



CRA Executive Director's Report, June 2021

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

Phase III is substantially complete. AT&T and Comcast have completed the connections to the various properties and removed their overhead lines. All east-west streets from A1A to Surf Road have been completed. All the new street lights are functioning. Now that FPL has completed the last connection, the underground system is completely energized. FPL is back at the site to remove the overhead lines and last remaining poles. After the overhead lines are removed, the remaining trees will be installed and the pavement restoration will be completed. Most of the landscape throughout the east-west streets are already in place.

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

Consultant and CRA continue to move forward with the design development of Phase IV. 30% drawings of the EW streets have been submitted and are currently under review by the CRA.

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.

Estimated Financial Contribution by Project Phase Within CRA Limits							
Project	Phase	Seawall (FDOT)	Pumps			Total	Anticipated LFA Execution Date
			FDOT	COH	County		
448574.1	Design	\$0.05M	\$0.04M	\$0.07M	\$0.04M	\$0.2M	October-21
	Construction	\$0.28M	\$0.23M	\$0.39M	\$0.24M	\$1.14M	August-22
	CEI	\$0.03M	\$0.03M	\$0.04M	\$0.03M	\$0.13M	August-22
	Total	\$0.35M	\$0.3M	\$0.51M	\$0.31M	\$1.47M	
448577.1	Design	\$0M	\$0.07M	\$0.37M	\$0M	\$0.44M	October-21
	Construction	\$0M	\$0.39M	\$2.04M	\$0M	\$2.43M	May-24
	CEI	\$0M	\$0.04M	\$0.22M	\$0M	\$0.27M	May-24
	Total	\$0M	\$0.5M	\$2.63M	\$0M	\$3.13M	
Total		\$0.35M	\$0.8M	\$3.14M	\$0.31M	\$4.6M	

As per the tidal flooding study recommendations, FDOT is proposing the design and installation a total of three pumps stations within the CRA boundaries. The proposed locations are south of Sheridan Street (FDOT ROW), Van Buren Street (FDOT ROW) and Bougainvillea Terrace (FDOT drainage easement). FDOT is requesting CRA funding

participation of 80% of the proposed implementation cost. A resolution will be brought in front of the CRA Board in July for consideration.

CRA, with the support of the Broward MPO, is seeking the opportunity to apply for a Federal grant for the Phase IV E/W Undergrounding of Overhead Utilities and Streetscape Beautification project from Harrison Street to Magnolia Terrace between SR A1A and the Broadwalk. This federal grant is established to fund mobility and resiliency projects within the City's rights-of-way. The application amount shall not exceed \$28,000,000.00, and it requires the CRA to commit minimum matching funds estimated at 50% of total costs of the application amount. CRA is currently working with MPO consultant in data collection and the preparation of the grant documents.

CRA continues to meet with residents to discuss easement opportunities and encroachment solutions.

Wayfinding Signage and Gateway Markers

The CRA received a comprehensive proposal from the consultant to prepare construction drawings to implement the signage program. The proposal was presented to the board for approval on April 7th and it was approved by the Board. 29 signs are proposed: 11 directional/wayfinding signs, 4 directory signs, 11 neighborhood signs, 1 gateway sign, and 2 optional parking signs. Two new neighborhood signs will be located at entrances at Johnson Street and Fillmore Street on 21st Avenue. These locations were identified as appropriate places for neighborhood signs as they currently do not have adequate signage. At the CRA Board meeting, the CRA was directed to work together with DCM on the citywide sign program in an effort to combine the projects and ultimately save money. CRA and City staff are working together to implement the signs.

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 considered instead a fixed barrier. On February 11th, the consultant met 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 the consultant prepared a design package that was presented to the Board. The Board provided input in regard to some details and the Board input will be incorporated in the drawing. A bid package will be prepared and the plans will be put out to bid.

