



## **CRA Executive Director's Report, April 2020**

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**

All east-west streets from A1A to Surf Road have been completed. Phase III is currently substantially completed and the remainder of the work will be concluded after the removal of the overhead lines, which is dependent upon FPL, Comcast and AT&T completing their work. Most of the landscape throughout the east-west streets are already in place. Once the overhead lines are removed, the remaining trees will be installed. FPL lines on Nebraska and Nevada Streets are completely underground.

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

Gateway Sign for Downtown was publically bid and the bid was awarded on February 5th, 2020 to Art Sign Co. We are awaiting a signed contract to be received from the contractor. This will be followed by engineered shop drawing submittals to be submitted to the Building Department for approval and concurrently, contractor to provide material samples for approval.

Neighborhood Signage: Meetings were held with Community Representatives and currently the architect is preparing proposals for construction documents and site planning and coordination with Broward County and FEC.

#### **Broadwalk Access Management**

CPZ Architects and City of Hollywood, Public Works, Police and the Fire Department met to discuss the project scope and requirements and various options. The architect is working on conceptual drawings and site options.

#### **Festoon Lights**

Consultant is preparing construction drawings to be submitted for permitting. Consultant met with the City of Hollywood landscape reviewer to finalize selection of trees and planting materials. Staff is coordinating with CM at Risk to obtain proposal for the work.

#### **Turtle Lighting**

A sample of 2 types of LED light will be tested. Staff is working with a vendor to install LED turtle friendly lights at Arizona and Polk Streets. In preparation of changing the current lights and installation of new lights for Phase 4 Streetscape, staff will coordinate with Fish and Wildlife on acceptable LED lights that will be turtle friendly.

## **SR A1A Complete Streets: FDOT/CRA RRR Project**

Construction by the FDOT Contractor continues. Several concurrent activities include the following:

- Asphalt resurfacing was been substantially completed along the main corridor. Contractor is addressing punch list items.
- MOT barrels have been removed from the road.
- Pavement marking is approximately 85% complete. It is anticipated for the markings to be completed by 4/20.
- Check valve installation is underway: 4 valves have been installed. There are 11 remaining valves north of Hollywood Blvd. All materials have been received and adjusted to field conditions.
- Lighting installation between Azalea Terrace to Sheridan Street has been completed, except for Missouri Street which is estimated to be complete by 4/20.

CRA, FDOT and Community Asphalt, Corp., will review the updated paver installation from Arizona Street to Fillmore Street and receive another set of comments and/ or acceptance of the product by the CRA team.

FDOT estimated Substantial Completion date is April 2020.

The design of the CRA Complete Streets is complete and includes: undergrounding of overhead utilities, landscaping, lighting and decorative pavement on the west side of A1A, and 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. FDOT along with its consultant continues to coordinate the analysis on the FDOT funded Tidal Flooding Study. The CRA Consultant is included in these discussions. The study is scheduled to be released by August 2020. The CRA anticipates the construction to begin approximately late fall of 2020. Total construction time for this phase is approximately 18 months.

## **Lifeguard Towers and First Aid Stations**

All 21 towers have been delivered to the beach as per December 2019.

13 Lifeguard Towers and 6 First Aid Station have been put into service as per 2/20.

The remaining 2 Lifeguard Stations will be put into service by 3/20.

Punch list items are still being addressed.



*New and old Lifeguard Towers*

The table below is a list of units and their current status:

List of Units	
Lifeguard Stations	
Sherman Street	In service
Harding Street	In service
Taft Street	In service
Nebraska Street	In service
Garfield Street	In service
Grant Street	In service
Johnson Street	In service
Fillmore Street	In service
Arizona Street	In service
Virginia Street	In service
Madison Street	In service
Eucalyptus Terrace	In service
Iris Terrace	In service
Ocean Palms Condo	Ready to Occupy*
Diplomat Hotel	Ready to Occupy*
First Aid Stations	
Liberty Street	In service
Cleveland Street	In service
Michigan Street	In service
Hollywood Blvd	In service
Azalea Terrace	In service
Magnolia Terrace	In service
* Units to be moved from staging area to its assigned location	



*First Aid Station*



*Lifeguard Tower*



## Grant Programs – HIP, PIP and POP

The CRA currently has 20 HIP, PIP or POP Grants at various stages of the process, 11 in the Downtown CRA Area and 9 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

The CRA recently finalized two PIP grant agreements for the Residences at Hollywood Beach towers located within the CRA Beach District at 3000 and 3001 S. Ocean Drive.

Improvements under this grant include concrete and stucco restoration, exterior painting, seawall improvements and the installation of glass railing along the stair towers (East building) and pool area (West Building). This project will help improve the appearance of two prominent buildings along Ocean Drive.

