

**Palazzo  
657 & 663 Bay Esplanade  
Narrative**

**Request**

Approval of a Development Agreement for the allocation of 10 hotel units from the Hotel Density Reserve under *Beach by Design* to permit a 27-unit Overnight Accommodations use in the Tourist (T) District, under the provisions of CDC Section 4-606.C.1.

**Proposal**

The applicant proposes to redevelop the site at 657 and 663 Bay Esplanade with a new overnight accommodation use with 27 units. A total of 10 hotel units are requested to be allocated from the Hotel Density Reserve for this development. The site is presently developed with a total of 11 attached dwelling units, all which will be demolished for the new building and site improvements. There exists a dock with five slips on submerged land proposed to be retained as an accessory use to the hotel and for the sole use of its guests. The proposed hotel will offer a coastal modern architectural design for travelers looking for a mid-priced hotel with limited services. The design provides a seven-story hotel with six levels of hotel rooms over ground level parking at a building height of 75 feet from Base Flood Elevation (BFE). An accessory swimming pool with restrooms, fitness room and small bar/grill area for use of the hotel guests is located on the roof deck. Limited food service may be provided for guests only (not open to the general public). An office/registration desk with lobby is located on Floor 2. All guest rooms are accessed through internal corridors. A total of 32 parking spaces, meeting the required amount of parking spaces, are provided on the ground floor. This proposed hotel is expected to generate approximately 10 new jobs.

The site is located within the area designated by *Beach by Design* as the Old Florida District. *Beach by Design* identifies this area as an area of transition between resort uses in Central Beach to the low intensity residential neighborhoods to the north of Acacia Street. The mix of uses primarily includes residential, recreational, overnight accommodations and institutional uses. To that end, *Beach by Design* supports the development of new overnight accommodations, attached dwellings and resort attached dwellings throughout the District with limited retail/commercial and mixed use development fronting Mandalay Avenue between Bay Esplanade and Somerset Street. The proposed Overnight Accommodations project fits well into this vision of this District.

**Site Location and Existing Conditions**

The subject site is comprised of two platted lots with a total lot area of 0.348 acre. The site is located approximately 220 feet east of Poinsettia Avenue and 400 feet south of Somerset Street. The site has 132 feet of frontage. The subject site is currently developed with a total of 11 attached dwelling units, all which will be removed for the new structure. There exists a dock with five slips as an accessory use, which will remain with the proposed overnight accommodation use for the sole use of its guests. The subject property is zoned Tourist (T) District with a Future Land Use Plan (FLUP) category of Resort Facilities High (RFH) and is located in the Old Florida District of *Beach by Design*.

## **Compliance with the Flexible Development Standards of CDC Table 2-803 and other CDC Requirements**

**Density** – 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 with a total 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.

**Minimum Lot Area and Width** – The minimum lot area for an overnight accommodation use is 10,000 – 20,000 square feet, pursuant to CDC Table 2-803. The subject site area is 15,175 square feet, which is within the lot area requirements of this standard for overnight accommodations. The minimum lot width for an overnight accommodation use is 100 – 150 feet, pursuant to CDC Table 2-803. The subject site has a lot width of 132 feet (measured at the front setback of 15 feet) along Bay Esplanade, which is within the lot width requirements of this standard for overnight accommodations.

**Minimum Setbacks and Stepbacks** – The setbacks for an overnight accommodation use pursuant to CDC Table 2-803 are a minimum front setback of 0 – 15 feet, a minimum side setback of 0 – 10 feet and a minimum rear setback of 0 – 20 feet. However, *Beach by Design* sets a minimum front setback of 15 feet, a side setback of 10 feet and a rear setback of 10 feet for all development in the Old Florida District, which governs over the CDC requirements. The Old Florida District provides a maximum reduction of five feet from any required setback if the decreased setback results in an improved site plan, landscaping areas in excess of the minimum required and/or improved design and appearance. Section D of the Design Guidelines of *Beach by Design* states that there should be a 12-foot setback to structures along local streets (which includes Bay Esplanade). The proposal includes a new building and site improvements with a front (north) setback of 16 feet to the building and 10 feet to pavement. The proposal also includes a side (east) setback of five feet to the building and pavement. A side (west) setback of five feet to the building and pavement is provided. Finally, the proposal includes a rear (south) setback of 10 feet to the building and five feet to pavement.

