Beach by Design Criteria

A. **Density:**

DESIGN RESPONSE:
The project will maintain an overnight accommodation density of 150 units per acre based on a 0.59 acre parcel.
The total number of units proposed for overnight accommodations is 88.

B. Height & Separation:

DESIGN RESPONSE:

1. ***Height:***
The highest base flood elevation on site is (VE) 13 feet. The maximum allowable building height is 100'-0" above the base flood elevation. The requested building height is 100'-0" above the Design Flood Elevation (DFE) of 15.00 FT. (BFE: VE 13 + 2' Freeboard.), to top of roof of the Roof-top amenity area, and 100'-0" to top of roof top mechanical and stair towers.

2. ***Separation:***
The proposed hotel is at 100', no separation requirements apply.

3. **Floor plate:**
a. *Between 45 feet in height and 100' there is no part of the floorplate that exceeds 25,000 square feet. The typical floorplate above the 3rd floor is approximately 13,400 square feet.*
b. *The mass and scale of the design creates a stepped and tiered effect and the maximum building envelope above 45 feet is 52% volumetrically, significantly below the 75% allowance for buildings with units allocated from the Hotel Pool.*

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 massing of the proposed project is comprised of an "L" shaped building with a narrow 38' wide leg along 5th Street and the wider (68' wide) leg along Coronado

Drive, sitting on a 2-story 24' tall parking base, and intersecting at the corner of 5th and Coronado. The 2-story parking garage extends southward along Coronado Dr. The intent of this portion of Beach by Design is to avoid boxy static building designs; this building incorporates significant movement and massing articulation and provides for a varied and energetic massing design.
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 building design adds many steps to the building facades such that no one surface is longer than 100 feet without a break in the façade. See attached plans and elevations; there is an exception to this for the eastern and western garage facades and along the 5th Street parking ramp.

The ramp is longer than 100 feet and notching the building is not practical given the narrow dimension of the property and our desire to maintain the minimum required 5' side yard setback. Adding a building offset at this façade would either reduce the side setback to below 5' or reduce the parking on each of the parking levels. We visually broke up the length of this one area of the building with articulated openings and decorative concrete wall panels. This portion of the building is also the lowest, at 24', and least imposing on the surrounding properties.

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, wood screens and articulated façade elements. The result is that over 70% of each of the primary façades is covered in windows and/or architectural decoration and the minor North elevations meets the 60% requirements through decorative panels.
West Elevation: 26,310 SF area > 11,153 SF opening and decoration = 72%
East Elevation: 14,409 SF area > 11,150 SF opening and decoration = 77%
North Elevation: 24,099 SF area > 14,508 SF opening and decoration = 60%
South Elevation: 23,027 SF area > 16,855 SF opening and decoration = 73%
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 52% of the "Theoretical Building Envelope" above 45'. This is significantly less than the allowable 75%.

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 95' under the 100' height, as dictated in Beach by Design. The height and mass of the building meets the design standards of Beach by Design. The massing of the building allows for landscape buffer areas of 12 feet along 5th Street, and 15' along Coronado Dr. In addition to the greenspace surrounding the building the landscape design concept calls for 10' wide public sidewalk on 5th Street and 7' on Coronado Drive, and hardscape plazas at the hotel entry.
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 the public, hotel related uses, and a mix of overnight accommodation space, typical for a limited service hotel. The majority of the common spaces within the Hotel are intended strictly for the use of the hotel guests, and are typical uses and sizes for a Limited Service Hotel. Currently we are allocating 1,200 sq.ft. for a rooftop Tiki Bar as an accessory space. All other proposed common spaces within the hotel are those typical for the exclusive use of the hotel. The Tiki Bar totals 1.5% of the Hotel area, significantly less than the 10% accessory allowance.

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:

DESIGN RESPONSE:
a) Fifteen feet (15') along arterials, and *(Proposed 15.00' on Coronado Drive), 0.00 ft on Gulfview Blvd., and 12' on 5th Street.*

b) Twelve feet (12') along local streets. *(Proposed 12.00' on 5th Street)*
The 5th Street setback is equal to the 12' setback prescribed in BbD.

2. 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.

DESIGN RESPONSE:
5' and 10' setbacks proposed.

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 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:
Along Coronado Drive, the proposed building is setback back 15' from the ROW line and has an additional 15' stepback at 25' (above BFE) for approximately 75% of the building frontage. Please see Elevations, plans, and isometric massing study.

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 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

c. 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 neighboring buildings along Coronado Drive are low rise buildings and the proposed design does not mimic or mirror the existing buildings.

e. Required step backs shall span a minimum of 75% of the building frontage width.

DESIGN RESPONSE:
The required step backs span approximately 77% of the building frontage along Coronado Drive. The proposed design brings certain appropriate and reasonable portions of the building forward to create appropriate mass, presence and a sense of entry along Coronado Dr. and 5th Street. Overall the entire façade steps back at the 23' level, with a portion of the building, at the corner of 5th and Coronado stepping forward. This is to accent the corner and add the required 100' offset.

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 include significant amount of glazed storefront at the building entry as well as the Porte Cochere and building entrance on 5th, and along Hamden Drive the view into the garage is decoratively screened with metal green screening. Additionally, as defined below, the buildings are setback approximately 15 feet or more from all three 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 yardscaped 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. 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:
Because this building is situated in the VE Flood zone, other than the building entry and elevator lobby there are no other uses on the ground floor other than entry and vehicle use areas. 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:
The Primary building entrance is at the West end of the building along 5th Street. The entrance is via a large motor court with sidewalk access along the west side of the Porte cochere and a direct link to the beach walk at the north side of the Porte

cochere. We are also proposing a sidewalk café type of area between beach walk and the building face, visually connecting to the entry and Porte cochere.. There is sidewalk access from the 5th street sidewalk as well as from the existing Beach-walk path. Pedestrian

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 wood trellis 5th Street hotel entry and Porte Cochere. 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. The lighting within the garages shall conform to the City of Clearwater Code.

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 a comprehensive signage package 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**
2. **on-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 proposed for 7' wide along Coronado Drive, to match existing adjacent and 10 foot wide on 5th Street. 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 5th Street and shall be designed per code and submitted for approval at building permit. We are proposing to install a bicycle rack within the Porte cochere area.

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, it has not been decided if lighting is to be provided, if the ownership determines that they wish to provide street lighting, it 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 Coastal Contemporary and is primarily white stucco with warm, natural colored wood building panels and wood balcony separation panels. At the first two floors and primarily at the Porte Cochere The columns and walls are to be whitewashed brick, to provide a more organic "homey" texture. The parking is primarily shielded by decorative vertical concrete panels, spaced adequately to shield the vehicles from view while still providing adequate ventilation. 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 and natural wood tones.