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Nevada Business Journal

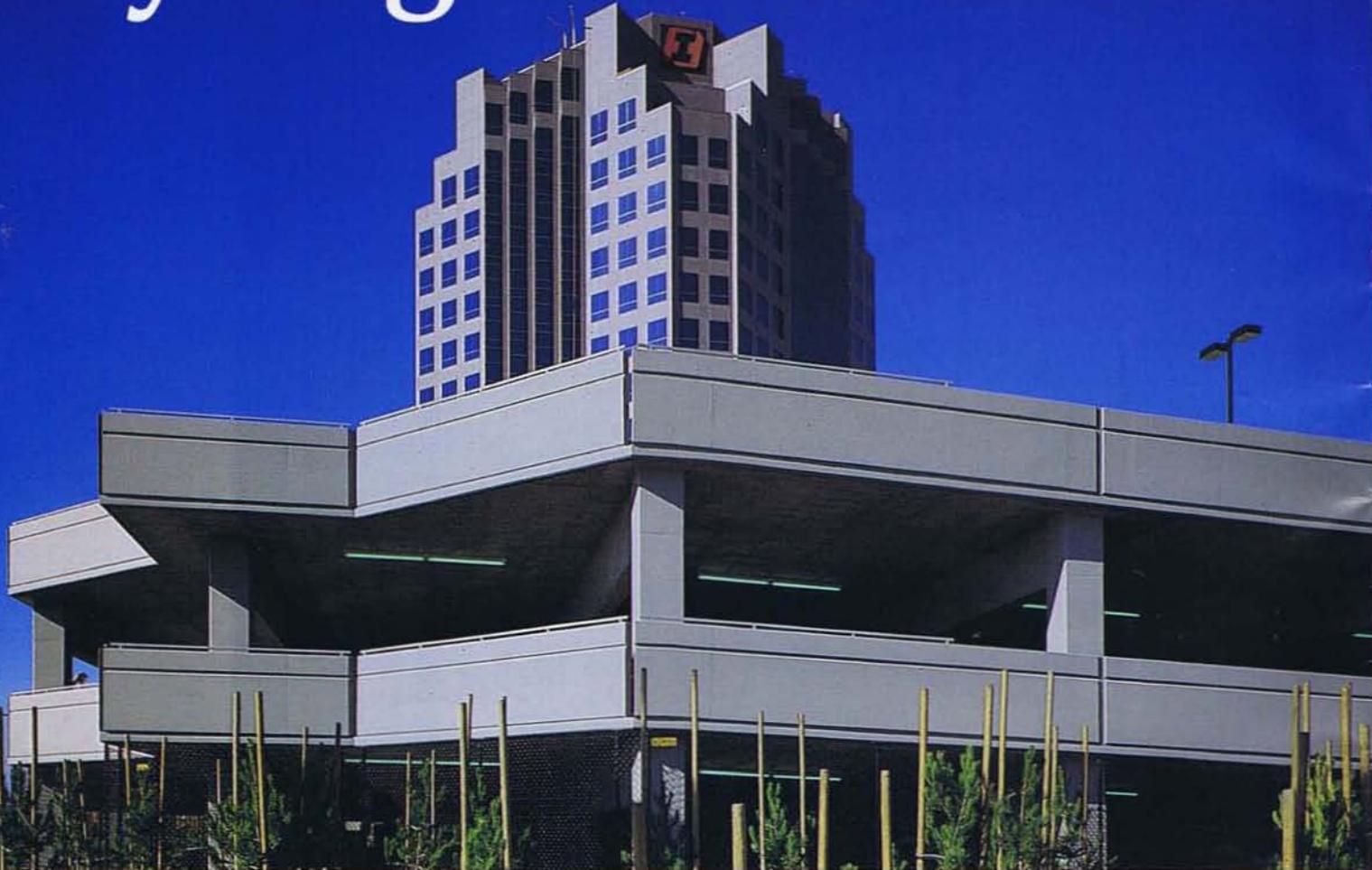
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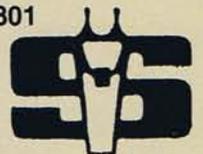
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The staff of NEVADA BUSINESS Journal would like to extend its thanks to all the companies, writers and advertisers who participated in the production of this special First Interstate Tower supplement, without whose help it would not have been possible.

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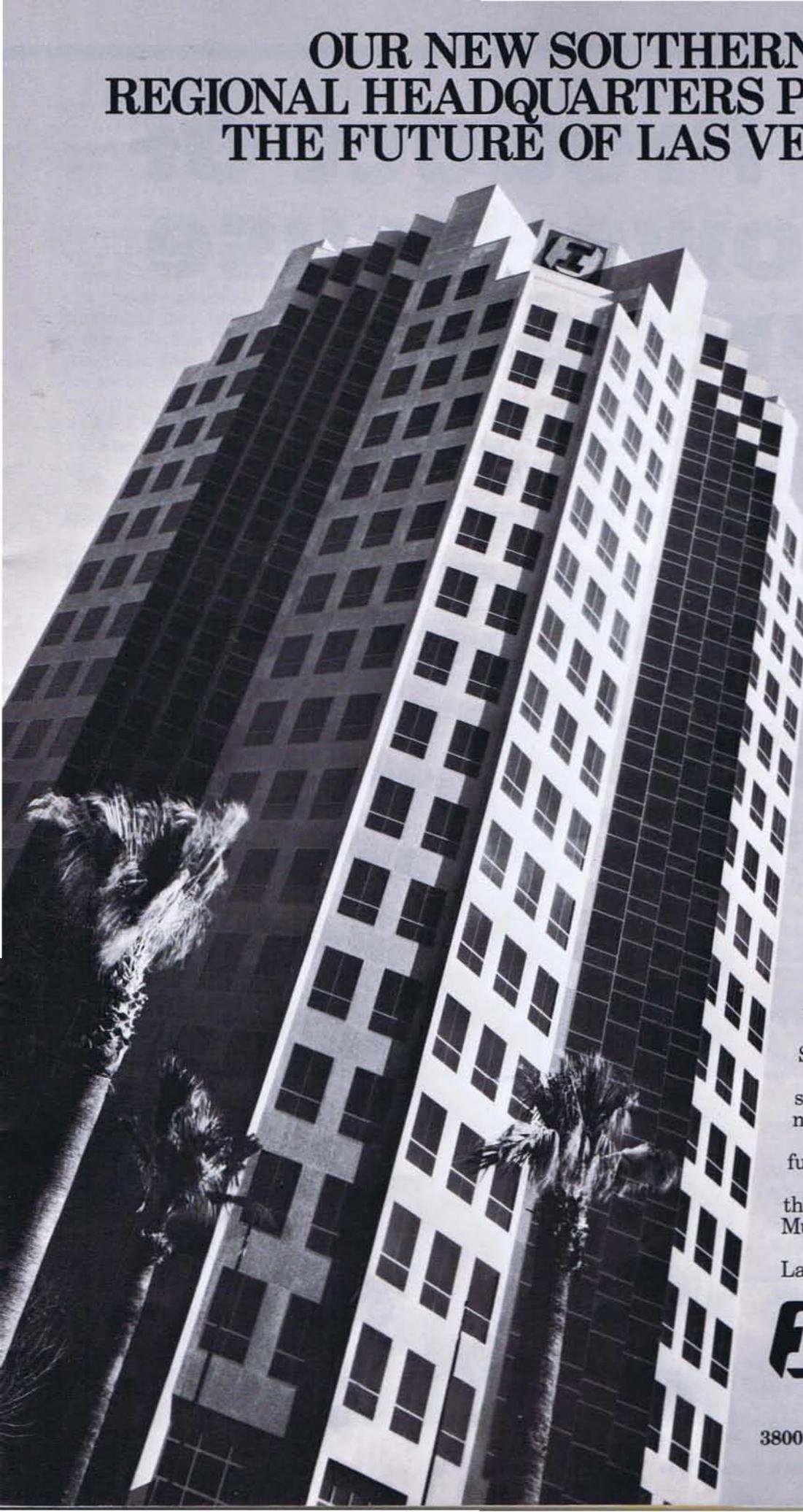
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The Product Of A Powerhouse Partnership

When two Nevada business giants decided to join forces, the effort resulted in a monumental, 270-foot, \$43-million building that says this state means business.

By Graham McKenney

Gary Fiedler, chairman and president of First Interstate Bank of Nevada (FINV), sits at his desk on the 18th floor of Las Vegas' newest building, the First Interstate Tower. Asked for an analogy of how the bank and Summa Corp. worked together to build Clark County's first major high-rise office complex to be constructed in 10 years, he thinks for a moment, then draws something on a pad.

"It's like this," he says, tapping the sketch that shows two lines running side by side. "Like railroad tracks. Anywhere you looked during construction of the tower you could see First Interstate Bank and Summa working right alongside each other. We worked together well and kept the project on track," he says.

