



CRA Executive Director's Report, September 2014

Informational Report By Jorge Camejo, Executive Director Providing An Update To The CRA Board On Beach And Downtown Activities.

Capital Improvement / Redevelopment

A1A Lane Reconfiguration

Staff is working with Kimley-Horn on the FDOT Stage 1 Application for the lane reduction evaluation. This portion of the application is mostly narrative in nature but does include some daily traffic counts. Meetings with the business and civic associations are in the planning stage. Kimberly Stefanski, Planning and Economic Development Coordinator presented Hollywood's A1A Lane Reconfiguration plan to the A1A Scenic Highway Meeting August 21, 2014. The A1A Scenic Highway members unanimously voted in favor of supporting this project. A proclamation will be issued at the September A1A Scenic Highway Meeting.

FEC Corridor

On August 28th, 2014, the Broward County Planning Council will be evaluating a request from the CRA/City to designate the FEC Corridor as a Context Sensitive Corridor. This designation will allow the completion of the Complete Streets design drawings and afford grant opportunities to fund construction and implementation through government agencies such as the Broward Metropolitan Planning Organization.

The CRA/City are working together to participate in National Park(ing) Day. Park(ing) Day was created by a San Francisco based art and design studio, ReBar, in 2005 to encourage communities to rethink the way streets are used and reinforce the need for broad-based changes to urban infrastructure to promote healthy, vibrant and walkable urban areas. Park(ing) Day will take place September 19 from 9am – 4pm. The CRA is collaborating with City Departments, area businesses, and Barry University for the event. Park(ing) Day will also preview a 'pop-up' train station for the proposed passenger rail in Downtown Hollywood.



Tri-Rail Coastal Link Passenger Rail (TRCL)

Susan Goldberg, Deputy Director is spearheading this project for the CRA/City. FDOT, serving as Project Manager for the TRCL will be starting their two year project development phase in November 2014. Public meetings for support and comments will not begin until September 2014 so as not to conflict with All Aboard Florida meeting schedules and potential confusion. CRA/City staff met with Broward MPO traffic planning staff who will assist the CRA/City of Hollywood in with the data included in the Transportation Analysis Zones (TAZ), the importance of which is that it forms the basis of the TRCL station selection process. The TAZs are commonly used for transportation planning models-but different agencies interpret the data according to their own set of criteria. Although the Project Development phase has not begun, the FDOT consultants still have on-going coordination with All Aboard Florida on the three co-located stations (WPB, FTL, and MIA), have met with the Coast Guard, and are coordinating schedules with FTA to make sure they're able to "hit the ground running" for the November targeted startup of PD. The Corradino Group, the NIPA consultant to FDOT is working on developing their methodology in preparation for site visits by the Federal Transit Administration.

Margaritaville Construction

Activities

BMC reviewed draw requests #10 & #11 and visited the jobsite in advance of the current draw request on July 8 and August 13, 2014. Physical progress was verified during the site visit.

Recommendations

- BMC recommends that the CRA process the draw request and make payment as noted below: This recommendation is contingent on the CRA's level of comfort in developer's compliance with insurance requirements. Updated General Contractor policy was provided to CRA.
- Process payment to developer of \$520,000 (39% of \$13,000,000 less prior funding of 35%).
- BMC recommends acceptance of "TEXTURA" Signing Report in lieu of partial releases of lien. BMC confirmed releases for each item invoiced this period on Contractor's Schedule of Values.

Figure 1: Progress of Concrete Block installation on 6th level



Figure 2: Progress on Landshark Bar



TIFF Grant Programs

We currently have 16 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify applicants.



Lifeguard Tower Student Architectural Design Competition

CRA staff is working with the FAU School of Architecture faculty and their students to create conceptual designs for Hollywood Beach's lifeguard towers. This will be a school-wide project including first year through fifth year students. They will begin work on this project at the end of August and continue to develop the designs throughout the fall 2014 semester.

Business Recruitment, Retention and Expansion

Staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners and tenants, as well as artists and other business owners interested in locating their business to Hollywood Beach or Downtown Hollywood. The Business Recruitment 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, and has recently launched a new advertising campaign that targets "creative class" tenants.

On an ongoing basis, staff assesses Downtown Hollywood's inventory and calculates 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 assessed in order to determine accurate rates. At this time, we have determined that Hollywood Boulevard's ground floor vacancy rate is at a very low 4.9%. There is a perception of a higher vacancy rate, however the actual vacancy by industry standards is very low. Staff attributes the perception of a higher vacancy rate to the presence of the unoccupied Great Southern building combined with a less than desirable and often redundant tenant mix. Staff continues to work hand-in-hand with existing tenants in an effort to upgrade their product line, services and marketing strategies.

