University of Miami Team
Scope of Work

**DOWNTOWN HOLLWOOD**
- Adams Street Proposal
- Green Mall: Dixie & 21st Ave
- Historic District Proposal
- Young Circle Proposal
- City Properties
- Target Market Analysis
- Urban Design Analysis

**DOWNTOWN & BEACH**
- Code Analysis
- Color Study Application
- Market Analysis

**HOLLYWOOD BEACH**
- Block Dimension Analysis
- Lot Ownership Analysis
- Building Typologies Analysis
- Building Dimensions Analysis
- Beach Architecture Analysis
- Retail/Parking Potential
- Parking Proposal
- Traffic Circle Proposal
- Resort Bridge Proposal
- Hotel Proposals
- Broadwalk Kiosk Proposal
- Townhomes Proposal
Workshop at the Garfield Community Center
(June 2-6, 2010)
Proposal Plan for the Beach & DownTown Hollywood

- Proposed DownTown
- Proposed Adams Street
- Proposed Parking
- Proposed New building
- Proposed Theme park Pier
- Proposed Water taxi stations
- Proposed Townhomes
- Proposed Kiosks
Downtown Hollywood
Downtown Study Areas

- **Downtown Corridor**
  - 19\(^{th}\) Ave. to 21\(^{st}\) Ave.
  - Jackson to Polk
- **Young Circle**
  - 17\(^{th}\) Ave. to 19\(^{th}\) Ave.
  - Federal Highway
- **Parkside - CBD**
  - 17\(^{th}\) Ave. to 21\(^{st}\) Ave
  - Jackson to Washington
  - South of Hollywood Blvd.
- **Dixie Corridor**
- **Royal Poinciana – CBD**
  - North of Hollywood Blvd.
  - 17\(^{th}\) Ave. to 21\(^{st}\) Ave
Downtown Area Overview

**Strengths**
- Endowed with historic character
- Existing urban fabric with walkable urban blocks and street network
- Walkable main street with unique shops, restaurants & entertainment
- Excellent location relative to airport, highways, port, beaches
- Affordable business location
- Available land and buildings for infill, redevelopment and pursuit of clusters of new tenants
- Niche identity – authenticity: a “hometown downtown” to go with “hometown beach town.” Not South Beach, not Miami, not Ft Lauderdale

**Weaknesses**
- Lack of daytime activity
- Lack of employment sectors
- Loitering/Social Services/Homeless
- Connectivity
  - Pedestrian
  - Vehicular
- Inconsistent community branding/marketing
- Parking Issues
  - Public & private supply (real and perceived)
  - Management – pricing, valet, shared parking
Commercial Recruitment Strategies

- Employment Sectors
  - Professional offices
  - Educational facilities & trade schools
  - Art and music academies
  - Healthcare facilities
- Daytime/24 hour retail
  - Fitness center
  - Bookstore

- Entertainment
  - Art cinema
  - Regional theater
  - Music venues
- Creative Class businesses
  - Knowledge workers
  - Hollywood Design District
- Suburban “misfits”
Barry’s College of Health Science has an interest to relocate to Downtown Hollywood. They want a small hub (10,000 SF), but then they want to be integrated into downtown, and don’t have any problems sharing space in existing buildings.

For the CRA to be able to attract Barry they will need to provide strong financial incentives, but there are many benefits that an institution like Barry can bring to the city of Hollywood.

- The college’s mission is to work for social justice and public health, which can help address some issues with the surrounding neighborhoods of downtown.
- If Barry relocates to downtown it will help attract new tenants and fill out empty retail storefronts.
- Potential to attract other institutions, such as vocational schools like Keiser or ATI.
Creative Class Businesses

- Creative class businesses can help revitalize neighborhoods and generate thriving communities. They fill vacant commercial space, help spruce up the area and create a new sense of place, which attracts new residents and businesses.