"But there's this, too," he adds, drawing two more lines that come to a point to illustrate the optical illusion of two tracks merging in the distance. "In

"Summa Corp. is pleased with the results of this fine partnership that has created a building of visible distinction. Hughes Center has the potential to become the central business district in Las Vegas."

William R. Lummis, chairman of the board and president, Summa Corp.



PHOTO BY HENRY C. HOLCOMB & NICK DOMSCHOT, PRESTIGE PHOTOS

the end everything came together and the tower was delivered on time and on budget. Except in this case it wasn't an optical illusion that did it. It was teamwork."

That teamwork in just 19 months produced a 270,000-square-foot building which now houses the regional headquarters of FINV, including a full-service branch and more than a dozen departments, plus the corporate headquarters for Summa and its affiliated companies, with enough room left over for several tenants. In addition, a three-level parking garage was constructed, acres of landscaping were completed and a network of surrounding roads was paved.

While construction of the tower began with a groundbreaking in May,

1985 and will end with a grand opening celebration this spring, the partnership which initiated it has roots that stretch back years before the first bit of earth was moved.

In the early 1980s, each company had separately come to the conclusion that it needed more space. Both Summa Corp. and First Interstate Bank had also decided that their current facilities didn't fairly represent their corporate images.

Summa Corp., parent company for the holdings of the late Howard Hughes, is a privately held corporation with hotel and casino properties in Reno and Las Vegas and real estate interests throughout Nevada and Southern California—all this supervised from rented office space in the Alexander Dawson building in Las Vegas. As one Summa

official privately concedes: "As a major corporation and the leading real estate investment and development company in Nevada, it did not seem appropriate to be renting office space."

In 1983 Summa began to consider the feasibility of constructing a headquarters building in which it could consolidate many of its operations. Summa was also looking for a quality building to kick off its planned Hughes Center, a 120-acre office park to be located on land bounded by the Desert Inn Country Club to the north and Paradise Road on the east. Designed for phased development, Hughes Center would be a self-sufficient business complex which, when completed, would contain 1.2 million square feet of office and commercial facilities.

Add to those considerations the fact that the building would also be a major and profitable investment, and "It became very logical that we have our own headquarters building," says John Goolsby, president of Howard Hughes Properties, the real estate development arm of Summa.

At that point, Goolsby says, Howard Hughes Properties assembled an experienced development team with substantial experience in the planning and development of major office buildings. The team included Welton Becket Associates, an \$8-billion architectural design group with projects all over the world, C.L. Peck, a major contractor with substantial experience in the construction of headquarters facilities and The SWA Group, an internationally known landscape, urban design and planning firm. "We had a concept of a tower," says Goolsby. "We had two plans: a smaller tower with Summa as the only anchor tenant or a larger, taller tower with two major users."

First Interstate Bank of Nevada is the



"Anywhere you looked during construction of the tower you could see First Interstate Bank and Summa working right alongside each other. We worked together well and kept the project on track."

Gary Fiedler, chairman and president,
First Interstate Bank of Nevada

state's largest financial institution, employing more than 2,200 Nevadans throughout its 64 statewide offices. In Las Vegas alone the bank has 29 offices and nearly 1,000 employees. With more than \$2.9 billion in assets, FINV is the fifth largest of the commercial banks owned by First Interstate Bancorp, headquartered in Los Angeles.

About the same time Howard Hughes Properties (HHP) was developing concepts for a headquarters tower, the bank was reviewing various sites on which to construct a building of its own. "Primarily we had just outgrown the Third and Carson [Las Vegas] office," says Richard Petty, FINV executive vice president and head of the bank's management services group. "So we had been exploring for several years various sites where we could build a low- or high-rise

building."

Visibility in southern Nevada, Petty says, was another top consideration for the Reno-based bank. The Las Vegas Main Office "just didn't fairly represent what we wanted to represent in southern Nevada from an identity standpoint," he says. "We wanted an identifiable, high-quality building, a place where we could really make an impression from a commitment standpoint to the southern part of the state."

A consulting firm was brought in and, armed with some preliminary input from the bank, set to work. The study was extensive, says Jack Haddock, FINV vice president and facility planning manager. The firm "looked at all of our various alternatives: location, types of buildings and their images, parking accessibility—everything."

Word got out about this time that the state's largest bank was in the market for a building. "It was known in Las Vegas that we were looking to enhance our image in that market," says Haddock. "So we had any number—a dozen—different proposals for office buildings offered to us that we might occupy and put our signature on."

When all the data from the study were in, the firm made a recommendation "based on all the criteria of what we wished to accomplish," says Haddock. First choice: cut a deal with Summa.

"[The data] showed that we should locate out there at that particular site [Hughes Center], that in three years the building could be rented and that this was the image that the bank wanted for itself," according to Haddock. "Everything pointed to Summa."

Borrowing the analogy of the two merging railroad tracks, "everything just came together at this point," says FINV's Petty. "[Both Summa and First Interstate] were trying to do the same thing at the same time. It was a matter of mutual needs."

Talks between First Interstate and Summa began in earnest in late 1983 and early 1984. From the discussions it became clear that there were advantages for both sides.

With the additional space the bank would take, Summa could afford to build a taller, more prominent tower, which in turn would be perfect as the epicenter of its planned office park, the Hughes Center.

Summa also gained another way, according to Wai-Nung C. Lee, vice president of Howard Hughes Properties. "Together with the physical prominence of the building, there's the added distinction of being associated with the area's most prestigious office center. The building's unique design features and height would create a truly landmark building."

What was in it for First Interstate Bank of Nevada? Answers Lee: "We offered First Interstate the image comparable to its status. Before the tower was built and the sign was up, most people would look at the skyline and say Valley Bank is the biggest bank because they had the tallest building. Now all that has changed."

By placing several key departments under one roof, the bank was also able to boost the efficiency of its staff while improving convenience for its custom-

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ers. "Now when an employee needs to talk to someone in Appraisal, they're on the next floor, not in another building three miles away," says FINV Facility Planning Manager Haddock. "Plus, now the customer can come down and make a deposit, get some advice from Trust, then step over to Private Banking for a CD [Certificate of Deposit], all in one place. It's a one-stop shop from the standpoint of the bank."

The sole disadvantage, according to a source outside the two companies, would be the division of control. "It's just like everything else," the analyst says. "If you own the whole building you've got total control. With a partnership you've got shared control so any decisions have to be approved by both sides."

Although the concept for the tower was far from crystallized, in early 1984 the two companies agreed to go ahead with "something." As HHP's Lee puts it: "We agreed that we were going to put something together and that First Interstate would be a part of it."

There remained one important decision, and it was the bank's: would First

Interstate be a tenant in the tower or a part owner?

To build a case for a decision either way, "we did an incredible number of business case studies within the bank," says FINV's Petty. "We turned up tons and tons of data which looked at the entire issue—pros and cons from both sides." In the end, "the business cases indicated that long-term, long-range, we'd be much smarter being a 50-percent partner than we would be being a tenant," Petty adds. "It made sense from both a financial standpoint and I think from a psychological standpoint, to be the owners of the building."

On Feb. 27, 1985, First Interstate Bank and HHP announced the formation of a partnership which would construct the First Interstate Tower.

The two companies "share a long-term commitment to community growth and development," William R. Lummis, chairman of the board and president of Summa, said at the announcement. "Making a major investment in our new corporate headquarters here reflects our continued confidence in the future of southern Nevada."

Added FINV Chairman of the Board and President Fiedler: "As Nevada's largest and one of its oldest banks, we historically have been partners in the growth of Las Vegas. It is, therefore, with particular pride that we join HHP in a venture which reflects our shared commitment to the future of southern Nevada."

Behind the announcement were two inch-thick partnership agreements (one for HHP, one for FINV), covering interim and permanent financing, the selection process for the contractor and architect, space requirements and space needs, building identity, leasing arrangements—"just a hundred different details as to who was going to do what," explains Petty. Using attorneys as intermediaries, the two companies worked out those details and a host of others. The entire process, from initial contact between the two companies to announcement of the partnership, took a little more than 18 months. "It was very complicated," Petty acknowledges.

Again, each company gained in the partnership. "We're a bank, not a property development firm at this time,"



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CONGRATULATIONS

**ON THE FIRST INTERSTATE TOWER
CONTINUING THE PROGRESSIVE GROWTH
IN OUR COMMUNITY**

says Petty. "They're not a bank; they are a property development company. The marriage was ideal. On top of that, we were able to share expenses which ultimately led to a greater building."

Agrees HHP's Lee, "We looked upon this as a good investment. Obviously a strong financial partner would only help. With the bank's sophistication, and our goal to build a corporate headquarters, a very successful partnership resulted."

As HHP President Goolsby sums up, "One plus one didn't equal two in this case—it was more like four or five."

