



HOLLYWOOD DIGEST

Updates from the City Commission Meeting

The City of Hollywood is conducting its Regular City Commission Meetings in both a virtual and in-person format. However, due to limited public access to City Hall, the City is offering several options for members of the public to view and participate in the meetings.

To view the meeting agenda, please visit hollywoodfl.org. Members of the public may watch the City Commission Meetings via the City's website at hollywoodfl.org/WatchMeeting, on Comcast Channel 78 or ATT U-Verse Channel 99. To provide comments or speak in-person on an Agenda item (except presentations and proclamations), please complete and submit the online comment form, which is available from the Thursday before the Commission Meeting at 6 p.m. until the Tuesday before the Commission Meeting at 6 p.m. Comments will be read into the record during the meeting.

*This **Hollywood Digest** is an update of the actions taken and information shared during the City Commission Meeting held on Wednesday, March 17, 2021. In case you missed the live meeting, the archived video can be viewed on the City's website at hollywoodfl.org.*

JOINT/SPECIAL COMMISSION AND CRA MEETING

Commission/CRA Board Approve Funding Commitment for the Tropic Development Project

The City Commission and Community Redevelopment Agency (CRA) Board held a Joint/Special Commission and CRA Meeting to discuss the development of the property located at 1744 and 1753 S. Federal Highway, between Van Buren Street and Jackson Street.

Raelin Storey, Director of Communications, Marketing and Economic Development and Jeff Burns, CEO of Affiliated Development presented plans for development of the site, which will be a mixed income, multi-family workforce housing rental community comprised of approximately 208 units, Class A luxury amenities, and garage parking.



The redevelopment of this parcel, which is just south of Young Circle on Federal Highway, will contribute to the vibrancy of Downtown Hollywood and support the redevelopment goals of the City and CRA – both aesthetically and economically. Over the last 30 years, this property generated less than \$280,000 in total ad valorem taxes. Once completed, it is estimated The Tropic will generate more than \$27 million in ad valorem taxes to all taxing authorities over the next 30 years.

The City Commission/CRA Board voted unanimously (6-0 vote, with Comm. Shuham declaring a voting conflict) to the funding commitment for this project. The commitment includes the following:

- Completion of the project within 36 months of issuance of building permits

- Restrictive covenant requiring one-half of the residential units to be affordable/workforce housing for 15 years with the remaining units at market rate
- \$3.5 million in a forgivable loan from City from funding dedicated to Affordable Housing per and Interlocal Agreement (ILA) between Broward County, the City and CRA (requires County approval)
- \$1.5 million disbursement from CRA when the project achieves 50% or greater completion for project costs and public infrastructure improvements
- Up to \$2 million in City fee offsets or waivers
- Up to \$2.4 million in a rebate of the tax increment paid by the Developer through 2030

If the Developer defaults on the agreement, the City will be repaid all forgivable loan proceeds at 3.25 percent interest, and if the project is not completed, no tax incentive will be due the developer. Affiliated Development has created an impact investment fund to raise capital for developing workforce housing throughout South and Central Florida. Last year, the company completed SIX13, a publicly-supported workforce housing development in downtown Fort Lauderdale. This year, Affiliated has two projects underway in Lake Worth and West Palm Beach.

To watch the presentation and learn more about this project, please visit hollywoodfl.org.

CITY COMMISSION MEETING

City Selects The Related Group for the Redevelopment of the Hollywood Beach Culture and Community Center

After public presentations during the January 20th City Commission meeting, the top-ranked firms submitting proposals for a public-private partnership to reimagine the City-owned property at 1301 South Ocean Drive were invited to submit Best and Final Offers (BAFOs). These submissions were analyzed by the City's real estate consultant, CBRE and then ranked by a multi-disciplinary staff selection committee. The committee scored the proposals for the property based on specific evaluation criteria and developed the following ranking to recommend to the City Commission:

1. The Related Group
2. Key International/13th Floor Investments
3. Continuum Company
4. Chateau Group

The City Commission accepted the committee's ranking and authorized City officials to negotiate a comprehensive agreement with PRH 1301 S Ocean Drive, an entity wholly owned and controlled by the Related Group.



The Related Group's proposal includes a new and modern community center that maximizes the oceanfront location, a public sculpture garden, new surface and garage public parking, a new restaurant and neighborhood park, beach dune restoration and enhanced beach access, along with an iconic, slender residential tower located along A1A to minimize the impact on adjacent property owners by preserving their views to the ocean and beach. The new community center would be located on the eastern side of the property.

As a reminder, an unsolicited proposal was received by the City under the provisions of the State of Florida's Public-Private Partnerships (P3) statute, F.S.S. 255.065. According to the statute, the City of Hollywood determined the proposal to be for a qualifying project that serves a public purpose and issued the required notice that it would accept competing proposals.

