



CRA Executive Director's Report, March 2016

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

A1A Traffic Calming

CRA Staff and Kimley-Horn as engineering consultant and FDOT Engineers held a meeting with the Hollywood Beach Civic Association on December 15th, 2015 to discuss the A1A Traffic Calming/Complete Streets Design in cooperation with FDOT's planned RRR project which will result in a \$1.5M savings for the CRA. This project will also be considered for a Transportation Design for Livable Communities Designation from FDOT, from Hollywood Boulevard to Sheridan Street. The designation allows for more flexible traffic engineering standards that better match the posted and design speeds along this corridor as well as take into account the CRA vision for this corridor, with more walkable sidewalks, sharrow vehicular/bike lanes, lush landscape buffers and enhanced traffic calming measures. Staff is coordinating the project with FDOT to capitalize on FDOT's RRR construction project with the ability to use these funds to restripe the asphalt within the public roadway as well as remove the existing curbing in accordance with the A1A Traffic Calming Design. The community requested the inclusion of landscaped medians in the northern section of the project and pedestrian crossings at appropriate locations. We have been working on incorporating these suggestions into the current design and have forwarded these revisions for FDOT to review. This includes design proposals to lengthen the existing medians providing the potential for additional trees and landscape material, thus enhancing the aesthetic quality of the corridor. The current design includes 5 lanes within the central business district and 4 and 5 lane configurations north of Cleveland St. 5 Lanes are included at the three new proposed traffic light locations, as well as safer pedestrian crossings. We are planning a meeting with FDOT over the next couple of weeks to discuss the project. CRA/City Staff is also coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea St. toward the Hollywood Boulevard Bridge. The public waterfront park with a pedestrian promenade would include a water taxi stop transportation hub near Arizona St., incorporate safer pedestrian access across A1A to the community center, shaded seating areas, public art, small dog park, and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

A1A Commercial Loading Zones

Staff continues to coordinate between HBBA representatives and Kimley-Horn as consultant to the CRA regarding commercial loading zones within the BCRA.

Beach CRA Trash Compactor

CRA and Public Works staff will be analyzing the feasibility of a community trash compactor along N. Surf Road between Johnson and Minnesota Streets to assist adjacent businesses along the Broadwalk and the north side of Johnson St. This trash compactor(s) could be sited on private property along N. Surf Rd. through an agreement with one of the private property owners. The concept of localized trash compactors along N. Surf Rd. was recommended in the BCRA (Zyscovich) Master Plan, as a method to assist the businesses along the Broadwalk with trash collection given the tight site constraints in that area.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff spearheaded a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifying the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and providing visual and design cohesiveness to both residents and visitors. CRA/City Staff met with Margaritaville and representatives from the Broward MPO, FDOT, and B-Cycle. The intent is to develop a strong design which can be utilized to seek funding and grant opportunities for implementation of this project. Currently, the CRA is awaiting the FDOT grant to open as we are ready with a full conceptual design and grant package to apply for available funding opportunities.

Tri-Rail Coastal Link Passenger Rail (TRCL)

The Tri-Rail Coastal Link (TRCL) is a planned project with a multi-agency partnership formed to establish commuter rail service, connecting 28 coastal communities along FEC's railroad corridor between Miami and Jupiter.

The TRCL project is being managed by FDOT, and their fact sheet explains the project in detail. The link for reference is: <http://tri-railcoastallinkstudy.com/faq.php>

The Project Development phase anticipated to begin in Spring 2016 will evaluate a cost-feasible Build Alternative that may result in enhanced transit service in the tri-county region. TRCL proposes passenger stations spaced 2 to 5 miles apart, consistent with average commuter rail station spacing.

The Project Development phase will involve an environmental study and technical evaluation of the Build Alternative(s) in compliance with Federal Transit Administration (FTA) requirements and all federal, state and local regulations. As part of this analysis, the Build Alternative will be refined to minimize costs and any environmental effects. During Project Development, detailed project costs and a financial plan will be developed. The station locations will be finalized and conceptual station and engineering plans will be developed for

public input. The preliminary analysis is looking at the availability of approximately 100 public parking spaces at the proposed station location to be used by riders.

Underground Utilities Phase III

Construction work is approximately 95% complete on New Mexico, New Hampshire Thomas Streets as well as Surf Rd. from Lee St. to Thomas St., for the undergrounding of utility lines and streetscape beautification. JJW is the Contractor responsible for this project. 3 public parking spaces are available at each of these newly constructed streetends.

Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

Funding has been procured for the public parking garage at the site of the old Fire Station at Nebraska and Nevada Streets, in addition to the funding for the 6 street "streetscape" project adjacent to the garage. These two projects will be constructed at the same time for construction time and cost savings. Currently the garage project is being designed and construction documents prepared. Staff will be meeting with Kaufman Lynn the CM@Risk Contractor for pre-construction services and the Arch/Engineering firm to discuss construction scheduling and value engineering. The project will be considered for variances in front of the Planning and Development Board in January, 2016. The project was considered by the Planning and Development Board (they did not recommend the project) and will be brought forth for consideration by the City Commission at the March 16th, 2016 Commission Meeting.

