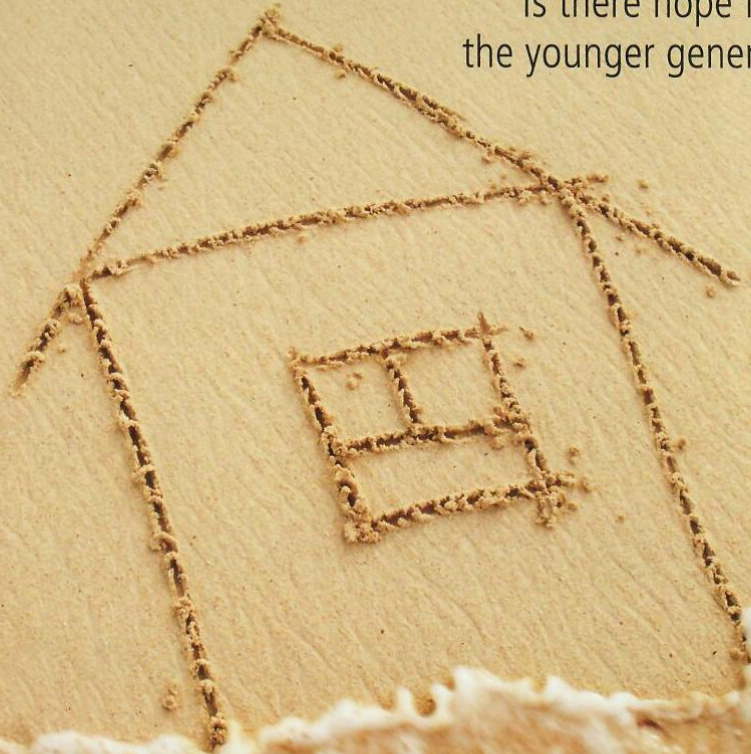


CONSTRUCTION & REAL ESTATE

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NAPA • MARIN • SONOMA

The American Dream

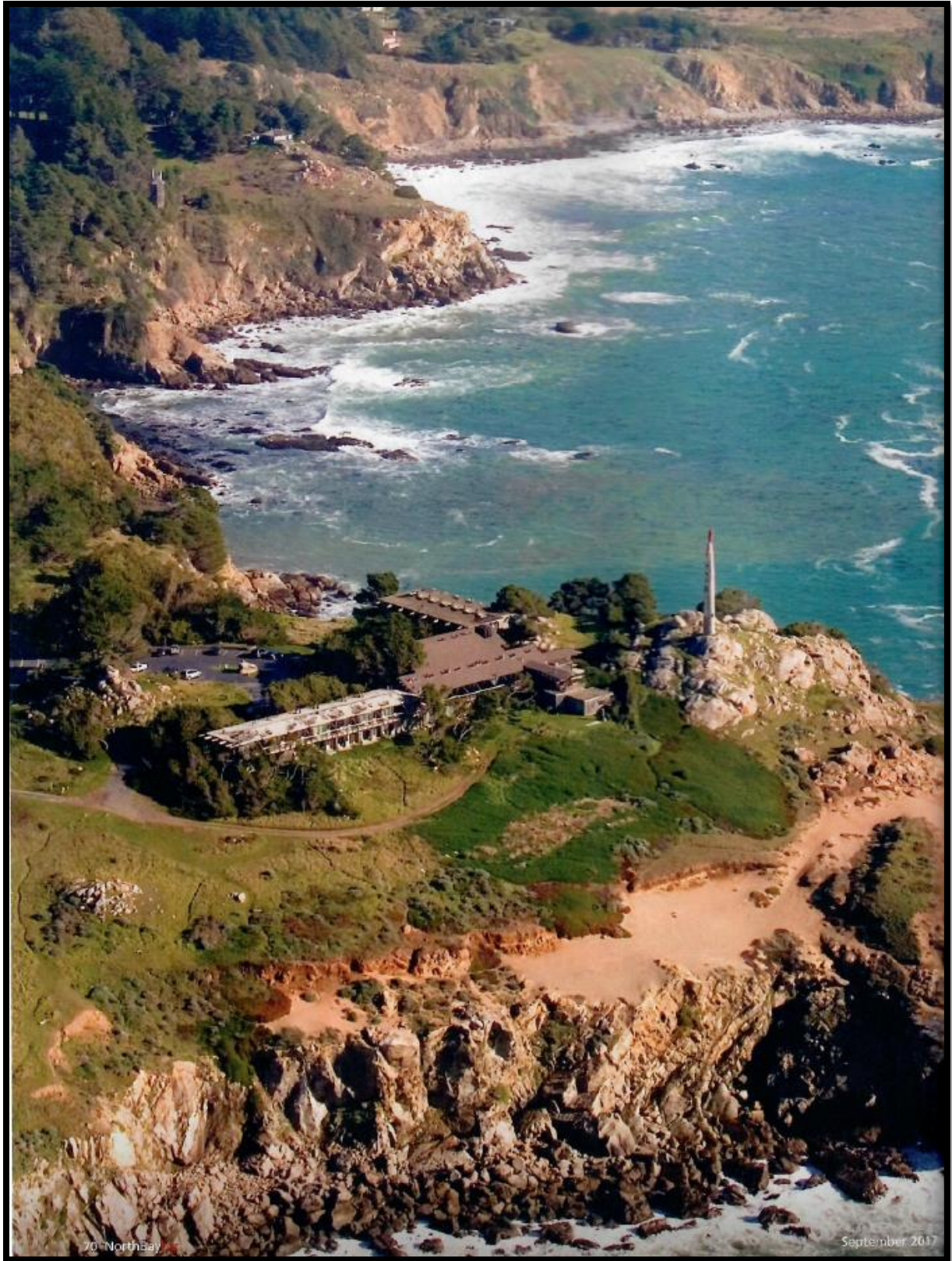
Is there hope for
the younger generation?

