



CRA Executive Director's Report, October 2014

Informational Report By Jorge Camejo, Executive Director Providing An Update To The CRA Board On Beach And Downtown Activities.

Capital Improvement / Redevelopment

A1A Traffic Calming

Staff is working with Kimley-Horn on the FDOT Stage 1 Application for the traffic calming/lane reduction evaluation. This portion of the application is mostly narrative in nature but does include some daily traffic counts. Meetings with the business and civic associations are in the planning stage. Loading and Delivery Zones will be discussed at the HBBA meeting on October 2, 2014. Kimberly Stefanski, Planning and Economic Development Coordinator presented Hollywood's A1A Traffic Calming/Lane Reconfiguration plan to the A1A Scenic Highway Meeting August 21, 2014. The A1A Scenic Highway members unanimously voted in favor of supporting this project, and the letter of recommendation was issued at the September Broward MPO A1A Scenic Highway Meeting.

FEC Corridor

On August 28th, 2014, the Broward County Planning Council designated the FEC Corridor Complete Streets Design with lane elimination as a Context Sensitive Corridor. This designation will allow Design Development of the Complete Streets design drawings and afford grant opportunities to fund construction and implementation through government agencies such as the Broward Metropolitan Planning Organization.

National Park(ing) Day

The CRA and City worked together to participate in National Park(ing) Day. Park(ing) Day was created by a San Francisco based art and design studio, ReBar, in 2005 to encourage communities to rethink the way streets are used and reinforce the need for broad-based changes to urban infrastructure to promote healthy, vibrant and walkable urban areas. Park(ing) Day took place September 19th from 9am – 4pm. The CRA collaborated with City Departments, area businesses, and Barry University for the event. Park(ing) Day also previewed a 'pop-up' train station for the proposed commuter rail in Downtown Hollywood.





Tri-Rail Coastal Link Passenger Rail (TRCL)

Susan Goldberg, Deputy Director is spearheading this project for the CRA/City, FDOT, serving as Project Manager for the TRCL will be starting their two year project development phase in November 2014. Public meetings for support and comments will not begin until November/December 2014 so as not to conflict with All Aboard Florida meeting schedules and potential confusion. CRA/City staff met with Broward MPO traffic planning staff who will assist the CRA/City of Hollywood with the data included in the Transportation Analysis Zones (TAZ), the importance of which is that it forms the basis of the TRCL station selection process. The TAZs are commonly used for transportation planning models-but different agencies interpret the data according to their own set of criteria. Although the Project Development phase has not begun, the FDOT consultants still have on-going coordination with All Aboard Florida on the three co-located stations (WPB, FTL, and MIA), have met with the Coast Guard, and are coordinating schedules with FTA to make sure they're able to "hit the ground running" for the November targeted startup of PD. The Corradino Group, the NIPA consultant to FDOT is working on developing their methodology in preparation for site visits by the Federal Transit Administration.

Margaritaville Construction

Activities

BMC reviewed draw request #12 and visited the jobsite in advance of the current draw request on September 11, 2014. Physical progress was verified during the site visit.

Recommendations

- BMC recommends that the CRA process the draw request and make payment as noted below: This recommendation is contingent on the CRA's level of comfort in developer's compliance with insurance requirements. Updated General Contractor policy was provided to CRA.
- Process payment to developer of \$650,000 (44% of \$13,000,000 less prior funding of 39%).

- BMC recommends acceptance of "TEXTURA" Signing Report in lieu of partial releases of lien. BMC confirmed releases for each item invoiced this period on Contractor's Schedule of Values.

Figure 1: View of pool layout and waverider deck progress



Figure 2: Concrete beam and Pool progress on Level 11 deck



TIFF Grant Programs

We currently have 15 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify applicants.



Lifeguard Tower Student Architectural Design Competition

CRA staff is working with the FAU School of Architecture faculty and their students to create conceptual designs for Hollywood Beach's lifeguard towers. Students have completed Phase I of the designs and 6 finalists were chosen by Architecture faculty. City/CRA staff will be providing input at an upcoming meeting.

Business Recruitment, Retention and Expansion

Staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners and tenants, as well as artists and other business owners interested in locating their business to Hollywood Beach or Downtown Hollywood. The Business Recruitment Media Plan includes advertising and marketing programs specifically designed to target the “creative class,” in particular office tenants, as well as other businesses to the area, and has recently launched a new advertising campaign that targets “creative class” tenants.

