



## CRA Informational Report, March 2026

Informational Report providing an update to the CRA Board on Beach and Downtown activities for the previous month.

### Capital Improvement / Redevelopment

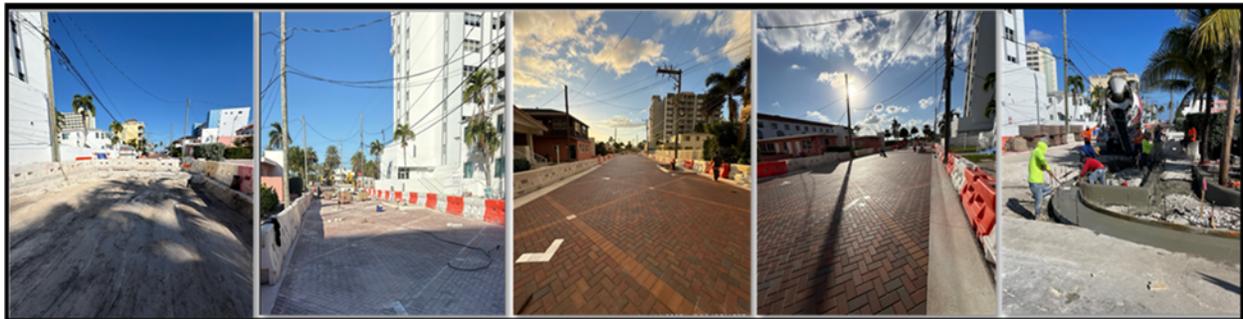
**Coastal Resiliency Phase IV Undergrounding of Overhead Utilities and Streetscape Project: E/W Streets, Streetends, Surf Road, and Harmonization from Harrison Street to Magnolia Terrace**

#### Stormwater System Installation

Storm drainage installation completed. Fire hydrant replacement/installation and connection work has been executed successfully in accordance with plans, specs, and Fire Department coordination.

#### ROW: Paving, grading, hardscape and lighting installation

Roadway construction on Van Buren and Virginia Streets is complete. Light poles have been installed as long as there are no conflicts with overhead power lines. Both streets are fully open to vehicular and pedestrian traffic.



*Filling, grading, paving, compacting, and laying pavers on Van Buren St.  
Contractor forming, grading curb radius and island, and placing concrete on Van Buren St. and SR A1A.*

Roadway construction on Georgia Street is underway. CRA and contractor are coordinating with adjacent future development, i.e. Boomerang Project.

#### Electrical/Undergrounding Infrastructure

Undergrounding of overhead utilities on the E/W Streets is 95% complete as contractor has excavated and is pulling and tying in conduit installation for underground franchise utilities, private service, tie in Comcast, AT&T and service (FP&L). Vault work at private service locations is complete.



*Horizontal Directional Drilling at A1A for electrical infrastructure and undergrounding work.*

### **Harmonization**

Right-of-entry agreements distributed to approximately 75% of the residents. Most agreements from Harrison to Jackson Streets collected. Harmonization on Van Buren and Virginia Streets has been completed.

### **Electrical/Undergrounding Infrastructure along SR A1A**

Horizontal directional drilling for conduit main service line is being installed along SR A1A. An FDOT single lane closure is approved daily from 9:00AM to 4:00PM in areas of ongoing work. Contractor completed the directional boring and is excavating, pulling back and tie-in, private service layout, from Harrison to Jefferson Street. Currently, conduit installation has been completed from Harrison Street to Jefferson Street with the East/West streets. Due to the pump construction from Jefferson Street to Crocus Terrace, the contractor has moved south to Foxglove Terrace on the east side of SR A1A, where a single lane closure has been established to begin the horizontal directional drilling on the south side towards Hallandale Beach Blvd. Contractor will begin work on west side of SR A1A from southern limits going north.



