



CRA Executive Director's Report, May 2017

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

Underground Utilities Phase III - Oklahoma to New Mexico Streets

Currently the contractor is reconstructing Oklahoma Street. The street will be closed for approximately 3 weeks. The sidewalks have been installed on both sides enabling pedestrian traffic along the street. Construction work has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor completed installation of drainage basins in all the streets except for Carolina Street. The electrical contractor installed conduits at Oklahoma, McKinley, Nebraska, Roosevelt, and Taft Streets and continues moving north. Directional boring is completed for Oklahoma and McKinley Street and the road work has started at Oklahoma Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).



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

The architect continues to work on completing 100% Construction Drawings with input from structural and other consulting engineers and Walker Parking Consultants. Meanwhile, the staff is coordinating with the Garage's CM@Risk Contractor to arrive at a Guaranteed Maximum Price to be brought forth for CRA Board consideration. The new site plan design for the Nebraska / Nevada Street Parking Garage was approved by the City Commission on March 15th, 2017. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. Once the 100% construction drawings will be completed they will be submitted for permitting.

Hollywood Boulevard Streetscape Project

Currently the City of Hollywood Building Department is reviewing the 100% construction drawing while staff is working to obtain proposal for the construction improvements. The scope of the project includes new landscape, festoon lighting and lighting curtains and four new decorative poles with CC-TV security cameras.

Neighborhood Street Lighting Project

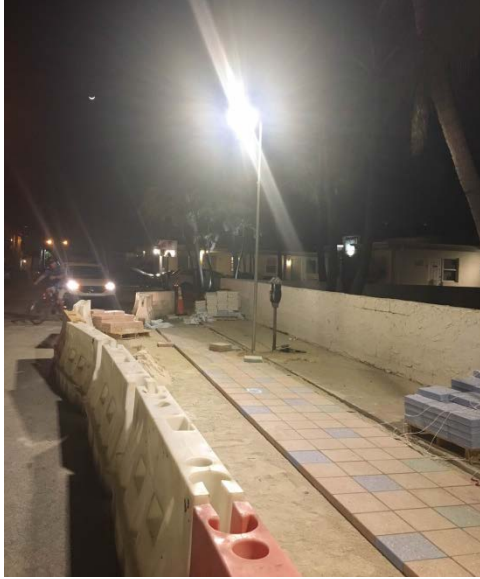
The contractor is still working on Jackson and Taylor Streets. Conduits and light poles have been installed in both streets and the contractor is getting ready to pull the wires. The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Streets were completed. The low bid contractor was Imperial Electric. Construction of the six streets will last approximately six months.

"Model Block" Project

CRA Staff is working with the Community Development Division in the creation of a "Model Block" program in the neighborhoods adjacent to downtown. The goal of this project is to combine City and CRA finding sources and focus redevelopment efforts on one block at a time within the downtown CRA district. The scope of work may include housing rehabilitation, exterior property improvements, and streetscape work. Additionally, staff hopes to include community partners and other stakeholders to contribute their time and resources to this project in the community. The CRA and the City are currently working to identify a block within the downtown CRA that will most benefit from this effort and meets the criteria for receiving the various grant funding available.

A1A Streetscape

CRA staff is testing out paver patterns and street lighting for the A1A streetscape project. This testing is taking place on McKinley Street between Surf Road and the Broadwalk. Throughout the months of March and April, staff will be experimenting with various pavers and light fixtures, as well as testing light levels at night to ensure chosen fixtures meet photometric measurements. Once the choices have been narrowed down and all appropriate testing has been completed, the public will be invited to view the mock-up.



Lifeguard Towers

CRA staff, along with representatives from the City's Public Works and Beach Safety departments, has been meeting with the chosen architectural consultant, CPZ Architects. The consultant is in the process of developing two lifeguard tower design options for presentation at public meetings. CRA Staff and CPZ Architects will be presenting these two design concepts to the public at the next HBCA meeting on May 2 at 7pm at the Beach Community Center. Members from the HBBA have also been invited to attend this meeting. CRA staff plans to present these designs for consideration by the CRA Board at the June 7 CRA Board meeting.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 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.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood's economic growth, cultural vibrancy, and resiliency.

Our recent efforts include the proposed sale of 2031 Harrison Street with restrictions, to Inwood Properties, LLC and Buro, LLC.. At this time the prospective buyer is in the process of conducting due diligence and has asked for an extension so that they may obtain specific reports and documents. Buro currently operates five South Florida shared workspace locations (Midtown, SoBe, MiMo, the Grove, and South Beach).

