- Introduction
- Vision
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 - 2647 Rt 44 Captain Skylynx
 - 7 Fowler Road Commander Starscream
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- Overlay and Zoning Assessment
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INTRODUCTION NEWSLETTER: JANUARY 2024

We are Alison and Michael Marsal, members of the Millbrook community and owners of the Cottonwood Motel and its adjacent property on Fowler Road. Millbrook is where we have spent most of our lives, and Millbrook is where we are proud to be raising our two young boys, Maximus (4) and Liam (2).

We believe that there is a pressing need for respectfully planned hospitality – that empowers the local economy, and honors the existing landscape, character, and charm of our community. It is our mission to bring that vision to life here, on Fowler Road.

We have been thoughtful and intentional in our planning efforts; having briefly hit 'pause' back in 2021 to engage more fully with our community, as we collectively considered the appropriate applications of hospitality in our town. We are grateful to the town board and the CPRC, who have done an amazing job of drawing our focus to the most pressing questions at hand:

- . What forms of thoughtful hospitality solutions will truly satisfy the needs of our town (inclusive of its residents, visitors, and small business owners)? And
- How do we support these efforts, both in code and practice, in such a way that does not leave the door wide open for inappropriately scaled and/or located developments that threaten the rural character, resources, and traditions that collectively make Millbrook, Millbrook?

We have participated in this conversation on hospitality as residents, heard your pleas and priorities as local business owners, and are proud to announce our intentions to move forward in our mission to breathe new life into the former Cottonwood Motel.

These Cottonwood properties are steeped in tradition, nostalgia, and utility, and we feel an obligation to honor this legacy, while simultaneously ushering it into a more contemporary expression of the tasteful, classic, and inviting hospitality experience.

As we embark on this new chapter, we find it fitting to do so under a fresh monicker – honoring the name of George Washington's horse, *Nelson*. Legend has it that George Washington and his troops set up camp on this land during the Revolutionary War. By re-naming this hotel, <u>The Nelson</u>, we pay homage to Millbrook's history and deep equestrian culture, while breathing stylish new life into the project.

We look forward to sharing more with you all as we continue to move forward in this process.

-Alison & Michael Marsal



TIMELINE



2024

Purchased The Cottonwood Motel and adjacent Training Center property in October.

Resumed low-amenity Motel operations, while initiating a preliminary feasibility assessment to evaluate the best plan forward for the future of the properties.

Room Nights Sold	767
Remitted Sales Taxes	\$9K
Remitted Occupancy Taxes	\$4.5K

CPRC formed to evaluate appropriate applications of hospitality. We pause planning, out of respect for this process and the broader implications of its outcomes to our Community.

CPRC report released in July.

CPRC Report adopted as Addendum to the Comprehensive Plan in January.

We re-commence developing our business plan and schematic designs.

After multiple drafts and Public Hearings, the Hospitality Overlay passed in June.

We submit our pre-application to the Planning Board on June 18; the plans for which have been in process (and iteration) over the past 3 years.

LETTER TO THE CPRC: SEPTEMBER 2021

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 live today as full time residents. 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 both have spent most of our lives, and Millbrook is where we are proud to be raising our two young boys, Maximus (2) and Liam (2mo). 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 the 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 masonable 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 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, 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, to name a few.
- · Support/promotion of 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:

