



## HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

### MEMORANDUM

**DATE:** August 19, 2019

**TO:** HBCRA Board of Directors

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

**SUBJECT:** HBCRA Former Façade Grant Program Update

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#### Background:

On August 20, 2018, HBCRA Staff presented an informational memo to the Board of Directors regarding the "then" current state of the façade programs. In that memo Staff provided a detailed review of its primary incentive programs. The programs that were reviewed included the commercial programs, which, at that time were comprised of the Façade Improvement Grant Program (FIGP) and the Business Incentive Program (BIP). In order to conduct a detailed review, Staff utilized the first draft of the Standard Operating Procedures manual (SOP) and the HBCRA policy manual which provided a detailed outline of the policies and procedures of each HBCRA Program. For the purpose of this review, fiscal year 14/15- 16/17 were examined.

The HBCRA policy manual approved in 2013 outlined the façade improvement guidelines, which indicated that applicants could be approved for a one-time grant of up to \$10,000 for exterior rehabilitation of a commercial property within the target areas determined by the HBCRA Board. During the regulation of this policy from FY 14/15-16/17 the HBCRA processed 68 façade applications (purchase orders open and closed). In April 2016 the HBCRA Board approved the policy manual via resolution No. 2016-16, which outlined changes to FIGP, to allow for a 60/40 match where the HBCRA is responsible for 60% and the applicant is responsible for 40% of the total value of the project scope and gives the Executive Director the authority to approve the Façade Grant Program applications.

While conducting this review thirty-two (32) façade applications were found and deemed pending, as no approval memos / denial documentation and supporting documents were found. Once the review was completed Staff reached out to the thirty-two (32) applicants to inquire if they were still interested in moving forward with the program. On December 5, 2017 a formal letter was sent out to the remaining applicants. The HBCRA received seventeen (17) responses from applicants stating that they were interested in moving forward. Some of the remaining fifteen (15) applicants declined the offer to move forward with the program, others did not respond, and others went ahead to make their own improvements to their businesses. In some cases, some of the former applicants felt that they waited too long to receive a response from the HBCRA. Additionally, some business owners that had gone ahead and made their own improvements requested that the HBCRA pay for their improvements; those requests were denied.

On March 5, 2018 a final letter was sent out the remaining seventeen (17) applicants to provide the necessary documentation needed for the applications to be completed. Of the seventeen (17) letters that were mailed, and after a comprehensive review of the existing applications, ten (10) applications in total were approved, of which one was a signage application and the remaining nine (9) were façade applications.

### **Current Situation:**

From the end of the calendar year 2018 until present, Staff has been working diligently with the business owners on their façade program applications in order to ensure that all requirements have been met. One of the approved applicants forfeited their opportunity to participate in our Façade Improvement Program due to a lack of communication and unresponsiveness with Staff.

As of today, the HBCRA has completed eight (8) façade applications. Staff worked with these applicants to ensure the success and completion of each applicant's façade project. The 8 applicants have completed all the application requirements and have finalized all their permitting. The remaining applicant La Rotunda Condominiums is currently working on finalizing their façade project.

The Façade Improvement Program has contributed to the quality of life for the local business community and the residents of Hallandale Beach. The program also helps to promote the beautification and marketability of the local business area.