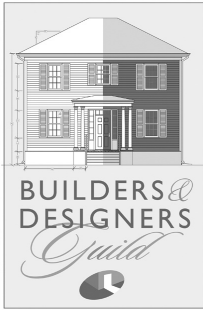


Norfolk Redevelopment & Housing Authority
Builders' and Designers' Guild
Overview and Application 2010



BACKGROUND & PURPOSE

With renewed interest in urban living, both Norfolk Redevelopment and Housing Authority (NRHA) and the City of Norfolk are realizing tremendous success in restoring and redeveloping neighborhoods. More and more people are coming home to Norfolk, whether to condominiums downtown, waterfront communities in Ocean View or traditional Queen Anne homes in Park Place. NRHA, acting as a land developer on behalf of the City, is making a substantial investment of public dollars to attract private dollars to restore and build new housing in many neighborhoods. Thus, NRHA's development mission is to set the standard in architectural design and construction integrity for private-sector emulation.

Norfolk's rich architectural heritage has created a collection of neighborhoods remarkable for their diversity and unique character. The architectural styles of the houses vary from neighborhood to neighborhood, especially in the traditional neighborhoods built between 1850 and 1950. But in recent years, the distinctly different quality of traditional architectural styles has been affected by the mass production of houses in Hampton Roads that seem redundant in character.

New construction must both harmonize and reinforce the better character of the neighborhood. Standardized suburban house design and lot layouts cannot achieve this. Thus, NRHA and the City are committed to assembling a cadre of builders and partners, such as architects and craftsmen, who design and build a wide range of houses, while maintaining the character of traditional neighborhood design (TND). These concepts and standards are illustrated in "A Pattern Book for Norfolk Neighborhoods." (see Resources, Section B)

NRHA provides about 100 buildable lots annually for single-family residential construction. Generally the lots are singles or multiples of up to 20 or 30. Two large NRHA developments, East Beach and Broad Creek, were selected for the Tidewater Builders Association (TBA) Homearama 2004 and 2005, respectively. East Beach was selected again for HomeArama Fall 2010.

NRHA lots are generally suitable for designs referenced by the NRHA House Plans Library (see Resources, Section B). In addition, NRHA publishes preferred architectural patterns for certain neighborhoods that guide builders and homeowners on appropriate architecture for the properties. These preferred patterns identify and encourage both neighborhood and area vernacular styles. An architect or qualified designer may readily interpret these patterns to meet the homeowner's and/or builder's program. In the case of custom homes, designer participation is critical. Thus, a key to successful home design is a good working relationship between a builder and designer. Over time, these relationships grow even more valuable for each party.

The Guild

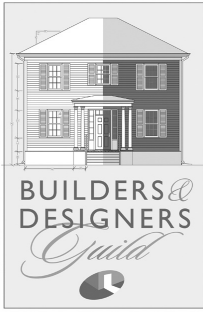
Based on a strong commitment to and presence in the housing market, NRHA established a Builders and Designers Guild ("the Guild"). The Guild is comprised of builders, architects and qualified designers, who share a common belief that quality design and craftsmanship are integral components of creating great neighborhoods. Guild membership is required for single-family (attached and detached) construction projects, where NRHA is the land developer. The Guild may ultimately be expanded to include multifamily and other development scenarios.

GUILD GOALS

- Establish and maintain quality builder/homebuyer relationships, resulting in positive customer satisfaction for homebuyers in NRHA developments
- Promote a high level of construction quality and recognize excellent builder performance
- Facilitate good communication between NRHA, the city and the design-build team
- Enhance revitalization of Norfolk's architectural and building legacy through continuous improvement in housing design and craftsmanship

NRHA'S ROLE

- Manage the Guild
- Establish overall neighborhood development plans and goals in collaboration with the



- community
- Develop the master plan, obtain development entitlements and develop community infrastructure
- Provide Guild members and the public the opportunity to obtain buildable lots
- Establish community governance structure and protective covenants
- Perform the design review process in a timely manner to meet construction schedules
- Coordinate community-wide sales and marketing efforts for new developments
- Provide homeownership opportunities to as many citizens as possible via the NRHA Home Ownership Center (see Resources, Section E)
- Facilitate referrals of job-ready Section 3 residents for employment opportunities with Guild members (see Resources, Section D)
- Facilitate relationship-building by sharing information among Guild members, Section 3, minority-owned and woman-owned businesses (see Resources, Section D)
- Foster courtesy and cooperation with and among Guild members

