

**PUMP STATIONS**

**DESCRIPTION:** Day docking along the East side of the ICW at City owned property.

**JUSTIFICATION:** Connectivity and revitalization

**WORKS:** Day docking, upland improvements including vegetation and hardscape.

**RELATED WORKS:** Crosswalks

**MANAGEMENT:** Motorized boating operation regulations and control through parks and recreation department.

**COST / FUNDING:** Intermediate to high cost.

**CITY DECISION-MAKING CONTROL:** High

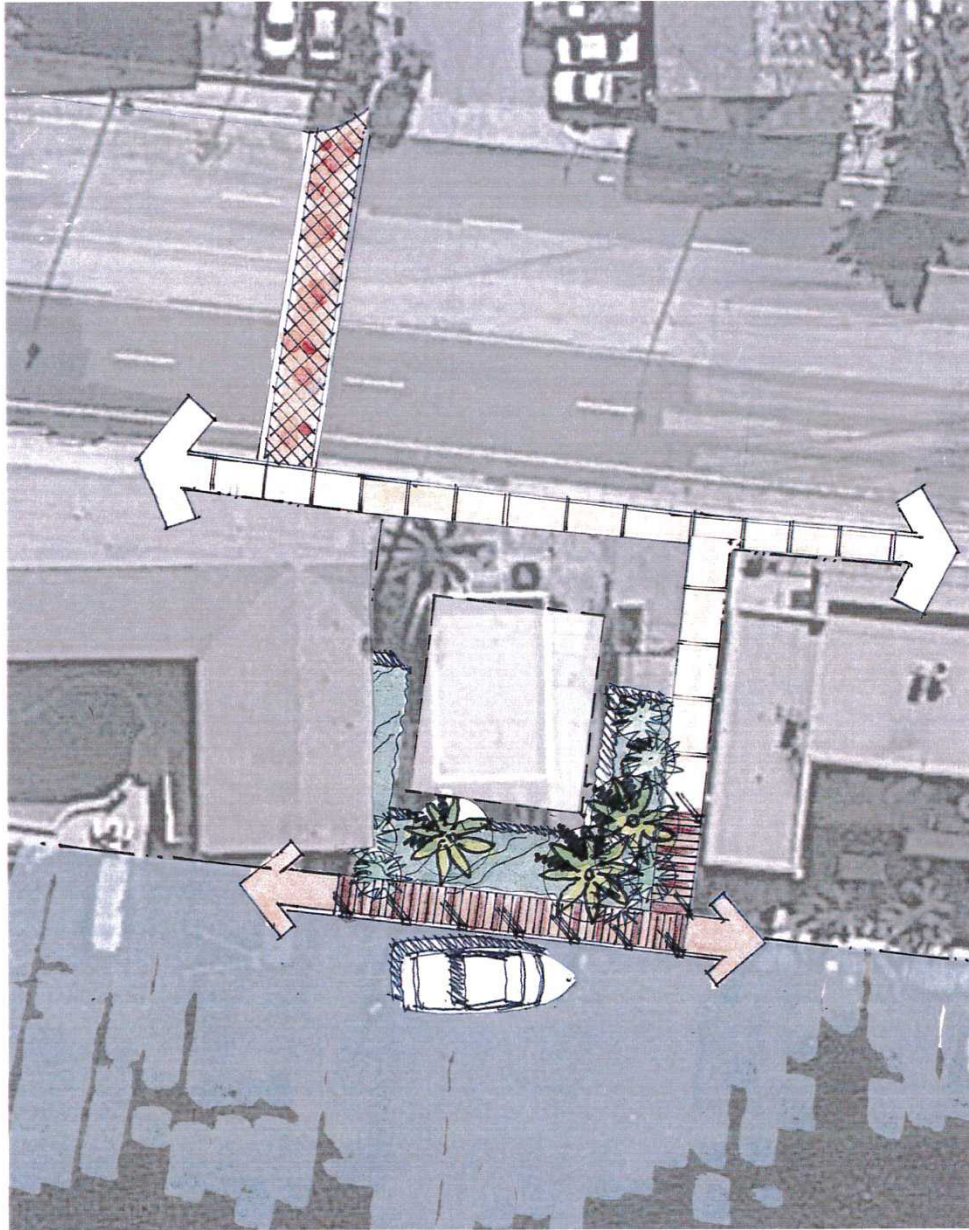
**COMPLEXITY:** Intermediate (FDOT permitting for crosswalks)

**IMPORTANCE:** Intermediate

**PRIORITY:** Intermediate

**PROJECT SELECTION:**

2



**G. DAY DOCKING AND BEACH CONNECTIVITY**

**BROADWALK/A1A PEDESTRIAN CONNECTOR AND HARRY BERRY PARK**

**Description:** Expanded pedestrian promenade on the south side of Azalea Terrace between the Broadwalk and A1A. Replace parallel parking spaces with landscape, walkway, and lighting

**Justification:** Creation of this link will promote the formation of a pedestrian circulation loop incorporating the broadwalk and A1A from Harry Berry park to Margaritaville.

