

ATTACHMENT IV

Correspondence

**HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
MEMORANDUM**

DATE: May 15, 2015 **FILE NO.** CRA-2015-16

TO: Jaye Epstein
Director of Planning

FROM: Jorge A. Camejo *Sig for Jorge Camejo*
Executive Director, CRA

SUBJECT: 1817 Taylor Street – JED Equities, LLC development

ISSUE:

CRA recommendation regarding a request from JED Equities, LLC. for an amendment to the Master Development Plan of a previously approved Planned Development (PD) (Ord.O-2006-32, Reso. R-2006-283 and Reso. 04-DV-79) project located at the northwest corner of Taylor Street and Federal highway, in Downtown Hollywood (1817 Taylor Street).

EXPLANATION:

CRA staff has reviewed the subject request for approval of the variance for an increase in residential density from 89 units to 134 units; an increase in commercial area from 4,400 square feet to 12,500 square feet; an increase in height from 12 stories (130 feet) to 17 stories (176 feet; with projections extending to approximately 190 feet), minimal changes in building footprint and setbacks, and an increase of proposed parking. The CRA hereby submits this letter of support.

The project will enhance the appearance of the Federal Highway corridor, generate significant tax revenue, and be a welcome addition to the Royal Poinciana neighborhood. It also may encourage additional investment and upgrades in the immediate vicinity.

RECOMMENDATION:

The CRA staff supports this project and amendment to the Master Development Plan and believes it will be a catalyst for the continued redevelopment along the Federal Highway corridor.