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## **HOTEL FACT SHEET**

### **OVERVIEW**

Opened October 2011, [Shore Hotel](#) is a boutique, oceanfront property in Santa Monica, CA, and is only sustainable hotel in Santa Monica to be LEED Gold certified by the U.S. Green Building Council Leadership in Energy and Environmental Design (LEED). Located on famous Ocean Avenue and within short walking distance to many local attractions—including the Santa Monica Pier, Third Street Promenade, and Santa Monica Place—the AAA Four Diamond property, Shore Hotel, is the ideal getaway for any visitor to the greater Los Angeles area.

Independently owned by the Farzam family, built by Ocean Avenue Management, LLC, and designed by Gensler Architecture, this California contemporary hotel provides visitors with the ultimate coastal experience further enhanced by exceptional eco-conscious operations, including being the first property in the state of California to implement an energy-saving Auto

Demand Response system, which enables the hotel to automatically reduce energy use during peak hours.

Combining modern design with state-of-the-art, energy-efficient systems and procedures, Shore Hotel offers guests resort-style amenities such as meeting and event space, in-room beauty and spa services, 24-hour fitness and business centers, onsite food and beverage outlets, as well as a solar-heated pool. “We live in the community and work here and we want to share with our guests what makes Santa Monica such a wonderful place to visit,” COO Steve Farzam says. “We believe that an exceptional experience at Shore Hotel includes making a real difference with our environmental initiatives.”

### **CALIFORNIA MODERN DESIGN**

Gensler Architects—a Los Angeles-based firm known for constructing many prominent buildings, including the Beverly Hilton, and the new tower of The Ritz-Carlton & JW Marriott at downtown Los Angeles’s L.A. LIVE—provided the concept for Shore Hotel’s California modern design, which features 164 stylishly appointed rooms dressed in shades of turquoise and orange and outfitted with custom-made teak wood furniture, each with its own private balcony facing the ocean. Shore Hotel further extends the surrounding beachside environment indoors with design elements including cream-colored sandstone walls in the lobby and the airy, open reception area, with glass walls looking out at the ocean and native vegetation sprinkled throughout. The open-air, U-shaped design of the main hotel building nestles an outdoor pool, cocktail bar, and patio, which are situated under a distinctive, steel trussed roof. The look and feel of the hotel is contemporary and comfortable and reflects its spectacular setting.

The main building also provides a unique, three-tier sky bridge that connects it to a second collection of rooms that afford the same great views of the Pacific Ocean. Additional features of the property include a four-story underground parking lot with 300 public parking spaces, and superb access to year-round leisure activities in Santa Monica, as well as the city’s famous beaches. The hotel also welcomes locals and pedestrians with a unique public-use space

that blurs the line between the sidewalk and hotel entrance and includes park benches for those looking for respite.

### **ECO-FRIENDLY MATERIALS AND RESOURCES**

Environmental stewardship was thoughtfully considered in the design and building of Shore Hotel, with abundant traces of it found throughout the property. In order to build the hotel, the Farzam family had to level two existing hotels, the Pacific Sands and Travelodge, both of which they owned. In an effort to conserve the planet's energy and natural resources, as well as reduce pollution and negative impacts of waste, Shore Hotel streamlined recycling and salvaging programs – reusing over 50% of all construction waste materials including metals, concrete, stucco, terrazzo, wood, and carpet.

Many of the exterior elements of the hotel have a positive impact on the environment including light-colored solar reflecting materials covering more than 75% of roof surfaces to reduce heat islands, as well as more than 10% of the building's construction materials made from regional resources. Inside, guestrooms are decorated with Eco Solution Q Nylon carpet atop a Nature's Choice carpet pad, along with case goods and side chairs made of wood certified by the Pacific Forest and Watershed Lands Stewardship Council. Lobby chairs are also upholstered with 100% pre-consumer recycled polyester.

### **REDUCED WATER USE**

Given its location on the Southern California coast, Shore Hotel is keenly aware of the importance of water conservancy and is doing its part to reduce water usage by installing top-of-the-line appliances with water reduction mechanisms in guest rooms and common areas. Features include high-efficiency, 1.28 gallons per flush, Toto toilets that use 20% less water than mandated by law; low-flow showerheads that utilize between 1.75-2.0 gallons per minute and 20-30% less water than federally mandated; and automatic faucets and toilet sensors in public restrooms that increase water efficiency. Surrounding the exterior of the property are native, adaptive plants and landscaping, as well as a drip-irrigation system, which together reduce the use of potable water sufficient for drinking by 50%.

## **ENERGY EFFICIENCY AND ATMOSPHERIC CONSERVATION**

State-of-the-art systems and practices have been implemented to ensure that Shore Hotel is utilizing the proper amount of energy and being conscious of the atmosphere. In fact, the hotel is the first property in the state of California to implement the Savings by Design program, allowing for participation in California Edison's Auto Demand Response, which enables the hotel to earn incentives for reducing the use of energy during peak hours—lowering the building's carbon footprint. Other energy-saving optimizations include a solar heated pool and installing triple blower fan coils in guest rooms, as well as a centralized INNCOM sensor system that automatically adjusts lighting and temperature when the room is unoccupied.

Additionally, Shore Hotel implemented atmosphere-awareness procedures, which include providing Los Angeles with better water quality by removing 80% of Total Suspended Solid from the 90% of captured annual storm water runoff, zero use of chlorofluorocarbon-based refrigerant in air conditioning, and utilizing THERMIFIC high-efficiency boilers and modulation burners that operate at a thermal efficiency rate of 85%.

## **INDOOR ENVIRONMENTAL QUALITY**

With over 90% of the interior space in the direct line of sight to the outdoors, Shore Hotel is committed to incorporating external environmental initiatives indoors as well. All guest rooms come equipped with a balcony that provides ventilation, brilliant views, and thermal comfort; additional ventilation from a ducted fresh-air system that exceeds minimum code requirements; Project Stone's ecoQuartz bath vanity and desktops containing ecological safe solvents; and low-fume emitting paint, carpet, and nearly odor-free, RJF wall coverings, which are Greenguard-certified for indoor air quality. Green Housekeeping policies also reduce exposure of guests and staff to potentially hazardous chemical contaminants.

### **OPENING DATE**

October 7, 2011

### **ROOM RATES**

Rates start at \$250 per night

## **AMENITIES & SERVICES**

### **Champagne Upon Check-in**

Shore Hotel offer all guests (21 and over) a complimentary glass of champagne upon check in

### **Breakfast and Lobby Bar**

Continental breakfast and cocktail bar is available in the lobby

### **One-Touch Valet**

Shore Hotel recently launched a “one-touch” valet system. The valet application, Zinger, allows Shore Hotel’s guests to request their car be pulled-up via their smart phone. Guests will receive an immediate response and their car will be ready to be picked up within 15 minutes.

### **Connecting Rooms**

Shore Hotel offers six connecting rooms to accommodate families and larger parties traveling together (available upon request)

### **Green Clean**

Receive \$5 off your bill each day for not utilizing housekeeping over an extended stay

### **Direct Booking Incentives**

Book directly on ShoreHotel.com to receive promotional incentives

### **Address**

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