### American Legion 92 Update

CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92, including but not limited to the parking area, new signage, new landscape and other exterior building improvements. It was determined that the building needed a new roof on the west side. The roof on the east side was replaced within the past year, however the roof on the west portion of the building was in very poor shape. CRA Staff brought the item to the February 5th Board Meeting as a “walked-on” item which was unanimously approved. A permit was issued for the roof to replacement and the first payment has been requested to be issued to the American Legion.

On Friday, February 28, the American Legion 92 celebrated the unveiling of the mural painted by artist/veteran Joel Blenz. The event has attended by approximately 75 veterans, local dignitaries, community leaders and others.



## Downtown Parklet Pilot Program

The Hollywood Boulevard parklet will remain at Mickey Byrne's. In lieu of a second parklet on Hollywood Boulevard, a pilot paving program was approved in front of 2033—2051 Hollywood Boulevard. This program will include installing permeable pavers in the six parking spaces in front of the building extending the sidewalk for additional outside dining space. A timeframe for when the pavers will be installed has not been finalized. The Harrison Street parklet has been relocated to Social Room.

## Business Recruitment, Retention, Expansion & Private Investment

COVID-19 has stalled many prospective tenants from moving forward, and has created great hardship for many of the tenants in Downtown Hollywood and Hollywood Beach. In an effort to retain and generate commerce for these businesses, the CRA created and installed 200 "Open for Business" signs in Downtown Hollywood and Hollywood Beach.

In addition, the CRA continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development to provide information to the Beach and Downtown CRA business communities about webinars, the CARES Act, emergency orders and other COVID-19 related information.





Staff also 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. We also coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including but not limited to ISCS, ULI and BizNow.
- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood. Even in light of COVID-19, numerous meetings have taken place with BTI in regard to their investment in Block 57 and interest in Block 58.
- Work with tenants who have recently signed leases and have not yet opened, including the Black Flamingo Brewery at 1900 Hollywood Boulevard and Roasted Bean Café at 1931 Hollywood Boulevard. Both businesses are owned by Hollywood residents
- Communicate with prospective tenants that are still interested in moving forward and opening businesses. Two of these tenants currently have locations at the Yellow Green Farmer's Market.
- CRA Staff continues to engage 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.

The office market continues to be 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.

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

1. Meet once a month, and as needed, and have ongoing communications on a daily basis.
2. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshow.
3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. We have combined the CRA Redevelopment Brochure into the City's Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities.
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.

## Certificates of Use

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

1. C2 Enterprise Inc. / Star Lounge, 1916 Hollywood Boulevard (bar / restaurant)
2. 21st Ave. Bar, 201 N. 21st Avenue (bar / restaurant)

## Special Events

The CRA continues to support and produce the following monthly events: the 3<sup>rd</sup> Saturday ArtWalk, which includes the Artisan Market, a guided tour of the Downtown Hollywood Mural Project, a guided gallery tour, Impulse Art, and as of February 15<sup>th</sup> a live 3-D chalk art performance located at the entrance of Anniversary Park; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1<sup>st</sup> Sunday of every month; and Global Meditation at ArtsPark. Due to COVID-19, these events were cancelled for the months of March and April.



**TONIGHT! February 15th**

**DOWNTOWN HOLLYWOOD ARTWALK**

**Third Saturday of the Month • 6-11pm**

Visit restaurants, galleries & shops while enjoying art, music, murals, outdoor markets & more!

 <p><b>6PM-11PM</b> ARTISAN MARKET &amp; LIVE MUSIC Harrison Street between 20th &amp; 21st Avenues</p>	 <p><b>6PM</b> CHALK ART FREE performance Anniversary Park (Hollywood Blvd &amp; 20th Ave)</p>
 <p><b>6PM</b> MURAL PROJECT TOUR FREE guided walking tour Meet at the Visitor Info Center (Harrison Street &amp; 20th Ave)</p>	 <p><b>7PM</b> GALLERY TOUR FREE guided walking tour Meet at the Visitor Info Center (Harrison Street &amp; 20th Ave)</p>
 <p><b>8PM</b> IMPULSE ART FREE performance 2001 Van Buren Street Art by Daniel Pontet Music by Resurrection Drums</p>	 <p><b>9PM</b> Grateful Dead Tribute Band CRAZY FINGERS LIVE performance On the Main Stage (Harrison Street &amp; 21st Ave)</p>

For more information, click here or visit [FloridasHollywood.org/ArtWalk](http://FloridasHollywood.org/ArtWalk)

Special Thanks to  
E.H. WHITSON AIR CONDITIONING, ELECTRICAL & PLUMBING



The CRA was a sponsor of the Canadafest event that took place at the ArtsPark at Young Circle on February 7-9, 2020. The event was a great success. At this time CRA staff is awaiting the accounting from the event producer.







