

NBCRA 1.

NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY BOARD

MEMORANDUM

TO: Honorable Chair and Board of Directors
FROM: Rickelle Williams, Interim Executive Director
DATE: May 15, 2024

SUBJECT: A RESOLUTION OF THE CHAIRPERSON AND BOARD OF DIRECTORS OF THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY, AMENDING THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY COMMERCIAL FACADE IMPROVEMENT PROGRAM, TO INCLUDE COLLINS AVENUE WITHIN THE PROGRAM BOUNDARY

RECOMMENDATION

The Administration recommends that the Board of the North Beach Community Redevelopment Agency ("North Beach CRA") accepts the recommendation of the North Beach CRA Advisory Committee ("Advisory Committee") and provide authorization to amend the Commercial Facade Improvement Program ("Program") to include Collins Avenue within the boundary of the North Beach CRA district.

BACKGROUND/HISTORY

The adopted North Beach CRA Redevelopment Plan (Redevelopment Plan)) encourages the development of programs to improve the visible appearance and street presence of commercial properties and initiatives to enhance the functionality and sustainability of businesses within the Redevelopment Area. For example, *Redevelopment Plan Goal 1* (Provide Economic Development Opportunities for Businesses, Property Owners, and Residents) promotes development of rehabilitation or beautification grants to provide CRA funding for businesses and property owners to make interior and exterior improvements to their properties (section 8.3), while *Goal 4* (Protect and Enhance Neighborhood Character) recommends commercial and business façade improvement programs to implement resilient design as a form of building adaptation.

Current Program Area

On June 28, 2023, via North Beach CRA Resolution No. 009-2023, the North Beach CRA Board accepted the May 24, 2023 recommendation of the Finance and Economic Resiliency Committee and the December 13, 2022 recommendation of the Advisory Committee, and approved creation of the Program, targeting the Normandy Isle commercial business district, in the vicinity of Normandy Fountain/Rue Vendome

Plaza, which program area is depicted in the Existing Program Map ([Attachment A](#)). The Program aimed to strategically enhance a specific corridor identified in the Redevelopment Plan as a neighborhood subarea, where a critical mass of improvements will indicate the area is changing for the better.

Initial outreach included regular canvassing of businesses within the district, public meetings at Normandy Fountain restaurants, and a presentation at Normandy Fountain Business Association membership meetings. Under the leadership of chair Jose Smith, the Advisory Committee discussed the Program at length, providing feedback on guidelines and recommending funding support. On March 13, 2024, the North Beach CRA Board adopted CRA Resolution No. 015-2024, approving an agreement with the inaugural Program participant, Lolarossa Inc. d/b/a Bob's Your Uncle. There are more businesses currently in various stages of the application process.

Program Funding Allocation

Pursuant to North Beach CRA Resolution No.012-2023, as amended by North Beach CRA Resolution No. 014-2023, the Fiscal Year (FY) 2024 allocation for the Program was \$170,000, with an additional \$350,000 reallocated from the previous year, totaling approximately \$520,000. Applications, which must be approved by the North Beach CRA Board before a program agreement may be executed, are each limited to a maximum project reimbursement of \$20,000. Given the existing budget allocation for the Program, on April 9, 2024, the CRA Advisory Committee recommended that the North Beach CRA Board expand the Program to include Collins Avenue commercial properties within the North Beach CRA boundary. See LTC 159-2024 ([Attachment B](#)).

ANALYSIS

The Redevelopment Plan

(2021) encourages identification of priority areas for redevelopment (9.1.2) and creation of incentives to mitigate costs for neighborhood enhancement (9.4). The Collins Avenue commercial retail corridor, running north and south through Town Center, is a major thoroughfare with ground level retail, dining, and activation. Plan NoBe (2016) and the Redevelopment Plan envision a walkable town center, featuring a Collins Avenue streetscape where buildings, storefronts, windows, and awnings are attractive and welcoming pedestrian experience.

During a January 18, 2024 walking tour, the Advisory Committee observed how the Collins Avenue area's deteriorating buildings and vacant storefronts could benefit from beautification and improvement. Expansion of the façade program could help address quality-of-life concerns, attract new business activity, and reinforce a sense of place and neighborhood pride.

Proposed Program Expansion

With establishment of the North Beach CRA District Office and the transformative capital reconstruction of Normandy Fountain/Vendome Plaza, the existing Program

area will continue to benefit from community support, and it is recommended to extend the program boundary to include the Collins Avenue commercial corridor. The proposed expansion area would encompass eligible commercial properties on Collins Avenue, extending from 75th Street to 66th Street, which follows the existing boundaries of the CD-2 zoning district. See Proposed Program Map ([Attachment C](#)).

LOBBYIST DISCLOSURE

In accordance with Resolution No. 2023-32857, adopted by the City Commission on December 13, 2023, and as extended to the North Beach CRA, the following information has been provided by the primary item sponsor as it relates to the subject resolution:

1. Was the Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

2. If so, specify name of lobbyist(s) and principal(s): Not Applicable

SUPPORTING SURVEY DATA

According to the 2022 Community Survey, financial incentives were the highest-ranking response to improve business sustainability, with 51.9% of respondents indicating support.

FINANCIAL INFORMATION

The Program's FY 2024 budget allocation was \$520,000. Structured as a reimbursable matching grant, the Program matches up to 70% of the grantee's eligible expenses, not to exceed \$20,000 per application, with the CRA Board approving each grant award. This public-private partnership structure incentivizes private reinvestment into the community and turns owners of property in the CRA into the drivers of redevelopment.

CONCLUSION

Expanding the Program to include Collins Avenue aligns with the North Beach CRA's mission to support businesses, improve resident quality of life, and attract investment. With dedicated resources, the Collins Avenue commercial corridor can accelerate North Beach towards its destiny as a unique, walkable, and memorable destination.

Therefore, the Administration recommends that the CRA Board accept the Advisory Committee's recommendation and amend the Program to include Collins Avenue within its geographic boundary.

Applicable Area

North Beach

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

No

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Revitalize targeted areas and increase investment.

Legislative Tracking

Economic Development

Sponsor

Commissioner Bhatt

ATTACHMENTS:

Description

- ▢ [A - Program Map](#)
- ▢ [B - LTC 159-2024](#)
- ▢ [C - Proposed Program Map](#)