



CRA Executive Director's Report, June 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: Oklahoma, Roosevelt, Wilson, Harding, Coolidge, and Scott. The following east-west streets from A1A to the Broadwalk have been completed: McKinley, Carolina, Missouri, Liberty, New Hampshire, and New Mexico. Nebraska, Wilson and Harding streetends, as well as Taft and Nevada Streets, are under construction. The Nevada garage shell is completed, which allowed the contractor to commence construction at Nevada Street, to be followed by Nebraska Street. 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. Undergrounding of FPL lines on Nebraska and Nevada Streets has been completed. Landscaping 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



Currently the shell is completed and this allows the contractor to start installing the pre-cast concrete panels on the east side and portions of the south and west sides. The shoring of all the floors was removed which allows for other subcontractors such as plumbing and electrical to start their work. Stucco work is taking place with some minor concrete placement, and some of site work with AT&T and Comcast will commence soon. The offsite contractor already started the streetscape construction of Nevada Street. The

sidewalk on the north side is being constructed at this time. The elevators will be shipped soon and installed upon arrival to the site. Electrical and equipment rooms have been constructed. The metal panels are scheduled to arrive in few weeks and will be installed as soon as the concrete panels are in place. 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 parties 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 a preliminary design that was presented to the CRA Board. After the presentation, 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 painting of the two First Aid Stations and Lifeguard Towers continues. The decorative custom color trims of the First Aid Stations and the Lifeguards Towers (Phase I) are estimated to be completed by the end of May 2019. As per the estimated schedule, Phase I of the Beach Safety Units will be substantially completed and ready to be occupied. Minor punch list items will be anticipated.

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



Paint application, First Aid Station



Paint application, Lifeguard Tower

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 Kaller Architects on site to discuss the drafting of an “after” rendering on Thursday, April 25th. The rendering acts as a conceptual design. In addition, the CRA met with Commander Richard Snyder and Bruce Whelan on Monday, May 18th to discuss the

progress being made in regard to obtaining quotes for upgrades. The upgrades include: Paint, Signage, Landscape, Irrigation, Asphalt, Striping and Fencing. Commander Snyder and Bruce Whelan confirmed they feel confident they will be able to provide the quotes within the originally determined timeframe.



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. New interest was sparked and six additional potential applicants attending the May 13th grant workshop after receiving the mailer.

ATTENTION
HOLLYWOOD CRA PROPERTY OWNERS

HOTEL IMPROVEMENT PROGRAM (HIP)
The Hotel Improvement Program (HIP) Grant provides a 33% reimbursement up to \$250,000 or 20% of the assessed value, whichever is lower, for comprehensive fixed capital improvements to both the interior and exterior of the property.

PROPERTY IMPROVEMENT PROGRAM (PIP)
The Property Improvement Program (PIP) Grant provides a 50% reimbursement up to \$50,000 for comprehensive fixed capital improvements to the property.

PAINT ONLY PROGRAM (POP)
The Paint Only Program (POP) Grant provides a 50% reimbursement up to \$10,000 for cleaning, patching and painting of the building exterior when done by a licensed contractor.

HIP! PIP! POP!

Let us help you improve your property
with **GRANT \$\$\$!**
Funds are limited so **ACT NOW!**

Register for an upcoming
Grant Workshop today!
May 13 • June 10 • June 24
July 8 • July 22

For more information, visit
HollywoodCRA.org/grants
or call 954-924-2980.

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Downtown Parklet Pilot Program

The phase II locations (June 1 - November 30) selected by the CRA Board are GoBistro at 2035 Hollywood Boulevard, and Social Room at 1916 Harrison Street. The CRA Board also approved the parklet at Mickey Byrne's (1921 Hollywood Boulevard) to remain for an additional 90 days through the summer months. A different type of structure will be used at GoBistro in an effort to test alternatives for parklet materials.

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 was able to secure Twin Peaks Sports Bar & Restaurant as a tenant.



