civic San Diego:

The two-hotel Lane Field property with 400 rooms at the foot of Broadway in one building, SpringHill Suites and Residence Inn. The 154-room Fairfield Marriott, a limited-service hotel at 831 Sixth.

The Harbor View Hotel at Pacific Highway and Grape Street, where portions of the historic Top's nightclub/Fat City restaurant building are to be included in the completed development.

Other hotels in the works are a 410-room hotel at 401 W. Ash and 116 rooms at 743 Fifth.

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Daily Business Report – Oct. 8, 2014

Written by **SD Metro Magazine** in **Daily Business Report**



Rendering of the Pendry San Diego that will be built on J St., between Fifth and Sixth avenues in Downtown San Diego.

Downtown San Diego to Get Luxury Hotel

The Robert Green Company and Montage Hotels & Resorts are breaking ground today on Downtown San Diego's newest hotel — Pendry San Diego, a 12-story high-rise that will offer 317 guest rooms, including 36 suites



The hotel will be on J Street, between Fifth and Sixth avenues.

Scheduled to open in 2016, Pendry San Diego will include a rooftop pool, two restaurants, ultra-lounge, a beer hall, a spa and energizing fitness facility, and over 22,000 square feet of meeting space.

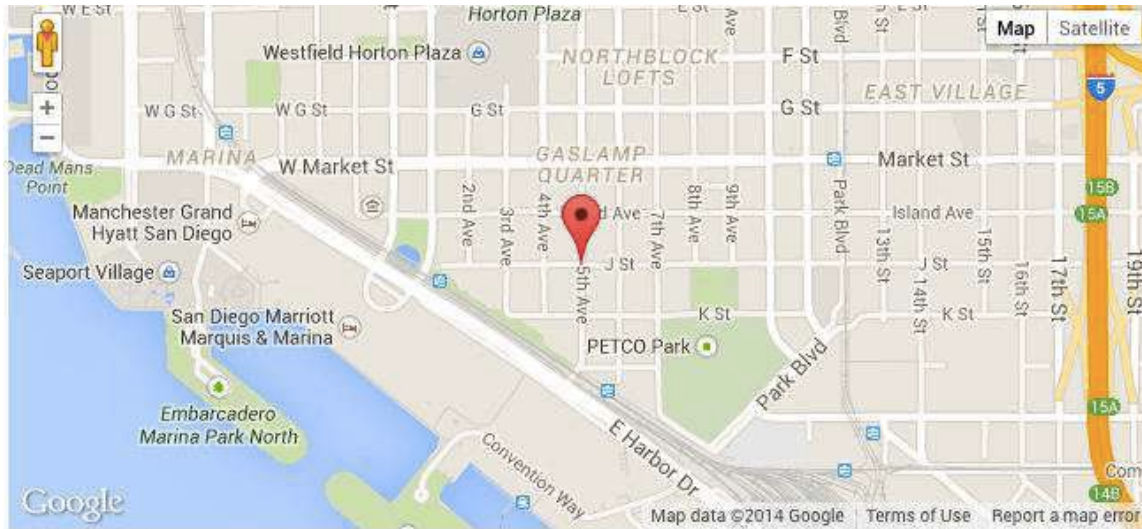
The Robert Green Company is a privately held real estate development company headquartered in Encinitas. It was founded by Robert S. Green Jr. more than 15 years ago.

Montage Hotels & Resorts is a hotel and resort management company founded by Alan J. Fuerstman.

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Gaslamp Getting 317-Room Hotel, With Beer Hall, Rooftop Pool

POSTED BY CHRIS JENNEWEIN ON OCTOBER 8, 2014 IN BUSINESS | 277 VIEWS | LEAVE A RESPONSE



Construction began Wednesday on Pendry San Diego, a 317-room hotel project in the Gaslamp Quarter.

The hotel is going up on a site bordered by Fifth and Sixth avenues, and J Street. The design includes a rooftop pool, two restaurants, a lounge, beer hall, spa, fitness room and 22,000 square feet of meeting space.



Mayor Kevin Faulconer (center) at the groundbreaking for the Pendry San Diego.

