

Park DuValle
Phase II Homeownership
Home Builder Request for Statement of Qualifications

The revitalization of the Park DuValle neighborhood envisions construction of a total of 400-450 single-family homes for owner occupancy over the next 48 months. The initial phase of homeownership will encompass 80+ homes constructed along the north side of Algonquin Parkway and in a 4 block area West of a newly constructed North/South parkway called Park Drive (see map).

The Housing Partnership has been employed by Louisville Real Estate Development Company an affiliate of the Louisville Community Development Bank as land developer for this phase of 80 homes, and will construct a village of model homes, which will function as the sales center for builders, at the corner of 35th street and Algonquin Parkway. Through an equity financing arrangement, the Housing Partnership will make this sales center available to builders during the course of Phase II. Vacant, improved building lots will be acquired and "warehoused" by the Partnership and may be reserved by builders who obtain a purchase contract from a prospective buyer. The Partnership will carry the cost of the lot for the builder until the sales transaction closes. In order to obtain a lot, builders must submit a design which is compatible with the intended character of the neighborhood and meet the objectives of buyer income diversity. In order to establish the market for new owner-occupied housing, financial incentives will be designed to attract families to Park DuValle. To qualify for attractive, below market construction financing and second mortgages, downpayment assistance and/or closing package assistance for home buyers, builders must submit an approvable cost/sq.ft. plan to the developer. Development specific marketing and abundant pre-purchase homebuyer education activities make Park DuValle an unusually attractive environment for home builders.

Incumbent in the goals of the Park DuValle revitalization are business opportunities available to builders with the experience and expertise necessary to perform quality work, levels of minority participation that is well above the publicized goals of City of Louisville ordinance 140, homes which respect the architectural integrity of the neighborhood, an objective process resulting in selection of those builders who will best satisfy the overall goals of the development, and a minimum of one emerging home building firm, partnership, or development organization receive mentoring and technical training to become a home builder of greater capacity as a result of this effort.

Home builders interested in this exciting development should respond briefly but directly to points outlined below, stating their qualifications and any unique or special resources that would demonstrate their ability to achieve the goals of the development. Responses will be ranked by point scores, with highest scores given for qualifications which best meet the qualification criteria. The highest scoring responses will be selected for the home building team.

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1. CONSUMER SATISFACTION – 25 POINTS

The ability to construct quality homes that offer features and benefits most desired by the prospective home buyers is an important element of any builder's qualifications.

How do you plan to identify consumer preferences for value-added features in the designs of homes you build? _____

Please provide references from customers who found your work satisfactory. _____

Have you received any complaints from customers over the last 18 months and what action was taken to resolve them? _____

What are your plans for sales and marketing of new homes in Park DuValle? _____

What steps would you take to insure selection of a real estate sales force which demonstrates a knowledge of the Park DuValle market? _____

Please attach a copy of the independent homeowner warranty you would use for homes sold in Park DuValle.

2. EXPERIENCE AND CAPACITY TO PERFORM - 25 POINTS

Technical and financial capacity to complete construction of homes in the Park DuValle neighborhood is critical to the timely construction and successful completion of quality homes in Park DuValle.

Please describe your previous residential building experience _____

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Do you have any non-residential building experience? _____

What volume of construction have you undertaken over the past 12 months? _____

Do you hold any certification or professional membership related to the home building business? _____

What has been your typical elapsed building time from excavation to certificate of occupancy? _____

Have you participated in any of the city-county Office for Economic Development training seminars for builders? _____

Newer or smaller builders are encouraged to participate. If you are a smaller or newer builder, identify the area in which you feel that you may need mentoring or technical assistance from a more experienced builder? _____

3. MINORITY PARTICIPATION - 35 POINTS

It is imperative that the economic impact of Park DuValle construction benefit a broad range of community residents and that opportunities for participation are abundant at all levels. To ensure this, we encourage participation by minority owned home builder, subcontractor and supplier firms and desire that the general workforce employed in the construction of these homes be representative of the west Louisville community. City of Louisville Ordinance 140, is incorporated by reference as the goal for subcontractor and supplier participation. A good faith goal of 50% minority participation in the general workforce has also been established. We also wish to encourage training and mentoring of those desiring to become home builders. Optimum points in this category will only be given to those who demonstrate a plan.

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Describe the ownership and/or organization of your firm. If it is a partnership, please identify what percentage of your ownership is minority, female or handicapped, and what specific role these minority partners play in the firm? _____

Identify the subcontractor/supplier relationships you intend to utilize in meeting or exceeding the guidelines of Ordinance 140. _____

What steps have/will you take to insure that a minimum of 50% of your general workforce is recruited from the immediate project area?

If you intend to provide mentoring for a prospective home builder, identify the proposed relationship in detail. _____

4. NEIGHBORHOOD CHARACTER/DESIGN ISSUES - 15 POINTS

Careful attention to architectural details, scale and character of structures will ensure that the revitalized Park DuValle neighborhood has desirable visual appeal and makes a statement that this is a very special place to live. Homes built here should embody the value added features and benefits identified as desirable by potential homebuyers without sacrificing the architectural characterizations and details that are envisioned in the pattern book developed by our architects. We expect the typical home constructed here to range in size from 1000 to 1600 S.F. and have three or four bedrooms. Brick construction is encouraged, especially on front elevations.

Provide illustrations of similar homes which you have constructed in the past. Describe how these home plans will meet both the needs of the buyer and the elements of architectural style in the pattern book. Your description should demonstrate your understanding of the importance of consistent design standards throughout this neighborhood. _____

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ATTENTION:

Homebuilders
Carpenters
Framers
Masons
Electricians
Plumbers
Material men/Suppliers

Do you and your business want to be part of a \$130 million economic revitalization program that is currently transforming a West Louisville neighborhood?

If you do, then plan to attend an informational meeting on the business opportunities of the Park DuValle Phase II homeownership development.

When: Tuesday, November 4, 12:00 NOON

Where: Egan Leadership Center

Spalding University, 4th & Breckinridge

What: Members of the Park DuValle management team will present details and timetables for this project which will begin in December 1997 with construction of a Model Village/Information center. Qualification statements for home builders will be distributed at the meeting.

Who should attend:

Home builders, especially minority builders, and teams/partnerships of builders

Subcontractors/Trades/Material suppliers

Mortgage lenders/Realtors

For additional information, or to confirm your attendance, please contact Jodi Phillips @ 585-5451.

Preliminary List of Contractors
 Park DuValle Homeownership Component

Contact Name	Company	Address	Telephone	WBE/MBE
Teresa Marsh	The Mardrian Group	3004 Virginia Avenue	776-2749	X
Scott Brian	FBC, Inc.	1843 Northwestern Pk	778-5577	
Herb Toler	Laneh Construction	1150 Webb Road	478-6628	X* Certification S
Mark Isaacs	Legacy Homes	1122 Rogers Street	583-1500	
Charles Alexander	Alex Homes L.L.C.	630 Bruce Avenue	636-5214	X* Certification S
Fred Andres	Miter Construction	1627 Cowling Avenue	451-4559	
Ben Carter	Ben Carter Company	PO Box 35097	459-9161	X
Ron Covington	CDM Builders	10203 Taylorsville Rd	266-9930	X