



CRA Executive Director's Report, May 2015

Informational Report by Jorge Camejo, Executive Director Providing An Update To The CRA Board On Beach And Downtown Activities.

Capital Improvement / Redevelopment

A1A Traffic Calming

CRA/City Staff met with FDOT on April 9th, 2015 to discuss the traffic calming design along SR A1A from Sheridan Street to Hollywood Boulevard. Staff discussed feedback from the community meeting on March 12th, 2015 as well as further development of a DRAFT cross section and designation of the corridor as a Transportation Design for Livable Communities designation. The designation allows for more flexible traffic engineering standards that better match the posted and design speeds along this corridor as well as take into account the CRA vision for this corridor, with more walkable sidewalks, narrow bike lanes, lush landscape buffers and enhancing traffic calming measures. CRA/City Staff is also coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea St. toward the Hollywood Boulevard Bridge. The park would incorporate safer pedestrian access across A1A to the community center, a water taxi stop, shaded seating areas, public art and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

A1A Commercial Loading Zones

As a result of several meetings with HBBA Representatives and the trucking/delivery companies, CRA Staff is working on proposals for loading zones, truck sizes and times of delivery with the companies and businesses within the Central Business District of the CRA and along the Broadwalk. Follow up meetings are planned with the community to discuss these proposals.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff is spearheading a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifies the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and provides visual and design cohesiveness to both residents and visitors. CRA/City Staff met with Margaritaville and representatives from the Broward MPO, FDOT, and B-Cycle. The intent is to develop a strong design which can be utilized to seek funding and grant opportunities for implementation of this project. Conceptual designs were reviewed by the City Manager and

Assistant City Manager and their input is being incorporated into a presentation which will be brought forth to the CRA Board in May 2015.

Tri-Rail Coastal Link Passenger Rail (TRCL)

The two year Project Development Phase of TRCL is set to begin in the summer of 2015 with public kick-off meetings to be held starting in the late summer, early fall. Concerns from the Federal Agencies over confusion of the TRCL with ongoing AAF-DEIS (environmental impact statements) will ultimately decide the actual PD start date with the FTA. There are a total of 20–22 stations being planned for the first part of this system. Those stations requiring further evaluation in this area between Aventura and Ft. Lauderdale are: Hallandale Beach, Hollywood, Dania Beach and the FLL Airport.

Underground Utilities Phase III

Construction work has already started on New Mexico Street, New Hampshire Street and Thomas Street for the undergrounding of utility lines. JJW is the Contractor responsible for the two streets, New Mexico and New Hampshire Streets.

Downtown Neighborhood Streetlighting Project

Van Buren and Polk Street projects are complete and operating.

Margaritaville Construction

Activities

Basulto Management Consulting, Inc. (BMC) reviewed draw request #19 and visited the jobsite in advance of the current draw request on April 10, 2015. Physical progress was verified during the site visit.

Recommendations

- BMC recommends that the CRA process the draw request and make payment as noted below: This recommendation is contingent on the CRA's level of comfort in developer's compliance with insurance requirements.
- Process payment to developer of \$780,000 (79% of \$13,000,000 less prior funding of 73%) for eligible construction cost.
- It was noted in the Executive Summary submitted by the contractor to the developer, that a potential delay of 71 days is reflected in the most recently updated schedule. The developer reports that steps are currently being taken to mitigate this delay.
- BMC recommends acceptance of "TEXTURA" Signing Report in lieu of partial releases of lien. BMC confirmed releases for each item invoiced this period on Contractor's Schedule of Values.



Landshark Bar and adjacent pool progress



Ballroom progress



Level 11 pool deck pavers delivered and awaiting installation

TIFF Grant Programs

We currently have 16 PIP/POP/HIP grants in various stages of approval or construction – 2 in the Downtown and 14 in the Beach district. CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify property and business owners.



Business Recruitment, Retention, Expansion & Private Investment

CRA Staff in coordination with the City of Hollywood Department of Economic and Community Development is in the process of updating a business recruitment plan and working with Ambit Advertising to create related collateral material. In addition, staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners and tenants, as well as artists and other business owners interested in locating their business to Hollywood Beach or Downtown Hollywood.

