



CRA Executive Director's Report, June 2025

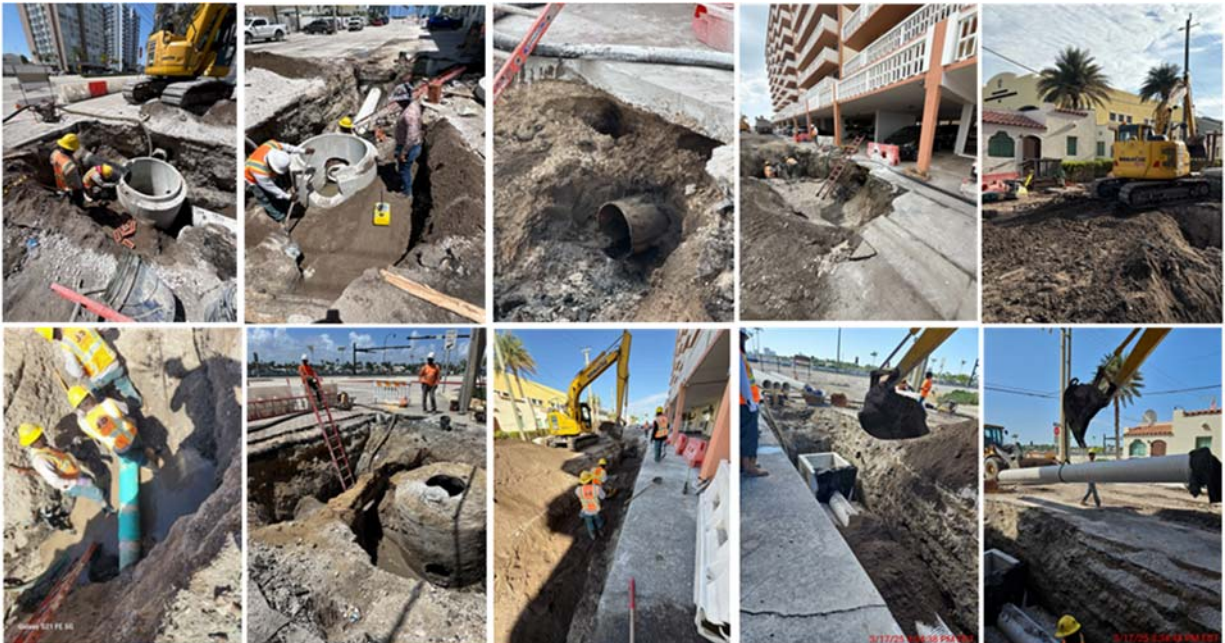
The following Informational Report by George R. Keller, Jr. CPPT, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

Capital Improvement / Redevelopment

Coastal Resiliency Phase IV Undergrounding of Overhead Utilities and Streetscape Project: E/W Streets, Streetends, Surf Road, and Harmonization from Harrison Street to Magnolia Terrace

STORMWATER SYSTEM INSTALLATION

Storm drainage installation has been completed on Harrison, Van Buren, Virginia, Jackson, Oregon, Madison, and Georgia Streets, and Azalea, Bouganvilla, Crocus, Daffodil, and Eucalyptus Terraces. Jefferson Street and Foxglove Terrace stormwater installation is ongoing. The contractor continues to encounter on-site conflicts and high tide complications.



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

Directional drilling for conduit installation related to the undergrounding of franchise utilities and electrical lighting has been completed on Harrison, Van Buren, Virginia, Jackson, Oregon, Madison, Crocus, and on Surf Road from Azalea to Daffodil Terrace.



Undergrounding and electrical infrastructure installation, private property conduit runs

Harmonization

Right-of-entry agreements and exhibits for Harrison, Van Buren, Virginia, and Jackson Streets are being distributed, and most have been collected. HLM and CRA are contacting property owners at Oregon, Monroe, and Madison Streets for distribution and execution.

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

SR A1A and FDOT RRR GMP correction was approved on January 16, 2025. GMP includes the scope of work associated with the RRR scope of work. The contract amendment has been executed. FDOT has completed the RRR Project funding agreement, and it has been routed for signatures. An amendment to the existing Memorandum of Maintenance Agreement was approved on April 16, 2025, and has been routed for signatures.

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.

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

Hollywood Boulevard Streetscape

A certificate of substantial completion has been issued to the General Contractor. The contractor continues to work on close-out documents and finalizing permits with the City of Hollywood and Broward County.

Tyler Street Demonstration Project from 21st to 20th Avenue

On March 12, 2025, the CRA performed a 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. In the meantime, the contractor continues to gather quotes from various vendors to start placing orders of long-lead items.

