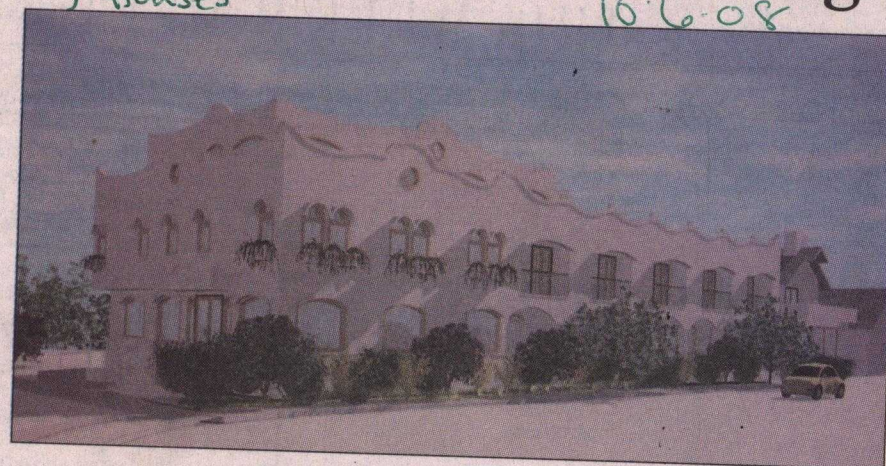


Boutique hotel in works for Seacliff Village

Hotels and Boarding Houses
Inn part of plan to spruce up beach area for visitors

By **KURTIS ALEXANDER**
SENTINEL STAFF WRITER



Developer Doron Fishbin wants to build a 12-room Spanish revival-style boutique hotel in Seacliff Village, shown above in an artist's rendition. The county Planning Commission is set to vote on the project Wednesday. If approved, county supervisors and the state Coastal Commission would still have a say.

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Seacliff Village may soon have a three-story boutique hotel among its eclectic mix of shops and restaurants.

Local developer Doron Fishbin is hoping to get the county's OK next week for his Mediterranean-style accommodations — replete with a restaurant, pool and spa — at 270 North Ave., a block off the community's main drag.

"There's nothing really like it here," said Fishbin, who would like to break ground in spring 2009 and open for business the following year.

Hotel

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The proposal for the hotel came before the county Planning Commission last year and has since been under review by planners. With Fishbin agreeing to improve the adjacent roads and county planners concluding his project meets most of the area's development guidelines, planners are recommending commission approval.

"I think it'll be a good fit for the community," said planner Randall Adams.

In 2003, the Seacliff community formalized its goals of becoming a more visitor-oriented and pedestrian-serving area through a so-called village plan. In recent years, shops, streetscapes and tourist facilities have seen some sprucing up.

The village is next to Seacliff State Beach, which draws more than 2 million visitors each year, and is across the highway from popular Aptos Village and the Forest of Nisene Marks State Park.

"A small hotel would be an asset to the Seacliff downtown," said county Supervisor Ellen Pirie, whose board would have a say on the project, as would the California Coastal Commission, should the Planning Commission approve the plan next week.

The hotel proposal calls for 12 guest rooms, four of which would offer kitchens, above a first-floor lobby, office and gym and below a third-floor restaurant and deck. The gym would be open to the public.

The lot is currently vacant. A house once stood on the property but it was demolished decades ago.

Fishbin, who bought the land three years ago, said the architecture of the hotel would be "Spanish revival" and says to expect such features as arched windows, covered balconies and wrought iron.

He estimated the project's cost at \$3 million.

The Planning Commission is scheduled to consider the project 9 a.m. Wednesday at 701 Ocean St., Room 525, Santa Cruz.

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