CRA Executive Director’s Report, September 2015

The following Informational Report by Jorge Camejo, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

Capital Improvement / Redevelopment

**A1A Traffic Calming**
CRA Staff continues to coordinate with City staff and FDOT on the traffic calming design along SR A1A from Sheridan Street to Hollywood Boulevard and has reached out to FPL regarding the potential design of switch cabinets in order to underground the overhead main feeder line along west side of SR A1A. CRA/City Staff is 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. CRA and Parks, Recreation and Cultural Arts are working together on the park design so that there is a continuous pathway between a floating dock and water taxi stop at Arizona St. continuing south along the Intracoastal Waterway. Permitting would be required from DEP, i.e. US Army Corps of Engineers.

**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.

**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, unifies the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and 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. CRA Engineering and Landscape Architecture consultant will begin the work on this design in coordination with the A1A Traffic Calming design and the Florida Department of Transportation.
**Tri-Rail Coastal Link Passenger Rail (TRCL)**
The planning for TRCL has progressed from Conceptual Alternatives Analysis/Environmental Screening through Detailed Alternatives Analysis/Environmental Screening and Preliminary Project Development in coordination with local stakeholders and the public. The next stage of planning in the Federal Transit Administration’s (FTA) multi-year, multi-step process is Project Development, which involves further operational, engineering, environmental, and cost evaluations leading to an adopted Locally Preferred Alternative. TRCL does not yet have environmental clearance; the Project Development process will include the completion of the requirements under the National Environmental Policy Act (NEPA.) Project Development for TRCL is currently anticipated to last for two years. The two year Project Development Phase of TRCL is set to begin with public kick-off meetings to be held starting in early fall.

**Underground Utilities Phase III**
Construction work is underway on New Mexico Street, New Hampshire Street and Surf Road between Lee and Thomas Streets for the undergrounding of utility lines. JJW is the Contractor responsible for the two streets, New Mexico and New Hampshire Streets. The E/W Streets from SR A1A to Surf Road are partially open to traffic and work in this area is anticipated to be completed by mid-September. The streetends are scheduled to be completed by the October 2015.

**Downtown Streetlighting Projects**
The Van Buren and Polk Street lighting project is complete and operating. The project provides coverage from Federal Highway to 21st Avenue. These two streets re-established the lighting project that had previously been suspended due to lack of funding.

CRA staff is working with the Police and Public Works in an effort to identify and coordinate the order of installation of lighting for the remaining eight streets in Downtown Hollywood. These streets consist of Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan.

In addition, CRA staff has been in contact with FPL and is currently exploring options for illuminating the alleys in the commercial core between Federal and 21st Avenues and Van Buren and Polk Streets.
Margaritaville Construction

Activities
Basulto Management Consulting, Inc. (BMC) reviewed draw request #22 and visited the jobsite in advance of the current draw request on July 30, 2015. Physical progress was verified during the site visit.

Recommendations
- CRA process the draw request and make payment as noted below, contingent on the CRA’s level of comfort in developer’s compliance with insurance requirements.
- Process payment to developer of $390,000 (90% of $13,000,000 less prior funding of 87%) for eligible construction cost.
- CRA accept “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.

Progress at main entrance portecochere / drive
Main Pool progress, LED fixture installation, prep for finish coat
Drive progress on South side of property looking West
"Lighthouse" progress
**TIFF Grant Programs**

The CRA currently has 10 PIP/POP/HIP grants in various stages of approval or construction – one in the Downtown and nine in the Beach district. CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify property and business owners.

**Grants and Awards**

The CRA was awarded a matching Florida Heritage Grant from the State of Florida - Division of Historical Resources. This grant will go towards updating the state master site files as well as updating the historic guidelines.

In addition, CRA staff submitted a final report to the Florida Department of State, Division of Cultural Affairs for the $25,000.00 grant received for the Hollywood ArtsPark Experience event series.

