



CRA Executive Director's Report, December 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 capitalize on FDOT's RRR construction project with the ability to use 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. This will save the CRA approximately \$1.5M in construction costs. A public meeting with the Hollywood Beach Business and Civic Associations is planned in the next month or two. 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 public waterfront park with a pedestrian promenade would include a water taxi stop transportation hub near Arizona St., incorporate safer pedestrian access across A1A to the community center, 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 85% 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. Public Parking spaces are available at the streetends.

Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

Funding has been procured for the public parking garage at the site of the old Fire Station at Nebraska and Nevada Streets, in addition to the funding for the 6 street "streetscape" project adjacent to the garage. These two projects will be constructed at the same time for construction time and cost savings. Currently the garage project is being designed and construction documents prepared.

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.

Redevelopment Plan Update

CRA staff along with a consultant is currently in the final stages of preparing a DRAFT document of an Amended and Restated Downtown Redevelopment Plan. This will update the existing Downtown Redevelopment Plan, which was last amended in 1995. The intent is to create a current, user-friendly document that will easily convey the goals, objectives, and policies of the Downtown CRA. Once all of the edits of the draft have been incorporated into the document, the Executive Director will provide a draft copy and update the CRA board as to the approval process required for this document at an upcoming CRA Board meeting.

TIFF Grant Programs

The CRA currently has 11 PIP/POP/HIP grants in various stages of approval or construction – one in the Downtown and 10 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 City Staff participated as a Platinum Sponsorship at the November 12th ICSC (International Council of Shopping Centers) South Florida Idea Exchange held at the Seminole Hard Rock Hotel & Casino. The event was attended by over 650 regional brokers, site selectors and other real estate professional who work primarily with national and regional brands and may be interested in locating to Downtown Hollywood and on Hollywood Beach.

CRA staff continues to support the strengthening of the role of arts, culture, and creativity as we believe it is essential to Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our efforts include the Artspace proposed project and the possibility of identifying an art and or cultural long-term tenant for the ground floor of 2031 Harrison Street. Staff also continues to seek, work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects.

In addition, the CRA's Business Recruitment Media Plan has included and is being designed to include robust advertising and marketing programs specifically designed to target and attract the "creative class," office tenants, and unique retail establishments to the area.

Staff worked diligently with the media buyer to draft a robust marketing program that includes electronic, print, billboard and other media platforms.

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), Van Buren Hollywood LLC (recently purchased 2001-2025 Van Buren Street) 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.

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 on the Beach as well as around Young Circle, on the major corridors and other areas of Downtown Hollywood.

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 October:

1. Les Artistes Café & Sandwicherie, 313 Johnson Street (restaurant)
2. La Bonne Adresse, 2003 Harrison Street (bakery)
3. SWCA (Spine and Wellness Centers of America), 1928 Tyler Street (medical office)
4. Lumens LS, Inc., 405 S. 21st Avenue (office)
5. Industry Social LLC, 1916 Harrison Street (restaurant)
6. First Presbyterian Church of Hollywood, 1630 Hollywood Blvd (church)
7. Vinyl Asylum, Inc., 2028 B Hollywood Blvd. (retail)
8. MCCC International LLC, 1816 Harrison Street (office)
9. Rich Industries, Inc., 2001 Van Buren Street (coffee shop and art gallery)
10. Regina T. Lamb Athletics & Arts Academy, 1704 Buchanan Street (school)
11. Romont Realty, 1918 Adams Street (rental property, owner submitted for CU to rent)

Murals / Public Art Initiatives

The Ernesto Maranje mural at 1926 Harrison Street is currently underway. The murals by Logan Hicks at 113 South 20th Avenue and Kenny Scharf at 2019 Hollywood Boulevard are scheduled to begin in the next few weeks.

Maintenance

Downtown - In October, Block By Block staff removed 310 graffiti tags from public property, collected 5,155 lbs. of litter, collected 377 palm fronds and returned 6 shopping carts to their place of origin. Additionally, 11 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

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. CRA staff, in working with Legal, has identified at least four properties that are running very high liens and or have been foreclosed upon by a bank. Ripe for redevelopment, if acquired by a progressive developer, these properties could be consolidated and transformed from problematic eyesores into attractive tax generating commercial properties.

