



CRA Executive Director's Report, April 2016

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 Staff and Kimley-Horn as engineering consultant and FDOT Engineers held a meeting with the Hollywood Beach Civic Association on December 15th, 2015 to discuss the A1A Traffic Calming/Complete Streets Design in cooperation with FDOT's planned RRR project which will result in a \$1.5M savings for the CRA. This project will also be considered for a Transportation Design for Livable Communities Designation from FDOT, 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. The community requested the inclusion of landscaped medians in the northern section of the project and pedestrian crossings at appropriate locations. We have been working on incorporating these suggestions into the current design and have forwarded these revisions for FDOT to review. This includes design proposals to lengthen the existing medians providing the potential for additional trees and landscape material, thus enhancing the aesthetic quality of the corridor. The current design includes five lanes within the central business district and four and five lane configurations north of Cleveland St. Five Lanes are included at the three new proposed traffic light locations, as well as safer pedestrian crossings. The most updated design also includes a continuous 10'-0" wide sidewalk on the west side of SR A1A. CRA/City staff and Kimley-Horn met with FDOT on March 9th, 2016 to discuss the construction staging, FDOT roadway profile and coordination issues with scheduling and the undergrounding of overhead utilities.

A1A Linear Park

CRA/City Staff is 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 small area for public dock near Arizona St. and incorporate the pedestrian access across A1A. The linear park will include shaded seating areas, public art, small dog park, and other amenities

that take advantage of the view corridor across the Intracoastal Waterway. Staff will be working with a coastal construction engineering company and coordinating with the City and FDOT on this project.

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.

Beach CRA Trash Compactor

CRA and Public Works staff will be analyzing the feasibility of a community trash compactor along N. Surf Road between Johnson and Minnesota Streets to assist adjacent businesses along the Broadwalk and the north side of Johnson St. This trash compactor(s) could be sited on private property along N. Surf Rd. through an agreement with one of the private property owners. Localized trash compactors along N. Surf Rd. can assist the adjacent businesses along the Broadwalk and north side of Johnson St. with trash collection given the tight site constraints in that area.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff spearheaded a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifying the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and providing 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. The Broward MPO is coordinating with FDOT on the grant application and will be providing an update in the near future.

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. The preliminary analysis is looking at the availability of approximately 100 public parking spaces at the proposed station location to be used by riders.

Underground Utilities Phase III

Construction work is approximately 95% 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. Three public parking spaces are available at each of these newly constructed streetends. AT&T and Comcast are in the process of removing their equipment from existing FPL light poles, thereafter FPL will remove their old poles for the completion of the streetscape.

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 six street "streetscape" projects 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. Staff will be meeting with Kaufman Lynn the CM@Risk Contractor for pre-construction services and the Arch/Engineering firm to discuss construction scheduling and value engineering. The project was approved by the City Commission on March 16th and the consultants are moving ahead to complete the permitting for the design.

Downtown Streetlighting Projects

City Staff has initiated a contract with a surveyor for the eight streets identified in the 2016-2017 Downtown CIP for new neighborhood lighting. The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. City Staff has already started the design for Pierce and Buchanan Streets and will bid those out as soon as they are permitted. The design and permitting and bidding on the other six streets will follow as soon as surveys are received. 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 Highway and 21st Avenue and Van Buren and Polk Streets.

Downtown Redevelopment Plan

A public meeting for community input for the Downtown Redevelopment Plan was held on March 8, 2016 at 6:00 pm at 309 N. 21st Avenue. The next public meeting will be at the Planning and Development Board Meeting on April 14th, 2016, City Hall Room 219. The CRA expects to receive the P&D Board's input and recommendation at that meeting.

TIFF Grant Programs

The CRA currently has 15 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 3 in the Downtown CRA Area and 12 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

The CRA Staff conducts two Grant Workshops per month in order to meet with potential applicants to review the application process and pre-qualify interested property and business owners.

Business Recruitment, Retention, Expansion & Private Investment

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. At this time staff is drafting an RFP for a tenant for 2031 Harrison Street.

ArtSpace Update: The Arts Market Survey which is the second of step of the six step process of developing an ArtSpace development was launched on Monday, February 1st. We have exceeded expectations with over 389 responses thus far with 205 interested in the project. The survey is an interactive tool that will assess the need and qualify the demand for an Artspace development in Downtown Hollywood.

Downtown Hollywood Condo Survey Update: The survey was launched the two day survey at the Radius Condo on Thursday, February 4th. Of the 311 units, 150 residents were surveyed. The data obtained from the survey will assist the effort of securing new tenants including those residents who are interested in relocating their place of business to Downtown Hollywood. CRA staff has contacted the survey participants who expressed an interest in relocating their businesses to Downtown Hollywood and shall follow-up accordingly. The next survey will take place on April 7th and 9th at Hollywood Station Condominium.

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. During last month's CRA Board Meeting, staff made a presentation in regard to An Update On Downtown Hollywood Occupancy, Business Recruitment And Tenant Mix. New residential development, such as Block 55 and H3 will increase our critical mass and attract new businesses, restaurants and services. The increase of office product will help secure daytime populations and create activity.

Ambit Advertising designed the the CRA's Business Recruitment Media Plan. The plan includes advertising and marketing programs that specifically targeting the "creative class," office tenants, and unique retail establishments to the area. Staff worked diligently with Ambit to create a robust marketing program that includes electronic, print, billboard and other media platforms.

