



FLORIDA'S
Hollywood
COMMUNITY REDEVELOPMENT AGENCY

CRA Informational Report, January 2026

Informational Report providing an update to the CRA Board on Beach and Downtown activities for the previous month.

Capital Improvement / Redevelopment

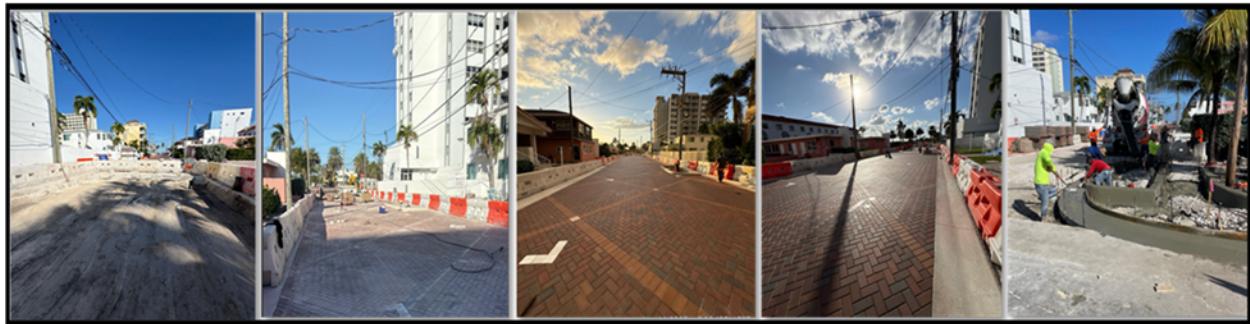
Coastal Resiliency Phase IV Undergrounding of Overhead Utilities and Streetscape Project: E/W Streets, Streetends, Surf Road, and Harmonization from Harrison Street to Magnolia Terrace

Stormwater System Installation

Storm drainage installation completed. Fire hydrant replacement/installation and connection work has been executed successfully in accordance with plans, specs, and Fire Department coordination.

ROW: Paving, grading, hardscape and lighting installation

Roadway construction on Van Buren Street is complete. Light poles have been added to the south sidewalk, and the north side installation is scheduled for the end of the month. The street from SR A1A to the Broadwalk is fully open to vehicular traffic.



Filling, grading, paving, compacting, and laying pavers on Van Buren St.

Contractor forming, grading curb radius and island, and placing concrete on Van Buren St. and SR A1A.

Roadway construction on Virginia Street is underway and is anticipated to be completed by the end of February.

Electrical/Undergrounding Infrastructure

Undergrounding of overhead utilities on the E/W Streets is 95% complete as contractor has excavated and is pulling and tying in conduit installation for underground franchise utilities, private service, tie in Comcast, AT&T and service (FP&L). Vault work at private service locations is complete.



Horizontal Directional Drilling at A1A for electrical infrastructure and undergrounding work.

Harmonization

Right-of-entry agreements distributed to approximately 75% of the residents. Most agreements from Harrison to Jackson Streets collected. Harmonization on Van Buren Street has been completed. Finish work at joint locations is scheduled for the end of the month.



Private property harmonization: adjusting grades to match the elevated road beyond the right of way.

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

SR A1A and FDOT RRR GMP was approved on January 16, 2025. GMP includes scope of work associated with FDOT's RRR. Amendment #17 MMOA with FDOT for maintenance of the landscape improvements (irrigation system, colored sidewalks, and asphalt-partnered crosswalks) needs to be revised due to the new FDOT mandate for a uniform crossing system. CRA crossing plans specified a blue color which has been amended to a brown color.

Electrical/Undergrounding Infrastructure along SR A1A

Horizontal directional drilling for conduit main service line is being installed along SR A1A. An FDOT single lane closure is approved daily from 9:00AM to 4:00PM in areas of ongoing work. Contractor completed the directional boring and is excavating, pulling back and tie-in, private service layout, from Harrison to Jefferson Street. Currently, conduit installation has been completed from Harrison Street to Jefferson Street with the East/West streets. Due to the pump construction from Jefferson Street to Crocus Terrace, the contractor has moved south to Foxglove Terrace, where a single lane closure has been established to begin the horizontal directional drilling on the south side towards Hallandale Beach Blvd.



