

**Palazzo
657 & 663 Bay Esplanade
Beach by Design Criteria**

Conformance with the Design Guidelines, intended to be administered in a flexible manner to achieve the highest quality built environment for Clearwater Beach, is discussed below. The Design Guidelines are not intended to serve as regulations requiring specific relief, except with regard to building height and spacing between buildings exceeding 100 feet in height. This project lies within the Old Florida District of *Beach by Design*, where the development requirements set forth in the Old Florida District supersede any conflicting standards in the Design Guidelines and the Community Development Code (CDC).

Section A – Density

Design Response:

The maximum density permissible for overnight accommodations in the Tourist (T) District is 50 units per acre. Based on this maximum permissible density of 50 units per acre and a lot area of 0.348 acre, this produces a maximum number of units of 17.4 units. The proposed Development Agreement requests 10 overnight accommodation units from the Hotel Density Reserve. The overall density of 27 overnight accommodation units will be 77.6 units per acre, which is less than the 90 units per acre permitted under the Hotel Density Reserve. Therefore, this provision is supported by this proposal.

Section B – Height and Separation

Design Response:

Section B.1 – Height

The Design Guidelines provide that a height up to 150 feet may be permitted where additional density is allocated to the development either by TDRs, or via the Destination Resort Density Pool, or via the Hotel Density Reserve with location standards. However, the Old Florida District of *Beach by Design* restricts the height of an overnight accommodation use to a maximum of 75 feet. The proposal includes a building height of 75 feet to the top of roof deck from BFE for the flat roofed restrooms, fitness room, architectural grid pergola and tent structure on the roof level of the proposed building, where the proposed overnight accommodation building height does not exceed that permissible in the Old Florida District. Therefore, this Guideline is being met by this proposal.

Section B.2 – Separation

The Design Guidelines require that portions of any structures which exceed 100 feet in height are spaced at least 100 feet apart and also provide for overall separation requirements for all buildings which exceed 100 feet in height. The maximum building height in the Old Florida District for overnight accommodations is 75 feet and the proposal is for 75 feet. Therefore, this Guideline is not applicable to the proposal.

Section B.3 – Floor Plate

The Design Guidelines require the floorplate of any building exceeding 45 feet in height, with the exception of parking levels, be no greater than 25,000 square feet and also requires reduced floorplates exceeding 100 feet in height. The largest floorplate above 45 feet is approximately 6,500 square feet

and there is no portion of the building above 100 feet above BFE. Therefore, this Guideline is not applicable to the proposal.

Section C – Design, Scale and Building Mass

Design Response:

Section C.1 – Building Dimensions

The Design Guidelines require buildings with a footprint of greater than 5,000 square feet or a single dimension greater than 100 feet be constructed so that no more than the two of the three building dimensions in the vertical or horizontal planes are equal in length. The proposed building footprint is approximately 7,100 square feet. The proposed building is less than 100 feet in length along the east and west sides. The north and south sides exceed an overall building dimension of over 100 feet. The height is 75 feet. The proposal has been designed utilizing multiple dimensions to ensure that no more than two of the three building dimensions in the vertical or horizontal planes are equal in length. Therefore, this provision is supported by this proposal.

Section C.2 – Building Plane Length

The Design Guidelines require no plane or elevation to continue uninterrupted for greater than 100 feet without an offset of more than 100 feet. No portion of the proposed building façade continues for more than 100 feet, except for along the south building line where unenclosed balconies are proposed. The applicant desires the balconies to be uniform in depth to ensure all units have an equal depth of the balcony and for construction efficiencies. The building incorporates a series of articulation of the fenestration with various horizontal dimensions of the façade, where only the southern building facade exceeds 100 feet. Conformance with the Design Guidelines, intended to be administered in a flexible manner to achieve the highest quality built environment for Clearwater Beach, is discussed below. The Design Guidelines are not intended to serve as regulations requiring specific relief, except with regard to building height and spacing between buildings exceeding 100 feet in height. Therefore, it is the applicant's position that this provision is supported by this proposal. This Design Guideline will be more fully addressed when a Flexible Development (FLD) application is submitted for Community Development Board (CDB) approval.

