



## **CRA Executive Director's Report, February 2023**

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**

Phase IV EW Streets, from Harrison Street to Magnolia Terrace, including Surf Road and the Streetends, have been submitted to the building department for review.

Other agencies are also reviewing for permitting, including FDEP- Florida Fish and Wildlife CC, Surface Water Management (through Broward County), Broward County - Traffic Engineering Division, and Broward County Environmental Resource Permit.

On January 18, 2023, CRA board approved a resolution authorizing Burkhardt Construction Inc. to begin the preconstruction services for Phase IV Undergrounding project. The scope of the preconstruction services includes Phase IV – EW Streets and Phase IV-SR A1A; additionally, it includes allowances for the FDOT RRR construction project scope and miscellaneous drainage improvements on the EW streets based on PU Storm Water Master Plan.

Phase IV, SR A1A, focuses on obtaining approval from Fish and Wildlife for lighting improvements along SR A1A. Construction documents incorporating FDOT variances, landscape planting material, and irrigation.

On January 18, 2023, CRA Board approved a resolution for the cost associated with the design, Construction documents, and permitting of the FDOT RRR scope of work.

A letter of interest was presented to FDOT on May 10, 2022, and a draft Joint Partnership Agreement (JPA) will be drafted for approval. Execution of JPA can only be finalized once FDOT funding is allocated, which is scheduled for July 2024.

#### **Wayfinding Signage and Gateway Markers**

A structural engineer was hired to inspect and prepare a report regarding the condition of the existing signs. The Structural Engineer concluded the inspection in early May 2022. CRA and City staff reviewed the report and analyze the existing signs' structural integrity and code regulations and the possibility of redesigning these signs with new proposed details from an architectural firm. The engineer's findings were detailed in the report, i.e., the condition of each sign, and each sign was ranked in its structural integrity, appearance, and possible reuse again.

A consultant was hired to implement the signage program in the Downtown and Beach Districts. CRA and City staff continue to work with A consultant on design options for 29

signs for Downtown: 11 directional/wayfinding signs, 4 directory signs, 11 neighborhood signs, 1 gateway sign, and 2 optional parking signs. In addition, 2 new neighborhood signs will be located at entrances to Johnson Street and Fillmore Street on 21st Avenue.

The signage package for the Beach includes 3 Beach District entryway signs, 1 Central Business District sign, 1 Keating Park sign, and a prototype design for the wayfinding signs along SR A1A.

CRA and City staff along with the consultant continue coordinating design options that meet the Citywide aesthetic and branding design standards.

CRA and the consultant have begun coordinating community outreach meetings with Neighborhood and Business, and Civic associations.

### **Broadwalk Access Management**

After the contractor obtained the construction permit, initial work started. A survey of each location was performed, and it was determined that three electric services were needed. CRA staff contacted FPL to obtain account numbers and initiate the work orders. After the gate materials arrived, the contractor commenced construction. 5 gates were installed at four locations, and the contractor is preparing to construct the last gate at Sherman Street. Once all the gates are installed, the remainder work will be completed; the entire project is anticipated to be completed in three months.

During the preparation process, an onsite coordination meeting occurred between the contractor, fire, police, and CRA staff. During an onsite meeting, CRA Staff verified that fire and police vehicles could access the Broadwalk using the proposed gates. After confirming that fire trucks could utilize the new gates, the contractor prepared shop drawings for the gates. A first Notice To Proceed was issued to the contractor, allowing the contractor to order needed materials for this project. On January 19, 2022, the Board approved this project's construction contract, which was awarded to Burkhardt construction. The gates are proposed at 5 locations along the Broadwalk.

### **Turtle Lighting**

After CRA staff met last October at the Broadwalk with representatives of Fish and Wild Life and Broward County staff was requested to meet again regarding the tri-globe lights along the eastern side of the Broadwalk. At the second virtual meeting, staff was informed that Fish and Wild Life had accepted the new proposed light shield, and an agreement would be sent to the CRA. Fish and Wild Life sent a letter of understanding which accepted the shield proposed by the CRA. Our legal department reviewed the letter, and some changes were made and addressed. Once the CRA accepts the agreement, then the project could be moved forward.

