CRA Executive Director’s Report, November 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/City Staff are coordinating with FDOT for the A1A Traffic Calming/Complete Streets Design and Transportation Design for Livable Communities designation from Hollywood Boulevard to Sheridan Street. The designation allows for 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, sharrow vehicular/bike lanes, lush landscape buffers and enhanced traffic calming measures. Staff is coordinating the project with FDOT to capitalize on FDOT’s RRR construction project with the ability to use these funds to restripe the asphalt within the public roadway as well as remove the existing curbing in accordance with the A1A Traffic Calming Design. This will save the CRA approximately $1.5M in construction costs. A public meeting with the Hollywood Beach Business and Civic Associations is planned in the next month or two. 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 public waterfront park with a pedestrian promenade would include a water taxi stop transportation hub near Arizona St., incorporate safer pedestrian access across A1A to the community center, shaded seating areas, public art and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

A1A Commercial Loading Zones

Staff continues to coordinate between HBBA representatives and Kimley-Horn as consultant to the CRA regarding commercial loading zones within the BCRA.

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 Tri-Rail Coastal Link (TRCL) is a planned project with a multi-agency partnership formed to establish commuter rail service, connecting 28 coastal communities along FEC’s railroad corridor between Miami and Jupiter.

The TRCL project is being managed by FDOT, and their fact sheet explains the project in detail. The link for reference is: [http://tri-railcoastallinkstudy.com/faq.php](http://tri-railcoastallinkstudy.com/faq.php)

The Project Development phase anticipated to begin in Spring 2016 will evaluate a cost-feasible Build Alternative that may result in enhanced transit service in the tri-county region. TRCL proposes passenger stations spaced 2 to 5 miles apart, consistent with average commuter rail station spacing.

The Project Development phase will involve an environmental study and technical evaluation of the Build Alternative(s) in compliance with Federal Transit Administration (FTA) requirements and all federal, state and local regulations. As part of this analysis, the Build Alternative will be refined to minimize costs and any environmental effects. During Project Development, detailed project costs and a financial plan will be developed. The station locations will be finalized and conceptual station and engineering plans will be developed for public input.

**Underground Utilities Phase III**
Construction work is approximately 85% complete on New Mexico, New Hampshire Thomas Streets as well as Surf Rd. from Lee St. to Thomas St., for the undergrounding of utility lines and streetscape beautification. JJW is the Contractor responsible for this project. The roadways are open to pedestrian and vehicular traffic as the project nears completion. Public Parking spaces are available at the streetends.

**Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage**
Funding has been procured for the public parking garage at the site of the old Fire Station at Nebraska and Nevada Streets, in addition to the funding for the 6 street “streetscape” project adjacent to the garage. These two projects will be constructed at the same time for construction time and cost savings. Currently the garage project is being designed and construction documents prepared.

**Downtown Streetlighting Projects**
CRA staff is working with the Police Department and Public Works in an effort to identify and coordinate the order of installation of lighting for the remaining eight streets. 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.

**Redevelopment Plan Update**
CRA staff along with a consultant is currently in the final stages of preparing a DRAFT document of an Amended and Restated Downtown Redevelopment Plan. This will update the existing Downtown Redevelopment Plan, which was last amended in 1995. The intent is to create a current, user-friendly document that will easily convey the goals, objectives, and policies of the Downtown CRA. Once all of the edits of the draft have been incorporated into the document, the Executive Director will provide a draft copy and update the CRA board as to the approval process required for this document at an upcoming CRA Board meeting.

**Margaritaville Construction Activities**
Basulto Management Consulting, Inc. (BMC) reviewed draw request #24 and visited the jobsite in advance of the current draw request on October 17, 2015. Physical progress was verified during the site visit.

