



## CRA Executive Director's Report, April 2024

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

### Capital Improvement / Redevelopment

#### **Underground Utilities Phase IV – SRA1A from Hollywood Blvd to Southern City Limits, and E/W Streets, Streetends and Surf Road from Harrison Street to Magnolia Terrace**

The Phase IV East-West Streets, undergrounding on SR A1A, and electrical infrastructure's Guaranteed Maximum Price (GMP) were awarded by the CRA Board on December 6, 2023. The contract has been executed. CRA and the General Contractor applied for the issuance of the permit. Permit fees for the master ROW and Electrical work have been paid. The landscape permit is being processed.

CRA has issued the first notice to proceed to the general contractor. This notice to proceed is to purchase materials directly from the CRA on long lead items. The total savings for direct owner purchases is \$196K. The General Contractor is waiting for the drainage infrastructure subsurface investigation. Elevations need to be defined before the issuance of shop drawings. As soon as this activity is completed, the second Notice to Proceed is issued and mobilization can begin. Estimated time: June 2024.

The Construction Manager at Risk (CMAR) has submitted GMP for negotiation purposes. CRA reviewing and currently at the negotiation phase.

Florida Department of Transportation (FDOT) is working on the final review of SR A1A and RRR projects. FDOT Construction agreement has been approved by resolution.

The General Contractor is working on pricing the SR A1A and RRR projects with the 90% construction documents. It is anticipated that a GMP for the SR A1A and FDOT RRR projects will be presented to the CRA Board at the June 2024 meeting.

The CRA held a construction kick-off meeting on February 27<sup>th</sup> at 6:00pm at the Hollywood Beach Culture and Community Center to discuss the project and the anticipated construction timeline. More than 100 residents from properties within the project zone attended.

The CRA will continue public outreach with door-to-door visits to explain to the residents the impacts on their properties and to request right-of-entry agreements. For the residents that cannot be reached, individual office appointments will be scheduled.

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

City of Hollywood (CRA and City staff) has issued a Solicitation. CRA and City staff will evaluate the bids received from the vendors, then return to the CRA board and City Commission, respectively, with an opinion of probable cost and the competitive bid results.

### **Broadwalk Access Management**

After the contractor constructed six gates at five locations along the Broadwalk, an onsite coordination meeting was held to provide a training session with fire, marine safety, police, public works, and beach maintenance. The manufacturer demonstrated how to use and operate the various gates, maintenance, and operational protocols to authorized personnel. Once the training session was completed, the gates became operational.

The pavers have already been restored, and the remaining landscape will be completed soon. CRA Staff are working with the contractor on the architectural enhancement of the gates using decorative wraps, corrals, and/or additional surface treatments.

The contractor is currently working with a fabricator to design/build the decorative corrals that will go around the units.

### **Turtle Lighting**

After the May CRA Board meeting, staff was directed to proceed with the project. Three purchase orders were initiated: the first PO was issued to the globes manufacturer, the second PO was issued to the vendor who will coat the globes, and the third PO was issued to the contractor. 325 globes were ordered and began arriving in phases at the coating facility in mid-July. Installation of the globes started in early August and was completed in early December. The electrical contractor encountered a problem replacing the ring that holds the globe to the fixture. Staff ordered 290 new rings so the installation can resume. Staff will coordinate and manage the installation of the new shield on the tri-globe lights along the eastern side of the Broadwalk. 31 fixture bases are damaged due to the environment, and staff ordered replacement parts, which will arrive in early June. Staff will hire an electrical contractor to repair these bases using the replacement parts. The shield covers 270 degrees of the globe and will eliminate light spills toward the beachside. Staff experimented with many variations of shields until they finally came up with a solution acceptable to Fish and Wildlife.

### **Hollywood Boulevard Streetscape**

#### **New Water Main**

Installation of the new water main line is 80% complete. Broward County approved the partial certification of the installed system. The contractor completed the tie-ins and is in the process of scheduling the grouting and abandoning of the old line.

#### **Phase 5 (19th and 20th Avenues between Tyler Street and Harrison Street)**

S. 20th Avenue: Installation of new LED Lighting is complete. Adjustments to the irrigation system are complete. The CRA, consultant, and contractor selected the new Montgomery Palms for this segment of the project. The installation of the new picture-frame concrete sidewalks is complete, the contractor is coordinating the installation of the flexible pavement material that will be installed in the tree pits.

