

# REQUEST FOR PROPOSAL



04/16/24

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**Prepared For**

Kevin Molloy  
Executive Director

**LCCCA**

125 South Queen Street  
Lancaster, PA 17603

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# BRENTWOOD

DESIGN | BUILD | DEVELOP

April 12, 2024

Kevin R. Molloy  
Executive Director  
Lancaster County Convention Center Authority  
25 South Queen Street  
Lancaster, PA 17603

RE: Public Sale and Redevelopment of the Historic Swan Hotel

Dear Kevin:

I would like to thank you for the opportunity to envision the revitalization of the historic Swan Hotel and share the potential that we recognize in it. My team and I are excited about the resurgence of Downtown Lancaster, and I believe that Lancaster is flourishing as a desirable travel destination. At the core of our vision for The Swan is the desire to create a space where visitors experience Lancaster's warm hospitality and leave planning to return.

Brentwood Builders was founded in 1994 with the core values of quality and integrity in the construction industry. Ten years ago, we saw an opportunity to take our experience in custom home building and channel it into the restoration of older homes. Our remodel and design divisions have continued to expand; and pairing expert tradesmen with a team of creative designers, we pride ourselves on offering a boutique remodel experience. Our goal is to preserve original character and complement it with fresh design ideas, and this model has continued to attract amazing clients and new opportunities. In our years of building and remodeling, we have designed and executed multiple projects based on original historic context, refreshed to fit a modern lifestyle. Some of these projects are outlined in the attached pages.

We see The Swan renovation as an opportunity to provide a unique travel experience in downtown Lancaster. To date, Lancaster's only boutique hotel is the Lancaster Arts Hotel. Restoring The Swan affords an opportunity to revive a historic hotel where guests will visit and experience the amazing history, art, culture and culinary scene that our city offers. Creating a boutique hotel experience will attract new visitors to Lancaster, thus enhancing the local economy for small businesses and entrepreneurs.

Our vision for The Swan includes retaining the name and also incorporating aspects of the original design as a nod to the historic context of the building. We regard this space as a landmark in downtown Lancaster, and look forward to restoring it to its original glory. Thank you again for the opportunity to participate in this process.

Sincerely,

Brent Hostetter  
President  
717-715-9878  
brent@brentwoodbuilders.co

# PROJECT TEAM

## **Brent Hostetter, Developer**

Brent grew up in the building industry, learning from his dad since the founding of Brentwood Builders. Professionally, he has worked in the industry for over 14 years, specifically on projects in the downtown area for many of those years. He is passionate about all that Lancaster has to offer and enjoys restoring historic spaces with unique character. He views restoring The Swan as an opportunity to enhance Lancaster's already thriving downtown.

## **Brentwood Builders, Contractor + Interior Design**

Founded in 1994, Brentwood began as a new home building company and using that foundation has grown into a multifaceted builder specializing in new construction, renovation and offering a boutique design experience. Brentwood is committed to craftsmanship and the quality of space, offering a design + build team that is detail oriented and concept driven. The company has a favorable reputation in the community and has worked on many downtown projects, giving their team the experience and understanding needed for The Swan project.

## **Cornerstone Design + Architects, Architect**

Located across the street from Gallery Row, Cornerstone is passionate about moving the Lancaster community forward. In the 30 years since it was founded, responding to needs for clients and the community has been a core foundation of this firm. Many of these years focused on projects in and around the city, including projects with Brentwood Builders, and their expertise in the industry will be a huge asset in the planning and execution of The Swan project.

## **Harbor Engineering, Engineer**

Harbor Engineering is a full service Civil Engineering firm located in Manheim, PA. Specializing in land development, Harbor provides creative and innovative design solutions with an honest and ethical approach. We are excited to partner with Harbor on this project knowing that they have the experience and knowledge needed to execute the development plans.

