

**435 S. Gulfview Blvd
Alanik Hotel**

Request: The applicant requests a second amendment to the existing Hotel Density Agreement which previously allocated 100 hotel density reserve units due to a major modification of the site plan (the addition of real property and increase of density). While the design of the hotel remains generally the same, the addition of adjacent property allows for the reorientation of the parking garage and increased public space along S. Gulfview Blvd as the vehicular and pedestrian entrances are relocated to the rear of the hotel along Coronado. The applicant is not requesting any additional units from the Hotel Density Reserve and acknowledges there are no additional units available. The amendment is required to add additional property to the site resulting in an increase of density.

Hotel Density Reserve Criteria (Beach by Design)

The site is an appropriate for the allocation of hotel rooms from the Hotel Density Reserve (Reserve) as it was determined upon the initial approval of the HDA on August 20, 2015 (HDA2014-06004) that all such criteria was met. Further, the City reviewed the revised design in its review of the First Amendment to Development Agreement (HDA2015-06001) and subsequent site plan approval pursuant to FLD2015-09036. The site plan approval was subsequently extended by state and local law and is effective through October 12, 2020.

The request is in compliance with the standards for development agreements, is consistent with the Comprehensive Plan and furthers the vision of beach redevelopment set forth in Beach by Design. This proposed second amendment will be in effect for a period not to exceed ten years, meets the criteria for the allocation of rooms from the Hotel Density Reserve under Beach by Design and includes the following main provisions:

- Provides for no change in the number of units (100 units) allocated from the Hotel Density Reserve (previously approved as part of HDA2014-06004/Resolution No. 14-29 as amended by HDA2015-06001, Resolution 15-19);
- Revises Exhibit B which includes new conceptual site plans, architectural drawings, elevations and perspectives;
- The revised site plan includes a pedestrian bridge connecting the proposed Alanik with the Property located across the street at 430 S. Gulfview Blvd. which shall be located on private property but does require the City to grant the Developer an easement for air rights.

There are no other changes to the substantive provisions of the Agreement which were found in compliance with the Code and Beach by Design on previous reviews. Specifically:

- There is a maximum of 100 hotel rooms allocated to a resort located on less than 2.5 acres;
- The Reserve is not being used to render nonconforming density conforming;
- Accessory uses are within allowable FAR provisions;
- There are no proposed attached dwellings;
- The units are all available through a central reservation system for short term rentals;
- There are not full kitchens;
- Maximum building heights are resected;
- There is a legally enforceable mandatory evacuation covenant required by the original agreement and that requirement is not being modified;
- Access to units is through an internal corridor;

- Requires the return of any hotel unit obtained from the Hotel Density Reserve that is not constructed;
- For units allocated from the Hotel Density Reserve, prohibits the conversion of any hotel unit to a residential use and requires the recording of a covenant restricting use of such hotel units to overnight accommodation usage; and

Beach by Design Criteria

Density: The project will maintain an overnight accommodation density of 103 units per acre based on a 2.42 acre parcel. This includes 127 base density units (vested from a termination of non-conformity) plus 100 additional units requested from the Hotel Density Reserve via a Development Agreement and the additional units from the added property. The total number of units proposed for overnight accommodations is 248.

Height & Separation: The maximum base flood elevation on site is (VE) 15 feet; 14 feet plus flood plane requirements depending on structure. The maximum allowable building height is 150 feet above the base flood elevation. The proposed building height is 150 feet above the base flood elevation, to top of roof, and 166 feet to top of roof top mechanical and stair towers screened by a parapet wall that accentuates the curving nature of the building.

Additional density is allocated to the development either by transferred development rights, or via the Destination Resort Density Pool pursuant to the CRD designation, or via the Hotel Density Reserve where the subject property is located between South Gulfview Boulevard and the Gulf of Mexico or on the west side of Coronado Drive;

An additional 100 units were allocated via the Hotel Density Reserve,

Separation: portions of any structures which exceed one hundred feet (100) ' are spaced at least one hundred feet (100)' apart (with no more than two (2) structures which exceed one hundred feet (100) ' within five hundred feet (500)'; or four (4) structures which exceed one hundred feet (100) ' within eight hundred feet (800) ' so long as the elevations of all structures which exceed one hundred feet (100) ' when such structures are viewed from the east do not occupy a total of forty percent (40%) of a north south vertical plane which is parallel to the alignment of Coronado and North Mandalay of the building envelope above one hundred feet (100)'; and

DESIGN RESPONSE:

The proposed structure falls within the above guideline in that no two structure over 100' tall fall within 500 feet of each other. Sheet A-0.22 shows the project site and building footprint. The tower portion falls greater than 100 feet from a proposed project to the East side of Coronado and only the Opal Sands falls within the 800' separation limit. Additionally, the proposed structure, above 100', is aligned parallel to Coronado only to about 1/2 of its curved dimension north to south, bending into an "L" shaped structure towards S. Gulfview Boulevard.

