

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CHAIRPERSON AND BOARD OF DIRECTORS OF THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY, ADOPTING THE NORTH BEACH CRA COMMERCIAL FACADE IMPROVEMENT PROGRAM.**

**WHEREAS**, on September 28, 2022, the Chairperson and Board of Directors of the North Beach Community Redevelopment Agency ("North Beach CRA") adopted Resolution 007-2022, approving the North Beach CRA's Fiscal Year (FY) 2023 Final Operating Budget; and

**WHEREAS**, the North Beach CRA's FY 2023 budget prioritizes six (6) categories of expenditures, the largest of which is 'beautification'; and

**WHEREAS**, public realm improvements are a common theme for proposed North Beach CRA funded projects in the North Beach CRA Redevelopment Plan ("Redevelopment Plan") because an attractive streetscape has a positive impact on the quality of life of our residents, visitors, and businesses; and

**WHEREAS**, walkable environments improve the mental and physical health of residents and increased foot traffic potentially boosts the sales of businesses; and

**WHEREAS**, the Redevelopment Plan strongly promotes resiliency measures, specifically citing residential, commercial, and business façade improvement programs to assist property owners adapt to the region's extreme weather patterns and natural events and the Redevelopment Plan encourages the use of incentive-based programs to inspire building owners to invest in their own infrastructure through the Redevelopment Plan Business Attraction & Retention strategy; and

**WHEREAS**, the Normandy Fountain area serves as the community and commercial center of Normandy Isle, yet North Beach families and local businesses currently inhabit ageing buildings abutting mature and deteriorated streetscapes; and

**WHEREAS**, the Redevelopment Plan reimagines this area as a vibrant, pedestrian-oriented shopping district and foresees revitalizing the neighborhood with improved, well-designed streetscaping, including storefronts and building façades that enhance the identity of the district; and

**WHEREAS**, developing incentive programs geared to commercial spaces (including multifamily residential uses) within the vicinity of Normandy Fountain will complement the City's recent Normandy Fountain streetscape improvement project, refreshes the public plaza, landscaping, lighting, and other improvements geared to encourage public use as a gathering place for community and civic purposes; and

**WHEREAS**, the Commercial Façade Improvement Program (the "Program") purpose is to substantially improve the visible appearance of commercial properties and the adjacent streetscape and enhance the functionality and sustainability of businesses within this main commercial area and focus upon cultivating an improved visual experience and sense of place through external enhancements including, but not limited to, French-themed architecture and aesthetics (as appropriate and permissible) to leverage the area's history and French street names; and

**WHEREAS**, Program guidelines (framework, design guidelines, eligibility criteria, and application process) for the Program will dictate applicant eligibility requirements, improvement criteria, program cycle, criteria for the evaluation of applications, and procedures for the disbursement of grant awards; and

**WHEREAS**, the North Beach CRA's FY 2023 budget includes beautification programming for the Normandy Fountain/Rue Vendome Plaza area in the amount of \$110,000 for a Program; and

**WHEREAS**, the Program will be offered via a matching grant concept, requiring applicants to invest their own money into the improvement project, and the grants may increase overall project scope, allowing for more impactful improvements; and

**WHEREAS**, the Program will promote the creation of public-private partnerships that encourage private commercial re-investment into the North Beach CRA and the North Beach CRA will fund the reimbursement of eligible expenses, matching up to 70% of the grantee's expenses, in an amount not to exceed \$20,000 per application; and

**WHEREAS**, on October 12, November 8, and December 13, 2022, the North Beach CRA Advisory Committee discussed a proposed commercial façade program, provided feedback, and generally expressed support for creation of a façade improvement program by the North Beach CRA Board;

**WHEREAS**, on December 14, 2022, at the request of the Administration, the City Commission referred to the Finance and Economic Resiliency Committee a discussion of the Programs;

**WHEREAS**, on May 24, 2023, the City of Miami Beach Finance and Economic Resiliency Committee recommended approval of the Program.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE CHAIRPERSON AND BOARD OF DIRECTORS OF THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY**, that the Chairperson and Board of Directors of the North Beach Community Redevelopment Agency hereby adopt the North Beach CRA Commercial Façade Improvement Program.

**PASSED AND ADOPTED** this 28<sup>th</sup> day of June, 2023.

**ATTEST:**

\_\_\_\_\_  
Rafael E. Granado, Secretary

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Dan Gelber, Chairperson

**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**

  
\_\_\_\_\_  
City Attorney

6-20-23  
\_\_\_\_\_  
Date