



CRA Executive Director's Report, March 2018

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

FPL energized the new underground system for the Nevada and Nebraska loop, which will allow the removal of the overhead lines. Once completed, we will commence construction of the parking garage at Nevada Street. The construction segment started during January 2018 was the continuation of the Surf Road reconstruction. Currently Oklahoma, and McKinley Streets roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street. Sidewalks on Roosevelt Street are completed. The street-end at Oklahoma Street has been put on hold in an attempt to workout parking details for the building located at the street end. The electrical contractor installed conduits at the following streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, Missouri, and Scott Streets. Conduits for connection of the private properties to the underground system was completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and the timeline for construction (New Mexico and New Hampshire Streets were completed over a year ago).

Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

In order to expedite the construction period the Contractor was provided authorization to submit shop drawings for CRA review. After the plans were revised to address comments received from the Building Department, most of the approvals were obtained. A final permit should be issued soon. Construction commencement is contingent upon removal of the overhead power lines by FPL. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the CRA Board approved it at the July 3, 2017 meeting. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.

Hollywood Boulevard Streetscape Project

The contractor replaced several trees that were not accepted by the CRA. Due to the existing conditions, some adjustments were made in order to resolve conflicts due to unforeseen conditions where the contractor encountered underground utility lines that were not located by the locating company. The metal poles arrived at the site, but they were rejected due to poor quality. The contractor is waiting for replacement poles. The next step in the construction sequence is to install the metal poles supporting the festoon lights, followed by construction of tree wells. Restoration of the sidewalks continues. The

contractor is trying to minimize the inconvenience to the public and adjacent businesses. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is complete. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project informs the businesses along the corridor about the upcoming construction in an attempt to avoid conflict and coordinate appropriately.

A1A Streetscape

After removal of all the landscape medians, the construction continues with demolition of the sidewalk along the east side of A1A. Removal of the medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. Construction MOT configurations have been adjusted based upon the Police Department input and community feedback. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. Coordination is needed since the CRA has an ongoing streetscape project along A1A and the future new parking garage project at Nevada Street. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid-out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. CRA staff tested out paver patterns and street lighting for the A1A streetscape project, and made the final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

Beach Renourishment 2017/2018

The contractor, Eastman Aggregate, completed the work ahead of schedule with minimal disturbances to the public. The contractor placed over 60,000 cubic yards of sand along Hollywood Beach. The sand was placed in two segments, north and south while the south segment received most of the sand. CRA Staff has coordinated with Coastal Construction Engineering Consulting firms to implement a post storm survey to evaluate beach conditions and the impact on sand quantities for any future beach renourishment project.



Before



After



Before



After

TIFF Grant Programs

The CRA currently has 12 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 8 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Lifeguard Towers

The architectural consultant, CPZ Architects, has finalized the construction documents. The project went out for Contractor Pre-Qualification Bids that were due February 20th. CRA staff is currently evaluating those bid proposals and will be inviting the pre-qualified contractors to submit a formal bid in early March 2018.

Business Recruitment, Retention, Expansion & Private Investment

Retailers, with the exception of food markets and “off-price” discounters, continues to struggle with retail downsizing or being replaced by restaurants, services and entertainment. The term “retail apocalypse” has been used in other parts of the country, however, South Florida retail market has not been as severely affected as many other areas. According to maps and information provided by Bloomberg.org, the “apocalypse” has just started, but areas with a strong visitor market and tourism tend to be a little shielded from staggering losses.

The change of zoning to allow office on Harrison Street has proved beneficial for the occupancy rate as well as daytime pedestrian counts. CRA staff will provide its annual overview of Downtown Hollywood’s tenant mix and occupancy rate at an upcoming CRA Board Meeting.

Staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown's economic growth, cultural vibrancy, and resiliency.

Artspace Update

The CRA with Artspace to discuss the project concept, sole sourcing and locations.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 29 Certificates of Use in January and February:

1. Luna Essentials, 2033 Hollywood Boulevard – personal use
2. Clean Auto Sales, 640 N. Dixie Hwy – office use
3. Richard Paz, PA, 1946 Tyler Street – office use
4. CJ Car Dealership, Corp., 640 N. Dixie Hwy. – office use
5. Auto De Cora JN, Inc., 640 N. Dixie Hwy – office use
6. BellSouth Telecommunications, LLC, 715 N. Federal Hwy. – office
7. Buro Hollywood, 2031 Harrison Street – co-working office space
8. Services World Community Corp., 1720 Harrison Street #2 – office
9. All-Win Leadership Solutions, LLC, 2001 Tyler Street #205 – office
10. Advanced Technologies Consulting Group, Inc., 2001 Tyler Street #210 – office
11. Patricia Agudelo, 1948-50 Buchanan Street – residential investment property rental
12. Hollywood Pawn, 1944 Hollywood Blvd. – jewelry store with accessory use of pawn
13. Simon Shteenvaser, 1856 Lincoln Street – residential investment property rental
14. Heat Rentals, LLC, 1727 Pierce Street – residential investment property rental
15. Heat Rentals, LLC, 1725 Pierce Street – residential investment property rental
16. Carolina Auto Body Shop, Inc., 216 N. Dixie Hwy. – car wash
17. Ruslan Rakhimov, 2040 Taylor Street – residential investment property rental / short term vacation rentals
18. A Paw Above, LLC, 699 S. Federal Hwy. – pet grooming and boarding
19. Thai Deli, 2119 Hollywood Boulevard – café / retail
20. The Development Firm, 2117 Hollywood Blvd. – office
21. Linda 1747W LLC / Sun Ray Lodge Motel, 1747 Washington Street – motel
22. Gaea North America LLC, 1872 Radius Drive – retail
23. Harat's Pub, LLC, 1820 S. Young Circle – restaurant
24. Los Siete Nietos, Inc. / Paquitos Mexican Restaurant, 903 N. Boardwalk – restaurant
25. USA Snake, 2039 Harrison Street – office
26. Party Supply Retail, 504 S. 21st Avenue #102 – retail
27. Aesthetic Excellence, Inc., 1940 Harrison Street #308 – personal services
28. Ask the Angels, Inc., 2015 Harrison Street – retail
29. 338 N. Dixie LLC, 338 N. Dixie Hwy. – commercial property owner