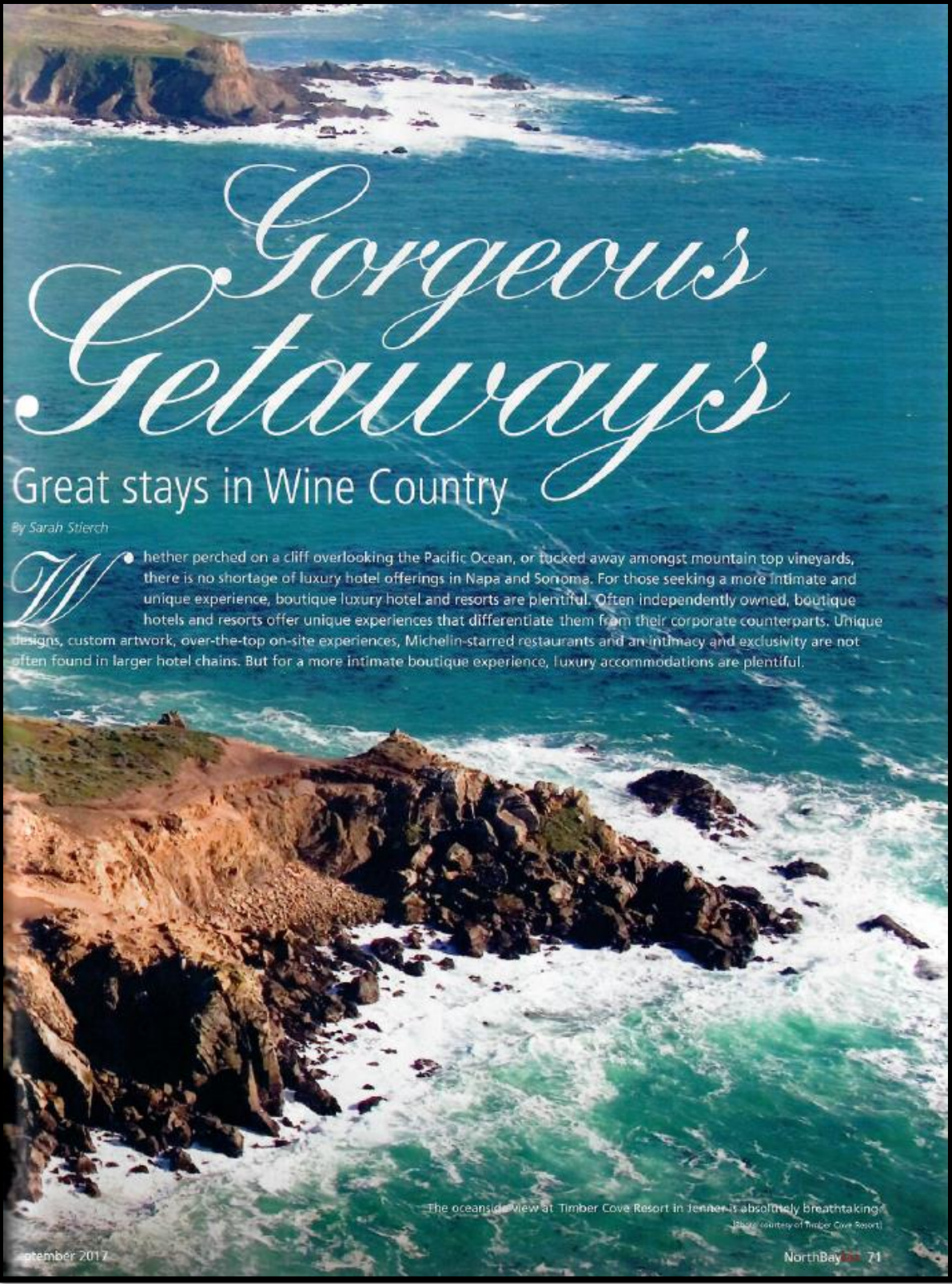


INSIDE: CONSTRUCTION UPDATE • SOLAR SOLUTIONS
GUEST COLUMN FIRST-TIME BUYERS • LUXURY HOTELS
CHANDI HOSPITALITY GROUP RESTAURANT DYNASTY

SEPTEMBER 2017

\$4.95



An aerial photograph of a rugged coastline. In the foreground, dark, jagged rock formations jett out into the ocean, with white surf crashing against them. The water transitions from a deep blue to a vibrant turquoise near the shore. In the background, a long, low headland stretches across the horizon under a clear sky.

Gorgeous Getaways

Great stays in Wine Country

By Sarah Stierch

*W*hether perched on a cliff overlooking the Pacific Ocean, or tucked away amongst mountain top vineyards, there is no