During the meeting at the site, the representative measured the amount of light from the beach side, and it was determined and confirmed that the light sources are not visible from the beach, and there is zero light reading on the beach side. The covered-coated globes were accepted as a good solution, and the CRA is waiting for a written confirmation from Fish and Wild Life before proceeding with the globe's replacement. The new shield covers the globe at 270 degrees, blocks the east side toward the beach, and provides sufficient

illumination of the Broadwalk while maintaining the white light color. Over the years, staff experimented with several solutions, such as covering the globe with a hood, semi-partially, and 270 degrees covering the globe with an opaque application. Since the 270-degree covering is the most practical solution, CRA staff worked with a vendor to provide 3 more samples that were installed at a previous mock-up.

### **Hollywood Blvd Streetscape**

The consultant, Bermello Ajamil & Partners, completed the development of 100% Construction Drawings for the Boulevard. The permit process with the State, County, and City of Hollywood is ongoing.

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 main 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. The Department review and evaluation period are expected to occur in March/April 2023.

### **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.

### **SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street**

As of January 15, 2023, the contractor has completed the trench excavation and conduit placement within the undergrounding portion of the work. This work mainly occurs on the west sidewalk of SR A1A. MOT plans for Garfield signalization are under review.



*Pulling underground primary cable and electrical wiring at various locations.*

### ***Two Weeks Look Ahead (Conduit Installation)***

- Light pole installation and wire pulling to tie in light poles on the east side.
- Light pole installation to begin on the west side on 1/23/2023 and continue on the east side until complete.
- Sleeving for irrigation on the west side to begin on 1/23/2023 and continue until complete.
- AT&T manhole tie-ins to begin on 1/23/2023 and continue until complete.
- Viking is continuing to pull primary and feeder wires.
- Titan is blowing string and verifying conduits as Viking is pulling wire.
- Hotwire will begin converting its system from overhead to underground, which will take approximately 3-4 weeks. They're scheduled to start next week as well.
- Work on Garfield Street mast arm installation.

### ***Sheridan Bridge Construction Project***

The Sheridan Bridge has re-opened. Construction Project is ongoing, however only partial nightly closures will take place as required. Construction and testing will continue from November to December. It is anticipated that the construction will be completed by early 2023.

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

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website:  
<http://www.hollywoodcra.org/CivicAlerts.aspx?AID=228>
- Burkhardt Construction project Website:  
<https://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**

Painting Contractor mobilized on 1-17-23. It is expected that 5 stations will be painted. The work is anticipated to last 2 months, depending on weather conditions.

The Broadwalk bike lane template was fabricated. Bike symbols and crosswalk painting to begin in February 15.

### **SR A1A Linear Park**

On March 3, 2022, the Board awarded Bermello Ajamil the contract to prepare construction drawings for the Project.

On August 7, 2022, the CRA Board gave the go-ahead to allow the consultant to proceed with developing schematic designs for the SR A1A Linear Park. The consultant is currently preparing a proposal for the project.

### **Pedestrian Crossings**

Design: The traffic signal designs at Carolina Street and Scott Street are complete, including the structural foundations.

Permitting: First round of comments have been addressed. A set of drawings have been turned over to Burkhardt Construction Inc. for a proposal and negotiation.

A new FDOT construction agreement for the traffic signals will be required.

### **Stormwater Pump Stations along the A1A Corridor**

FDOT awarded the design of the 4 pump stations along SR A1A on 8/2022. The consultant is in the initial design stages, and it is anticipated that 90% construction documents will be completed in January 2024.

Coordination activities are taking place between Public Utilities, FDOT, and the CRA, including a review of the scope of work and deliverables.

### **Underwater Mermaids**

The Mermaid modules were deployed during the first week of November. The new reef area contains 20 modules in different appearances. A plaque with the City of Hollywood name was placed on one of the modules. The deployment was filmed by City staff and local TV stations broadcast a segment about the project. The CRA Board in its November meeting directed CRA staff to proceed with exploration of near shore mermaids.

### **Broadwalk LED Wall Lights**

The CRA Board awarded this project at the November 2022 meeting and the construction contract was signed mid-January. Burkhardt Construction Company was selected to construct this project. The project, which extends for 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 will be placed inside the wall with an access from back of the wall. The lights can be programmed for different colors.

### **Keating Park**

On December 7, 2022, the Board awarded Song + Associates the contract to prepare construction drawings and perform construction administration for the Project. The CRA and our consultant are working diligently on the construction documents. We anticipate 100% CDs by April to begin the permitting process and address all comments by the end of summer 2023.

The CRA and our consultant will be applying for a Grant through the Land & Water Conservation fund. The Project will include renovating the existing restroom facility, pavilion structure, and overall Keating Park Masterplan.