Officials from Summa and First Interstate Bank both agree, however, that the selection of Welton Becket Associates as architect and C.L. Peck Contractor as builder for the tower smoothed the flow of the entire project. Their selection "allowed us to optimize our investment and get the best image with the most reasonable cost," says HHP's Lee.

The Becket Group has projects placed into construction in more than 200 cities around the world, according to a company synopsis. These projects include nearly every major building type from corporate-headquarters office buildings and retail facilities to hotels and civic centers. The firm has full-service offices in Los Angeles and New York and a network of offices in Chicago.

C.L. Peck has substantial experience in the construction of corporate headquarters facilities, including 7.6 million square feet of corporate headquarters buildings for banks and savings and loan associations.

The two firms were hand-picked by HHP and approved by First Interstate Bank. Says FINV's Petty, "We felt that by the selection of Welton Becket and

C.L. Peck as the premier architect and builder in connection with HHP's expertise in building, that the tower's integrity was assured."

More research was undertaken at this point to determine the space requirements of both companies, how long it would take to lease the building and the absorption rates in the Las Vegas area. The results of the research "are what caused us to back into the size of the

"We had two plans: a smaller tower with Summa as the only anchor tenant or a larger, taller tower with two major users."

John Goolsby, president, Howard Hughes Properties.

building," says Petty. The resulting 270,000 square feet "are what we thought would be a practical size for a building and the best and highest use of the land where we'd be locating."

That was half the battle. Then the two companies had to decide whether it would be a rectangular building or square; what type of facade it would have; at what angle the building would set on the ground. Says Lee, "We decided to turn the building at a 45-degree angle to take advantage of the views of the city that were possible. We chose a

square floor plan for efficiency, then we articulated the window treatments to create a slender appearance by designing windows to form vertical lines to accentuate its height."

Almost from the beginning, maximizing the tower's height had been an overriding consideration. As a result, the building is 270 feet tall, barely below the maximum allowed by nearby McCarran International Airport's flight paths.

On Tuesday, May 14, 1985, at a ceremony attended by Gov. Richard Bryan, top officials from both companies and others, ground was broken for the area's first major high-rise office building in 10 years. Construction of the First Interstate Tower, a joint venture between Howard Hughes Properties and First Interstate Bank of Nevada, had begun.

Construction, including the shell and core of the building, landscaping and the paving of the roads took just over 19 months. (Both companies point out that while Welton Becket and C.L. Peck are from outside the state, the majority of the work done on the tower was handled by local subcontractors.) Only spot construction and landscaping remain, together with some tenant improvements on the interior.

The result, after \$43 million and 19 months, is the state's tallest office building and the only granite and glass high-rise building in Las Vegas.

The sophistication of its fire-safety devices makes the tower one of the safest buildings in the country. The city's newest office complex also has the capability to be a "smart" building, with conduits in place for voice and data communications equipment and designed with the tenant needs in mind. In addition, the building is positioned to maximize the view surrounding it and Las Vegas. All of which makes the First Interstate Tower, in real estate terminology, a Class A corporate office building comparable to other corporate headquarters buildings in major cities throughout the United States.

Says Summa Chairman of the Board and President Lummis, "Summa Corp. is pleased with the results of this fine partnership that has created a building of visible distinction. Hughes Center has the potential to become the central business district in Las Vegas and the quality of the First Interstate Tower has set a new standard for office buildings in southern Nevada." □

CONGRATULATIONS

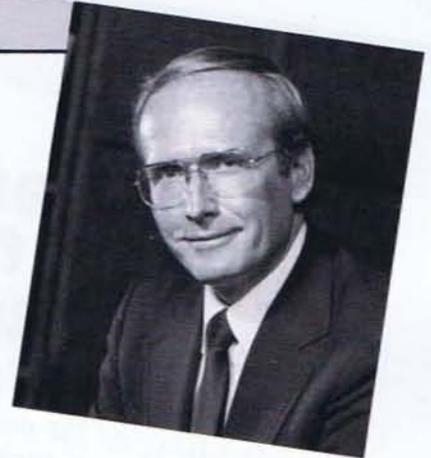
First Interstate Tower



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THE STATE OF NEVADA
EXECUTIVE CHAMBER

Carson City, Nevada 89710

November 17, 1986

RICHARD H. BRYAN
Governor

TELEPHONE
(702) 885-5670

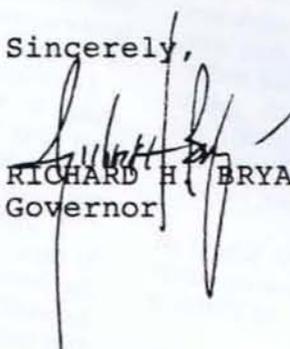
Dear Friends:

It is a pleasure to welcome to Las Vegas the First Interstate Tower, a joint venture of the Summa Corporation and First Interstate Bank.

The new Tower epitomizes the growth and development of business in Nevada, and certainly symbolizes our goal of economic diversification in the state.

On behalf of all Nevadans, I congratulate the Summa Corporation and First Interstate Bank on the construction of the Tower. I wish everyone involved the best with this new venture.

Sincerely,


RICHARD H. BRYAN
Governor

RHB/kh

Liberal Las Vegas Gets Down To Business

Southern Nevada has always been seen as the carefree, rowdy sibling of the more staid northern half of the state. But times are a-changing, and the South is settling down.

By Sharon Cahill

Ever since the invention of the compass, there has always been a north and a south.

There is a North and South Pole and a North and South America.

There has also been a north and south Nevada. The north has maintained a reputation for conservatism, while the south has been known as a free-wheeling, liberal, glamorous area.

They seem to be at opposite ends of more than a map, but recent years and a greater awareness by public officials seem to be changing these images.

Little by little, the reputations of both northern and southern Nevada are changing. And many are noticing.

Dr. Robert Maxson, UNLV president, believes the University of Nevada system is partially responsible for this change in perception. He notes that this year showed a record 25 percent increase in university funding over the previous two years.

"I am absolutely convinced that Gov. [Richard H.] Bryan and the Legislature granted the increase because they now look to the university to provide leadership. Nevada's rapid growth means greater economic diversification and economic development and we must look to these students as our future," says Maxson.

He cites the new UNLV School of Engineering and new engineering equipment at UNR as signs of the changing images.

Southern Nevada, he says, is evolving into "the new frontier for high-tech development" because of many factors, including good climate, good water supply, good employment opportunities, low taxes and a good airport.

In addition, downstate expansion in business complexes and shopping cen-

ters provides more incentives for companies and individuals contemplating a move to Nevada. "We are experiencing a boom in shopping centers and business parks and this helps give us a broader business base," Maxson says.

Mark Smith, executive director of the Greater Las Vegas Chamber of Commerce, agrees. "As our broader business base grows [in southern Nevada], our image changes, too."

Smith foresees the perpetuation of gaming as the No. 1 one industry in Nevada, but he envisions other industries serving as a complement to the casinos and resorts. When other high-tech and manufacturing firms settle in southern Nevada, "we will continue to begin being looked at differently," says Smith.

He adds that southern Nevada's continuing business growth does not detract from the gaming industry. It merely offers another aspect to the community. "With the construction of major office buildings, there is no question about that. It puts us in step with other major business centers around the country," he says.

Las Vegas must continue to change its image in order to continue to diversify, says Jerry Sandstrom, director of client services for the Nevada Development Authority.

"I think we've made positive steps," he says, "with new company gains and the continued population growth. We have definitely begun to attract a diversified industrial base here."

He agrees with Smith that gaming will remain the dominant industry, but that the area must offer something else in order to attract top-flight executives.

The executives often have families and working spouses, who want good community and cultural activities and

good business employment opportunities. "There must be other kinds of opportunities for people who come here. There must be other businesses so they can work where they want to," he says.

And business opportunities are sprouting up throughout the valley. One businessman, Sam Mastrogianni, who opened a clothing store several months ago, says that he could have chosen several locations in Las Vegas for his store, Mastrogianni Fashions. He selected The Park, at 3900 S. Paradise Rd., because of all the recent construction of business centers near the Paradise and Twain area. This means more people, better, easy access and, of course, a greater customer base for his retail women's and men's clothing store.

"We moved here because it's all so new around us. There is The Park on one side and the huge First Interstate Tower on the other side. And we are easily seen from the street," he says.

The First Interstate Tower, the first major high-rise built in the Las Vegas valley in 10 years, lends credibility to southern Nevada's commitment to business.

Dennis Weddle, public relations director for Summa Corp., one of the partners in the tower, says he sees this "first class building" as very special to southern Nevada "because it is comparable to those in Southern California.

In addition, it demonstrates how the area is working toward greater business diversification, Weddle says. There is Citibank, Aerojet, the possibility of a U.S. Mint, and numerous business ventures by Summa, he adds, that manifest this change.