- Creative businesses are prime “early adopters” of new space. They should be lobbied to locate in Hollywood through online advertising, targeted marketing and direct outreach to high cost locations.

- Creative businesses offer a triple benefit to the city:
  - Employment
  - Contribution to shopping/dining expenditure to the area
  - That elusive “it” quality that up-and-coming neighborhoods strive to achieve.
Who are the Creative Class?

- Richard Florida breaks the Class into two broad sections, derived from standard occupational classification codes:
  - **CREATIVE PROFESSIONALS:** "Knowledge workers" and expanding to include lawyers and physicians.
  - **SUPER-CREATIVE CORE:** This comprises about twelve percent of all U.S. jobs. This group is deemed to contain a huge range of occupations (e.g. architecture, education, scientists & engineers, professors, poets, computer programmers) with arts, design, and media workers making a small subset.
- Additional to these two main groups of creative people, the usually much smaller group of **Bohemians** are also included in the “Creative Class.”

Who *are* the Creative Class?

...boring, isolated high cost locations
Commercial Recruitment Strategies

Competing for the Creative Class

PRIME RETAIL SPACE IN MIAMI’S DESIGN DISTRICT

Atlas Plaza in Design District Retail for Lease
114-30 NE 40th Street, Miami, FL 33137

- Total Space Available: 1,778 SF
- Rental Rate: $45 /SF/Year
- Property Type: Retail
- Property Sub-type: Street Retail
- Building Size: 5,000 SF

Last Verified 10/27/2009
Listing ID 16355426
Commercial Recruitment Strategies

Suburban “misfits”
Commercial Recruitment Strategies

Urban Office Blocks and Buildings

Offices with a View

1201 F St. (Washington, DC)

Bank Building (Ft Worth, TX)

David M. Schwarz
Commercial Recruitment Strategies

Example: 1955 Harrison Street/Arts Academy
Strategies for Vacant Storefronts

Project the **VISION**
Strategies for Vacant Storefronts

Not the **VACANCY**
**Issues**

- A big issue on Downtown Hollywood is the lack of daytime activity. In addition to that, there are undeveloped lots on Hollywood Boulevard, which take away from the walkability of the area.

**Possible Solutions**

- The city should promote interim uses of the undeveloped lots on Hollywood Blvd such as:
  - Basketball courts or skate parks
  - Outdoor cafes or beer gardens
  - Performance spaces
  - Sculpture gardens
Utilizing Undeveloped Lots

Possible Solutions

- The city should promote interim uses of the undeveloped lots on Hollywood Blvd.
  - Set up semi-permanent kiosks which would house a public market, or art showings/workshops
  - Create an urban dog park
Parking – Downtown

Issues/Concern
- Discrepancy in garage use
  - Van Buren > Radius
- Enforcement/Timing
- Signage way finding
- Misuse of surface parking
- Revisit Parking Pricing Program
  - Surface Parking Permit
  - Garage Parking Permit
Historic Hollywood Boulevard: Parking Count
Parking – Downtown (Caution!)
Parkside Neighborhood

Recommendations:

- Incorporate trolley throughout neighborhood
- Revisit PIP programs
- Branding neighborhood
- “Weed and Seed” / Adaptive reuse for nuisance properties (e.g., old motels with crime issues)
- Introduce public space: square, green, small park
Other issues and ideas explored

- **Connectivity / walkability**
  - “A” and “B” Streets
  - Street lighting (Radius garage) and signage (improved wayfinding)
  - Pedestrian linkages between downtown destinations

- **Business incubator program:**
  - Shared space, equipment and services
  - SCORE as advisors

- **Main Street Program**
  - Retail storefront and merchandising design program

- **Security program**
  - Downtown ambassadors, CRA-dedicated security patrol
  - Legal counsel on nuisance properties and loitering

- **One Stop Shop Program**
  - Streamlining permits, code and entitlements process
  - Strengthen interdepartmental coordination for proposal reviews

- **Downtown sound survey**
  - “Is it Music, Entertainment or Noise?”

