

# Architectural Design Narrative

**630 South Gulfview Blvd  
Clearwater Beach**

## Scope:

The Developer proposes to redevelop the site at 630 Gulfview Blvd on Clearwater Beach with a 159-unit hotel, including 100 units from the Beach by Design Hotel Density Reserve. The subject property is an aggregate of 1.19 acres and is comprised of several lots South of Bayway Blvd and S Gulfview Blvd. The parcels are under the same ownership control and the applicant proposes to demolish all existing structures. The proposed hotel will offer a design-led, contemporary coastal architectural design for modern travelers looking for a new way of experiencing the city through innovative spaces with a European inspired style. The design provides a 5-story hotel over 4 levels of parking and 18,000 square feet of accessory retail along S Gulfview Blvd.

The site is located within the area designated by **Beach by Design** as the “**South Beach Clearwater Pass.**” Beach by Design identifies this area as an area of strategic revitalization and renovation in response to improving conditions on the balance of Clearwater Beach. Beach by Design strongly encourages and supports redevelopment of the area to include hotels, restaurants, commercial uses, and mixed-use developments. The City has demonstrated through the creation of Beach by Design and subsequent amendments to this plan that it recognizes the need for pedestrian-friendly development in order to create a vibrant active resort and waterfront destination serving tourists and locals alike. It is understood that a broad range of uses including retail sales and service, hotels and motels and restaurants contribute to the creation of the unique character and atmosphere that is Clearwater Beach. The vision of the South Beach/Clearwater Pass District of Beach by Design recognizes that this district is a distinctive area of mixed-use, high-rise condominiums, low- to mid-rise hotels, outdoor recreation and tourist- and neighborhood-serving retail uses.

## Beach by Design: Section VII. Design Guidelines:

Implementation of Beach by Design involves more than community redevelopment initiatives, it also involves private development and redevelopment that conforms to design objectives and principles established in Beach by Design. These objectives and principles will help the city promote safety, encourage cleanliness, and provide a comfortable environment. The proposed property has used the Beach by Design objectives and principles as a guideline in its development. The expression of each applicable objective is listed below following the same order as Beach by Design.

### A. Density

The proposal is to accommodate 159 total units on the site. 59 units are typically permitted based on size of the site (1.19 acres) using the allowed 50 rooms per acre calculation. The additional 100 rooms requested are from the hotel density reserve pool. The methodology by which this figure is arrived is from ordinance No. 7546-06

### B. Height

Section B.1 The proposed building height is to be 100 feet above Base Flood Elevation (BFE) to top of roof deck (113 feet to top of peaked roof screening elevator and other mechanical equipment).

Section B.2 / B.3 The largest floor plate above 45 feet is 23,070 sq ft, however no floor plate or portion of the Building is to be above 100 feet above BFE.

### C. Design Scale and Mass of Building

Section C.1 The proposed hotel has a footprint larger than 5,000 feet and is greater than 100 feet in length so the building design uses multiple dimensions to ensure that no more than two of the three building dimensions in the vertical or horizontal planes are equal in length.

Section C.2 No portion of the building façade continues for more than 100 feet. The building incorporates a series of articulations of the fenestration with various horizontal and vertical dimensions of the façade none of which exceed 100 feet.

Section C.3 All elevations are covered by more than 60% of architectural decoration composed of windows, balconies and architectural details including decorative grilles, reveals and similar detailing. Coverage varies on any given façade but all have more than 60% coverage.

Section C.4 The overall building mass between 45 and 100 feet constitutes approximately 29 percent of the theoretical maximum building envelope.

Section C.5 The adjacent South Gulfview Boulevard right-of-way is 70 feet in width. The closest point of the building to the South (front) property line is 15 feet. The proposed hotel includes a generous entry plaza with palm trees, outdoor seating, and benches. In addition, the ground floor of the building will be dominated by the entry into the hotel itself as well as entry into retail space. The resulting effect is that the ground floor will be pedestrian in scale contributing to the pedestrian experience along South Gulfview Boulevard with active retail space. The mass of the building is mitigated through an extensive use of architectural detailing including , balconies, decorative grilles, reveals and windows.

Section C.6 The hotel is for a single use; overnight accommodations with ancillary accessory retail and restaurant uses.