The Business Recruitment Media Plan includes advertising and marketing programs specifically designed to target the “creative class,” in particular office tenants, as well as other businesses to the area, and has recently launched an advertising campaign that targets “creative class” tenants. Staff has also initiated discussions with a property owner in regard to transforming an underutilized property on Hollywood Boulevard into space to a co-work space (a WeWork or The LAB Miami concept), met with and continues to communicate with Passport Development LLC, JED Developers, Kapital Group, Harrison Art Colony LLC (Ben Cohen), Bedeco Inc. (2000 Van Buren Street) and other property owners and prospective property owners in regard to redevelopment projects located in Downtown Hollywood. In addition, staff has met with a prospective “creative class” single tenant, with over 30 employees, that is interested in locating to Downtown Hollywood and leasing or purchasing 1955 Harrison Street.

CRA staff worked diligently with: the owner of 1916 Hollywood Boulevard in an effort to secure Buffalo Exchange, a national clothing retailer that has over 30 locations in 17 states; as well as a group of artists to lease 2000 Harrison Street, suites 8 & 9 for private and open studio options for local artists as well as ceramics, pottery and art classes of different media for children and adults.

The ArtSpace Preliminary Feasibility Report was received and reviewed by staff. Modifications are being made and shall be implemented into the study prior to ArtSpace making a presentation at the June 3rd CRA Board Meeting.

On an ongoing basis, staff assesses Downtown Hollywood's inventory and calculates the vacancy rate by using primary data obtained by the Broward County Property Appraiser as well as on-street addresses. Each street in the core is assessed in order to determine accurate rates.

Staff continues to work hand-in-hand with the Hollywood Beach Business Association, Downtown Hollywood Business Association and existing tenants located within the CRA Beach and Downtown Districts in an effort to upgrade their product line, services and marketing strategies. These strong suggestions are made, however, it is the decision of the business owner whether or not to implement.

Block 55 (Northeast of Young Circle)

Developer continues to work with the City of Hollywood to receive a partial MOT plan and has starting ground preparation on the property. They plan to start laying out piles on April 28th. In addition, steel deliveries are scheduled for April 30th. The equipment installation is scheduled for May 1st, and the installation of piles is scheduled for the week of May 4th.

JED Development (Block 21 – Northwest corner of US1 and Taylor Street)

The Developer to TAC on February 2, 2015 and is in the process of obtaining the TAC signoffs.



Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 10 Certificates of Use in March:

1. G-Sounds Studios, 2033 Hollywood Boulevard (music/art studio)
2. The Law Offices of A. Paoli, P.A., 1720 Harrison Street, #8C (office)
3. Rosen & Ohr, P.A., 1930 Harrison Street, #307 (office)
4. Ends Meat Eatery, 1910 Hollywood Blvd. Suite B (restaurant)
5. Medic FP, LLC, 1942 Harrison Street (office)
6. Aaron Rosenthal, 3800 S. Ocean Drive Suite 222 (office)
7. Integrated Mind Medicine, 1946 Tyler Street #14 (office)
8. Howell Fitness 4x4, 2116 Tyler Street (fitness studio)
9. Dessentials, Inc., 1909 Tyler Street #502 (office)
10. General Counsel Solutions, 601 S. Federal Highway (office)
11. Katz Investment Group, 1720 Harrison Street #1820 (office)
12. 88Real Estate Investment Corp., 321 Hayes Street (motel)
13. Hollywood Beach Cruise LLC, 1318 N. Ocean Drive (tour operator)

Murals / Public Art Initiatives

- Contacted property owners regarding new mural sites including 415 N. Federal Highway, 1818 S. Young Circle and 1926 Harrison Street and 1946 Harrison Street
- Worked on timeline and press release for "Inside Out" project.
- Social networked for DHMP and ArtWalk.
- Gave mural tour to muralist Adrian Avila.
- Fixed vandalism on two existing murals.

Maintenance

Downtown - In March, Block By Block staff removed 182 graffiti tags from public property, collected 4,350 lbs. of litter, collected 281 palm fronds and returned five shopping carts to their place of origin. Additionally, 17 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In March, 2,093 operational hours were clocked by beach maintenance staff. Of those hours, 1,430 were dedicated to trash removal from the beach, 40 hours were spent maintaining the restrooms and 90 hours were spent cleaning the shower areas. In addition, approximately 73 graffiti tags and stickers were removed.

