



CRA Executive Director's Report, July 2024

The following Informational Report by Jorge Camejo, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

Capital Improvement / Redevelopment

Underground Utilities Phase IV: SRA1A from Hollywood Blvd to Southern City Limits, and E/W Streets, Streetends, and Surf Road from Harrison Street to Magnolia Terrace

The Phase IV East-West Streets, undergrounding on SR A1A, and electrical infrastructure's Guaranteed Maximum Price (GMP) were awarded by the CRA Board on December 6, 2023. The contract has been executed. CRA and the General Contractor applied for the issuance of the permit. Permit fees for the master ROW and Electrical work have been paid. The landscape permit is being processed.

The CRA has issued the general contractor the first Notice to Proceed to purchase materials directly from the CRA on long lead items. The total savings for direct owner purchases is \$196K. Direct purchase of materials for long lead items have begun: Pavers, furnishings, and light fixtures, among others. Shop drawings and invert locations for drainage systems are being confirmed visually with site inspections. Structures are being reviewed and approved for production. Right of entry agreements and exhibits for Harrison Street and Van Buren Street are complete, and the HLM and CRA office are contacting property owners for execution. Demolition work is estimated to begin in July 2024.

The Construction Manager at Risk (CMAR) has submitted a GMP for negotiation purposes. The CRA is reviewing the GMP and is currently in the negotiation phase. The CRA expects to finalize negotiations and bring the item for approval at the July Board meeting.

Florida Department of Transportation (FDOT) has completed the RRR Project funding Agreement, which will set the terms of the RRR Joint partnership agreement. The agreement was submitted to the City on June 19, 2024, and it is anticipated to be presented at the September City Commission Meeting.

CRA and HML meet weekly by appointment at the HBCCC on Mondays and Tuesdays from 3:00 pm to 6:00 pm. These meetings aim to establish contact with residents and discuss improvements to their properties due to the change in road profile.

Wayfinding Signage and Gateway Markers

City of Hollywood (CRA and City staff) has issued a Solicitation. CRA and City staff are evaluating the bids received from the vendors, it is anticipated staff will return to the CRA board and City Commission, respectively, with an opinion of probable cost and the competitive bid results in July 2024.

Broadwalk Access Management

After the contractor constructed six gates at five locations along the Broadwalk, an onsite coordination meeting was held 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.

The pavers have already been restored, and the remaining landscape will be completed soon. CRA Staff are working with the contractor on the architectural enhancement of the gates using decorative wraps, corrals, and/or additional surface treatments.

The contractor is currently working with a fabricator to design/build the decorative corrals that will go around the units.

Turtle Lighting

After the CRA was requested to modify the lights along the east side of the Broadwalk, 325 globes were ordered and began arriving in phases at the coating facility in mid-July. Installation of the globes started in early August and was completed in early December. The electrical contractor encountered a problem replacing the ring that holds the globe to the fixture. Staff ordered 290 new rings so the installation can resume. Staff will coordinate and manage the installation of the new shield on the tri-globe lights along the eastern side of the Broadwalk. 31 fixture bases are damaged due to the environment, and staff ordered replacement parts, which will arrive in early June. Staff will hire an electrical contractor to repair these bases using the replacement parts. The shield covers 270 degrees of the globe and will eliminate light spills toward the beachside. Staff experimented with many variations of shields until they finally came up with a solution acceptable to Fish and Wildlife.

