

COMMERCIAL

Existing Conditions

Approximately 122 acres (three percent) of the Peninsula community is currently utilized for commercial purposes. The community contains three concentrations of commercial development all of which are at least partially located within the coastal zone. In addition there are two isolated pockets of commercial uses. The commercial areas are as follows:

- The Roseville/Shelter Island district. This is the largest commercial area in Peninsula containing approximately 90 acres. It is bounded by Quimby Street on the north, Talbot on the south, Rosecrans on the west, and San Diego Bay on the east. Nearly half of this area is on Port Tidelands and almost exclusively serves the visitor industry and marine-related interests with hotels, restaurants, marinas and marine-related businesses. The area within City jurisdiction serves as both a community and visitor commercial center. There are 20 hotels and motels in the Peninsula commercial districts with 1,304 rooms. Nineteen of these are in the Roseville/Shelter Island area.
- Several distinct subareas exist within the Roseville commercial district. Rosecrans, from Emerson to Talbot, contains the commercial core of Roseville with a concentration of banks, services and small shops. This area is densely built up and lacks adequate off-street parking. To the north along Rosecrans and Scott between Dickens and Ingelow small motels are the dominant land use. Thirteen motels with 494 rooms are located in this area. Many of these provide low- and moderate-cost lodgings. North of Ingelow, Rosecrans has the character of a suburban commercial road with several small strip service centers and fast food outlets. This area has more substantial off-street parking than the core area. Between the Roseville commercial core and Shelter Island is an area with a great concentration of marine-related businesses.
- The Voltaire commercial district. The Voltaire Street commercial area contains approximately 15 acres and is an important street for commercial businesses in the community. It also serves as a connector from the Peninsula community to the ocean. It has suffered from a lack of unifying character, lack of streetscape amenities (street trees, furniture, general landscaping) and has vehicular access and parking problems. The businesses have also suffered from lack of vitality and promotion.
- The Loma Palisades commercial district. This is a disjointed commercial area with haphazard zoning. It is a western extension of the large regional commercial district along Midway Drive and Sports Arena Boulevard. Loma Palisades was formerly included in the Midway community.
- Canon, Talbot, Catalina Triangle. This is a small neighborhood commercial center which generally caters to the immediate neighborhood.
- A parcel north of Evergreen and west of Rosecrans in the extreme northwest corner of the Peninsula planning area is occupied by a small office complex. This parcel is located on the fringe of the Midway commercial district to the north.

Objectives

- Encourage a mix of educational, office, research and development, retail, hotel and cultural and civic uses in the commercially-designated portions of the former Naval Training Center.
- Encourage continued development and sensitive redevelopment of a wide variety of community-, visitor- and marine-related community commercial uses in the Roseville commercial district.
- Promote the provision of adequate parking to ensure continued viability of the Roseville commercial district.
- Preserve small-scale buildings and pedestrian amenities in the Roseville commercial core.
- Encourage the establishment of a unique, unifying architectural, signage and landscaping theme for the Roseville commercial core consistent with the historic character of this area.
- Encourage expansion of the architectural, signage and landscaping themes on Shelter Island into adjacent areas of the Roseville commercial district.
- Encourage the evolution of the Voltaire strip into a more concentrated and compact neighborhood commercial district.
- Ensure the availability of adequate commercial facilities within existing commercial areas to meet the needs of the existing and projected resident and visitor population of Peninsula.
- Discourage establishment of commercial development or parking to serve commercial development in areas outside the existing commercial districts.
- Provide community and visitor serving commercial facilities for persons of all income levels.
- Create a strong visual character for Voltaire Street through the enhancement of the streetscape via a street tree planting and maintenance program, establishment of a theme for furniture in the public right-of-way, and increased overall landscaping. The enhancement of building facades should be improved for visual and economic reasons.
- Consider the formation of a business association of business improvement district for Voltaire Street will also be explored as a funding source.

