



CRA Executive Director's Report, September 2025

The following Informational Report by George R. Keller, Jr. CPPT, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

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. Minor grade adjustments and tie-ins ongoing on the Terraces. Fire hydrant replacement/installation and connection work has been executed successfully in accordance with plans, specs, and Fire Department coordination.



Replacement and connection of new fire hydrants.

ROW: Paving, grading, hardscape and lighting installation

Roadway and sidewalk construction at Van Buren Street begins August 25, 2025, from Surf Road to SR A1A. Sidewalk work will last approximately five weeks. Work will occur on the north sidewalk while both the road and south sidewalk remain open. Access to driveways and properties will be open. After the north sidewalk is completed, the south sidewalk will be closed, and the north sidewalk and road will be open. Temporary parking will be provided to residents as needed.

Electrical/Undergrounding Infrastructure

Contractor excavating, pulling and tie-in conduit installation for underground franchise utilities, private service, tie in Comcast, AT&T and service (FP&L), backfill, compact and placing cold patch on Madison St.; and setting up streetlight box on Eucalyptus Terr.



Undergrounding and electrical infrastructure installation, private property conduit runs

Harmonization

Right-of-entry agreements distributed to approximately 60% of the residents. Most agreements from Harrison to Jackson Streets collected. HLM and CRA are contacting property owners, distributing letters, and continuing to follow up with residents.

Phase IV SR A1A and FDOT RRR at SR A1A from Hollywood Blvd to Southern City Limits

SR A1A and FDOT RRR GMP was approved on January 16, 2025. GMP includes scope of work associated with FDOT's RRR. Agreement has been executed.

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 for the segment on SR A1A from Van Buren Street to Jefferson Street. Currently, conduit installation has been completed from Harrison Street to Virginia Terrace.



Undergrounding and electrical infrastructure installation, private property conduit runs

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

- 60% completed CDs, submitted to FDOT & BC for permitting
- Meeting with City permitting to discuss utility conflicts/clearances.
- Requested soft digs for utility locates.

Wayfinding Signage and Gateway Markers

CRA and City staff have determined the most responsive, responsible vendor. CRA and City staff, consultants, and the sign vendor will continue to review drawings, specifications,

material selections, fabrication methods, project phasing, to identify cost-saving measures as the project progresses.

The sign contractor has evaluated permit implications and is putting together a preliminary permit submittal for each sign type to each of the various authorities having jurisdiction. Signs with the least permitting implications will begin fabrication, production, and installation.

Hollywood Boulevard Streetscape

A certificate of substantial completion has been issued to the General Contractor. The contractor continues to work on close-out documents and finalizing permits with the City of Hollywood and Broward County. A final walkthrough with the contractor is scheduled for September 25th to review warranty items which still need to be addressed. CRA, Bermello Ajamil and BCI are currently coordinating these items and will meet with the DHBA.

Tyler Street Demonstration Project from 21st to 20th Avenue

CRA is working with the developer to issue 50% of the reimbursement payment. The remaining balance will be released after the developer addresses the outstanding punch list items along the roadway.

Downtown Avenues: Lighting Improvements

The neighborhood lighting plans from FPL are currently in COH permitting. FPL is working on updating the plans based on reviewers' comments.

Harrison Street Streetscape

A permit from the City of Hollywood has been obtained.

The CRA and the contractor held meetings with business and property owners on July 15th, 16th, and 28th to discuss the project and gather their input regarding the construction schedule. They agreed on six phases, with Phase I starting on the south side of the 1800 Block. The contractor is currently procuring materials and updating the construction schedule based on the feedback received, with construction expected to begin in early October 2025. The first Coffee with the Crew will be held in September 2025.



Business and property owners meetings held in July, 2025

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:**

AT&T work is complete. FPL has requested redlines from the CRA subcontractor to coordinate switching orders and consolidate the service plans south of Johnson Street specifically Pierce Street. These redlines have been submitted, and the design is currently under FPL review. All properties north of Johnson Street have been switched over to the undergrounding FPL service. Comcast has completed conduits installation and during the final inspection two crossings have failed and a new conduit need to be run. A new work schedule will be submitted. Target completion date is December 2025.

Landscaping Activities:

Landscape tree removal and re-installation has been completed.

Carolina Street Pedestrian Crossings:

A change order to the complete street project was approved on February 17, 2024. CRA signal Maintenance Memorandum of Agreement approved by resolution on January 16, 2024. CRA/FDOT construction agreement approved by resolution on April 3, 2024. FDOT approved all permits. FPL work has been completed. Existing overhead lines interfere with the equipment clearances needed to install the mast arm. Overhead lines need to be removed. The construction of the mast arm is estimated to be seven months after overhead lines are removed.

Project Communication and Outreach

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: 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

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, and will remain for up to three months for demolition work and installation of drainage structures associated with the Bouganvilla Terr. Pump Station.

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- expected to take 12 months. 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. Proposal has been received and is currently under review. Estimated construction cost of this pump is \$13M.

