



HILL TOP HOUSE HOTEL  
HARPERS FERRY, WV

**2018 Concept Plan**

MAY 15 2018

**Gensler**



HILL TOP HOUSE HOTEL  
HARPERS FERRY, WV

## 2018 CONCEPT PLAN

SWaN first presented a Hill Top House Hotel Concept Plan to the Town of Harpers Ferry in 2009, leading to a nine-year delay that included:

- A Town-appointed professional mediator resigning after the failure to reach a redevelopment plan.
- SWaN personnel and consultants attending 300+ hours of meetings and public hearings over eight years to help draft and create rules to allow the town to permit the project. This ordinance was passed in 2017 but had flaws that affected project feasibility which SWaN communicated during the process to the Town.

After the Promontory Overlay Ordinance was passed in April 2017, SWaN submitted a new May 2018 Concept Plan of the Hill Top House Hotel which:

- Downsized the gross square footage of the hotel.
- Developed a parking plan within the very limited, tightly constrained outline in Promontory Overlay Ordinance.
- Planned an underground loading dock screened behind carriage house garage doors and attached to an underground parking structure.
- Redesigned the event lawn and overlook to maximize historic views.
- Designed an underground crescent shaped walkway with meeting rooms to connect hotel to lodge.
- Situated the spa west of the hotel structure with an infinity pool overlooking the Potomac River.
- Promised historic architectural sensitivity to 1914 hotel design, including the reuse of the existing native stones.



Ms. Annette Hale  
HF Planning Commission President  
Harpers Ferry Town Hall  
1000 Washington St.  
Harpers Ferry, WV 25425

May 22, 2018

Dear Ms. Hale,

This is an informative letter regarding the Hill Top House Hotel concept plan application which was made to HF Planning Commission on Tuesday, May 15, 2018.

There are three parts of the concept plan required for application: Concept Plan and Objectives, 3D Digital or Physical model of concept plan extending 400' on all sides, and a Historic Resource Plan.

Per the description outlined in Ordinance 1313, the Hill Top Concept Plan application was submitted last Tuesday in full.

With regards to viewing the 3D digital model and the various operating platforms the Planning Commission members use, our team is providing additional information as an extra resource and aid to view the model.

To supplement the 3D model pdf and embedded Adobe Acrobat software provided to each Planning Commission member on a memory stick last Tuesday, we are providing an online link to use for 3D model viewing purposes to overarch any potential viewing issues on different operating systems. We are providing generic gray boxes estimating mass of surrounding structures that are outside the concept plan within the 400' on all sides. Also, some 360 degree pans at street level are included.

Please contact me with any questions regarding the additional information outlined above.

Sincerely,

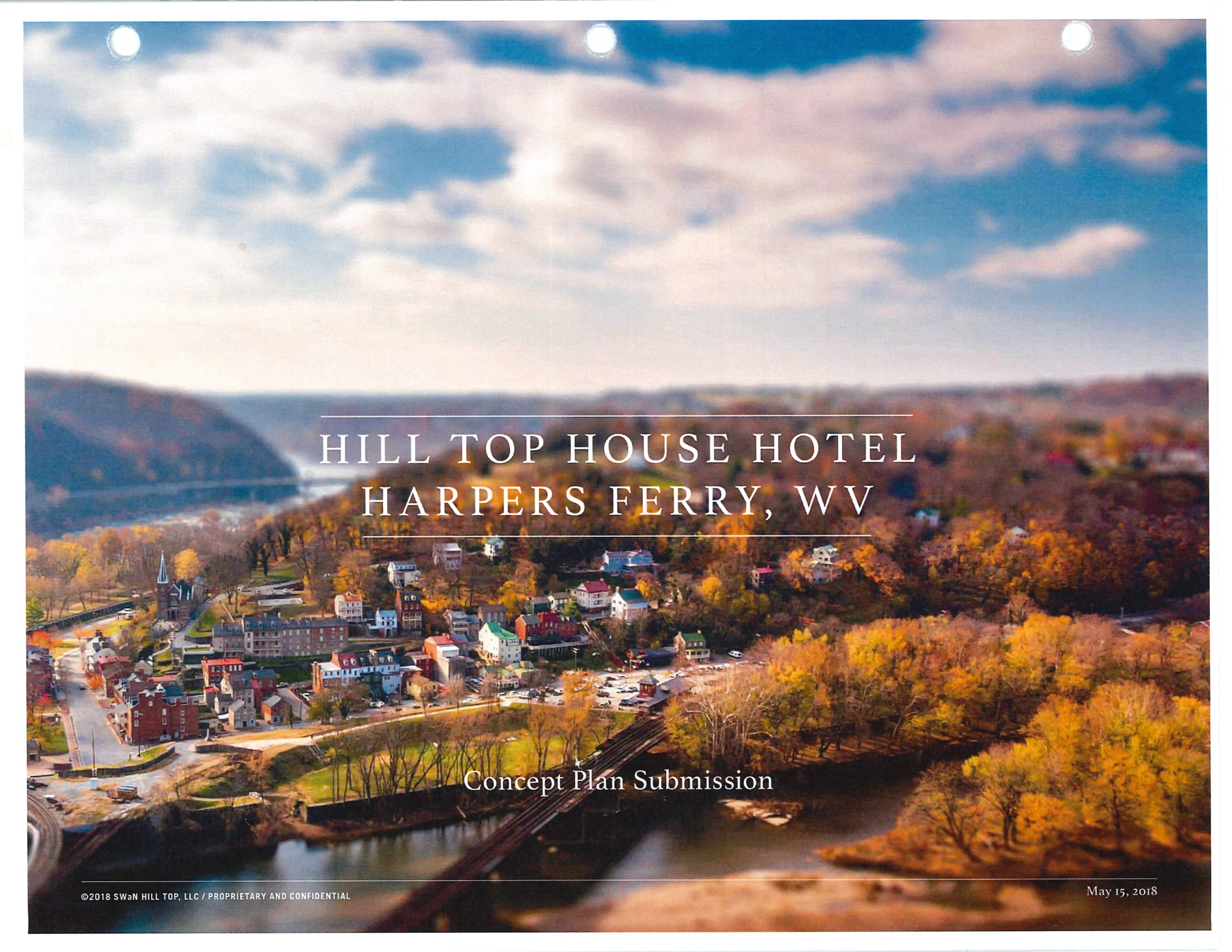
A handwritten signature in cursive script that reads "Laurel Ziemianski".