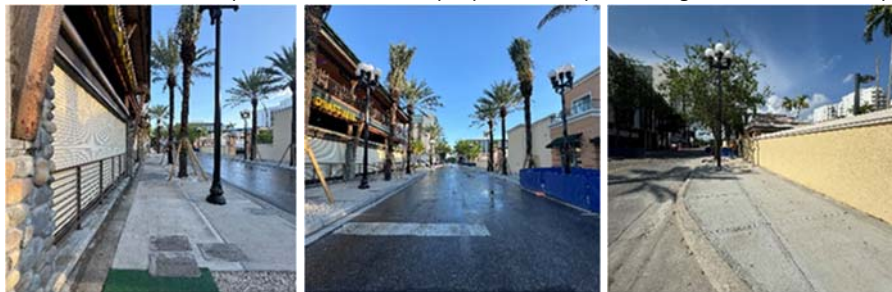
N. 19th Avenue: Installation of new LED Lighting is complete. Replanting of existing Medjool Palms is complete. The installation of the new picture-frame concrete sidewalks is 90% complete, the contractor is coordinating the installation of the flexible pavement material that will be installed in the tree pits.

#### **Phase 6 (South side of Hollywood Boulevard between 19<sup>th</sup> and 20<sup>th</sup> avenues)**

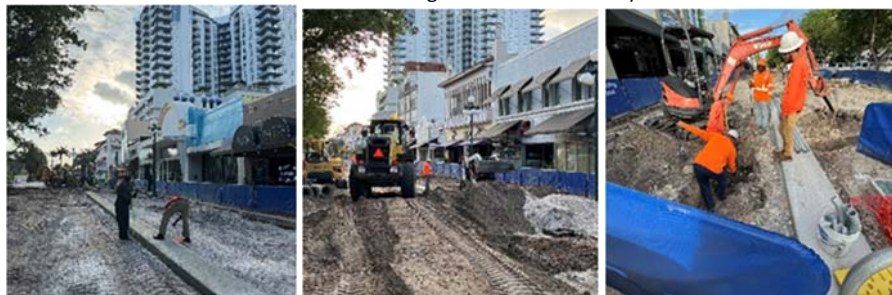
Demolition of the existing ROW is 40% complete. The installation of the new stormwater system is complete. The contractor began forming and placing the new valley gutter and curb islands, began forming tree pits, and began installation of the new conduit.



*S. 20th Avenue: Landscape installation and prep for flexi-pave. Segment is 90% complete.*



*N. 19th Avenue: Segment is 90% complete.*



*S. Hollywood Boulevard: forming and pouring valley gutter, rough-in of electrical.*

#### **Two Week Look Ahead**

- S. 20th Avenue:
  - Install flexi-pave in landscape areas
- N. 19th Avenue:
  - Form and pour new picture-frame concrete sidewalks
  - Install flexi-pave in landscape areas
- South side of Hollywood Blvd between 19<sup>th</sup> and 20<sup>th</sup> Avenues:
  - Continue demolition of sidewalk and roadway
  - Continue pouring valley gutter and D curb islands
  - Continue forming tree pits



- Continue roughing in electrical
- Rough in irrigation lines

### **Project Communication and Outreach**

Hollywood Blvd. Streetscape Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: [www.hollywoodcra.org/streetscape](http://www.hollywoodcra.org/streetscape)
- Burkhardt Construction project Website: [hollywoodboulevardstreetscapesproject.com](http://hollywoodboulevardstreetscapesproject.com)
- Weekly eblast update to stakeholders
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 781-0888
- General's Contractor's e-mail: [adam@burkhardtconstruction.com](mailto:adam@burkhardtconstruction.com)
- The tenth "Coffee with the Crew" was held on March 21<sup>st</sup> at 1934 Hollywood Blvd.