These non-casino related projects help improve southern Nevada's image, while at the same time, complement the gaming industry.

Maxson notes, "I think this economic diversification is very healthy for the hotel and casino industry because it helps to broaden the tax base."

He adds that he sees the north and south image "as becoming one. The North is becoming closer to the South and the South is adding to and changing its image. People in both the North and South see us as one and work as one with a goal of bettering Nevada." □



THALIA M. DONDERO
CHAIRMAN

Board of County Commissioners

CLARK COUNTY BRIDGER BUILDING
225 BRIDGER AVENUE
LAS VEGAS, NEVADA 89155
702 383-3500

TO: First Interstate Bank of Nevada and Summa Corporation

On behalf of the Board of Commissioners, I would like to extend congratulations to both of you on the completion of the First Interstate Bank Tower. This building is a most welcome addition to our famous skyline and symbolizes your continuing commitment to our community's growth and economic diversification.

The County Commission is proud that the new FINV regional headquarters and the Summa corporate headquarters are being located in Clark County. First Interstate Bank and Summa are active and concerned members of our community, contributing to our growth as a major financial service center.

The Board of County Commissioners wishes you every success in your new facility.

Sincerely,

THALIA M. DONDERO
Chairman

TMD/bl

Teamwork Builds Towering Achievement

Taking the First Interstate Tower from vision to reality required the skills, expertise and hours of hard work of dozens of companies and a myriad of workers.

By Craig A. Primas, P.E.

*Project Manager
G.C. Wallace, Inc.
Engineering/Architecture*

How does the vision of such an immense and complex commercial development as Hughes Center and its centerpiece, the First Interstate Tower, become transformed into reality? The *planning* of Hughes Center was the critical first step. Howard Hughes Development Corp. assembled a group of consultants in planning, architecture and engineering.

Welton Becket Associates offered the initial master concept plan as well as the building architecture. The SWA Group contributed the landscaping and amenities package. Sy Art Concrete Construction Inc. designed and constructed the parking structure. G.C. Wallace Inc. was responsible for the site engineering for the entire 20-acre first phase of Hughes Center. Skidmore, Owings and Merrill later joined the group to pull it all together with their development guideline analysis.

HHD's effort to masterplan Hughes Center called for recommendations and comments pertaining to site engineering, landscape and amenities, building architecture, and so on. Questions such as, "Where should the building be located on the site relative to the roadways?" and "What image are we trying to project for the landscaping?" had to be answered. Once the team was assembled

and the scope of the project defined, efforts began and will continue long after the last palm tree is planted.

The team's effort next turned to *design*, where those ideas and concepts generated in the planning stage were expanded and fine-tuned. A conscientious approach to value engineering was synchronized with that of the project image. Thoughts and visions entertained in planning now were put down on plans. Utility services, drainage structures, road improvements, landscape layout and design, building, mechanical, plumbing and structural design, among many other areas, were considered until satisfactory solutions were obtained.

This secondary level of problem solving involved questions such as: "How do the increased traffic volumes by the site affect the existing roadway system?" and "How do we make sure that the hat of the tower doesn't violate FAA maximum height requirements?" HHD's role in the design phase was to guide and help the consultants try to articulate their thoughts onto the design documents.

Once the project was under *construction*, the consultants' field coordination became an invaluable tool to transfer thoughts and energies directly to C.L. Peck, the contractor. The individuals involved in the planning and design stages

were instrumental in projecting their images into the minds of those involved in the actual construction. This was done by direct communication and plan interpretation as well as by simply spending time in the field.

Weekly coordination meetings were held enabling the team to expand its ideas and even explore new alternatives to details. It was during the construction phase that the transformation from concept to reality took place. Of course, HHD was directing these events all along to ensure that all the pieces fit together.

Details changed periodically due to economic considerations during the course of the project. Again, the consultants' input was vital for a cost-effective solution, while the highest-caliber project was still the target.

Problems encountered in the construction phase ranged anywhere from "What do we do about the ground water problem in the basement of the tower?" to "How do we thread approximately 40 different utility lines, pipes and conduits through the 80-foot wide Corporate Drive?" Just as it took the team effort to masterplan the project, it took the guidance, expertise, dedication and commitment of each consultant throughout the construction phase to achieve the finished product. □

Nevada Power

For Nevada Power, the First Interstate Tower represents one of the largest projects ever undertaken in southern Nevada. The site's 60 acres of land had to be furnished with primary electrical line, and a million feeds had to be installed.

Nevada Power was first approached about the project in December of 1984. Many Nevada Power employees from the business services, transmission and distribution engineering departments worked with architects and the developer to plan, design and produce an efficient underground electrical system for the tower.

During the ensuing months, Nevada Power's crews, including Electrical Engineer Greg Brorby, Engineering Designer Richard Evans and Business Services Representative Bob Pennington

worked hard in the field and in the office. The final drawings were approved on June 24, 1985, and temporary power was available less than a month later, on July 16.

Next, Nevada Power representatives monitored the installation of the six-inch underground conduit system, including pullboxes, manholes, transformer and metering pads. In 1986, line crews installed the power cables, switches, transformers and metering cabinets, and finalized the new system for hook-up to main panels in the equipment room of the tower.

The emphasis on aesthetics proved to be a challenge for Nevada Power. Project managers refused to relocate palm trees from planned sites to accommodate power lines, and spaces designated for Nevada Power equipment were

small and concealed. Evans and Brorby headed to the drawing boards to make sure they could accomplish this assignment.

Meanwhile, Nevada Power's Pennington continued to move along official approvals, permits and inspections. Gordon Smith, vice president of transmission and distribution for Nevada Power says the First Interstate Tower required much attention, but the company accomplished the installation by developing a close working relationship with project developers and contractors.

According to Smith, the electrical facilities built into the project were actually much like those needed for a small city, and the project required as much attention as would building a new city from the very beginning. In this case, it's an outstanding, first-class city.

The SWA Group

For over half a century, people have been trained to believe that most developers are not philanthropic. The public's image of developers is that they will strive to do good for others in order to be competitive, but nothing more.

So what is one to imagine when Summa Corp. and First Interstate Bank of Nevada get together and decide to create a spectacular 115-acre oasis right at the hub of urban growth in Las Vegas? Of course, First Interstate will headquarter its local operations and Summa its corporate operations in a magnificent high-rise tower amid a forest of majestic palms, but why was it necessary to spend an additional \$3.5 million to create an elaborate systems of piazzas, allees, fountains, nature paths, gardens and public space amenities?

According to Richard Thomas, principal of The SWA Group, urban designers and master planners for Hughes Center and the First Interstate Tower, "It was a matter of strategy. Not just in a business or marketing sense, but rather as a strategy for excellence."

"The developer wanted to create a holistic environment—a sense of place—that would convey an image of quality and permanence," Thomas

adds. "Summa and First Interstate were committed to making this a special place that would be an irresistible attraction, a people place. And, that is simply good business."

The SWA Group was committed as well—staff members virtually camped out on the site for an intensive, eight-month-long study of light, color and textures. Every material had to pass a hands-on evaluation in the actual environment. Says Thomas, "Every single palm tree was hand selected. Because these palms are somewhat rare, we had to actually drive through neighborhoods in places like Phoenix and Los Angeles looking for trees of the right maturity. We negotiated with homeowners and businesses for every single tree. It was like trying to create a natural stand of trees from a custom-matched set of parts."

The developers worked with The SWA Group to orient the project toward its center, thereby creating a sense of intrigue and isolation from the surrounding areas. A four-lane parkway meanders through the project and serves as a central artery, or spine, that strings a series of parcels together. Parking structures were placed at the outside

edges of the property in order to create a solid buffer to the city streets and heighten the effect of isolation from urban congestion. "The master plan strategy," according to Thomas, "was to orient the project away from the automobile and toward the pedestrian. The whole idea was to keep things in a human scale, so that people would be able to respond to the environment in a more natural way."

Another aspect of the planning strategy was to maintain the highest degree of site flexibility. Although the basic planned densities will remain constant, the individual siting of buildings can be custom tailored to fit a wide variety of needs. The interior focus not only supports the First Interstate and Summa image, it ensures the integrity of environment necessary for any company to project its own identity and image in the best possible way.

There are over 3,000 trees scheduled to be planted in the next several months. Because they represent a wide variety of deciduous, evergreen and flowering foliage, as the seasons change there will be a constant rotation in color, texture and form. According to Calvin Platt, president of The SWA Group, "We went to

a great deal of effort to use plant materials as an architect would use structure. Rows of pine and poplar hedges were carefully placed to direct and deflect the wind; creating an exciting play of color and form."

Because the master plan was designed to accommodate office, residential, commercial, hotel and retail users, a great deal of attention went into the se-

lection of materials. "Not all materials work well in all applications," emphasizes Thomas, "so we tried to base design decisions on the use of basic building materials that could be manipulated over a wide range of applications. Our palette was simple; tiles and precast concrete with the look of granite and stone."