Büro Hollywood opened its doors on Wednesday, May 8th. Their website reads: *Büro's newest space is located in the heart of the emerging arts district in historic downtown Hollywood. The three-story, 15,000 square foot building boasts double height ceilings on the ground level with mezzanine space and classic art-deco features. Private offices for teams of all sizes are available, along with dedicated desks and open seating for individuals.*

Hollywood's pedestrian-friendly downtown area features dozens of charming restaurants, cafes, bars and boutiques. The recent revitalization of Harrison Street as an arts and culture hub will ensure that entrepreneurs and creative professionals will feel right at home in Büro's hip and vibrant Hollywood outpost.

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 tradeshows. We formally meet once a month, and have ongoing communications on a daily basis. On April 26, 2019, we jointly sponsored the Port Everglades Economic Engine Performance Report Luncheon. The CRA funded the premium sponsor, and the City of Hollywood staff worked with the CRA to produce a 90 second informational video that was 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 5 Certificates of Use in April:

1. Pesce & Pasta, 2022 Hollywood Boulevard (restaurant)
2. The Sanctuary Beauty Wellness Lounge, 2106 Tyler Street (beauty spa)
3. Green Planet Solutions, LLC, 440 S. Dixie Hwy. Unit 110 (showroom)
4. Fillmore Apartments, Inc., 1938 Jackson Street (residential investment property)
5. Teddy Harris Custom Cues, 425 S. 21st Avenue (retail)

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 Hollywood ArtsPark Experience Concert Series returned on Sunday, May 5th with L.A.'s alt-rock quartet Chicano Batman. Approximately 1,800 patrons ventured out to the ArtsPark despite heavy rain. The legendary Dirty Dozen Brass Band performed on Saturday, May 11th in front of a crowd of roughly 2,800 fans.



Chicano Batman



Dirty Dozen Brass Band



The concerts continue on Saturday, June 15th with Monsieur Perine, and conclude on Saturday, June 22nd with Chucho Valdes. The series is produced by the Rhythm Foundation.

Maintenance

Downtown - In April, Block By Block staff spent 6 hours on special projects, removed 181 graffiti tags from public property, collected 12,638 lbs. of litter, and collected 1162 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.

Beach - In April, 1,576 operational hours were clocked by beach maintenance staff. Of those hours, 1,200 were dedicated to trash removal from the beach, and 72 hours were spent cleaning the shower areas. 64 graffiti tags and stickers were removed.

Transportation Initiatives

Hollywood Trolley ridership, April 2019: 5,683 passengers. The Downtown/Beach North line had 2,885 passengers and the Downtown/Beach South line had 2,798 passengers. The Beach Line was not in operation for the month due to maintenance issues.

Young Circle Moving Forward

CRA staff met with FDOT 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. A community meeting was held April 30, 2019, and the hired consultants (Toole Design Group and Marlin Engineering) presented the most recent concept to interested residents. An update was also presented to the CRA Board at their May 1, 2019 meeting.

Marketing and Visitor Services

Social Media

Twitter: 14 new followers (total 2,802); Instagram: 82 new followers (total 2,700); Facebook: 243 new likes (total 7,525). The Florida's Hollywood mobile app had 198 new downloads.

Visitor Services

In April, Visitor Services staff assisted 2,223 visiting guests and local residents.

Diamond Tours

Visitor Services Staff welcomed three buses with approximately 150 guests to Hollywood Florida's Beach Broadwalk, who arrived via Diamond Tours Inc.

International Visitors by Country of Origin

In April, we welcomed Guests from 39 different countries:

Canada 64%; U.K. 9%; Germany and Brazil 3%

Domestic Visitors

We welcomed Guests from 42 different states in April. The top states were:

Florida 27.30%; New York 12.56%; Massachusetts 8.03%; Pennsylvania 6.08%

April Market Mix: Domestic 40%, International 60%

11% of the total visitors surveyed were staying at a local hotel in March.

CRA Board Meeting Results – 5/1/2019

R-CRA-2019-21 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of April 3, 2019.

PASSED: 7-0

R-CRA-2019-22 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Appropriate CRA Officials To Terminate The Interlocal Agreement With The City Of Hollywood, Florida, For Community Bus And Transit Services.

PASSED: 7-0

R-CRA-2019-23 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Terminate The Trolley Circulator Shuttle Agreement With Maruti Fleet And Management, LLC.

PASSED: 7-0