### **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. See grant section for further details.

### **Tyler Street Demonstration Project from 21st to 20th Avenue**

On February 7, 2024, the CRA Board approved a funding agreement between the CRA and Downtown Hollywood Holdings, LLC. to improve the south side of Tyler Street between 21<sup>st</sup> and 20<sup>th</sup> Avenue following the new vision for this corridor. Improvements will include:

- New picture-frame concrete sidewalks
- Curbed landscape islands
- Improved landscape
- Decorative tree grates
- New LED lighting
- Resurfacing of the roadway

### **Downtown Avenues Improvements**

Bermello Ajamil & Partners has been selected as the consultant to develop conceptual designs to improve the ROW conditions of 20<sup>th</sup> and 19<sup>th</sup> Avenues between Buchanan Street and Jefferson Street to enhance pedestrian connectivity and access to the downtown core. The consultant will explore opportunities to improve pedestrian-scale lighting, incorporate landscape within swale areas, and accommodate on-street parking where feasible. The CRA is also working with the City's Engineering Division to restore damaged sidewalks and address ADA accessibility along sidewalks and curb ramps.

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

All poles have been installed. The contractor has completed all trench excavation and conduit placement related to the undergrounding portion of the work. All private property conduits have been installed.

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

- Light pole installation is complete.

- All planters and tree grates are installed, and Montgomery palms have been planted on the west side. Next week, planting will begin on the east side, starting at Sheridan Street and moving south.
- All franchise utility infrastructure PVC CONDUITS has been installed.
- All transformers have been installed along the SR A1A, private locations, and City easement locations. Several large Vista switches require the construction of islands on City ROW, which have been installed, and restoration work is in progress.
- Comcast is currently pulling wires from the main line to the private service locations.
- ATT has completed 80% of the main wiring installed.
- Garfield Street signal mast arm has been installed. Waiting for FPL meter and electrical service.
- Pedestrian lighting in the corridor has been completed. Waiting for FPL meter and electrical service.
- Paver installation has been completed on the west. Restoration of damaged pavers on the east side is progressing. Work has been completed up to McKinley Street.
- The underground service switchover will begin after all FPL equipment and cables are completed.
- All banner arms installed.

### **Two-Week Look Ahead**

- Continue paver restoration due south.
- Irrigation installation for the tree pits on the east side continues.
- Final equipment installation and cable termination for FP&L.
- Comcast and AT&T will continue to serve wiring installation.
- Landscaping at the medians to begin in April 2024.

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

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: [www.hollywoodcra.org/CivicAlerts.aspx?AID=228](http://www.hollywoodcra.org/CivicAlerts.aspx?AID=228)
- Burkhardt Construction project Website: [www.burkhardtconstruction.com/A1Acompletestreets](http://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](mailto:adam@burkhardtconstruction.com)

### **Paint Maintenance Program**

The scope of work includes painting barrier island furnishings, bike symbols, crosswalk markings at Broadwalk, the Broadwalk knee wall, and touching up and repainting First Aid and Lifeguard Stations. All metal furnishings have been touched up or repainted. All metal furnishings along the Broadwalk have been touched up or repainted. 18 Lifeguard stations, including the aluminum louvers have been painted. The three remaining units are expected to be completed by the end of April 2024, weather permitting.

### ***Lifeguard Towers and First Aid Station Maintenance status:***

The paint program continues. All Stations will be painted by June 2024.

| PAINT STATUS     |                | PAINT STATUS       |                 |
|------------------|----------------|--------------------|-----------------|
| List of Units    | Date Completed | First Aid Stations |                 |
| Lifeguard Towers |                | Cleveland Street   | 3/27/2023       |
| Garfield Street  | 2/12/2023      | Michigan Street    | 7/8/2023        |
| Grant Street     | 3/13/2023      | Hollywood Blvd     | 8/10/2023       |
| Nebraska Street  | 4/7/2023       | Liberty Street     | 8/30/2023       |
| Harding Street   | 5/20/2023      | Magnolia Ter       | 11/9/2023       |
| Fillmore Street  | 6/28/2023      | Azalea Terrace     | 2/26/2024       |
| Diplomat Hotel   | 12/1/2023      | PROPOSED SCHEDULE  |                 |
| Iris Terrace     | 12/18/2023     | List of Units      | Est. Completion |
| Ocean Palms      | 12/15/2023     | Lifeguard Towers   |                 |
| Madison Street   | 2/14/2024      | Arizona Street     | 3/20/2024       |
| Eucalyptus       | 2/7/2024       | Taff Street        | 4/8/2024        |
| Johnson Street   | 2/27/2024      | Sherman Street     | 4/25/2024       |
| Virginia Street  | 3/16/2024      |                    |                 |



### Linear Park Walk/Resiliency Area

FDOT pump design is entering the 80% design phase. Two of the four pumps are in Azalea Terrace and Van Buren Street. FDOT proposed pump improvements are limited to a selected number of streets based on the pump location and proposed capacity of the pump.

