



CRA Executive Director's Report, July 2017

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 III - Oklahoma to New Mexico Streets

McKinley Street is currently under construction after completion of reconstruction of Oklahoma Street from A1A to Surf Road. The Street end at Oklahoma Street is scheduled to be constructed next month. At McKinley Street the sidewalk on the south side was completed and will be followed up with the sidewalk on the north side. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, and Harding Streets. Connection of the private properties to the underground system has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor completed installation of drainage basins in all the streets except for Carolina Street. Directional boring is completed for Oklahoma and McKinley Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).

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

The architect continues to work on completing 100% Construction Drawings with input from structural and other consulting engineers and Walker Parking Consultants. The new site plan design for the Nebraska / Nevada Street Parking Garage was approved by the City Commission on March 15, 2017. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. Once the 100% construction drawings will be completed they will be submitted for permitting. Kaufman Lynn as the CM@Risk contractor is presenting their GMP (Guaranteed Maximum Price) for CRA Board consideration at the July 3, 2017 CRA Board meeting.

Hollywood Boulevard Streetscape Project

The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project is presenting their

GMP (Guaranteed Maximum Price) for CRA Board consideration at the July 3, 2017 CRA Board meeting.

Neighborhood Street Lighting Project

The contractor installed poles and some fixtures at Jackson and Taylor Streets. Conduits were installed at Madison Street to be followed with pulling wires and installing the poles. The contractor restored some sidewalks and sod in the street where the poles already installed. 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 Streets were completed. The low bid contractor was Imperial Electric. Construction of the six streets will last approximately six months.

A1A Streetscape

FDOT bid out a portion of this project. Overall the low bid came in \$1.5M higher than FDOT estimated and the CRA portion was approximately \$500K higher than the original amount. Construction will commence in few months and will last about 1 year. The project consists of underground the overhead lines and streetscape. The portion that FDOT bid out includes the road overlay with asphalt, sidewalks, and placement of conduits for future overhead conversion. CRA staff is testing out paver patterns and street lighting for the A1A streetscape project. This testing is taking place on McKinley Street between Surf Road and the Broadwalk. Staff will be experimenting with various pavers and light fixtures, as well as testing light levels at night to ensure chosen fixtures meet photometric measurements. Once the choices have been narrowed down and all appropriate testing has been completed, the public will be invited to view the mock-up.

LifeGuard Towers

At the June 7th CRA Board meeting, the Board chose to move forward with “The Boomerang” design for the lifeguard towers and first aid stations on Hollywood Beach. At the July meeting, the board will be considering the contract for architectural services for this design.



TIFF Grant Programs

The CRA currently has 15 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 11 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

At the request of the CRA Board at the June CRA meeting, the following is a summary of the CRA grants as well as major renovations done on buildings south of Hollywood Boulevard within the CRA district. The dark red color highlights buildings that have received grant funding from the PIP and POP programs since 2010. The light red color indicates buildings that have undergone major renovation work without the assistance of the CRA.

#	Condo Name	Address	Type	FY	Total Cost of Project	Grant Amount
1	Hollywood Beach Tower	301 Harrison St	POP	2016	\$78,000	\$10,000
2	Virginia Street Apartments	310 S Broadwalk	POP	2012	\$16,000	\$7,942
3	Seascape Condominium	421 S Surf Rd	PIP	2012	\$76,930	\$20,000
4	500 South Surf Road	500 S Surf Rd	POP	2012	\$3,600	\$1,800
5	Oregon Street Townhouses	325 Oregon St	PIP	2013	\$46,945	\$23,472
6	Mainsail Condominiums	300 Oregon St	PIP	2013	\$99,662	\$49,831
7	Valiant House	801 S Ocean Dr	PIP	2013	\$178,328	\$50,000
8	809 South Ocean Drive	809 S Ocean Dr	PIP	2014	\$58,000	\$25,000
9	Andoric Apartments	901 S Surf Rd	PIP	2013	\$186,365	\$50,000
10	Stratford Towers	1401 S Ocean Dr	PIP	2013	\$118,009	\$50,000
11	Whitehouse Apartments	309 Crocus Terr	PIP	2013	\$34,476	\$17,238
12	Nautilus Condominiums	1500 S Surf Rd	POP	2011	\$16,275	\$8,138
13	Oxford Towers	1501 S Ocean Dr	PIP	2012	\$137,380	\$50,000
14	Tiffany Apartments (3 Bldgs)	1504 S Surf Rd	POP	2012	\$27,115	\$13,557
15	Trafalger Tower 1	1400 S Ocean Dr	major renovation work without grant funds			
16	Trafalger tower 2	1410 S Ocean Dr	major renovation work without grant funds			
17	Wellington Towers	1701 S Ocean Dr	PIP	2015	\$150,000	\$40,000
18	Allington Towers North	1500 S Ocean Dr	PIP	2013	\$404,937	\$75,000
19	Allington Towers Rec. Bldg.	1550 S Ocean Dr	POP	2014	\$20,350	\$10,000
20	Allington Towers South	1600 S Ocean Dr	POP	2013	\$127,505	\$10,000
21	Hyde Park Towers	1801 S Ocean Dr	PIP	2017	\$1,106,373	\$112,580
22	Foxglove Condominiums	1801 S Surf Rd	PIP	2014	\$518,760	\$50,000
23	Darby Hall	1901 S Ocean Dr	major renovation work without grant funds			
24	Ouadomain	2201 S Ocean Dr	major renovaton work without grant funds			
25	The Wave	2501 S Ocean Dr	PIP	2017	\$225,506	\$50,000
26	Aquarius	2751 S Ocean Dr	major renovation work without grant funds			



