



PLANNING AND DEVELOPMENT DEPARTMENT FLS & FLD APPLICATION

This application is **REQUIRED** for all Level One Flexible Standard Development (FLS) and Level Two Flexible Development (FLD) applications. All applications must be submitted online at: epermit.myclearwater.com

It is the responsibility of the applicant to submit complete and correct information. Incomplete or incorrect information may invalidate your application. All applications are to be filled out completely and correctly and submitted (including plans and documents, uploaded, processed and finalized) by 12 noon on the scheduled deadline date [submittal calendar](#). The applicant, by filing this application, agrees to comply with all applicable requirements of the Community Development Code. [Additional information on submittal requirements including worksheets and handouts, etc.](#)

FIRE DEPARTMENT PRELIMINARY SITE PLAN REVIEW FEE:	\$200 (not applicable for detached dwelling or duplexes)
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APPLICATION FEES:	\$100 (FLS – accessory structures associated with a single-family or duplexes)
	\$200 (FLS – detached dwellings or duplexes)
	\$475 (FLS – attached dwellings, mixed-use, and nonresidential uses)
	\$300 (FLD – detached dwellings, duplexes, and their accessory structures)
	\$1,205 (FLD – attached dwellings, mixed-use, and nonresidential uses)

Property Owner (Per Deed): AP Beach Properties LLC
Phone Number: c/o Brian J. Aungst, Jr., Esq. -- (727) 444-1403
Email: c/o Brian J. Aungst, Jr., Esq. -- bja@macfar.com

Applicant/Primary Contact Name: Brian J. Aungst, Jr., Esq.
Company Name: Macfarlane, Ferguson & McMullen, P.A.
Phone Number: (727) 444-1403
Email: bja@macfar.com

Address of Subject Property: 405 Coronado Drive, Clearwater, FL 33767

Parcel Number (s): 08-29-15-17622-000-0010

Site Area (Square feet and Acres): 76,625sf (57,499sf developable) // 1.759ac (1.32ac developable)
Zoning: Tourist (T)
Future Land Use: Resort Facilities High (RFH)

Description of Request (must include **use**, requested flexibility, parking, height, etc) : _____

135 Overnight Accommodation Units, 20,000sf Retail, 6,825sf Restaurant, & up to 400-space garage (50 du/ac x 0.707ac + 100 du from Density Reserve Pool)

Height increase to 100ft including building step-backs of up to 100ft



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General Information

Provide the following general information on the proposed project. If not applicable mark N/A. The maximum permitted or required amounts are listed in the Zoning District in the Community Development Code which is available online at:

https://library.municode.com/fl/clearwater/codes/community_development_code

Dwelling Units:

A dwelling unit is a building or portion of a building providing independent living facilities for one family including the provision for living, sleeping, and complete kitchen facilities.

Max. Permitted: 21 Proposed: 0

Hotel Rooms:

A hotel room is an individual room, rooms or suite within an overnight accommodations use designed to be occupied, or held out to be occupied as a single unit for temporary occupancy.

Max. Permitted: 35 Proposed: 135

Parking:

List parking spaces. Parking spaces must meet the requirements of the Community Development Code (CDC) including location, materials and dimensions. Back out parking is prohibited for most uses.

Required: 344 Proposed: 344-400

Floor Area Ratio (FAR):

Do not include parking garages, carports, stairwells and elevator shafts. Area is found by multiplying the length times the width dimension for each floor and should be expressed in square feet. Do not include parking garages, carports, stairwells and elevator shafts. FAR is not required for residential only projects unless in US 19 Zoning District.

Max. Permitted: 0.47 FAR (Commercial Uses) Proposed: 0.47 FAR (Commercial Uses)

Impervious Surface Ratio (ISR):

ISR means a measurement of intensity of hard surfaced development on a site, basically any surface that is not grass or landscaped areas on private property. An impervious surface ratio is the relationship between the total impervious versus the pervious areas of the total lot area. [Link to additional information including ISR worksheet.](#)

Max. Permitted: 76,625sf (95% ISR) Proposed: 66,541.3sf (86.8% ISR)
Please list percentage % and square feet.



PLANNING AND DEVELOPMENT DEPARTMENT FLS & FLD APPLICATION

General Applicability Criteria

Provide complete responses to each of the six (6) General Applicability Criteria of Community Development Code Section 3-914.A.1 through 6, explaining how, IN DETAIL, the criteria is met. Use additional sheets as necessary:

1. The proposed development of the land will be in harmony with the scale, bulk, coverage, density and character of adjacent properties in which it is located.

See attached.

2. The proposed development will not hinder or discourage the appropriate development and use of adjacent land and buildings or significantly impair the value thereof.

See attached.

3. The proposed development will not adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use.

See attached.

4. The proposed development is designed to minimize traffic congestion.

See attached.

5. The proposed development is consistent with the community character of the immediate vicinity of the parcel proposed for development.

See attached.

6. The design of the proposed development minimizes adverse effects, including visual, acoustic, and olfactory and hours of operation impacts, on adjacent properties.

See attached.



