CRA Executive Director’s Report, March 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 and CRA Consultant, Kimleyu-Horn and Associates have been meeting with FDOT to discuss design methodology analysis and constructability, as required by FDOT in response to their comments on the CRA Phase I application for the A1A Traffic Calming Design. In addition, 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. Staff is coordinating with Kimley-Horn and Associates, Public Works and Parks, Recreation and Cultural Arts to develop a conceptual linear park from Azalea Street (site of the Hollywood Beach Cultural and Community Center) which would continue south from Azalea Street toward the Hollywood Boulevard Bridge. This linear park would incorporate safer pedestrian access across A1A to the community center, a water taxi stop 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 are currently being reviewed and a presentation on the conceptual designs is being planned to be brought forth before the CRA Board in April, 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 delivered and the contractor is completing installation which will take about 4 weeks
- The system will be connected and tested throughout the month of March.
- Project proceeding on schedule.
Margaritaville Construction

Activities
BMC reviewed draw request #17 and visited the jobsite in advance of the current draw request on February 19, 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 (69% of $13,000,000 less prior funding of 65%) for eligible construction cost.
- It was noted in the Executive Summary submitted by the contractor to the developer, that a potential delay of 59 days is reflected in the most recently updated schedule. The developer reports that steps are currently being taken to mitigate this delay.
- 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: Guestroom balcony railing installation  Figure 2: Metal roofing on architectural features

CRA staff continues to work closely with Johnson Street business owners on the Beach. Staff is currently exploring a valet program that would primary service this area of the Beach.

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. Traditional professional office tenants are also being targeted and staff continues to work with the owner of the Meyer Executive Office Suites located 1946 Tyler Street in an effort to attract office users to the area. 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. Staff is scheduling a date a time for ArtSpace representatives to make a presentation to the Board on the content of the report. (Please find report attached.)

Meetings continue to be scheduled with property owners (one block at a time) to discuss the future of Downtown Hollywood, the creative class and tenant recruitment and expansion.

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 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 December:

1. Verizon Wireless, 3555 S. Ocean Dr. (Wireless Activation/Cables)
2. 1833 Taylor St., 1833 Taylor St. (3 unit Rental)
3. The Quick Spot, 1930 Hollywood Blvd. (Convenience Store)
4. Affordable Plans, LLC, 1600 Harrison St. (Vacation Rentals)
5. Florida's Best Mobile, 118 S. 20 Ave. (T-Mobile Authorized Dealer)

**Murals / Public Art Initiatives**
- Contacted property owners regarding new mural sites including 1946 Tyler Street
- Scheduled new mural by Hoxxoh at 1946 Tyler Street
- Worked on “Inside Out” application
- Social networking for DHMP and ArtWalk
- Sent out new DHMP photos and information to CVB & Film Office & scheduled mural tour
- Rone video released to local and national blogs
- Worked on concept for Children’s Artwork Contest for electrical boxes
- Gave mural tour to French author Saliha Hadj-Djilani to include Downtown Hollywood in her upcoming travel book on South Florida
- Gave DHMP presentation and talk at FAT Village for the Sustainability Stewards Workshop: Connecting Artists and Planners

**Maintenance**

**Downtown** - In January, Block By Block staff removed 153 graffiti tags, collected 6,900 lbs. of litter and collected 311 palm fronds. Additionally, 26 graffiti tags were forwarded to either the property owner or Code Enforcement.

**Beach** - In January, 1,934 operational hours were clocked by beach maintenance staff. Of those hours, 1,577 were dedicated to trash removal from the beach, 41 hours were spent maintaining the restrooms and 81 hours were spent cleaning the shower areas. In addition, approximately 137 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. At this time we have an open Code Enforcement position in the Downtown. In cooperation with the City of Hollywood Department of Human Resources, the position was advertised. We just received the short list of candidates and will be interviewing with the anticipation of immediately hiring the most qualified candidate.

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 January, in the Beach District, 25 on-view violations were issued, 9 complaints were addressed and 41 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 CRA will be conducting its fourth and final monthly Sea Turtle Light Audit on Thursday, February 26, 2015. The marine turtle lighting ordinance goes into effect March 2015. Marine Turtle Nesting Season also starts March 2015.

**Anti-Litter Campaign**
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, installing additional signage (and including, “thank you for not smoking” language), providing advertising specialty items and address disposable products used by businesses on the Broadwalk. The CRA partnered with AA Beach Services, the vendor that operates lounge, cabana and umbrella rentals on Hollywood Beach, and installed anti-litter campaign signage on their storage and distribution sheds.

The CRA made a presentation at the Hollywood Beach Business Association membership meeting and presented the newly wrapped trash barrels and “green” items such as a recyclable pizza box. Working hand-in-hand with Code Enforcement the CRA continues educate the business owners in regard to Section 124 of the COH Code regarding outdoor café permits and specific requirements on the beach pertaining to disposable materials.
Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. January 2015 ridership was 9,886. The Beach Line had 4,558 passengers. The Downtown/Beach South line had 3,353 passengers. The Downtown/Beach North line had 1,975 passengers.

Trolley Alternative Fuels

Staff met with the Department of Public Works, TECO and the trolley vendor to determine the feasibility of utilizing the CNG facility at Public Works to gas up the trolleys. 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.

Visitor Services

In January, Visitor Services accommodated the needs of 4,840 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

Our one-of-a-kind Hollywood Visitor Information bikes made their debut during Canada Fest, January 21 and 22. The bikes were quite popular and everyone wanted to take pictures of them. Denise Demont, a writer for the French newspaper Le Soleil de la Floride, is currently writing a cover story on the CRA’s Visitor Information bikes.

Diamond Tours Inc.

During the month of January, the Visitor Services staff accommodated the needs of 225 guests transported by charter buses for a short break, lunch or walking tour along our beautiful Broadwalk.

Tourism Leads

We have processed a total of 116 leads in January: AAA Living (101), Southern Living Vacations (10) and Weekly Reader Responses (5). We respond to lead requests by mailing out information about Hollywood (i.e. Visitor maps & Trolley information).

CRA Board Meeting Results – 2/4/2015


Result: Passed 7-0
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Result: Passed 7-0.

R-CRA-2015-08 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Establishing The Number And Type Of Authorized Positions For The Fiscal Year 2015.
Result: Passed 7-0.

R-BCRA-2015-09 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA, Officials To Execute The Attached Property Improvement Program ("PIP") Grant Agreement Between The CRA And Corsely Investment, Inc. For On-Site Improvements To Property Located At 307-309 Johnson Street In An Amount Not To Exceed $50,000.00; And Proving An Effective Date.
Result: Passed 7-0

R-BCRA-2015-10 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program ("PIP") Grant Agreement Between The CRA And Corsely Investment, Inc. For On-Site Improvements To Property Located At 311-321 Johnson Street In An Amount Not To Exceed $50,000.00; And Providing An Effective Date.
Result: Passed 7-0.