

FOR IMMEDIATE RELEASE

Updated Plans for the new Saratoga Lake Resort Hotel
Frequently Asked Questions

The owners of Brown's Beach, Larry and Geraldine Abrams and Patricia Bruder, all residents of Saratoga Springs, have engaged the services of award-winning, environmentally sensitive architect Mark Honchell, to design a full service, top-notch resort and marina on the 7.5 acre site known as Brown's Beach. This site has been used as a resort and recreation facility since 1918.

1.Q: How will it affect the lake environment?

A: The project will dramatically improve the quality of the runoff water crossing the property and draining into the lake. This will be done by catching runoff water all along the site and piping it into catch basins (hidden tanks) where it will be filtered and settled to remove sediment, sand, salt, etc. It will then be piped to a protected pond, where it is cleansed by additional settling, and then it will flow into the lake, being purer than the existing lake water.

The beach will be stabilized and improved in accordance to methods acceptable to the Army Corps of Engineers.

Using geothermal heating and cooling and electric cogeneration, the hotel will use 20% of the energy used by a traditional similar hotel. Stored runoff water will be used to irrigate plantings.

Building materials will include recycled materials whenever possible.

The project will be designed to earn a LEED certification. This is a designation awarded only to projects certified by independent agencies to meet stringent environmental and material requirements.

2. Q: How will we handle all the additional traffic?

A: Any project of this size requires an independent traffic study that meets the requirements of the NY State Dept. of Transportation. The D.O.T then requires the developers to make accommodations on and/or off site to handle traffic safely, or to limit traffic. The project can only proceed if the requirements of D.O.T. are met.

There are several things the developers will do to lessen traffic impact:

- a) Provide shuttle vans to and from the Albany Airport and local attractions, so hotel guests will not need to use cars as much;
- b) Direct flow of traffic to 9P south and Plains Rd so that traffic northward around the lake will not be excessive;
- c) Stagger employee scheduling to avoid congestion;
- d) Hotel guests are known to arrive and depart at different times, so as not to create a time specific traffic volume increase.

3. Q: Is the project sized right for the site?

A: With about 47% site coverage, including parking for the public to use the beach, marina, and restaurants, there will be a greater proportion of green space and plantings than most similar projects. i.e. more than half the site is green space! This is far below the limit of lot coverage typically set by regulations.

In order to design the project to be economically viable, the developers retained three market analysis consultants. It was determined that the market would call for and support the project as configured in the updated plans.

4.Q: Will the view of the lake from 9P be blocked?

A: With the two main guest buildings perpendicular to the lakeshore, and only about the same width as a house (70') there will be a lot of views through the property, as opposed to a typical hotel parallel to shore and shaped like a long brick box. If single-family homes were to be built along the shore at this site, and surrounded by privacy plantings, there would be little or no view of the lake from 9P. There are no regulations requiring a property owner to allow views across their property.

5.Q: What are the benefits to the community?

A: The resort, marina, restaurants, banquet hall and conference center will employ 200 people full time and 300 in high season. The sales tax collected on total receipts generated by the hotel, marina, restaurants and health club will contribute substantially to the income of the town. The property taxes will be based on about \$75 million, which is a significant addition to the town's taxable housing base of appx. \$330 million.

The resort will maintain a vastly improved swimming beach and marina, available to the public, and parking, comfort facilities, showers, and ample staff. It will be

November 3, 2005

safer, cleaner and more enjoyable to use. The public will also have access to the use of the swimming pool.

For the latest information visit www.brownsbeach.com