



CRA Executive Director's Report, June 2020

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

AT&T and Comcast completed all their connections to the various properties. FPL has one more connection to complete at Hollywood Towers. All east-west streets from A1A to Surf Road have been completed. Phase III is currently substantially completed and the remainder of the work will be concluded after the removal of the overhead lines. All the new street lights are functioning. The underground system will be completely energized once FPL makes the last connection to Hollywood Towers. Most of the landscape throughout the east-west streets are already in place. Once the overhead lines are removed, the remaining trees will be installed.

Underground Utilities Phase IV – SRA1A from Hollywood Blvd to Southern City Limits, and E/W Streets, Streetends and Surf Road from Harrison Street to Magnolia Terrace

The CRA began working concept development for the Phase IV Streetscape Beautification project, which will carry on the features of the first 3 phases on the north side of the corridor. In June 2019 the CRA Board authorized consulting services for Phase IV and SR A1A for undergrounding of overhead utilities lines in order to initiate the design of long lead items.

On June 3, 2020 the Board approved a resolution authorizing issuance of an authorization to proceed to Kimley-Horn and Associates to provide consulting for Phase IV SR A1A and Phase IV E/W Streets undergrounding of overhead utilities and streetscape beautification.

The CRA will be preparing a virtual community outreach to showcase the conceptual design for each of the E/W Streets and receive feedback from the residents of each street.

Pavement markings documents were submitted to Broward County for review.

Wayfinding Signage and Gateway Markers

Gateway Sign: The contractor, Art Sign Co. is preparing shop drawing for the sample letter H which is designed to rotate. Once the sample is accepted by the CRA with the design architect recommendation the contractor will move forward with installation of the sample.

Neighborhood Signage: After meetings with Community Representatives a few locations were selected for placement of the neighborhood signs. Since some of the locations are within the FEC corridor CRA staff received a proposal from the consultant to obtain the FEC permit needed to place the signs within the FEC right of way. The proposal was approved by the CRA Board recently and the consultant was authorized to proceed with the work.

Broadwalk Access Management

After the consultant, CPZ Architects, submitted progress plans, staff reviewed the plans and made comments. Some of the comments made were regarding location of the new gates. Suggestions were made to provide access at North Surf Road and at Cleveland Street. Plans were reviewed by the CRA, Public Works, Police and the Fire Department. Each department was requested to provide their comments. Staff will arrange for a presentation to the Board of the proposed gate and locations.

Festoon Lights

After receiving approval for the new tree species the contractor planted the tree during the last week of April. The work remaining is to reconnect the festoon lights which will be done once the new poles arrive.

Turtle Lighting

A sample of 2 types of LED lights are being tested. The vendor installed LED turtle friendly lights at Tyler and Missouri Streets. In preparation of changing the current lights and installation of new lights for Phase 4 Streetscape, staff will coordinate with Fish and Wildlife on acceptable LED lights that will be turtle friendly.

SR A1A Complete Streets: FDOT/CRA RRR Project

Construction by the FDOT Contractor continues. Several concurrent activities include the following:

- Asphalt resurfacing was been substantially completed along the main corridor. Contractor is addressing punch list items.
- MOT barrels have been removed from the road.
- Pavement marking is approximately 99% complete.
- Check valve installation is underway: 14 valves have been installed. There are 3 remaining valves north of Hollywood Blvd to be installed by June 30, 2020.
- Lighting component improvement by FDOT between Azalea Terrace to Sheridan Street is 99% complete.
- Quality control inspections are underway. Estimated completion time June 30, 2020.

Closeout activities to begin June 13, 2020. FDOT estimated Substantial Completion date is June 2020.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

The design of the CRA Complete Streets is complete and includes: undergrounding of overhead utilities, landscaping, lighting and decorative pavement on the west side of A1A, and a new traffic signal at Garfield Street. Design Development Drawings have been

submitted for review by FDOT and Broward County. The permitting process is underway. Once permitted the CRA anticipates the construction to begin approximately late fall of 2020. Total construction time for this phase is approximately 18 months.

CRA FDOT along with its consultant continues to coordinate the analysis on the FDOT funded Tidal Flooding Study. The CRA Consultant is included in these discussions. The study is scheduled to be released by August 2020. All construction scheduling will be coordinated with the business, residential community and elected officials.