shortage of luxury hotel offerings in Napa and Sonoma. For those seeking a more intimate and unique experience, boutique luxury hotel and resorts are plentiful. Often independently owned, boutique hotels and resorts offer unique experiences that differentiate them from their corporate counterparts. Unique designs, custom artwork, over-the-top on-site experiences, Michelin-starred restaurants and an intimacy and exclusivity are not often found in larger hotel chains. But for a more intimate boutique experience, luxury accommodations are plentiful.

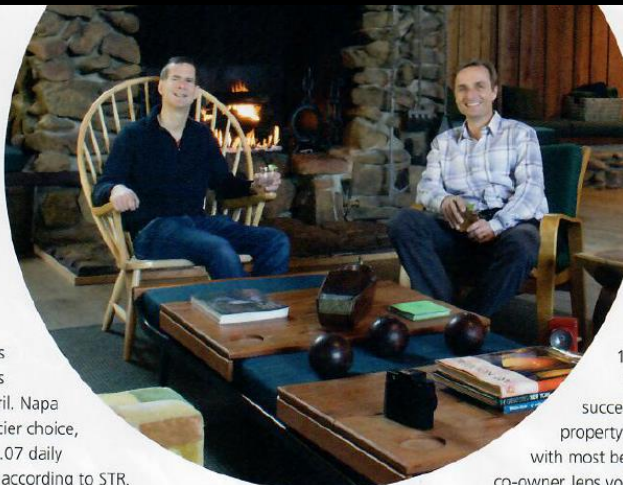
The oceanside view at Timber Cove Resort in Jenner is absolutely breathtaking.
(Photo courtesy of Timber Cove Resort)