**PLANNING AND DEVELOPMENT DEPARTMENT
FLS & FLD APPLICATION**

Flexibility Criteria or Use Specific Criteria

Provide complete responses to the applicable flexibility criteria (or use specific criteria in US 19 and Downtown Zoning Districts). These criteria are specific to the use and the Zoning District of the subject property and are part of the Community Development Code available online at [municode.com](https://library.municode.com/fl/clearwater/codes/community_development_code) :

https://library.municode.com/fl/clearwater/codes/community_development_code

If you need help finding the criteria or standards please contact a Development Review Planner at the Zoning Line 727-562-4604. Use additional sheets as necessary:

See attached.



Affidavit of Authorized Agent

If multiple owners or properties, multiple affidavits may be required.

1. Provide names of all property owners on deed – PRINT full names:
AP Beach Properties, LLC
2. That (I am/we are) the owner(s) and record title holder(s) of the following described property:
405 Coronado Drive, Clearwater, FL 33767
3. That this property constitutes the property for which a request for (describe request):
Flexible Development Application
4. That the undersigned (has/have) appointed and (does/do) appoint:
Brian J. Aungst, Jr., Esq. of Macfarlane, Ferguson & McMullen, P.A.
as (his/their) agent(s) to execute any petitions or other documents necessary to affect such petition;
5. That this affidavit has been executed to induce the City of Clearwater, Florida to consider and act on the above-described property;
6. That site visits to the property are necessary by City representatives in order to process this application and the owner authorizes City representatives to visit and photograph the property described in this application;
7. That (I/we), the undersigned authority, hereby certify that the foregoing is true and correct.

Property Owner

WOJCIECH OSIAK
Property Owner

Property Owner

Property Owner

STATE OF FLORIDA

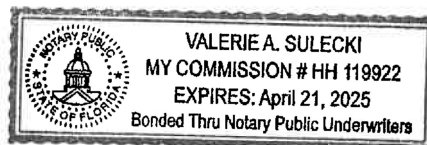
COUNTY OF PINELLAS

The foregoing instrument was acknowledged before me by means * physical presence or * online notarization, this 27 day of March, 2025 by Wojciech Osia as (manager) of (AP Beach Properties, LLC) who is/are personally known to me or ____ who has/have produced a driver's license as identification.

NOTARY PUBLIC

Signature:

My Commission expires: 4/21/2025



General Applicability Criteria

1. The proposed development of the land will be in harmony with the scale, bulk, coverage, density and character of adjacent properties in which it is located.

- *West: The property is bordered to the west by the city right of way, Coronado Drive. This area features hotels that are similarly sized or larger, along with parking areas.*
- *North: To the north, the property is adjacent to another city right-of-way, 5th Street, and is near the AC Marriott hotel.*
- *East: On the eastern side, the property is near a city right-of-way, Hamden Drive, and is close to boat docks.*
- *South: The southern border of the property is adjacent to an existing hotel and its associated parking area.*

The scale, bulk, coverage, and density of the proposed project align with the Design Guidelines as outlined in Beach by Design: Design Guidelines for the Beach Walk District. The proposed hotel project retains the existing use and adheres to a maximum height of 100 feet above DFE=15.0' (Zone AE-13 + 24 inches = DFE 15.0' (per City Vulnerability) [per County Vulnerability: Zone AE-12.9 + 24" = DFE 14.9']

- *Construction: Building a new hotel in accordance with the latest City code and the Beach by Design criteria.*
- *Retail and Public Spaces: Proposing a vibrant, pedestrian-oriented retail frontage with outdoor "places" along Coronado Drive, complemented by a pastoral, well-landscaped promenade along Hamden Drive.*
- *Destination Experience: Providing a retail, restaurant, and hotel experience destined to attract visitors to Clearwater Beach.*
- *Development Inspiration: Setting a precedent in the Beach by Design district, likely to inspire further development in the area.*

2. The proposed development will not hinder or discourage the appropriate development and use of adjacent land and buildings or significantly impair the value thereof.

The proposed development upholds the existing land use guidelines set by "Beach by Design," featuring a limited-service hotel designed to cater to families and established clientele. Additionally, the project introduces ground-level retail and restaurant spaces facing Coronado Drive, complemented by landscaped courtyards. Adequate off-street parking is included in the design. Positioned along Coronado Drive, this new development aims to act as a catalyst for further redevelopment, potentially inspiring new hotels and mixed-use projects. This initiative is expected to positively impact the property values of adjacent land and enhance synergy with the surrounding restaurants and retail outlets.

- 3. The proposed development will not adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use.**

The proposed development will adhere to all relevant local, state, and federal, codes, ensuring compliance in areas such as fire safety, potable water, sanitary sewer systems, and traffic and pedestrian safety. New sidewalks will be installed around the perimeter of the site. The proposed hotel will maintain the site's existing usage without introducing any new businesses that could negatively impact the health of those residing or working nearby. Additionally, the building design will comply with the Florida Building Code, the Life Safety Code, and the Florida Fire Prevention Code as required.

- 4. The proposed development is designed to minimize traffic congestion.**

The traffic study conducted for this development confirms that the project will not significantly increase traffic congestion. The development meets the required parking regulations, providing 344 parking spaces for the proposed 135-key hotel, the 20,000 square foot retail component, and the 6,825 square foot restaurant spaces. Additionally, there are up to 56 extra public parking spaces, bringing the total to 400 spaces. This capacity can be further increased through the use of valet parking during peak occupancy periods.

