



CRA Informational Report, November 2025

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.



Coastal Resiliency Phase IV stormwater and fire hydrant installation.

ROW: Paving, grading, hardscape and lighting installation

Roadway construction is 80% complete on Van Buren Street. North and South sidewalks are 100% complete. Landscape Islands and Transformer Islands are still pending. Access to private properties is maintained for pedestrian access. Roadway is closed to vehicular traffic and will reopen first week in November. Temporary parking is provided to residents as needed.



*Demolition of existing south sidewalk; installation of new valley curb and hardscape
Coastal Resiliency Phase IV sidewalk installation on Van Buren Street.*

Electrical/Undergrounding Infrastructure

Undergrounding of overhead utilities on the E/W Streets is 90% 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 locations to loop new system and upgrade existing buried services.

Harmonization

Right-of-entry agreements distributed to approximately 75% of the residents. Most agreements from Harrison to Jackson Streets collected. HML 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 areas in which work is ongoing. Contractor currently doing directional bore for undergrounding from Oregon Street to Jefferson Street. Currently, conduit installation has been completed from Harrison Street to Virginia Terrace.



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

- 80% completed CDs, submitted to FDOT & BC for permitting.
- Meeting with City permitting to discuss utility conflicts/clearances.
- Reviewing utility locates for potential utility relocations.

Wayfinding Signage and Gateway Markers

At the October 9th CRA Board meeting & City Commission meeting, companion items were passed to amend the contract ratifying the change in contractor from Florida Sign Group to Forge Signworks. The appropriate contract documents have been executed.

CRA Staff, City staff, consultants, and Forge Signworks have met to review drawings, specifications, material selections, fabrication methods, project phasing, and to identify cost-saving measures as the project progresses. The team also met to discuss signs with the fewest permitting implications. The intent is to first begin fabrication, production, and installation on those signs with the fewest permitting implications.

Hollywood Boulevard Streetscape

A certificate of substantial completion has been issued to the General Contractor. The contractor continues to work on closeout 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 issued the final reimbursement payment after the developer resolved the outstanding punch list items along the roadway to the City and CRA's satisfaction.

Downtown Avenues: Lighting Improvements

FPL has obtained a COH permit for the neighborhood lighting project and is currently procuring materials for its commencement.

Harrison Street Streetscape

Phase I – South side between 19th Avenue and Young Circle

The demolition of pavers and concrete, along with the rough grading of the sidewalk within the construction zone, has been completed. The placement of concrete for the new tree pits is also finished. The contractor has started modifying the existing irrigation system and forming the foundations for the new Annapolis bollards.



Placement of new tree pits



Rough grading sidewalk



Forming bollard foundations

Two-Week Look Ahead

Week of October 20 – October 24, 2025

- Complete irrigation modifications within sidewalk and tree-pit zones
- Begin rough grading of sidewalk area between F-curb and handrails
- Prepare foundation locations for Annapolis bollards

Week of October 27 – October 31, 2025

- Set new electrical handholes
- Set all Annapolis bollards and pour concrete foundations
- Complete final grading of sidewalk area
- Begin paver installation preparation (final grading and base compaction)

Project Communication and Outreach

- Hollywood CRA's Website: 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
- Second “Coffee with the Crew” will be held on October 28, 2025 at 1820 Harrison Street.

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 received permits from FDOT to do additional bores and work is expected to commence in several weeks. Viking (electrical contractor) is working on placing one more transformer needed on Pierce Street. Switching continues and target completion date of December 2025 is on track.

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

- 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 Bouganvillea Terrace Pump Station. Sheridan Street contractor started predrilling for the seawall installation.

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. Preliminary results are anticipated in the second week of October. Estimated construction cost of this pump is \$13M.

Basin and Outfall Inspections

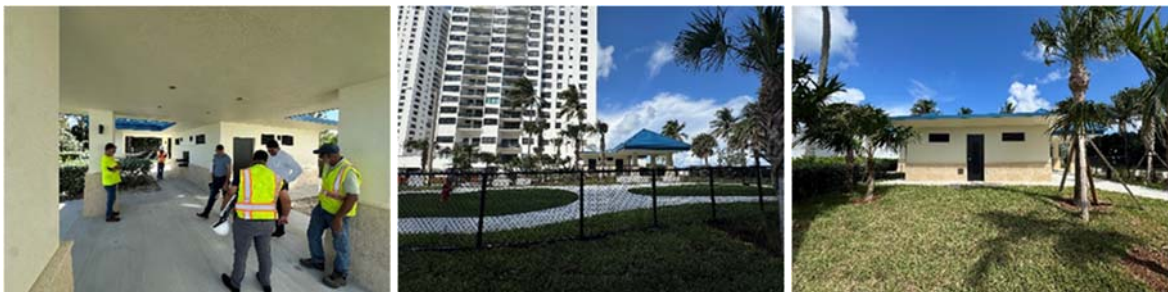
All basins have been completed except for Tyler Street, Ocean Palms, and Diplomat basins. Final work is pending the release of reports, resolution of coordination conflicts, and follow-up at three locations where high water levels are limiting access to drainage inlets. These locations will require a 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

A substantial completion walkthrough took place on Tuesday, September 30th. The Contractor, CRA, and City staff completed the walkthrough and staff provided comments to the contractor, who compiled a punch list. The Contractor will finalize the punch list items in the coming weeks and complete the project and permit closeout.