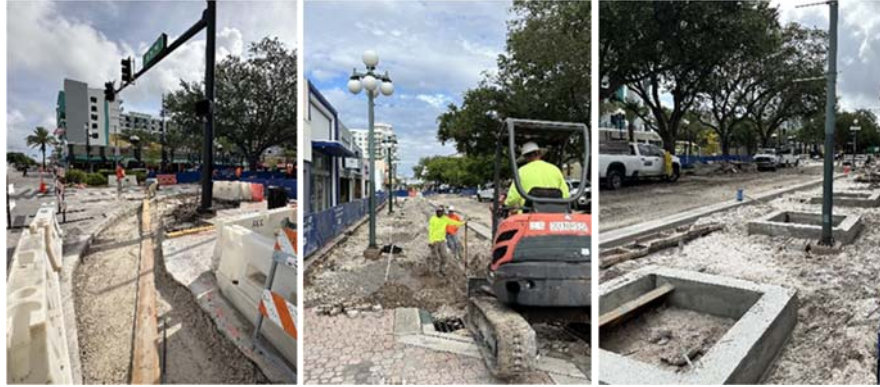
Hollywood Boulevard Streetscape

New Water Main

Installation of the new water main line is 80% complete. Broward County approved the partial certification of the installed system. The contractor completed the tie-ins and is in the process of scheduling the grouting and abandoning of the old line.

Phase 7 (South side of Hollywood Boulevard between 20th and 21st Avenues)

Stormwater improvements are complete and approximately 60% of the new valley gutter has been installed. The contractor began irrigation and electrical rough-in and pouring the new tree pit header curbs.



S. Hollywood Boulevard, 20th & 21st Ave: Building new curb, electrical rough-in, and pouring tree pits.

Two Week Look Ahead

- South side of Hollywood Boulevard between 20th and 21st Avenues:
 - Continue excavation and pouring tree pit header curbs.
 - Installation of electrical hand-holes and pole bases.
 - Excavation and grading of roadway.
 - Subgrade for sidewalk area.

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
- Weekly eblast update to stakeholders
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 781-0888
- General's Contractor's e-mail: adam@burkhardtconstruction.com
- The 12th "Coffee with the Crew" was held on May 30th at 2004 Hollywood Blvd.



Tyler Street Streetscape

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

Tyler Street Demonstration Project from 21st to 20th Avenue

On February 7, 2024, the CRA Board approved a funding agreement between the CRA and Downtown Hollywood Holdings, LLC. to improve the south side of Tyler Street between 21st and 20th Avenue following the new vision for this corridor. Improvements will include:

- New picture-frame concrete sidewalks
- Curbed landscape islands
- Improved landscape
- Decorative tree grates
- New LED lighting
- Resurfacing of the roadway

Downtown Avenues Improvements

ADA Ramps and Sidewalk Improvements:

The CRA, in partnership with the City's Engineering Division, retained the services of Concrete Works and Paving, Inc. to restore damaged sidewalks and address ADA accessibility along 19th and 20th Avenues. The project began on May 28th and the contractor is currently demolishing and placing concrete along 20th Avenue between Polk Street and Monroe Street.



Demolition of ADA ramps and sidewalks, and placement of concrete

Lighting Improvements:

Staff was directed to explore solar and electrical street lighting along 20th and 19th Avenue downtown. Staff is gathering information on both systems, including costs, and once all the information is gathered, it will be presented to the Board. The CRA contacted FPL to provide an estimate for installing pedestrian lighting along the Avenues.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

A certificate of substantial completion has been issued to the General Contractor.

On June 6, 2024, the CRA, Public Works, and the General Contractor walked the Complete Street project and prepared a punch list of items for the General Contractor to repair within 60 days. This punch list covers all project items except the undergrounding components.

Current Activities/Project Status:

- FPL Switchover has begun 4 properties along the corridor have been transferred to the underground FPL system.
- Comcast is also working on switching services to the undergrounding system.
- AT&T is waiting for equipment to start the conversion process. It is anticipated that the equipment will arrive by the first week of July.
- All pavers on the west side have been adjusted by BCI.
- Medians have been maintained and weeded out.
- Restoration work and some landscaping locations are pending along the corridor.



East and West sidewalks landscape and hardscape; Landscape medians



Two-Week Look Ahead

- Continuing Franchise Utility Switchover work.

Project Communication and Outreach

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: www.hollywoodcra.org/CivicAlerts.aspx?AID=228

- 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 First Aid and Lifeguard Stations. All metal furnishings have been touched up or repainted, and all metal furnishings along the Broadwalk have been touched up or repainted. 18 lifeguard stations, including the aluminum louvers, have been painted.

