



## CRA Executive Director's Report, June 2018

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**

Currently the contractor is working at Coolidge Street. The contractor completed the sidewalk on the south side and at this time sidewalk work is underway on the north side. Currently Oklahoma, McKinley, Roosevelt, Wilson, and Harding Streets roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Wilson Street. The street end at Oklahoma Street will be the first to be constructed after working out the final details with the adjacent property owners. The electrical contractor has installed conduits at the following streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, Missouri, and Scott Streets. Conduits for connection of the private properties to the underground system were completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. FPL energized the new underground system for the Nevada and Nebraska loop. All private properties on these two streets were hooked up to facilitate construction of the parking garage at Nevada Street. Comcast and AT&T are working on converting their overhead lines to underground at Nebraska and Nevada Street which will allow placement of sheet piling at the garage site. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and the timeline for construction (New Mexico and New Hampshire Streets were completed over a year ago).

#### **Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage**

After removal of traces of asbestos from the old building, the contractor proceeded with demolition of the new parking garage. Demolition was completed and at this time the contractor is preparing to install test pile and sheet piling of the site which will allow him to dewater the site. After removal of the overhead power lines a Notice To Proceed was given to the contractor. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the CRA Board approved it at the July 3, 2017 meeting. The design includes approximately 304 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.

#### **Hollywood Boulevard Streetscape Project**

After receiving the new poles the contractor proceeded with the installation and replacement of seven Royal Palm trees. At this time the contractor is completing the planting and proceeding with installation of the lights and light curtains. Due to the existing conditions, some adjustments were made in order to resolve conflicts where the contractor encountered underground utility lines that were not located by the locating company. The contractor is

trying to minimize the inconvenience to the public and adjacent businesses. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is complete. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc., as the CM@Risk contractor for this project, informs the businesses along the corridor about the upcoming construction in an attempt to avoid conflict and coordinate appropriately.

### **A1A Streetscape**

The contractor is in process of installing one section of pavers. Once the paver installation is complete it will be reviewed by our consultant and if acceptable the contractor will be authorized to proceed with pavers for the entire project. The FDOT contractor continues with demolition of the existing sidewalk on the east side of A1A and reconstruction of the new sidewalk and construction of type F curb. Removal of all the landscape medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. Construction MOT configurations have been adjusted based upon Police Department input and community feedback. Future adjustments are being coordinated with FDOT. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. Coordination is needed since the CRA has an ongoing streetscape project along A1A and the future new parking garage project at Nevada Street. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid-out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

### **TIFF Grant Programs**

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 6 in the Downtown CRA Area and 10 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

### **Downtown Parklet Pilot Program Update**

The CRA Staff has been working with an architect and has designed a modular Parklet system which can be relocated to various locations, as determined. Construction of the Parklets has been bid and awarded. A meeting has taken place with the owner of the restaurant where it will be located first and details are being worked out for construction to begin soon.

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

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 quality residential redevelopment

projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown's economic growth, cultural vibrancy, and resiliency.

Block 55 is coming "full circle" with the anticipated opening of CircHotel. Blocks 40 & 58 have submitted for permits and discussions continue in regard to Block 57.



**GRAND OPENING**

**CIRCHOTEL**  
HOLLYWOOD CIRCLE

Join the Greater Hollywood Chambers of Commerce for a Networking Social Event at Business After Hours

**PLANTING NEW ROOTS IN HOLLYWOOD**

**MAY 23, 2018 • 5PM - 7PM**

Drinks & Appetizers  
Ribbon Cutting  
Opening up the Property of Hollywood Circle  
Tour of CIRC Hotel and CIRC Residences

Complimentary Self Parking  
in Garage Floors 4&6

**HOLLYWOOD**  
CHAMBER OF COMMERCE  
hollywoodchamber.org

1780 Polk St  
Hollywood, FL 33020



The CRA and City of Hollywood Division of Economic Development have continued to partner on initiatives, and will be sponsoring, hosting a booth, and attending the International Council of Shopping Centers' (ICSC) Florida Conference & Deal Making event on August 26 - 28, 2018 at the Orange County Convention Center. ICSC's mission is to ensure the retail real estate industry is broadly recognized for the integral role it plays in the social, civic and economic vibrancy of communities across the globe. It has over 70,000 members and is considered to be one of the foremost leaders in the commercial real estate industry.

## Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 8 Certificates of Use in April:

1. Sandbar of Hollywood, Inc., 101 N. Ocean Drive (restaurant)
2. Mentel, LLC, 2001 Hollywood Boulevard #211 (office)
3. Oz Leasing, 2005 Harrison Street (office)
4. One Legged Flamingo Corp., 2115 Hollywood Blvd. (photo studio)
5. The Coffee Store, 777 N. Ocean Drive #04 (café)
6. Andama Barber Studio, 1844 Radius Drive (personal services)
7. Costa Hollywood Property Owner, LLC dba Costa Hollywood Beach Resort, 777 North Ocean Drive (resort/hotel)
8. Boucher Brothers Hollywood Beach, LLC, ROW on Beach (Beach equipment rentals)

## Special Events

The CRA continues to support and produce the following monthly events: the 3<sup>rd</sup> 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 1<sup>st</sup> Sunday of every month; and Global Meditation at ArtsPark.

The selection committee has met and reviewed the submissions for the revised RFP for the ArtsPark Concert Series. A resolution regarding the ranking and award will be brought before the CRA Board at a future meeting.

## Murals / Public Art Initiatives / Creative Placemaking

Two new murals were recently completed:



Alice Mizrachi, 2032 Hollywood Boulevard



Vicki Pierre, 1922 Tyler Street

Two murals are in development at 1948 Tyler Street and 303 S. 21st Avenue.

## Maintenance

**Downtown** - In April, Block By Block staff spent 40 hours on special projects, removed 147 graffiti tags from public property, collected 12,781 lbs. of litter, collected 407 palm fronds, and returned 11 shopping carts to their place of origin.

**Beach** - In April, 1,576 operational hours were clocked by beach maintenance staff. Of those hours, 1,184 were dedicated to trash removal from the beach, and 128 hours were spent cleaning the shower areas.

## 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.

In April, 172 on-view violations were issued. This reflects only the CRA Enhanced level of Code Enforcement.

The existing Enhanced Services Agreement with the City of Hollywood is currently being reviewed and revised to include the management of CRA Code Enforcement Officers.

## Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, April 2018: 8,085 passengers. The Downtown/Beach North line had 2,721 passengers, the Downtown/Beach South line had 4,107 passengers and the Beach Line had 1,257 passengers.

Train to Trolley Shuttle ridership, March and April 2018: 777 and 768 passengers respectively.

### Young Circle Moving Forward

The initial data collection phase has been completed and the analysis of the data is underway. CRA staff, Marlin Engineering and Toole Design Group are preparing different meetings with stakeholders and the Florida Department of Transportation to present the project in June, 2018.

### SFTOD Grant - Station Area Master Plan

Work-in-Progress: The Treasure Coast Regional Planning Council (TCRPC) staff continues to work on the the draft report and plans to submit a draft to CRA/City staff in the coming weeks for review and discussion.

For more information and updates: [www.hollywoodcra.org/CLSMP](http://www.hollywoodcra.org/CLSMP)

## Marketing and Visitor Services

### Social Media

Twitter: 45 new followers (total 2,051); Instagram: 78 new followers (total 1,729); Facebook: 84 new likes (total 5,584).

Hello Sunny TV came out to the April Artwalk and did live coverage of the event. They showcased Alice Mizrachi painting her mural live as well as the Artisan Market, Galleries and Impulse Art.

In April, The CVB sent the following groups to Downtown Hollywood to tour the Mural Project:

- Writers from Canada's Dine and Destinations
- 6 UK journalists
- 15 travel agents from across the US in the area attending CruiseOne

### Visitor Services

Visitor Services staff assisted 1,635 visiting guests and local residents in April.

### Diamond Tours Inc. Buses

Our staff greeted and welcomed 263 visitors in April.

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

We welcomed guests from 15 different countries in April. Dramatic decrease of the Canadian visitors as many returned home by Easter (April 1<sup>st</sup>). A significant increase in the number of Guests from France, and a rebound of our U.K. Visitors. Both markets were favored by a steady decline of the U.S. dollar against their currencies.

Canada 59.07%; France 9.84%; U.K. 5.74%; Argentina 6.22%.

### **Domestic Visitors**

In April we welcomed Guests from 23 different states. The top states were: Florida 34.81%; New York 11.60%; Massachusetts 7.18%; Illinois 6.63%

**43.05% of the total visitors surveyed were staying at a local hotel in April.**

## **CRA Board Meeting Results – 5/2/2018**

**R-CRA-2018-13** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Interlocal Agreement With The City Of Hollywood For Community Bus And Transit Services.

Result: Passed 7-0