

**ATTACHMENT IV**  
Correspondence

**CITY OF HOLLYWOOD  
COMMUNITY REDEVELOPMENT AGENCY  
MEMORANDUM**

**DATE:** August 14, 2018 **FILE NO.** CRA-2018-20

**TO:** Leslie Del Monte, Planning Manager  
Planning Division, Development Services

**VIA:** Jorge Camejo, Executive Director, CRA

**FROM:** Susan Goldberg, Deputy Director, CRA

**SUBJECT:** Ordinance for revision to Artspark Village-B Master Development Plan, now known as "Park Place"

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**ISSUE:**

CRA Recommendation regarding approval of the Ordinance to Amend the Master Development Plan related to the ArtsPark Village-B, to now be known as "Parc Place"

**EXPLANATION:**

CRA Staff has reviewed the Ordinance regarding the amendment to the Master Development Plan relating to the ArtsPark village-B which will now be known as "Parc Place". The proposed amendment to the Master Development Plan is consistent with the 2016 Amended and Restated Hollywood Downtown Community Redevelopment Plan.

The Parc Place project is reflective of the strategies and policies identified in the Downtown CRA Redevelopment Plan in many aspects. The architecture of the project reflects the urban form around Young Circle and the unique character of the 10 acre Arts Park. In addition, the project is sited on a key parcel around the Young Circle site enhancing the public realm and through the diversity of a mixed use project will engage the public with increased pedestrian activity and connectivity throughout downtown Hollywood. Furthermore, the location at the SE corner of Young Circle acts as a gateway and signals the entrance into downtown Hollywood for those traveling along Federal Highway (SR US1), the major N/S Transportation spine through the City of Hollywood. In conclusion, the three phase mixed use development, now to be known as "Parc Place", and as outlined in the Ordinance supports the goals and objectives of the Downtown Hollywood Community Redevelopment Agency Plan.

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**RECOMMENDATION:**

The CRA staff supports this project and recommends its approval.