In addition, Staff continues to communicate 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.

4:00 am License Update

At this time six Downtown businesses have applied for a Live Music EHL. Five of the six have received approval from the Parking Department and all are pending approval from the Fire and Police Departments.

Staff is also working with City Staff in regard to a pending EHL application from Nick's Bar, 1214 North Broadwalk.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 12 Certificates of Use in June:

1. A Vizionary Dream, 617 S. 21st Avenue (Services)
2. Automania LLC, 500 N. Dixie Hwy. (Car Dealership)
3. 26 Design LLC, 2001 Tyler Street #201 (Office)
4. Majestic Midtown, 2001 Polk Street Street (Assisted Living Facility)
5. Sprint Telecommunications, 1811 Jefferson Street (Rooftop Communications)
6. Sienna Fine Art, 2001 Tyler Street #205 (Office)
7. Gila Safari Kids Club, 1820 Harrison Street #1 (Retail/Service)
8. Asta Parking, 1920 Harrison Street (Parking Lot)
9. World Web Partners, Inc., 2001 Hollywood Blvd #305 (Office)
10. Why Not Marketing, LLC, 2001 Hollywood Blvd #304 (Office)
11. Viper Surf & Skate Shop, 707 N. Broadwalk (Retail)
12. Rolons, LLC, 2001 Hollywood Blvd #301 (Office)

CRA staff also reviewed the following 8 Certificates of Use in July:

1. Lino's Pizza, 1817 N. Young Circle (Restaurant)
2. 1621 Van Buren, LLC, 1621 Van Buren Street (Rental Apt.)
3. La Noche Hollywood, 115 S. 20 Avenue (Restaurant)
4. First Class Productions, Inc. 2126 Tyler Street (Office)
5. Language International Academy, Inc., 1720 Harrison Street (school for adults)
6. Accelerated Auto Inc., 720 B S Dixie Highway (Retail - car sales)
7. Hollywood Beach Beer Company, LLC, 121 N. 20 Avenue (Restaurant)
8. Hollywood All Suites LLC, 321 Polk Street (Bed & Breakfast)

Murals / Public Art Initiatives

- Staff met with artists, TM Sisters, to discuss logistics of mural on 19th Avenue Parking Garage.
- Staff attended several meetings with Mayor, commissioners and Lorie Mertens Black to discuss TM Sisters rendering on 19th Avenue Garage (Radius).
- Staff continued social networking program murals and ArtWalk
- Researched and contacted property owners regarding new mural sites
- In coordination with local art enthusiasts, staff had a conference call with internationally acclaimed artist, Gines Serran Pagan in regard to an art exhibition and possible public art installation. Staff, working hand-in-hand with City Staff, reserved the Visual Arts Pavilion for the month of March in anticipation of the exhibit. Staff will meet Mr. Serran Pagan in person in early September to discuss options and opportunities.

Maintenance

Downtown - In June, Block By Block staff removed 106 graffiti tags, collected 5,750 lbs. of litter and collected 315 palm fronds.

In July, Block By Block staff removed 74 graffiti tags, collected 4,800 lbs. of litter and collected 367 palm fronds.

Beach - In June, 1,459 operational hours were clocked by beach maintenance staff. Of those hours, 1,067 were dedicated to trash removal from the beach, 32 hours were spent maintaining the restrooms and 80 hours were spent cleaning the shower areas. In addition, approximately 22 graffiti tags and stickers were removed.

In July, 1,622 operational hours were clocked by beach maintenance staff. Of those hours, 489 were dedicated to trash removal from the beach, 31 hours were spent maintaining the restrooms and 84 hours were spent cleaning the shower areas.

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 June, in the Downtown District, 50 on-view violations were issued, 10 complaints were addressed and 27 re-inspections were conducted. In the Beach District, 49 on-view violations were issued, 13 complaints were addressed and 73 re-inspections were conducted.

In the month of July, in the Downtown District, 69 on-view violations were issued, 6 complaints were addressed and 21 re-inspections were conducted. In the Beach District, 79 on-view violations were issued, 7 complaints were addressed and 76 re-inspections were conducted.

