An architectural rendering of a modern building, The Hadley School Hotel. The building features a prominent glass facade with a grid of dark frames. A section of the upper floor is highlighted with a blue translucent overlay. The roofline is characterized by a series of vertical, golden-brown slats. The foreground shows a lower level with large glass windows and a dark base.

# THE HADLEY SCHOOL HOTEL

Prepared for the Town  
of Swampscott

Hadley School Hotel Partners

PO Box 1405  
Lynnfield MA 01940

**RODE**

December 21, 2023

Natalie Swanstrom  
Designated Purchasing Agent/DPW Business Manager  
Town of Swampscott  
Swampscott Town Hall  
22 Monument Ave  
Swampscott, MA 01907

Re: Redevelopment of Hadley School RFP | The Hadley School Hotel

Dear Selection Committee,

Hadley School Hotel Partners is pleased to present you with our RFP proposal to partner with the Town of Swampscott to transform the Hadley School into the Hadley Hotel. We believe in adaptive reuse, and our team's deep ties to the Town of Swampscott makes transforming the Hadley even more special for us. We are looking to bring a cultivated and local boutique hotel experience to the greater Swampscott area, and believe that the ocean front location, bordered by the world-famous Frederik Law Olmstead designed Linscott park, makes this location not only beautiful, but financially attractive for a best in class small-scale hotel and event location.

Edit cover letter/transmittal letter here. Proposals shall include a transmittal letter identifying the development team. Transmittal letters shall also identify the principal(s) or officer(s) of each respondent authorized to execute documents on behalf of the company, as well as a contact person from the team to receive subsequent communications from the Town with respect to the RFP.

Our designer, RODE Architects, has extensive experience in both hospitality design and in adaptive reuse; we have included more information on RODE in the following pages.

Thank you for your consideration. We are enthusiastic about the hotel asset that we can create here, and are eager to enter into a partnership with the Town to create a world class hotel at the Hadley School.

Please let us know if we can provide any additional information.

Sincerely,

Ross Hamlin & Cate Lynch  
Hadley School Hotel Partners, LLC

## *Our Vision*

Based on a shared love of the Town of Swampscott- two former residents with deep family ties to the town- Ross Hamlin & Cate Lynch have a shared vision for the best way to repurpose the Hadley School for use as a hotel, and how to ensure that the asset becomes woven into the fabric of everyday life for residents, while also being a refuge, and small adventure for our out of town guests staying with us.

Our programming for the Hadley Hotel is centered heavily upon our Food & Beverage operations and more specifically, events. We expect to be the premier wedding destination north of Boston due to our skyline views, but also due to the number of options that one will have at our property; from an intimate garden-like setting that we will offer by opening our back gate to Linscott Park, a roof top event with views of the Boston skyline, a more traditional ballroom setting on our first floor, a restaurant buy- out at our signature restaurant, or possibly an oceanside venue across Humphrey Street at the Hawthorne property, we will create a number of varied options to suit many different tastes.

Our Fitness and Spa components will be leased out spaces, operated by local entrepreneurs and open to the public as well as our hotel guests.

Proposals shall include a summary of the proposed hotel development, including features such as number of guestrooms, food and beverage services, meeting facilities and other amenities, as well as the anticipated market position for the property.

## **MANAGEMENT**

If selected, our team will complete our due diligence process for identifying our hotel operator/manager. There are candidates we would be appropriate. Depending on how we structure the capital stack, the Owner/Operator model is appropriate in some cases and in other cases, a Hotel Management Agreement is appropriate. Service and hospitality are paramount and imperative to optimizing this asset and we will structure the management of the asset in the way that brings the most value while providing the highest level of service, but at this time we have not yet selected the partner.



The design team's research into the history of Swampscott inspired hotel concepts which bring some of the richness and history into the present.

Two elements stood out: the history of the tannery and the use of weaving and latticework in the lobster fishing industry.



