CRA Executive Director’s Report, October 2019

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
The following east-west streets from A1A to Surf Road have been completed: Nevada, Roosevelt, Coolidge, and Scott. The following east-west streets from A1A to the Broadwalk have been completed: Oklahoma, McKinley, Carolina, Wilson, Harding, Missouri, Liberty, New Hampshire, and New Mexico. Taft and Nebraska Streets are under construction as well as the streetends at Nevada, Roosevelt, and Coolidge Streets. Since the parking garage is almost complete the contactor is focusing on Nebraska Street. The remainder of the work will be completed before the end of this year. Removal of the overhead lines will depend upon Comcast and ATT completing their work. Some of the palm trees at A1A and at the street ends are already in place and the rest of landscape work will be completed before the end of the year. FPL lines on Nebraska and Nevada Streets are completely underground. Some of the trees will be installed once the overhead lines are removed from the rest of the streets so that there is no conflict.

Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage
Construction is moving on schedule and the ribbon cutting ceremony is scheduled for October 7th, 2019. The contractor completed installation of the metal panels, signs, railings, and other items. The contractor will be addressing punch list items. The contractor is scheduling training sessions with city staff to instruct the city employees how to run all the garage systems including computerized wifi lighting system. Permanent power was connected to the garage via the new undergrounding system and the temporary connections were removed. The light fixtures and roof top lights are functioning. The stucco work in the front was painted with bright colors. AT&T relocated their equipment and provided the garage with phone service needed to test the elevators.
Wayfinding Signage and Gateway Markers
The CRA hired Brooks Scarpa Architects as the professional consultant for this project. After receiving input from various City departments and the business and civic association the consultant came up with preliminary designs that were presented to the CRA Board. After the presentation, the consultant was asked to follow up with one particular idea. The consultant will work to develop this requested concept and will meet with City/CRA staff to review the concept sign.

SR A1A Complete Streets: FDOT/CRA RRR Project
Construction by the FDOT Contractor continues on both the east and west side of SR A1A. All demolition work along the west side segment has been completed. Construction activities on the west side of A1A from Sheridan to Johnson Streets are approximately 85% complete. The contractor continues working on concrete headers, drainage structure installation at various locations between Nevada Street and Johnson Street and installation of driveways. The west side asphalt installation is underway, between Sheridan Street and Johnson Street. The FDOT Contractor has indicated completion of their project by December 2019.

The design of the CRA Complete Streets streetscape will include: undergrounding of overhead utilities, landscaping, lighting and decorative pavement on the west side of A1A, and a new traffic signal at Garfield Street. Design Development Drawings have been submitted for review by FDOT and Broward County. The permitting process is underway. An RFQ for a CM@Risk firm for this project is anticipated to be released by early October 2019.

Sage
The Sage project is finally closed. The project included streetscape improvements that were similar to previous phases further north. The City/CRA reached a settlement agreement with the site developer where the CRA was obligated to reimburse the offsite improvements up to $3.5M. After years of construction and under the CRA staff supervision the developer completed all the improvements with an actual cost savings to the CRA of $363,000.00.
Lifeguard Towers and First Aid Stations

Phase I, consisting of 6 units, is substantially complete. The two First Aid Stations are located at Liberty Street and Azalea Terrace, and four Lifeguard Towers are located at Sherman Street, Harding Street, Eucalyptus Terrace and Iris Terrace. Contractors are currently working on punch list items.

Phase II consists of 2 First Aid Stations and 6 Lifeguard Towers. They were delivered during the week of August 16. The First Aid Stations are located at Cleveland Street and Hollywood Boulevard. The Lifeguard Stations are located at Virginia, Madison, Arizona, Grant, Garfield and Nebraska Streets.

The roofing contractor completed the roof installation and the painting work will begin on September 30th. The paint cannot be applied until the wood moisture content is achieved as per the specifications. It is anticipated that the paint work will take 3 weeks weather permitting.

