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Classified ads, E2

# REAL ESTATE



Bill Lovejoy/Sentinel photos

The remodeled Deming mansion, one of several turn-of-the-century Victorian homes on Beach Hill, is for sale at \$2.45 million.

## Lovingly restored

### Beach Hill mansion offered for sale after years of remodeling

By **DONNA KIMURA**  
Sentinel staff writer

#### SANTA CRUZ

ONE OF THE MOST interesting apartment houses in Santa Cruz is for sale.

The 110-year-old Deming mansion, perched on Beach Hill at 417 Cliff St. has gone on the market for \$2.45 million.

Owner Matt Greenberg has spent the last several years restoring the house and is moving to Napa to follow his dream of opening a small hotel near Napa.

"I'm torn," he said. "I love this place."

Real estate broker Patti Boe of American Dream Realty has fielded inquiries from investors.

The white Victorian was designed by Edward Van Cleek and built for H.S. Deming, a banker who also founded the former Pogonip Club.

The top floor of the house was a ballroom with a

soaring 27-foot high ceiling of redwood beams.

The home has been used for apartments since 1932.

By the time Greenberg bought the home six years ago, it had fallen into disrepair from years of neglect and tenants passing through.

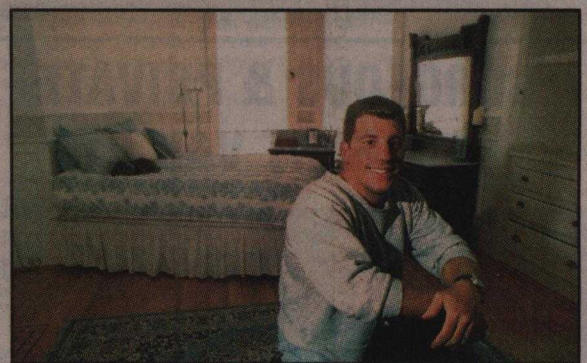
It had a reputation as a drug den, according to Greenberg.

He, however, saw potential. The building is three blocks from the Santa Cruz Beach Boardwalk. Greenberg, who lives in one of the apartments, was recently married in the garden.

"I'm totally a fan of old architecture," Greenberg said. "I like the character of the old building."

Greenberg, an electrician and a painter, learned carpentry from his father, a furniture maker.

He set out to restore the home that has six one-bed-



Matt Greenberg spent several years remodeling the Deming mansion.

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# Deming

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room apartments in the main house and four studio apartments in the carriage house.

Greenberg rid the property of problem tenants and worked on each apartment.

Greenberg converted screened-in porches into stylish kitchens. He hand made staircase balustrades. He installed new plumbing and electrical systems.

Each apartment has unique characteristics. For example, his one-bedroom apartment features a repousse ceiling in the bedroom.

"The major concern was restoring the house and not changing the original fixtures," Greenberg said. "We wanted to keep the motif."

During the course of the renovation, Greenberg discovered several small treasures. He found a wooden surfboard dating to 1910, a 1930 calendar and old black-and-white portraits that had slipped behind a mantle.

"He's put in a lot of beautiful work into that house," said Marlene Meadows, who owns the Mediterranean home across the street. "We hate to see him move."

Greenberg's efforts inspired others in the neighborhood to do the same with their properties, said Boe.

Meadows also joined the neighborhood renovation effort when she bought her home three years ago and fixed it up.

"We want the neighborhood to improve, not decay as some of the old homes have," Meadows said.

The last time a studio apartment became available, Greenberg had 65 applicants, a sign of the home's appeal and the tight housing market in Santa Cruz.

"I hope it stays as quality monthly rentals just the same as it is now," said Greenberg.