*Drawing inspiration from the rich history of the town's iconic tannery, seamlessly blending the past with the present*



**TANNERY**

The artisan characteristics of leather making brings a warm and rich aesthetic, which pairs nicely with the history, textures and richness of the existing Hadley School - creating a language for the new guestrooms. The echoes of a bygone era resurface to weave the fabric of a unique and immersive hospitality experience.

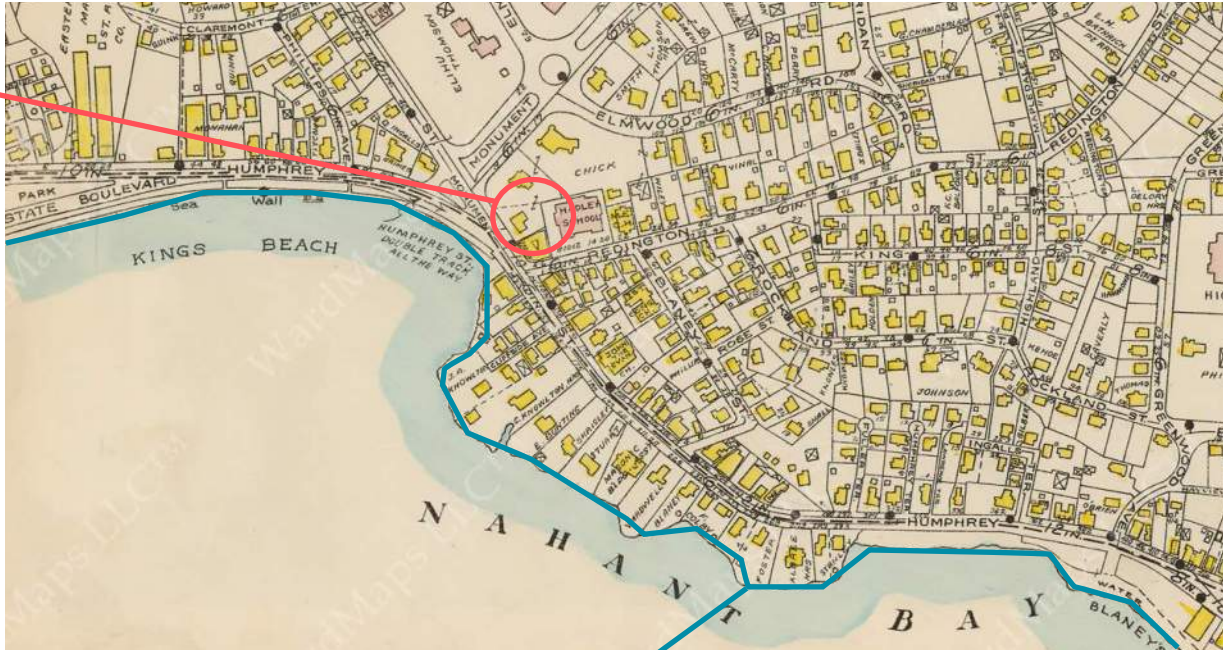
Guests are invited to step back in time, where the legacy of the past converges with modern comfort, creating an atmosphere that honors the town's heritage and invites a new generation to partake in the timeless narrative.



*Unfolding as a living tapestry, telling the story of craftsmanship and community that once defined the town*







MARITIME LATTICE

The new addition and public elements of our proposed hospitality project draws inspiration from the weaving lobster traps, creating an immersive sanctuary that irresistibly engages visitors in a world of maritime charm and comfort.

From the moment guests enter, they are gently lured into a haven where every detail, from the design to the services, is meticulously crafted to captivate and hold them in a spellbinding experience.