Murals / Public Art Initiatives / Creative Placemaking

We had over 50 people take the DHMP walking tour during February's ArtWalk. Approximately 10% were tourists while the other 90% came from the tri-county area.

There are eight murals in currently in development: 516 N. Dixie Highway, 507 S. 21st Avenue, 201 N. 21st Avenue, 1922 Tyler Street, 1948 Tyler Street, 1916 Hollywood Boulevard, 2000 Hollywood Boulevard, and 2032 Hollywood Boulevard.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday ArtWalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

The revised RFP for the ArtsPark Concert Series is being advertised.

Maintenance

Downtown - In December, Block By Block staff spent 29 hours on special projects, removed 81 graffiti tags from public property, collected 8,709 lbs. of litter, collected 143 palm fronds, and returned 17 shopping carts to their place of origin.

In January, Block By Block staff spent 43 hours on special projects, removed 88 graffiti tags from public property, collected 4,865 lbs. of litter, collected 279 palm fronds, and returned 27 shopping carts to their place of origin.

Beach - In December, 1,680 operational hours were clocked by beach maintenance staff. Of those hours, 1,095 were dedicated to trash removal from the beach, 72 hours were spent maintaining the restrooms and 174 hours were spent cleaning the shower areas.

In January, 1,680 operational hours were clocked by beach maintenance staff. Of those hours, 1,070 were dedicated to trash removal from the beach, and 256 hours were spent cleaning the shower areas.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, December 2017: 7,118 passengers. The Downtown/Beach North line had 2,729 passengers, the Downtown/Beach South line had 3,167 passengers and the Beach Line had 1,222 passengers.

January 2018: 7,211 passengers. The Downtown/Beach North line had 2,734 passengers, the Downtown/Beach South line had 3,353 passengers and the Beach Line had 1,124 passengers.

Train to Trolley Shuttle ridership, January 2018: 849 passengers.

Young Circle Moving Forward

CRA staff is in the process of obtaining proposals from the selected firms for the traffic engineering services.

SFTOD Grant - Station Area Master Plan

Work-in-Progress: The Treasure Coast Regional Planning Council (TCRPC) staff is developing a draft report that is expected by the end of March, 2018.

For more information and updates: www.hollywoodcra.org/CLSMP

Marketing and Visitor Services

Social Media

Twitter: 44 new followers (total 1,930); Instagram: 31 new followers (total 1,550); Facebook: 70 new likes (total 5,364).

The new "Florida's Hollywood" mobile app has logged 248 sessions with 72 being new users.

FAM Tours

In our partnership with the Greater Fort Lauderdale CVB we provided two different mural tours for journalists from Spain and UK. A video promotion from a previous tour sent over by the CVB can be seen at <http://www.independent.co.uk/travel/visit-florida/fort-lauderdale-a-city-full-of-history-and-art-a8159671.html>.

Visitor Services

Visitor Services staff assisted 1,769 visiting guests and local residents in January.

Diamond Tours Inc. Buses

Our staff greeted and welcomed 35 visitors in January.

International Visitors by County of Origin

We welcomed guests from 13 different countries in January. Our International Market this month was predominantly Canadian, with minimal representation from other countries. Canada 86.36%; Argentina & UK 2.07%; Sweden & Denmark 1.65%.

Domestic Visitors

In January, we welcomed guests from 21 different states. The top states were: New York 19.49%; Florida 16.95%; OH & MA 9.32%; New Jersey 7.63%.

34.72% of the total visitors surveyed were staying at a local hotel in January.

CRA Board Meeting Results – 1/17/2018

R-CRA-2018-01 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of November 1, 2017.

Result: Passed 7-0.

R-CRA-2018-02 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Revising Expenditures; And Providing An Effective Date.

Result: Passed 7-0.

R-DCRA-2018-03 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Appointing A Vice-Chairperson.

Chair Levy suggested the appointment of Board member Case to serve as Vice Chair.

Result: Passed 7-0.

CRA Board Meeting Results – 2/7/2018

R-CRA-2018-04 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of January 17, 2017.

Result: Passed 7-0