Turtle Lighting

After CRA staff contacted Fish and Wildlife (FW) regarding acceptable LED lights, a meeting took place to discuss turtle friendly lights. CRA consultant presented amber lights for the east west streets from A1A to the Broadwalk. FW considered these lights but requested time to review it and obtain input from their staff. A second WebEx meeting took place on May 3rd to discuss LED options. FW had its inspector conduct a field visit to review a sample of two types of LED lights. At the meeting FW indicated that the amber light proposed by the consultant is not the type that will be accepted. FW will get back at a later date with their decision. CRA staff coordinated the installation of two LED turtle friendly lights at Tyler

and Missouri Streets in preparation of changing the current lights and installing new lights for the Phase IV Streetscape.

Hollywood Blvd and Tyler Street Streetscape

On February 3, 2021, Bermello Ajamil, presented to the Board the new vision for Hollywood Blvd and Tyler Street. 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.

On February 17, 2021, the CRA hosted a Special Board meeting in front of 2031 Hollywood Blvd. where a visual demonstration of the new vision for Hollywood Blvd. was presented to the CRA Board Members and the public.

On April 7, 2021 the Board awarded Bermello Ajamil the contract to prepare construction drawings for the project and at the same meeting the Board awarded Burkhardt Construction the CM at Risk contract for the same project. Currently staff is processing the contract between the CRA and Bermello for preparation of the construction documents.

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. Total construction time for this phase is approximately 18 months.

On January 20, 2021, the CRA Board approved the Phase I – Preconstruction services for Burkhardt Construction, Inc., which will provide the GPM cost for the complete street project for Board Consideration.

General Contractor began the bid package preparation and value engineering review, prior to the formal bid solicitation process.

Pedestrian Crossings

On February 3, 2021 Kimley-Horn presented FDOT evaluation and recommendations of pedestrian crossings options along SR A1A between Garfield Street to Sheridan Street. Based on FDOT safety recommendations and Community preference, the Board approved the proceeding with signalized pedestrian crossing at intersections. A proposal for Engineering Services will be prepared and bring to the CRA Board for consideration.

On April 7, 2021, the CRA Board approved the issuance on and Authorization to proceed for Kimley-Horn to provide consulting services for the pedestrian crossings Design and Construction Documents.

Sustainability and Resilience Planning

The meetings spearheaded by FDOT have culminated in the multiagency participation of the first step of the adaptive pathway, which is the recommendation to install 4 pumping stations in the barrier island: three within the CRA boundaries and one on Franklin Street.

Collaborative Implementation Strategy

On December 15, 2020 the MPO held a Technical Working Group kick off meeting. The group's purpose is to develop a framework for climate change preparedness into project planning, design, and construction. The group consists of members of different agencies and municipalities. The deliverables are anticipated to be completed by December 2021. A follow up meeting will be announced.

Sheridan Street Bridge Construction

It is estimated that the Sheridan bridge construction will begin in January 2022, with bridge closure from April – July 2022, and construction completion in September 2022.

Flapgates, drainage and emergency backup generators and pumps and report from FDOT along the A1A corridor

The FDOT report is being finalized. FDOT have provided the first step of the tidal flooding recommendations which is the installation of 4 pumping stations along the barrier island.

FDOT tested 3 of the 19-drainage network including flapgates and check valves along the SR A1A corridor. FDOT Operations Center has recently procured several temporary pumps that will be used along SR A1A, to improve flooding and also help to identify leaks in structures. The system will be tested with the highest tides of the year to detect hard to identify leaks. It is anticipated that FDOT will complete the investigation by the Fall.

Mermaid

Applied Technology Management (ATM) was hired by the CRA to evaluate the feasibility of constructing reefs as a recreational amenity to augment the City's beaches. After ATM evaluated the available options, it was determined that a nearshore reef is the most logical reef to construct since it will draw people to snorkel and enjoy the beach. This type of reef will be accessed directly from the beach, but it will require County, State, and Federal permits. ATM was directed to move forward with obtaining all the necessary permits for three locations. The permit applications were submitted on the last week of April and it will take approximately six month to obtain the approvals.

