



CRA Executive Director's Report, May 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. All the new street lights are functioning. The underground system will be energized at one time once FPL is mobilized to the site. 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.

Underground Utilities Phase IV - Hollywood Blvd to Southern City Limits

The CRA began working concept development, for the Phase IV Streetscape Beautification project. This project will carry on the features of the first 3 phases on the north side of the corridor. It will extend from A1A south to the southern City limits and will include all side streets from Harrison Street to Magnolia Terrace. On June 2019 the CRA Board authorized consulting services for Phase IV and SR A1A for undergrounding of overhead utilities lines in order to initiate the design of long lead items.

A traffic study was completed on 10/2019, along with various A1A street configuration concepts prepared by the consultant. The results of the pre scoping activities were shared with the Community on October 2019, where a survey of the various concepts were showcased along with traffic study configuration options. The results of the community survey are the concepts that will be incorporated into the project design.



Two-Way Yield Concept with Parking on Both Sides



Maintain 6 lanes with a shared outside lane

Wayfinding Signage and Gateway Markers

Gateway Sign: The contractor, Art Sign Co. is preparing shop drawing for the sample letter H which is designed to rotate. Once the sample is accepted by the CRA with the design architect recommendation the contractor will move forward with installation of the sample.

Neighborhood Signage: After meetings with Community Representatives a few locations were selected for placement of the neighborhood signs. Since some of the locations are within the FEC corridor CRA staff received a proposal from the consultant to obtain the FEC permit needed to place the signs within the FEC right of way. The proposal was approved by the CRA Board recently and the consultant was authorized to proceed with the work.

Broadwalk Access Management

The consultant, CPZ Architects submitted progress plans which are being reviewed by the CRA, Public Works, Police and the Fire Department. Each department was requested to provide their comments. Once the comments are received then CRA staff will organize a meeting with all the stake holders to be followed with a presentation to the Board.

Festoon Lights

After receiving approval for the new tree species the contractor planted the tree during the last week of April. The work remaining is to reconnect the festoon lights which will be done once the new poles arrive.

Turtle Lighting

A sample of 2 types of LED lights are being tested. The vendor installed LED turtle friendly lights at Tyler and Missouri 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 99% complete.
- Check valve installation is underway: 10 valves have been installed. There are 6 remaining valves north of Hollywood Blvd to be installed by 5-31-2020.
- Lighting component improvement by FDOT between Azalea Terrace to Sheridan Street is 99% complete.
- Quality control inspections are underway. Estimated completion time 5-31-2020.

Paver installation/punch list items are underway. CRA, FDOT and Community Asphalt, Corp., met at the site on 5/8/20 to review the newly installed pavers north of Michigan Street. CRA to meet on site on 5/13/20 for a follow up discussion.

FDOT estimated Substantial Completion date is May/June 2020.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

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. Once permitted the CRA anticipates the construction to begin approximately late fall of 2020. Total construction time for this phase is approximately 18 months.

CRA 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. All construction scheduling will be coordinated with the business, residential community and elected officials.

Lifeguard Towers and First Aid Stations

All 21 towers are substantially complete. All but one lifeguard station are in service. The Ocean Palms Condo lifeguard station will be placed on site and put into service the week of 5/15/20. Closeout punch list still on-going. There was a delay in the completion of the activities due to the Corona Virus. 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	In service
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 resting location	



First Aid Station



Lifeguard Tower

Grant Programs – HIP, PIP and POP

The CRA currently has 21 HIP, PIP or POP Grants at various stages of the process, 12 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 Imperial Westbury Condominium located within the CRA Beach District at 2600 Wilson Street completed their property improvement project and it's currently in the reimbursement stage. This property improvement grant included renovation to the existing property such as installation of new impact-resistant windows, removal of existing hurricane shutters, stucco repairs, exterior painting, a new parapet to screen A/C units along second floor, new pavers infill between new streetscape and new PVC fence to screen the trash receptacles and ground floor A/C units.