Horizontal Directional Drilling at A1A for electrical infrastructure and undergrounding work

Coffee with the Crew

On December 17th, Coffee with the Crew was held at the Hollywood Beach Culture and Community Center. 37 residents attended. FDOT representatives were present to provide an update on the pump station construction. The contractor and CRA team discussed a wide range of topics, among them resiliency, right of entry agreements, construction schedule, and temporary parking among others. The CRA Executive Director remained after the meeting for a brief informational discussion on future development with a group of residents.



December 17th Coffee with the Crew at the Hollywood Beach Culture and Community Center

Design and implementation of 5 pole to wire signal conversion to mast arms south of Hollywood Blvd to Hallandale Beach Blvd. Cost included in GMP as an allowance

- 85% completed CDs, submitted to FDOT and BC for permitting.
- Meeting with City permitting to discuss utility conflicts/clearances.
- Reviewing utility locates for potential utility relocations.

Wayfinding Signage and Gateway Markers

At the October 9th CRA Board meeting and City Commission meeting, companion items were passed to amend the contract ratifying the change in contractor from Florida Sign Group to Forge Signworks. The appropriate contract documents have been executed.

CRA Staff, City staff, consultants, and Forge Signworks have been meeting regularly to review drawings, specifications, material selections, fabrication methods, project phasing, and to identify cost-saving measures as the project progresses.

Hollywood Boulevard Streetscape

A final irrigation walkthrough between CRA, Public Works and Burkhardt took place on November 25th and all outstanding landscape punchlist items were addressed during the

month of December. The CRA, BA, and BCI continue coordinating on outstanding warranty items related to the crosswalks.

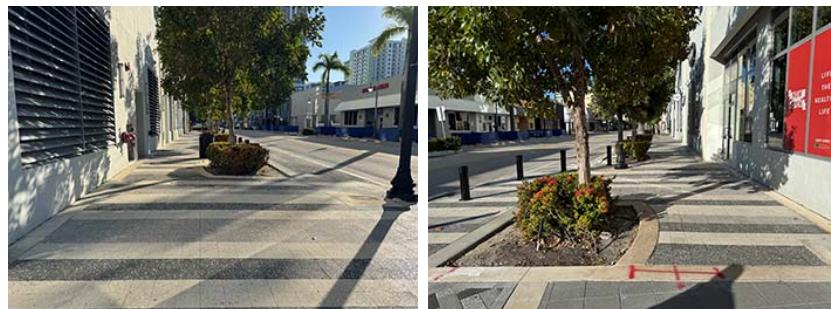
Downtown Avenues: Lighting Improvements

FPL has obtained a COH permit for the neighborhood lighting project. A pre-construction meeting involving the CRA, the City, and FPL is scheduled for January 15th to discuss the construction start date.

Harrison Street Streetscape

Phase II – North side between 19th Avenue and Young Circle

Construction along Phase II was substantially completed on December 23rd, 2025, and the sidewalk is reopened to pedestrian traffic. However, the contractor still needs to install new festoon lighting and additional bollards at the intersections. They will return to Phase I and Phase II at a later date to complete these outstanding items.



Phase II – Substantially complete

Phase III – South side between 20th and 21st Avenues

Demolition activities along Phase III commenced on January 5th, 2026.



Phase III – Demolition

Two-Week Look Ahead

Week of January 12 – January 16, 2025

- Continue demolition of pavers and concrete
- Electrical demolition and rough-in
- Irrigation rough-in and system modifications

Week of January 19 – January 23, 2025

- Continue electrical modifications and rough-in
- Subgrading operations
- Forming of tree pits and curbing

Project Communication and Outreach

- Hollywood CRA's Website: www.hollywoodcra.org/Harrison-Street
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 781-0888
- General's Contractor's e-mail: nick@burkhardtconstruction.com
- Third "Coffee with the Crew" will be held on December 2, 2025 at the CRA Office.



Third "Coffee with the Crew" at the CRA office, 1948 Harrison Street

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:

Undergrounding Activities

Comcast received permits from FDOT to do additional bores and work is expected to commence in several weeks. Viking (electrical contractor) is working on placing one more transformer needed on Pierce Street. Switching continues and target completion date is on track.

Landscaping Activities

Landscape tree removal and re-installation has been completed.

