

**ROSEVILLE HEIGHT AND BULK  
PROPOSAL DRAFT  
of the  
Long Range Planning Committee to the Peninsula Community Planning Board**

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***Please note before reading further:** This report represents a draft of a possible approach to a planning issue facing the Peninsula Community. In lieu of demanding a wholesale update of the Peninsula Community Plan, the Long Range Planning Committee is committed to formulating recommendations for changes in processes or regulations to meet the list of priority issues which the Committee has identified during the past year.*

**Issue:**

The height and bulk of multifamily and commercial development within the Roseville neighborhood.

**Proposal:**

That the City Council adopt a minor amendment to the Peninsula Community Plan and enact an CPIOZ Overlay for the Roseville area requiring discretionary review for development projects exceeding certain prescribed dimensions

**Discussion:**

What we believe:

- The multifamily and commercial zones northwesterly of Rosecrans to Evergreen Street, between the cross streets of Talbot and Nimitz represent an important opportunity for new commercial enterprises and desirable market rate housing,
- Maintaining rights to increased development in this area – with exception to historic districts or individual sites as may be designated -- is a benefit to existing property owners, as well as new businesses and residents.
- The emerging policies of the City of San Diego and the State of California to house a growing population and reduce the barriers to housing construction should be accommodated by setting standards which provide specific rules to minimize additional review processes.
- In the recent past, the results of the redevelopment of sites within the Roseville area has been uneven, with some projects reflecting high quality and others “gaming” the approval process and overbuilding their sites.
- Particularly egregious examples of overbuilding are those structures which have greatly exceeded the expectation of a nominal thirty foot height limit and general bulk.
- In many instances, improvements to project aesthetics and design features can serve to mitigate the appearance of excess height and bulk. Design review and community input can provide for such improvements.
- In instances where a development project will subsequently seek a Map Waiver, applicants could utilize the planning group review to obtain support for such map proposal prior to the issuance of building permits.

What we propose:

1. A limited amendment to the Peninsula Community Plan which reinforces a community character for this neighborhood as being no more than three stories within a strict height envelope of thirty feet, and providing images and descriptions of how this standard can be best met;
2. Affirmation that “maximum permitted height” applies to any structure or part of a structure as measured from the lower of existing grade or proposed grade at all points using the “plum line” standard of the Municipal Code without exception; and,
3. Enactment of a zoning change for the area to put in place a Community Plan Implementation Overlay - B, which would require discretionary review – and PCPB recommendation -- for any new-construction commercial or multi-family residential project within the Roseville multifamily and commercial zones northwesterly of Rosecrans to Evergreen Street, between the cross streets of Talbot and Nimitz which would exceed 90% of the permitted height and/or 80% of the zone-permitted floor area ratio.

The actual effect of this proposal would not nullify any existing restriction or right contained in the City’s Zoning Code. It would, however, provide for needed community discussion and input on projects which might seek to maximize its development envelope. Projects meeting the height and bulk standard would avoid the CPIOZ referral and review process, bypassing discretionary review and thereby be expedited.