## **Barley Snyder, Legal**

For decades, Barley Snyder has worked with clients on all aspects of the construction process, aiding in the completion of proposed jobs. Each project, from funding to bidding to contract negotiation, requires legal experience specific to the construction industry, and this firm is well known as an asset to builders, architects and engineers. Partnering with them will keep the process seamless and bring clarity to each step..

## **Lender**

Will be competitively bid at time of construction start.

## **Property Manager**

To be hired closer to the opening date, after an in-depth interview process.



# WHO WE ARE

As outlined in the above team introductions, *Brent Hostetter* has been involved in his family business, Brentwood Builders, for over 10 years, with previous years of experience owning and operating his own remodel company. He leads a team of 14 employees and oversees the daily operations of the business. He also holds his real estate license and is passionate about the redevelopment and rehabilitation of real estate in Lancaster. He is a visionary who has the connections and tools needed to make his ideas a reality.



*Brentwood Builders* is an established business with 30 years in the construction industry, and has a positive reputation in Lancaster and surrounding counties. The company is built on the values of integrity, honesty, quality construction and relationship, all of which set it apart as a superior builder in the area. In the past 10 years, the company has emphasized both the remodel and design divisions, adding a unique client experience with customized attention to project details.



# BRENT HOSTETTER

(717) 715-9878 | [brent@brentwoodbuilders.co](mailto:brent@brentwoodbuilders.co)

## SUMMARY

- Experienced in new builds and renovations, with 16 years of experience in the field
- Commercial & residential project management experience, having managed over 150 jobs of varying size and scope
- Proficient in budget management
- Expert in construction knowledge, understanding build processes and executing plans

## WORK EXPERIENCE

### President

September 2014 - Present

*Brentwood Builders, Lancaster PA*

- Manages daily operations of the company
- Oversees a team of tradesmen and designers
- Assists in client relations, working with customers to better the client experience
- Operates in a sales role and oversees the financial outcome of the company

### Real Estate Agent

January 2018 - Present

*Hostetter Realty, Lancaster PA*

- Participated in over 50 transactions
- Facilitated paperwork such as closing statements, sale agreements, HUD sheets, etc.
- Use of licensure to gain knowledge of the local real estate market

### President

May 2011 - September 2013

*Revolution, Lancaster PA*

- Owned and managed a exterior remodel company, specializing in city homes
- Gained years of hands on experience and understanding in the field

# WHAT WE DO

**NORTH MULBERRY  
STREET PROJECT,**  
COMMERICAL, 3-UNIT  
CUSTOM BUILD

- Private Financing
- \$600,000



**HONEY FARM ROAD  
PROJECT,**  
RESIDENTIAL  
CUSTOM BUILD

- Owner Financing
- \$1,200,000



**COMMUNITY WAY  
PROJECT,**  
COMMERICAL,  
DOCTORS OFFICE  
CUSTOM BUILD

- Private Financing
- \$1,200,000



**EAST MAIN STREET  
PROJECT,**  
COMMERICAL,  
DOCTORS OFFICE  
CUSTOM BUILD

- Owner Financing
- \$750,000





# Request for Proposal: The Swan Hotel

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## OAK STREET PROJECT, RESIDENTIAL REMODEL

