



## CRA Executive Director's Report, July 2015

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

#### **A1A Traffic Calming**

CRA/City Staff met with FDOT on June 15th, 2015 continuing discussions regarding the traffic calming and complete streets design along SR A1A from Sheridan Street to Hollywood Boulevard. CRA/City Staff discussed more details regarding a DRAFT cross section and designation of the corridor as a Transportation Design for Livable Communities designation. The designation allows for more flexible traffic engineering standards that better match the posted and design speeds along this corridor as well as take into account the CRA vision for this corridor, with more walkable sidewalks, narrow bike lanes, lush landscape buffers and enhancing traffic calming measures. CRA/City Staff is also coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea St. toward the Hollywood Boulevard Bridge. The park would incorporate safer pedestrian access across A1A to the community center, a water taxi stop, shaded seating areas, public art and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

#### **A1A Commercial Loading Zones**

As a result of several meetings with HBBA Representatives and the trucking/delivery companies, CRA Staff is working on proposals for loading zones, truck sizes and times of delivery with the companies and businesses within the Central Business District of the CRA and along the Broadwalk. Staff met with local UPS manager on June 4, 2015 to discuss UPS truck sizes and delivery schedules.

#### **A1A / Johnson St. Multi-Modal Transit-Hub**

CRA Staff is spearheading a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifies the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and provides visual and design cohesiveness to both residents and visitors. CRA/City Staff met with Margaritaville and representatives from the Broward MPO, FDOT, and B-Cycle. The intent is to develop a strong design which can be utilized to seek funding and grant opportunities for implementation of this project. After the conceptual design was presented at the May 6th, 2015 CRA Board meeting, on May 19th, 2015, CRA/City Staff met with the Broward MPO to discuss the design and grant/funding opportunities. CRA/City Staff met with FDOT on June

15th to discuss the Transit Hub and also met with representatives from Broward County Transit, Water Taxi and B-Cycle.

### **Tri-Rail Coastal Link Passenger Rail (TRCL)**

CRA participated in a Conference Call on June 5th, 2015 with FDOT, SFRTA and FDOT's consultants regarding an update to the TRCL project.

#### Planning

The planning for TRCL has progressed from Conceptual Alternatives Analysis/Environmental Screening through Detailed Alternatives Analysis/Environmental Screening and Preliminary Project Development in coordination with local stakeholders and the public. The next stage of planning in the Federal Transit Administration's (FTA) multi-year, multi-step process is Project Development, which involves further operational, engineering, environmental, and cost evaluations leading to an adopted Locally Preferred Alternative. TRCL does not yet have environmental clearance; the Project Development process will include the completion of the requirements under the National Environmental Policy Act (NEPA.) Project Development for TRCL is currently anticipated to begin in August and will last for two years. The two year Project Development Phase of TRCL is set to begin in the summer of 2015 with public kick-off meetings to be held starting in the late summer, early fall.

### **Underground Utilities Phase III**

Construction work has already started on New Mexico Street, New Hampshire Street and Thomas Street for the undergrounding of utility lines. JJW is the Contractor responsible for the two streets, New Mexico and New Hampshire Streets.

### **Downtown Streetlighting Projects**

Neighborhood Streetlighting:

- Van Buren and Polk Street projects are complete and operating.

Illumination of Alleys in Commercial Core:

- CRA staff has been in contact with FPL and is currently exploring options for illuminating the alleys in the commercial core between Van Buren and Polk Streets.

## **Margaritaville Construction**

### **Activities**

Basulto Management Consulting, Inc. (BMC) reviewed draw request #21 and visited the jobsite in advance of the current draw request on June 22, 2015. 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.

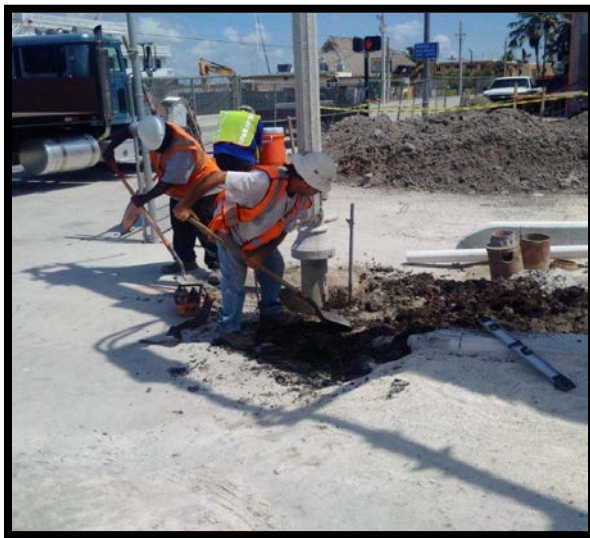
- Process payment to developer of \$650,000 (87% of \$13,000,000 less prior funding of 82%) for eligible construction cost.
- The revised schedule (as provided by the contractor) indicates a TCO date of August 17, 2015 reflecting an “expedited” completion date.
- BMC recommends acceptance of “TEXTURA” Signing Report in lieu of partial releases of lien. BMC confirmed releases for each item invoiced this period on Contractor’s Schedule of Values.