Alley Drainage

A consultant was hired by the CRA to design drainage improvements for the alley south of Hollywood Blvd between 19th and 21st Avenues. Due to the existing conditions, it is not feasible to construct a typical drainage system made with catch basins and pipes. The narrow alley is only 15' wide and contains sewer, water, and gas lines, leaving no room for placement of drainage system. The consultant proposes usage of drain fields combined with pervious concrete to provide some relief of standing water. Public Utilities has a water replacement project in the same area, and the CRA is working closely with PU to coordinate

both projects. Since PU has a construction project at the alley area, the CRA is exploring the option of using the same contractor to perform the drainage improvements.

Exercise Equipment

The CRA was requested to relocate the existing exercise equipment from the area between Taylor and Arizona Street to an area near Charnow Park. Working and coordinating with Public Works staff and Parks Department a suitable area was found just south of Charnow Park. The equipment was removed from its current location and successfully relocated.

Recreational Pier

CRA staff was directed to explore the construction of a pier along the beach area. A recreational/fishing pier is a permitted structure on the ocean. However, such structures are highly regulated due to multiple issues (turtle lighting issues, safety, impacts from lost fishing gear, etc.). The primary issue to consider is both the up front and operational costs for a pier. In general, a pier costs several million dollars to construct (in addition to permit fees). Operational costs are also not insignificant as a pier requires staffing, maintenance, security and other ongoing operational costs. Revenue from a pier is generally modest, and not nearly enough to cover construction or operational costs. The main argument for a pier is that it can be a regional draw that is sufficiently significant to justify the costs. If a decision is made to pursue, it is recommended to perform a feasibility study first to fully vet all of the issues before making a significant commitment.

Grant Programs – HIP, PIP and POP

The CRA currently has 19 HIP, PIP or POP Grants at various stages of the process: 9 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 Bang Shack located within the CRA Downtown District at 120 S. 20th Avenue completed their property improvement project and it's currently in the reimbursement stage. This property improvement grant included a complete renovation of the interior of the property with scopes of work such as concrete slab repairs, new interior finishes, mechanical, electrical and plumbing upgrades, new restrooms and the installation of a new exterior sign.

120 S. 20th Avenue – Before



120 S. 20th Avenue - After



American Legion Post 92 Update

CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92 (ALP92). ALP92 is in the process of obtaining quotes for Phase IV, which we anticipate to be the final phase of improvements.

Business Recruitment, Retention, Expansion & Private Investment

New commercial tenants in Downtown Hollywood continue to fill previously vacant spaces. Staff continues to be in communication with Black Flamingo Brewery, the tenant that has signed a lease for 1900 Hollywood Boulevard, and anticipates to bring forth a resolution for a grant that will fund substantial upgrades.

Staff presented a comprehensive occupancy report at the May 5th Board Meeting. The report focused on the ground floor commercial core on Hollywood Boulevard, Harrison Street, and Tyler Street between 19th and 21st Avenues. The vacancy rate was 6.75% based on the number of bays, and 6.73% based on square feet.

The CRA worked closely with CMED to create a new video for economic development. It is airing on Comcast, WPLG, WSFL (The CW), and throughout social media platforms.

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 maintain ongoing communications.
- Work closely with 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 ISCS, ULI, BisNow, and more.
- Combine resources and initiatives when appropriate. We have combined the CRA Redevelopment Brochure into the City's Development Activity Brochure, are in the process of sharing database management software, and have confirmed a joint sponsorship in the Greater Fort Lauderdale Alliance Livability Media Publication.