Bike Symbols

Pre-painting preparation continues with pressure washing.

The vendor began painting bike symbols, slow markings, and pedestrian cross hatch. The selected color is FDOT green.



Linear Park Walk/Resiliency Area

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

Pedestrian Crossings

A change order to the complete street project was approved on February 17, 2024.

CRA signal Maintenance Memorandum of Agreement was approved by resolution on January 16, 2024. CRA/FDOT construction agreement was approved by resolution on April 3, 2024. FDOT has approved all permits.

Shop drawings have been reviewed, and equipment has been ordered. The signal mast arm assembly is in the final shop drawing review process. Soft digs to identify infrastructure were performed on June 18, 2024. Conflicts with existing conduits have been identified. The consultant and GC are coordinating the solutions to the onsite conflict.

Stormwater Pump Stations along the A1A Corridor

The FDOT consultant has completed the design of the three pump stations within the CRA boundaries: Sherman Street, Van Buren Street, and Bougainvillea Terrace. All permits have been obtained, including the ACOR approval. The project will start the bidding process in September. Construction is estimated to begin in late 2024 and be completed in summer 2026.

CRA Resiliency and Flood Management

Design Stormwater Basin 4: Daffodil to Iris Terrace Resiliency

CRA, through PU, entered into an agreement with BCC to provide consulting services for a pump station for basin 4 covering Daffodil Terrace to Iris Terrace. The project is in the design stages. BCC is working on a BODR analysis that would provide design guidelines for both Daffodil/Iris Basin and Jackson/Jefferson Basin.

CRA/PU is coordinating the scope of work to be funded by CRA for Basin 2, covering the area between Jackson Street and Jefferson Street. A proposal was received from HDR, Inc. for basin 4 design scope of work.

Basin and Outfall Inspections

Outfall inspections: PU/CRA contacted FDOT to initiate the outflow/Wapro inspections and coordinate potential partnerships for improvements to the FDOT outfalls, and I&I. Oregon Street basin inspection has been completed. A report has been submitted to the CRA/PU for review. Basin improvement considerations, recommendations, and estimated costs are included in the report. CRA is scheduling an in-person meeting with the consultant to discuss the results of the inspections.

CRA issued a request for a cost proposal for the inspection of the Arizona and New York basins. The submittal has been received. A PO will be issued pending review by CRA/PU. A general-purpose permit needs to be requested from FDOT. Estimates notice to proceed, first week of July.

Nearshore Underwater Mermaid Artificial Coral Reefs

The contract with the vendor was executed, and the vendor proceeded with the construction of the habitat modulus. CRA staff coordinated with the vendor regarding the board members' final selection and construction of the custom modulus. At the April meeting, the vendor presented a variety of modules, and the CRA Board made recommendations for selecting the types of modules to be used at the four locations. Staff work closely with the vendor to implement the module selection. The project went in front of the CRA Board at the October CRA Board meeting, and it was approved. CRA Staff is working on a series of nearshore Mermaid modules; 48 concrete nearshore coral reef modules are proposed at four locations accessible to divers and nearshore snorkelers: two locations offshore of North Beach Park, one offshore of Azalea Terrace, and one offshore of Keating Park at Magnolia

Terrace. Permitting was obtained through the Florida Department of Environmental Protection, the USA Army Corps of Engineers, and Florida Fish and Wildlife Conservation. Due to the quantity of modules, the deployment will be done in two trips, with the first trip expected in late summer of 2024.

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 will be installed. The contractor has completed the work on the electrical portion of the project and the replacement of the damaged precast panels. The CRA Board awarded this project at the November 2022 meeting, and Burkhardt Construction Company was selected to construct this project.

