



CRA Executive Director's Report, April 2018

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

FPL energized the new underground system for the Nevada and Nebraska loop. All private properties on these two streets were hooked up to facilitate construction of the parking garage at Nevada Street. Currently Oklahoma and McKinley Streets roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street. Sidewalks are completed up to Wilson Street. The street-end at Oklahoma Street has been put on hold in an attempt to workout parking details for the building located at the street end. The electrical contractor installed conduits at the following streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, Missouri, and Scott Streets. Conduits for connection of the private properties to the underground system were completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and the timeline for construction (New Mexico and New Hampshire Streets were completed over a year ago).

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

In order to expedite the construction period the Contractor was provided authorization to submit shop drawings for CRA review. The final permit was issued and the groundbreaking was held on March 20th. Construction commencement is contingent upon removal of the overhead power lines by FPL. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the CRA Board approved it at the July 3, 2017 meeting. The design includes approximately 304 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.



Hollywood Boulevard Streetscape Project

The contractor replaced several trees that were not accepted by the CRA and will be replacing some additional Royal Palms. Due to the existing conditions, some adjustments were made in order to resolve conflicts due to unforeseen conditions where the contractor encountered underground utility lines that were not located by the locating company. The metal poles arrived at the site, but they were rejected due to poor quality. The contractor is waiting for replacement poles. The next step in the construction sequence is to install the metal poles supporting the festoon lights, followed by construction of tree wells. Restoration of the sidewalks continues. The contractor is trying to minimize the inconvenience to the public and adjacent businesses. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is complete. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project informs the businesses along the corridor about the upcoming construction in an attempt to avoid conflict and coordinate appropriately.

A1A Streetscape

After removal of all the landscape medians, the construction continues with demolition of the sidewalk along the east side of A1A. Removal of the medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. Construction MOT configurations have been adjusted based upon the Police Department input and community feedback. Future adjustments are being coordinated with FDOT. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. Coordination is needed since the CRA has an ongoing streetscape project along A1A and the future new parking garage project at Nevada Street. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid-out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. CRA staff tested out paver patterns and street lighting for the A1A streetscape project, and made the final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 6 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.

Business Recruitment, Retention, Expansion & Private Investment

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's economic growth, cultural vibrancy, and resiliency.

CRA staff is currently working on a comprehensive overview of occupancy in Downtown Hollywood. There are numerous bays in Downtown Hollywood that are leased, but not yet open for business. One example of this is 2052 Hollywood Boulevard, which was previously occupied by Kussifay. The space has been leased to "At the Corner," a soon to open kosher restaurant. The owner of At the Corner, currently has another restaurant located in the City of Miami Beach. Another prominent example is 1948 Harrison Street, formerly known as La Docta, will soon be opening as Jr. B's, an Argentinean restaurant that specializes in empanadas. Cumulatively, these two examples account for approximately 7,000 sq. ft. of space on Hollywood Boulevard. Additional new tenants include Ask the Angels (retail), DJ Academy (service), Anica's Art Studios (retail) and My Circus – Deli by Day, Tapas by Night.

The controversial closing of Starbucks has also been topic of discussion. We have been informed by Starbucks that the closing was due to a landlord tenant matter (Starbucks' lease was up for renewal), as well as complaints from their staff about crime and vagrancy. The currently asking rent is \$11,000/month which equates to approximately \$60/sq. ft. for the 2200 sq. ft. space. We have been working with the property owner, as well as with the City of Hollywood Office of Economic Development to help identify a prospective coffee shop for this or another location in Downtown Hollywood. Starbucks has expressed an interest in opening a location in Downtown Hollywood.

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 February:

1. Ruslan Rakhimov, 2040 Taylor Street – residential investment property short term vacation rentals
2. A Paw Above, LLC, 699 S. Federal Hwy – personal services / pet grooming & boarding
3. Thai Deli, 2119 Hollywood Boulevard – restaurant
4. The Development Firm, 2117 Hollywood Blvd – office
5. Sun Ray Lodge Motel, 1747 Washington Street – motel
6. Gaea North America, LLC, 1872 Radius Drive – office
7. Harat's Pub, LLC 1820 S. Young Circle – restaurant
8. Los Siete Nietos, Inc. / Paquitos Mexican Restaurant, 903 N. Broadwalk – restaurant
9. USA Snake, 2039 Harrison Street – office
10. Party Supply Retail, 504 S. 21st Avenue #102 – retail

Murals / Public Art Initiatives / Creative Placemaking

We had over 50 people take the DHMP walking tour during March's ArtWalk.