Staff also continues to:

- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood.
- Work with tenants who have recently signed leases and have not yet opened.
- Connect prospective tenants to property owners and brokers that represent available properties.
- 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

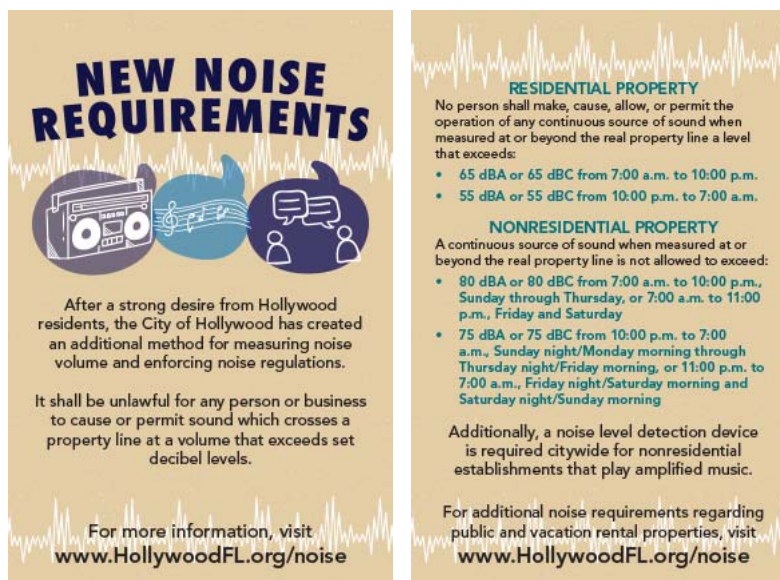
As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA received and reviewed 1 Certificate of Use Application in April 2021:

1. GIOIAEat, 1817 N. Young Circle (restaurant)

Code Related Issues

Noise Ordinance

CRA staff continues to work with City staff regarding the educational component of the noise ordinance, and has designed informational flyers to be handed out to residents and business owners. The flyers were distributed on the Beach by the CRA Visitor Services staff, and in Downtown by Block By Block.



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.

Special Events

Following the directive of the City of Hollywood Department of Parks, Recreation and Cultural Affairs (PRCA), the CRA staff applied for permission to resume the Dream Car Classic, the Downtown Hollywood ArtWalk, and the Drum Circle at Young Circle monthly events. The Dream Car Classic resumed on Sunday, May 2nd, while ArtWalk and the Drum Circle will resume in June.



The CRA staff continues to work with the Department of Procurement in the RFP process for an annual Chalk Art Festival. Only one applicant responded to the initial posting of the RFP, and the selection committee determined the RFP should be revised and made more specific. The CRA revised the RFP and has submitted it to Procurement to post.

In addition, CRA staff met with the DHBA and Board Member Sherwood to discuss the proposed Winter Wonderland event. The DHBA strongly recommended that it be a one-day event, and staff is working with Procurement on an RFP at this time. Every effort will be made to secure a vendor to produce the Winter Wonderland event as soon as possible, however festivals such as this typically require six months of planning and preparation.

Staff has also been working with Floridata Capital Assests Group on a food and wine event, Savor SoFlo, to be held on Hollywood Beach on Saturday–Sunday, June 5-6, 2021.

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 and in Downtown Hollywood.

Murals / Public Art Initiatives / Creative Placemaking

CRA staff is exploring public art opportunities and will be meeting with the Art & Culture Center to discuss concepts that may include a turtle image, be “green” friendly, possibly be functional, and present “selfie” opportunities.

CRA staff is working with an architectural firm on mileage directions signs that will be installed on the beach. One sign will include the main destinations of our visitor market (Montreal, New York, etc.) and the other will have the names of the City of Hollywood’s Sister Cities.

The Tyler Street sidewalk art project artists have been selected for each of the four locations. We anticipate the painting to commence in May and conclude in June.

Beau Stanton completed his mural at 2028 Harrison Street. Yuhmi Collective’s mural is in progress at 2029 Taylor Street. Additionally, two more murals are in development at 2029R Taylor Street and 1848 Harrison Street.



In April, 20 viewers joined the Live Virtual Downtown Hollywood Mural Project Tour and the video has over 400 views on Facebook.

