



## CRA Executive Director's Report, September 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 Board has approved the Phase IV East-West Streets, SR A1A, and FDOT RRR scope of work. The Board Guaranteed Maximum Price (GMP) for Phase IV EW Street was awarded on December 6, 2023, followed by the SR A1A and FDOT RRR, approved on July 3, 2024. CRA and the General Contractor applied for the issuance of the permit. This GMP includes the scope of work associated with the RRR scope of work.

The CRA has issued the general contractor the first Notice to Proceed to purchase materials directly from the CRA on long lead items. The total savings for direct owner purchases is \$196K. Direct purchase of materials for long lead items have begun: Pavers, furnishings, and light fixtures, among others. Shop drawings and invert locations for drainage systems are being confirmed visually with site inspections. Structures are being reviewed and approved for production. Right of entry agreements and exhibits for Harrison Street and Van Buren Street are complete, and the HLM and CRA office are contacting property owners for execution.

Florida Department of Transportation (FDOT) has completed the RRR Project funding Agreement, which will set the terms of the RRR Joint partnership agreement. The agreement will be presented to the City Commission on September 4<sup>th</sup> for approval.

As part of the JPA, Construction Engineering Inspection Services are required for the FDOT RRR scope work. A resolution approving these services will be presented for consideration at the September 4<sup>th</sup> CRA Board meeting.

CRA and HML are distributing the right of entry agreements to residents along the east-west streets. These agreements are needed to allow GC to enter each property to connect franchise utility services and work on harmonization for those properties affected by the change of grade due to the road profile design. Additionally, blast e-mails and website information are disseminated on a regular basis.

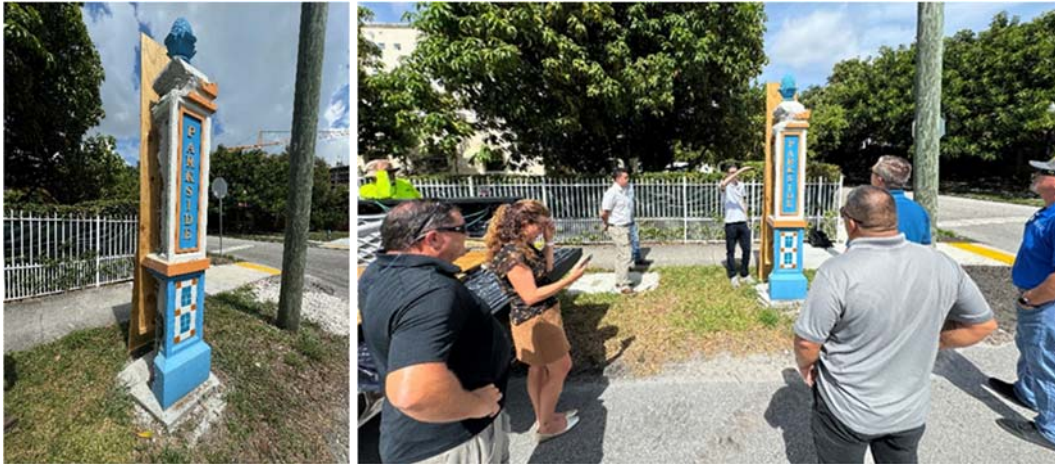
Phase IV EW mobilization will begin on September 3<sup>rd</sup>. Harrison Street will be the first street constructed.

A groundbreaking for the Phase IV project is scheduled for September 17<sup>th</sup> at 9:00am.

## Wayfinding Signage and Gateway Markers

At the July 2024 CRA Board Meeting, staff was directed to negotiate with the highest-ranked vendor. The City of Hollywood (CRA and City staff) has been coordinating with the vendor to identify cost-saving measures.

In July, CRA and City staff met on-site with the vendor and a structural engineer to evaluate the condition of the neighborhood signs. Staff will continue to coordinate with the vendor on cost-saving measures; it is anticipated that staff will return to the CRA board and City Commission, respectively, with the results of these discussions.



*Neighborhood Sign on Jackson Street & South 20<sup>th</sup> Avenue.  
CRA, DCM, Kimely-Horn, Baron Signs, reviewed the sign's structural components & condition*

## Broadwalk Access Management

After the contractor constructed six gates at five locations along the Broadwalk, an on-site coordination meeting was held to provide a training session with fire, marine safety, police, public works, and beach maintenance. The manufacturer demonstrated to authorized personnel how to use and operate the various gates, maintenance, and operational protocols. 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 surround the units. Corral installation will be completed by the end of October.