A new mural by artist Key Detail was completed at 1948 Harrison Street, covering the entirety of the 20th Avenue facade.

Additionally, two new murals were approved at 2032 Hollywood Boulevard and 1922 Tyler Street. There are six murals in currently in development: 516 N. Dixie Highway, 507 S. 21st Avenue, 201 N. 21st Avenue, 1948 Tyler Street, 1916 Hollywood Boulevard and 2000 Hollywood Boulevard.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd 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 1st Sunday of every month; and Global Meditation at ArtsPark.

A meeting is being scheduled for the selection committee to meet and to review the submissions for the revised RFP for the ArtsPark Concert Series.

Maintenance

Downtown - In February, Block By Block staff spent 57 hours on special projects, removed 99 graffiti tags from public property, collected 5,872 lbs. of litter, collected 258 palm fronds, and returned 7 shopping carts to their place of origin.

Beach - In February, 1,520 operational hours were clocked by beach maintenance staff. Of those hours, 1,000 were dedicated to trash removal from the beach, and 138 hours were spent cleaning the shower areas.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, February 2018: 8,718 passengers. The Downtown/Beach North line had 3,089 passengers, the Downtown/Beach South line had 4,260 passengers and the Beach Line had 1,369 passengers.

Train to Trolley Shuttle ridership, February 2018: 737 passengers.

Young Circle Moving Forward

CRA and City staff held a kick-off meeting with Toole Design Group and Marlin Engineering regarding the traffic engineering study and data collection phase.

SFTOD Grant - Station Area Master Plan

Work-in-Progress: The Treasure Coast Regional Planning Council (TCRPC) staff continues to work on the draft report. We have invited Dana Little, Urban Design Director, to the May Board meeting to provide an update.

For more information and updates: www.hollywoodcra.org/CLSMP

Marketing and Visitor Services

Social Media

Twitter: 32 new followers (total 1,962); Instagram: 45 new followers (total 1,595); Facebook: 57 new likes (total 5,421).

The new "Florida's Hollywood" mobile app has logged 308 sessions with 60 being new users.

FAM Tours

In our partnership with the Greater Fort Lauderdale CVB we provided two different mural tours for journalists from the UK. One article can be found here:

<https://handluggageonly.co.uk/2018/03/04/12-beautiful-places-visit-east-coast-usa/>

Visitor Services

Visitor Services staff assisted 2,474 visiting guests and local residents in February.

Diamond Tours Inc. Buses

Our staff greeted and welcomed 499 visitors in February.

International Visitors by County of Origin

We welcomed guests from 14 different countries in February. We continue to be the favorite destination of Canadians. Our International Market mix share decreased from 71.43% to 61.18%. Canada 84.03%, U.K. 2.94%, Argentina 2.10%

Domestic Visitors

In February, we welcomed guests from 23 different states. The top states were: Florida 19.87%; NY, MI, OH, MI 9.93%; PA, MA, CA, NE, WI 3.97%

33.93% of the total visitors surveyed were staying at a local hotel in January.

CRA Board Meeting Results – 3/7/2018

R-CRA-2018-05 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of December 6, 2017.

Result: Passed 7-0

R-CRA-2018-06 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of February 7, 2017.

Result: Passed 7-0

R-BCRA-2018-07 - 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 Kimley-Horn And Associates TO Provide Construction Administration Services And Coordination With Florida Department Of Transportation For A1A Lane Improvements And Undergrounding Of Overhead Utilities Lines For An Amount Not To Exceed \$105,921.00.

Result: Passed 6-1. Board member Hernandez opposed.

R-CRA-2018-08 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Attached Proposals With Marlin Engineering, Inc. And Toole Design Group, LLC To Provide Traffic Engineering Consulting Study Services For The Young Circle Redesign Project In An Amount Not To Exceed \$146,245.00 And \$27,503.00 Respectively.

Result: Passed 7-0

R-BCRA-2018-09 - 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 Imperial Westbury Inc. For On-Site Improvements To Property Located At 2600 North Surf Road In An Amount Not To Exceed \$50,000.00.

Result: Passed 7-0