- Owner Financing
- \$700,000





# Request for Proposal: The Swan Hotel

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## **NEW HOLLAND PIKE PROJECT, RESIDENTIAL REMODEL**

- Owner Financing
- \$1,700,000





**MARIETTA PIKE  
PROJECT,  
RESIDENTIAL  
REMODEL**

-Owner Financing

-\$200,000



# THE VISION

## The Swan Hotel Revisited

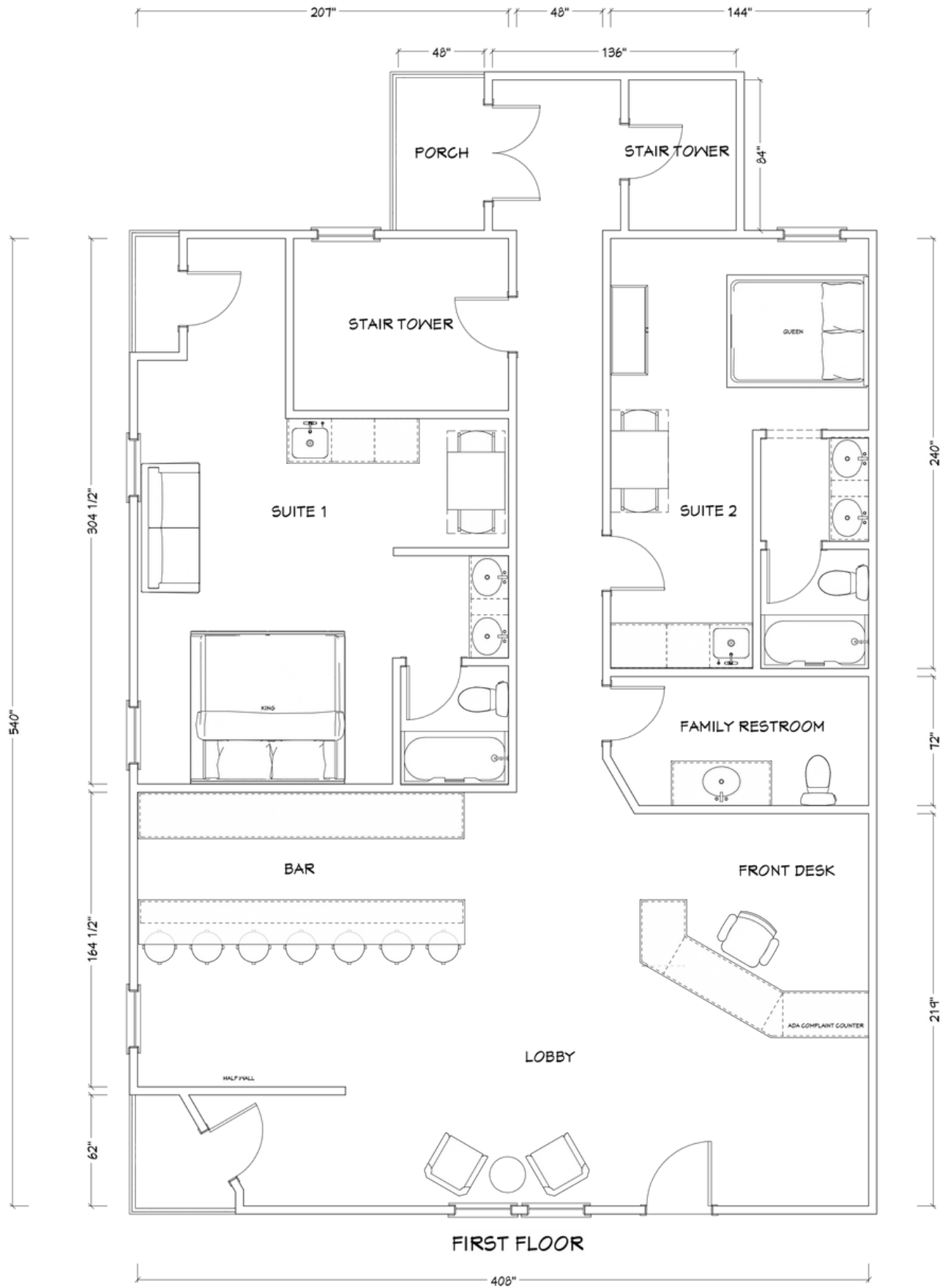
In its prime, this historic building housed elite and well known guests including presidents George Washington, John Adams, Zachary Taylor and James Buchanan. The Swan was a desirable travel destination in Lancaster, and a visit to The Swan served as a status symbol. Restoring the space to a boutique hotel is an opportunity to bring it back to its glory days.

