



## CRA Executive Director's Report, July 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, engineering consultant Kimley-Horn and FDOT Engineers have prepared a buildability set of design drawings for FDOT to include in their RRR construction project which will save the CRA approximately \$1.5M. 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, widen the sidewalks and plant new trees, extend the existing landscape medians as allowed, install decorative concrete pavers, install new drainage structures, 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 Street. 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. FDOT will have a public notice meeting on July 20th, 2016, at 6:00 PM at the Garfield St. Community Center to discuss the project with the public. Construction is anticipated to begin in August 2017. Currently City and CRA Staff are reviewing FDOT's construction cost estimate with Kimley-Horn.

#### 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 Street toward the Hollywood Boulevard Bridge. The public waterfront park with a pedestrian promenade would include a small area for public dock near Arizona Street 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 are 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 Street. This trash compactor(s) could be sited on private property along N. Surf Road through an agreement with one of the private property owners. Localized trash compactors along N. Surf Road can assist the adjacent businesses along the Broadwalk and north side of Johnson Street with trash collection given the tight site constraints in that area. The study should be completed over the next several weeks.

### **A1A / Johnson St. Multi-Modal Transit-Hub**

CRA Staff spearheaded a conceptual design for an A1A Transit Hub at Johnson Street 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 time line has not been identified as there are still some unresolved indemnification issues between FECR (parent company of AAF) and SFRTA which were not passed in the legislature.

The Project Development phase will include 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. SFRTA is concentrating their efforts on the Miami link.

In looking ahead for a possible commuter transit system along the FEC corridor some of the important issues for us to plan now would be how we contemplate maintenance and access agreements or the City/CRA's participation in a maintenance agreement for the station and parking component and/or a developer of a site adjacent to the proposed train station site. Of interest to the City/CRA is a \$1.25M grant which the Federal Transit Administration awarded to SFRTA to analyze TOD Planning along the FEC Corridor for TRCL.

### **Underground Utilities Phase III**

Construction work is approximately 99% complete on New Mexico, New Hampshire, and Thomas Streets as well as Surf Road from Lee Street to Thomas Street, 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 removed their equipment from the FPL light poles. We are awaiting FPL to remove their light poles.

Burkhardt Construction as the CM@Risk Contractor has bid out the remaining 13 streets of Phase III from Oklahoma to Lee Streets and the GMP for this project is being presented at the July 6, 2016 CRA Board meeting for the Board's consideration.

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

Staff received a GMP (Guaranteed Maximum Price) from Kaufman Lynn Contractors for the planned 318 space public parking garage at Nebraska/Nevada Streets. Staff is working with Kaufman Lynn and the CRA's parking consultant to review the initial cost estimates.

### **Neighborhood and Alley Streetlighting Project**

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 permitted and will be put out to bid on May 26th, 2016. The City Commission approved the purchase of the Holophane fixtures and light poles up to \$425,000 at the May 18th, 2016 joint City Commission/CRA Board Meeting. 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. The improvements are anticipated to help create a greater sense of safety and community and act as a catalyst for economic development and revitalization in Parkside and Royal Poinciana neighborhoods. In addition, CRA staff has been in contact with FPL and recently confirmed the installation of light fixtures on existing FPL poles in the alleys of the commercial core of Downtown Hollywood between Federal Highway and 21st Avenue and Van Buren and Polk Streets.

### **Downtown Redevelopment Plan**

The Amended and Restated Downtown Redevelopment Plan was adopted by the City Commission on June 15.

## **Downtown Streetscape Enhancements**

The CRA's consultant, Kimley-Horn presented design concepts for Hollywood Boulevard streetscape enhancements, both short term and long term. Staff recommends proceeding with the festoon lighting and landscape design along Hollywood Boulevard as implementation of an initial phase of the Hollywood Boulevard streetscape upgrade master plan. Funding is in place for this first phase.

## **TIFF Grant Programs**

The CRA currently has 15 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 2 in the Downtown CRA Area and 13 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. Numerous parcels have been assembled with the anticipation of redevelopment.

The end results of new residential development will be an increase in critical mass and the need for new businesses, restaurants, entertainment venues and services. The increase of office product will help secure daytime populations and create activity.

