CRA Executive Director’s Report, April 2017

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**

**Underground Utilities Phase III - Oklahoma to New Mexico Streets**

Construction work has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor completed installation of drainage basins in all the streets except for Carolina Street. The electrical contractor installed conduits at Oklahoma, McKinley, and Nebraska Streets and continues moving north. Directional boring is completed for Oklahoma and McKinley Street and the road work has started at Oklahoma Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).

**Underground Utilities Phase III - Community Meetings**

CRA and City Staff in addition to Burkhardt Construction held community meetings for each street included in the Phase III Undergrounding of Overhead Utilities and Streetscape Project Beautification project. The streets were reviewed separately in one half hour sessions with residents on March 22nd, March 23rd and March 30th. The meetings were extremely well attended. Staff is working with Burkhardt Construction on incorporating and resolving concerns and challenges discussed at these Community Meetings. We will continue to meet with residents throughout the course of the 2 year construction project.
Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage
The new site plan design for the Nebraska / Nevada Street Parking Garage was approved by the City Commission on March 15th, 2017. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. The architect is working on completing 100% Construction Drawings with input from structural and other consulting engineers and Walker Parking Consultants. Staff is coordinating with the Garage’s CM@Risk Contractor to arrive at a Guaranteed Maximum Price to be brought forth for CRA Board consideration.

Hollywood Boulevard Streetscape Project
The drawings for the streetscape project were submitted to City of Hollywood Building Department for permitting. The scope of the project includes new landscape, festoon lighting and lighting curtains and four new decorative poles with CC-TV security cameras.

Neighborhood Street Lighting Project
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 Streets were completed and currently the contractor is working on Jackson and Taylor Streets. The low bid contractor was Imperial Electric. Construction of the six streets will last approximately six months.

Downtown Commercial District Alleyway Lighting Project - Completed
Locations for the installation or upgrade to the FPL lighting in the alley were determined by the CRA in coordination with FPL and the City of Hollywood. A total of 32 lights were either installed or upgraded as part of the project.

"Model Block" Project
CRA Staff is working with the Community Development Division in the creation of a "Model Block" program in the neighborhoods adjacent to downtown. The goal of this project is to combine city and CRA finding sources and focus the effort on one block at a time within the
downtown CRA district. The scope of work may include housing rehabilitation, exterior property improvements, and streetscape work. In addition to city staff and residents of the block who choose to participate in the effort, staff hopes to include community partners and other stakeholders to contribute their time and resources to this project in the community. The CRA and the City are currently working to identify a block within the downtown CRA that will most benefit from this effort and meets the criteria for receiving the various grant funding available.

**A1A Streetscape**
CRA staff is testing out paver patterns and street lighting for the A1A streetscape project. This testing is taking place on McKinley Street between Surf Road and the Broadwalk. Throughout the months of March and April, staff will be experimenting with various pavers and light fixtures, as well as testing light levels at night to ensure chosen fixtures meet photometric measurements. Once the choices have been narrowed down and all appropriate testing has been completed, the public will be invited to view the mock-up.
**TIFF Grant Programs**

The CRA currently has 13 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 2 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.

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

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood’s economic growth, cultural vibrancy, and resiliency.

On March 16, Hollywood Circle, Circ Hotel, Circ Residences celebrated the topping off of the project.

Our recent efforts include the proposed sale of 2031 Harrison Street with restrictions. At this time the prospective buyer is in the process of conducting due diligence.
CRA staff also continues to partner with the DHBA, HBBA and business and property owners on projects, events and promotions.

South Florida Office Broker’s Association (SFOBA) Update
CRA staff is in communication with SFOBA and is in the process of confirming an event date that will take place in Downtown Hollywood. The event will feature and showcase available office space.

Artspace Update
Staff continues to communicate and work with Artspace in an effort to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as “Predevelopment I,” and includes determining the project location and size. We plan to bring a Resolution forth at an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

Certificates of Use
As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 10 Certificates of Use in February:

1. Fundacion Manatiales, 2501 South Ocean Drive (office)
2. Lace Loft, 2033 Tyler Street (retail)
4. Deco Sports Bar & Lounge LLC, 115 S. 20th Avenue (restaurant)
5. American Dream USA Corp., 216 N. Dixie Hwy. (property owner)
6. American Watersports Center, 1318 N. Ocean Drive (boat tours)
7. Fire Apt, LLC, 1857 Jackson Street (investment residential property owner)
8. Liliem Levy, 505 N. 21 Avenue (commercial property owner)
9. Double Edged Construction, Inc., 1918 Harrison Street (office)
10. Tibetan Yungdrung Bon Institute, 1618 Polk Street (residential / house of worship)

Murals / Public Art Initiatives / Creative Placemaking
One new mural was added to the Downtown Hollywood Mural Project: Emo + Remote at 2014 Harrison Street. Two murals are currently in development: 1926 Tyler Street and 2050 Hollywood Boulevard.
Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

The CRA also supported the 19th Annual St. Patrick’s Day Parade & Festival on Sunday, March 12th.

