

## Monthly Report for Beach and Downtown District Activities

### May 2014 Report

#### **Results from the April 2nd CRA Board Meeting:**

R-BCRA-2014-13 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Unique Charters, Inc. And The CRA For Bus Rental Service For The City Pass Program For A Six Month Period In An Amount Not To Exceed \$105,000.00

Results: 6-0 (Vice Chair Asseff was absent)

R-BCRA-2014-14 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Authorization to Proceed With Joseph B. Kaller And Associates, Inc. To Provide Professional Services For Architectural

And Engineering Services For The Nebraska/Nevada Streets Parking Facility In An Amount Not To Exceed \$690,000.00; And Authorizing The Transfer Of Funds In The Amount Of \$115,000.00 From Account Number 63.0100.22059.554.005224 (Small Capital Improvement Projects) To Account No. 63.0100.14818.552.003121 (Eng/Arch Serv BCRA-Wide) For This Project.

Results: 5-1 (Vice Chair Asseff was absent and Board member Hernandez opposed)

#### **Capital Improvement / Redevelopment**

A1A Infrastructure and Beautification:

On Tuesday, March 4<sup>th</sup>, the Executive Director presented the latest information related to the A1A infrastructure and beautification project to the Hollywood Beach Civic Association. This presentation included the animated digital model of traffic flow along A1A depicting both a three-lane and a four-lane configuration. It was evident from the participants in attendance that there is growing support for consideration of a change in the design of this roadway. The presentation has been uploaded to the CRA website, [www.hollywoodcra.org](http://www.hollywoodcra.org)

FEC Corridor:Dixie Highway and 21st Avenue:

The City of Hollywood applied for a Broward County Complete Streets Designation in December 2013 and is awaiting approval of that application. The application was submitted to the Broward County Traffic Operations and Engineering. The limits of the Complete Streets designation are from Pembroke Road in the south to Sheridan Street in the north and include 21st Avenue and Dixie Highway.

The City of Hollywood prepared an application for a Context Sensitive Corridor Designation for the FEC Corridor, again from Pembroke Road to Sheridan Street including 21st Avenue and Dixie Highway. This application will be submitted to the Broward County Planning Council. A Resolution of Support from the City of Hollywood Commission was approved on April 2nd, 2014.

The Complete Streets Designation and Context Sensitive Corridor Designation will place the City of Hollywood in a favorable position to receive funding for this project from Broward County as well as other funding opportunities.

Tri-Rail Coastal Link Commuter Rail:

FDOT, the Project Manager for the Tri-Rail Coastal Link Commuter Rail will be starting their two year project development phase in June 2014- community meetings will be held for public outreach, support and comments during that time. At the March 13th, 2013 Broward MPO meeting, FDOT's consultant (AECOM) indicated that the system is now envisioned at 20 stations. Hollywood, Hallandale,Dania Beach and the FLL Airport will be considered for a station location under further analysis and will be decided on in within the first 9 months of the Project Development Stage. Staff continues to coordination with FDOT's consultants on this important project and the consideration of a train station in Hollywood.

### **Margaritaville Construction**

The attached photos were taken during a site visit on April 7th, 2014:

(space intentionally left blank)

The Emergency generator has now been delivered to site



The vertical elements of the 8th floor are in progress.

(space intentionally left blank)



The Electrical switchgear has been delivered to site.



## **Private Investment / Improvement**

CRA staff reviewed 76 building permit applications in March.

The CRA received two grant applications in the month of March, both located within the Beach CRA district.

We currently have 25 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

In March, the Valiant House Condominium, Inc. received a reimbursement grant of \$50,000 after completing the scope of work approved by the CRA board in May 2013. The improvements included paint, waterproofing, landscaping, and impact windows/doors.

Before



After



## **Business Recruitment, Retention and Expansion**

Staff continues to work with office tenants, artists and other business owners interested in locating their business to Hollywood Beach or Downtown Hollywood. The FY2014 Media Plan includes advertising and marketing programs specifically designed to target the “creative class,” in particular office tenants, as well as other businesses to the area.

Staff is also in the process of assessing the current market and calculating the vacancy rate by using primary data obtained by the Broward County Property Appraiser as well as on-street addresses. Each street in the core is being assessed in order to determine accurate rates. We anticipate data to be finalized within the next 30 days.

Staff continues to meet with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners and tenants including The Saada Family, Steve Berman, MG3, Elizabeth San Juan, John DeMarco, Ben Cohen, Berger Commercial Realty for Aron Halpern, Tobin Properties, Hollywood Beach Realty and others.

Staff met with ArtSpace in regard to a possible location in either Downtown or the Beach and is currently in the process of commencing a preliminary feasibility assessment. Artspace, based out of Minneapolis, Minnesota, is a national leader in the field of developing affordable space that meets the needs of artists through the adaptive reuse of historic buildings and new construction.

### **Grants – Enhanced Revenue**

The CRA continues to seek enhanced revenue through grant applications. Pending grant submissions include Visit Florida on behalf of the New Hibernians and Florida Department of State, Division of Cultural Affairs.

### **Welcome and Information Center/Visitor Services**

In the month of March, Visitor Service Specialist accommodated the needs of 5052 visiting guest and local residents at the Garfield Information Center.

