

Planning board
Town of Bridgton
3 Chase Street
Suite 1
Bridgton, Me 04009

Dear Planning Board members,

I am writing to express my strong support of the Bridgton hotel project that is before you. I believe that this project is critical to the health and prosperity of downtown Bridgton.

My family has owned property in town for over 25 years and my wife and I plan to retire to the area. We care greatly about this community and wish to see the downtown return to prosperity. It is my belief that the only way to fill the empty store fronts is to bring people to the sidewalks and streets downtown. The hotel will contribute greatly to help attract other new businesses that are sorely needed. Importantly, we owe it to the existing business owners to help bring people to the area year round.

I have viewed the renderings, examined the scale model and attended planning board meetings and believe the size and scope of the project to be appropriate for the proposed site. The project also integrates nicely with the forthcoming sewage improvements and streetscape plans. I urge you to consider these projects in their entirety and ask that you vote your support for the downtown hotel.

Respectfully,



William Gillen

161 Ledges Rd

P.S. My daughter is getting married at the Tarry-a-while in June 2020. There will be nearly 200 out of town guests. There is currently no single place to accommodate this number of guests. A hotel of this size would allow Bridgton to attract many more of these types of family celebrations.

Town of Bridgton
3 Chase Street Suite 1
Bridgton, ME 04009

Attn: Planning Board

Dear Bridgton Planning Board,

I'm writing in support of Hotel Bridgton. I feel the economic benefits to the town are significant including an expanded tax base, employment opportunities as well as increased revenues to downtown merchants.

I've never met Justin McIver but I admire his vision, the buildings he has constructed and his impact on the local economy. Based on the two public meetings I've attended, I believe Mr. McIver has listened carefully and made considerable changes to his original plan in response to neighborhood and planning board concerns.

As a property owner 400 feet from Kennard Street, I understand there will be some increased traffic. However I feel this is a minor inconvenience compared to the overall benefits of the project. And while change can be daunting, I prefer to embrace, rather than fight the future.

Lastly, the current state of the property is not reflective of the continued improvements Bridgton is making to encourage visitors who are the lifeblood of our economy. Empty storefronts are depressing and cast a poor reflection on Bridgton to passersby. Let's buck the statewide trend and give people a reason to stop and Love, Bridgton.

Best Regards,



Bill Masterson
52 Highland Road

Letters on Hotel Bridgton to post on Planning Board web page

Perri Black <perrilb@gmail.com>

Thu 3/14/2019 11:45 PM

To: Brenda Day <bday@bridgtonmaine.org>

 3 attachments (79 KB)

EP pb 6 Black LTE final.doc; EP pb 7 Black LTE final.doc; EP pb 11 Black LTE final.doc;

Dear Ms. Day,

Please post the attached letters in the Hotel Bridgton comments for March on the Planning Board web page. They appeared in The Bridgton News but I would like them to be on record with the Planning Board.

Thank you very much. I know you are working hard on this issue and it is taking up a lot of time. I do appreciate you posting all the comments on both sides so they are available to the public. I think it is really important.

Again, thank you for your time and consideration.

Perri Black

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Perri Black

Copy editor, writer and artist

Specializing in ESL editing

EP pb 6 Black LTE

Boutique hotel — not!

To The Editor:

Justin McIver claims his Hotel Bridgton project is a “boutique hotel.” However, from what he has presented to the Planning Board the public it is clear he has no idea what “boutique hotel” means. Google it — I did and here's what I found (mostly from Glion Institute of Education and Covington Travel websites):

“Boutique” is pronounced 'boo-teek' — 'not bow-teek' (as per McIver). The word implies “small” but, more importantly, it means sophisticated, fashionable, and unique.

"Boutique hotels" are "small, stylish hotels" with between 10 and 100 rooms "characterized by their intimate atmosphere and idiosyncratic style." They are distinguished from chain hotels by individual attention paid to every guest. “Highly personalized service is a hallmark of boutique hotels. Staff will know your name on the first day of your stay” and visitors will feel like personal guests in a private home, rather than just hotel occupants.

The main difference between a boutique hotel and traditional chain hotels is "the balance between luxury and comfort, classy interiors, and a cozy, homelike atmosphere.” Boutique hotels are usually “situated in a fashionable urban location” with “upscale accommodations and individualized unique selling points” such as “designer décor” and hip, trendy restaurants and bars.

A boutique hotel is usually located in “the most hip and fashionable urban areas” or “high-end residential neighborhoods that are away from the crowds” and “generally well hidden from the main tourist throng.” It “feels part of the place where it is located” and is more than just rooms — it attracts people “because it is trendy and cool to gather in its lobby, restaurant and bar,” which often feature famous chefs.

