



## CRA Executive Director's Report, June 2016

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 and Kimley-Horn as engineering consultant and FDOT Engineers have been working on preparing a buildability set of design drawings for FDOT in order to have the CRA Designs included in FDOT's RRR construction project which will save the CRA approximately \$ 1.5 M. FDOT has requested that these drawings be delivered to them by May 3, 2016. This project will also be considered for a Transportation Design for Livable Communities Designation from FDOT, 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 restripe the asphalt within the public roadway, remove the existing curbing in accordance with the A1A Traffic Calming Design, extend landscape medians as allowed, install decorative concrete pavers and provide the conduits for new pedestrian lighting and the irrigation for new trees. In addition, FDOT will provide the conduit for the undergrounding of overhead utilities. The current design includes five lanes within the central business district and four and five lane configurations north of Cleveland St. Five Lanes are included at the three new proposed traffic light locations, as well as safer pedestrian crossings. The most updated design also includes a continuous 10'-0" wide sidewalk on the west side of SR A1A. Staff met with FDOT on May 23rd to review details required for the JPA Agreement, define the responsibilities in the scope of work for the FDOT RRR project and analyze which items will be installed by the CRA after the completion of the RRR project, such as landscape installation and pedestrian lighting.

#### A1A Linear Park

CRA/City Staff is 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 small area for public dock near Arizona St. and incorporate the pedestrian access across A1A. The linear park will include shaded seating areas, public art, small dog park, and other amenities that take advantage of the view corridor across the Intracoastal Waterway. Staff will be

working with a coastal construction engineering company and coordinating with the City and FDOT on this project.

### **Beach CRA Trash Compactor**

CRA and Public Works staff will be analyzing the feasibility of a community trash compactor along N. Surf Road between Johnson and Minnesota Streets to assist adjacent businesses along the Broadwalk and the north side of Johnson St. This trash compactor(s) could be sited on private property along N. Surf Rd. through an agreement with one of the private property owners. Localized trash compactors along N. Surf Rd. can assist the adjacent businesses along the Broadwalk and north side of Johnson St. with trash collection given the tight site constraints in that area.

### **A1A / Johnson St. Multi-Modal Transit-Hub**

CRA Staff spearheaded a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifying the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and providing 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. The Broward MPO is coordinating with FDOT on the grant application and will be providing an update in the near future.

### **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>

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. The preliminary analysis is looking at the availability of approximately 100 public parking spaces at the proposed station location to be used by riders.

### **Underground Utilities Phase III**

Construction work is approximately 99% 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. Three public parking spaces are available at each of these newly constructed streetends. AT&T and Comcast removed their equipment from the FPL light poles. We are awaiting FPL to remove their light poles.

Burkhardt Construction as the CM@Risk Contractor is bidding out the remaining 13 blocks of Phase III to arrive at a GMP to be presented to the CRA Board in the next two months.

### **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 six street "streetscape" projects 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. Staff met with Kaufman Lynn and the Architectural consulting firm and the CM@Risk Contractor is working on their GMP ( Guaranteed Maximum Price) to be brought forth to the CRA Board for their consideration.

### **Downtown Streetlighting Projects**

City Staff has initiated a contract with a surveyor for the eight streets identified in the 2016-2017 Downtown CIP for new neighborhood lighting. The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Street designs are permitted and will be put out to bid on May 26th, 2016. The City Commission approved the purchase of the Holophane fixtures and light poles up to \$425,000 at the May 18th, 2016 joint City Commission/CRA Board Meeting. The design and permitting of the other six streets are in process. The design incorporates input from the Police Department for conduits for CCTV cameras. 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 Highway and 21st Avenue and Van Buren and Polk Streets.

### **Downtown Redevelopment Plan**

CRA staff met with the Hollywood Lakes Civic Association on May 10, and the updated plan was well-received. Following this last community meeting, the adoption of the plan will be presented for first reading at the June 15 City Commission meeting.

### **Downtown Streetscape Enhancements**

The CRA's consultant, Kimley-Horn presented design concepts for Hollywood Boulevard streetscape enhancements, both short term and long term. Staff is suggesting proceeding with hardscape, landscape and lighting enhancements. Samples of the proposed design elements were installed on 19th Avenue and Hollywood Boulevard for the elected official

and public to review. The design concepts and their associated costs are being presented at the June CRA board meeting.

## **TIFF Grant Programs**

The CRA currently has 14 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 3 in the Downtown CRA Area and 11 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

The CRA Staff conducts two Grant Workshops per month in order to meet with potential applicants to review the application process and pre-qualify interested property and business owners.

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

Staff continues to dialog with existing and prospective property owners in regard to transforming underutilized properties into state-of-the-art residential and commercial redevelopment projects. Parcels have been assembled with the anticipation of redevelopment.