Imperial Westbury Condominium– Before



Imperial Westbury Condominium – After



The Waterways Condominium located within the CRA Beach District at 1908 N. Ocean Drive also completed their paint only project and it's currently in the reimbursement stage. This property improvement grant included renovation to the existing property such as stucco patching, exterior painting and the installation of decorative covers to screen the existing window/wall A/C units.

Waterways Condominium – Before



Waterways Condominium – After



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. The roof replacement was completed and inspected. The second of two payments has been requested and is being processed.

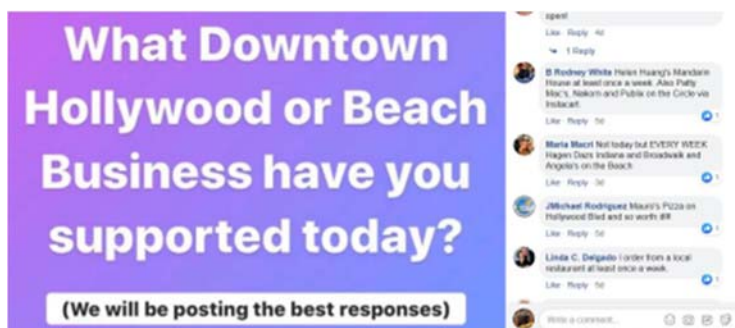
Downtown Parklet Pilot Program / Sidewalk Extension

The Harrison Street parklet has been relocated to Social Room while the Hollywood Boulevard parklet will remain at Mickey Byrne's. In lieu of a second parklet on Hollywood Boulevard, a sidewalk extension project was approved in front of 2033—2051 Hollywood Boulevard. This program will include installation of new pavers following the existing contour of the asphalt, a new trench drain with a decorative grate to allow for proper drainage of the existing and newly paved area, installation of bollards and new planters to provide a safety buffer from the driving-lane. This CIP Project will assist businesses to expand their café zone and provide customers with an enhanced outdoor dining experience. The CRA is working with the contractor and building owners to finalize a timeframe for when the new sidewalk extension will be installed.



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. There have been a few new vacancies as a result of COVID-19, and unfortunately, we anticipate a few more to come. 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. We have also launched a “Business as Unusual” and “Business Unusual” campaigns that drive online to the CRA's website that features businesses that are open. Our social media channels have included interactive narratives that engage the public in regard to their patronage in Downtown Hollywood and Hollywood Beach...



...and we have distributed a survey to business and property owners in regard to their expectations of the re-opening process.

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

Plans about the re-opening are also being discussed and the CRA is working closing with CMED on ideas such as closing streets to allow businesses to expand and ordering branded facemasks and face shields to distribute to the business community.



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.
- Connect prospective tenants to property owners and brokers that represent available properties. Examples of recent success stories include: The Bang Shack to open at 120 N. 20th Avenue and Whitley's to soon open at 1916 Hollywood Boulevard. In addition, 1920 Hollywood Boulevard and 2035 Harrison Streets have both been

leased to entities that have existing businesses in Downtown Hollywood and plan to open new businesses in their new respective locations.



- 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:

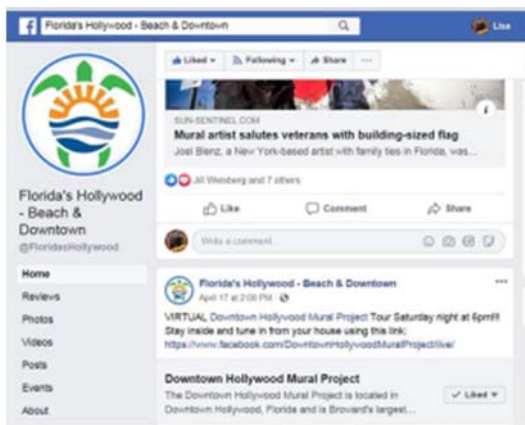
1. Meet once a month, and as needed, and have ongoing communications on a daily basis.
2. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshow.
3. Combine initiatives such as merging redevelopment and capital improvement collateral 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, the CRA did not receive any Certificates of Use in April.