**Works:** Construction of desired elements in the existing right of way.

**Related Works:** A1A reconfiguration study would incorporate this project and connect in an optimum way.

**Management:** City engineering, parks and recreation.

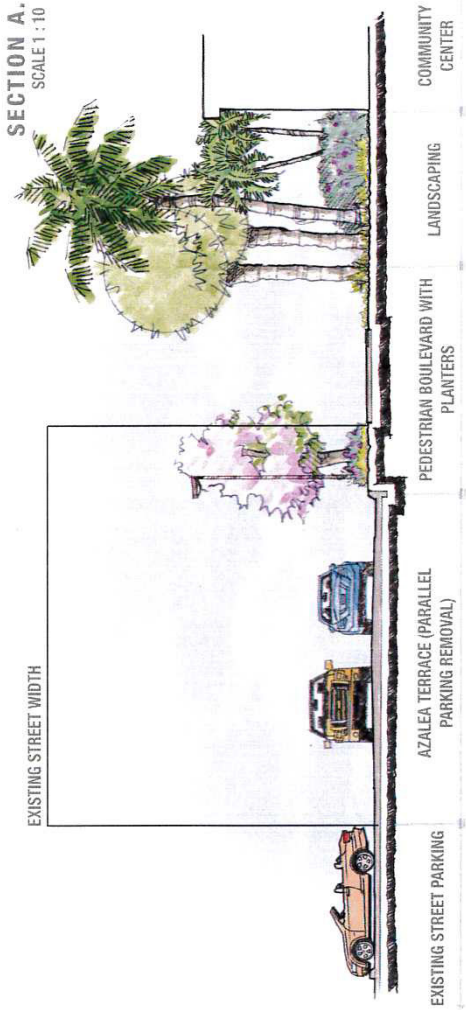
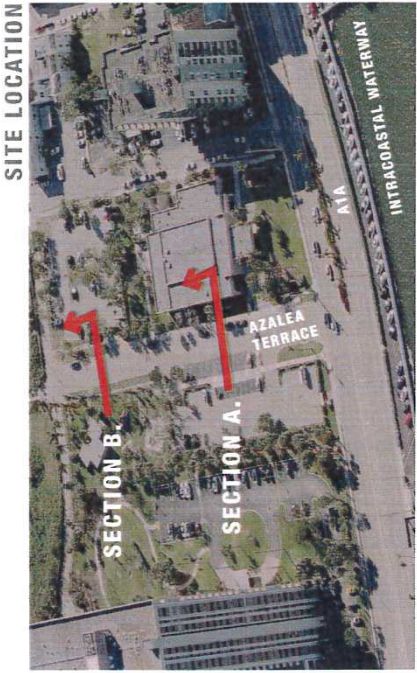
**Cost / funding:** Low to intermediate