Bay Esplanade adjacent to this site is an east/west orientation requiring a building stepback on the either 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 11.5 feet is provided on the west side for floors 5 – 7. The Old Florida District also requires a stepback or an increased setback on the front of the building, where 16 feet is required for buildings over 35 feet in height above BFE. The proposal is for a front stepback of 15 feet to the building and, when combined with the provided setback of 16 feet, provides for a total stepback of 31 feet above the 35 feet in height above BFE, complying with the requirements.

**Maximum Height** – The maximum building height for an overnight accommodation use is between 35 – 100 feet, pursuant to CDC Table 2-803. 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, which is within the maximum allowable height range of Table 2-803. The maximum allowable height for overnight accommodation uses in the Old Florida District of *Beach by Design* is 75 feet above BFE, where the proposal does not exceed the maximum allowable.

**Minimum Off-Street Parking** – The minimum required parking for an overnight accommodation use is 1.0 – 1.2 parking spaces per unit. There are a total of 27 units proposed, with a requirement of between 27 – 32 parking spaces. A total of 32 parking spaces are proposed with this request. Most guests are anticipated to not bring a vehicle to the hotel, but will walk, use taxis or public transportation to access other areas of the beach and downtown while staying at the hotel. The Trolley traverses Bay Esplanade and currently picks up guests in front of this site.

**Mechanical Equipment** – Mechanical equipment will be located on the east and west sides of the building on the fourth level of hotel rooms (overall Level 5) and will be adequately screened from view from adjacent properties and rights-of-way by solid screening. The screening of mechanical equipment will be reviewed at time of the building permit submission.

**Sight Visibility Triangles** – CDC Section 3-904.A restricts structures and landscaping which will obstruct views at a level of 30 inches and eight feet above grade within 20-foot sight visibility triangles at driveways and street intersections. A two-way driveway is proposed on the east side of Bay Esplanade providing access to the ground-level parking area, as well as a one-way entrance on the west side of Bay Esplanade. The building is not located within the visibility triangles between 30 inches and eight feet above grade and planted landscaping will be maintained to meet this requirement. CDC Section 3-904.B requires a 20-foot waterfront sight visibility triangle at the southeast and southwest corners of the property. The proposed building does not encroach into the waterfront sight visibility triangles. Only a non-opaque fence will be provided and no landscaping other than sod will be planted within the waterfront sight visibility triangles in compliance with this Code provision.

**Utilities** – For development that does not involve a subdivision, CDC Section 3-912 requires all utilities including individual distribution lines to be installed underground unless such undergrounding is not practicable. This site is served by existing overhead utility lines located across Bay Esplanade adjacent to the hotel under construction at 650 Bay Esplanade, where the applicant is unaware of any requirement to underground these existing overhead utilities across Bay Esplanade. All on-site utilities serving this development will be placed underground. Undergrounding of the off-site overhead utilities along the site frontage is impracticable for this site and should rather be part of an overall, coordinated undergrounding of overhead utilities project for all affected properties along Bay Esplanade, where property owners would be assessed the cost of such undergrounding. Due to economies of scale, such coordinated undergrounding would be less expensive on an overall basis rather than property owners bearing the full cost of piecemeal undergrounding on an individual basis. The visual effect of piecemeal undergrounding would also be unappealing. No other property redeveloped under the provisions of the CDC along Bay Esplanade, or neither any property redeveloped under the provisions of the CDC along Brightwater Drive, nor any small, individual property in the entire City has been required to underground similar overhead utilities for their parcel. While undergrounding the overhead utilities for 132 feet may be “feasible”, such would be burdensome financially to the applicant and unfairly penalizes properties that redevelop in accordance with Code provisions. Those properties that never redevelop would never be required to underground adjacent overhead utilities, adding to the visually unappealing visual aspect of overhead utilities. A coordinated approach deals with all affected properties on an “equal” basis and improves the visual appeal of the entire area for the general welfare of the public. A coordinated approach has been utilized on other areas of the beach, such as South Gulfview Boulevard and Coronado Drive.

