



CRA Executive Director's Report, January 2018

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

The construction on Roosevelt Street has been completed. The next construction segment starting January 2018 will be the continuation of Surf Road reconstruction. Currently Oklahoma, McKinley, and Roosevelt Street roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street. The street end at Oklahoma Street was put on hold in an attempt to work out parking details for the building located at the street end. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, and Scott Streets. Conduits for connection of the private properties to the underground system was completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Currently, FPL needs to energize the new underground system for the Nevada and Nebraska loop which will allow the removal of the overhead lines, and in turn this will allow commencement of the construction of the parking garage at Nevada Street. The contractor has completed installation of drainage basins in all the streets. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised 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 Contractor was provided with the CM@Risk contract to execute. Once the signed contract is received, it will be routed for signatures by the appropriated officials. Plans were revised to address comments received from the Building Department and were then resubmitted for approval. Construction commencement is contingent upon receiving a building permit and removal of the overhead power lines by FPL. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the Board approved it at their July 3, 2017 meeting. 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.

Hollywood Boulevard Streetscape Project

After removal of the last few Yellow Copper Pod trees, the contractor planted the proposed palm trees. Some adjustments were made due to unforeseen conditions where the contractor encountered underground utility lines that were not located by the locating company. Next in the construction sequence will be to install the metal poles supporting the festoon lights, followed by construction of tree wells. Restoration of the sidewalks continues and the contractor is trying to minimize the inconvenience to the public. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is completed. 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 informs the businesses along the corridor about the upcoming construction in an attempt to avoid conflict and hardship to the businesses.

A1A Streetscape

The contractor completed the removal of all the landscaped medians and the middle turning lane was eliminated. Construction continues with demolition of the sidewalk along the east side of A1A. Removal of the medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. CRA staff tested out paver patterns and street lighting for the A1A streetscape project and made the final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

Beach Renourishment 2017/2018

After the Board awarded the contract to the low bidder, Eastman Aggregate staff coordinated and expedited the signing of the contract. Soon after, the contractor mobilized to the north segment and completed placement of sand along that segment. Currently the contractor is mobilizing his equipment to the south segment. The sand placement at the south segment will last through February 2018. Over 60,000 cubic yards of sand are planned to be placed along Hollywood Beach. CRA Staff has coordinated with Coastal Construction Engineering Consulting firms to implement a post storm survey to evaluate beach conditions and the impact on sand quantities for the upcoming beach renourishment project.



TIFF Grant Programs

The CRA currently has 12 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 8 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Lifeguard Towers

The architectural consultant, CPZ Architects, is finalizing 100% Construction Documents. Once the documents are finalized, CRA staff will put the prototype tower out to bid within 3-4 weeks.

Business Recruitment, Retention, Expansion & Private Investment

Retailers, with the exception of food markets and “off-price” discounters, continues to struggle with retail downsizing or being replaced by restaurants, services and entertainment. The term “retail apocalypse” has been used in other parts of the country, however, South Florida retail market has not been as severely affected as many other

areas. According to maps and information provided by Bloomberg.org, the “apocalypse” has just started, but areas with a strong visitor market and tourism tend to be a little shielded from staggering losses.

The change of zoning to allow office on Harrison Street has proved beneficial for the occupancy rate as well as daytime pedestrian counts. CRA staff will provide its annual overview of Downtown Hollywood’s tenant mix and occupancy rate at an upcoming CRA Board Meeting.

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’s economic growth, cultural vibrancy, and resiliency.

Artspace Update

The CRA has scheduled another conference call with Artspace to determine the next step in order to bring a Resolution forth at an upcoming CRA Board Meeting that will outline the Preliminary I 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 14 Certificates of Use in November and December:

1. Miami Forever Real Estate, 1926 Hollywood Blvd – office use
2. Ender’s Hair Studio, 528 N. Dixie Hwy – personal services
3. Nobil Estetic Corp, 250 N. Federal Hwy – personal services
4. Harmless Products, LLC, 750 N. Dixie Hwy, Bay J – wholesale and office
5. Brickell Collection, LLC, 750 N. Dixie Hwy Bay B – wholesale furniture (on-line)
6. World Glass USA, 750 N. Dixie Hwy Bay D – office (glass installation services)
7. Mr. Kicco Coffee, 230 N. Dixie Hwy #32-33 – wholesale products
8. Koliri, Inc., 3800 S. Ocean Drive #216 – office
9. Nataly Café, LLC (dba Macaroon Factory), 2032 Hollywood Blvd – retail and café
10. Anica Art, LLC, 112 S. 20th Avenue – retail / art gallery
11. Corporate Service & Supply Company, 750 N. Dixie Hwy Unit H – office / construction
12. Obstacles 2 Opportunities, Inc., 2131 Hollywood Blvd #405 – office
13. Casa Chan 2 Corporation, 422 S. Dixie Hwy – café
14. Aroma Eatalian Bar, 1919 Hollywood Blvd – café and food retail

Murals / Public Art Initiatives / Creative Placemaking

There are five murals in the planning process: 507 S. 21st Avenue, 514 N. Dixie Highway, 1916 Hollywood Boulevard, 1922 Tyler Street and 1948 Tyler Street.