**City decision-making control:** High

**Complexity:** Low

**Importance:** High

**Priority:** High

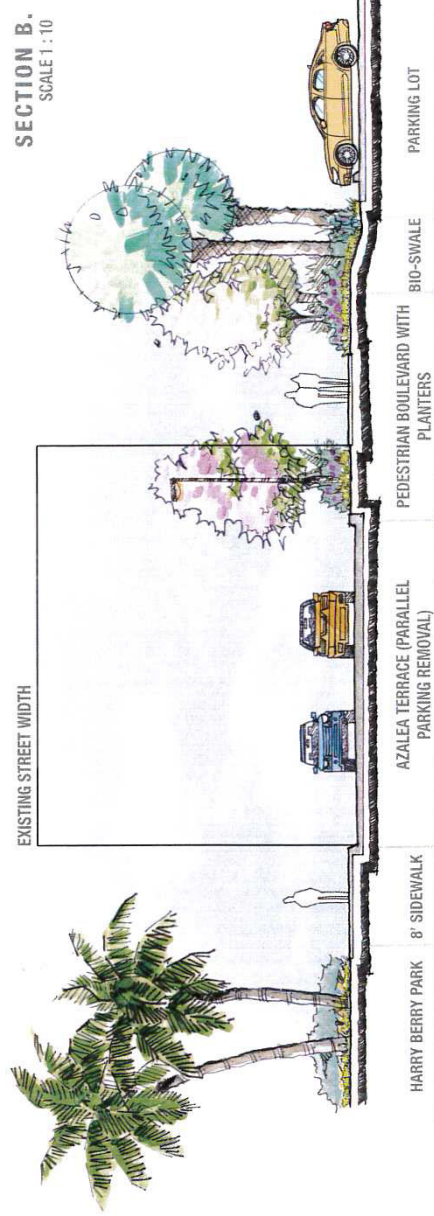




BROADWALK/A1A PEDESTRIAN CONNECTOR AND  
HARRY BERRY PARK



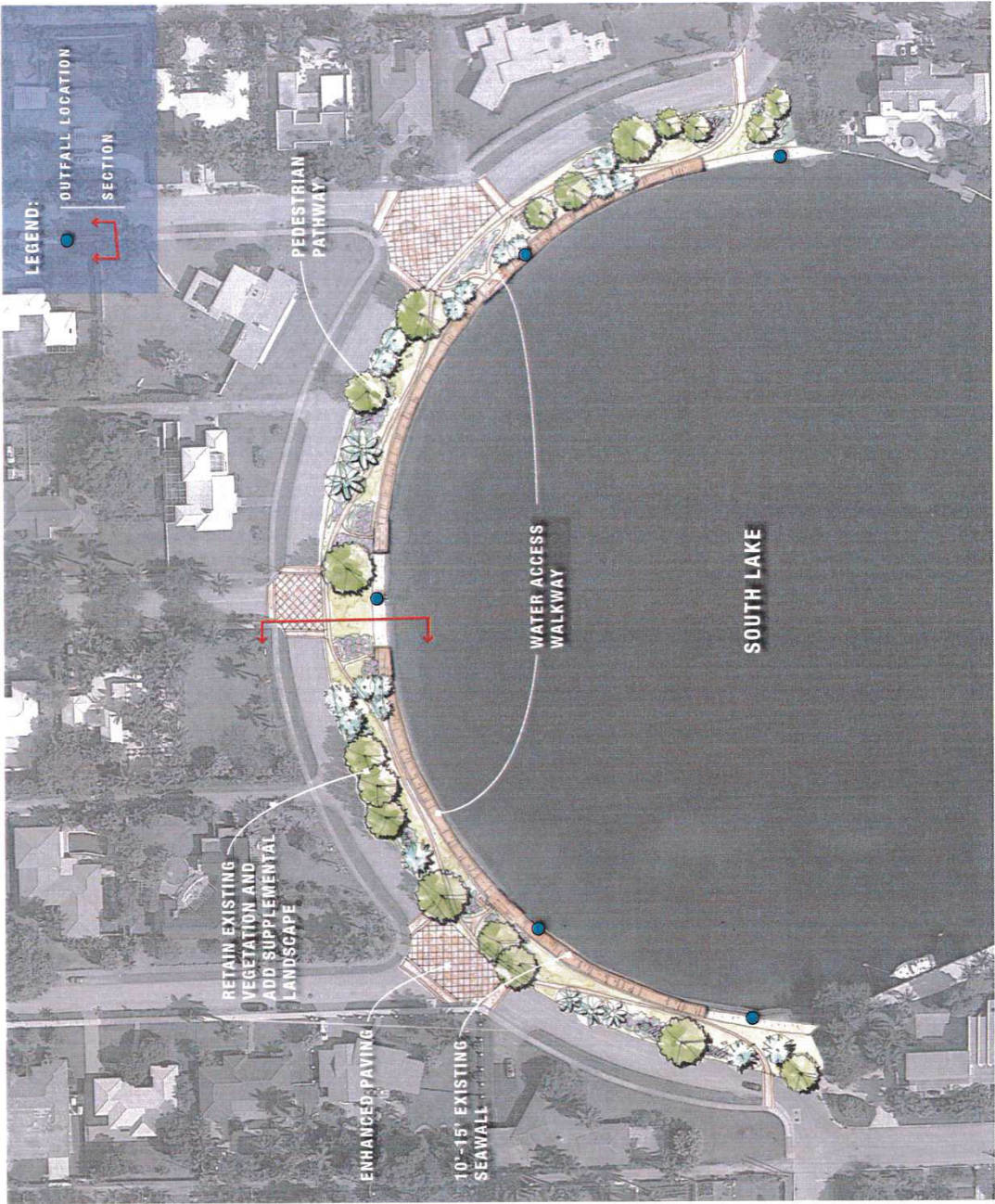
PROJECT SELECTION:
1



**RESIDENTIAL LAKES: OPTION B**

- Description:** Option 2 adds a walkable overlook structure to option 1, allowing users to gain closer proximity to the water.
- Justification:** Further increased ability of neighborhood users to approach the water.
- Works:** Composite wood/concrete structures spanning the seawall.
- Related Works:** Seawall survey to assess conditions of existing edge. If seawall replacement is recommended there is potential to combine projects.
- Management:** City public works, parks and recreation.
- Cost / Funding:** City funding with opportunity for FIND grant
- City Decision-Making Control:** intermediate- possibly subject to ACOE And SFWMD.
- Complexity:** Intermediate to high, depending on condition of existing seawall.
- Importance:** Intermediate
- Priority:** Overall project-high. Option 2- intermediate.

PROJECT SELECTION:
12



**A. RESIDENTIAL LAKES- NEIGHBORHOOD PATHS**





**NORTH LAKE MARINE IMPROVEMENTS: OPTION B**

**Description:** Navigation improvements to North Lake, including: dredging of shoals, modernization and extension of docks for the City Marina, sea level rise adaptation, run-off control improvements and potential environmental restoration.