Section C.3 – Windows and Building Decoration

The Design Guidelines require at least 60 percent of any elevation to be covered with windows or architectural decoration. The front (north) elevation proposes 68% coverage, the east and west side elevations propose 23% coverage and the rear (south) elevation proposes 65% coverage. All elevations will comply with this guideline for glazing and building decoration and will be reviewed in more detail at the Flexible Development (FLD) application stage. Again, the Design Guidelines are not intended to serve as regulations requiring specific relief. Therefore, this provision is supported by this proposal.

Section C.4 – Building Envelope

The Design Guidelines provides that no more than 60 percent of the theoretical maximum building envelope located above 45 feet will be occupied by a building. The proposal is for six levels of units above ground level parking with a building height of 75 feet. That area above 45 feet represents less than 60 percent of theoretical maximum building envelope. Therefore, this provision is supported by this proposal.

Section C.5 – Building Height and Mass Correlation

The Design Guidelines require that the height and mass of buildings be correlated to: (1) the dimensional aspects of the parcel and (2) adjacent public spaces such as streets and parks. The adjacent Bay Esplanade right-of-way width is 60 feet. The closest point of the building to the front (north) property line is 16 feet, which is stairwells and office/lobby/utility rooms. The enclosed hallway and veranda to the units for Levels 2 – 4 and the veranda for Level 5 is set back a minimum of 19 feet from the front property line. The interior corridors accessing units on Levels 5 – 7 is set back 31 feet from the front property line. Therefore, this provision is supported by this proposal.

Section C.6 – Mix of Uses

The Design Guidelines permit buildings to be designed for a vertical or horizontal mix of permitted uses. The proposal is for a single use: overnight accommodations. Therefore, this provision is supported by this proposal.

Section D – Setbacks and Stepbacks

Design Response:

Section D.1 – Rights-of-way

The Design Guidelines provide for the distances from structures to the edge of the right-of-way should be 12 feet along local streets. For developments in the Old Florida District of *Beach by Design*, the development requirements set forth in the Old Florida District supersede any conflicting standards in the Design Guidelines of *Beach by Design* and the Community Development Code (CDC). The minimum required setbacks in the Old Florida District include a front setback of 15 feet for all properties, except for properties fronting on Mandalay Avenue and a side and rear setback of 10 feet, except for properties fronting on Mandalay Avenue. Except for properties fronting on Mandalay Avenue, a maximum reduction of five feet from any required setback may be possible if the decreased setback results in an improved site plan, landscaping areas in excess of the minimum and/or improved design and appearance, a minimum five-foot side setback is provided to allow for unimpaired/unobstructed access to mechanical features of the building and setbacks may be decreased if additional setbacks or stepbacks are provided. The proposed building is designed at a 16-foot setback to the front (north) property line of Bay Esplanade. The proposal includes a reduction to the front (north) setback from 15 feet to 10 feet (to pavement). A proposed/required trash staging area is located at a zero setback to the front (north) property line. City staff has determined the setbacks required in the Old Florida District were for building and pavement setbacks, which do not apply to the necessary and required trash staging area. The site design provides adequate setbacks and landscape areas to meet design challenges. The Old Florida District requires a 10-foot landscape buffer along the street frontage of Bay Esplanade, which this proposal meets. The landscape buffer along the Bay Esplanade street frontage will be planted with palm and accent trees, shrubs and groundcovers to soften the facade of this building and enhance the visual appeal of this site to pedestrians and vehicular traffic, while respecting sight visibility triangle requirements. The proposed building will offer a coastal modern architectural design with multiple balconies and wide expanses of windows and doors that enhance the building appearance. Therefore, this provision is supported by this proposal.