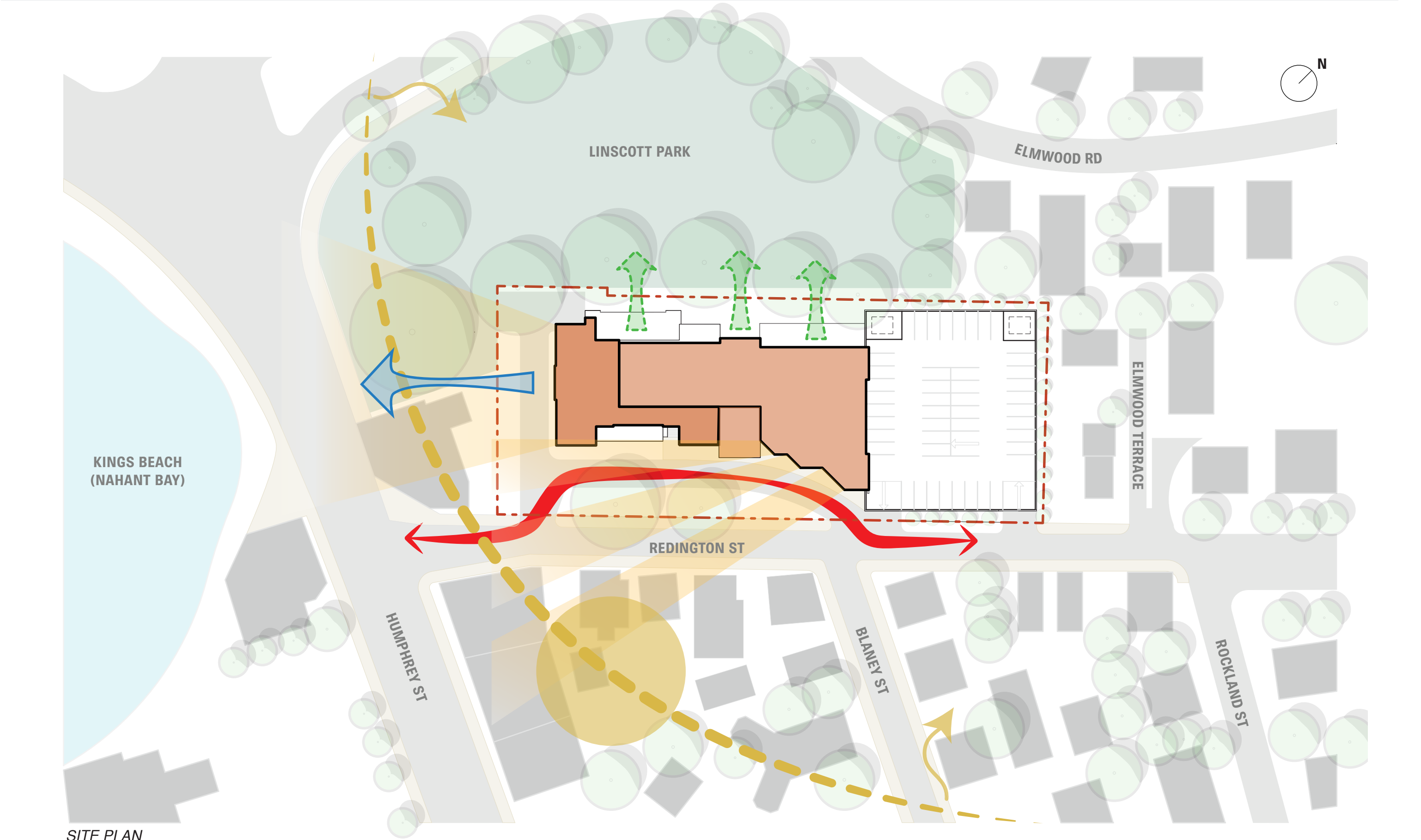


*An environment so enchanting that guests willingly choose to stay, captivated by the allure of the sea and the unparalleled warmth of the latticework*



*Where the allure of the sea intertwines with the art of embracing guests in a captivating experience*



