



Legislation Text

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Heartwood Home Builder Solicitation (B)

Heartwood, formerly known as Kennedy Homes, is located on a 15.1 acre redevelopment site in east Gainesville. In 2017, a neighborhood master plan was developed through extensive community outreach that included community branding, architectural standard and home owner/real estate/lender collaboration. In February 2018, via a competitive bid process, O'steen Brothers was awarded the sitework contract that includes utility infrastructure, wetland improvements, paved streets, landscaping, curb, gutter, sidewalks, and pad ready sites.

In March 2018, CRA Staff in conjunction with the City of Gainesville's Purchasing Department began the solicitation for home builder contractors. A Request For Proposal (RFP) was created and an evaluation team was assembled. Prior to the solicitation process, a builder/contractor list was compiled by data received from the Office of Equal Opportunity, the Minority Business Listing, and Staff/City recommendations.

In April 2018, the RFP was advertised and in May 2018 a mandatory pre-proposal discussion was held. Seven builder/contractors attended the pre-proposal meeting. At the deadline of proposal submission there were two builder packages received for consideration. The evaluation team met on May 24, 2018 and unanimously ranked Modera Home Builder as the most responsible and responsive bidder based on the RFP evaluation criteria. Modera demonstrated to the evaluation committee that they provided the most comprehensive value in connecting with the vision and scope of the project.

Our next area of focus is to formalize a legal agreement between the CRA, City and Modera Homes. CRA Staff will continue to oversee the site construction contract. Our goal is to coordinate the marketing efforts that we have made with the home builder and facilitate the connection/relationship between builder and home owner. We will also continue to collaborate with the Gainesville East Campaign.

None at this time

CRA Director to CRA Board:

(1) Approve the evaluation committee's ranking for RFP #CRAX-180072-GD:

#1 = Modera Homes