According to Thomas, it was quite a challenge to emulate the delicate colors

of the desert.

In the sometimes tangled mess of blinking neon, congested air and endless parades of humanity, this is one spot that will offer a welcome respite. It is a verdant refuge from the pastel desert and the electric city. There is no doubt that those who created this strategy for excellence also understood a strategy for marketing. Who knows, maybe there is even a philanthropist in the bunch.

A.C. Houston Home Lumber Co.

When A.C. Houston Home Lumber Co. bid for the job of supplying doors and door jambs to the First Interstate Tower, it was chosen on its ability to interpret the needs of the contractor and the people he represented.

"They were looking for specific door jambs and we had to submit proposals for items within those specifications," says Devar Beatty, in charge of architectural hardware.

A cherry, prefinished veneered door was the standard, but Beatty says the company was also required to supply more exotic woods such as lace wood and walnut to meet tenant requests. He says most were very specific as to what

they wanted, but if the request had to be modified, great care was taken so that the end product exactly met the original requirement.

At best it was a tedious job. Samples of wood, hardware and hinges had to be transported back and forth pending approval.

Founded in the early 1940s, Houston Home Lumber does a substantial business in Las Vegas, according to Beatty. The company has participated in the building of five local high-rises, including the Golden Nugget, Flamingo Hilton, Park Place Tower, Imperial Palace, and Gold Coast Hotel, and all simultaneously.

Las Vegas Building Supply

Las Vegas Building Supply President Ted Henderson first heard about the First Interstate Tower project through the usual industry channels, and that the project was being negotiated with C.L. Peck Contractor.

However, when California Portland Cement Company's project manager recommended Las Vegas Building Supply and set up a meeting with the general contractor, it was music to Henderson's ears.

"C.L. Peck had never been in Las Vegas. At first, they didn't really want to use us because they didn't know anything about us," he says. "It was as if it was a chip on their shoulder. They agreed to use us solely on recommendation."

During the course of the association, Henderson says the relationship warmed. "I think they were impressed. They told us, if they ever contracted an-

other project in Las Vegas they would automatically use us. It gave a great deal of satisfaction."

Las Vegas Building Supply was responsible for pouring the hard-rock concrete for the retainers and the lightweight concrete in the floors.

"We had to turn in mix designs where trial batching was required and work out economical solutions to problems in design requirements and with equipment," says Henderson. "They were problems we solved very well."

Founded in 1946, Las Vegas Building Supply is family owned and the oldest local ready-mix company. Henderson's father, the company's founder, is still very active in the business at the age of 82.

Overall, Henderson says working on the First Interstate Tower was a fun project that challenged the company's creativity and expertise at problem solving.

Longley Construction Co.

Much of the work done on First Interstate Tower, as with any building, was neither particularly exciting nor artistic. Nevertheless, jobs such as putting in the sewer system are as important, if not as striking, as design and landscaping.

Longley Construction Co., a Las Vegas-based, family-owned business, won the contract to put in the sewer system for the First Interstate Tower. Company President Ted Longley was modest about the job. "We aren't one of the bigger companies in town," he says. "There really isn't anything glamorous about what we were hired to do. However, it was nice working with C.L. Peck."

Southwest Gas Corp.

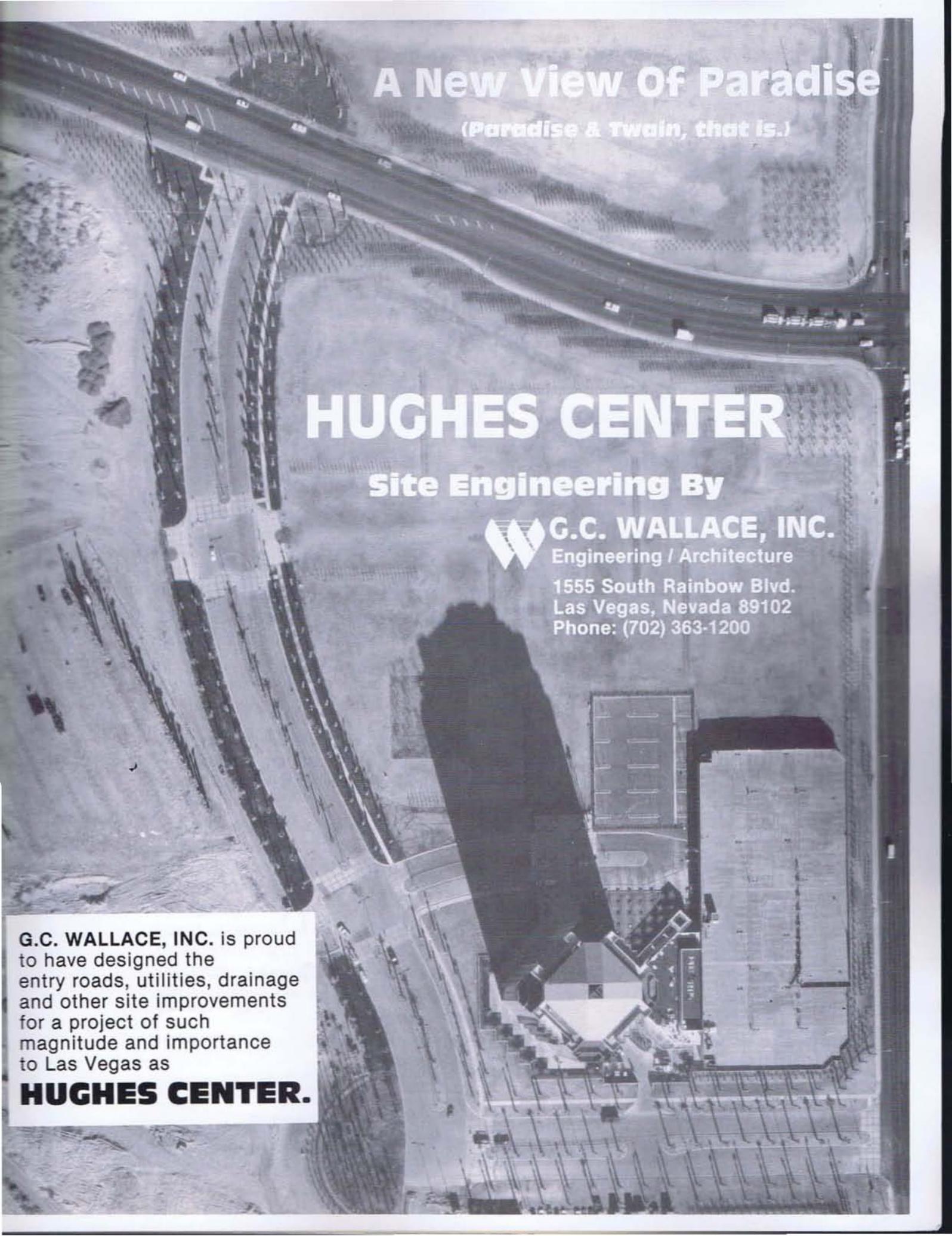
Selecting the most efficient heating system for the new First Interstate Tower made natural gas a natural choice.

According to Wai-Nung Lee, vice president of Howard Hughes Properties and construction supervisor for the new tower, gas was chosen as the fuel because it was less expensive and more efficient, particularly for the hot water and heating system.

To meet those needs Southwest Gas engineers designed the distribution system within the development. Initially the building will use about 12,340 cubic feet of natural gas per hour, the equivalent of that used by about 80 Las Vegas homes. The system includes two boilers on the roof, and a heating system for some miscellaneous applications.

Getting the gas to the building was a

(Continued on page A-20)



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This addition to the Las Vegas economy will be a great asset. As Mayor and on behalf of the citizens of Las Vegas, I warmly welcome you to our exciting city and extend best wishes for continued success.

Sincerely,

A handwritten signature in black ink that reads "William H. Briare". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

William H. Briare
Mayor of Las Vegas

WHB:bas

Here's why Clark County is looking even better



Coldwell Banker's 1986 top producers include, from left, Bill Hammons, retail and land; Perry Muscelli, industrial and land; Chuck White, office; and Doug Albright, industrial.

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No one knows Clark County like Coldwell Banker.

Tower Teamwork

(Continued from page A-16)

little more difficult than designing the system for the building. According to Stuart Hoff, a Southwest Gas marketing representative, almost a half mile of

four-inch pipe had to be laid from Paradise and Sands avenues. In addition, almost 200 feet of two-inch pipe was used to bring the service to the building.

"Normally, a project of this size is fairly routine, but the project gave us the opportunity to upgrade some of the pipe in the area," Hoff says. "As a result we installed a new regulator station on Paradise which will provide even better ser-

vice to residents of the neighborhood well into the future."

