

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING AND URBAN DESIGN DIVISION**

DATE: June 10, 2025 **FILE:** 24-DPV-03

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Carmen Diaz, Planner III

SUBJECT: Design and Site Plan for approximately 22,000 square feet of outdoor paddle ball facility and alterations of an existing accessory building; and a Variance to Section 9.5.C of the ZLDR to reduce the landscaping requirements in the C-4 Commercial District.

REQUEST:

Design and Site Plan for approximately 22,000 square feet of outdoor paddle ball facility and alterations of an existing accessory building; and a Variance to Section 9.5.C of the ZLDR to reduce the landscaping requirements in the C-4 Commercial District

RECOMMENDATION:

Variance: Approval

Design: Approval if the Variance is granted.

Site Plan: Approval if the Variance and Design are granted, with the following conditions:

1. Prior to the issuance of a building permit, the applicant shall coordinate with Planning staff to design and incorporate a monument sign at the site entrance that enhances the visual quality of the vehicular access area and integrates with the overall landscape design. Final sign placement and design shall be reviewed and approved by the Planning and Urban Design Division.
2. The applicant shall revise the site plan to include additional bicycle parking. Final quantity, location, and design of bicycle parking facilities shall be coordinated with and approved by the Planning and Urban Design Division prior to building permit submittal.

BACKGROUND

The subject property, municipally known as 600 Knights Road, is an approximately 2-acre property located west of Interstate 95 and south of Johnson Street, accessible via Knights Road to the east of the site. The site features a freestanding commercial building with substantial surface parking to the north and east of the existing building. The property is bordered by open green space and adjacent to Stanley Goldman Memorial Park, Justice Skatepark, and Hollywood Dog Park.

The property is situated between regional transportation infrastructure (rail and highway) and open space amenities, creating a buffered, park-like setting adjacent to established residential neighborhoods to the west and City facilities to the north and south. As a result, the property maintains a buffered, park-like setting near established residential neighborhoods to the west and city facilities to the north and south.

The property is designated Community Facility (COMFAC) in the City's Comprehensive Plan and Commerce in the County's Comprehensive Plan. The existing building is currently vacant but has been used as an event venue in the past.

REQUEST

Bluevis LLC requests approval of a Variance, Design, and Site Plan to establish outdoor paddle ball courts and renovate an existing 7,800-square-foot accessory structure. The approximate two-acre lot is located within West Central Hollywood, just west of Interstate 95. The west portion of the site contains an existing commercial structure that will be renovated to accommodate a coffee shop, social spaces, recreational game areas, bathrooms and showers.

Paddle ball has experienced remarkable growth in recent years, establishing itself as one of the fastest growing sports globally. In the United States, paddle ball is gaining popularity especially in regions like Florida, Texas and California.

The Applicant's site plan anticipates 9 paddle ball courts. Five of which will include covered roofs because of Florida's unique climate and conditions require protection from the intense weather elements. Each court is surrounded by glass to ensure that all outdoor activities do not disrupt the other courts or the public right of way. Furthermore, the site is designed in a manner where the courts are predominantly located on the south side while the parking area is on the north side of the site. Staff has worked with the Applicant with regards to redevelopment, maintaining existing trees, where possible, and implementing a robust landscape plan.

The existing accessory building is approximately 7,800 square feet in size and is a one-story building. As part of the proposal, the Applicant is proposing interior and exterior alterations to modernize and accommodate other secondary uses to complement the outdoor paddle ball activity. The exterior alterations include traditional stucco quoins as architectural accents, smooth stucco on the walls, and a metal roof. This project will bring updated, fresh architecture and design to help improve the appearance of the surrounding community.

Another request by the Applicant is a variance to reduce the vehicular use area (VUA) from 25% to 19%. The Applicant had to redesign the parking layout and reduce the landscape areas due to a mandatory 25-foot front right of way dedication. The proposed Site Plan and Design meets all applicable regulations and are consistent with the City's overall design direction.