Laurel Ziemianski  
Hilltop Hotel Project Manager  
C: 703-728-4160

[lziemianski@swaininvestors.com](mailto:lziemianski@swaininvestors.com)

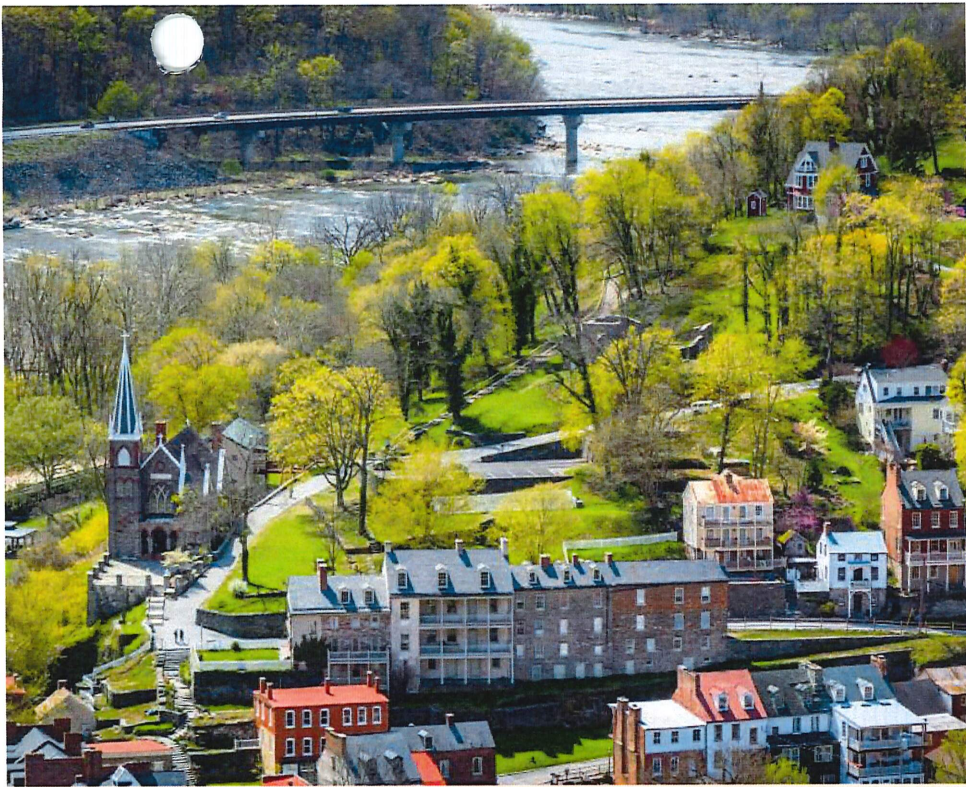
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HILL TOP HOUSE HOTEL  
HARPERS FERRY, WV

