



## CRA Executive Director's Report, October 2020

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**

AT&T and Comcast are gearing up to remove their overhead lines after they completed all their connections to the various properties. FPL has completed the last connection at Hollywood Towers. All east-west streets from A1A to Surf Road have been completed. Phase III is currently substantially completed and the remainder of the work will be concluded after the removal of the overhead lines. All the new street lights are functioning. Now after FPL made the last connection to Hollywood Towers the underground system will be completely energized. Most of the landscape throughout the east-west streets are already in place. Once the overhead lines are removed, the remaining trees will be installed.

#### **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**

On June 3, 2020, the Board approved a resolution authorizing issuance of an authorization to proceed to Kimley-Horn and Associates to provide consulting for Phase IV SR A1A and Phase IV E/W Streets undergrounding of overhead utilities and streetscape beautification.

The CRA prepared a virtual presentation to showcase the conceptual design for each of the E/W Streets to receive feedback from the residents of each street. It is anticipated that all street presentations will be completed and presented virtually to the residents by November 2020.

#### **Festoon Lights**

In preparation for arrival of tropical storm Isaias, the maintenance contractor was instructed to remove and store the festoon lighting in order to avoid damage. The festoon lighting will be reinstalled toward the end of October, just before the end of the hurricane season. The work remaining is to reconnect the festoon lights, which will be done once the new poles arrive.

#### **Wayfinding Signage and Gateway Markers**

Gateway Sign: The contractor, Art Sign Co. is currently installing the gateway signage at Hollywood Boulevard and 21<sup>st</sup> Avenue.



At the October 7<sup>th</sup> Board meeting, the consultant presented the neighborhood signage, wayfinding signage, and directory signage. After the presentation, the Board directed the CRA staff to coordinate with the police department to examine the possibility of incorporating cameras and speed boards with the signage program. Staff will explore this option, which will cause delays in implementing the signage program. During the design portion, CRA staff and the consultant met with Community Representatives and a few locations were selected for placement of the neighborhood signs. Since some of the locations are within the FEC corridor, the consultant had to obtain the FEC permit needed to place the signs within the FEC right of way.

### **Broadwalk Access Management**

After a presentation was made to the Board for barrier gates at several locations, the consultant was directed to proceed with three locations and explore a fourth location. The three locations are at Scott, Monroe, and Cleveland Streets. The fourth location to be explored is near the end of the Broadwalk and Sherman Street. After the presentation the consultant, CPZ Architects, met with CRA staff, Public Works, Police and the Fire Department to finalize the locations. Comments were addressed and currently the consultant is working to prepare a design package that will be bid out.

### **Turtle Lighting**

CRA staff contacted Fish and Wildlife regarding acceptable LED lights that will be turtle friendly. Staff requested a Fish and Wildlife inspector conduct a field visit to review a sample of two types of LED lights. CRA staff coordinated the installation of two LED turtle friendly lights at Tyler and Missouri Streets in preparation of changing the current lights and installation of new lights for Phase IV Streetscape.

### **Hollywood Blvd and Tyler Street Streetscape**

CRA staff issued two RFQs for the Hollywood Blvd portion. The first RFQ is for selection of a consultant to prepare construction documents, and the second RFQ is for hiring a Construction Management at Risk contractor to perform the construction work. Both selections of the consultant and contractor will be presented to the Board for approval. The consultant, Bermello Ajamil, presented to the Board the new vision for Hollywood Blvd and Tyler Street. The consultant discussed the existing conditions on both streets. The existing trees in the median on Hollywood Blvd dictated the way the street should be sloped for drainage purposes. 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.

### **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. Once permitted the CRA anticipates the construction to begin approximately late fall of 2020. Total construction time for this phase is approximately 18 months.

On September 2020, the CRA Board approved the ranking of the submittal of qualification for CMAR Contractors, and authorized the negotiations and execution of an agreement with the highest rank firm, Burkhardt Construction Inc.

CRA is currently negotiating the Phase I, cost with CRA contractor and coordinating the initiation of the work with utility companies and FDOT.

### **Sustainability and Resilience Planning**

The CRA has allocated funding to initiate a critical infrastructure resilience plan. The plan required multi agency collaboration and sharing of resources. The CRA conducted the first Stakeholders meeting with the collaboration of FDOT, Broward County and Scalar Consulting firm to discuss the FDOT Tidal Flooding alternative report released by FDOT. Resilience efforts and hardening of the corridor needs and strategies for implementation were discussed. A second meeting is scheduled for October 12, 2020.