Brentwood has toured the property several times and taken measurements to create a conceptual design. Our vision is to create nine boutique hotels rooms and a small speakeasy at the original main entrance. The first floor will have two suites, the second floor will have three suites, and the third floor will have four suites. The roof structure allows us to create two unique loft style suites on the top floor and take advantage of the beautiful downtown views. The speakeasy bar, located on the first floor, will hold space for seven barstools and a couple small tables . This is just a conceptual vision, as we plan to work through different possibilities to present to City officials. The next few pages detail what the floor plans could look like followed by a development budget detailing the total project costs.



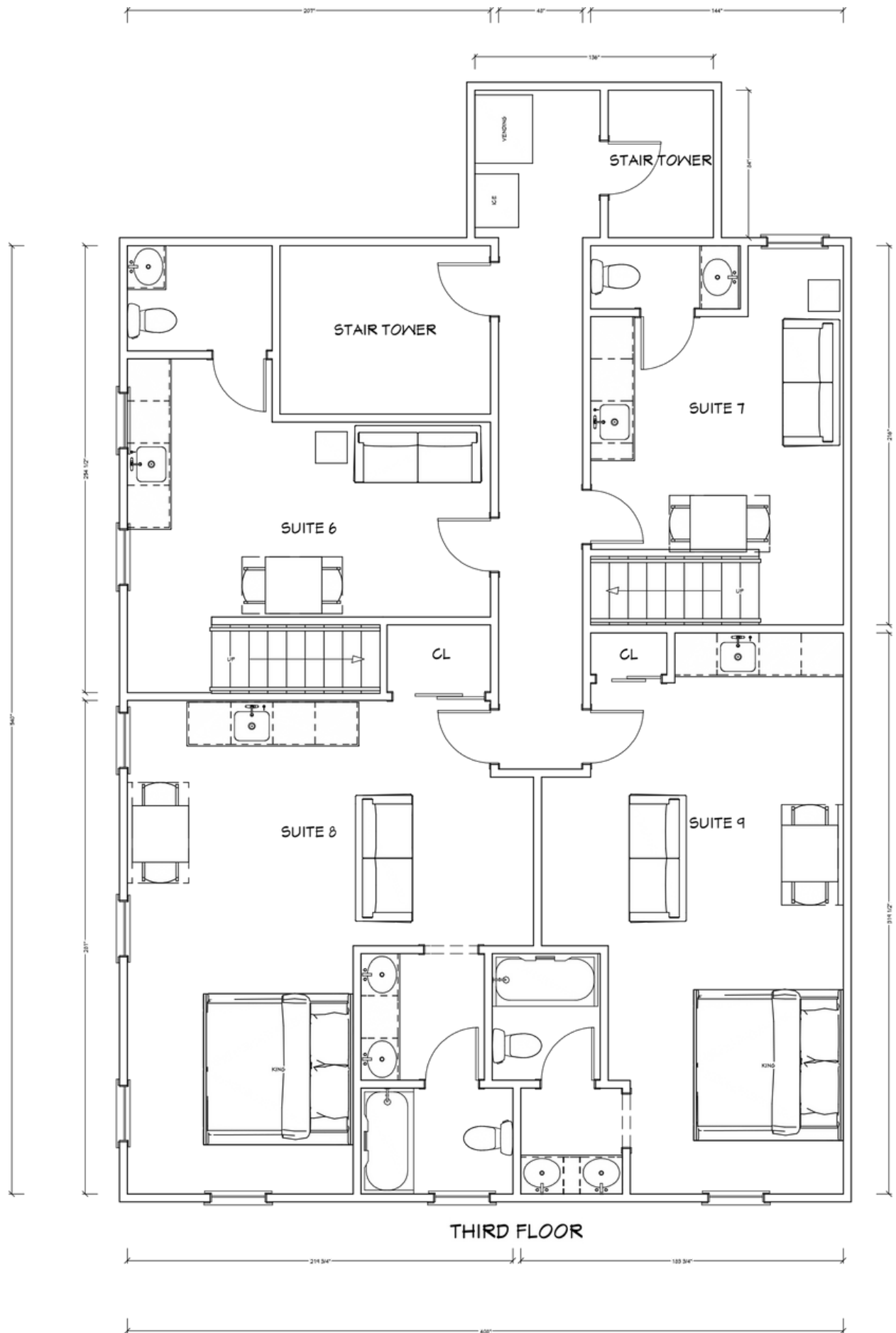
Renderings of a recent project designed and executed by Brentwood Builders. These showcase a style similar to the desired outcome for The Swan.