Recommendations

- As the commercial areas redevelop, emphasis should be placed on improving the ambiance of such areas so that they encourage community-based and related recreational shopping and pedestrian interaction. Outdoor cafes, art exhibits and special events should be encouraged. Landscaping, architectural/sign controls, and a design theme consistent with the area's historical and marine orientation should be developed and implemented.
- Emphasis should be placed on providing a balance of commercial recreation and community commercial uses, with adequate support facilities for both, through rehabilitation and redevelopment of existing commercial areas. Commercial recreation uses generally provide a wide range of services and opportunities which cater to the visitor and those pursuing leisure activities.
- The portion of the block bounded by Lowell, Keats, Rosecrans, and Locust and occupied by a parking lot and a single-family dwelling could be rezoned to C-1, without need for a plan amendment, if this block is redeveloped with a Planned Commercial Development (PCD) permit. The PCD permit should specify that the site could be used only for a food market or for a mixed use project containing a food market and residential development. The PCD permit should contain guidelines to ensure that the existing residential area west of Locust be well buffered from the proposed development. If a residential component is included in the PCD, the residential portion should be oriented toward the Locust side of the site.

Recommendations for Specific Commercial Areas

Naval Training Center

- Reuse and redevelopment of the Naval Training Center should include a mix of uses designed to preserve and complement the historic district, include revenue-producing retail and hotel facilities, and provide office and research and development activities to complement nearby Naval operations. Development of NTC should be guided by the NTC Precise Plan. Zoning for the commercial and educational areas of NTC should be CC-5-5, while zoning for the hotel sites should be CV-1-1.

Roseville

- The Roseville commercial district should remain as the primary commercial focus within Peninsula. A majority of the area should be designated for a mix of residential, community commercial, commercial recreation and marine-related commercial and industrial uses. A portion of this area should be rezoned to residential which would permit this mix of uses with strengthened parking and landscape requirements. Residential development should be allowed at densities not exceeding 29 du/acre on upper floors of the commercial development, or with densities up to 43 du/acre permitted only in conjunction with low- and moderate-income housing.

- A commercial recreation designation should be applied to two corridors under City jurisdiction which lead to Shelter Island and the harbor. These corridors are: 1) Shelter Island Drive and Addison east of Scott; and, 2) the area bounded by Scott, Fenelon and Dickens. Lodging facilities, dining establishments and other visitor serving uses for all income levels should be encouraged in these areas. Both of these gateway corridors should be rezoned to CV or C-1. Existing low- and moderate-income visitor-serving facilities should be preserved through appropriate zoning and rehabilitation incentives. Much of the area within Port District jurisdiction should also be designated for commercial recreation use in accordance with the District Master Plan.
- Existing temporary residential rentals within the Roseville commercial district should be protected and encouraged. Temporary rentals catering to visitors in conjunction with upper story development should be encouraged through zoning incentives.
- City-owned properties should be considered for lower visitor accommodations such as hotels, hostels and campgrounds.
- City Council should consider budgeting into its work program a comprehensive consultant study of the parking and circulation problem in the Roseville/Shelter Island commercial and recreation areas. The study should examine the feasibility of potential solutions to the problems such as establishment of a parking district and construction of a series of mini-lots or a parking structure. Cooperation by Roseville property owners is essential to solving the parking problem.
- The core of the Roseville commercial district should continue to be concentrated along Rosecrans and adjoining side streets from Emerson to Talbot. The pedestrian environment of this area should be strengthened by encouraging rear and side yard parking. Building frontages along Rosecrans within the core area should be devoted primarily to retail uses. Office and support services should be encouraged to locate on side streets and upper stories.
- Formation of a business improvement association should be encouraged to promote the Roseville District and to provide leadership for a coordinated effort to enhance the appearance and economic vitality of the area.
- Expansion of office and banking uses within the Roseville core area should be limited and should not be permitted where these uses would intrude into or preempt retail space or erode the human scale and pedestrian-oriented environment within the area of retail concentration.
- The streetscape of the Roseville commercial core should include benches and other street furniture conducive to a pedestrian-oriented environment. Such amenities will be provided in any new development or redevelopment projects with the core area.
- All streets within the Roseville commercial district should be landscaped. A planting list should be developed as a guide for landscaping both public and private areas. All developers, existing owners and tenants should be encouraged to provide landscaping from the approved list for parking areas and buildings in existing and proposed developments.

