



CRA Executive Director's Report, April 2025

The following Informational Report by Susan Goldberg, Acting 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 Streets, Azalea, Bouganvilla, and Crocus Terrace. Madison Street and Daffodil Terrace StormWater installation is ongoing. Oregon Street is currently being excavated and is expected to be completed by March 14, 2025. Two crews are currently working on the corridor. The contractor continues to encounter on-site conflicts and high tide complications on a minor scale, which is allowing the progress of the activities to occur at a faster pace.



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

Directional drilling activities for installation of conduit related to the undergrounding of franchise utilities and electrical lighting has been completed on Harrison, Van Buren, Virginia and Jackson Streets. Electrical and infrastructure general contractor is currently at Oregon Street, Bouganvilla Terrace and Azalea Terrace.



Undergrounding and electrical infrastructure installation, private property conduit runs, fire hydrant relocation

Harmonization

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

An amendment to the existing Memorandum of Maintenance Agreement has been reviewed and will be presented by Public Works in the second Commission Meeting in April. completed.

Wayfinding Signage and Gateway Markers

CRA and City staff have determined the most responsive, responsible vendor. Staff, the design consultant, and the vendor are reviewing drawings, specifications, material selections, fabrication methods, project phasing, and applicable permitting implications and identifying any applicable cost-saving measures.

The sign contractor is evaluating permit implications and drafting the shop drawings for the various sign types throughout the city. Upon completion of the shop drawings, CRA, City staff, and the consultants will review the shop drawings and choose the signs with the least permitting implications to begin fabrication, production, and installation. It is anticipated that the first set of signs will be installed by early summer 2025.

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 other agencies.

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 21st and 20th Avenue following the new vision for this corridor. Construction of the ROW

improvements is substantially complete. On March 12, 2024, the CRA performed a final walkthrough and provided a punchlist to the developer. Once punchlist items have been addressed, the CRA will issue payment to the developer for the ROW improvements.



Installation of new light poles and fixtures

Downtown Avenues Improvements Lighting Improvements

On October 1, 2024, the CRA Board approved a resolution to proceed with the FPL Neighborhood Lighting Program. After the resolution was approved, CRA staff routed the program agreement for execution and submitted payment to FPL for the directional bore upfront costs. FPL finalized the design and submitted plans to the City's Building Division for approval.

Harrison Street Streetscape

On November 6, 2024, the CRA Board approved resolutions selecting Bermello Ajamil & Partners to provide design consulting services, and Burkhardt Construction to provide Phase II construction services for the project. Agreements with both the consultant and contractor has been executed. The CRA, consultant and contractor held on-site meetings with the City's Public Works Department to assess the existing conditions of the electrical and irrigation systems.

The consultant is preparing 90% construction documents. In the meantime, the contractor continues to gather quotes from various vendors to start placing orders of long lead-items.



Assessment of electrical and irrigation systems

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 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. Currently FPL has encountered technical issues that are currently under review. Punch list will be released on Tuesday April 1st. Target completion date is June 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 private for private property connection will begin late April. 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. A Board meeting update will be presented on April 2nd, 2025.

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 Bougainvillea Terrace. Construction of pumps have been delayed from April 2025 to May 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 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 Street, New York Street and Madison (FDOT) Street basins have completed inspection. 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.

Four new Basin's inspections begin January 27th, and the videos were completed late March. Report for the four basins is due by Mid-April. CRA/PU finalizing the price proposal documentation for price request for the balance of the 10 CRA basins. This work is expected to be completed by the fall of 2025.

A request for price was released on February 10th for the balance of 10 basins within the CRA boundaries.

Nearshore Underwater Mermaid Artificial Coral Reefs

The contract with the vendor was executed, and the vendor proceeded with the 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 2024 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 worked closely with the vendor to implement the module selection.

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 March 2025. The 36 habitat 12 custom modules are completed to be placed at the sites in late March 2025, contingent upon the weather. It is possible that due to unavailability of a barge, the deployment may be delayed.

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 directed 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 red LED light fixtures were installed and currently, they are being inspected and tested.

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

Construction began on February 3, 2025. The contractor is finalizing the structural repairs and remediation, the interior concrete block and rough openings for the new doors and louvers. Contractor has completed the framing throughout the façade and is preparing to install the dense glass sheeting.



