

**Attachment C
Beach by Design Criteria**

a) Density:

DESIGN RESPONSE:

The project will maintain an overnight accommodation density of 148 units per acre based on a 0. 659 acre parcel for a total of 98 units. This includes 85 base density units comprised of 32 Base Units plus 53 Units obtained previously from the Hotel Density Pool - FLD2013-02007, plus an additional 13 Density Units currently requested from the density pool.)

b) Height & Separation:

DESIGN RESPONSE:

The additional maximum base flood elevation on site is (VE) 13 feet. The maximum allowable building height is 100 feet above the base flood elevation. The proposed building height is 100 feet zero inches above the base flood elevation, to top of roof, and 112 feet zero inches to top of roof top mechanical and stair towers.

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 shape of the project site is close to a square, the first three floors of the building, the garage, maintains similar width and length dimensions; however the height of the base is significantly less than either of the two other dimensions. Above the garage base the tower portion maintains about a two to one width to length dimension.

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

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, or articulated façade. 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 35% of the "Theoretical Building Envelope" above 45'. This is significantly less than the allowable 75%. See attached plans and elevations,

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.

DESIGN RESPONSE:

*The building height is maintained at 100-feet. The height is allowed for in Beach by Design
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 dining, recreation, and a mix of uses typical in a limited service Hotel.

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

DESIGN RESPONSE:

The design proposes the required 15' setback along 1st St. and Devon Drive for a portion of the building frontage, then the building stepback increases to 20' and 25'.

2. 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:

10' setbacks are proposed. We are also proposing an 18 foot setback, to structure, along the existing seawall, with the building above cantilevering 8' to a 10 foot setback

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 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:

N/A

- 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:

N/A

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

DESIGN RESPONSE:

N/A

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

DESIGN RESPONSE:

N/A

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

DESIGN RESPONSE:

N/A

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 open to the inset building entry and drop-off area. The garage is decoratively screened with metal screening. Additionally, as defined below, the buildings step back 15 feet or more from the 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 the 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 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 design proposes decoratively screened and articulated garage openings on the first two levels. At the 2nd 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 3rd 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,

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, there are no retail accessory spaces planned for this building.

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 a highly articulated building façade that differentiates the residential tower from the more average garage portion. At the garage entry we are proposing a two story decorative and articulated entrance. 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 the first two levels. At the second 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 3rd 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 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, along the building frontage, shall align with the existing adjacent sidewalks and shall match the width of the existing adjacent sidewalks. 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 Devon Drive and shall be designed per code and submitted for approval at building permit. Bicycle racks will be provided within the ground floor garage.

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, if provided by this owner, 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:

There are no fountains planned for the property, at this time.

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 building colors are planned as a lighter and darker beige, sand and white, to coordinate with its sister building, Pier 60, next door. All colors proposed are 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:

There are no benches being proposed currently, for this proposal.

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.