Section D.2 – Side and Rear Setbacks

The Design Guidelines provide that, except for the side and rear setbacks set forth elsewhere in *Beach by Design*, no side or rear setback lines are recommended, except as may be required to comply with the City's Fire Code. For developments in the Old Florida District of *Beach by Design*, the development

requirements set forth in the Old Florida District supersede any conflicting standards in the Design Guidelines of *Beach by Design* and the Community Development Code (CDC). The minimum required setbacks in the Old Florida District include a side and rear setback of 10 feet, except for properties fronting on Mandalay Avenue. Except for properties fronting on Mandalay Avenue, a maximum reduction of five feet from any required setback may be possible if the decreased setback results in an improved site plan, landscaping areas in excess of the minimum and/or improved design and appearance, a minimum five-foot side setback is provided to allow for unimpaired/unobstructed access to mechanical features of the building and setbacks may be decreased if additional stepbacks are provided. The proposal includes a reduction to the side (east) setback from 10 feet to five feet to the building stairwell and ground floor pavement, and to one-foot for a required egress sidewalk from the stairwell. The proposal includes a reduction to the side (west) setback from 10 feet to five feet (to pavement and the building stairwell) and to one-foot (to a required egress sidewalk from the stairwell). Finally, the proposal includes a 10-foot rear (south) setback to the building, with a reduction from 10 feet to five feet for the pavement only. The site design provides adequate setbacks and landscape areas to meet the design challenges of the site. A six-foot high white vinyl fence is proposed along the east and west sides of the property, except where within the waterfront visibility triangles where the fencing must be non-opaque. This parcel has an east/west orientation requiring a building stepback on the east or west side (Section 3.c of the Old Florida District of *Beach by Design*). A building stepback, based on the proposed building height above 35 feet above Base Flood Elevation (BFE), of 10.8 feet is required and provided on the west side, meeting the requirements of the Old Florida District. The reduction to the rear (south) setback is for parking spaces only on the ground level (a minimum of a five-foot setback). There are no perimeter buffers required in the T District for this site, pursuant to CDC Section 3-1202.D. However, the Old Florida District requires a 10-foot landscape buffer along Bay Esplanade, which is being provided with this proposal. A one-foot landscape area is provided along the east and west sides of the property where the required egress sidewalks are located, which expands to five feet to the south of the sidewalks. The areas south of the egress sidewalks will be planted with sod only to comply with Fire Department requirements for access). A five-foot wide landscape area is provided along the south property (which will be planted with palms, shrubs and groundcover. The north and south sides of the project will be planted with palms, shrubs and groundcovers to soften views of the building. Flexibility for setbacks required in the Old Florida District of *Beach by Design* allow for reduced setbacks where the proposal results in landscaping in excess of the minimum required. Again, the only landscape buffer required is along the frontage of Bay Esplanade and no perimeter buffers are required in the T District. The landscape areas along the east, west and south portions of the property could be planted with a minimum of grass. It is the applicant's position that the landscaping provided along the street frontage, as well as the south portion of the site, are being planted in excess of the minimum required landscaping and therefore justifies the requested reductions to side and rear setbacks. The restrictions by the Fire Department to sod only for access along the east and west portions of the site are trumping the ability to provide additional landscaping in these areas. The proposed building will offer a coastal modern architectural design with multiple balconies and wide expanses of windows and doors that enhance the building appearance. Therefore, this provision is supported by this proposal.

Section D.3 – Coronado Drive Setbacks and Stepbacks

The Design Guidelines address setbacks and stepbacks along Coronado and Hamden Drives for projects utilizing the hotel density reserve to reduce upper story massing along the street and ensure a human scale street environment. The site does not front on Coronado or Hamden Drives. Therefore this Guideline is not applicable to the proposal.

