



WASHINGTON AVENUE APARTMENTS – 190103
Narrative of Design for Downtown District
Planning and Development Department – Community Development Board
2021/03/01

RE: Flexibility Development (FLD) Application

The intent of this narrative is to describe, in detail, the design intent for the proposed project, Washington Avenue Apartments, as it relates to conformity with the Downtown District and Development Standards as an “Urban Residential 2” attached dwelling use. We believe the design has met or exceeded design goals intended to enrich the neighborhood of Prospect Park and the surrounding area of downtown Clearwater.

*Please refer to attached Architectural Drawings and Preliminary Inconsistency Comments letter with responses.

The proposed Washington Avenue Apartments development is a 173-unit multifamily building with both a parking garage and site level parking. The tenants are intended to be workforce wherein 100% of the units are considered “affordable.” This is a need expressed by the city to promote a variety of housing types and a range of incomes in the district. The proposed parking structure and lot will be for both residential use and shared public use providing additional amenities to the adjacent neighborhood.

The parcel located in Prospect Lake is surrounded on (3) sides with type “D” streets. Taking advantage of the street type with planned pedestrian activity, the façade of the building lining S MLK Jr Ave, Gould St, and S Washington Ave has been carefully designed within the standards of the Downtown district to provide a pedestrian-oriented environment surrounding the building with attractive facades, building entrances, sidewalks, and landscaping. The parking has been screened and secluded at the back of the property to allow for a more attractive view corridor as well as prevent multiple vehicular interruptions for the pedestrian experience. Pedestrian circulation around and through the building will provide a safe, attractive, and accessible environment for working and living.

The façade design of the proposed building has been carefully articulated to meet Downtown District Standards with special attention to materials and details. The use of quality materials including brick, painted cementitious siding, and trim creates a pleasant and welcoming residential character that harmonizes with the adjacent buildings and surrounding community. Careful consideration has been given to the massing, setbacks, and fenestration that contribute to the overall design. There are several primary and secondary entrances parallel to the main street facades that provide a welcoming, yet private experience for both pedestrian traffic and residences. These entrances have several design features and details in both materiality and scale in which to encourage walkability and accessibility.