Hoff notes that one of the unique aspects of this project was designing the system for future expansion. Southwest Gas now is prepared to meet any future development from Sands Avenue south to Flamingo Road as a result of the new pipe and regulation systems now in place.

Communications Engineering Inc.

Communications Engineering Inc. was responsible for supplying radio communications to all the construction personnel, general and sub-contractors on the First Interstate Tower project.

"Communication is essential on a project like this," says Spike Suson, company president. "If someone needed to ask a superintendant or the general contractor something, he would use valuable time roaming around trying to find them."

Communications Engineering Inc.

has been in Las Vegas for 18 years and is the prime communication supplier for Las Vegas Metropolitan Police Department. The company also handles a number of state and local agencies as well as private industries.

This means they have to stay on top of new developments all the time in order to answer their needs.

Other construction projects Communications Engineering Inc. has supplied include the Hilton Hotel and McCarran International Airport.

Dynalectric Co.

Dynalectric Co. of Nevada was first contracted to install only the electrical system core in the First Interstate Tower. But the company ended up doing quite a bit more on the project.

Dynalectric also handled the on-site lighting, street lights, spot lights for the palm trees, fire alarms and security systems for the tower.

The job, according to Mel Rappleye, company vice president, project manager and purchasing agent, also included distribution systems for Nevada Power and Centel, and conduit vaults under the building for future project expansions. The company was also responsible for the light fixtures, switch gear and copper conductors within the engineers' guidelines.

Dynalectric is also handling tenant improvements on an individual basis for First Interstate Bank, PaineWebber, Deloitte Haskins & Sells and Summa Corp.—involving work on the second, third, fourth, seventeenth, eighteenth and part of the fifth floors.

It sounds like a lot, but Rappleye says the job isn't difficult if one knows what he's doing. He adds that there are back-up systems, ensuring a quality product. "In installing any kind of electrical work there are building codes and inspections that must be adhered to," he says.

Although Dynalectric started on the First Interstate Tower project over a year and a half ago, there is still work to be done for the various tenants. There is also other business to attend to. "We had quite a few projects going on at the same time," says Rappleye. They included the remodeling of the Hilton Race and Sports Book and a fire alarm system in the hotel's parking facility.

Dynalectric Co. of Nevada has been in Las Vegas since 1958 and is part of a nationwide conglomerate, Dynalectron.

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Centel

Bringing high-tech telecommunications facilities to Las Vegas' newest high-rise is a task Centel was well equipped to handle.

When the 18-story First Interstate Bank building on Paradise Road was in the planning stages, Centel engineers were planning, too. What special needs would future tenants of that structure have, not only for telephone services, but for data transmission as well?

By anticipating the varied needs of the building's tenants, Centel can ensure that business customers in the new tower will outgrow their office space before they outgrow the facilities bringing them telecommunications.

"We try to anticipate the needs of our business customers," says George B. Kemple, Centel-Nevada/Texas vice president. "At Centel, we do a lot more than just provide dial tone. Our expertise lets us address the specific needs of a business and provide total system applications for data and voice services."

To bring state-of-the-art digital facilities to the new high-rise, Centel spent more than a quarter of a million dollars

running cable from a telephone call processing center on Desert Inn Road to the top of the building.

"Tenants will enjoy a lot of flexibility. The facilities in the tower can accommodate any equipment and provide the latest in network services. That versatility is a real selling point," Kemple says.

Centel's recently completed all-digital network linked by fiber optic cable is well suited for handling high-speed data transmission. The company also expects to be offering data-over-voice transmission sometime next year.

"This service will be a boon to businesses transmitting a lot of data. They'll be able to reduce the number of lines they need as well as some of their hardware, and they can transmit data over the same lines as voice communications," Kemple points out.

It is Centel's all-digital network that makes this possible. Digital telephone switching systems use the same technology that revolutionized the music world with the compact disc. According to *Communications Week*, having an en-

tirely digital network lets "Centel-Nevada offer high-quality, end-to-end service without needing to convert calls to analog signals."

The magazine points out that the only other city with an all-digital network is Anchorage, Alaska. Centel's network, which serves almost 317,000 lines in a 1,700-square-mile area extending to Mt. Charleston and Laughlin, is much larger.

Since the first digital cutover in 1980, Centel has invested \$132.5 million in digital switching, and another \$1.9 million in fiber optic cable. Centel began planning for the network in the late 1970s when it realized the scope of the area's growth and diversification. Las Vegas' population has about doubled during the past 10 years and experts predict that southern Nevada's population will reach almost one million by the turn of the century.

The all-digital network in Las Vegas is capable of handling future business needs by using software packages for special features without making any part of the network obsolete.

Tony Marnell Co.

Tony Marnell Co. handled the interior masonry for the First Interstate Tower including the sound well and the basement area.

"The project was relatively small for us," says George Marnell. The company specializes in larger buildings which include the Circus Circus towers, the Sundance Hotel, the Maxim Hotel's latest

high-rise addition, the Desert Inn Hotel, the Fremont Hotel, the Lady Luck Hotel, the California Hotel and Sam's Town. The company has operated in Las Vegas for approximately 35 years.

"C.L. Peck hand chose all of the subcontractors," says Marnell. "They were looking for established companies with a solid history of producing a good pro-

duct." He adds that the contractor wanted companies capable of handling the magnitude of the designs.

"Anytime there is a high-rise, there are specific strength requirements and safety factors for that type of construction," Marnell says. "It requires a great deal of background and knowledge. You have to know what you are doing."

Valley Crest Landscape Inc.

For months, people have been talking about the "rain forest on Sands and Paradise," referring to the more than 350 palm trees that were temporarily planted close together on the site. Most of the trees have since been transplanted to their designated permanent positions.

The work was done by Valley Crest Landscape Inc., a Los Angeles, Calif.-based firm that is the largest of its kind in the world, according to company President S. Gene Giannulli.

A 20-man crew began work on the First Interstate Tower project in November of 1985, and finished one year later. George Reber, the vice president in charge of the division that did the work, says the job "offered no special challenges, and was typical of the type of work we do."

The trees, mostly *Washingtonia filifera* and *robusta*, were brought in from Valley Crest's own specimen tree company, the largest in America. "Because

they weren't grown locally, it took time to get them trucked in [from California]," says Reber.

Apparently, while the trees were planted close together, some Las Vegas residents thought they were going to stay there, and called to say they were too close and couldn't survive. Reber, unaware of this public concern, reacts with a touch of indignation; "Uneducated eyes can say anything. We know how to plant palm trees. It's our business."

Sy Art Concrete Construction

When representatives from Howard Hughes Development Corp. approached the owners of Sy Art Concrete Construction to work on the First Interstate Tower, they were enlisting Southern California expertise. "I'm not sure what it's like in Las Vegas, but in South-

ern California expertise. "I'm not sure what it's like in Las Vegas, but in Southern California parking is as much a way of life as death and taxes," says Project Manager Roger Ray. "There is a lot of room around here for different ideas." price.

"We were selected on our design for the structure and our ability to work as a team." He adds that Sy Art has also developed its own system of forming tapered parking decks in high-rise structures that are great looking as well as functional and are something on which company prides itself.

This was Sy Art's first project in Las Vegas. "One of the biggest problems was adapting to the extremes in the weather," Ray says, adding that they used very hot concrete that dried quickly, but which was very sensitive to temperature. "This was particularly a problem in the summer and we had to use ice to cool the concrete down."

First Interstate Tower: A Strategy for Excellence

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Southwest Air Conditioning

Southwest Air Conditioning never sub-contracts through another sub-contractor. Not even in a first time for everything. Southwest Air Conditioning secured the local company to complete the heating and air conditioning system for the First Interstate Tower.

Southwest will also be handling system improvements as the building is used.

Southwest Air Conditioning has been in business in Las Vegas since 1966.

Southern Concrete Paving

Southern Concrete Paving works hard to make sure that the team which the contractor was committed to do the job was the best. For the First Interstate Tower, Southern Concrete Paving was the best for the job. From the start of the grading, the concrete and the paving. Southern Concrete Paving has been in business and over all the years in the South West.

"I'd like to say to the contractor," says Ray, "I'm sure you were surprised to shape the concrete for the building."

However, the contractor's problem was not surprising, but it was difficult to solve. The contractor was faced with a lot of problems.

Moving In Means Moving Up

Rental rates at the new tower may be higher than those for other buildings in town, but businesses seeking to improve their stature in Las Vegas aren't even flinching.

By Art Nadler

It's the type of item Neiman Marcus might list in its catalogue for the corporate executive who desires the ultimate in gifts—an office in Las Vegas' premier 18-story highrise First Interstate Tower.

The "Carmen Red" flame granite building, which features Vermont verde marble on the lobby floor and elegant granite and marble throughout, stands like a majestic mountain amid 43 acres of park-like landscaping at the corner of Sands Avenue and Paradise Road. Approximately 270,000 square feet of office space is rentable, and several Las Vegas businesses are choosing to locate their corporate headquarters there.

