

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=14.9 (Zone AE-12.9 + 24 inches = 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 state, federal, and local 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.