

ARCHITECTURAL DESIGN GUIDELINES

I. BUSINESS DISTRICT & CAUSEWAY DISTRICT

A. Statements of Intent

1. Create a well designed “village environment” with buildings fronting on Battlefield Boulevard and other streets. A village is defined as a medium density development with an emphasis on pedestrian orientation and sensitive coordination of vehicular access and parking. As a whole, it integrates residential, retail, office, hospitality uses and public spaces. It creates a sense of place and identity.
2. Ensure the plan is viable and attractive for the marketplace.
3. Improve traffic flow on Battlefield Boulevard by reducing the number of vehicle entrances and exits along Battlefield Boulevard.
4. One- and two-story buildings are acceptable in the Business District.
5. Up to four-story buildings are acceptable in the Causeway District. Taller buildings may be allowed through a conditional use permit.
6. Promote sufficient levels of massing and density to achieve an intensified level of pedestrian activity.
7. Provide adequate parking throughout the District.
8. Respect the scale of residential neighborhoods which abut property.
9. The design of the buildings shall follow historic precedents for proportions, materials, and form in the Business District. Southern Colonial, historic, coastal, and nautical precedents shall be used in the Causeway District. Slavish copies of existing buildings is discouraged, well designed urban interpretations of these precedents are encouraged.
10. Site plans should contribute to improvements of traffic flow, both pedestrian and vehicular.



B. Narrative

Building site placement is a critical element in determining how people will use the public space to get from one place to another. Its development follows from the layout of streets and blocks, in this case a grid framework of pedestrian-oriented blocks. Building site placement is essential in framing the space of a street and providing a sense of enclosure. Yet the siting of buildings also determines how accessible private spaces are from the public realm, encouraging frequent exchange between inside and outside, and enhancing pedestrian activity.

Building site placement is also one of the initiating factors of the character of a place. A consistent placement of adjoining buildings at the edge of the right-of-way gives the public realm a pedestrian sensibility. Street-walls (the vertical plane resulting from a contiguous line of buildings) are created, providing a more intimate urban form. Places are more easily accessible to pedestrians, and crossing the street feels safer because vehicles move more predictably in a well designed, well orchestrated environment that brings pedestrians and vehicles closer together. The details of everyday objects take on greater significance in this environment, as they are more readily observed. In other words, pedestrian oriented environments establish public space as the backdrop of daily human activity and experience.

The Business District potentially unites commercial, retail, cultural, and residential uses within a single district. Street-walls and building frontages should be designed to invite pedestrian use of the plazas and sidewalks. Framed streets and plazas will convey a sense of protection, safety, and security while providing spaces for public enjoyment.



C. Guidelines

1. Building frontages should tend to align along the street at the property line. Of course, building setbacks are required to accommodate outdoor dining, plazas, landscaping and other amenities.
2. Consider the placement and form of buildings at corners and how both factors may promote pedestrian activity.
3. Improve traffic flow on Battlefield Boulevard by reducing the number of vehicle entrances and exits along Battlefield Boulevard.
4. Distinguish major buildings and parking structures within the district as destination points within from the more pedestrian-oriented walking environment.
5. For long blocks or buildings with open interior courts, coordinate the location of openings with regard to climatic conditions; sunlight, prevailing winds, etc.



Buildings located close to the street and close to each other enclose the street – space is well-defined.

