



COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	Rickelle Williams, Interim Executive Director
DATE:	June 26, 2024
TITLE:	A RESOLUTION OF THE CHAIRPERSON AND BOARD OF DIRECTORS OF THE NORTH BEACH COMMUNITY REDEVELOPMENT AGENCY, APPROVING AND AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AN AGREEMENT WITH NORMANDY ISLES INVESTMENT LLC., FOR PARTICIPATION IN THE COMMERCIAL FAÇADE IMPROVEMENT PROGRAM (THE “PROGRAM”), IN AN AMOUNT NOT TO EXCEED \$20,000.

RECOMMENDATION

The Administration recommends that the Chair and Board of Directors of the North Beach Community Redevelopment Agency (“NBCRA”) adopt the resolution and authorize the Executive Director to execute an agreement with Normandy Isle Investments, LLC, for participation in the Commercial Façade Improvement Program (the “Program”).

BACKGROUND/HISTORY

The NBCRA Redevelopment Plan (“Redevelopment Plan”), adopted by NBCRA Resolution No. 003-2021 and City Commission Resolution No. 2021-31709, heavily promotes funding improvements and beautification projects in the public realm, because an attractive streetscape contributes to a walkable community, improves resident and visitor quality of life, and benefits businesses by increasing foot traffic.

To maximize the impact of CRA dollars, the Redevelopment Plan’s Business Attraction & Retention strategy encourages the use of incentive-based programs to inspire property owners to reinvest in their buildings. For example, the Redevelopment Plan cites façade improvement programs as a resiliency tool to assist property owners address deterioration from age and weather.

The Normandy Fountain/Rue Vendome Plaza, remodeled with a recent city streetscape improvement project, serves as the community and commercial center on Normandy Isle. Currently, the aging commercial storefronts occupied by businesses within the vicinity of the plaza are not representative of the Redevelopment Plan’s vision for a vibrant, pedestrian-oriented shopping district.

On April 12, 2022, the Ad Hoc North Beach CRA Advisory Committee unanimously passed a motion to recommend the City explore an architectural design or façade improvement program for the Normandy Fountain / Place Vendome business district, as reported in Letter to Commission (LTC) 175-2022 dated May 3, 2022.

On December 14, 2022, at the request of the City Administration, the City Commission referred to the Finance and Economic Resiliency Committee a discussion of the Program.

On May 24, 2023, the Finance and Economic Resiliency Committee recommended approval of the Program.

On June 28, 2023, via NBCRA Resolution No. 009-2023, the North Beach CRA Board of Directors approved the Program, to enhance and improve the existing building stock in the vicinity of Normandy Fountain/Rue Vendome Plaza, by helping subsidize private property beautification, maintenance, and resiliency upgrades for commercial properties.

On May 15, 2024, via NBCRA Resolution No. 016-2024, the North Beach CRA Board of Directors amended the North Beach CRA Commercial Façade Improvement Program to include Collins Avenue within the Program boundary.

ANALYSIS

Façade improvement is a relatively short-term mechanism to upgrade the visual appeal of the commercial district. This potential “quick win” provides a sizable return on investment as it builds public confidence and creates a place where people want to live, work, and play. The value of such an impactful investment is not overlooked. Improvements to commercial and residential façades foster a safe, stable, and thriving community.

The purpose of the Program is to substantially improve the visible appearance of commercial properties and the adjacent streetscape; enhance the functionality and sustainability of businesses within a main commercial area; and focus upon cultivating an improved visual experience and sense of place through enhancements.

Program Guidelines were approved by the NBCRA Board of Directors via NBCRA Resolution No. 009-2023. applications may be submitted via [MBbiz.GoSmart.org](https://www.mbbiz.gov) with additional information at www.miamibeachfl.gov/northbeachcra.

FY 2024 Program Funding

Pursuant to NBCRA Resolution No.012-2023 and Commission Resolution No. 2023-32783, as amended by NBCRA Resolution No. 014-2023 and Commission Resolution No. 2023-32839, The Fiscal Year (FY) 2024 allocation for the Program was \$170,000, with an additional \$350,000 carried over from the previous year, totaling approximately \$520,000.

Grant Award

The Program is structured as a reimbursable matching grant incentive, available only to commercial properties in the Program area (with geographic expansion of the Program contemplated for a later date). Following the application and approval process, eligible property owners/businesses are reimbursed up to 70% of project costs, up to an amount not to exceed \$20,000, for eligible improvements made to the street-facing exterior of properties.