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:

- AT&T has completed work along the corridor. All properties are connected (except for one property at 2808 N. Ocean Drive, repairs to the new system are still underway). All overhead wires have been removed.
- FPL Switching orders continue to be approved and installed by Viking. 60% of switching orders have been completed. Connection to properties began in December 2024 north of Grant Street due North while the rest of the corridor is energized. FPL has encountered technical issues that are currently under review. Punch list was released on Tuesday April 1st. Target completion date is summer 2025.
- Comcast: Completed pulling wire into all the handholes. Comcast has completed 65% of their switching. No private properties connected yet. Thomas Street Conduit has to be re-adjusted for Comcast to run cable from east to west. Comcast installation contractor is on the corridor working on splicing and setting up for private property connection. Target completion date is June 2025.
- Montgomery Palms along the sidewalks are not thriving. CRA has hired an arborist to determine what is the cause of the poor survival rate on the corridor. An update was presented at the April 2nd, 2025 Board meeting. Currently, landscape architect is coordinating test pit locations, planting strips and working with contractor to install pavers at tree removal locations until permanent solution is analyzed.

Two-Week Look Ahead

- Continuing Franchise Utility Switchover work.
- Pierce Street unit installation.

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

Pedestrian Crossings

A change order to the complete street project was approved on February 17, 2024.

CRA signal Maintenance Memorandum of Agreement was approved by resolution on January 16, 2024. CRA/FDOT construction agreement was approved by resolution on April 3, 2024. FDOT has approved all permits.

Shop drawings have been reviewed, and equipment has been ordered. Existing overhead lines interfere with the equipment clearances needed to install the mast arm. Overhead lines need to be removed. Construction of mast arm is estimated to be seven months.

Stormwater Pump Stations along the A1A Corridor

The FDOT consultant has completed the design of the three pump stations within the CRA boundaries: Sherman Street, Van Buren Street, and Bouganvilla Terrace. Construction of pumps is anticipated to start in June 2025.

CRA Resiliency and Flood Management

Design Stormwater Basin 4: Daffodil to Iris Terrace Resiliency

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. The project is 90% completed and the consultant has begun the permitting process which is expected to take 12 months. Estimated construction cost is \$8.5M including pad and generator.

The CRA will engage Citywide Stormwater Master Plan consultant to comprehensively evaluate proposed improvements and identify vulnerabilities along the CRA SR A1A corridor to establish a priority of infrastructure improvements, including pumps, seawall improvements and evaluate quantitative, infrastructure impacts. A proposal has been received and is currently under review.

Basin and Outfall Inspections

Outfall inspections: PU/CRA contacted FDOT to initiate the outflow/Wapro inspections and coordinate potential partnerships for improvements to the FDOT outfalls, and I&I. Arizona, New York, Oregon, Madison, New Hampshire, Oklahoma, and Buchanan Street, and Magnolia and Iris Terrace basins have been completed. A report has been submitted to the CRA/PU for review. Basin improvement considerations, recommendations, and estimated costs are included in the report.

At the May 7th CRA Board meeting, the CRA received approval of a PO to EnviroWaste for the inspection of the remaining basins. The work is 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.





Keating Park

The contractor has finalized the installation of the landscape relocation. The contractor is working on the mechanical, electrical, & plumbing fixture installation, and finishes to follow. The Contractor making electrical accommodations for mermaid reef camera equipment in storage room. The contractor continues to install the metal roof system.

The contractor is working on implementing coquina cast stone finish on the lower third of the façade similar to pre-cast on the Broadwalk knee wall, Streetends details, and Charnow Park.



Various views of the relocation of all planting material that was in the proposed dog park area.

The contractor has finalized installation of the roof steel structure and continues to work on the roofing steel and fascia framing. Installation of the corrugated roof panels and roofing inspections to follow.



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

Two-Week Look Ahead

- Demo of existing sidewalk, review the new sidewalk layout & site grading.
- Continue installation of metal roof system.
- Continue installation of electrical, mechanical, and plumbing fixtures.
- Finalize electrical accommodations for mermaid reef camera equipment in storage room.

Keating Park Electrical Service:

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

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

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

Project Communication and Outreach

Complete Street Construction Activities communication outreach is as follows:

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

Grant Programs – HIP, PIP and POP

The CRA currently has 1 HIP, 40 PIP or Mini-PIP, 2 POP, and 2 MOP Grants at various stages of the process: 19 in the Downtown CRA area and 26 in the Beach CRA area, ranging from serious inquiry and application to completion of construction and applicants in the reimbursement process. Virtual Pre-Application Workshops for June have been rescheduled to July and August, and will be held on Monday, July 21st; Monday, July 28th; Monday, August 4th; Monday, August 11th; Monday August 18th; and Monday, August 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 the completion of 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 in the reimbursement scope. Quarterly reports have been submitted to the State; first invoice for reimbursement covering permit fees was submitted and approved, qualifying as a matching contribution.

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. On February 2025, the City/CRA received a request to begin the online Disaster Recovery Grant Reporting system, which the CRA completed. The City/CRA is currently waiting for instructions for HUD, to begin populating the online action plan.

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

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 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, 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 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 that 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.

