



CRA Executive Director's Report, May 2019

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 following east-west streets from A1A to Surf Road have been completed: Roosevelt, Wilson, Harding, Coolidge, and Scott. The following east-west streets from A1A to the Boardwalk have been completed: McKinley, Carolina, Missouri, Liberty, New Hampshire, and New Mexico. Wilson and Harding streetends and Taft Street are under construction. Once the Nevada garage shell is complete, the contractor will complete Nebraska and Nevada Streets. The garage and streetscape contractors are coordinating the work on these streets to avoid delays. Some of the palm trees at A1A and at the streetends are already in place. Currently FPL lines on Nebraska and Nevada Streets are completely underground. Landscape and trees will be installed once the overhead lines are removed from the rest of the streets so that there is no conflict.

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



On April 10, 2019 the last floor was constructed and currently the shell is almost completed. The shoring of the lower floors was removed which allows for other subcontractors such as plumbing and electrical to start their work. The offsite contractor can now start the streetscape construction of Nebraska and Nevada Streets. The elevators will be shipped soon and installed upon arrival to the site. Electrical and equipment rooms have been constructed, and the precast panels are scheduled to arrive in three

weeks. After installation of the precast panels, the contractor will install all the metal paneling. The project is delayed by three months due to all the unforeseen conditions the contractor encountered. Underground electric is currently being installed as well as the hook up of the water and sewer mains into the building. Staff is coordinating the Phase 3 Streetscape based on construction of the garage.

Wayfinding Signage and Gateway Markers

The CRA hired Brooks and Scarpa Architects as consultant for this project. The CRA solicited inputs from various city departments and after an initial meeting with all involved the consultant was instructed to proceed with conceptual ideas. After that, the consultant came up with several concepts that were distributed among the involved participants. Each participant provided its input and the consultant came up with preliminary design that was presented to the Commission Board. After the presentation the Board the consultant was asked to follow up with one particular idea. The consultant will work to develop this requested concept and will meet with city/CRA staff to review the concept sign.



SR A1A Complete Streets: FDOT/CRA RRR Project

Construction by the FDOT Contractor continues on both the east and west side of SR A1A. All demolition work along the west side segment has been completed. Construction activities on the west side of A1A from Sheridan to Johnson Streets are approximately 35% complete. The contractor is currently working on new curbs, installation of new drainage structures, fill and compaction, and elevation adjustments along the segment. All construction activities on the west side of the noted segment, including the asphalt sidewalk is anticipated to be completed by May 2019. The contractor is anticipated to shift traffic to the south business section between Arizona and Johnson Streets the last week of May 2019. The project is estimated to be completed by July 2019.

Concurrently with the south business district construction, FDOT will begin the installation of the medians along the center line of the road. It is anticipated that this activity will begin in May 2019. Punch list items continue to be discussed in the segment from Johnson Street to Hollywood Boulevard on the east side sidewalk, specifically paver's details installation. Another inspection walk thru will be scheduled prior to acceptance by the CRA.

The design of the streetscape will include: undergrounding of overhead utilities, landscaping, lighting and the decorative pavement on the west side of A1A, as well as a new traffic signal at Garfield Street. Design Development Drawings have been submitted for review by FDOT and Broward County. The permitting process is underway. It is anticipated that the project will start construction by October 2019.

Lifeguard Towers and First Aid Stations

Two First Aid Stations and four Lifeguard Towers have been delivered and assembled. For safety purposes, the stairs and the surf box storage unit will be installed prior to the units being turned over to the City and occupied by beach safety personnel. The First Aid Stations are located at Azalea Terrace and Liberty Street. The Lifeguard Stations have been installed at Sherman Street, Harding Street, Eucalyptus Terrace and Iris Terrace. The placement of the units in the north side have been the result of the coordination between the beach renourishment project where the installation sequence had to be slightly modified to avoid site conflicts.

Painting of the two First Aid Stations began on April 15, 2019 and is expected to be completed by the end of April 2019. Roofing membrane installation has been completed on the new lifeguard towers. The custom color standing seam metal finish will be installed the second week of May. On April 10, CRA Staff, along with the public works Department, Structural Engineer and Builder, met at the site to conduct a tower relocation demonstration which will allow the Structural Engineer and the Builder to design the anchoring system best suited for the tower loads, based of the operational needs of the Public Works Department.

The construction and installation of the 15 Lifeguard Towers and 6 First Aid stations are anticipated to be completed by December 2019.



Application of caulking, First Aid Station



Application of primer, First Aid Station

Grant Programs – HIP, PIP and POP

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

American Legion 92 Update

CRA Staff met with Commander Richard Snyder on Monday April 8th and visited the property on Wednesday, April 17th and Thursday, April 18th. After discussing options, Mr. Snyder confirmed that the most expeditious and accurate approach would be for him to

obtain three quotes for the upgrades he would like to make at the property. The upgrades include: Paint, Signage, Landscape, Irrigation, Asphalt, Striping and Fencing. Commander Snyder anticipates to have the quotes within 45 days.

In an effort to educate the CRA Beach and Downtown property owners and tenants about the PIP, POP and HIP Grant programs, CRA staff designed and distributed 5,000 informational post cards that outline the programs and provided upcoming workshop dates. The cards were hand delivered and sent via USPS mail.



Downtown Parklet Pilot Program

The parklets installed at 1921 Hollywood Boulevard and 1906 Harrison Street will remain in place at these locations until May 31, 2019. We are currently in the process of selecting the next location for each parklet from the downtown restaurant owners who are interested.