## Turtle Lighting

After the CRA was requested to modify the lights along the east side of the Broadwalk, 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 coordinated and managed 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 arrived recently. Staff hired an electrical contractor to repair



these bases using the replacement parts. The repair work will resume shortly. 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 100% complete. Pending permit closeout.

#### **Phase 7 (South side of Hollywood Boulevard between 20<sup>th</sup> and 21<sup>st</sup> Avenues)**

The valley gutter installation is complete. The electrical rough-in, and installation of light fixtures/poles, and festoon poles are complete. New irrigation system and Medjool Palm planting is complete. Installation of sidewalk pavers is complete. PaveDrain installation along new parallel parking spaces is 80% complete. Planting of landscape islands will take place closer to the end of project.



*S. Hollywood Blvd, 20<sup>th</sup> & 21<sup>st</sup> Ave: Forming landscape islands, pouring circular banding, and paver installation.*

#### **Final Paving and Pedestrian Crosswalks**

N. 20<sup>th</sup> Ave: Final paving is complete between Alleyway and Hollywood Blvd.

S. 20<sup>th</sup> Ave: Final paving is complete. Construction of pedestrian crosswalk is underway.

N. 19<sup>th</sup> Ave: Final paving is complete. Construction of pedestrian crosswalk is underway.

S. 19<sup>th</sup> Ave: Final paving is complete.



## Two Week Look Ahead

- South side of Hollywood Boulevard between 20<sup>th</sup> and 21<sup>st</sup> Avenues:
  - Continue PaveDrain installation along parallel parking
  - Mill and resurface roadway
- Final Paving and Crosswalks:
  - Continue milling and resurfacing of roadway
  - Continue construction of pedestrian crosswalks

## 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 13<sup>th</sup> "Coffee with the Crew" was held on June 27<sup>th</sup> at 2008 Hollywood Blvd.
- The 14<sup>th</sup> "Coffee with the Crew" was held on August 1<sup>st</sup> at 2050 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. Construction of the ROW improvements is substantially complete. The developer is pending installation of the new light poles/fixtures and milling and resurfacing of the roadway.



## **Downtown Avenues Improvements**

### **ADA Ramps and Sidewalk Improvements:**

The CRA, in partnership with the City's Engineering Division, retained the services of Concrete Works and Paving, Inc. to restore damaged sidewalks and address ADA accessibility along 19<sup>th</sup> and 20<sup>th</sup> Avenues. The project is substantially complete. The Contractor is pending sod restoration along 19<sup>th</sup> Avenue.



*ADA ramps and sidewalks placement is substantially complete*

### **Lighting Improvements:**

Staff was directed to explore solar and electrical street lighting along 19<sup>th</sup> and 20<sup>th</sup> Avenues downtown. Staff gathered information on both systems, including costs. Staff presented all the information to the Board at the July meeting, and the Board directed staff to proceed with the FPL program. The CRA contacted FPL to provide an estimate for installing pedestrian lighting along the Avenues. FPL provided a cost proposal to install and maintain 138 light poles. Staff will submit a resolution for the Board's approval to proceed with the FPL proposal.

### **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. On June 6, 2024, the CRA, Public Works, and the General Contractor walked the Complete Street project and prepared a punch list of items for the General Contractor to repair within 60 days. This punch list covers all project items except the undergrounding components. Garfield Street traffic signal operational. Final County inspection is pending.

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

- Franchise utilities: All equipment has been installed by FPL, AT&T, and Comcast
- FPL Switching began in late May 2024. Currently Infratech (FP&L) contractor is working on the pole/cable tie-ins to cabinets and energizing the FPL systems prior to the private installations. Infratech FPL subcontractor is installing a temporary feeder. Once completed, switching of properties can begin.
- Comcast: Completed pulling wire into all the handholes. Waiting for Comcast contractor to begin the final installation phase. Waiting for a mobilization date.
- AT&T: Completed pulling wire and are currently splicing. Removal of overhead cable is underway.
- Restoration work and some landscaping locations are pending along the corridor.





*East and West sidewalks landscape and hardscape; Landscape medians*



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

- Continuing Franchise Utility Switchover work.