Carolina Street Pedestrian Crossings

A change order to the complete street project was approved on February 17, 2024. CRA signal Maintenance Memorandum of Agreement approved by resolution on January 16, 2024. CRA/FDOT construction agreement approved by resolution on April 3, 2024. FDOT approved all permits. FPL work has been completed. Existing overhead lines interfere with the equipment clearances needed to install the mast arm. Overhead lines need to be removed. The construction of the mast arm is estimated to be seven months after overhead lines are removed.

Project Communication and Outreach

- Hollywood CRA's Website: www.hollywoodcra.org/1339/
- 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

Stormwater Pump Stations along the A1A Corridor

Construction on utility relocation on Van Buren and Sherman Streets was completed by PU contractor. Low profile barriers from Jefferson Street to Crocus Terrace have been installed by the FDOT General Contractor and will remain for up to three months for demolition work and installation of drainage structures associated with the Bouganvillea Terrace Pump Station. Sheridan Street contractor started predrilling for the seawall installation.

Daffodil to Iris Terrace New Pump Station Design

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. Design is 60% completed. Consultant initiated permitting which is expected to take 12 months. Estimated construction cost is \$8.5M including pad and generator.

Pump Station System 1-2-3 Jackson to Jefferson Street

Pre-scoping: pending results of priority study of infrastructure improvements, pumps, seawall improvements, valves, etc. Preliminary results are anticipated in the second week of October. Estimated construction cost of this pump is \$13M.

Basin and Outfall Inspections

All basins have been completed except for Tyler Street, Ocean Palms, and Diplomat basins. Final work is pending the release of reports, resolution of coordination conflicts, and follow-up at three locations where high water levels are limiting access to drainage inlets. These locations will require a site revisit and additional camera inspection. Completion of all basins, including reports and exhibits, is estimated by December 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 48 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. Staff is coordinating with a vendor and coastal engineering consultant regarding the installation of an underwater camera.

Keating Park

A substantial completion walkthrough took place on Tuesday, September 30th. The Contractor, CRA, and City staff completed the walkthrough and staff provided comments to the contractor, who compiled a punch list. The Contractor finalized the punch list. CRA Staff, the Architect of Record and the Contractor are working on completing permit closeout items related to Broward County, FDEP and FWC.



Left to Right: New Keating Park Sign, View from Access Path Looking North, View of West Façade



Left to Right: From W Side of Dog Park Looking NE; Keating Park East Facade; View from Main Path Looking East

Keating Park Tot Lot

At the October CRA Board meeting, several elected officials requested the implementation of a tot lot at the newly renovated Keating Park project. CRA and PRCA staff worked with a contractor and playground equipment vendor to get a better idea of what equipment could fit in the open area to the west of the restroom structure.

The proposed area has several trees and utility conflicts that will need to be either relocated or avoided, and a severe cross-slope that will need to be addressed prior to installing equipment on it. Regrading and site preparation will be a significant cost within the proposed scope of work.

At the November 5th CRA Board meeting, CRA staff presented a preliminary layout and preliminary pricing to the CRA Board (preliminary pricing did not include all the site preparation work as pricing was not finalized), where the Board instructed CRA staff to work to rework the equipment selection to a swing set, one piece of playground equipment, and potentially a water element or splashpad.

CRA and PRCA staff are working with the contractor and two equipment vendors to narrow down pricing and a schematic layout for the playground equipment.

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 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 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 for reimbursement. Quarterly reports submitted to the State; first invoice for reimbursement covering permit fees was submitted and approved, qualifying as a matching contribution. Deliverable acceptance letters for Q2 and Q3 2024 have been approved. A revised pay application #2 has been submitted. Quarterly reports for 2025 have been submitted and are awaiting approval. The first reimbursement amount of \$708K was credited to the City.

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.

CRA provided a guided tour with Mayor Levy and Congresswoman Debbie Wasserman Schultz on May 28th, 2025, reviewing stormwater drainage installation at Monroe Street. Congresswoman was instrumental in \$500K HUD grant for this project.

All documents including the NEPA report were accepted and the CRA is submitting its first voucher request by the end of September.

Land Water Conservation Fund Program: Keating Park Improvements

In 1964 Congress established The Land and Water Conservation Fund program, which, is managed by the U. S. Department of the Interior, National Parks Service at the federal level and by the Florida Department of Environmental Protection at the state level.

