
SHERATON PALMETTO

Design Narrative



PALMETTO BRADENTON

MANATEE COUNTY FLORIDA



PALMETTO & THE BRADENTON AREA

MANATEE COUNTY FLORIDA



PALMETTO BRADENTON

MANATEE COUNTY FLORIDA

Bradenton is well known for maintaining its Old Florida charm, and takes pride in the small community of both permanent and seasonal residents.

The area is surrounded by waterways, both fresh and saltwater. Along the Gulf of Mexico and into Tampa Bay are over 20 miles (32 km) of Florida beaches, many of which are shaded by Australian pines. Bordered on the north by the Manatee River, Bradenton is located on the mainland and is separated from the outer barrier islands of Anna Maria Island and Longboat Key by the Intracoastal Waterway.

Boating, watersports, and fishing are popular, inshore and offshore and the Bradenton Yacht Club hosts yearly Regattas, and rowing championships. It's average water temperature is 79 degrees.

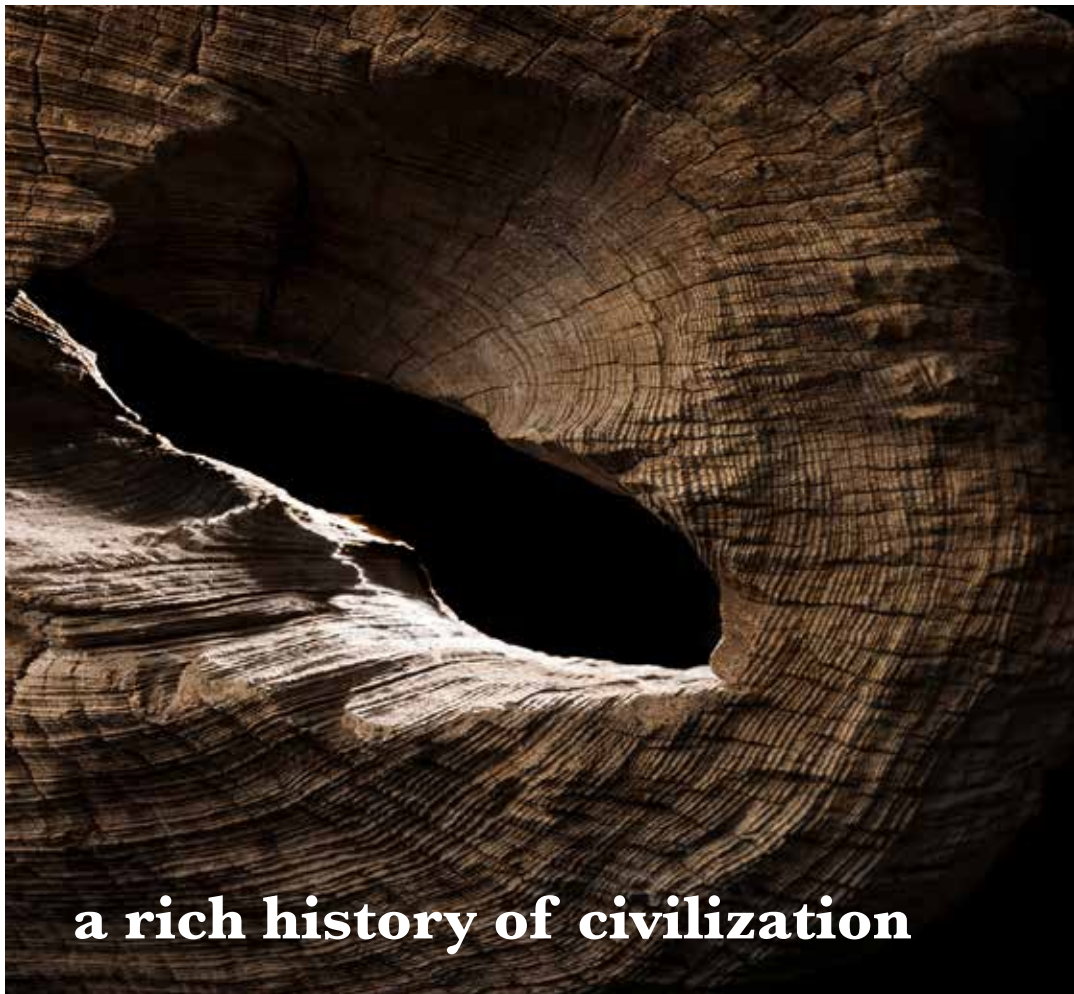
Located in Bradenton, the South Florida Museum is the largest natural and cultural history museum on Florida's Gulf Coast. The museum interprets the region from the Pleistocene to the present. Highlights include fossil evidence of Florida's earliest mammals and marine species, the Montague Tallant collection of prehistoric and early post-contact archeological artifacts, and the Environmental Wing focusing on Florida's ecology and bio-diversity in the Pine Uplands and Riverine Galleries.