*Horizontal Directional Drilling at A1A for electrical infrastructure and undergrounding work*

### **Design and implementation of 5 pole to wire signal conversion to mast arms south of Hollywood Blvd to Hallandale Beach Blvd. Cost included in GMP as an allowance**

- 95% completed CDs, submitted to FDOT and BC for permitting.
- Utility conflicts encountered near Diplomat Residences for traffic signal pole. Specialty foundation design needed.

### **Wayfinding Signage and Gateway Markers**

CRA and City staff, consultants, and Forge Signworks have been meeting regularly to review drawings, specifications, material selections, fabrication methods, project phasing, and to identify cost-saving measures as the project progresses. Some sign mock-ups are currently in production.

## Hollywood Boulevard Streetscape

The CRA, BA, and BCI continue coordinating on outstanding warranty items related to the crosswalks.

## Downtown Avenues: Lighting Improvements

FPL's contractor has all the materials needed to begin construction; however, they must first address outstanding permit comments. In the meantime, the CRA and the City requested a layout of all light pole locations to ensure that the permitted placements do not create any adverse conditions for private property.

## Harrison Street Streetscape

### Phase III – South side between 20<sup>th</sup> and 21<sup>st</sup> Avenues

Construction in Phase III is expected to be substantially completed by February 27, 2026, at which time the sidewalk and roadway will be reopened to both pedestrian and vehicular traffic. However, the planting of new shade trees and the installation of Flexi-Pave will continue into early March, and installation of festoon lighting will take place at a later date.



*Tagging of Harrison Street shade trees*



*Phase III – Substantially completed*

## Two-Week Look Ahead

### Week of March 2, 2026

- Continue planting of shade trees along Phase III.
- Continue installation of Flexi-Pave along Phase III.
- Set MOT and pedestrian barricades along Phase IV.
- Began demolition activities along Phase IV.

### Week of March 9, 2026

- Complete plating of shade trees along Phase III.
- Complete installation of Flexi-Pave along Phase III.
- Continue demolition activities along Phase IV.

### ***Project Communication and Outreach***

- Hollywood CRA's Website: [www.hollywoodcra.org/Harrison-Street](http://www.hollywoodcra.org/Harrison-Street)
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 781-0888
- General's Contractor's e-mail: [nick@burkhardtconstruction.com](mailto:nick@burkhardtconstruction.com)
- Fifth "Coffee with the Crew" was held on February 25, 2026 at Mystic Coffee, 2000 Harrison Street #2.



*Fourth "Coffee with the Crew" on January 27, 2026 at Sasa Italian Gourmet*

### **SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street**

A certificate of substantial completion for landscape, irrigation, and hardscape has been issued to the General Contractor. Garfield Street traffic signal is operational. Final County inspection is pending.

#### **Current Activities/Project Status:**

##### **Undergrounding Activities**

Comcast completed their work, all overhead lines are currently being removed. AT&T work completed, all overhead lines removed. FPL – pending two switching orders to be completed in two weeks. Overhead FPL line removal expected to begin mid-April, 2026, followed by FPL pole removal.

##### **Landscaping Activities**

Landscape tree removal and re-installation has been completed.

##### **Carolina Street Pedestrian Crossings**

Materials purchased and are currently stored in Contractor's yard. FPL overhead power lines are shut north of Cleveland Street (all properties north of Cleveland St. are currently powered through the new underground system). Shaft installation for traffic light mastarm to begin March 2026. Installation scheduled to be completed October 2026. Traffic Signal cost share @ 50/50 with Oceanside Marina, Marriott Hotel. To date, approximately \$300K has been approved in expenditures for this traffic signal.

### ***Project Communication and Outreach***

- Hollywood CRA's Website: [www.hollywoodcra.org/1339/](http://www.hollywoodcra.org/1339/)
- Hollywood Beach Civic Associations' e-mail database
- Hollywood Beach Business Associations' e-mail database
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 659-1400
- General's Contractor's e-mail: [adam@burkhardtconstruction.com](mailto:adam@burkhardtconstruction.com)

### **Stormwater Pump Stations along the A1A Corridor**

Construction on utility relocation on Van Buren and Sherman Streets was completed by PU contractor. Low profile barriers from Jefferson Street to Crocus Terrace have been installed by the FDOT General Contractor is currently completing infrastructure work for pumps at Sherman St. and expected to return to Van Burn Pump location in two months time.