## 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.

## Grant Programs – HIP, PIP and POP

The CRA currently has 60 HIP, PIP, or POP Grants at various stages of the process: 27 in the Downtown CRA Area and 33 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, February 6, 2023 at 5:00 pm and Monday, February 27, 2023 at 5:00 pm.

## Harrison Street Parklet Update

CRA chose a new location for the parklet. CRA recommended the parklet be relocated from Social Room (1916 Harrison St.) to Oaxaka (2033 Harrison St.), as the agreed-upon term limit with Social Room had expired. The 2033 location was chosen as it will benefit two businesses operated by the same owner, Oaxaka, and the new J&C Oyster Bar.

CRA is coordinating with City Staff to prepare all applicable documents and execute action items relevant to the relocation of the parklet from 1916 Harrison St. to 2033 Harrison St. CRA and City Staff are preparing to bring the item in front of the City Commission.

## Redevelopment, Recruitment, Retention, Expansion & Private Investment

The CRA presented an update to the Downtown Hollywood Tenant Mix, Occupancy, and Rental Rate report at the January 18<sup>th</sup> CRA Board meeting. Pursuant to requests from the Board, we shall be providing a more detailed breakdown of the food and beverage establishments, a directory-style map, and a vision for Downtown strategy regarding tenants that is supported by the property owners.

Also at the January 18<sup>th</sup> meeting, Business Flare presented a Foot Traffic Overview for Downtown and the Beach that highlighted Customer Visit Trends, Time on Site, Trade Area, Behaviors, and Cross-Visitation.

The CRA and the City of Hollywood Division of Communications, Marketing and Economic Development (CMED) will:

- Co-sponsor the Broward MPO's 2023 Safe Streets Summit which will be held on February 2<sup>nd</sup> and 3<sup>rd</sup> at the Diplomat Beach Resort.
  - CRA Staff is helping to coordinate the closing reception that will be held in Downtown Hollywood and include a mural tour.
- Co-sponsor of ICSC Local Broward/Miami-Dade to be held on Thursday, January 26<sup>th</sup> at Gulfstream Park in Hallandale Beach.

- Meet once a month, or as needed, and 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, and others.
- Combine resources and initiatives when appropriate.
  - In the process of sharing database management software
  - 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.
- Work with tenants who have recently signed leases and have not yet opened.
- 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.

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 7 CU Applications in November and December 2022:

1. 349 Johnson Street LLC / IT Hollywood, 349 Johnson Street (restaurant)
2. Hollywood Bicycle Store LLC, 1878 Tyler Street (bicycle sales, repairs and accessories)
3. Chik N Shack, 1403 N. Ocean Drive (restaurant)
4. The Melbean Coffee Shop Inc., 1739 Tyler Street (coffee shop)
5. Little Angels Special Care Inc. dba Special Angels Nurse Registry, 1926 Hollywood Blvd #200 (office use)
6. Paty G Colombian Jeans & Jewelry, 2037 Tyler Street (retail)
7. Alt Medical Device Inc., 1942 Harrison Street (office use)

## Murals / Public Art Initiatives / Creative Placemaking

There are five murals currently in development: 1900 Hollywood Boulevard, 1948 Hollywood Boulevard, 1909 Harrison Street, 2039 Harrison Street, 2030 Polk Street, and 425 S. 21<sup>st</sup> Avenue.

One mural was completed in December at 2020 Harrison Street by Carley Cavanaugh aka Squiggle Daddy.

The mural tour during the 3<sup>rd</sup> Saturday ArtWalk had 25 participants in December due to inclement weather.

## Special Events

Pursuant to recent changes to State Statute 163 Section III, the CRA is reevaluating its events with the City of Hollywood Department of Parks, Recreation and Cultural Arts.

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

**Beach** – In November, 1,557 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,200 were dedicated to trash removal from the beach, and 112 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 10 locations.

*Hurricane Nicole Damage and Cleanup – November 9 & 10*







In December, 1,548 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,284 were dedicated to trash removal from the beach, and 112 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 10 locations.

**Downtown** – In November, Block By Block staff removed 252 graffiti tags from public property, collected 7,206 lbs. of litter, and collected 518 palm fronds off the ground.

In December, Block By Block staff removed 315 graffiti tags from public property, collected 9,836 lbs. of litter, and collected 559 palm fronds off the ground. Block By Block continues to spot pressure clean the sidewalks, use the Gum Reaper to remove gum spots, and performs special projects as needed.

