

Work On \$750,000 Cowen Beach Hotel Under Way

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Heavy equipment began scratching away at the bluff above Cowen beach Wednesday for the \$75,000 Dream inn.

The commotion didn't faze fish-chasing sea lions and gulls on the bay—ever-changing panorama for each of the proposed 65 units.

But it did mark a milestone for the four-story, cliff-face hotel, the long-delayed dream child of Kent A. Fish of Orange Cove, Fresno county.

This is the most ideal site between San Diego and Seattle for setting and view," he exclaimed, scanning the ranks of breaking surf across toward Lighthouse Point.

"From the time we started planning two years ago, we wanted something on the hill that we and the people of Santa Cruz could have pride in," added Fish, president of Dream Inns, Inc.

The hotel is slated for completion in mid-August.

H and J Construction company of Phoenix is general contractor for the project, including eating and dining facilities near the wharf parking lot.

John J. Riskas, H and J executive vice president, estimated that 25,000 cubic yards of earth will be removed from the top and face of the cliff to make way for the pre-cast concrete lift-slab hotel structure.

Two floors will be above Beach street level at the top of the bluff and two below. The bottom floor will open onto a concrete terrace

cantilevered 12 feet above the beach and including a swimming pool and landscaped recreation area.

Each room will have air conditioning and a private balcony facing the bay, according to Architect Kermit Darrow, AIA, of Santa Cruz. Elevator service will be provided from the central lobby. Parking for about 100 cars is planned.

Special lighting will play on the breaking surf at night.

The two-story commercial building will be on the present site of the Surf shop and beach snack stand. A longterm lease has been arranged with owner Tanner Wilson.

The structure will include a 24-hour coffee shop and small bar on the ground floor and banquet and cocktail lounge facilities for 200 persons on the upper floor. Night club entertainment is being considered.

Riskas said the hotel building will be given first priority in construction.

Earth work should be completed in about 10 days, he said. The cliff will be cut down from 40 feet to about 15 feet half the distance to Beach street, he said.

The structure will sit on the remaining pad. Outside access stairways and porches will face the cliff to leave the bay frontage for private patios.

The face of the hotel above street level will have a modern stone, screen block and glass finish.

Half the units will have connecting doors. None will have kitchen facilities. Telephones and television will be provided along with modern furniture. All units will be fully carpeted.

Riskas said as many local subcontractors as possible will be used. His firm presently is completing the Thunderbird hotel at San Francisco International airport and a large motel in Seattle.

Excavated dirt is being used to fill land behind the Seaway motel and Clear View hotel properties, also owned by Fish.

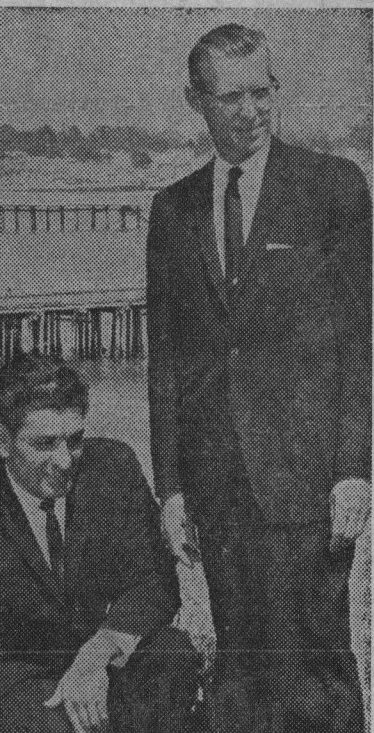
The land, across West Cliff drive from the Dream inn and extending around Sisters hospital to Bay street, is included in future development plans for a full-scale convention complex.

An additional 150 motel units, meeting rooms, and recreational facilities are being discussed.

Fish, a citrus rancher, has had a weekend home in the Twin Lakes area for the past 10 years. He has a four-place Cessna 182, which he lands at Sky Park airport on frequent visitors here.

He praised Santa Cruz city officials and Title Insurance and Trust company for their cooperation.

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