

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: December 14, 2022

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS THE NORTH BEACH CRA COMMERCIAL FACADE IMPROVEMENT PROGRAM AND RESIDENTIAL PROPERTY IMPROVEMENT PROGRAM.

BACKGROUND/HISTORY

On September 28, 2022, the Chairperson and Board of Directors of the North Beach Community Redevelopment Agency ("North Beach CRA") adopted the North Beach CRA's Fiscal Year (FY) 2023 Operating Budget.

The FY 2023 Budget identifies planned initiatives and programs consistent with the approved North Beach CRA Redevelopment Plan and which prioritize six (6) categories of expenditures including, but not limited to beautification, enhanced services, small business development, arts and culture branding and communications, and a set-aside for workforce and affordable housing. These priorities were supported by motion of the Ad Hoc North Beach CRA Advisory Committee, as reported on July 14, 2022 via LTC 285-2022.

As approved in the FY 2023 Budget, the North Beach CRA will develop a Commercial Façade Improvement Program to be made available specifically for commercial properties located within the Normandy Isles/Rue Vendome Plaza section of the Redevelopment Area. The FY 2023 Budget also contemplates a Residential Property Improvement Program to promote resiliency and the maintenance of naturally occurring affordable housing stock.

ANALYSIS

The purpose of the proposed Commercial Façade Improvement Program and Residential Property Improvement Program is to substantially enhance the visible appearance and street presence of commercial properties and enhance the functionality and sustainability of businesses and properties within this major commercial area. The North Beach CRA's FY 2023 Budget includes \$110,000 for a Commercial Façade Improvement Program in the Normandy Fountain/Rue Vendome Plaza area which will be structured as a matching grant. Funding for beautification programming also includes \$100,000 for a Residential Property Improvement Program with will also be structured as a matching grant.

The Commercial Façade Improvement Program will, at a minimum, serve to enhance property exteriors, but also aim to cultivate French-themed architecture and aesthetics to leverage the history and infrastructure of the area which today includes several French street names. The Residential Property Improvement Program is also initially proposed to focus on commercial multifamily properties in the Normandy Fountain/Rue Vendome Plaza area.

SUPPORTING SURVEY DATA

According to the 2022 Community Satisfaction Survey prepared by the ETC Institute, the highest-ranking response among participants (51.9%) when asked how the City could improve business sustainability was to provide financial incentives to assist businesses to build sustainable practices.

FINANCIAL INFORMATION

The proposed programs have been budgeted in the adopted North Beach CRA FY 2023 Budget with \$110,000 appropriated for a Commercial Façade Improvement Program and \$100,000 appropriated for a Residential Property Improvement Program.

CONCLUSION

The goals of the North Beach CRA Redevelopment Plan include providing economic development opportunities for businesses, property owners, and residents, and protecting and enhancing neighborhood character. Strategic programming, such as this initiative to provide businesses and property owners with funding to improve their properties, elevates the Normandy Fountain commercial district into a more vibrant, pedestrian-oriented shopping area that retains and attracts business activity.

Applicable Area

North Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Does this item utilize G.O. Bond Funds?

Yes

No

Strategic Connection

Prosperity - Revitalize targeted areas and increase investment.

Legislative Tracking

Economic Development