Eligible Improvement Types

Exterior improvements must be completed within 12 months of award, subject to administrative extensions, and must comply with Miami Beach City Code and Florida Building Code standards. Eligible expenses include hard and soft costs, except the in-kind cost of the applicant's own time and labor. Eligible improvements include: restoration of original and/or historic construction materials; façade and masonry renovation or repair; stucco restoration; painting ; windows (impact-rated), framing, glass, and/or doors; awnings ; exterior lighting; signage; parking and driveway installation, repair, or enhancements; accessibility upgrades; soft costs such as design fees, contracting services, building permits and surveys.

Application Requirements

- Submission of a completed application form;
- Color photographs of current façade from sidewalk or street;
- Conceptual design and specific scope of work;
- Proof of fire and extended insurance for property;
- Proof of insurance and necessary business licenses for selected contractor;

- Itemized project cost estimate;
- Documentation of property owner's consent for tenant improvements;
- Documentation that the subject property is current on City and County taxes and fees; and
- Documentation that the business has an active and valid City Business Tax Receipt (BTR).

North Beach CRA Board Evaluation Criteria

- Businesses and properties owned by Miami Beach residents;
- Businesses and properties owned by veterans;
- Projects that support small business retention and expansion in the North Beach CRA;
- For vacant commercial properties, identification of an end use (office, retail, etc.) and tenants secured (at a minimum, a letter of intent);
- Projects that align with the design standards established for the neighborhood and, when applicable, which may include historic preservation;
- Projects with improvements of high-quality design and/or value based on recognized professional standards or best practices;
- Projects that incorporate Crime Prevention Through Environmental Design (CPTED);
- Projects with heightened vehicular and pedestrian visibility; and
- Projects that have a clear construction timeline and can be completed within six (6) to 12 months.

APPLICANT: NORMANDY ISLE INVESTMENTS, LLC

Applicant Normandy Isle Investments, LLC is located at 1203 71st Street. The property is owned by Daniel & Laura Veitia in Miami Beach. They also own Urban Resource, which has been located in the Normandy Fountain Business District since 2008. In addition to their professional services, they are sponsors of the Miami Beach Bandshell and founding members of the Normandy Fountain Business Association. The Applicant has provided contractor work estimates for the proposed services. Exhibit A (Program Application)

The proposed agreement will provide for a project currently anticipated to cost approximately \$25,598.07. Per Program Guidelines, the NBCRA is responsible for reimbursement of \$19,198.55 (70%) and the applicant will be responsible for the remaining \$6,399.52 (30%).

Proposed Scope of Work

- New installation of a 50' awning at the front of the business and at the business exterior.
- Replacement of under-awning lighting fixtures.
- Pressure cleaning of the storefront and sidewalk and a fresh coat of paint to the facade exterior.
- Installation of store front impact glass and door.

On May 14, 2024 the NBCRA Advisory Committee reviewed and discussed the application materials, and voted to recommend the approval of the application.

FISCAL IMPACT STATEMENT

Pursuant to the NBCRA Commercial Façade Program Guidelines, the NBCRA Board of Directors may authorize an award of up to \$20,000 per applicant. The total cost of the current Applicant's proposed façade improvement project is \$25,598.07, of which the NBCRA will fund \$19,198.55, and the applicant will pay \$6,399.52 to complete the project. The NBCRA grant funds will be disbursed, on a reimbursement basis, upon receipt of applicant expenses at the completion of project.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on . See BIE at:
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

The Administration finds that supporting the Applicant's façade restoration will add value to surrounding properties and enhance the neighborhood character within the Redevelopment Area. Revitalization of Normandy Fountain area will be achieved with incremental progress and strategic initiatives such as the Program help fulfill Redevelopment Plan objectives of creating economic development opportunities for businesses and property owners.

Accordingly, the Administration recommends that the Chairperson and Members of the Board of Directors of the North Beach CRA adopt the resolution and authorize the Executive Director to execute an agreement with Normandy Isle Investments, LLC, for participation in the Commercial Façade Improvement Program.

Applicable Area

North Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

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

If so, specify the name of lobbyist(s) and principal(s):

Department

Economic Development

Sponsor(s)

Co-sponsor(s)