MEMBER'S ROLE

- Design and build homes that: are appropriate for neighborhood scale and site, utilize durable materials, have marketability and take advantage of site amenities, such as views and trees.
- Submit technical documentation that includes professionally prepared of coordinated site, building and landscaping plans with accurate details and dimensions.
- Provide prior notification of field design changes to NRHA, appropriate City officials and buyers, as well as timely communication and problem resolution.
- Perform construction supervision through design document compliance, coordination of trades, site management (i.e., trash removal, and adjacent property protection), as well as attention to safety, erosion and sediment regulations. A proactive approach is needed for completion and warranty items.
- Provide inspections demonstrating cooperation with City and NRHA inspectors, builder and subcontractor participation during construction meetings, and prompt and thorough response to inquiries.
- Demonstrate craftsmanship with attention to detail, proper use of materials and compliance with manufacturers/industry standards.
- Provide customer satisfaction through personal service, clear communication of project requirements, covenants and terms, timely follow-up, and problem resolution.
- Participate in Economic Opportunities program, Guild meetings, etc.

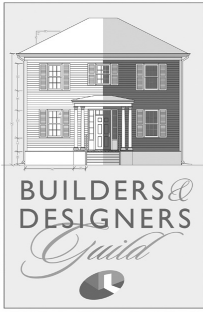
MEMBERSHIP BENEFITS

- Eligibility to purchase NRHA property and enter into land disposition contracts (see Resources, Section C). (Note that public is eligible to purchase property but must use Guild member for home construction.)
- Preview of neighborhood development projects and opportunities
- Input into NRHA plans for new housing projects as they are being developed
- Educational and networking events with Guild partners such as Tidewater Builders Association (TBA), American Institute of Architects (AIA) and Seaside Institute
- Leads from NRHA Home Ownership Center on qualified buyers.

MEMBERSHIP CATEGORIES

- Builder (Commonwealth of Virginia Class A Licensed)
- Architect/Qualified Designer

The Guild is open to all quality builders and architects/qualified designers, meeting established Guild criteria. Member recruitment is ongoing.



SELECTION PROCESS

- NRHA recruits applicants from builders based in the Hampton Roads region of Virginia. The selection process generally takes thirty to sixty days for completion of selection process, which includes:
- Submittal of Membership Application for consideration by the Guild Evaluation Team (GET) (see Resources, Section A)
- Customer satisfaction survey of customers served within last three years
- Record of satisfactory performance, if previous work has been done for NRHA
- Personal interviews by GET member(s) to review application
- Financial capability
- Vendor reference and feedback
- Site visits to completed and in-progress homes

EVALUATION CRITERIA

- Capacity to build at expected levels of quality.
- Collaboration/relationships with builders, architects/qualified designers, vendors and suppliers.
- Record of/intent to team with minority-owned, woman-owned and Section 3 businesses.
- Site management including neighborhood-sensitive operations, waste management, erosion and sediment control, tree protection, code compliance and safety.
- Customer-service track record
- Commitment to utilization of TND concepts and values.

The Guild Evaluation Team is chaired by the Guild Coordinator and consists of one member from the following departments to ensure diversity:

- Design and Construction
- Real Estate Development Services
- Home Ownership Center
- Procurement and Economic Opportunities
- Neighborhood Director Representative

The GET reports to the Guild Executive Committee who inform the NRHA Board of Commissioners Development Committee, consisting of three board members, of the selection or rejection of all applicants. If an applicant feels a rejection decision was unfair, he or she can appeal in writing within 30 days to the Development Committee. The Committee will notify the full Board of Commissioners about the outcome of the appeal at their regularly scheduled monthly meeting.

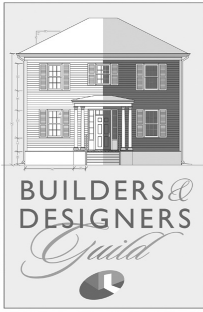
GUILD MEMBER ORIENTATION & EDUCATION

Upon acceptance into the Guild, members undergo an orientation/education process to assure a comprehensive understanding of NRHA's and the City of Norfolk's housing development vision, design submittal, review and construction inspection processes. The following is included as part of the orientation/education process:

- Overview of Conservation and Redevelopment visions and strategies
- Design standards, prescribed plans, and preferred architectural patterns overview
- Design review policies and procedures
- Lot sales policies
- Broad based marketing to promote communities
- Site visits to developments and design precedents and models
- Economic Opportunities workshop for employment, training and contracting

GUILD MEMBERSHIP APPLICATION FEE/ANNUAL FEE

A non-returnable application fee of \$250 must accompany the application. An annual membership charge of \$250 will be charged each year thereafter. The fee will defray administrative expenses, such as customer satisfaction checks by an opinion research firm.