- 5. The proposed development is consistent with the community character of the immediate vicinity proposed for development.**

The proposed redevelopment project is designed to enhance the visual appeal of the area near the northern entry to Beach Walk and South Clearwater Beach. It features a contemporary beach architectural style that is both appropriate and aesthetically pleasing for the Small Motel District. The development retains the existing use of the property and aligns with the character of the surrounding properties to the north, south, and west. It is also a designated target use within the Beach Walk district.

- 6. The design of the proposed development minimizes adverse effects, including visual, acoustic and olfactory and hours of operation impacts on adjacent properties.**

The building's façade incorporates enhanced design elements as stipulated by the "Beach by Design: Design Guidelines." These enhancements include an appropriate windows-to-wall ratio, changes in vertical and horizontal planes, and adherence to the recommended color palette. Acoustic and olfactory impacts are minimized by situating all parking within an enclosed garage. The property will operate 24/7, in alignment with the operational patterns of nearby properties serving the tourist industry. Additionally, the pool area is positioned on the west side of the building, effectively shielding residential areas to the east from potential noise disturbances from outdoor pool and patio activities.

Applicable Flexibility Criteria Overnight Accommodation criteria pursuant to CDC Section 2-803

The proposal supports the specific Overnight Accommodation criteria pursuant to CDC Section 2-803.J as follows:

1. ***With the exception of those properties located on Clearwater Beach, the parcel proposed for development shall front on but shall not involve direct access to a major arterial street unless no other means of access would be possible.***

Response: The parcel proposed for development is situated on Clearwater Beach; therefore, this criterion does not directly apply to this application. However, the project's main frontage faces Coronado Drive and is designated solely for pedestrian access. The primary vehicular access and service areas are located on the secondary streets, Hamden Drive and 5th Street.

2. ***Height: The increased height results in an improved site plan and/or improved design and appearance.***

Response: In 2015, the site was allocated 100 units from the Reserve. A successful overnight accommodation project on the Beach typically requires additional density, leading to the need for flexibility in setbacks, height, and other development parameters. The proposed height increase to 100 feet includes building step-backs of up to 100 feet, as envisioned by the "Beach by Design" guidelines for buildings that comply with the Design Guidelines and have obtained extra density through mechanisms like the Reserve. For instance, the building along Coronado Drive steps back twice: initially, a required 15-foot setback above 25 feet for 76% of the frontage, and then up to 120 feet at the sixth floor. A core strategy of "Beach by Design" is to optimize project densities on the Beach, emphasizing that the number of units directly influences the building's height and form. The proposed number of units necessitates this level of design flexibility to ensure the hotel's viability. Therefore, the proposal is a well-anticipated design solution that is consistent with the established and approved uses of adjacent properties and all applicable Design Guidelines from "Beach by Design." Consequently, the proposal complies with this CDC Section.

3. ***Signs: No sign of any kind is designed or located so that any portion of the sign is more than six feet above the finished grade of the front lot line of the parcel proposed for development unless such signage is a part of an approved comprehensive sign program.***

Response: All signage for the site shall be designed per City of Clearwater Code and a permit filed prior to fabrication and installation.

4. ***Front setback:***
 - a. ***The reduced setback shall contribute to a more active and dynamic street life.***
 - b. ***The reduced setback shall result in an improved site plan through the provision of a more efficient off-street parking area, and/or improved building design and appearance; and***

- c. ***The reduced setback will not result in a loss of landscaped area, as those areas being diminished by the setback reduction will be compensated for in other areas through a Comprehensive Landscape Plan.***

Response: The proposed front setbacks of 15 feet along Coronado Dr, 5th St, and S Hamden Dr are consistent with those required for a Level I Flexible Standard Development review, and no flexibility is requested. The reductions in front setback are limited to pavement, driveways and sidewalks around the site and a landscaped, elevated retail / seating plaza area along the retail frontage on Coronado. The reduction in pavement on the north and east sides of the site accommodates driveways for hotel guest drop-offs and vehicle ingress and egress. Additionally, 10 foot wide sidewalks are planned for 5th St and Hamden Drive and the existing 6 foot wide sidewalk that aligns with the existing adjacent walks, along Coronado Drive will be maintained. Although perimeter landscaping is not required, landscape buffers are provided along the north, east, and west front property lines, ensuring compliance with this CDC Section.

The building design's stepped frontage along the curve of Coronado Drive creates substantial areas for landscaping and activated pedestrian spaces. The proposed 15-foot setbacks along 5th Street and Hamden Drive offer further opportunities for landscaping, enhancing the site's aesthetic and functional integration with the surrounding area.

5. Side and rear setbacks:

- a. ***The reduced setback does not prevent access to the rear of any building by emergency vehicles and/or personnel.***
- b. ***The reduced setback results in an improved site plan through the provision of a more efficient off-street parking area, and/or improved building design and appearance; and***
- c. ***The reduced setback will not result in a loss of landscaped area, as those areas being diminished by the setback reduction will be compensated for in other areas through a Comprehensive Landscape Plan.***

Response: The proposed side setback of 10 feet is consistent with that as otherwise required as part of a Level I Flexible Standard Development review. And no flexibility is requested, Therefore, this criterion is not strictly applicable to the application.

