

## II. ARCHITECTURAL MASSING

### A. Statements of Intent

1. Present a unified form of the Business District at both vehicular cityscape and human pedestrian scales.
2. Create interesting destination “places.”
3. Provide for greater densities while safeguarding the provision of light, air, and views at the street.
4. Locate buildings to utilize views of the water, from various locations on the site or from other buildings.
5. Respect scale of residential neighborhoods which abut property.

### B. Narrative

A coherent and legible city form results from the orchestrated placement of building masses throughout an area. Building massing simultaneously presents an overall image of a district when viewed from a distance, and involves an orderly arrangement of buildings within the district, one that allows for sun, air, and light to filtrate to the street level. Building masses derive not only from the programmed use of the spaces within, but also from the physical constraints of the site (zoned height limitations and required setbacks). Implicit massing relationships suggested by the adjoining context may also influence the massing of buildings.



*The corner can offer one of the best opportunities for an establishment to gain the attention of passersby. How the building meets the corner is critical.*

The overall visual impression of building masses is further refined and brought into human scale through articulations of the building façade. The articulation of the façade transforms buildings from abstract volumes into backdrops for human activity. The greatest level of detail is both required and provided at the building’s ground level. For it is here, at the street level, where the conduct of daily life is experienced.

## C. Guidelines

1. Develop a coherent system of coordinated building masses. Integrate differing volumes by using similar and/or complementary materials and coordinating with the horizontal design elements of adjacent buildings. Provide building forms that step down to the street within a block. Conversely, massing should step back from the build-to line with increasing heights.
2. Create a well designed “village environment” with buildings fronting on Battlefield Boulevard and other streets.
3. Relate building massing both to frame and reinforce view corridors and to establish gateways. Design forms for each block that create a coherent mass which presents the area as unified when viewed from a distance.
4. Maintain an adequate provision of light, air, and views at the street. Consider the relationship of building heights at the block to the impact of solar access at the street. Consider daylight factors and access to light for businesses and stores located at or near the ground level.
5. Organize buildings to control the impact of shadows both on the other buildings and on the street, as well as to mitigate against the impact of wind currents and downdrafts.



*Coordinating with the horizontal design elements of adjacent buildings can help integrate differing volumes.*



*Coordinated massing within the block can provide a monumental scale while also stepping down to a pedestrian scale.*



6. Buildings, regardless of use(s), may be defined in terms of their height:
  - a. A low-rise building is any building 2-stories or less in height.
  - b. A mid-rise building is any building between 3- and 4-stories in height.
7. Building heights in the Business District are limited to two stories in height. However, through the conditional use permit process, a higher building for may be allowed, up to three (3) stories in height.

In the Causeway District, building heights are allowed up to four (4) stories. Through the conditional use permit process, additional stories may be permitted.