



CRA Executive Director's Report, January 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 on October 20, 2014. Staff has a follow up meeting in January 2015 to discuss comments with FDOT. Staff also has a scheduled meeting in January with the trucking companies, HBBA representatives and City Staff to focus on the truck loading zones for both businesses along SR A1A and the Broadwalk. Kimley-Horn and Associates has prepared an application to FDOT 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 / 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.

Margaritaville Construction

Activities

BMC reviewed draw request #15 and visited the jobsite in advance of the current draw request on December 18, 2014. 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 \$650,000 (61% of \$13,000,000 less prior funding of 56%) 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: Five O'clock Somewhere Bar progress on intracoastal



Figure 2: Stucco progress as seen from A1A



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.



Lifeguard Tower Student Architectural Design Competition

CRA staff is working with Marine Safety staff and the FAU School of Architecture students to further develop the concepts presented at the November Board meeting. This will be done throughout the Spring 2015 semester.

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 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 a new advertising campaign that targets “creative class” tenants.

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 in an effort to upgrade their product line, services and marketing strategies. In addition, staff has recently solicited and met with three prospective qualified property owners and one existing high tech tenant, that are interested in purchasing property in Downtown Hollywood with the intent of changing the culture of Downtown – meaning, they are willing to make long term investments, focus on technology and / or the arts and cater to a diverse and creative/“art-centric” consumer base.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 8 Certificates of Use in November:

1. Ice Model Talent Management, 1872 Polk Street (Talent Agency)
2. RG Auto Repair, 2130 Johnson Street (Auto Repair)
3. R & M Resource Center/Transition Center, Inc., 501 S. 21st Avenue (Office Space)
4. Vapor Life, LLC, 1801 N. Young Circle (290 N. Federal Highway) (Retail Sales)
5. Raway LLC, 2000 Harrison Street (Retail Sales)
6. South 21 Hollywood. LLC, 501 S. 21st Avenue (Office/Retail)
7. Pilates n' Harmony, 2028 Harrison Street #108 (Dance Studio)
8. Sharon Walker, 1725 Jefferson St (Rental unit in rear of property)

Murals / Public Art Initiatives

- Social networked and continued press on Rone Mural located at 1918 Harrison Street
- Contacted property owners regarding new mural sites including 1848 Harrison Street, 1926 Harrison Street and 1926 Hollywood Boulevard
- Working on potential "Inside Out" project sites and group concept
- Continued social networking for DHMP and ArtWalk

Maintenance

Downtown - In October, Block By Block staff removed 204 graffiti tags, collected 7,375 lbs. of litter and collected 334 palm fronds. Additionally, three graffiti tags were forwarded to either the property owner or Code Enforcement and four shopping carts were returned to their business of origin.

Beach - In November, 2,093 operational hours were clocked by beach maintenance staff. Of those hours, 1,332 were dedicated to trash removal from the beach, 41 hours were spent maintaining the restrooms and 77 hours were spent cleaning the shower areas. In addition, approximately 82 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 November, in the Downtown District, 29 on-view violations were issued, 9 complaints were addressed and 34 re-inspections were conducted. In the Beach District, 42

on-view violations were issued, 8 complaints were addressed and 53 re-inspections were conducted.

Staff continued to prioritize property standards and work with business and property owners in an effort to obtain voluntary compliance.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

The CRA conducted its second monthly Sea Turtle Light Audit on December 9, 2014. Despite the chilly weather, we had a great turnout. The next monthly Sea Turtle Light Audit will take place on Wednesday, January 14, 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 "green" items such as a recyclable pizza box. Working hand-in-hand with Code Enforcement the CRA will also 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. November 2014 ridership was 6,296 compared to November 2014 at 5,794 riders. The automated call system had 273 callers. The CRA is applying 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.

Visitor Services

In November, Visitor Services accommodated the needs of 2,675 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.

Diamond Tours Inc.

During the month of November, the Visitor Services staff accommodated the needs of 98 guests transported by charter buses for a short break, lunch or walking tour along our beautiful Boardwalk.

City-Pass Program

We have received guest from the following cruise ships: Noordam, Zuiderdam, Eurodam and Nieuw Amsterdam. We helped welcome a total of 210 guests. We continue to receive positive feedback from our cruise guests.

FAM Tours

This month in cooperation with the Greater Fort Lauderdale Convention and Visitors Bureau, we welcomed 13 media guests from the Society of American Travel Writers (SATW). A guided tour was provided for the group which included lunch at the Diplomat, a tour of Dave Muller's exhibition "Rock "N" Old" courtesy of the Art & Culture Center, cycling on the Broadwalk and a trolley ride through the Downtown.

We also welcomed and greeted Caroline along with 75 German band members as they arrived at the Hollywood Marriott Hotel. The group contacted the Visitor Information Center, requesting information about Hollywood to assist with their stay while in Hollywood. We provide brochures, water bottles and gift bags. We received a nice thank you and a promise to visit us again.

Tourism Leads

We have processed a total of 108 leads in November: AAA Living (37), Bridal leads (4), Southern Living Vacations (7) and Weekly Reader Responses (60). We respond to lead requests by mailing out information about Hollywood (i.e. Visitor maps & Trolley information).

CRA Board Meeting Results – 12/3/2014

R-CRA-2014-59 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of November 5, 2014.

Action: Vote (7-0)

R-CRA-2014-38 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Ranking The Two (2) Short-Listed Firms To Provide Transportation Service For The Beach And Downtown Circulator Service; And Authorizing The Appropriate CRA Officials To Negotiate An Agreement with The Highest Ranked Firm In An Estimated Amount Of \$895,000.00.

Action: Vote (5-2) Board Member Hernandez and Board Member Callari opposed.

R-BCRA-2014-60 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Considering A Request For A Property Improvement Program ("PIP") Grant For On-Site Improvements To Property Located At 1701 S. Ocean Drive (Wellington Towers) In An Amount Not To Exceed \$40,000.00; And Providing An Effective Date.

Action: Vote (7-0)