At this most recent project visit, BMC noted that the Margaritaville Hollywood Beach Resort is operational and nearly fully occupied following a “soft opening” in September. While the majority of the resort is completed and fully operational, there are a number of areas that remain incomplete. These areas include the Main restaurant (JWB Prime Steak and Seafood), the 18th floor guestrooms are still being finished out, the Presidential and Vice Presidential suites are incomplete, installation of the spa furnishings is being finalized, The 5 O’clock Somewhere Bar, and The Salty Bar are not quite operational. All of these areas are currently in various states of completion but are nearly ready to open. In addition, the Johnson Street improvements are complete with only a few punch list items remaining.

**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 $520,000 (98% of $13,000,000 less prior funding of 94%) for eligible construction cost.
- Process payment to developer of $3,741,474 (100% of $5,000,000 less prior funding of $1,258,526) for eligible Johnson Street improvements.
- 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.
Johnson Street improvements complete and operating

Waverider is open

Both ground floor pools are open

Lighthouse is "functional"

Margaritaville Restaurant is open

Lobby is complete
TIFF Grant Programs

The CRA currently has 11 PIP/POP/HIP grants in various stages of approval or construction – one in the Downtown and 10 in the Beach district. CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify property and business owners.

Business Recruitment, Retention, Expansion & Private Investment

CRA Staff in coordination with City Staff have confirmed a Platinum Sponsorship for the November 12th ICSC (International Council of Shopping Centers) South Florida Idea Exchange held at the Seminole Hard Rock Hotel & Casino and attended by regional brokers and site selectors that primary work with national and regional brands that may be interested in the new redevelopment in Downtown Hollywood and on Hollywood Beach, possibly an urban model in the built-environment or areas Citywide.

CRA staff continues to support the strengthening of the role of arts, culture, and creativity as we believe it is essential to Downtown Hollywood’s economic growth, cultural vibrancy, and resiliency. Our efforts include the Artspace proposed project and the possibility of identifying an art and or cultural long-term tenant for the ground floor of 2031 Harrison Street. Staff also continues to seek work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects.

In addition, the CRA’s Business Recruitment Media Plan has included and is being designed to include robust 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, Kappal 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), Van Buren Hollywood LLC (recently purchased 2001-2025 Van Buren Street) 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.

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 with property developers on the Beach as well as around Young Circle, H3 and other areas.

Certificates of Use
As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 11 Certificates of Use in August:

1. Inter-Rent 3 LLC, 328 Georgia Street (rental)
2. Polestars, 2027 Harrison Street (retail and dance)
3. Merchant Funding Solutions, Inc., 1909 Tyler Street (office use)
4. Ship Your Car Now LLC, 2005 Tyler Street (office)
5. Paramount Decorators, 523-525 N. 21st Avenue (upholstery retail)
6. Ocean Pub 101, 101 N. Ocean Drive (restaurant)
7. Indaba Gallery, 609 N. 21st Avenue (retail)
8. United States Virgin Islands Regional Center, LLC 290 N. Federal Hwy (office)
9. Gold Coast Florida Regional Center, LLC, 290 N. Federal Hwy (office)
10. Healing Arts Institute of South Florida, 1925 Harrison Street #318 (office)
11. Law Offices of Jeffery A. Botello, PA, 2131 Hollywood Blvd. #308 (office)
12. Digital Remedy Repair, 1896 Radius Drive (computer repairs)
14. Miami Sound Source, LLC, 727 S. 21st Avenue (retail – audio/video rental)
15. Wildhouse Investment, LLC, dba Atelier 3 “At3”, 1901 Harrison Street (restaurant)
16. Rosa’s ToGo Replacement Gift Shop, 2127 Polk Street (retail)
17. 1916 Hollywood Blvd Realty, LLC, 1916 Hollywood Blvd. (commercial rental)
18. 809 Management LP, 809 South Ocean Drive (rental)
19. The Law Offices of Spingarn, PA, 1909 Tyler Street 3603 (office)
20. Metamorphosis Medispa & Wellness Center Inc., 1946 Tyler Street (office)
21. First Int’l Realty & Mgmt Co dba Firm Realty, 1930 Harrison Street #503 (office)
22. Sahara International Restaurant, 1213 N. Surf Road (restaurant)
Murals / Public Art Initiatives

The Mural Review Committee met on October 29 and approved three murals: Ernesto Maranjé at 1926 Harrison Street, Logan Hicks at 113 South 20th Avenue and Kenny Scharf at 2019 Hollywood Boulevard.