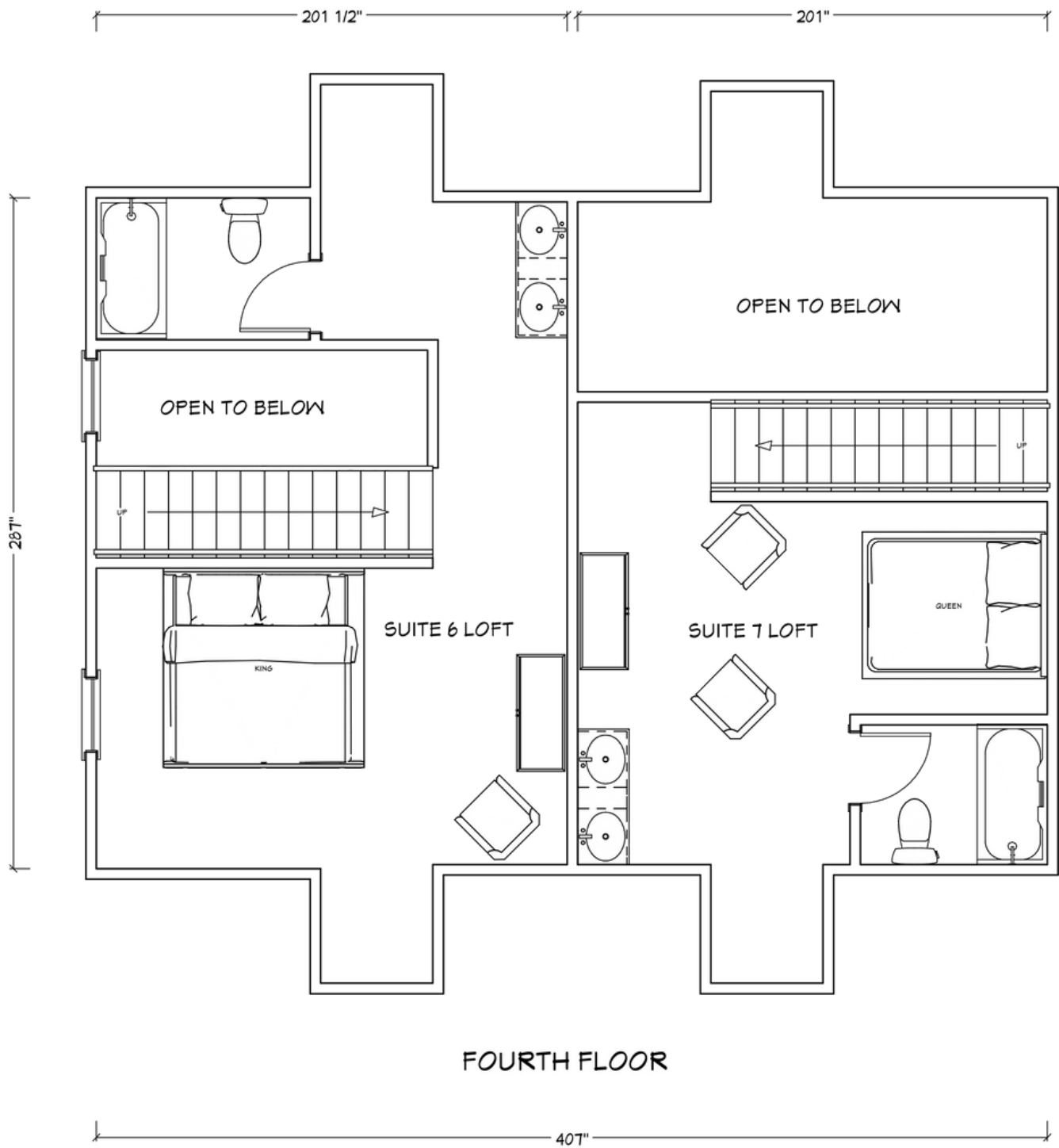












## Request for Proposal: The Swan Hotel

Swan Hotel Development  
Conceptual Budget  
April 15, 2024

# BRENTWOOD

DESIGN | BUILD | DEVELOP

Development Costs			
	<u>Cost</u>	<u>Cost / SF</u>	<u>Cost / Unit</u>
<b>Land Purchase</b>			
Swan Hotel	500,000	108.70	55,556
PA Realty Transfer Tax	5,000	1.09	556
County Recordation	70	0.02	8
Title Insurance	3,573	0.78	397
<b>Total Land Purchase Costs</b>	<b>508,643</b>	<b>110.57</b>	<b>56,516</b>
<b>Soft Costs</b>			
Architectural DD/CD/Bidding	105,000	22.83	11,667
Civil Engineering	35,000	7.61	3,889
Structural Engineering (Included in Architectural)	0	0.00	0
MEP Design Build (Included in Architectural)	0	0.00	0
Environmental Testing	15,000	3.26	1,667
ACM Testing	12,500	2.72	1,389
Municipal Fees & Permits	45,000	9.78	5,000
Legal - Transaction / Corporate	35,000	7.61	3,889
Survey / Market Study / Cost Segregation Study	7,500	1.63	833
Title	10,000	2.17	1,111
Taxes During Construction	7,158	1.56	795
Marketing & Lease-Up Costs	85,000	18.48	9,444
Debt Service Reserve (14-months)	283,149	61.55	31,461
