



CRA Executive Director's Report, April 2015

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

Capital Improvement / Redevelopment

A1A Traffic Calming

CRA Staff presented the Kimley-Horn and Associates DRAFT engineering proposal for the traffic calming design along SR A1A from Sheridan Street to Hollywood Boulevard at the Hollywood Beach Civic Association monthly meeting on March 12th, 2015. This latest DRAFT proposal was formulated based upon feedback from FDOT. Based upon stakeholder input received at this meeting CRA Staff and Kimley-Horn will be reconvening with FDOT to re-examine the design and FDOT's review of design methodology analysis and constructability. Kimley-Horn and Associates on behalf of the CRA/City has applied for a Transportation Design for Livable Communities (TDLC) Application for the portion of SR A1A from Sheridan Street to Hollywood Boulevard. This designation will allow more flexible traffic engineering standards that better match the posted and design speeds along this corridor as well as take into account the CRA vision for this corridor, with more walkable sidewalks, a safe bike lane and enhancing traffic calming measures. CRA/City Staff are also coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea St. toward the Hollywood Boulevard Bridge. The park would incorporate safer pedestrian access across A1A to the community center, a water taxi stop, shaded seating areas, public art and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

A1A Commercial Loading Zones

As a result of several meetings with HBBA Representatives and the trucking/delivery companies, CRA Staff is working on proposals for loading zones, truck sizes and times of delivery with the companies and businesses within the Central Business District of the CRA and along the Broadwalk. Follow up meetings are planned with the community to discuss these proposals.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff is spearheading a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District and unifies the various transit modalities, i.e. trolley, automobile, bicycle, pedestrian, bus and provides visual and design cohesiveness to both residents and visitors. CRA/City Staff met with Margaritaville

and representatives from the Broward MPO, FDOT, and B-Cycle. The intent is to develop a strong design which can be utilized to seek funding and grant opportunities for implementation of this project. Conceptual designs were reviewed by the City Manager and Assistant City Manager and their input is being incorporated into a presentation which will be brought forth to the CRA Board in May 2015.

Tri-Rail Coastal Link Passenger Rail (TRCL)

The two year Project Development Phase of TRCL is set to begin in late Spring 2015 with public kick-off meetings to follow in the early part of the summer. Concerns from the Federal Agencies over confusion of the TRCL with ongoing AAF-DEIS (environmental impact statements) will ultimately decide the actual PD start date with the FTA. There are a total of 20–22 stations being planned for the first part of this system. Those stations requiring further evaluation in this area between Aventura and Ft. Lauderdale are: Hallandale Beach, Hollywood, Dania Beach and the FLL Airport.

Underground Utilities Phase III

Construction work has already started on New Mexico Street for the undergrounding of utility lines. JJW is the Contractor responsible for the two streets, New Mexico and New Hampshire Streets.

Downtown Neighborhood Streetlighting Project

- Polk and Van Buren Street undergrounding of conduit completed.
- Street light poles/ fixtures have been installed on Polk and Van Buren Street.
- Three day burn completed on Polk Street.
- Project completion is set for the first week in April 2015.

Margaritaville Construction

Activities

BMC reviewed draw request #18 and visited the jobsite in advance of the current draw request on March 24, 2015. 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.
- Process payment to developer of \$520,000 (73% of \$13,000,000 less prior funding of 69%) for eligible construction cost.
- It was noted in the Executive Summary submitted by the contractor to the developer, that a potential delay of 63 days is reflected in the most recently updated schedule. The developer reports that steps are currently being taken to mitigate this delay.
- Process payment to developer of \$1,201,571 (100% of \$10,000,000 less prior funding of \$8,798,429) for eligible FF&E expenses.

- Process payment to developer of \$361,283 (22% of \$5,000,000 less prior funding of \$742,338) for eligible Johnson Street improvements.
- 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 on Level 11 pool deck



Figure 2: Pool & Landshark Bar progress from above



TIFF Grant Programs

We currently have 20 PIP/POP/HIP grants in various stages of approval or construction—two in the downtown district and 18 in the beach district. CRA Staff meets bi-monthly with potential Grant applicants to review the application process and pre-qualify property and business owners.



Business Recruitment, Retention and Expansion

CRA Staff in coordination with the City of Hollywood Department of Economic and Community Development is in the process of updating a business recruitment plan and working with Ambit Advertising to create related collateral material. In addition, 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 an advertising campaign that

targets “creative class” tenants. Staff has also initiated discussions with a property owner in regard to transforming an underutilized property on Hollywood Boulevard into space to a co-work space (a WeWork or The LAB Miami concept), met with and continues to communicate with Passport Development LLC, JED Developers, Kapital Group, Harrison Art Colony LLC (Ben Cohen), Bedeco Inc. (2000 Van Buren Street) and other property owners and prospective property owners in regard to redevelopment projects located in Downtown Hollywood.

The ArtSpace Preliminary Feasibility Report was received and reviewed by staff. Modifications are being made and shall be implemented into the study prior to the ArtSpace making a presentation at the May 6th CRA Board Meeting.

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.

Staff continues to work hand-in-hand with the Hollywood Beach Business Association, Downtown Hollywood Business Association and existing tenants located within the CRA Beach and Downtown Districts in an effort to upgrade their product line, services and marketing strategies. These strong suggestions are made, however, it is the decision of the business owner whether or not to implement.

