

Horton Plaza

Iconic Community Landmark

One of the most successful urban shopping centers in the United States, downtown San Diego's Westfield Horton Plaza attracts more than 10 million visitors per year. City residents, downtown workers and tourists from around the world come to shop at the open-air mall's 130 retail stores, which include Macy's, Nordstrom and such world-class brands as Coach, Banana Republic, White House/Black Market, and others. Horton Plaza also houses more than two dozen eateries; UA Regal 14 Screen Theatre; the Lyceum Theatre, home to the San Diego Repertory Theatre; and a branch of the Charter School of San Diego. While the mall's tenants are quite a draw, so too is Horton Plaza's architecture.

Opened in 1985, the five-story landmark has been an NRG Energy Center San Diego district cooling customer since its inception. The

The mall's bustling walkway is lined with colorful tiled walls, colonnades, balconies and other features that reflect a playful, contemporary take on old Italian architecture.

mall was developed by Ernest Hahn—whose statue graces the entrance—and designed by visionary architect Jon Jerde, who pioneered the concept of "placemaking," the creation of memorable places where the community can gather. Horton Plaza's design is inspired by centuries-old Italian hill towns with a radical modern twist: A quirky mix of brightly painted facades are connected by bridges, balconies and arches, set along a curved pedestrian street.

By incorporating so many architectural elements for visitors to view and explore, Jerde notoriously broke the conventional rules of mall design, which aim to keep shoppers focused on the merchandise. Yet Horton Plaza still became a popular retail and top tourist destination, serving as a catalyst for further downtown revitalization.

Horton Plaza has created a sense of community, even among those who helped build it. "People who constructed it or have worked here have a special place in their heart for Horton," says Jordan Deitrick, facilities manager at Horton Plaza, which is owned and operated by The Westfield Group. "At least once a month I run into vendors who say they helped build some part of the mall. They always have a story to tell about their work here. They're proud of it."

With Horton Plaza since 2007, Deitrick oversees the day-to-day



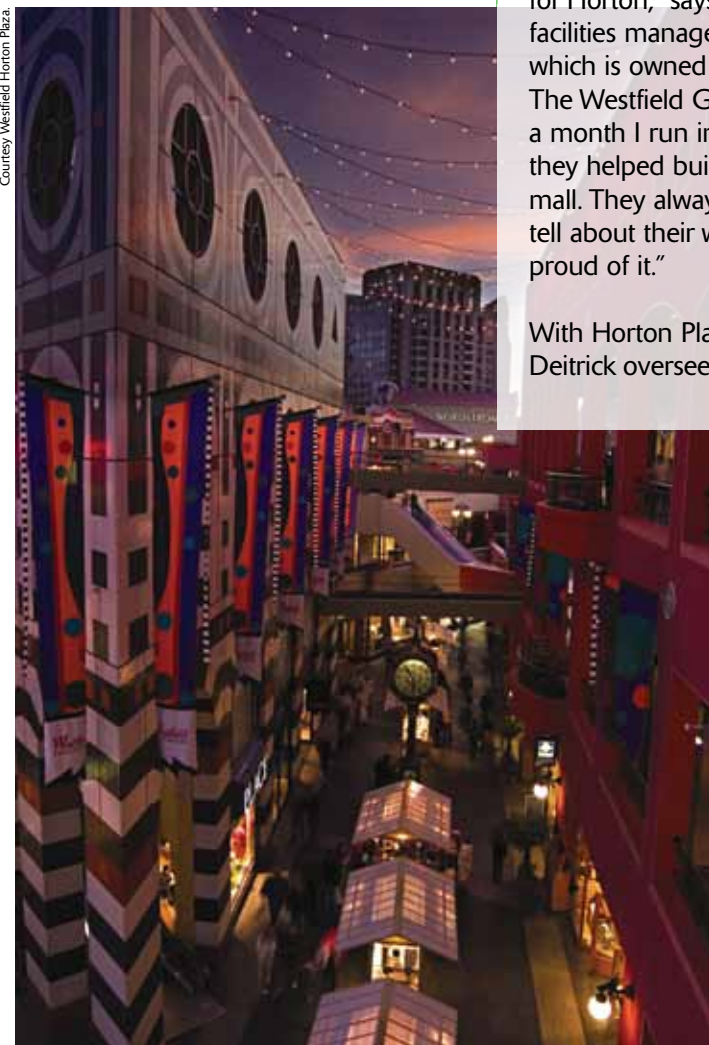
Courtesy Westfield Horton Plaza

In early March, artist Chor Boogie from the local urban art program Writerz Blok, along with other experienced artists and youth, created a large-scale public mural on 7 Lemon, the top level of Horton Plaza's fruit parking structure. It is a collaborative venture of Westfield Horton Plaza, Museum of Contemporary Art San Diego and Writerz Blok.

operations of the property, which covers six square city blocks and encompasses 891,000 square feet of retail space, 500,000 square feet of common areas, plus nearly 1 million square feet of controlled parking structures. All indoor spaces are connected to NRG San Diego's chilled-water system for air conditioning, while each tenant's space is equipped with its own HVAC system and individual temperature control for optimal flexibility.