The Hollywood CRA was awarded the Florida American Planning Association Award of Merit for Park(ing) Day event last year. This year Park(ing) Day will be held Friday September 18 and Saturday September 19, 2015.

**Business Recruitment, Retention, Expansion & Private Investment**

CRA Staff has been distributing the business recruitment/redevelopment brochure to prospective business owners and property developers. The brochure includes maps and information about the CRA Districts and redevelopment projects. Staff utilizes the brochure as a tool to increase interest and investment in the area.

Staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects.

The CRA’s Business Recruitment Media Plan includes advertising and marketing programs specifically designed to target and attract the “creative class,” office tenants, and unique retail establishments to the area.

Staff continues to dialog with property owners in regard to transforming underutilized properties into state-of-the-art residential and commercial redevelopment projects. Communication continues with Luxuria of Hollywood on the Beach, JED Developers, Kapital Group, Harrison Art Colony LLC (Ben Cohen), Bedeco Inc. (2000 Van Buren Street), the Saada family, the Halpern family, FIRM Realty, David Zinn (former Entrada Motel property owner) and other property owners, as well as international and domestic property owners.
and investors in regard to redevelopment projects located in Downtown Hollywood and Hollywood Beach.

For the third consecutive year, the CRA, in partnership with the City of Hollywood, plans to sponsor The International Council of Shopping Centers’ (ICSC) South Florida Idea Exchange at the Seminole Hard Rock Hotel & Casino on November 12th.

As directed at the June CRA Board Meeting, staff will be presenting a Resolution to take the second of six necessary steps in the Artspace development process. A tour of the Artspace Sailboat Bend property took place on Monday, July 13th. The tour was attended by City and CRA staff, Downtown Hollywood Business Association members and local artists. Additional tours of the Sailboat Bend property are being scheduled.

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.

**Block 55 (Northeast Quadrant of Young Circle)**
The Developer has installed 812 piles and has replaced the 200 ton crane with a 100 ton crane. The reason for this change is that all of the interior piles have been installed and they are now progressing with the piles along the perimeter of the property. The Developer has also installed 29 pile caps and two elevator pits. The work area has been backfilled and is ready for vertical construction.

As the existing bus stop was in direct conflict with the installation of the new pilings along Young Circle / Tyler Street, on July 7th, Stiles Construction received a permit to relocate this bus stop. Broward County Transit (BCT) reviewed and approved the plan and relocated the site. Stiles Construction relocated the bus stop to behind the existing Publix on Young Circle (Block 57). During the relocate and construction, BCT has made various changes to the previously approved permit drawings issued. This work has been completed.

The FPL Pole at 17th Street along the east boundary is in direct conflict with pile 1070. There is also an existing AT&T telecommunications pole attached to the FPL pole. FPL started a work order to direct bore for this relocation on 8/6/15. Relocation and removal of both poles is projected to be completed by 8/13/15. In addition, there is an existing FPL line at the NW corner of Polk Street that is in conflict with piles 1007 thru 1001. FPL plans to relocate the lines in conflict at no cost to the owner. This work is ongoing. Photos of construction and map of the piles and pile below:
**H3 Development (Hollywood Station)**

Developer has proceeded with the excavation of foundations, pile cut-off and pile as-built. Rebar was delivered and installed and foundation formwork is in progress. The threshold inspector from the contractor, CSW, is performing progress inspections. The City of Hollywood has inspected the pile caps and concrete placement of approved pile caps has been poured.
Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 25 Certificates of Use in June and July:

