

Aptos

Aptos Seascape Lots Are Selling

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Aptos Seascape, the star-crossed land development which tumbles down the ocean cliffs of Rio del Mar, has roped its way out of the darkness and into the light.

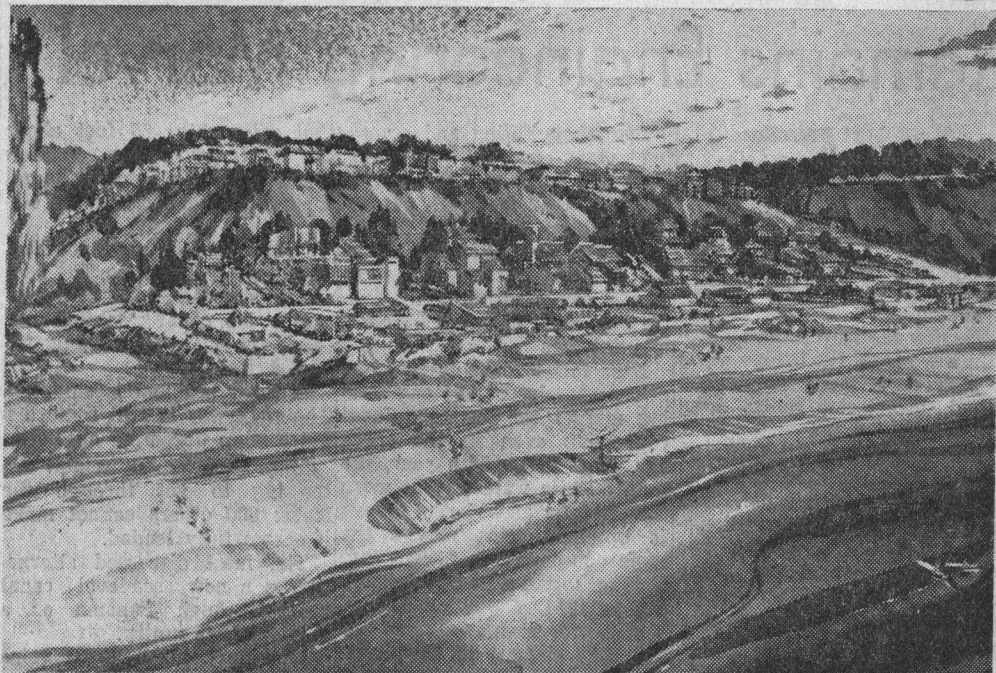
After weathering a financial crisis and a number of protracted battles with local civic groups and county government, the posh beachside subdivision is now selling lots. And selling them quickly.

Director Merle Watson thinks the subdivision will be sold out before all the improvements are completed. He said \$500,000 in lots was sold two weeks after sales began, and that 30 per cent of the property is now gone after only a 30-day sales campaign.

That's no mean feat when you consider that the price range for the parcels tops at \$79,900 for a large oceanside lot. The beach front minimum price is \$39,900. Price tags on the inland lots run from \$14,500 to \$29,900 for parcels that are 50 by 100 feet and larger.

Seascape recently recorded the map of the 80 parcels, making them lots of record—the last necessary legal step before subdivision. The San Diego based firm received permission to take deposits on lots late in October.

Granite Construction Company recently finished the subdivision's grading work and the terracing of the ocean cliff at a cost of \$150,000. Seascape expects to award an approximately \$200,000 contract this



Architect's conceptual drawing of the completed Aptos Seascape subdivision shows the tiered arrangement that allows each lot to overlook Monterey Bay.

week for street improvements.

All improvements are expected to be completed by March or April.

Seascape features 20 beach front lots, with the remaining parcels lined in two steps up the cliffs so that all overlook Monterey Bay and have access to the private beach.

The subdivision will be entered through a private gate.

Watson said most lot purchases thus far have been by residents of the San Francisco Bay Area. Some purchasers have come from the San Joaquin Valley, and a few are local. He said he expects

homes in the subdivision to range between \$30,000 and \$50,000 in construction cost. Three houses are already on the drawing boards.

The beach unit development represents only a portion of the 650-acre holdings of Seascape in Rio del Mar.

Next project for the firm, Watson said, will be a condominium apartment development to be constructed inland from the beachfront subdivision. The company also is currently conducting a feasibility study on a 100-unit hotel in the immediate area. If the report pans out, that project also will

be undertaken in the near future.

The firm plans to acquire approximately \$1 million in additional land in the mid-county area sometime in 1968 for further development projects.

Closer at hand are plans for improvements some time this month at Aptos Beach Golf Course, which Seascape also owns. Dining room facilities at the clubhouse will be expanded to provide additional seating and banquet facilities. Some improvements to fairways already have been completed.