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

Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. June 2014 ridership was 7267 compared to June 2013 at 4570 riders. The automated call system had 284 callers. July 2014 ridership was 9115 compared to July 2013 at 5309 riders. The automated call system had 407 callers.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

Hollywood CRA Sea Turtle Liaisons spoke at the Green Team Advisory Board on July 24th. Upcoming community sea turtle awareness campaign will start in November 2014 in anticipation of the City of Hollywood's marine turtle lightning ordinance which will become effective March 2015. Campaign involves working with residents, property owners, businesses, hoteliers, SSL organization, condo boards, the Green Team, FWC, and Broward County during this transition time.

The Hollywood CRA is presenting a sea turtle lighting display at the Hollywood Beach Community Center, 1301 S. Ocean Drive. It is on loan from the sea turtle conservatory for the next 3-6 months.

Anti-Litter Campaign

The CRA in partnership with the City of Hollywood rolled out a beach anti-litter campaign that includes the installation of lightpole banners, decorative wraps on trash bins & electrical cabinets. Additional signage has been installed in the Garfield Garage and on a window of the Visitor Information Center at Charnow Park. The CRA continues to work hand-in-hand with the Hollywood Beach Business Association in an effort to roll out the second phase of the campaign that will continue educating the public, provide advertising specialty items and address disposable products used by businesses on the Broadwalk.



Mobi-Mats

Four additional Mobi-Mats(Oregon Street, Harrison Street, Carolina Street and Magnolia Terrace) were approved by the DEP. DEP field inspection took place on August 15th, 2014. Expected installation and completion is for September 2014.

CRA Board Meeting Results – 7/2/2014

R-CRA-2014-25 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of June 4, 2014.

Result – Approved 7-0

R-CRA-2014-26 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Construction Management At Risk Contract Between Burkhardt Construction, Inc. And The CRA For The Bike Path And Paver Repair Project Within The Beach District In An Amount Not To Exceed \$315,949.00; And Approving And Authorizing The Transfer Of Funds In The Amount Of \$200,000.00 From Account Number 63.0185.00150.552.004842 (Hotel Improvement Program) AND \$115,949.00 From Account Number 63.0185.00140.552.004801 (Promotion/Marketing-Cruise Line Marketing) To An Account To Be Established For This Project.

Result – Approved 7-0

R-CRA-2014-27 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Funding Agreement Between The CRA And Waterside Hollywood, LLC ("WH") In An Amount Not To Exceed \$51,885.92; And Authorizing The Transfer Of Funds In The Amount Of \$51,885.92 From Account Number 63.0107.07811.552.006301 (Construction Improvements - Undergrounding Phase 3 Cleveland To New Mexico) To An Account To Be Established For This Project.

Result – Approved 7-0

R-CRA-2014-28 - A Resolution Of the Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Construction Management At Risk Contract Between Burkhardt Construction, Inc. And The CRA For The Pole Replacement Project Within The Beach District In An Amount Not To Exceed \$546,862.78.

Result – Approved 7-0

R-CRA-2014-29 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Execution Of The Attached Hotel Improvement Program Grant Agreement Between The CRA And Phoenix Suites, LLC For On-Site Improvements To Property Located At 332 Garfield Street In An Amount Not To Exceed \$125,000.00; And Providing An Effective Date.

Result – Approved 7-0

R-CRA-2014-30 - 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 Consulting Services For A1A Lane Configuration For An Amount Not To Exceed \$270,195.00; And Approving And Authorizing The Transfer Of \$100,000.00 From Account Number 63.0100.14815.552.006301 (Construction Improvement - Lifeguard Towers) And \$100,000.00 From Account Number 63.0100.14817.552.006304 (Construction Improvement - Tree Replacement) To Account Number 63.0185.00180.552.003130 (Consulting Services - Plan/Arch/Eng) For This Project; And Providing An Effective Date.

Result – Approved 7-0

R-CRA-2014-31 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement Between Hollywood Ocean Group, LLC. And The CRA For A Portion Of The Phase III Underground Utilities And Streetscape Improvement Project From New Hampshire Street To New Mexico Street Including Adjacent Area; Approving And Authorizing The Funding Mechanism Recommendation For The Service Cost And Restoration Portion Of The Private Portion Of The Connection As More Specifically Set Forth In Exhibit "A"; Approving And Authorizing The Executive Director Of The Beach District Of The CRA To Execute Any And All Applicable Agreements And/Or Documents To Implement Said Project; Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$2,560,000.00; And Further Authorizing The Transfer Of Funds In The Amount Of \$2,560,000.00 From Account Number 63.0107.07811.552.006301 (Construction Improvement - Underground PH 3 Cleveland To New Mexico) To An Account To Be Established; And Providing An Effective Date.

Result – Approved 7-0