



TOWN OF FALMOUTH

Office of the Town Manager & Selectmen

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August 18, 2015

Mr. Richard Roy, Chairman
Mr. Paul Niedzwiecki, Executive Director
Cape Cod Commission
3225 Main Street
P.O. Box 226
Barnstable, MA 02630

Via email: pniedzwiecki@capecodcommission.org

Re: Springhill Suites by Marriott #TR-LR14017

Dear Chairman, Executive Director and Members of the Commission,

The Town of Falmouth Board of Selectmen opposes Falmouth Hospitality, LLC's proposal for a Springhill Suites by Marriott development at 556 Main Street in Falmouth. During its meeting of August 17, 2015, four of the five members of the Board (with Selectman Mary Pat Flynn having recused herself from this Selectmen's process as she is a delegate to the Cape Cod Commission) voted to express their opposition to this project, specifically citing multiple concerns which are enumerated below.

The Town of Falmouth has worked for the better part of twenty years to make public improvements in the area of the Main Street and East Main Street Planning District. The Main Street Revitalization Planning Project has made physical and pedestrian improvements connecting Historic Highfield Hall, the anchor of our cultural district on Depot Avenue, easterly to the Marine District at Falmouth Inner Harbor. This strategic planning commitment has resulted in hundreds of millions of dollars in municipal investment, all carefully considered to sustain a working village supporting a vibrant, year-round local economy. Our community work has included investment in village schools, libraries, streetscapes and fifty units of mixed-use affordable housing and has further stimulated tens of millions of dollars in private investment including banks, B&B's, and a strong and dynamic mix of sole proprietor retail shops and services in this planning area. In 1998, Falmouth's Main Street was struggling near the tipping point of sustainability. Shops were routinely closing before 4:30 PM and evening activity was virtually non-existent. Falmouth's strategic re-investment, community planning and collaborative partnership with the downtown village community has resulted in one of most inviting, functional and robust municipal downtowns in the Commonwealth.

While many in our community initially welcomed the potential investment of a "flagship" commercial accommodation as recognition of the year-round sustainability of Falmouth, the developer has failed to recognize and accommodate the historic and cultural values of our community and Falmouth's fundamental community character. For

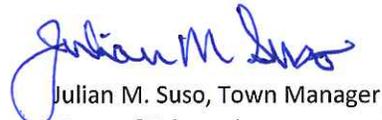
the following reasons we respectfully request that the Commission determine that Springhill Suites does not meet the Historic Preservation and Community Character of Falmouth Village and the East Main Street redevelopment area:

1. This large project is located in a transitional area and planned gateway from our 'commercial core' to the Falmouth Village Historic District. The volume, scale and massing of the building, particularly its north south elevations from Main Street to the residential neighborhood at Lantern Lane, is too large and inconsistent with the fundamental character of this transitional zone. The roofline articulation, fenestration, scale and proportion of the trim work proposed do not reflect architectural cues from existing historic structures in the planning district and the neighboring Historic District. The design, including hotel parking on the south side of Main Street effectively expands the negative public safety impact of Spring Hill Suits to two sides of the street. This broad and sprawling impact of a single property will compromise Falmouth's unique community character.
2. The monolithic land use representing only commercial accommodations is not consistent with established mixed use redevelopment goals to promote revitalization of this critical area.
3. The architectural features do not reflect the prevailing, unique and cherished design values of Falmouth Village, could be mindlessly placed in "any town," and are inconsistent with and disrespectful of existing community history and character.
4. The traffic to be generated by the vehicle parking and attendant pedestrian movements across one of the busiest sections of our Main Street is inconsistent with East Main Street Redevelopment goals for safe pedestrian-scale access along Main Street to Falmouth Inner Harbor. As functionally proposed, this use is dangerous, a potential liability and threat to public safety in this vehicle and pedestrian congested zone. The Springhill Suites development as proposed represents an obstacle to well-planned and designed pedestrian, bicycle and related transportation uses and will not serve to facilitate community goals to expand the cultural uses from Main Street easterly to Falmouth Inner Harbor.

We appreciate this opportunity to share our concerns about the proposed Springhill Suites by Marriott development. The Board respectfully requests that the Cape Cod Commission accept our opposition to the proposed Springhill Suites project as part of the public record. We ask that you carefully reflect on the benefits and detriments of this project. We believe that you will find, as has this Board, that the perceived benefits do not outweigh the many unfortunate detriments associated with this plan. We thank you for your work on behalf of the Falmouth community and respectfully urge your negative determination on this Development of Regional Impact.

Sincerely,


Doug Jones, Chairman
Board of Selectmen
Town of Falmouth


Julian M. Suso, Town Manager
Town of Falmouth

Cc Falmouth Board of Selectmen
Town Counsel Frank Duffy
Heather Harper