



## CRA Executive Director's Report, June 2017

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

Road reconstruction of Oklahoma Street is complete. Pavers were installed with landscape islands and conduits for the undergrounding of the overhead lines. The street is open to traffic from A1A to Surf Road. Construction continues along Surf Road from Cleveland Street to McKinley Street and the work will last for about 2 weeks. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, and Wilson. Currently the electrical work is underway at Harding Street. Construction work has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor completed installation of drainage basins in all the streets except for Carolina Street. Directional boring is completed for Oklahoma and McKinley Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).



#### Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

The architect continues to work on completing 100% Construction Drawings with input from structural and other consulting engineers and Walker Parking Consultants. Meanwhile, the staff is coordinating with the Garage's CM@Risk Contractor to arrive at a Guaranteed Maximum Price to be brought forth for CRA Board consideration. The new site plan design

for the Nebraska / Nevada Street Parking Garage was approved by the City Commission on March 15th, 2017. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. Once the 100% construction drawings will be completed they will be submitted for permitting.

### **Hollywood Boulevard Streetscape Project**

The City of Hollywood Building Department reviewed and approved the construction drawing. Staff is working to obtain Guaranteed Maximum Price proposal for the construction improvements. The scope of the project includes new landscape, festoon lighting and lighting curtains and four new decorative poles with CC-TV security cameras.

Staff surveyed business and property owners on Hollywood Boulevard in regard to the streetscape project. Please find survey results attached to this report.

### **Neighborhood Street Lighting Project**

The contractor installed poles and some fixtures at Jackson and Taylor Streets. Conduits were installed at Madison Street to be followed with pulling wires and installing the poles. The sidewalks need to be restored together with sod in the street where the poles already installed. The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Streets were completed. The low bid contractor was Imperial Electric. Construction of the six streets will last approximately six months.

### **A1A Streetscape**

The project consists of underground the overhead lines and streetscape. FDOT is bidding out portion of this project and bids are due next month. The portion that FDOT is bidding out includes the road overlay with asphalt, sidewalks, and placement of conduits for future overhead conversion. CRA staff is testing out paver patterns and street lighting for the A1A streetscape project. This testing is taking place on McKinley Street between Surf Road and the Broadwalk. Staff will be experimenting with various pavers and light fixtures, as well as testing light levels at night to ensure chosen fixtures meet photometric measurements. Once the choices have been narrowed down and all appropriate testing has been completed, the public will be invited to view the mock-up.

## **TIFF Grant Programs**

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 12 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

## Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been 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 Hollywood's economic growth, cultural vibrancy, and resiliency.

Our recent efforts include the proposed sale of 2031 Harrison Street with restrictions, to Inwood Properties, LLC and Buro, LLC. At this time the prospective buyer is in the process of conducting due diligence and has asked for an extension so that they may obtain specific reports and documents. Buro currently operates five South Florida shared workspace locations (Midtown, SoBe, MiMo, the Grove, and South Beach).

Staff is also working closely with the owner and brokers representing 2020 Harrison Street. The owner currently has an agreement with a progressive and very creative office tenant, that is based out of the United Kingdom, and currently has a domestic office in Doral (Miami-Dade). That office, along with its 30 employees would be relocated to the 2020 Harrison Street location.

CRA staff also continues to partner with the DHBA, HBBA and business and property owners on projects, events and promotions.

### Artspace Update

Staff continues to communicate and work with Artspace in an effort to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

## Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 13 Certificates of Use in April:

1. Surf' N Thai, 300 S. Broadwalk (restaurant)
2. Hollywood Beach Tower, 301 Harrison Street (timeshare)
3. LLIJMASG LLC, 1912 Hollywood Boulevard (commercial property owner)
4. 1739 Washington Street, LLC, 1739 Washington Street (residential investment real estate owner)
5. Color Houses Group, Inc., 1935 Lincoln Street (residential investment real estate owner)
6. Max Body Shop & Paint, 540 S. Dixie Hwy. (auto repair and body shop)

7. Piper Preferred Enterprises DBA Noble Star Kava Bar, 116 S. 20th Avenue (café)
8. ACDH Services, LLC dba Beach Rooms Inn, 322 Nevada Street (motel)
9. C&C Automotive Repair, 500 N. Dixie Hwy. (automotive repair)
10. Paradise Retail Group, 101 N. Ocean Drive #113 (convenience store)
11. Luxe Gifts LLC, 4111 S. Ocean Drive (retail gift shop)
12. Double Edged Properties & Services, LLC, 1918 Harrison Street (office)
13. Taco Joint, 1000 N. Broadwalk #1 (restaurant)

## Murals / Public Art Initiatives / Creative Placemaking

Two murals are currently in development: 1926 Tyler Street and 2050 Hollywood Boulevard.