FDOT consultant permit review with multiple agencies is underway, followed by maintenance agreement coordination with the City. PU/CRA reached out to FDOT to initiate the outflow/Wapro inspections and coordinate potential partnerships for improvements to the FDOT outfalls and I&I.

### Pedestrian Crossings

Design: The traffic signal designs at Carolina Street and Scott Street, including the structural foundations, are complete.

Permitting: CRA signal Maintenance Memorandum of Agreement was presented to the City Commission on January 16, 2024. A construction agreement between the CRA and FDOT need to be approved by resolution. It is scheduled that the agreement will be in front of the Board on April 3rd CRA Board meeting. As soon as the agreement is executed, the permit approval process will resume.

A change order to the complete street project was approved on February 17, 2024. As soon as the permit is approved, a Notice to proceed will be issued to Burkhardt Construction Inc. for the installation of the Carolina Street pedestrian crosswalk.

The Oceanside Marina developer has agreed to reimburse the CRA 50% of the cost of the signal installation.

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

FDOT awarded the design of the four pump stations along SR A1A in August 2022. The Consultant has completed the design of the pump stations and is working to secure multi-agency permits.

Due to permitting delays with the ACOR, the FDOT anticipated bid Bids release will be delay to June 2024, and construction is anticipated to begin in Late 2024.

The FDOT pump stations' proposed locations are at Franklin Street, Sherman Street, Van Buren Street, and Bouganvilla Terrace. Additional funding for the construction of the CRA pump stations has been requested from FDOT. A resolution authorizing the additional funding was presented and approved at the February Board meeting.

The CRA and the City of Hollywood Department of Public Utilities have been collaborating on identifying means to improve the flooding conditions on the Phase IV corridor based on the Department of Public Utilities' drainage master plan model.

In order to address the additional Phase IV drainage basins, Public Utilities, in collaboration with the CRA, has retained a consultant to prepare a basis of design analysis required for drainage improvements between Hollywood Boulevard and Iris Terrace, including for the analysis, design, permitting of a stormwater pump station serving the area from Daffodil Terrace to Iris Terrace. Design began in December 2023.

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

Currently, staff is coordinating the contract execution. The project went in front of the CRA Board at the October CRA Board meeting, and it was approved. CRA Staff is working on a series of nearshore Mermaid modules; 48 concrete nearshore coral reef modules are proposed at four locations 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. Permitting was obtained through the Florida Department of Environmental Protection, the USA Army Corps of Engineers, and Florida Fish and Wildlife Conservation. Deployment would be expected in the summer of 2024.

### **Broadwalk LED Wall Lights**

After the electrical system was completed, Fish and Wildlife tested the entire LED system. Fish and Wildlife requested to change the wavelength, and currently, staff is experimenting with various options. The contractor completed the work on the electrical portion of the project and the replacement of the damaged precast panels. The CRA Board awarded this project at the November 2022 meeting. Burkhardt Construction Company was selected to construct this project.

The project, which extends for the entire wall along the Broadwalk from Georgia Street to Sherman Street, consists of replacing the damaged original lights with new UL-approved light fixtures using the existing conduits. The lights were placed inside the wall using an access panel from the back of the wall. The lights can be programmed for different colors. In addition, precast panels for the knee wall will be replaced as required due to the construction of this project.

### **Keating Park**

CRA staff and the Consultant continue to coordinate comment responses to the various permitting agencies and Authorities Having Jurisdiction.

It is anticipated that the Florida Fish and Wildlife, Florida Department of Environmental Protection, Broward County, and City of Hollywood permit approvals will be completed in the next few months. Once we have a permitted set of drawings, CRA, City Staff, and the Consultant will return to coordinate construction efforts.

CRA Staff intends to return to the Board with contractor selection as a change order to the Phase IV East/West Street project. It is in the best interest of the CRA to approve this change order to avoid multiple contractors on the site, and the contractor can begin construction of the Project's scope, including significant structural repairs needed at the restroom facilities, as soon as possible so they may complete construction of the Project in a timely manner.

CRA/City Staff coordinated with a 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 is anticipated to be awarded in the Fall of 2024.

