

## **Beach by Design Criteria**

### **A. Density:**

#### **DESIGN RESPONSE:**

*The project will maintain the approved 166 units. With the consolidation of the site by adding the additional parcel (0.45 ac) the total density for the project reduces from 126 OA Units per acre based on a 1.32 acre parcel, to 94 OA Units per acre.*

### **B. Height & Separation:**

#### **DESIGN RESPONSE:**

##### **1. Height:**

*The base flood elevation on site is (AE) 10 feet and the Design Flood Elevation (DFE) 12'. The maximum allowable 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.*

*Please see attached architectural "Separation Exhibit"*

##### **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.

**DESIGN RESPONSE:**

***The building design, as amended, changes the building from a serpentine structure, tightly fronting on Coronado Dr. to a simplified “L” shaped building with legs of the “L” along 5<sup>th</sup> St. And Hamden. The 5<sup>th</sup> St leg of the building is 180 ft long, as compared to 330 ft for the Hamden portion of the building.***

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').

**DESIGN RESPONSE:**

***The proposed building design adds several, significant 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.

**DESIGN RESPONSE:**

***In the proposed elevation design, a significant portion of each façade is composed of windows, balconies, green screens and articulated façade elements. The result is that over 60% of each façade is covered in windows and/or architectural decoration.***

***See attached plans and elevations***

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.

**DESIGN RESPONSE:**

*The proposed design occupies approximately 45% 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 proposed for development and (2) adjacent public spaces such as streets and parks.

**DESIGN RESPONSE:**

*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.*

*With the addition of the additional parcel, the project site is more regularized. The amended form of the building takes advantage of the added parcel in that the overall shape of the building changes from the serpentine form to a more regular “L” shape.*

*This change in form opens a large landscape area along the curve of Coronado, with building setbacks, in areas over 75 ft.*

*The length of the building and the massing along Hamden is broken down several ways: by regular off sets in the building wall, both horizontal and vertical.*

*The design also proposes landscaping and hardscaping, along Hamden to add variety and scale to the public spaces.*

*We are also proposing to vary the color of the different building masses, to further break down the apparent scale*

*In addition to the greenspace surrounding the building the landscape design concept calls for 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.

**DESIGN RESPONSE:**

*The building will be designed to provide the hotel related spaces and overnight accommodation space, typical for a limited-service hotel. Any hotel amenity, dining, and recreation spaces are intended strictly as integral uses, to support the needs of hotel guests, and are within the allowable 15% of Gross Floor Area accessory allowance.*

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:

**DESIGN RESPONSE:**

- a) Fifteen feet (15') along arterials, and (*Proposed 15'-50+' 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 building average setback on Coronado is well beyond the required 15'.*

- b) Twelve feet (12') along local streets. (*Proposed 15.00' on 5<sup>th</sup> Street*) The 5<sup>th</sup> Street setback is greater than the 12' setback prescribed in BbD. This façade also mirrors the 15' setback on the Marriott AC, across 5<sup>th</sup> 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.

**DESIGN RESPONSE:**

**10' setback 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').

**DESIGN RESPONSE:**

***Along Hamden Drive, the proposed building is setback back minimally 15' and up to 20' from the ROW line and has an additional 15' stepback at 25' (above BFE) for 100% of the building frontage.***

***Additionally, the stepped back upper story of the building is broken into smaller scaled masses, breaking down the overall visual scale of the structure.***

***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 stepback 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').

**DESIGN RESPONSE:**

***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 100% 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').

**DESIGN RESPONSE:**

N/A

- 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.

**DESIGN RESPONSE:**

***The neighboring buildings along Coronado Drive are low rise buildings and the proposed design does not mimic or mirror the existing buildings. As mentioned previously, the proposed design greatly reduces the upper story bulk and massing of the building in several ways. Instead of a continuous straight massed building, the design steps the façade in an alternating rhythm. Then to further break the bulk of the building a block of rooms are left out, creating a 30' deep break in the façade, giving the appearance of separate buildings. The design then uses alternating colors to accentuate the articulation of the façade.***

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

**DESIGN RESPONSE:**

***The required setbacks 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.***

**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')

**DESIGN RESPONSE:**

***At least 60% of the street level facades are transparent. The facades include significant amount of glazed storefront at the building entry and accessory spaces on Coronado and 5<sup>th</sup>, as well as the Porte Cochere and building entrance on 5<sup>th</sup>, 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. 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

**DESIGN RESPONSE:**

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

c) parking structures should utilize architectural details and design elements such as false recessed windows, 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.

**DESIGN RESPONSE:**

***The design proposes decoratively screened and articulated garage openings on the first two levels. At the third level we propose undecorated garage openings, however, the openings will still be modulated to coordinate with the general rhythm and pattern of the other building façade openings and windows. The openings in the parking area at the 4<sup>th</sup> floor level is 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.