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

Complete Street Construction Activities communication outreach is as follows:

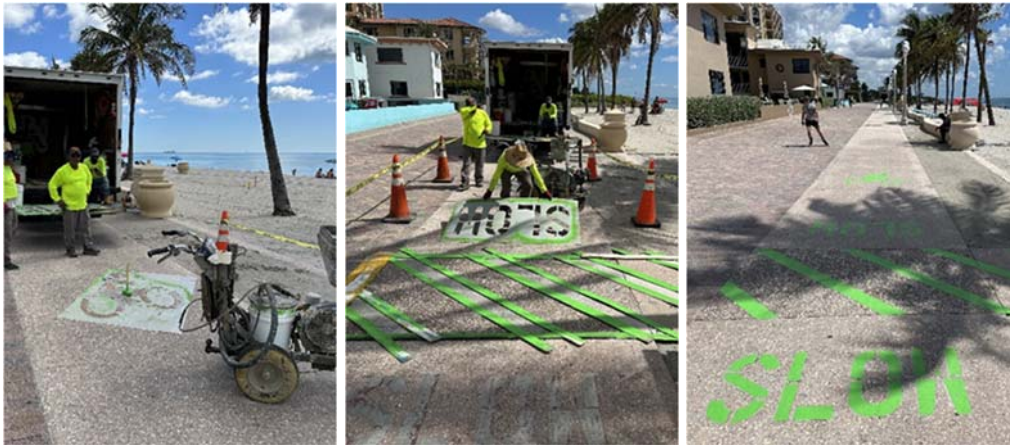
- Hollywood CRA's Website: [www.hollywoodcra.org/CivicAlerts.aspx?AID=228](http://www.hollywoodcra.org/CivicAlerts.aspx?AID=228)
- Burkhardt Construction project Website: [www.burkhardtconstruction.com/A1Acompletestreets](http://www.burkhardtconstruction.com/A1Acompletestreets)
- Hollywood Beach Civic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

All lifeguard stations and First Aid Stations have been painted, along with barrier island furnishings, bike symbols, crosswalk markings at Broadwalk. The knee wall along the Broadwalk will be painted and patched as needed, with work anticipated to start the first week of September.

### **Bike Symbols**

The vendor completed the painting of bike symbols, slow markings, and pedestrian cross hatch along the Broadwalk using the selected FDOT green.



### **Linear Park Walk/Resiliency Area**

The FDOT pump design station at Bougainvillea Terrace has been completed. CRA is coordinating with consultant sizes, and placement of equipment for the Linear walk/resiliency area layout based on the pump location and proposed capacity of the pump. Estimated construction to begin in late 2024 and be completed in summer 2026.

### **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. The signal mast arm assembly is in the final shop drawing review process. Soft digs to identify infrastructure were performed on June 18, 2024. Conflicts with the overhead franchise lines have been identified. Lines need to be removed in order to have the required clearances for the equipment and the mast arm. Installation within 7 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 Bougainvillea Terrace. All permits have been obtained, including the ACOR approval. The bidding process will start in September. Construction is estimated to begin in late 2024 and be completed in summer 2026.

## **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 60% completed. Permitting is expected to take 12 months. Estimated construction cost is \$8.5M including pad and generator.

Pump Station Basin 1-2-3 located between Jackson Street and Jefferson Street is finalizing negotiations for design fees with the consultant. Estimates construction cost is \$13.5M including pad and generator.

## **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. Oregon Street basin inspection has 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. CRA is scheduling an in-person meeting with the consultant to discuss the results of the inspections.

Inspection for the Arizona Street and New York Street basins are currently on the way. A report is estimated to be presented the first week of September.

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

The contract with the vendor was executed, and the vendor proceeded with construction of the habitat modules. CRA staff coordinated with the vendor regarding the board members' final selection and construction of the custom modules. At the April meeting, the vendor presented a variety of modules, and the CRA Board made recommendations for selecting the types of modules to be used at the four locations. Staff work closely with the vendor to implement the module selection. The project went in front of the CRA Board at the October, 2023 CRA Board meeting and 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. Due to the quantity of modules, the deployment will be done in two trips, with the first trip expected in late summer of 2024. The 36 habitat modules are completed, and the vendor is currently constructing some of the custom modules to be placed at sites 1 & 3 in early September.

## **Broadwalk LED Wall Lights**

After the completion of the electrical system, the entire LED system was tested by Fish and Wildlife. They requested a change in the wavelength, and our team experimented with various options to meet their requirements. One of the options is using an Amber light; a sample was ordered and installed in mid-May. We have requested that the fish and wildlife inspect the new Amber light. Since the Amber light was not accepted by Fish and Wildlife,



an alternate red light was installed. In early August, Fish and Wildlife inspected the red light and approved it. Staff will direct the contractor to proceed with adding the red LED light. The light at the arches was not approved during the turtle season and will be turned on only during the off-turtle season. The contractor has completed the work on the electrical portion of the project and the replacement of the damaged precast panels.

The project, which extends along 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. They 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**

At the June 2024 CRA Board meeting, the CRA Board approved Keating Park GMP as an amendment to the Phase IV Project.

