



## CRA Executive Director's Report, September 2019

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

The following east-west streets from A1A to Surf Road have been completed: Nevada, Roosevelt, Coolidge, and Scott. The following east-west streets from A1A to the Broadwalk have been completed: Oklahoma, McKinley, Carolina, Wilson, Harding, Missouri, Liberty, New Hampshire, and New Mexico. Taft and Nebraska Streets are under construction. The following street end are pending construction: Nevada, Roosevelt, and Coolidge. Now that the Nevada garage shell is complete, the contractor can complete construction of Nevada Street. The contractor completed the new sidewalks at Nebraska Street and currently is working to complete the road pavers. The garage and streetscape contractors are coordinating the work on these streets to avoid delays. Some of the palm trees at A1A and at the street ends are already in place. FPL lines on Nebraska and Nevada Streets are completely underground. Landscaping and trees will be installed once the overhead lines are removed from the rest of the streets so that there is no conflict. Improvements are expected to be complete by October 2019.

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



The contractor completed installation of the metal panels, signs, railings, and other items. The offsite contractor is in process of completing Nebraska Street. Most of the plumbing and electrical work are in place. Elevator work is underway with all associated work. The contractor is scheduling training sessions with City staff to instruct the City employees how to run all the garage systems including the computerized wifi lighting system. Permanent power was connected to the garage via the new undergrounding system and the temporary connections

were removed. The light fixtures and roof top lights are functioning. The stucco work in the front was painted with bright colors. AT&T relocated their equipment and provided the garage with phone service needed to test the elevators.

### **Wayfinding Signage and Gateway Markers**

The CRA hired Brooks and Scarpa Architects as consultant for this project. After receiving input from various City departments, the consultant came up with preliminary designs that were presented to the CRA Board. After the presentation, the consultant was asked to follow up with one particular idea. The consultant will work to develop this requested concept and will meet with City/CRA staff to review the concept sign.



### **SR A1A Complete Streets: FDOT/CRA RRR Project**

Construction by the FDOT Contractor continues on both the east and west side of SR A1A. All demolition work along the west side segment has been completed. Construction activities on the west side of A1A from Sheridan to Johnson Streets is approximately 85% complete. The contractor continues working on concrete headers, drainage structures installation at various locations between Nevada Street and Johnson Street as well as the installation of driveways along the segment. The west side asphalt installation is underway, between Sheridan Street and Johnson Street. It is anticipated to be 50% complete by the end of August.

Concurrently with the south business district construction, FDOT will begin the installation of the medians along the center line of the road. It is anticipated that this activity will begin in August 2019. CRA and FDOT met to discuss quality control and acceptance of paver installation, and a new paver punch list was generated. FDOT is currently working on addressing the comments provided by the CRA. The paver installation is on the east side of the corridor between Arizona to Sheridan Street. Another inspection walkthrough will be scheduled prior to acceptance by the CRA.

The design of the complete street streetscape will include: undergrounding of overhead utilities, landscaping, lighting and the decorative pavement on the west side of A1A, as well as 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. A Request for Proposal for a Construction Manager at Risk firm will be released by the end of August. It is anticipated to bring a recommendation to the CRA Board by October 2019.

## Lifeguard Towers and First Aid Stations

Phase I, consisting of 6 units, is substantially completed. The two First Aid Stations are located at Liberty Street and Azalea Terrace, and four Lifeguard Towers are located at Sherman Street, Harding Street, Eucalyptus Terrace and Iris Terrace. All contractors have substantially completed their work and a punch list has been generated.

Delivery of the Phase II units began August 12<sup>th</sup> and consists of two First Aid Stations and six Lifeguard Towers. It is anticipated that all towers will be on site by August 22<sup>nd</sup>. The roofing contractor will begin the installation of the roofing system on August 21<sup>st</sup>. Roofing work is scheduled to last 3 weeks and will be followed by painting. The Phase II First Aid Stations are located at Oklahoma Street and Hollywood Boulevard, and the Lifeguard Towers are at Virginia, Madison, Arizona, Grant, Garfield, and Nevada/Nebraska Streets.

For safety purposes, the stairs and surf box storage units will be installed prior to the units being turned over to the City and occupied by beach safety personnel.

The construction and installation of the 15 Lifeguard Towers and 6 First Aid stations are anticipated to be completed by December 2019.