Downtown Streetlighting Projects

City Staff has initiated a contract with a surveyor for the 8 streets identified in the 2016-2017 Downtown CIP for new neighborhood lighting. The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. City Staff will start working on the design of the streets as survey information is available and is expected to complete the design and permitting, and bid the project in July 2016. In addition, CRA staff has been in contact with FPL and is currently exploring options for illuminating the alleys in the commercial core between Federal and 21st Avenues and Van Buren and Polk Streets.

Downtown Redevelopment Plan

A public meeting to gather community input for the Downtown Redevelopment Plan will be held on March 8, 2016 at 6:00 pm at 309 N. 21st Avenue. Free parking will be available and light refreshments will be served.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 12 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

The CRA Staff conducts two Grant Workshops per month in order to meet with potential applicants to review the application process and pre-qualify interested property and business owners.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to support the strengthening of the role of arts, culture, and creativity as we believe it is essential to Downtown Hollywood's economic growth, cultural vibrancy, and resiliency.

Our efforts include the Artspace proposed project and the possibility of identifying an art and or cultural long-term tenant for the ground floor of 2031 Harrison Street.

ArtSpace Update: The Arts Market Survey which is the second of step of the six step process of developing an ArtSpace development was launched on Monday, February 1st. The survey is an interactive tool that will assess the need and qualify the demand for an Artspace development in Downtown Hollywood. During week one 66 respondents completed the survey. There were 98 new respondents during the second week totally a new count of 164 respondents during the first two weeks. According to Artspace representatives, that is really strong response for a second week!

In addition, there were changes in the data with music as an area of interest moving up to the top four arts disciplines. There was a stronger response and larger representation of a segment of performing artists and an increase in younger respondents between the ages of 21-40 years old as well. At 51.2%, the percentage of respondents interested in relocating to a live/work community is very strong.

Downtown Hollywood Condo Survey Update: The survey was launched the two day survey at the Radius Condo on Thursday, February 4th. Of the 311 units, 150 residents were surveyed. The data obtained from the survey will assist the effort of securing new tenants including those residents who are interested in relocating their place of business to Downtown Hollywood. CRA staff has contacted the survey participants who expressed an interest in relocating their businesses to Downtown Hollywood and shall follow-up accordingly.

In addition, staff also continues to seek, work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects. As noted in this report last month, a few weeks ago an e-mail sent from a local broker that contained inaccurate information in regard to the number of vacancies on Hollywood Boulevard was circulated. In the e-mail the broker noted there where 11 vacancies between 19th and 21st Avenues while the actual number of vacancies is

six with two of the six being the result of roof/water damage. The broker quoted the rate of \$12 per square foot (or \$3,000) for prime locations on Hollywood Boulevard. What was not included in the e-mail was the NNN cost that brings the total sq. ft. cost to \$21 per square foot (or \$5250). With web-based shopping dominating the marketplace, the culture of retail has changed. Downtowns find themselves catering to niche retail markets, entertainment and restaurants. It is no longer about shopping, but more so the shopping experience. New businesses are popping up that offer both food and product and new forms of entertainment, such as room escape entertainment centers are becoming more and more popular. At this time there are at least three businesses navigating the Building Department with the intent of opening soon. One is an escape the room concept called, BoxRoom to be located at 2042 Hollywood Boulevard, one is 12 artist working studios located at 2000 Harrison Street and the last is a trendy small café called Ends Meat.

New residential development, such as Block 55 and H3 will increase our critical mass and attract new businesses, restaurants and services. The increase of office product will help secure daytime populations and create activity.

Ambit Advertising designed the the CRA's Business Recruitment Media Plan. The plan includes advertising and marketing programs that specifically targeting the "creative class," office tenants, and unique retail establishments to the area. Staff worked diligently with Ambit to create a robust marketing program that includes electronic, print, billboard and other media platforms.

H3 Update: In February the construction reached the 10th floor and the decking for the 11th floor has commenced.





Staff continues to dialog with existing and prospective property owners in regard to transforming underutilized properties into state-of-the-art residential and commercial redevelopment projects. While there are some concerns about foreign investment being negatively impacted due to the federal government's tracking of sales in Miami Dade County, this may actually work to Hollywood's advantage. Parcels are being assembled with the anticipation of redevelopment and developments are under construction. Communication continues with JED Developers, Kapital Group, Bedeco Inc. (2000 Van Buren Street), the Saada family, the Halpern family, FIRM Realty, Van Buren Hollywood LLC (recently purchased 2001-2025 Van Buren Street) and other property owners, as well as international and domestic property owners and investors in regard to redevelopment projects located in Downtown Hollywood and Hollywood Beach.

CRA Office Consolidation and Relocation

The CRA's lease at 330 N. Federal Highway has expired and staff has been exploring the idea of relocating and consolidating staff to a new Downtown Hollywood location. To date, two viable locations have been identified, 1909 Tyler Street and 1948 Harrison Street (entrance is located on 20th Avenue).