Traffic Study	0	0.00	0
Capital Wages	0	0.00	0
Development Fee (3.00%)	96,224	20.92	10,692
Soft Cost Contingency (3.00%)	56,292	12.24	6,255
Bank Appraisal / Doc Prep	15,000	3.26	1,667
Debt Commitment Fee	10,000	2.17	1,111
Phase 1 & Flood Search	2,100	0.46	233
Bank Draws / Legal	2,500	0.54	278
<b>Total Soft Costs</b>	<b>822,424</b>	<b>178.79</b>	<b>91,380</b>
<b>Hard Costs</b>			
Brentwood Construction Contract	1,460,000	317.39	162,222
Furniture, Fixtures, Equipment	275,000	59.78	30,556
Owner Contingency (5.00%)	86,750	18.86	9,639
Escalation (3.00%)	54,653	11.88	6,073
<b>Total Hard Costs</b>	<b>1,876,403</b>	<b>407.91</b>	<b>208,489</b>
<b>Total Development Costs</b>	<b>3,207,470</b>	<b>697.28</b>	<b>356,386</b>

# PROPOSED PARTICIPATION OF OWNERS

- We are proposing a \$500,000 purchase price, in the form of a seller note to be paid off annually over a 15-year period with a 5.00% interest rate.
- In addition, LCCCA will have priority on room availability and the rights to market The Swan as a lodging option for upcoming events.
- Ownership will include Brentwood, along with equity investors in the project.



