



HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

DATE: March 18, 2019

TO: HBCRA Board of Directors

FROM: Jeremy Earle, Ph.D., AICP, Executive Director/ Assistant City Manager 

SUBJECT: Enhanced Paint Program-Paint the Town

Background:

On January 14, 2019 the Hallandale Beach Community Redevelopment Agency (HBCRA) Board of Directors, approved the Enhanced Paint Program (EPP). The EPP is a comprehensive approach to community revitalization and beautification. In addition to the EPP, the HBCRA also has other programs which are designed to eliminate slum and blight such as the Neighborhood Improvement Program (NIP) and a conventional Paint Program. The NIP Program provides exterior repairs for the owner and non-owner-occupied homes. The program has provisions for selecting a street, block, or neighborhood, described as a "special focus area", and targeting that area for revitalization, especially in areas where the HBCRA has constructed Infill homes. Individuals utilizing this program can obtain up to \$50,000 for exterior improvements for which the HBCRA records a mortgage on the property for four years.

The HBCRA's Paint Program covers 75% and 90% of the cost of painting, non-owner- and owner-occupied homes. Both the NIP Program and the EPP allows Staff to select a special focus area with the goal of revitalizing the community. By adding these provisions to the EPP, the HBCRA will be able focus on specific areas

for house painting and landscaping of up to \$5,000 (per house) without utilizing the NIP loan program and recording a mortgage on the property.

Current Situation:

Since the approval of the EPP, Staff has identified the area to launch this new initiative. The area selected is located where the HBCRA constructed its first modular home, 620 NW 4 Avenue. Staff has identified fifteen (15) residential single and multi-family homes for painting and landscaping. Staff is currently awaiting the proposal from the contractors.

On May 4, 2019 the HBCRA will be hosting a community event called "Paint the Town". This event will kick off the HBCRA's new EPP, which will aide in the CRA's goal to eliminate slum and blighted conditions. The Paint the Town event is designed to not only beautify the neighborhood, but to also bring the community together.



Prepared by: Lovern Parks, Residential Program Manager



Reviewed by: Jeremy Earle, Ph. D., AICP, FRA-RA, Executive Director/Assistant City Manager