



CRA Executive Director's Report, March 2023

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

Phase IV EW Streets, from Harrison Street to Magnolia Terrace, including Surf Road and the Streetends, have been submitted to the building department for review. Other agencies are also reviewing for permitting, including FDEP- Florida Fish and Wildlife CC, Surface Water Management (through Broward County), Broward County - Traffic Engineering Division, and Broward County Environmental Resource Permit.

Phase IV, SR A1A, is 50% completed. FDOT approved the landscape variance on 9/22 which allows the CRA to place trees in the same position as the north portion of SR A1A. The lighting design along the corridor is currently being reviewed and will be submitted to FWCC for an opinion. FDOT has submitted review comments regarding pavement cross slopes. KH is currently requesting clarification on this comment.

The CRA began conversations with FDOT to combine their RRR scope of work into the CRA's construction documents. CRA will receive FDOT-allocated funding for the RRR project scope, and the CRA will construct the work under a CRA-contracted Construction Manager at Risk Contractor. A letter of interest was presented to FDOT on May 10, 2022, and a draft Joint Partnership Agreement (JPA) will be drafted for approval. Execution of JPA cannot be finalized until FDOT funding is allocated, which is scheduled by July 2024.

Wayfinding Signage and Gateway Markers

A structural engineer was hired to inspect and prepare a report regarding the condition of the existing signs. The Structural Engineer concluded the inspection in early May 2022. CRA and City staff reviewed the report and analyzed the existing signs structural integrity and code regulations and the possibility of redesigning these signs with new proposed details. The engineer's findings were detailed in the report, i.e., the condition of each sign, and each sign was ranked in its structural integrity, appearance, and possible reuse.

A consultant was hired to implement the signage program in the Downtown and Beach Districts. CRA/City/Consultant are working on design options for 29 signs for Downtown: 11 directional/wayfinding signs, 4 directory signs, 11 neighborhood signs, 1 gateway sign, and 2 optional parking signs. In addition, 2 new neighborhood signs will be located at entrances to Johnson Street and Fillmore Street on 21st Avenue.

The signage package for the Beach includes 3 Beach District entryway signs, 1 Central Business District. CRA and the consultant have begun coordinating community outreach meetings with Neighborhood and Business, and Civic associations.

Broadwalk Access Management

The contractor constructed 6 gates at 5 locations along the Broadwalk. The gates are in the up position waiting for FPL to provide power and thereafter will be operational. The remaining paver restoration and landscape will be completed in the next couple of months. FPL services should be in place within the next 2 months.

Once the gates are operational, the vendor will have an orientation session with Police, Fire, and other departments to provide instructions to use the remote controls. CRA Staff are working with the contractor on the architectural enhancement of the gates with the use of decorative wraps, corrals and/or additional surface treatments.

During the preparation process, an onsite coordination meeting occurred between the contractor, fire, police, and CRA staff. During an onsite meeting, CRA Staff verified that fire and police vehicles could access the Broadwalk using the proposed gates. After confirming that fire trucks could utilize the new gates, the contractor prepared shop drawings for the gates. A first Notice To Proceed was issued to the contractor, allowing the contractor to order needed materials for this project. On January 19, 2022, the Board approved this project's construction contract, which was awarded to Burkhardt construction. The gates are proposed at 5 locations along the Broadwalk.

Turtle Lighting

Recently staff was informed via email that Fish and Wild Life had accepted the new proposed light shield and requested to move forward with the project. The new shield is for the tri-globe lights along the eastern side of the Broadwalk.

During a previous meeting at the site, a Fish and Wild Life representative measured the amount of light from the beach side, and determined and confirmed that the light sources are not visible from the beach, and there is zero light reading on the beach side. The covered-coated globes were accepted as a good solution. The new shield covers the globe at 270 degrees, blocks the east side toward the beach, and provides sufficient illumination of the Broadwalk. Over the years, staff experimented with several solutions, such as covering the globe with a hood, semi-partially, and 270 degrees covering the globe with an opaque application. Since the 270-degree covering is the most practical solution, CRA staff worked with a vendor to provide and install 3 more samples at a previous mock-up location.

Hollywood Blvd Streetscape

The consultant, Bermello Ajamil & Partners, completed the development of 100% Construction Drawings for the Boulevard. The permit process with the State, County, and City of Hollywood is ongoing.

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; see grant development section for more details.

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 on this item.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

The contractor has completed all trench excavation and conduit placement related to the undergrounding portion of the work. This work mainly occurs on the west sidewalk of SR A1A. Viking continues to pull primary and feeder wires for the undergrounding system and placing service conduits for private property connections.

The electrical subcontractor continues with the east-side pedestrian lights.

Hotwire is converting its system from overhead to underground, which will take approximately 3-4 weeks. On February 6, the mast arm foundation was poured by Gerelco: Barricades were set along with MOT signage on Garfield Street and along SR A1A east lanes. A 27' deep shaft was excavated, a steel cage was installed, and concrete was poured. The shaft location is at the NE corner of Garfield St. on SR A1A. Garfield Street was closed for a day. Traffic was redirected without disruptions.



