



CRA Executive Director's Report, November 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

The last hurricane that hit Louisiana brought delays to this project as FPL crews were dispatched to Louisiana to help restore power. AT&T and Comcast geared up their efforts to remove their overhead lines after they completed all their connections to the various properties. FPL has completed the last connection at Hollywood Towers. 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. All the new street lights are functioning. Now after FPL made the last connection to Hollywood Towers the underground system will be completely energized. 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.

Underground Utilities Phase IV – SRA1A from Hollywood Blvd to Southern City Limits, and E/W Streets, Streetends and Surf Road from Harrison Street to Magnolia Terrace

On June 3, 2020, the Board approved a resolution authorizing issuance of an authorization to proceed with Kimley-Horn and Associates to provide consulting for Phase IV SR A1A and Phase IV E/W Streets undergrounding of overhead utilities and streetscape beautification.

The CRA is preparing a virtual presentation to showcase the conceptual design for each of the E/W Streets to receive feedback from the residents of each street. It is anticipated that all street presentations will be completed and presented virtually to the residents by November 2020.

CRA is in communications with FDOT to analyze the possibility of a dedicated bike lane as requested by the CRA Board, while maintaining 6 lanes of traffic as requested by residents.

CRA and FDOT have discussed coordination and funding of FDOT 2025 RRR plan as it applies to the planned CRA Phase IV SR A1A Plan. Currently, FDOT is completing the tidal flooding study to provide the flood management recommendations.

Kimley-Horn, CRA consultant has initiated the scope and schematic design of the Phase IV E/W Streets, and Broward County has approved the yield space concept. KH is moving forward with the final pavement marking and parking spaces on the streets.

CRA has reached out to Florida Wild Life Conservation Commission to review the light specifications, plan layout and photometrics.

Undergrounding design work for FPL power layout and equipment placement is currently underway and is under review by CRA Staff and KH.

Festoon Lights

We are almost at the end of the hurricane season. Reconnection of the festoon lights is planned for some time in mid-November, after they were removed in preparation for the arrival of tropical storm Isaias. The festoon lights will complement the holiday decoration in Downtown.

Wayfinding Signage and Gateway Markers

Gateway Sign: The contractor, Art Sign Co. is currently installing the gateway signage at Hollywood Boulevard and 21st Avenue.

At the October 7th Board meeting, the consultant presented the neighborhood signage, wayfinding signage, and directory signage. After the presentation, the Board directed the CRA staff to coordinate with the police department to examine the possibility of incorporating cameras and speed boards with the signage program. Staff contacted police and it was determined that adding the additional equipment to the signs will not benefit the police. During the design portion, CRA staff and the consultant met with Community Representatives and a few locations were selected for placement of the neighborhood signs. Since some of the locations are within the FEC corridor, the consultant had to obtain the FEC permit needed to place the signs within the FEC right of way. After coordination with City staff and DCM, the CRA will solicit a proposal from the consultant to prepare construction drawings to implement the signage program.

Broadwalk Access Management

The consultant, CPZ Architects, was directed to proceed with exploration of five locations for placement of barriers: Scott, Monroe, Cleveland, Sherman and Johnson Streets. At Johnson Street, a movable barrier will be consider instead a fixed barrier. The consultant will meet with CRA staff, Public Works, Police and the Fire Department to finalize the locations and solicit their input prior to presentation to the board. Previous comments were addressed and currently the consultant is working to prepare a design package that will be presented to the board.

Turtle Lighting

CRA staff contacted Fish and Wildlife regarding acceptable LED lights that will be turtle friendly. Staff requested a Fish and Wildlife inspector conduct a field visit to review a sample of two types of LED lights. CRA staff coordinated the installation of two LED turtle friendly lights at Tyler and Missouri Streets in preparation of changing the current lights and installation of new lights for Phase IV Streetscape.

Hollywood Blvd and Tyler Street Streetscape

CRA staff issued two RFQs for the Hollywood Blvd portion. The first RFQ is for selection of a consultant to prepare construction documents, and the second RFQ is for hiring a Construction Management at Risk contractor to perform the construction work. Both selections of the consultant and contractor will be presented to the Board for approval. The consultant, Bermello Ajamil, presented to the Board the new vision for Hollywood Blvd and Tyler Street. The consultant discussed the existing conditions on both streets. The existing trees in the median on Hollywood Blvd dictated the way the street should be sloped for drainage purposes. After receiving input from the Board members, the consultant was directed to pursue a couple of options for Hollywood Blvd and Tyler Street. After the presentation to the Board, the consultant made another presentation to the Downtown Hollywood Business Association. The DHBA provided their input and their concerns were addressed.