Landscaping and pool progress



Pavers at garage entrance ramp



Light pole installation at Johnson Street entrance



Landshark and Hollywood Beach Theatre including bike path re-route

## TIFF Grant Programs

We currently have 16 PIP/POP/HIP grants in various stages of approval or construction – 2 in the Downtown and 14 in the Beach district. CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify property and business owners.



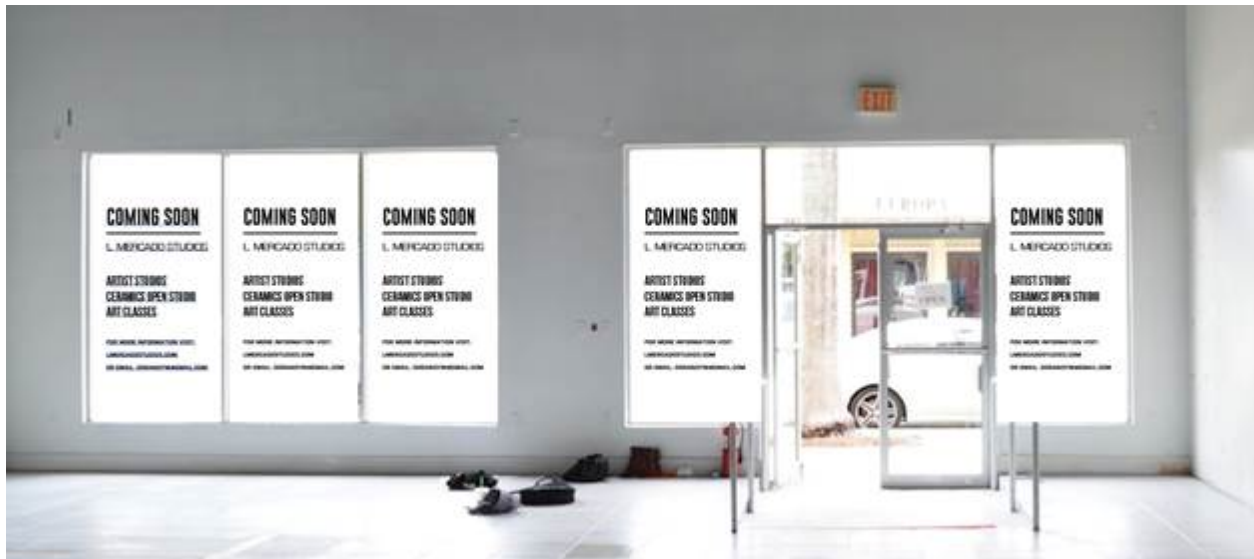
## Business Recruitment, Retention, Expansion & Private Investment

CRA Staff in coordination with the Ambit Advertising & Marketing has finalized the updated business recruitment/redevelopment collateral brochure. The brochure includes maps and information about the CRA Districts as well as existing and planned redevelopment and will act as a tool in introducing the CRA Districts as a prime location for real estate investment.

Staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects and utilizes the CRA Business Recruitment and Redevelopment Brochure as a tool to increase interest in the area.

In addition, the CRA's 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 an advertising campaign that targets "creative class" tenants. Staff has also initiated discussions with property owners in regard to transforming underutilized properties into viable businesses and work space, continues to communicate with JED Developers, Kapital Group, Harrison Art Colony LLC (Ben Cohen), Bedeco Inc. (2000 Van Buren Street), the Saada family, the Halpern family, FIRM Realty, David Zinn (former Entrada Motel property owner) and other property owners and international and domestic in and out-of-state prospective property owners in regard to redevelopment projects located in Downtown Hollywood and Hollywood Beach.

CRA staff continued to work diligently with: the owner of 1916 Hollywood Boulevard in an effort to secure Buffalo Exchange, a national clothing retailer that has over 30 locations in 17 states; as well as artist Dorandy Mercado of L.Mercado Studios to lease 2000 Harrison Street, suites 8 & 9 for private and open studio options for local artists as well as ceramics, pottery and art classes of different media for children and adults. Ms. Mercado recently installed "coming soon" signage on the front window. The signage is generating a lot of positive attention from the artist community.