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 February:

1. Les Artists Café & Sandwicherie, 313 Johnson Street (restaurant)
2. Vanity Resto / Lounge, 115 N. 21st Avenue (restaurant)
3. Sweet & Savory Catering Inc., 121 N. 20th Avenue (restaurant)
4. Caribbean Ranchos Kitchen, 323, S. 21st Avenue (restaurant)
5. Fantastic Party Palace, 509 S. 21st Avenue (Event Planning Office)
6. The Rosemount Vacation Rentals, 322 Oklahoma Street (lodging facility)
7. Printing Planet, 2000 Harrison Street (retail office supply and printing services)
8. United M Group Inc., 323A S. 21st Avenue (Office)
9. Deep Sea Realty, LLC, 2129 Fillmore Street (residential rental)
10. Rangel Slavenkov, 1940 Adams Street (residential rental)
11. JM Kontinen LLC, 601-619 N. 21st Avenue (commercial rental building)
12. Meyer Executive Offices, LLC, 1946 Tyler Street (Offices for Rent)
13. Kitchen Center, 1946 Tyler Street (retail office)

Murals / Public Art Initiatives

- Photographed & social networked muralist Hoxhoh as he completed his mural at Anniversary Park
- Contacted property owners regarding new mural sites including 415 N. Federal Highway, 1818 S. Young Circle and 1926 Harrison Street
- Working with 509 N. Federal Highway, previous 'Entrada' soon to be Runway Resort, on a potential mural of the North Facade
- "Inside Out" project proposal for 1740 Young Circle approved by Broward 100; working on timeline
- Social networked for DHMP and ArtWalk
- Gave mural tour to Doug McCraw, property owner of FAT Village
- Gave DHMP presentation to the Hollywood Chamber Leadership class at ArtsPark

Maintenance

Downtown - In February, Block By Block staff removed 151 graffiti tags, collected 4,425 lbs. of litter, collected 248 palm fronds and returned eight shopping carts to their place of origin. Additionally, 14 graffiti tags were forwarded to either the property owner or Code Enforcement.

Beach - In February, 1,717 operational hours were clocked by beach maintenance staff. Of those hours, 1,215 were dedicated to trash removal from the beach, 35 hours were spent maintaining the restrooms and 69 hours were spent cleaning the shower areas. In addition, approximately 76 graffiti tags and stickers were removed.

Code Enforcement

CRA staff meets with enhanced service CRA 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. The recently open Code Enforcement Officer position was recently filled by CRA Part-time employee Luz Marina Fernandez. Ms. Fernandez is F.A.C.E. certified, multi-lingual and has one year experience working on Code Enforcement issues and projects for the CRA.

The CRA works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In the month of February, in the Beach District, 52 on-view violations were issued, 11 complaints were addressed and 55 re-inspections were conducted.

Staff continues to prioritize property standards and work with business and property owners located within the CRA Districts in an effort to obtain voluntary compliance.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

The marine turtle lighting ordinance went into effect March 2015. Marine Turtle Nesting Season also began March 2015.

Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. February 2015 ridership was 8,996. The Beach Line had 3,805 passengers. The Downtown/ Beach South line had 3,090 passengers. The Downtown/Beach North line had 2,101 passengers.

Trolley Alternative Fuels

Public Works has performed a preliminary analysis of the usage and times available for the trolleys. Staff is coordinating this information with the trolley vendor. A contract will be drafted and executed between the CRA and the vendor which will include all of the CRA Board's requests. A contract will then be drafted and executed between Public Works and the Vendor that includes CNG prices and schedule.

Visitor Services

In January, Visitor Services accommodated the needs of 4,366 visiting guests and local residents at the Garfield Information Center. The Visitor Services Specialists continue to connect with local businesses, restaurants and hoteliers to assist in spreading the word about local events and happenings in Hollywood.

Visitor Information Bikes

If you attended the St. Patrick's Day parade, you saw our Mobile Visitor information bike leading the way in front of our Hollywood Trolley. The bikes continue to be a "big hit" for visiting guest and our local residents. We are often asked to stop so visiting guests can take pictures of our one-of-a-kind unique bikes.

Diamond Tours Inc.

February was a record month in receiving visitors from Diamond Tours. We accommodated the needs of 662 guests transported by charter buses for a short break, lunch or walking tour along our beautiful Broadwalk. These are first time visitors who might not have had the opportunity to visit our beach, it not for these type of group charters.

Tourism Leads

We have processed a total of 201 leads in February: Southern Living Vacations (4) and Weekly Reader Responses (197). We respond to lead requests by mailing out information about Hollywood (i.e. Visitor maps & Trolley information).

CRA Board Meeting Results – 3/4/2015

R-CRA-2015-11 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of February 4, 2015.

Results: Passed 6-0. Board Member Hernandez was absent.

R-CRA-2015-12 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Greenberg Traurig, P.A. And The CRA Designating Greenberg Traurig As Bond Counsel For A Fixed Fee In The Amount Of \$45,000.00 To Provide Services To The Beach District In Connection With The Issuance Of Its Redevelopment Refunding Revenue Note, Series 2015, Expected To Be Issued In An Aggregate Principal Amount Not To Exceed To Be Issued In An Aggregate Principal Amount Not To exceed \$53,000,000.00; Authorizing The Issuance Of A Request For Proposals For The Purpose Of Selecting A Bank To Loan To The CRA The Funds Necessary To Accomplish The Refunding; Providing An effective Date.

Results: Passed 7-0

R-DCRA-2015-13 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Greenberg Traurig, P.A. And The CRA Designating Greenberg Traurig, P.A. As Bond Counsel For A Fixed Fee In The Amount Of \$32,500.00 To Provide Services To The Downtown District In Connection With The Issuance Of Its Redevelopment Refunding Revenue Note, Series 2015, Expected To Be Issued In An Aggregate Principal Amount Not To Exceed \$19,999,000.00; Authorizing The Issuance Of A Request For Proposals ("RFP") For The Purpose Of Selecting A Bank To Loan To The CRA The Funds Necessary To Accomplish The Refunding; Providing An Effective Date.

Results: Passed 7-0