Code Enforcement

CRA staff meets with enhanced service CRA Code Enforcement officers and the COH Code Enforcement Manager on a weekly basis, and attends the monthly Special Magistrate

hearing. The CRA Redevelopment and Operations Manager also regularly meets with the COH legal advisor overseeing Code Enforcement in regard to lien imposition hearings and egregious or more complicated cases.

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In the month of March, in the Beach District, 25 on-view violations were issued, 3 complaints were addressed and 53 re-inspections were conducted. In the Downtown District, 15 on-view violations were issued, 9 complaints were addressed and 3 re-inspections were conducted.

Staff continues to prioritize property standards and work with business and property owners located within the CRA Districts in an effort to obtain voluntary compliance.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

The marine turtle lighting ordinance went into effect March 2015. Marine Turtle Nesting Season also began March 2015.

Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. March 2015 ridership was 10,560. The Beach Line had 4,969 passengers, the Downtown/Beach South line had 3,266 passengers and the Downtown/Beach North line had 2,325 passengers.

Trolley Alternative Fuels

Public Works has performed a preliminary analysis of the usage and times available for the trolleys. Staff is coordinating this information with the trolley vendor. A contract will be drafted and executed between the CRA and the vendor which will include all of the CRA Board's requests. A contract will then be drafted and executed between Public Works and the Vendor that includes CNG prices and schedule.

Welcome and Information/Visitor Center Services

In the month of March, Visitor Service Specialists accommodated the needs of 3,806 visiting guests and local residents at the Garfield Information Center. The Visitor Services Specialists continue to connect with local businesses, restaurants and hoteliers to assist in providing information about local events and happenings in Hollywood.

Diamond Tours Inc.

During the month of March the Visitor Services staff accommodated the needs of 775 guests transported by charter buses for a short break, lunch or walking tour along our beautiful Broadwalk. Visitor staff assists guests by providing information about our restaurants and many shops.

Tourism Events

The Visitors Services staff participated in the St. Patrick's Day Parade this month and it was a great event. The main attraction was our new Hollywood CRA Mobile bike. If you visit the beach you will see our popular bikes on the Broadwalk. We also attended the 7th Annual Economic Engine at Port Everglades, and provided visitor information about Hollywood and a few giveaways.

Foreign Visitors by Country Origin

While our Canadian guests lead in the way in the number of foreign visiting guests at 95%, we are seeing an increase in the number of guests from other countries. We welcomed guests this month from France, Argentina, Germany, UK, Norway, Switzerland, Poland, Russia, Sweden Italy, Denmark, Peru, Brazil and Algeria.

CRA Board Meeting Results – 4/1/2015

R-CRA-2015-14 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 4, 2015

Result: Passed 5-2, Vice Chair Biederman and Board member Sherwood absent

R-CRA-2015-15 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Changing The Date Of The Regular Board Meeting Scheduled In July 2015 From Wednesday, July 1, 2015 To Wednesday, July 8, 2015; And Changing The Date Of The Regular Board Meeting Scheduled In January 2016 From Wednesday January 6, 2016 To Wednesday January 20, 2016.

Result: Passed 5-2, Vice Chair Biederman and Board member Sherwood absent

R-BCRA-2015-16 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program ("PIP") Grant Agreement Between The CRA And RLME Florida Land Trust For On-Site Improvements To Property Located At 201 Johnson Street In An Amount Not To Exceed \$50,000.00; And Providing An Effective Date.

Result: Continued to the Special CRA Board Meeting scheduled on April 15, 2015

R-BCRA-2015-17 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And

RLME Florida Land Trust For On-Site Improvements To Property Located At 205 Johnson Street (Rocco's Pizza) In An Amount Not To Exceed \$50,000.00; And Providing An Effective Date.

Result: Continued to the Special CRA Board Meeting scheduled on April 15, 2015

R-CRA-2015-18 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Official To Issue A Notice To Proceed Between Burkhardt Construction, Inc. And The CRA For The Addition Of Two Loading Zones To The Street Ends At Minnesota Street And Hayes Street In An Amount Not To Exceed \$105,233.35; And Further Authorizing The Transfer Of Funds In The Amount Of \$105,233.35 From Account Number 63.0185.00150.552.00999 (Contingency) To An Account To Be Established.

Result: Passed 7-0