Special Events

The CRA's special events for the month of April were cancelled due to COVID-19, however, the CRA did host a virtual mural tour during the hours of the April 18th ArtWalk, and plans to host this virtual tour again at the virtual ArtWalk in May along with a virtual gallery tour. Continuing in the spirit of virtual events, the CRA commissioned Choose954 to video a virtual tour of the Art & Culture Center, as well as a virtual entertainment tour of venues located in Hollywood Beach and Downtown. Last, but surely last least, the CRA has also posted a previous video of the Lokar Car Show that features the Downtown Hollywood Dream Car Classic.



Maintenance

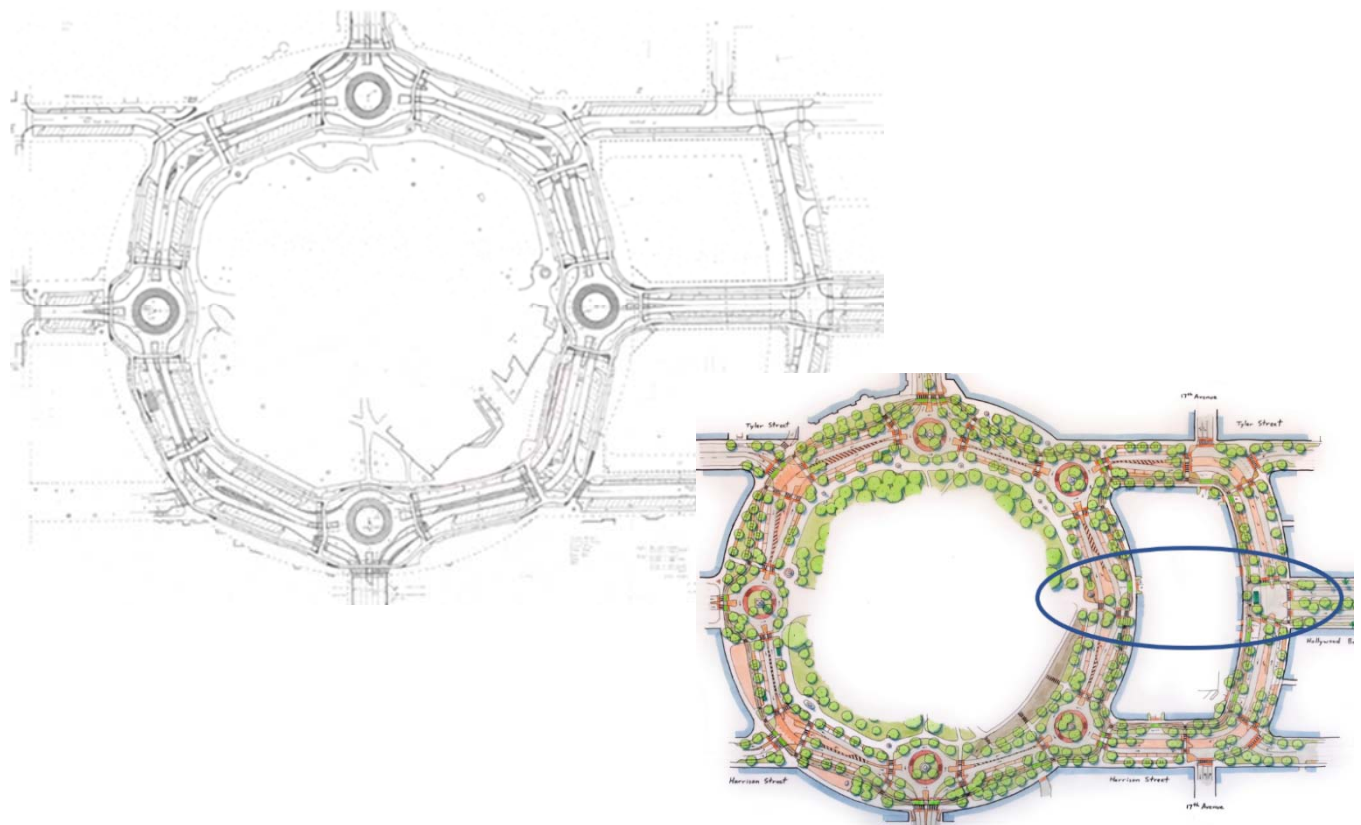
Downtown - In April, Block By Block staff spent 17 hours on special projects, removed 35 graffiti tags from public property, collected 5,568 lbs. of litter, and collected 292 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and uses the Gum Reaper to remove gum spots.

