



## CRA Executive Director's Report, November 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. FPL, AT&T, and Comcast have completed the connections to the various properties and removed their overhead lines and all the poles. The remaining work is the restoration of all the areas where the FPL poles used to be and the completion of the landscape work. All east-west streets from A1A to Surf Road have been completed. All the new street lights are functioning.

#### **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**

Consultant and CRA continue to move forward with the design development of Phase IV. The EW Street Design is reaching 50% completion. A cursive review is scheduled for the first week of October and the continuation of on-site meetings with residents and the consultant.

On July 7, 2021, the CRA board approved funding participation in an amount not to exceed \$3.14 Million to the Florida Department of transportation for the design and construction of three pump stations between Sheridan Street to Bouganvilla Terrace.

As per the tidal flooding study recommendations, the proposed locations are south of Sheridan Street (FDOT ROW), Van Buren Street (FDOT ROW), and Bouganvilla Terrace (FDOT drainage easement).

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 the Boardwalk. This federal grant is established to fund mobility and resiliency projects within the 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 the total costs of the application amount. CRA submitted the grant application and is waiting to hear back from the MPO by November 2021.

CRA will start community engagement in November with residents of the East-West Streets to discuss design concepts on the Streetends with the residents and gather input from stakeholders.

### **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 was presented to the Board for approval on April 7, and the Board approved it. As a result, 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.

At the CRA Board meeting, staff was directed to work with DCM on the citywide sign program to combine the projects and ultimately save money. CRA and City staff are working together to analyze the existing signs' structural integrity and code regulations and the possibility of redesigning these signs with the new proposed details from the architectural firm. In addition, a structural engineer was hired to inspect and prepare a report regarding the condition of the existing signs.

### **Broadwalk Access Management**

The consultant, CPZ Architects, was directed to proceed with finalizing a design package for the 5 gate locations. After the CRA staff finalized the consultant's design package review, staff requested a CM @ Risk contractor to provide GMP for constructing the barriers at 5 locations. The contractor is in the process of obtaining bids and analyzing the site conditions. In addition, the contractor is investigating how to provide electric power to all the locations. Once the site analysis is completed, the contractor will provide the GMP sometime around the second week of November 2021.

### **Turtle Lighting**

CRA staff continues with their effort to shield the lights along the Broadwalk. Staff experimented with several solutions, such as covering the globe with a hood, partially, semi partially, and 270 degrees of covering the globe. The 270 degree covering seems the most practical, and currently, staff is working with a vendor to provide a sample to be installed as a trial cover. In addition, CRA staff coordinated the installation of two turtle-friendly LED lights at Tyler and Missouri Streets to change the current lights and install new lights for the Phase IV Streetscape. After the field inspection, FW indicated that the proposed amber is not the type that will be accepted. Staff continues coordinating with FW the acceptance of lights that will be mutually agreeable.

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

On April 7, 2021, the Board awarded Bermello Ajamil the contract to prepare construction drawings for the project. At the same meeting, the Board awarded Burkhardt Construction the CM at Risk contract for the same project. The contract between the CRA and Bermello

has been finalized. Staff is currently coordinating meetings with various City Departments and the businesses Downtown to kick start the project.

Coordination efforts with Public Utilities and other City Departments is ongoing. Public Utilities indicated the need to replace and upgrade the 6" water main that runs along the north side of Hollywood Blvd. The water main is made out of cast iron, its age, and to increase fire protection throughout the Boulevard. The CRA has determined that it would be beneficial for this portion of Public Utilities' water main project to be incorporated into the Hollywood Blvd. Streetscape.

The consultant, Bermello Ajamil, has developed a preliminary set of plans for the Boulevard and is currently working with their sub-consultants to establish the geometry of the roadways, new parallel parking, wider sidewalks, and the location of the new landscape and light poles. In addition, the Contractor, Burkhardt Construction, is working on gathering pricing, material, and leasing a property close to Downtown to install a streetscape mock-up to portray the two paver layout concepts for Hollywood Blvd.