The Project will include renovating the existing restroom facility, installing new standing seam metal roofs over the pavilions, structural renovations, educational signage, and ecological components, creating a new Dog Park, and implementing the overall Keating Park Master Plan.

### **ADA Beach Access Mats**

As part of the Phase IV East/West Street streetscape project, the Beach CRA intends to provide beach access to those with disabilities. Staff obtained a proposal from an environment consultant to obtain a permit to install ADA Beach Access Mats at five locations: Crocus Terrace, Daffodil Terrace, Eucalypts Terrace, Greenbriar Terrace, and Hyacinth Terrace. Once the permitting process is completed, CRA beach maintenance staff will install the ADA Beach Access Mats at these locations.

### **Young Circle Design Phase II**

CRA and their Consultants, Marlin Engineering and Toole Design Group, are awaiting FDOT / City of Hollywood approval on roadway design for Block 57 and Block 58 prior to proceeding with the Young Circle traffic improvement design; Staff looks forward to collaborating with the new District Four Secretary on this endeavor.



## Grant Programs – HIP, PIP and POP

The CRA currently has 2 HIP, 50 PIP or Mini-PIP, and 2 POP Grants at various stages of the process: 27 in the Downtown CRA area and 27 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 for April will be held on Monday, April 8, 2024 and Monday, April 22, 2024 at 5:00 pm.

### **1853 Madison Street – Glades Capital LLC**

Owners of 1853 Madison Street completed a PIP Grant; the comprehensive improvements to the property included new exterior painting and stucco, new impact windows and doors, and new roof.



*1853 Madison Street Before & After Improvements*

## Grant Development Program – CRA Improvement Projects

The CRA and the consultant, RMPK, are identifying grants for the CRA to pursue. Since October 2022, the CRA has applied for the following grants:

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

A \$24.4 M with a 50% match (\$12.2M) grant was awarded to the City/CRA to complete the Phase IV E/W streets resiliency project along the 18 City Streets from Harrison Street to Magnolia Terrace, as per CRA's construction documents.

The Grant Kick-off meeting was on August 1, 2023. The initial welcome packet and contact information have been submitted to the state as required. The first FDEP site visit is scheduled for the first week of September.

Coastal Roadway Resiliency Project contract was executed in December 2023. First reporting period was January 2024.

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

First Application: The City/CRA was awarded \$500K under the T-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. Staff is awaiting a final decision on the grant. The NEPA report is being finalized.

Second Application: The City/CRA has applied for another resiliency grant under the T-HUD house appropriation initiative grant, this time for \$3.25M, 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 was submitted as a fit for this grant. The maximum amount is \$1.5M. The grant requires a 50% match.

CRA and City Staff are working with a consultant to reapply for the grant application. A series of preliminary documents were requested and submitted for FDEP review; the CRA and city staff are awaiting comments from FDEP; once we are given clearance, we will resubmit the grant application and await a status update.

### **Recreational Trails Program (RTP) grant: Beachwalk Extension Project**

Supporting efforts to secure a Recreational Trail(s) that will greatly benefit our community. The CRA is coordinating discussions of the 2023 grant application in the amount of \$500,000 for the improvements to the Beachwalk Extension Project.

### **FDEP State Water-Quality Assistance Grant: Hollywood Boulevard Streetscape**

On December 29, 2022, the CRA submitted a grant application to the Florida Department of Environmental Protection 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 proposes using PaveDrain permeable pavers before inlets, which should effectively reduce the amount of pollutant load being discharged into the stormwater system, therefore, making the Project a potential candidate for this grant.

In April 2023, The Department completed the review and evaluation of the grant applications, but unfortunately, the Hollywood Blvd. Streetscape project was not selected for grand funding this cycle. The Department will keep the grant application under consideration for possible funding in the next cycle.

### **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

The CRA and the City of Hollywood Department of Communications, Marketing and Economic Development (CMED):

- Meet once a month, or as needed, and maintain ongoing communications.
- Work closely with private property owners to secure new quality tenants and redevelopment projects.
- Coordinate media buy for redevelopment outreach, and placement of organic social media posts.
- Coordinate initiatives and co-sponsor redevelopment, retail recruitment and economic development programs with organizations including ICSC, ULI, Bisnow, Greater Fort Lauderdale Alliance, and others.
- Combine resources and initiatives when appropriate.
  - In the process of evaluating additional redevelopment sponsorship opportunities
  - Share CoStar services to track redevelopment trends and obtain statistics

Staff also continues to:

- Work with developers to increase interest and investment on the Beach and in Downtown Hollywood.
- Makes every effort to work with tenants who have recently signed leases and have not yet opened.
- 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 rates for tenants.