Staff continues to dialog with existing and prospective property owners in regard to transforming underutilized properties into state-of-the-art residential and commercial redevelopment projects. While there are some concerns about foreign investment being negatively impacted due to the federal government's tracking of sales in Miami Dade County, this may actually work to Hollywood's advantage. Parcels are being assembled with the anticipation of redevelopment and developments are under construction. Communication continues with Inwood Properties (represents the new owners of 2028 Harrison Street and 1940 Harrison Street), JED Developers, Kapital Group, Bedeco Inc. (2000 Van Buren Street), the Saada family, the Halpern family, FIRM Realty, 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.

CRA Office Consolidation and Relocation

The CRA's lease at 330 N. Federal Highway has expired and staff has been exploring the idea of relocating and consolidating staff to a new Downtown Hollywood location. The CRA's Legal Counsel is reviewing a lease agreement with 1948 HARRISON STREET REALTY LLC, the owner of 1948 Harrison Street (entrance is located on 20th Avenue).

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 15 Certificates of Use in February:

1. Joss 1 LLC, 1910 Harrison Street (restaurant)
2. Mystic Water Wellness Center, 1820 Young Circle (café)
3. Café Con Leche, 323 Dixie Highway (café)
4. George's Apartments, 2123 Madison Street (Investment property/ residential rental)
5. Mehir Sabbagh LLC, 810 S. 19th Avenue (Investment property/ residential rental)
6. 1956 Adams Realty LLC, 1956 Adams Street (Investment property / residential rental)
7. KK Swimwear, 118 S. 20th Avenue (retail – apparel)
8. Soulistic LLC, 1909 Harrison Street (gallery and meditation center)
9. Caravel REM, LLC, 2131 Hollywood Boulevard (office)
10. Madame Deatherage et Filles Inc., 1918 Harrison Street, #204 (office)
11. El Tayta on the Beach, 600 N. Surf Road (restaurant)

12. Crazy Caddy, LLC, 1915 Harrison Street (no access on street office)
13. HYH Management LLC, 1941 Pierce Street (Investment property / residential rental)
14. 1901 Fillmore, LLC, 1901 Fillmore Street (Investment property / residential rental)
15. Oasis Beach House, 301 Jackson Street (lodging/hotel)

Murals / Public Art Initiatives / Creative Placemaking

The TM Sisters' "Sunset Mural" on the Radius Parking Garage has been completed.



Staff continues to engage property owners in regard to securing new locations for murals. Staff was also contacted by the Art & Culture Center in regard to a Downtown Hollywood Mural Project retrospective exhibition in April 2017.

Maintenance

Downtown - In February, Block By Block staff removed 204 graffiti tags from public property, collected 5,329 lbs. of litter, collected 327 palm fronds and returned 18 shopping carts to their place of origin. Additionally, 28 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In February, 1,592 operational hours were clocked by beach maintenance staff. Of those hours, 985 were dedicated to trash removal from the beach, 51 hours were spent maintaining the restrooms and 88 hours were spent cleaning the shower areas. Approximately 56 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. 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 February, in the Beach District, 38 on-view violations were issued, 7 complaints were addressed and 51 re-inspections were conducted. In the Downtown District, 41 on-view violations were issued, 5 complaints were addressed and 49 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

February 2016 Hollywood Trolley ridership was 10,638 passengers. The Beach Line had 3,376 passengers, the Downtown/Beach South line had 4,547 passengers and the Downtown/Beach North line had 1,644 passengers.

February 2016 Train to Trolley ridership was 615 passengers. CRA Marketing staff executed a marketing campaign in February 2016 to build ridership and awareness. In February 2016, the route expanded to include Young Circle.

Marketing and Visitor Services

Social Media

Twitter 57 new followers; Instagram 62 new followers; Facebook 221 new likes. Average engagement 4,250 people; average reach 90,440 people; average total impressions 316,649 people for February 2016.

Visitor Services

The Visitor Information Center assisted a total of 4,334 guests in February. Visitor Services staff continue to connect and support local businesses, restaurants and hoteliers by providing information about Hollywood Happenings, meetings and other opportunities available in Hollywood.

Tourism Leads

This month we processed leads from Weekly Reader (426), Bridal Guide (22) and Visit Florida Reflections (934). We respond to these leads by providing mailings of our Visitor's Map & Trolley Guides. Total leads processed =1,382.

Survey: International Visitors by County of Origin

In February we welcomed guests from 17 different countries. Canada remains the main source of International visitors, but the number of Canadian guests has significantly decreased.

This month we experienced a noticeable increase in the number of visitors from Argentina and Sweden.

- Canada 83.94%
- Argentina 2.75%
- Sweden 2.75%
- U.K. 2.29%
- Germany 1.15%

36.9% of the Visitors surveyed were staying at a local Hotel

63.1% of the Visitors surveyed were not staying at a local Hotel

CRA Board Meeting Results – 3/2/2016

R-CRA-2016-04 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of January 20, 2016.

Result: Passed 5-0. Vice chair Hernandez and Board member Biederman was absent.

R-CRA-2016-05 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Changing The Date Of The Regular Board Meeting Scheduled In December 2016; And Changing The Date Of The Regular Board Meeting Scheduled In January, 2017.

Results: Passed 5-0. Vice chair Hernandez and Board member Biederman was absent.

R-CRA-2016-06 – 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 Operating Revenues; Revising Expenditures; And Providing An Effective Date.

Result: Passed 5-0. Vice chair Hernandez and Board member Biederman was absent.

R-CRA-2016-07 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Orders Between EDJ Service, Inc. And The CRA For Tree Trimming Services On

Hollywood Beach For An Aggregate Amount of \$140,748.00 (In An Estimated Annual Expenditure Of \$70,374.00).

Result: Passed 6-0. Vice chair Hernandez was absent.