Boutique hotels “never have a “cookie cutter” generic feel. They promote an “eccentric personality” and their architecture and interior design are unique, “always upscale and often combining historic details with chic elegance.” “Creative design, quirky character, and luxurious service” are primary features of a boutique hotel. “Guestrooms are individually decorated” and offer “exclusive amenities” for a “very high-quality, individualized experience.”

At the Jan. 30 public hearing, Planning Board member Dee Miller was definitely justified to ask McIver what he means by "boutique hotel" and request more information about the interiors.

Granted, the proposed Hotel Bridgton does have between 10 and 100 rooms, but "small," "sophisticated," "unique," "stylish," "personalized," "upscale," "intimate," "luxury," "designer," etc. define "boutique hotels." Such terms in no way apply to Hotel Bridgton. "Motel 6" or "Microtel" are more accurate.

Perri Black

Bridgton and Sweden

EP pb 7 Black LTE

Strip malls already here

To The Editor:

Some people say they are worried about the entryway into town becoming “strip malled” if the proposed Hotel Bridgton project is built in a location outside of downtown, such as on Portland Road (Route 302) where the First and Last Resort is now.

Anyone who has driven, with their eyes open, on Portland Road between Hannaford and Macdonald Motors in the past five years. cannot help but notice that it is already “strip malled” — thanks in large part to Maine Eco Homes (MEH), the main business of the proposed Hotel Bridgton project applicant. The developer may call them “plazas,” but those bland, generic constructions containing three or four retail/office units are actually strip malls, and they illustrate the lack of imagination, creativity, and aesthetics inherent in the proposed hotel project and other MEH buildings.

Such structures rightfully belong out of the downtown area, along with the car dealership and the proposed “big box” Hotel Bridgton — like the Microtel on Route 302 heading into North Windham. There is more room outside of town, the roads can easily handle the extra traffic, and there would be fewer water, noise, and parking issues. If built on the outskirts, the project would also not ruin the “traditional New England character” of Bridgton’s downtown, disrupt an established residential neighborhood, or interfere with the busy town beach.

Many other projects “outside the big box,” including a smaller and truly unique “boutique” hotel, are more suitable for the Saunders Mill site. I hope the Planning Board will not allow Bridgton to become inundated with mediocrity like North Windham. The town and its residents deserve much better than that, and better is possible if good judgement, aesthetic sensitivity, and careful planning are employed.

Perri Black

Bridgton and Sweden

EP pb 11 Black LTE

To the Editor:

Based on some recent letters to the paper, it is clear that some who support the proposed Hotel Bridgton project are not listening to what is being said by those who are opposed to it.

Yet again, I reiterate: no one has said Bridgton does not need a hotel. No one is opposed to a hotel in Bridgton. No one is opposed to developing the Saunders Mill site, and most are not actually opposed to having an appropriate hotel on the mill site.

The opposition is to the specific hotel AS PROPOSED on the specific site in the middle of downtown. There are many reasons for this, including the effect it will have on an established residential neighborhood and the town beach. The hotel, along with associated traffic, noise, and human activity will also significantly impact the environment and Stevens Brook, which is in a protected stream and shoreland zone.

It is not a "well-thought-out hotel" and certainly not a "boutique hotel," as the applicant consistently claims. It is much too big for the mill site and does not fit in with the town's "traditional New England character." From the beginning, the applicant has overlooked or ignored a number of town ordinances and state statutes (e.g. he claimed to not know his proposed buildings infringed on the Stream Protection Zone) and evaded Planning Board member requests to provide adequate information or clarification on some issues.

A letter last week mentioned the Microtel in Windham and the Oxford Casino Hotel in Oxford, but neglected to say that both of these are built on the outskirts of town, which is where Hotel Bridgton belongs.

I am not "insensitive to the greater benefits to all of Bridgton it would bring — near and long term." But at what price? I have seen too many special places around the world ruined through greed and lack of vision. Do we want Bridgton to become like North Windham or Route 26 in Oxford?

Preserving what is unique and special about Bridgton does NOT exclude new business or economic growth. Careful, thoughtful planning is needed, as well as consideration for more than just the bottom line and profits for a few (most of whom do not live downtown, or even in town).

Bridgton is special. Let's keep it livable and enjoyable for residents and visitors alike.

Perri Black

Bridgton and Sweden

Bridgton hotel

Dave <davematic@comcast.net>

Sat 3/16/2019 7:25 PM

To: Brenda Day <bday@bridgtonmaine.org>

Hi my name is David Lukeski, I just want to share my thoughts about where the hotel wants to get built in Bridgton. I know Bridgton needs a hotel but by putting it in a residential area is not a good area. I am a Business man and I seen in the past where residential areas have been destroyed cause of things like this. It will bring to much traffic to the area where kids would not be able to play outside cause it will be to dangerous with all the traffic.

Sent from my iPhone

Sent from my iPhone

Sent from my iPhone