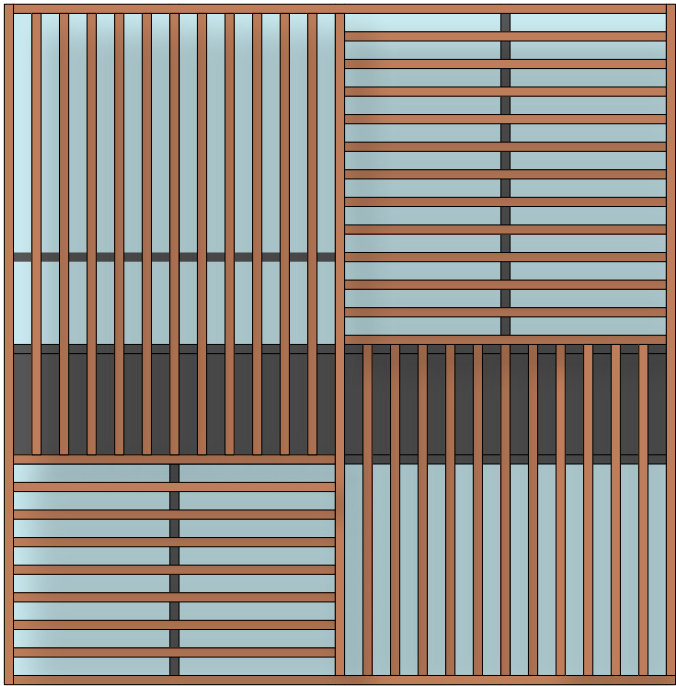




The design is responsive not only to the existing Hadley school shell but also to a variety of site forces and adjacencies. The diagram depicts the adjacency of the building to Linscott park as well as the Nahant bay, two important regional destinations for guests. Views to the ocean as well as daily exposure to natural daylight were driving forces that generated the angular form of the new building. This form shapes a fluid drive aisle to the entrance of the building for ease of pick-up and drop off. This new building form embraces and intersects with the existing school creating moments for entry and shared vertical circulation.