### **Daffodil to Iris Terrace New Pump Station Design**

CRA, through PU, entered into an agreement with BCC to provide consulting services for a pump station for basin 4 covering Daffodil Terrace to Iris Terrace. Design is 60% completed. Consultant initiated permitting which is expected to take 12 months. Currently working on executing an easement with Allington Towers for new basin outfall. Estimated construction cost is \$8.5M including pad and generator.

### **Pump Station System 1-2-3 Jackson to Jefferson Street**

Pre-scoping: pending results of priority study of infrastructure improvements, pumps, seawall improvements, valves, etc. RFQ issued for engineering consultant for this pump. Committee formed to evaluate the proposals. Consultant recommendation expected to be brought forth for CRA Board consideration in May 2026. Estimated construction cost of this pump is \$13M.

### **Basin and Outfall Inspections**

All basins have been completed except for Ocean Palms, and Diplomat basins. Final work is pending the release of reports, resolution of coordination conflicts, and follow-up at three locations where high water levels are limiting access to drainage inlets. These locations will require a site revisit and additional camera inspection. Completion of all basins, including reports and exhibits, is estimated by May 2026.

### **Nearshore Underwater Mermaid Artificial Coral Reefs**

The CRA deployed 50 artificial reef modules in May 2025 and the reefs have been providing an enhanced habitat for marine life. Nevertheless, the CRA received notice from DEP in January 2026 stating that some of the modulus were placed outside the approved site perimeters. Staff together with our consultant are in discussion to resolve the issue. Staff is also coordinating with a vendor and coastal engineering consultant regarding the installation of an underwater camera.

### **Keating Park**

CRA Staff, the Architect of Record and the Contractor are working on completing permit closeout items related to Broward County, FDEP and FWC.



*Left to Right: New Keating Park Sign, View from Access Path Looking North, View of West Façade*



*Left to Right: From W Side of Dog Park Looking NE; Keating Park East Facade; View from Main Path Looking East*

### **Keating Park Tot Lot**

The proposed area west of the restroom structure has several trees and utility conflicts that will need to be either relocated or avoided, and a severe cross-slope that will need to be addressed prior to installing equipment on it. Regarding and site preparation will be a significant cost within the proposed scope of work.

CRA and PRCA staff are working with the contractor and two equipment vendors to narrow down pricing and a schematic layout for the playground equipment.

## **Grant Development Program – CRA Improvement Projects**

The CRA and the consultant, RMPK, are identifying grants for the CRA to pursue.

### **Coastal Road Resiliency Florida Grant: Phase IV East / West Streets**

A \$24.4 million grant—with a 50% match requirement (\$12.2 million)—was awarded to the City/CRA for Phase IV of the East-West Streets Resiliency Project. This phase includes improvements along 18 city streets, from Harrison Street to Magnolia Terrace. The Coastal Roadway Resiliency Project contract was executed in December 2023.

Amendment #1 was approved in June 2024 to include the addition of permit fees (not covered by the general contractor) and to extend the project timeline. Amendment #2 was approved subsequently allowing for additional construction time, the direct purchase of materials, and the inclusion of consultant construction fees for reimbursement. Quarterly reports submitted to the State; first invoice for reimbursement covering permit fees was submitted and approved, qualifying as a matching contribution. Deliverable acceptance letters for Q2 and Q3 2024 have been approved. A revised pay application #2 has been submitted. Quarterly reports for 2025 have been submitted and are awaiting approval. To date, \$426K was received from pay app #1, \$708K from pay app #2, and \$1.3M expected with pay app #3.

### **The House Appropriations Committee: Community Project Funding (CPF)**

First Application: The City/CRA was awarded \$500K under the HUD house appropriation initiative grant for project flood resiliency along the barrier island. This grant is for flood management infrastructure efforts along five east-west streets.