Staff continues to seek, work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects. An aggressive public relations campaign using press releases to announce new openings has proven to be successful with new businesses receiving exposure through articles and reviews in numerous publications.

CRA staff continues to support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our recent efforts include the partnering with business owners on events and promotions such as the monthly e-blast, the Artspace proposed residential project and the possibility of identifying a beneficial owner or tenant 2031 Harrison Street.

## Artspace Update

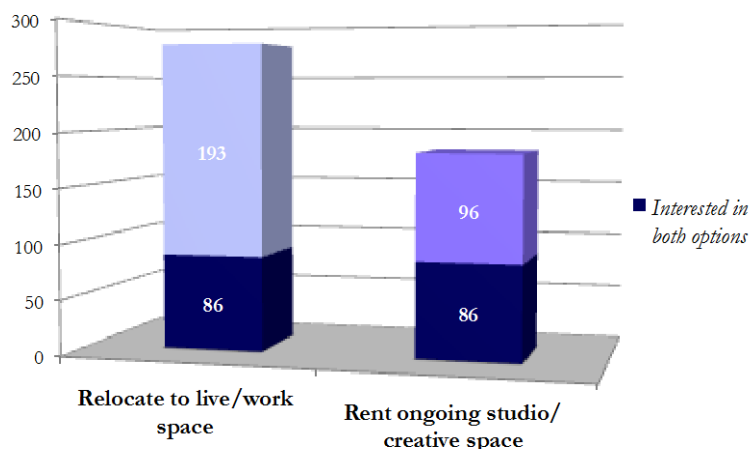
The Arts Market Survey, which is the second step of the six step Artspace development process, was launched on Monday, February 1<sup>st</sup> and concluded on Monday, March 28<sup>th</sup>. The survey is an interactive tool that assesses the need and qualifies the demand for an Artspace development. A draft copy of the Survey results was received on June 2<sup>nd</sup> and in-part included the following summary:

*507 respondents completed the Florida's Hollywood Survey of Artists' and Creative Individuals' Space Needs and Preferences. The survey findings indicate demand for several types of living and working spaces.*

*279 of the survey respondents (55%) expressed interest in **relocating to a potential affordable artists' live/work community** in the City of Hollywood (these respondents will be referred to as the "interested artists" throughout this report). Approximately half of the interested artists (51%) have never lived in Hollywood, indicating they may be drawn to this distinctive opportunity to live and work near other artists and creative individuals.*

*182 of the survey respondents (36%) expressed interest in **renting studio or creative work space, specifically designed for artists and creative individuals, on an ongoing basis** in Hollywood (Figure 1). 96 of these respondents are interested only in renting studio or creative work space on an ongoing basis, while 86 also expressed interest in live/work space. (It is likely that the 86 respondents interested in both live/work space and ongoing studio or creative work space would choose **either** studio/ creative space rental **or** live/work space, but not both).*

Figure 1: Interest in Arts Facility



*181 of the survey respondents (36%) expressed interest in **accessing studio or creative work space occasionally, through a short-term rental or membership based arrangement** in Hollywood. 93 artists are **only** interested in accessing space on an occasional basis, while 88 also expressed interest in live/work space and/or ongoing studio or creative work space rental. (For the 88 artists interested in both occasional **and** other space, it is reasonable to assume that they may choose access to occasional studio or creative space **as well as** ongoing studio or creative work space rental and/or relocation to live/work space in Hollywood).*

The third step in the Artspace process is referred to as "PreDevelopment I" and includes the site selection and space planning.



### **2031 Harrison Street Update**

On June 6<sup>th</sup> the CRA advertised the following notice in the Sun Sentinel. It was also posted on the Sunshine Board at City Hall, on the CRA's website, on Co-Star and disseminated by e-mail to interested parties and via Social Media.