Basin and Outfall Inspections

All basins have been completed except for the Taft Street, Taylor Street, 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 November 2025.

Nearshore Underwater Mermaid Artificial Coral Reefs

On May 22nd and 24th, the City of Hollywood in partnership with Ocean Rescue Alliance International deployed the 50 concrete nearshore coral reef modules of the “Guardians of the Reef” project at four locations at a depth of ~10 feet, accessible to divers and nearshore snorkelers: two locations offshore of North Beach Park, one offshore of Azalea Terrace, and one offshore of Keating Park at Magnolia Terrace. Staff is coordinating with a vendor and coastal engineering consultant regarding the installation of an underwater camera.

Keating Park

The Contractor is installing the coquina cast stone (similar aesthetic to the Broadwalk knee wall) on the base of the restroom structure columns of the pavilions. In the coming weeks, the Contractor is working on additional landscaping and grading along with installation of new curbing along the west side of the park adjacent to the parking lot. The Contractor will also be coordinate the installation of the final site furnishings and finishes.

Once the improvements have been completed on the restroom building and the park, the Contractor will complete some Seagrape trimming and grade the beach access path.



From Left to Right: From W Side of Dog Park Looking NE; From S Side of Dog Park Looking North; S & W Facades



Installing the coquina cast stone on Keating Park restroom building

Keating Park Electrical Service:

- CRA staff is coordinating with FPL to provide power to the new park.

Keating Park Grant – Land & Water Conservation Fund Grant (FDEP via National Park Service) \$750K Matching Grant:

- Pending agreement from FDEP & NPS – Grant funds have been affected by federal funding mandates implemented in January.
- CRA and City staff are coordinating with grant managers of the respective State and Federal agencies; additional documents were requested on May 15th, CRA responded the same day.

Project Communication and Outreach

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: [KEATING PARK](#)
- Hollywood Beach Civic Associations' e-mail database
- Hollywood Beach Business Associations' e-mail database
- Communication with Adjacent Condo Association for critical coordination elements
- 24/7 phone contact information: (561) 659-1400
- General's Contractor's e-mail: nick@burkhardtconstruction.com

Grant Programs – HIP, PIP and POP

The CRA currently has 1 HIP, 40 PIP or Mini-PIP, 2 POP, and 2 MOP Grants at various stages of the process: 19 in the Downtown CRA area and 26 in the Beach CRA area, ranging from serious inquiry and application to completion of construction and applicants in the reimbursement process. Pre-Application Workshops will be coordinated by CMED.

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.

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 28th, 2025, reviewing stormwater drainage installation at Monroe Street. Congresswoman was instrumental in \$500K HUD grant for this project.

Executed agreement received, Cummins Cederberg Consultant assisting with documentation. DRGR report completed, HEROS access provided; HEROS project information letter routed for City signatures. Reso for ILA was passed at the July 2nd CRA Board Meeting.

Second Application: The City/CRA applied for another resiliency grant under the T-HUD house appropriation initiative grant for \$2M, with a 20% match commitment from the CRA.

Land Water Conservation Fund Program: Keating Park Improvements

Supporting initiatives to conserve irreplaceable lands and improve outdoor recreation opportunities. Keating Park Improvements submitted for this grant. The maximum amount is \$1.5M, requires a 50% match.

CRA/City Staff coordinated with consultant to reapply for the Land and Water Conservation grant application. This is a matching grant of up to \$750,000 for eligible project improvements. The grant was awarded in the Fall of 2024, however, Federal funding mandates implemented in January caused staffing shortages. CRA and City Staff are working with the respective Federal and State Agencies to finalize the grant agreement.

FDEP State Water-Quality Assistance Grant: Hollywood Boulevard Streetscape

On December 29, 2022, CRA submitted a grant application to Florida DEP for a State Water-Quality Assistance Grant administered through the Nonpoint Source Management Program. The program's primary goal is to reduce and control water pollution from nonpoint sources, such as stormwater. The project uses PaveDrain permeable pavers to reduce pollutant load being discharged into the stormwater system, therefore, making the Project a potential candidate for this grant. In April 2023, DEP acknowledged the project did not meet the funding cycle, however, the grant application will be kept for future year funding cycles.

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.

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. The plan includes advertising, advertorials, and embracing opportunities including but not limited to sponsoring real estate seminars. CoStar and primary data are used to help identify properties for prospective tenants.

CRA staff has also been in communication with property owners who are interested in public/private partnership opportunities that will create additional parking in Downtown Hollywood. Staff is also working closely with the Division of Parking to help promote the soon-to-open public parking lot on the 1800 block of Taylor Street (former Post Office parking lot).

The Hollywood Art and Culture Center ("The Center") continues to operate Cinema Paradiso, however the lease has not been fully executed.