The ArtSpace Preliminary Feasibility Report was received and reviewed by staff. CRA staff is in the process of drafting an agreement and confirming approval from Procurement. Upon doing so, a resolution to move forward with the “survey” of artists will be presented to the Board. A tour of the Artspace Sailboat Bend property has been scheduled for Monday, July 13th.

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 the Hollywood Beach Business Association, Downtown Hollywood Business Association and existing tenants located within the CRA Beach and Downtown Districts in an effort to upgrade their product line, services and marketing strategies. These strong suggestions are made, however, it is the decision of the business owner whether or not to implement.

### **Block 55 (Northeast Quadrant of Young Circle)**

Approximately 50% complete with the piles on project. The bus stop relocation permit has been approved and the contractor is currently working with the City to obtain the permit to commence the construction of the new bus stop. The offsite utilities work has been completed.

The comments received on the master permit have been responded to and the contractor is now ready to meet with the inspectors to resolve any outstanding concerns.

Excavation of the piles for pile caps will start on or about 7/7/15.

### **H3 Development (Hollywood Station)**

Developer has started ground preparation.

## Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 20 Certificates of Use in April:

1. Lege Alto USA, Inc., 1918 Harrison Street, Suite #112 (Office)
2. Metro PCS, 1720 Harrison Street (Re-issuance for telecom antenna)
3. VVG Real Estate Investments, 3001 N. Ocean Drive (Motel)
4. 2019-2030 Hollywood, LLC. (Commercial rental)
5. Unknwn LLC, 2001 Hollywood Boulevard, Suite #206 (Office)
6. Drm Custom Masonry, 500 N. Dixie Highway, #11 (Office and storage)
7. Mark G. Dicowden, PA, 101 N. Ocean Drive (Office)
8. Charm & Beauty Corp., 1914 Hollywood Boulevard (Personal Services)
9. Avenue 21, 115 N. 21st Avenue (Bar and restaurant)
10. Attitude with Class, 2029 Harrison Street Bay 6 (Personal Services)
11. JR Custom Decorations, 830 N. Dixie Highway (Retail)
12. Carlos Berrio, 1849-1851 Taylor Street (Rental property)
13. Marbella Harrison Investments LLC, 2003 Harrison Street (Commercial rental)
14. Investment Van Buren LLC, 2039 Van Buren Street (Commercial rental)
15. Investment Van Buren LLC, 2032 Harrison Street (Commercial rental)
16. Red Pelican Investment LLC, 230-260 N. Broadwalk (Spa and lounge)
17. MVASS Realty LLC, 725-727 S. 21st Avenue (Commercial realty)
18. C&E Insurance East DBA Marker Insurance, 1720 Harrison Street (Office)

## Murals / Public Art Initiatives

Over the past month the CRA continued to contact property owners regarding potential mural sites including 1946 Harrison Street and 113 South 20th Avenue.

We have received owner approval for a mural by artist Magnus Sodamin at 1700 Harrison Street (across the street from Art & Culture Center on 17th Avenue) and will be presenting the application to the Mural Review Committee.

CRA staff facilitated and supervised wheat pasting of a mural for the Broward 100 "Inside Out" project at 1740 S. Young Circle. The "Inside Out" mural was partially installed on Saturday, June 13th. We also scheduled and supervised a second photo shoot for the project held on Sunday, June 20th.

## Maintenance

**Downtown** - In May, Block By Block staff removed 281 graffiti tags from public property, collected 4,900 lbs. of litter, collected 346 palm fronds and returned 15 shopping carts to

their place of origin. Additionally, 14 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In May, 1,872 operational hours were clocked by beach maintenance staff. Of those hours, 1,459 were dedicated to trash removal from the beach, 35 hours were spent maintaining the restrooms and 79 hours were spent cleaning the shower areas. Approximately 65 graffiti tags and stickers were removed.

## Code Enforcement

CRA staff meets with enhanced service CRA Code Enforcement officers and the COH Code Enforcement Manager on a weekly basis, and attends the monthly Special Magistrate hearing. The CRA Redevelopment and Operations Manager also regularly meets with the COH legal advisor overseeing Code Enforcement in regard to lien imposition hearings and egregious or more complicated cases.

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. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In the month of May, in the Beach District, 36 on-view violations were issued, 4 complaints were addressed and 38 re-inspections were conducted. In the Downtown District, 78 on-view violations were issued, 2 complaints were addressed and 86 re-inspections were conducted.

Staff continues to prioritize property standards and work with business and property owners located within the CRA Districts in an effort to obtain voluntary compliance.