On an ongoing basis, staff assesses Downtown Hollywood’s inventory and calculates the vacancy rate by using primary data obtained by the Broward County Property Appraiser as well as on-street addresses. Each street in the core is assessed in order to determine accurate rates. Staff continues to work hand-in-hand with existing tenants in an effort to upgrade their product line, services and marketing strategies. In addition, staff has recently met with developers that are interested in purchasing property with the intent of changing the culture of Downtown – meaning, they are willing to make long term investments, focus on the arts and cater to a diverse and creative/“artcentric” consumer base.

Also, staff continues to communicate with ArtSpace in regard to a possible location in either Downtown or the Beach and is currently in the process of commencing a preliminary feasibility assessment. Artspace, based out of Minneapolis, Minnesota, is a national leader in the field of developing affordable space that meets the needs of artists through the adaptive reuse of historic buildings and new construction.

4:00 am License Update

At this time six Downtown businesses have applied for a Live Music EHL. Five of the six have received approval from the Parking Department and all are pending approval from the Fire and Police Departments.

Staff is also working with City Staff in regard to a pending EHL application from Nick’s Bar, 1214 North Broadwalk.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 17 Certificates of Use in August:

1. Atlantic Breeze, 338 Roosevelt St. (Lodging Rentals)
2. Bargain Family Rest. 728 S. Dixie Hwy (Restaurant)
3. Coast to Coast General Contractors, Inc., 613 South 21st Avenue (General Contractors Office)
4. Everything For Pets, LLC dba One Fur All, 250 N. Dixie Highway, #6 (Retail, Pet Supply Store)

5. Freshly Squeezed South, 605 N. 21st Avenue (Restaurant Equipment Showroom)
6. G2 Construction Group, LLC, 110 N. Dixie Hwy (Office Space for Const. Work)
7. Gold Coast Traders, LLC, 1926 Hollywood Blvd, Suite 317 (Clerical and order processing office for bakery and grocery supplies)
8. Medworks Painting & Finishing, Inc, 110 N. Dixie Hwy (Retail Office)
9. Peel Cosmedical Spa, 1926 Hollywood Blvd. (Spa)
10. The Queen of Everything, 2001 Tyler St., Suite 6 (Retail)
11. VPK Real Estate, LLC, 1720 Harrison St., Unit 5A (Commercial Rental)
12. Runas Peruvian Cuisine, 219 N. 21st Avenue (Restaurant)
13. Yoga and Ayurveda, 2119 Hollywood Blvd. (Yoga Consultation and Herbs)
14. Stephen P. Johnson, PLLC dba The Johnson Law Firm, 2134 Hollywood Blvd. (Law Firm)
15. The Life Changing Word Church, 501 South 21st Ave. (Small Church and Community Help Center)
16. Coastal Wireless, LLC, 1874 N. Young Circle (Retail / Sale of Wireless Phones)
17. Monaco, 2033 Harrison Street (Restaurant)

Murals / Public Art Initiatives

- TM Sisters Mural for the Radius Parking Garage approved and scheduled for January start date
- Muralists The London Police to create mural on the west facing wall of 1909 Harrison Street starting September 22
- Muralist Diana Contreras scheduled to paint the store front windows of Melina's, 2010 Hollywood Blvd., starting in October
- Staff working on the festival logistics and marketing for the Hollywood Holiday Market in December
- Staff reached out to Liquitex Artist Materials as potential sponsor of the Downtown Hollywood Mural Project (DHMP)
- Staff continued social networking for DHMP and ArtWalk

Maintenance

Downtown - In August, Block By Block staff removed 286 graffiti tags, collected 4,325 lbs. of litter and collected 329 palm fronds.

Beach - In August, 1,594 operational hours were clocked by beach maintenance staff. Of those hours, 1,131 were dedicated to trash removal from the beach, 42 hours were spent maintaining the restrooms and 73 hours were spent cleaning the shower areas. In addition, approximately 62 graffiti tags and stickers were removed.

Code Enforcement

CRA staff meets with enhanced service Code Enforcement officers on a weekly basis, with the City's appointed legal advisor for Code Enforcement monthly or as needed, and attends the monthly Special Magistrate hearing.

In the month of August, in the Downtown District, 103 on-view violations were issued, 8 complaints were addressed and 45 re-inspections were conducted. In the Beach District, 100 on-view violations were issued, 7 complaints were addressed and 113 re-inspections were conducted.

Staff continued to prioritize property standards and work with business and property owners in an effort to obtain voluntary compliance.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

CRA Staff met with residents of the Quadomain on September 23 & 29, 2014. Upcoming community sea turtle awareness campaign will start in November 2014 in anticipation of the City of Hollywood's marine turtle lightning ordinance which will become effective March 2015. Campaign involves working with residents, property owners, businesses, hoteliers, SSL organization, condo boards, the Green Team, FWC, and Broward County during this transition time.

