



CRA Executive Director's Report, July 2025

The following informational report 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 on all streets except Hyacinth Terrace, anticipated to be completed by the end of June. In-field adjustments due to unforeseen conditions were necessary on Eucalyptus Terrace. Coordination with the Moon Development is ongoing with project's initial staging work along Georgia and Jefferson Streets.



Excavation, trenching, existing conditions evaluation, compaction, and structures installation

Electrical/Undergrounding Infrastructure

Directional drilling for conduit installation for undergrounding of franchise utilities and electrical lighting completed on Harrison, Van Buren, Virginia, Jackson, Oregon, and Georgia Streets, and Azalea, Crocus, Daffodil, and Eucalyptus Terrace. Mainline has been completed on Madison Street and Greenbriar Terrace, with tie-ins currently being installed. Jefferson and Monroe Streets, Hyacinth Terrace scheduled to begin in late June.



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. Contract amendment executed. FDOT completed RRR Project funding agreement, routed for signatures. Amendment to existing Memorandum of Maintenance Agreement approved on April 16, 2025, routed for signatures. Construction cannot begin until MMOA is signed by FDOT. FPL/FDOT withdrew an approved utility permit CRA had with FPL. They put a hold the FPL/CRA utility permit, pending relocation of CRA electrical transformers. A new submittal will be provided to FPL showing the relocated transformers approved at a site meeting on June 5, 2025.

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 consultants/vendor are reviewing drawings, specifications, material selections, fabrication methods, project phasing, and applicable permitting implications and identifying cost-saving measures.

Sign contractor is evaluating permit implications and drafting shop drawings sign types throughout the City/CRA. Upon completion of shop drawings signs with the least permitting implications will begin fabrication, production, and installation. Currently routing contracts for signatures.

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.

Tyler Street Demonstration Project from 21st to 20th Avenue

On March 12, 2025, the CRA performed final walkthrough and provided a punch list to the developer. Upon completion of punch list items and COH permit, payment to developer for ROW improvements will be issued.

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

The consultant prepared 90% construction documents, and these plans are being reviewed for permits by the City's Building Division. Contractor is working on quotes to start placing orders for long-lead items such as light poles, etc.

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 completed. FPL has requested CRA subcontractor redlines to coordinate the switching orders and consolidate the service plans. Viking should provide redlines to FPL prior to continuing service connection and the installation of a new transformer at Pierce Street. FPL encountered technical issues that are currently under review. Target completion might be reconsidered. Comcast: Completed pulling wire into all the handholes. Comcast has completed all infrastructure installation activities. Cutting and tie ins have begun to new private service connections. Target completion date is June 2025.

Landscaping Activities:

Landscape architect completed coordination for test pit locations and planting strips. Contractor to begin tagging trees on Monday, June 23, and begin installation by the end of the week. Reinstallation work to take 3 to 4 weeks. Landscape tree proposal solutions to be presented at the July 2nd CRA Board meeting outlining findings.

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. Shop drawings been reviewed and equipment ordered. 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/CivicAlerts.aspx?AID=228

- Burkhardt Construction project Website: www.burkhardtconstruction.com/A1Acompletestreets
- 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

FDOT consultant completed the design of the three pump stations within the CRA boundaries: Sherman Street, Van Buren Street, and Bouganvilla Terrace. Construction anticipated to start July 2025.

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

Arizona, New York, Oregon, Madison, New Hampshire, Oklahoma, and Buchanan Street, and Magnolia and Iris Terrace basins completed. Three basins will be upgraded due to new pumps. 10 new basins to begin inspection in July. FDOT general use permits approved.

Outfall inspections: PU contacted FDOT to discuss the results of the inspections and coordinate potential partnerships for improvements to the FDOT outfalls and I&I. The board requested a price to clean basins (coordinating with PU). Four inline valves will be installed in Liberty, Scott, Buchanan, and Taylor Streets (coordinating with PU).

At the May 7th CRA Board meeting, the CRA received approval of a PO to EnviroWaste for the inspection of remaining basins. Work expected to be completed by Fall 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

Contractor finalized the installation landscape relocation. Contractor is working on the mechanical, electrical, & plumbing fixture installation- finishes to follow. Contractor is making electrical accommodations for mermaid reef camera equipment in storage room. Contractor has installed stand-up-seam metal roof on pavilions. Awaiting shop drawings on coquina cast stone (similar to Broadwalk knee wall) for bathroom and pavilions.



From Left to Right: West elevation; south elevation; east elevation; north elevation.

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](https://www.keatingpark.com)
- 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. Virtual Pre-Application Workshops will be held on the following Mondays: July 21st and 28th, and August 4th, 11th, 18th, and 25th, all at 5:00 pm.

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 submitted—waiting 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 to be considered 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 staff presented an update to the Downtown Hollywood Tenant Mix, Occupancy, Rental Rate, and Open Building Permits report at the June 4th CRA Board meeting. Development Services staff were on hand to clarify the permitting process and the status of open building permits.

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.

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 Art and Culture Center of Hollywood ("The Center") has executed a lease for 2008 Hollywood Blvd., currently occupied by Cinema Paradiso. On June 6th, The Center hosted a grand opening event to recognize their management of the Cinema at The Vintage on Harrison, followed by a screening of Wes Anderson's *The Phoenixian Scheme*.

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.



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 is anticipated to 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

As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA received and reviewed two CU Applications in May 2025.

1. Mr. Tarzan, 219 N. 21st Avenue (restaurant/bar)
2. Mamacitas Inc DBA Mamacitas Sports Bar, 500 N. Broadwalk (restaurant/bar)

Staff continues to attend meetings with City departments regarding the process of approving extended hours licenses, and possibly modifying section 113.26 of the City Code of Ordinances.

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.
 - Staff continues to communicate with the Centennial Committee and PRCA regarding a proposed Vintage South Florida 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.
- 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.

Maintenance

Downtown – In May, Block By Block staff removed 242 graffiti tags, collected 2,563 lbs. of litter, removed 144 instances of animal waste, and collected 145 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 – 6/4/2025

R- CRA-2025-19 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Payment Of Fees To Circuit Transit Inc. To Renew The Mirco Transit Services In An Estimated Annual Amount Of \$470,567.00; Providing For A Total Estimated Annual Cost Of \$1,246,000.00 To Be Shared By The CRA And The City Of Hollywood.

- **Passed: 7-0**

R-CRA-2025-20 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Waterways Condominium Association, Inc. For On-Site Improvements To The Property Located At 1908 North Ocean Drive In A Total Grant Amount Up To \$52,410.00.

- **Passed: 7-0**

R-CRA-2025-21 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Batwang LLC For On-Site Improvements To The Property Located At 1940 & 1942 Hollywood Boulevard In A Total Grant Amount Up To \$150,000.00.

- **Passed: 7-0**