**Justification:** Strong viable and sustainable plan for boating infrastructure, valuable City asset, marina modernization may support other improvements, resident's request for dredging, resident's request for trailer traffic reduction, flooding problems during high tide, uncontrolled run-off discharges, FEMA remapping and insurance cost increases, etc.

**Additional Works to Option A:**

- Marina Dock Extension (increase slip count, larger vessels, larger footprint, modern standards)

**Related Works:** Upland waterfront park / landscaping, signage to redirect trailer traffic through Hollywood Blvd., etc. Environmental mitigation and design elements may affect permitting and cost.

**Management:** Marina and trailer parking regulations and control through City Marina manager.


**Cost / Funding:** High cost. FIND and Broward Co. Improvement funding available for public use boating infrastructure (marina docks and dredging) City CIP.

**City Decision-Making Control:** Intermediate, outside entities involved in permitting (Army Corp of Engineers)

**Complexity:** High -close coordination with residents and existing clubs, potential high cost and permitting challenges may require innovative approaches (SEPA)

**Importance:** High

**Priority:** Intermediate

<b>PROJECT SELECTION:</b>




[Economic Analysis]

# 4.2

LAMBERT ADVISORY  
Economic Analysis



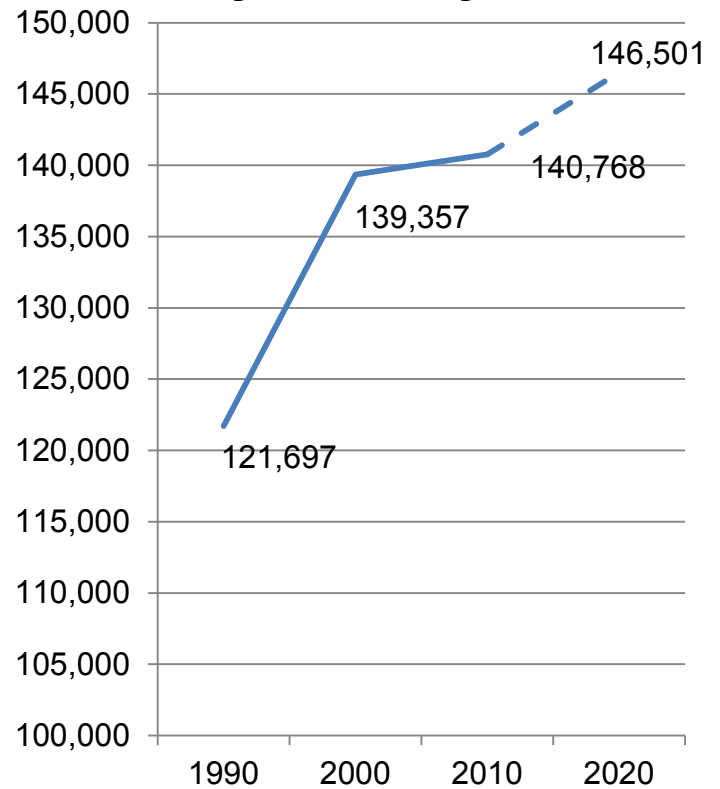
# [Lambert Advisory]

Economic/Market Profile

Sources of Demand (Population Base & Growth)

	Broward County	Hollywood
<b>2010 Population</b>	1,748,066	140,768
<b>2010 Total Households</b>	686,047	58,438
<b>2010 Avg. HH Size</b>	2.52	2.39
<b>2008-12 ACS Median Household Income</b>	\$51,603	\$45,942
<b>2008-12 ACS Per Capita Income</b>	\$28,547	\$26,546
<b>2010 Median Age</b>	39.7 years old	41.1 years old
<b>Under 19</b>	25.6%	22.5%
<b>20-39</b>	25.7%	25.8%
<b>40-64</b>	35.1%	36.6%
<b>65+</b>	13.6%	15.1%

