

‘Guesthouse, Hotel at La Valle’ set to open in Rancho Santa Fe this summer

By KAREN BILLING | KarenB@rsfreview.com | The San Diego Union-Tribune



A rendering of the new Guesthouse, Hotel at La Valle (Courtesy La Valle Coastal Club)

The new 77-room boutique hotel that is taking shape in Rancho Santa Fe now has a name. Currently under construction, the new “Guesthouse, Hotel at La Valle” is set to open this summer on the La Valle Coastal Club property on Via de la Valle.

Since taking over ownership of the former Morgan Run Resort and Club in 2023, Meriwether Companies has plans to invest a total of \$35 million into the La Valle Coastal Club’s renovations, a transformation that has included new branding and energy. The hotel at the entrance to the club was just one of the amenities that needed a lot of attention.

Guesthouse borrows its name from Rancho Santa Fe’s historic roots. The guest house known as La Morada was the first hotel to open in Rancho Santa Fe in the 1920s, designed by architect Lilian Rice and offering lodging for people looking for land in the area.

A room rendering of the new Guesthouse The Hotel at La Valle, set to open this summer. (Courtesy La Valle Coastal Club)

Each of the hotel’s three buildings will have names related to land ownership of the past: Silva, Osuna and Pico. Silva represents the Silva family, who built the still-standing adobe in Rancho Santa Fe in about 1831. Juan María Osuna, the first mayor of San Diego acquired ownership of the adobe when Pío Pico, the last governor of California under Mexican rule, granted the Osuna family the 8,824-acre Rancho San Dieguito provisional land grant. The adobe, a historic landmark just a couple miles away from La Valle, is owned by the Rancho Santa Fe Association.

The old hotel was built in the early 1970s and besides some new carpet and fresh paint over the years had never really been redone or renovated.

"Given how inferior the product was, we were not attracting the clientele and demographic that the property deserves," said Fernando Fry, general manager of La Valle Coastal Club. "We're going from an extremely tired hotel product to a very well thought out hotel from the design, decor and amenities. It will be something that really fits into the North County coastal demographic, demand and need."

The old hotel building was taken down to the studs for the \$15 million renovation. Words like "comfort" and "relaxed luxury" are used to describe the new accommodations as renderings show Guesthouse's spacious and modern rooms with light woods matched with a color palette of sage green and sand, with geometric patterns on the accent walls.

Local architectural firm Hannah Gabriel Wells is behind the new construction and the hotel will be managed by Springboard Hospitality, whose portfolio includes 51 hotels in 14 states—the five in California include properties in the Bay Area and West Hollywood.

The hotel's location will remain one of its most appealing factors, Fry said, sitting about five minutes from Interstate 5 and about 10 minutes from the Del Mar coast. Expected guests include people traveling for beach or golf weekends, business travel and corporate retreats, or for weddings at the property or in Rancho Santa Fe. Fry anticipates that the hotel will be packed during race season.

Guesthouse's new website went live this week and the first reservations at the hotel are set for June 17. Fry said the hotel may be able to open earlier than that, but expects to be fully open by mid-July.

"Our approach to hotel guests is for them to feel like a member of the club," Fry said. With resort fees, they will be able to access most of the La Valle amenities, including racquet sports like pickleball and padel, the swimming pool, gym and the spa's new hydrotherapy circuit which includes a steam room, sauna and cold plunge areas that will be completed this fall.

To play the refreshed golf course will be an additional fee.

On the golf course, 18 of the 27 holes have been completely redone with the last nine holes to begin renovations soon. That phase will also include an expansion of the driving range and a new short game area. This month, La Valle is set to open a new family social putting course in front of the clubhouse.

Renovations of the main clubhouse will begin in the summer, including upgrades of the entry, event and restaurant spaces.

Fry said La Valle has seen membership numbers increase along with the excitement of the improvements—he said there have been record levels of interest from new members and re-enrollments, paired with low numbers of members of leaving the club.

"Everyone wants to be a part of what we're creating here," Fry said. "It's been super fun to watch the growth taking place."

The La Valle Coastal Club is located at 5690 Cancha de Golf, Rancho Santa Fe. Learn more at [guesthousehotel.com](https://www.guesthousehotel.com)