The demand continues to rise for luxury boutique properties. In 2017, Napa County reported a 6.2 percent (\$99 million) increase and Sonoma County, a 3.6 percent (\$75.3 million) increase in hotel stays from 2015, according to STR, a visitor industry analytics firm in hotel stays. Occupancy rates are high, with both counties averaging 73 percent in April. Napa continues to remain the pricier choice, with rooms averaging \$255.07 daily versus \$142.29 in Sonoma, according to STR.

New hotel properties, such as the Archer Hotel in downtown Napa, and the Astro Motel in Santa Rosa, are set to open later this year, both adding their own unique flair to wine country resorts.

Timber Cove Resort

Timber Cove is an icon of the Sonoma Coast. Since opening in 1963, the 46-room lodge, perched on a cliff overlooking the ocean, has attracted road-tripping travelers down Highway 1 and locals looking for an ocean-side getaway. Designed and built by famed architect Richard Clements Jr., the modern building blends into the landscape



Timber Cove resort co-owners Jens von Gierke (right) and Michael Barry

intentionally, using earth friendly, local materials. After recently undergoing a multi-million dollar renovation—the first in the property's 50 plus year history—the “new” Timber Cove has re-opened with a Bohemian chic style that embraces the property's 1960s California coastal vibe.

Timber Cove has remained successful since its renovation. The property attracts a wide demographic, with most being from California. However, co-owner Jens von Gierke, who grew up in Germany, reports an increase in European tourists, mainly those traveling up and

down Highway 1 on a coastal road trip. The increase has led Timber Cove to create a European sales office to retain and attract guests. However, there is no typical Timber Cove guest. “Guests range from young and old, to playful and sophisticated,” says von Gierke.

Timber Cove emphasizes a lodge-like feel that is welcoming for families, couples and singles alike. It's A-frame Great Room features comfortable couches, lounge chairs and a bar, complete with artsy coffee table books and old-school board games to play. Connected to the lounge is an outdoor living room space, with a fire pit, seating,

ping-pong, pool table and foosball. Guests may request a trail map or enjoy a scavenger hunt, created by Jen's daughters, Sophia and Natalia, to explore the 25 acres of coastal views, which include local art installations and a bocce ball court, possibly the best view in the region.

The rooms, which include eight suites and two bunk-bed rooms, all include Crosley LP record players. Guests can access a library of vinyl records to enjoy in their rooms. The retro feel is a compounded 1960s inspired luxury furnishings. Rooms also include soaking baths, eco-friendly Lather bath products, local drip coffee, fireplaces and yoga mats for those who need a good stretch in the morning. Each suite also has a Smeg refrigerator filled with local beer, water and snacks. Rooms start at \$259.

Guests looking to stay active can book a yoga class, enjoy a wine tasting in the new Hirsch Room, a private dining room, or exercise in the fitness center. At check-in, guests are welcomed with a ginger-based non-alcoholic beverage to settle their belly after a windy ride on Highway 1. A full-bar complements the ocean view Coast Kitchen restaurant, which serves three meals a day, all focused on seasonal, local ingredients. The wine list emphasizes local wines, with an extensive Fort Ross-Seaview AVA selection.



Blending nostalgia and modern day luxe, Timber Cove Resort brings a 1960s atmosphere for guests on the Sonoma County coastline. (Photo courtesy of Timber Cove Resort)

Both surprising and satisfying to guests, regular power outages caused by weather, adds to the experience. During inclement weather, mainly the windy and rough coastal storms, the electricity may go out. “Guests love the inclement weather,” says von Gierke. “They enjoy the candles and fireplaces around the hotel,” which adds a romantic and intimate experience to their stay.