

# THE HOPEWELL

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29 FIDDLER'S CREEK ROAD

### Adaptive Reuse Precedent

The Countryside Estate is a proven success story; achieving historical preservation and environmental stewardship via immersive hospitality & experiential tourism.







#### Babington House

"Built in 1705, Babington House is a Grade II-listed manor set in 18 acres of English countryside in the heart of Somerset, 30 minutes from Bath."



#### The Newt

"A Country Estate, Reimagined Our working estate in Somerset has acres of splendid gardens, woodland, farmland and cyder orchards to explore. Stay a night or two, or become a member and see the landscape change throughout the year."

## The Inn

Inspired by the heritage and pastoral beauty of its locale. Infusing the new with a reverent nod to the old.

> 13 estate rooms ~ 7 barn rooms ~ 7 cottage rooms ~ Family Room ~ Library Bar

> > ~ Dining Room













#### The Amenities

A welcoming place for both guests and locals. Spaces that allow for play, replenishment, gathering & solitude

> Barn Clubhouse Spa Workout Room Coffee & Coworking zone Yoga & Meditation Space Pool ~ Grass Pickleball & Croquet

> > Walking Trails









#### The Local Food Ethos

Committed to the act of sourcing and growing sustainable and fresh food

Family style "ranch" menu changes regularly to accommodate what is in season

Cured & preserved program highlights waste reduction

Dinner ingredients are re-purposed for the picnic basket pantry

Cooking classes

Guest chefs, farmers & makers











#### Site Preservation

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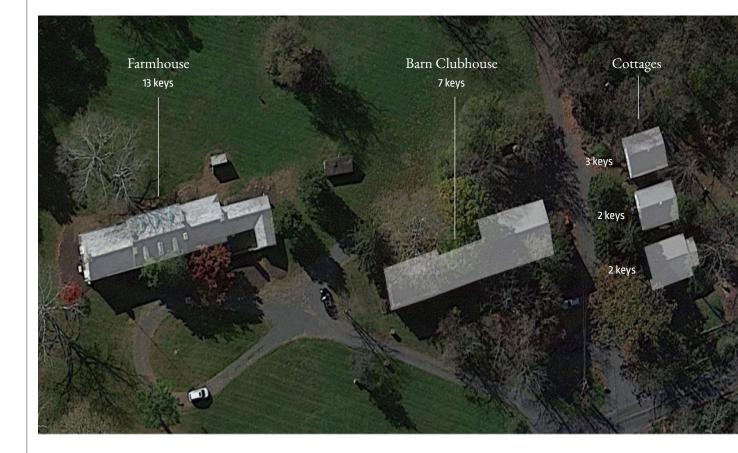
Everything proposed room fits within the existing structures.

Accessory Structures such as the ice house and pump house will remain.

Proposed outdoor dining areas will re-purpose existing paved areas

Existing asphalt will be removed.

A smaller drive and remote, tree-lined parking area with pervious pavers will minimize vehicle disturbance.



## The Program

Conservation through sustainable initiatives & immersive experiences that positively impact the surrounding plant, animal & human community

Membership dues sponsor partnerships with Fohvos, Wild Birds, AAAP, Rolling Harvest, D&R Greenway

Endemic plant initiatives, permaculture, bee-keeping, regenerative farming

Guided hikes, foraging workshops, Bird watching tours, art+nature collabs

Renewable energy, carbon, offset programs for guests, waste reduction, DIA procurement







## *Case Study:* The Newt Somerset



#### Foraged Festive Decorations

Forage natural materials then craft your own decorations

## Christmas Cards & Calligraphy

Create your own Christmas cards and learn then principles of calligraphy

#### Dawn Walk: Enchanted Trail

Start your day on the right foot and put a spring in your step

## Stewardship

Replace Invasive Species with Native Plants, Permaculture, Reforestation

Improve Stormwater Management

### Benefits

Economic: Support Local Economy

Community Engagement: Amenities & Partnerships

Preservation & Restoration of a Treasured Locale

Environmental: Improved Environmental Impact



## INDUSTY EXPERTS

PROVEN TRACK RECORD IN BUILDING SUCCESSFUL, BESPOKE HOSPITALITY CONCEPTS THAT APPEAL TO THE MODERN TRAVELER AND ATTRACT SIGNIFICANT BUZZ.



Traveler VANITY FAIR







#### MARGOT STERN, DEVELOPMENT

Margot Stern has **8+ years of experience** launching boutique hotels. Her most recent endeavor, Avenida Baja, achieved **over 80% occupancy within it's first few months of operation, in spite of the global pandemic.** Margot's former global brand leadership experience includes the management of a **450 million dollar consumer products portfolio for Mattel and Disney.** She has an MBA & MA from The Wharton School & The Lauder Institue at The University of Pennsylvania.

#### LISA REIL, OPERATIONS

Lisa Reil's **12+ years of experience** in hospitality operations have included the launch of several award-winning boutique hotels including Austin's **Hotel San José**, **TOURISTS** in the Berkshires, and **The Chloe** in NOLA, gaining outstanding support in the press and achieving over 90% occupancy within 2+ years. Lisa has 21 years of leadership helping to grow Whole Foods from a mom and pop health food store to it's current incarnation.

#### AFRA FARRY, DESIGN

Afra Farry brings over 12 years of experience as an architect across commercial, residential, and hospitality projects, most recently specialing in Boutique Hotels. Her experience at Foster + Partners in London, includes contributions to well-known projects including Apple's corporate headquarteers in Cupertino and Bloomberg's European headquarters in London. Following this, she joined residential experts Walker Warner Architects in San Francisco, honing her skills on bespoke high-end homes. Afra holds a Bachelor of Architecture from AA School of Architecture in London.



Thank You

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# **Appendix Articles**

Hopewell adds a foraging forest

Sustainable Tourism