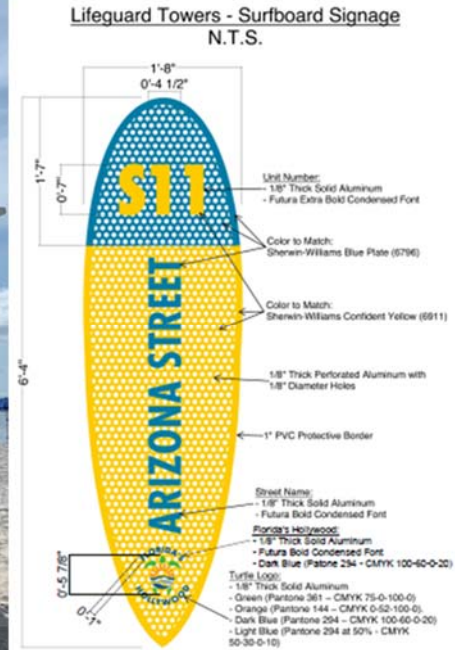
Critical infrastructure is seawalls with elevations below 3 feet, area with no seawalls, and reconstruction of seawalls that have collapsed. Flood and tidal management evaluation of current conditions and solutions are being discussed with the City, CRA, and FDOT.

### **Lifeguard Towers and First Aid Stations**

All 21 towers are substantially complete and are in service. Surfboard signage is currently in production.



Lifeguard Tower Safety Signage



## Grant Programs – HIP, PIP and POP

The CRA currently has 25 HIP, PIP or POP Grants at various stages of the process, 13 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.

Michelle Toccoli's rental property, located within the CRA Beach District at 324 Polk Street, completed their Paint Only Project and it's currently in the reimbursement stage. This property improvement grant included stucco crack repairs and exterior painting of the building, as well as planter retaining walls.

Before



After



### **American Legion 92 Update**

CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92 (ALP92). At the August 26, 2020 CRA Board Meeting, the Board approved R-CRA-202023 that allowed for the release of funds in an amount not to exceed \$29065.00 for Phase III improvements. Phase III improvements include the replacement of the concrete patio and walkway, and the exterior awnings. CRA staff has commenced the reimbursement process, and will continue to work with the ALP92 to finalize all details of the grant for Phase III and its implementation. Phase IV improvements are anticipated to include the upgrading of the parking area, new signage, new landscape and other exterior building improvements.

### **Downtown Parklet Pilot Program / Sidewalk Extension**

Parklets are currently in place on Hollywood Boulevard in front of Mickey Byrne's, and on Harrison Street in front of Social Room.

CRA staff is coordinating with individual business owners and City of Hollywood staff regarding those entities that have indicated an interest in temporary parklets (on Hollywood Blvd.) until such time as the master plan of Hollywood Boulevard is implemented.

### **Business Recruitment, Retention, Expansion & Private Investment**

New tenants continue to fill some of the vacancies created by COVID-19 and other conditions in Downtown Hollywood. Staff anticipates to present a comprehensive occupancy report at the November 4th CRA Board Meeting.

In an effort to retain and generate commerce for the Beach and Downtown business communities, the CRA has refreshed and modified as needed, the "Open for Business - Shop, Support, Stay Local" campaign that includes signs in front of businesses, online, social media, radio (Pandora, Spotify, Y100 and WLRN), and print advertising. In addition, the :30 second "staycation" commercial continues to be aired on Comcast and Octane cable stations from Orlando to the south border of Miami Dade County, as well as ABC Local 10 and NBC 6 and the CW. A :15 second version is also being posted and advertised on 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 have ongoing communications on a daily basis.
- Provide information to the Beach and Downtown CRA business communities about webinars, executive orders, emergency orders and other COVID-19 related information.

- Work closely with and 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 but not limited to ISCS, ULI and BisNow.
- Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. We have combined the CRA Redevelopment Brochure into the City's Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities. At this time we are in the process of creating a new economic development video that will be aired on cable TV, YouTube, and social media platforms.
- Provide and distribute marketing materials for the Sun Shuttle program.
- Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.

Staff also continues to:

- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood. More recently there have been discussions with developers interested in Block 59 (previous SoHo Lofts).
- Work with tenants who have recently signed leases and have not yet opened, including the Roasted Bean Café that will soon open in the Circ by Sonder.
- Connect prospective tenants to property owners and brokers that represent available properties.
- CRA Staff continues to 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. CRA staff has recently reached out to one of Broward County's eight Major Cultural Institutions in an effort to secure a location in Downtown Hollywood. If successful, it will be the third Major Cultural Institution to have a location in Downtown Hollywood, the others being the Hollywood Art & Culture Center and Cinema Paradiso.

