JILL
NEUBAUER
ARCHITECTS

15 Depot Avenue
Falmouth MA 02540
508 548-0909
fax 548-2552

jna@jnarchitects.com
www.jnarchitects.com

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Cape Cod Commission
P.O. Box 226
3225 Main St
Barnstable, MA 02630

REBUTTAL TO 7/17 REVISED PLAN FOR MARRIOTT HOTEL – FOR ENTRY INTO PERMANENT RECORD

The proposed hotel as developed by Falmouth Hospitality LLC for the tenant Springhill Suites by Marriott was and still remains to be an assault on the character of Falmouth. It does not meet the physical criteria outlined by the Commission which are essential for a large building to be an asset to a community. Every aspect of this building is inconsistent with the goals of the Regional Policy Plan:

HPCC2.4: Consistency with Regional Context or Surrounding Distinctive Area: All development and redevelopment shall be consistent with the region's traditional development patterns, reflecting features such as *modest building mass, height, scale, roof shape, roof pitch*, building materials, and proportions between doors and windows. *In areas with a distinctive character*, such as historic districts, *village centers*, cultural landscapes, and historic properties, *any design shall be consistent with the character of the area and reflect the surrounding context.* (Emphasis added)

This proposal did not and still does not meet the fundamental criteria of the Regional Policy Plan. The "revised" plan submitted 7/17 added superficial and unattractive pastiche and exacerbates the fundamental problems of this building. This effort further illustrates that the developer and the Designer have a building that cannot be superficially changed and meet with goals of the Commission and the community. As my drawings (and the developer's own in the recent resubmission) so startlingly illustrated, the size of the proposed hotel is grossly out of scale with surrounding buildings, which are dwarfed by comparison. Other than the thin slice of applied fake façade facing Main Street, the roof is flat, which reflects neither the shape nor pitch of buildings in the village center. HPCC2.4 states that in a village center, "the design shall be consistent….and reflect the surrounding context." The drawings make it clear that the revised proposal remains an egregious attempt at design and the building remains inconsistent with surrounding buildings.

HPCC2.5: Footprints over 15,000 Square Feet: For all new development, no individual structure shall exceed a footprint of 15,000 square feet unless it is designed as multiple distinct massings *differentiated by significant variations in roofline and building footprint*, *or is fully screened*.

Once again, the submitted design does not meet the fundamental criteria outlined by the CCC.

The recently revised building proposal, as the original proposal, is not designed with appropriate or attractive massing. Its roofs are not differentiated in a meaningful manner, the roof line creates a large ugly box, with superficial pastiche which does not mitigate the overall massing. Nothing significant has changed.

HPCC2.6: Building Forms and Façades: For all development and redevelopment involving new construction, the massing, façades, and roof configuration of a building shall be varied. If a building façade is more than 50 feet in length, it shall include a minimum of 10 feet of variation in the building footprint (set-back or projection in the building wall) for every 50 feet of façade length, and related changes in the roofline in order to reduce the apparent mass of the building.

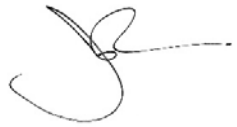
With the above Forms and Facades prescription the CCC has offered tools to help design an appropriate building. The Developer and Architect are using the lowest standard of this language and the results are instantly understandable; it is still a very poorly articulated and designed building that cannot be made appropriate to village character with superficial efforts even if the mathematically meet the criteria. The Massing, Form and Façades are worse with this effort illustrating again, that one cannot put a thin layer of makeup on a fat person and hope to trick them into fit and healthy.

HPCC2.10: Landscape Plan Requirements: All development shall provide landscaping that integrates buildings with their environment, enhances architectural features, fosters sustainable practices, clearly divides parking lots into smaller areas, includes tree planting, and provides amenities for pedestrians. All development shall implement a landscape plan that addresses the functional aspects of landscaping, such as drainage and innovative storm water technologies, erosion prevention, *screening and buffering*, provision for shade, and energy conservation. *When vegetative buffers are necessary to prevent adverse visual impacts from new development, existing vegetation shall be retained and unaltered in the buffer area...*

The new illustrations still do not show this building in full context with the trees removed fully that will be cut down. The dash lines of trees DO NOT SHOW the truth. This is an unprofessional and dishonest representation.
Only 3 of several dozen mature trees will be retained. This landscape proposal is as thin and underdeveloped as the architecture and does not meets the above requirement. Any buffer to be planted is much lower than the proposed building height and will therefore provide little screening. For a building of this scale to be screened, it would take 50 years. The unscreened large, ugly building will be visible.

In conclusion, THIS BUILDING CANOT BE SUPERFICALLY FIXED – only a building meaningfully reduced and redesigned with talent could create a sensitive appropriate redevelopment for this site which would meet the goals and criteria of the Commission and the community. As proposed, this building and its landscape do not meet any of the Criteria outlined in the Regional Policy Plan.

Respectfully submitted,



Jill Neubauer