Setting and casting foundation for Garfield Street Signal.

Two Weeks Look Ahead (Conduit Installation)

- Light pole installation on the west sidewalk continues due south.
- Tree planter and light pole location marked on sidewalk for review.
- Sleeving for irrigation on the west side to begin on 1/23/2023 and continue until complete.
- AT&T manhole tie-ins to begin on 1/23/2023 and continue until complete.
- Viking is continuing to pull primary and feeder wires.
- Hotwire will begin converting its system from overhead to underground, which will take approximately 3-4 weeks. They're scheduled to start next week as well.
- Kimley Horn, Contractor, and CRA to meet at the nursery to select trees and landscaping material.

Project Communication and Outreach

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website:
<http://www.hollywoodcra.org/CivicAlerts.aspx?AID=228>
- Burkhardt Construction project Website:
<https://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

Paint Maintenance Program

The painting Contractor mobilized on January 17, 2023. It is expected that 5 stations will be painted. The work is anticipated to last 2 months, depending on weather conditions.

The Broadwalk bike lane template was fabricated. Bike symbols and crosswalk painting to begin in late February.

CRA, Painting Contractor, and Manufacturer (Sherwin Williams) to meet at the site on February 14, 2023 to discuss product quality control.

SR A1A Linear Park

On March 3, 2022, the Board awarded Bermello Ajamil the contract to prepare construction drawings for the Project. On August 7, 2022, the CRA Board gave the go-ahead to allow the consultant to proceed with developing schematic designs for the SR A1A Linear Park. The consultant prepared a proposal however the CRA Board directed staff to pause the design until such time that the SR A1A Pumps design is completed as there may be elements which need to be incorporated into the land considered for the park.

Pedestrian Crossings

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

Permitting: First round of comments have been addressed. A set of drawings have been turned over to Burkhardt Construction Inc. for a proposal and negotiation.

A new FDOT construction agreement for the traffic signals will be required.

Stormwater Pump Stations along the A1A Corridor

FDOT awarded the design of the 4 pump stations along SR A1A on 8/2022. The consultant is in the initial design stages, and it is anticipated that 90% construction documents will be completed in January 2024. The Project is currently 30% completed.

Coordination activities are taking place between Public Utilities, FDOT, and the CRA, including a review of the scope of work and deliverables.

Underwater Mermaid Artificial Coral Reefs

The Mermaid modules were deployed during the first week of November by the vendor, Ocean Rescue Alliance. The new reef area contains 20 modules in different appearances. A plaque with the City of Hollywood name was placed on one of the modules. The deployment was filmed by City staff and local TV stations broadcast a segment about the project. The CRA Board in its November meeting directed CRA staff to proceed with exploration of near shore mermaids. Some of the reefs were recently removed as some residual plastic at the bottom of the reefs was noticed – this plastic apparently was on the palettes prior to deployment. The plastic was removed from the select modules, and the fabricator and Ocean Rescue Alliance are awaiting Broward County to inspect the modules prior to being redeployed. The plastic removal and redeployment is being implemented 100% at the vendors cost.

Broadwalk LED Wall Lights

The construction contract was signed by all parties and the contractor given Notice To Proceed for this project. Construction will be initiated in 2-3 weeks and should last 6 months. 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 will be placed inside the wall with an access from 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

On December 7, 2022, the Board awarded Song + Associates the contract to prepare construction drawings and perform construction administration for the Project. The CRA and our consultant are working diligently on the construction documents. We anticipate 100% CDs by April to begin the permitting process and address all comments by the end of summer 2023. The Project will include renovating the existing restroom facility, pavilion structure, and overall Keating Park Masterplan.

The CRA and our consultant will be applying for a Grant through the Land & Water Conservation fund; see the grant development section for more details.

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.

Technical Advisory Committee

TAC Item No. 22-DP-04 – 2035 Monroe Street:

This Project consists of a new 7-story, 34-unit apartment development located at an 80'-0" wide lot adjacent to an N/S Alley and E/W Alley at 2035 Monroe Street.

During the Final TAC Sign-Off, the Project underwent two design iterations, with the final design proposing double curb cuts to access the first and second-floor parking garage. The CRA reviewed and denied the Project on November 11, 2022, with the following comments:

- The proposed perforated metal screen along the second-floor garage does not match the other materials or the architecture of the building. The CRA would like to suggest exploring other material options to screen the second-floor garage that is more consistent and compatible with the rest of the building.
- The CRA is against the proposed double access to the parking garage. This proposed 40+ asphalt vehicle entrance goes against the intent of the RAC of developing street-level designs that encourage pedestrian activity.

The CRA comments were never addressed, and the Project went in front of the Planning and Development Board on January 27, 2023, receiving conditional approval.



Original Final TAC Rendering



Approved Final TAC Rendering

Grant Programs – HIP, PIP and POP

The CRA currently has 64 HIP, PIP, or POP Grants at various stages of the process: 30 in the Downtown CRA Area and 34 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 March will be held on Monday, March 6, 2023 at 5:00 pm and Monday, March 20, 2023 at 5:00 pm.

