



CRA Executive Director's Report, May 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 65% 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.

CRA Board approved design fee expenditures to Kimley Horn and Associates for the design scope of the RRR. A notice to proceed has been issued to the consultant. 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

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 analyzed the existing signs structural integrity and code regulations and the possibility of redesigning these signs with new proposed details. 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.

A consultant was hired to implement the signage program in the Downtown and Beach Districts. CRA/City/Consultant are working on 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 entrances to Johnson Street and Fillmore Street on 21st Avenue.

The signage package for the Beach includes 4 Beach District entryway signs, 4 Beach Destination signs, at least 4 directional signs, and a Design for the intersection at Johnson Street & SR A1A will be coordinated with this project. CRA and the consultant coordinated community outreach meetings with Neighborhood, Business, and Civic associations.

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 their signage project being designed by the same consultant. CRA and the consultant will finalize the design packages and advertise them via a competitive bid process to select a contractor. CRA staff will return to the CRA board with an opinion of probable cost and the competitive bid results.

Broadwalk Access Management

The contractor constructed 6 gates at 5 locations along the Broadwalk. The gates are in the up position, and they are fully operational. The contractor is scheduling a training session with fire, police, public works, and beach maintenance. The training aims to teach authorized personnel how to use and operate the various gates. Once the training session is completed, the gate will be 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.

Turtle Lighting

Recently staff was informed via email that Fish and Wild Life had accepted the new proposed light shield and requested to move forward with the project. The new shield is for the tri-globe lights along the eastern side of the Broadwalk.

During a previous meeting at the site, a Fish and Wild Life representative measured the amount of light from the beachside and determined and confirmed that the light sources are not visible from the Beach, and there is zero light reading on the beachside. The covered-coated globes were accepted as a good solution. The new shield covers the globe at 270 degrees, blocks the east side toward the Beach, and provides sufficient illumination of the Broadwalk. 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 and install 3 more samples at a previous mock-up location.

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 March 1, 2023, the CRA Board approved the GMP submitted by the CM @ Risk contractor, Burkhardt Construction, Inc. Four pre-construction meetings with the downtown stakeholders are anticipated 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 is scheduled to take place on April 25, 2023.



First Downtown Stakeholders Pre-Construction Meeting – March 7, 2023



Second Downtown Stakeholders Pre-Construction Meeting – March 28, 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. See grant section for further details on this item.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

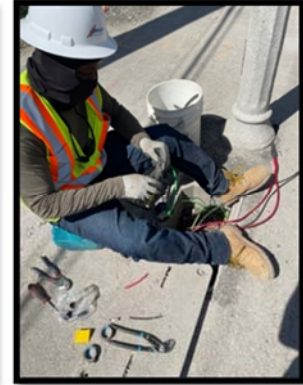
All west side poles have been installed. The contractor has completed all trench excavation and conduit placement related to the undergrounding portion of the work. All private property conduits have been installed. Irrigation on the west side of the Project is 90% complete. FPL units' chambers and pads are 90% complete. This work mainly occurs on the west sidewalk of SR A1A.



Electrical cable installation



Wiring FPL unit



Wiring FPL unit

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 complete.
- Viking is continuing to pull primary and feeder wires.
- Hotwire will begin converting its system from overhead to underground, which will take approximately 3-4 weeks.
- Kimley Horn, Contractor, and CRA to meet at the nursery to select trees and landscaping material.
- Sylvester Palm Trees will be replaced with Medjool date palm trees due to a disease that could jeopardize the tree's longevity.

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

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

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 prepared a proposal however the CRA Board directed staff to pause the design until such time that the SR A1A Pumps design is completed as there may be elements which need to be incorporated into the land considered for the park.

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. 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. The CRA Board in its November meeting directed CRA staff to proceed with the exploration of 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 pallettes prior to deployment. The plastic was removed from the select modules, and the fabricator and Ocean Rescue Alliance are awaiting Broward County to inspect the modules

prior to being redeployed. The plastic removal and redeployment are being implemented 100% at the vendor's cost.

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

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. CRA Staff received 50% CDs and gave the consultant comments to address. 100% CDs are anticipated between the end of May and early June to begin the permitting process and address all comments by the end of summer 2023. The Project will include renovating the existing restroom facility, pavilion structure, Dog Park, and overall Keating Park Masterplan.

The CRA and our consultant have applied for a Grant through the Land & Water Conservation fund and are awaiting the results of the grant award; see the grant development section for more details.

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, 67 PIP or Mini-PIP, and 5 POP Grants at various stages of the process: 30 in the Downtown CRA Area and 47 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 May will be held on Monday, May 1, 2023 at 5:00 pm and Monday, May 15, 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 June 9, 2023, 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.



- 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 two CU Applications in March 2023:

1. Boho Lash Lounge, 114 South 20th Avenue (Beauty salon)
2. MyEyeDr Optometry of Florida LLC, 2011 Harrison Street (Optometrist)

Murals / Public Art Initiatives / Creative Placemaking

There are 12 murals currently in development: 400 North Ocean Drive, 330 North Federal Highway, 2000 Hollywood Boulevard, 1910 Hollywood Boulevard (rear alley), 1926 Harrison Street, 1770 Monroe Street/Hollywood Central Performing Arts Center, 1948 Hollywood Boulevard, 1909 Harrison Street, 2039 Harrison Street, 2030 Polk Street, 425 S. 21st Avenue, and 203 South 21st Avenue.

The mural tour during the 3rd Saturday ArtWalk had 45 participants in April.

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. In addition, a survey will be conducted at the May 20th ArtWalk regarding customer trends and potential investment.

Maintenance

Beach –In March, 1,750 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,452 were dedicated to trash removal from the beach, and 140 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 15 locations.

Downtown – In March, Block By Block staff removed 248 graffiti tags from public property, collected 7,800 lbs. of litter, and collected 190 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 beginning in May: Food, Retail, and Beverage Marketing Trends on Social Media; Building a Brand for Your Business on Social Media; and Advertising Campaigns on Social Media.
- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.

CRA Board Meeting Results – 4/5/2023

R-CRA-2023-14 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement With AT&T For Converting Overhead Utility Lines To Underground In An Amount Not To Exceed \$574,017.18. In Accordance With Section 38.42(C) (2) Of The Procurement Code (Sole Source).

- **Passed: 6-0 (Board member Callari was absent)**

R-CRA-2023-15 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Terminating Blanket Purchase Agreement PA600540 With Delta Property Maintenance, Inc. And Authorizing The Appropriate CRA Officials To Issue A Blanket Purchase Agreement With Asima Facility Management, Inc. For Cleaning Services In An Annual Amount Not To Exceed \$198,220.00.

- **Passed: 6-0 (Board member Callari was absent)**