6. Off-street parking:

- a. ***The proposed development contains no more than 130 rooms; and***
- b. ***The proposed development is within 1,000 feet of an existing public parking garage with documented available capacity.***

Response: The proposal does not include a request for a reduction in parking. It outlines up to 400 parking spaces: the 135-room hotel requires 162 spaces at 1.2 spaces per room. The 20,000 square feet of retail space needs 100 spaces at a rate of 5 spaces per 1,000 square feet, and the 6,825 square feet of restaurant space requires 82 spaces at 12 spaces per 1,000 square feet. Additionally, the project includes up to 56 spaces designated for general public parking. Therefore, this criterion is not applicable to the application.

7. **The design of all buildings shall comply with the Tourist District site and architectural design guidelines in [Section 3-501](#), as applicable.**

Response: The proposal fully complies with all relevant portions of the "Beach by Design" Design Guidelines and is consistent with this CDC Section 3-501.

8. **Lot area and/or width: The reduction shall not result in a building which is out of scale with existing buildings in the immediate vicinity.**

Response: The subject property spans 76,625 square feet and averages 145 feet in width, exceeding the required lot area and width parameters. Similar scale and bulk are found in many adjacent hotel properties, and several approved buildings nearby will be taller and bulkier. This proposal aligns with these Code provisions, making this criterion not directly applicable to the application.

9. **The parcel proposed for development shall, if located within the Coastal Storm Area, have a hurricane evacuation plan requiring the use close when a hurricane watch is posted; and**

Response: A hurricane evacuation plan will be developed and included as a condition for approval of this application. Therefore, the proposal is consistent with this CDC Section.

10. **A development agreement must be approved by the city council pursuant to F.S. §§ 163.3221—163.3243 and Community Development Code Section 4-606 if the development proposal exceeds the base density and/or base F.A.R. established for the underlying Future Land Use designation. The development agreement shall:**

- a. **Comply with all applicable requirements of the "Rules Concerning the Administration of the Countywide Future Land Use Plan" as they pertain to alternative density/intensity, and as amended from time to time;**
- b. **Be recorded with the clerk of the circuit court pursuant to F.S. § 163.3239, with a copy filed with the property appraiser's office, and a copy submitted to the PPC and CPA for receipt and filing within 14 days after recording; and**
- c. **Have its development limitations memorialized in a deed restriction, which shall be recorded in the Official Records of Pinellas County prior to the issuance of any building permit for the overnight accommodations use.**

Response: On February 20, 2025, the City Council approved the allocation of up to 100 units from the Hotel Density Reserve under Beach by Design (Case No. HDA2024-09001) and adopted a resolution to the same effect which included the approval of a development agreement. Therefore, the proposal is consistent with this CDC Section.

Accessory Uses:

- d. **Accessory uses must be incidental, subordinate, and customarily accessory to overnight accommodations.**

Response: The proposed project is comprised of three distinct use components; a retail use, a limited service hotel, and a parking component. All proposed areas within the hotel component are incidental to a "Limited Service" hotel and are considered as subordinate and customarily accessory to the overnight accommodations. The proposal is consistent with this CDC Section.

- e. The following shall apply to required parking for accessory uses:**
- 1. Accessory uses located within the building interior may occupy between 15 percent and 20 percent of the gross floor area of the development, but only when additional parking is provided for that portion of the accessory uses which exceeds 15 percent. The required amount of parking shall be calculated by using the minimum off-street parking development standard for the most intensive accessory use(s). Where there is a range of parking standards, the lowest number of spaces allowed shall be used to calculate the additional amount of off-street parking required for the project. In projects where the interior accessory uses exceed 20 percent of the building gross floor area, all interior accessory uses shall be considered additional primary uses for purposes of calculating development potential and parking requirements.**

Response: The project proposes up to 10,805 square feet, or 9.1%, of the space for accessory uses, which are incidental to the operations of a "Limited Service" hotel. These uses are subordinate and customarily accessory to the overnight accommodations. Additionally, the hotel entrance is separate and distinct from the retail and restaurant entrances. Therefore, this criterion is not strictly applicable to the application.

- 2. Regardless of the gross floor area percentage, overnight accommodations with fewer than 50 rooms that have a full service restaurant shall comply with the parking standards for the restaurant use as contained in Table 2-803. The lowest number of spaces allowed shall be used to calculate the additional amount of off-street parking required for the restaurant.**

Response: The proposal includes a Limited-Service hotel with more than 50 rooms. This criterion is not strictly applicable to the application.