From Left to Right: Column A2 repair complete; Columns C3 & D3 Prep & Pour; Column D2 repair complete.

The contractor will continue to work on the structural remediation of the restroom building and pavilion columns, slab, roof, and walls. An on-site meeting was held with CRA staff, the contractor, the design consultant, and the structural engineer to review structural conditions and additional structural remediation efforts.



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

Two-Week Look Ahead

- Electrical Rough-ins, inspection to follow.
- Plumbing Rough-ins, inspection to follow.
- Install structural roof steel.
- Install sheathing & sheathing, inspection to follow.

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

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 was submitted to Florida DEP. DEP questioned the number of the mats and their proximity to each other. The consultant will respond and provide any additional information that is needed.

Grant Programs – HIP, PIP and POP

The CRA currently has 2 HIP, 51 PIP or Mini-PIP, and 5 POP Grants at various stages of the process: 24 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 February will be held on Monday, April 7, 2025 at 5:00 pm and Monday, April 21, 2025 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, in accordance with CRA's construction documents.

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.

A second amendment was subsequently requested and approved, allowing for additional construction time, the direct purchase of materials, and the inclusion of consultant construction fees in the reimbursement scope. This contract amendment is currently being routed for execution.

A quarterly report has been submitted and accepted by the state. The 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 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. 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 the populating the online action plan. 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.

FDEP State Water-Quality Assistance Grant: Hollywood Boulevard Streetscape

On December 29, 2022, the CRA submitted a grant application to the Florida Department of Environmental Protection for a State Water-Quality Assistance Grant administered through

the Nonpoint Source Management Program. The program's primary goal is to reduce and control water pollution from nonpoint sources, such as stormwater.

The Project proposes using PaveDrain permeable pavers before inlets, which should effectively reduce the amount of pollutant load being discharged into the stormwater system, therefore, making the Project a potential candidate for this grant.

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

CRA Staff Grant Acquisitions

CRA Staff, along with other consultants, continually makes efforts to apply for grant funding through federal, state, and local sources to assist in funding capital improvement projects.

Broward MPO CSLIP Cycle 6: Tyler Street Streetscape

On November 10, 2021, the CRA submitted a grant application to the Broward MPO for CSLIP Cycle 6. The Broward MPO Board approved the ranking of CSLIP Cycle 6 in early February 2022, with the project ranking #2.

On January 6, 2023, the City and CRA received a letter of the award through the CSLIP Cycle 6 program. As a result, the Project is incorporated in FDOT's Five-Year Work Program, with funding for Preliminary Engineering expected in FY 2028.

Redevelopment, Recruitment, Retention, Expansion & Private Investment

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.

Broward Film Society recently notified the CRA of their desire to leave Downtown Hollywood and their interest to identify a new operator for Cinema Paradiso. CRA staff has been in communication with the Art and Culture Center of Hollywood ("The Center") regarding their interest in expanding and rebranding 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 30 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 September.



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.
- Sponsored the Greater Hollywood Chamber of Commerce Hollywood Power Lunch: the State of Our Economy on Thursday, March 20, 2025



- 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 3 CU Applications in February 2025.

1. Billares El Perro Negro Bar Restaurant and Hookah Lounge LLC, 2021 Hollywood Blvd. (bar/restaurant)
2. Fitty Fitty Incorporated LLC, 1926 Hollywood Blvd. (art gallery with accessory tattoo shop)
3. 2RM Investments, 2104 N. Surf Rd., Unit 1-2 (vacation rental)

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.
- 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 two walking tours that highlight Downtown capital improvement projects and private investment.

Maintenance

Downtown – In February, Block By Block staff removed 152 graffiti tags, collected 2,375 lbs. of litter, removed 79 instances of animal waste, and collected 95 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.

CRA Board Meeting Results – 3/5/2025

R-CRA-2025-07 - 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 Waterway At Hollywood Beach Condominium Association, Inc. For On-Site Improvements To The Property Located At 2200 & 2600 South Ocean Drive In A Total Grant Amount Not To Exceed \$155,254.00.

- **CONTINUED:** The Executive Director requested a continuance to the next scheduled meeting. It was a unanimous decision by the Board to bring the item back at the next meeting.