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## Case Study: Terrace Bay Hotel Adds a Touch of Luxury



All photos courtesy of the Terrace Bay Hotel

**Renovations of the Terrace Bay Hotel have focused on creating a look of modern luxury, including coffered ceilings made of Ceilume thermoformed panels in a conventional suspended grid.**

GRATON, CA, 2020-09-30 -- When Jen and Jarred Drown bought the Terrace Bay Hotel in 2016, it had a storied, almost 100-year history, but it was looking rather tired. They were determined to restore the popularity of the restaurant and banquet hall, and then upgrade the hotel into something approaching a luxury resort. They created an aesthetic that complements rustic elements of stone and reclaimed barn-wood with cool modern furniture and pure white coffered ceilings.

Located on the northern tip of Lake Michigan, it had been a gathering place for dining and dancing since it opened as the Terrace Gardens dance hall in 1922, was destroyed by fire and rebuilt twice, and added a small hotel in the 1950's that expanded to moderate size in the 70's, when it became

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the Terrace Motor Inn. Along with additions and expansion, it had been renovated numerous times, but it was ready for another one.

The Drowns started with the restaurant. They knew it was underperforming, and thought that an updated look could jump-start it. “We wanted a cool, modern look for the restaurant, a modern gastropub kind of feel, bringing in a little bit of rustic elements we didn’t want to turn into an all-out rustic tavern. We did a reclaimed barn wood look on the walls, with custom made reclaimed barn wood tables, and the Ceilume ceiling tiles to help give us more of that modern look.”

Drown found Ceilume’s thermoformed, three-dimensional ceiling products through extensive searching online, and was surprised range of available styles. They selected white Madison style, a coffer pattern with deep relief, and added borders of white Cambridge tiles, a complementary square pattern with less relief. “A lot of people do the plain black tiles,” Drown comments, “try to make their dropped ceiling disappear and then it’s all about the lighting. But I saw a few different styles and I said, ‘Man, that actually adds something. That’s not like, ‘that room would be nice except it had a dropped ceiling,’ that’s actually a preferred look over a standard ceiling.”

The restaurant renovation was a success, bringing new business and increased attention to the property. The Drowns continued with their long-term plan to remodel the entire resort. They have redone about 20% of the guest rooms. Since all the rooms face the water, they opened the exterior walls, adding glass for almost the full width and height of the room. They added a ledgestone accent-wall with accent lights, hard floors, modern furniture. They replaced the conventional ceiling with Ceilume thermoformed panels, which Jared Drown describes as “a bright white coffered ceilings, giving the room a little depth,” again using Ceilume white Madison and Cambridge panels in the existing ceiling suspension grid. They refinished the grid itself by applying slide-on grid covers to match the new panels. The effect is modern and warm, with a kind of livable elegance.

The renovated hallway also benefits from the upgraded three-dimensional ceiling. The added eye-relief eliminates the oppressiveness often seen in long, straight corridors.

The Drowns plan to continue renovating all the rooms and corridors. Their goal is to make the rooms, “something worthy of a luxury 4-star or 5-star resort,” says Jared. “That’s what we’re working towards.”

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*About Ceilume:* Ceilume is the leading manufacturer of thermoformed ceiling and wall tiles and panels. The company’s roots go back to when “Mid-Century was Modern” and the pioneers of modular ceilings. The family-owned business is located in California’s wine country and occupies a historic apple-packing warehouse. With an eye on the future, Ceilume’s research and development continues to improve interior finish systems to meet changing environmental, performance, and aesthetic needs. For more information, see [www.ceilume.com/pro](http://www.ceilume.com/pro).

*Photos:* [www.ceilume.com/pro/press.cfm](http://www.ceilume.com/pro/press.cfm)





**The hotel's restaurant, The Freshwater Tavern, was the first part of the property to be remodeled, creating a modern gastropub look that mixes modern and rustic elements, with coffered Ceilume ceiling panels to add a touch of elegance.**



**The new, upgraded guest rooms offer a light-filled, modern, but comfortable sense of luxury.**



**The rooms that have not yet been renovated demonstrate the increase in aesthetic appeal achieved by opening the exterior wall, modernizing the colors, and adding the upgraded thermoformed ceiling.**



**LEFT: Guestroom corridors, before remodeling, were boring and oppressive. RIGHT: In the renovated corridor, the three dimensional ceiling panels offer eye relief, and the dark upper walls provide a dramatic contrast for the colorful artwork.**

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