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 9 Certificates of Use in January:

1. Hollywood Beach Retirement Home, 1722-26 Madison Street (ALF)
2. Summg Successes, Inc/DBA Blue Wave, 901 N. Broadwalk (restaurant)
3. Regina T. Lamb Athletics and Arts Academy, 327 Johnson Street (pre-kindergarten child care)
4. Tag Man, 126 N. Dixie Highway (auto tag agency, insurance office)
5. Churrisimo Mlopez LLC, 327 Johnson Street (sale of food items)
6. MG3 Developer Group – The Preserve, 1915 Harrison Street (office on 2nd floor)
7. The Pink Collective, 1932 Tyler Street (advertising agency office)
8. Oasis Insurance, 1926 Hollywood Boulevard (office – internal without direct on-street access)
9. Royal Par Realty, 1905-09 Monroe Street (property owner of residential rental property)

Murals / Public Art Initiatives / Creative Placemaking

The TM Sisters' "Sunset Mural" on the Radius Parking Garage has commenced.



Staff continues to engage property owners in regard to securing new locations for murals. Staff was also contacted by the Art & Culture Center in regard to a Downtown Hollywood Mural Project retrospective exhibition in April 2017.

Maintenance

Downtown - In January, Block By Block staff removed 292 graffiti tags from public property, collected 6,395 lbs. of litter, collected 379 palm fronds and returned 18 shopping carts to their place of origin. Additionally, 21 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In January, 1,957 operational hours were clocked by beach maintenance staff. Of those hours, 1,305 were dedicated to trash removal from the beach, 40 hours were spent maintaining the restrooms and 88 hours were spent cleaning the shower areas. Approximately 66 graffiti tags and stickers were removed.

Code Enforcement

CRA staff meets with enhanced service CRA Code Enforcement officers and the COH Code Enforcement Manager on a weekly basis, and attends the monthly Special Magistrate hearing. The CRA Redevelopment & Operations Manager also regularly meets with the COH legal advisor overseeing Code Enforcement in regard to lien imposition hearings and egregious or more complicated cases. CRA staff, in working with Legal, has identified at least four properties that are running very high liens and or have been foreclosed upon by a bank. Ripe for redevelopment, if acquired by a progressive developer, these properties could be consolidated and transformed from problematic eyesores into attractive tax generating commercial properties.

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In January, in the Beach District, 32 on-view violations were issued, 8 complaints were addressed and 65 re-inspections were conducted. In the Downtown District, 74 on-view violations were issued and 67 re-inspections were conducted.

Staff continues to prioritize property standards and work with business and property owners located within the CRA Districts in an effort to obtain voluntary compliance.

Transportation Initiatives / Hollywood Trolley

January 2016 Hollywood Trolley ridership was 9,567 passengers. The Beach Line had 3,376 passengers, the Downtown/Beach South line had 4,547 passengers and the Downtown/Beach North line had 1,644 passengers.

January 2016 Train to Trolley ridership was 734 passengers. CRA Marketing staff is executing a marketing campaign in February 2016 to build ridership and awareness. In February 2016, the route will be expanded to include Young Circle.

Marketing and Visitor Services

Social Media

Twitter 64 new organic followers; Instagram 65 new organic followers; Facebook 130 new organic likes; average engagement 957 people, average reach 11,674 people, average total impressions 46,789 people for January 2016.

Partnership with the CVB for the Convention Meeting Badge Program

The CVB will be providing conference attendees with a list of local businesses on Hollywood Beach. We have worked with 16 local businesses to provide an exclusive discount to attendees when they show their conference badge in addition to promoting 17 other local businesses on marketing materials for Hollywood Beach.

Visitor Services

The Visitor Information Center assisted a total of 3,504 guests in January. Visitor Services staff continue to connect and support local businesses, restaurants and hoteliers by providing information about Hollywood Happenings, meetings and other opportunities available in Hollywood.

Tourism Leads

In January we processed leads from Weekly Reader (202) and Bridal Guide (77). We respond to these leads by providing mailings of our Visitor's Map & Dining guides.

Survey: International Visitors by County of Origin

In January we welcomed guests from 16 different countries. Canada is leading followed by an increasing number of guests from UK and France.

- Canada 88.11%
- UK 2.16%
- France 1.62%
- Argentina 1.62%
- Italy 1.08%
- Czech Republic 1.08%

26.71% of the Visitors surveyed were staying at a local Hotel

73.83% of the Visitors surveyed were not staying at a local Hotel

CRA Board Meeting Results – 1/20/2016

R-CRA-2016-01 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of December 2, 2015.

Passed 6-0. Board member Hernandez was absent.

R-CRA-2016-02 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Appointing A Vice-Chairperson. Board member Hernandez was appointed to serve as the CRA Board's Vice-Chair.

Passed 6-0. Board member Hernandez was absent.

R-CRA-2016-03 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Orders Between Delta Properties Maintenance, Inc. And The CRA For Janitorial Services At The Beach Restrooms And CRA Offices For An Aggregate Amount of \$142,240.00 (In An Estimated Annual Expenditure of \$71,120.00).

Passed 6-0. Board member Hernandez was absent.