#### *REQUEST FOR PROPOSALS AND NOTICE OF INTENT TO SELL, LEASE, OR OTHERWISE TRANSFER CRA PROPERTY IN DOWNTOWN CITY OF HOLLYWOOD, FLORIDA*

*Pursuant to Section 163.380, Florida Statutes, The Hollywood Community Redevelopment Agency hereby notifies all interested private developers and persons of its intent to sell, lease or otherwise transfer property located at 2031 Harrison Street, in the downtown area. The subject property is zoned CCC-1 (Central City Commercial Low Intensity) and should be improved and activated consistent with the zoning district requirements and is being offered in "as-in" condition with the right to inspect.*

*The Hollywood Community Redevelopment Agency (CRA) is seeking proposals for a high quality project for the above-described property. The CRA will consider and entertain proposals from proposers desiring to either lease or purchase the property. Such proposals shall be based upon the City's Permitted Uses for the subject property and should embrace a creative business concept which includes generating patronage and attracting a large following by providing artistic and/or cultural programming, creative workspace, workshops, entertainment, performances, academics or similar uses or a combination thereof. The proposals should include design sketches, a financial feasibility component for the renovation of the subject property, a ten year business plan which includes the following: a) an executive summary; b) company overview; c) market analysis and plan; d) customer analysis; e) competitive analysis. Additional information may be obtained by contacting the City Clerk's office at (954) 921-3211.*

*All proposals must be submitted by those interested within thirty (30) days after the date of this public notice to: Jorge Camejo, Executive Director of the Hollywood Community Redevelopment Agency, c/o the Office of the City Clerk, 2600 Hollywood Boulevard, Hollywood, Florida 33020.*

*The CRA Board reserves the right to accept or reject any proposal and to negotiate an agreement with any selected proposers.*

Two public tours of the property were advertised and conducted and a floor plan provided by the Holocaust Documentation Center was posted on the CRA's website.

All proposals are due on Tuesday, July 5<sup>th</sup>.

## Downtown Hollywood Condo Survey Update

Condominium	# of Units	Residents Surveyed
Radius	311	199
Hollywood Station	211	92
Regent Park	253	168

Data results included the following:

### Resident Profile

- 42% of residents are single
- Average people in household: 2
- Average age: 36.7
- 43% live with spouse
- 20% have children in the household
- 10% live with a roommate
- Average household income: \$68,255
- 68% work full time
- 19% work from home
- 16% were interested in located their business to Downtown Hollywood
- 88% live here 6 months or more
- In their free time:
  - 76% go to Hollywood Beach
  - 69% visit Downtown Hollywood
  - 18% go to the Hollywood Hard Rock Hotel and Casino
  - 32% visit Gulfstream
- When asked what they'd like to see more of:
  - 39% said "Restaurants"
  - 38% said "Nightlife"
  - 34% said "Movies"
  - 30% said "Grocery stores"

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.

Ambit Advertising designed the CRA's Business Recruitment Media Plan. The plan includes advertising and marketing programs that specifically targeting the "creative class," Millennials, 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. Attendance and sponsorship of commercial real estate trade shows allow staff to continue to develop strong relationships with regional and national brokers and developers.

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.

## Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 10 Certificates of Use in May:

1. Brooklyn Billiard, 2121 Hollywood Boulevard (entertainment)
2. Tiffany J. Brown, PA, 2028 Harrison Street, Suite #204 (office)
3. Amapola Wax & Body Care, Inc., 2029A Tyler Street (service)
4. Ebony, 115 S. 20th Avenue (restaurant / nightlife)
5. Erick Phamor, 728 S. Dixie Highway (service)
6. Rent Smart Hollywood, 128 N. Dixie Highway (car sales)
7. Morningstar's Family Limited Partnership, 2000 Hollywood Boulevard (retail)
8. Active Store LLC, 1937 Harrison Street (retail)
9. Escaped Room, 117 S. 21st Avenue (entertainment)
10. Tiffany J. Broward, PA, 2028 Harrison Street #204 (office)

## Murals / Public Art Initiatives / Creative Placemaking

### Murals

Two new murals were added to the Downtown Hollywood Mural Project bringing the total to 21 murals:



*Artist Nicole Salcedo at 2039 Harrison Street.*





*Artist Kenton Parker at 1800 South Young Circle.*

There are also several murals in the planning and development stage including 2050 Hollywood Boulevard and 1922 Tyler Street.

