

# Coastal renovations catch judge's eye

By Goody Niosi Writer

VICTORIA - Coastal Construction Ltd. doesn't make a habit of doing renovations. The company is well known for superior high quality custom homes.

However, when Coastal recently undertook a major renovation in Tofino, it did it so well that it was nominated for a Gold CARE Award from the Canadian Home Builders Association in the category "Best Residential Renovation more than \$200,000.

Project assistant Adriana Sharoun explains what makes this renovation so special that it not only qualified for the CARE award but also became one of her favourite homes of those she has been involved with. Zebra Design did the design work.

"It was a 1970s oceanfront cabin in Tofino and the homeowners had had it for a couple of years. They're passionate Tofino people - big into surfing, entertaining, wine and food and that influenced all the architectural planning and design."

She adds that the owners deliberately did not cut down the trees between the home and the ocean. The living spaces offer glimpses of the sea, she says - the delightful surprises come when people wend their way down to the ocean and it reveals itself gradually.

Everything about the home is oriented to the Tofino lifestyle. The renovation called for an open plan with spaces inspired by the owner's extensive local art collection. There are plenty of guest rooms and everything about the house invites casual living.

The easy care floor is concrete with radiant in-floor heating. Upstairs floors are reclaimed old growth windblown fir. In other places fir slats are used as details with the slat style picked up and echoed throughout the house to give a sense of unity and cohesion.

Sharoun explains that Coastal Construction does a fair amount of work in Tofino and Ucluelet. The company became



A look inside at the work of Coastal Construction Ltd.

known on the west coast while it was building a Tofino home for a Victoria client. As in Victoria, word of the company's quality craftsmanship spread by word of mouth.

The company was founded in 1993 by Brad Johnson who had already been working in the construction industry for seven years. Today the management team consists of Johnson and project manager Troy Freeborn.

Sharoun says that building superior quality homes has been a way of life for Brad Johnson. His true expertise is in building the highest quality products while maintaining customer service excellence. Coastal Construction is known for building large custom homes often up to 10,000 square feet and more. Sharoun notes that many clients are not local.

"We've developed a system for communication because

many are from Calgary or if we're building in Tofino they're from Victoria. The clients need to feel involved in the process. It can be difficult when you're building your dream home and you can't be there every day to see all the little details. We make sure that they feel in control and know what's going on on a day to day basis."

Building dream homes is also an intimate process, Sharoun says. A large high quality custom home can take two to three years to complete. However, she adds that building relationships is as important and as satisfying as building homes.

Unlike people who are building a starter home who are working on a budget, people

building the dream home they intend to retire to, put everything they've always wanted into the home.

"It's not a matter of doing things fast," Sharoun says. "It's a matter of making sure that it's right. It's quality."

There are a lot of very good builders on Vancouver Island, she adds, but there are only a handful of true craftsmen.

"I like to think that we are one of the craftsmen. We also try to see the process of home building from the client's perspective. It's a very big undertaking and we try to walk them through each step of the process."

Coastal Construction is becoming ubiquitous on Vancouver Island. Projects currently in the works are scattered from Metchosin to Saanichton, Tofino and Ucluelet.

The company has seen enormous growth since its inception 14 years ago. It now employs a staff of 35 including its own trades people. Coastal Construction also recently purchased an electrical company and now has the ability to do all its own electrical work.

Sharoun predicts a great deal more growth in the future - and probably a good many more CARE awards. In 2006 Coastal Construction won the gold CARE for Project of the Year for another waterfront residence. Sharoun believes there will be more of the same.

Coastal Construction is at 541 Herald Street.  
www.coastal.cn

Congratulations  
Coastal  
Construction!



475-2401

477 Boleskine Road, Victoria, BC

Congratulations to  
Coastal Construction

Swiftsure

Fine Cabinetry Since 1974