“Pendry San Diego will transform what is one of the most valuable remaining parcels of undeveloped property in the Gaslamp Quarter into an exciting and vibrant hotel, restaurant and nightlife destination,” said the developer, Robert Green.

“A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years,” he said.

Green previously built the Park Hyatt Resort Aviara, formerly known as the Four Seasons Resort Aviara, in Carlsbad.

Pendry San Diego is set to be managed by Montage Hotels & Resorts when it opens in about two years. Montage currently operates hotel in Laguna Beach, Beverly Hills and Kapalua Bay, Hawaii — among other places.

Execs break ground on new hotel in the Gaslamp

[8 cbs8.com /story/26741378/execs-break-ground-on-new-hotel-in-the-gaslamp](https://www.cbs8.com/story/26741378/execs-break-ground-on-new-hotel-in-the-gaslamp)



SAN DIEGO (CNS) - Construction began Wednesday on Pendry San Diego, a 317-room hotel project in the Gaslamp Quarter.

The hotel is going up on a site bordered by [Fifth and Sixth avenues, and J Street](#). The design includes a rooftop pool, two restaurants, a lounge, beer hall, spa, fitness room and 22,000 square feet of meeting space.

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Construction begins on 317-room hotel in Gaslamp

POSTED 10:49 AM, OCTOBER 9, 2014, BY BOB PONTING, UPDATED AT 03:05PM, OCTOBER 9, 2014

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Construction begins for downtown luxury hotel

[kusi.com /story/26741002/construction-begins-for-downtown-luxury-hotel](http://kusi.com/story/26741002/construction-begins-for-downtown-luxury-hotel)



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Pendry Hotel Slated for Downtown San Diego

By ARTICLE IN BLOGLAND Andie Adams
Thursday, Oct 9, 2014 • Updated at 8:45 PM PDT



A new luxury hotel, boasting a rooftop pool, beer hall and two restaurants, broke ground this week right in the middle of the Gaslamp Quarter.

Construction crews started Wednesday on Pendry San Diego, a 12-story, 317-room hotel developed by Robert Green.

Bordered by Fifth and Sixth avenues along J Street, Pendry will try to capitalize on tourists seeking to stay in the heart of San Diego's action.

Green hopes to make the new hotel into a food and night life destination downtown.

"A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years," he said.

Pendry will feature a lounge, spa, fitness room and plenty of meeting space, in addition to the beer hall and restaurants.

But eager guests will have a while to wait. The new hotel does not open until 2016. Robert Green's company has ventured into the hotel realm before by building the Park Hyatt Resort Aviara.

Pendry San Diego will be managed by Montage Hotels and Resorts, which runs hotels in Laguna Beach, Beverly Hills and Hawaii.

San Diego 6 San Diego, CA

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Construction begins on luxury hotel in Gaslamp Quarter

Originally printed at <http://www.sandiego6.com/news/local/Construction-begins-on-luxury-hotel-in-the-Gaslamp-Quarter-278601921.html>

By City News Service
October 8, 2014

SAN DIEGO (CNS) - Construction began Wednesday on Pendry San Diego, a 317-room hotel project in the Gaslamp Quarter.

The hotel is going up on a site bordered by Fifth and Sixth avenues, and J Street. The design includes a rooftop pool, two restaurants, a lounge, beer hall, spa, fitness room and 22,000 square feet of meeting space.

"Pendry San Diego will transform what is one of the most valuable remaining parcels of undeveloped property in the Gaslamp Quarter into an exciting and vibrant hotel, restaurant and nightlife destination," said the developer, Robert Green.

"A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years," he said.

Green previously built the Park Hyatt Resort Aviara, formerly known as the Four Seasons Resort Aviara, in Carlsbad.

Pendry San Diego is set to be managed by Montage Hotels & Resorts when it opens in about two years. Montage currently operates hotel in Laguna Beach, Beverly Hills and Kapalua Bay, Hawaii -- among other places.

Construction Starts on \$100 Million Downtown Hotel

By **LOU HIRSH**

Wednesday, October 8, 2014



Encinitas-based developer The Robert Green Co. and Montage Hotels & Resorts of Laguna Beach have begun construction on Pendry San Diego, a new 317-room luxury hotel in downtown San Diego's Gaslamp Quarter.