Section E – Street-Level Facades

Design Response:

Section E.1 – Openness

The Design Guidelines require at least 60 percent of the street level facades of buildings used for nonresidential purposes which abut a public street or pedestrian access way will include windows or doors that allow pedestrians to see into the building, or landscaped or hardscaped courtyards or plazas. In addition, 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, it will be designed such that the function of the building is not readily apparent except at points of ingress and egress. Visually, much of the front area is dedicated to vehicular and pedestrian access. The site design incorporates a landscape area along Bay Esplanade to be planted with palms, accent trees and shrubs to visually enhance this pedestrian experience of this site. The ground floor parking structure will utilize architectural details, planter boxes and metal grillwork to enhance ground level views from Bay Esplanade, which will be more fully reviewed at the Flexible Development (FLD) approval process by the Community Development Board (CDB) and at the building permit stages. Therefore, this provision is supported by this proposal.

Section E.2 – Window Coverage

The Design Guidelines provide that window coverings or other opaque materials may cover no more than 10 percent of the area of any street-level window that fronts on a public right-of-way. There are no proposed windows on the ground level. Therefore, this provision is supported by this proposal.

Section E.3 – Building Entrances

The Design Guidelines require that building entrances should be aesthetically inviting and easily identified. The entrance to the overnight accommodations is at the elevator, which may be enhanced with an awning over the entrance. This will be more fully reviewed at the Flexible Development (FLD) approval process by the Community Development Board (CDB) and at the building permit stages. Therefore, this provision is supported by this proposal.

Section F – Parking Areas

Design Response:

The Design Guidelines address issues related to parking areas and the screening of such. Visually, much of the front area is dedicated to vehicular and pedestrian access. The site design incorporates a landscape area along Bay Esplanade to be planted with palms, accent trees and shrubs to visually enhance this pedestrian experience of this site, while complying with the sight visibility triangle requirements. The ground floor parking structure will utilize architectural details, planter boxes and metal grillwork to enhance ground level views from Bay Esplanade, which will be more fully reviewed at the Flexible Development (FLD) approval process by the Community Development Board (CDB) and at the building permit stages. Therefore, this provision is supported by this proposal.

Section G – Signage

Design Response:

The Design Guidelines address issues related to signage. Only attached signage is anticipated with this development. A sign package is otherwise not included with this submittal. All proposed signage will meet all applicable requirements of the CDC and *Beach by Design*. If necessary, a Comprehensive Sign Program will be submitted prior to signage permits.

Section H – Sidewalks

Design Response:

The Design Guidelines address issues related to sidewalks and provides that all sidewalks along arterials and retail streets should be at least 10 feet in width and requires palm trees with at least an eight-foot clear trunk to be planted at a maximum of 35-foot centers. There is no discussion regarding local streets. Bay Esplanade is a local street. The proposal will construct a five-foot wide sidewalk for the site frontage. Therefore this Guideline is not applicable to the proposal.

Section I – Street Furniture and Bicycle Racks

Design Response:

The Design Guidelines address issues related to street furniture and bicycle racks. No street furniture is proposed with this development, as this is a local street. A bicycle rack is provided, located by the building entrance to the elevator, which will be more fully reviewed at the Flexible Development (FLD) approval process by the Community Development Board (CDB) and at the building permit stages. Therefore, this provision is supported by this proposal.

Section J – Street Lighting

Design Response:

The Design Guidelines address issues related to street lighting. No additional street lighting is proposed with this application. Therefore, this Guideline is not applicable to the proposal.

Section K – Fountains

Design Response:

The Design Guidelines address issues related to fountains. No fountain is proposed with this development. Therefore, this Guideline is not applicable to the proposal.

Section L – Materials and Color

Design Response:

The Design Guidelines address issues related to materials and color. The proposed overnight accommodations building offer a coastal modern architectural style. The finish materials and building colors of the building facade will support the beach theme and the Color Palette in the Design Guideline. Therefore, this provision is supported by this proposal.