*Tower Delivery, Lifeguard Station*



*Tower assembly, Lifeguard Tower*



*Work in progress, Lifeguard Tower*

## Grant Programs – HIP, PIP and POP

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

The CRA awarded a Property Improvement Grant to Corsely Investments for 307-321 Johnson Street.





*Before*



*After*

### **American Legion 92 Update**

A resolution was passed at the July 3<sup>rd</sup> CRA Board Meeting to provide emergency funding for the replacement of a non-functioning HVAC unit located within the American Legion 92 ("92"). The 92 obtained three quotes. The lowest quote was in the amount of \$14,900.00.

The CRA staff met with Commander Richard Snyder and incoming Commander Don Argus on July 10<sup>th</sup> and with the newly appointed Commander Don Argus on July 25<sup>th</sup>, to discuss the progress being made in regard to obtaining quotes for upgrades. At this time the American Legion 92 has obtain all but one quote for the upgrades desired. These upgrades include: Paint, Signage, Landscape, Irrigation, Asphalt, Striping and Fencing. The 92 has requested that the payment process for these upgrades be split into two payments as industry standard is to provide 50% to their contractors prior to work commencing.

### **Downtown Parklet Pilot Program**

Staff is working towards having the Phase II locations selected by the CRA Board (GoBistro, 2035 Hollywood Boulevard and Social Room, 1916 Harrison Street) installed. A bid has been put out for a stage decking material for the GoBistro location. The parklet at Topsy Boar will be relocated to Social Room.

### **Business Recruitment, Retention, Expansion & Private Investment**

Staff continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development staff and private property owners in an effort to secure new quality tenants and redevelopment projects.

The months of July and August saw an uptick in vacancies on Hollywood Boulevard, though not as extreme as reported in the Sun Sentinel, as that report did not take into account properties that have been leased, such as 1903 Hollywood Boulevard that has been leased

to Twin Peaks and 1919 Hollywood Boulevard that has been leased to Morelia Gourmet Paletas.

The office market continues to be 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.

In addition, CRA staff, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continues to:

1. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshow. We formally meet once a month, and have ongoing communications on a daily basis.
2. Cosponsor and attend the International Council of Shopping Centers (ICSC) Florida Conference & Deal Making on August 25-27, 2019 in Orlando, FL.
3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. At this time we are combining the CRA Redevelopment Brochure into the City's Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities.
4. Provide and distribute marketing materials for the Sun Shuttle program.
5. Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.
6. Plan on jointly coordinating the Nebraska Nevada Street Garage ribbon cutting.

## ICSC | CONFERENCE FLORIDA | & DEAL MAKING

CRA Staff continues to meet with 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.

### Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 10 Certificates of Use in June and July:

1. Red Buddha Bar & Hookah Lounge, 317 Polk Street (bar/hookah)
2. Everest Restaurant, LLC, 349 Johnson Street (café / hookah)
3. Mazel Nursing Services, Inc., 1930 Harrison Street #205 (office)
4. El Bayu de Wela Sara, Inc., 1917-B Hollywood Blvd. (café)
5. Chica Cuban Café, LLC, 118 S. 20th Ave. (café)
6. Bayview Gourmet – mini market, 777 N. Ocean Drive (retail)

7. Uncle Buck's, 1938 Hollywood Boulevard (retail)
8. Hollywood Style Souvenirs Beachwear, 301 Johnson Street (retail)
9. Virtualis LLC dba The Coffice, 1935 Hollywood Boulevard (coffee House / co-working space)
10. Shabo's Barbeque, 1814 Harrison Street (restaurant)

## Murals / Public Art Initiatives / Creative Placemaking

CRA staff has distributed information about the new Mural Review Program (MOP), and is working with four property owners that are interested in having a mural created.

## 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.

## Maintenance

**Downtown** - In June, Block By Block staff spent 25 hours on special projects, removed 120 graffiti tags from public property, collected 11,450 lbs. of litter, and collected 567 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and is now also using the Gum Reaper to remove gum spots.

In July, Block By Block staff spent 34 hours on special projects, removed 143 graffiti tags from public property, collected 13,676 lbs. of litter, and collected 770 palm fronds off the ground.

**Beach** - In June, 1,376 operational hours were clocked by beach maintenance staff. Of those hours, 1,104 were dedicated to trash removal from the beach, and 72 hours were spent cleaning the shower areas. 36 graffiti tags and stickers were removed.