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NARRATIVE

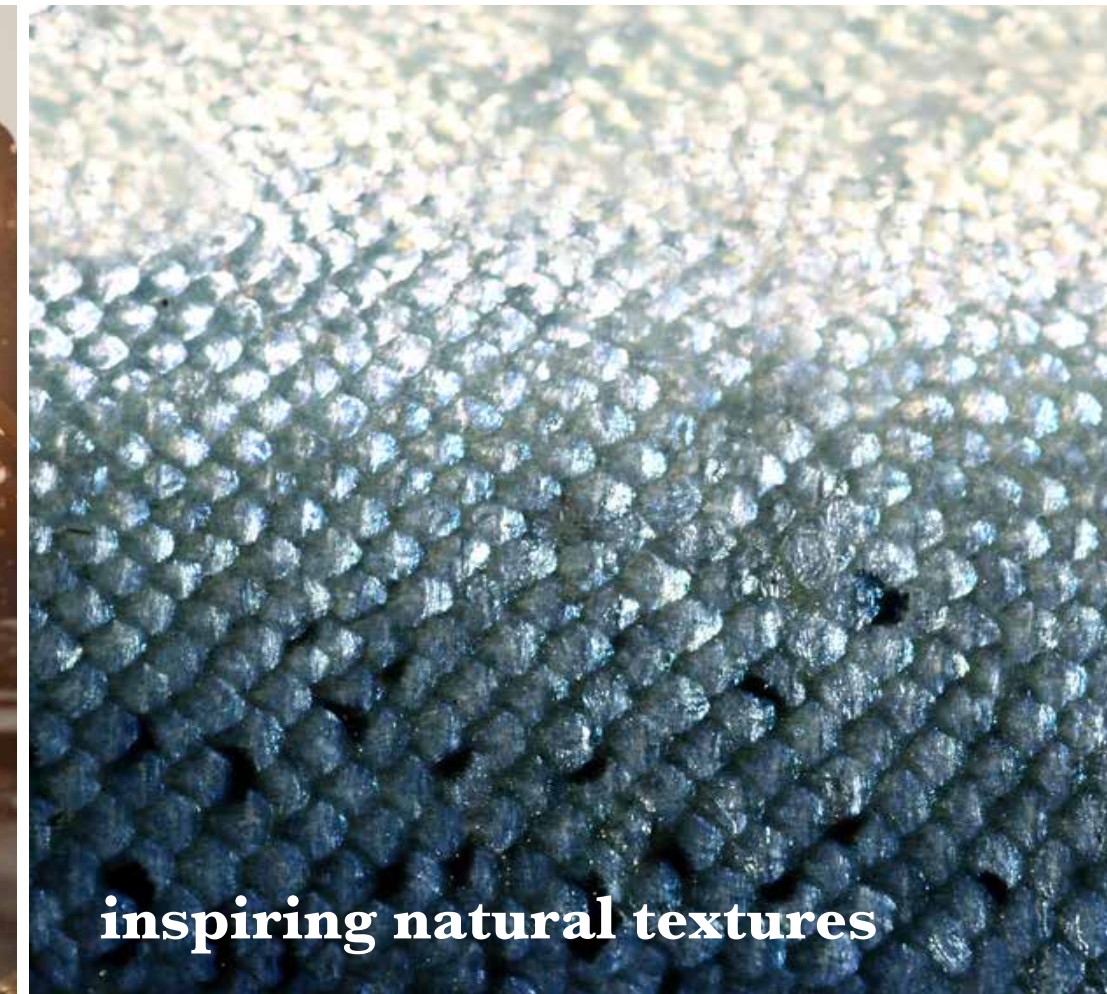
HISTORICAL



SOCIAL



PHYSICAL



KEY TALKING POINTS

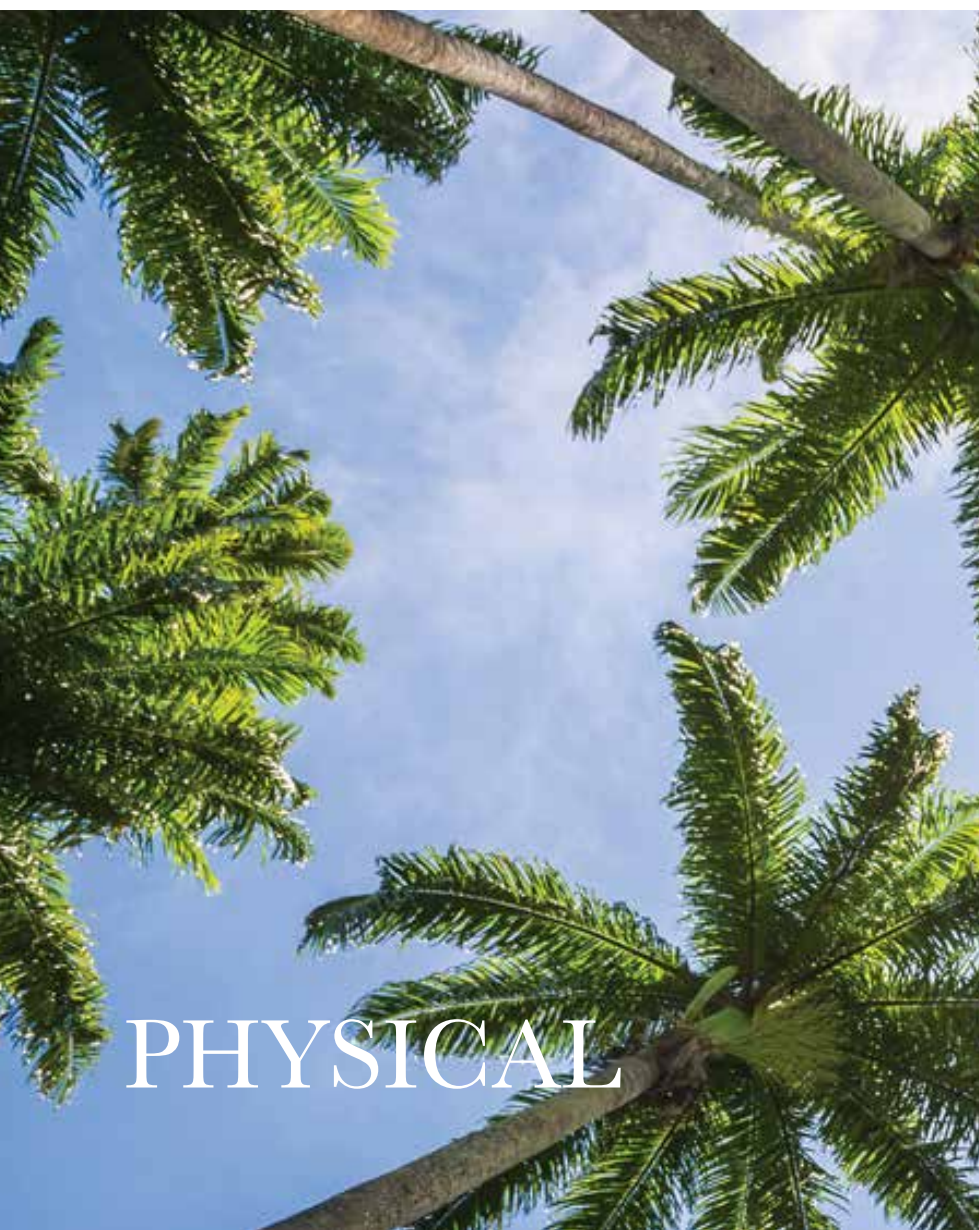
1. INSPIRED BY FLORIDA AND THE GULF COAST PREHISTORIC AND POST CONTACT ARCHEOLOGICAL ARTIFACTS, THE DESIGN WILL CELEBRATE DETAILS FOUND IN EARLY CARVING, WEAVING, PAINTING, POTTERY, AND METALWORK.
2. REFLECTING A CULTURE ENGAGED WITH BOATING AND WATERWAYS, THE DESIGN WILL HIGHLIGHT DETAILS FOUND IN SHIPBUILDING, SAILING, BOATING, BOARDING, AND VARIED WATERCRAFT.
3. THE RICH NATURAL LANDSCAPE OF WATER, SEA AND SAND WILL PROVIDE ENDLESS INSPIRATION FOR PATTERNS, TEXTURES, MATERIALS AND COLOUR.

