



CRA Executive Director's Report, June 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. Phase I contract is being executed. CRA and Franchise utilities have met to coordinate design, permit applications, and equipment requirements.

Phase IV, SR A1A, is 60% completed. Perming phase is to begin in September 2023. FDOT approved the landscape variance on 9/22 and the cross slope variance on 3/27, which allows the CRA to place trees in the same position as the north portion of SR A1A. The lighting design has been submitted to FWCC for an opinion.

CRA is coordinating with Public Utilities improvements to drainage infrastructure, taking into consideration the City's Stormwater Master Plan and proposed FDOT pumps installation.

The design of the RRR scope began, and the intent is to incorporate the design in the Phase IV SR A1A construction documents.

Wayfinding Signage and Gateway Markers

At the April 4th CRA Board meeting, CRA and the Consultant presented revised design concepts for the Downtown and Beach gateway, neighborhood, wayfinding, and directional and destination signage. These concepts were coordinated with the City staff, and the same Consultant designed the citywide signage. CRA, City staff, and the Consultant will finalize their respective design packages and advertise both City and CRA packages together via a competitive bid process to select a contractor. Bidding the packages together will result in an economy of scale and potential cost savings.

CRA staff will return to the CRA board with an opinion of probable cost and the competitive bid results.

The Consultant will implement the signage program in the Downtown and Beach Districts. CRA staff, City staff, and the Consultant have finalized design options for 26 signs for Downtown: 11 directional/wayfinding signs, 11 neighborhood signs, 1 gateway sign, and 3 optional parking signs. In addition, 2 new neighborhood signs will be located at the entrances to Johnson Street and Fillmore Street on 21st Avenue.

The signage package for the Beach includes 4 Beach District entryway signs, one of which at Dania Beach Blvd. will take advantage of ample space in accordance with FDOT regulations for a prominent decorative gateway sign, 4 Beach Destination signs, at least 4 directional signs along A1A, and a design for the intersection at Johnson Street & SR A1A will be coordinated with this project.

Broadwalk Access Management

After the contractor constructed 6 gates at 5 locations along the Broadwalk, an onsite coordination meeting was held. The purpose of the meeting was to provide a training session with fire, marine safety, police, public works, and beach maintenance. The manufacturer demonstrated how to use and operate the various gates, maintenance, and operational protocols to authorized personnel. Once the training session was completed, the gates became operational.



Onsite coordination meeting & training – May 15, 2023 at Johnson Street

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.

Turtle Lighting

At the May CRA Board meeting, staff was directed to proceed with the project. Staff will coordinate and manage the installation of the new shield on the tri-globe lights along the eastern side of the Broadwalk. The shield will cover 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 Wild Life.

Hollywood Boulevard Streetscape

On March 1, 2023, the CRA Board approved the GMP submitted by the CM @ Risk contractor, Burkhardt Construction, Inc. Three pre-construction meetings with the downtown stakeholders took place prior to the start of construction:

- The first meeting was held on March 7, 2023, with a total of 16 attendees.
- The second meeting was held on March 28, 2023, with a total of 26 attendees.
- The third meeting was held on April 25, 2023, with a total of 12 attendees.



Third Downtown Stakeholders Pre-Construction Meeting – April 25, 2023

On May 3, 2023, the CRA hosted the official groundbreaking ceremony to commemorate the start of construction.



On May 8, 2023, the contractor began construction on the first phase of the Project, which consists of the north side of Hollywood Boulevard between 21st and 20th Avenues. MOT and pedestrian barricades were set up surrounding the construction zone. The contractor completed the installation of the new water main within Phase 1 and started the installation of the new storm drainage system.



Pedestrian Barricades



Water Main Installation



Stormwater System Modifications

Two Weeks Look Ahead (First Phase – Demo of Roadway & Storm Drainage)

- Demolition of existing roadway on north side of Hollywood Blvd. between 21st and 20th Avenues
- Storm drainage improvements on north side of Hollywood Blvd. between 21st and 20th Avenues

Project Communication and Outreach

Hollywood Blvd. Streetscape Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: www.hollywoodcra.org/streetscape
- Burkhardt Construction project Website: hollywoodboulevardstreetscapesproject.com
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 781-0888
- Merchant Liaison's e-mail: sammie@themerchantstrategy.com
- General's Contractor's e-mail: adam@burkhardtconstruction.com
- First "Coffee With The Crew" was held on May 25, 2023 at 2025 Hollywood Blvd.



TO DISCUSS THE HOLLYWOOD BLVD STREETSCAPE PROJECT

Date: May 25th, 2023

Time: 9:00 AM – 10:00 AM

Location: Tardes Cafenas, 2025 Hollywood Blvd, Hollywood FL, 33020

Hosted By: Burkhardt Construction, Inc.
Coffee and Pastries will be provided



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 on this item.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

All west side poles have been installed. Lighting fixture installation began at both the east and west sides. East side poles remained to be installed north of Cleveland Street. The contractor has completed all trench excavation and conduit placement related to the undergrounding portion of the work. All private property conduits have been installed. Irrigation on the west side of the Project is 90% complete. FPL units' chambers and pads are 90% complete. FPL transformers are in the process of being placed on the pads. This work mainly occurs on the west sidewalk of SR A1A. The contractor began installation of the Pavers, starting from the north at Sheridan Street.