# DEVELOPMENT SCHEDULE

**4/16/2024**

Submission of Proposal

**Week of 4/22/2024**

Short interviews with entities submitting proposals

**4/29/2024**

Potential second interviews of top proposals

**5/6/2024**

Development agreements are negotiated

**5/16/2024**

Development agreement announced

**5/17/24-10/31/24**

Finalize conceptual design

Meet with City to review development

Create land development schedule

**11/1/24-2/28/25**

Land development approvals

**3/1/25-4/30/26**

Finalize construction documents

Bid drawings

Mobilize

Finalize financing with bank

**5/1/25-4/30/26**

Construction

**5/1/26**

Ribbon cutting and grand opening



# REFERENCES

**Jeremy Young, Director of Community & Economic Development**

*Lancaster City Alliance*

*Jyoung@teamlanc.org*

**Eric Johnson, Project Engineer**

*Johnson and Associates*

*Johnston7@comcast.net*

Johnston and Associates, Inc. has had a professional working relationship with Brentwood Builders for nearly 21 years and been involved with over 200 of their related building projects. At all times over the years, Brentwood Builders has displayed a very high degree of professionalism in all aspects and requirements for these projects. They have also always been very responsive in the payment of all of our invoices in a timely manner. Brentwood Builders is therefore a highly valued client with which we hope to have a working relationship for years to come.

**Craig Kimmel, Partner**

*RLPS Architects*

*CKimmel@rlps.com*

The trust and confidence we have in the Brentwood team made the process of building seamless. There were experienced people running the project and they gave our home top priority. We would highly recommend them.

**J. Everett Schram**

*J.E. Schram Architect*

*everett@jeschram.com*

My firm worked with Brentwood Builders on a high-end custom home on New Holland Pike in Lancaster that we just recently finished. This was a century-old stone farmhouse that we renovated and restored, in addition to sensitively doubling its square footage through a series of wings and out-buildings built of traditional materials and using historically-appropriate detailing. The construction of this home and the execution of its design-details were no easy feat, and Brentwood rose to the challenge, executing it beautifully. We were grateful for the opportunity to work together and hope to do so again in the future.

# REFERENCES

**Mike Viozzi, General Manager**

*Lezzer Lumber*

*mikeviozzi@lezzer.com*

Brentwood Builders has been a customer of Lezzer Lumber since we entered the Lancaster market in 2007. We have worked with Clair, and now Brent, on several projects, large and small during that time and consider Brentwood Builders to not only be a good customer but also a trusted partner. Whether building out a complete development of single family homes or doing a remodeling project, Brentwood produces a quality finished product that will create a home that will last for generations. I have the utmost respect for both Brent and Clair and am proud to consider them a partner and friend of Lezzer Lumber and myself.

**Joe Hess, Board Member and Investment Committee Chair**

*Lancaster County Community Foundation*

*josephdavidhess@gmail.com*

Having observed their design and craftsmanship on a variety of projects over the years and working with them firsthand on my personal residence over the course of the past year, I can attest to their experience and quality. Beyond craftsmanship, Brentwood's communication, transparency, and professionalism are top-notch. These things, combined with demonstrable integrity, set them apart. I highly recommend Brentwood Builders and believe they will serve as a valuable partner to any construction project.

**Neal Rice, Attorney**

*Legacy Law Advisors*

*Neal@legacylawadvisors.com*

Partnering with Brentwood was absolutely the right choice for our project. Brent, Kate and their team are visionary, responsive, attentive to detail, and a joy to work with. On time, on budget- great results. The word that comes to mind is "trustworthy". We'll work with them again, no doubt.

April 10, 2024

To Whom It May Concern

Please accept this letter on behalf of our customer Brentwood Builders Inc. They have been customers of Northwest Bank (formerly Union Community Bank) since 2001 and are in good standing with our institution.

Thank You

A handwritten signature in black ink, appearing to read 'Nicole Danz', with a long horizontal flourish extending to the right.

**Nicole Danz**

Office Manager

301 Centerville Road

Lancaster PA 17601

PH: 717-735-3871

[Nicole.Danz@northwest.com](mailto:Nicole.Danz@northwest.com)





Thank you, and we look  
forward to the  
opportunity to work  
with you.