

### OBJECTIVE 3.1

#### PROMOTE AN URBAN FORM THAT REFLECTS SHOWPLACE SQUARE AND POTRERO HILL'S DISTINCTIVE PLACE IN THE CITY'S LARGER FORM AND STRENGTHENS ITS PHYSICAL FABRIC AND CHARACTER

Enhancing qualities of place, by promoting high-quality buildings that relate to historic and surrounding structures and to the street, is an important element in promoting a neighborhood's character, ultimate viability, and rational relationship with the rest of the city. Specific policies and design guidelines to address the objective outlined above are as follows:

##### **POLICY 3.1.1**

Adopt heights that are appropriate for Showplace Square's location in the city, the prevailing street width and block pattern, and the anticipated land uses, while respecting the residential character of Potrero Hill.

##### **POLICY 3.1.2**

Development should respect the natural topography of Potrero Hill. Consistent with the Urban Design element of the General Plan, building height and form should accentuate the natural topography of the landscape. Lowering heights from the north to the south side of 16th street would help accentuate Potrero Hill.

##### **POLICY 3.1.9**

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Important historic buildings cannot be replaced if destroyed. Their rich palette of materials and architectural styles imparts a unique identity to a neighborhood and provides valuable additions to the public realm. Showplace Square demonstrates how adaptive reuse of historic buildings can provide a unique, identifiable, and highly enjoyed public place. Historic or otherwise notable buildings and districts should be celebrated, preserved in place, and not degraded in quality. See the Historic Preservation section of this plan for specific preservation policies.