This includes help with information getting around Hollywood, hotel accommodations and general information to help make visitors' stay an enjoyable experience in Hollywood.

The Visitor Services Specialist continue to connect with local businesses, restaurants and hoteliers to assist in spreading the word about local events and happenings in an around Hollywood.

### **Diamond Tours Inc.**

The Visitor Services Staff accommodated the needs of 486 guest arriving via Diamond Tour buses.

### **Data Collection Projects**

Beach Ambassadors Volunteers Program: Temporary Collecting and reporting volunteer hours, distributing parking decals.

On-going projects: Updating Broadwalk Business Lineup, information for Visitor maps Dinning Guides and other Flyers.

### **Off Site Projects**

Visitor Services staff participated in the Economic Engine Performance Luncheon by providing tourism information and promoting Hollywood as a tourist destination.

### **City Pass Program**

The Visitor Services Specialist has welcomed 435, through the City Pass program. These visiting passengers include new and repeat cruise guest, who are getting away from the busy airport to experience our beautiful Hollywood beach. We continue to hear this was a great way to spend the time, and many of them are first time visitors which is great for Hollywood.

### **Maintenance**

Downtown - In March, Block By Block staff removed 147 graffiti tags, collected a record breaking 6,025 lbs. of litter and collected 310 palm fronds. Twenty-seven (27) hours were spent on special projects.

Beach - In March, 1,538 operational hours were clocked by beach maintenance staff. Of those hours, 1,257 were dedicated to trash removal from the beach, 48 hours were spent maintaining the restrooms and 76 hours were spent cleaning the shower areas. In addition, approximately 137 graffiti tags and stickers were removed.

Earlier last month, staff received power-washing/sealing bids and met with three lowest bidders to review a sample of their work. A company was chosen and the bid process is being reviewed by Procurement at this time

### **Code Enforcement**

CRA staff meets with enhanced service Code Enforcement officers on a weekly basis, with the City's appointed legal advisor for Code Enforcement monthly or as needed, and attends the monthly Special Magistrate hearing.

In the month of March, in the Downtown District, 110 on-view violations were issued, five complaints were addressed and 22 re-inspections were conducted. In the Beach District, 42 on-view violations were issued, seven complaints were addressed and 71 re-inspections were conducted.

Staff continued to prioritize property standards and work with business and property owners in an effort to obtain voluntary compliance.

In addition, new priorities included tow away signage and grease trap leakage / trash and debris in alleys.

## **Certificates of Use**

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed and approved the following seven Certificates of Use in the months of March:

1. CPM Group, Inc., 1909 Tyler Street; Suite #602 (office)
2. Subs in Paradise, 121 N. 20<sup>th</sup> Avenue (restaurant)
3. Eddie Realty, 1920 Van Buren Street (residential real estate rental units)
4. Alicia Wellness Center, 819 S. 21<sup>st</sup> Avenue (wellness center)
5. Hollywood Skincare Inc., 215 S. 21<sup>st</sup> Avenue (office)
6. Fillmore South LLC, 1800 Fillmore Street (residential real estate rental units)
7. Vizcaya Valet Services, Inc., 1925 Hollywood Blvd. (valet ramp)

## **Public Art / Mural Project**

CRA staff participated in a conference call with staff from the Department of Parks, Recreation and Cultural Affairs in regard to Broward County's Call to Broward Cities: Mural Project for Broward 100 – Celebrating the Art of Community, in an effort to identify locations for a mural for the project.

## **Live Music Extended Hours Licenses**

Staff continues to monitor approval process and follow-up with City departments in regard to Live Music Extended Hours Licenses. Pending licenses: Argentango Bar & Grill, 1822 Young Circle and La Vendetta, 1909 Hollywood Boulevard.

## **Transportation Initiatives / Hollywood Trolley**

Trolley rider numbers for March 2014 were 10,509 compared to March 2013's 10,585. March is the busiest month of the year.

The trolley rear-window advertising program commenced at the end March.

## **Meetings / Conferences / Events / Certifications**

1. March 20 City Spotlight Walking Tour for Broadwalk
2. March 20- Chamber of Commerce Tourism and Entertainment Meeting
3. March 24 - Beach Maintenance Meeting with Public Works
4. March 25 - Beach Circulator RFP Meeting with Applicants
5. March 27 – Economic Round Table Meeting
6. March 28 - Luncheon: 6th Annual Economic Engine Performance Luncheon
7. April 4 - Chamber Breakfast: Downtown Hollywood A Creative Place
8. April 6 – Downtown Hollywood Dream Car Classic
9. April 9 - Expo Alfresco 2014, ArtsPark



10. April 10 - Redevelopment Project/Mr. Afriat & Mr. Fortich – North Side of Johnson Street, Hollywood Beach
11. April 10 – Downtown Hollywood Business Association Meeting
12. April 17- Marine Advisory Board- CRA is on agenda to discuss grants
13. April 19 – Downtown Hollywood ArtWalk
14. April 24- HBBA. CRA is on agenda to discuss seaturtle lighting. One expert from Broward County, one expert from the state will present.
15. April 26 – April 30. National Planning Association meeting in Atlanta, GA.