



Hollywood, Florida  
Community Redevelopment Agency

**PROPERTY IMPROVEMENT  
PROGRAM  
(PIP)**

~~December 2011~~  
September 2016

## **PROPERTY IMPROVEMENT PROGRAM (PIP) GUIDELINES**

### **City of Hollywood, Florida Community Redevelopment Agency**

#### **PROGRAM PURPOSE AND BENEFITS:**

#### **A. BEACH AND DOWNTOWN DISTRICTS OF THE CRA**

The Property Improvement Program (PIP) provides for the use of tax increment funds to leverage private investment for general exterior / interior and on-site improvements to structures and/or to eliminate slum and blighting influences within the Hollywood Beach and Downtown Districts of the Community Redevelopment Agency (CRA). The intent of this program is to encourage property and business owners to restore, renovate or improve their building and/or property, thereby improving the area's physical characteristics and enhancing the visual quality and attractiveness of the environment, leading to increased occupancy and property values.

Grants are limited to property or business owners within the Beach and Downtown Districts of the CRA. Grants are limited to one (1) time per property address per CRA fiscal year. Program funding is contingent upon an annual appropriation by the CRA. The CRA reserves the right to cancel this program at any time, prior to grant approval, without notice, if sufficient funds are determined unavailable. The CRA retains the right to display and advertise properties which receive PIP funding.

**B. Grant Funding** - The program will be implemented by providing grants to eligible applicants as follows:

1. The PIP provides for a one-time grant based upon a 50% reimbursement for comprehensive exterior and interior property renovation improvements up to \$50,000.00 for properties or businesses located within the both the Downtown and Beach Districts of the CRA, however, for properties or businesses located on the Intracoastal, the maximum amount shall be up to \$75,000.00 to allow specifically for dock, marina, or seawall improvements as part of a comprehensive renovation only. As this is an incentive program, applications must be submitted and approved by the CRA Board BEFORE work begins. Grant monies will be distributed upon completion of improvements by the respective District. Grant applications will be reviewed by CRA staff and a recommendation will be brought forward to the CRA Board. Applications for grants greater than \$25,000 will be brought forth to the City Manager who may choose to receive input from the Economic Development Roundtable for a recommendation, and subsequently to the CRA Board for consideration. At the CRA Board's discretion, grants exceeding \$50,000 will be considered for rehabilitation of historic properties and/or properties with unique architectural features or \$75,000 for those properties/businesses located on the Intracoastal. Rehabilitation of historic properties must be consistent with

the historic design guidelines and regulations as set forth in the City's Zoning and Land Development Regulations.

2. In addition to the PIP Grant Funding guidelines set forth in section 1 above, applications for grants less than \$25,000 will be evaluated by CRA staff and recommended to the CRA Executive Director. The CRA Executive Director shall have the sole discretion to approve such "Mini-PIP" grant requests based upon the PIP grant requirements, and execute a PIP grant agreement with the recipient. However, prior to the CRA Executive Director awarding said grant and executing any agreement related thereto, the CRA Director shall provide written notice to the CRA Board of his/her decision to award said grant and time for the Board to make any necessary inquiries at the next succeeding Board meeting.

3. No grant funds shall be provided to correct any code violations against the subject property. The Applicant shall submit documentation at the time of application establishing that the total cost of the work for which the Applicant is seeking a 50% reimbursement grant from the CRA does not include any costs related to the Applicant's resolution of any and all code violations against the subject property.

#### **ELIGIBILITY:**

The PIP applies to commercial and multi-family residential properties within the Downtown and Beach Districts of the CRA and single family residential properties within the Downtown District of the CRA. The program funding shall apply to the following:

1. Improvements making a property suitable for commercial and/or residential occupancy;
2. Applicants who are either owners or tenants of the property for which the program funds are being sought. (Tenants must provide acknowledgement / authorization from property owner in the form of a letter);
3. First-time applicants will have priority over repeat applicants.

#### **Eligible Improvements:**

1. Removal of elements which cover original architectural details and design;
2. Replacement of existing signs with new signage/lighting, if attached to the building (Consistent with City regulations);
3. Addition and/or replacement of awnings/doors/windows;
4. Façade improvements, such as storefronts, display windows, roof repairs, painting or exterior lighting (including compliance with The Sea Turtle Lighting

Requirements and Regulations set forth in Chapter 108 of the City's Code of Ordinance - Ordinance No. PO-2010-03);

5. Overall replacement of architectural elements, which have structural problems;
6. Painting as part of a comprehensive improvement project (cleaning, re-painting of mortar joints or masonry);
7. Repairs or alterations designed to enhance the property;
8. Paved areas including the creation or improvement of off-street private parking facilities that provide a safe and pleasant parking environment for customers and employees, as well as the addition or restoration of sidewalks, bicycle racks, walkways and handicap access ramps;
9. Dumpster enclosures;
10. Electrical work directly related to exterior or interior electrical requirements or the installation of approved signage;
11. Professional design and engineering services related to structural renovation, new construction, signage and landscaping;
12. Exterior fixed improvements (such as equipment);
13. Interior fixed improvements as part of a comprehensive exterior renovation only, (or provided that the exterior already complies with all City of Hollywood property standards, including but not limited to the design criteria detailed in the City's Design Guidelines manual, and has satisfied CRA requirements specified in PIP grant Eligible Improvements.
14. Improvements which will facilitate increased occupancy and property values.

