



## CRA Executive Director's Report, July 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: Nevada, Roosevelt, Coolidge, and Scott. The following east-west streets from A1A to the Boardwalk have been completed: Oklahoma, McKinley, Carolina, Wilson, Harding, Missouri, Liberty, New Hampshire, and New Mexico. Taft and Nebraska Streets are under construction. The following street end are pending construction: Nevada, Roosevelt, and Coolidge. Now that the Nevada garage shell is complete, the contractor can complete construction of Nevada Street. The contractor currently is installing the new sidewalks at 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. FPL lines on Nebraska and Nevada Streets are completely underground. Landscaping and trees will be installed once the overhead lines are removed from the rest of the streets so that there is no conflict. Improvements are expected to be complete by October 2019.

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



After completing the shell, the contractor began installation of the metal panels. Precast concrete panels were installed allowing the removal of the cranes, clearing the site for the offsite contractor to construct Nevada Street. Plumbing and electrical work continues. Permanent power was connected to the garage via the new undergrounding system and the temporary connections were removed. The light fixtures and roof top lights are functioning. Stucco work is taking place with some minor concrete placement. AT&T relocated their equipment and soon

will provide the garage with phone service needed to test the elevators. The offsite contractor completed construction of Nevada Street and already started the streetscape construction of Nebraska Street. Electrical and equipment rooms have been constructed.

### **Wayfinding Signage and Gateway Markers**

The CRA hired Brooks and Scarpa Architects as consultant for this project. After receiving input from various City departments, the consultant came up with preliminary designs that were 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 are 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. FDOT estimates the project 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

The CRA staff met with Commander Richard Snyder, Bruce Whelan and incoming Commander Don "The Professor" Argus on June 6<sup>th</sup> and 18<sup>th</sup> to discuss the progress being made in regard to obtaining quotes for upgrades. The upgrades include: Paint, Signage, Landscape, Irrigation, Asphalt, Striping and Fencing. They informed staff that one of their A/C systems is failing and will need to be replaced as soon as possible; and they would like to include this cost as part of their grant from the CRA.



## Downtown Parklet Pilot Program

Staff is working towards having the Phase II locations selected by the CRA Board (GoBistro, 2035 Hollywood Boulevard and Social Room, 1916 Harrison Street) installed. A bid has been put out for a stage decking material for the GoBistro location. The parklet at Topsy Boar will be relocated to Social Room.

## 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.

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.
2. Cosponsor and attend the International Council of Shopping Centers (ICSC) Florida Conference & Deal Making on August 25-27, 2019 in Orlando, FL.
3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate.
4. Provide and distribute marketing materials for the Sun Shuttle program.
5. Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.
6. Plan on jointly coordinating the Nebraska Nevada Street Garage ribbon cutting.

## ICSC | CONFERENCE FLORIDA & DEAL MAKING

CRA Staff continues to meet with property owners to discuss their needs and concerns in regard to tenant acquisition, including but not limited to the building permit process, planning and zoning and parking rates for tenants. Board Chair Levy hosted a second meeting on May 6, 2019 to discuss the implementation of ideas such as vacant window coverings and tenant recruitment status.

## 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 May:

1. Elaine E. Chillman, 1404 N. Surf Road (commercial property - owner)
2. Van Buren Holdings, Inc., 343 Van Buren Street (residential investment property owner)
3. Oregon Beach Inn, LLC /Casa Del Mar, 334 Oregon Street (short term vacation rental owner)
4. Ofir Chazut, 725 S. 20th Avenue # 1-4 (commercial property – owner)
5. Swim & Jog Inc., 307 Johnson Street (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. CRA staff has been and continues to work closely with the office of the City Attorney to ensure any modifications to the existing program will be compliant with the applicable laws. Staff plans to present a resolution at the July 2<sup>nd</sup> CRA Board meeting.

Three murals are currently in development: 2020 Hollywood Boulevard, 2033 Harrison Street, and 1900 Van Buren 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 Hollywood ArtsPark Experience Concert Series continued on Saturday, June 15<sup>th</sup> with Monsieur Perine, and concluded on Saturday, June 22<sup>nd</sup> with the Grammy-winning Chucho Valdes. The series was produced by the Rhythm Foundation. CRA Staff is currently working with the Rhythm Foundation to secure artists for the 2020 Hollywood ArtsPark Experience Concert Series.

## Maintenance

**Downtown** - In May, Block By Block staff spent 9 hours on special projects, removed 118 graffiti tags from public property, collected 11,240 lbs. of litter, and collected 474 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. Special projects included painting of the directories.



*Before*



*After*

**Beach** - In May, 1,496 operational hours were clocked by beach maintenance staff. Of those hours, 1,176 were dedicated to trash removal from the beach, and 64 hours were spent cleaning the shower areas. 36 graffiti tags and stickers were removed.

## Transportation Initiatives

**Hollywood Trolley** ridership, May 2019: 3,408 passengers. The Downtown/Beach North line had 1,837 passengers, the Downtown/Beach South line had 1,571 passengers. The Beach line was not in operation for the month due to maintenance issues.

### Young Circle Moving Forward

CRA staff had a fourth meeting with FDOT May 30, 2019 to focus on the technical process of moving the project forward. CRA staff and the consultant team is currently working on developing a draft scope for FDOT review and will incorporate input from that meeting.

## Marketing and Visitor Services

### Social Media

Twitter: 26 new followers (total 2,828); Instagram: 44 new followers (total 2,744); Facebook: 260 new likes (total 7,785). The Florida's Hollywood mobile app had 181 new downloads.

### **Visitor Services**

In May, Visitor Services staff assisted 1,411 visiting guests and local residents.

### **Diamond Tours**

Visitor Services Staff welcomed one bus with approximately 50 guests to Hollywood Florida's Beach Boardwalk, who arrived via Diamond Tours Inc.

### **International Visitors by Country of Origin**

In May, we welcomed Guests from 45 different countries:

Canada 35%; U.K. 18%; Germany 9%

### **Domestic Visitors**

We welcomed Guests from 46 different states in May. The top states were:

Florida 27.78%; New York 14.74%; Massachusetts 6.15%; Ohio 5.41%

**May Market Mix:** Domestic 67%, International 33%

**11.76% of the total visitors surveyed were staying at a local hotel in May.**

## **CRA Board Meeting Results – 6/5/2019**

**R-CRA-2019-24** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of May 1, 2019.

PASSED: 7-0

**R-CRA-2019-25** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Designating 11:00 A.M. As Time-Certain To Hear Citizens' Comments During The Regular CRA Board Meetings.

PASSED: 7-0

**R-CRA-2019-26** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2019; Revising Expenditures.

PASSED: 7-0

**R-CRA-2019-27** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2019; Revising Expenditures.

PASSED: 7-0

**R-CRA-2019-28** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Attached Proposal With Kimley-Horn And Associates To Provide Consulting Services For

Phase IV And SR A1A Undergrounding Of Overhead Utility Lines In An Amount Not To Exceed \$374,860.00.  
PASSED: 7-0