Hello Sunny TV came downtown to film the Downtown Hollywood Artwalk for an events segment. They did a feature on the Artisan Market; the Downtown Hollywood Mural Tour with interviews of artists Emo + Remote; and Impulse Art. There was also a foodie spotlight on local chefs featuring Russ Simon of American English Kitchen & Bar, Kevin Dreifuss of Ends Meat and Jimmy Sklavenitis of The Greek Joint.

Maintenance

Downtown - In February, Block By Block staff spent 62 hours on special projects, removed 204 graffiti tags from public property, collected 5,068 lbs. of litter, collected 417 palm fronds and returned 20 shopping carts to their place of origin. Additionally, 92 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In February, 1,696 operational hours were clocked by beach maintenance staff. Of those hours, 1,220 were dedicated to trash removal from the beach, 56 hours were spent maintaining the restrooms and 81 hours were spent cleaning the shower areas. 127 graffiti tags and stickers were removed.

Code Enforcement

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 reflect only the CRA Enhanced level of Code Enforcement:

In February, in the Beach District, 25 on-view violations were issued, 7 complaints were addressed and 52 re-inspections were conducted. In the Downtown District, 40 on-view violations were issued, 1 complaint was addressed and 55 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, February 2017: 7,558 passengers. The Downtown/Beach North line had 2,809 passengers, the Downtown/Beach South line had 3,578 passengers and the Beach Line had 1,171 passengers.
Train to Trolley shuttle ridership, February 2017: 784 passengers.

**Young Circle Feasibility Study**
CRA has contracted with the Toole Design Group, a traffic engineering and planning consulting firm, to conduct a feasibility study of Young Circle’s access and circulation patterns. Vehicular, pedestrian, and public transportation functions will be analyzed as well as the network of streets which lead into Y.C. to help the usability and public experience of Young Circle.

The study will consist of a two-phase Charrette process:
- Discovery/Site visit
- Stakeholder interviews and initial design
- Idea generation / production day
- Advance the production day ideas into more detail concept plan
- Memorandum

The schedule will be defined in the coming weeks. The entire process may take up to 3 months from the start date. CRA staff will provide updates in the following monthly reports.

**Marketing and Visitor Services**

**Social Media**
Twitter: 110 new followers; Instagram: 41 new followers; Facebook: 89 new likes.

**Visitor Services**
In February, Visitor Services staff assisted 4,325 visiting guests and local residents.

**Diamond Tours**
Visitor Services staff welcomed a total of 212 guests arriving via Diamond Tours Inc.

**International Visitors by County of Origin**
In February we welcomed guests from 15 different countries. Canada 86.67%; Argentina 3.15%; Germany 1.85%; U.K. and France 1.67%.

**Domestic Visitors**
We welcomed guests from 28 different states in February. The top states were Florida 12.96%; New York 12.04%; Massachusetts 10.65%; Connecticut 7.41%.

28.01% of visitors surveyed were staying at a local hotel.
CRA Board Meeting Results – 3/1/2017


**Passed 6-0**  Board member Sherwood was absent


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**R-CRA-2017-09** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Jointly Apply With City Of Hollywood (City) For, And If Awarded, Accept, The South Florida Transit Oriented Development (SFTOD) Grant, To Implement A Station Area Master Plan, For A Total Estimated Cost Of $205,000.00; Authorizing A Portion Of The Required 20% Matching Funds, In The Total Estimated Amount Of $24,600.00, To Be Paid From The CRA’s Account Number 66.0186.00190.552.003117; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The CRA Required Funding If Awarded; And Further Authorizing The Appropriate CRA Official to Execute Any and All Applicable Grant Documents And Agreement(s).

**Passed 6-0**  Board member Sherwood was absent.

**R-CRA-2017-10** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Ranking Consulting Firms And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement On A Rotating Basis With The Five (5) Ranked Firms To Provide Professional Services For Coastal Engineering Services.

**Passed 7-0**

**R-CRA-2017-11** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Employment Agreement Between The Executive Director Of The CRA Board.

**Passed 7-0**