- The area of Roseville east of Scott should reflect and expand upon the tropical landscaping themes established on Shelter Island. The South Seas/nautical architectural and signage themes should be followed in remodeling projects and new construction within this area.
- Street closings or partial closings should be considered as a means to enhance pedestrian spaces. If the view corridors are maintained along the street corridors and pedestrian access is provided to the bay, then closing some of these streets may be appropriate as part of the public bay access. However, in all street closings, public coastal views should be maintained and enhanced.
- Conditional Use Permits (CUPs) for parking to serve the Roseville commercial area should be considered on lots fronting east-west streets from Nimitz Boulevard to Canon Street between Rosecrans and Locust Streets only where it can be demonstrated that construction of a parking lot will not have a negative impact on adjoining residential property. Conditional Use Permits for parking should not be permitted on lots fronting Locust.
- The Community Plan Implementation Overlay Zone (CPIOZ) Type B, should be applied to the Roseville commercial district to ensure that new development in Roseville will be compatible with the historical development pattern and will enhance the character and atmosphere of the commercial district. The boundaries for the Roseville CPIOZ are identified in **Figure 35**.

Voltaire

- The Voltaire Street commercial district should be upgraded to form a viable community commercial center. Uses such as groceries, drugstores, barber shops, hardware stores and copy centers should be encouraged. New commercial uses should be restricted to those blocks located between Venice Street and Worden Street, and between Warrington Street and Chatsworth Boulevard. This would encourage a concentrated and compact pattern of commercial development.
- Community Commercial zoning should be applied to those blocks along Voltaire Street which are characterized by strip commercial development. This would restrict commercial uses which are not appropriate in an established neighborhood district and would provide strengthened landscape requirements. The Alpha-Beta commercial center at the northeast corner of Voltaire and Warrington Street is a small suburban style shopping center with substantial parking requirements and should retain CA zoning. Predominantly residential development should be zoned for residential use. Residential development should be allowed on upper floors within the commercial areas with densities up to 29 du/acre. Densities between 30-36 du/acre should be permitted only in conjunction with low- and moderate-income housing.
- Formation of a Voltaire Commercial Area Business Improvement District is being considered. An improvement district with wide participation by property owners in the Voltaire commercial district is needed to promote the upgrading of this area. Improved

upkeep of businesses, an enhanced visual image through signage, landscaping, façade standards and a shared approach to provision of parking should be addressed by the business improvement district.

- The Community Plan Implementation Overlay Zone (CPIOZ), Type B, should be applied to the Voltaire commercial district to ensure compatibility with surrounding residential uses and to improve the general appearance and ambience of the commercial district (see pages 132-137 and **Figure 35A** for additional information).
- The Voltaire Street CPIOZ should be expanded to include the Point Loma branch library or any other property along Voltaire Street that is not now commercially designated if, in the future, such property should become commercially designated.

Loma Palisades

- The Loma Palisades commercial area along West Point Loma Boulevard from Famosa Boulevard to Sports Arena Boulevard should continue to develop with a combination of commercial recreation and neighborhood commercial uses. The area west of Rue d’Orleans and north of West Point Loma Boulevard should be designated for commercial recreation uses and should be rezoned to CV with the exception of a small strip of CP zoning which should remain unchanged. The remainder of the Loma Palisades commercial district should be designated for neighborhood commercial uses. The commercial sites on the southwest corner of Adrian Street and West Point Loma Boulevard should be rezoned to CN to conform to the neighborhood commercial designation. The triangular site on the southwest corner of Sports Arena Boulevard and West Point Loma Boulevard should retain CN zoning. A narrow strip along Sports Area Boulevard should be rezoned from C to C-1 and CA (as indicated in **Figure 37a**). This strip is not adjacent to any residential uses and forms an entryway onto Interstate 8. All-night businesses and uses not permitted elsewhere in a neighborhood commercial district would be appropriate in this area.