The construction and installation of the 15 Lifeguard Towers and 6 First Aid stations are anticipated to be completed by late December 2019.

Grant Programs – HIP, PIP and POP

The CRA currently has 20 HIP, PIP or POP Grants at various stages of the process, 12 in the Downtown CRA Area and 8 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

After a two-month break, the CRA kick-started the workshop meetings on September 9th with a total of 7 attendees.
American Legion 92 Update
CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92, including but not limited to the parking area, new signage, new landscape and other exterior building improvements. Commander Argus is in the process of obtaining three quotes from each discipline, and has requested that the payment process for these upgrades be split into two payments as industry standard is to provide 50% to their contractors prior to work commencing.

Downtown Parklet Pilot Program
On May 1, 2019, the CRA Board approved the Phase I Hollywood Boulevard parklet to remain at Mickey Byrne’s. Staff was directed to put out a bid for a second Hollywood Boulevard parklet for Phase II in front of Go Bistro. Three bids were received, and presented to the CRA Board on September 4, 2019. The CRA Board found the bids to be high. The CRA Board requested that a comprehensive downtown plan be presented to fully evaluate the parklet program, and its impact to parking, and the future of Downtown Hollywood.

Business Recruitment, Retention, Expansion & Private Investment
Staff continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development staff and private property owners in an effort to secure new quality tenants and redevelopment projects. In addition, the CRA has commissioned Business Flare Economic Development Solutions to assess and provide a Summary Report of Findings regarding the real estate market conditions in Downtown Hollywood.

As of September, new tenants have secured previously vacant spaces and plan to open soon. While these spaces may appear to be vacant, they are actually leased. The CRA is working with the landlords and tenants to better promote the new businesses via on site signage and other marketing platforms. In addition, the CRA is working closely with Zero Empty Spaces to secure a location at 2021 Hollywood Boulevard. Larger spaces, such as 2014 and 2020 Harrison Street remain empty, pending a lease that requires a special exception for the proposed use. Due to the size and condition of 2020 Harrison, the property has been vacant for approximately 13 years with the exception of a six month pop-up concept. While there has been criticism of vacancies, it is important to note that there is interest in leasing these spaces. The office market continues to be 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.

In addition, CRA staff, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continues to:
1. Formally meet once a month, and as needed, and have ongoing communications on a daily basis.

2. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshows. The CRA and CMED staff attended the Second Annual South Florida Independent Retailer Awards on Thursday, September 19 where we were able to speak with independent retailers about available space in Downtown Hollywood, Hollywood Beach and other City locations. We also attended the BisNow South Florida State of the Market conference that was sponsored by the City of Hollywood and held at Margaritaville Hollywood Beach Resort. The CRA and City are both sponsoring the ULI SE Florida/Caribbean – Hollywood Development & Investment Forum that is being presented by the Greater Hollywood Chamber of Commerce and ULI on October 3, 2019. In addition, the CRA and City staff will attend the CRA’d sponsored International Council of Shopping Centers (ICSC).

3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. We have combined the CRA Redevelopment Brochure into the City’s Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities.

4. Provide and distribute marketing materials for the Sun Shuttle program.

5. Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.

6. Plan on jointly coordinating the Nebraska Nevada Street Garage ribbon cutting.

CRA Staff continues to meet with property owners to discuss their needs and concerns in regard to tenant acquisition, including but not limited to the building permit process, planning and zoning and parking rates for tenants.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 3 Certificates of Use in August:

1. Proganics LLC- Hollywood Grill, 905 N. Broadwalk (bar restaurant)
2. Sun & Fun Cycles, 1416 N. Broadwalk (bike rental)
3. LeFab Commercial II LLC, Morelia Gourmet Paletas, 1919 Hollywood Boulevard (café)

Murals / Public Art Initiatives / Creative Placemaking

CRA staff has distributed information about the new Mural Review Program (MOP), and is working with four property owners that are interested in having a mural created.

