



Heartwood


Project Update

Community Redevelopment Agency Board

October 17, 2016

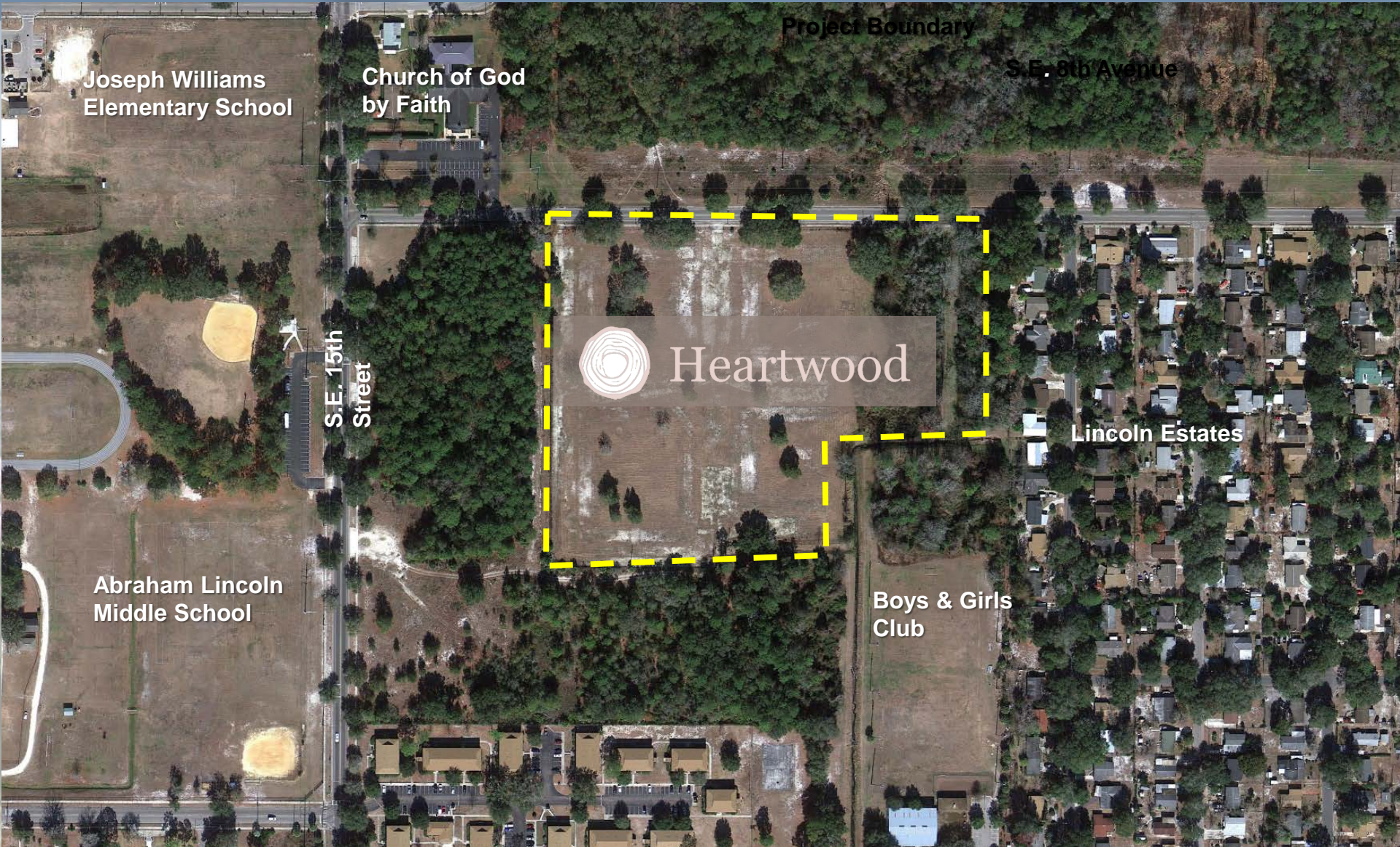


Heartwood

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- The background of the slide is a faded, light-colored image of a modern two-story house. The house features a combination of stone and wood siding, large windows, and a flat roof. It is set against a clear blue sky with some light clouds.
- ☐ Context of Heartwood
 - ☐ Update on Current Initiatives
 - ☐ Strategy for Development
 - ☐ Next Steps



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Project Boundary

S.E. 8th Avenue

Joseph Williams
Elementary School

Church of God
by Faith

S.E. 15th
Street



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Lincoln Estates

Abraham Lincoln
Middle School

Boys & Girls
Club



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Partnership Opportunity

Objective:

The best fit that offers the greatest Opportunity

- ☐ **Construction Manager (RFP)**
- ☐ **Builder (ITB)**
- ☐ **Developer (RFQ)**



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Invitation to Negotiate

Objective:

Cast the largest “net” without exclusion

- ☐ Construction Manager
- ☐ Builder
- ☐ Developer



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Next Steps.....

October.....CRA Informational Session and Heartwood Expo
for
prospective residents

October.....Heartwood Marketing Campaign

November.....Advertise Public/Private Partnership

November.....Finalize Design Guidelines

November.....Continue the permitting approval process

February Construction to begin in February 2016



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Welcome to the Neighborhood



Heartwood

Heartwood is neighborhood inspired by nature, culture, and community. 34 lots are available with four beautiful model homes to choose from.



Amenities

- Urban living in a beautiful natural setting
- Less than 1/4 mile to Williams Elementary and Lincoln Middle School
- 1 mile from Downtown and Depot Park
- Less than 3 miles from the University of Florida
- Minutes from Newnan's Lake, Morningside Nature Center, and Boulware Springs



Gainesville
Community
Redevelopment
Agency

Want to learn more? Join us!

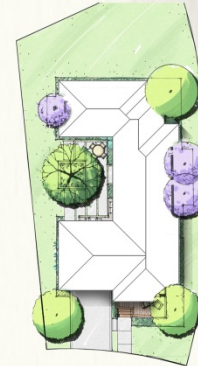
Informational Session and Financial Workshop

See reverse for details

heartwoodgny.com

Don't miss this opportunity!

- Connect with over 15 lenders
- Creative solutions for home ownership
- Credit counseling assistance
- Learn about the new community
- Explore the four unique model options



This is a family friendly event!
Kid's activities, food, and more!



When: Saturday, October 22nd
9:00 a.m. to 12:00 p.m.

Where: The MLK Multipurpose Center
102 NE 14th Street,
Gainesville, FL 32601



Heartwood

Recommendation:

CRA Executive Director to the CRA Board:

Approve Staff to move forward with the Invitation to Negotiate as described with approval by the CRA Attorney as to form and legality.



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Thank You!!