1. Gloria Capital Miami, LLC 1946 Tyler Street #7 (office use)
2. Denisov Realty, Inc., 1946 Tyler Street #6 (office use)
3. Little Lilac, Inc., 114 S. 20th Avenue (retail store with dry cleaner/alterations as ancillary use)
4. Wings Beachwear #306, 349 Johnson Street (retail)
5. K2 Investments Limited LLC, 750 North Dixie Highway (office)
6. Chrikat Service LLC, 1888 Polk Street (office)
7. Big Cat Boats & Watersports, Inc., 3555 Ocean Drive (service)
8. Artipelle, 1935 Hollywood Boulevard (amended existing retail use to include an ancillary for a coffee shop)
9. E-Coffee Miami, LLC, 901 N. Broadwalk (restaurant)
10. The Energy Store, 607 N. 21st Avenue (retail)
12. Supreme Auto Collision, Inc., 402 N. Dixie Highway (auto body repair)
13. A1 Whipz Autosales, Inc., 528 N. Dixie Highway (used car sales)
14. Food 4 Love / La Huaca Peruvian Restaurant, 2000 Harrison Street #1 (restaurant)
15. Antonio’s Café, 422 S. Dixie (restaurant)
16. Leaf it Up, LLC, 1000 N. Broadwalk #1 (wellness center/café)
17. Argentina E McCormack, PA, 434 S. 20th Avenue (residential – owner)
18. Just Lones, LLC, 201 N. 21st Avenue (restaurant)
19. Corsely Investment, Inc.307 Johnson Street (commercial rental – owner)
20. K2 Investments Limited LLC, 750 n. Dixie Highway (commercial rental - owner)
21. Surf Terrace Apartments, 2307 N. Surf Road (residential rental – owner)
22. APV Auto LLC, 1918 Harrison Street #111 (office)
23. The Biscayne Foundation, Inc., 101 N. Ocean Drive (ocean)
24. Avenue 21 Inc., 115 N. 21st Avenue (restaurant)
25. I-Fly Wireless LLC, 118 S. 20th Avenue (retail)

Murals / Public Art Initiatives

- Completed Inside Out Downtown Hollywood mural at 1740 South Young Circle
- Inside Out Downtown Hollywood mural featured as one of the “Best Of” projects on the Inside Out Project international web site
- Artist Magnus Sodamin mural at 1700 Harrison Street approved by property owner, MG3, and Mural Approval Committee
- Created and distributed three new DHMP postcards (Rone, The London Police, Strangeways + Yenta/Hoxxoh)
**Maintenance**

**Downtown** - In June, Block By Block staff removed 232 graffiti tags from public property, collected 4,775 lbs. of litter, collected 320 palm fronds and returned 10 shopping carts to their place of origin. Additionally, 11 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

In July, Block By Block staff removed 289 graffiti tags from public property, collected 5,150 lbs. of litter, collected 362 palm fronds and returned 7 shopping carts to their place of origin. Additionally, 9 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In June, 1,601 operational hours were clocked by beach maintenance staff. Of those hours, 1,215 were dedicated to trash removal from the beach, 39 hours were spent maintaining the restrooms and 62 hours were spent cleaning the shower areas. Approximately 66 graffiti tags and stickers were removed.

In July, 1,776 operational hours were clocked by beach maintenance staff. Of those hours, 1,343 were dedicated to trash removal from the beach, 43 hours were spent maintaining the restrooms and 69 hours were spent cleaning the shower areas. Approximately 89 graffiti tags and stickers were removed.

**Code Enforcement**

CRA staff meets with enhanced service CRA Code Enforcement officers and the COH Code Enforcement Manager on a weekly basis, and attends the monthly Special Magistrate hearing. The CRA Redevelopment & Operations Manager also regularly meets with the COH legal advisor overseeing Code Enforcement in regard to lien imposition hearings and egregious or more complicated cases.

The CRA staff 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 June, in the Beach District, 35 on-view violations were issued, 9 complaints were addressed and 46 re-inspections were conducted. In the Downtown District, 29 on-view violations were issued, 1 complaint was addressed and 71 re-inspections were conducted.