Downtown Parklet Pilot Program Update

CRA Staff put out a request for letters of interest from restaurants within the downtown core that would be interested in participating in a parklet pilot program. Staff contacted businesses by email, mail, phone, and held a public workshop for any interested businesses. Letters were due May 23, 2017, and received eight (8) letters of interest. Staff is currently working on the details of a pilot program that will be brought forth for CRA Board consideration at a future meeting.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and 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 proposed sale of 2031 Harrison Street with restrictions, to Inwood Properties, LLC and Buro, LLC. At this time the prospective buyer is in the process of conducting due diligence, and has asked for an extension so that they may obtain specific reports and documents, including but not limited to a "zoning letter" that addresses numerous concerns. Buro currently operates five South Florida shared workspace locations (Midtown, SoBe, MiMo, the Grove, and South Beach).

Staff is delighted to announce that 2020 Harrison Street was recently leased to RMS International. RMS International is a toy design and fabrication company that offers a wide range of projects. RMS will be relocating their current domestic office in Doral (Miami-Dade), along with 30 employees to 2020 Harrison Street.



CRA staff also continues to partner with the DHBA, HBBA and business and property owners on projects, events and promotions that showcase Downtown Hollywood and Hollywood Beach as ideal locations to locate or relocate a business.

Artspace Update

The Artspace project was put on a temporary hold while staff finalized the details of the sale of 2031 Harrison Street. Regardless of the planned delay, CRA staff has continued to be in communication with Artspace and plans to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 17 Certificates of Use in May:

1. Your Tax CPA, LLC, 2028 Harrison Street #106 (office)
2. Marie M. Rosier, CPA, MBA LLC d/b/a, 2028 Harrison Street (office)
3. Ends Meat Restaurant, 1910 Hollywood Boulevard (restaurant – CU associated with Building Permit)
4. VAM Group, LLC, 612 S. Dixie Hwy. (car rental)
5. En Center, LLC, 815 S. 21st Avenue (commercial property owner)
6. Carolina Auto Body Shop, Inc., 338 N. Dixie Highway (auto repair)
7. Figueras Seating USA, Inc., 1860 Polk Street (office)
8. 1800 Young Circle Realty, LLC, 1800-1808 S. Young Circle (commercial rental)
9. Gamma Health, Inc., 1918 Harrison Street (office)
10. Surf N Thai, 300 S. Boardwalk (restaurant)
11. Hollywood Beach Tower, 301 Harrison Street (time-share residential property)
12. LLJMASG, LLC, 1912 Hollywood Boulevard (commercial property owner)
13. 1739 Washington Street, LLC, 1739 Washington Street (lodging - motel)
14. Color Houses Group, Inc., 1935 Lincoln Street (residential investment property)
15. Max Body Shop, 540 S. Dixie Highway (automotive repair)
16. Piper Preferred Enterprises d/b/a Nobel Star Kava Café, 116 S. 20th Avenue (café)
17. ACDH Services, LLC d/b/a Beach Rooms Inn, 322 Nevada Street (lodging- motel)

Murals / Public Art Initiatives / Creative Placemaking

Two murals are currently in development: 1926 Tyler Street and 2050 Hollywood Boulevard.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

The 6th Annual Colors of the Caribbean festival, which had been expanded from a one-day event to a five-date Thursday concert series, was canceled due to a new City of Hollywood policy of soft-fees not being waived for 501(c)(3) non-profit event producers.

Maintenance

Downtown - In May, Block By Block staff spent 95 hours on special projects, removed 192 graffiti tags from public property, collected 5,065 lbs. of litter, collected 638 palm fronds, and returned 55 shopping carts to their place of origin. Additionally, 79 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In May, 1,929 operational hours were clocked by beach maintenance staff. Of those hours, 1,296 were dedicated to trash removal from the beach, 60 hours were spent maintaining the restrooms and 89 hours were spent cleaning the shower areas. 52 graffiti tags and stickers were removed.