PERFORMANCE REVIEW

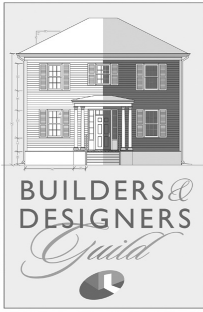
Design, construction and customer satisfaction represent important attributes in the continuous evaluation of a builder. NRHA Design and Construction Department staff conducts reviews as a project proceeds and maintains a Builder Performance Ranking (BPR) on each member. Results are shared quarterly with the builder and GET.

Acceptable builder reviews become part of the selection basis for future lot disposition. Scores below 50% on the BPR require member notification regarding where performance must be improved. If these issues are not addressed as prescribed by GET, suspension may be warranted.

The Guild Executive Committee, upon referral from the GET, may, in its sole discretion, suspend membership of a builder who in their opinion does not meet expectations, as stated under the Member's Role section. The Development Committee is notified of the action prior to suspension. A notice of suspension is sent to the official Guild member.

Any member suspended may request a meeting with GET, which will be granted in a reasonable time period. GET will share reviews and concerns, and the builder may respond to those. GET may offer a performance improvement plan with reinstatement criteria. Builders may be reinstated on probationary status until acceptable performance is achieved. Chronic poor performance may result in loss of Guild membership.

Guild members receiving a suspension notice may appeal to the Development Committee within 30 days of receiving the notice. The Committee will review cases and make a final determination. The Committee will inform the full Board of Commissioners of its decision at the Board's regularly scheduled monthly meeting.



Resources

MEMBERSHIP APPLICATION AND CUSTOMER SATISFACTION SURVEY

Contact Russell Ward at 757-314-2079

DESIGN SERVICES PROGRAM RESIDENTIAL SUBMISSIONS REQUIREMENTS, CONSTRUCTION INSPECTIONS AND APPEALS PROCESS, "A PATTERN BOOK FOR NORFOLK'S NEIGHBORHOODS," & NRHA HOUSE PLANS LIBRARY

Contact Russell Ward at 757-314-2079

LAND DISPOSITION CONTRACT AND POLICIES

Contact Anita Roberts at 757-314-4210

Note that citizens interested in the purchase of single lots should schedule an initial meeting with the above contact.

ECONOMIC OPPORTUNITIES

Economic Opportunities: Contact Linda Davenport at 757-314-2026

Under Department of Housing and Urban Development (HUD) Section 3 regulations, federal funding recipients for housing and redevelopment projects (such as NRHA) shall to the greatest extent feasible, provide employment, training and contracting opportunities to low income persons. This includes a special emphasis on persons receiving HUD housing assistance.

NRHA assists builders in preparing a "Section 3 Work Plan." This consists of projections of employment and training opportunity as well as contracting opportunities for Section 3 businesses. As a facilitator, NRHA provides a directory of certified Section 3 businesses to assist Guild members in locating a business for contracting opportunities. Builders or their subcontractors are to pay workers employed directly at the development site no less than the locally prevailing wages and fringe benefits for similar projects.

A minority-owned business enterprise is defined as a business that is at least 51% owned by one or more minority group members. Criteria for publicly owned business are that at least 51% of its voting stock is owned by one or more minority group members, and whose management and daily business operations are controlled by one or more individuals. Minority groups include, but are not limited, to Black Americans, Hispanic Americans, Native Americans, Asian-Pacific Americans, Asian-Indian Americans and Hasidic Jewish Americans.

A woman-owned business enterprise is defined as a business that is at least 51% owned by a woman or women who are U.S. citizens and who also control or operate the business.

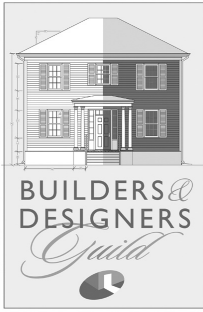
NRHA HOME OWNERSHIP CENTER

Call 757-314-4202

This center is a resource designed to link families from all economic backgrounds to the variety of housing choices available in Norfolk. The center's staff and partners are dedicated to making the Great American Dream of Homeownership a reality for more people every year.