CRA staff and the Consultant are finalizing coordination with 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 weeks. Once we have a permitted set of drawings, CRA, City Staff, and the Consultant will return to coordinate construction efforts. The contractor will mobilize as soon as the contract is executed and the permits are issued.

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 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. Florida DEP reviewed our application and requested additional information. Staff will gather the requested information, which will be submitted to Florida DEP.

### **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, 51 PIP or Mini-PIP, and 6 POP Grants at various stages of the process: 23 in the Downtown CRA area and 36 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 September will be held on Monday, September 9, 2024 at 5:00 pm, and Monday, September 23, 2024 at 5:00 pm.

### Paint Only Program Workshops

On August 6 and 13, 2024 the CRA hosted workshops with beach residents. CRA Staff and architectural firm Song + Associates sat with residents to assist with color section for their property, and to fill out application documents.



*August 13, 2024 Paint Only Program Workshop*

### 1829-1857 Madison Street (Glades Capital)

Glades Capital, the owners of 1829, 1833, 1847, 1849, 1853, and 1857 Madison Street have completed improvements on their properties including paint and stucco, impact windows and doors, roofing, and in some instances fencing through some of the properties.



*1829 Madison Street – Before & After*



*1833 Madison Street – Before & After*



*1847 Madison Street – Before & After*



*1849 Madison Street – Before & After*



1853 Madison Street – Before & After



1857 Madison Street – Before & After

## 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 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.

Coastal Roadway Resiliency Project contract was executed in December 2023. Second reporting period was submitted. CRA to apply for payment reimbursement in June.

A quarterly report has been submitted for review and has been accepted by the state. The first invoice request reimbursement draft has been submitted to the state. They have approved the request and has provided a acceptance letter which needs to be attached the official reimbursement request as per Exhibit C of the agreement.

### **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 has been completed. Waiting to hear from HUD.

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 is anticipated to be awarded in the Fall of 2024.

### **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.

### **The CRA applied for the Broadwalk Turtle Lighting – Retrofit**

The project aims to minimize light pollution and its negative impacts on nesting sea turtles by installing new globes with 7 layers of specialized rubberized opaque coating. The installation shields lights 270 degrees east-west and up to 300 degrees north-south. The new fixtures have an enhanced mechanical attachment to improve maintenance and keep the fixtures aligned and secured. Estimated cost of installation is \$278K.

### **The CRA applied for the Broadwalk Decorative Knee wall LED Lighting**

The Broadwalk has a decorative knee wall running north/south along the east side of the Broadwalk. The knee wall separates the sandy beach from the manicured hardscaped Broadwalk, creating a playful and attractive space for sitting and providing a barrier for sand erosion.

The project consists of removing and replacing abandoned fixtures along the knee wall. The new RGB LED technology will be installed at existing alcoves within the precast panels on the wall. The new light combines state-of-the-art temperature technology design to protect sea turtle nesting while providing an attractive digital color combination technology to decorate and enhance the Broadwalk experience. These LED lights will be placed landward side of the Broadwalk. Estimated cost of installation is \$750K.

### **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) have finalized the details and plan to fund outreach marketing services and media buying as part of the Enhanced Service Agreement; and continue to:

- 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, 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.
- 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 10 CU Applications in June-July 2024.

1. HBH Beach Rentals; 1907 N. Surf Road (bicycle rental)
2. Path Medical Acquisition Company, Inc.; 1895 Tyler Street #401-402 (office)
3. Surgery Consultants of Florida, LLC; 1895 Tyler Street #409 (office)
4. Arukah Behavior Therapy LLC; 1901 Harrison Street #208 (office)
5. Catching Group Series LLC dba Cajun Boil; 1822 S. Young Circle (restaurant)
6. Donut Cream LLC; 1818 Hollywood Blvd (restaurant/bakery)
7. Afro Lounge LLC; 2050 Hollywood Blvd (restaurant)
8. Restobc LLC dba Lemonica; 1817 N. Young Circle (restaurant)

9. My Favorite Spot; 1920 Tyler Street (restaurant)
10. The Bargain Corner LLC; 425a S. 21<sup>st</sup> Avenue (retail)

## Communications, Public Information, and Special Events

CRA staff attended the HBBA General Membership Meeting on July 31<sup>st</sup> at the Marriot Hollywood Beach. Presentations were given regarding the Paint Only Program Grant, as well as an update on the progress of Phase IV Undergrounding and Streetscape Beautification.

A survey was conducted at the August ArtWalk by Lanie Shapiro of TouchPoll South Florida.



