



CRA Executive Director's Report, November 2014

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

Staff, in working with Kimley-Horn on the FDOT Application for the traffic calming/lane reduction evaluation, has submitted the stage of the application to FDOT on October 20, 2014. FDOT has a 30-day review process. This portion of the application is mostly narrative in nature but does include some daily traffic counts. Further meetings with the business and civic associations are in the planning stage. Loading and Delivery Zones were discussed at the HBBA meeting on October 2, 2014. Currently staff is working with Kimley-Horn on an application to FDOT for a TDLC designation of the SRA1A corridor from Sheridan Street to Hollywood Boulevard.

FEC Corridor

On August 28th, 2014, the Broward County Planning Council designated the FEC Corridor Complete Streets Design with lane elimination as a Context Sensitive Corridor. The re-design of this corridor incorporating Complete Streets guidelines provides the appropriate multi-modal transportation corridor elements for a commuter rail system.

Tri-Rail Coastal Link Passenger Rail (TRCL)

Susan Goldberg, Deputy Director is spearheading this project for the CRA/City. FDOT, serving as Project Manager for the TRCL will be starting their two year project development phase in November 2014. Public meetings for support and comments will not begin until November/December 2014 so as not to conflict with All Aboard Florida meeting schedules and potential confusion. Although the Project Development phase has not begun, the FDOT consultants still have on-going coordination with All Aboard Florida on the three co-located stations (WPB, FTL, and MIA), have met with the Coast Guard, and are coordinating schedules with FTA to make sure they're able to "hit the ground running" for the November targeted startup of PD. The Federal Transit Administration's New Starts Criteria evaluation and rating process continues to be the guide for station selection and system feasibility.

Margaritaville Construction

Activities

BMC reviewed draw request #13 and visited the jobsite in advance of the current draw request on October 10, 2014. 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. Updated General Contractor policy was provided to CRA.
- Process payment to developer of \$780,000 (50% of \$13,000,000 less prior funding of 44%).
- 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.

Figure 1: Progress on Family Pool



Figure 2: Commencement of public restrooms on Johnson St.



TIFF Grant Programs

We currently have 15 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify applicants.



Lifeguard Tower Student Architectural Design Competition

CRA staff is working with the FAU School of Architecture faculty and their students to create conceptual designs for Hollywood Beach's lifeguard towers. Students have completed Phase I of the designs and 7 finalists were chosen by Architecture faculty. An update will be provided at the November CRA Board meeting.

Business Recruitment, Retention and Expansion

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 a new advertising campaign that targets "creative class" tenants.

In addition, meetings are being scheduled to meet with property owners (one block at a time) to discuss the future of Downtown Hollywood, the creative class and tenant recruitment and expansion. CRA staff is also partnering with the COH staff, Chamber, HBBA, DHBA and Johnson Street District in an effort to promote Small Business Saturday. Other forms of programming planned with the intention of generating interest and business to the Downtown Commercial Core include the Hollywood Holiday Market, a street festival featuring crafts and collectibles, to be held on Sunday, December 14 on Harrison Street and 20th Avenue and the ongoing ArtWalk and Dream Car Classic events.

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 existing tenants in an effort to upgrade their product line, services and marketing strategies. In addition, staff has recently solicited and met with three prospective qualified property owners that are interested in purchasing property in Downtown Hollywood with the intent of changing the culture of Downtown – meaning, they are willing to make long term investments, focus on the arts and cater to a diverse and creative/"art-centric" consumer base.

The Hollywood CRA is delighted to announce that Artspace is considering Downtown Hollywood and/or Hollywood Beach as a location for a future project. Their projects require a minimum of 40,000 sq. ft. and they are open to revitalizing a current structure, new construction or because of the historical make up of Hollywood, a combination of both.

As part of the process, Artspace conducted a feasibility study during a three day visit that took place October 7-9. As part of the study, the CRA hosted several small focus groups made up of artists, arts organizations, financiers, fund raisers, local businesses, civic

leaders, and the public. Topics of discussion included: current space situation, economic considerations, possible locations, spatial makeup, funding, public opinion and ideas, and representative arts disciplines. A tour of potential locations was conducted in both the Downtown and Beach Districts, where 11 sites were visited.

