



## CRA Executive Director's Report, October 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 are coordinating with FDOT for the A1A Traffic Calming/Complete Streets Design and Transportation Design for Livable Communities designation from Hollywood Boulevard to Sheridan Street. 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, sharrow vehicular/bike lanes, lush landscape buffers and enhanced traffic calming measures. Staff is coordinating the project with FDOT to take advantage of their RRR program, utilizing these funds to restripe the asphalt within the public roadway as well as remove the existing curbing in accordance with the A1A Traffic Calming Design. 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**

Staff continues to coordinate between HBBA representatives and Kimley-Horn as consultant to the CRA regarding commercial loading zones within the BCRA.

#### **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. CRA Engineering and Landscape Architecture consultant will begin the work on this design in coordination with the A1A Traffic Calming design and the Florida Department of Transportation.

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

The Tri-Rail Coastal Link (TRCL) is a planned project with a multi-agency partnership formed to establish commuter rail service, connecting 28 coastal communities along FEC's railroad corridor between Miami and Jupiter.

The TRCL project is being managed by FDOT, and their fact sheet explains the project in detail. The link for reference is: <http://tri-railcoastallinkstudy.com/faq.php>

The Project Development phase anticipated to begin in Spring 2016 will evaluate a cost-feasible Build Alternative that may result in enhanced transit service in the tri-county region. TRCL proposes passenger stations spaced 2 to 5 miles apart, consistent with average commuter rail station spacing.

The Project Development phase will involve an environmental study and technical evaluation of the Build Alternative(s) in compliance with Federal Transit Administration (FTA) requirements and all federal, state and local regulations. As part of this analysis, the Build Alternative will be refined to minimize costs and any environmental effects. During Project Development, detailed project costs and a financial plan will be developed. The station locations will be finalized and conceptual station and engineering plans will be developed for public input.

### **Underground Utilities Phase III**

Construction work is approximately 75% complete on New Mexico, New Hampshire Thomas Streets as well as Surf Rd. from Lee St. to Thomas St., for the undergrounding of utility lines and streetscape beautification. JJW is the Contractor responsible for this project. The roadways are open to pedestrian and vehicular traffic as the project nears completion.

### **Downtown Streetlighting Projects**

CRA staff is working with the Police Department and Public Works in an effort to identify and coordinate the order of installation of lighting for the remaining eight streets. These streets consist of Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan. In addition, CRA staff has been in contact with FPL and is currently exploring options for illuminating the alleys in the commercial core between Federal and 21st Avenues and Van Buren and Polk Streets.

# Margaritaville Construction

## Activities

Basulto Management Consulting, Inc. (BMC) reviewed draw request #23 and visited the jobsite in advance of the current draw request on August 31, 2015. Physical progress was verified during the site visit.

## Recommendations

- CRA process the draw request and make payment as noted below, contingent on the CRA's level of comfort in developer's compliance with insurance requirements.
- Process payment to developer of \$520,000 (94% of \$13,000,000 less prior funding of 90%) for eligible construction cost.
- CRA accept "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.



Johnson Street facilities and pavers



Guestrooms fully furnished and decorated



Retail space on first floor



Beach Theatre has been re-vamped

## TIFF Grant Programs

The CRA currently has 10 PIP/POP/HIP grants in various stages of approval or construction – one in the Downtown and nine 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 has been distributing the business recruitment/redevelopment brochure to prospective business owners and property developers. The brochure includes maps and information about the CRA Districts and redevelopment projects. Staff utilizes the brochure as a tool to increase interest and investment in the area.

Staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects.

The CRA's Business Recruitment Media Plan includes advertising and marketing programs specifically designed to target and attract the "creative class," office tenants, and unique retail establishments to the area.

Staff continues to dialog with property owners in regard to transforming underutilized properties into state-of-the-art residential and commercial redevelopment projects. Communication continues with Luxuria of Hollywood on the Beach, 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, as well as international and domestic property owners and investors in regard to redevelopment projects located in Downtown Hollywood and Hollywood Beach.

For the third consecutive year, the CRA, in partnership with the City of Hollywood, plans to sponsor The International Council of Shopping Centers' (ICSC) South Florida Idea Exchange at the Seminole Hard Rock Hotel & Casino on November 12<sup>th</sup>. This year's sponsorship has been elevated to the Platinum level, due to the increased activity and interest in development opportunities in Downtown Hollywood and on Hollywood Beach.

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 with property developers around Young Circle, H3 and other areas.

## 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 August:

1. Ramada Hollywood Downtown, 1925 Harrison Street (Hotel/Restaurant)
2. Thrive, 417 S. 21st Avenue (personal training / cafe)
3. Hollywood Dresses and Alterations, 1884 Radius Drive (retail clothing and alterations)
4. Waveland Apartments, LLC, 609 S. Ocean Drive (Lodging / 6 units)
5. Flicker Light Liquors, 1004 N. Ocean Drive (retail – liquor store)
6. Be Safe Services dba US Air Qualite, 2108 Tyler Street (office)
7. 1925 Monroe Street, LLC, 1925 Monroe Street (property owner, residential rental)
8. Renegade Furniture Group, 1930 Harrison Street #503 (office use)
9. Artipelle, LLC, 1935 Hollywood Boulevard (retail and café)
10. Professional Quality Auto Body, 540 S. Dixie Highway (auto body repair)
11. Fifty Investment LLC, 1836 Jackson Street (property owner, residential rental)

## Murals / Public Art Initiatives

The CRA is currently in contact with four artists interested in the program. Being that Art Basel takes place in December, there may be opportunities to work with internationally recognized artists exhibiting at the event.