## Sea Turtles & Environmental Issues

### Sea Turtle Lighting

The marine turtle lighting ordinance went into effect March 2015. Marine Turtle Nesting Season also began March 2015. On May 28<sup>th</sup>, Hollywood CRA staff met with Allington South for an education and enforcement seminar on the Marine Turtle Ordinance.

## Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. May 2015 ridership was 8,234. The Beach Line had 4,264 passengers, the Downtown/Beach South line had 2,284 passengers and the Downtown/Beach North line had 1,686 passengers.

On May 6th, the CRA passed R-2015-24, Transportation Transit Corridor Grant. The State FY 2017 Transit Corridor Grant from the Florida Department of Transportation ("FDOT") is

for the enhancements to the Hollywood CRA Trolley which includes expanded hours and days and additional technology for a total additional cost of \$300,000.00.

## Marketing and Visitor Services

In the month of May, Visitor Service Specialists accommodated the needs of 2,128 visiting guests and local residents at the Garfield Information Center. The Visitor Services Specialists continue to connect with local businesses, restaurants and hoteliers to assist in providing information about local events and happenings in Hollywood.

### Tourism Leads

In May, Visitor Services processed 474 leads from Madden Media, 180 from Weekly Reader Service, and 4 from Bridal Guide. We respond to these leads by preparing mailers which include information about Hollywood (i.e. visitor maps & trolley maps). We have processed 658 mailers this month.

### Tourism Events

GET YOUR RED ON: CELEBRATE THE SOUNDS OF SUCCESS IN BROWARD COUNTY  
TOURISM

Tourism Appreciation Day – May 7, 2015. The luncheon was held at the Broward County Convention Center. Topic: Celebrating the importance of tourism. Keynote speaker, Mr. Sam Crowther, spoke on enhancing your auditory senses and demonstrating the sounds of success.

### Foreign Visitors by Country Origin

While our Canadian guests lead in the way in the number of foreign visitors this month at 43.62%; we have also welcomed guests from Argentina, 12.77%; U.K., 10.64%; and Brazil, 7.45%. We are happy to see an increase in the number of other countries enjoying the Hollywood experience.

## CRA Board Meeting Results – 6/3/2015

**R-BCRA-2015-27** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2015 (R-BCRA-2014-44); Revising Operating Revenues; Making Appropriations And Revising Expenditures; And Providing An Effective Date.

Passed: 5-0 (Board Member Callari and Board Member Biederman were absent)

**R-DCRA-2015-28** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For



Fiscal Year 2015 (R-DCRA-2014-45); Revising Operating Revenues; Making Appropriations And Revising Expenditures; And Providing An Effective Date.

Passed: 5-0 (Board member Callari and Board member Biederman were absent)

**R-CRA-2015-29** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Circulator Shuttle Agreement Between Maruti Fleet And Management, Inc. And The CRA And Providing For An Effective Date.

Passed: 6-0 (Board member Biederman was absent)

**R-CRA-2015-30** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Further Extend The Existing Agreement Between The CRA And Limousines Of South Florida, Inc. Until September 30, 2015 Under The Same Terms And Conditions Of Said Agreement And Fourth Amendment, In An Estimated Amount Not To Exceed \$150,000.00.

Passed: 7-0

**R-CRA-2015-31** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The State FY 2016 Florida Department of Transportation Modal Development Grant In An Amount Not To Exceed \$200,000.00 For The Design, Consulting And Permitting Process For The Hollywood Transit Hub; Authorizing The Expenditure Of The Required 50% Matching Funds; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Grant Documents.

Passed: 7-0

**R-CRA-2015-32** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The State FY 2017 Florida Department Of Transportation Modal Development Grant In An Amount Not To Exceed \$1,000,000.00 For The Architectural Enhancements, Landscape, Hardscape And Wayfinding Signage Costs Of Hollywood Transit Hub; Authorizing The Expenditure Of The Required 50% Matching Funds; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Grant Documents.

Passed: 7-0

**R-CRA-2015-16** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The

Attached Property Improvement Program ("PIP") Grant Agreement Between The CRA And RLME Florida Land Trust For On-Site Improvements To Property Located At 201 Johnson Street (Dahan Market) In An Amount Not To Exceed \$50,000.00; And Providing An Effective Date.

Passed: 4-2 (Chair Bober and Board Member Blattner opposed. Board member Callari was absent)

**R-CRA-2015-17** A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And RLME Florida Land Trust For On-Site Improvements To Property Located At 205 Johnson Street (Rocco's Pizza) In An Amount Not To Exceed \$50,000.00; And Providing An Effective Date.

Passed: 4-2 (Chair Bober and Board Member Blattner opposed. Board member Callari was absent)