- f. *In addition to the requirements above, for those projects that request additional rooms from the Hotel Density Reserve established in Beach by Design and whose interior accessory uses are between ten percent and 15 percent of the gross floor area of the proposed building, density shall be calculated as follows:*
1. *Calculate the maximum number of units allowed by the base density;*
 2. *Calculate the maximum number of units that may be allocated from the Hotel Density Reserve established in Beach by Design;*
 3. *Add the figures determined in i. and ii. to determine the total number of units allowed for the site;*
 4. *Divide the total number of units allowed, as calculated in iii., by the total land area to determine the resulting units per acre for the project site;*
 5. *Determine the total floor area of all interior accessory uses exceeding ten percent of the gross floor area of the proposed building;*
 6. *Subtract the figure determined in v. from the total land area, and divide this difference by 43,560 to determine the net acreage;*
 7. *Multiply the net acreage derived in vi. by the applicable resulting units per acre figure determined in iv. The resulting product is the maximum number of rooms allowable for the project.*
 8. *The final allocation of rooms from the Hotel Density Reserve shall be determined by multiplying the net acreage determined in vi. by the base density and subtracting this product from the maximum number of rooms allowable for the project as determined in vii.*

Mixed Use Calculation for 405 Coronado Dr.
Maximum Development = (FAR + Hotel Units)

405 Coronado - 1.759 acres or 76,622 square feet of land area – Development Rights only exist on 1.32 acres or 57,499 square feet (the three parcels added had right transferred off)

1. *Maximum Non-Residential Uses:*
Tourist District = 1.0 FAR
Maximum Non-Residential = 57,499 sf. x 1.0 = 57,499 sf. floor area MAX
2. *Maximum Residential Development*
Tourist = 50 unit/ac
Maximum Hotel = 1.32 x 50 = 66 units
3. *Mixed Use – Developer Proposal*
Minimum 26,825 sf. Total Non-Residential Proposal

How much residential is allowed, given 26,825 sf. of Non-Residential?

Step 1 – Determine how much of site is “allocated” by 26,825 s.f. Non-Residential at maximum 1.0 FAR

1.0FAR = 26,825 Project x (land to support project)

1 x = 26,825

x = 26,825/ 1

x = 26,825 s.f. of land needed to support non-residential uses

FAR – 26,825/57,499 SF = Proposed FAR 0.47

Step 2 – How much land is left for residential development?

57,499 s.f. - total site

26,825 s.f. - land need for nonresidential uses

= 30,797 s.f. - land available for hotel

Step 3 – How many units are allowed on remaining available land?

30,797 sq. - .707 ac x 50 u/ac = 35 hotel units

Development Proposal: - 135 proposed hotel units

- a. Signage for any accessory use shall be subordinate to and incorporated into the primary freestanding signage for the overnight accommodation use. In no case shall more than 25 percent of the sign area be dedicated to the accessory uses.**

Response: A sign package has not been submitted yet although the applicant has committed to meeting the requirements of the CDC with regard to signage.

- b. Those developments that have obtained additional density from the Destination Resort Density Pool established in Beach by Design are not subject to the requirements set forth in Sections 2-803.I.11.a—d.**

Response: The proposal includes units obtained through the Reserve. This criterion is not strictly applicable to the application.

Beach by Design Criteria**A. Density:**

The project proposes 26,825 square feet of ground-level retail/restaurant and an overnight accommodation density of 76.75 units per acre based on the development rights for the 1.32-acre (57,499 sf) portion of the 1.759 acre parcel. This includes 35 base density units, calculated at 50 units per acre, plus 100 additional units requested from the Hotel Density Reserve via a Development Agreement. The total number of units proposed for overnight accommodation is 135.

*57,499 sf developable site – 26,825 sf retail = 30,647 sf @ 50DU/Acre = 35 DU
+100 units from Reserve = 135 Units. This proposal does not ask for additional density.*

B. Height & Separation:**1. Height:**

The proposed building height is 100'-0" above the DFE (Design Flood Elevation – BFE plus 24" Freeboard). The proposed building height is 100'-0" above the Design Flood Elevation, to top of roof, and 112'-0" to top of roof top mechanical and stair towers.

2. Separation:

Per the currently planned and approved buildings in the vicinity, there will be no more than two structures over 100 feet in height within 500 feet and there will be no more than four structures over 100 feet tall within the 800 feet.

3. Floor plate:

a. Between 45 feet in height and 100' there is no part of the floorplate that exceeds 25,000 square feet.

b. The mass and scale of the design creates a stepped and tiered effect and the maximum building envelope above 45 feet is 21.24% volumetrically and 13% graphically; significantly below the 75% allowance for buildings with units allocated from the Hotel Pool.

C. Design, Scale and Mass of Building:

- 1. Buildings with a footprint of greater than 5000 square feet or a single dimension of greater than one hundred (100) feet will be constructed so that no more than two (2) of the three (3) building dimensions in the vertical or horizontal planes are equal in length. For this purpose, equal in length means that the two lengths vary by less than forty (40%) of the shorter of the two (2) lengths. The horizontal plan measurements relate to the footprint of the building.**

The architectural massing of the proposed building features an elegantly composed "L" shaped tower, each leg stretching approximately 65' wide by 160' long and reaching a height of 70'. This tower gracefully sits atop a 5-story, 46' tall parking base, strategically located at the vibrant intersection of 5th and Coronado. Extending over 180 feet southward along Coronado Drive, the parking structure surpasses the residential segment of the

building in length. In line with the principles of Beach by Design, this design deliberately moves away from mundane, boxy structures; it embraces significant dynamic movement and intricate massing articulation, thereby achieving a visually engaging and varied architectural expression.

See attached plans and elevations,

- 2. No plane of a building may continue uninterrupted for greater than one hundred linear feet (100'). For the purpose of this standard, interrupted means an offset of greater than five feet (5').**

The proposed building design adds many horizontal steps to the building facades such that no one surface is longer than 100 feet without a break in the façade. See attached plans and elevations;

The Coronado and Hamden stepback guidelines are implemented as well.