Canon/Talbot/Catalina Triangle

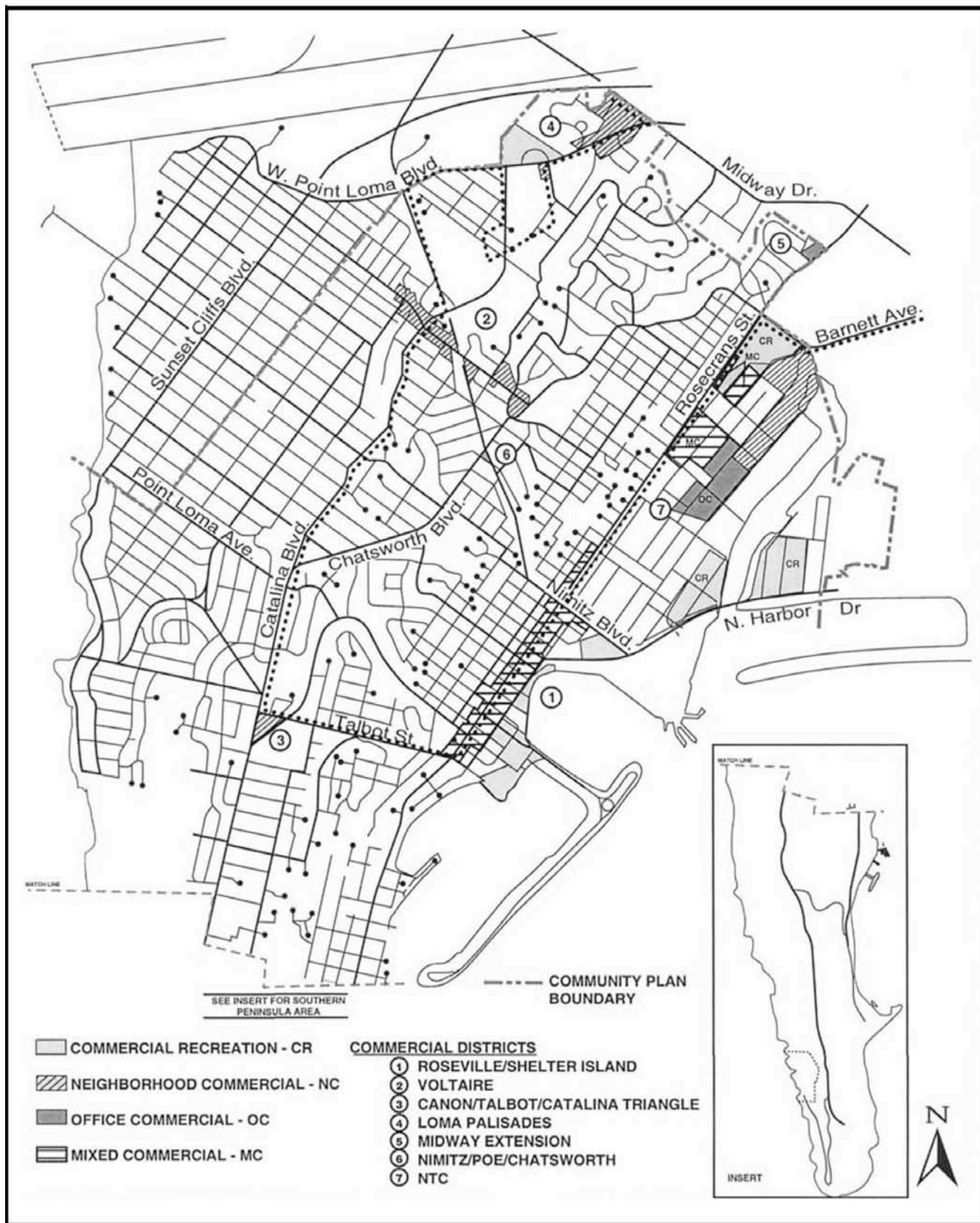
- The neighborhood commercial uses on Canon/Talbot/Catalina Triangle should be retained. The commercial area should not expand into adjacent residential areas, zoning should remain unchanged.

Rosecrans/Evergreen

- This area, which is a southern extension of the Midway commercial district, should be designated for office commercial use. The existing office use and CO zoning should remain unchanged.

Nimitz/Poe/Chatsworth

- This triangular shaped parcel should be designated for office commercial use. The existing office use and CO zoning should remain unchanged.



Commercial Areas Peninsula Community Plan

CITY OF SAN DIEGO PLANNING DEPARTMENT

FIGURE 9