In coordination with the Division of Parking, CRA Staff renewed the Blanket Purchase Agreement for the public valet program located 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 9 CU Applications in February 2024.

1. ABA Helping All The Way LLC, 1940 Harrison Street #312 (office)
2. Konstantin Goldenberg Photography Inc. dba The Hollywood Ice Cream Co., 2032 Hollywood Blvd. (ice cream shop)
3. Blu Steakhouse LLC, 1900 Harrison Street (restaurant)
4. HK Hollywood Inc./HK Salon, 1930-C Harrison Street (hair salon)
5. Picassito, 2017 Harrison Street (children's art studio)
6. The Vintage on Harrison, 1955 Harrison Street (deli and bar)
7. Peppers Indian Cuisine Inc., 1908 Hollywood Blvd. (restaurant)

8. Beauty Suites by Iconic LLC, 115 S. 21<sup>st</sup> Avenue (salon)
9. Cala Ink LLC, 2001 Tyler Street #7 (art gallery with ancillary tattoo)

## Maintenance

**Downtown** – In February, Block By Block staff removed 196 graffiti tags from public property, collected 5,557 lbs. of litter, removed 215 instances of animal/human waste, and collected 143 palm fronds off the ground. Block By Block continues to spot pressure clean the sidewalks, use the Gum Reaper to remove gum spots, and performs special projects as needed.

**Beach** – In February, 1,683.5 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,270 were dedicated to trash removal from the beach, and 64 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 15 locations.

## Communications, Public Information, and Special Events

CRA Executive Director Jorge Camejo will speak to the Boulevard Heights Neighborhood Association on Tuesday, April 9<sup>th</sup> at Boulevard Heights Community Center. The second “CRA on the Road” presentation will be given to provide an update on Capital Improvement and Private Investment in Downtown Hollywood and on Hollywood Beach.

**THE CRA IS GOING  
ON THE ROAD**

**Tuesday, April 9, 2024 • 7:30pm**  
Boulevard Heights Community Center  
6770 Garfield Street, Hollywood, FL 33024

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Jorge Camejo, Executive Director of the Hollywood Community Redevelopment Agency (CRA), will present an update on Capital Improvements and Private Investment in Downtown Hollywood and on Hollywood Beach.  
A Q&A session will follow the presentation.  
Refreshments will be provided.

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For more information about the Hollywood Community Redevelopment Agency, visit [HollywoodCRA.org](http://HollywoodCRA.org) or email Lisa Uotila, Redevelopment & Operations Manager, at [LisaUotila@hollywoodcra.org](mailto:LisaUotila@hollywoodcra.org).

*Mailer and social media post/e-blast*

The CRA has produced information cards for the Phase IV Undergrounding and Streetscaping Project on Hollywood Beach. The cards will be available at the Hollywood Beach Culture and Community Center, among other places, to inform residents in the project area how to make appointments to discuss the harmonization of their property.





*Phase IV information card*

The CRA continues to implement and monitor the revised Media Plan focusing on the dissemination of slum clearance and community redevelopment information.

The CRA is currently:

- 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 assisting the affected businesses by creating organic social posts on our feeds and tagging the businesses.
- 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 three walking tours that highlight Downtown capital improvement projects and private investment.

## **Murals / Public Art Initiatives / Creative Placemaking**

There are 8 murals currently in development: 2000 Hollywood Boulevard, 1910 Hollywood Boulevard (rear alley), 1770 Monroe Street/Hollywood Central Performing Arts Center, 2030 Polk Street, 215 S. 21<sup>st</sup> Avenue, 2013 Taylor Street, 2031 Tyler Street, and 1909 Tyler Street.

A mural tour was held for 11 travel agents via the GFLCVB in February.

The mural tour during the 3<sup>rd</sup> Saturday ArtWalk in March had ~40 participants.



## CRA Board Meeting Results – 3/6/2024

**R- CRA-2024-14** – 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 Of The Cost Of Funding The Construction Of Three Storm Water Pump Stations Located Within The CRA Beach District In A Lump Sum Amount Of \$3,441,445.00.

- **Passed: 7-0**