



CRA Executive Director's Report, April 2021

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

Phase III is substantially complete. AT&T and Comcast have completed the connections to the various properties and removed their overhead lines. All east-west streets from A1A to Surf Road have been completed. All the new street lights are functioning. Now that FPL has completed the last connection, the underground system will be completely energized. FPL will be back to remove the overhead lines and poles. Once the overhead lines are removed, the remaining trees will be installed and the pavement restoration will be completed. Most of the landscape throughout the east-west streets are already in place.

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

The CRA launched the virtual video presentation for Phase IV E/W conceptual design. The presentation includes an introductory video describing the project scope along with a street by street conceptual layout to each E/W street. At the end of each presentation, there is a feedback form for CRA consideration.

Consultant and CRA continue to move forward with the design development of Phase IV.

CRA and FDOT have discussed coordination and funding of FDOT 2025 RRR plan as it applies to the planned CRA Phase IV SR A1A Plan.

FDOT is proposing the design and installation of two pump stations south of Hollywood Blvd. as per the tidal flooding recommendation. The proposed locations are at Van Buren Street (FDOT ROW) and Bougainvillea Terrace (FDOT drainage easement). FDOT is requesting CRA funding participation of 80% of the proposed implementation cost.

Estimated Financial Contribution Phse IV Pumps					
	FDOT	COH	County	Total	21-Jul
Design	\$ 0.06M	\$0.24M	\$0 M	\$ 0.3 M	24-Jul
Construction	\$ 0.31 M	\$ 1.36 M	\$0 M	\$ 1.66 M	24-Jul
CEI	\$ 0.03 M	\$0.15 M	\$0 M	\$ 0.18 M	
Total	\$ 0.4 M	\$ 1.75 M	\$0 M	\$ 2.15 M	

CRA, with the support of the Broward MPO, is seeking the opportunity to apply for a Federal grant for the Phase IV E/W Undergrounding of Overhead Utilities and Streetscape Beautification project from Harrison Street to Magnolia Terrace between SR A1A and Broadwalk. This federal grant is established to fund mobility and resiliency projects within City's rights-of-way. The application amount shall not exceed \$28,000,000.00, and it requires the CRA to commit minimum matching funds estimated at 50% of total costs of the application amount.

CRA continues to meet with residents to discuss easement opportunities and encroachment solutions.

Wayfinding Signage and Gateway Markers

The CRA received a comprehensive proposal from the consultant to prepare construction drawings to implement the signage program. The proposal will be presented to the board for approval on April 7th. 29 signs are proposed: 11 directional/wayfinding signs, 4 directory signs, 11 neighborhood signs, 1 gateway sign, and 2 optional parking signs. Two new neighborhood signs will be located at entrances at Johnson Street and Fillmore Street on 21st Avenue. These locations were identified as appropriate places for neighborhood signs as they currently do not have adequate signage.

Broadwalk Access Management

The consultant, CPZ Architects, was directed to proceed with exploration of five locations for placement of barriers: Scott, Monroe, Cleveland, Sherman and Johnson Streets. At Johnson Street, a movable barrier will be considered instead a fixed barrier. On February 11th, the consultant met with CRA staff, Public Works, Police and the Fire Department to finalize the locations and solicit their input prior to presentation to the Board. Previous comments were addressed and the consultant prepared a design package that will be presented to the Board for approval on April 30th. Once the concept is approved, the plans will be put out to bid.

Turtle Lighting

CRA staff contacted Fish and Wildlife regarding acceptable LED lights that will be turtle friendly. A WebEx meeting took place to discuss LED options. Fish and Wildlife will schedule a date to have its inspector conduct a field visit to review a sample of two types of LED lights. Once Fish and Wildlife complete their inspection, staff will meet again to discuss acceptable solutions. CRA staff coordinated the installation of two LED turtle friendly lights at Tyler and Missouri Streets in preparation of changing the current lights and installing new lights for the 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.