## Maintenance

**Downtown** - In May, Block By Block staff spent 66 hours on special projects, removed 209 graffiti tags from public property, collected 5,864 lbs. of litter, collected 329 palm fronds and returned 11 shopping carts to their place of origin. Additionally, 31 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In May, 1,771 operational hours were clocked by beach maintenance staff. Of those hours, 1,155 were dedicated to trash removal from the beach, 58 hours were spent maintaining the restrooms and 89 hours were spent cleaning the shower areas.

## 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.

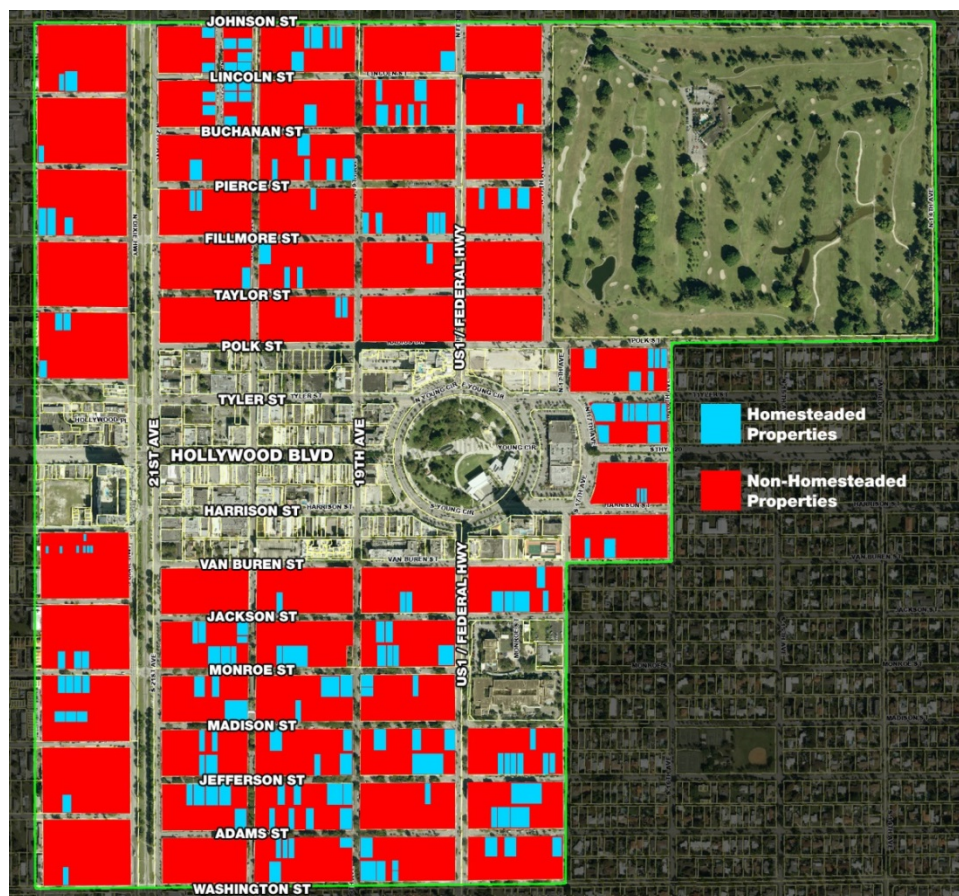
The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In May, in the Beach District, 36 on-view violations were issued, 2 complaints were addressed and 61 re-inspections were conducted. In the Downtown District, 58 on-view violations were issued, 1 complaint was addressed and 122 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.

### **Homesteaded Properties**

Approximately 18.2% of the residentially zoned properties within the CRA Downtown District boundaries are homesteaded. This staggering statistic does not include the commercial core or Young Circle properties and paints a clear picture of investment property in the Royal Poinciana and Parkside neighborhoods. This information is critical as Code Enforcement always seeks voluntary compliance and works with property owners in order to upgrade and improve their properties. Investment properties are in fact businesses that need to operate within the Code and not negatively impact neighborhoods.



## Transportation Initiatives / Hollywood Trolley

May 2016 Hollywood Trolley ridership was 8,646 passengers. The Downtown/Beach North line had 2,662 passengers, the Downtown/Beach South line had 4,341 passengers and the Beach Line had 1,643 passengers.