**Landscaping** – 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 Old Florida District requires a 10-foot landscape buffer along the street frontage of Bay Esplanade. The proposal provides a 10-foot landscape buffer along the street frontage, in compliance with this Old Florida District requirement. It is important to note that there are otherwise no perimeter buffers required in the T District for this site, pursuant to CDC Section 3-1202.D. A six-foot high white vinyl fence is proposed along the east and west sides of the property, except within the waterfront visibility triangles where the fencing must be non-opaque. A one-foot landscape area is provided along the east and west property lines due to a required egress sidewalk from the stairwells, as well as the new six-foot high vinyl fence. The landscape area expands to five feet along the east and west property lines south of the required stairwell egress sidewalks. A landscape area of a minimum of five feet is provided along the south property line. Due to Fire Department requirements for access in the event of a fire, only sod is allowed along the east and west property lines. The landscape buffers along the east and west sides will be planted with palms, shrubs and ground covers, as allowed by the Fire Department, to soften the building facades and enhance the visual appeal of this site from the adjacent properties. 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. The only landscape buffer required is along the frontage of Bay Esplanade. Again, since there are no perimeter buffers 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 setbacks (also due to Fire Department access requirements that restrict landscaping to only sod along the east and west sides).

**Solid Waste** – The proposal includes a trash room within the proposed building. Roll-out dumpsters will be moved to a dumpster staging area on trash collection days only. The trash staging area will not be fenced or walled. After the trash is collected by the City, the dumpsters will be returned to the trash room.

**Signage** – Only attached signage is proposed 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.

**Compliance with the Standards of Section V.B.2 of *Beach By Design* for the Allocation of Hotel Units from the Hotel Density Reserve**

1. Those properties and/or developments that have acquired density from the Destination Resort Density Pool are not eligible to have rooms allocated from the Reserve;

**Response:** The subject property has not previously received, nor is not requesting such with this application, density from the Destination Resort Density Pool. Therefore, this criterion is not applicable to this proposal.

2. Those properties and/or developments that have had density transferred off to another property and/or development(s) through an approved Transfer of Development Rights (TDR) application by the City after December 31, 2007, are not eligible to have rooms allocated from the Reserve;

**Response:** The subject property has not had any density transferred to another property and/or development. Therefore, this proposal is in compliance with this criterion.

**3. The Hotel Density Reserve shall not be used to render nonconforming density conforming;**

**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 proposal is in compliance with this criterion.

**4. A maximum of 100 hotel rooms may be allocated from the Reserve to any development with a lot size less than 2.5 acres. Those developments with a lot size greater than or equal to 2.5 acres may use the Reserve to achieve a density of 90 hotel rooms per acre. However, in no instance shall the density of a parcel of land exceed 150 units per acre regardless of whether it has received benefit of transfers of development rights or units through a termination of status of nonconformity in addition to the Reserve, or not;**

**Response:** The subject site is comprised of two platted lots with a total lot area of 0.348 acre. . A total of 10 hotel units are requested to be allocated from the Hotel Density Reserve for this development. Therefore, this proposal is in compliance with this criterion.

**5. Accessory uses inconsistent with amenities typical of a mid-priced hotel shall require compliance with the base FAR requirements of the Resort Facilities High (RFH) Future Land Use category;**

**Response:** Only a small fitness room, restrooms and small open-air bar/grill area are being provided on the roof level of this overnight accommodation use for use of the hotel guests. A roof-top pool is provided. Limited food service may be provided for guests only (not open to the general public). Storage lockers are being provided on hotel levels 3 and 4 to allow recurring guests to store beach chairs, umbrellas, skim boards and like personal items that will not be available to general hotel guests. Therefore, this proposal is in compliance with this criterion.