At the request of the CRA, Artists Ernesto Maranje created a concept sketch for a mural to be located on the west elevation of 1926 Harrison Street. The owner approved sketch for 1926 Harrison Street and has advised that he will be submitting an application shortly.

In an effort to bolster the ArtWalk event with additional “artcentric” activities, the CRA is now hosting Mural Tours during each event. Twenty-six guests attended the tour during the September 19th ArtWalk.

## Maintenance

**Downtown** - In August, Block By Block staff removed 297 graffiti tags from public property, collected 5,090 lbs. of litter, collected 393 palm fronds and returned 9 shopping carts to their place of origin. Additionally, 11 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In August, 1,760 operational hours were clocked by beach maintenance staff. Of those hours, 1,268 were dedicated to trash removal from the beach, 31 hours were spent maintaining the restrooms and 73 hours were spent cleaning the shower areas. Approximately 62 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 & 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 August, in the Beach District, 58 on-view violations were issued, 8 complaints were addressed and 67 re-inspections were conducted. In the Downtown District, 62 on-view violations were issued, 5 complaints were addressed and 103 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.

## Transportation Initiatives / Hollywood Trolley

August 2015 Hollywood Trolley ridership was 8,906. The Beach Line had 3,949 passengers, the Downtown/Beach South line had 2,912 passengers and the Downtown/Beach North line had 2,045 passengers. Service with the new trolley company, including new vehicles and increased hours of operation will commence on October 1, 2015.

## Marketing and Visitor Services

### Marketing

The CVB has been promoting the Jose Gonzalez concert at ArtsPark on their social channels the two week prior to the performance. Additionally, the CVB created "Duende Plus" as a part of the Broward 100 celebration, the first week of October. Duende Plus is a promotion of Hollywood's activities Oct 2 & 3rd at ArtsPark which include email and social promotion of Funtastic Fridays, Movie on the lawn and ArtsPark Live!

### Social Media

Our numbers and engagement continue to grow. We have 245 likes on Facebook, 222 followers on Twitter and 144 followers on Instagram. Average post reach is to 1,191 with an average engagement of 244.

### **FAM Trip**

In partnership with The Diplomat we will be hosting high profile travel writers from USA Today, Huffington Post, Yahoo! Travel and others at the end of the month. They will be enjoying a kayak experience during their time on Hollywood Beach.

### **Visitor Services**

In August 2015 the Visitors Information Center assisted a total of 1,497 guests. Visitor Services staff continues to connect with local businesses, restaurants and hoteliers to help provided information about local events, meetings and opportunities in Hollywood.

### **Tourism Leads**

This month we processed leads from Weekly Reader (291), Bridal Guide (9) and Visit Florida LGBT (480). We respond to these leads by providing mailings of our Visitor's Map & Trolley Guides.

### **Visitor Information Bike**

Our Visitor Bikes continues to be very popular with guests attending the Classic Car Show which is held the 1st Sunday of every month. We also provide customer service information along the boardwalk to visiting guests and locals. The Visitor Information Bikes provide added value and assist us greatly in our efforts to provide excellent customer service.

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

From August 2014 to July 2015, the Visitor Services Staff surveyed a total of 4,615 International Visitors. During that period we serviced guests from 40 different countries around the world. The Majority of our guests are from Canada, with the Province of Quebec being our main source of Foreign Visitors, followed by Ontario, and Alberta.

We are starting to experience the benefits from the opening of Norwegian Airlines and Norwegian Cruise Line in Fort Lauderdale. This year we had many first time guests from Norway, Sweden, Denmark and other countries serviced by Norwegian, and hope this trend will continue in years to come.

1. Canada 83.71%
2. U.K. 2.86%
3. Argentina 2.34%
4. Germany 1.99%
5. France 1.76%
6. Brazil 1.21%
7. Colombia 1.11%
8. Sweden 0.74%
9. Italy 0.50%
10. Norway 0.41%

## **CRA Board Meeting Results – 9/2/2015**

**R-CRA-2015-37** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of June 3, 2015.

Result: Passed 7-0

**R-CRA-2015-38** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 8, 2015.

Result: Passed 7-0

**R-CRA-2015-39** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Changing The Date Of The Regular Board Meeting Scheduled In November 2015 from Wednesday, November 4, 2015 To Wednesday, November 18, 2015.

Result: Passed 7-0

**R-CRA-2015-40** – A Resolution of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Contract For Consulting/Professional Services Between The CRA And Artspace Projects, Inc. For Specialized Consulting Services In The Amount Of \$30,000.00.

Result: Passed 7-0