

Beach by Design Criteria Statement

EXHIBIT “B”

A. DENSITY:

Design Response:

The project will consist of 0.66 acres allowing 33 hotel units. Under code Twenty-seven (27) hotel units are requested from the Hotel Density Reserve for a total of 60 units (90 units per acre). Beach by Design provides that parcels of this size are allowed up to 150 units per acre which would allow 99 units.

B. HEIGHT & SEPARATION:

Design Response:

1. Height:

Highest base flood elevation on site is 11 feet NADV. Maximum allowable building height is 100'-0" above base flood elevation. The requested building height is 80' above Base Flood Elevation of 11.00 FT. NAVD plus 16' for mechanical screening.

2. Separation:

The hotel is below 100', no separation requirements apply.

3. Floor plate:

- a. Between 45 feet in height and 80' no part of the occupied floorplate (exclusive of parking) exceeds 25,000 square feet. Typical guest room floorplate above the 4th floor is approximately 14,500 SF.
- b. The mass and scale of the design creates a stepped and tiered effect and the maximum building envelope above 45 feet is below 75% allowance for building with units allocated from the density reserve.

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:

As observed from Bayway Blvd., massing of the building from levels 5 through 7 reveals a 50 foot- wide opening, stepping back above the parking structure and creating a generous open alcove for the pool on level 5. The result is an indented volume of three-story open space which makes this façade unique, and in compliance with Beach by Design. When combined with garage stepbacks on Bayway, the resulting form is a “u” shaped building from level 5-7. The design intends to break up the “bulky box” effect through manipulation of building mass in both vertical and horizontal dimensions.

- 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:

Proposed building design adds steps to the building facades such that no hotel surface is longer than 100 feet without a break in the façade. A 5-foot recess at the southeast garage entrance breaks the façade in a horizontal direction. See attached plans and elevations.

- 3. At least sixty percent (60%) of any elevation will be covered with windows or architectural decoration. For the purpose of this standard, an elevation is that portion of a building that is visible from a particular point outside the parcel proposed for development.**

Design Response:

Combined distribution of windows and architectural decoration for each façade follows:

- | | | |
|------------------------|---|------|
| a) North (waterside) | = | 63% |
| b) East | = | 61% |
| c) West | = | 61% |
| d) South (Bayway Blvd) | = | 60 % |

In addition to glazing, architectural decoration shall include the following options in keeping with Beach by Design and Tropical Vernacular Features.

- a) Decorative stucco panels with integrated tile accents.
- b) Ornamental grillwork or metal louvered panels.
- c) Cement fiber siding with horizontal banding and vertical trim.

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:

Less than 60% and below 75%. Site is less than 2 acres and building will not exceed 75% of theoretical envelope allowable with units from HDR applied.

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:

Since the Hotel is located on Clearwater Harbor, in the Clearwater Pass District, mass of the building is buffered on three upland sides by landscaped and fenced area. Placement of the building in proximity to the seawall allows for dock access without affecting visual appeal of the waterfront.

6. Buildings may be designed for a vertical or horizontal mix or permitting uses.

Design Response:

To serve boat slips at the north seawall, 8 parking spaces are allocated for this use, with the balance of slips available to hotel guests.

D. SETBACKS AND 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:

Front Yard = 15 Feet

At the rear setback of 5' beginning at the first guest room floor, rear balconies are extended outward five feet at elevation of 12' above grade.

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. Setbacks and Stepbacks.

To reduce upper story massing along the street and ensure a human scale street environment, buildings using the hotel density reserve shall be constructed in accordance with the following:

- a. 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 Bayway, the building provides two step-backs conforming with the intent of Beach by Design. An exception is requested to permit the following:

- a) Beginning at building setback, allow a step-back with an increased depth of 20' at a height of 39' from BFE.
- b) Beginning at a receding depth of 20' allow a second step-back at Level 5 to an additional depth of 22', to provide a pool deck. This step-back is approximately 48' wide, from east to west.
- c) When combined, step-back distance from building set back to north wall of pool deck is approximately 42'

Considering that a required 15' deep step back is increased to at 20', together with a deeper step-back running 48' feet wide by 22' deep, the design is appropriate for Beach by Design and is therefore requested. See building elevations.

- 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

- d. To achieve upper story 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 the right-of-way.

Design Response:

Neighboring buildings on Bayway Blvd are a mix of mid-rise & low-rise buildings.

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

Design Response:

The required step backs span approximately 75% building frontage along Bayway Blvd.

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 façade means that portion of a building façade from ground level to a height of twelve feet (12')**

Design Response:

While this development is a residential use, that portion of the façade supporting the garage ramp shall be articulated with architectural openings. See Item E-1 b) ii below.

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 façade is a landscaped or yardscaped courtyard.**

Design Response:

Since the Clearwater Pass District has less pedestrian interaction compared to more highly urban streetscapes on the Beach, the proposed development on Bayway conforms with Beach by Design under E-1-b)ii where landscaped areas or paved courts are provided from existing sidewalk to face of building located 15' back. While providing this pedestrian amenity at Bayway, openings in the garage façade will be treated as follows per sub-paragraph E-1C) below.

- a) Ornamental grillwork allowing transparency, with
- b) Awnings with louvers allowing open vision.
- c) **Parking structures should utilize architectural details and design elements such as a false recessed window, arches, planter boxes, metal grillwork, etc. Instead of transparent alternatives. When 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 4 levels, modulated to coordinate with the general rhythm and pattern of the other building façade openings and windows. See attached 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:

There are no other uses on the ground floor garage level other than entry guest registration, and vehicle use areas. Not more than 10% of the area of any street-level windows are opaque.

- 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 Hotel will be a limited service facility without a retail component or restaurant, thus primary entrance and guest orientation will be through covered garage at grade. Therefore, each of two vehicular entrance will be clearly visible with proper lighting, signage, and wayfinding. At the entry garage level, use of special pavers to identify pedestrian circulation at the garage level will make way-finding for guests convenient, and provide ease of movement upon arrival and departure. Circulation for both vehicles and pedestrians is a critical concern for safety, convenience, and appropriate image of the hotel.

- 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:

N/A

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 (3 ½') in height. Surface parking areas that are visible from public streets or to the 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 screened and articulated garage openings on Bayway Blvd.

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 sidewalk should not obstruct pedestrian traffic.

Design Response:

Signage shall be designed per code with a comprehensive signage design package submitted for approval 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 5' wide along Bayway Blvd, to match existing.

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:

Benches, bike racks and architectural trash receptacles area proposed along Bayway Blvd. These elements shall be provided per code and submitted for approval at time of 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 design is pending owner review. Lighting shall be designed per code and submitted for approval at time of 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.

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 informal Tropical or "Coastal". Colors shall follow the BbD color palate. See postings on elevations.

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 with various paver styles and 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:

Street benches are proposed along Bayway Blvd where appropriated designs shall be coordinated with City Staff. Adjacent to the right of way.

4. Color Palette

A recommended palette for building colors is presented on the following page.

Design Response:

The building shall utilize the BdD color palates, see elevations.