Grant Development Program – CRA Improvement Projects

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

Coastal Partnership Initiative: Keating Park Improvements

Supporting innovative local-level capital improvement projects. Keating Park Improvements were submitted as an excellent fit for this grant. This grant awards up to \$60,000 with a 50% match or 1 on 1 match.

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

Supporting initiatives that address the impacts of flooding and sea level rise. Phase IV EW Streets was submitted since it meets the criteria. Maximum awarded funds are TBD and require a 50% match.

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 This requires a 50% match.

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. The Department review and evaluation period are expected to occur in March/April 2023.

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.

Harrison Street Parklet Update

CRA chose a new location for the parklet. CRA recommended the parklet be relocated from Social Room (1916 Harrison St.) to Oaxaka (2033 Harrison St.), as the agreed-upon term limit with Social Room had expired. The 2033 location was chosen as it will benefit two businesses operated by the same owner, Oaxaka, and the new J&C Oyster Bar.

CRA is coordinating with City Staff to prepare all applicable documents and execute action items relevant to the relocation of the parklet from 1916 Harrison St. to 2033 Harrison St. CRA and City Staff are preparing to bring the item in front of the City Commission.

Redevelopment, Recruitment, Retention, Expansion & Private Investment

The CRA presented an update to the Downtown Hollywood Tenant Mix, Occupancy, and Rental Rate report at the January 18th CRA Board meeting. Pursuant to requests from the Board, we provided a more detailed breakdown of the food and beverage establishments. Staff was also asked to provide a directory-style map which is currently in progress. In addition, staff was asked to meet with Business Flare and property owners in an effort to define Downtown Hollywood's vision and leasing strategy, and discuss the need for quality build-outs and renovations.

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

- Co-sponsored the Broward MPO's 2023 Safe Streets Summit which was held on February 2nd and 3rd at the Diplomat Beach Resort.
 - CRA staff attended and participated in the conference.
 - CRA staff coordinated the closing reception that was held in Downtown Hollywood and included a mural tour.
- Co-sponsored and attended the ICSC Local Broward/Miami-Dade on Thursday, January 26th at Gulfstream Park in Hallandale Beach.
- Attended the ICSC-promoted 2023 Retail Summit at the Ft. Lauderdale Marriott Coral Springs Hotel & Convention Center.
- 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 initiatives and co-sponsor redevelopment, retail recruitment and economic development programs with organizations including ICSC, ULI, Bisnow, and others.
- Combine resources and initiatives when appropriate.
 - In the process of sharing database management software
 - 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.
- 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.

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 8 CU Applications in January 2023:

1. Chase Capital Group, Inc., 721 S. 21st Ave. (Real Estate company)
2. Growing Smiles ABA Services, Inc., 1915 Hollywood Blvd. (Office)
3. Chill Smoke II LLC dba Elixir Kava N Smoke, 1820 Harrison St. (Kava bar)
4. Bonded by Ink LLC/Bonded by Ink Studios, 111 S. 21st Ave. (Art gallery w/tattoo studio)
5. Y & Y Medical Supply, 2040 Madison St. (Office)
6. Purple Touch Beauty and More LLC, 1909 Harrison St. (Beauty salon)
7. Redwood Bar & Kitchen, 2009 Harrison St. (Restaurant/bar)
8. Le Tub Saloon, 110 N. Ocean Dr. (Restaurant/bar)

Murals / Public Art Initiatives / Creative Placemaking

There are seven murals currently in development: 1900 Hollywood Boulevard, 1948 Hollywood Boulevard, 1909 Harrison Street, 2039 Harrison Street, 2030 Polk Street, 425 S. 21st Avenue, and 203 S. 21st Avenue.

The mural tour during the 3rd Saturday ArtWalk had 65 participants in January. Staff gave a mural presentation to Leadership Hollywood attendees (35 people), and mural tours to Art Hollywood attendees (20 people) and the Broward MPO Safe Streets Summit (40 people). Staff also attended the Smart Growth Partnership Annual Forum in Wilton Manors.

Special Events

Pursuant to recent changes to State Statute 163 Section III, the CRA is reevaluating its events with the City of Hollywood Department of Parks, Recreation and Cultural Arts.

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.

Maintenance

Beach –In January, 1,568 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,224 were dedicated to trash removal from the beach, and 116 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 12 locations.



Downtown – In January, Block By Block staff removed 324 graffiti tags from public property, collected 10,526 lbs. of litter, and collected 559 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.



Before

After

Communications and Public Information

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:

- Exploring options regarding hosting a once-a-month educational program for Beach and Downtown stakeholders about how to benefit from the use of social media.
 - The workshops will most likely be held in three-part sessions that also include how to utilize paid social media options.
- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.

CRA Board Meeting Results – 2/1/2023

R-CRA-2023-06 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving The Minutes Of The Regular CRA Meeting Of November 2, 2022.

- **Results: 7-0**

R-CRA-2023-07 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving The Minutes Of The Regular CRA Meeting Of December 7, 2022.

- **Results: 7-0**