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.

On September 16, 2020, the CRA Board approved the ranking of the submittal of qualification for CMAR Contractors, and authorized the negotiations and execution of an agreement with the highest rank firm, Burkhardt Construction Inc.

CRA is currently routing the Phase I preconstruction contract for execution.

On November 5th, CRA and Consultant reached out to FDOT to revisit the viability of mid-block unsignalized pedestrian crossings. FDOT stated that the mid-block unsignalized crossings would not be recommended but are open to analyzing alternatives, and as a first step are recommending general warning signs for area as an interim solution while new data is collected. City of Hollywood Engineering is assisting with KH in this effort.

Sustainability and Resilience Planning

CRA, City of Hollywood Public Utilities and FDOT are coordinating the information and stakeholder participation to discuss the Scalar/FDOT flooding analysis and short and long term recommendations. The CRA conducted the two Stakeholders meetings with the participation of FDOT/BC/City of Hollywood, and a third meeting is scheduled for November 16, 2020. Preliminary discussions have focused on critical infrastructure such as seawalls with elevations below 3 feet, area with no seawalls, and reconstruction of seawalls that have collapsed. Flood and tidal management evaluation of current conditions and the FDOT check valve system are also being evaluated by FDOT and City of Hollywood Public Utilities.

Collaborative Implementation Strategy

On Monday, November 2nd, a meeting between the CRA, Broward County and FDOT took place. The meeting was requested by Mayor Levy. FDOT district 4 attendees included: Steve Braun, FDOT Director of Transportation Development, Gerry O'Reilly, John Olson, James Poole, Broward County Commissioner Beam Furr, City of Hollywood Commissioner, Caryl Shuham, and City of Hollywood representatives. The discussion addressed alternative strategies and funding opportunities. FDOT will continue these stakeholder meetings with the participation of the Broward MPO and Broward County. City and CRA Staff will participate as well.

Surtax

On Friday, November 6th, CRA Staff and District 1 Commissioner Caryl Shuham held a conference call meeting with Dr. Jennifer Jurado to discuss the applicability of BC Surtax funding for the Phase IV - SR A1A and EW Streets project. Surtax funding includes resiliency improvements.

Lifeguard Towers and First Aid Stations

All 21 towers are substantially complete and are in service. Surfboard signage is currently in production.

Grant Programs – HIP, PIP and POP

The CRA currently has 23 HIP, PIP or POP Grants at various stages of the process, 13 in the Downtown CRA Area and 10 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

The following grant applications were presented to the CRA Board members during the October meetings:

- PIP grant application from YEO Holdings, Inc. to improve the existing conditions of their rental property located at 329 Madison Street within the CRA Beach District. Improvements include exterior painting and façade renovations, new impact windows and doors, new building signage and landscape improvements.
- PIP grant application from Cambridge Towers, Inc. to improve the existing conditions of their condominium property located at 1601 S. Ocean Drive within the CRA Beach District. Improvements include exterior painting, new aluminum railing system at balconies, removal of window seals and new building signage.

These grant applications promise to revitalize and greatly improve the curb appeal of two prominent properties which will turn them into assets to the Hollywood Beach neighborhood streetscape.

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 (ALP92). At the August 26, 2020 CRA Board Meeting, the

Board approved R-CRA-202023 that allowed for the release of funds in an amount not to exceed \$29065.00 for Phase III improvements. Phase III improvements include the replacement of the concrete patio and walkway, and the exterior awnings. CRA staff had the first payment processed and will continue to work closely with the ALP92 to finalize all details of the grant for Phase III and its implementation. Phase IV improvements are anticipated to include the upgrading of the parking area, new signage, new landscape and other exterior building improvements.

Downtown Parklet Pilot Program / Sidewalk Extension

Parklets are currently in place on Hollywood Boulevard in front of Mickey Byrne's, and on Harrison Street in front of Social Room.

CRA staff is coordinating with individual business owners and City of Hollywood staff regarding those entities that have indicated an interest in temporary parklets (on Hollywood Blvd.) until such time as the master plan of Hollywood Boulevard is implemented.