## City of Hollywood

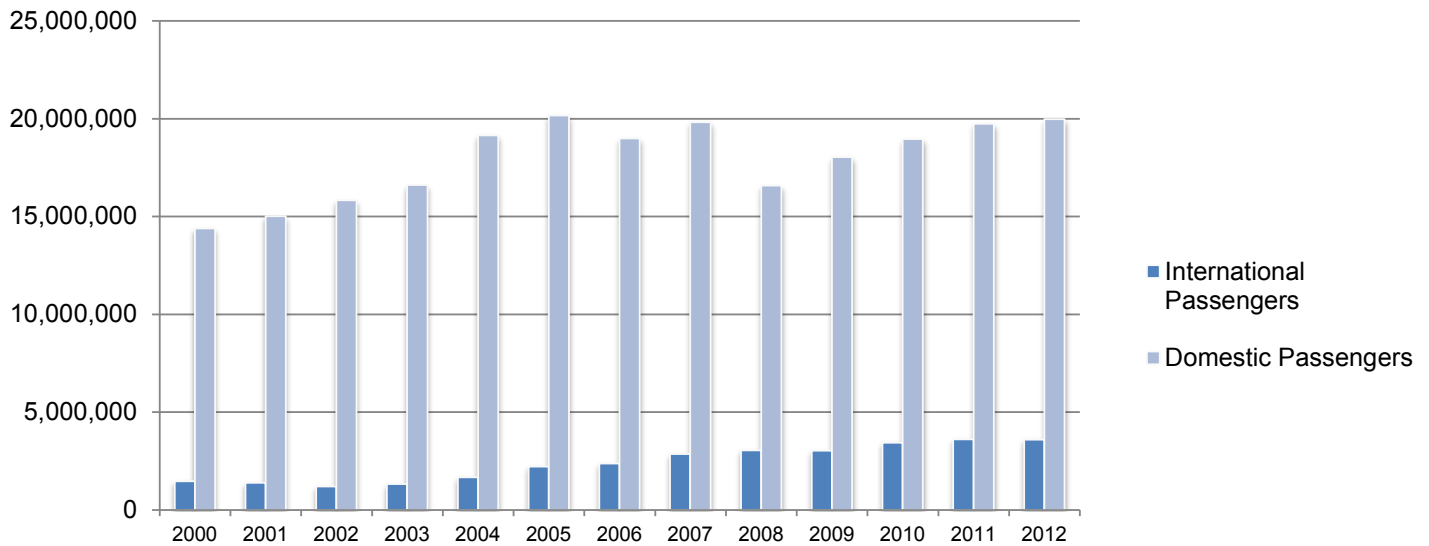




# [Lambert Advisory]

## Economic/Market Profile

### Sources