## Special Events

The CRA continues to support and produce the following monthly events: the 3<sup>rd</sup> Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1<sup>st</sup> Sunday of every month; and Global Meditation at ArtsPark.

## Maintenance

**Downtown** - In April, Block By Block staff spent 106 hours on special projects, removed 212 graffiti tags from public property, collected 5,365 lbs. of litter, collected 496 palm fronds, and returned 36 shopping carts to their place of origin. Additionally, 137 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In April, 1,896 operational hours were clocked by beach maintenance staff. Of those hours, 1,280 were dedicated to trash removal from the beach, 59 hours were spent maintaining the restrooms and 94 hours were spent cleaning the shower areas. 57 graffiti tags and stickers were removed.

## Code Enforcement

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 reflect only the CRA Enhanced level of Code Enforcement:

In April, in the Beach District, 54 on-view violations were issued, 7 complaints were addressed and 54 re-inspections were conducted. In the Downtown District, 102 on-view violations were issued, 4 complaints were addressed and 38 re-inspections were conducted. Additionally, 70 violations were issued for business tax licenses; 44 are open and 26 complied. This resulted in approximately \$5950.00 in revenue to the City of Hollywood.

## Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, April 2017: 8,897 passengers. The Downtown/Beach North line had 2,819 passengers, the Downtown/Beach South line had 4,334 passengers and the Beach Line had 1,744 passengers.

Train to Trolley shuttle ridership, April 2017: 855 passengers.

### Young Circle Feasibility Study

CRA and Toole Design Group (TDG) hosted two public meetings on May 15th and 18th with great attendance and participation from different key stakeholders. In addition to these meetings, TDG conducted several one-on-one interviews with business and property owners, city officials/staff, FDOT, MPO, and the development community.

TDG will return to Hollywood during the week of June 19th to 22nd to complete Phase II of this process. There will be a final public meeting on June 19th and a presentation of a summary of findings and proposals to the CRA Board scheduled on June 21st. CRA staff will provide updates.



### Downtown Circulator

CRA is requesting service proposals from different providers that may be potential candidates for the Downtown Hollywood circulator project. CRA staff is analyzing these proposals and will provide updates.

## Marketing and Visitor Services

### Social Media

Twitter: 61 new followers (total 1,422); Instagram: 29 new followers (total 1,235); Facebook: 95 new likes (total 4,404).

### Visitor Services

In April, Visitor Services staff assisted 3,040 visiting guests and local residents.

### International Visitors by County of Origin

In April, we welcomed Guests from 19 different countries. Canadian snowbirds have been slowly returning back home. We are glad to learn that many of our Argentinian Guests have been here before, and will possibly come back next year too. Canada 66.56%; Argentina 11.66%; U.K. 5.52%; France 3.37%.

### Domestic Visitors

We welcomed guests from 29 different states in April. The top states were Florida 24.71%; New York 15.69%; Ohio 8.24%; Massachusetts 5.88%.

40% of visitors surveyed were staying at a local hotel.

## CRA Board Meeting Results – 5/3/2017

**R-CRA-2017-13** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Attached Proposal With Applied Technology And Management Company To Provide Coastal Engineering Consulting Services For The Hot Spots Beach Renourishment Project In An Amount Not To Exceed \$111,995.00.

Result: Passed 7-0

**R-CRA-2017-14** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Second Addendum To Commercial Contract With Buro Group, LLC / Inwood Properties, LLC (Collectively, "Buyer") Extending The Due Diligence Period For The Conveyance Of The Property Located At 2031 Harrison Street ("Property"), To The Highest Ranked Proposer, A Joint Venture Between Inwood Properties, LLC And Buro Group, LLC For \$1,150,000.00.

Result: Passed 7-0