



CRA Executive Director's Report, June 2017

The following Informational Report by Jorge Camejo, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

Capital Improvement / Redevelopment

Underground Utilities Phase III - Oklahoma to New Mexico Streets

Road reconstruction of Oklahoma Street is complete. Pavers were installed with landscape islands and conduits for the undergrounding of the overhead lines. The street is open to traffic from A1A to Surf Road. Construction continues along Surf Road from Cleveland Street to McKinley Street and the work will last for about 2 weeks. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, and Wilson. Currently the electrical work is underway at Harding Street. Construction work has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor completed installation of drainage basins in all the streets except for Carolina Street. Directional boring is completed for Oklahoma and McKinley Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).



Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

The architect continues to work on completing 100% Construction Drawings with input from structural and other consulting engineers and Walker Parking Consultants. Meanwhile, the staff is coordinating with the Garage's CM@Risk Contractor to arrive at a Guaranteed Maximum Price to be brought forth for CRA Board consideration. The new site plan design

for the Nebraska / Nevada Street Parking Garage was approved by the City Commission on March 15th, 2017. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. Once the 100% construction drawings will be completed they will be submitted for permitting.

Hollywood Boulevard Streetscape Project

The City of Hollywood Building Department reviewed and approved the construction drawing. Staff is working to obtain Guaranteed Maximum Price proposal for the construction improvements. The scope of the project includes new landscape, festoon lighting and lighting curtains and four new decorative poles with CC-TV security cameras.

Staff surveyed business and property owners on Hollywood Boulevard in regard to the streetscape project. Please find survey results attached to this report.

Neighborhood Street Lighting Project

The contractor installed poles and some fixtures at Jackson and Taylor Streets. Conduits were installed at Madison Street to be followed with pulling wires and installing the poles. The sidewalks need to be restored together with sod in the street where the poles already installed. The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Streets were completed. The low bid contractor was Imperial Electric. Construction of the six streets will last approximately six months.

A1A Streetscape

The project consists of underground the overhead lines and streetscape. FDOT is bidding out portion of this project and bids are due next month. The portion that FDOT is bidding out includes the road overlay with asphalt, sidewalks, and placement of conduits for future overhead conversion. CRA staff is testing out paver patterns and street lighting for the A1A streetscape project. This testing is taking place on McKinley Street between Surf Road and the Broadwalk. Staff will be experimenting with various pavers and light fixtures, as well as testing light levels at night to ensure chosen fixtures meet photometric measurements. Once the choices have been narrowed down and all appropriate testing has been completed, the public will be invited to view the mock-up.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 12 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood's economic growth, cultural vibrancy, and resiliency.

Our recent efforts include the proposed sale of 2031 Harrison Street with restrictions, to Inwood Properties, LLC and Buro, LLC. At this time the prospective buyer is in the process of conducting due diligence and has asked for an extension so that they may obtain specific reports and documents. Buro currently operates five South Florida shared workspace locations (Midtown, SoBe, MiMo, the Grove, and South Beach).

Staff is also working closely with the owner and brokers representing 2020 Harrison Street. The owner currently has an agreement with a progressive and very creative office tenant, that is based out of the United Kingdom, and currently has a domestic office in Doral (Miami-Dade). That office, along with its 30 employees would be relocated to the 2020 Harrison Street location.

CRA staff also continues to partner with the DHBA, HBBA and business and property owners on projects, events and promotions.

Artspace Update

Staff continues to communicate and work with Artspace in an effort to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 13 Certificates of Use in April:

1. Surf' N Thai, 300 S. Broadwalk (restaurant)
2. Hollywood Beach Tower, 301 Harrison Street (timeshare)
3. LLIJMASG LLC, 1912 Hollywood Boulevard (commercial property owner)
4. 1739 Washington Street, LLC, 1739 Washington Street (residential investment real estate owner)
5. Color Houses Group, Inc., 1935 Lincoln Street (residential investment real estate owner)
6. Max Body Shop & Paint, 540 S. Dixie Hwy. (auto repair and body shop)