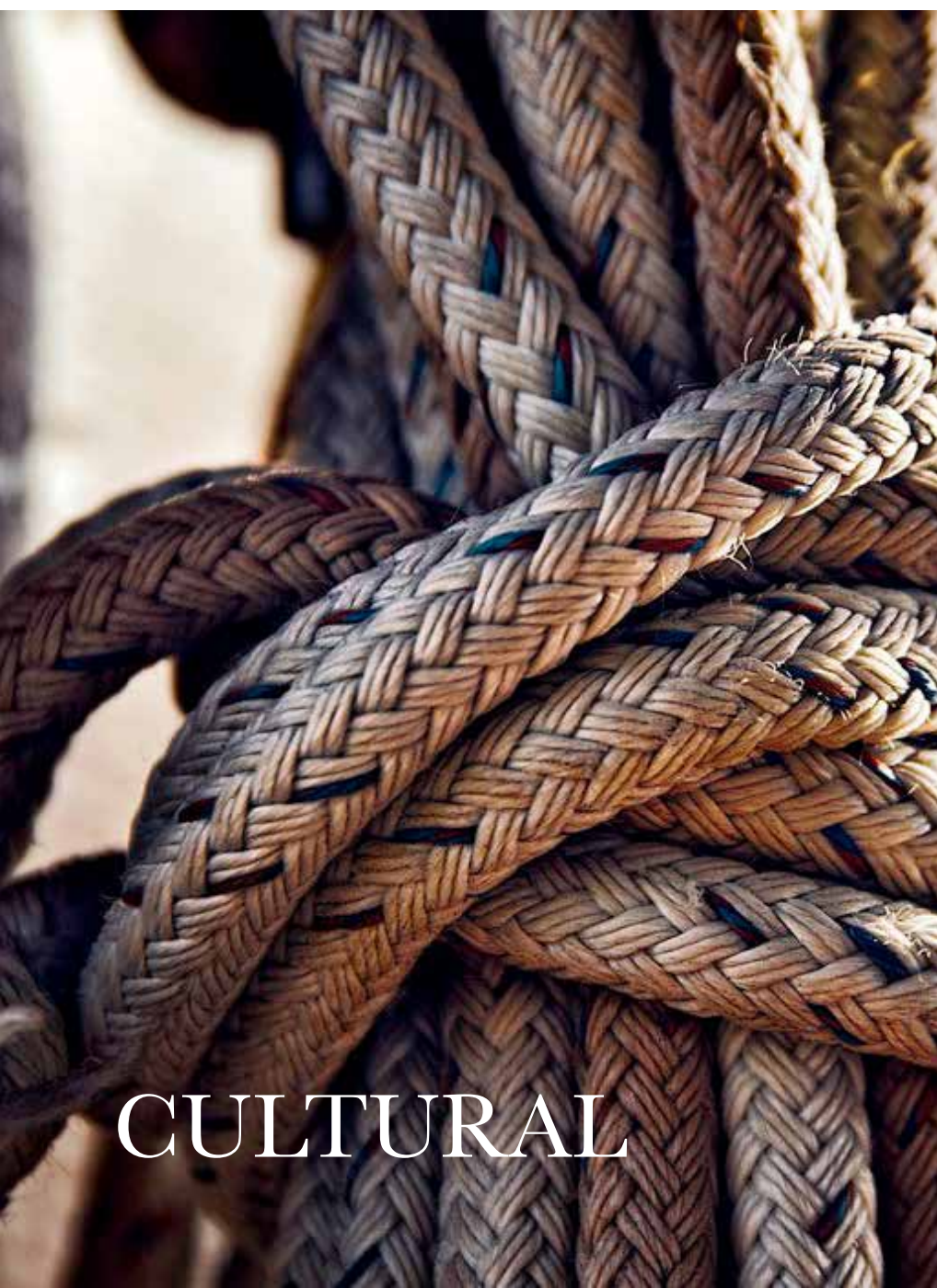
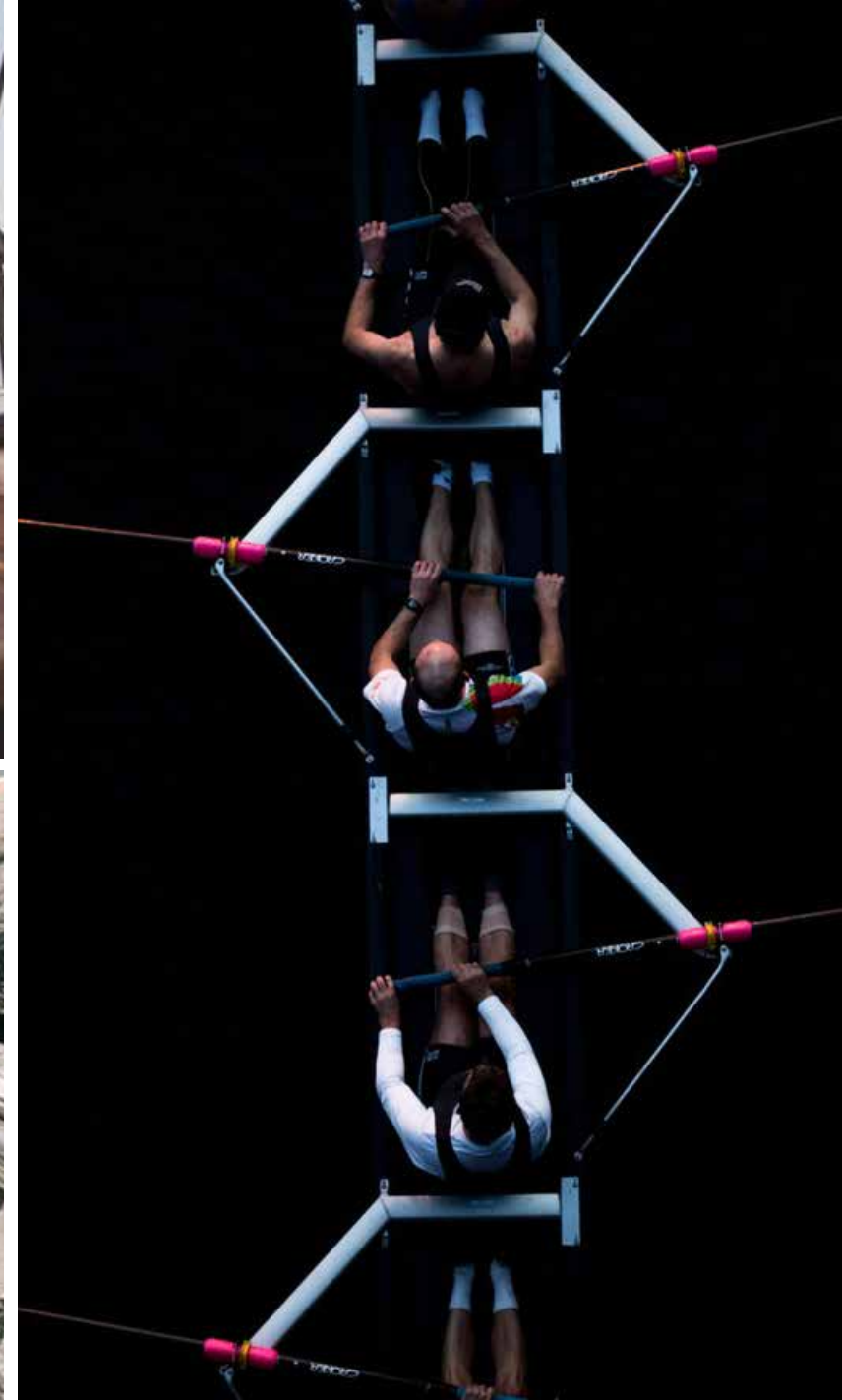


TV



HISTORICAL





CULTURAL

SHERATON PALMETTO

