



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	September 18, 2023		File No.	23-361		Item Type:	(Enter X in box)		Resolution	x		Other		
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>		1st Reading		N/A		2nd Reading		N/A			
	x		Public Hearing: <i>(Enter X in box)</i>		Yes	No	Yes	No						
Funding Source:	5910-583050		Advertising Requirement: <i>(Enter X in box)</i>		Yes		No							
Account Balance:	\$3,515,599		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>														
<p>Compact & Urban Development Projects</p> <p>Goal 1 - Catalytic projects that support the growth of local economy <input checked="" type="checkbox"/></p> <p>Goal 2 - Transit supportive Development <input type="checkbox"/></p> <p>Goal 3 - Neighborhood-level enhancements <input type="checkbox"/></p> <p>Improve Connectivity within community</p> <p>Goal 1 - Development of complete streets <input type="checkbox"/></p> <p>Goal 2 - Facilitate & Identify safe access to multiple modes of transportation <input type="checkbox"/></p> <p>Goal 3- Provide Strategic parking solutions <input type="checkbox"/></p> <p>Create CRA Resiliency</p> <p>Goal 1- Utilize innovative means to create sense of place to attract residents & visitors <input checked="" type="checkbox"/></p> <p>Goal 2- Use diverse architectural styles & messaging to create iconic buildings & destinations <input type="checkbox"/></p> <p>Goal 3- Prepare for sustainable future through smart technology, social & economic development Programs and environmental measures <input type="checkbox"/></p>														
Sponsor Name:	Dr. Jeremy Earle, Executive Director				Department:	HBCRA								

SHORT TITLE:

A RESOLUTION OF THE CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AWARDDING A COMMERCIAL INTERIOR RENOVATION GRANT IN THE AMOUNT OF \$40,000 AND A TENANT RENT SUBSIDY GRANT IN THE AMOUNT OF \$15,402 TO BARREL WINE AND CHEESE LLC; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE THE GRANT AGREEMENTS BETWEEN THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AND BARREL WINE AND CHEESE LLC; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE GRANT AGREEMENTS; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE GRANT AGREEMENTS 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 quadrant of Hallandale Beach can be viewed as a major commercial corridor of the city, which features various commercial businesses that contribute to the economic development in the area. These businesses include retail, ranging from jewelry shops, furniture stores, fitness gyms, restaurants, etc. Aside from the growing business community, the Northeast quadrant along Federal Highway has been deemed a high visibility area for daily by-passers and developers. Federal Highway has high traffic counts as the road connects neighboring cities such as Hollywood and Aventura, making this area attractive for business owners and residents. Over the years, the area has seen a spike in development, with the addition of the mixed-use Art Square project, Atlantic Village 1 & 2, which were completed a few years ago, and Atlantic Village 3 & 4, which is currently undergoing construction. With multiple housing projects slated for construction along Federal Highway, where the motel El Rancho and former Big Easy Casino are located, there will soon be a demand for close-radius dining, entertainment, and retail.

Businesses in the Northeast Quadrant are eligible to apply for funding from several HBCRA business incentive programs. Submission of an application for HBCRA commercial incentives does not guarantee funding. Funding is at the sole discretion of the HBCRA Board. To receive the maximum amount of funding, an applicant must be located within one of the HBCRA "Priority Areas." In 2018, to

maximize redevelopment and manage financial resources, the HBCRA Board of Directors approved targeted focus areas for investment. Those areas are as follows:

- Pembroke Rd from I-95 to one block East of US-1
- US-1 from Pembroke Rd to Southeast 3rd Street
- South Dixie Hwy from Pembroke Rd, to SW 11th Street
- Hallandale Beach Blvd from I-95 to NE 14th Avenue
- Foster Rd from NW 11th Avenue to South Dixie Hwy
- NE 1st Avenue from Hallandale Beach Blvd to NE 5th Street

When evaluating applications, HBCRA staff uses the location and other comprehensive criteria to make a recommendation on the amount of funds an applicant may be eligible to receive.

Current Situation

On June 26, 2023, HBCRA staff met with Allison Sarbin, the owner of Barrel Wine & Cheese LLC, for the submittal of the HBCRA Commercial Business Grant (CBG), Commercial Interior Renovation Grant (CIRG), and the Tenant Rent Subsidy Grant (TRSG) applications. During the meeting, Allison shared her vision of opening a kosher wine bar/lounge in the City of Hallandale Beach. The wine bar/lounge will consist of multiple self-service wine dispensing machines with over 48 choices of wines, gourmet accouterments, and a tapas-style menu. Allison has 15 years of experience as a restaurant manager, most recently managing the day-to-day operations of the "Street Kitchen" in Surfside, FL. Allison will partner with Chef David Berney, having him serve as the lead chef overseeing culinary operations.

Since meeting with staff, Allison has executed a 10-year lease to occupy the ground floor commercial space of ArtSquare located at 419 N Federal Highway, Hallandale Beach, FL. The applicant plans to renovate the interior commercial space to create a unique wine bar/lounge called Barrel Wine & Cheese, which will provide a moderately priced menu of fine wine & gourmet cuisine for lunch and dinner. Food service will be a sit-down service in an intimate space, creating a relaxed lounge atmosphere.

Barrel Wine & Cheese LLC has applied for the CBG, CIRG, and TRSG programs, which will help offset some of their investments in transforming the existing space into a restaurant, including a kitchen area, bar, and dining/lounge area. Their total investment cost is \$850,800 for interior renovations, furnishing, wine dispensers, and POS equipment. Based on its location in the CRA area, Barrel Wine & Cheese LLC is eligible for CIRG and TRSG.

In their evaluation, staff considered several factors, such as business location, owner's experience, necessity for the type of business, and financial wherewithal.

In addition, during discussions with HBCRA staff, the applicant demonstrated they could advance with the project even without HBCRA funding. Below are some of the considerations staff factored in when evaluating these applications:

- The emphasis that the HBCRA's 2020 Redevelopment Modification Plan places on the objective of making Hallandale Beach a destination for restaurants, entertainment, and tourism.
- The lack of similar lounges/restaurants throughout Hallandale Beach
- The proximity of Barrel Wine & Cheese to existing and upcoming housing developments

Ultimately, Barrel Wine & Cheese will provide a reasonable and convenient entertainment alternative to neighborhood residents, local employees, and other Hallandale Beach visitors in the Northeast quadrant.

Recommendation:

HBCRA Staff recommends that the HBCRA Board of Directors approve the attached resolution, awarding an HBCRA Commercial Business Incentive package to Barrel Wine & Cheese LLC for the renovation of the commercial floor space at 419 N Federal Highway. The incentives will include \$40,000 for the Commercial Interior Renovation Grant and \$15,402 for the Tenant Rent Subsidy Grant, totaling \$55,402 in commercial incentives.

Fiscal Impact:

\$55,402

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 approves the attached Resolution.

ATTACHMENT(S):

- Exhibit 1 – Resolution
- Exhibit 2 – CIRG Application – Barrel Wine & Cheese LLC
- Exhibit 3 – TRSG Application – Barrel Wine & Cheese LLC
- Exhibit 4 – Barrel Wine & Cheese LLC Renderings