SITE INFORMATION

Owner/Applicant:	Bluevis LLC.
Address/Location:	600 Knights Road
Net Size of Property:	87,068 (2.0 acres)
Land Use:	Community Facility (COMFAC)
Zoning:	Medium High Intensity Commercial District (C-4)
Existing Use of Land:	Commercial

Gross Floor Area: 7,828 sq. ft.
Parking 49 spaces

ADJACENT LAND USE

North: Open Space Recreational (OSR)
South: Open Space Recreational (OSR)
East: General Business (GBUS)
West: Low Residential (LRES)

ADJACENT ZONING

North: Government Use District (GU)
South: Government Use District (GU)
East: Single Family Residential (RS-3)
West: Medium High Intensity Commercial District (C-4)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Community Facility Land Use, the subject site is surrounded by public open recreational areas and a self-storage facility. The goal of the Land Use Element is *to promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing landowners to maximize the use of their property.* The proposed Design is consistent with the Comprehensive Plan based upon the following:

Objective 4: *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

Policy 4.11: *Review zoning district standards as they relate to buffering and uses between single-family residential and more intense uses along the traffic way corridors, to create adequate separations and to allow a deepening, where possible, of the commercial or industrial zone. (CWMP Policy CW.20)*

If the Design is granted, the paddle ball courts, and the accessory building will increase both the recreational choices and access to and within the community. In addition, utilizing an undeveloped area enhances the neighborhood by encouraging investment in the existing commercial zoning district. The proposed request is consistent with the Comprehensive Plan.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The subject property is located in Sub-Area 6, which is also known as West Central Hollywood. It is surrounded by Sub-Areas 1, 3 and 7, which are highly populated areas. It is geographically defined by I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56th Avenue to the west. This area includes the residential areas of Hollywood Hills, Park East and Hillcrest.

The proposed Design is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and Policies:

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

Guiding Principle: *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

Policy CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

The proposed paddle ball courts allow further use of the property while also helping to meet a need in the immediate community. The goal of the City Wide Master Plan is to promote and attract uses that will enhance and improve locations; this includes recreational uses.

APPLICABLE CRITERIA

Analysis of Criteria and Findings for a Variance as stated in the City of Hollywood's Zoning and Land Development Regulations Article 5.

Variance: **To reduce the vehicular use area (VUA) from 25% to 19%, pursuant to Section 9.5.C.1 of the Zoning and Land Development Regulations.**

CRITERIA 1: That the requested Variance maintains the basic intent and purpose of the subject regulations, particularly as it affects the stability and appearance of the city.

ANALYSIS: The requested variance to reduce the landscape for the vehicular use area will not affect the stability or appearance of the City. The Applicant has to provide a 25-foot dedication in the front of the property, and this reduces the green areas on site to provide. The project ensures that critical functional elements, such as parking and circulation, are accommodated while maintaining an attractive, well-integrated landscape.

FINDING: Consistent.

CRITERIA 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: The surrounding area is made up of recreational uses, commercial and low residential buildings varying slightly in mass and scale. The reduction in the landscape requirement would not be detrimental to the community because the design will be integrated seamlessly with the existing context, ensuring that the facility complements its surroundings.

FINDING: Consistent.

CRITERIA 3: That the requested Variance is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan, as amended from time to time, the applicable Neighborhood Plan and all other similar plans adopted by the city.

ANALYSIS: The goal of the Land Use Element is *to promote a distribution of land uses enhancing and improving the residential, business, resort, and natural communities while allowing landowners to maximize the use of their property.* Allowing the reduction of the VUA landscape requirement, the project can better accommodate the functional needs of the recreational facility. The request does not inhibit the goals, objects, and policies adopted in the Comprehensive Plan.

FINDING: Consistent.

CRITERIA 4: That the need for the requested Variance is not economically based or self-imposed.

ANALYSIS: The need for the requested variance is not economically based or self-imposed. The Applicant is repurposing an existing commercial property and is required to dedicate a 25-foot strip of land along the frontage for right-of-way improvements. This dedication substantially reduces the developable area of the site, limiting the ability to meet the full vehicular use area (VUA) landscaping requirements.