7. Piper Preferred Enterprises DBA Noble Star Kava Bar, 116 S. 20th Avenue (café)
8. ACDH Services, LLC dba Beach Rooms Inn, 322 Nevada Street (motel)
9. C&C Automotive Repair, 500 N. Dixie Hwy. (automotive repair)
10. Paradise Retail Group, 101 N. Ocean Drive #113 (convenience store)
11. Luxe Gifts LLC, 4111 S. Ocean Drive (retail gift shop)
12. Double Edged Properties & Services, LLC, 1918 Harrison Street (office)
13. Taco Joint, 1000 N. Broadwalk #1 (restaurant)

Murals / Public Art Initiatives / Creative Placemaking

Two murals are currently in development: 1926 Tyler Street and 2050 Hollywood Boulevard.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

Maintenance

Downtown - In April, Block By Block staff spent 106 hours on special projects, removed 212 graffiti tags from public property, collected 5,365 lbs. of litter, collected 496 palm fronds, and returned 36 shopping carts to their place of origin. Additionally, 137 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In April, 1,896 operational hours were clocked by beach maintenance staff. Of those hours, 1,280 were dedicated to trash removal from the beach, 59 hours were spent maintaining the restrooms and 94 hours were spent cleaning the shower areas. 57 graffiti tags and stickers were removed.

Code Enforcement

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics reflect only the CRA Enhanced level of Code Enforcement:

In April, in the Beach District, 54 on-view violations were issued, 7 complaints were addressed and 54 re-inspections were conducted. In the Downtown District, 102 on-view violations were issued, 4 complaints were addressed and 38 re-inspections were conducted. Additionally, 70 violations were issued for business tax licenses; 44 are open and 26 complied. This resulted in approximately \$5950.00 in revenue to the City of Hollywood.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, April 2017: 8,897 passengers. The Downtown/Beach North line had 2,819 passengers, the Downtown/Beach South line had 4,334 passengers and the Beach Line had 1,744 passengers.

Train to Trolley shuttle ridership, April 2017: 855 passengers.

Young Circle Feasibility Study

CRA and Toole Design Group (TDG) hosted two public meetings on May 15th and 18th with great attendance and participation from different key stakeholders. In addition to these meetings, TDG conducted several one-on-one interviews with business and property owners, city officials/staff, FDOT, MPO, and the development community.

TDG will return to Hollywood during the week of June 19th to 22nd to complete Phase II of this process. There will be a final public meeting on June 19th and a presentation of a summary of findings and proposals to the CRA Board scheduled on June 21st. CRA staff will provide updates.



Downtown Circulator

CRA is requesting service proposals from different providers that may be potential candidates for the Downtown Hollywood circulator project. CRA staff is analyzing these proposals and will provide updates.

Marketing and Visitor Services

Social Media

Twitter: 61 new followers (total 1,422); Instagram: 29 new followers (total 1,235); Facebook: 95 new likes (total 4,404).

Visitor Services

In April, Visitor Services staff assisted 3,040 visiting guests and local residents.

International Visitors by County of Origin

In April, we welcomed Guests from 19 different countries. Canadian snowbirds have been slowly returning back home. We are glad to learn that many of our Argentinian Guests have been here before, and will possibly come back next year too. Canada 66.56%; Argentina 11.66%; U.K. 5.52%; France 3.37%.

Domestic Visitors

We welcomed guests from 29 different states in April. The top states were Florida 24.71%; New York 15.69%; Ohio 8.24%; Massachusetts 5.88%.

40% of visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 5/3/2017

R-CRA-2017-13 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Attached Proposal With Applied Technology And Management Company To Provide Coastal Engineering Consulting Services For The Hot Spots Beach Renourishment Project In An Amount Not To Exceed \$111,995.00.

Result: Passed 7-0

R-CRA-2017-14 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Second Addendum To Commercial Contract With Buro Group, LLC / Inwood Properties, LLC (Collectively, "Buyer") Extending The Due Diligence Period For The Conveyance Of The Property Located At 2031 Harrison Street ("Property"), To The Highest Ranked Proposer, A Joint Venture Between Inwood Properties, LLC And Buro Group, LLC For \$1,150,000.00.