Code Enforcement

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 reflect only the CRA Enhanced level of Code Enforcement:

In May, in the Beach District, 48 on-view violations were issued, 3 complaints were addressed and 57 re-inspections were conducted. In the Downtown District, 108 on-view violations were issued, 16 complaints were addressed and 185 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, May 2017: 8,897 passengers. The Downtown/Beach North line had 2,172 passengers, the Downtown/Beach South line had 3,094 passengers and the Beach Line had 821 passengers.

Train to Trolley shuttle ridership, May 2017: 956 passengers.

Train to Trolley – Marketing

CRA staff is developing new posters that will be placed at 10 locations within the Tri-Rail stations; post cards will be mailed to residents within a radius of 300 feet from the Hollywood Tri-Rail Station. CRA staff and FDOT staff are discussing a shuttle schedule analysis in order to increase ridership getting off/on from the Hollywood Tri-Rail station, make the service more efficient and possibly add more service trips to the current schedule. CRA staff will provide updates.

Young Circle Roadway Feasibility Study

Toole Design Group (TDG) returned to Hollywood to complete Phase II of the YCRFS. CRA and TDG hosted a final public meeting on June 20, 2017 with significant attendance and participation from a variety of key stakeholders. Additionally, TDG presented a summary of findings and recommendations to the City Commission on June 21, 2017 at City Hall.



Downtown Circulator

CRA and City staff had a meeting to explore a downtown circulator service to help mobility within the Downtown, from Polk Street to Van Buren Street and from 21st. Avenue to Young Circle. The City of Hollywood's Department of Development Services which oversees parking will be spearheading the request for proposals for this endeavor.

Marketing and Visitor Services

Social Media

Twitter: 53 new followers (total 1,475); Instagram: 28 new followers (total 1,263); Facebook: 52 new likes (total 4,456).

Visitor Services

In May, Visitor Services staff assisted 2,104 visiting guests and local residents.

International Visitors by County of Origin

In May, we welcomed Guests from 15 different countries. We continue to be a favorite destination for Argentinian visitors. This month, we also had a sudden increase in the

number of Guests from Russia. Canada 45.74%; Russia 14.73%; Argentina 11.63%; France & Brazil 5.43%.

Domestic Visitors

We welcomed guests from 24 different states in May. The top states were Florida 28.33%; New York 9.44%; New Jersey 7.78%; Illinois 6.67%.

48.26% of visitors surveyed were staying at a local hotel.

Beach Visitor Information Mobile Unit

Visitor Services staff spent a total of 32.25 hours assisting Visitors and Locals on the Broadwalk in May.



CRA Board Meeting Results – 6/7/2017

R-CRA-2017-15 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of April 5, 2017.

Result: 7-0

R-CRA-2017-16 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of May 3, 2017.

Result: 7-0

R-CRA-2017-17 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing Additional Expenditures For Roadway Rehabilitation And Complete Streets Improvements For SR A1A From Monroe Street To Sheridan Street In The Amount Of \$449,726.00 (State FM NO. 432323-1-52-02); And Further Authorizing The Transfer Of Funds In The Amount Of \$449,726.00 From Account Number 63.1010.16811.552.006301 (Construction Improvement – Underground PH 3 Oklahoma To New Mexico) To Account Number 63.0100.15825.552.006303 (A1A Reconfiguration Pilot Program)

Result: 7-0

R-CRA-2017-18 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Payment Of Fees To Gray Robinson, P.A., For Legal Services In The Icon Office Building Property Matter, In Additional Amounts Not To Exceed \$60,000.00 For FY 2016 And \$100,000.00 For FY2017; And Further Authorizing The Transfer Of Funds In The Amount Of \$200,000.00 From Account Number 66.0100.09309.552.006301 (Construction Improvement – Street Light Replacement) To Account Number 66.0186.00000.552.003122 (Legal Services).

Result: 7-0

R-CRA-2017-19 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And Hyde Park Towers, Inc. For On Site Improvements To Property Located At 1801 S. Ocean Drive (Hyde Park Towers) In An Amount Not To Exceed \$50,000.00, And Providing An Effective Date.

Result: 6-1. Board member Blattner opposed.

R-BCRA-2017-20 - A Resolution of the Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Lifeguard Tower Design As More Specifically Described In Exhibit "A" To Be Used By CPZ Architects For The Creation Of Construction Documents.

Result: 7-0

R-CRA-2017-21 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Ranking Consulting Firms And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement On A Rotating Basis With Each Of The Five (5) Highest Ranked Firms For Architectural Design Services For Capital Projects.

Result: 7-0