



## CRA Executive Director's Report, February 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**

The Phase I Application for the A1A Traffic Calming project was submitted to FDOT and CRA Staff and the consultant, Kimley-Horn and Associates met with FDOT on January 14<sup>th</sup>, 2015 to discuss FDOT's comments and prepare further methodology and constructability analysis required by FDOT. 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 met with Kimley-Horn and Associates and 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**

On January 12<sup>th</sup>, 2015, staff met with the trucking companies, HBBA representatives and City Staff to focus on the truck loading zones for both businesses along SR A1A and the Boardwalk. Further information is being gathered as a result of this meeting with the businesses and a follow up meeting is being planned to continue the discussion about loading zones, truck sizes and times of delivery.

#### **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.

### **Tri-Rail Coastal Link Passenger Rail (TRCL)**

The two year Project Development Phase of TRCL is set to begin in January 2015. Public meetings for support and comments will begin in the first quarter of 2015. Currently FDOT as project manager for the TRCL is working on the pre-NEPA activities. Staff invited SFRTA and FDOT for a CRA/City discussion on the evaluation criteria which will be utilized for those stations which were identified in the March 2015 Broward MPO presentation as "requiring further evaluation." This meeting will be held on December 4th, 2014. 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 are anticipated to be delivered by the end of February with installation to commence immediately thereafter.
- Project proceeding on schedule.



# Margaritaville Construction

## Activities

BMC reviewed draw request #16 and visited the jobsite in advance of the current draw request on January 16, 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. Updated General Contractor policy was provided to CRA.
- Process payment to developer of \$520,000 (65% of \$13,000,000 less prior funding of 61%) for eligible construction cost.
- 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: Restroom progress on Johnson Street



Figure 2: Deck sealed on level 11 pool deck



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 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.





## 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).

The ArtSpace Preliminary Feasibility Report was received and is currently being reviewed by staff.

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. Jr. Design Upholstery, 830 N. Dixie Hwy (Used Car Sales)
2. Excel Automotive Group, Inc., 500 N. Dixie Hwy #5 (Used Car Sales)
3. Exclusive Asset Management, Inc., 338 N. Dixie Highway (Internet Car Sales)
4. ASTA Parking, 309 Arizona St (Parking Lot)
5. The Skeen Law Group, PA, 2126 Hollywood Blvd. (Law Firm)

6. A Auto Repair, 2130 Johnson St. (Auto Repair)
7. JD Group USA LLC, 250 N. Federal Highway (Boutique)
8. Vapor Life Las Olas LLC, 2000 Harrison St - Bay 2 (Retail)
9. Automania LLC, 612 S. Dixie Highway (Used Car Sales)
10. Fire Boys Inspections, Inc., 2028 Harrison St. (Fire Extinguishers Sales)

## Murals / Public Art Initiatives

- Social networked and photographed new Strangeways & Yenta mural at 119 North 20th Avenue
- Contacted property owners regarding new mural sites including 1946 Tyler Street
- Working on potential "Inside Out" project sites and group concept
- Continued social networking for DHMP and ArtWalk

## Maintenance

**Downtown** - In December, Block By Block staff removed 107 graffiti tags, collected 4,950 lbs. of litter and collected 273 palm fronds. Additionally, 19 graffiti tags were forwarded to either the property owner or Code Enforcement and seven shopping carts were returned to their business of origin.

**Beach** - In December, 1,914 operational hours were clocked by beach maintenance staff. Of those hours, 1,294 were dedicated to trash removal from the beach, 33 hours were spent maintaining the restrooms and 69 hours were spent cleaning the shower areas. In addition, approximately 67 graffiti tags and stickers were removed.

## 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 December, in the Downtown District, 30 on-view violations were issued, 10 complaints were addressed and 27 re-inspections were conducted. In the Beach District, 22 on-view violations were issued, 6 complaints were addressed and 40 re-inspections were conducted.

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

The CRA, in cooperation with the City of Hollywood Department of Human Resources, has advertised for the open Code Enforcement Officer position.

## Sea Turtles & Environmental Issues

### Sea Turtle Lighting

The CRA conducted its third monthly Sea Turtle Light Audit on January 14, 2015. The next one will take place on Thursday, February 26, 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, provide advertising specialty items and address disposable products used by businesses on the Boardwalk. The CRA staff will again make a presentation at the next HBBA membership meeting and present 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.

Trash Receptacle before



Trash Receptacle after



## Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. December 2014 ridership was 7790. The CRA applied for a Broward County Community Bus Service Grant. This could possibly financially supplement all three trolley routes. Staff is also currently working on the feasibility of an alternative fuel with Public Works and consultants.

The Hollywood Trolley had their best year to date numbers - over 100,000 riders in 2014.

The CRA hired Basulto Management Consultants to research and write large infrastructure/ transportation grant opportunities. The consultant attended the meeting concerning 2015 Transportation Alternatives Program (TAP) sponsored by the Broward MPO Jan 29.

### Trolley Alternative Fuels

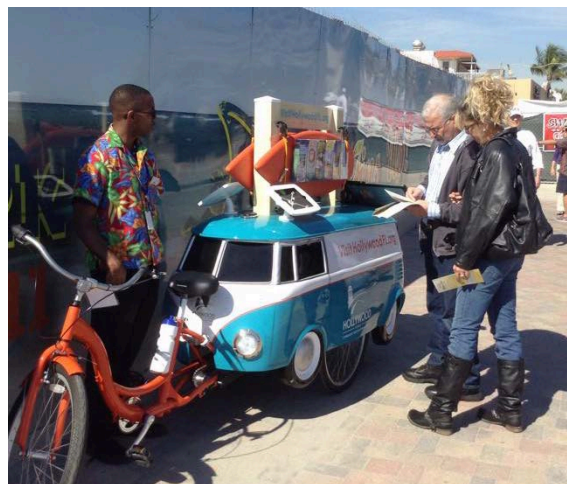
Staff met with the Department of Public Works, TECO and the trolley vendor to determine the feasibility of utilizing the CNG facility at Public Works to gas up the trolleys. Public Works has performed a preliminary analysis of the usage and times available for the trolleys. Staff is coordinating this information with the trolley vendor.

## Visitor Services

In December, Visitor Services accommodated the needs of 3,019 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

We are so excited! Our one-of-a-kind Hollywood Visitor Information bikes have finally arrived. Utilizing these bikes, we will be able to provide mobile assistance along the Boardwalk. The bikes are solar powered and are also equipped with iPads. They will definitely attract the attention of our local residents and visiting guests.





### **Diamond Tours Inc.**

During the month of December, the Visitor Services staff accommodated the needs of 49 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 71 leads in December: AAA Living (51), Southern Living Vacations (5) and Weekly Reader Responses (15). We respond to lead requests by mailing out information about Hollywood (i.e. Visitor maps & Trolley information).

## **Special CRA Board Meeting Results – 12/17/2014**

**R-CRA-2014-62** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Further Extend The Existing Agreement Between The CRA And Limousines Of South Florida, Inc. For Up To One Hundred And Twenty (180) Days Under The Same Terms and Conditions Of Said Agreement And Fourth Amendment, In An Estimated Amount Not To Exceed \$200,000.00

Results: Passed 7-0.

## **CRA Board Meeting Results – 1/7/2015**

**R-CRA-2015-01** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of December 3, 2014.

Results: 6-0, Board member Sherwood was absent.

**R-CRA-2015-02** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Rejection Of All Proposals Received Pursuant To Request For Proposals (RFP-007-14-CRA) For Bus Transportation Service For The City Pass Program.

Results: 6-0, Board member Sherwood was absent.