Lifeguard Towers and First Aid Stations

All 21 towers are substantially complete. All but one lifeguard station are in service. Closeout punch list and site inspections still on-going. Safety signage installation to begin on June 15th and be completed by June 30, 2020. A demolition contractor has been selected for the removal and disposal of the old lifeguard stations. There was a delay in the completion of the activities due to the Corona Virus. The table below is a list of units and their current status:

List of Units	
Lifeguard Stations	
Sherman Street	In service
Harding Street	In service
Taft Street	In service
Nebraska Street	In service
Garfield Street	In service
Grant Street	In service
Johnson Street	In service
Fillmore Street	In service
Arizona Street	In service
Virginia Street	In service
Madison Street	In service
Eucalyptus Terrace	In service
Iris Terrace	In service
Ocean Palms Condo	Ready to Occupy*
Diplomat Hotel	In service
First Aid Stations	
Liberty Street	In service
Cleveland Street	In service
Michigan Street	In service
Hollywood Blvd	In service
Azalea Terrace	In service
Magnolia Terrace	In service

* Units to be moved from staging area to its resting location



First Aid Station



Lifeguard Tower

Grant Programs – HIP, PIP and POP

The CRA currently has 22 HIP, PIP or POP Grants at various stages of the process, 12 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.

The CRA recently finalized two Mini-PIP grant agreements for two adjacent properties located at 615-619 N. 20th Avenue and 1954 Buchanan Street within the Downtown District. Improvements include the installation of perimeter and parking fence, landscape and irrigation system, new awnings, exterior lighting, stucco restoration and exterior painting, new concrete walkways, redesign parking area, and the installation of central ac/mini-splits to replace existing window/wall units. The renovations will revitalize and greatly improve the curb appeal of these rental properties which will turn them into an asset to the Downtown Hollywood neighborhood streetscape.

American Legion 92 Update

CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92 (ALP92), including but not limited to the parking area, new signage, new landscape and other exterior building improvements. The ALP92 is currently in the process of obtaining quotes for a new patio, walkway and awning. Upon receipt, CRA staff will bring a resolution to the Board for approval.

Downtown Parklet Pilot Program / Sidewalk Extension

The Harrison Street parklet has been relocated to Social Room while the Hollywood Boulevard parklet will remain at Mickey Byrne's. In lieu of a second parklet on Hollywood Boulevard, a sidewalk extension project was approved in front of 2033—2051 Hollywood Boulevard. This program will include installation of new pavers following the existing contour of the asphalt, a new trench drain with a decorative grate to allow for proper drainage of the existing and newly paved area, installation of bollards and new planters to provide a safety buffer from the driving-lane. This CIP Project will assist businesses to expand their café zone and provide customers with an enhanced outdoor dining experience. The CRA is working with the contractor and building owners to finalize a timeframe for when the new sidewalk extension will be installed.



Business Recruitment, Retention, Expansion & Private Investment

COVID-19 has stalled many prospective tenants from moving forward, and has created great hardship for many of the tenants in Downtown Hollywood and Hollywood Beach. There have been a few new vacancies as a result of COVID-19, and unfortunately, we anticipate a few more to come. In an effort to retain and generate commerce for these businesses, the CRA initially created and installed 200 “Open for Business” signs in Downtown Hollywood and Hollywood Beach followed by an “Open for Business - Shop, Support, Stay Local” campaign that includes new signs for businesses, as well as :30 and :15 second videos that will be featured on cable tv and social media.



In addition, the CRA continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development (CMED) to provide information to the Beach and Downtown CRA business communities about webinars, the CARES Act, emergency orders and other COVID-19 related information.

The Phase 1 reopening included a sidewalk and Broadwalk expansion program spearheaded by the City of Hollywood with assistance from the CRA.



