



## CRA Executive Director's Report, November 2018

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**

The contractor is currently working at Liberty Street. Sidewalk work is taking place to be followed by reconstruction of the road. Currently Oklahoma, McKinley, Roosevelt, Wilson, Harding, Coolidge, Missouri, and Scott Street roads and sidewalks are completed from A1A to Surf Road. The contractor reconstructed the streets with new pavers, sidewalks, and undergrounding of utility lines. The street end at Oklahoma Street will be the first to be constructed after working out the final details with the adjacent property owners. At Missouri Street, the contractor is progressing with constructing a public bathroom at the street end adjacent to the Broadwalk. The bathroom structure is complete awaiting roof installation. The electrical contractor has installed conduits in the right of way on most of the streets. Conduits for connection of the private properties to the underground system were completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. FPL energized the new underground system for the Nevada and Nebraska loop. All private properties on these two streets were hooked up to facilitate construction of the parking garage at Nevada Street. Comcast and AT&T are working on final conversion of their overhead lines to underground at remainder of the streets. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete.

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

After receiving the recommendations from the soil engineer, the contractor commenced the construction of piles. Dewatering system was installed throughout the site which allowed the contractor to install all the piles. After completing the piles, the contractor started constructing the piles caps, with the dewatering pumps working around the clock to keep the site dry. Some of the columns are already formed and soon concrete will be pumped into the forms. The contractor encountered unforeseen conditions with the existing soil which resulted in redesign of the pile caps and additional delays.

#### **Hollywood Boulevard Streetscape Project**

Light curtains are being installed and the project is substantially complete. The light curtains east of 19th Avenue will be installed at a later date as not to interfere with the construction of the new nearby development. The landscape contractor completed the planting and tree replacement. The electrical contractor installed the festoon lights and

energized the system. Due to the existing conditions, some adjustments were made in order to resolve conflicts where the contractor encountered underground utility lines that were not located by the locating company. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department.

### **A1A Streetscape**

The project continues making headway on the east side. Approximately 20 blocks of pavers have been installed at the east side of A1A. A final inspection and the installation of polymeric sand is scheduled to occur before October 31, 2018. 90% of header curb and gutter curbs have been installed on the east side of the project along with 95% of ADA ramps. Completed activities include the installation of the electrical and irrigation conduits and storm water drainage structures' elevation adjustments. Milling and placement of structural asphalt layer has also been completed on the east side. The friction course, which is the final layer of Asphalt, will not occur until the project is 100% complete. FDOT is currently coordinating with City and CRA staff to plan the activities related to the shift in traffic from the east side of A1A to the west side. This task is anticipated for the end of October. In summary, the A1A east side complete streetscape project is approximately 95% complete. The FDOT contractor is currently working to complete the installation of the remaining sidewalk pavers and curb ramps, concrete sidewalk headers, and striping.

Estimated project completion is anticipated in spring of 2019.

### **Lifeguard Towers and First Aid Stations**

On September 5, 2018, the CRA Board approved a catalogue purchase of six First Aid Stations and 15 Lifeguard Towers. On September 27, 2018 a purchase order was issued to the vendor for the construction of two First Aid Stations and four Lifeguard Towers. The delivery of material is scheduled to arrive at the Post and Beam shop by the first week of November. Production shall begin with the two prototypes, anticipated to be completed by the third week of December 2018.

### **TIFF Grant Programs**

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 6 in the Downtown CRA Area and 10 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

### **Downtown Parklet Pilot Program**

A new Parklet has been constructed at 1921 Hollywood Boulevard and an existing Parklet has been reconstructed at 1906 Harrison Street. They will remain in place at these locations until January 31, 2019.

## Business Recruitment, Retention, Expansion & Private Investment

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's economic growth, cultural vibrancy, and resiliency.

The CRA is continuing its annual Platinum Level sponsorship at ISCS South Florida Idea Exchange, being held on November 8<sup>th</sup> at the Village at Gulfstream Park in Hallandale Beach. Idea Exchanges provide education, networking, and deal making on a smaller scale than Regional Deal Making events. Attendees can gain information about the most current, local industry issues, and meet with local colleagues in the area.

CRA Staff has met with current and prospective property owners regarding the Opportunity Zone Program, a new national community investment program that connects private capital with low-income communities across America.

## 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 September:

1. Kennedy's Upholstery Studio, 2134 Tyler Street (retail, service)
2. Yves Beauchamp Realty, Inc., 2117 Hollywood Boulevard (retail, service)
3. Mobile Advertising of Florida LLC DBA; South Florida Computer Tech, 2117 Hollywood Boulevard (computer services)
4. Viking Group 3000 Inc. DBA Viking Ink, 1909 Harrison Street #105 (retail)
5. Amsterdam Bar and Restaurant, 113 S. 20th Avenue (restaurant)
6. Design Suites Miami Inc. / Design Suites Hollywood Beach, 101 N. Ocean Drive #131-116 (office)
7. Femar Insurance, 1915 Hollywood Boulevard #200 (office)
8. Antonio Patullo Trust, 300 S. Broadwalk (residential investment property)
9. Scott D. Owens, P.A., 3800 S. Ocean Drive (office)
10. Linda A. Evans, Ph.D., PA, 2028 Harrison Street, Suite 207 (office)
11. 1910 Fillmore Realty, LLC, 1910 Fillmore Street (residential investment property)
12. TPEC Sunshine, LLC, 1820 Young Circle (Nail and Spa) DENIED
13. Stanford Trident, Inc. / DBA Extreme Axe Throwing, 2046 Hollywood Blvd. (entertainment)
14. Odin of Denmark, Inc., 1935 Hollywood Blvd. (art gallery with a tattoo component)
15. Bayview Gourmet, 777 N. Ocean Drive (retail – food market)
16. South Florida Conservatory of Music, 1940 Harrison Street #100 ((music studio)
17. Hollywood Circle, LLC, 1776 Polk Street #200 (Office)
18. Gold Coast Florida Regional Center, LLC, 1776 Polk Street #200 (Office)
19. United States Virgin Islands Regional Center, LLC, 1776 Polk Street #200 (Office)
20. LAZ Florida Parking, LLC, 251 S. 20th Avenue (Office)

