



## CRA Executive Director's Report, May 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 have been working on preparing a buildability set of design drawings for FDOT in order to have the CRA Designs included in FDOT's RRR construction project which will save the CRA approximately \$ 1.5 M. FDOT has requested that these drawings be delivered to them by May 3, 2016. 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, sharrows vehicular/bike lanes, lush landscape buffers and enhanced traffic calming measures. Staff is coordinating the project with FDOT to restripe the asphalt within the public roadway, remove the existing curbing in accordance with the A1A Traffic Calming Design, extend landscape medians as allowed, install decorative concrete pavers and provide the conduits for new pedestrian lighting and the irrigation for new trees. In addition, FDOT will provide the conduit for the undergrounding of overhead utilities. The current design includes five lanes within the central business district and four and five lane configurations north of Cleveland St. Five Lanes are included at the three new proposed traffic light locations, as well as safer pedestrian crossings. The most updated design also includes a continuous 10'-0" wide sidewalk on the west side of SR A1A.

#### A1A Linear Park

CRA/City Staff is 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 small area for public dock near Arizona St. and incorporate the pedestrian access across A1A. The linear park will include shaded seating areas, public art, small dog park, and other amenities that take advantage of the view corridor across the Intracoastal Waterway. Staff will be working with a coastal construction engineering company and coordinating with the City and FDOT on this project.

### **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. Localized trash compactors along N. Surf Rd. can assist the adjacent businesses along the Broadwalk and north side of Johnson St. 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. The Broward MPO is coordinating with FDOT on the grant application and will be providing an update in the near future.

### **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. Three public parking spaces are available at each of these newly constructed streetends. AT&T and Comcast are in the process of removing their equipment from existing FPL light poles, thereafter FPL will remove their old poles for the completion of the streetscape.

### **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 six street “streetscape” projects 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 met with Kaufman Lynn and the Architectural consulting firm to review the design in anticipation of providing pre-construction services and arriving at a proposed GMP (Guaranteed Maximum Price) which will be brought forth for consideration by the CRA Board.

### **Downtown Streetlighting Projects**

City Staff has initiated a contract with a surveyor for the eight 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. Pierce and Buchanan Street designs are already in permitting. The design and permitting of the other six streets are in process. The design incorporates input from the Police Department for conduits for CCTV cameras. 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 Highway and 21st Avenue and Van Buren and Polk Streets.

### **Downtown Redevelopment Plan**

A public meeting was held at the Planning and Development Board meeting on April 14th, 2016. The CRA will incorporate the P&D Board’s comments prior to the item being presented to the City Commission. The CRA will be presenting the DRAFT Redevelopment Plan at the May 2016 Hollywood Lakes Civic Association.

### **Downtown Streetscape Enhancements**

The CRA’s consultant, Kimley-Horn presented design concepts for Hollywood Boulevard streetscape enhancements, both short term and long term. Staff is suggesting proceeding with hardscape, landscape and lighting enhancements. Samples of the proposed design elements were installed on 19th Avenue and Hollywood Boulevard for the elected official and public to review. The design concepts and their associated costs are being presented today at the May 2016 CRA Board Meeting.

## TIFF Grant Programs

The CRA currently has 12 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 3 in the Downtown CRA Area and 9 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

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. Parcels have been assembled with the anticipation of redevelopment. Communication continues with Inwood Properties (represents the new owners of 2028 Harrison Street and 1940 Harrison Street), 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), Gary Smith of Remax, Dan Kennedy of Hollywood Beach Realty 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.

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. 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.

CRA staff continues to support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our efforts include the Artspace proposed residential project and the possibility of identifying an beneficial owner or tenant 2031 Harrison Street. At this time staff is drafting an RFP for an owner or tenant for 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. We have exceeded expectations with over 389 responses thus far with 205 interested in the project. The survey is an interactive tool that will assess the need and qualify the demand for an Artspace development in Downtown Hollywood. We anticipate to receive a full report in June on the survey findings.

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. Subsequently, the survey was launched at Hollywood Station Condominium on April 7th and 9th where of the 211 units, 64 residents were surveyed. The data obtained from the surveys 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. The next surveys will take place on at Regent Park North on May 5th and 7th and Regent Park South on May 12th and 14th.

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. The media plan also includes advertising and sponsorship opportunities related to real estate and redevelopment trade shows, such as the ICSC Florida Conference & Deal Making show to be held later this year from August 21-23. At this show, the CRA will be partnering with the City of Hollywood again in an effort to have a significant impact on-site and in publications related to the conference. We have also coordinated these efforts with Broward County and other municipalities located within the county.

## CRA Office Consolidation and Relocation

The CRA has executed a lease and utilize 1948 Harrison Street as its home office. The property is owned by 1948 HARRISON STREET REALTY LLC. The CRA will take possession of the property on May 15th and move into the space immediately thereafter. The space will be occupied by 14 CRA employees and include flex-workspace for Block By Block.

