CRA Executive Director’s Report, February 2020

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
All east-west streets from A1A to Surf Road have been completed. Phase III is currently substantially completed and the remainder of the work will be concluded after the removal of the overhead lines, which is dependent upon FPL, Comcast and AT&T completing their work. Most of the landscape throughout the east-west streets are already in place. Once the overhead lines are removed, the remaining trees will be installed. FPL lines on Nebraska and Nevada Streets are completely underground.

Wayfinding Signage and Gateway Markers
Gateway Sign for Downtown was publically bid and the bid was awarded on February 5th, 2020 to Art Sign Co. We are awaiting a signed contract to be received from the contractor. This will be followed by engineered shop drawing submittals to be submitted to the Building Department for approval and concurrently, contractor to provide material samples for approval.

Neighborhood Signage: Meetings were held with Community Representatives and currently the architect is preparing proposals for construction documents and site planning and coordination with Broward County and FEC.

Broadwalk Access Management
CPZ Architects and City of Hollywood, Public Works, Police and the Fire Department met to discuss the project scope and requirements and various options. The architect is working on conceptual drawings and site options.

Festoon Lights
Consultant is preparing construction drawings to be submitted for permitting. Consultant met with the City of Hollywood landscape reviewer to finalize selection of trees and planting materials. Staff is coordinating with CM at Risk to obtain proposal for the work.

Turtle Lighting
A sample of 2 types of LED light will be tested. Staff is working with a vendor to install LED turtle friendly lights at Arizona and Polk Streets. In preparation of changing the current lights and installation of new lights for Phase 4 Streetscape, staff will coordinate with Fish and Wildlife on acceptable LED lights that will be turtle friendly.
SR A1A Complete Streets: FDOT/CRA RRR Project

Construction by the FDOT Contractor continues. Several concurrent activities include the following:

- Asphalt resurfacing was completed along the main corridor. Some sections along Hollywood Blvd entrance and exit ramps are to be completed 2/2020. MOT barrels have been removed from the road.
- Pavement marking is approximately 85% complete.
- Check valve installation is underway 4 valves have been completed. There are 13 remaining valves north of Hollywood Blvd scheduled to be installed.
- Lighting installation between Missouri and Indiana Street to continue.
- FDOT poles – cable system installation to continue from Azalea Terrace to Sheridan Street.
- Punch list work between Sheridan Street and Johnson Street.

CRA, FDOT and Community Asphalt, Corp., met at Arizona Street on January 21st to review the decorative paver installation. CRA/FDOT discussed the quality improvements, however a few details on quality control need to be addressed. FDOT estimated Substantial Completion date is February 2020.

Lifeguard Towers and First Aid Stations

All 21 towers have been delivered to the beach as per December 2019.

- 11 Lifeguard Towers and 1 First Aid Station have been in service since January 31st.
- 3 First Aid Stations will be in service by February 15th when the old towers are relocated away from the new towers to provide a clear view.
- It is estimated that the remaining 6 units will be in service by the end of February.
The table below is a list of units and their current status:

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<tr>
<th>List of Units</th>
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<td><strong>Lifeguard Stations</strong></td>
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<td>Iris Terrace</td>
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<td>Eucalyptus Terrace</td>
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<td>Harding Street</td>
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<td>Nebraska Street</td>
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<td>Garfield Street</td>
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<td>Taft Street</td>
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<td><strong>First Aid Stations</strong></td>
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<td>Azalea Terrace</td>
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<td>Liberty Street</td>
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<td>Cleveland Street</td>
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<td>Hollywood Blvd</td>
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<td><strong>Lifeguard Stations</strong></td>
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<td>Fillmore Street</td>
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<td>Johnson Street</td>
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<td>Ocean Palms Condo</td>
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<td>Diplomat Hotel</td>
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<td><strong>First Aid Stations</strong></td>
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<td>Magnolia Terrace</td>
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<td>Michigan Street</td>
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**Grant Programs – HIP, PIP and POP**

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

The CRA recently finalized one POP grant agreement for the Waterway at Hollywood Beach condominium located at 1908 N. Ocean Dr. Improvements under this grant include removal of hurricane shutters, installation of covers over wall A/C units, and exterior painting of the entire building.

**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. It was determined that the building needed a new roof on the west side. The roof on the east side was replaced within the past year, however the roof on the west portion of the building was in very poor shape.
CRA Staff brought the item to the February 5th Board Meeting as a "walked-on" item which was unanimously approved. At that meeting, it was stated that the CRA was asked to work with the American Legion 92 two years ago, which was not accurate information. The CRA was asked to work with the American Legion 92 at the April 3, 2019 CRA Board Meeting (which was approximately 10 months earlier). During that 10 month period of time the CRA issued three grants for improvements (A/C, Roof and Mural). In addition, 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. On January 28, 2020, the Mural Review Committee met and approved a mural design for the AL92. The CRA staff continues to keep the lines of communication open with Commander Argus and his associates at the American Legion Post 92.