Business Recruitment, Retention, Expansion & Private Investment

Staff continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development 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. Staff has met with, provided information, statistics and collateral material to the brokers that represent 1901-03 Hollywood Boulevard. The broker currently has an LOI from a tenant for the property.

In addition, CRA staff, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continues to:

1. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshow. We formally meet once a month,

and have ongoing communications on a daily basis. On April 26, 2019, we shall be jointly sponsoring the Port Everglades Economic Engine Performance Report Luncheon. The CRA funded the premium sponsor, and the City of Hollywood staff will work with the CRA to produce a 90 second informational video that will be featured during the event.

2. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate.
3. Plan an informational event about the Opportunity Zone and other issues that impact the area.
4. Plan on jointly coordinating the Nebraska Nevada Street Garage ribbon cutting.

CRA Staff continues to meet with property owners to discuss their needs and concerns in regard to tenant procurement, including but not limited to the Building permit process, planning and zoning and parking rates for tenants. A follow-up to the meeting to the meeting that included over 10 Downtown Hollywood property owners on December 18, 2018, to discuss the implementation of ideas, as well as tenant recruitment status, has been scheduled for May 6, 2019. In addition, in the CRA has been promoting the benefits of the Opportunity Zone Program, a national community investment program that connects private capital with low-income communities across America.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 3 Certificates of Use in March:

1. Gateway Capital Corp., 1940 Harrison Street (office)
2. Camp Cocktail Bar & Grill, 2051 Hollywood Boulevard (restaurant / bar)
3. Hollywood Hoagies, 1920 Tyler Street (restaurant / café)

Murals / Public Art Initiatives / Creative Placemaking

In response to the recent amendment to Article 8 of the City of Hollywood Zoning and Land Development Regulations, CRA staff is in the process of creating a new grant program, the Mural Only Program (MOP) that will allow the DHMP to continue, expand the Downtown program boundaries and include a mosaic mural component for the Beach CRA District.

Two murals are currently in development: 2020 Hollywood Blvd. and 2033 Harrison St.

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 Hollywood Salsa Festival was held on Saturday, April 6, 2019 at the ArtsPark at Young Circle, and as always was a huge success. Attendance was estimated at 10,000 patrons who came out to see headliners Puerto Rican Power and Melina Almodovar, along with many special guests including Tito Puente, Jr.



The Hollywood ArtsPark Experience Concert Series returns on Sunday, May 5th with Chicano Batman, followed by performances by Dirty Dozen Brass Band (May 11), Monsieur Perine (June 15) and Chucho Valdes (June 22). The series is produced by the Rhythm Foundation.

Maintenance

Downtown - In March, Block By Block staff spent 41 hours on special projects, removed 195 graffiti tags from public property, collected 14,585 lbs. of litter, and collected 482 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and is now also using the Gum Reaper to remove gum spots.

CRA staff in coordination with BBB staff, is in the process of removing pole mounted flip cans and replacing them with ground mounted trash receptacles or Big Belly solar trash compactors.



"Big Belly" solar trash compactor



"Gum Reaper" gum remover

Beach - In March, 1,472 operational hours were clocked by beach maintenance staff. Of those hours, 1,200 were dedicated to trash removal from the beach, and 64 hours were spent cleaning the shower areas. 41 graffiti tags and stickers were removed.



Transportation Initiatives / Train to Trolley Shuttle

LSF's last day of service was April 10, 2019.

Hollywood Trolley ridership, March 2019: 5,983 passengers. The Downtown/Beach North line had 2,267 passengers, the Downtown/Beach South line had 3,160 passengers, and the Beach Line had 486 passengers.

Young Circle Moving Forward

CRA staff met with FDOT on April 8, 2019 to present the most recent concept for the Young Circle redesign, and to agree upon a methodology for moving the project forward. FDOT staff will meet internally to review what was presented, and will provide feedback to the CRA within 30 days. CRA staff is in the process of coordinating a meeting with the Broward MPO staff to discuss funding options.

Marketing and Visitor Services

Social Media

Twitter: 420 new followers (total 2,788); Instagram: 56 new followers (total 2,618); Facebook: 251 new likes (total 7,282). The Florida's Hollywood mobile app had 238 new downloads.

Visitor Services

In March, Visitor Services staff assisted 2,379 visiting guests and local residents.

Diamond Tours

Visitor Services Staff welcomed 43 guests to Hollywood Florida's Beach Broadwalk, who arrived via Diamond Tours Inc.

International Visitors by Country of Origin

In March, we welcomed Guests from 21 different countries:

Canada 83%; Germany 3%; U.K. and Brazil 2%

Domestic Visitors

We welcomed Guests from 32 different states in March. The top states were:

Florida 28.41%; New York 13.54%; Massachusetts 8.58%; Ohio 6.58%

March Market Mix: Domestic 43%, International 57%

5.5% of the total visitors surveyed were staying at a local hotel in March.

CRA Board Meeting Results – 4/3/2019

R-CRA-2019-18 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 6, 2019.

Passed: 7-0

R-CRA-2019-19 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Appropriate CRA Officials To Execute A Vehicle Lease Agreement With Mydatt Services, Inc., D/B/A Block By Block, For Vehicles To be Used To Provide Supplemental Maintenance In The Downtown District.

Passed: 7-0

R-CRA-2019-20 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Awarding BID No. BCRA 16-002 Entitled "Painting"; Authorizing The Appropriate CRA Officials To Execute An Agreement With Waterfront Wall Finishes, LLC For Painting Of Four First-Aid Stations And 15 Lifeguard Towers To Be Placed On Hollywood Beach; Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$62,300.00.

Passed: 7-0