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, 2020, 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 April, Block By Block staff removed 48 graffiti tags from public property, collected 2,923 lbs. of litter, and collected 89 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, 1,278 operational hours were clocked by beach maintenance staff. Of those hours, 1,128 were dedicated to trash removal from the beach, and 48 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 20 locations.

Marketing

Social Media

Twitter: 17 new followers (total 3,283); Instagram: 226 new followers (total 7,770); Facebook: 107 new likes (total 10,142). The Florida's Hollywood mobile app had 121 new downloads.

CRA staff is exploring virtual #FloridasHollywoodSnaps locations in Hollywood Beach and Downtown with social media geo-filters (SnapChat, Instagram and Facebook). And looking into opportunities to implement Augmented Reality lenses and filters (AR) through the same channels.

Beginning in April, staff started #MuralMondays that showcase one mural artist per month with information on the artist and artwork and how it relates to Hollywood on Facebook, Instagram, and Twitter. Staff has also started #TurtleTuesdays that showcase one fun fact about turtles with a tie in on how it relates to Hollywood Beach on Facebook, Instagram, and Twitter. It is important to use the turtle logo and bring brand awareness of the City of Hollywood to potential visitors, and increase our branding presence on all social media. In addition, language limitations were removed so our social messages can be received and translated into several languages on our campaigns.

Staff, in partnership with CMED, launched an Economic Development video to Comcast, WPLG, WSFL (The CW), and throughout social media platforms and Pandora.

As requested, CRA has identified and is currently working with Social Media influencers. Staff is also working closely with Marquise "Hollywood" Brown to launch the "My Hollywood" campaign. After months of planning, on Saturday, May 15th CMED and CRA staff met with Marquise Brown to film a social media video and b-roll for the "My Hollywood, Florida's Hollywood" campaign. The film shoot took place in the CRA's office, on the Broadwalk, and in Downtown Hollywood. Marquise Brown immediately started posting and tagging FloridasHollywood.



The City of Hollywood and CRA sponsored the 69th Annual Miss Universe Competition on Sunday, May 16th at the Seminole Hard Rock Hotel & Casino. The sponsorship included an opportunity for the delegates to dine in Downtown Hollywood. A total of 10 restaurants participated and provided complimentary food and beverage: La Vendetta Italian & Romanian Restaurant, Angus Steakhouse, Shabo's Mediterranean Barbecue, Hotsy Totsy Bar & Grill, Twin Peaks Hollywood, Tippy Boar Gastropub, Carmela's, Spice Resto-Lounge, The Greek Joint, and Krakatoa Indonesian Cuisine. Some restaurants also provided entertainment and gift bags for the delegates.



Visitor Services

Visitor Services staff assisted 1,144 visiting guests and local residents in April. 57% of visitors were staying at a local hotel. The top states for domestic travelers were Florida, New York, Ohio, and Michigan.

CRA Board Meeting Results – 5/5/2021

R-CRA-2021-22 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of September 16, 2020.

- **Passed: 7-0**

R-CRA-2021-23 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of October 21, 2020.

- **Passed: 7-0**

R-CRA-2021-24 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving The Minutes Of The Regular CRA Meeting Of November 18, 2020.

- **Passed: 7-0**

R-CRA-2021-25 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Underground Facilities Conversion Agreement Governmental Adjustment Factor Waiver For Underground Conversions With Florida Power And Light Company For The Undergrounding Of Overhead Utilities At State Road A1A From Hollywood Boulevard To Sheridan Street.

- **Passed: 7-0**

R-CRA-2021-26 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Chiquita Properties LLC For On-Site Improvements To The Property Located At 1500 N. Broadwalk In A Total Grant Amount Not To Exceed \$50,000.00.

- **Passed: 7-0**

R-CRA-2021-27 – A Resolution Of The Hollywood, Florida Community Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With The Edgewater Towers Condominium, Inc For On-Site Improvement To Property Located At 400 N. Surf Road In A Total Amount Not To Exceed \$50,000.00.

- **Passed: 6-0.** Board member Biederman recused himself from the voting process.