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 October, in the Beach District, 39 on-view violations were issued, 10 complaints were addressed and 65 re-inspections were conducted. In the Downtown District, 77 on-view violations were issued and 90 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

October 2015 Hollywood Trolley ridership was 5,020. The Beach Line had 1,258 passengers, the Downtown/Beach South line had 2,149 passengers and the Downtown/Beach North line had 1,613 passengers. Service with the new trolley company, Maruti including new vehicles and increased hours of operation, began on October 1, 2015. The new trolley hub was moved to Johnson Street. The permanent propane fueled trolleys will be up and running by December 1, 2015.



The Train to Trolley Shuttle service launched on October 12, 2015. The BCT community bus shuttle grant will start in January or February 2016.



Marketing and Visitor Services

Marketing

In correlation with a new VISIT FLORIDA program, Florida's Hollywood Visitor Center is officially a Florida Certified Tourism Information Center.

The VISIT FLORIDA Certified Tourism Information Centers (CTICs) Program brings VISIT FLORIDA recognition to Visitor Services facilities around the state, providing these facilities and their staff with benefits that enable successful promotion of travel to and throughout Florida.

To become an official Florida Certified Tourism Information Center, visitor centers must meet requirements specified by VISIT FLORIDA, such as: centers must be a VISIT FLORIDA Partner, centers must be open year-round at a minimum of five days per week, centers must be located in a convenient and accessible location for the ease of travelers, and centers must have access to parking and restroom facilities to accommodate visitors including persons with disabilities.

Visitor Services

In October 2015, the Visitors Information Center assisted a total of 1,199 guests. Visitor Services staff continues to connect with local businesses, restaurants and hoteliers to help provide information about local events, meetings and opportunities in Hollywood.

Additionally, the Visitor Services staff provided visitor information and support during the Italian Festival on October 11th. We collected a total of 62 email addresses to add to our monthly e-blast during this event. We also provided support to the City of Hollywood's Boo Bash event that was held at the ArtsPark on October 23rd.

Tourism Leads

This month we processed leads from Weekly Reader (229), and Undiscovered FL (5). We respond to these leads by providing mailings of our Visitor's Map & Dining guides.

Survey: International Visitors by County of Origin

In October we welcomed guests from 17 different countries. Towards the end of the month we had an increase of long term visitors, "snowbirds" especially from Canada. We are also seeing an increase of pre-cruise passengers staying at local hotels. Margaritaville is becoming a point of attraction as many guests are dropping by our office just to ask us for directions to the Resort. The season has officially started!

1. Canada 60.33%
2. Romania, Brazil, China 4.96%
3. UK, Argentina, 4.13%
4. Curacao 3.31%
5. Switzerland 2.48%

25.17% of the Visitors surveyed were staying at a local Hotel in Hollywood.

74.83% of the Visitors Surveyed were not staying at a local Hotel in Hollywood.

CRA Board Meeting Results – 11/18/2015

R-CRA-2015-48 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 2, 2015.

Result: Passed 5-0, Board member Callari and Board member Sherwood were absent.

R-CRA-2015-49 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of October 7, 2015.

Result: Passed 5-0, Board member Callari and Board member Sherwood were absent.

R-DCRA-2015-50 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing Year End Budgetary Transfers And Adjustments For The Downtown District Of The CRA For Fiscal Year 2015 As Set Forth In Exhibit “A” and “B”, And Providing An Effective Date.

Result: Passed 5-0, Board member Callari and Board member Sherwood were absent.

R-BCRA-2015-51 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing Year End Budgetary Transfers And Adjustments For The Beach District Of The CRA For Fiscal Year 2015 As Set Forth In Exhibits “A” and “B”, And Providing An Effective Date.

Result: Passed 5-0, Board member Callari and Board member Sherwood were absent.

R-DCRA-2015-52 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2016; Revising Fiscal Year 2016 Revenues And Expenditures; And Providing An Effective Date.

Result: Passed 5-0, Board member Callari and Board member Sherwood were absent.

R-BCRA-2015-53 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2016; Revising Fiscal Year 2016 Revenues And Expenditures; And Providing An Effective Date.

Result: Passed 5-0, Board member Callari and Board member Sherwood were absent.

R-BCRA-2015-54 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Attached Proposal With Kimley-Horn And Associates To Provide Consulting Services For A1A Lane Improvements And Undergrounding Of Overhead Utilities Lines For An Amount Not To Exceed \$258,885.00; And Providing An Effective Date.

Result: Passed 6-1, Board member Hernandez opposed.