May 2016 Train to Trolley ridership was 702 passengers.

## Marketing and Visitor Services

### Social Media

Twitter: 79 new organic followers; Instagram: 51 new organic followers; Facebook: 123 new organic likes.

Average engagement: 1,531 people; average reach: 24,905 people; average total impressions: 65,355 people for May 2016.

### New Times' "Best Of" List

Each year The Broward-Palm Beach New Times put out a "Best of" list. In the annual Best of Broward-Palm Beach issue, they call out the people who've been most impressive this past year, as well as their favorite eateries, most delightful diversions, and top places to shop. Readers have also cast ballots for their favorites in the Readers' Poll. This year, The Downtown Hollywood Artwalk won the Broward-Palm Beach New Times award for Best Artwalk!



*"Since 2004, people have flocked to downtown Hollywood on the third Saturday of every month for the Downtown Hollywood Art Walk, when local galleries and businesses open their doors to the public. You don't have to be an art impresario to attend. Your first lesson on local art begins at 7 p.m. with the city's free, 45-minute guided tour of 16 murals in the area. Highlights include 2Alas' ominous Mona Lisa and Tati Suarez's whimsical mermaid murals. At 8 p.m., an artist conducts a live performance, combining music and art on Harrison Street. Artist Daniel Pontet is known to paint with his feet while moving in rhythm with the drums. A group of musicians parades along the streets outside, and eateries host live music. Of the five art galleries, make sure not to miss L.Mercado Studios. The 3,000-foot art center hosts a dozen artists, and people are welcome to watch them work in the open studio."*

In addition 6 local restaurants also received awards. The Social Room - Best Bar in Broward County; PRL Euro Bar - Best Neighborhood Bar, South Broward; Riptide Tiki - Best Beach Bar; Topsy Boar - Best Restaurant in Hollywood; Giorgio's - Best Outdoor Dining; Hollywood Vine - Best Wine Bar; Le Tub - Reader's Choice Best Restaurant Hollywood; GG's Waterfront - Best Bar South Broward.

### **Visitor Services**

In the month of May, Visitor Service Specialists assisted 2,664 visiting guests and local residents at our new Johnson Street Visitor Center. We attribute the higher numbers to being in close proximity to Margaritaville, and the Transportation Hub. We are seeing more guests who are staying at our local hotels and enjoying the entertainment provided by Margaritaville Hollywood Beach Resort.

### **Diamond Tours Inc.**

The Visitor Services Staff accommodated the needs of 224 guests arriving via Diamond Tour buses.

### **Tourism Events**

We are preparing to attend IPW in New Orleans. IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

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

In May we welcomed guests from 18 different countries. Canada continues to be our main source of International Visitors, followed by Argentina, Brazil U.K. and Germany. A good portion of our international guests were pre-cruise passengers. We continue to see consistent growth in guests for Argentina and Brazil.

### **Domestic Visitors**

We welcomed guests from 23 different states in May. Those with the highest number of attendance this month were:

1. Florida 40.10%
2. New York 7.81%
3. Ohio 6.77%

During this time of year it's also typical for us to welcome guests who are visiting from other municipalities.



57.19% of the Visitors surveyed were staying at a local Hotel  
42.81% of the Visitors were not staying at a local Hotel

### **Mobile Visitor Services Bike**

We utilize our Mobile Visitor Services bike along the Boardwalk, to provide visitor services information about Hollywood and Things to do. The bike is also featured at the Classic Car Show, every 1st Sunday of the Month in Downtown Hollywood; it's still popular for picture taking because of its one-of-a-kind design.

## **CRA Board Meeting Results – 6/1/2016**

**R-CRA-2016-16** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of May 4, 2016.

Passed: 7-0

**R-CRA-2016-17** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Ratifying And Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Between People's Choice Pressure Cleaning And The CRA For Pressure Cleaning Services For Expenditures Totaling \$166,083.55; Authorizing The Appropriate CRA Officials To Terminate The Attached Blanket Purchase Order Without Cause.

Passed: 7-0