Concept Plan Submission

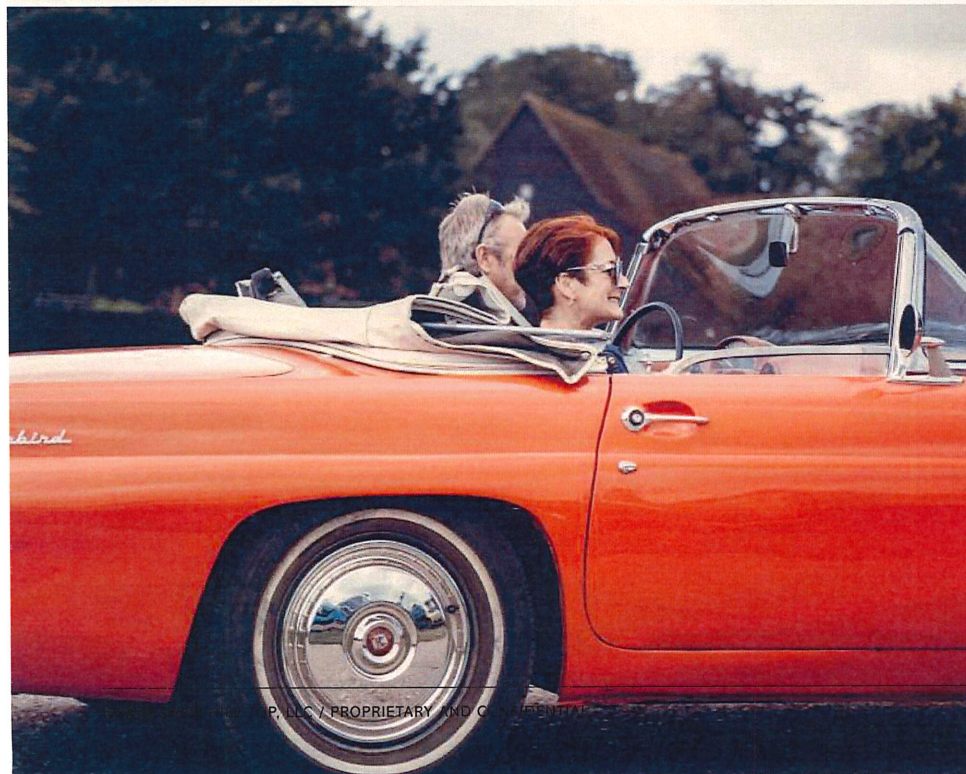


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- Objectives of Promontory Overlay District
- Concept Floor Plans
- Preliminary Program Matrix
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An aerial photograph of a town nestled in a valley. The town features a mix of colorful buildings, including a prominent church with a steeple. A river flows through the foreground, crossed by a railroad bridge. The surrounding hills are covered in trees with vibrant autumn foliage in shades of yellow, orange, and red. The sky is filled with soft, white clouds. The text "OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT" is centered over the image, flanked by two horizontal lines.

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# OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*x) Provide for building, land use, and site design appropriate to the Promontory and its buildings, including preservation of historic resources, woodlands and viewsheds;*

- Encompasses location of existing and historic buildings
- Historic Resource Plan outlines historic resources and recommendations to sustain those resources
- Meets 40% open space land use requirements
- Open site design supports underground infrastructure:
  - a. For connectivity within hotel development
  - b. To meet parking requirements
  - c. To maximize viewsheds
  - d. To preserve wooded steep slopes

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*2) Provide for a notable and economically viable hotel and for other tourist accommodations on designated contiguous parcels to preserve and enhance historic resources in the Promontory Overlay District while limiting commercial activities within the underlying Residential District of the Promontory Overlay District to the same or similar commercial activities permitted in the Residential District;*

- Designed to be high-end destination resort & spa
- Increased tax base on an estimated \$70 million investment
- Honoring the consistent historic commercial activities of the promontory
- Increased tourism draw (especially through winter shoulder season)
- World-renown unique promontory views:
  - a. Highlighting historic resources with overnight accommodations in hotel, lodge and armory houses
  - b. Providing innovative food and beverage services
  - c. Providing conference and banquet facilities
- Echoing residential district commercial uses in promontory residential transition buffer for single-dwelling vacation rentals and recreation use



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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*(3) Provide for architectural compatibility with the existing historic structures in the Promontory Overlay District and the larger community, thus integrating the overlay properties into the fabric of the surrounding neighborhoods as a transition and a buffer to a hotel on the Promontory;*

- Architectural sensitivity in hotel structure design has been epitomized by featuring architectural elements that were historic to Thomas Lovett's 1914 hotel design.
  - a. Signature turret with top hat roof
  - b. Two-story porches and verandas
  - c. Unique roofline
  - d. Harpers Ferry native stone materials (including bluestone) utilized
- Conformity to WV State requirements of historic armory house preservation consistent with hotel use
- Connectivity to the adjacent stone lodge
- Crescent-shaped eastern landscaping repeating historic curved retaining wall east of hotel structure
- Promontory residential structure echoing design of Laurel Lodge residence on East Ridge Street
- Sidewalks consistent with Town's existing sidewalks
- Terraced areas with Harpers Ferry native stone retaining walls as prominent in many historic landscapes in Harpers Ferry
- Time-appropriate wrought iron fences common to Harpers Ferry residences, museums, walkways and graveyards
- Amenable to connecting town trails to promontory
- Harpers Ferry historic views of rivers, mountains, and woodlands, resonated in open space design