New residential development, such as Block 55 will increase our critical mass and attract new businesses, restaurants and services. The increase of office product will help secure daytime populations and create activity. 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. An aggressive public relations campaign using press releases to announce new openings has proven to be successful with new businesses receiving exposure through articles and reviews in numerous publications.

CRA staff continues to support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our efforts include the partnering with business owners on events and promotions, the Artspace proposed residential project and the possibility of identifying an beneficial owner or tenant 2031 Harrison Street. Staff received direction to work with Legal to draft a Notice to Sell or Lease 2031 Harrison Street and anticipates to advertise the notice within the next few days.

### **ArtSpace Update**

The Arts Market Survey which is the second of step of the six step process of developing an ArtSpace development was launched on Monday, February 1st. We have exceeded expectations with over 389 responses thus far with 205 interested in the project. The survey is an interactive tool that will assess the need and qualify the demand for an Artspace development in Downtown Hollywood. We anticipate to receive a full report in

June on the survey findings. The third step in the process is referred to as “PreDevelopment I” and includes the site selection and space planning.

### **Downtown Hollywood Condo Survey Update**

The survey was launched the two day survey at the Radius Condo on Thursday, February 4th. Of the 311 units, 150 residents were surveyed. Subsequently, the survey was launched at Hollywood Station Condominium on April 7th and 9th where of the 211 units, 64 residents were surveyed. Data is pending for the surveys conducted at Regent Park North on May 5th and 7th and Regent Park South on May 12th and 14th. Data obtained from the surveys will assist the effort of securing new tenants including those residents who are interested in relocating their place of business to Downtown Hollywood. CRA staff has contacted the survey participants who expressed an interest in relocating their businesses to Downtown Hollywood and shall follow-up accordingly.

Ambit Advertising designed the CRA’s Business Recruitment Media Plan. The plan includes advertising and marketing programs that specifically targeting the “creative class,” Millennials, office tenants, and unique retail establishments to the area. Staff worked diligently with Ambit to create a robust marketing program that includes electronic, print, billboard and other media platforms. The media plan also includes advertising and sponsorship opportunities related to real estate and redevelopment trade shows, such as the ICSC Florida Conference & Deal Making show to be held later this year from August 21-23. At this show, the CRA will be partnering with the City of Hollywood again in an effort to have a significant impact on-site and in publications related to the conference. We have also coordinated these efforts with Broward County and other municipalities located within the county.

### **CRA Office Consolidation and Relocation**

The CRA has executed a lease and utilize 1948 Harrison Street as its home office. The property is owned by 1948 HARRISON STREET REALTY LLC. The CRA took possession of the property on May 15th and will move into the space before the end of the month. The space will be occupied by 14 CRA employees and include flex-workspace for Block By Block.

### **Certificates of Use**

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 19 Certificates of Use in April:

1. Alex Morningstar Corporation d.b.a. Morningstar Jewelry and Pawnbrokers, 2000 Hollywood Boulevard (retail)
2. Suite 718 Sneaker Boutique, 1937 Hollywood Boulevard (retail)
3. Barytono Café, 2020 Hollywood Boulevard (bar/café)
4. Sparks Counseling & Coaching Consultant, Inc., 1946 Tyler Street (office)

5. AD1 Management, Inc., 1955 Harrison Street (office)
6. Waycup, Inc., 1866 N. Young Circle (frozen yogurt café)
7. USA Choice, LLC, 2110 Lincoln Street (office/distribution)
8. Nevada Hotel, 322 Nevada Street (hotel/lodging)
9. AD1 Wholesale, 1955 Harrison Street suite #200 (office)
10. All Star Dental, 650 S. Federal Highway (medical office)
11. International Law Partners, LLP, 2122 Hollywood Boulevard (office)
12. Amsterdam Bar and Restaurant, Inc., 113 S. 20th Avenue (restaurant/bar)
13. Runas Brasa & Grill, 1920 Tyler Street (restaurant/bar)
14. Kaymi, Inc., 2050 Hollywood Boulevard (restaurant / bar)
15. Starline Group Inc., 1819 Harrison Suite 115 (office)
16. RolCall LLC, 2001 Hollywood Boulevard suite #312 (office)
17. Rolons LLC, 2001 Hollywood Boulevard Suite #301 (office)
18. World Web Partners, Inc., 2001 Hollywood Boulevard suite#305 (office)
19. YNot LLC, 2001 Hollywood Boulevard Suite #304 (office)

## Murals / Public Art Initiatives / Creative Placemaking

### Social Media - Downtown Hollywood Mural Project

Note: these are without paid advertising. Facebook: 39 new likes. Average reach: 1,370 people from April 17 - May 16. Twitter: 1,539 impressions from April 17 - May 16.

### Murals

Two new murals were approved at the May 6<sup>th</sup> Mural Advisory Committee meeting:



Artist Nicole Salcedo at 2039 Harrison Street will be painted in May.