Garfield Street Mast Arm installation



Poles and fixtures – east side

Decorative pavers installation

Two Weeks Look Ahead (Conduit Installation)

- Light pole installation on the west sidewalk is complete.
- Tree planter and light pole location have been marked on the sidewalk for review.
- Sleeving for irrigation on the west side is 90% complete.
- AT&T manhole tie-ins to begin on 1/23/2023 and continue until completed from Sheridan to Wilson Street.
- Viking has completed the primary and feeder cable installation, except for 2 locations.
- Hotwire has completed this conversion. Infrastructure has been installed; however, it will not be operational until all conversions are completed.
- Tree tags and selection of planting material at nursery has been completed.
- Sylvester Palm Trees will be replaced with Medjool date palm trees due to a disease that could jeopardize the tree's longevity.
- Contractor began installation of Garfield Street signal mast arm.
- Pavers are being installed from North to south of the west sidewalk, starting at Sheridan Street.

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

Paint Maintenance Program

The scope of work includes painting barrier island furnishings, bike symbols, crosswalk markings at Broadwalk, the Broadwalk knee wall, and touching up and repainting First Aid and Lifeguard Stations. All metal furnishings have been touched up or repainted.

The contractor has completed Garfield, Grant, Nebraska, and Cleveland Street Stations and is currently working on Harding Street. Painting of the bike symbols will begin the first week of May.



Cleveland Street FAS

Grant Street LGT

Nebraska Street LGT

SR A1A Linear Park

FDOT pump design is entering the 60% design phase. Two of the four pumps are in Azalea Terrace and Van Buren Street. The FDOT proposed pump improvements are limited to a selected number of streets based on the pump location and the proposed capacity of the pump.

The CRA, public utilities, and its drainage master plan consultant are assisting in a recommendation on how to address the gap in service by the FDOT pumps proposal and potentially other drainage considerations where the area of the linear park might be needed. Therefore, a concept for the linear park will have to be formulated after a final study and recommendations are provided.

The CRA and Public Utilities will provide an update at the next Board meeting.

Pedestrian Crossings

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

Permitting: First round of comments has been addressed. A set of drawings have been turned over to Burkhardt Construction Inc. for a proposal and potential change order for the Carolina Street intersection. The intent of the change order is to attempt to build the crossing under the Complete Street construction project.

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 approaching the 60% design phase concept and is preparing to submit to the ACOE by the middle in June. Construction documents are anticipated to be completed by January 2024. The Project is currently 50% completed.

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

Underwater Mermaid Artificial Coral Reefs

The Mermaid modules were deployed during the first week of November by the vendor, Ocean Rescue Alliance. The new reef area contains 20 modules of different appearances. A plaque with the City of Hollywood's name was placed on one of the modules. The deployment was filmed by City staff, and local TV stations broadcasted a segment about the project. In its November meeting, the CRA Board directed CRA staff to proceed with exploring near-shore mermaids. Some of the reefs were recently removed as some residual plastic at the bottom of the reefs was noticed – this plastic apparently was on the palettes prior to deployment. After the plastic was removed, Broward County inspected the modules and approved them to be redeployed. The plastic removal and redeployment are being implemented 100% at the vendor's cost. The redeployment is scheduled for June.

Broadwalk LED Wall Lights

Prior to commencing construction, the building department requested the installation of sample lighting before authorizing to proceed with the project. The contractor is currently scheduling this work and waiting for the inspection by the building department. Once the construction is initiated, it should last 6 months. The CRA Board awarded this project at the November 2022 meeting. 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 using an access panel from the back of the wall. The lights 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

The consultant is finalizing the construction drawings; once received, Staff will review the 100% construction documents and provide comments so the consultant can submit the drawings for permitting. It is anticipated that the Florida Fish and Wildlife, Florida Department of Environmental Protection, and City of Hollywood permitting processes to be completed by the end of summer 2023.

Once we have a permitted set of drawings, Staff and the consultant will bid out the Project through a competitive bidding process. Staff anticipates returning to the Board with contractor rankings and selection in September or October 2023.

The Project will include renovating the existing restroom facility, new standing seam metal roofs over the pavilions, structural renovations, a new Dog Park, and the 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 5 HIP, 62 PIP or Mini-PIP, and 2 POP Grants at various stages of the process: 30 in the Downtown CRA Area and 39 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 June will be held on Monday, June 12, 2023 at 5:00 pm and Monday, June 26, 2023 at 5:00 pm.

Grant Development Program – CRA Improvement Projects

The CRA and the consultant, RMPK, are identifying grants for the CRA to pursue. Since October, the CRA has applied for the following grants:

Coastal Partnership Initiative: Keating Park Improvements

Supporting innovative local-level capital improvement projects. Keating Park Improvements were submitted as an excellent fit for this grant. This grant awards up to \$60,000 with a 50% match or 1-on-1 match.

