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[SOCIAL CIRCLES]  
MONEY MAKERS

INN KEEPER  
Hotelier Curtis  
Bashaw inside  
Baron's Cove,  
a luxury hotel  
offering in  
Sag Harbor

## HOSTEL TAKEOVER

THE EAST END HOTEL SCENE HAS GENERALLY CONSISTED OF HARD-TO-BOOK BOUTIQUE PROPERTIES AND CRINGE-WORTHY HIGHWAY DIVES. LUCKILY, DEVELOPER CURTIS BASHAW IS BRIDGING THE GAP BY TURNING A SAG HARBOR MOTEL INTO THE ABSOLUTE INN PLACE TO BE.

By Eliza Bishop

The Hamptons may be known for its beaches, *boîtes* and bold-faced names, but one thing it is decidedly not famous for is ease of finding a good hotel. Developer Curtis Bashaw of Cape Advisors is hoping to change all that.

Bashaw is building Baron's Cove, a high-end resort in Sag Harbor. With more than 67 refurbished rooms just steps from Sag Harbor Village, the hotel haven will fill the gap between niche boutique properties like the American Hotel—which

can be booked years in advance on some weekends—and the often-less-than-desirable roadside accommodations off Route 27.

"It's always befuddled me that there's no really good-quality hotel in the Hamptons marketplace," says Bashaw, 53. "There are a few super-high-end properties and a few flash-in-the-pan nightclubs posing as hotels, but there hasn't been a larger mainstay property that's a go-to place."

Baron's Cove will operate like a resort, with a pool and

restaurant, and many rooms will have views overlooking the marina. In the past, the property was an old-school motel. "It was pretty run down," says Bashaw. His other company, Cape Resorts (along with his development company, Cape Advisors), which has six New Jersey properties in its portfolio already, will renovate the 67 existing rooms, as well as the restaurant.

It will also build a new structure in front, in the traditional shingled Sag Harbor style. All exteriors will be repainted

and given new doors, windows and roofs. "It's really head-to-toe," Bashaw says of the makeover. "It'll have a very traditional vibe." Already, Bashaw and his team have started building relationships with charter-boat owners, hired a concierge and researched restaurant concepts.

At the same time, Bashaw is starting redevelopment on the town's old Bulova Watch Factory. After scouring 50 properties to develop east of the Shinnecock Canal, Bashaw and his business partner, Craig Wood, came across the abandoned factory, built in 1878.

"It had closed in 1980 and been an eyesore in the middle of Sag Harbor," Bashaw explains. "It was covered in ivy when we found it, and had all these wonderful windows that were falling apart." Bashaw decided it was ripe for development as a condo building, because there was a courtyard in the middle surrounded by two wings, with windows on both sides. "It was filled with trees that had been growing there for 20 years," he recalls. He saw the building's potential and purchased it in 2006; construction is now underway.

Bashaw became interested in hotels when his grandfather operated several in Cape May, N.J., when he was a child. Then, while attending business school in Philadelphia, when most of his friends wanted somewhere to go on the weekends, Cape May was the obvious choice. So he started building properties there in 1999.

The Sag Harbor projects are Bashaw's first hotels on Long Island. He sees both developments as a continuation of the traditional American feeling with which he's imbued his Jersey Shore hotel properties, including The Virginia and Congress Hall, which are more Slim Aarons than Snooki.

"Think lemonade, bicycles and a harkening back to an older resort," he says.