The Hollywood CRA is presenting a sea turtle lighting display at the Hollywood Beach Community Center, 1301 S. Ocean Drive. It is on loan from the sea turtle conservatory for the next 3-6 months.

Anti-Litter Campaign

The CRA in partnership with the City of Hollywood rolled out a beach anti-litter campaign that includes the installation of lightpole banners, decorative wraps on trash bins & electrical cabinets. Additional signage has been installed in the Garfield Garage and on a window of the Visitor Information Center at Charnow Park. The CRA continues to work hand-in-hand with the Hollywood Beach Business Association in an effort to roll out the second phase of the campaign that will continue educating the public, provide advertising specialty items and address disposable products used by businesses on the Broadwalk.



Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. August 2014 ridership was 8,999 compared to August 2013 at 5,538 riders. The automated call system had 309 callers.

Mobi-Mats

Four additional Mobi-Mats (Oregon Street, Harrison Street, Carolina Street and Magnolia Terrace) were approved by the DEP. DEP field inspection took place on August 15th, 2014. Expected installation and completion is for November 4, 2014, the end of Marine Turtle Nesting Season.

CRA Board Meeting Results – 9/3/2014

R-CRA-2014-32 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 2, 2014.

Results - Passed 6-0 (Board member Sherwood was absent)

R-DCRA-2014-33 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2014 (R-DCRA-2013-42); Revising Operating Expenditures; And Providing An Effective Date.

Results - Passed 6-0 (Board member Sherwood was absent)

R-BCRA-2014-34 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2014 (R-BCRA-2013-43); Revising Revenues; Revising Operating Expenditures; And Providing An Effective Date.

Results - Passed 6-0 (Board member Sherwood was absent)

R-BCRA-2014-35 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between A1A Corner Of Johnson Street Real Estate Corp., Margaritaville Hollywood Beach Resort, L.P., The City of Hollywood, And The CRA to Modify The Design Of The Johnson Street Improvements East Of A1A.

Results - Passed 4-3 (Board member Biederman, Board member Hernandez and Board member Callari opposed.)

R-DCRA-2014-36 - A Resolution Of The Hollywood, Florida, Downtown Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate City Officials To Execute A Construction Management At Risk Contract Between Burkhardt Construction, Inc. And The CRA For The Street Lighting Project Of Van Buren And Polk Streets Between Federal

Highway And Dixie Highway In An Amount Not To Exceed \$349,733.89; And Approving And Authorizing The Transfer Of Funds In The Amount Of \$270,000.00 From Account Number 66.0100.07302.552.006301 (Construction Improvement - Small Capital Projects) To Account Number 66.0100.15313.552.006301 (Construction Improvement - LED Lighting Van B/Polk/Taylor).

Results - Passed unanimously 7-0

R-CRA-2014-37 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Ranking The Three (3) Short-Listed Firms To Provide Transportation Services For The Tri-Rail To Trolley Circulator Shuttle Service; And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm In An Estimated Annual Amount Of \$219,648.00.

Results - Passed unanimously 7-0

R-BCRA-2014-38 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Ranking The Two (2) Short-Listed Firms To Provide Transportation Services For The Beach and Downtown Circulator Service; And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm In An Estimated Amount Of \$505,727.00.

Results - A motion was passed by the CRA Board to table this item pending the validation of a bid protest.

Passed 6-0 (Board member Blattner opposed)

R-CRA-2014-39 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Renew The Attached Contract For Professional Marketing Services Between The CRA And Ambit Advertising And Public Relations, Inc., For Marketing And Creative Services In An Amount Not To Exceed \$25,000.00.

Results - Passed 6-0 (Board member Hernandez was absent)

R-CRA-2014-40 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc., For A One Year Period Under The Same Terms And Conditions Of The Existing Agreement And First Amendment, In An Amount Not To Exceed \$72,000.00.

Results - Passed unanimously 7-0

R-CRA-2014-41 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$645,000.00.

Results - Passed unanimously 7-0

R-CRA-2014-42 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The CRA To Sponsor Six (6) Hollywood Artspark Experience Events In The 2014-15 Season In An Amount Not To Exceed \$150,000.00; And Approving And Authorizing The Execution Of The Attached Agreement

Between The Rhythm Foundation And The CRA In An Amount Not To Exceed \$150,000.00, On A Reimbursement Basis.

Results - Passed unanimously 7-0

R-CRA-2014-43 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Negotiate And Execute A Lease Agreement With The Highest Ranked Firm To Provide CRA Beach And Downtown Holiday Decoration Services For A Two Year Period, In An Annual Amount Not To Exceed \$100,000.00 (Two Year Aggregate Amount Not To Exceed \$200,000.00), With Three Optional One Year Renewal Periods.

Results – Passed unanimously 7-0