The tower is a joint venture between First Interstate Bank of Nevada and Howard Hughes Properties. Construction costs alone are in excess of \$20 million, says Wai-Nung C. Lee, vice president of Howard Hughes Properties.

First Interstate Bank will occupy floors 2, 3, 4 and 18. Howard Hughes Properties will take floors 9, 10, a portion of 11 and the 17th. The remainder are being leased through Coldwell Banker of Las Vegas.

"This FIB Tower legitimizes Las Vegas to the point of national real estate credibility," says Charles White, office specialist with Coldwell Banker. "This building is comparable to what you might see in downtown San Francisco, Dallas and Houston."

Rental fees begin on the fifth floor at \$1.46 per square foot, plus 44 cents approximation for expenses which include taxes, utilities, maintenance, insurance

and management fees. A 2-cent fee is added per floor on up.

A minimum three-year lease is required, though a five-year lease is preferred, White says, adding that tenants so far are locating their corporate headquarters in the tower rather than their branch offices.

"It's the image they want to portray as being their headquarters," White says. "They aren't turned off by the rents, because they're used to paying this in other markets. And they're used to being in buildings of this quality in other cities. This area will eventually become the Little Wilshire Boulevard of Nevada."

Featured within the tower will be a concierge-security desk in the main lobby, manned 24 hours a day, security patrols, closed circuit television and sophisticated alarm systems. A first-class restaurant or coffee shop occupying 700 square feet will be on ground level.

Howard Hughes Parkway, ringed by 40-foot palm trees, will be the main thoroughfare leading from Sands Avenue through the park to the tower. Parking ramps will be located at Paradise Road and Corporate Drive. Another restaurant will be located adjacent to the tower.

Eventually, seven other office buildings will be built surrounding the First Interstate Tower, White says. All buildings, including the tower, will be connected with conduit for easy communication. Interspersed throughout the park setting will be granite benches for personnel to socialize or eat lunch.

"We plan to have the tower filled up

by the end of next quarter in 1987," says White. "We have 87,000 square feet left to rent. There's buildings in Las Vegas that aren't even 87,000 square feet."

Howard Hughes Properties' Lee says there will eventually be more than a million square feet of office space available when all the buildings are completed. He believes the tower site is ideal because of its proximity to McCarran International Airport, Interstate 15, the Strip, Country Club Golf Course and the expanding Flamingo corridor.

The securities firm PaineWebber Group Inc. will be locating its corporate headquarters on the 12th floor of the First Interstate Tower. Twenty-five brokers and a support staff of 12 people will be relocating.

"This has to be the premier-quality building in Las Vegas," says Brian Buckley, first vice president. "We wanted to be where the center of the business community is.

"When you deal with FIB and the Hughes Properties, they make sure everything is done right," he continues. "We were looking at three or four properties, but this FIB property will provide the best for our long-term growth."

In locating the Las Vegas corporate headquarters of PaineWebber in the First Interstate Tower, the firm will be utilizing new state-of-the-art Quotron 1000 machines to provide financial information to its clients.

"Our primary goal is to provide quality service," Buckley says. "Quality service and quality product is very important. Just being associated with FIB, Hughes and the other quality tenants

will be good for business, too."

James Rydell, vice president of marketing for PaineWebber, points out that his company was the first to move into the First Interstate Tower. The unrestricted space of half the 12th floor, with an option on the lease for more room, was an appealing factor in PaineWebber's decision to locate in the tower.

"We liked the prestige and quality, not only of the building but the other tenants," Rydell explains. "We basically deal with affluent people. It's my contention the growth of Las Vegas will be in the west here. This building is stunning, and it has a central location with the Flamingo corridor."

Stewart Title of Nevada, an insurance and escrow service, has been in Las Vegas for 27 years. The Texas-based company operates in 45 states and the District of Columbia. With 1,800 offices coast to coast, the firm examines, closes and insures the titles to homes and other real property. Stewart Title will be locating its Las Vegas headquarters in the First Interstate Tower, which will service three branch offices throughout the Las Vegas valley.

"We call ourselves the 'New Stewart Title,'" says Ray Corradetti, president

of Stewart Title of Las Vegas. "We're growing and expanding toward becoming a financial center. It's prestigious to be located in the FIB Tower, and fits with our new image."

Stewart Title will be occupying half of the fifth floor of the tower, about 7,000 square feet. The company signed a three-year lease with renewal provisions. Though Corradetti foresees most of Stewart Title's growth in the branch offices, locating its headquarters in the FIB Tower will have many advantages, he believes.

"We will be automating our escrow and title departments here," Corradetti says. "The tower is centrally located to Flamingo Road, and other financial offices that are related to our business are in the area. We spent a considerable amount of time researching where to locate. This will be our main office in southern Nevada."

Deloitte Haskins & Sells, one of the "Big Eight" public accounting firms in the country, will be closing its main office in downtown Las Vegas to open headquarters in the First Interstate Tower. About 80 employees will be relocating to the tower.

"We needed space that was all togeth-

er," says Tom Hartley, managing partner in charge of the Las Vegas office. "We will have 18,000 square feet that will include all of the 16th floor and part of the 15th."

The firm opted for an "open-office" interior design with a few closed private offices. One large conference room, along with other large meeting facilities will be provided as well.

"We'll have an Orange County, Tucson and Reno look," Hartley says. "It's a Southwest-type look."

Hartley admits that he likes the First Interstate Tower, not only for its prestigious appearance, but because it is located closer to the firm's clients.

"The downtown area is unique, but we find the majority of our clients are in different parts of the valley. The First Interstate Tower is also closer to the airport and where the growth of Las Vegas is happening."

Deloitte Haskins & Sells is the largest public accounting firm in Southern Nevada, Hartley boasts. The firm has more than 100 offices in the United States and 400 throughout the world. The First Interstate Tower headquarters will feature a tax department, emerging services to aid small companies and a management

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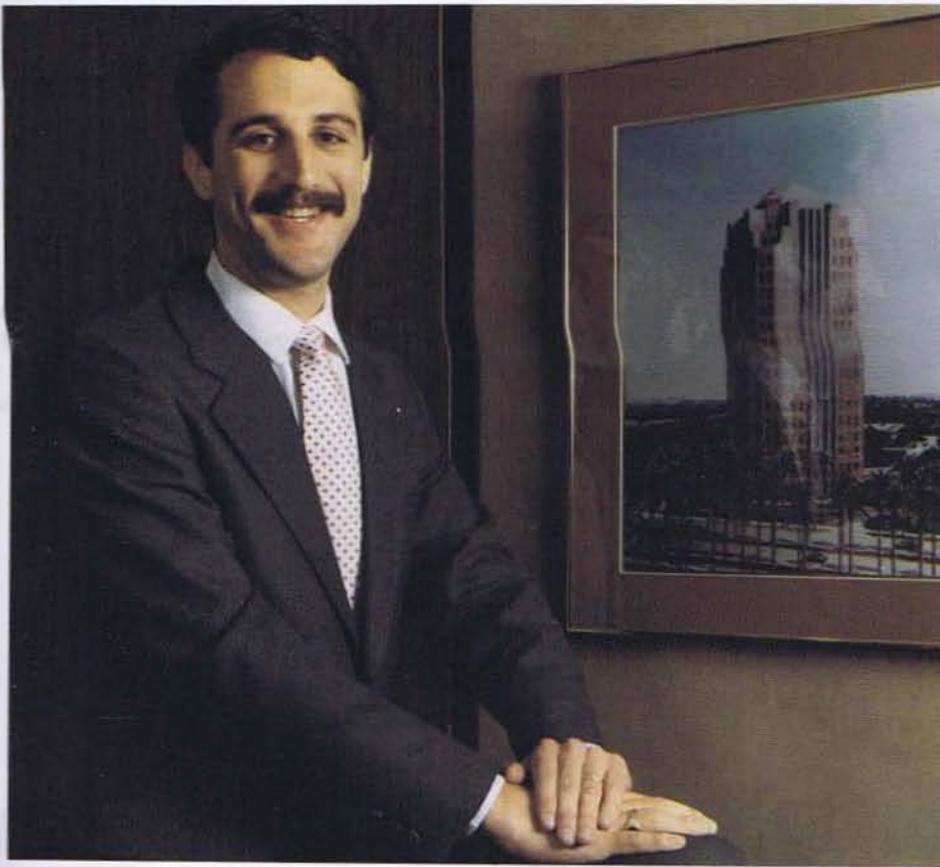
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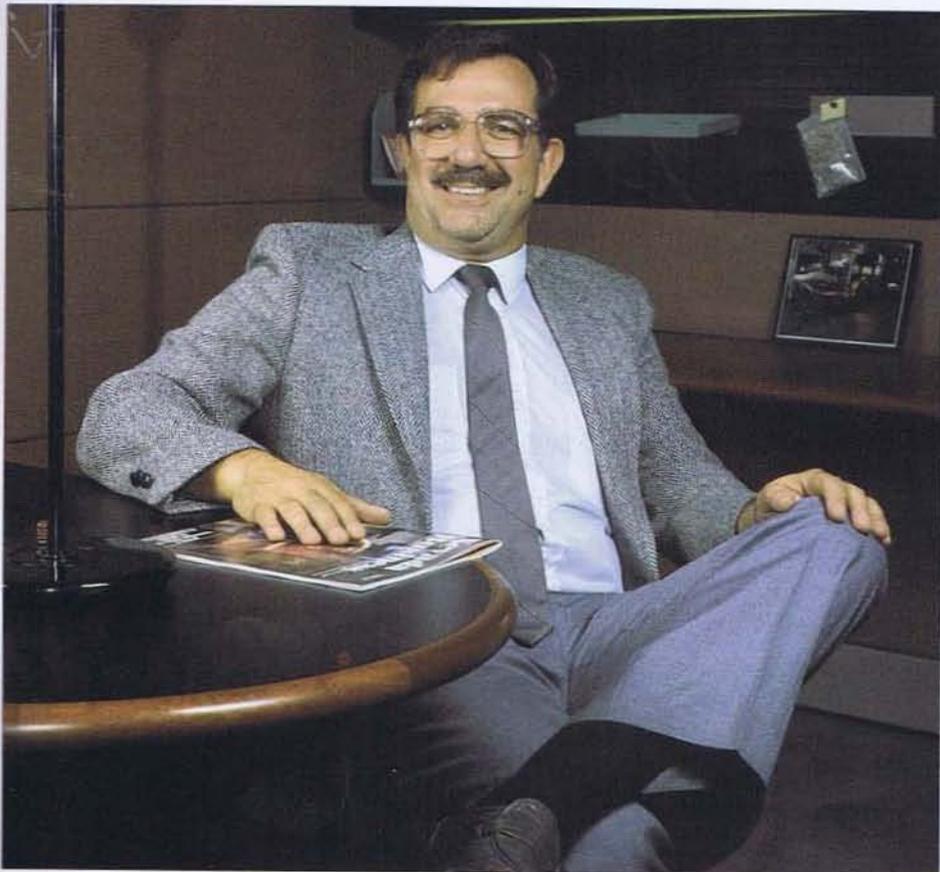
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“This FIB Tower legitimizes Las Vegas to the point of national real estate credibility. This building is comparable to what you might see in downtown San Francisco, Dallas and Houston.”