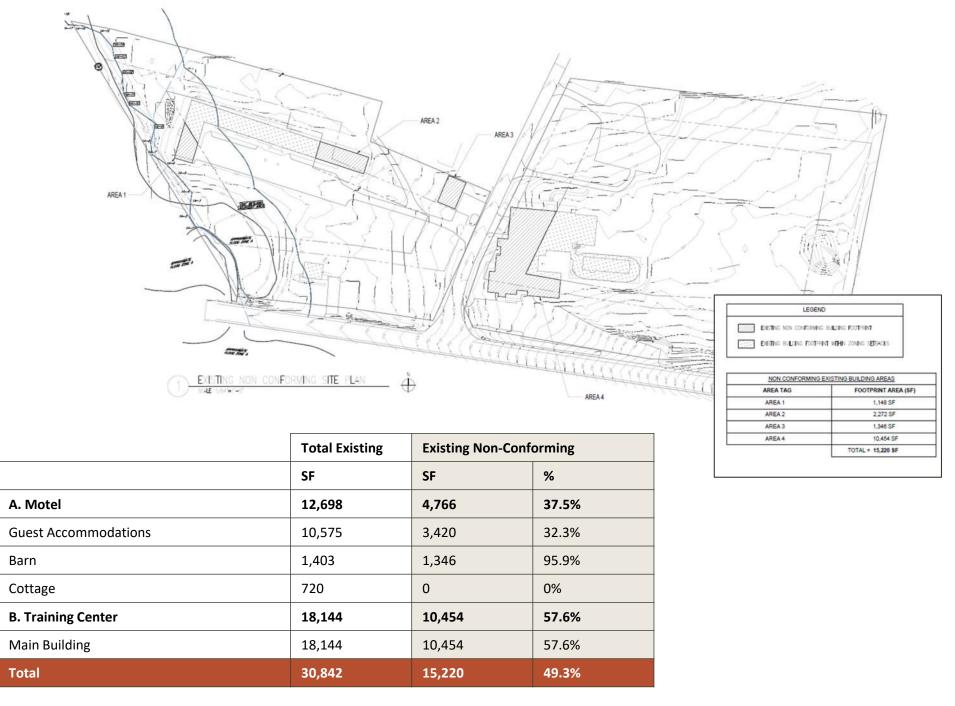
- A tasteful hospitality experience that offers up to 50 rooms, complete with contemporary amenities, offered at a relatively more accessible nightly rate.
- (Re-)Beautification of this road-side staple, with complementary landscaping and charm.
- Free shuttles offered to Hotel Patrons for transport 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 mike@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 still being true to the core values and priorities of our Community.

