

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, including but not limited to, marine sales and services supporting the commercial fishing and recreational boating industries, hotels, restaurants, marine navigation and fish finding equipment, yacht brokers, specialty/handcraft shops, beachwear, chart/map sales and other similar activities that support uses on the waterfront. Residential uses may be permitted but for properties situated along or southeast of Rosecrans Street and extending to the tidelands between Hugo Street and Byron/Shelter Island Drive, residential uses should be restricted to the upper floors; only commercial units, commercial units that provide integrated live/work space (i.e. live/work quarters) and required off-street parking may be located on the ground/street level.
- 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

- For properties adjacent to the tidelands, permitted uses shall include, but not be limited to, marine sales and services supporting the commercial fishing and recreational boating industries, hotels, restaurants, marine navigation and fish finding equipment, yacht brokers, specialty/handcraft shops, beachwear, chart/map sales and other similar activities that support uses on the waterfront. Residential uses may be permitted but for properties situated along or southeast of Rosecrans Street and extending to the tidelands between Hugo Street and Byron/Shelter Island Drive, residential uses should be restricted to the upper floors; only commercial units, commercial units that provide integrated live/work space (i.e. live/work quarters) and required off-street parking may be located on the ground/street level.
- 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