

## CHAPTER II AESTHETIC OBJECTIVES

The guiding principle behind the *Design Review Guidelines* is to enhance the quality of life for all residents and visitors to the City by preserving the character and desirable aesthetic features of the community. In order to ensure that this character is preserved, it is necessary to protect significant features from destruction and to ensure that new projects in the City do not detract from the identifiable character of the community. New construction projects and substantial renovation projects should respect the scale, materials, massing and setbacks of neighboring buildings and the overall streetscape. New construction should preserve and enhance the natural features present on the project site and along the street. Signs and awnings should be designed to enhance the visual image of the property and to complement the existing conditions along the street.

### **ARCHITECTURAL PRESERVATION DISTRICTS**

Design review within **Architectural Preservation Districts** is intended to protect buildings from inappropriate renovations, to create an atmosphere for compatible future growth, to prevent the intrusion of adverse environmental influences, and to assure that new buildings and uses will be in keeping with the character of the various older neighborhoods within the **Architectural Preservation Districts**. In particular, it is the intention to protect the integrity of the Colonial Williamsburg Historic Area and to avoid the confusion and dilution caused by construction of buildings, within ¼ mile of the Historic Area boundaries, which replicate the eighteenth-century buildings in the Historic Area.

New construction should be compatible with other buildings in the district and need not imitate existing buildings in order to be compatible. Well-designed buildings that respect the scale and character of existing buildings but in a modern idiom can be successful infill projects in older neighborhoods. Additionally, new construction projects should be designed for the specific siting within the City of Williamsburg and should avoid designs, which exemplify a company's corporate design image without regard for the project setting.

### **CORRIDOR PROTECTION DISTRICT**

Design review within the **Corridor Protection District** is intended to protect and enhance the special character of the **Architectural Preservation Districts** including the Colonial Williamsburg Historic Area by ensuring that the major access routes to the City are developed and maintained in a harmonious and compatible manner. The intent is to encourage the improvement of the architectural and visual character of these major entrance corridors, to prevent the intrusion of adverse environmental influences, and to create an atmosphere for compatible future growth. It is important that new construction designs are of the highest quality in design and materials and reflect the unique character of Williamsburg.