## Communications and Public Information

The CRA Board approved a resolution for a revised Media Plan focusing on the dissemination of slum clearance and community redevelopment information at the November 2<sup>nd</sup> Board meeting.

Staff is currently exploring options to disseminate information to stakeholders and the public in regard to the Phase IV Capital Improvement and the Downtown Hollywood Streetscape Projects.

## CRA Board Meeting Results – 12/7/2022

**R-CRA-2022-59** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Special CRA Meeting Of September 22, 2022.

- **PASSED: 7-0**

**R-CRA-2022-60** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of October 12, 2022.

- **PASSED: 7-0**

**R-CRA-2022-61** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Changing The Regular CRA Board Meetings In April 2023 And January 2024.

- **PASSED: 7-0**

**R-CRA-2022-62** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Authorization To Proceed With Song & Associates, Inc. To Provide Architectural And Engineering Consulting Services For The Keating Park Project In An Amount Not To Exceed \$94,873.00.

- **PASSED: 7-0**

**R-CRA-2022-63** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency, Authorizing The Reimbursement of \$60,000.00 To The City Of Hollywood For Matching Funds Associated With the Florida Partnership Initiative Grant Through The Florida Department Of Environmental Protection For Property Improvements At Keating Park And The Restroom Building.

- **PASSED 7-0**

**R-CRA-2022-64** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For the Beach District Of The CRA For Fiscal Year 2023; Revising Fiscal Year 2023 Expenditures.

- **PASSED: 7-0**

**R-CRA-2022-65** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2023; Revising Fiscal Year 2023 Expenditures.

**PASSED: 7-0**

**R-CRA-2022-66** – 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 404 N 17 Ave LLC For On-Site Improvements To The Property Located At 404 North 17 Ave In A Total Grant Amount Not To Exceed \$50,000.00.

- **PASSED: 7-0**

**R-CRA-2022-67** – 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 Barclay Arms Condominium Apartments, Inc. For On-Site Improvements To The Property Located At 1943 Monroe Street In A Total Grant Amount Not To Exceed \$48,265.00.

- **PASSED: 7-0**

**R-CRA-2022-68** – 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 Glades 1857 Jefferson Street For On-Site Improvements To The Property Located At 1857 Jefferson Street In A Total Grant Amount Not To Exceed \$50,000.00.

- **PASSED: 7-0**

**R-CRA-2022-69** – 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 Glades QOBZ I, LLC For On-Site Improvements To The Property Located At 1829 Madison Street In A Total Grant Amount Not To Exceed \$50,000.00.

- **PASSED: 7-0**

**R-CRA-2022-70** – 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 Glades QOBZ I, LLC For On-Site Improvements To The Property Located At 1833 Madison Street In A Total Grant Amount Not To Exceed \$50,000.00.

- **PASSED: 7-0**

## **CRA Board Meeting Results – 1/18/2023**

**R-CRA-2023-01** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute an Agreement With Burkhardt Construction Inc. For Phase I Preconstruction Services For The Phase IV - Undergrounding Of Overhead Utilities And Streetscape Beautification At E/W Streets, Street Ends, Surf Road From Harrison Street To Magnolia Terrace And SR A1A From Hollywood Boulevard To The Southern City Limits; Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$159,820.00; Authorizing The CRA Executive Director To Execute All Applicable Agreements And Documents To Implement The Project.

- **Passed: 7-0**

**R-CRA-2023-02** - A Resolution of the Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing the Appropriate CRA Officials to Issue an Authorization to Proceed to Kimley-Horn and Associates, Inc. to Provide Consulting Services for Phase IV-Resurfacing, Restoration and Rehabilitation Project in an Amount not to Exceed \$99,000.00.

- **Passed: 7-0**

**R-CRA-2023 -03** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Accept And Execute Agreements With Florida Power And Light, Comcast, Hotwire Communications And Crown Castle Fiber LLC For Converting Overhead Utility Lines To Underground In An Aggregate Amount Not To Exceed \$1,720,414.02 (Sole-Source).

- **Passed: 7-0**

**R-CRA-2023-04** - 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 Jefferson Property 18 LLC And 2206 Fillmore Street LLC For On-Site Improvements To The Property Located At 2000 Jefferson Street In A Total Grant Amount Not To Exceed \$50,000.00.

- **Passed: 7-0**

**R-CRA-2023-05** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency, Appointing a Vice-Chairperson For A One-Year Term.

- Board member Gruber was nominated to serve as Vice-chairperson for a one year term.
- **Passed: 7-0**