TANNERY AND MARITIME LATTICE CONCEPTS

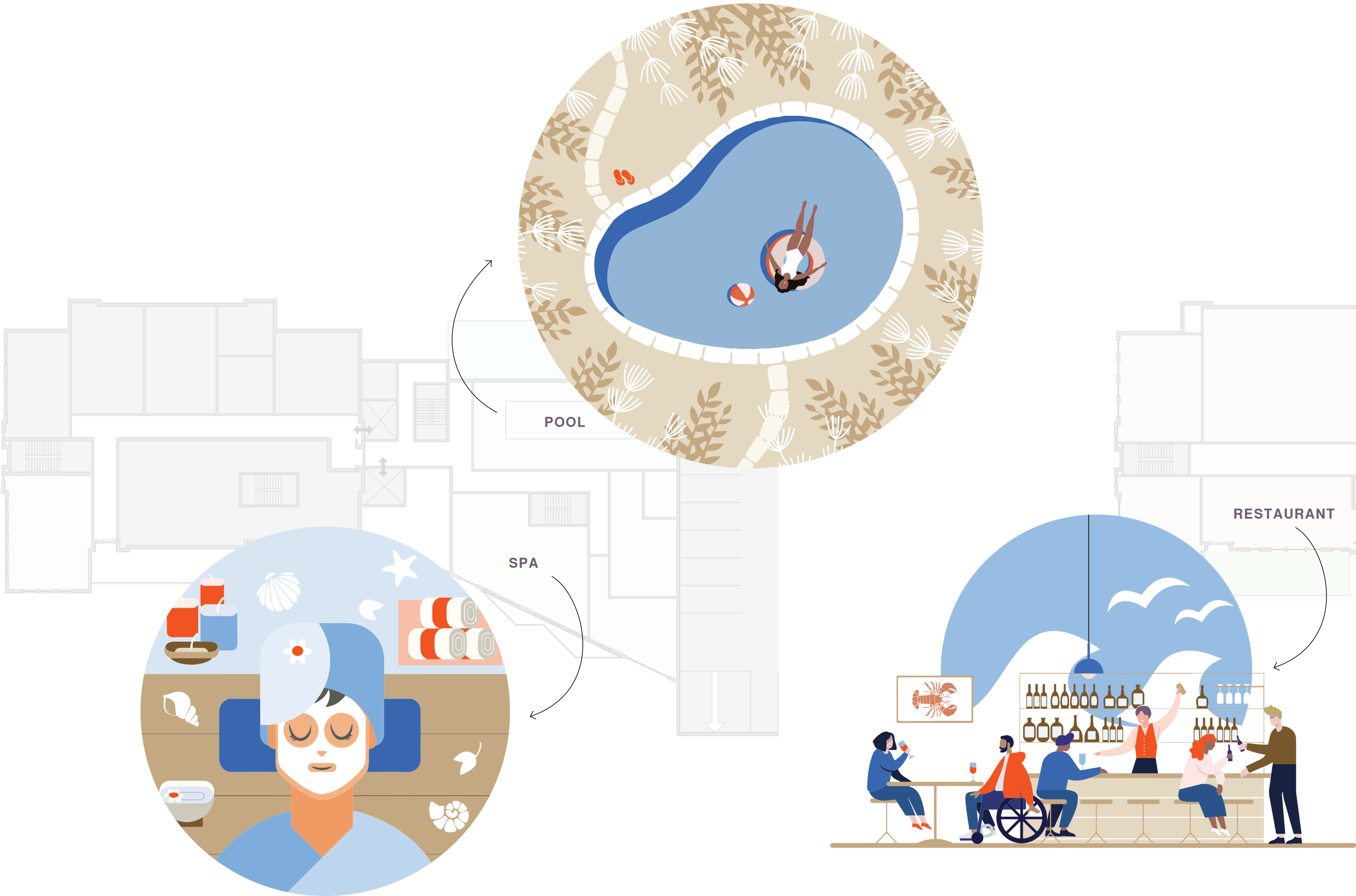


WOVEN FACADE LATTICE



BUILDING INTEGRATION

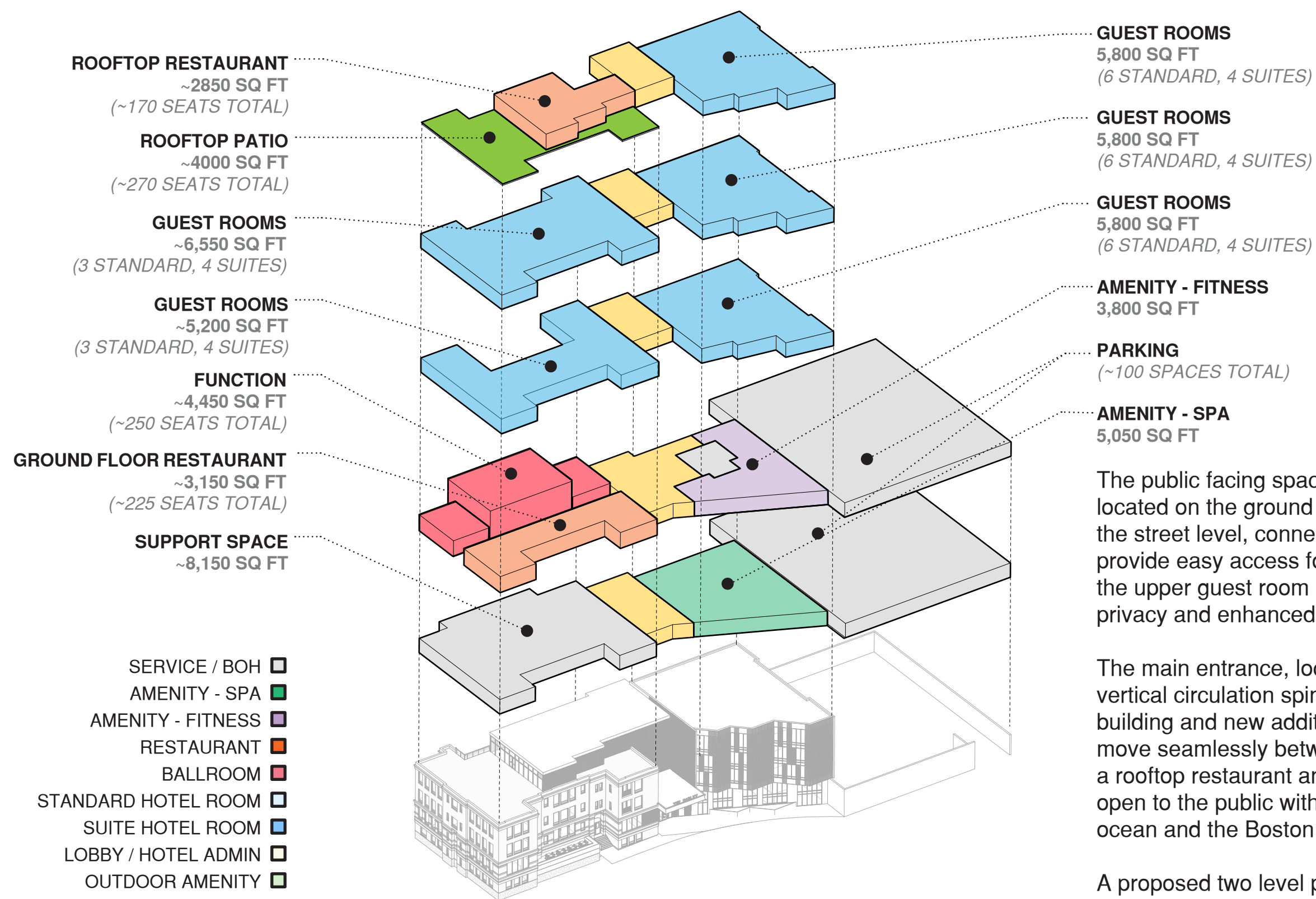










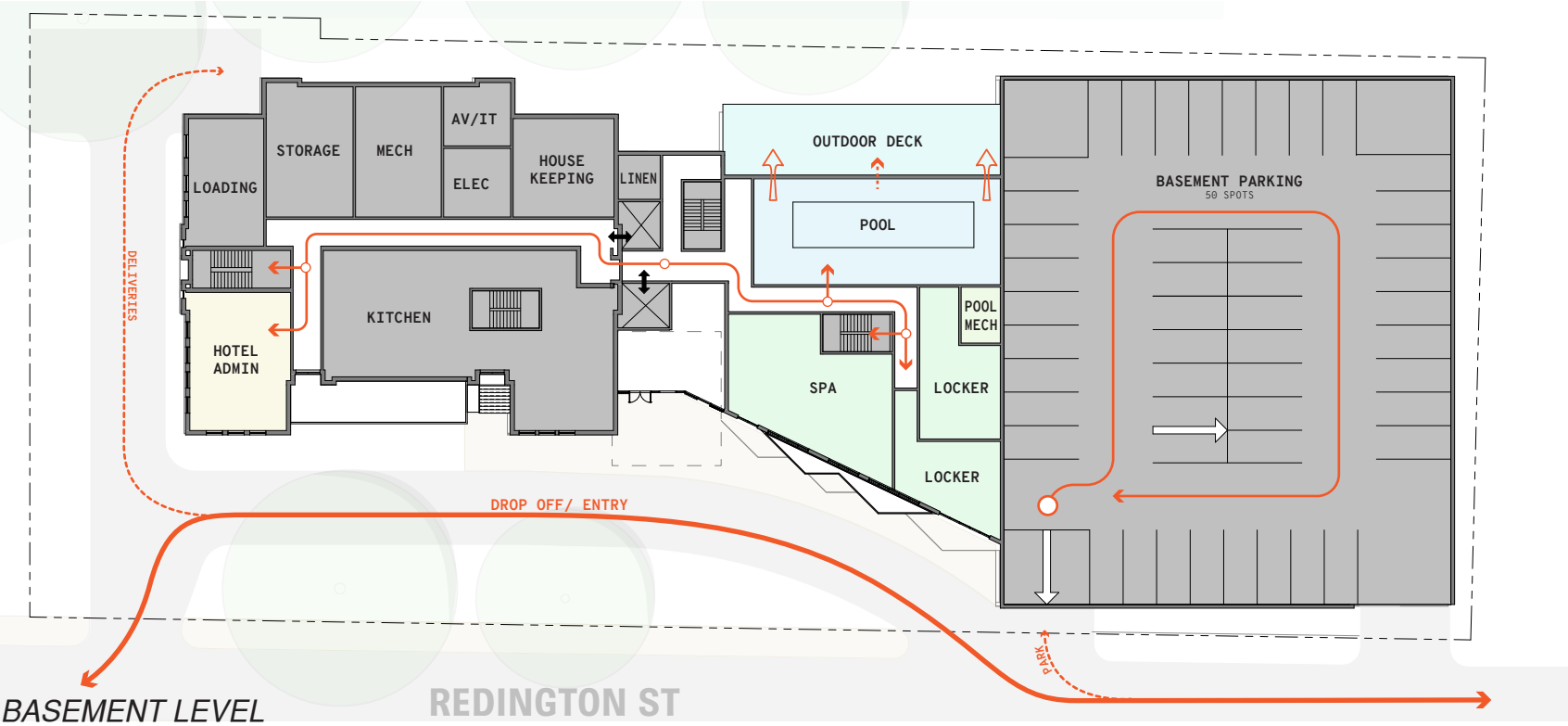
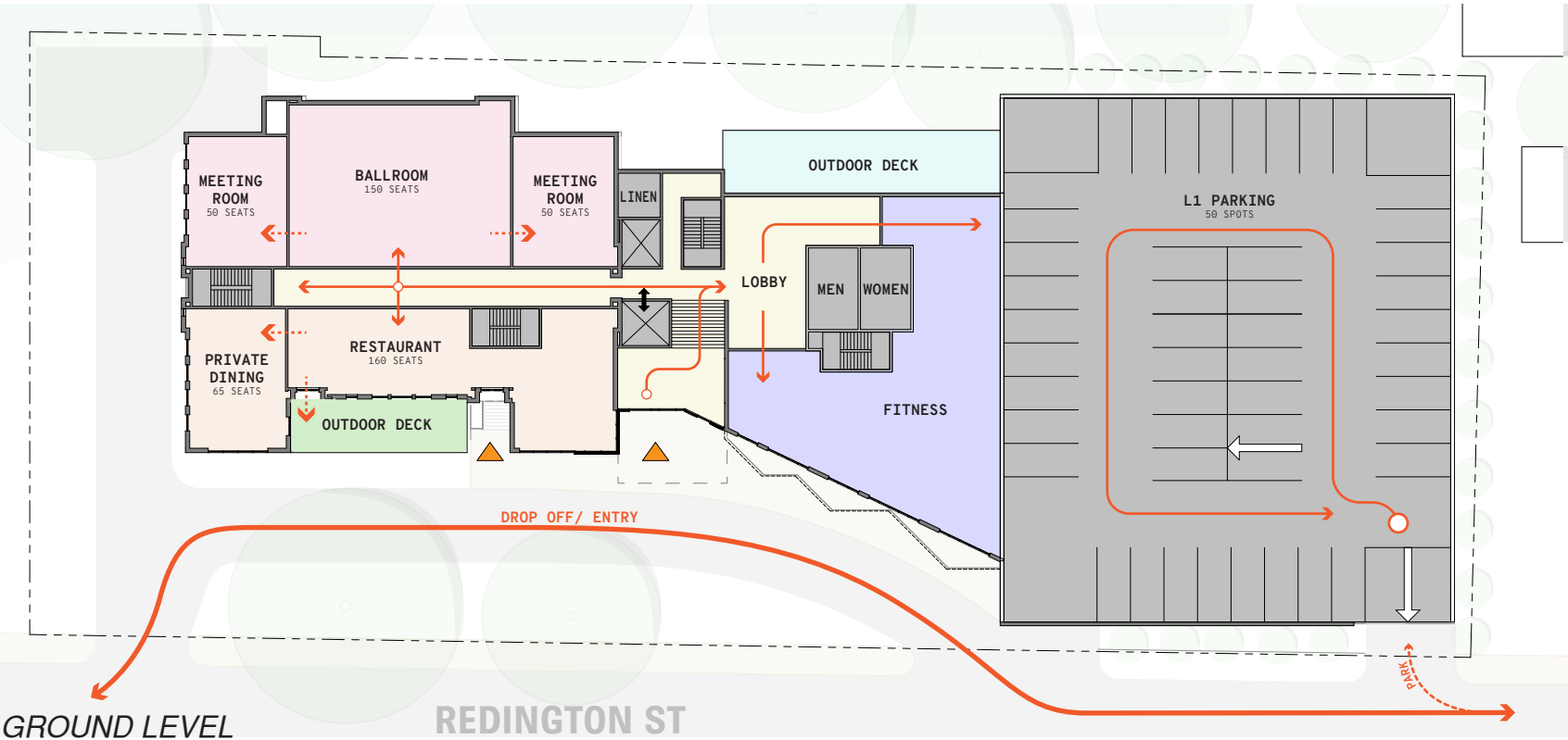
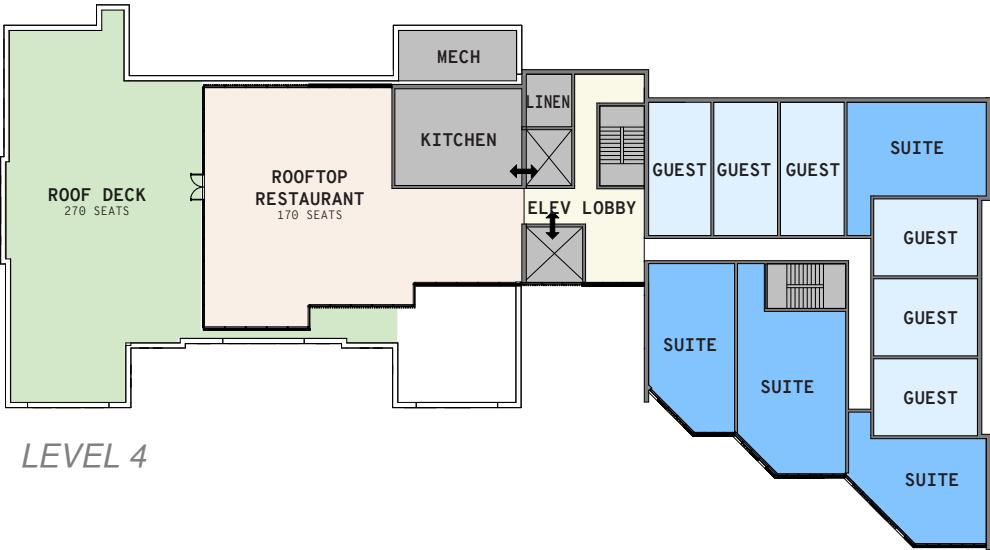


The public facing spaces are strategically located on the ground floor in order to activate the street level, connect to the exterior and provide easy access for all guests. This allows the upper guest room levels to have more privacy and enhanced views.

The main entrance, located at the new central vertical circulation spine connects the existing building and new addition and allows guests to move seamlessly between them, connecting to a rooftop restaurant and exterior deck amenity open to the public with breathtaking views of the ocean and the Boston skyline.

A proposed two level parking garage provides guest parking for the hotel and the town of Swampscott, while utilizing the natural grades of the site for access.















## *Due Diligence*

We anticipate that our due diligence efforts will take 90-120 days to perform, once the school is unoccupied. This would entail a full survey, geotechnical work to include borings and test pits, soils testing and any other exploratory site testing required to advance designs and vet costs.

# ORGANIZATIONAL CHART