Vintage South Florida: A Celebration of History, Architecture & Entertainment on Sunday, May 3<sup>rd</sup> has been cancelled. The event is tentatively scheduled to take place next year on Sunday, May 2<sup>nd</sup>. Partners include the City of Hollywood's Records & Archives Division and Department of Parks, Recreation & Cultural Arts, the Hollywood Historical Society, the Hollywood Women's Club, Crime History Tours, the Hollywood LGBTQ Council and Production Sud.

The Hollywood Mardi Gras event took place on Sunday, March 23<sup>rd</sup> and was attended by thousands of patrons and guests. The event was produced by The New Hibernians of Hollywood. The CRA sponsored the event and hosted the Visitor Information Center located on the event site.



The Greater Fort Lauderdale Food & Wine Festival and SalsaFest have been rescheduled to later dates this year.

Additionally, staff has submitted documentation to Procurement for an RFP for a one-day Chalk Art Festival in the core of Downtown Hollywood. The request for staff to look into this matter was initially made in June 2014, and staff has looked into it in coordination with

Parks, Recreation and Cultural Arts. Staff has also been in communication with the individuals associated with the private entity that produces the Lake Worth event, Street Painting Festival, Inc. in regard to the production and interested producers. Staff and outside producers believe that due to the texture of the streets in Downtown Hollywood and the costs associated with street closures, it would be prudent to host the event in the ArtsPark at Young Circle, however, more recently, the directive has been for the event to take place in the commercial core, hence the RFP will reflect the commercial core location.

## Murals / Public Art Initiatives / Creative Placemaking

CRA staff continues to engage business and property owners, both on the Beach and in Downtown Hollywood in regard to the Mural Only Program (MOP). The Mural Review Committee met on March 11, rescinded the approval of the original mural presented and approved for 2051 B Hollywood Boulevard, and approved a new mural that simply added the north elevation to the original mural concept for the property. The artists, The Milagros Collective had intended to start the mural, a pattern-based mural in April, however the installation has been delayed due to COVID-19. We are currently working with three property owners that are interested in the program, two in the Downtown district and one in the Beach district.

### Rendering for the north-facing side of 2051B Hollywood Boulevard



*Rendering of upcoming mural at 2051B Hollywood Blvd.*

On September 4th, 2019 R-CRA-2019-43 was passed by the CRA Board, providing for the issuance of a Purchase Order to Paint Quest, LLC to paint decoratively four intersections and crosswalks located at 19th and 20th Avenues and Van Buren and Polk Streets. The project was delayed due to underground utilities work, the concern that the crosswalks would not match the ADA access areas and the concern of shutting the streets during the high season for a period of time when other streets were closed due to construction and underground utility work. CRA staff obtained surveys of the areas that will be painted to ensure ADA access and placement of the crosswalks; and continues to stay in communication with representatives from Paint Quest, LLC. to determine a start date for the painting of the streets. On March 25, the CRA was notified by Public Utilities that the underground utilities work being conducted in the specific areas is in progress and will continue through 2023. With that, the project has been put on hold.

In addition, another idea that has been discussed by staff is to have semi-permanent (that would last for approximately two years) 3D murals painted on the sidewalks of Tyler Street between 19th and 21st Avenues. The sidewalks in this specific area are concrete flags as opposed to the pavers, will not require priming, and may provide a smooth and more even surface for the artwork. The concept of issuing a "call to artists" was discussed and approved by the Mural Review Committee at the March 11<sup>th</sup> meeting.

## Maintenance

**Downtown** - In February, Block By Block staff spent 6 hours on special projects, removed 69 graffiti tags from public property, collected 9,510 lbs. of litter, and collected 242 palm fronds off the ground.

In March, Block By Block staff spent 18 hours on special projects, removed 94 graffiti tags from public property, collected 9,169 lbs. of litter, and collected 343 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and uses the Gum Reaper to remove gum spots.

**Beach** - In February, 1,293 operational hours were clocked by beach maintenance staff. Of those hours, 1,093 were dedicated to trash removal from the beach, and 56 hours were spent cleaning the shower areas. 34 graffiti tags and stickers were removed.