CONCEPT DESIGN:

IN SITU

SKETCH

COLOR SKETCH
Downtown Parklet Pilot Program

The Hollywood Boulevard parklet will remain at Mickey Byrne’s. In lieu of a second parklet on Hollywood Boulevard, a pilot paving program was approved in front of 2033—2051 Hollywood Boulevard. This program will include installing permeable pavers in the six parking spaces in front of the building extending the sidewalk for additional outside dining space. A timeframe for when the pavers will be installed has not been finalized. The Harrison Street parklet has been relocated to Social Room.

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. We also coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including but not limited to ISCS, ULI and BizNow.

Staff also continues to work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood. Numerous meetings have taken place with BTI in regard to their investment in Block 57 and interest in Block 58.

In addition, the CRA continues to work with landlords and tenants to better promote new businesses via on-site signage and other marketing initiatives. Larger spaces, such as 2014 and 2020 Harrison Street remain leased yet not occupied pending 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 popup concept. While there has been criticism of vacancies, it is important to note that some of the perceived vacancies are actually leased.

Staff met with three qualified prospective tenants who are interested in 1900 Hollywood Boulevard, which has been vacant for approximately 15 years. CRA staff is working with each of the prospective tenants and will suggest other locations in Downtown Hollywood if they are not able to come to terms with the landlord of 1900 Hollywood Boulevard. Other locations include 2006 Hollywood Boulevard (currently undergoing a gut renovation to vanilla box) and 1916 and 1920 Hollywood Boulevard. Staff also met with prospective tenant, Roasted Bean Café, that ultimately signed a lease to open in 1931 Hollywood Boulevard. Roasted Bean Café is owned by a Downtown Hollywood resident who believes in Downtown Hollywood’s potential. They plan on serving Panther Coffee and Zac the Baker bread products among other delicacies.

On Sunday, January 24th and Tuesday, January 26th, Guy Fieri of The Food Network filmed at Krakatoa Indonesian Cuisine in Downtown Hollywood.
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.

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.
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.

CRA Staff continues to engage 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 11 Certificates of Use in December and January:

1. Avis Budget Car Rental, LLC, 3250 S. Ocean Drive (service associated with hotel)
2. Young Circle Shopping Center, 1701 1735 E. Young Circle (commercial property)
3. Racine Investments, LLC, 310 Grant Street (motel)
4. South Florida Ballet Theater, Inc., 1940 Harrison Street Suite #100 (dance instruction)
5. Toi Spa Hollywood, 1761 N. Young Circle #4 (personal service)
6. Best Shape, 1937 Harrison Street (personal service)
8. Bend & Breathe, 1864 Radius Drive, 1864 Radius Drive (yoga studio)
9. R&R One Group, LLC (New Batavia), 1900 Harrison Street (restaurant)
10. Area 51, 128 N. Dixie Hwy (retail, smoke & gift items)
11. Woody’s Olde Towne Tavern, 1904A Hollywood Blvd. (Bar)

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, Impulse Art, and as of February 15th a live 3-D chalk art performance located at the entrance of Anniversary Park; 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 was a sponsor of the Canadafest that took place at the ArtsPark at Young Circle on February 7-9, 2020. The event was a great success.

In preparation for the return of Vintage South Florida: A Celebration of History, Architecture & Entertainment on Sunday, May 3rd, CRA staff has met with our partners in the City of Hollywood’s Records & Archives Division and Department of Parks, Recreation & Cultural Arts, the Hollywood Historical Society, the Hollywood Women’s Club, and Production Sud to begin the planning of the event.
At this time, the CRA staff is working closely with the producers of Mardi Gras Hollywood, Salsa Fest, the Greater Fort Lauderdale Food & Wine Festival, as well as other events. As part of the CRA sponsorship of the Greater Fort Lauderdale Food and Wine Festival, staff has asked that a significant chalk art component be featured and highlighted as part of the event.

Additionally we are working on an RFP for a one-day Chalk Art Festival in the core of Downtown Hollywood. The request for staff to look into this matter was initially made in June 2014, and staff has looked into it in coordination with Parks, Recreation and Cultural Arts. Staff has also been in communication with the individuals associated with the private entity that produces the Lake Worth event, Street Painting Festival, Inc. in regard to the production and interested producers. Staff and outside producers believe that due to the texture of the streets in Downtown Hollywood and the costs associated with street closures, it would be prudent to host the event in the ArtsPark at Young Circle, however, more recently, the directive has been for the event to take place in the commercial core, hence the RFP will reflect the commercial core location. In addition to the festival, another idea that has been discussed by staff is to have semi-permanent (that would last for approximately two years) 3D murals painted on the sidewalks of Tyler Street between 19th and 21st Avenues. The sidewalks in this specific area are concrete flags as opposed to the pavers, will not require priming, and may provide a smooth and more even surface for the artwork.