On January 20, 2021, the CRA Board approved the ranking of the submittal of qualification for the design consultants, and authorized the negotiations and execution of an agreement with the highest ranked firm, Bermello Ajamil and Partners Inc.

On February 3, 2021, Bermello Ajamil, presented to the Board the new vision for Hollywood Blvd and Tyler Street. 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.

On February 17, 2021, the CRA hosted a Special Board meeting in front of 2031 Hollywood Blvd. where a visual demonstration of the new vision for Hollywood Blvd. was presented to the CRA Board Members and the public.

On April 7, 2021 the Board will consider awarding Bermello Ajamil the contract to prepare construction drawings for the project.

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. Total construction time for this phase is approximately 18 months.

On January 20, 2021, the CRA Board approved the Phase I – Preconstruction services for Burkhardt Construction, Inc., which will provide the GPM cost for the complete street project for Board Consideration.

Pedestrian Crossings

On February 3, 2021 Kimley-Horn presented FDOT evaluation and recommendations of pedestrian crossings options along SR A1A between Garfield Street to Sheridan Street. Based on FDOT safety recommendations and Community preference, the Board approved the proceeding with signalized pedestrian crossing at intersections. A proposal for Engineering Services will be prepared and bring to the CRA Board for consideration.

Sustainability and Resilience Planning

FDOT is spearheading the next phase of stakeholders meetings, which are held on a monthly basis. The first meeting took place in January 2021. CRA, City of Hollywood Public Utilities, Broward County, FDOT among others, participated. Various projects along the barrier island have been identified and funding has been allocated by FDOT. City/CRA/County participation has been requested. CRA and Public Utilities continues to collaborate on these efforts.

Collaborative Implementation Strategy

On December 15, 2020 the MPO held a Technical Working Group kick off meeting. The group's purpose is to develop a framework for climate change preparedness into project planning, design, and construction. The group consists of members of different agencies and municipalities. The deliverables are anticipated to be completed by December 2021. A follow up meeting will be announced.

Sheridan Street Bridge Construction

It is estimated that the Sheridan bridge construction will begin in January 2022, with bridge closure from April – July 2022, and construction completion in September 2022.

The Dania St. Bridge had a problem with the gears that were fabricated incorrectly. The Sheridan Street Bridge does not have any gears which will be replaced. FDOT is requesting that the hydraulic motors are delivered pre-assembled into the housing unit and delivered in one piece to expedite some of the construction efforts.

Nevada Parking Garage Parking Sign

In response to requests by the Board members to add a visible parking sign at the Nevada Parking Garage, CRA staff hired an architect to prepare a parking sign. The architect explored several options and one was selected. The architect prepared a rendering for a large visible sign that could be seen when driving north or south along A1A. This sign will replace the existing face mounted sign that currently located on the west side of the garage. At the last Board meeting, staff was directed to obtain a proposal for designing the new sign. The proposal is pending approval.

Flapgates, drainage and emergency backup generators and pumps and report from FDOT along the A1A corridor

The FDOT report is being finalized. FDOT will provide recommendations and implementation timelines. Both City and CRA staff are in coordination and update efforts with FDOT and the FDOT Drainage Consultant.

A1A and side street flooding is right around the corner once again. With construction of A1A to begin again shortly, this issue should be resolved prior to new construction on the west side of A1A. Street flooding causes delays in the construction timetable and will damage more resident's property.

CRA staff, along with Kimley Horn and Associates (Phase IV Arch/Engineering consultant), are diligently working on solutions to the E/W flooding. This includes raising the street profile, improving drainage infrastructure and harmonization. These are several but not all of the efforts which will improve the existing conditions on City ROW.

Surtax

CRA along with Consultant is working prepare a scope of resiliency improvements along the EW Streets project for possible Surtax funding request.