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*(4) Emphasize appropriate design and context sensitivity in Concept Design Planning and building design that can adapt this historic site to modern standards and ensure preservation of the site for future generations;*

- Concept plan trademarks sustainable design with detailed attention to environmental, natural and historical resources
- Compliance with ADA requirements
- Compliance with latest life safety requirements
- Cutting-edge design for:
  - a. Structural integrity
  - b. Conservation of energy and water resources
  - c. Sensitivity to open space and viewsheds
- These elements have been integrated into the concept plan to ensure that future generations may enjoy this historic hotel site

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*(5) Preserve existing access to public land within existing paved and unpaved rights-of-way (e.g., paper streets) within the Promontory Overlay District, including access to observation areas;*

- Concept plan incorporates historically significant paths and roads
- Vehicular traffic is open on Columbia and East Ridge paved public streets
- Paper streets within the overlay district on East Ridge and Lancaster have:
  - a. Grass and shrubs on level ground
  - b. Landscaped sidewalks and steps on steep slopes to provide safety to pedestrians
- Observation area designed to be consistent with historic overlay

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*(6) Provide for increased Lower Town customer base, employment opportunities for local residents, new Town residents and increased overall revenue for the Town;*

- An economically viable hotel will bring a customer base that comes to Harpers Ferry to stay
- Will mesh with Town's existing overnight stay options, which provide a variety of price points
- Hotel visitors will be spending their stay locally enjoying:
  - a. Shopping and eating in Lower Town
  - b. History of the Town and National Park
  - c. Local art appreciation
  - d. Outdoor adventures available on the rivers and trail systems
  - e. Relaxation in the area's natural beauty
- Hotel will continue to support a lower town customer base during the natural cadence of the winter months when conferencing brings visitors
- Construction period and on-going operations of the hotel will increase the overall revenue for the town through:
  - a. Town's increased customer base
  - b. Town's established taxes
  - c. Additional jobs created
    - i. New jobs will include many levels of both professional and skilled positions
    - ii. Historically, many residents worked at the Hill Top House Hotel
    - iii. Locals are urged to submit their resumes for opportunities
    - iv. Job opportunities will increase full-time residency

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

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*(7) Encourage sustainable design principles throughout the District for all properties, in accordance with Leadership in Energy and Environmental Design (LEED) certifications, whenever feasible; and*

- Sustainable design principles have been forecasted throughout the master plan
- Many Hill Top House Hotel design team members are LEED Accredited Professionals who are experienced in initiating green design from concept inception
- Details of these sustainable practices will evolve with design development
- Goal is to obtain LEED Certification for Building Design and Construction