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 evaluation committee chose not to rank/cancel the ArtsPark Concert Series RFP. At this time the scope of service is being revised and another RFP will be issued shortly.

Maintenance

Downtown - In November, Block By Block staff spent 29 hours on special projects, removed 93 graffiti tags from public property, collected 7,323 lbs. of litter, collected 214 palm fronds, and returned 11 shopping carts to their place of origin. Additionally, 51 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In November, 1,648 operational hours were clocked by beach maintenance staff. Of those hours, 825 were dedicated to trash removal from the beach, 90 hours were spent maintaining the restrooms and 78 hours were spent cleaning the shower areas.

In order to provide a level of service that is expected and required, the CRA will be issuing a new RFP for clean and safe services.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, November 2017: 6,219 passengers. The Downtown/Beach North line had 2,573 passengers, the Downtown/Beach South line had 2,630 passengers and the Beach Line had 1,016 passengers.

Broward County Transit has stopped funding two lines: the Beach Line and Downtown/Beach North Line due to a reduction in ridership falling below those levels required for county funding. There is no budget impact as the expenses for the Trolley are fully covered in the budget.

Train to Trolley Shuttle ridership, November and December 2017: 746 and 754 passengers respectively.

Young Circle Moving Forward

CRA staff is in the process of executing agreements with the selected firms for the traffic engineering services

SFTOD Grant - Station Area Master Plan

On December 11, 2017, a work-in-progress presentation was presented at City Hall. City officials, developers and citizens attended and participated providing feedback.

On January 4, 2018, The Treasure Coast Regional Planning Council (TCRPC) staff will interview Beam Furr, Mayor of Broward County. The TCRPC staff keeps working on developing ideas received during the Charrette and Open Design Studio. A draft report is expected by the end of March, 2018.

For more information and updates: www.hollywoodcra.org/CLSMP



Marketing and Visitor Services

Social Media

Twitter: 54 new followers (total 1,886); Instagram: 54 new followers (total 1,519);
Facebook: 133 new likes (total 5,294).

The new "Florida's Hollywood" mobile app has logged 248 sessions with 72 being new users.

Visitor Services

Visitor Services staff assisted 1,689 visiting guests and local residents in November, and 1,831 in December. A large percentage of guests staying at a local hotel were pre- and post-cruise travelers.

Diamond Tours Inc. Buses

Our staff greeted and welcomed 171 visitors in November, along with 38 in December.

International Visitors by County of Origin

We welcomed guests from 15 different countries in November. Compared to last year, our International Market is weaker and less diversified. Canada 82.37%; Germany 5.76%; U.K. 3.60%.

In December, we welcomed guests from 15 different countries. Canada 77.81%; Argentina 5.00%; Sweden and France 3.44%.

Domestic Visitors

In November, we welcomed guests from 23 different states. The top states were: Florida 42.03%; New York 16.67%; New Jersey 4.35%; Ohio & South Carolina 3.62%.

In December, we welcomed guests from 26 different states. The top states were: Florida 32.30%; New York 14.29%; Pennsylvania 8.70%; New Jersey 5.59%.

30.29% of the total visitors surveyed were staying at a local hotel in November, and 28.07% in December.

CRA Board Meeting Results – 12/6/2017

R-CRA-2017-49 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of October 4, 2017.

Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-50 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2018; Revising Expenditures; And Providing An Effective Date.

Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-51 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2018; Revising Expenditures; And Providing An Effective Date.

Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-52 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Changing The Regular CRA Board Meetings Scheduled In July 2018; And Changing The January 2, 2019 CRA Board Meeting.

Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-53 - 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 Three (3) Highest Ranked Firms For Traffic Engineering Services For Capital Projects.
Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-54 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed Of \$325,000.00 For Permit Fees Associated With Construction Of The Nebraska/Nevada Public Parking Garage.
Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-55 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Payment Of Attorneys' Fees To GrayRobinson, P.A. For Legal Services In The ICON Office Building Property Litigation In An Amount Not To Exceed \$100,000.00 For FY 2018.
Result: Passed 6-0. Board member Sherwood was absent.

R-DCRA-2017-56 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Second Amendment To The Development Agreement Among The City Of Hollywood, The Hollywood CRA And PB Hollywood 1, Lofts, LLC; And Providing For An Effective Date.
Result: Passed 6-0. Board member Sherwood was absent.

R-CRA-2017-57 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$700,000.00.
Result: Passed 6-0. Board member Sherwood was absent.