

HOTEL DEVELOPMENT CALIFORNIA

PACIFIC HOSPITALITY GROUP ANNOUNCES NEW HOTEL DEVELOPMENT FOR COASTAL ORANGE COUNTY

🕒 March, 13 2014 📍 Pacific Hospitality Group

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upscale property that is ideally designed to take advantage of all that defines the outdoor Southern California beach-inspired lifestyle. The hotel will be affiliated with Pacific Hospitality Group's Meritage Collection, and is scheduled to commence construction in June 2014 with R.D. Olson Construction as general contractor.

"Every room in the hotel will feature ocean views from spacious balconies with curvilinear glass balustrades, a design element inspired by the coastal location," said Bob Olson, founder and CEO of R.D. Olson Development. "This hotel will have a contemporary design that will fit perfectly in the beach community of Orange County."

The property will be designed by renowned international hotel architect WATG with the guest rooms designed by Monogram by Carlson, interior public spaces by Kay Lang + Associates, and the restaurant and bar by Costa Mesa-based Hatch Design Group.

Pacific Hospitality Group (PHG) will manage the property as a part of its Meritage Collection. PHG owns and manages a portfolio of hotel properties throughout

California, including Bacara Resort & Spa in Santa Barbara, The Meritage Resort and Spa in Napa, Balboa Bay Resort in Newport Beach, and Estancia La Jolla Hotel & Spa in San Diego, among others.

"This new hotel promises to be an incredible property enhancing our expanding Meritage Collection -- hotels located in highly desirable travel destinations offering unique guest experiences," said Kory Kramer, chief investment officer of Pacific Hospitality Group.

The 218,000-square-foot hotel will have a room mix that includes king rooms, double queen rooms, and numerous one- and two-bedroom suites. A sweeping events lawn overlooking the shimmering Pacific Ocean will be ideal for weddings, and special and corporate events. The hotel will be designed to offer 16,000 square feet of oceanfront meeting space, including an 8,500-square-foot ballroom. The property will be a destination location for business and leisure travelers, with the Huntington Beach Pier, the main tourist attraction for the estimated 16.3 million annual visitors to Huntington Beach, located a short walk away.

"We will be catering to mid-week group meeting and conference business, and particularly Southern California active-lifestyle clients and leisure travelers on the weekends," added Tim Busch, CEO of Pacific Hospitality Group. "The hotel will feature a top of the line spa and fitness center, expansive pool area, outdoor courtyard with water and fire features, ocean-front event lawn, and a roof-top restaurant and bar overlooking the Pacific Ocean."

The hotel will be located next door to the new Pacific City retail center, a 191,000-square-foot retail and entertainment project by DJM Capital Partners, with an expected completion date in the summer of 2015.

About R.D. Olson Development

Based in Irvine, Calif., R.D. Olson Development is engaged in the development and repositioning of commercial properties nationwide. A specialist in developing hospitality properties, the firm also develops office, retail, multifamily, and recreational projects. Robert Olson founded R.D. Olson Development in 1997 following nearly 20 years as founder and CEO of R.D. Olson Construction.

About Pacific Hospitality Group, LLC

Since 1987, Pacific Hospitality Group, LLC (PHG) has maintained a strategic vision and strong sense of core values as guiding principles for business success. With luxury hotel properties from Napa Valley to Southern California, PHG's growing portfolio of hotel and resort investments reinforces the company's cohesive vision. PHG manages, develops, finances, and owns hotel assets in California including Bacara Resort & Spa in Santa Barbara, Balboa Bay Resort, Balboa Bay Club, Newport Beach Country Club, Estancia La Jolla Hotel & Spa, and The Meritage Resort and Spa in Napa Valley. In addition, the company owns and operates the Crowne Plaza Anaheim Resort, DoubleTree by Hilton Irvine Spectrum, and DoubleTree by Hilton Santa Ana / Orange County Airport. PHG successfully operates its hotels by consistently growing revenue while effectively managing costs, thereby maximizing each hotel's NOI. By using a cluster strategy, PHG is committed to growing its market share and adding value to its portfolio through renovations, repositioning,

and expansion.

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