- **FEC passenger rail**
Downtown Hollywood: Pedestrian Connectivity Map
Adams Street: Existing conditions
Adams Street: Proposal
Adams Street: Proposal
Green Mall Along Dixie Highway: Transit Proposal
Green Mall Along Dixie Highway: Transit Proposal
Green Mall Along Dixie Highway: Church Proposal
Color Study: Downtown
Color Study: The Beach
STUDY AREA
WELCOME TO HOLLYWOOD BEACH
Hollywood Beach: Block Analysis
Hollywood Beach: Building Dimension Analysis
<table>
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<td>E-Shaped</td>
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<td>Height:12' Hitchback 31' from above floor</td>
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Hollywood Beach: Architecture Analysis
CURRENT MARKET CONDITIONS

- High Season: French Canadians, northeast and midwest U.S. long stay, middle class tourism

- Low Season/Weekends: Florida visitors, regional draw for Pembroke Pines, Miami Gardens, and Hialeah

- Overall all less affluent tourism than South Beach and Ft. Lauderdale

- Growing family demographic

- Unique appeal: boardwalk, small town/low density beach town
  Venice Beach, California-type eclectic character
  H&H Branding it "Florida’s Hometown Beachtown"
TARGET NEW BUSINESSES

Retail
- Everyday retail: pharmacy, newstand, small green grocer
- Internet café
- Daycare/babysitting service, pet care service for travelers
- Concentrated excursion booth
- Broadwalk incubator stands for local artisans/small businesses

Extracurricular Activities
- Fitness/wellness centers: upper floor possibilities
- Recreation center: miniature golf, bowling, rock climbing wall

Dining
- Healthy lifestyle options
- Organic/vegetarian/vegan choices

Hospitality
- Lifestyles of health and sustainability (LOHAS) market: active living, ecotourism, health & spa-related tourism
SYNERGISTIC BUSINESS HUBS

Map of different submarkets within the beach:

- Potential Margaritaville-anchored retail-resort-entertainment hub (potential “town center” for the Central Beach)
- Eco-tourism & wellness tourism
- Community center-anchored family recreation hub
- A1A destination restaurants
RETAIL HUB

*Margaritaville as potential retail hub/catalyst*

**Dining**
- Senor Frogs/“fun” Mexican
- Half shell raw bar
- Brew pub
- Saloon (Hog’s Breath in Key West)
- Sports bar
- Wolfgang Puck’s

**Apparel**
- PacSun
- Tommy Bahama
- Sunglass hut
- Izod

**Other**
- Fun & fantasy store
- Artisan jewelry/beads
- Cigar shop/tobacco store
- Sports store/paddle/golf/water sports
- Art and craft galleries with ocean/beach theme (e.g., Wyland Gallery)

"Hibiscus in Bloom" by Romme
FAMILY-ORIENTED HUB

- Anchored by Community Center and Charnow Park
- Medi Go
- Pharmacy
- Daycare/Babysitting service
- Donut stand
- Face painting
- Candy Store
- Ice Cream/Pretzels
LOHAS MARKET HUB

- Lifestyles of health and sustainability: growing demographic
- Bike, Kayak, Snorkel, Hike, Beach Pilates & Yoga, etc
- Sea turtle watching/education
- Wellness Center: massages, cleansings, nutritionists, acupuncture, therapy, counseling, alternative medicine
BEACH ACTIVITIES

Outside fitness pods/circuit course

Events:
- **Sports-oriented**: foot volley, beach volleyball, beach soccer, kite flying, frisbee
- **Family-oriented**: Child dance competitions, puppet shows
- **Adult-oriented**: Dance & Music competitions/shows
“Made in the Shade:” The Art of Staying Cool

Canopies at street termination, Cool off stations with misting machines, shaded benches, eating and drinking areas: “The Art of Staying Cool”
PUBLIC ARTS PROGRAM