of Demand (Visitor Base & Growth)

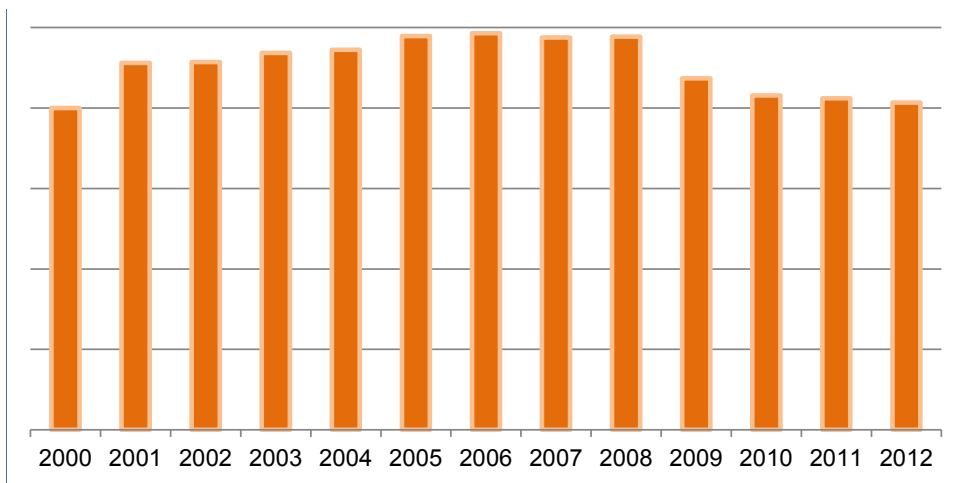
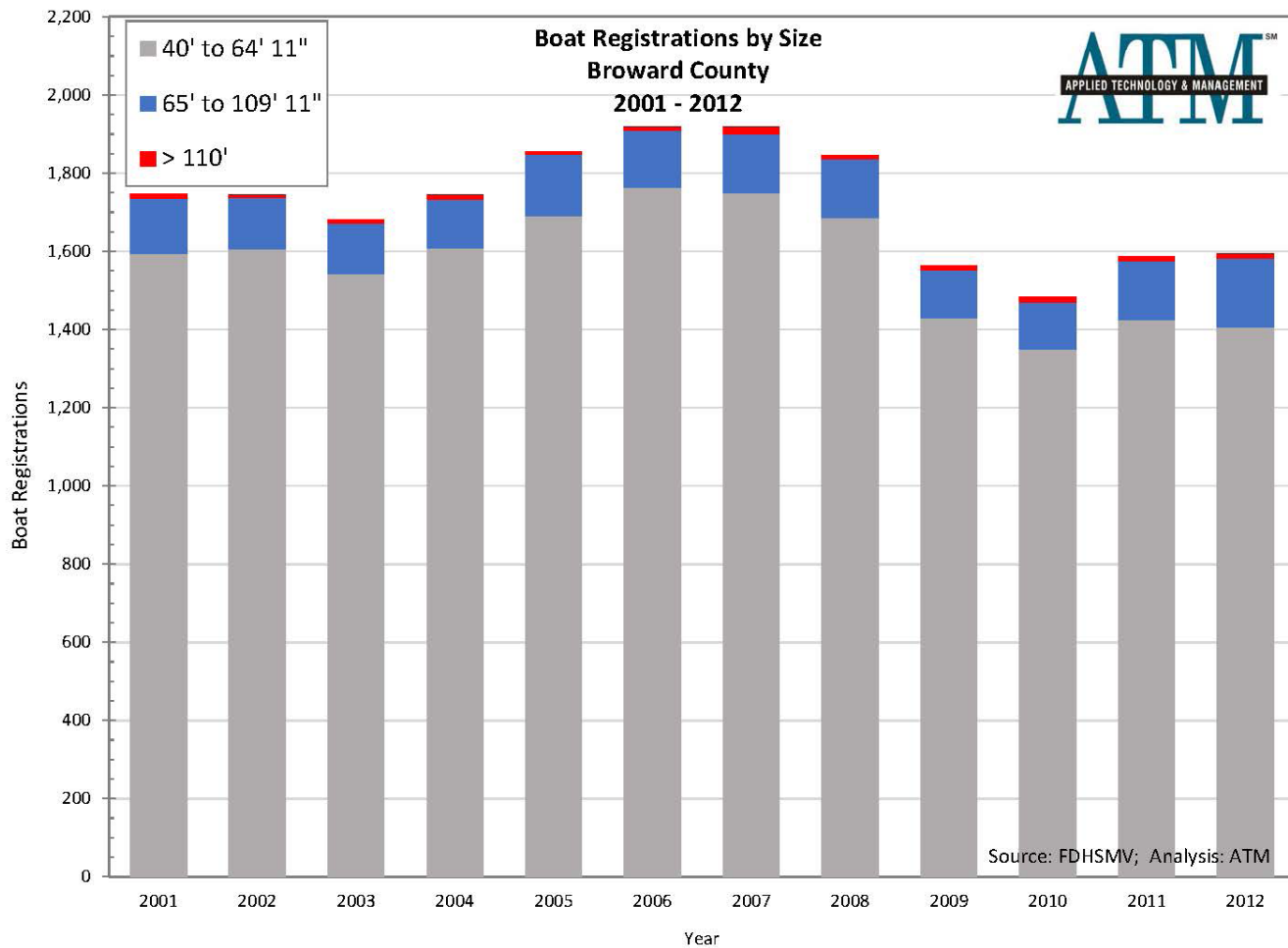