GENERAL INFORMATION

Contact Ed Ware at 757-533-4682



NRHA Builders and Designers Guild Membership Application

Contact Information

Company Name: _____

Contact Person: _____ SSN# or TAX ID#: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____ Fax: _____

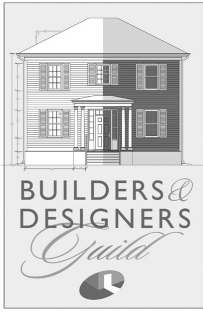
E-Mail: _____ Website: _____

General Information

1. Type of Membership for which you are applying: _____ Builder _____ Designer
2. a) How long has applicant held a Virginia Contractor's License? _____ Class? _____
b) Is the applicant a licensed architect in Virginia? _____
c) Is applicant licensed in other states? If so, please indicate which state(s) _____
d) Please provide a copy of each license.
3. Builder Applicants: Provide the names, addresses and titles of the officers and principal members. Please note if any are publicly elected officials.
4. Number of company's full-time employees: _____
5. Builder Applicants: Please attach a current annual financial statement.
6. a) Does your business meet the criteria to be classified as a MWBE (minority- or woman-owned business enterprise)? _____ or a Section 3 business? _____ (see definition in the Guild Overview)
b) Are you willing to develop a Section 3 work plan with the assistance of NRHA staff to support economic opportunities for eligible parties? _____
7. Have any complaints been filed against applicant with the Better Business Bureau, any other consumer agency or state agency licensing board in the last 5 years? If so, please explain and provide status of claim(s).
8. Are there any current tax liens, mechanics' liens or other liens of record filed against the applicant's property? _____
9. What is the best time and day of week to schedule a personal interview?
Time _____ Day _____

General Experience

1. Number of properties applicant built or designed, and closed in the Hampton Roads area in the last three years. _____
2. Total dollar amount of residential and/or commercial construction or design performed by applicant during last three years. \$ _____



	Single Family	Multi-family
3. Percentage of custom homes:	_____	_____
Percentage of speculative homes:	_____	_____
Average square feet:	_____	_____
Average sales price:	_____	_____
In-house trades: (Provide a list on separate sheet)		

4. Provide a list of customers for completed projects from last 3 years including name, address and telephone number (in Excel format and hard copy). Also, provide a list of single-family construction projects currently under way. (See attached sample) Failure to supply these lists will result in rejection of application.
5. Please describe your previous construction or design experience(s).

Builder Questions

1. Please describe your construction management process, addressing each of the following elements:
 - u Customer Meetings
 - u House Design
 - u Customer Inspection During Construction, Final Walkthrough, Punch List follow-up
 - u On-site Construction Management, including number of superintendents per site and average number of units superintendent manages.
 - u Dispute Resolution between builder and buyer
 - u Dispute Resolution among trades and vendors
 - u Product Quality Assurance

2. What warranty program do you currently offer? _____

a) Do you have an extended warranty program that goes beyond the minimum state requirements?

- q YES q NO

3. Construction Lenders with whom applicant is presently doing business:

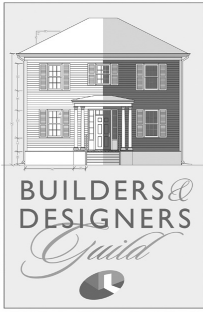
(Lending Institution/Contact/Address/Phone)

4. Subcontractor/Supplier Relationships:

(Firm/Contact/ Phone/is firm *MWBE?/*Sec. 3?)

Electrical	_____
Plumbing	_____
Lumber	_____
Framing	_____
Masonry	_____
Roofing	_____
Trim Carpenter	_____
Concrete	_____
Architect/Designer	_____
Landscape Architect	_____
Other	_____

* Please indicate YES or NO as to whether the firm is a MWBE (minority- or woman-owned business enterprise) or a Section 3 business according to the definition in the Guild Overview



Architect/Designer Questions

1. Are you a licensed architect in the state of Virginia? _____
2. If not a licensed architect please provide three photographs that demonstrate your design ability.
3. Provide a list of recent building designs, including address, cost, and square footage.

I hereby affirm that all of the foregoing information is true and correct and that I have fully disclosed all information requested. I hereby authorize Norfolk Redevelopment and Housing Authority ("NRHA") and its agents to contact the references listed above.

Signature of Applicant or Authorized Representative

Date

Printed name of Applicant or Authorized Representative

Applicant's Title

Please return application, customer list and \$250.00 application fee (payable to NRHA) to:

NRHA
P.O. Box 968
Norfolk, VA 23501-0968
Attn: Russell Ward