### **SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street**

The design of the CRA Complete Streets is complete. It includes: undergrounding of overhead utilities, landscaping, lighting, 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.

On October 6, 2021, the CRA board approved the GMP for the Complete Streets Project in an amount not to exceed \$12.8 M. The contract was executed, and the first Notice to Proceed was issued on October 25. It is anticipated that the contractor will mobilize on January 3, 2022.

### **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 3 intersections. On April 7<sup>th</sup>, 2021, the CRA Board approved the issuance of an Authorization to proceed for Kimley-Horn to provide consulting services for 3 pedestrian crossings along SR A1A for Design and Construction Documents. Currently, the design of 3 pedestrian signals are approximately at 30% - Broward County and FDOT are currently reviewing the mast arms locations and configurations.

### **Sustainability and Resilience Planning**

CRA is reviewing FDOT's Locally Funded Agreement to design the 3 Pumping Stations within the CRA Boundaries as approved in the July 2021 CRA board meeting.

### **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. MPO is coordinating one on one meetings with each Technical Working Group partners until November 2021, followed by a January 2022 meeting. It is anticipated that the final product will be completed by May/June 2022.

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

The FDOT report is being finalized. FDOT has provided the first step of the tidal flooding recommendations which is the installation of 4 pumping stations along the barrier island.

FDOT tested 3 of the 19-drainage network including flap gates and check valves along the SR A1A corridor. FDOT Operations Center has recently procured several temporary pumps that will be used along SR A1A, to improve flooding and also help to identify leaks in structures. The system will be tested with the highest tides of the year to detect hard to identify leaks. It is anticipated that FDOT will complete the investigation by the Fall.

### **Underwater Mermaid**

On November 12, 2021, CRA and City staff met with a Mermaid vendor. The vendor built a modular Mermaid for the City of Dania Beach, intending to have the modular system installed off the Dania Beach shore line. The City of Dania Beach applied for a permit to construct the Mermaid, but it was denied due to the proximity to the Port Everglades. Since Dania Beach cannot install the Mermaid, the CRA can take advantage by using the already built modular to construct the Mermaid at the Hollywood beach.

The permit applications were submitted during the last week of April. All three permit reviews (County, FDEP, and USACE) are in process, and the consultant is currently submitting responses to FDEP and BC-based upon initial feedback from those permitting agencies. At present, there are no major issues. However, the consultant will need to discuss further the adjacent property ownership (they require more formal documentation than was previously provided). In general, the permitting is advancing, albeit slower than anticipated, due largely to the impact from Covid-19 on the regulatory process. It is anticipated the permits will be in hand within the October/November timeframe, though it is noted that this is dependent on timely agency action.

### **Alley Drainage**

The CRA has finalized the contract with the contractor, Man Con, in the amount of \$802,000, and construction is scheduled to start on November 1 of this year. CRA staff is busy trying to coordinate picking up the trash that is currently being removed from the alley and finding an area where the affected businesses will park when the alley is closed. Staff secured a leasing agreement to lease an existing small parking lot to relocate all the garbage dumpsters from the alley during the construction period. Construction is expected to start soon and last 4 to 5 months.

### **Recreational Pier**

CRA staff was directed to explore the construction of a pier along the beach area.

A recreational/fishing pier is a permitted structure on the ocean. However, such structures are highly regulated due to multiple issues (turtle lighting issues, safety, impacts from lost fishing gear, etc.).

The primary issue to consider is both the upfront and operational costs for a pier. In general, a pier costs several million dollars to construct (in addition to permit fees). Operational costs significant as a pier requires staffing, maintenance, security and other ongoing operational costs. Revenue from a pier is generally modest, and not nearly enough to cover construction or operational costs. The main argument for a pier is that it can be a regional draw that is sufficiently significant to justify the costs.

If a decision is made to pursue, it is recommended to perform a feasibility study first to fully vet all of the issues before making a significant commitment.