Beach - In April, 947 operational hours were clocked by beach maintenance staff. Of those hours, 448 were dedicated to trash removal from the beach, and 0 hours were spent cleaning the shower areas. 56 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 completed 34% and 90% deliverables, respectively. This includes studies, design layout including trip generation analysis and traffic engineering models associated with the Stage II lane elimination process, including running the VISSIM model required by FDOT. With the introduction of the Block 57 and Block 58 project, and the desire of the developer to explore the Hollywood Blvd. bifurcation, another set of parameters need to be introduced and quantified in the data collection and modeling. Such information needs to be provided by the developer's architectural firm and traffic engineering consultant. With the introduction of the bifurcation, the concept design evolved from a 5 roundabout layout to a 4 roundabout design. At the request of FDOT, there has been extensive meetings where the consultant met with FDOT, the developer and the FDOT engineer interns. The consultants reviewed and provided analysis of FDOT first attempt at a redesign of Young Circle. On April 22, Toole Design and Marlin Engineering presented an update of their Stage II initial findings. Currently, the models cannot be finalized or submitted to FDOT, until the new traffic impacts from Block 57 and Block 58 are completed.



Marketing and Visitor Services

Social Media

Twitter: 109 new followers (total 3,156); Instagram: 377 new followers (total 3,992); Facebook: 245 new likes (total 9,219). The Florida's Hollywood mobile app had 49 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 12th. The two Visitor Information Specialists have been shifted into maintenance positions during this interim period of time.

CRA Board Meeting Results – 4/22/2020

R-CRA-2020-12 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of February 5, 2020.

- Passed 7-0

R-BCRA-2020-13 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2020; Revising Expenditures.

- Passed 7-0

R-DCRA-2020-14 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2020; Revising Expenditures.

- Passed 7-0

R-BCRA-2020-15 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Proposal With Kimley-Horn And Associates To Provide (1) Design Services To Evaluate Recommendations Of The Tidal Flooding Study Prepared By Florida Department Of Transportation, And (II) Phase II Construction Administration Services For The CMAR Construction Of A1A Complete Streets And Undergrounding Of Overhead Utilities For An Amount Not To Exceed \$267,562.00; Deleting From Resolution R-BCRA-2013-15 All References To An Initial Term And Renewal Terms.

- Passed 7-0

R-DCRA-2020-16 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Brooks And Scarpa Architects In The Amount Of \$15,500.00 For Design And Approval Of Neighborhood Signs To Be Installed Within Florida East Coast Railway Rights Of Way.

- Passed 7-0

CRA Board Meeting Results – 5/6/2020

R-CRA-2020-17 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement With Burkhardt Construction Inc. For The Parklet Project At Hollywood Boulevard Near 21st Avenue; Approving And Authorizing The Expenditures Of Funds In An Amount Of \$116,000.00 Further Approving And Authorizing The Executive Director Of The Downtown District Of The CRA To Execute All Other Applicable Agreements And/Or Documents To Implement The Project.

- Passed 7-0