The project, which extends along the entire wall along the Broadwalk from Georgia Street to Sherman Street, consists of replacing the damaged original lights with new UL-approved light fixtures using the existing conduits. The lights were placed inside the wall using an access panel from the back of the wall. They can be programmed for different colors. In addition, precast panels for the knee wall will be replaced as required due to the construction of this project.

Keating Park

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

CRA staff and the Consultant are finalizing coordination with Authorities Having Jurisdiction. It is anticipated that the Florida Fish and Wildlife, Florida Department of Environmental Protection, Broward County, and City of Hollywood permit approvals will be completed in the next few weeks. Once we have a permitted set of drawings, CRA, City Staff, and the Consultant will return to coordinate construction efforts.

The contractor will mobilize as soon as the contract is executed and the permits are issued.

CRA/City Staff coordinated with a consultant to reapply for the Land and Water Conservation grant application. This is a matching grant of up to \$750,000 for eligible project improvements. The grant is anticipated to be awarded in the Fall of 2024.

The Project will include renovating the existing restroom facility, installing new standing seam metal roofs over the pavilions, structural renovations, educational signage, and ecological components, creating a new Dog Park, and implementing the Keating Park Master Plan.

ADA Beach Access Mats

As part of the Phase IV East/West Street streetscape project, the Beach CRA intends to provide beach access to those with disabilities. Staff obtained a proposal from an environment consultant to obtain a permit to install ADA Beach Access Mats at five

locations: Crocus Terrace, Daffodil Terrace, Eucalypts Terrace, Greenbriar Terrace, and Hyacinth Terrace. Once the permitting process is completed, CRA Beach Maintenance staff will install the ADA Beach Access Mats at these locations.

Young Circle Design Phase II

CRA and their Consultants, Marlin Engineering and Toole Design Group, are awaiting FDOT / City of Hollywood approval on roadway design for Block 57 and Block 58 prior to proceeding with the Young Circle traffic improvement design; Staff looks forward to collaborating with the new District Four Secretary on this endeavor.

Grant Programs – HIP, PIP and POP

The CRA currently has 2 HIP, 57 PIP or Mini-PIP, and 2 POP Grants at various stages of the process: 29 in the Downtown CRA area and 28 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 July and August will be held on Monday, July 8, 2024 at 5:00 pm, Monday, July 22, 2024 at 5:00 pm, Monday, August 5, 2024 at 5:00 pm, and Monday, August 19, 2024 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 M with a 50% match (\$12.2M) grant was awarded to the City/CRA to complete the Phase IV E/W streets resiliency project along the 18 City Streets from Harrison Street to Magnolia Terrace, as per CRA's construction documents.

The Grant Kick-off meeting was on August 1, 2023. The initial welcome packet and contact information have been submitted to the state as required. The first FDEP site visit is scheduled for the first week of September.

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

The House Appropriations Committee: Community Project Funding (CPF)

First Application: The City/CRA was awarded \$500K under the T-HUD house appropriation initiative grant for project flood resiliency along the barrier island. This grant is for flood management infrastructure efforts along five east-west streets. Staff is awaiting a final decision on the grant. The NEPA report is being finalized.

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 and City Staff are working with a consultant to reapply for the grant application. A series of preliminary documents were requested and submitted for FDEP review; the CRA and city staff are awaiting comments from FDEP; once we are given clearance, we will resubmit the grant application and await a status update.

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

CRA staff worked closely with Kevin Crowder of Business Flare, and at the June 5th CRA Board meeting he made a presentation in regard to Foot Traffic in Downtown Hollywood and the Beach that highlighted Customer Visit Trends, Time on Site, Trade Area, Behaviors, and Cross Visitation. At the meeting, he was asked to provide visitation statistics for the beach that include the sandy beach; and to provide a “void” analysis, often referred to as a “retail leakage analysis,” to determine what type of businesses are needed in the area.