## 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 13 Certificate of Use Application in September:

1. Imperial Fund II, LLC, 1720 Harrison Street 7th Floor (office)
2. Imperial Management II, LLC, 1720 Harrison Street 7th Floor (office)

3. Sigma Finance, LLC, 1720 Harrison Street 7th Floor (office)
4. iRealty Partners, 601 S. 21st Avenue (office)
5. Pangea Coffee, Inc. d/b/a Roasted Bean Café, 1776 Polk Street (café)
6. C4 Eats LLC, 2003 Harrison Street (café)
7. Olivia Restaurant and Presto Coffee/Muse Rooftop Lounge, 1776 Harrison Street (restaurant / café)
8. Quore Gelato LLC, 777 N. Ocean Drive Unit S 106 (café)
9. Hemingways 219 LLC, 219 N. 21st Avenue (commercial property owner)
10. Cut & Shave LLC, 114 S. 20th Avenue (personal services)
11. Social Garden, Inc., 1924 Tyler Street (outdoor café)
12. Bianca's Furniture, 1937 Hollywood Boulevard (retail)
13. Bites By Lola Corp dba The Taco Spot, 1500 N. Broadwalk (café)

As part of the Department of Planning and Development Services approval process, the CRA routes and monitors Live Music Extended Hours License (LMEHL) Applications to Police, Fire and Code for approval. Upon receiving approvals from all disciplines, the CRA staff notifies Planning. The following LMEHL Applications were received and routed for approval in September:

1. Spice RestoLounge
2. Amsterdam
3. Tekila
4. Takitos
5. Woody's Olde World Tavern
6. Octopus

## Special Events

Following the directive of the City of Hollywood Department of Parks, Recreation and Cultural Affairs, and the CRA Board, the CRA will not be sponsoring events until further notice. The CRA, however, will continue to host virtual mural and gallery tours.

The CRA staff continues to work with the Department of Procurement in an effort to issue an RFP for an annual Chalk Art Festival, and has started the process for an annual winter holiday event, such as Winter Wonderland or Holidays Around the World.

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.

## Murals / Public Art Initiatives / Creative Placemaking

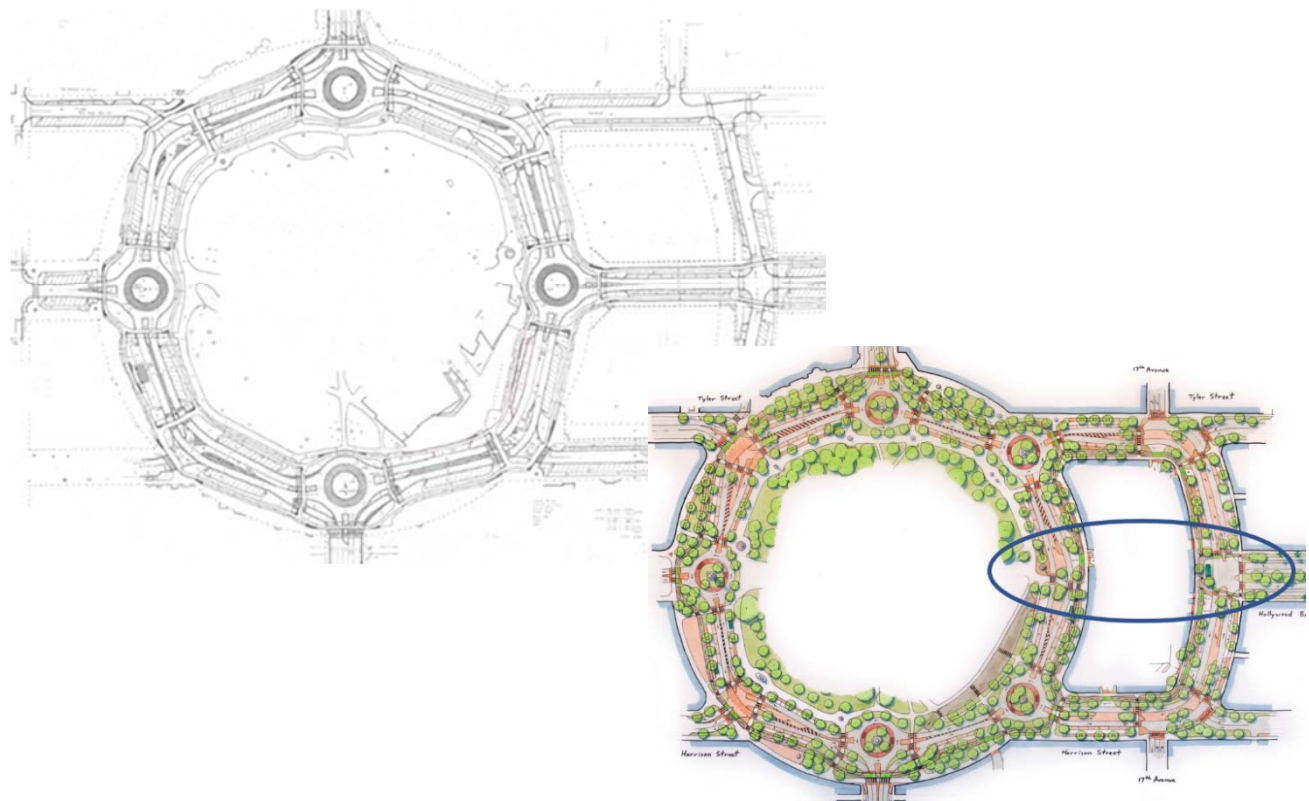
Due to the delay of the intersection artwork project, the Mural Review Committee discussed the idea of activating the sidewalks on Tyler Street between 19<sup>th</sup> and 21<sup>st</sup> Avenues. The activation would be by means of painting 3D murals or experiential games on the sidewalks. The CRA anticipates giving a presentation at the November 4<sup>th</sup> Board meeting.