Officials said the project will represent an investment of more than \$100 million, with the hotel set for a 2016 opening.

Development and civic leaders held a public groundbreaking

Oct. 8 at the site, bounded by Fifth, Sixth and Island Avenues and J Street. The location at one time housed a cigar store and was previously considered by another developer for a Marriott Renaissance hotel project that did not go forward.

Developers said Pendry San Diego will include 36 suites, a rooftop pool, two on-site restaurants, a beer hall, spa and fitness facility. There will be more than 22,000 square feet of meeting space and "fashion forward" designed guest rooms.

Founded by San Diego native Robert S. Green Jr., the 15-year-old Robert Green Co. is privately held and focused on hospitality, luxury residential and mixed-use development throughout the western United States.

Montage Hotels & Resorts is a hotel and resort management company founded by Alan J. Fuerstman. It currently operates five luxury properties in California, Hawaii, Utah and South Carolina, with one in development in Mexico, according to its website.

Execs break ground on new hotel in the Gaslamp

 760kfm.com/story/26741378/execs-break-ground-on-new-hotel-in-the-gaslamp



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Pendry San Diego Commences Construction

 abc27.com/story/26740252/pendry-san-diego-commences-construction

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SOURCE The Robert Green Company

New Lifestyle Hotel Debuts in San Diego's Historical Gaslamp Quarter

Located at the epicenter of the historic and energetic Gaslamp District, Pendry San Diego will be built on the site bordered by 5th Avenue, 6th Avenue and J Street. A few blocks from the home of the San Diego Padres, Petco Park and the San Diego Convention Center, Pendry San Diego will be the region's most stylish urban destination for leisure and business travelers.

Scheduled to open in 2016, Pendry San Diego will feature 317 guest rooms, including 36 suites, a rooftop pool, two uniquely designed

restaurants, an ultra-lounge, a beer hall, a spa and energizing fitness facility, and over 22,000 square feet of meeting space. Visitors and San Diego residents will experience an engaging and inspired environment with comfortable and fashion-forward designed guestrooms and new, enticing culinary and social experiences.

Robert S. Green, Jr., President of The Robert Green Company, states, "Pendry San Diego will transform what is one of the most valuable remaining parcels of undeveloped property in the Gaslamp Quarter into an exciting and vibrant hotel, restaurant, and nightlife destination. A development of this caliber, which will provide so many important jobs and economic benefits to the community, has not been undertaken in downtown San Diego for many years. We're proud to be a part of creating this significant economic boost to the area, and also truly delighted to be creating what we believe will be the most exciting and desirable hotel in San Diego."

Alan J. Fuerstman, Founder and CEO of Montage Hotels & Resorts, stated, "Southern California is home, and we are thrilled to bring another new, innovative option to guests visiting this area. With vibrant design and anticipatory service, Pendry San Diego will be like stopping in for a visit and a pint at the home of your most worldly and generous friend. We are creating a new landmark at the core of the historic Gaslamp District."

About Montage Hotels & Resorts



Montage Hotels & Resorts is a hotel and resort management company founded by Alan S. Fuersman. Designed to serve luxury travelers and homeowners, the company features an artistic collection of distinctive hotels, resorts and residences in stunning settings that offer comfortable elegance, a unique sense of place and spirit, impeccable hospitality and memorable culinary, spa and lifestyle experiences. For more information please visit www.montagehotels.com

About The Robert Green Company

Founded more than 15 years ago by San Diego native Robert S. Green Jr., The Robert Green Company is a privately held, real estate development company headquartered in Encinitas, CA, specializing in hospitality, luxury residential, and mixed-use development throughout the Western United States. The company and its principals are credited with the development of world-renowned hotels and resorts such as the Park Hyatt Resort Aviara, formerly known as The Four Seasons Resort Aviara; The Four Seasons Resort Jackson Hole, Wyoming; and The Four Seasons Hotel Palo Alto, California. Current and future projects of the company include Pendry San Diego, the Argyle Hotel in Hollywood, CA, the Saggio Hills Resort and Residences in Healdsburg, CA and the SilverRock Resort & Residences in La Quinta, CA. For more information, please visit www.therobergreencompany.com.

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