CRA provided a guided tour with Mayor Levy and Congresswoman Debbie Wasserman Schultz on May 28<sup>th</sup>, 2025, reviewing stormwater drainage installation at Monroe Street. Congresswoman was instrumental in \$500K HUD grant for this project.

All documents including the NEPA report were accepted and the CRA submitted first voucher and received \$167K reimbursement.

### **Land Water Conservation Fund Program: Keating Park Improvements**

Keating Park Improvements submitted for this grant in 2024 and was awarded \$750,000. The grant requires a 50% match.

- Keating Park was awarded grant funding from the National Park Service.
- CRA staff received the grant agreement from FDEP on October 15, 2025.
- At the November 5<sup>th</sup> CRA Board meeting, the agreement between FDEP and COH/CRA was approved by the CRA Board.
- Staff received a fully executed agreement from FDEP in January 2026.
- Once the permit close-out has been completed, reimbursement documents will be submitted.

### **CRA Staff Grant Acquisitions**

CRA Staff, along with other consultants, continually makes efforts to apply for grant funding through federal, state, and local sources to assist in funding capital improvement projects.

### **Broward MPO CSLIP Cycle 6: Tyler Street Streetscape**

On November 10, 2021, the CRA submitted a grant application to the Broward MPO for CSLIP Cycle 6. The Broward MPO Board approved the ranking of CSLIP Cycle 6 in early February 2022, with the project ranking #2.

On January 6, 2023, the City and CRA received a letter of the award through the CSLIP Cycle 6 program. As a result, the Project is incorporated in FDOT's Five-Year Work Program, with funding for Preliminary Engineering expected in FY 2028.

## **Grant Programs – HIP, PIP, and POP**

Owners of 600 North Surf Rd. (Plaza & Motel) completed a PIP Grant; the comprehensive improvements for the property included East façade restoration, rebuilding the mezzanine, new stairs on the North and South façades, new railings throughout the property, and new paint and stucco detailing.



*600 North Surf Road before improvements*



*600 North Surf Road after improvements*

## Redevelopment, Recruitment, Retention, Expansion & Private Investment

CRA and CMED staff continue to work collectively and promote the City of Hollywood through marketing outreach and advertising initiatives. Real estate development and business recruitment and retention have been prioritized. A new plan has been implemented and includes the following six points:

1. Downtown Retail Snapshot
2. Updated Property Inventory
3. Landlord Engagement
4. Soft-Touch Prospecting
5. Improve On-the-Ground Visibility
6. Dashboard Tracking

CRA and CMED staff are also working closely with the Parking Division to help promote the University Station Public Parking Garage, public parking lot on the 1800 block of Taylor Street (former Post Office parking lot), and the public valet ramps on Hollywood Boulevard and Harrison Street.

The City/CRA, in partnership with Business for the Arts (BFA) Broward, continued to finalize details for the “Lead with Love” mosaic mural, designed by artist Cey Adams, planned for the east elevation of the Hollywood Beach Bandshell. The agreements with BFA and Ideal Consulting of SW FL, Inc. dba Italian Touch (the mosaic artist) have been fully executed. The mosaic will be made of glass tiles that will be cut to reflect the nuances of the artwork. The mural will serve as a landmark that identifies the City of Hollywood and acts as a backdrop for social media and other promotional opportunities. Staff is diligently working to have the mosaic installation commence as soon as possible. The sketch was completed on January 7<sup>th</sup>. Staff has been in frequent communication with Cey Adams and Italian Touch regarding the timeline for installation, provided that the glass tiles for the mosaic are received in a timely manner, that we anticipate to be completed in FY 2026 Q3.

At the November 5, 2025, CRA Board meeting, the Board voted unanimously to provide \$11,250 to the American Legion Post 92 for the removal of the existing mural and the installation of a new mural. A Code violation was issued in October because portions of the wall were deteriorating, resulting in exposed elements and safety concerns. The wall has since been repaired. Mural concept designs were presented to the CRA Board on January 21<sup>st</sup>. The Board directed staff to have consultant Jill Weisberg review the concept and her review is underway.