Floor plate: the floorplate of any portion of a building that exceeds forty five feet (45) ' in height is limited as follows: a) between forty five feet (45) ' and one hundred feet (100)', the floorplate will be no greater than 25,000 square feet except for parking structures open to the public; and b) between one hundred feet (100)' and one hundred fifty feet (150)', the floorplate will be no greater than 10,000 square feet; and c) deviations to the above floorplate requirements may be approved provided the mass and

scale of the design creates a tiered effect and complies with the maximum building envelope allowance above 45' as described in section C. 1.4 below:

- a. Between 45 feet in height and 100' there is no part of the floorplate that exceeds 25,000 square feet
- b. The floorplate above 100 feet is 18,245 SF. This exceeds the 10,000 square foot guideline however,
- c. The mass and scale of the design creates a stepped and tiered effect and the maximum building envelope above 45 feet is 26% volumetrically; significantly below the 75% allowance for buildings with units allocated from the Hotel Pool.

C. Design, Scale and Mass of Building: 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:

Given the massing of the building, the various stepping of volumes, carving of the volume on the first floor, as well as the curved structure of the tower, no two building dimensions are equal in length

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: As demonstrated on the design drawings, each of the building facades will provide offsets less than or equal to this requirement with a few exceptions. These few exceptions are either curving planes, planes that are further setback from the property line or balcony lines. For the purpose of this standard, interrupted means an offset of greater than five feet (5'). See design drawings.

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: As demonstrated in this application, where viewable from adjacent properties and not covered by adjacent buildings, this design proposes large fields of glazing, balconies, accent lines, wall textures and stepped articulation on all facades providing for greater than 60% articulation on each of the facades.

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: As per the provided calculations the overall building mass between 45 feet and 150 feet constitutes 26% volumetrically of the theoretical maximum building envelope, significantly below the 75% allowance for buildings with units allocated from the Hotel Pool.

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.

DESIGN RESPONSE: The design proposes an “L” shaped tower that bends on a slight curve opening away from S Gulfview and placing a terrace/pool deck fronting the ocean. The parking podium and parking garage varying in height between 15 feet and 70 feet with louvers and textured screening. Along Coronado Drive the building is set back 15 feet and also steps back the requisite additional 15 feet at a height of 25 feet frontage on a curving line. Along S. Gulview Drive most of the building consists of elevated pool deck. . On the west, Beach Walk, side, a 0 foot setback is proposed with retail at ground level, landscaping and public realm improvements.

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

DESIGN RESPONSE: The building will be designed to provide overnight accommodations with typical accessory uses including conference space, restaurant, and other commercial areas.

D. Setbacks & Stepbacks:

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, and b) Twelve feet (12)' along local streets.

DESIGN RESPONSE: Proposed setbacks are fifteen feet (15') on 5th Street and 15 foot on Coronado Drive. We are also proposing a 0'-0" setback along the western property line, along South Gulfview and Beach Walk. There is considerable “Public Realm” in this area with Beach Walk and the additional 35' of open space of the former Gulfview Blvd Right of Way. The frontage is activated with retail spaces, terraces and landscape improvements that are integrated into Beachwalk.

Side and Rear Setbacks

Except for the setbacks set forth above, no side or rear setback lines are recommended, except as may be required to comply with the City's Fire Code.

DESIGN RESPONSE:

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.

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 shall be constructed in accordance with the following: 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:

The design proposes a 15 foot setback along Coronado Drive and approximately 75.21% of the building steps back the additional 15 feet at not more than 25' of height. Additional deeper stepback in a curved line is provided at the Porte cochere area. See sheets A-0.04 & A-0.05.

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:

N/A

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

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 proposed design does not mimic or mirror the existing buildings. The neighboring building across Coronado Drive has its primary façade and commercial face along Coronado.

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

DESIGN RESPONSE: The design provides the required stepback as evidenced on sheets A-0.04 & A-0.05.

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:

This building is in the VE flood zone, so the building infill needs to be of a permeable nature. The facades include significant amount of open decorative elements to screen the garage on 5th, and along S. Gulfview as well as retail spaces along S. Gulfview Blvd. to provide a pedestrian-friendly environment.

b) transparent means windows or doors that allow pedestrians to see into: the building, or 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 building is stepped back from a minimum of 15 feet; thereby the street level façade is 100% open, per the above definition b ii.

c) parking structures should utilize architectural details and design elements such a 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 vehicles are screened from view of pedestrians along S. Gulfview, 5th street and Coronado Drive with architectural details or with overall landscape design.

2. Window coverings, and other opaque materials may cover no 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,

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:

The Building entrance, on Coronado is defined with a porte cochere. which is the primary vehicular entrance, and the extreme South of the site shall be defined by signage, landscaping, and other visual cues

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 primary entrance is a combination of covered colonnade and Porte Cochere structure. See design drawings.

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 (3 1/2') 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:

Vehicles will be shielded on the east, west and South frontages, through the use of landscaping and decorative elements. Entrances to parking areas will 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) will be provided.

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.

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:

Movement of pedestrians along the sidewalk is not obstructed; and non-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.

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 and Beachwalk and shall be designed per code and submitted for approval at building permit. Also bike racks have been added to the ground level plan.

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 shall be designed per code and submitted for approval at building permit.

~~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: They should be supplemented with street furniture such as benches and trash receptacles, and, 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: There are no fountains planned for the property, at this time.

L. Materials and Colors

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 proposed design complies with the Beach by Design guidelines and proposes a palate of White or gray walls with accents of contrasting colors meeting the “Beach by Design’ guidelines.

Sidewalks. Sidewalks will be constructed of: Pavers; Patterned, distressed, or special aggregate concrete; or 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 finished treatments as well as concrete.

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: All street furniture shall comply with this provision.

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

DESIGN RESPONSE: The design incorporates colors from the BbD pallatte.