**Murals / Public Art Initiatives / Creative Placemaking**

CRA staff continues to engage business and property owners, both on the Beach and in Downtown Hollywood in regard to the Mural Only Program (MOP). We have a mural in progress by Joel Blenz on the west-facing wall of the American Legion #92. Additionally, The Milagros Collective will be starting their pattern-based mural on 2051B Hollywood
Boulevard (Camp Cocktail) in April. We are currently working with three property owners that are interested in the program, two in the Downtown district and one in the Beach district.

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. The project was delayed due to underground utilities work, the concern that the crosswalks would not match the ADA access areas and the concern of shutting the streets during the high season for a period of time when other streets were closed due to construction and underground utility work. CRA staff obtained surveys of the areas that will be painted to ensure ADA access and placement of the crosswalks; and continues to stay in communication with representatives from Paint Quest, LLC. and we are working with them to determine a start date for the painting of the streets.

**Maintenance**

**Downtown** - In December, Block By Block staff spent 2 hours on special projects, removed 48 graffiti tags from public property, collected 6,761 lbs. of litter, and collected 268 palm fronds off the ground.

In January, Block By Block staff spent 7 hours on special projects, removed 80 graffiti tags from public property, collected 9,246 lbs. of litter, and collected 298 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and uses the Gum Reaper to remove gum spots.

**Beach** - In December, 1,331 operational hours were clocked by beach maintenance staff. Of those hours, 1,146 were dedicated to trash removal from the beach, and 40 hours were spent cleaning the shower areas. 34 graffiti tags and stickers were removed.

In January, 1,229 operational hours were clocked by beach maintenance staff. Of those hours, 1,040 were dedicated to trash removal from the beach, and 40 hours were spent cleaning the shower areas. 41 graffiti tags and stickers were removed.
Transportation Initiatives

Young Circle Redesign Concept
On January 27, 2020, CRA and consultants (TDG and MEI) met with the Broward County planning team to discuss ridership, transfer activity, layover and future needs.

On Jan 29, 2020, CRA, TDG and MEI met with the FDOT technical team, COH Planning Department, and members of the business community. Various topics were discussed. An update will be presented to the Board at the March 18, 2020 CRA Board meeting.

Marketing and Visitor Services

Social Media
Twitter: 78 new followers (total 3,021); Instagram: 163 new followers (total 3,615); Facebook: 202 new likes (total 8,907). The Florida’s Hollywood mobile app had 505 new downloads.

Visitor Services
Visitor Services staff assisted 1,614 visiting guests and local residents in December and 3,078 visiting guests and local residents in January.

Diamond Tours
In January, Visitor Services Staff welcomed 3 buses of approximately 135 guests to Hollywood Florida’s Beach Broadwalk, who arrived via Diamond Tours Inc.

International Visitors by Country of Origin
In December, we welcomed Guests from 21 different countries:
  - Canada 77%; U.K. 4%; Brazil 4%
In January, we welcomed Guests from 17 different countries:
  - Canada 92%; Brazil 2%; Germany 1%

Domestic Visitors
We welcomed Guests from 24 different states in December. The top states were:
  - Florida 41.69%; Michigan 7.78%; Ohio 6.33%; New York 6.07%
We welcomed Guests from 23 different states in January. The top states were:
  - Florida 56.53%; New York 10.27%; California 4.67%; Ohio 4.53%

December Market Mix: Domestic 47%, International 53%
January Market Mix: Domestic 49%, International 51%

10.78% of the visitors surveyed were staying at a local hotel in December. 4.41% of the visitors surveyed were staying at a local hotel in January.
CRA Board Meeting Results – 1/15/2020


PASSED: 7-0

R-CRA-2020-02 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Appointing A Vice chair For A One Year Term. Board member Biederman was appointed to serve as Vice Chair.

PASSED: 7-0

R-CRA-2020-03 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute Property Improvement Program Grant (“PIP”) Agreements Within The Residences On Hollywood Beach Condominium Association, Inc. For On-Site Improvements To Properties Located At 3000 S. Ocean Drive And 3001 S. Ocean Drive In A Total Grant Amount Not To Exceed $125,000.00.

PASSED: 7-0

R-CRA-2020-04 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Designating 9:00AM As Time-Certain To Hear Citizen’ Comments During The Second Regular CRA Board Meeting.

PASSED: 7-0

CRA Board Meeting Results – 2/5/2020


PASSED: 7-0

R-CRA-2020-06 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Changing The Regular CRA Board Meeting In April And July 2020, Scheduling A Regular CRA Board Meeting On August 26, 2020, And Canceling The December 16, 2020 And January 6, 2021 CRA Board Meetings.

PASSED: 7-0


PASSED: 7-0