Mermaid

Applied Technology Management (ATM) was hired by the CRA to evaluate the feasibility of constructing reefs as a recreational amenity to augment the City's beaches. After ATM evaluated the available options, it was determined that a nearshore reef is the most logical reef to construct since it will draw people to snorkel and enjoy the beach. This type of reef will be accessed directly from the beach, but it will require County, State, and Federal permits. ATM was directed to move forward with obtaining all the necessary permits for three locations. The permit applications are being prepared and will be submitted shortly.

Alley Drainage

A consultant was hired by the CRA to design drainage improvements for the alley south of Hollywood Blvd between 19th and 21st Avenues. Due to the existing conditions, it is not feasible to construct a typical drainage system made with catch basins and pipes. The narrow alley is only 15' wide and contains sewer, water, and gas lines, leaving no room for placement of drainage system. The consultant proposes usage of drain fields combined with pervious concrete to provide some relief of standing water. Public Utilities has a water replacement project in the same area and the CRA is working closely with PU to coordinate both projects. Plans are being drawn at this time and will be submitted to permitting.

Lifeguard Towers and First Aid Stations

All 21 towers are substantially complete and are in service. A mockup was requested for review and CRA approval. The sample sign was installed and subsequently approved by the CRA. Surfboard signage is currently in production.



Grant Programs – HIP, PIP and POP

The CRA currently has 31 HIP, PIP or POP Grants at various stages of the process: 15 in the Downtown CRA Area and 16 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

American Legion Post 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 \$29,065.00 for Phase III improvements. Phase III improvements include the replacement of the concrete patio and walkway, and the exterior awnings. CRA has thus far issued two payments towards the not to exceed amount of Phase III. The first payment the expenses associated with the concrete work and the survey and the second covered initial deposit for the awnings. CRA staff worked closely with the ALP92, and issued the final payment related to the grant for Phase III. ALP92 will be obtaining quotes for Phase IV, which we anticipate to be the final phase of 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 commercial tenants in Downtown Hollywood continue to fill previously vacant spaces. Staff continues to be in communication with Black Flamingo Brewery, the tenant that has signed a lease for 1900 Hollywood Boulevard, and anticipates to bring forth a resolution for a grant that will fund substantial upgrades. Staff plans to present a comprehensive occupancy report at the May 5th Board Meeting.

In an effort to retain and generate commerce for the Beach and Downtown business communities, a :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. The CRA worked closely with CMED to create a new video for economic development. It has already begun airing on Comcast, WPLG, WTVJ, and WSVN.

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 maintain ongoing communications.
- 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 private property owners in an effort to secure new quality tenants and redevelopment projects. Staff has been in communication with a property

owner who recently assembled numerous contiguous properties on the west end of Hollywood Blvd. and Harrison Street. Staff also anticipates to work closely with the new owner of the Ramada Downtown Hollywood in an effort to upgrade the property.

- Coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including ISCS, ULI, BisNow, and more.
- Combine resources and initiatives when appropriate. We have combined the CRA Redevelopment Brochure into the City's Development Activity Brochure, are in the process of sharing database management software, and have confirmed a joint sponsorship in the Greater Fort Lauderdale Alliance Livability Media Publication.

Staff also continues to:

- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood.
- Work with tenants who have recently signed leases and have not yet opened.
- Connect prospective tenants to property owners and brokers that represent available properties.
- 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.

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 4 Certificates of Use Application in February 2021:

1. Mancave Hollywood Barbershop, 1940 Harrison Street (personal service)
2. Labios Kitchen, 1848 Harrison Street (restaurant)
3. Nando Trattoria, 1900 Harrison Street (restaurant)
4. Artis Florida, LLC, 2132 Hollywood Boulevard (retail)

Code Related Issues

Noise Ordinance

The CRA Executive Director and staff participated in an effort to amend Section 100 of the City of Hollywood Code of Ordinances in regard to noise. This amendment creates an additional method of measuring noise volume and enforcing noise violations with the use of a sound level meter. The Ordinance passed its first reading and staff is now working with City staff on educational material for the public in regard to this matter.