Charles White, office specialist, Coldwell Banker.

PHOTO BY HENRY C. HOLCOMB & NICK DOMSCHOT, PRESTIGE PHOTOS



“We call ourselves the ‘New Stewart Title.’ We’re growing and expanding toward becoming a financial center. It’s prestigious to be located in the FIB Tower, and fits with our new image.”

Ray Corradetti, president, the New Stewart Title of Nevada.

advisory division, which is a consulting group for larger firms.

"I think this park will become an area like Century City in Los Angeles and the Galleria area in Houston," Hartley says. "This is one area of Las Vegas that will continue to grow."

Deloitte Haskins & Sells has signed a multi-year lease through Coldwell Banker with an option for more space if needed. Hartley really likes the way First Interstate and Hughes Properties allow tenants to "have a shell so as to build to suit."

Secure Casualty is a small insurance firm, but it is growing and so *image* is very important to company President Greg Olson. The insurance company will keep its branch office open at Flamingo and Pecos, but the First Interstate Tower will become its new corporate headquarters.

"I wanted to have a place in a high-rise location and this was very convenient to Flamingo Road, the thruway and the airport," Olson explains. "The [rental] rates were reasonable compared to

what the tower has to offer. It gives me an excellent image.

"First Interstate Bank and Summa made it very easy to move in," Olson adds. "It was just a matter of coordination. I started negotiating the lease in January [1986] and had it finished by summer. I signed a five-year lease with an option to expand."

The two-year-old company, which specializes in commercial, automobile and liability insurance, will occupy a section of the 11th floor, Olson says. The tenant's offices were designed according to specifications—some private suites and an open sales area. "They gave me a contemporary look of softer colors, which I really like," Olson says.

"I consider this an investment in my image," the insurance company president says.

White of Coldwell Banker says tenant interest in the First Interstate Tower is coming exclusively from Las Vegas firms that want to relocate their headquarters to a one-of-a-kind office high-rise. "There is not one out-of-state com-

pany looking at this building now," he says, adding that the project is being totally supported from businessmen within the state.

Lee points out that positions are available for four satellite dishes under the crown of the First Interstate Tower for those corporations seeking the optimum in telecommunications.

"We have beautiful marbles on the floor. We have more beautiful marbles from Italy on the walls," Lee says. "We maximize all the views of Las Vegas with this tower. We feel very proud in having built this beautiful building."

The First Interstate Tower was designed by Welton Becket Associates, of Santa Monica, Calif., with John Martin and Associates as structural engineer. G.C. Wallace is the civil engineer of the tower and site and SWA Group of Sausalito, Calif., is the landscape architect.

Site and building construction is contracted with C.L. Peck Contractor of Los Angeles, with numerous major local subcontractors participating in various stages of construction. □

"We liked the prestige and quality not only of the building but the other tenants. We basically deal with affluent people. It's my contention the growth of Las Vegas will be in the west here. This building is stunning, and it has a central location."

James Rydell, vice president of marketing, PaineWebber, shown (standing) with Brian Buckley, first vice president



PHOTO BY NICK DOMSCHOT, PRESTIGE PHOTOS

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Form Meets Function

The challenge for Goodmans Design-Interiors is to make the inside of the First Interstate Tower as exciting as the outside. But tenants won't sacrifice efficiency.

Every building has a personality of its own. That's clearly true of the First Interstate Tower. Likewise, no two tenants have identical business requirements. Each has specific needs to be met if a successful transition into new office space is to be accomplished.

Blending those tenant needs with the tower's architecture is the special province of Gwen Scaggiari, ISID. Scaggiari is facilities designer for Goodmans Design-Interiors of Las Vegas which was awarded the contract for tenant improvements.

"The tower is a superb and exciting building design," says Scaggiari. "The kind of building that really challenges and stimulates the interior designer."

"Our goal for every tenant we work with is to stay within their budget, utilize their space efficiently and develop an interior architectural presence that reflects the company's image," she adds. "In doing so, the office arrangement and furniture that sufficed in a previous location may not be appropriate in a new building."

She hastens to add that this does not mean a tenant must replace all furnishings to achieve a suitable ambiance in new quarters.

"As a matter of fact," Scaggiari says, "today's modular office systems, together with refurbishing programs, enable us to recycle many products to blend beautifully in new surroundings."



The Goodmans recommendations for Stewart Title of Nevada include selective use of modular panel systems like this one to create an element of privacy in open work areas.



The modular panel systems also afford vertical space above work surfaces.

Creating the right office environment, she explains, is really a "problem solving" process that begins by working hand-in-hand with the tenant. Designers evaluate a firm's special needs for computers, word processors, copiers and telephones. Interviews help establish inter-departmental relationships to ensure productive work flow. Individual job functions, work space requirements, number of files, supplies and projected growth are also evaluated. This information is compiled to produce a preliminary conceptual space plan that illustrates individual spaces, support walls, doors and half-height walls.

The design team may also assist in establishing color schemes, selecting carpet, paint, wallcovering, fabric, window treatments and furniture. The team may even design custom cabinetry, millwork, lighting and other specialty items where appropriate.

From this process comes a final design that addresses the problems and creates a practical yet eye-appealing so-

lution. A case in point is Stewart Title of Nevada, a major tenant in the First Interstate Tower.

"We needed to provide a new image," Scaggiari explains, "consistent

*Existing panels
can be refurbished
and merged with
new products for a
cohesive, profes-
sional appearance.*

with the remarkable style of the tower, but still affordable. Square footage was limited. Furnishings had to be flexible and technically effective to support different departmental functions. The plan as developed recognizes these require-

ments and, like many space plans, does not have to be achieved all at once, but can be phased in as needs dictate."

The Goodmans recommendation for Stewart Title includes selective use of modular panel systems to create an element of privacy in open work areas as small as four feet square. This allows vertical space to be used for storage units above the work surface, supported by the panel systems. The result is better utilization of available floor space.

Another cost-saving benefit, says Scaggiari, "is the ability to incorporate Stewart Title's existing modular panel system into the new space. Existing panels can be refurbished and merged with matching new products for a cohesive, professional appearance."

What's the bottom line for companies anticipating a move or remodeling?

"A tenant-improvement design team," advises Scaggiari, "will solve a lot of potential problems and deliver a more attractive, cost-effective facility. The bottom line is productivity." □

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