



CRA Executive Director's Report, December 2014

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. The 30 day review period has ended and FDOT has requested some extra time for comments. Staff is planning a follow up meeting with the trucking companies 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 Staff initiated a kick-off meeting on November 13th, 2014, attended by CRA/City Staff, 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.

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 has 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 #14 and visited the jobsite in advance of the current draw request on November 14, 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 \$780,000 (56% of \$13,000,000 less prior funding of 50%).
- 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: Johnson Street improvements



Figure 2: Family pool and waverider progress



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 18 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.

As part of a fourth quarter marketing plan, CRA staff has partnered with the COH staff, Chamber, HBBA, DHBA and Johnson Street District in an effort to promote Small Business Saturday, November 29th. Other forms of programming planned with the intention of generating interest and business to the Downtown Commercial Core include the Hollywood Holiday Market, a street festival featuring crafts and collectibles, to be held on Sunday, December 14 on Harrison Street and 20th Avenue and the ongoing ArtWalk and Dream Car Classic events.

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.

In follow-up to the Artspace meetings, the CRA anticipates to receive the feasibility study within the next few days.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 18 Certificates of Use in August:

1. BPK Enterprises Inc., 2711 S. Ocean Dr. (Poolside Café)
2. Ice Model Talent (ICEMTM), 1884 Radius Dr. (Model Talent Agency)
3. Nosos 14 corp., 1896 Radius Dr. (Retail Store)
4. Quality Circle Leasing, 301 Indiana St. (Parking Lot)
5. Metamorphosis MediSpa, 2104 Tyler St. (Weight loss/Esthetics)
6. Walgreens Pharmacy Store No. 0456, 1723 E. Young Circle (Retail Pharmacy)
7. South Florida Credit Experts, 1918 Harrison St. #202 (Credit Repair/Counseling)
8. 500 Hollywood LLC, 500 S. Federal Highway (Office Use)
9. Oasis Cultural Arts Dance, 403 S. 21 Ave. (Dance Studio)

Murals / Public Art Initiatives

- Social networked continued press on London Police Mural located on 1909 Harrison Street and Diana Contreras mural located at 2010 Hollywood Boulevard
- Contacted property owners regarding new mural sites including 1848 Harrison Street, 1918 Harrison Street, 1926 Harrison Street and 1926 Hollywood Boulevard
- Working on potential “Inside Out” project sites and group concept
- Staff working on the festival logistics and marketing for the Hollywood Holiday Market in December
- Continued social networking for DHMP and ArtWalk

Maintenance

Downtown - In October, Block By Block staff removed 163 graffiti tags, collected 5,675 lbs. of litter and collected 293 palm fronds. Additionally, four graffiti tags were forwarded to either the property owner or Code Enforcement and seven shopping carts were returned to their origin of business.

Beach - In October, 1,590 operational hours were clocked by beach maintenance staff. Of those hours, 1,104 were dedicated to trash removal from the beach, 53 hours were spent maintaining the restrooms and 83 hours were spent cleaning the shower areas. In addition, approximately 57 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 September, in the Downtown District, 92 on-view violations were issued, 17 complaints were addressed and 98 re-inspections were conducted. In the Beach District, 36 on-view violations were issued, 8 complaints were addressed and 41 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

In November, the CRA applied for a grant from the Sea Turtle Conservancy. The grant is to help fund the buying and installation of shields for the tri-globe Broadwalk lights in response to March 2015 compliance. In November, the CRA and Code Enforcement conducted their first marine turtle night audit. Very successful, there will be three more upcoming monthly marine turtle night audits.





Anti-Litter Campaign

The CRA in partnership with the City of Hollywood rolled out a beach anti-litter campaign that includes the installation of lightpole banners, decorative wraps on trash bins & electrical cabinets. Additional signage has been installed in the Garfield Garage and on a window of the Visitor Information Center at Charnow Park. 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 Broadwalk. 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. October 2014 ridership was 6,442 compared to October 2013 at 3,993 riders. The automated call system had 258 callers. In January, the trolley schedule will be expanded to 7 days a week.

Mobi-Mats

All four new Mobi-Mats have been successfully installed. Hollywood Beach now has a total of 8 Mobi-Mats.

Visitor Services

In October, Visitor Service Specialists accommodated the needs of 1,837 visiting guests and local residents at the Garfield Information Center.

Diamond Tours Inc.

During the month of October, the Visitor Services staff accommodated the needs of 272 guests transported by charter buses for a short break, lunch or walking tour along our beautiful boardwalk.

City-Pass Program

The City Pass program is underway. We have received guest from the following cruise ships Zuiderdam, Eurodam and Zuiderdam. We helped welcome a total of 48 guest. October is the first month of the season. You will see the numbers increase as the season progresses.

Tourism Leads

We have processed a total of 79 leads this month: AAA Living (48), Bridal leads (7), Southern Living Vacations (7) and Weekly Reader Responses (17). We respond to lead requests by mailing out information about Hollywood (i.e. Visitor maps & Trolley information).

CRA Board Meeting Results – 11/5/2014

R-CRA-2014-51 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 29, 2014.

ACTION: Passed 7-0

R-CRA-2014-52 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of October 1, 2014.

ACTION: Passed 7-0

R-CRA-2014-53 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing Year End Budgetary Transfers And Adjustments For Fiscal Year 2014 As Set Forth In Exhibits "A" and "B", And Providing An Effective Date.

ACTION: Passed 7-0

R-CRA-2014-54 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2015; Revising Fiscal Year 2015 Revenues; And Providing An Effective Date.

ACTION: Passed 7-0

R-CRA-2014-55 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2015; Revising Fiscal Year 2015 Revenues; And Providing An Effective Date.

ACTION: Passed 7-0

R-CRA-2014-56 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Ranking The Four (4) Firms To Provide Grant Management Service For The CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm In An Amount Not To Exceed \$25,000.00, Annually.

ACTION: Passed 7-0

R-CRA-2014-57 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Between Mydatt Services, Inc., dba Block by Block And The CRA For Sanitation And Security Services For An Estimated Annual Expenditure Of \$299,869.97.

Action: Passed 7-0