The CRA and the City of Hollywood Department of Communications, Marketing and Economic Development (CMED) have been discussing an Enhanced Service Agreement that would provide services that include media buying for the dissemination of information and advertisements that promote redevelopment and the elimination of slum and blight, as well as other similar services; and continue to:

- 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 media buy for redevelopment outreach, and placement of organic social media posts.
- Coordinate initiatives and co-sponsor redevelopment, retail recruitment and economic development programs with organizations including ICSC, ULI, Bisnow, Greater Fort Lauderdale Alliance, and others.
- Combine resources and initiatives when appropriate.
 - In the process of evaluating additional redevelopment sponsorship opportunities
 - Share CoStar services to track redevelopment trends and obtain statistics

Staff also continues to:

- Work with developers to increase interest and investment on the Beach and in Downtown Hollywood.
- Engage prospective tenants.
- Provide assistance to tenants who have recently signed leases, have not yet opened, and are navigating the permitting process.
- Connect prospective tenants to property owners and brokers that represent available properties.
- Engage property owners to discuss their needs and concerns regarding redevelopment, tenant acquisition, including but not limited to the building permit process, planning and zoning, and parking rates for tenants.
- Coordinate and manage the public valet on Hollywood Boulevard.

Redevelopment projects, quality food and beverage establishments, entertainment venues, experiential business models, and office continue to be a priority; however, staff also supports the role of arts, culture, and creativity, as we believe it is essential to eliminate slum and blight; and redevelop the Beach and Downtown CRA Districts.

Certificates of Use and Live Music Extended Hours Licenses

As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA received and reviewed 3 CU Applications in May 2024.

1. Billar Bar Restaurant DBA Gato Negro; 2027 Hollywood Boulevard; (restaurant/bar)
2. Authentic Tandır Bread & Kebab of Hollywood, Inc. DBA Osh Tea Room, 2051 Hollywood Boulevard (restaurant/bar)
3. Alco Group Holdings, Inc., 900 N. Ocean Drive (coffee shop)

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:

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

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

Maintenance

Downtown – In May, Block By Block staff removed 81 graffiti tags from public property, collected 5,629 lbs. of litter, removed 167 instances of animal/human waste, and collected 187 palm fronds off the ground. Block By Block continues to spot pressure clean the sidewalks, use the Gum Reaper to remove gum spots, and perform special projects as needed.

Beach – In May, 2,126.5 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,810 were dedicated to trash removal from the beach, and 136 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 40 locations.

Murals / Public Art Initiatives / Creative Placemaking

There are 9 murals currently in development: 2000 Hollywood Boulevard, 2030 Polk Street, 215 S. 21st Avenue, 2013 Taylor Street, 2031 Tyler Street, 1909 Tyler Street, 1813 Madison Street, 2019 Harrison Street, and 1925 Harrison Street.

The mural tour during the 3rd Saturday ArtWalk in June had ~20 participants due to the possibility of inclement weather.



Chalk art at Anniversary Park during ArtWalk by artist Ken Mullins.

CRA Board Meeting Results – 6/5/2024

R-CRA-2024-23 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Phase IV Project's GMP With Burkhardt Construction Inc. For The Construction Of The Keating Park Project In An Amount Not To Exceed \$1,373,552.00, To Increase The Agreement Amount From \$48,277,581.36 To \$49,651,133.36; Authorizing The CRA Executive Director To Execute All Applicable Agreements And Documents To Implement The Project.

- **PASSED: 6-0, Board member Callari was absent.**

R-CRA-2024-25 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of March 6, 2024.

- **PASSED: 6-0, Board member Callari was absent.**

R-CRA-2024-26 – A Resolution Of The Hollywood, Florida Community Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of April 3, 2024.

- **PASSED: 6-0, Board member Callari was absent.**

R-CRA-2024-27 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 1, 2024.

- **PASSED: 6-0, Board member Callari was absent.**

R-CRA-2024-28 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorization To Proceed With Kimley-Horn And Associates, Inc. To Provide Consulting Services For Signal Design Along State Road A1A Between Hollywood Boulevard And Hallandale Beach Boulevard In An Amount Up To \$288,876.00.

- **PASSED: 6-0, Board member Callari was absent.**