Commission Supports Savor SoFlo Festival and Other Special Events



Tammy Gail, owner and producer of Cheers!, presented a proposal for the upcoming inaugural Savor SoFLO Festival that is planned for Hollywood Beach on June 5th and 6th. During the presentation, the Mayor and Commission suggested naming the event "Savor Hollywood." According to Ms. Gail, the food and wine event is expected to draw more than 3,500 guests and tens of thousands of dollars in media exposure to Hollywood. Sponsored by Publix Super Markets, the Savor SoFLO Festival will feature an interesting portfolio of wines, spirits, and craft beers to compliment food offerings. Attendees will be required to follow the social distancing guidelines and safety regulations of the Centers for Disease Control, Broward County and the City of Hollywood. This event will adhere to the City's Ordinance that bans polystyrene food packaging. For more information about the event, visit SavorSoFlo.com.

City Commission Approves Proposed Change to Noise Ordinance on First Reading

The Mayor and Commission unanimously approved the first reading of an amendment to the City's Noise Ordinance that would clearly outline decibel levels in residential and nonresidential areas and assist with enforcement. The Ordinance, as it's currently written, does not regulate noise based on a concise method of measurement. Instead, the Ordinance is subjective as it states "plainly audible noise" that crosses the property line between 11 p.m. and 6 a.m. is unlawful.

The proposed amendment further clarifies the Ordinance by requiring decibel readers be installed at certain commercial, or nonresidential, establishments with maximum decibel levels. Residential areas will have defined maximum decibel levels and specific "quiet hours."

The Mayor and Commission approved an amendment to staff's recommendation, with a 4-3 vote, to lower the decibel level in residential areas during quiet hours to 55 decibels and to 80 decibels in commercial areas between 7 to 10 p.m. Enforcement of violations to the Ordinance will be conducted by Hollywood Police and/or Code Compliance officers.

City Commission Appoints New Voting Delegates for Broward League of Cities

As President of the Broward League of Cities, Commissioner Callari was reappointed as the City's voting member to the League. The City Commission unanimously approved the appointment of Commissioner Biederman as the City's first alternate and Mayor Levy as the City's second alternate voting delegates for the League.

The Broward League of Cities is a non-partisan, non-profit organization dedicated to raising awareness and resolving issues facing Broward County's 31 cities and municipalities. Membership is made up of elected officials from municipal governments and area businesses.



Comm. Traci L. Callari
President, Broward League of
Cities

ANNOUNCEMENTS

- Performance Measurement:** City Manager Dr. Wazir Ishmael introduced the City's Performance Accountability Officer Beatriz Sandoval who shared an overview of the recently implemented Performance Management Program. With the adoption of the Strategic Plan in early 2020, the City's budget team worked with each Department and Office to revise performance measures that align with the goals and objectives of the Plan. The City is now starting to see the results of this new performance management tracking system, and Beatriz shared highlights from the first quarter of FY 2021. To hold staff accountable and for transparency purposes, all performance metrics will be shared publicly – whether they are met or not. A performance measurement dashboard has been included in the March-April 2021 issue of *New Horizons*, and the full report will be made available on the City's website.



- **Safety First:** Speaking of performance measures, the City Manager shared another performance measure that reflects well on the City and our employees. Recently, the City's 3rd party administrator for Worker's Compensation Claims advised our Office of Human Resources and Risk Management that the City of Hollywood achieved the lowest experience modification rate in the State. As an employer, Hollywood always seeks to have an experience modification rate under a 1.0. This means the workforce is operating safely and allows us to pay lower assessment fees for worker's compensation to the State Division of Workers Compensation. Not only is the City's experience modification rate under a 1.0, but it is the lowest among the 135 cities and counties reporting to the Division at a .49. Since 2016, the City has been steadily reducing its experience modification rate. We are proud of the Human Resources team and risk management, as well as our employees for allowing us to achieve this record low rating which goes a long way towards helping us control insurance costs.
- **3D Interactive Zoning Map Virtual Demonstration:** The City has launched its new Gridics 3D zoning map, text and property data platform. This new online tool brings simplicity, transparency and efficiency for City planners, residents, developers and those trying to research the City's zoning code and development regulations. The City, with Gridics, will host a virtual demonstration of this new interactive tool on Tuesday, March 23rd at 10:00 a.m. Gridics team members will demonstrate how to use the maps and will answer questions via the online chat feature from meeting participants. Information on how to join in this demonstration is available on the City's website, hollywoodfl.org.
- **Next City Commission Meeting:** The next City Commission Meeting will take place on **Wednesday, April 7, 2021** beginning at 1 p.m. For more information about the meeting, please visit hollywoodfl.org.