## 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 March:

1. Favorita Inn, LLC, 509 N. Federal Highway (lodging)
2. Resonant Legal Media, LLC, 2001 Hollywood Boulevard #609 (office)
3. Fantasy Hollywood, 2106 Tyler Street (spa services)
4. Rangel Slavenkov, 1940 Adams Street (residential investment property owner)
5. Mernige, Opal Matilda Mermil Corp et al, 1914 Hollywood Boulevard (commercial investment property owner)
6. The Barefoot Physician, 1926 Hollywood Boulevard #202 (medical office)
7. Sarah Holdings, LLC, 1939 Tyler Street (commercial investment property owner)
8. J. Sugarman Auction, 1914 Hollywood Boulevard, Suite B (office)
9. Beauty of Wax, 2040 Polk Street (spa services)



## Murals / Public Art Initiatives / Creative Placemaking

Staff continues to engage property owners in regard to securing new locations for murals. Working hand-in-hand with the respective property owners, staff has secured artist Nicole Salcedo for a mural to be painted on the north elevation of 2039 Harrison Street and artist duo "Nice 'n Easy" the west elevation of 1920 Tyler Street. Several other murals are in the planning and development stage at various locations such as ArtsPark and the Home Tower.

## Maintenance

**Downtown** - In March, Block By Block staff spent 55 hours on special projects, removed 231 graffiti tags from public property, collected 5,540 lbs. of litter, collected 314 palm fronds and returned 34 shopping carts to their place of origin. Additionally, 27 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In March, 1,646 operational hours were clocked by beach maintenance staff. Of those hours, 1,072 were dedicated to trash removal from the beach, 59 hours were spent maintaining the restrooms and 93 hours were spent cleaning the shower areas. Approximately 75 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 March, in the Beach District, 44 on-view violations were issued, 9 complaints were addressed and 72 re-inspections were conducted. In the Downtown District, 61 on-view violations were issued, 7 complaints were addressed and 130 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

March 2016 Hollywood Trolley ridership was 9,901 passengers. The Downtown/Beach North line had 2,930 passengers, the Downtown/Beach South line had 5,789 passengers and the Beach Line had 1,182 passengers.

March 2016 Train to Trolley ridership was 855 passengers.

## Marketing and Visitor Services

### Social Media

Twitter 46 new followers; Instagram 59 new followers; Facebook 431 new followers  
Average engagement was 7,159 users; Average reach 165,437 users; Total impressions 869,966 users.

We achieved high numbers due to the boosted posts to promote the St. Patrick's Day Parade. The event promotion garnered 540 people interested, 310 people confirmed and reached an additional 34,123 people.

### St. Patrick Day Parade

On Sunday, March 13th as part of the New Hibernian's of Hollywood and City of Hollywood's annual St. Patrick's Day Parade and Festival in Downtown Hollywood, in addition to hosting and staffing a Visitor's Information Center at the event, the CRA partnered with the Puppet Network. Puppet Network was founded by master puppeteer Jim Hammond and is the premier puppet design and producing organization in South Florida. For the event they created a large scale, marching, storytelling puppets to depict the story of St. Patrick driving the snakes out of Ireland. Over 25 volunteers came together to breathe life into the larger than life size puppets to life during the event.

### FAM Tours

In partnership with the GFCVB, a UK group came into Hollywood Beach. They spent two days on the Broadwalk. They toured Margaritaville, rode the flow rider, experienced the water taxi & enjoyed a bike tour on the beach. The writer, Ruth Brindle is focused on family & couple vacations from the UK.

### Visitor Services

The Visitor Information Center assisted a total of 3,758 guests in March. 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**

This month we processed leads from Weekly Reader (263), Bridal Guide (29) and Visit Florida Reflections (2,785). We respond to these leads by providing mailings of our Visitor's Map & Trolley Guides. Total leads processed =3,077.

### **Visitor Information Bike**

You can see our Mobile Visitor Information Bike at the Classic Car Show which is held the 1st Sunday of every month, Downtown Hollywood.

### **International Visitors by County of Origin**

In March we welcomed guests from 16 different countries. We experienced a significant decline in the number of guests from Canada (accounting for 78.51% of our total sample as compared to 94% last year). A strong U.S. dollar, unseasonable weather in Florida, and the earlier Easter were contributing factors to this change.

- Canada 78.51%
- Germany 6.02%
- U.K. 3.44%
- France 2.29%

### **Domestic Visitors**

In March we welcomed guests from 23 different States.

- 1) New York, 16.11%
- 2) New Jersey, 13.42%
- 3) Indiana & Florida, 12.08%

29.81% of the Visitors surveyed were staying at a local Hotel

70.19% of the Visitors were not staying at a local Hotel

## **CRA Board Meeting Results – 4/6/2016**

**R-CRA-2016-08** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 2, 2016.

Passed: 6-0, Board member Callari was absent.

**R-CRA-2016-09** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Interlocal Agreement Between The CRA And The City Of Hollywood For Community Bus And Transit Services.

Passed: 6-0, Board member Callari was absent.



**R-CRA-2016-10** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Circular Shuttle Agreement Between Maruti Fleet And Management, Inc. And The CRA.

Passed: 6-0, Board member Callari was absent.

**R-CRA-2016-11** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Lease Agreement Between 1948 Harrison Street Realty, LLC ("Landlord") And The CRA ("Tenant") For The Leasing Of The Property Located At 1948 Harrison Street To Be Used As Office Space For CRA Daily Operations.

Passed: 6-0, Board member Callari was absent