In July, in the Beach District, 41 on-view violations were issued, 4 complaints were addressed and 38 re-inspections were conducted. In the Downtown District, 57 on-view violations were issued, 1 complaint was addressed and 82 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.
Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. July 2015 ridership was 9,735. The Beach Line had 4,275 passengers, the Downtown/Beach South line had 3,961 passengers and the Downtown/Beach North line had 1,499 passengers. Service with the new trolley company, including new vehicles and increased hours of operation will commence on October 1, 2015.

Marketing and Visitor Services

All ongoing and special events have been submitted to the CVB calendar, VisitFL calendar, Sun Sentinel Calendar, Broward New Times, SoFl Events and Broward Arts 7 Culture.

The following events have been sanctioned as official "Broward100" events and are included on their website and email marketing:
- Downtown Hollywood Artwalk
- Park(ing) Day
- ArtsPark Experience: Jose Gonzalez

Both Hollywood Beach & Downtown Hollywood profiles have been revised and updated on HelloSunny.org and VisitFlorida.com. We are utilizing our partner benefits to expose things to do, places to eat, places to stay and promote local events.

Social Media

Florida's Hollywood social media accounts have been set up for Facebook, Twitter and Instagram. Our objective is to gain insight into community interest to increase engagement between residents, business owners and visitors; promote Florida's Hollywood as a destination and become a resource for things to do and places to go locally; build brand visibility and build traffic for our websites. We have created online relationships and partnerships with over 100 businesses in the Downtown and Beach districts.

FAM Tours

CRA staff continues to collaborate with the CVB to bring FAM tours to Hollywood. Last month, we hosted more than a dozen high-level travel agents who were in town for the Global Travel Marketplace at the Diplomat Resort & Spa. We got to show them the best of Hollywood before they checked in. Prior to that we hosted a group of travel agents from Germany. Two weeks ago the Black Chamber of Commerce held their annual convention at the Diplomat. We are advertised in their souvenir program and our visitors brochure filled with “things to do in Hollywood” was inserted into each of their 300 registration packets.

Visitor Services

In July, Visitor Service Specialists accommodated the needs of 1,778 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 providing information about local events and happenings in Hollywood.

**Tourism Leads**
This month the visitor services processed 803 leads from Madden Media, 187 from Weekly Reader Service, 4 from Undiscovered Florida, and 4 from Bridal Guide. We respond to these leads by preparing mail outs and also digital information emailing where we provide information about Hollywood (i.e. visitor maps & trolley maps). We processed a grand total of 998 leads this month. Those leads with valid email addresses have been sent welcome emails and added to our email distribution for monthly events.

**Foreign Visitors by Country Origin**
While our Canadian guests lead the way in the number of foreign visitors for this month at 47.1%, we are seeing an increase of guests from 17 different countries, including Colombia 9.8%; UK 7.84%; Germany 6.54%; Brazil 6.54% and Argentina 5.88%. We also welcomed guests from France, New Zealand, Norway, Guatemala, Chile, Israel, Mexico, Romania, Egypt and Denmark.

**CRA Board Meeting Results – 7/8/2015**


Result: Passed 7-0

**R-DCRA-2015-34** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The CRA Executive Director To Execute The Attached Vehicle Lease Agreement Between Mydatt Services, Inc. d/b/a Block By Block And The CRA, In Furtherance Of The Supplemental Maintenance Of The Downtown District In An Amount Not To Exceed Ten Thousand Dollars ($10,000.00) For The Term Of The Lease.

Result: Passed 7-0

**R-DCRA-2015-35** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Execution Of The Attached Development Agreement Between The CRA, The City Of Hollywood, Florida And JED Equities, LLC For A Mixed Use Redevelopment Project To Be Located Within The Downtown District Of The CRA; And Providing For An Effective Date.

Result: Passed 7-0
**R-BCRA-2015-36** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And RLME Florida Land Trust For On-Site Improvements To Property Located At 301 Johnson Street (RAM Gerstenhaber Trust) In An Amount Not To Exceed $50,000.00; And Providing An Effective Date.

Result: Passed 7-0