- 3. At least sixty percent (60%) of any elevation will be covered with windows or architectural decoration. For the purpose of this standard, an elevation is that portion of a building that is visible from a particular point outside the parcel proposed for development.**

In the proposed elevation design, a substantial part of each façade is characterized by a mix of windows, balconies, green screens, and other articulated façade elements, resulting in over 60% of each façade being adorned with windows and/or architectural decorations. This design approach not only enhances the visual appeal of the building but also integrates elements of sustainability and aesthetic interest.

- 4. No more than sixty percent (60%) of the theoretical maximum building envelope located above forty-five feet (45') will be occupied by a building. However, in those instances where an overnight accommodations use on less than 2.0 acres that has been allocated additional density via the Hotel Density Reserve, no more than seventy-five percent (75%) of the theoretical maximum building envelope located above forty-five feet (45') may be occupied by a building unless the property is located between Gulfview Boulevard and the Gulf of Mexico, then no more than 70% may be occupied by a building.**

The proposed design occupies approximately 56% of the "Theoretical Building Envelope" above 45'. This is significantly less than the allowable 75%.

- 5. The height and mass of buildings will be correlated to: (1) the dimensional aspects of the parcel of the parcel proposed for development and (2) adjacent public spaces such as streets and parks.**

The building height is maintained at 100', as dictated in Beach by Design. The height and mass of the building meets the design standards of Beach by Design. The massing of the building allows for landscape buffer areas of 15 feet on Hamden Dr., 15' along 5th Street, and landscape and pedestrian plazas of 15' to 50' deep along Coronado Dr. In addition to the green space surrounding the building the landscape design concept calls for 6' wide

*sidewalks along Coronado: matching adjacent sidewalks, and 10' wide public sidewalks, hardscape plazas at the hotel entry.
See attached plans and elevations,*

6. Buildings may be designed for a vertical or horizontal mix of permitting uses.

The proposed building is a multifunctional structure accommodating three complementary uses: 26,825 square feet of ground-level retail and restaurant space, a 135-key limited-service hotel, and a 400-space parking garage designed to meet the minimum requirements of both the retail and hotel components. The garage ensures adequate parking for patrons and guests, streamlining access and convenience. All hotel amenities, including dining and recreational areas—are crafted as integral components, exclusively serving the needs of hotel guests and fitting within the permissible 10% of gross floor area for accessory uses. Separately, the retail spaces are designed as a distinct entity, clearly differentiated from the hotel, enhancing the operational independence and appeal of the retail environment.

D. Setbacks & Stepbacks:

1. Rights-of-way.

The area between the building and the edge of the pavement as existing and planned should be sufficiently wide to create a pedestrian-friendly environment. The distances from structures to the edge of the right-of-way should be:

- a) Fifteen feet (15') along arterials,** (*Proposed minimum of 15' on Coronado Drive and 15' on Hamden Drive. Hamden and Coronado both have a 60' wide ROW. The 15' setback on Hamden is prescribed in BbD, and along with the 15' setback gives nearly 30' buffer from the building to the curb. Along Coronado Dr. The average setback on Coronado is well beyond the required 15 ft. That distance is setback to building. There is proposed to be an approximately 2'6" raised and landscaped pedestrian plaza as well as stairs, landscape fountains, and planters that will fall within the 15' building setback line.*)
- b) Twelve feet (12') along local streets.** (*Proposed 15.00' on 5th Street*
The 5th Street setback is greater than the 12' setback prescribed in BbD. This façade also mirrors the 15' setback on the Marriott AC, across 5th St., giving a 90' building separation at the first three floors and increasing to nearly 105 feet at the tower elevations.)

2. Side and Rear Setbacks

Side and rear setbacks shall be governed by the provisions of the Tourist District of the Community Development Code unless otherwise prescribed in the applicable Character District provisions contained in Section II., Future Land Use.

A 10' side setback is proposed.

3. Coronado Drive Setbacks and Stepbacks.

To reduce upper story massing along the street and ensure a human scale street environment, buildings using the hotel density reserve along Coronado Drive and Hamden Drives shall be constructed in accordance with the following:

- a. **Buildings constructed with a front setback of fifteen feet (15') or more shall stepback with a minimum depth of fifteen feet (15') from the setback line at a height not more than twenty-five feet (25').**

Along Hamden Drive, the proposed building is setback back 15' from the ROW line and has an additional 15' stepback at 25' (above DFE) for 76% of the building frontage. Please see Elevations, plans, and isometric massing study.

- b. **Buildings constructed with a front setback greater than or equal to ten feet (10') and less than fifteen feet (15') shall step back at a height not more than twenty feet (20'). The required stepback/ setback ratio is one and one-half feet (1.5') for every one foot (1') reduction in setback in addition to the minimum stepback of fifteen feet (15').**

Along Coronado Drive, the proposed building has a minimum setback of 15' and correspondingly the building is stepped back an additional 15' at the requisite 25' height (above DFE) for approximately 76% of the building frontage. (75% minimum is prescribed under Beach by Design.) Please see Elevations, plans, and isometric massing study.