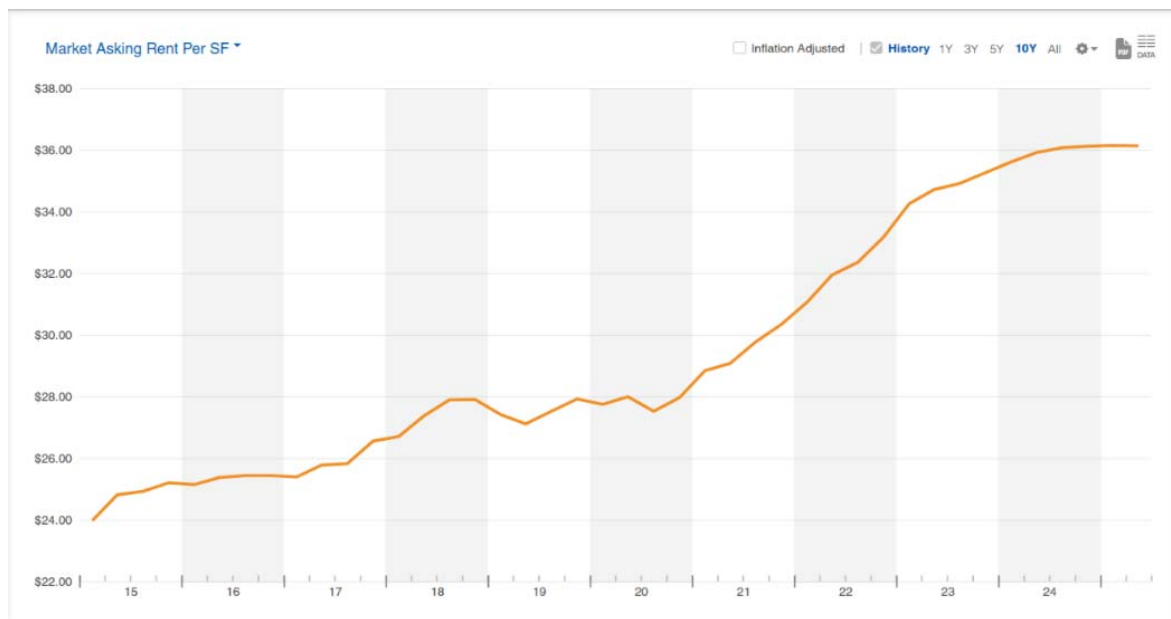
Broward MPO CSLIP Cycle 6: Tyler Street Streetscape

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 will present an update to the Downtown Hollywood Tenant Mix, Occupancy, Rental Rate, and Open Building Permits report at the June 4th CRA Board meeting.



Market Asking Rate/Sq. Ft. in the Commercial Core of Downtown Hollywood

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”) plans to execute a lease for 2008 Hollywood Blvd., currently occupied by Cinema Paradiso. In doing so, the Center will manage, operate, and rebrand the cinema.

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 rates for tenants.
- 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 April 2025.

1. French CanCan Café Bistro, 1924 Hollywood Blvd. (restaurant)
2. Silk Floral Gallery, 2000 Harrison St. #3 (retail)

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 attended the Centennial Committee meeting on Tuesday, May 20th and provided information and documentation to the committee regarding previous Vintage South Florida events.
- 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.

Lisa Liotta, CRA Redevelopment and Operations Manager, gave a presentation to the Hollywood Historical Society and the Friends of the Stirling Road Library on Sunday, May 18th, updating the group on the purpose, function, and funding of the CRA, the status of ongoing redevelopment projects, and the sunsetting of the CRA Districts.



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 April, Block By Block staff removed 77 graffiti tags, collected 3,344 lbs. of litter, removed 129 instances of animal waste, and collected 166 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 – 5/7/2025

R-CRA-2025-12 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of January 15, 2025.

- **Passed: 7-0**

R-CRA-2025-13 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of February 5, 2025.

- **Passed: 7-0**

R-CRA-2025-14 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of March 5, 2025.

- **Passed: 7-0**

R-CRA-2025-15 – 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 ("City") For The Reimbursement Of \$3,481,644.00 To The CRA For Work Associated With The Project Funding Agreement Between The City And The Florida Department Of Transportation For Roadway Improvements Along State Road A1A Between Monroe Street And Seacrest Parkway.

- **Passed: 7-0**

R-CRA-2025-16 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Issue A Purchase Order For A Purchase Of A First Aid Station From Post & Beam, LLC, In An Amount Up To \$116,541.00. In Accordance With Section 38.41(C) (9) Of The Procurement Code (Best Interest); Authorizing The Transfer Of Funds For Said Purpose.

- **Passed: 7-0**

R-CRA-2025-17 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Issue A Purchase Order To Envirowaste Services Group, Inc. For Stormwater Basin Inspections And Evaluation Along State Road A1A For 10 Basins, From Hallandale Beach Boulevard To Sheridan Street, In An Amount Up To \$220,453.69, In Accordance With Section 38.40(C)(5) Of The Procurement Code. (Piggyback)

- **Passed: 7-0**

R-CRA-2025-18 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving The Employment Agreement For Susan Goldberg To Serve As The Executive Director Of The Hollywood, Florida, Community Redevelopment Agency.

- **Withdrawn**