## 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 have been extensive meetings where the consultant met with FDOT, the developer, and the FDOT engineer interns. The consultants reviewed and provided analysis of FDOT's 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.

## Grant Programs – HIP, PIP and POP

The CRA currently has 23 HIP, PIP or POP Grants at various stages of the process: 9 in the Downtown CRA Area and 17 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and applicants in the reimbursement process.

The Cambridge Towers completed a PIP project for their property located within the CRA Beach District at 1601 S. Ocean Drive. This property improvement grant included exterior painting, installation of new balcony railings, and removal of window sills, and the installation of new building signage at the street level.



1601 S. Ocean Drive – Before



1601 S. Ocean Drive – After



### **American Legion Post 92 Update**

CRA staff continues to work with the American Legion leadership in an effort to make improvements to the American Legion Post 92 (ALP92). We have been advised that the new commander, Joe Burger, has made numerous changes. Richard Snyder is still somewhat active in the organization and will be spearheading the Phase IV improvements. He is in the process of obtaining quotes for Phase IV, which is anticipated to include re-asphalting and striping the parking lot, new landscape and irrigation, painting of the building, and the refurbishment of the existing pole sign.

### **Harrison Street Parklet Update**

CRA Staff presented a parklet update at the July 7<sup>th</sup> Board Meeting. CRA evaluated all the businesses who inquired about being selected as the new parklet location. The presentation reviewed the properties, their conditions, and the CRA's recommendation on the new location of the parklet. CRA recommended the parklet be relocated from Social Room (1916 Harrison St.) to Oaxaka (2033 Harrison), as the agreed-upon term limit with Social Room had expired. The 2033 location was chosen as it will benefit two businesses that are operated by the same owner, Oaxaka and the new J&C Oyster Bar. CRA is coordinating the relocation of the parklet from 1916 Harrison St. to 2033 Harrison St.

## Business Recruitment, Retention, Expansion & Private Investment

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.
- Work closely with 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 ISCS, ULI, Bisnow, and others.
  - South Florida Independent Retailer Awards – CRA/CMED sponsoring and attending the event to be held on Thursday, November 4<sup>th</sup> at the Signature Grand in Davie. The event is attended by approximately 400 commercial real estate industry experts. The awards have a minimum of 10 categories, and nominees are actively expanding retailers based in South Florida.
  - Bisnow - CRA/CMED sponsoring and attending the event to be held in February (date and location TBA). Bisnow is the world's leading B2B platform serving the commercial real estate industry.
- 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 7 CU Applications in September 2021:

1. Rose Room Studio LLC, 1888 Polk Street (beauty salon)
2. Hollywood Ballet Academy, 1937 Harrison Street (dance school)
3. MJJ capital Partners LLC / The Surf, 2307 N. Surf road (hotel)
4. Nicky's Food Group LLC / Ocean Alley, 900 N. Broadwalk (restaurant)

5. The Quick Spot, 1930 Hollywood Boulevard (convenience store - existing)
6. Longevity Labs, 235 S. 21<sup>st</sup> Avenue (office)
7. Prestige Worldwide Studios LLC / F45 Training, 2024 Harrison Street (fitness center)

## Special Events

The Downtown Hollywood ArtWalk continues to enjoy great success and record-breaking attendance. Beginning with the October ArtWalk, a second guided gallery tour was added due to popular demand. The gallery tours begin at 7pm and 9pm.

The Procurement process for the Chalk Art Festival and Winter Wonderland have concluded. Both were awarded to the highest-ranked firm.

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.

CRA and the New Hibernians of Hollywood are finalizing plans for this year's Hollyweird Halloween Downtown Hollywood Block Party, taking place on Saturday, October 30<sup>th</sup> on the 1900 block of Hollywood Boulevard, as well as on 20<sup>th</sup> Avenue between Hollywood Boulevard and Tyler Street. Event hours are from 6:00pm to 2:00am.