Artspace is a national leader in the field of developing affordable space for artists through the adaptive reuse of buildings and new construction. Since 1990, Artspace has expanded its range of activities to include projects in operation or development in more than 20 states across the nation. These projects represent nearly 2,000 live/work units and millions of square feet of non-residential community and commercial space. At this time, their only project in Florida is Sailboat Bend Artist Lofts/Historic West Side School in Fort Lauderdale.



Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 18 Certificates of Use in August:

1. Liberty Grande LLC., 329 Buchanan St. (Commercial Parking Lot)
2. The Fitness Room, LLC, 323 S. 21st Ave. Suite C (Fitness Studio)
3. Riptide Hotel, 2300 N. Surf Hotel (Hotel - 21 rooms)
4. Brooklyn Billiards, 2121 Hollywood Blvd. (Pool hall/game machines)
5. Gallardo Music & Arts Studio, 2033 Hollywood Blvd. (Music Studio)
6. Mia Ness LLC., 2046 Harrison St. (Retail Fashion)
7. Stirling Ambrose d/b/a Stirling Real Estate, 3505 S. Ocean Dr. (Real Estate Brokerage)
8. Verizon Wireless, 3555 S. Ocean Dr. (Installation of Wireless Antenna/Cables)
9. Kiam Finance Authority, 2012 Hollywood Blvd. (Bookkeeping Tax Prep.)
10. Surrey Vacation Resorts of FL, LLC, 301 Harrison St. (Timeshare sales/marketing)
11. Sunshine Beach Realty, 319 Connecticut (Efficiency Rentals)
12. The Italian American Civic League of Broward, 400 South Dixie (Non-Profit League)
13. ANH Realty & Management Co. Inv., 1915 Hollywood Blvd. St. 204 (Real Estate Brokerage)
14. Fairytales For Girls, 2000 Harrison St. #3 (Photography Studio)
15. Fion's Beauty Spa, 2029 Harrison St. (Full Spa Services)
16. Social Agency, 2021A Hollywood Blvd. (Web design/marketing)

17. by Rotessia LLC. D/B/A Driftwood, 307 Johnson St. (Restaurant/Lounge)
18. Ayurvedic Center for Well Being, 2119A Johnson St. (Ayurvedic/Chiropractor/Retail)

Murals / Public Art Initiatives

- Social networked London Police Mural located on 1909 Harrison Street and Diana Contreras mural located at 2010 Hollywood Boulevard
- Contacted property owners regarding new mural sites including 1918 Harrison Street and 1926 Harrison Street
- Arranged meeting between CRA, Broward Cultural Division and Art and Culture Center for potential "Inside Out" project
- Staff working on the festival logistics and marketing for the Hollywood Holiday Market in December
- Staff secured Liquitex Artist Materials as sponsor for Diania Contreras' mural in Melina's storefront windows and received continued in-kind sponsor support from Sherwin Williams for DHMP
- Continued social networking for DHMP and ArtWalk

Maintenance

Downtown - In September, Block By Block staff removed 176 graffiti tags, collected 5,025 lbs. of litter and collected 333 palm fronds.

Beach - In September, 1,592 operational hours were clocked by beach maintenance staff. Of those hours, 1,174 were dedicated to trash removal from the beach, 44 hours were spent maintaining the restrooms and 83 hours were spent cleaning the shower areas. In addition, approximately 66 graffiti tags and stickers were removed.

Code Enforcement

CRA staff meets with enhanced service Code Enforcement officers on a weekly basis, with the City's appointed legal advisor for Code Enforcement monthly or as needed, and attends the monthly Special Magistrate hearing.

In the month of September, in the Downtown District, 69 on-view violations were issued, 26 complaints were addressed and 22 re-inspections were conducted. In the Beach District, 25 on-view violations were issued, 1 complaint was addressed and 61 re-inspections were conducted.

Staff continued to prioritize property standards and work with business and property owners in an effort to obtain voluntary compliance.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

CRA Staff met with staff of the Tides on October 15, 2014. Upcoming community sea turtle awareness campaign will start in November 2014 in anticipation of the City of Hollywood's marine turtle lightning ordinance which will become effective March 2015. Campaign involves working with residents, property owners, businesses, hoteliers, SSL organization, condo boards, the Green Team, FWC, and Broward County during this transition time.