Staff also continues to:

- Work closely with the City of Hollywood Division of Communications, Marketing and Economic Development staff and private property owners in an effort to secure new quality tenants and redevelopment projects. We also coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including but not limited to ISCS, ULI and BizNow.
- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood. Even in light of COVID-19, numerous meetings have taken place with BTI in regard to their investment in Block 57 and interest in Block 58.
- Work with tenants who have recently signed leases and have not yet opened, including the Black Flamingo Brewery at 1900 Hollywood Boulevard.
- Connect prospective tenants to property owners and brokers that represent available properties. Examples of recent success stories include: The Bang Shack to open at 120 N. 20th Avenue and Whitley's to soon open at 1916 Hollywood Boulevard.
- Interestingly enough, 1920 Hollywood Boulevard, 1916 Hollywood Boulevard and 115 S. 20th Avenue, which total approximately 15,000 sq. ft. of commercial ground floor space, were all leased during the height of the COVID-19 pandemic.
- CRA Staff continues to engage property owners to discuss their needs and concerns in regard to tenant acquisition, including but not limited to the building permit process, planning and zoning, and parking rates for tenants.

The office market continues to be 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.

CRA staff, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continues to:

1. Meet once a month, or as needed, and have ongoing communications on a daily basis.
2. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshows.
3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. We have combined the CRA Redevelopment Brochure into the City's Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities.
4. Provide and distribute marketing materials for the Sun Shuttle program.

5. Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.
6. Provide updated information to the public regarding COVID-19.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA did not receive any Certificates of Use in May.

Special Events

The CRA's special events for the month of May were cancelled due to COVID-19, however, the CRA did host virtual mural and gallery tours during the hours of the May 16th ArtWalk, and plans to host these virtual tours again during the ArtWalk hours on June 20th.

Murals / Public Art Initiatives / Creative Placemaking

Nate "Dee" Delinois created a beautiful new mural at Witkin Hults Design Group at 307 South 21st Avenue.

At the March 11th Mural Approval Meeting, it was discussed that we should consider putting out a "call to artists" for an interactive sidewalk mural on Tyler Street.

Maintenance

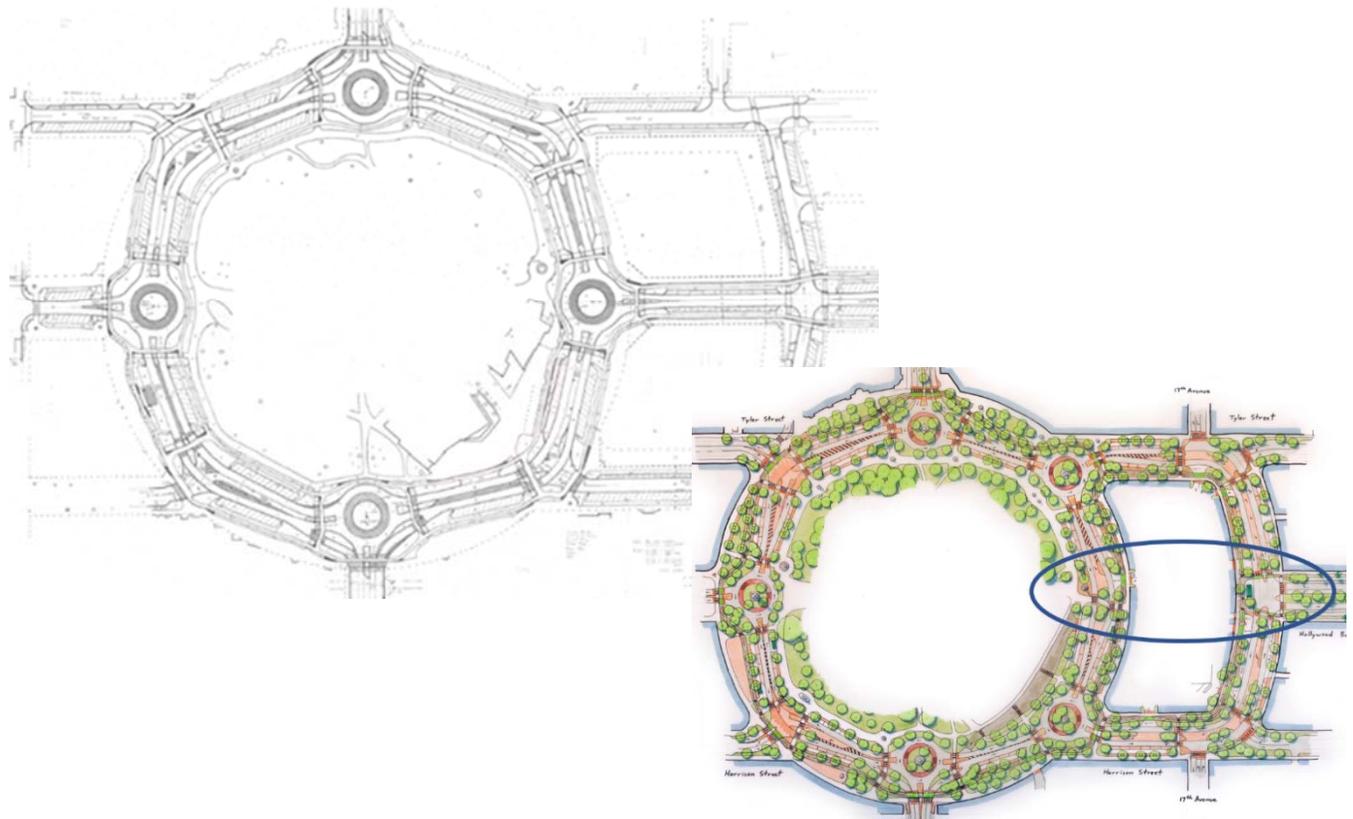
Downtown - In May, Block By Block staff spent 3 hours on special projects, removed 10 graffiti tags from public property, collected 4,821 lbs. of litter, and collected 276 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and uses the Gum Reaper to remove gum spots.