Maintenance

Downtown - In September, Block By Block staff removed 311 graffiti tags from public property, collected 4,960 lbs. of litter, collected 365 palm fronds and returned 5 shopping carts to their place of origin. Additionally, 16 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In September, 1,833 operational hours were clocked by beach maintenance staff. Of those hours, 1,448 were dedicated to trash removal from the beach, 43 hours were spent maintaining the restrooms and 78 hours were spent cleaning the shower areas. Approximately 66 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 September, in the Beach District, 30 on-view violations were issued, 6 complaints were addressed and 50 re-inspections were conducted. In the Downtown District, 51 on-view violations were issued, 3 complaints were addressed and 104 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**

September 2015 Hollywood Trolley ridership was 6,817. The Beach Line had 2,850 passengers, the Downtown/Beach South line had 2,392 passengers and the Downtown/Beach North line had 1,575 passengers. Service with the new trolley company, including new vehicles and increased hours of operation, began on October 1, 2015. The Train to Trolley Shuttle service launched on October 12, 2015. The BCT community bus shuttle grant will start in November or December 2015.

**PARK(ing) Day**

PARK(ing) Day is an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks called "parklets." This year the event was held on Friday, September 18th and Saturday, September 19th and was expanded to include two locations, at 309 N. 21st Avenue (Friday only) and 1916 Harrison Street, and included a complete streets demonstration. The event was started by design company ReBar in San Francisco in 2005. The CRA collaborated with the City of Hollywood, Barry University, B-Cycle, and SFRTA.

Feedback received during the event included:

21st Ave:
- We can’t wait to see bike lanes
- Having a wider sidewalk would make this much easier to navigate in a wheelchair
- The students did a great job with their interactive displays

Harrison Street:
- Parklet is protected from the street and kid friendly
- Parklet is visually and physically engaging
- Parklets should have dog bowls and leash hooks
- "These should line the whole street!"
- "How can I get one in front of my business?"
Marketing and Visitor Services

Marketing
In correlation with a new VISIT FLORIDA program, Florida's Hollywood Visitor Center is officially a Florida Certified Tourism Information Center.

The VISIT FLORIDA Certified Tourism Information Centers (CTICs) Program brings VISIT FLORIDA recognition to Visitor Services facilities around the state, providing these facilities and their staff with benefits that enable successful promotion of travel to and throughout Florida.

To become an official Florida Certified Tourism Information Center, visitor centers must meet requirements specified by VISIT FLORIDA, such as: centers must be a VISIT FLORIDA Partner, centers must be open year-round at a minimum of five days per week, centers must be located in a convenient and accessible location for the ease of travelers, and centers must have access to parking and restroom facilities to accommodate visitors including persons with disabilities.

GYBO with Google
The CRA and the City of Hollywood are partnering on Google's initiative to "Get Hollywood on the Map." In the pilot program, the study area will be the Downtown Hollywood CRA district. In an effort to help local businesses to get their information online, there will be a workshop on November 19th with hands-on tutorials that are fast, easy and free.

FAM Trip
In partnership with the GFLCVB, we hosted eight travel bloggers who came into town for TBEX 2015. The day started with a walking tour of the Anne Kolb Nature Center and aquarium exhibit with interactive displays. The group then went to the Hollywood Beach Broadwalk for a bike ride tour from Sun & Fun Cycles and lunch at Ocean Alley. The afternoon continued in Downtown Hollywood with a tour of the three exhibits at the Art & Culture Center and a drive around to see the Downtown Hollywood Mural Project.

Visitor Services
In September 2015, the Visitors Information Center assisted a total of 945 guests. Visitor Services staff continues to connect with local businesses, restaurants and hoteliers to help provide information about local events, meetings and opportunities in Hollywood.