Left to Right: Substantial Completion Walkthrough, View from Access Path Looking North, View of West Facade



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

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

- Keating Park was awarded grant funding from the National Park Service.
- CRA staff received the grant agreement from FDEP on October 15, 2025.
- It is anticipated that the agreement will be brought in front of the CRA Board at the November 5th CRA Board meeting, and an ILA will be brought in front of the CRA Board / City Commission at the December 3rd CRA Board and City Commission meetings respectively.

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 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 first reimbursement amount of \$708K was credited to the City.

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.

All documents including the NEPA report were accepted and the CRA is submitting its first voucher request by the end of September.

Land Water Conservation Fund Program: Keating Park Improvements

In 1964 Congress established The Land and Water Conservation Fund program, which, is managed by the U. S. Department of the Interior, National Parks Service at the federal level and by the Florida Department of Environmental Protection at the state level.

The Land and Water Conservation Fund Grant Program ("LWCF") adopted to fulfill a bipartisan commitment to safeguard our natural areas, water resources and cultural heritage, and to provide recreation opportunities to all Americans.

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

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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 hosting broker events, collaborating with regional commercial real estate publications, and sponsoring real estate conferences. CoStar and primary data are used to help identify properties for prospective tenants and redevelopment opportunities.

CRA and CMED staff are also working closely with the Parking Division to help promote the University Station Public Parking Garage and soon-to-open public parking lot on the 1800 block of Taylor Street (former Post Office parking lot).

CRA staff worked with Procurement to extend the existing Blanket Purchase Order (BPO), which expires in January 2026, for an additional 120 days while we work with the Parking Division to create a public valet RFQ that will modify and expand the existing program.

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.

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 has been fully executed. The artist provided a draft rendering that was presented to the CRA Board at the October 9th meeting. A small modification was requested and the new rendering was disseminated for approval to the Board Members. Staff has been working with a mosaic artist, Roberto DeAngelis, to fabricate and install the mosaic component. Staff budgeted and anticipated the cost to be less than \$100k. Initial discussions that took place with the mosaic artist confirmed the price to be \$50k; however, after Mr. DeAngelis visited and evaluated the east elevation of the Bandshell with its angles and columns, he submitted a quote for \$65k. 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 before the end of the calendar year.



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

In addition, CRA and CMED staff continue to partner on citywide restaurant promotions. The first 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 program, Dine Out Hollywood, a month-long promotion, launched on October 15th, and 15 of the 23 participating restaurants are in the CRA districts.

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.
 - Expand Social Media outreach to include awareness of the valet program, new public parking options, streetscape improvements, and redevelopment initiatives.
- 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.
- 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.

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.

The CRA is currently:

- Working closely with CMED to enhance the City of Hollywood Centennial events and programs.
 - o CRA/CMED staff will participate in and attend Centennial events as needed.
 - o Staff has contracted a marketing research company to conduct a survey at the November 22nd Centennial event in the ArtsPark; and has contracted the Hollywood Historical Society to host a redevelopment/historical walking tour during the event.
- 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 – in FY2026.

Maintenance

Downtown – In September, Block By Block staff removed 120 graffiti tags, collected 2,193 lbs. of litter, removed 155 instances of animal waste, and collected 199 fallen palm fronds from public property. Block By Block continues to spot pressure clean the sidewalks, paint safety zones, and provide similar services.

The BPA for Block By Block will expire in January 2026. CRA staff is currently working with Procurement to piggyback from the Tampa/Ybor City contract for services. Staff is working with Procurement to extend the current BPA which will allow time to conclude the process and keep the service operational.

As of October 2025, Public Works is now providing oversight of Block By Block with the CRA's assistance, if and as needed.

CRA Board Meeting Results – 10/8/2025

R-CRA-2025-39 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A First Amendment To The Construction Contracts With Florida Sign Group, LLC For Citywide Gateway And Neighborhood Signage Bid No.: RFP-174-24-GJ To Amend Exhibit B General Conditions, Article 3.10 Assignment Of Contract; Authorizing The Appropriate CRA Officials To Assign The Construction Contracts With Florida Sign Group, LLC; And Further Authorizing The Appropriate CRA Officials To Execute All Applicable Assignment Documents.

- **Passed: 6-0, Vice-chair Quintana was absent.**

R-CRA-2025-40 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue A Purchase Order To Mcgrath Rent Corp. D/B/A Mobile Modular Management Corp For A Beach Office Trailer In An Amount Up To \$262,660.00 Based Upon Sourcewell No. 120822-Mmr For Relocatable Building And Storage Solutions With Related Services In Accordance With Section 38.41(C) (5) Of The Procurement Code.

- **Passed: 6-0, Vice-chair Quintana was absent.**

R-CRA-2025-41 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Transfer An Amount Up To \$404,138.08 To An Account Of The City Of Hollywood Public Works Department For Renovations To The Bathrooms Located At Charnow Park And Johnson Street.

- **Passed: 6-0, Vice-chair Quintana was absent.**