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## OBJECTIVES OF THE PROMONTORY OVERLAY DISTRICT

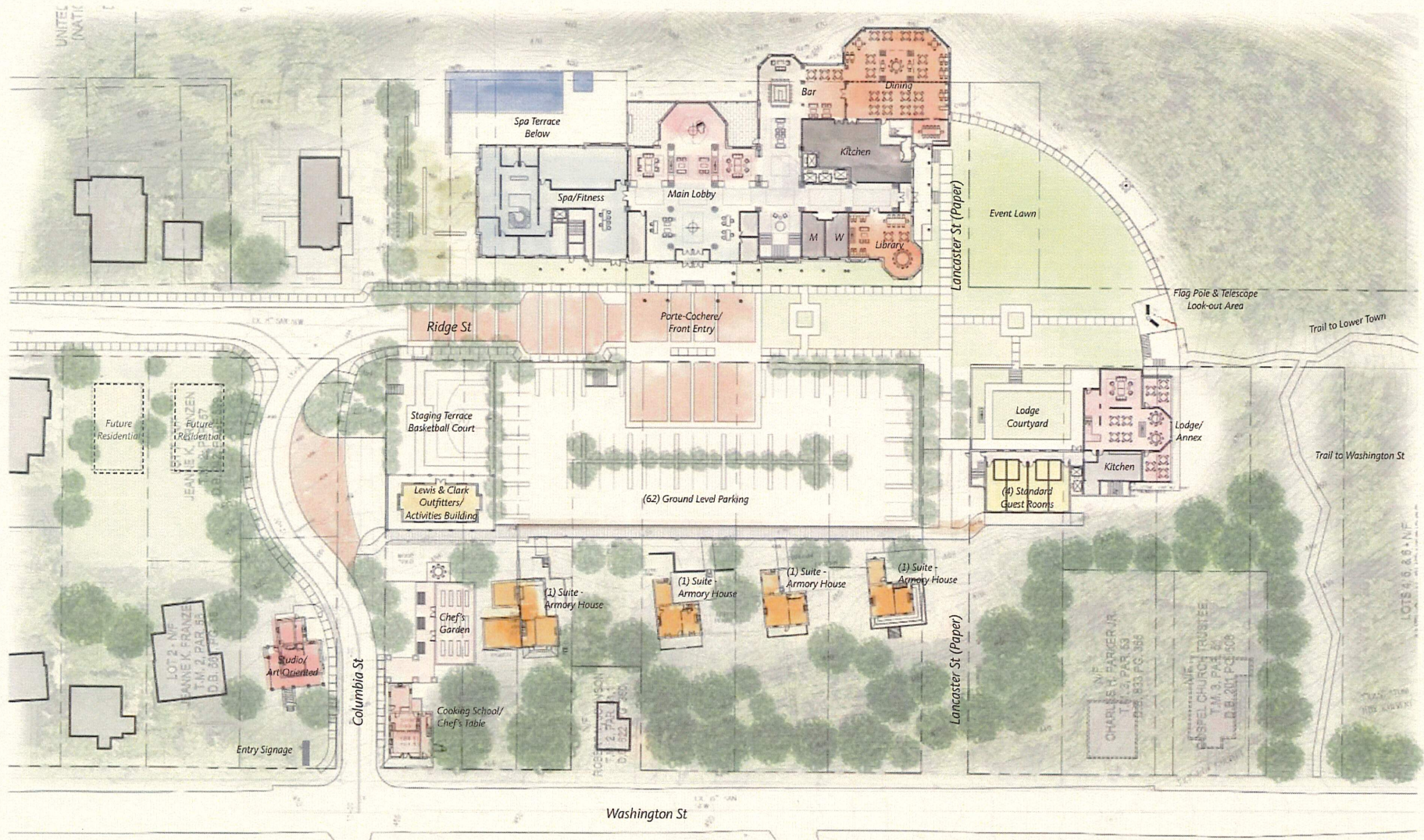
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*(8) Preserve, provide and maintain views from the Promontory toward the confluence of the Potomac and Shenandoah Rivers.*

- Historical views from promontory are historically consistent from hotel structure
  - a. Maintain line-of-sight from Promontory to the Potomac and Shenandoah Confluence
  - b. View looking outward to the confluence from East Ridge Street creates the sense of arrival
  - c. Hotel structure design embraces views from the restaurant, veranda, junior ballroom, roof terrace, and hotel rooms
- Improved lookout area with crescent shape lawn is provided
  - a. Expands the viewing area in square footage from the totality of the events lawn
  - b. Connecting underground walkway provides additional opportunities for views from meeting rooms and open gathering area with outside terrace
- The Lodge maximizes views from its old stone structure through seating design
- As approved by the Town, will provide tree trimming of annual growth to maintain full view of the Rivers confluence, recognizing one of the country's most awe-inspiring resources for generations