More than 30 viewers joined the Live Virtual Downtown Hollywood Mural Project Tour and the video has over 2,000 views on Facebook.

Two murals are currently in development: 2015 Harrison Street and 303 South 21<sup>st</sup> Avenue.

## 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, 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 September, Block By Block staff removed 17 graffiti tags from public property, collected 3,546 lbs. of litter, and collected 224 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 September, 1,426 operational hours were clocked by beach maintenance staff. Of those hours, 1,076 were dedicated to trash removal from the beach, and 64 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 51 locations.

## Marketing and Visitor Services

### Social Media

Twitter: 0 new followers (total 3,221); Instagram: 368 new followers (total 6,184); Facebook: 51 new likes (total 9,640). The Florida's Hollywood mobile app had 92 new downloads.

CRA staff is exploring opportunities with South Florida sports teams and have requested media kits and rates. It appears they do not offer e-blast opportunities or sell e-mail lists.

CRA staff is exploring additional virtual #SnapSpot or #HollywoodFLSnaps with social media geo-filters (SnapChat, Instagram).

We are preparing to launch a Winter Northeast campaign that will include Facebook Carousel; Instagram Stories; TikTok, Pandora and Spotify video ads; and the Visit Florida New York Times co-op.

Peacock is not currently offering advertising opportunities, but we shall continue to monitor. In addition, the Disney+ App does not support ads, however we shall closely monitor the upcoming Disney Hulu XP platform for advertising opportunities.

Along with advertising in El Sentinel and El Nuevo Herald, we will direct and target additional social media to the Hispanic population.

We have also reached out to the Hard Rock Hotel & Casino for advertising opportunities.

As requested, CRA shall resume advertising in Yellow Cab Magazine this fiscal year. The video portion of the cab is not available at this time. We will continue to monitor this potential opportunity.

We will continue to target the Canadian market by advertising in Visit Florida's DreamScapes Travel & Lifestyle Magazine Winter/Spring 2021 promotion. Subscribers are high-income travel consumers. DreamScapes is also distributed in all Air Canada Maple Leaf Lounges reaching frequent travelers.

Due to the COVID-19, visitor services information and statistics were not available at the time of writing.

## **CRA Board Meeting Results – 9/16/2020**

**R- CRA-2020-28** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of March 4, 2020.

- Item Pulled

**R-CRA-2020-29** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 6, 2020.

- Item Pulled

**R-CRA-2020-30** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.41(C)(9) Of The City's Procurement Code (Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

- PASSED: 7-0

**R-CRA-2020-31** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Ranking Firms Submitting Statements Of Qualifications For RFQ BCRA 12-029 For Undergrounding Of Overhead Utilities And Streetscape Beautification At SR A1A From Hollywood Boulevard To Sheridan Street; Authorizing The Appropriate CRA Officials To Negotiate An Agreement With The Highest Rank Firm, And If Negotiations Are Not Successful, Authorizing The Appropriate CRA Officials To Terminate Negotiations With The Highest Rank Firm And To Commence Negotiations With The Next Highest Ranked Firm(s), In Order Until An Agreement Is Reached For Consideration By The CRA Board At A Later Date.

- PASSED: 7-0