- c. **Buildings constructed with a front setback of less than ten feet (10') shall provide a building stepback required stepback/ setback ratio is two and one-half feet (2.5') for every one foot (1') reduction in setback in addition to the minimum stepback of fifteen feet (15').**

The proposed design maintains the minimum required 15-foot setback.

- d. **To achieve upper story facade variety and articulation, additional stepbacks may be required. To avoid a monotonous streetscape, a building shall not replicate the stepback configuration of the neighboring buildings including those across rights-of-way.**

The recently completed and planned buildings on Coronado Drive and 5th Street are mid- to high-rise structures of varying styles and designs and the proposed design does not mimic or mirror the adjacent buildings.

- e. **Required stepbacks shall span a minimum of 75% of the building frontage width.**

The required stepbacks span approximately 76% of the building frontage along Coronado Drive and 100% on Hamden Drive. The proposed design brings certain appropriate and reasonable portions of the building forward to create appropriate mass, presence and a sense of entry along Coronado and Hamden Drives. The building footprint steps back from the street at the ground-level along Coronado Drive to create recessed, occupiable

pedestrian and landscaped spaces, with active retail frontage, offering shade, seating, and refuge from the busy street front.

E. Street-Level Facades

The human scale and aesthetic appeal of street-level facades, and their relationship to the sidewalk, are essential to a pedestrian-friendly environment. Accordingly:

- 1. at least sixty percent (60%) of the street level facades of buildings used for nonresidential purposes which abut a public street or pedestrian access way, will be transparent.**

For the purpose of this standard:

- a) street level facade means that portion of a building facade from ground level to a height of twelve feet (12')**

At least 60% of the street level facades are transparent and the building footprint steps back from the street at the ground-level along Coronado Drive to create recessed, occupiable garden spaces, with active retail frontage, offering shade, seating, and refuge from the busy street front. The facades include significant amount of glazed storefront at the building entry and accessory spaces on Coronado and 5th, as well as the Porte Cochere and building entrance on 5th, and along Hamden Drive the view into the garage is decoratively screened with metal green screening. Additionally, as defined below, the buildings are setback approximately 15 feet or more from all three street front facades, so the streetscapes are effectively 100% transparent. As mentioned above, the streetscape along Coronado Drive is planned as a series of landscaped and hardscaped retail / pedestrian plazas to enhance the street level experience as well as the views from adjacent buildings. See attached plans and elevations,

- b) transparent means windows or doors that allow pedestrians to see into:**

- i. the building, or**
- ii. landscaped or hardscaped courtyard or plazas, where street level facades are set back at least fifteen feet (15') from the edge of the sidewalk and the area between the sidewalk and the facade is a landscaped or hardscaped courtyard**

The buildings step back 15 feet or more from all three street front facades, per Beach-by-Design the streetscapes are effectively 100% transparent. See attached plans and elevations,

- c) Parking structures should utilize architectural details and design elements such a false recessed window, arches, planter boxes, metal grillwork,**

etc. instead of transparent alternatives. When a parking garage abuts a public road or other public place, it will be designed such that the function of the building is not readily apparent except at points of ingress and egress.

The design proposes decoratively screened and articulated garage openings on all the building levels. The openings in the parking area at the 4th floor level are pulled back minimally 15 feet from the face of the building, effectively hiding the openings from pedestrian and higher levels. The design of the garage facades is integral with the overall design of the hotel.

See attached plans and elevations,

- 2. Window coverings, and other opaque materials may cover not more than 10% of the area of any street-level window in a nonresidential building that fronts on a public right-of way.**

Not more than 10% of the area of any street-level windows are opaqued,

- 3. Building entrances should be aesthetically inviting and easily identified. Goods for sale will not be displayed outside of a building, except as a permitted temporary use. This standard does not apply to outdoor food service establishments.**

Acknowledged,

- 4. Awnings and other structures that offer pedestrians cover from the elements are recommended. Awnings help define entryways and provide storefront identity to both pedestrians and drivers.**

The revised design includes cantilevered awnings and canopies at the main entrance of the hotel on 5th Street and extends to the retail and restaurant frontages on Coronado. These features on 5th Street are strategically positioned to highlight the hotel's various activity zones and main entries. Along Coronado, the storefronts are designed to integrate seamlessly with the adjoining landscaped plazas, which are outfitted with a variety of seating options and spaces for activities. This setup not only enhances the aesthetic appeal but also improves the functionality of the spaces, making them more inviting to visitors and patrons.

See attached plans and elevations

F. Parking Areas

To create a well-defined and aesthetically appealing street boundary, all parking areas will be separated from public rights of way by a landscaped decorative wall, fence or other opaque landscape treatment of not less than three feet (3') and not more than three and one-half feet (3½') in height. Surface parking areas that are visible from public streets or other public places will be landscaped such that the parking areas are defined more by their landscaping materials than their paved areas when viewed from adjacent property. The use of shade trees is encouraged in parking lots. However, care should be taken to choose trees that do not drop excessive amounts of leaves, flowers, or seeds on the vehicles below. Entrances

to parking areas should be clearly marked in order to avoid confusion and minimize automobile-pedestrian conflicts. Attractive signage and changes to the texture of the road (such as pavers) are recommended. When a parking garage abuts a public road or other public place, it will be designed such that the function of the building is not readily apparent except at points of ingress and egress.