The Land and Water Conservation Fund Grant Program ("LWCF") adopted to fulfill a bipartisan commitment to safeguard our natural areas, water resources and cultural heritage, and to provide recreation opportunities to all Americans.

Keating Park Improvements submitted for this grant in 2024 and was awarded \$750,000. The grant requires a 50% match.

- Keating Park was awarded grant funding from the National Park Service.
- CRA staff received the grant agreement from FDEP on October 15, 2025.
- At the November 5th CRA Board meeting, the agreement between FDEP and COH/CRA was approved by the CRA Board.
- An ILA will be brought in front of the CRA Board / City Commission at the January CRA Board and City Commission meetings respectively.

FDEP State Water-Quality Assistance Grant: Hollywood Boulevard Streetscape

On December 29, 2022, CRA submitted a grant application to Florida DEP 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 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 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 hosting broker events, collaborating with regional commercial real estate publications, and sponsoring real estate conferences. CoStar and primary data are used to help identify properties for prospective tenants and redevelopment opportunities.

CRA and CMED staff are also working closely with the Parking Division to help promote the University Station Public Parking Garage, public parking lot on the 1800 block of Taylor Street (former Post Office parking lot), and the public valet ramps on Hollywood Boulevard and Harrison Street.

CRA staff worked with Procurement to extend the existing Blanket Purchase Order (BPO), which expires in January 2026, for an additional 120 days while the Parking Division drafts a public valet RFQ that will modify and expand the existing program.

The City/CRA, in partnership with Business for the Arts (BFA) Broward, continued to finalize details for the "Lead with Love" mosaic mural, designed by artist Cey Adams, planned for the east elevation of the Hollywood Beach Bandshell. The agreements with BFA and Ideal Consulting of SW FL, Inc. dba Italian Touch (the mosaic artist) have been fully executed. The mosaic will be made of glass tiles that will be cut to reflect the nuances of the artwork. The mural will serve as a landmark that identifies the City of Hollywood and acts as a backdrop for social media and other promotional opportunities. Staff is diligently working to have the mosaic installation commence as soon as possible. The sketch was completed on January 7th.



"Lead with Love" sketch being installed

At the November 5, 2025, CRA Board meeting, the Board voted unanimously to provide \$11,250 to the American Legion Post 92 for the removal of the existing mural and the installation of a new mural. A Code violation was issued in October because portions of the wall were deteriorating, resulting in exposed elements and safety concerns. The wall has since been repaired. The new mural design features the Corn Poppy, a powerful symbol of remembrance. The design concept will be presented to the Mural Review Committee and the CRA Board.



Proposed mural concept for the American Legion Post 92

In addition, CRA and CMED staff continue to partner on citywide restaurant promotions. Resident Rewards Wednesdays, a year-round discount program, launched in January 2025. 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>.

CRA and CMED staff also:

- Work closely with private property owners to secure new quality tenants and redevelopment projects.
- Track commercial and residential occupancy/vacancy rates, trends, economic influences, and comparable markets.
- 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 possible.
- 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.

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. Currently, the Downtown ground floor commercial vacancy rate is approximately 20%.

Communications, Public Information, and Special Events

CMED, with the assistance of the CRA staff, implements and monitors the Media Plan focusing on the dissemination of information to eliminate slum and blight, and community redevelopment information. CMED is now exclusively managing all social media campaigns and efforts.

The CRA is currently:

- Partnering with CMED on marketing initiatives in the form of print and digital media that promote the CRA Districts and City to potential investors.
 - Expand Social Media outreach to include awareness of the valet program, new public parking options, streetscape improvements, and redevelopment initiatives.
- 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.
- 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.

CRA staff continues to be responsible for the production, funding, and all other aspects of ArtWalk – with the exception of marketing, which is being executed by CMED.

Maintenance

As of October 2025, Public Works is now providing oversight of Block By Block in Downtown Hollywood.

CRA Board Meeting Results – 12/10/2025

R-CRA-2025-49 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of July 2, 2025.

- **PASSED: 7-0**

R-CRA-2025-50 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of September 3, 2025.

- **PASSED: 7-0**

R-CRA-2025-51 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Special CRA Meeting Of September 25, 2025.

- **PASSED: 7-0**