- More than 4,000 hotel rooms in the City (Diplomat with nearly 1,000 hotel rooms)
- Margaritaville adding 349 rooms (Estimated to generate 20,000+ overnight visitors annually)

# [Lambert Advisory]

## Economic/Market Profile

### Sources of Demand (Broward County Vessel Registration by Boat Size Over 40 Feet)

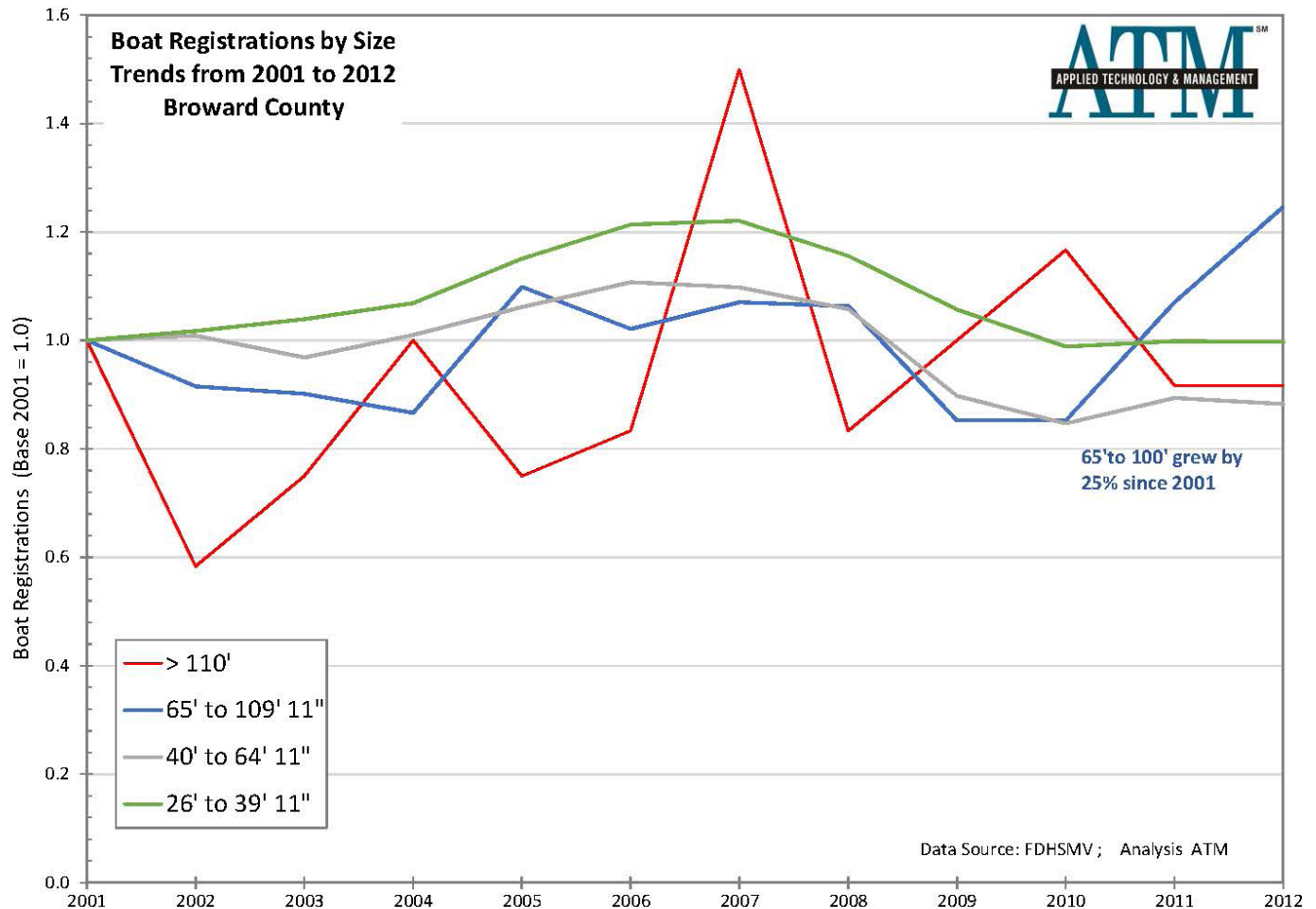


- Total Boat Registration still well below pre-2007 levels



## Boating Market Profile

Sources of Demand (Broward County Vessel Registration by Boat Size Base 2001 = 1.0)



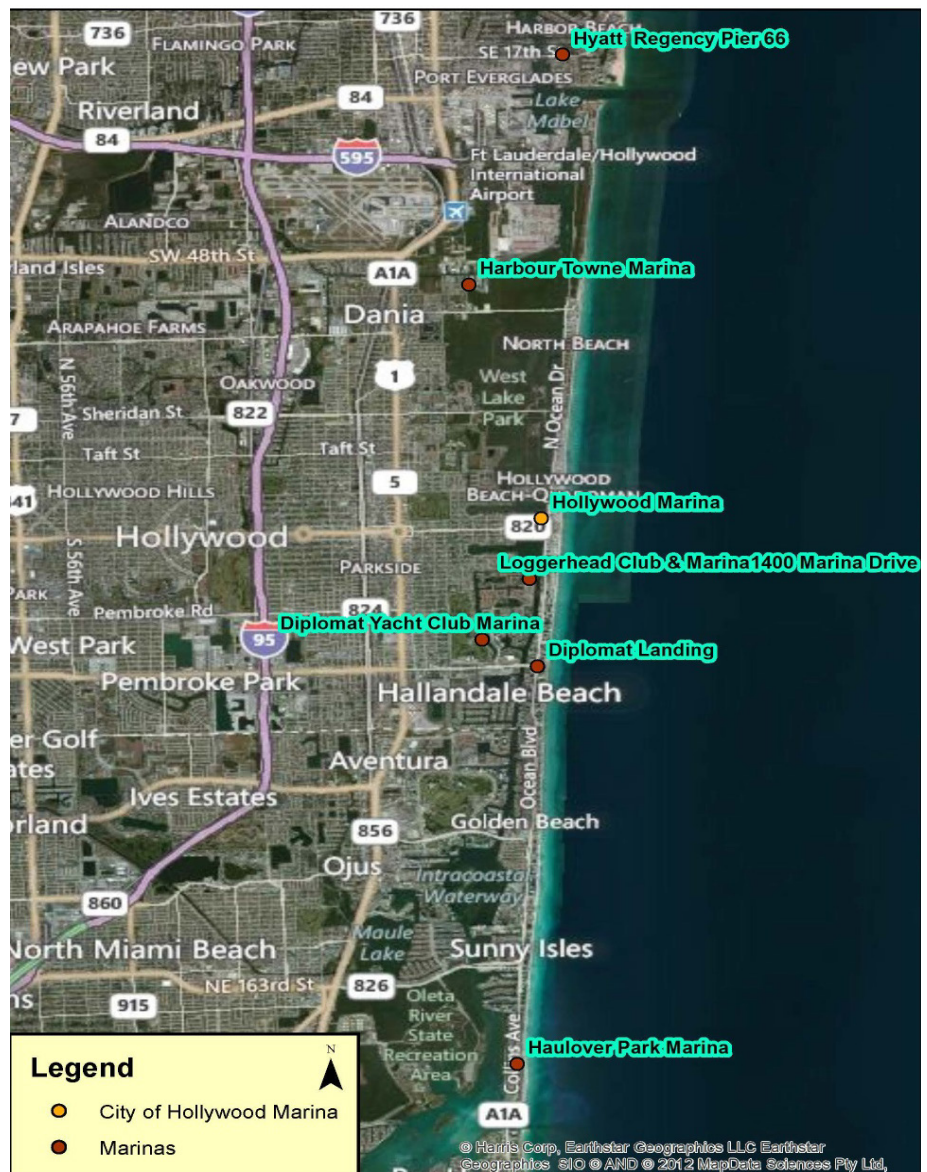
- Larger vessels registrations has grown faster than small boat
- There is still unmet demand, but few facilities with capacity for larger vessels