On September 4th, 2019 R-CRA-2019-43 was passed by the CRA Board, providing for the issuance of a Purchase Order to Paint Quest, LLC to paint decoratively four intersections and crosswalks located at 19th and 20th Avenues and Van Buren and Polk Streets.
CRA staff met with representatives from Paint Quest, LLC on Friday, September 20, 2019 to visit each site and discuss timeline and other specific project details.

**Special Events**

The CRA continues to support and produce the following monthly events: the 3rd Saturday ArtWalk, which includes the Artisan Market, a guided tour of the Downtown Hollywood Mural Project, a guided gallery 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.

CRA staff is currently working with the New Hibernians of Hollywood with the coordination and planning of the 5th annual Hollyweird Halloween Downtown Hollywood Block Party that will be held on Saturday, October 26th, 2019 from 6:00pm to 2:00am on the 1900 block of Hollywood Boulevard.
**Maintenance**

**Downtown** - In August, Block By Block staff spent 21 hours on special projects, removed 133 graffiti tags from public property, collected 13,918 lbs. of litter, and collected 486 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and is now also using the Gum Reaper to remove gum spots.

On Tuesday, August 20th, 2019 Block By Block Ambassador Anthony Boykin noticed and reported a cracked and rusted signalization pole located on the northeast corner of 20th Avenue and Harrison Street. CRA staff notified City of Hollywood Transportation Engineer Rick Mitinger, who in turn contacted Broward County in regard to the issue. Broward County replaced the pole that very same day and inspected and replaced the other three poles located at that intersection within the following two weeks.

**Beach** - In August, 1,533 operational hours were clocked by beach maintenance staff. Of those hours, 1,192 were dedicated to trash removal from the beach, and 38 hours were spent cleaning the shower areas. 26 graffiti tags and stickers were removed.

**Transportation Initiatives**

**Young Circle Redesign Concept**

FDOT has determined a modified Lane Elimination process needs to be followed for the redesign of Young Circle. CRA staff met with FDOT on August 20th to discuss the Stages of the modified Lane Elimination Process. Stage I of that process was sent to FDOT for review. CRA staff is currently addressing the comments made by FDOT on Stage I. Once that Stage is approved, scopes from Marlin Engineering and Toole Design Group will be presented to the CRA Board for funding to work through the other Stages of the process.
Marketing and Visitor Services

Social Media
Twitter: 4 new followers (total 2,889); Instagram: 105 new followers (total 3,123); Facebook: 168 new likes (total 8,401). The Florida’s Hollywood mobile app had 167 new downloads.

Visitor Services
In August, Visitor Services staff assisted 928 visiting guests and local residents.

International Visitors by Country of Origin
In August, we welcomed Guests from 21 different countries:
  Canada 42%; Argentina 13%; U.K. 10%

Domestic Visitors
We welcomed Guests from 47 different states in August. The top states were:
  Florida 39.75%; Ohio 9.63%; New York 7.84%

August Market Mix: Domestic 88%, International 12%

11.90% of the total visitors surveyed were staying at a local hotel in August.

CRA Board Meeting Results – 9/4/2019


PASSED: 7-0


PASSED: 7-0


Withdrawn.

PASSED: 7-0

R-CRA-2019-41 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.40(C)(8) Of The Code Of Ordinances (Using The Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed $800,000.00.

PASSED: 6-1. Board member Hernandez opposed.

R-CRA-2019-42 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Existing Media Buyer Services Agreement With Ambit Advertising And Public Relations, Inc. For The Final Two Year Option Period Under The Same Terms And Conditions.

PASSED: 6-1. Board member Hernandez opposed.

R-CRA-2019-43 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Authorizing The Appropriate CRA Officials To Issue A Purchase Order With Paint Quest, LLC. To Paint Decorative Intersections And Crosswalks On Specific Locations In The Downtown CRA District In An Amount Not To Exceed $75,000.00

PASSED: 7-0


PASSED: 7-0