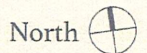
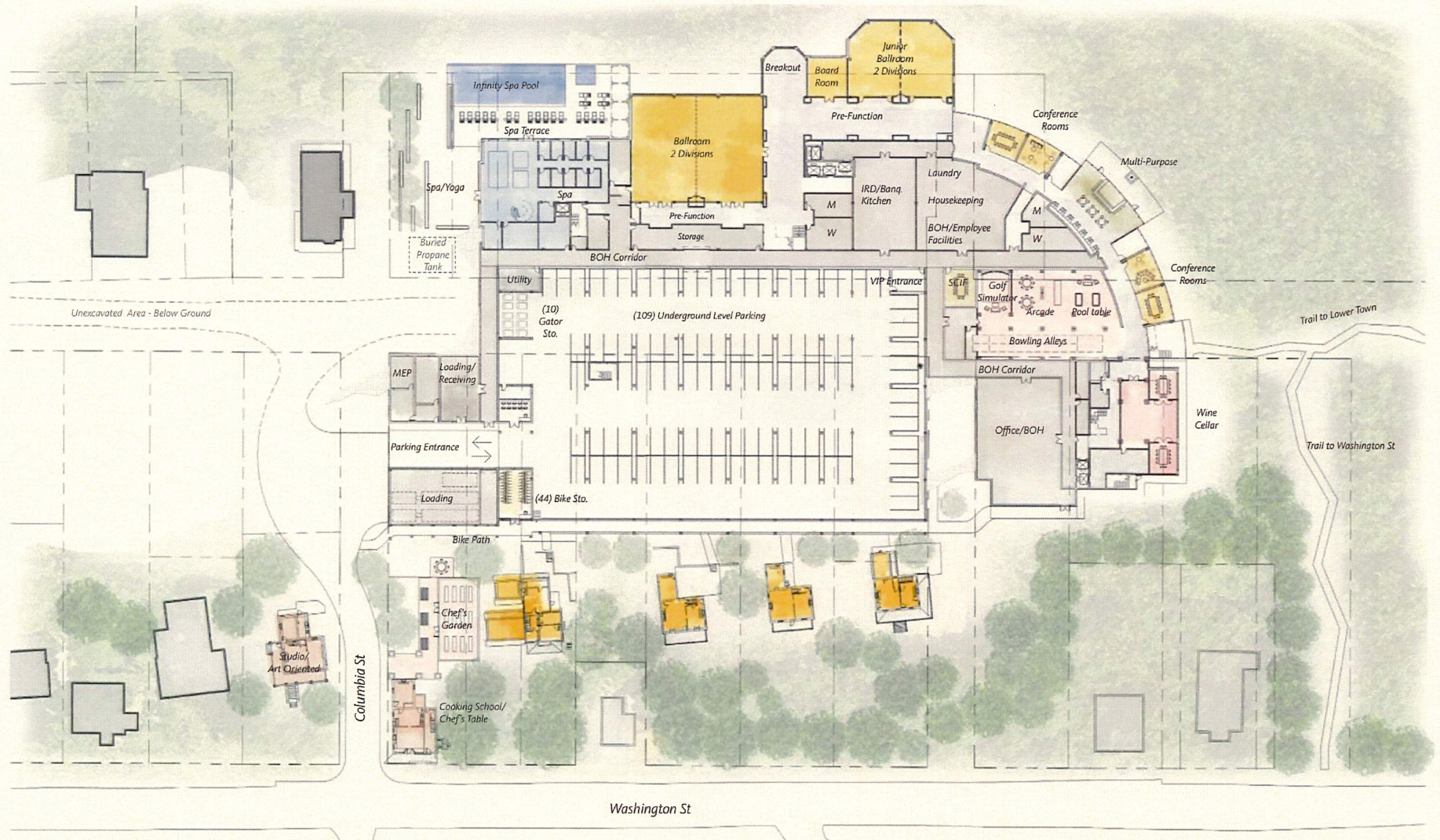
# HILL TOP HOUSE HOTEL

## Site/Ground Level Plan



# HILL TOP HOUSE HOTEL

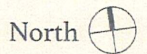
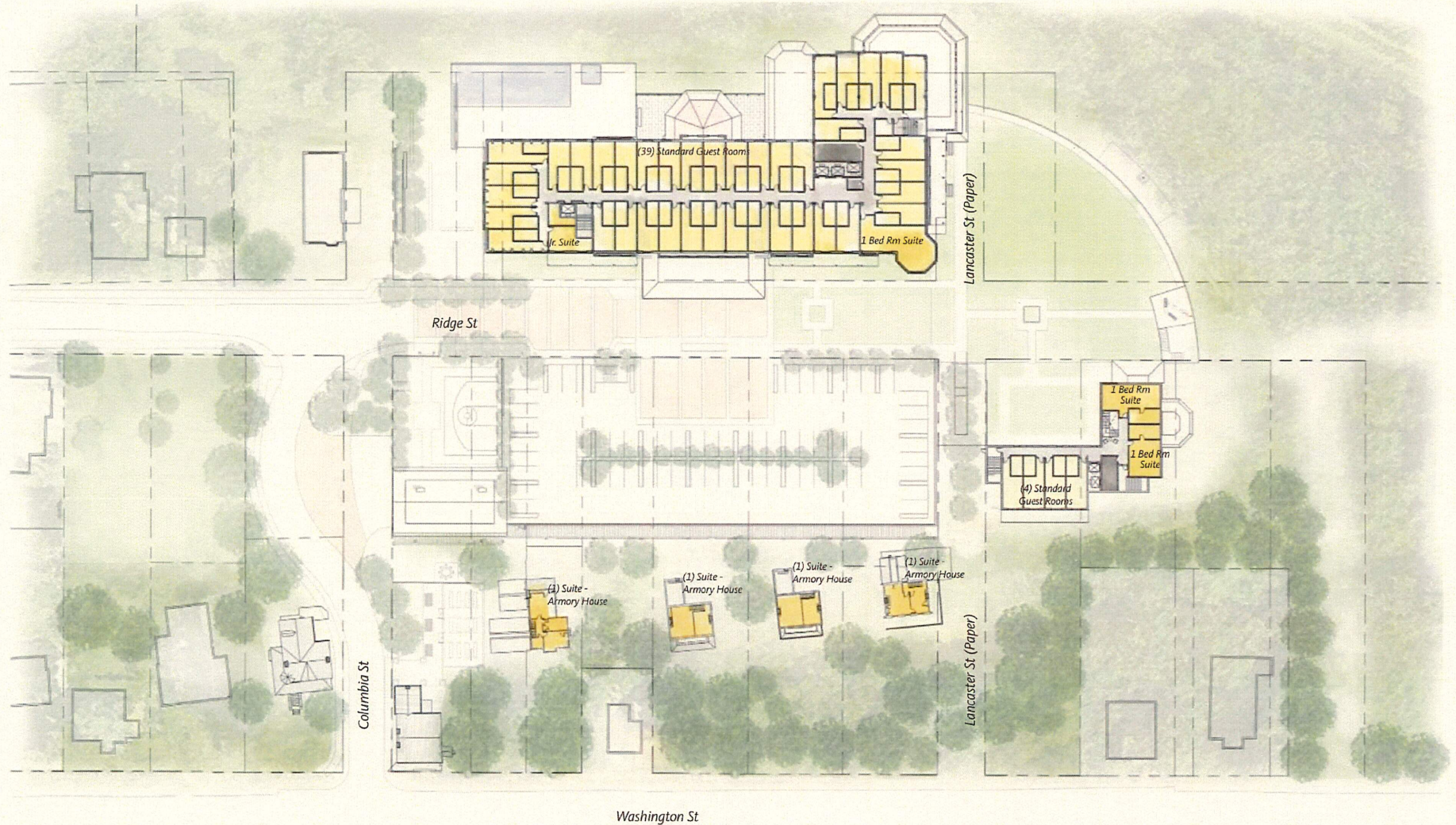
## Lower Level B1 Plan