- Lifeguard towers
- Street termination pavilions
- Refurbish the Band Shell
- Street kiosk/vendors as public art
- Art in Public Places: Hollywood Beach Sea Turtle Project
CENTRALIZED PROGRAMS

- **Hollywood Beach Loyalty Savings Card**
  Free card based on point system for discounts and savings after a threshold of spending is met

  Run through the Chamber of Commerce

  Source to quantify market data

- **Centralized SSL Reservation System**

- **Community Social Networking Website**
COMMUNITY BUILDING WEBSITE

- Visithollywood.com is a great source for visitors
- Opportunity for community building for residents
- Interactive blog/forum on web
- News/Events
- Online coupons/discounts more resident-oriented
- Job Postings
- Surveys/Market Data
HOSPITALITY

- Eco Tourism Market

- Wellness/Fitness Market
  - Anne Kolb Nature Center

- Hospitality Center Flexible Uses
  - Sunsational Service Program
  - General and niche business improvement workshops
  - Internet-based storefronts
  - Participatory educational store events (e.g., wine tasting where customers are educated about wine and food)
Hollywood Beach: Lot Ownership Analysis
Hollywood Beach: Proposed Infill & Garages
Hollywood Beach: Proposed Boutique Hotel
RAMADA HOTEL AMUSEMENT PIER

- A central organizing element for Hollywood Beach.
- Can revitalize site to support hotel & retail.
- Will attract families to Hollywood Beach.

Attractions may include:
- Roller Coaster
- Arcade
- Carousel
- Ferris Wheel
- Carnival Games
- Water Slide

If not amusement park, place elements along broadwalk.
Hollywood Beach: Proposed Resort
URBAN AMUSEMENT PIERS

Coney Island

Ontario Place, Toronto

Navy Pier, Chicago
PARKING & CIRCULATION SYSTEM IMPROVEMENTS

Street Ends
- Reconfigure as plazas to preserve some parking, allow for delivery vehicles, and provide shaded outdoor seating areas.
- Create a unique pavilion or sun shade feature for each street similar to Seaside’s beach pavilions

Signage/Wayfinding
- Identify public parking garages more clearly
- Identify and theme gateways to major activity centers: North Beach, South Beach, Johnson Street (Margaritaville), Community Center
Hollywood Beach: Broadwalk Kiosks and Street Ends
Street Ends:
Create a unique pavilion or sun shade feature for each street similar to Seaside’s beach pavilions
Street Ends: Tensile Structures
PARKING & CIRCULATION SYSTEM IMPROVEMENTS

Parking Garage circulation
- Reverse ingress and egress for Garfield Center garage to prevent gridlock on peak days
- Automate parking garage access based on space availability

A1A Traffic Calming
- Pedestrian and Bicycle Crossings

Broadwalk:
- Consider elimination of bike lane or creation of a dedicated bike lane separate from the broadwalk
- Change the white cyclist sign (make it more visible)
Hollywood Beach: Proposed Traffic Circle
Hollywood Beach: Potential Retail & Parking
A1A REVITALIZATION

- **Marina**: water taxi, excursions, tiki bar boats, kayak rentals, etc.
- **Dining**: destination restaurants
- **Residential**: townhomes
- The proposed boardwalk
- **Beautification/median**
Intercoastal/AIA Strip: Proposed Townhomes
Intercoastal/AIA Strip: Proposed Commercial Units
SAFETY

- Strong presence of beach bicycle cops
- Traffic police support for special events
- Install emergency phones
- Fine Littering/Enforce Citations
Meeting Current and Future Parking Needs

- **Construction of new structural parking on:**
  - 1915 N Ocean Drive (foreclosure land, 1.34 acres, ~400 spots)

- **Robotic garage on:**
  - 2115 N Ocean Drive (foreclosure property, 0.4211 acres, ~220 spots)

- **Surface parking on:**
  - 321 New York Street (foreclosure property, 0.2375 acres, ~35 spots)
  - 319 McKinley Street (foreclosure property, 0.4983 acres, ~70 spots)