**Ineligible Improvements:**

1. Physical or visual removal of architecturally important features;
2. Installation of aluminum or vinyl siding;
3. Painting when not associated with other improvements;
4. Permitting and impact fees;
5. Non-licensed contractor performed labor (limited eligibility if the owner is a duly licensed contractor);

6. Improvements constructed prior to the execution of the PIP funding agreement;
7. Refinancing existing debt.

#### **CRITERIA FOR PROJECT SELECTION:**

Apart from the criteria and guidelines required by a lending institution the CRA will assess applications with the following criteria:

1. Project viability and comprehensiveness;
2. Impact of project on CRA area;
3. Significant improvement to the exterior visual appearance of the building and surrounding area. (i.e. (a) size; (b) location; (c) current condition of building);
4. Cost/Benefits - relationship between the estimated cost of a project and the benefits gained;
5. Applicant contribution and the level of investment being made:
  - a. Relationship between the estimated cost of the project and the amount the applicant is willing to contribute;
  - b. Contributions - cash, subsidizing a particular part of the work, or prior documented improvements financed by the applicant in the preceding twelve month period;
6. Project Readiness - ability of project to move forward in a timely manner.

#### **Conditions for Incentive Consideration:**

1. Building must be within the boundary of either the Hollywood Downtown or Beach District of the CRA.
2. Rehabilitation must include improvements to the exterior, interior of the building and/or the property.
3. Applicants must demonstrate that all necessary private financing required to complete the project is secured. In addition, if the improvements are to a commercial property, the Applicant shall submit a business plan for the years following the completion of the project.
4. Applicants must have received CRA Board approval prior to commencement of the construction.

5. All necessary permits and approvals must be obtained from the **City of Hollywood's Department of Planning and Development Services and City Boards** before work is commenced. All work is to be performed and inspected to the satisfaction of the City of Hollywood Department of Building and Engineering Services.
6. All funds are released on a post completion basis unless otherwise arranged.
7. When applicable, an environmental review must be performed and approval received from the State of Florida Department of Environmental Protection (DEP).
8. A licensed contractor must perform the work.
9. When applicable, Applicants will agree to operate their businesses during the hours that the majority of business owners operate (provision shall be subject to negotiation in the Grant Agreement).
10. When applicable, Applicants who have received grant funding for interior improvements, will agree that if the Applicant sells the property, changes the use of the business or goes out of business prior to receiving the grant funds or anytime within five years of receiving grant funds, all or a portion of the funds will be reimbursed to the CRA.
11. Applicant shall be required to provide sufficient security for grants awarded by the CRA Board for interior improvement projects. Such security shall be approved by the Executive Director and CRA General Counsel to sufficiently cover the repayment provision and may include a mortgage, personal guarantee, security agreement and/or any other acceptable form of security.
12. Commercial properties that contain a partial homestead component or Multi-family or Single-family residential properties which are undergoing a comprehensive exterior only renovation shall be deemed eligible under the program. ~~All other commercial properties, multi-family properties or other properties that have a homestead exemption, shall be deemed ineligible under this program.~~

#### **APPLICATION PROCEDURE:**

An application for funding can be obtained from the CRA.

#### **Pre-Application Meeting:**

The CRA staff will review the applicant's conceptual plans in an informal format, including discussion of the eligibility criteria, program requirements, proposed project scheduling, and consistency of the proposal with any design guidelines of the City. At this stage, staff will make a determination as to whether the merits of the proposed project is likely to qualify to receive program funds and whether the applicant is sufficiently prepared to move on to the application stage.

**Required Submissions:**

1. Color photographs of existing building exterior and/or interior.
2. Sketches or conceptual drawings of proposed construction, (including interior/structural work, if involved).
3. Detailed description of materials to be used and the construction procedure.
4. A cost estimate from qualified contractors (labor and materials for entire project). If the owner/tenant is a licensed contractor and is qualified to do the work, the owner will still be required to obtain an additional cost estimates from an appropriately qualified contractors. The provided cost estimates will be reviewed by the City's Department of Design and Construction Management if necessary.
5. Written statement justifying the particular project meets the criteria established
6. A business plan for the years following the completion of the project.

**Application:**

A business and/or property owner interested in participating in the PIP must submit an application, along with supporting documents, to the office of the Hollywood CRA at 330 North Federal Highway, Hollywood, FL 33020. Applications will be reviewed for completeness and compliance with program criteria. Applications which are incomplete or do not comply with the program criteria will not be considered for funding.

