

# New hotel pitched for Westside

Hotels and Boarding Houses

Fairfield Inn would sit just off Highway 1

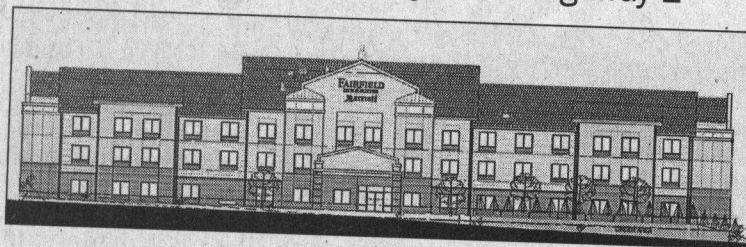
8-5-09

By GENEVIEVE BOOKWALTER

gbookwalter@santacruzsentinel.com

SANTA CRUZ — A hotel could welcome drivers heading south on Highway 1 to the Westside if plans to build a new Fairfield Inn off Mission Street move forward.

If plans are approved by the city's planning commission on Thursday and City Council next month, there will be a 86-room hotel, 50-foot-tall hotel built on 1.2 acres of an empty lot a block west of Western Drive, north of Mission Street Extension and



A rendering of the 86-room, 50-foot tall hotel proposed for Mission Street Extension near Western Drive.

CONTRIBUTED

south of Highway 1. The land is zoned for industrial use.

Janki Patel, regional manager for Lotus Management in San Jose — the company build-

ing the hotel — said they picked the site because of its proximity to UC Santa Cruz and the highway and the lack of other name-brand Westside lodges.

"There really isn't any new development in that area in terms of hotels," said Patel, whose family also plans to build a new Courtyard Marriott hotel on Riverside Avenue in Beach Flats. Plans for that hotel were approved last fall, but work has been delayed until at least the end of the year because financing is hard to get in the current recession, Patel said. Fairfield Inn is a branch of Marriott hotels.

But some on the Westside won-

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## HOTEL

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der if land marked for industrial business is the best place for visitors to sleep on their trips to Santa Cruz, and if the city is abandoning its zoning priorities to increase hotel tax revenue.

According to planning documents, the hotel would generate about \$207,000 annually for Santa Cruz coffers, based on 60 percent occupancy and a \$110 nightly rate.

"You have a proposed general plan and an existing general plan that says

## IF YOU GO

SANTA CRUZ  
PLANNING  
COMMISSION

**WHEN:** 7 p.m. Thursday

**WHERE:** City Council  
Chambers, 809 Center St.,  
Santa Cruz

**INFORMATION:**

[www.ci.santa-cruz.ca.us](http://www.ci.santa-cruz.ca.us)

you want to save industrial land for industrial purposes. This is just an end-run around that," said Westside resident Reed Searle. "The city can say we're not going to have a general plan that means some-

thing, or we are."

Lotus Management is applying for a planned development permit, which if approved would allow the new Fairfield Inn to be built in the neighborhood requested, said Planner Don Lauritson.

"In general, the city's policies call for upgrading the visitor facilities. There's a lot of old hotels," Lauritson said.

Patel said her company has an option to buy the Westside plot, pending city approval of the project. She declined to disclose how much Lotus Management is budgeting to buy the property or build the new hotel.