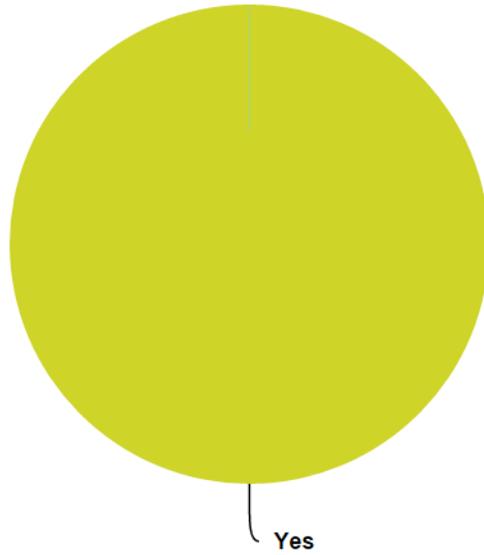
Result: Passed 7-0



**Hollywood Boulevard
Business and Property Owner
Survey Results for
Downtown Hollywood
Streetscape Plan**

Are you in favor of this project?

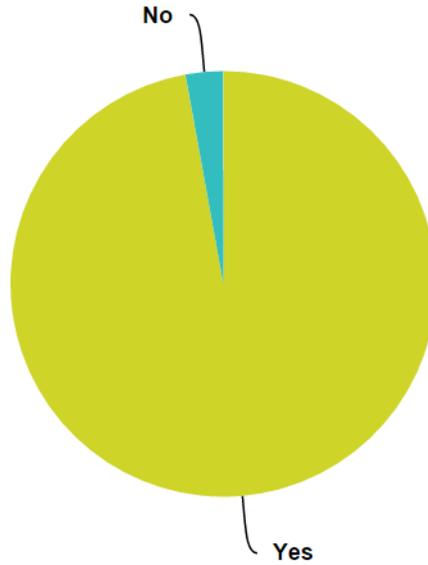
Answered: 35 Skipped: 0



Answer Choices	Responses
Yes	100.00% 35
No	0.00% 0
Total	35

Are you aware that 13 Copperpod trees will be replaced with approximately 50 Bismarck and Date Palms?

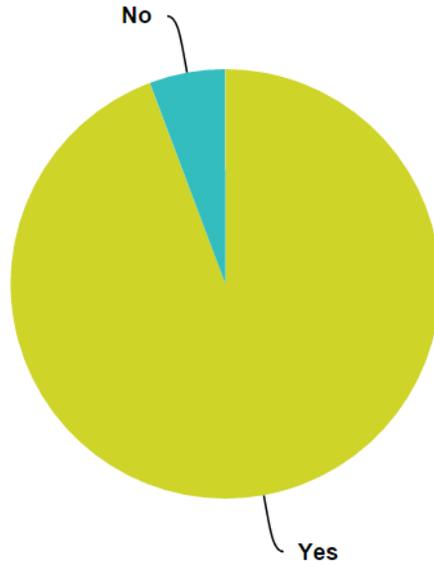
Answered: 35 Skipped: 0



Answer Choices	Responses	
▼ Yes	97.14%	34
▼ No	2.86%	1
Total		35

Are you aware that the center canopy of 27 Oak and Tamarind trees will continue to flourish?

Answered: 35 Skipped: 0



Answer Choices	Responses	
▼ Yes	94.29%	33
▼ No	5.71%	2
Total		35

Nardelli Ezequiel
La Docta
1948 Hollywood Blvd

Colin Keeler
Hollywood Boulevard Pawn Brokers
1944 Hollywood Blvd
Comments: Very excited for the new project!!

Fredi Goldshtein
N E Fashion
1938 Hollywood Blvd

Danny Saavedra
Cabo Blanco
1936 Hollywood Blvd
Comments: In favor of improving conditions on Hollywood Blvd.

Gary Smith
Remax
1939 Hollywood Blvd
Comments: Please get done ASAP

Brandon Hernandez
Luxe Boutique
1937 Hollywood Blvd
Comments: How fast can it happen?

Raymond Castillo
Paris Hollywood
1929 Hollywood Blvd
Comments: As a Manager of this store I believe is important to improve to attract more tourists to the area and business wise.