Sincerely,

Alison & Michael Marsal

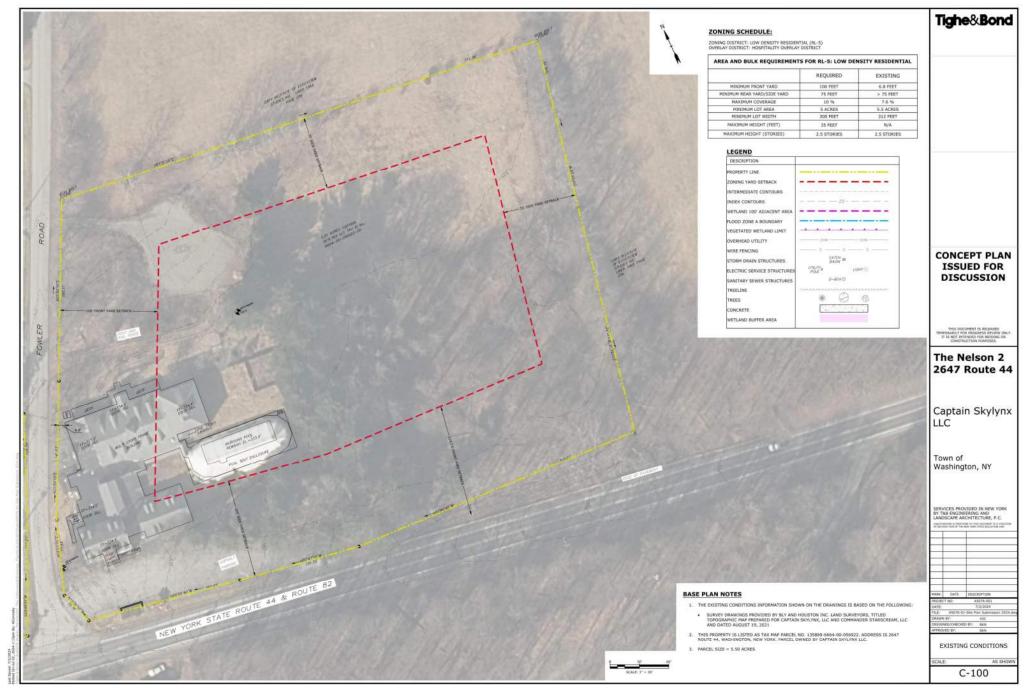




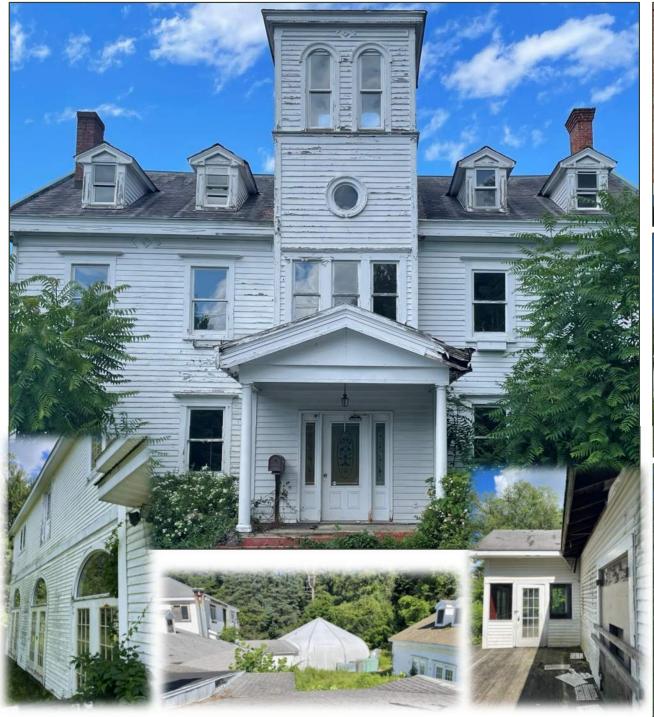
SITE PLAN: EXISTING STRUCTURES



2647 ROUTE 44 - EXISTING CONDITION













THE TRAINING CENTER: EXTERIOR











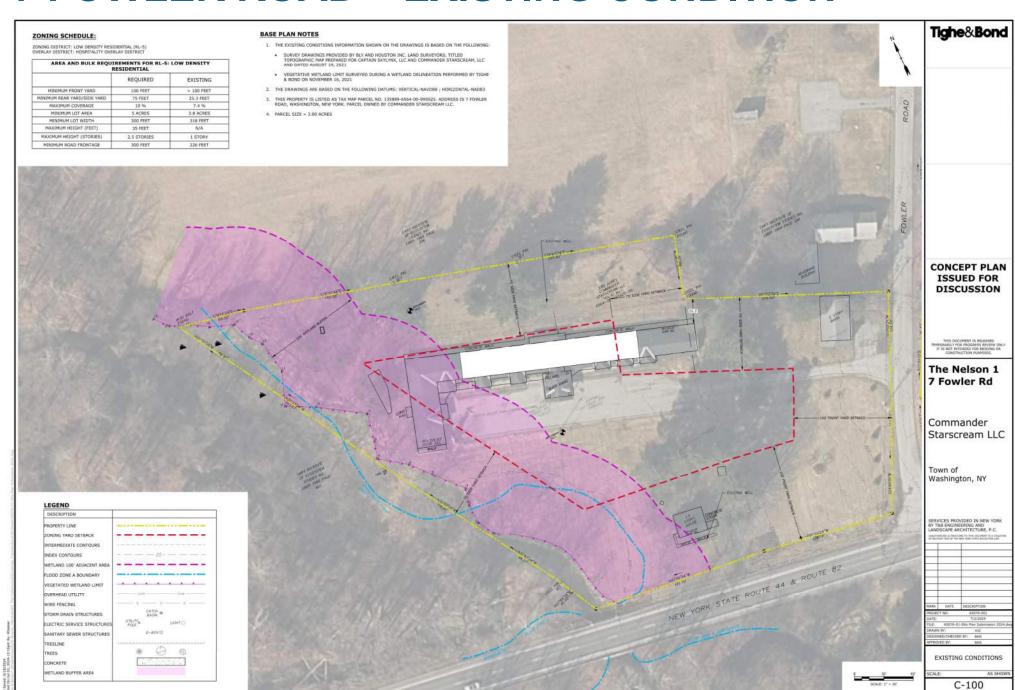






THE TRAINING CENTER: INTERIOR

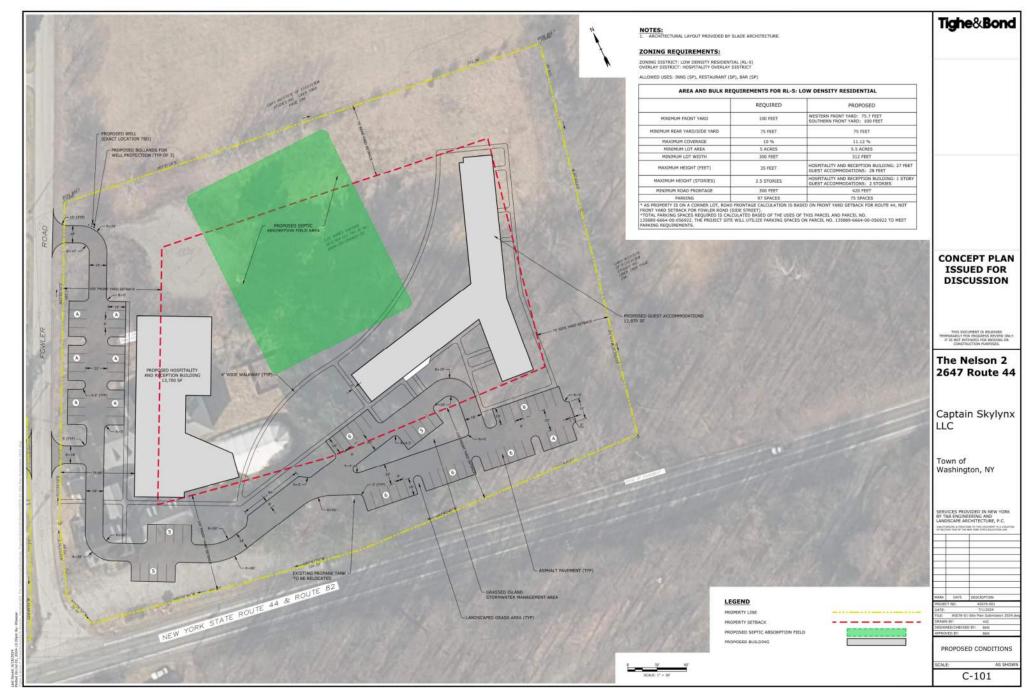
7 FOWLER ROAD - EXISTING CONDITION



7 FOWLER ROAD - EXISTING CONDITION

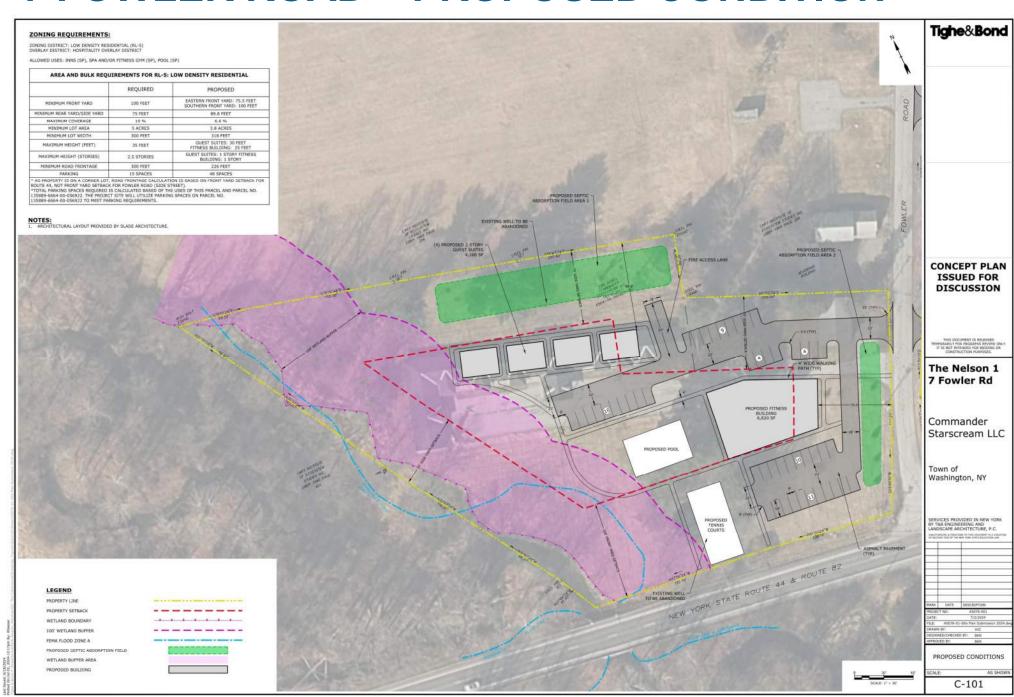


2647 ROUTE 44 - PROPOSED CONDITION





7 FOWLER ROAD - PROPOSED CONDITION



HOS OVERLAY AND ZONING ASSESSMENT

Natural Resource Inventory Assessment

- Historical/Cultural
- Soils wastewater and stormwater management
- Wetlands & Watercourses
- Biodiversity

Hospitality Overlay Assessment

Special Permit Standards

RL-5 Zoning Assessment

Dimensional Requirements

Other Town zoning standards

- Sec. 328 Wetlands and Watercourse
- Sec. 335 Erosion and Sediment Control
- Sec. 344 Scenic Roads
- Sec. 356 Architectural Projections

Aquifer Overlay

NEXT STEPS

- Prepare complete submission for Special Permit & Site Plan
- Prepare Detail Design Plans
- Undertake Supplement Studies
- Commence SEQRA