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 agreement with BFA is being finalized. A mosaic artist will be contracted to fabricate and install the mosaic component, which is anticipated to cost approximately \$100k. The mural will serve as a landmark that recognizes and identifies the City of Hollywood, and serves as a backdrop for social media and other promotional opportunities. We anticipate the execution of the agreement to occur prior to the end of August.



Examples of "Lead with Love" murals in other Broward County municipalities.

In addition, CRA and CMED staff are partnering on a citywide restaurant promotion that is launching in two phases. The first phase launched in January to kick off the City's Centennial Celebration and is focusing on Resident Rewards Wednesdays, a year-round discount program. 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>. The second phase, Seen & Cuisine Hollywood, a month-long promotion, will launch in October.

CRA and CMED staff also:

- Partner on marketing initiatives in the form of print and digital media that promote the CRA Districts and City to potential investors.
- Work closely with private property owners to secure new quality tenants and redevelopment projects.
- 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 appropriate.

Staff also continues to:

- 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.
- Coordinate and manage the public valet on Hollywood Boulevard.

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.

Certificates of Use and Live Music Extended Hours Licenses

The CRA is no longer part of the approval process for Certificates of Use. The CRA's participation in the Extended Hours License process is currently pending confirmation.

Communications, Public Information, and Special Events

The CRA continues to implement and monitor the Media Plan focusing on the dissemination of information to eliminate slum and blight, and community redevelopment information.

The CRA is currently:

- Working closely with CMED to enhance the City of Hollywood Centennial events and programs.
 - CRA/CMED staff will participate in and attend Centennial events as needed.
- 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.

- Expanding our Social Media outreach to include awareness of our Valet Program, Streetscape Improvements, and redevelopment initiatives.
- 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 is in communication with the Department of Parks, Recreation, and Cultural Arts to transition the production and funding of ArtWalk from the CRA to PRCA beginning in FY2026. CRA staff has processed all documentation regarding the renewal of the BPA with Atlantic Studios for the production of the Artisan Market at ArtWalk.

Maintenance

Downtown – In June, Block By Block staff removed 76 graffiti tags, collected 2,311 lbs. of litter, removed 107 instances of animal waste, and collected 113 fallen palm fronds from public property.

In July, Block By Block staff removed 148 graffiti tags, collected 2,224 lbs. of litter, removed 145 instances of animal waste, and collected 174 fallen palm fronds from public property. Block By Block continues to spot pressure clean the sidewalks, paint safety zones, and provide similar services.

Beach Maintenance has been transitioned to serve under the management of Public Works; however, the CRA continues to fund the staff positions. Public Works also oversees all service contracts for Beach Maintenance.

CRA Board Meeting Results – 7/2/2025

R-CRA-2025-22 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2025; Revising Fiscal Year 2025 Revenues And Expenditures.

- **Passed: 7-0**

R-CRA-2025-23 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2025; Revising Fiscal Year Expenditures

- **Passed: 7-0**

R-CRA-2025-24 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Execute An Interlocal Agreement With The City Of Hollywood For Reimbursement To The CRA In An Amount Up To \$500,000.00 For Work Associated With The CRA's Coastal Resiliency Phase IV East-West Streets (Resiliency And Hardening) Project From Harrison Street To Magnolia Terrace Between State Road A1A And The Boardwalk.

- **Passed: 7-0**

R-CRA-2025-25 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Issue A Purchase Order To Rep Services, Inc. For Various Equipment And Amenities For Parks And Recreation Up To \$210,849.98 For Mayor Peter Bober Park Over A One-Year Period Based Upon Contract No. 2023/2024-284 Of Clay County In Accordance With Section 38.14(C)(5) Of The Procurement Code.

- **Passed: 7-0**

R-CRA-2025-26 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A No Cost Change Order With Burkhardt Construction, Inc. For Undergrounding Of Overhead Utilities And Streetscape Beautification From Hollywood Boulevard To Sheridan Street, To Continue The Coordination Efforts With FPL And Comcast And Increase The Contract Time From 1153 Days To 1811 Days.

- **Passed: 7-0**

R-CRA-2025-27 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Amend The Contract With Burkhardt Construction, Inc. For The Harrison Street Streetscape Project And Issue A Change Order In An Amount Up To \$834,902.98, That Includes The Direct Purchase Of Construction Materials By The CRA In An Estimated Amount Of 389,260.52, The Cost From \$5,555,813.38 To \$6,390,716.36.

- **Passed: 6-1; Board member Hernandez opposed.**

R-CRA-2025-28 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Amend The Completion Date Of The Property Improvement Program Grant Agreement With Hollywood 26, LLC For On-Site Improvements To The Property Located At 2024 And 2026 Hollywood Boulevard In A Total Grant Amount Not To Exceed \$150,000.00.

- **Passed: 7-0**

R-CRA-2025-29 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Amend The Completion Date Of The Property Improvement Program Grant Agreement With Hollywood 26, LLC For On-Site Improvements To The Property Located At 2024 And 2026 Hollywood Boulevard In A Total Grant Amount Not To Exceed \$150,000.00.

- **Passed: 7-0**