Although great shopping and unique architecture have put Horton Plaza on the list of top things to see and do in San Diego, Westfield is working to ensure the mall remains a key attraction. Plans are in the works to add an adjacent urban plaza that will host more than 200 events each year—yet another memorable space in which the community can gather.

NRG San Diego is proud to serve Westfield Horton Plaza, a San Diego landmark.



Courtesy Westfield Horton Plaza

Horton Plaza Hosts "Canstruction San Diego"

The seventh annual "Canstruction San Diego" competition will take place April 26-May 2, 2011, at Westfield Horton Plaza. Canstruction San Diego's top architects and engineers compete annually in a design-build competition to create giant works of sculptural art that are made entirely out of canned foods. These structures are up to 8 feet tall and 10 feet wide; no interior structural support or other materials may be used. Each structure is judged, and the winners are announced at the final gala. Once the structures are dismantled, all food is donated to local San Diego food banks.

The event was created by the Society for Design Administration and is organized by Can Diego Food Charity Inc. Check out www.canstructionsd.org to learn more and find out public viewing times for the structures. Visitors are asked to bring canned food to further assist the food banks.

Business Urged to Save Water, Waterways

NRG Energy Center San Diego shares the goal of protecting our natural resources with the city, state and our customers alike. Two local environmental protection programs are helping San Diego business owners and residents make that possible: the City of San Diego's "Think Blue" initiative and the "Save Water, Save A Buck" campaign of the Metropolitan Water District (MWD) of Southern California.

Think Blue seeks to protect the quality of our beaches and waterways by preventing pollutants from entering the storm drain system. Storm drains are not connected to the sewer systems, so water flowing out of driveways, parking lots and yards flows untreated into rivers, bays—and



Photo: Cuatrecasas

ultimately, the ocean. The city and state require businesses to implement measures to prevent storm water pollution. Simple steps include, for example, using a broom to sweep up trash rather than using a hose to clean off sidewalks and hard surfaces, or washing dirty mats over a landscaped surface or in a sink connected to the sewer system. For more tips and information, visit www.ThinkBlue.org.

The Save Water, Save A Buck program offers cash rebates to Southern California businesses that install any of a wide variety of water-saving technologies—such as high-efficiency toilets, air-cooled ice machines, water brooms, dry vacuum pumps, water-conserving outdoor landscaping equipment and more. Funding for the program comes from a partnership between the MWD and its 26 member agencies throughout Southern California. Reservations to participate must be made by April 30, 2011, with work completed no later than May 15, 2011. For details, go to www.mwdsaveabuck.com.

NRG San Diego encourages your participation in these important programs.

From the Manager

According to the U.S. Environmental Protection Agency, commercial buildings in the U.S. spend more than \$100 billion per year on energy and account for nearly 20% of the country's greenhouse gas emissions. Last year, more properties than ever—6,200—took measures to cut their energy use, reduce emissions and earn ENERGY STAR certification in the process. That number was up nearly 60% over 2009.

San Diego building owners are doing their part. The EPA reports that the city was home to 83 ENERGY STAR-labeled buildings in 2010, which collectively saved \$14.3 million on their energy

costs and prevented the same amount of emissions as would be generated by electricity use in 4,300 homes.

These stats put San Diego in 20th place on EPA's list of the top 25 U.S. cities with the most ENERGY STAR-certified buildings. NRG has energy centers in four of the top 20 cities: San Diego, San Francisco, Minneapolis-St. Paul and Phoenix.

NRG Energy Center San Diego is pleased to note that four San Diego customer buildings earned the ENERGY STAR label last year (certification must be applied for annually): 501 W. Broadway, Bank of America Plaza, Broadway Tower 655 and the Edward J. Schwartz Federal Building & U.S. Courthouse. Congratulations on this achievement!

Typically, certified buildings can expect to use 35% less energy and emit 35% less carbon dioxide than average buildings. To qualify for the ENERGY STAR, buildings must perform in the top 25% of buildings nationwide compared to similar buildings and be independently verified by a licensed professional engineer or registered architect each year. The ENERGY STAR program offers free Web-based resources and training to help building owners and managers reach their energy efficiency goals.

To find out more, please contact me at Brian.Marshall@nrgenergy.com or 619.231.0015. Working together, we can help move San Diego further up on EPA's list of ENERGY STAR-certified buildings.

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