

ATTACHMENT C

Correspondence

**HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
MEMORANDUM**

DATE: April 26, 2018

FILE NO. CRA-2018-06

TO: Shiv Newaldass
Director of Development Services

FROM: Jorge A. Camejo 
Executive Director, CRA

SUBJECT: 120 unit residential development generally located south of Adams Street, east of 24 Avenue, north of Washington Street, and west of Dixie Highway (Pinnacle at Peacefield)

ISSUE:

CRA recommendation regarding approval of the site plan and design of Pinnacle at Peacefield.

EXPLANATION:

CRA staff has reviewed the subject request for approval of the site plan and design of the development. The residential development will take place in the Regional Activity Center and will consist of a total of 120 units of one or two bedroom apartments. The new development is a Contemporary Florida Vernacular design. There will be three buildings: the west parcel will consist of 58 units and the central and east parcels, each will consist of 31 units. Parking will be located towards the rear and sides of the property.

CRA staff is in support of the Pinnacle at Peacefield as this project aligns with with the objectives and policies included in the 2016 Amended and Restated City of Hollywood Downtown CRA Plan:

Objective 2A – *Strengthen Downtown by concentrating development, promoting mixed use development and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and the traditional downtown.*

Policy 2B-5 Neighborhood Transition Zones – *Develop and redevelop the adjacent neighborhood subdistricts including North Downtown, Parkside, Lakes Transition and Golf Course with appropriately scaled development and uses that will have appropriate transition and connectivity to the existing residential neighborhoods.*

Policy 4B-2 *Facilitate new residential and mixed use development and redevelopment projects, including live/work/study/play units, in Downtown.*

The project will greatly enhance the neighborhood and Downtown as it is appropriately scaled for the site and increases the amount of attractive residential units within walking distance to the downtown core.

This development follows density and intensity purposes and is a redevelopment catalyst fostering a pedestrian environment, bringing a character through creative architectural form and building on an existing sense of community. Furthermore, the project encourages future redevelopment and economic development opportunities in the area. The CRA hereby submits this letter of support.

RECOMMENDATION:

The CRA staff supports this project and recommends its approval.