Business Recruitment, Retention, Expansion & Private Investment

New tenants continue to fill some of the vacancies created by COVID-19 and other conditions in Downtown Hollywood. Staff will present a comprehensive occupancy report at the November 18th CRA Board Meeting.

In an effort to retain and generate commerce for the Beach and Downtown business communities, the CRA has refreshed and modified the "Shop, Support, Stay Local" campaign that includes signs in front of businesses, online, social media, radio (Pandora, Spotify, Y100 and WLRN), and print advertising. In addition, the :30 second "Staycation" commercial continues to be aired on Comcast and Octane cable stations from Orlando to the south border of Miami Dade County, as well as ABC Local 10 and NBC 6 and the CW.

In addition, the CRA and the City of Hollywood Division of Communications, Marketing and Economic Development (CMED) continue to:

- Meet once a month, or as needed, and have ongoing communications on a daily basis.
- Provide information to the Beach and Downtown CRA business communities about webinars, executive orders, emergency orders and other COVID-19 related information.
- Work closely with and private property owners in an effort to secure new quality tenants and redevelopment projects.
- Coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including but not limited to ISCS, ULI and BisNow.

- 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.
- At this time we are in the process of creating a new economic development video that will be aired on cable TV, YouTube, and social media platforms.
- Provide and distribute marketing materials for the Sun Shuttle program.

Staff also continues to:

- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood. More recently there have been discussions with developers interested in Block 59 (previous SoHo Lofts).
- Work with tenants who have recently signed leases and have not yet opened, including Zalie Cakes, C4Eats, The Bang Shack, and more.
- Connect prospective tenants to property owners and brokers that represent available properties.
- 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.

Entertainment, experiential business models, and office continue to be a priority; however, staff also supports the strengthening of quality residential redevelopment projects, and the role of arts, culture and creativity, as we believe it is essential to the Beach and Downtown's economic growth, vibrancy, and resiliency.

Certificates of Use and Live Music Extended Hours Licenses

As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA received and reviewed 6 Certificate of Use Applications in October:

1. New Day Psychological Services, 1915 Hollywood Boulevard (office)
2. Ice Custard Hollywood Beach / Rita's Ice, 313 Johnson Street (retail)
3. Lenders Clearing House Management, 1930 Harrison Street #204 (office)
4. 2151 Lincoln Street / Michael Nash, 2151 Lincoln Street (residential rental property)
5. Power of One Foundation Investment Inc. DBA Chateau Dee Thierry, 2029 Harrison Street (restaurant / banquet hall)
6. Social Garden, Inc., 1924 Tyler Street (outdoor restaurant)

As part of the Department of Planning and Development Services approval process, the CRA routes and monitors Live Music Extended Hours License (LMEHL) Applications to Police, Fire and Code for approval. Upon receiving approvals from all disciplines, the CRA staff notifies Planning. The following LMEHL Applications were monitored for approval in October:

1. Spice RestoLounge
2. Tekila
3. Takitos
4. Woody's Olde World Tavern
5. Octopus

6. Tardes Calenas
7. Amsterdam

Code Related Issues

Noise Ordinance

The CRA Executive Director and staff participated in an effort to amend Section 100 of the City of Hollywood Code of Ordinances in regard to noise. This amendment creates an additional method of measuring noise volume and enforcing noise violations with the use of a sound level meter.

Paint Palette

The City of Hollywood has an existing paint palette that is enforced in the CRA and Historic Districts. However, the existing palette does not include bold colors, hence the CRA has been in communication with Planning in regard to amending the palette and allowing for a greater range of colors. Bermello Ajamil will be addressing the paint palette in the neighborhood guidelines.

Broadwalk Fence Signage

Signage is being designed and created for the fence surrounding the properties on the Broadwalk that were damaged by a fire that broke out on October 8th. The design will incorporate the new ban on single-use plastics and polystyrene on City-owned properties and by City vendors that was approved by the City Commission on October 21st, and possibly other imagery.

Special Events

Following the directive of the City of Hollywood Department of Parks, Recreation and Cultural Affairs, and the CRA Board, the CRA will not be sponsoring events until further notice. The CRA, however, will continue to host virtual mural and gallery tours.

The CRA staff continues to work with the Department of Procurement in an effort to issue an RFP for an annual Chalk Art Festival, and has started the procurement process for an annual winter holiday event, such as Winter Wonderland or Holidays Around the World.

