



October 20, 2005

David Connors  
Town of Stillwater  
Building, Planning and Development Department  
Box 700, Stillwater, NY 12170

Re: Updated Development Information for  
A Resort Hotel and Marina at  
Brown's Beach, Town of Stillwater  
Saratoga County, New York

Dear Mr. Connors and Citizens of Stillwater;

It has been several months since we presented our original development concept for Brown's Beach. It is our desire to develop an exciting resort type of property at the Brown's Beach location using environmentally sensible design and construction methods. At the same time, we want to be a good neighbor and to be considered a desirable new asset in the Town of Stillwater.

For these reasons, we have undertaken a multifaceted analysis to determine the most positive combination of development ideas and actions to achieve all three goals. Since the presentation to the Town Board in January, three professional market analysis firms have completed feasibility studies. The reports define the development roadmap necessary for a financially successful project. We have prepared an outline of the market research findings and recommendations for your review. We also presented and discussed the original design concept with the Saratoga Lake Association and Saratoga County environmental groups.

While the great majority of the people we have heard from have offered support and approval of the plan, we also received some constructive criticism. We have included an outline of the major community concerns expressed during those meetings and the actions we propose to implement to address those concerns. We asked our Architectural and Engineering design consultants to discuss the original concept with both the US Army Corps of Engineers and the NYS Department of Environmental Conservation. Our consultants informed us that both organizations were very pleased with the majority of the environmentally sensible design concepts included in the plan. We asked both agencies to work with our consultants to assure that the ultimate design solution will meet all their requirements for a lakeshore development. Both agencies agreed to work with us and encouraged us to continue to follow the environmentally friendly design approach outlined in the original site plan.

Herewith, a summary of the major changes in the original site plan concept:

- **Vehicular and Pedestrian Traffic:** We propose turning lanes along the property frontage on NYS Route 9P. We have included a pedestrian sidewalk separated by a landscaped strip along NYS Route 9P.
- **View:** We have asked our design team to reorient the hotel design to open up more of the view of Saratoga Lake from Route 9P. The revised design concept actually reduces the coverage area of the project by 1.25 acres or nearly 17% from the original plan.
- **Public Access:** Market analysis indicated that the resort amenities should be built apart from the guest units. The reason for this change is to make the swimming pools, the spa, the conference & banquet center and the restaurants directly accessible for local residents. This direct access to amenities makes them significantly more approachable for residents.

The market studies strongly recommended that the hotel move to the upper market segment, which would be similar to a Ritz Carlton or Four Seasons type of resort. The resort will not be franchised to a national company, in order to allow the design team to focus the aesthetics of the complex, rather than be constrained to design approved by a chain. The design will reflect the turn of the century resort architectural style of the Saratoga Region. We hope you will agree that the new design makes the project fit well into both of the Town of Stillwater community and the Saratoga Lake neighborhood.

These changes significantly increase the economic benefit to the Town. The cost of developing the higher quality facilities triples the taxable value of the project to approximately \$75,000,000. The total number of new full time jobs has increased to 200. Sales and hotel tax revenues are expected to increase nearly 33%. The owners have agreed to participate financially in the development improvements to an existing community park near the Brown's Beach property.

We believe that all facets of the project have been significantly improved. Local access to the amenities, traffic control and access are significantly improved. Passing motorists and pedestrians will have a better view of the lake and the economic benefit to the Town has tripled.

We ask that you objectively review our revised concept plan for the new Saratoga Lake Resort Hotel Complex and approve the PDD designation, which the property is currently zoned. By approving the use, we can proceed with technical rather than conceptual design. Working closely with the Town's professional engineering and planning consultants we commit to fulfilling all the requirements of local, New York State and federal regulations for environmental and physical development of the project.

Sincerely,

Larry Abrams, Project Manager  
Brown's Beach Properties, LLC