It is recommended, applicants are to retain the services of a registered architect, or similarly qualified design professional to prepare plans, drawings and construction specifications for their entire project as needed for the application. However, only fees for services provided by a registered architect will be eligible to be counted towards the owner's program match.

The CRA will not be responsible in any manner for the selection of a contractor. A business or property owner should pursue all activities necessary to determine contractor qualifications, quality of workmanship, and reputation. The property or business owner will bear full responsibility for reviewing the competence and abilities of prospective contractors and secure proof of their licensing and insurance coverage. The property or business owner must obtain written price proposals, from no less than three (3) contractors, based on the project's final plans and specifications.

**Required Submissions:**

1. Completed application form;
2. Legal description and/or survey of property;

3. Proof of property ownership (e.g. deed, title search, etc.). If the applicant is a tenant, submission of the lease;
4. Proof of property insurance;
5. Site plan with elevations, showing proposed improvements, drawn to scale;
6. Construction plan with materials, schedule and dimensions;
7. Landscape and irrigation plan if applicable;
8. Final cost estimates listed on a spreadsheet, broken down between exterior and interior project components, and the name of the licensed contractor chosen to perform the work;
9. Signage specifications if applicable.

#### **Program Participation:**

The amount of funding will be based on the final design and construction estimates included in the project's application. For this reason, applicants are required to have qualified estimators prepare their estimates. CRA staff will schedule a closing at which time the funding agreement will be executed. Unless otherwise approved by the CRA Board, projects will receive program funding on a post-completion basis. When program grant funds are used in conjunction with a commercial bank loan, payment may be coordinated with the participating bank's draw schedule. The contractor will certify, and the CRA will make the final determination as to whether the project has been completed according to the approved plans. Projects determined to be eligible will be funded on a first come, first serve basis, as program monies are available.

#### **Construction Start:**

After the funding agreement has been executed, the applicant may award the construction contract and secure all necessary construction permits. The owner must issue a "Notice to Proceed" to the contractor, and apply for a building permit within 30-days of executing the funding agreement. The applicant will notify the Executive Director for the CRA of the construction start date by copy of the written "Notice to Proceed" to be provided to the contractor. Construction must begin within thirty (30) days of grant approval and within sixty (60) days of execution of the Interest Participation agreement and be completed within twelve (12) months (or sooner as may be prescribed). Selected applicants will be required to attend a pre-award conference.

Modifications to the approved final plans or changes to the construction documents which produce visible differences in the previously approved facade design (such as changes in exterior materials or colors, additions, or deletions) will require review and



approval by CRA staff and/or Board. Failure to receive such approval shall invalidate the funding agreement and the agreement will be deemed terminated.

### **Construction Approval and Billing:**

Improvements to be made under this program must be initiated and completed within a maximum of twelve (12) months. Extensions may be granted at the discretion of the Executive Director of the CRA, contingent upon the applicant demonstrating just cause for such extension.

### **Disbursements:**

Approved projects will receive program funding on a post-completion basis. The City's Department of Planning and Development Services will make the final determination as to when the project is complete. Applicants must provide verification, satisfactory to the City, of all project costs, including contractor invoices before program funds can be disbursed. Funds will be disbursed by a check payable to the applicant upon certification of completion and Hollywood CRA staff verification that the work was completed as proposed in a satisfactory and professional manner. Funds will not be disbursed on projects which are not in accordance with the approved plans.

### **APPLICATION PROCESS SUMMARY:**

1. Submit a complete application to either the Downtown or Beach District CRA Office;
2. Application will be reviewed for completeness, accuracy and eligibility;
3. A preliminary title report will be ordered by the CRA and paid for by owner/tenant of the property;
4. Grant applications will be reviewed by CRA staff and a recommendation will be brought forward to the CRA Board;
5. Upon approval, the applicant will be notified in writing of the amount of the award and the documentation that must be provided before funds are released;
6. A copy of the completion and/or written notice of occupancy must be provided to the CRA before funds are released, unless otherwise arranged.

The CRA expressly reserves the right to reject any or all applications or to request additional information from any and/or all applicants. The CRA retains the right to display and advertise properties which received PIP funds. Questions on how to complete the application form or the appropriateness of a proposed project should be directed to the Hollywood CRA at (954) 924-2980.

## Property Improvement Program (PIP) Application

Name: \_\_\_\_\_

Name of Business/Property to be Renovated: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Are you the Property Owner or Business Owner? \_\_\_\_\_

Type of Improvement(s) Planned: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Incentive Amount: \$ \_\_\_\_\_

Total Cost of Project: \$ \_\_\_\_\_

I hereby submit the attached plans, specification and color samples for the proposed project and understand that these must be approved by the Hollywood, Florida Community Redevelopment Agency ("CRA"). No work shall begin until I have received written approval from the CRA. I further understand that unless otherwise approved by the CRA Board, funding will not be paid until the project is complete.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name