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SDBJ Poll

SAIC has moved its headquarters to the Washington, D.C., metro area. Will that have an impact on the San Diego defense industry?

Yes.

No.

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Posted date: 9/28/2009

Carlsbad's Beach Terrace Inn Reopens After Remodeling

By CONNIE LEWIS

SAN DIEGO BUSINESS JOURNAL STAFF

When Barbara Howard-Jones' family began making plans for an \$8 million renovation on their 48-room Beach Terrace Inn in Carlsbad 18 months ago, their goal was to give the only oceanfront hotel between Oceanside and La Jolla the dressing up it deserved.

"It'd gotten beaten up," Howard-Jones said. "This property deserved to be made into a precious gem rather than looking like a washed up beach rock."

The hotel was built in three phases starting in 1964. Additions were made in 1967 and 1980. Toba Investments is the family partnership that owns it. Plans for remodeling were set in motion five years ago with the idea of modernizing it and turning it into an upscale boutique.

Construction on the 2,000-square-foot lobby involved knocking out walls and reconfiguring rooms to open up more space. "Now guests can walk around or go out on the balcony and look at the beach before checking in," she said.

New tile, palm wood flooring and new lighting fixtures were added. "We really dressed it up to be more contemporary," she said.

Work on the lobby was completed in 2007 at a cost of \$1 million. Construction on the guest rooms, which range in size from 500 to 750 square feet, started in January and ended Aug. 1.

"They were basically rebuilt from the inside out," she said. While it was first assumed that certain parts of the hotel could be open and operational during construction, the owners quickly realized that the scope of the project would make that impossible.

The property averaged 70 percent annual occupancy, and being closed took a big bite out of the revenue stream, but circumstances worked in the owners' favor.

"We were closed during the worst part of the economic downturn and hopefully we're opened up for the upswing," she said.

Kip McBane, a Carlsbad architect, designed the remodeling. Plantex Hotel Renovation of Brea was the contractor. **Financing for the project came from California Bank & Trust.**

"We're marketing to a growing demographic of older adults from Los Angeles and Orange County," she said.

Before the remodeling, summer rates from May 16 through Sept. 15 — the peak tourism season — ranged between \$199 and \$219 nightly. Now, Howard-Jones said she expects to be able to raise them to a range of \$325 to \$375. Winter rates ran from \$129 to \$179, and now range from \$189 to \$250.

Send tourism and hospitality news to Connie Lewis via e-mail: clewis@sdbj.com.

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WEEKLY EDITION

Sept. 28 - Oct. 4, 2009



Wind Turbine Sector Spinning Faster for National City Firm

"Green shoots" are clearly evident at National City's Knight & Carver Wind Group, where employment has jumped to 250 workers today from 30 in 2006, with 150 more on the payroll by the end of next year.

Getting a Leg Up

Mac and cheese go together. In a similar way, the military construction contract called a MACC needs something more to make it complete.

Aging Population Will Demand More Medical Care

In the next 20 years, San Diego County will need to train as many as 209,000 health care workers to assist doctors, nurses and dentists and provide other behind-the-scenes care as millions of baby boomers reach retirement.

Correction

In a Page One story titled "Union-Tribune Claims It's Here to Stay" appearing in the Sept. 21 edition, the San Diego Business Journal misreported The San Diego Union-Tribune's plans for staff reductions.

WEEKLY EDITION

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