- **On street parking:**
  - Modify street landscape program to allow a saving of 25% of existing parking lots

- **Interior block parking areas**
  - Surface lots and small parking structures on interior blocks to be shared by multiple properties
Benefits of district/beach-wide approach to parking supply:
- Small scale hotels/motels/bed & breakfast can buy/long term lease spaces in nearby garages and lots
- Retail benefit from new parking spaces (more customer flow)
- Dining on the Broadwalk will have more customers
- Decrease short car trips up and down the beach corridors

Location of the garages:
- Close or on A1A
- Connection with Hollywood trolley service
- 5-minute walk from ‘sub market hubs’

Maximize pedestrian, biking, shuttle linkages to parking:
- Spa and gym on the top level to capitalize on views
- Retail on the ground level of robotic parking
- Rental of personal motorize transportation (Segways) in proximity to garages
- Provide bike racks along Broadwalk, close to restaurants, shops, public amenities
- Self-sustainable parking rates, differentiation by time, length of stay of the parking
Hollywood Beach: Proposed Infill & Garages
Financing Parking Garages

- Set up a tax increment (TIF within a TIF) within the CRA area using a portion of the incremental resort tax to help finance the new garage.

- This structure could be used to provide a low interest loan and/or grant money towards the private development.

- Another possible structure may be to create a reserve fund with these increments, controlled by the CRA and used for credit enhancement of a possible JV between the CRA and private developers.
Bond Issues

- **2004 - $20,010,000:** Completely expended on the Broadwalk renovation, water and sewer underground replacement, and the Garfield Street parking garage and community center along with Charnow Park renovations.

- **2007- $40,000,000:** Completion of the water and sewer underground replacement. Garfield Street parking garage and community center along with Charnow Park. Renovations, and on the Underground Utilities and Streetscape Pilot Project. The remaining proceeds are expected to be fully expended on the completion of the Underground Utilities and Streetscape Pilot.
The CRA – Downtown District has pledged its tax increment revenues for repayment of these loans:

Outstanding Loans

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<tr>
<td>2003 Note</td>
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<tr>
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<tr>
<td>2006A Note</td>
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The outstanding balance as of fiscal year ending 2009 for the four notes mentioned above is $25,886,865.
Recommendation

- Given the amount of outstanding debt and the large annual debt services payments: We suggest looking at a strategy to enhance the credit rating of the City increasing the likelihood of consolidating and refinancing at more favorable interest rates.
Current CRA Programs

- Reimbursable grant programs for 50% of approved property improvements
  - Hotel Improvement Program (HIP)
    - Up to $325,000
  - Property Improvement Program (PIP)
    - Up to $235,000
  - Paint Only Program (POP)
    - Up to $10,000
Feedback

○ Positive
  ● Improve condition of deteriorated properties
  ● Raising Hotels to Superior Small Lodging (SSL) status
  ● Increasing property values as a whole

○ Negative
  ● Owners of maintained properties watching tax dollars fund others’ neglected properties’ improvements
    ○ Tax to fund private investment
  ● Raising property values is seen as an expense to operations (more tax)
  ● Hold period too short
Recommendation:
Focus Programs on the Public Realm

“Meat and Potato issues”

- Get the basics right:
  - Parking
  - Traffic
  - Trash
  - Safety/Security
  - Lighting
  - Enforcement
  - Broadwalk Circulation
  - Façade Improvements
CURRENT CRA PROGRAMS

CITY-BACKED PROGRAMS

- Public Utilities Underground - in process
- Ramp
- A1A Marina
- A1A Streetscape
- Parking garages
Recommendation: Incentivize Private Investment

- Long term investment and vitality in the area require that businesses have lucrative business models.
- To aid small and large businesses alike, provide programs to increase efficiencies at the operating and management levels.
  - Such programs include:
    - Comprehensive Marketing Data
    - Pass-through Centralized Marketing
    - Green Incentives
    - Training and education
- Create a BID
Business Improvement District (BID)

- Development and investment in an area depend heavily on the underlying economic drivers.