CRA staff also continues to partner with the DHBA, HBBA and business and property owners on projects, events and promotions.

Artspace Update

Staff continues to communicate and work with Artspace in an effort to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 14 Certificates of Use in March:

1. Real Estate Money, LLC, 1909 Tyler Street (office)
2. Piper Preferred Enterprises d/b/a Noble Star Kava Café, 116 S. 20th Avenue (cafe)
3. Prime Nursing Care, Inc. / Healing with Heart, 2005 Van Buren Street (office)
4. Lucky's Market, 707 N. Broadwalk (retail)
5. Waveland Hotel, 605 S. Ocean Drive (lodging)
6. Easy Car Automall, LLC, 400 N. Dixie Hwy. (autosales/no outdoor display)
7. Publix, 1735 E. Young Circle (retail)
8. Brooklyn Billiards, 2121 Hollywood Blvd. (indoor amusement)
9. LED Radiant, LLC, 615 N. 21st Avenue (retail)
10. Virgin Dolls, LLC, 2001 Hollywood Blvd. (office/show room)

11. Georgia Street Property Management, LLC, 300 Georgia Street (residential investment property)
12. All-Pro Orthopedics & Sports Medicine, 210 S Federal Highway (medical office)
13. The Worldly Burger Bar and Grill, LLC, 2028 Harrison Street (applied for CU, but will not be opening at this location)
14. Madvision Production Company, 526 N. Dixie Hwy. (service/video production)

Murals / Public Art Initiatives / Creative Placemaking

Two murals are currently in development: 1926 Tyler Street and 2050 Hollywood Boulevard.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

The fourth annual Hollywood Salsa Festival was held on Saturday, April 8th at the ArtsPark. Estimated attendance was over 5,000 guests!



Maintenance

Downtown - In March, Block By Block staff spent 90 hours on special projects, removed 191 graffiti tags from public property, collected 4,549 lbs. of litter, and collected 444 palm fronds. Additionally, 103 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In March, 1,912 operational hours were clocked by beach maintenance staff. Of those hours, 1,264 were dedicated to trash removal from the beach, 62 hours were spent maintaining the restrooms and 89 hours were spent cleaning the shower areas. 66 graffiti tags and stickers were removed.

Code Enforcement

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 reflect only the CRA Enhanced level of Code Enforcement:

In March, in the Beach District, 25 on-view violations were issued, 2 complaints were addressed and 34 re-inspections were conducted. In the Downtown District, 92 on-view violations were issued, 8 complaints were addressed and 53 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, March 2017: 9,035 passengers. The Downtown/Beach North line had 3,229 passengers, the Downtown/Beach South line had 4,380 passengers and the Beach Line had 1,426 passengers.

Train to Trolley shuttle ridership, March 2017: 1,126 passengers.

Young Circle Feasibility Study

CRA and Toole Design Group will start with phase I of this study on the week of May 15th to 19th with 2 public meetings schedule on May 15 and 18, and interviews with business and property owners, city officials/staff, FDOT, MPO, and County Key stakeholders, and the development community. Phase II will take place during the week of June 19th to 22th, with a presentation scheduled on June 21 at the City Commission meeting and a final public meeting on June 22. CRA staff will provide updates.

South Florida Transit Oriented Development (SFTOD) Grant

On April 21, 2017, the South Florida Regional Transportation Authority in partnership with the Treasure Coast Regional Planning Council and the South Florida Regional Planning Council awarded the CRA and City of Hollywood a grant to conduct a Station Area Master Plan (Full Charrette). The amount granted is \$200,000; in addition, the CRA and City

committed funds in the amount of \$24,600 and \$16,400 respectively as part of a matching fund requirement. The schedule for this endeavor will be defined in the coming weeks. The entire process may take up to 6 months. CRA staff will provide updates in the following monthly reports.

Marketing and Visitor Services

Social Media

Twitter: 42 new followers; Instagram: 53 new followers; Facebook: 123 new likes.

Visitor Services

In March, Visitor Services staff assisted 4,149 visiting guests and local residents.

International Visitors by County of Origin

In March we welcomed guests from 15 different countries. Canada 82.77%; Argentina 7.72%; Germany and U.K. 1.19%; Brazil and Chile 0.99%.

Domestic Visitors

We welcomed guests from 25 different states in March. The top states were Florida 21.37%; New York 12.10%; Michigan 10.48%; New Jersey 6.05%.

32% of visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 4/5/2017

R-CRA-2017-12 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 1, 2017.

RESULT: Passed 6-0; Board member Sherwood was absent.