**6. No hotel room allocated from the Reserve may be converted to a residential use (i.e. attached dwelling);**

**Response:** The applicant acknowledges the requirement of this criterion. Therefore, this proposal is in compliance with this criterion.

**7. All units in a hotel receiving units from the Reserve shall be made available to the public as overnight transient hotel guests at all times through the required hotel reservation system. Occupancy in any hotel receiving units from the Reserve is limited to a term of less than one (1) month or thirty-one (31) consecutive days, whichever is less and units in such a hotel shall not be used as a primary or permanent residence;**

**Response:** The applicant acknowledges and will comply with the requirement of this criterion for a hotel reservation system. Therefore, this proposal is in compliance with this criterion.

- 8. No hotel room in a hotel allocated units from the Reserve may have a full kitchen. Mini kitchens, defined as including reduced sized kitchen appliances, may be permitted;**

**Response:** Only kitchenettes will be provided in all units. Therefore, this proposal is in compliance with this criterion.

- 9. The maximum building heights of the various character districts cannot be increased to accommodate hotel rooms allocated from the Reserve;**

**Response:** The maximum building height in the Old Florida District for Overnight Accommodation uses is 75 feet. The proposed building height is 75 feet. Therefore, this proposal is in compliance with this criterion.

- 10. When both the allocation of hotel rooms from the Reserve and the transfer of development rights (TDR) are utilized as part of a development, only hotel rooms brought in to the project through the TDR process are eligible to be constructed above the otherwise maximum building height, but only provided that all TDR criteria are met;**

**Response:** The maximum building height in the Old Florida District for Overnight Accommodation uses is 75 feet. The proposed building height is 75 feet. There are no units being brought into the project through the TDR process, therefore this criterion is not applicable to this proposal.

- 11. A legally enforceable mandatory evacuation/closure covenant that the overnight accommodation use will be closed as soon as practicable after a hurricane watch that includes Clearwater Beach is posted by the National Hurricane Center;**

**Response:** The applicant will comply with this criterion prior to the issuance of a Certificate of Occupancy. Therefore, this proposal is in compliance with this criterion.

- 12. Access to overnight accommodation units must be provided through a lobby and internal corridors;**

**Response:** An office/registration desk and lobby/seating area is provided on the first level of the hotel units on the west side (Level 2) and all hotel units are accessed through internal corridors. Therefore, this proposal is in compliance with this criterion.

- 13. All hotel rooms obtained from the Reserve that are not constructed shall be returned to the Reserve;**

**Response:** The applicant acknowledges the requirement of this criterion. Therefore, this proposal is in compliance with this criterion.

- 14. The development shall comply with the Metropolitan Planning Organization's (MPO) countywide approach to the application of concurrency management for transportation**

facilities, and the transportation analysis conducted for the development shall include the following:

- ♣ Recognition of standard data sources as established by the MPO;
- ♣ Identification of level of service (LOS) standards for state and county roads as established by the MPO;
- ♣ Utilization of proportional fair-share requirements consistent with Florida Statutes and the MPO model ordinance;
- ♣ Utilization of the MPO Traffic Impact Study Methodology; and
- ♣ Recognition of the MPO designation of “Constrained Facilities” as set forth in the most current MPO Annual Level of Service Report.

**Response:** A Traffic Impact Study has been submitted and is in compliance with adopted Levels of Service. Therefore, this proposal is in compliance with this criterion.

- 15. A reservation system shall be required as an integral part of the hotel use and there shall be a lobby/front desk area that must be operated as a typical lobby/front desk area for a hotel would be operated; and**

**Response:** An office/front desk for check-in of guests has been provided on the first level of the hotel rooms (Level 2), along with a lobby and seating. A reservation system will be utilized as part of this hotel. Therefore, this proposal is in compliance with this criterion.

- 16. The books and records pertaining to use of each hotel room shall be open for inspection by authorized representatives of the City, upon reasonable notice, in order to confirm compliance with these regulations as allowed by general law.**

**Response:** The applicant will comply with this criterion. Therefore, this proposal is in compliance with this criterion.

# **Beach by Design Narrative**



**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.