The design incorporates decoratively screened and articulated garage openings on the lower four levels, enhancing both aesthetics and functionality. Additionally, the openings in the parking area on the 5th floor are set back at least 15 feet from the building's facade, and are further obscured by thoughtfully placed landscaping. This green buffer not only conceals the openings from the view of pedestrians and from the higher levels of the building but also adds a natural element to the structure's exterior, promoting a more inviting and visually appealing environment.

See attached plans and elevations.

G. Signage

Signage is an important contributor to the overall character of a place. However, few general rules apply to signage. Generally, signage should be creative, unique, simple, and discrete. Blade signs, banners and sandwich boards should not be discouraged, but signs placed on the sidewalk should not obstruct pedestrian traffic.

Signage shall be designed per code and submitted for approval along with the building permit.

H. Sidewalks

Sidewalks along arterials and retail streets should be at least ten feet (10') in width. All sidewalks along arterials and retail streets will be landscaped with palm trees, spaced to a maximum of thirty-five feet (35') on centers, with "clear grey" of not less than eight feet (8'). Acceptable palm trees include sabal palms (sabal palmetto), medjool palms (phoenix dactylifera 'medjool'), and canary island date palms (phoenix canariensis).

Sidewalks along side streets will be landscaped with palms (clear trunk of not less than eight feet (8')) or shade trees, spaced at maximum intervals of thirty-five feet (35') on centers. Portions of required sidewalks may be improved for non-pedestrian purposes including outdoor dining and landscape material, provided that:

1. movement of pedestrians along the sidewalk is not obstructed; and
2. on-pedestrian improvements and uses are located on the street side of the sidewalk. Distinctive paving patterns should be used to separate permanent sidewalk café improvements from the pedestrian space on the sidewalk. To enhance pedestrian safety and calm traffic, distinctive paving should also be used to mark crosswalks.

Sidewalks along Hamden Drive and 5th Street are minimally 10' wide; along Coronado we are maintaining the existing 6-foot-wide sidewalk. The Landscaping shall be designed per code and shall be submitted for approval at DRC application.

I. Street Furniture and Bicycle Racks

Street furniture, including benches and trash receptacles should be liberally placed along the sidewalks, at intervals no greater than thirty linear feet (30') of sidewalk. Bicycle racks should also be provided, especially near popular destinations, to promote transportation alternatives. Complicated bicycle rack systems should be avoided. The placement of street furniture and bicycle racks should not interrupt pedestrian traffic on the sidewalk.

Street Benches and trash receptacles are proposed along Coronado Drive and shall be designed per code and submitted for approval at building permit.

J. Street Lighting

Street lighting should respond to the pedestrian-oriented nature of a tourist destination. In this context, it should balance the functional with the attractive – providing adequate light to vehicular traffic, while simultaneously creating intimate spaces along the sidewalks. Clearwater's historic lighting is an attractive, single-globe fixture atop a cast-iron pole.

Street lighting, it has not been decided if lighting is to be provided, if the ownership determines that they wish to provide additional street lighting, it shall be designed per code and submitted for approval at building permit.

K. Fountains

Fountains provide attractive focal points to public spaces and add natural elements to urban environments. They should be interesting, engaging and unique. While it is important not to overburden architectural creativity regarding fountains, they should meet at least the following standards in order to be a functional and attractive component of the public space:

- 1. They should be supplemented with street furniture such as benches and trash receptacles, and**
- 2. They should have rims that are:**
 - a. Tall enough to limit unsupervised access by small children, and**
 - b. Wide enough to permit seating.**

Fountains should be encouraged in landscaped and hardscaped courtyards and plazas.

Along the Coronado retail area, the plazas are enhanced with landscaped and hardscaped areas that incorporate integrally designed fountains and seating walls. These seating walls are thoughtfully positioned both within the retail plazas and at intervals along the Coronado sidewalk. This configuration offers pedestrians pleasant breaks along their walk, enhancing comfort and visual interest with these carefully placed seating opportunities.

L. Materials and Colors

1. Facades

Finish materials and building colors will reflect Florida or coastal vernacular themes. All awnings should contain at least three (3) distinct colors. Bright colors will be limited to trims and other accents. Glass curtain walls are prohibited.

The design is primarily white stucco with pale blue and blue-gray surfaces. There are also warm wood tone surfaces and colors planned. All colors are anticipated to follow the BbD color palate.

2. Sidewalks

Sidewalks will be constructed of:

- a. Pavers;**
- b. Patterned, distressed, or special aggregate concrete;**

or

- c. Other finished treatment that distinguishes the sidewalks from typical suburban concrete sidewalks.**

Materials should be chosen to minimize the cost and complexity of maintenance.

Proposed sidewalks will be designed using several coordinating paver styles as well as concrete.

3. Street Furniture

Street furniture will be constructed of low maintenance materials, and will be in a color that is compatible with its surroundings.

Concrete street benches, integrated into the retail plazas, are proposed along Coronado Drive. Designs shall be coordinated with City staff.

4. Color Palette

A recommended palette for building colors is presented on the following page.

The building shall utilize the BbD color palates.