Diamond Tours
This month we assisted 135 Diamond Tour guests transported by charter buses for a short break, lunch and self-guided walking tour along our beautiful Broadwalk.

Tourism Leads
This month we processed a total of 111 leads from Weekly Reader Responses. We respond to these leads by mailing out information about Hollywood (i.e. Visitor maps and Trolley guides).
**Visitor Information Bikes**

Our Visitor Bikes continue to be a big attraction at the Classic Car Show held on the first Sunday of every month. We are also providing information to visiting guests and locals about Hollywood. The Visitor Bikes provide added value and assist us greatly in our efforts to provide excellent customer service.

Great news! iPads are here and we can gather information from our visiting guests on location. We can also sign them up for our monthly e-blasts which will help keep them informed of Hollywood’s Happenings.

**CRA Board Meeting Results – 10/7/2015**


Result: 6-1, Board member Hernandez opposed.

**R-BCRA-2015-42** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Adopting A Budget For The Beach District Of The CRA And Making Appropriations For The Fiscal Year 2016; And Providing For An Effective Date.

Result: 6-1, Board member Hernandez opposed.


Result: 6-1, Board member Hernandez opposed.


Result: 7-0 passed.

**R-CRA-2015-45** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Ranking Three (3) Firms To Provide Media Buyer Services To Help Build Awareness Of Hollywood’s Tourism And Economic Development Opportunities And Authorizing The Appropriate CRA Officials To Negotiate And Execute And Agreement.

Result: 7-0 passed.
R-CRA-2015-46 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Acting On Behalf Of The Beach Redevelopment Area, Authorizing The Issuance By The Agency Of Its Redevelopment Revenue And Revenue Refunding Bonds (Beach CRA), Series 2015, In An Amount Not To Exceed $55,000,000.00 For The Purposes Of (1) Financing All Or A Portion Of The Costs Of Certain Public Improvements In The City’s Beach Redevelopment Area, (2) Refunding, On A Current Basis, All Of The Agency’s Outstanding Redevelopment Revenue Bonds (Beach CRA), Series 2004, (3) Refunding, On An Advance Basis, All Of The Agency’s Outstanding Redevelopment Revenue Bonds (Beach CRA), Series 2007, (4) Making A Deposit To The Series 2015 Debt Service Reserve Subaccount Or, In Lieu Thereof Paying The Costs Of A Reserve Account Insurance Policy, (5) Paying Certain Costs Associated With The Issuance Of The Series 2015 Bonds, And (6) Paying The Costs Of A Credit Facility Respecting The Series 2015 Bonds; Pledging The Revenues Deposited To The Redevelopment Trust Fund And Certain Other Moneys To The Payment Of The Series 2015 Bonds; Approving The Negotiated Sale Of The Series 2015 Bonds; Authorizing Execution Of A Bond Purchase Contract And Approving A Form Thereof; Approving The Form Of A Preliminary Official Statement And Authorizing Its Distribution And Use In Connection With The Offering For Sale Of The Series 2015 Bonds; Authorizing Execution And Delivery Of A Final Official Statement; Authorizing Execution Of A Continuing Disclosure Certificate; Authorizing And Approving The Form Of An Escrow Deposit Agreement; Authorizing And Approving The Form Of An Interlocal Agreement With The City of Hollywood With Respect To The Series 2015 Bonds; [Authorizing And Approving The Credit Facility For The Series 2015 Bonds]; Appointing A Paying Agent And Bond Registrar In Respect Of The Series 2015 Bonds And An Escrow Agent In Respect Of The Current And Advance Refunding Authorized Herein; Providing Certain Details Of The Series 2015 Bonds; Amending Sections 304(E) And 304(J) Of The Original Resolution To Provide Additional Security For The Series 2015 Bonds; Authorizing Officials And Officers Of The Agency To Take All Necessary Actions In Connection With The Issuance Of The Series 2015 Bonds; Providing For Incidental Action And Providing For An Effective Date.

Result: 5-2, Board member Hernandez and Board member Callari opposed.