The hardship results from an external regulatory mandate, not from any voluntary action by the Applicant. The site constraints created by the required dedication significantly impact site planning, particularly the ability to balance parking needs and open space.

Rather than reducing the parking requirements below code minimums, the Applicant has sought an alternative path to compliance through a variance solely to adjust the landscaping requirement. The requested variance will enable a code-compliant parking configuration to support the operational needs of the proposed use. The request arises from the physical limitations imposed by the right-of-way dedication and is not for economic benefit or self-created disadvantage.

FINDING: Consistent.

CRITERIA 5: That the Variance is necessary to comply with state or federal law and is the minimum Variance necessary to comply with the applicable law.

FINDING: Not applicable.

Analysis of Criteria and Findings for Design as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

CRITERIA 1: *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. The use of traditional materials for new architectural details is recommended. Design of the building(s) should consider

aesthetics and functionality, including the relationship of the pedestrian within the built environment.

ANALYSIS: There is an existing structure, and the Applicant is working on exterior and interior improvements to modernize the building, using stucco quoins as an architectural accent and smooth stucco on the walls, glass openings and a metal roof. The building interior will be remodeled to accommodate the club amenities such as a coffee shop, social spaces, recreational game areas, bathrooms and showers. The paddle ball courts will be surrounded by a glass structure with lighting for each court. Additionally, there will be five paddle ball courts with a roof cover necessary due to the extreme weather in South Florida.

FINDING: Consistent.

CRITERIA 2: *Compatibility.* The relationship between existing architectural styles and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures and the surrounding neighborhood. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

ANALYSIS: The Design Guidelines state *new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows and doors bear some relationship to neighboring buildings and maintain some resemblance of compatibility.* This site is located in a commercial district but surrounded by two public parks. The location for the proposed use is ideal to complement other existing recreational uses. Paddle ball has become a popular sport and the demand for these courts has increased in the last years. The existing accessory building is compatible with its surroundings and the renovations will enhance the property. The building's massing, scale, and rhythm are compatible with the desired character of the area.

FINDING: Consistent.

CRITERIA 3: *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures, and with the established and adopted vision of the area. Building shall reflect a simple composition of basic architectural details in relation to its length, width, height, lot coverage, and setting of the structure in context with adjacent buildings.

ANALYSIS: The scale and massing of the proposed paddle court are proportionate to the surrounding structures. The proposed paddle ball fields are outdoor courts surrounded with glass. Some other courts have a roof for shade. The existing one-story building will be remodeled and modernized. The proposed architecture is proportionate to its surroundings.

FINDING: Consistent.

CRITERIA 4: Landscaping. Landscape areas should contain a variety of native and other compatible plant types and forms and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

ANALYSIS: The Applicant has worked with the City Landscape reviewer to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the renovated building and paddle ball courts. The landscape plan incorporates plant species that help improve the pedestrian experience.

FINDING: Consistent.

SITE PLAN

The Technical Advisory Committee (TAC) found the proposed Site Plan to be compliant with all the regulations as set forth in Article 6 of the Zoning and Land Development Regulations on April 1st, 2025. Therefore, Staff recommends approval.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed developments shall be designed in such a manner as to preserve, perpetuate, and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.
- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.
 - 1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.
 - 2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.

- C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:
1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.
 2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.
 3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.
 4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.
 5. Sidewalks shall be provided as required by the city regulations.
 6. Handicapped Accessibility shall be provided as required by all applicable regulations.
- D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to ensure the adequate provision, use and compatibility of necessary community services and utilities.
1. An adequate sanitary sewer collection system, including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.
 2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.
 3. A well-designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to ensure the safety of all people within the project.
- E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:

1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings, and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
 2. All buildings and structures shall be designed and oriented in a manner ensuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
 3. All permanent outdoor identification features which are intended to attract attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

ATTACHMENTS

- ATTACHMENT A: Application Package
ATTACHMENT B: Land Use and Zoning Map
ATTACHMENT C: Public Participation Meeting