



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**CRA BOARD MEETING**

**#21-0046**

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**TO:** CRA Chairman & Board of Commissioners  
Fort Lauderdale Community Redevelopment Agency

**FROM:** Chris Lagerbloom, ICMA-CM, Executive Director

**DATE:** February 2, 2021

**TITLE:** Resolution Approving a Funding Increase for the CRA Residential Façade and Landscaping Program for the Home Beautiful Park and Durrs Communities - \$300,000 - **(Commission District 3)**

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**Recommendation**

Staff recommends the Community Redevelopment Agency (CRA) Board of Commissioners adopt a Resolution to increase the funding for the Northwest-Progresso-Flagler Heights Community Redevelopment Agency's (NPF-CRA) Residential Façade and Landscaping Program in the amount of \$300,000 to be expanded for the Home Beautiful Park and Durrs Communities.

**Background**

On February 5, 2019, the CRA Board approved a modification to the Northwest-Progresso-Flagler Heights Community Redevelopment Area Incentive Programs by adding the new "Residential Façade and Landscaping Program" (RFL), with a budget of \$350,000 (CAM #19-0056). The program is designed to provide funding for the beautification of single-family residential homes and includes external painting and landscaping.

The objective of the RFL program is to improve the visual landscape of the NPF-CRA area, to enhance the pride of ownership and to improve property values by providing homeowners with a means to beautify their homes and landscapes. The program is also designed to complement NPF-CRA efforts to provide infill housing by first targeting areas where infill housing will be constructed. A copy of the location map; the CRA Residential Paint and Landscaping Brochure; program agreement; the NPF-CRA Advisory Board Minutes of November 10, 2020; and the Resolution are attached as Exhibits 1 through 5.

The program was first implemented in the River Gardens/Sweeting Estates community where new infill housing was constructed. Properties eligible for improvements under this program are single-family residential homes, either owner-occupied or tenant-occupied. Under the program, the NPF-CRA has provided up to \$7,500 per property for external painting and landscaping. This includes patching, pressure cleaning, exterior painting and xeriscape landscaping.

Staff recommends increasing the budget of the RFL program by \$300,000 to include the Durrs and Home Beautiful Park communities in anticipation of the construction of new infill housing planned in both areas. On August 27, 2020, the CRA issued a public notice of its intent to accept proposals for development of infill housing on parcels donated by the NPF-CRA. A majority of the parcels are located in the Home Beautiful Park and Durrs Communities. To accompany these efforts, the NPF-CRA would like to expand the RFL program to these neighborhoods. NPF-CRA staff will continue to administer the program. Staff also recommends reducing the amount of funding from \$7,500 to \$5,000 per property to service a greater number of properties under this program, and authorizing the Executive Director or his designee to waive the eligibility requirements in order to allow multi-family properties, consisting of two (2) to four (4) units, to participate in the program.

#### Program Guidelines

The NPF-CRA seeks to ultimately be accessible to as many homes as possible. Single-family homes, either owner-occupied or single-family tenant-occupied, with a need for exterior improvements are eligible for this program. Property owners must submit a completed application and right of entry and liability waiver agreement (Exhibit 3). Three estimates from licensed and insured contractors are also required. The application and right of entry and liability waiver agreement is reviewed by NPF-CRA staff and approved by the Executive Director prior to the commencement of any exterior improvements.

Upon completion, the improvements are inspected by NPF-CRA staff to assure that the completed work is satisfactory prior to approving payments. The maintenance of all homes participating in the RFL program is subject to normal City of Fort Lauderdale code policies.

During the implementation of this program, some of the originally envisioned program details were changed: 1. It was initially contemplated that this program would be financed by the NPF-CRA and that the Housing and Community Development Division (HCD) would administer the program by selecting contractors and ensuring that the program guidelines were followed. However, after consultation with HCD, CRA staff is now administering the program on its own. 2. Instead of the Housing and Community Development Division obtaining three bids from City approved contractors for each residential block, the homeowners now secure three bids on their own, which CRA staff reviews and selects the best contractor bid for each property. 3. Instead of signing a recorded liability agreement stating that they agree to maintain the improvements for the duration of seven (7) years, the property owners now file an application and sign a notarized Right of Entry and Liability Waiver Agreement with the CRA, in which they agree to maintain the improvements at their own expense.

#### Consistency with the NPF-CRA Community Redevelopment Plan

Section 8.C., titled "Other City and CRA Government Functions – CRA Incentives and Programming," provides that the CRA will establish incentive programs as deemed appropriate to address redevelopment obstacles and these incentive programs may be modified, expanded, eliminated, or added as a new program at any time.

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A major component of the redevelopment strategy for the NPF-CRA is the revitalization of the residential neighborhoods. The Residential Façade and Landscaping Program is used to improve the visual impact of the residential properties and to enhance the pride of ownership, as well as the property values, in the entire redevelopment area. The program is consistent with the NPF-CRA Community Redevelopment Plan which provides for physical improvements to enhance the overall environment and to improve the quality of life in the area.

### **Resource Impact**

There is a fiscal impact to the CRA in the amount of \$300,000 in Fiscal Year 2021 in the account listed below.

<b>Funds available as of January 7, 2021</b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (Program)</b>	<b>CHARACTER CODE/ SUB- OBJECT NAME</b>	<b>AMENDED BUDGET (Character)</b>	<b>AVAILABLE BALANCE (Character)</b>	<b>AMOUNT</b>
119-CRA092110-4203	Residential Façade and Landscaping NWPF Program FY 21	Other Operating Expense/Redevelopment Projects	\$500,000	\$454,910	\$300,000
<b>TOTAL AMOUNT ►</b>					<b>\$300,000</b>

### **Strategic Connections**

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Enhance the City's identity through public art, well-maintained green spaces, and streetscapes
- The Neighborhood Enhancement Focus Area
- Goal 4: Build a thriving and inclusive community of neighborhoods
- Objective: Work with partners to reduce homelessness by promoting independence and self-worth through advocacy, housing and comprehensive services

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Community*.

### **Attachments**

Exhibit 1 - Location Map  
 Exhibit 2 - CRA Residential Paint and Landscaping Brochure  
 Exhibit 3 - Program Application  
 Exhibit 4 - NPF-CRA Advisory Board Draft Minutes of November 10, 2020  
 Exhibit 5 - Resolution

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