Artist Duo "Nice 'n Easy" at 1920 Tyler Street will be painted in June.

There are also several murals in the planning and development stage at 1740 Young Circle and 750 N. Dixie Highway.

## Maintenance

**Downtown** - In April, Block By Block staff spent 50 hours on special projects, removed 227 graffiti tags from public property, collected 5,619 lbs. of litter, collected 302 palm fronds and returned 13 shopping carts to their place of origin. Additionally, 33 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In April, 1,734 operational hours were clocked by beach maintenance staff. Of those hours, 1,087 were dedicated to trash removal from the beach, 56 hours were spent maintaining the restrooms and 93 hours were spent cleaning the shower areas. Approximately 47 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. CRA staff, in working with Legal, has identified at least four properties that are running very high liens and or have been foreclosed upon by a bank. Ripe for redevelopment, if acquired by a progressive developer, these properties

could be consolidated and transformed from problematic eyesores into attractive tax generating commercial properties.

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 April, in the Beach District, 40 on-view violations were issued, 2 complaints were addressed and 54 re-inspections were conducted. In the Downtown District, 70 on-view violations were issued, 2 complaints were addressed and 67 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

April 2016 Hollywood Trolley ridership was 10,117 passengers. The Downtown/Beach North line had 3,464 passengers, the Downtown/Beach South line had 4,717 passengers and the Beach Line had 1,936 passengers.

April 2016 Train to Trolley ridership was 744 passengers.

## Marketing and Visitor Services

### Social Media

Facebook: 122 new followers, Twitter: 46 new followers, and Instagram: 51 new followers. Average engagement was 8,933 users; Average reach 15,459 users; Total impressions 36,069 users.

We participated and had a booth at The Economic Engine Performance Report. We passed out brochures on new projects in both Downtown Hollywood and Hollywood Beach as well as promoted various events in the area.

### Earth Day

On Friday, April 22 we had an Earth Day event that went on all weekend at the new Visitor Information Center. The team collected both cans & bottles to keep our beach clean and be recycled. We also gave out anti-litter reusable bags, water bottles & bracelets in exchange for recyclable items.

Also on Friday April 22nd the OSA Biomedical Optics Congress was held at The Diplomat resort & Spa. In coordination with the meeting planners we arranged for bags filled with information on local things to do were delivered to each attendee. With the support of the CVB we also had the conference participate in the local meeting badge program which



allowed for attendees to get specials at local Hollywood Beach businesses by showing their meeting badge.

### **Visitor Services**

The Visitor Information Center moved to 320 Johnson Street as of April 4, 2016. Our new location adjacent to Margaritaville and the Broadwalk is in the midst of the Johnson Street pedestrian-only area. This has indeed contributed to a dramatic change in our figures, and diversified our clientele. We are welcoming guests from various countries and the questions are more specific to tourism, such as things to experience while enjoying their stay Hollywood.

Our total guest count for April 2016 was 3,636, representing an increase of 49.89% from April 2015's 2,435 guests.

### **Diamond Tours Inc.**

The Visitor Services Staff accommodated the needs of 270 guests arriving via Diamond Tour buses.

### **Tourism Events**

The Visitor's Services Staff participated in the Expo Alfresco event which had a great turnout. We also provided visitor information and welcomed guests at the Hollywood Culture Event at the ArtsPark at Young Circle.

### **International Visitors by County of Origin**

In April we welcomed guests from 27 different countries. Canada continues to be our main source of International Visitors, most of them originating from Provinces of Quebec, Ontario, and British Columbia. A good portion of our international guests were pre-cruise passengers. Argentina continues to be one of our strong markets.

### **Domestic Visitors**

In April we welcomed guests from 40 different states.

- 1) New York, 12.74%
- 2) Florida, 12.10%
- 3) New Jersey, 7.32%

57.19% of the Visitors surveyed were staying at a local Hotel

42.81% of the Visitors were not staying at a local Hotel

## **CRA Board Meeting Results – 5/4/2016**

**R-CRA-2016-12** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of April 6, 2015.

Passed: 6-0 (Chair Bober was absent)

**R-CRA-2016-13** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Purchase Order Between Acuity Brands Lighting, Inc./Holophane Lighting And The CRA For Light Poles And Fixtures For Lighting Along Eight (8) Streets Within The Downtown District In An Amount Not To Exceed Of \$527,533.50.

Executive Director requested to have this item withdrawn until the next CRA Board meeting.

**R-CRA-2016-14** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Pay GrayRobinson, P.A. For Legal Services, In The Icon Office Building Office Building Property Matter In An Amount Not To Exceed \$125,000.00 For FY2016; Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2016; Authorizing Budgetary Transfers And Adjustments; And Providing An Effective Date.

Passed: 6-0 (Chair Bober was absent)