Beach - In May, 1,576 operational hours were clocked by beach maintenance staff. Of those hours, 806 were dedicated to trash removal from the beach, and 8 hours were spent cleaning the shower areas. 38 graffiti tags and stickers were removed.

Young Circle Design Phase II

Following the approval of FDOT's Stage I lane elimination process, CRA Consultants, Marlin Engineering and Toole Design Group completed 34% and 90% deliverables, respectively. This includes studies, design layout including trip generation analysis and traffic engineering models associated with the Stage II lane elimination process, including running the VISSIM model required by FDOT. With the introduction of the Block 57 and Block 58 project, and the desire of the developer to explore the Hollywood Blvd. bifurcation, another set of parameters need to be introduced and quantified in the data collection and modeling. Such information needs to be provided by the developer's architectural firm and traffic

engineering consultant. With the introduction of the bifurcation, the concept design evolved from a 5 roundabout layout to a 4 roundabout design. At the request of FDOT, there has been extensive meetings where the consultant met with FDOT, the developer and the FDOT engineer interns. The consultants reviewed and provided analysis of FDOT's first attempt at a redesign of Young Circle. On April 22, Toole Design and Marlin Engineering presented an update of their Stage II initial findings. Currently, the models cannot be finalized or submitted to FDOT, until the new traffic impacts from Block 57 and Block 58 are completed.



Marketing and Visitor Services

Social Media

Twitter: 25 new followers (total 3,181); Instagram: 407 new followers (total 4,399); Facebook: 154 new likes (total 9,373). The Florida's Hollywood mobile app had 71 new downloads.

Due to the COVID-19, visitor services information and statistics were not available at the time of writing. The Visitor Information Center was closed until further notice on Thursday, March 12th. The two Visitor Information Specialists have been shifted into maintenance positions during this interim period of time.

CRA Board Meeting Results – 5/20/2020

R-CRA-2020-18 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Renewal Of The Agreement For Circulator Services With Circuit Transit Inc., Formerly Known As The Free Ride, As Well As Funding For Such Services In An Estimated Annual Amount Of \$590,240.00.

- Passed 7-0

CRA Board Meeting Results – 6/3/2020

R-CRA-2020-19 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing Appropriate CRA Officials To Increase Blanket Purchase Order B003158 With Shamrock Pool Services, Inc. For Fountain Maintenance From \$47,280.00 To An Estimated Annual Expenditure Of \$67,280.00.

- Passed 7-0

R-CRA-2020-20 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed To Kimley-Horn And Associates To Provide Consulting Services For Phase IV - Undergrounding Of Overhead Utilities And Streetscape Beautification In An Amount Not To Exceed \$2,870,090.00.

- Passed 7-0