Regarding the proposed Marriot Hotel for Main Street, Falmouth

The slogan of the Cape Cod Commission from the web site is:

"Keeping a Special Place Special"

The focus of these hearings is to determine if the proposed hotel on Main Street is in keeping with this goal, particularly in the area of Cape Cod character. A huge part of Cape Cod character is keeping the Main Streets of the 15 towns quaint and unique. In particular, the large size of the proposed development is out of keeping with this goal.

The Cape Cod Commission Regional Policy Plan explains the importance of guarding this character in many parts of the document. For example it states:

"To obtain the goal of a balanced, sustainable economy, Cape Cod should remain unique and authentic and not become like any other place. If the competitive advantages of the region are not sustained, Cape Cod could see greater disparities in wealth, labor could increasingly need to be imported from elsewhere, and the character of Cape Cod could change dramatically. A coordinated economic development strategy, supported in this plan, will help the region achieve the goal of a balanced, sustainable economy."

Further, it stresses uniqueness and regional character in this section:

"Development and policy should complement the strengths that make Cape Cod unique and economically viable without taxing the built, human, and natural resources beyond their capacity. As in the business world, regional economic success depends on differentiating the product (in this case, Cape Cod's natural environment and historic character) from the competitors' (other destination areas) and maximizing profits by using resources efficiently."

Another relevant passage from the Regional Policy Plan, which reflects not only on the size issue but also on the disruption to the neighborhoods near the proposed hotel states:

"Cape Cod's character is defined by its villages, structures, and landscapes. The built environment on this peninsula is a reflection of the region's history, illustrating its agricultural beginnings, its maritime industrial successes, and its growing popularity as a resort. This history is ... expressed in the region's distinctive vernacular architecture of generally modest, *pedestrian-scaled buildings that respect the natural environment and use locally available natural materials. The buildings, neighborhoods, working waterfronts, and cultural landscapes that tell the Cape's story are both historically significant and critical to maintaining the unique character that draws so many people to the region."

Again, the Regional Policy Plan reflects the size issue when it says:

"The challenge is to limit commercial development that is out of scale with the existing surroundings ...."

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The plan goes on to reiterates this goal and brings up problems associated with parking, which in the case of this proposed development would be across Main Street.

"The character of a place is determined by such factors as how buildings are sited, their scale and design, landscaping, the location of parking, as well as lighting and signage."

and the plan indicates the importance of our neighborhoods when it refers to the CCC mission to:

"...protect neighborhood character and public views..."

At the previous four hearings, Falmouth resident after Falmouth resident stood up and indicated that they felt the proposed hotel would be out of keeping with Main Street character and the character of the surrounding neighborhoods, due to its massive size and the activities that would accompany its use (trucks, traffic, neighborhood disruption). Denial of the proposal would be consistent with the Regional Policy Plan and consistent with the overwhelming REPEATED desire of Falmouth residents to **"Keep... a Special Place Special".**

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