- In order to revitalize the Hollywood Beach area, it is proposed that a Business Improvement District (BID) is introduced to create incentives for businesses and thus provide competitive advantages to operate in the area. This in turn will generate investment in the given area.

- “The key to BIDs’ accomplishments lies in their dissimilarity to big city government. They operate without civil service rules and red tape; most important, they negotiate labor contracts from a clean slate. They can hire and fire employees based on performance, not civil service status or other government mandates”
  
  - Manhattan Institute for Policy Research
BID Benefits

- **Marketing**
  - Providing Comprehensive Marketing Data
  - Providing centralized access to individual businesses
    - Blog
  - Special events
  - District public relations
  - Promotional materials
    - Reward Card
  - Holiday celebrations

- **Public Safety / Hospitality**
  - Public safety officers
  - Visitor assistance

- **Business Development**
  - Training/Educational services
  - Commercial vacancy reduction
  - Business mix improvement

- **Capital Improvements**
  - Green Initiative
  - Basic Infrastructure
    - Parking
    - Traffic

- **Landscaping**
  - Planting trees/flowers
  - Planter maintenance

- **Community Service**
  - Fundraising
  - Charitable events
  - Homeless and youth services

- **Maintenance**
  - Street / sidewalk cleaning
  - Graffiti removal
BEACH CONCLUSIONS

- Hollywood Beach is truly unique. Its strength is generated by irreplaceable one-of-a-kind assets to preserve and build on:
  - The eclectic low-density “hometown beach town” character
  - Beautiful natural resources
  - Friendly people working and living in Central Beach

- Add anchors, activity generators and recruit targeted shops, services and businesses that build on target market niches in LOHAS, tourism, recreation, specialty retail and entertainment

- Continue parking & circulation improvements and enhanced amenities related to the beach, intercoastal, and safe, attractive walkable street network tying them together

- Embrace “smart growth” techniques and a strong design-conscious approach to architecture, public art and the streets, public spaces and amenities of the public realm to realize the maximum potential of a high quality, sustainable, walkable beach town destination

- Integrate and coordinate public investments and services, business-to-business relationships, and marketing between the beach and downtown
Link CRA Objectives to Implementation of the Community Vision

- The CRA should develop a set of clear objectives consistent with the community vision for the beach and the downtown to be accomplished within a specified period of years.

- Where the vision is unclear, the CRA should spearhead the articulation of a citizen’s vision for the future of the beach and the downtown.

Tie CRA Sunset to BID Sunrise

- The CRA should actively support and help prepare local property owners, businesses, and organizations to create Business Improvement Districts (BIDs) for the Downtown and the Beach which will take on the collective functions performed by the CRA.

- These functions include marketing, public improvements, dealing with nuisance properties, clean and safe functions, parking, circulation and pedestrian streetscape improvements and maintenance, etc.
Institutionalizing the civic engagement process:

- The CRA should establish a *Citizens’ Advisory Council*, made up of representatives from civic, business and community organizations, citizen groups, and real estate and business professionals from the community.
- The Advisory Council will not have voting rights or the power to approve, deny or impede CRA initiatives, but would serve to provide valuable regular input on CRA programs, projects and activities from a variety of community perspectives.
- The local organizations and individuals that took part in the UM workshop represent excellent resources and each could be asked to nominate one representative to serve for 1-2 year terms on the Advisory Council. Nominees would be approved by the Mayor or City Commission.
- The Advisory Council should include professionals with expertise in real estate development, finance, real estate law and public-private partnerships to advise the CRA and the City on the general structure and use of development agreements, and the coordinated management of properties owned by the City, the CRA, the Housing Authority and other public and quasi-public agencies to ensure they are employed consistent with the community vision.