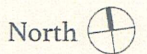
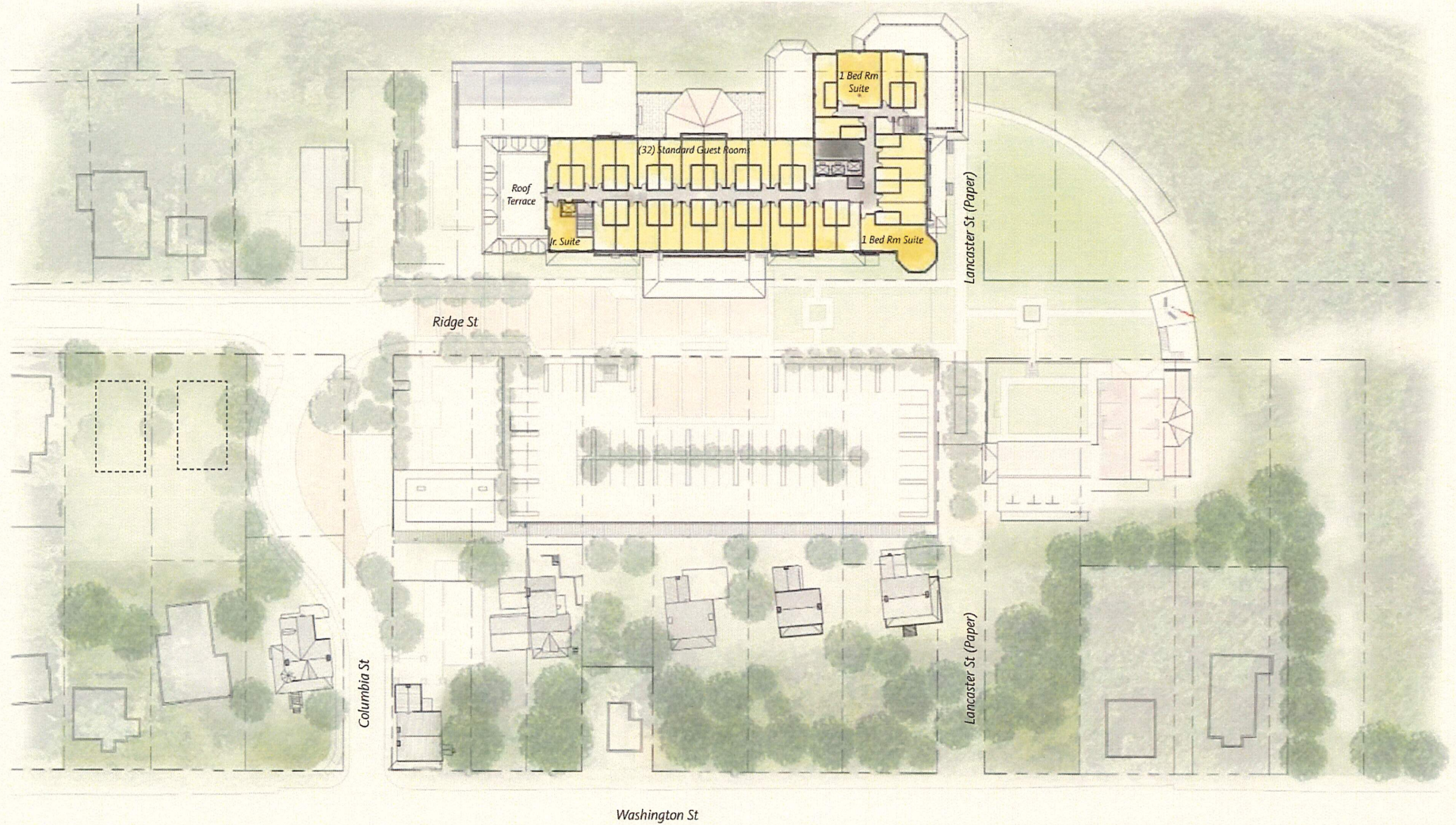
# HILL TOP HOUSE HOTEL

