



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

| | | | | | | | |
|---|--|----|--|-------------------------|-------------------------------|--------------|-------------------------------|
| Meeting Date: | September 13, 2021 | | File No. | Item Type: | Resolution | Other | |
| | | | 21-243 | <i>(Enter X in box)</i> | X | | |
| Fiscal Impact: <i>(Enter X in box)</i> | Yes | No | Ordinance Reading: <i>(Enter X in box)</i> | | 1st Reading | | 2nd Reading |
| | X | | Public Hearing: <i>(Enter X in box)</i> | | N/A | N/A | |
| | | | | | Yes | No | Yes |
| | | | | | | | No |
| Funding Source: | Commercial Investment Program 5910-583050 | | Advertising Requirement: <i>(Enter X in box)</i> | | | X | |
| Account Balance: | \$1,603,372.64 | | RFP/RFQ/Bid Number: | | N/A | | |
| Contract/P.O. Required: <i>(Enter X in box)</i> | Yes | No | Project Number: | | 46302 | | |
| | X | | | | | | |
| Redevelopment Goals: <i>(Enter X in box)</i> | | | | | | | |
| Compact & Urban Development Projects | | | | | | | |
| Goal 1 - Catalytic projects that support the growth of local economy <input type="checkbox"/> | | | | | | | |
| Goal 2 - Transit supportive Development <input type="checkbox"/> | | | | | | | |
| Goal 3 - Neighborhood-level enhancements <input type="checkbox"/> | | | | | | | |
| Improve Connectivity within community | | | | | | | |
| Goal 1 - Development of complete streets <input type="checkbox"/> | | | | | | | |
| Goal 2 - Facilitate & Identify safe access to multiple modes of transportation <input type="checkbox"/> | | | | | | | |
| Goal 3- Provide Strategic parking solutions <input type="checkbox"/> | | | | | | | |
| Create CRA Resiliency | | | | | | | |
| Goal 1- Utilize innovative means to create sense of place to attract residents & visitors <input checked="" type="checkbox"/> | | | | | | | |
| Goal 2- Use diverse architectural styles & messaging to create iconic buildings & destinations <input type="checkbox"/> | | | | | | | |
| Goal 3- Prepare for sustainable future through smart technology, social & economic development Programs and environmental measures <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, AWARDED A COMMERCIAL FAÇADE IMPROVEMENT GRANT IN AN AMOUNT NOT TO EXCEED \$100,000 TO HALLANDALE PLAZA LLC; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH HALLANDALE PLAZA LLC; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE AGREEMENT; 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.

The Northeast corridor of the City of Hallandale Beach along Federal Highway has been deemed a priority area for the HBCRA and developers. Federal Highway has high traffic counts as the road connects neighboring cities such as Hollywood and Aventura; making this area an attractive location for business owners and residents. Over the years the area has seen a spike in development. The addition of the mixed-use Art Square complex, retail plazas Atlantic Village 1 & 2, and Atlantic Village 3 which is currently undergoing construction. The HBCRA encourages new development and revitalization along Federal Highway as it helps provide economic support for the neighboring Fashion, Arts, and Design District (FADD) which is also a priority area for the HBCRA.

Property owner Phil Saada was awarded a Commercial Façade Improvement Grant (CFIG) on March 18, 2019, for the exterior renovation for one of his properties located at 310-312 N. Federal Hwy. The property improvements included the repair of the exterior structure, installation of impact doors & windows, new commercial signage, and a mural. The amount awarded for the CFIG was \$80,192.00.

Current Situation:

The HBCRA has received another application for the CFIG program from Phil Saada of Hallandale Plaza LLC, for the properties located at 219-229 N. Federal Hwy, Hallandale Beach, FL. The properties are occupied by two structures totaling

15,392 square feet. The commercial properties existing businesses consist of a liquor store, cell phone shop, John's custom tailor, and Tropical carwash.

The goal of the CFG 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 within the CRA area. Mr. Saada, the owner of the properties located at 219-229 North Federal Hwy, is requesting \$150,000.00 in CFG funds for an extensive facade renovation of two separate buildings. The total cost of the façade improvements is \$206,840.00. This amount includes demolition of the existing storefronts, a rebuild of new storefronts which will add impact windows, exterior walls, and doors. The façade will also feature a radiant mural design which complements the surrounding FADD area. Mr. Saada will discontinue the existing business Tropical carwash and add a retail space which is viable to the area. Per the program policy if the HBCRA were to award Hallandale Plaza LLC, CFG funds it would be an 80/20, HBCRA/applicant match with a maximum award amount of \$100,000.00.

Recommendation:

The renovation of these two separate properties which are adjacent to one another and also occupies majority of the corner block of the entrance into the FADD coincides with the HBCRA strategic redevelopment plan. HBCRA staff recommends that the HBCRA Board of Directors make this one-time exception and approve \$100,000.00 in CFG program funds to Hallandale Plaza LLC for an extensive façade renovation of the two properties located at 219-229 North Federal Hwy.

Fiscal Impact

\$100,000.00

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.

PROPOSED ACTION:

The HBCRA Board of Directors consider the attached Resolution

ATTACHMENT(S):

Exhibit 1 - Resolution

Exhibit 2 - Commercial Façade Improvement Grant application

Exhibit 3 - Current site condition

Exhibit 4 - Renderings

Exhibit 5 - Proposed estimate