



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	April 22, 2019		Item Type: (Enter X in box)	Resolution X	Ordinance	Other	
Fiscal Impact: (Enter X in box)	Yes	No	Ordinance Reading: (Enter X in box)	1st Reading		2nd Reading	
	X		Public Hearing: (Enter X in box)	Yes	No	Yes	No
Funding Source:	Commercial Investment Program 5910-583050		Advertising Requirement: (Enter X in box)	Yes		No	
						X	
Account Balance:	\$1,273,822		RFP/RFQ/Bid Number:	N/A			
Contract/P.O. Required: (Enter X in box)	Yes	No	Project Number:	46302			
	X						
Strategic Priority: (Enter X in box) Capital Improvements Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/> Goal 2 - Promote Public/Public and Public/Private Partnership <input checked="" type="checkbox"/> Promote Projects with Large-Scale Impacts Goal 1 - Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/> Goal 2 - Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/> Priority Area: North West Quadrant <input type="checkbox"/> FEC Corridor <input type="checkbox"/> Southwest Quadrant <input type="checkbox"/> Northeast Quadrant <input type="checkbox"/> Southeast Quadrant <input type="checkbox"/>							
Sponsor Name:	Dr. Jeremy Earle, Executive Director		Department:	HBCRA			

Short Title:

A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, HALLANDALE BEACH, FLORIDA, APPROVING AN AWARD OF A COMMERCIAL FAÇADE IMPROVEMENT GRANT IN THE AMOUNT OF \$100,000 TO 2JA HOLDINGS, LLC FOR THE RENOVATION OF THE PROPERTY LOCATED AT 19 N.E. 1ST AVENUE, HALLANDALE BEACH, FLORIDA; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE GRANT AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL STEPS NECESSARY AND APPROPRIATE TO IMPLEMENT THE TERMS AND CONDITIONS OF THE GRANT AGREEMENT AND DISBURSE THE GRANT; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

The mission of the Hallandale Beach Community Redevelopment Agency (HBCRA) is to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation. On February 20, 2018, the HBCRA Board of Directors approved new Commercial Incentive Programs that include the following programs:

- Commercial Façade Improvement Grant Program
- Commercial Interior Renovation Grant Program
- Commercial Kitchen Grant Program
- Property Tax Reimbursement
- Tenant Lease Surety / Tenant Rent Subsidy
- Commercial Business – low cost or No-interest Loan

It is important to note that the January 14, 2019 HBCRA Board meeting, the Board clearly stated that the Fashion Arts and Design District (FADD) was a priority area. The incentives amount for the FADD are therefore higher.

Current Situation:

The HBCRA has received an application for Commercial Façade Grant Program (CFIG) from Josh Wasser President of 2JA holdings LLC, for the property located at 19 NE 1st Avenue, Hallandale Beach. The goal of the CFIG program is to eliminate functional obsolescence, remove deterioration and update the exteriors of existing buildings, with an emphasis on improving the viability of healthy retail uses, and generally increasing the “curb appeal” of the business corridors in the CRA. Mr. Wasser, property owner, is requesting \$100,000 of CFIG

funds to renovate this property. The total cost of the façade improvements is \$266,700. Additionally, per the CFG Program requirement the applicant is required to also add a mural to their building. The additional cost for the mural is approximately \$42,000 of which \$10,000 will be by paid by the CFG if approved, \$32,000 will be paid via the Mural Grant Program.

The project will include complete façade improvements, removal of existing columns and new faux façade design by an architect (exhibit 5).

Brief History on the Applicant & Building

The property located at 19 NE 1st Avenue was purchased in 1981 by Alan Wasser. The Wasser family owns three properties in the FADD.

On May 24th, 2018 the HBCRA held a stakeholder meeting to discuss the new incentives approved and the vision for the area, this meeting was held at the Wasser Furniture showroom location. The Wasser family believes in the vision for the FADD and has agreed to change the current uses of their properties in order to accommodate microbreweries and trendy urban restaurants. The Wasser family has turned down potential leases such as gyms and office uses to assist in the development of the FADD as a destination. The Wasser's Furniture Showroom is currently the gateway entrance into to the FADD. The proposed new façade will assist in creating an iconic entrance into the district. The proposed rendering of the project will promote Hallandale's own version of a design district where modern architecture and art collide.

Redevelopment Incentive Recommendation:

HBCRA staff recommends awarding a Commercial Façade Improvement Grant to 2JA Holdings LLC the amount of \$100,000. It is important to note that the HBCRA staff has done their due diligence and upon review, the applicant has no bankruptcies, no judgments or liens.

Notable respective program guidelines are as follows:

- The CFG agreement is between the HBCRA and the Applicant.
- HBCRA will disburse funds once the applicants have paid their required match amount of at least \$11,000 however, the applicants total project cost is \$266,700, therefore the applicant will be paying 37.5% of the project cost as their match.
- Properties sold within twenty-four months of receiving the grant funding must repay the full grant amount.
- After approval by the HBCRA Board, the HBCRA will provide the applicant with an approved Grant Agreement and Declaration of Restrictive Covenants for Signature.

- Property to be improved must not have any delinquent ad valorem taxes, be free of all municipal and county liens, deferments and encumbrances of any kind. The HBCRA Board can waive this provision if development plans for the property meet the goal and objectives as set forth by the HBCRA.

Recommendation:

HBCRA Staff recommends that the HBCRA Board of Directors approve an award of a Commercial Façade Improvement Grant in the amount of \$100,00 for the renovation of the property located at 19 NE 1st Avenue, Hallandale Beach.

Why Action is Necessary

Pursuant to the HBCRA Commercial Investment Program Policy all applications must be presented to the HBCRA Board of Directors for approval. Furthermore, pursuant to the HBCRA By-Laws the HBCRA Board of Directors must approve all procurement of all goods and services in an amount more than \$50,000.

Fiscal Impact:

\$100,000

Attachment(s):

Exhibit 1- Resolution
Exhibit 2- Commercial Façade Improvement Grant Application
Exhibit 3- Proposed Cost of Construction
Exhibit 4- Current Picture of Property
Exhibit 5- Renderings of proposed project

Faith Phinn

Prepared by: Faith Phinn, Redevelopment & Operations Manager



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