### D. Setbacks and Stepbacks

Section D.1 The South Beach / Clearwater Pass District of Beach by Design recommends overnight accommodations should have a fifteen foot setback on arterial roads and twelve feet along local streets. The Proposed setback along Bayway is 7'-5" feet ( to building) at the North East corner and a 6" setback (to building) at North West Corner for an average of a 4'-0" setback. The proposed setback along the local road is less than the recommendation of Beach by Design, however the additional space allows the for an additional 60 parking spaces spread throughout four stories of the garage. Off street parking is limited on Clearwater Beach and the additional spaces will contribute to the needs of the area. Along Gulfview there is a setback of 15 feet to the building which meets the recommendation of beach by design.

Section D.2 The sides of the proposed building (East and West) have a setback of 12 feet

Section D.3 The proposal is to match the existing sidewalks along South Gulfview Boulevard and South Bayway

### E. Street-Level Façades

Section E.1 At least 60 percent of the street level facades of the building will be transparent as defined in this section of Beach by Design (76% transparent shown on elevations). The building design incorporates an extensive use of facade offsets, windows and balconies on all façades. In addition, the site plan includes an extensive use of landscaping along the South side of the site along South Gulfview Blvd. The overall length of the south façade facing South Gulfview Boulevard is nearly 270 feet where nearly 81 percent of that distance is dedicated to retail storefronts and the entrance of the hotel itself. As noted, the first four floors of the building will contain covered parking which utilize a screen system to allow for fresh air and light while hiding the cars with in. The first floor will be dominated by retail storefronts and the entrance into the hotel. The second through fourth floor are articulated and incorporate a variety of architectural details such as grillwork and windows. The fifth floor houses both the first level of Hotel units as well as a generous rooftop garden. Floors six through nine continue to incorporate the extensive use of façade offsets, windows and balconies on all façades. The tenth floor is unique to the other floors as it has more breaks in the facade and uses multiple roof heights as well as use of screens and landscaping from the rooftop garden.

Section E.2 The ground floor retail facade has the largest percentage of glazing. The positioning and high percentage of glazing allows for high two way visibility for pedestrians on the outside as well as patrons inside.

The two way exposure will encourage retail owners to keep the views unobstructed from window covering and opaque materials.

Section E.3 There are several building entrances which all have a clearly defined opening. The retail spaces use storefront window system which sits above a defined raised deck with outdoor seating. The hotel defines its entrance with a 65 foot wide tower with a pair of doors centered below an awning.

Section E.4 There is an awning over the hotel main entry which contributes to defining its entry.

#### F. Parking Areas

Parking is addressed via four floors of structured parking completely integrated into the design of the building. There is a total of 243 parking spaces proposed. 191 minimum required parking spaces ( $1.2 \times 159 \text{ rooms} = 190.8$  spaces) an additional 52 parking spaces will be added to exceed the minimum requirements. The project contains 18,000 sq ft of accessory use which is 12% ( $18,000/151,151=11.9\%$ ) of the GFA therefore no the parking is met and exceeded.

#### G. Signage

A sign package will be designed by others. Signage will be creative, unique, simple, and discrete while not obstructing pedestrian traffic.

#### H. Sidewalks

The proposal is to match the existing sidewalks along South Gulfview Boulevard and South Bayway. Any repairs to the sidewalk necessitated by construction of the proposal will tie into the existing sidewalk to the north and south of the site matching the existing sidewalk with regard to fit, finish and materials.

#### I. Street Furniture and Bicycle Racks

The proposed site along S Gulf view Blvd will provide benches and outdoor seating along the retail space and deck. Bicycle racks have also been placed in several locations to promote a transportation alternative. The developer will coordinate with City Staff with regard to materials, location and installation methodology.

#### J. Street Lighting

No Street Lighting is proposed

#### K. Fountains

No fountains are proposed

#### L. Materials and Colors

The proposed hotel building utilizes contemporary coastal architectural design with European inspired style. The building façades are broken up with a variety of offsets, windows, balconies and rooflines. Finish materials and building colors will support coastal vernacular themes. The building will be painted white and accented by shades of light coastal blue. The contemporary style of the design will have use materials and colors to blend in and match its surrounding neighborhood.