## Murals / Public Art Initiatives / Creative Placemaking

A Call to Artists for the sidewalks on South 21st Avenue between Harrison and Washington Streets is on the CRA website: [www.hollywoodcra.org/288/Call-to-Artists---Sidewalk-Art](http://www.hollywoodcra.org/288/Call-to-Artists---Sidewalk-Art). Staff has been sharing the call on all three social media platforms, and Broward County Cultural Division also shared our CTA on social.

There are two murals currently near completion at 1918 Harrison Street and 1848 Harrison Street. There will be an approved mural starting in November at 417-419 S. 21st Avenue. There are two murals currently in development at 2020 Hollywood Boulevard and 215 S. 21st Avenue.

October's ArtWalk mural tour had 65 participants.

## Maintenance

**Beach** - In September, 1,606 operational hours were clocked by beach maintenance staff. Of those hours, 1,360 were dedicated to trash removal from the beach, and 70 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 49 locations.

**Downtown** – The CRA is happy to announce that Joshua “Jay” Newkirk has recently been hired by Block By Block to lead the team in Downtown Hollywood. Statistics for September will be provided in next month's report.



Before

After



Before



After



Before



After

## Marketing

### Social Media

Twitter: 19 new followers (total 3,430); Instagram: 248 new followers (total 8,979); Facebook: 27 new likes (total 10,514).

CRA staff is exploring virtual #FloridasHollywoodSnaps locations in Hollywood Beach and Downtown with social media geo-filters (SnapChat, Instagram and Facebook) and looking into opportunities to implement Augmented Reality lenses and filters (AR) through the same channels.

Since April, staff continues to promote #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 are also continuing #TurtleTuesdays that showcase one fun fact about turtles with a tie in on how it relates to Hollywood Beach on Facebook, Instagram, and Twitter. It is important to use the turtle logo and bring brand awareness of the City of Hollywood to potential visitors, and increase our branding presence on all social media. In addition, language limitations were removed so our social messages can be received and translated into several languages on our campaigns.

Since June, we continue to promote #EcoFriendlyFridays that focus on one tip that can relate to our conservation efforts. This is the initiative that we will be using to promote the plastics ordinance at the beach and downtown. We continue to work with the Sustainability Department in a joint effort to get out important messaging.

The CRA promotes the ArtWalk and Dream Car Classic every month to increase attendance.

### **Visitor Services**

Due to staff shortages and absences due to Covid-19, Visitor Information statistics were not available.

## **CRA Board Meeting Results – 10/6/2021**

**R-CRA-2021-50** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency, Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.41(C)(9) Of The City's Procurement Code (Best Interest Exemption), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

- **PASSED: 7-0**

**R-CRA-2021-51** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") , Authorizing The Appropriate CRA Officials To Issue A Purchase Order In An Amount Not To Exceed \$168,330.00 Per Year For A Fice Year Period To Creative Lawn Maintenance, Inc. For Maintenance Of The Landscape An Irrigation System Of The East/West Streets Within The Beach District Of The CRA.

- **PASSED: 7-0**

**R-CRA-2021-52** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Execute An Agreement With Burkhardt Construction Inc., For The Construction Of The Undergrounding Of Overhead Utilities And Streetscape Beautification At State Road A1A From Hollywood Boulevard To Sheridan Street In An Amount Not To Exceed \$12,805,794.98; Authorizing The Expenditure Of Funds For Permit Fees Associated With The Construction Of The Undergrounding Of Overhead Utilities Project In An Amount Not To Exceed \$325,000.00; Further Authorizing The CRA Executive Director To Execute All Applicable Agreements To Implement The Project.

- **PASSED: 7-0**

**R-CRA-2021-46** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Accepting An Offer To Execute All Necessary Documents For The Sale Of The Adams Street Parcel, Generally Located At 810 South Dixie Highway Within Boundaries Of The Downtown District Of The CRA, To Preferred Housing Corporation.

- **Motion To Continue – Passed**