As requested, CRA staff continues to work closely with PRCA, and meet with independent event producers in regard to their interest in producing special events on Hollywood Beach.

Murals / Public Art Initiatives / Creative Placemaking

Due to the delay of the intersection artwork project, the Mural Review Committee discussed the idea of activating the sidewalks on Tyler Street between 19th and 21st Avenues. The activation would be by means of painting 3D murals or experiential games on the sidewalks. The CRA gave a presentation on this concept at the November 4th Board meeting.

More than 35 viewers joined the Live Virtual Downtown Hollywood Mural Project Tour and the video has over 2,000 views on Facebook.

Four murals are currently in development: 2015 Harrison Street, 303 South 21st Avenue, 2040 Taylor Street, and 1924 Tyler Street.

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.

Maintenance

Downtown - In October, Block By Block staff removed 14 graffiti tags from public property, collected 3,221 lbs. of litter, and collected 210 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 October, 1,518 operational hours were clocked by beach maintenance staff. Of those hours, 1,170 were dedicated to trash removal from the beach, and 68 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 32 locations.

Marketing and Visitor Services

Social Media

Twitter: 18 new followers (total 3,239); Instagram: 261 new followers (total 6,455); Facebook: 25 new likes (total 9,665). The Florida's Hollywood mobile app had 89 new downloads.

CRA staff is exploring virtual #FloridasHollywoodSnaps locations in Hollywood Beach and Downtown with social media geo-filters (SnapChat, Instagram and Facebook).

We are preparing to launch a Winter Northeast campaign that will include Facebook Carousel, Instagram Stories, Pandora and Spotify video ads, and the Visit Florida New York Times co-op.

Along with advertising in El Sentinel and El Nuevo Herald, we will direct and target additional social media to the Hispanic population. Currently we are working on our Spanish “Staycation” campaign on Pandora, Instagram and Twitter.

As requested, CRA has resumed advertising in Yellow Cab Magazine with a Downtown “Foodie” campaign. The video portion of the cab is still not available.

We will continue to target the Canadian market by advertising in Visit Florida’s DreamScapes Travel & Lifestyle Magazine Winter/Spring 2021 promotion. Subscribers are high-income travel consumers. DreamScapes is also distributed in all Air Canada Maple Leaf Lounges reaching frequent travelers.

As requested at a previous CRA Board meeting, staff has reached out to the Art and Culture Center of Hollywood to create a Public Art program that may include the sea turtle statue concept or another concept deemed appropriate.

Due to the COVID-19, visitor services information and statistics were not available at the time of writing.

CRA Board Meeting Results – 9/26/2020

R-CRA-2020-32 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Adopting A Budget For The Beach District Of The CRA And Making Appropriations For The Fiscal Year 2021.

- PASSED: 7-0

R-BCRA-2020-33 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Adopting A Budget For the Downtown District Of the CRA And Making Appropriations For The Fiscal Year 2021.

- PASSED: 7-0

R-CRA-2020-34 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency Establishing The Number And Type Of Authorized Positions For Fiscal Year 2021.

- PASSED: 7-0

CRA Board Meeting Results – 10/7/2020

R-CRA-2020-48 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Reimburse The City of Hollywood (“City”) A Prorated Cost For Issuing An Authorization To Proceed By The City With Bermello Ajamil & Partners, Inc. To Provide Professional Landscape Architecture

And Planning Services For The Hollywood Streets Pilot Project And Develop A Design Guideline Reference Manual For Public Rights-Of-Way Streetscape In An Amount Not To Exceed \$170,432.50.

- PASSED: 7-0

R-CRA-2020-49 - A Resolution Of The Hollywood, Florida, Community Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Execute Property Improvement Program Grant ("PIP") Agreement With YEO Holdings, LLC. For On-Site Improvements To A Property Located At 329 Madison Street In A Total Grant Amount Not To Exceed \$48,274.00.

- PASSED: 7-0

CRA Board Meeting Results – 10/21/2020

R-CRA-2020-28 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of April 22, 2020.

- PASSED: 7-0

R-CRA-2020-29 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 6, 2020.

- PASSED: 7-0

R-CRA-2020-32 – A Resolution Of The Hollywood, Florida Community Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Execute Property Improvement Program Grant ("PIP") Agreements With Cambridge Tower, Inc. For On-Site Improvements To Property Located At 1601 S. Ocean Drive In A Total Grant Amount Not To Exceed \$50,000.00.

- PASSED: 7-0