In July, 1,581 operational hours were clocked by beach maintenance staff. Of those hours, 1,252 were dedicated to trash removal from the beach, and 72 hours were spent cleaning the shower areas. 28 graffiti tags and stickers were removed.

## Transportation Initiatives

**Hollywood Trolley** ridership, June 2019: 2,833 passengers. The Downtown Beach North line had 1,321 passengers, the Downtown/Beach South line had 1,512 passengers. The Beach line was not in operation for the month due to maintenance issues. The Hollywood Trolley had its final day of operation on June 30, 2019.

### **Young Circle Redesign Concept**

CRA staff met with FDOT on August 7<sup>th</sup> to discuss a methodology for moving the Young Circle project forward. FDOT has determined a modified Lane Elimination process needs to be followed. CRA staff will meet with FDOT on August 20<sup>th</sup> to discuss the stages of the modified Lane Elimination Process. CRA staff anticipates bringing the Phase II funding for Marlin Engineering and Toole Design Group for approval to the CRA Board at the October meeting.

## **Marketing and Visitor Services**

### **Social Media**

Twitter: 57 new followers (total 2,885); Instagram: 274 new followers (total 3,018); Facebook: 448 new likes (total 8,233). The Florida's Hollywood mobile app had 342 new downloads.

### **Visitor Services**

In June, Visitor Services staff assisted 913 visiting guests and local residents.  
In July, Visitor Services staff assisted 1,192 visiting guests and local residents.

### **Diamond Tours**

Visitor Services Staff welcomed one bus with approximately 50 guests to Hollywood Florida's Beach Broadwalk, who arrived via Diamond Tours Inc. in June.

### **International Visitors by Country of Origin**

In June, we welcomed Guests from 26 different countries:

Canada 29%; U.K. 13%; Spain 8%

In July, we welcomed Guests from 17 different countries:

Canada 50%; U.K. 10%; Argentina 8%

### **Domestic Visitors**

We welcomed Guests from 27 different states in June. The top states were:

Florida 33.59%; New York 9.97%; Texas & Georgia 7.21%

We welcomed Guests from 18 different states in July. The top states were:

Florida 42.52%; New York 8.6%; Ohio 7.11%

**June Market Mix:** Domestic 72%, International 28%

**July Market Mix:** Domestic 69%, International 31%

**12.06% of the total visitors surveyed were staying at a local hotel in June.**

**10.60% of the total visitors surveyed were staying at a local hotel in July.**

## **CRA Board Meeting Results – 7/3/2019**

**R-CRA-2019-29** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of June 5, 2019.

Passed: 7-0

**R-CRA-2019-30** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2019; Revising Operating Revenues; Revising Expenditures.

Passed: 7-0

**R-CRA-2019-31** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2019; Revising Expenditures.

Passed: 7-0

**R-CRA-2019-32** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To issue An Amended Blanket Purchase Order With Delta Property Maintenance, Inc., Renewing The Agreement For Janitorial Services At The Beach Restrooms And CRA Offices For An Estimated Annual Amount Of \$171,000.00.

Passed: 7-0

**R-CRA-2019-33** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Supporting The Dixie Highway/21st Avenue Complete Streets Project And Endorsing The Florida Department Of Transportation’s Delivery Of Complete Streets For Certain Complete Streets Projects Identified In The Broward Metropolitan Planning Organization Complete Streets Master Plan As A High Priority In Order To Be Included In The Florida Department Of Transportation Five-Year Adopted Work Program.

Passed: 7-0

**R-CRA-2019-34** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute A Purchase Order With Beach Raker, LLC For Emergency Seaweed Removal In The Amount Of \$36,000.00; Providing For A Total Cost of \$72,000.00 To Be Shared Equally By The CRA And In The City of Hollywood.

Passed: 7-0

**R-CRA-2019-35** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Establishment Of The Mural Only Program (“MOP”) Within



The Beach And Downtown Districts Of The CRA; Approving And Authorizing The Executive Director Of The CRA To Execute All Applicable Agreements To Implement The Program; Authorizing The Transfer Of Funds For Said Purpose.

Passed: 7-0

**R-CRA-2019-36** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Repealing Resolution R-CRA-2012-25 Establishing A Mural Review Committee.

Passed: 7-0