



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#19-0056

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

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: February 5, 2019

TITLE: Resolution to Approve a Modification to the Northwest-Progresso-Flagler Heights Community Redevelopment Area Incentive Programs, Adding a "Residential Façade and Landscaping Program"

Recommendation

It is recommended that the Community Redevelopment Agency ("CRA") Board of Commissioners adopt a Resolution to approve a modification to the Northwest-Progresso-Flagler Heights Community Redevelopment Area ("NPF-CRA") Incentive Programs consisting of a new program: "Residential Façade and Landscaping Program", with a budget of \$350,000.00.

Background

On November 13, 2018, CRA staff conducted a workshop with the CRA Advisory Board (Exhibit 1). Among the CRA staff recommendations for the vision and future development of the NPF-CRA was a new Neighborhood Housing Improvement Incentive Program which would provide for residential façade and landscaping rehabilitation and improvements. The program is designed to provide funding for the beautification of single-family residential homes and would include external painting and landscaping. This program would be financed by the NPF-CRA and administered by the Housing and Community Development Division.

Objective

The objective of the program is to improve the visual landscape of the NPF-CRA area, to enhance the pride of ownership and to improve the property values by providing the home owners a means to beautify their homes and landscapes. This program is also designed to complement CRA efforts to provide infill housing by first targeting areas where infill housing will be constructed. The program will first be implemented in the River Gardens/Sweeting Estates area where new infill housing is planned.

Eligible Properties

The properties eligible for improvements under this program are single-family residential homes, either owner-occupied or tenant-occupied residential investment properties.

Eligible Project Cost

Under the program, the NPF-CRA will provide up to \$7,500 per property for external painting and landscaping. Housing and Community Development will obtain three bids from City approved contractors for each residential block and award one residential block per contractor. The project will include the external painting of the residential properties and xeriscape landscaping. The home owners will be presented with several choices of paint colors for their homes, in order to promote visual uniformity in the area. In addition, the home owners will be given several landscape options, comprised of xeriscape landscaping that is drought resistant, easy to upkeep and virtually maintenance free. Xeriscape landscaping is landscaping designed specifically for areas that are susceptible to drought, or for properties where water conservation is indicated. This form of landscaping also includes the use of stone and mulch and will be coordinated with the City landscape review staff and urban forester.

Award Guidelines and Funding Conditions

The NPF-CRA seeks for this program to ultimately be accessible to as many home owners in the area as possible. Only residential single-family homes, either owner-occupied or single-family tenant-occupied properties will be eligible for this program. The property owners will sign a form that can be recorded that they accept the work and agree to maintain the improvements for the duration of seven (7) years. The maintenance will be subject to normal City code policies.

The NPF-CRA will work in conjunction with Housing and Community Development on this program. The NPF-CRA will provide up to \$7,500 per property for external painting and xeriscape landscaping. Housing and Community Development will administer the program by selecting contractors and ensuring that the program guidelines are followed.

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.

A major component of the redevelopment strategy for the NPF-CRA is the revitalization of the residential neighborhoods. The Residential Façade and Landscaping Program seeks 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.

Resource Impact

Funds for this program in the amount of \$350,000 are available in Fiscal Year 2019 in the account listed below.

<i>Funds available as of January 10, 2019</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
119-CRA091910-4203	Residential Façade and Landscaping	Other Oper Exp/ Redevelopment Project	\$350,000	\$350,000	\$350,000
			TOTAL AMOUNT ►		\$350,000

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2019* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 5: Be a community of strong, beautiful, and healthy neighborhoods.
- Goal 6: Be an inclusive community made up of distinct, complementary, and diverse neighborhoods.
- Objective 1: Enhance the beauty, aesthetics, and environmental quality of neighborhoods.
- Objective 2: Evolve and update the land development code to balance neighborhood quality, character, and livability through sustainable development.
- Objective 4: Preserve current housing stock and protect neighborhood property values through effective code enforcement
- Objective 7: Create an environment where all neighbors feel like part of the community
- Objective 8: Enhance the pride and ownership of each neighborhood

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

Attachment

Exhibit 1 - November 13, 2018 CRA Advisory Board Workshop Approved Minutes

Exhibit 2 - Resolution

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Department Director: Clarence Woods, NPF CRA Manager