Paint Palette

The City of Hollywood has an existing paint palette that is enforced in the CRA and Historic Districts. However, the existing palette does not include bold colors, hence the CRA has been in communication with Planning in regard to amending the palette and allowing for a greater range of colors. Bermello Ajamil will be addressing the paint palette in the neighborhood guidelines.

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; and is currently working on a virtual scavenger hunt concept that was proposed by a private Hollywood-based special event producer.

The CRA staff continues to work with the Department of Procurement in the RFP process for an annual Chalk Art Festival. A selection committee was formed and met and CRA staff awaits the results. In addition, staff has started the procurement process for an annual winter holiday event, such as Winter Wonderland or Holidays Around the World.

Staff has also been working with an event producer who has proposed a food and wine event, Savor SoFlo, to be held on Hollywood Beach in June, 2021 (this information was inadvertently noted as being in Fiscal Year 2022).

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 and in Downtown Hollywood.

Murals / Public Art Initiatives / Creative Placemaking

CRA staff is exploring public art opportunities and will be meeting with the Art & Culture Center to discuss concepts that may include a turtle image, be "green" friendly, possibly be functional, and present "selfie" opportunities.

CRA staff is currently in the design stage for mileage directions signs that will be installed on the beach. One sign will include the main destinations of our visitor market (Montreal, New York, etc.) and the other will have the names of the City of Hollywood's Sister Cities.

At the November 4th Board meeting, CRA staff gave a presentation on activating the sidewalks on Tyler Street between 19th and 21st Avenues with 3D murals or experiential games. The Mural Review Committee met and selected the four artists/artwork and two alternates for the project. We will be contacting the artists and scheduling the project within the next few weeks.

Three murals are currently in development: 2028-R Taylor Street, 2013 Taylor Street, and 2028 Harrison Street #101.

In February, 20 viewers joined the Live Virtual Downtown Hollywood Mural Project Tour and the video has over 600 views on Facebook.

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 were the consultant meet 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, 2020, 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 February, Block By Block staff removed 24 graffiti tags from public property, collected 5,423 lbs. of litter, and collected 121 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 February, 1,378 operational hours were clocked by beach maintenance staff. Of those hours, 1,034 were dedicated to trash removal from the beach, and 76 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 32 locations.

Marketing and Visitor Services

Social Media

Twitter: 26 new followers (total 3,254); Instagram: 132 new followers (total 7,403); Facebook: 76 new likes (total 9,961). The Florida's Hollywood mobile app had 93 new downloads.

CRA staff is exploring virtual #FloridasHollywoodSnaps locations in Hollywood Beach and Downtown with social media geo-filters (SnapChat, Instagram and Facebook).

Beginning in April, we will start #MuralMondays that showcase one mural artist per month with information on the artist and artwork and how it relates to Hollywood on Facebook, Instagram, and Twitter.

We will also be using the "Hollywood" turtle from the logo to increase our branding presence on all social media.

We in partnership with CMED launched an Economic Development video to Comcast, WPLG, WSFL (The CW), and throughout social media platforms. Currently, reached out to Pandora to begin the campaign there as well.

Along with advertising in El Sentinel and El Nuevo Herald, we removed any language limitations so our social messages can be received and translated into several languages on our campaigns.

As requested, CRA has resumed advertising in Yellow Cab Magazine with a Downtown "Foodie" campaign. The video portion of the cab is still not available.

As requested at a previous CRA Board meeting, staff has reached out to the Art and Culture Center of Hollywood to create a Public Art program that may include the sea turtle statue concept or another concept deemed appropriate. We have also considered a "Virtual" sea turtle campaign in lieu of actual sculptures.

CRA Board Meeting Results – 3/3/2021

R-CRA-2021-09 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of July 1, 2020.

- **Passed: 7-0**

R-CRA-2021-10 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of August 26, 2020.

- **Passed: 7-0**

R-CRA-2021-11 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of September 2, 2020.

- **Passed: 7-0**

R-CRA-2021-12 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Special CRA Meeting Of September 24, 2020.

- **Passed: 7-0**