The Hollywood CRA is presenting a sea turtle lighting display at the Hollywood Beach Community Center, 1301 S. Ocean Drive. It is on loan from the sea turtle conservatory for the next 3-6 months.

The CRA is working on shields for the tri-globe Broadwalk lights in response to March 2015 compliance.

Anti-Litter Campaign

The CRA in partnership with the City of Hollywood rolled out a beach anti-litter campaign that includes the installation of lightpole banners, decorative wraps on trash bins & electrical cabinets. Additional signage has been installed in the Garfield Garage and on a window of the Visitor Information Center at Charnow Park. The CRA continues to work hand-in-hand with the Hollywood Beach Business Association in an effort to roll out the second phase of the campaign that will continue educating the public, provide advertising specialty items and address disposable products used by businesses on the Broadwalk. On October 2nd, CRA staff made a presentation on the program at the HBBA membership meeting held at the Garfield Community Center. During the meeting A&A Beach Services, Inc., the City Vendor for beach lounges and other related products offered advertising space on their concession sheds and vehicles for the campaign. In addition, Reusable bags were distributed at the meeting and continued to be made available to the public through the Visitor Information Center.



Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. September 2014 ridership was 5,528 compared to September 2013 at 4,545 riders. The automated call system had 209 callers.

Mobi-Mats

Four additional Mobi-Mats (Oregon Street, Harrison Street, Carolina Street and Magnolia Terrace) were approved by the DEP. DEP field inspection took place on August 15th, 2014. Expected installation and completion is for November 6, 2014, the end of Marine Turtle Nesting Season.

Visitor Services

In September, Visitor Service Specialists accommodated the needs of 1,254 visiting guests and local residents at the Garfield Information Center.

Diamond Tours Inc.

We received a total of 143 visiting guests in September via the Diamond Tours program. These guests are transported by charter buses and stop for a short break in Hollywood to visit Hollywood Beach.

Data Collection Projects

We are collecting data to determine the level of ridership in and around the Downtown and Beach areas.

City-Pass Program

Our City-Pass program is underway. We recently welcomed our first group of passengers from Holland America Cruise Lines.

CRA Board Meeting Results – 10/1/2014

R-CRA-2014-46 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 3, 2014.

Result: Approved 7-0

R-CRA-2014-47 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement

Between First Southwest Company And The CRA To Provide Financial Advisory Services On Debt Related Issues And Future Debt Issuances For An Initial Period Of Three Years, In An Amount Not To Exceed \$95,000.00 (With No Single Year To Exceed \$50,000.00) With One Optional Two Year Renewal Period, Not To Exceed \$63,333.00 (With No Single Year To Exceed \$50,000.00).

Result: Approved 7-0

R-BCRA-2014-48 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Renewing The Agreement Between Sparkles Janitorial Services, Inc. And The CRA For Janitorial Services In An Amount Not To Exceed \$57,283.20.

Result: Approved: 7-0

R-CRA-2014-49 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The Sea Turtle Conservancy – Florida Sea Turtle Grants Program In The Approximate Amount Of \$30,000.00 To Retrofit Existing Globe Light Fixtures On Hollywood Beach; Authorizing The Expenditure Of Matching Funds In The Amount Of \$15,000.00; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding, If Awarded And Further Authorizing The Appropriate CRA Officials To Execute Any And All Applicable Grant Documents And Agreement(s).

Result: Approved 7-0

R-CRA-2014-50 – A Resolution Of The Hollywood, Florida, Downtown Community Redevelopment Agency, ("CRA"), Repealing Resolution No. R-CRA-2014-43; Authorizing The Appropriate CRA Officials To Negotiate And Execute A Lease Agreement With The Highest Ranked Firm To Provide CRA Beach And Downtown Holiday Decoration Services For A Two Year Period, In An Amount Not To Exceed \$100,000.00 (Two Year Aggregate Amount Not To Exceed \$200,000.00), With Three Optional one Year Renewal Periods.

Result: Approved 7-0