# [Lambert Advisory]

## Economic/Market Profile Marina Market Highlights

A summary profile of six marinas (more than 700 total slips) within the surrounding market area was completed to generally understand marina market supply conditions. This includes a mix of higher end private marinas publically owned marinas including City of Hollywood Marina. Some of the relevant market performance measures indicate:

- Average annual occupancy is in the range of 75 percent;
- Average monthly rates for top tier marinas approximate \$45 to \$75 per foot/month, while the mid-tier marinas generally range from \$25 to \$40 per month; and,
- Roughly 50 percent of the slips are occupied on an annual basis, with 35 percent on monthly basis.



The City is serviced by three notable marina's including: Loggerhead Club and Marina, a well performing facility in the context of the surrounding market; the Westin Diplomat Marina, which offers 32 slips and capable of accommodating a vessel up to 250 feet, but is underperforming in part due to the effects considerable wake-action to the south; and, the City of Hollywood Marina, which is considered to be an underperforming marina in the context of the surrounding market in part due to challenges including depth restrictions, in adequate utilities (ie. power), and minimal amenities such as ship store convenience and public facilities.

Despite the fact that the marinas serving the City are all situated several miles from ocean access to both the north and south, there is considerable opportunity to improve the overall performance, particularly, with the opportunity to capture growing demand from larger vessels (as discussed in following sections). This is substantiated by the fact that the City reports notable turn-away demand – equivalent to as much as 30 slips on an annual basis. Considering this, and in light of strengthening marina market conditions, the City appears not to be capitalizing on the potential its existing marina.



Estimated Turn-away Demand (Slips)	30
Estimated Avg. Slip (Linear Feet)	55
Estimated Avg. Monthly Rate/Linear Ft.	\$20
Estimated Vacancy Factor	15%
Annual Slip Revenue	\$396,000
Est. Fuel/Other Revenue	\$420,000
Total Revenue	<u>\$756,000</u>
Est. Additional Operating Costs (above current level)	(\$100,000)
Est. Additional Other Costs (COGS)	<u>(\$210,000)</u>
Estimated Net Operating Income from Turn-away Demand	\$446,000

**POTENTIAL CITY  
MARINA  
ENHANCEMENT**

(High Level-Illustrative  
Analysis of “Turn-  
away” Demand)

The City’s marina is a tremendous asset, not only to the local boating market, but to the appeal of the waterways Historic District and Destination Area. Improvements to the marina’s functionality and physical design, not only benefits the users of the facility, but it is considered to be significantly beneficial to the surrounding waterfront and landside community. As we understand it, the City’s marina provides an economic benefit to the City in terms of positive cash flow. Based upon market conditions, there appears to be an opportunity for increased revenue through rehabilitation and/or expansion. For this analysis, a high-level illustrative analysis has been prepared to gain insight into the additional potential funding that may be generated strictly from marina’s turn-away demand.

As noted, the City reports turn-away demand for its marina of approximately 30 slips on an annual basis. If it is assumed that the average slip accommodates the demand for mid- to larger-size vessels in the range 55 feet, the marina may potentially generate nearly \$760,000 in gross revenue (assuming a market supported average rental rate of \$20 per foot/month, a 15 percent annual vacancy factor, and net revenue from fuel sales that is proportionate to the marina’s current operations). To accommodate this level of added activity, the marginal cost for operating overhead above that which is currently in place is estimated to be \$100,000+ (for dockhand and administrative staff). With an added Cost of Goods Sold (COGS) in line with current operations, the turn-away demand yields an estimated \$450,000 in net cash flow from operations. Naturally, the net revenue generated from supporting the turn-away demand would be utilized to support the capital costs required to accommodate these vessels and the City’s return on investment would need to be evaluated based upon those costs. Nonetheless, the revenue generated from an improved marina would likely provide funding support for certain improvements associated with the master plan.

## [Technical Project Description]



### APPLIED TECHNOLOGY & MANAGEMENT [ATM] Technical Project Description





**City of Hollywood, Florida**

**Hollywood Waterways**



## **Projects Technical Analysis Report**

**Prepared for:**



**Prepared by:**



**Rev. 1: June 6, 2014**

**May 2014**

## Project Table of Contents

Introduction .....	69
North Lake Improvements and City Marina Redevelopment.....	70
Day-Use Dockage along ICW .....	77
The Coves Boating Facility Improvements .....	80
Rotary Park Boat Ramp Improvements.....	85
Stan Goldman Memorial Park Waterways Improvements .....	87
C-10 Canal Maintenance .....	89

*\*The projects as described in the technical analysis represent all ideas and concepts as put forth to the public and City Commission. Several projects were not approved by the public or the City Commission. However, the team felt it necessary to document the planning effort in the appendix in the event that conditions change and they could be considered in the future.*