



*Street and City Scale*

## 1.3.1 Design Language

The Design Language for Business Bay will be drawn from a balanced mix of contemporary / international and traditional / regional influences. Architects and planners will particularly develop designs to ensure that the city's character is expressed at three scales of experience - at the pedestrian scale, at the scale of the CBD when viewed from within, and at the scale of the city in the context of greater Dubai. These three scales, described in more detail below, are Street Scale, City Scale and Urban Scale.

### Street Scale

The "Street Scale" of Business Bay represents the scale of one's personal experience of the public and private spaces within the development, particularly when experienced as a pedestrian.

Planning, Massing and Detail Design for the streetscapes and podiums of Business Bay shall respect human scale and human needs by providing a comfortable year round environment.

Dubai Properties encourages the use of innovative landscape design, environmental design, public art programs, signage, way finding, landscape and public lighting to compliment the architectural and urban design initiatives.

Architects are encouraged to generate innovative, contemporary designs but should draw inspiration from the traditional regional precedents and techniques including use of colonnades, screens, shade structures, masonry construction, controlled use of glazing, thermal convection techniques such as wind towers and the extensive use of water features, fountains and water courses.

### City Scale

The design of individual towers within the CBD of Business Bay should generate a family of commercial developments and residential accommodation that is technically comparable to the standards found in other great cities of the world. However the architecture should be immediately recognizable as Dubai's and the Gulf's alone.

Dubai Properties encourages architects to develop tower forms and designs that respond to climatic and cultural influences from the region, without reversion to direct historical reference and pastiche.

### Urban Scale

The Urban Scale of Business Bay is the scale at which this city-within-a-city may be seen in the broader context of Dubai. This is the scale of the overall city plan, of the skyline silhouette and of sculpted urban forms.

View corridors and breezeways connect to the Creek Waterfront. Landmark developments and major commercial centres are located above or adjacent to major public transport interchanges and link directly to major civic uses. These developments are limited to specific plots and contain their own specific design guidelines.



*Urban Scale*