## Level 02 Plan



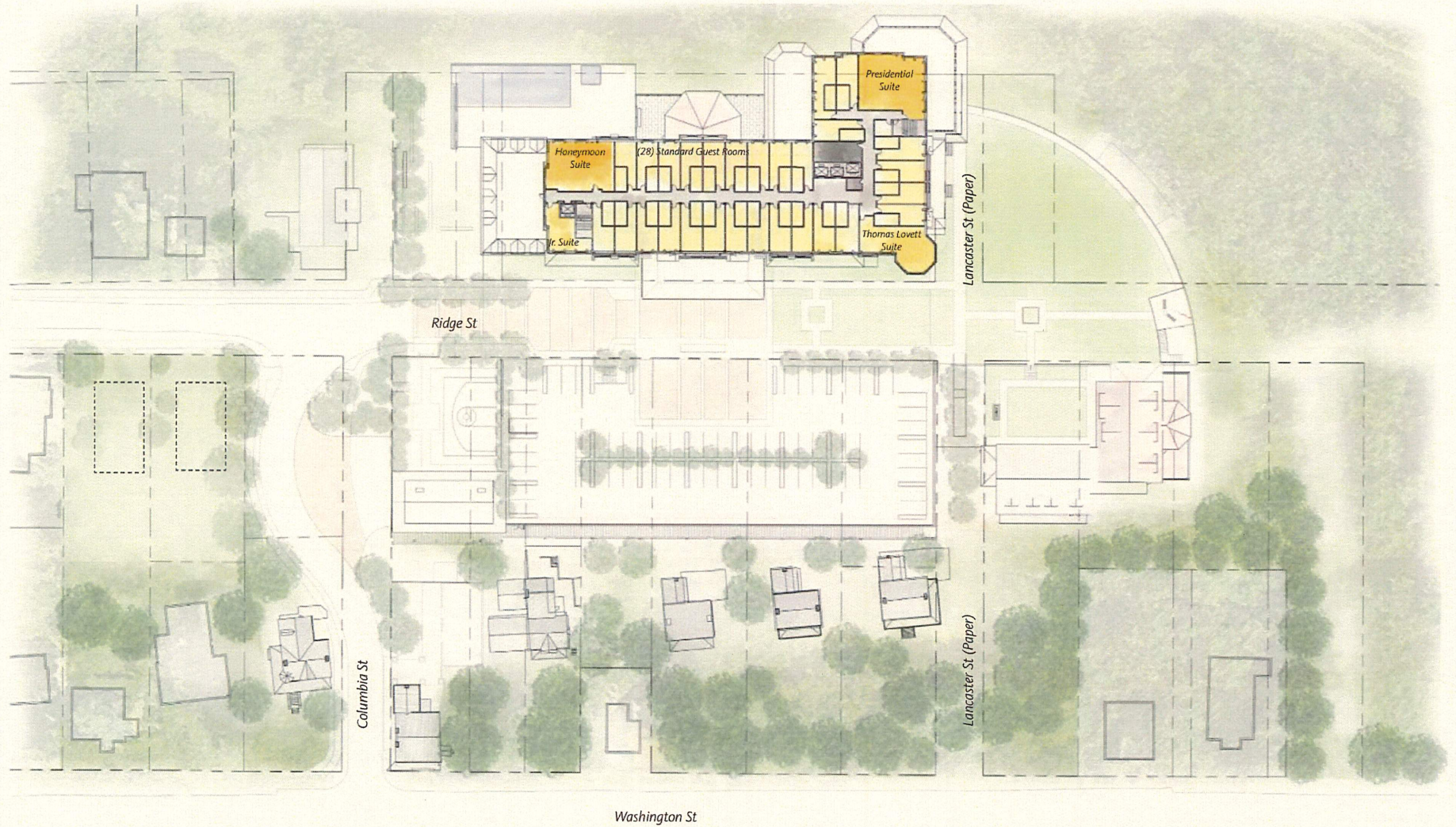
# HILL TOP HOUSE HOTEL

## Level 03 Plan



# HILL TOP HOUSE HOTEL

## Level 04 Plan



# HILL TOP HOUSE HOTEL

## Roof Plan