Jimmy Sklavenitis
The Greek Joint
1925 Hollywood Blvd
Comments: These trees need to go!

Mike Dayan
Chocalada
1923 Hollywood Blvd
Comments: I fully approve with the condition that when the trees are removed, the pavers are reset so that the sidewalk is safe.

Chris Charlemagne
The Macaroon Factory
1919 Hollywood Blvd

Edgar Seiler
Angus Bar Grill
1917 Hollywood Blvd

Remus Danu
La Vendetta Restaurant
1909 Hollywood Blvd
Comments: Get it done

Harvey Fajardo
Tardes Calenas
2025 Hollywood Blvd

Elsa Gonzalez
Full Life Vitamin Store
1932 Hollywood Blvd

Eddie
Parrot Coffee
1917 B Hollywood Blvd

Lori Wilson
Buffalo Exchange
1916 Hollywood Blvd
Comments: We are delighted with the plan and fully support the design!

Eric Morningstar
Morningstar's
2000 Hollywood Blvd
Comments: Have been anticipating these improvements for many years. We are all excited and anticipating the improvements.

Kevin Dreifuss
Ends Meat
1910A Hollywood Blvd

Gregory von Hausch
Cinema Paradiso Hollywood
2008 Hollywood Blvd
Comments: I am thrilled with the proposed makeover for Downtown Hollywood. The District is a diamond in the very rough, desperately in need of polish. The present condition of the trees greatly diminishes the allure of Downtown. The lighting plan is fantastic. It will add a continuity and greatly enhance visitor attraction. Please count on the Board of The Broward County Film Society, Inc. to fully support this initiative.

Bob Hartley
Whiskey Tango Bar & Grill
1903 Hollywood Blvd
Comments: I know this project has already been approved. I wish the city would stop delaying and actually move forward with the project.

Pablo Wichmann
Property Owner's Representative
1948 Hollywood Blvd; 2000, 2003, 2032 Harrison Street; 215 S. 21st Avenue

Ken Segal
SEGBRO

1916, 2008, 2032 Hollywood Boulevard

Comments: We currently own 30,000 square feet on Hollywood Boulevard and we have reviewed the CRA plan. We support this plan and hopefully the project will be completed immediately we are very excited to see the new changes.

Nathalie
Vital Hair Salon

1913 Hollywood Blvd

Steve Berman
FIRM Realty

2001 Hollywood Blvd

Robin Robins
FIRM Realty

2001 Hollywood Blvd

Comments: I think that the downtown has been looking more worn and that the trees and lights will help by bringing some freshness into it.

Jeffrey Baxt
Halpern Enterprises

1900, 1904, 1908, 1928, 1930, 1936, 2019, 2031, 2119 Hollywood Blvd

Karim Laitaoui
Bistro 1902

1902 Hollywood Boulevard

Comments: Please let's move on with this project. That enough wasted time already.

Viviana Barcos
LilaSky

2019B Hollywood Blvd

Comments: Anything that enhances the image and landscape of downtown is great for business. Great news this will take place. How exciting!

Anton Hahna
Elegant Photographics

2046 Hollywood Blvd

Comments: I compare the canopy of Hollywood Blvd as beautiful as Coral Gables and please keep it that way. I am a master Gardner and I showed The City of Weston why they should keep their Oak Trees.

Dominic Mauro
Mauro's

1904B Hollywood

Comments: I am in favor of the project. It will be a great improvement to the Downtown landscape.

Alejandro Domingo
Buleria Restaurant

2051B Hollywood Blvd

Samuel Marrero
Pesce and Pasta
2022 Hollywood Boulevard

Comments: I am totally in favor of the project. It will beautify Downtown Hollywood and the patrons will be very excited and happy to see the new improvements.

Arnie Batista
Spice Resto-Lounge
1934 Hollywood Blvd

Mark Rowe
Mickey Byrne's Irish Pub
1921 Hollywood Blvd

Comments: Please get this done without delay. It's what the businesses downtown want. Why are a group of kooks that don't live or spend time in the downtown managing to hold up this project?

Luis Guevara, President
Downtown Hollywood Business Association
2040 Polk Street