- 80% of the respondents were from Broward County
- 45% lived in Hollywood
- 54% were visiting ArtWalk for the first time
- Average age of respondents was 48
- 69% were between 35-64 years old
- 86% rated Safety either "Good" or "Excellent"
- 87% rated Cleanliness either "Good" or "Excellent"
- 69% rated Parking either "Good" or "Excellent"

The City of Hollywood Planning Division staff joined CRA staff in the Information Tent to distribute materials and answer questions about the City's comprehensive plan.

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:

- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.
- Creating and maintaining databases for the Downtown Hollywood and Hollywood Beach Business Districts to increase communications and outreach to all businesses in those areas.
- Expanding our Social Media outreach to include awareness of our Valet Program, Streetscape Improvements, and redevelopment initiatives.
- Working with HML Public Outreach to disseminate information to residents and owners regarding the Phase IV Undergrounding and Streetscaping project.

Pursuant to the change to State Statute 163 Section III, the City of Hollywood has assumed the expenses of all events and certain marketing initiatives. The CRA was advised that it could continue to fund and produce the Downtown Hollywood ArtWalk series being that it showcases and promotes redevelopment. The ArtWalk includes three walking tours that highlight Downtown capital improvement projects and private investment.



## Maintenance

**Downtown** – In June, Block By Block staff removed 73 graffiti tags from public property, collected 5,544 lbs. of litter, removed 212 instances of animal waste, and collected 187 palm fronds off the ground.

In July, Block By Block staff removed 223 graffiti tags from public property, collected 7,727 lbs. of litter, removed 276 instances of animal waste, and collected 189 palm fronds off the ground. Block By Block continues to spot pressure clean the sidewalks, use the Gum Reaper to remove gum spots, and perform special projects as needed.



**Beach** – In June, 1938.5 operational hours were clocked by Beach Maintenance staff. Of those hours, 1593.5 were dedicated to trash removal from the beach, and 176 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 52 locations.

In July, 1978 operational hours were clocked by Beach Maintenance staff. Of those hours, 1533 were dedicated to trash removal from the beach, and 144 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 40 locations.

## Murals / Public Art Initiatives / Creative Placemaking

There are 6 murals currently in development: 2001 Tyler Street, 2019 Harrison Street, 1925 Harrison Street, 2028 Harrison Street, 1909 Harrison Street, and 2051B Hollywood Boulevard (restoration of existing mural).

The mural tour during the 3<sup>rd</sup> Saturday ArtWalk had ~45 participants in July and ~55 participants in August.

## CRA Board Meeting Results – 7/3/2024

**R-CRA-2024-29** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Pursue A State Of Florida Environment Protection Grant For Implementing Resiliency And Flood Management Improvements Towards Coastal Economic Vitality, Infrastructure Hardening And Safety Implementation For the CRA Phase IV East And West Streetscape From Harrison Street To Magnolia Terrace Between State Road A1A And The Broadwalk In An Amount Up To \$28,000,000.00; Authorizing 50% Matching Funds; Further Authorizing The Appropriate CRA Officials To Execute All Applicable Program Documents And Agreements.

- **Passed: 7-0**

**R-CRA-2024-30** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency “CRA” Officials To Execute An Amendment To The Agreement With Burkhardt Construction Inc. For Phase II Construction Services For The Phase IV-Undergrounding Of Overhead Utilities And Streetscape Beautification At State Road A1A From Hollywood Boulevard To The Southern City Limits, And The Florida Department Of Transportation Resurfacing Restoration and Rehabilitation At State Road A1A From Monroe Street To Seacrest Parkway, In An Amount Up To \$26,525,180.55, To Increase The Agreement Amount From \$49,651,133.36 For A Total Guaranteed Maximum Price Of \$76,176,313.91; Further Authorizing The CRA Executive Director To Execute All Applicable Agreements Or Documents.

- **Passed: 7-0**

**R-CRA-2024-31** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Vendor, Baron International LLC, d/b/a Baron Sign Manufacturing, To Permit, Fabricate, Install, Retrofit Gateway And Wayfinding Signage Throughout The City In An Amount Up To \$587,513.75.

- **Passed: 7-0**

**R-CRA-2024-32** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With The Barclay Arms Apartments, Inc. For On-Site Improvements To The Property Located At 1943 Monroe Street In A Total Grant Amount Not To Exceed \$75,000.00.

- **Passed: 7-0**

**R-CRA-2024-33** – A Resolution Of The Hollywood, Florida, Community Redevelopment (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With The Aquarius Condominium Association, Inc. For On-Site Improvements To The Property Located At 2751 South Ocean Drive In A Total Grant Amount Not To Exceed \$75,000.00.

- **Passed 6-0.** Board member Biederman was excluded from the voting process due to a conflict.