In addition, CRA and CMED staff continue to partner on citywide restaurant promotions. Resident Rewards Wednesdays, a year-round discount program, launched in January 2025. Over 50 businesses are currently participating, and staff continues to solicit business owners and disseminate information about the program's benefits. The business participation form can be found at <https://tinyurl.com/HollywoodRRW>.

CRA and CMED staff also:

- Work closely with private property owners to secure new quality tenants and redevelopment projects.
- Track commercial and residential occupancy/vacancy rates, trends, economic influences, and comparable markets.
- Coordinate initiatives and co-sponsor redevelopment, retail retention and recruitment, and economic development programs with organizations including ICSC, ULI, Bisnow, Greater Fort Lauderdale Alliance, and others.
- Combine resources and initiatives when possible.
- Work with developers to increase interest and investment on the Beach and in Downtown Hollywood.
- Engage prospective tenants.
- Provide assistance to tenants who have recently signed leases, have not yet opened, and are navigating the permitting process.
- Connect prospective tenants to property owners and brokers that represent available properties.
- Engage property owners to discuss their needs and concerns regarding redevelopment, tenant acquisition, including but not limited to the building permit process, planning and zoning, and parking.

Redevelopment projects, quality food and beverage establishments, entertainment venues, experiential business models, and office continue to be a priority; however, staff also supports the role of arts, culture, and creativity, as we believe it is essential to eliminate slum and blight; and redevelop the Beach and Downtown CRA Districts. Currently, the Downtown ground floor commercial vacancy rate is approximately 20%.

## **Communications, Public Information, and Special Events**

CMED, with the assistance of the CRA staff, implements and monitors the Media Plan focusing on the dissemination of information to eliminate slum and blight, and community redevelopment information. CMED is now exclusively managing all social media campaigns and efforts.

The CRA is currently:

- Partnering with CMED on marketing initiatives in the form of print and digital media that promote the CRA Districts and City to potential investors.
  - Expand Social Media outreach to include awareness of the valet program, new public parking options, streetscape improvements, and redevelopment initiatives.
- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.
- Creating and maintaining databases for the Downtown Hollywood and Hollywood Beach Business Districts to increase communications and outreach to all businesses in those areas.
- Working with HML Public Outreach to disseminate information to residents and owners regarding the Phase IV Undergrounding and Streetscaping project.

Pursuant to the change to State Statute 163 Section III, the City of Hollywood has assumed the expenses of all events and certain marketing initiatives. The CRA was advised that it could continue to fund and produce the Downtown Hollywood ArtWalk series being that it showcases and promotes redevelopment. The ArtWalk includes two walking tours that highlight Downtown capital improvement projects and private investment.

CRA staff continues to be responsible for the production, funding, and all other aspects of ArtWalk – with the exception of marketing, which is being executed by CMED. The BPA with the vendor, Atlantic Studios, that is responsible for many aspects and expenses associated with ArtWalk will expire on September 30, 2026. The BPA does not have any additional renewals and a new solicitation will need to be issued if the event is to continue.

## Maintenance

As of October 2025, Public Works is providing oversight of Block By Block in Downtown Hollywood. The BPA with Block By Block was originally set to expire in January, and was extended until March 15<sup>th</sup>. CRA Staff processed all documents for a piggyback from a City of Tampa RFP for the continued service through the end of the Fiscal Year.

## CRA Board Meeting Results – 2/4/2026

**R-CRA-2026-07** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Issue A Blanket Purchase Agreement With Mydatt Services, Inc. D/B/A Block By Block For Community Ambassadors And Environmental Clean Team Services In An Amount Up To \$500,000.00 Based Upon 22P-00516 Ybor City Community Ambassadors And Environmental Clean Team In Accordance With Section 38.41(C) (5) Of The Procurement Code. (Piggyback)

- **Passed: 6-0. Vice Chair Quintana was absent.**