## Special Events

The CRA continues to support and produce the following monthly events: the 3<sup>rd</sup> 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 1<sup>st</sup> Sunday of every month; and Global Meditation at ArtsPark. In addition, the CRA is working with the Hollywood Historical Society and other community organizations to bring back Vintage South Florida, A Celebration of History, Art, Music and Architecture to Downtown Hollywood. The CRA also provides support for Hollyweird Halloween Festival and the St. Patrick's Day Parade & Festival which are both produced by the New Hibernians of Hollywood. In FY2019, the CRA will supplement the program at the ArtsPark at Young Circle by support the following events: Canadafest (relocated from Hollywood Beach), SalsaFest and the Italianfest.

Preparations are underway for the fourth annual Hollyweird Halloween Downtown Hollywood Block Party, taking place on Saturday, October 27<sup>th</sup> from 6:00 pm to 2:00 am.

Staff has drafted the agreement for the ArtsPark Concert Series and it has been executed by the Rhythm Foundation.

## Murals / Public Art Initiatives / Creative Placemaking

The Mural Review Committee has approved two new murals for the Downtown Hollywood Mural Program at 1948 Tyler Street and 1946 Harrison Street.



*Stephanie Melissa, 1948 Tyler Street (rendering)*



*Rob Robi, 1946 Harrison Street (rendering)*

## Maintenance

**Downtown** - In September, Block By Block staff spent 27 hours on special projects, removed 275 graffiti tags from public property, collected 9,123 lbs. of litter, collected 508 palm fronds, and returned 14 shopping carts to their place of origin.

**Beach** - In September, 1,456 operational hours were clocked by beach maintenance staff. Of those hours, 1,136 were dedicated to trash removal from the beach, and 104 hours were spent cleaning the shower areas. 18 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.

In September, 65 on-view violations were issued. This reflects only the CRA Enhanced level of Code Enforcement.

The existing Enhanced Services Agreement with the City of Hollywood is currently being reviewed and revised to include the management of CRA Code Enforcement Officers.

## Transportation Initiatives / Hollywood Trolley

**Hollywood Trolley** ridership, September 2018: 4,298 passengers. The Downtown/Beach North line had 2,034 passengers, the Downtown/Beach South line had 2,354 passengers and the Beach Line had 591 passengers.

**Train to Trolley Shuttle** program ridership, September 2018: 678 passengers.

### Young Circle Moving Forward

CRA staff will be coordinating future meetings with different stakeholders to continue our public outreach effort and continues working on the methodology factor for FDOT.

### SFTOD Grant - Station Area Master Plan

Treasure Coast Regional Planning Council (TCRPC) staff will be presenting a final draft document for adoption by the CRA Board and City Commission during the November meeting.

For more information and updates: [www.hollywoodcra.org/CLSMP](http://www.hollywoodcra.org/CLSMP)

## Marketing and Visitor Services

### Social Media

Twitter: 22 new followers (total 2,245); Instagram: 22 new followers (total 2,195); Facebook: 125 new likes (total 6,348).

### Visitor Services

Visitor Services staff assisted 862 visiting guests and local residents in September.

### Diamond Tours Inc. Buses

In September our staff greeted and welcomed 76 visitors.

### International Visitors by Country of Origin

In September, we welcomed Guests from 20 different countries.

This month, the number of Canadian visitors decreased. Last year in September Canadians accounted for 33.87% of the total international visitors surveyed.  
Canada 24.44%; UK & Germany 10.00%; Argentina & Brazil 7.78%

### **Domestic Visitors**

We welcomed Guests from 20 different states in September. The top states were: Florida 58.30%; Texas 10.06%; Pennsylvania 4.47%; NY & OH 3.35%.

**Market Mix September:** Domestic 67%, International 33%

**30.11% of the total visitors surveyed were staying at a local hotel in September.**

## **CRA Board Meeting Results – 9/26/2018**

**R-CRA-2018-32** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Adopting A Budget For The Beach District Of The CRA And Making Appropriations For The Fiscal Year 2018; And Providing An Effective Date.

Passed: 5-2. Board members Hernandez and Callari opposed.

**R-CRA-2018-33** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Adopting A Budget For The Downtown District Of The CRA And Making Appropriations For The Fiscal Year 2018; And Providing For An Effective Date.

Passed: 5-2. Board members Hernandez and Callari opposed.

**R-CRA-2017-34** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Establishing The Number And Type Of Authorized Positions For Fiscal Year 2019.

Passed: 6-1. Board members Hernandez opposed

## **CRA Board Meeting Results – 10/3/2018**

**R-CRA-2018-35** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Changing The Time Of The Regular CRA Board Meeting Scheduled For The First Wednesday Of Each Month At 10:00 A.M. To The First Wednesday Of Each Month At 9:00 A.M.

Passed: 7-0.

**R-CRA-2018-36** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute Two Declarations Of Restrictive Covenants With Broward County To Place Age And Affordable Housing

Restrictions On The Adams Street Property Relating To The Pinnacle At Peacefield Affordable Rental Housing For Seniors.

Passed: 7-0.

**R-CRA-2018-37** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Select Among Three Options For The 2019 Enhanced Services Agreement With The City Of Hollywood For Professional Services And Administrative Support in Various Matters.

Passed: 4-3. Vice chair Case, Board member Blatter and Sherwood opposed.