



Washington Comprehensive Plan Committee <compplan@washingtonny.org>

A Letter to the Comprehensive Plan Review Committee: Cottonwood Motel

1 message

Alison Marsal <alison@trotwood.farm>

Wed, Sep 15, 2021 at 2:11 PM

To: CompPlan@washingtonny.org, hvsevc@gmail.com, tmayhew_1@mac.com, buffy@babetteskitchen.com, tim@tamarackpreserve.net, margaretschneible@gmail.com, fernandakellogg@gmail.com

Cc: Michael Marsal <mikem@trotwood.farm>

Dear Committee Members,

Please find, attached, a letter for your review and consideration, as you move forward in your Comprehensive Plan Review.

I (Alison) plan on speaking at this evening's forum, to introduce ourselves and highlight some of the key points/priorities, as addressed in this correspondence.

We are immensely appreciative of your efforts, and grateful for the opportunity to work together in service of our Community.

All the best,
Alison & Michael Marsal



Comprehensive Plan Review Committee - Cottonwood Motel.pdf

227K

To Whom It May Concern,

In light of the Town's recent efforts, respective of the Comprehensive Plan Review Committee, we would like to take this opportunity to introduce ourselves, our business objectives vis-à-vis The Cottonwood Motel, and our broader vision and hope for the future of our Community.

We are Alison and Michael Marsal, members of the Millbrook Community and owners of the Cottonwood Motel and adjacent Millbrook Training Center. Millbrook is where we both grew up. My parents have owned their home here on Rt. 343 since 1985, the same home in which my brother and I were raised, and where they continue to reside today. Michael and I both went to high school here as well, and formally returned to the Community in 2017, in a full-time capacity, with the purchase of Trotwood Farm on Tower Hill. Millbrook is where we have spent the majority of our lives, and Millbrook is where we are proud to be raising our two young boys, Maximus (2) and Liam (3mo). We are overwhelmingly grateful to this Community for all it has given us, and would like to repay this debt and contribute to the future economic security, prosperity, and character of our Town.

In 2020, we pro-actively pursued purchase of the Cottonwood Motel during the height of quarantine, eager to revitalize this community staple, and maximize its potential service to our Town. Like many others, we saw a need for respectfully planned hospitality located close to the Village. It is undeniable that there is a void to be filled, with respect to the provision of a reasonable hospitality solution that compliments the fabric of our Community, empowers the local economy, and honors the existing landscape, character, and charm of our Town.

We believe that the Cottonwood and adjacent property offer a unique opportunity for revived hospitality, in that:

- Historically, these parcels have served core hospitality functions in our Community, and have proven to serve the Town effectively, and with an unobtrusive hand. *This property was designed for hospitality, and has a proven track record of being able to support it.*
- Both sites are entirely surrounded by protected land and create no “eye sore” to the surrounding landscape.
- The sites sit conveniently on Route 44, at one of the primary junctures leading directly to the Village Center.

It is our strong belief that we can tastefully revitalize these tired sites, and create a “gateway” to the Town of which we can all be proud.

In recent months, the conversation around hospitality has brought to the surface a myriad of important thoughts, considerations, and concerns as they relate to the appropriate application of new offerings, and how they ultimately “feed” our greater Community. We would like to highlight some of our core values and project goals, in order to make our priorities known:

- Preservation of the local, scenic landscape and character.
- Protection of natural resources and infrastructure.
- Connection to the Village of Millbrook, in support of local businesses.
- Provision of gainful, local employment (in both development and operation). *This is a value that we live by today, in practice on our farm and other personal and professional endeavors.*
- Servicing of our core needs, inclusive of the many recreational sports/hobbies/past-times that are really the pillar of the community: the shooting preserves, Lime Rock Park, horseback riding events, Innisfree, and the Winery, just to name a few.
- Support/promotion of a Hospitality Tax, at the town (not just county) level.

Long before this Committee came to be, our plan was to approach the Town with a comprehensive plan to increase the capacity of the Cottonwood from an 18-room to a 50-room establishment with a Food & Beverage offering, to sit within the existing footprint of the properties, that works in collaboration with local businesses, sites, and experiences. In this effort, the reimagined Cottonwood Motel would deliver the following services to our Community, with the above-cited priorities in mind:

- A tasteful hospitality experience that offers up to 50 rooms, complete with contemporary amenities, offered at a relatively more accessible nightly-rate.
- (Re-)Beautification of this road-side staple, with appropriate landscaping and charm.
- Shuttles offered to Hotel Patrons for transport to/from the Village.
- Safe Parking, Public Restrooms and Water Station to be made available to visitors of the Cary Institute, who frequent trails via Fowler Road today.
- Direct collaboration with surrounding businesses, schools, and hosts of local events to ensure that we offer and/or promote the right kind(s) of services, incentives, and activities required to meet the specific needs of their patrons.

If you would like to discuss any concerns or address any questions, please email us directly at mikem@trotwood.farm and alison@trotwood.farm. We believe passionately that we are uniquely positioned to create an extremely reasonable solution for our Town, which addresses the needs of our local economy, while remaining true to the core values and priorities of our Community.

Sincerely,

Alison & Michael Marsal