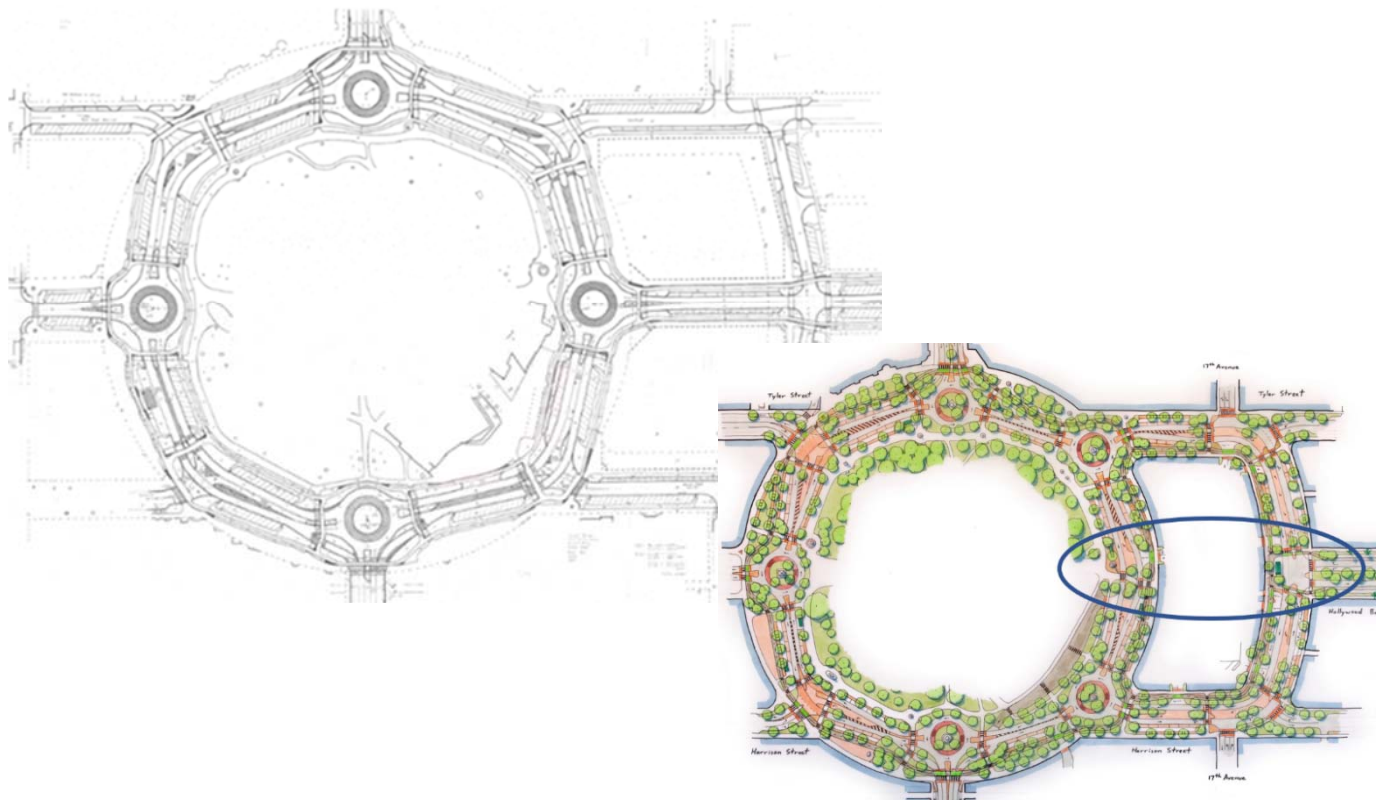
In March, 1,168 operational hours were clocked by beach maintenance staff. Of those hours, 832 were dedicated to trash removal from the beach, and 40 hours were spent cleaning the shower areas. 42 graffiti tags and stickers were removed.

As required by FDEP Permit AW-000017 Special Condition 13.5CRA CRA a report will be submitted for the continued use of the Mobi Mats on Hollywood Beach.



## Young Circle Design Phase II

Following the approval of FDOT's Stage I Lane Elimination process, CRA Consultants, Marlin Engineering and Toole Design Group are working on studies, analysis and traffic engineering models associated with the Stage II Lane Elimination process. The Consulting team began to layout the boundaries of the project along with the data collection and agency coordination. Additionally, the City of Hollywood approached FDOT to discuss an alternative connection to Young Circle via a new extension of Hollywood Boulevard, to the east of Young Circle. The proposal is to allow BTI Partners ("BTI"), which purchased Block 57 adjacent to Young Circle, to connect Hollywood Boulevard directly to Young Circle from the east. The conveyance of this ROW will be required.



## Marketing and Visitor Services

### Social Media

Twitter: 26 new followers (total 3,047); Instagram: 163 new followers (total 3,615); Facebook: 67 new likes (total 8,974). The Florida's Hollywood mobile app had 505 new downloads.

**Due to the COVID-19, visitor services information and statistics were not available at the time of writing. The Visitor Information Center was closed until further notice on Thursday, March 12<sup>th</sup>. The two Visitor Information Specialists have been shifted into maintenance positions during this interim period of time.**

## CRA Board Meeting Results – 3/4/2020

- **R-CRA-2020-10** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of January 15, 2020.

**PASSED: 7-0**

- **R-CRA-2020-11** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Barmello Ajamil & Partners To Provide Consulting Services For Hollywood Boulevard And Tyler Street Improvements Within The Downtown District In The Amount Of \$167,730.35.

**PASSED: 7-0**