Attachment C
Alanik Hotel - Beach by Design Criteria

A. **Density:**

DESIGN RESPONSE:
The project will maintain an overnight accommodation density of 114 units per acre based on a 1.994 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. The total number of units proposed for overnight accommodations is 227

B. Height & Separation:
The maximum base flood elevation on site is (VE) 14 feet. The maximum allowable building height is 150 feet above the base flood elevation. The proposed building height is 139 feet 4 inches above the base flood elevation, to top of roof, and 154 feet 4 inches to top of roof top mechanical and stair towers.

1. **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;**

DESIGN RESPONSE:
In discussions with the City, it was determined that the existing 127 units are vested.

2. **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 structures, over 100' tall fall within 500 feet of each other. Sheet A2_8 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 new Adam's Mark building falls within the 800' separation limit. Additionally, the proposed structure, above 100', is aligned perpendicularly to Coronado to align its least dimension east to west. The elevations occupy 32% of the vertical plane to the north, between the proposed Beachview and this project and 39% to the south, between this project and the New Adam's Mark property.

3. **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 envelop allowance above 45' as described in section C. 1.4 below**

DESIGN RESPONSE:
The floor plates from 45' to 100 feet are 23,028 square feet: less that the permitted 25,000 square feet. The floor plate above 100 feet is 10,900 square feet. To compensate for the additional 900 SF. Of the top 3 stories, the building does considerable tiering on the north south axis as well as on the southern side of the east west axis.

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 project site is an elongated rectangle with a panhandle portion of the lot to the south east; the longer dimension of the site is approximately two to three times as long as the shorter dimensions. The proposed building design follows the site configuration, the resultant building foot print also has unequal legs with the longer of the two, twice the length of the shorter. Vertically the building is comprised of an L-shape with a three-story parking garage extending from the towers along the length of the site along Coronado Drive.

See attached plans and elevations,

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. The singular exception is along the eastern façade to accommodate the parking ramp. The openings and facade treatment of the elevation along Coronado is further articulated to assist in breaking the line of the façade resulting from the ramp. This ramp length is similar to the City's new parking garage on Coronado Drive.

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, each façade is composed of windows, balconies, or otherwise articulated façade. The result is that over 60% (Approximately 70%) 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 22% 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 proposed at 139'-4"; this is in keeping with the 150' allowable in this district. The height and mass of the building meet the design standards of Beach by Design. The mass of the building allows for significant landscape buffer areas as well as an enhanced landscape and hardscape areas. 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 restaurant, retail, and a mix of high end overnight accommodation space.

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, and *(Proposed 15.00' on Coronado Drive)*
b) Twelve feet (12') along local streets. *(Proposed 15.00' on 5th Street)*
c) Zero feet (0') on S. Gulfview Blvd.

DESIGN RESPONSE:
The design proposes a 15' setback along 5th Street. Along Coronado Drive a 10 foot setback is proposed although the building approaches the 10 foot line in one location only. Because of the curved property line and the angled building line along Coronado Drive the majority of the building is actually significantly behind the 15' setback line. Only 25% of the building is in front of the 15' line and the average setback is near 16 feet. Approximately 34% of the Coronado Drive frontage sets back nearly 19'.

By pulling the building to the 10 foot setback line, we are able to reduce the buildings garage height to three stories (two elevated).

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.

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:
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.

3. Coronado and Hamden 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:
We are proposing a 10' minimum building setback. Please see response to Section b, following.

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:
The proposed building has the requisite additional 15' to 20' stepbacks, from the setback line, at the 20' height (above BFE) for significant portions of the building frontage along Coronado Drive. Approximately 78% of the building along Coronado Drive is the three story garage and is between 20' and 30' in Height. Please see Elevations, plans, and isometric massing study A5_5.

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

b. 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. This proposal backs to Coronado and presents it's low, minor façade to Coronado.

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

DESIGN RESPONSE:
The required stepbacks span approximately 77% of the building frontage. The proposed design brings certain appropriate and reasonable portions of the building forward to create appropriate mass and presence along Coronado Drive.

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. 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 colonnade at the building entry on 5th, and along Coronado Drive around the perimeter of the building the view into the garage is decoratively screened. 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 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. 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 a cantilevered awning and canopy on the 5th Street hotel entry. 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 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. 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 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 and Beachwalk 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 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 design is primarily white stucco with some blue-gray accent surfaces. 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.