

# Local and national homebuilders target Groveland with four new subdivisions



D.R. Horton Homes will be building in Brighton. Models in its Express Homes brand include the Hayden (shown), Aria and Cali. All feature smart-home technology. (Handout)

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**T**he residential growth that has more than doubled Groveland's population since 2010 shows no sign of slowing down, with four new residential subdivisions under evaluation by the city's Development Review Committee that will bring another 387 homes to the city.

The communities with final plats under development review include:

- Marsh Pointe, north of County Road 565A and north of the Marsh Hammock subdivision, with 51 single family residential lots on 55 acres. The property is owned by Marsh Pointe REI LLC and is being developed by Eagles Landing at Ocoee LLC.

Brent Shearer, president of Blake Communities and Blake Investment Partners LLC, said finished lots are being sold to **Maronda Homes** of Sanford, which has projects completed or under way in five states. Maronda is

offering 10 different home models at Marsh Pointe, ranging from 2,000 to 4,000 square feet and priced from \$269,000 to \$339,000.

The engineer is June Engineering Consultants of Winter Garden; the surveyor is [Bishman Surveying and Mapping](#), also of Winter Garden; the geotechnical engineer is [Yovaish Engineering Sciences](#) of Altamonte Springs; and the environmental consultant is [Bio-Tech Consulting Inc.](#) of Orlando.

- Cherry Lake Landing Phase II, south of Cherry Lake Road and east of State Road 19, with 90 single family residential lots on 51 acres. The property is owned by [Starlight Homes Florida LLC](#), a division of [Ashton Woods Homes](#).

Starlight is targeting entry-level buyers at Cherry Lake Landing, where construction on Phase I is wrapping up. “The Starlight message is one of affordability, and the notion that everyone deserves the chance to make their dreams of homeownership a reality without breaking the bank,” said Mike Roche, central Florida division manager for the homebuilder.

Details are still being worked out, but Roche said he expects homes in the 1,500 to 2,700-square-foot range. Phase I features homes in the low- to mid-\$200,000s, “and we’ll probably carry that over,” he said.

Bishman is the surveyor, and June along with [Wood Environment & Infrastructure Solutions](#) did the engineering.

- Libby Road, west of Wilson Lake Parkway and south of West Libby Road, with 187 single family residential lots on 79 acres. The site is owned by Orlando TDH Investments LLC, who did not respond to requests for details of the project.

The engineer is [Booth Ern Straughan & Hiott](#) of Tavares and the surveyor is Johnston’s Surveying Inc. of Kissimmee.

- Brighton, west of State Road 19 and south of Bible Camp Road, with 59 single family residential lots on 16.2 acres. The site is owned by South Lake Residential Services Inc.

South Lake has selected [D.R. Horton Homes](#), based in Arlington, Texas, as builder for Brighton.

A D.R. Horton spokeswoman said Brighton will feature five designs from the company’s Express Homes brand, including two single-story and three two-story floor plans. The homes offer three to five bedrooms and range in size from 1,672 to 2,807 square feet.

Each home will feature the company’s “Home is Connected” smart-home technology package, and the two-story homes are designed with all concrete block construction.

Construction at Brighton is scheduled to begin this summer, and home prices have not yet been determined. Booth Erns Straughan & Hiott is the engineer and [Allen & Co.](#) of Winter Garden is the surveyor.

All four of the developments are expected to ultimately receive City Council approval. “We’re just working out the legal documents,” said T.J. Fish, senior planner for Groveland. “When you’re at final plat, you’re pretty much a done deal.”

The development review process is a back-and-forth between the developers and surveyors and city officials to ensure that proper infrastructure is in place.

Groveland had a population of roughly 7,800 in 2010, and is now over 17,000, Fish said. He’s been watching growth patterns shifting from Orlando and the Villages and even Minneola.

“Everything’s jumping over to Groveland now,” he said. Nonetheless, he said the growth spurt “is considered manageable.”

Shearer, affiliated with the Marsh Pointe project, said the location is ideal.

“We like this area because of its connectivity to the greater Orlando market and major employment centers,” he said. “We believe this price point satisfies the needs of today’s market, accommodating the largest segment of home buyer demand. We are very bullish on Groveland and the Orlando market as a whole and will continue to look for development opportunities in the area.”

Roche of Starlight Homes concurred. “Getting a price point that is affordable is becoming a difficult thing to do,” he said. “The nice thing about Groveland, from our community you can hop on the Turnpike and you can be downtown in a little over a half hour. It’s not that far out.

“It really is a one-of-a-kind community,” Roche said. “We love it, our agents love it, builders love working out there, and the city’s been great to work with.”

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