Coastal Road Resiliency Florida Grant: Phase IV East / West Streets

Supporting initiatives that address the impacts of flooding and sea level rise. Phase IV EW Streets was submitted since it meets the criteria. Maximum awarded funds are TBD and require a 50% match.

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. The grant application was submitted in March; the CRA is addressing comments from FDEP and is awaiting a status update once the grant is awarded in November 2023.

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.

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):

- Co-sponsoring the Port Everglades Association (PEA) 15th Annual Economic Engine Performance Report luncheon on Friday, June 9th, at the Broward County Convention Center. Sponsorship includes a table for 10 with logo sign, a full-page ad in the souvenir program, inclusion in the "pull up" on stage, and inclusion in photo opportunity with the panel members. In addition, COH/CRA logo will be circulating on the giant screens throughout the networking time.



- Co-sponsored and attended the Greater Hollywood Chamber of Commerce Power Lunch on Thursday, May 18th.



- 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 receives and reviews CU Applications. The CRA did not receive any CU Applications for the month of April 2023.

Murals / Public Art Initiatives / Creative Placemaking

There are 11 murals currently in development: 330 N. Federal Highway, 2000 Hollywood Boulevard, 1910 Hollywood Boulevard (rear alley), 1770 Monroe Street/Hollywood Central Performing Arts Center, 2030 Polk Street, 425 S. 21st Avenue, 215 S. 21st Avenue, 203 S. 21st Avenue, 111 S. 21st Avenue, 1704 Buchanan Street, and 1909 Tyler Street.

A mural tour for 40 Brazilian travel agents, via the CVB, was given on May 13th, and another CVB tour on May 31st had 15 participants. The mural tour during the 3rd Saturday ArtWalk on May 20th had 35 participants.

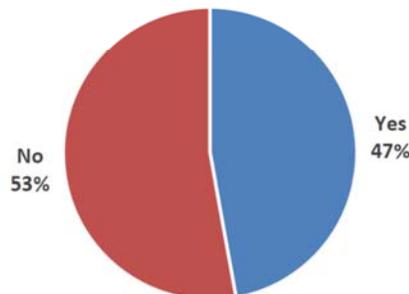
Special Events

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.

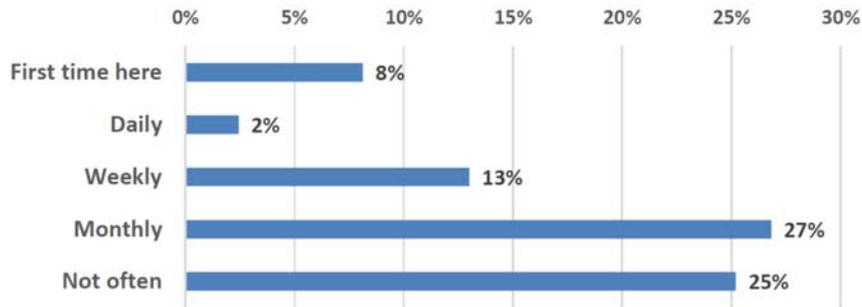
The CRA was advised that it could continue to fund and produce the Downtown Hollywood ArtWalk series being that it showcases and promotes redevelopment. The ArtWalk includes three walking tours that highlight Downtown capital improvement projects and private investment.

A survey was conducted at the May 20th ArtWalk regarding customer trends and potential investment. A sampling of 123 attendees were surveyed, of which 52% were from Hollywood, 32% from elsewhere in Broward County, 7% from Miami-Dade County, 2% from Palm Beach County, 7% from elsewhere in the U.S., and 2% from Canada.

Is this your first time to the Hollywood ArtWalk?		
Answer Choices	Responses	Percentage %
Yes	58	47%
No	65	53%
Total	123	100%



How often to you visit DOWNTOWN HOLLYWOOD?		
Answer Choices	Responses	Percentage %
Live / Work in the area	30	24%
First time here	10	8%
Daily	3	2%
Weekly	16	13%
Monthly	33	27%
Not often	31	25%
Total	123	100%



Maintenance

Beach –In April, 1,778 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,468 were dedicated to trash removal from the beach, and 84 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 16 locations.

Downtown – In April, Block By Block staff removed 175 graffiti tags from public property, collected 5,424 lbs. of litter, and collected 159 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 continues to implement and monitor the revised Media Plan focusing on the dissemination of slum clearance and community redevelopment information.

The CRA is currently:

- Accepting applications for a series of workshops for Beach and Downtown stakeholders about how to benefit from the use of social media.
 - Three workshops are available each month: Food, Retail, and Beverage Marketing Trends on Social Media; Building a Brand for Your Business on Social Media; and Advertising Campaigns on Social Media.
 - Visit www.HollywoodCRA.org/SMTTP for more information and to register for the workshops.
- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.

CRA Board Meeting Results – 5/3/2023

No resolutions were brought forth at this meeting. Two presentations were made before the meeting adjourned so the Board members could attend the groundbreaking ceremony for the Hollywood Boulevard Streetscape Improvement Project.