**DESIGN RESPONSE:**

**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.

**DESIGN RESPONSE:**

***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.



**DESIGN RESPONSE:**

***The design proposes cantilevered awnings and canopies along the Coronado hotel entry facades as well as a significant canopy over the Porte Cochere on 5<sup>th</sup> Street. These façade articulations will serve to identify the available hotel activity areas and entrances.***

***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.

**DESIGN RESPONSE:**

***The design proposes decoratively screened and articulated garage openings on three levels. . The openings in the parking area at the 4<sup>th</sup> floor level is pulled back minimally 15 feet from the face of the building, effectively hiding the openings from pedestrian and higher levels.***

***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.

**DESIGN RESPONSE:**



***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 nonpedestrian 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.

**DESIGN RESPONSE:**

***Sidewalks are minimally 10' wide. 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.

**DESIGN RESPONSE:**

***Street Benches and trash receptacles area proposed along Coronado Drive along Hamden 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.

**DESIGN RESPONSE:**

***Street lighting, it has not been decided if lighting is to be provided, if the ownership determines that they wish to provide 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.

**DESIGN RESPONSE:**

***Along S Hamden Dr, at the intersection of Bayside, we are proposing a wall fountain, or decoration. The design shall comply with the above provisions and shall be submitted for permit.***

## 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.

#### **DESIGN RESPONSE:**

***The design is primarily white stucco with pale blue and blue-gray surfaces, as well as warm colored stucco or faux wood embellishments. 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.

#### **DESIGN RESPONSE:**

***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.

#### **DESIGN RESPONSE:**

***Concrete street benches are being 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.

**DESIGN RESPONSE:**

*The building shall utilize the BbD color palates.*

### **Additional Narrative Responses to Post-DRC Design Guideline Comments**

**Comment:** BbD Tropical Vernacular. As per Beach by Design VII Design guidelines, please provide a brief narrative on how this design proposal meets the design intent of providing aesthetically pleasing architecture in a tropical vernacular.

**Response:** In our opinion, Tropical Vernacular, envisions a varied mix of architectural styles, forms, shapes, colors, and sizes, for structures along the beach. Historically, the beach vernacular promoted, sometimes exuberant, freedom of expression for the individual hotel or property owner. This was to aid in marketing and to better set the memories of the stay in the guest's minds. It provided for a more humane and "fun" experience. This amended design differs from the "Miami" blocky, egg crate, monotone design aesthetic, hopefully adding to a vibrant "Vibe" to the area. Specifically, to the Small Hotel District.

**Comment:** Please provide a brief narrative as to why adding in another parcel without adding in new density to an existing approved development agreement would be beneficial to the proposed development.

**Response:** The addition of the parcel, without the added density, allowed us to "regularize" the building configuration. Because of the pervious parcel shape, the building was a contorted serpentine, and ultimately, inefficient structure. The amended design regularizes the design, allows us more latitude in molding the form, and ultimately relaxing the building on the site. It also allows us to greatly enhance the streetscape experience along Coronado and S. Hamden. Lastly, the added parcel, had it not been added to the larger development parcel would have been almost too small to be reasonably, and cost effectively, redeveloped. The size and shape of the parcel effectively discouraged the efficient redevelopment of the site.

**Comment:** There are several Beach by Design standards which are not being met by the proposed design. There are strong concerns regarding the elevation along S. Hamden which is creating a large wall of parking garage which does not create an inviting human scale place, is not pedestrian friendly or a sense of beach community neighborhood. It is not compatible with the existing buildings across S. Hamden.

**Response:** Acknowledged, please see revised building design and plans. Per discussions with Planning, we reduced the building mass along S. Hamden, broke down the apparent bulk of the building by separating masses and varied the roofscape of the building, to give a more varied, and non-uniform façade and massing. Please see Beach By Design Narrative.

### **Beach by Design Hotel Density Reserve Section V.B.2 Narrative**

At the time the Development Agreement was entered into between Mainstream Partners VIII, LTD and the City of Clearwater, the parcels this amendment seeks to add to the project were not under common ownership by the developer. AP Beach Properties, LLC is the successor by assignment of the development agreement from Mainstream Partners, VIII, LTD. AP Beach Properties did not acquire the properties subject to the Development Agreement (419 Coronado, 415 Coronado, 405 Coronado, 401 Coronado, and 406 Hamden) and accept assignment of the Development Agreement until February 10, 2017. The original developer Mainstream owned the parcels subject to the Development Agreement from March 10, 2009 until February 10, 2017. The parcels subject to the Development Agreement have never had any density transferred from those properties through a transfer of density rights. This amendment proposes no increase to the 166 units previously approved by the City Council and the Community Development Board and does not result in an increase of units or an allocation of additional units from the Hotel Density Reserve. The result of this amendment is to increase the acreage of the project, thereby reducing the overall units per acre, add significantly more parking for the benefit of the public, and improve the site plan and architectural design of the project.