

# COMMUNITY ORGANIZED TO DEFEAT LA PLAYA 4 LOT SUBDIVISION ON STEEP HILLSIDE

January 30, 2015  
MEDIA ADVISORY

For Immediate Release:  
Marcie Rothman 619-519-4332 or Bill Moody at 619-222-8630

**PRESS CONFERENCE: Monday, February 2, 2015, 10 AM, 380 San Geronio St. near La Crescentia**  
**WHO: Community Leaders of 700 member Preserve Point Loma**  
**VISUAL: 120 foot unstable cliff and drone footage of proposed residential development site**

Preserve Point Loma, a 700 member grassroots group is working to organize the community and convince the San Diego City Council to DENY the 4 lot proposed subdivision "Point Loma Summit" on the old Jessop estate at La Crescentia Dr. The City Council Hearing is set for February 9<sup>th</sup> at 2 pm.

*"The site contains environmentally sensitive steep lands and unstable hillsides and sets a bad precedent for future deviations and variances to the San Diego City land use policies. At issue also is a steep, narrow and winding driveway access affecting emergency and fire response." said Marcie Rothman, co chair of the group.*

*"This project violates our adopted Peninsula Community Plan and contains deviations to the existing Zoning Code regarding access, setbacks and height," said Bill Moody, a member of Preserve Point Loma.*

The subdivision proposes densification and carving up the old Joseph Jessop Estate located at 414 La Crescentia Drive into 4 lots including the Tudor styled home built in 1926 by Joseph and Mabel Jessop. The steep narrow access, concerns for fire safety and change of community character have created a groundswell of opposition who include many members of the extended Jessop family - Jim Jessop, Anne Jessop Hill, Linda Jessop Fox, Jim Hervey and Matthew Hervey.

*"The development crowds buildings that are out of place in the neighborhood and adds erosion risks to the fragile cliffs by water runoff. The project requires multiple deviations from the requirements of the Municipal Code and is inconsistent with the Community Plan." said Jim Jessop.*

The project was recommended for DENIAL by the Peninsula Community Planning Board on August 15, 2012 by a vote of 12-0-1. But, the project was recommended for APPROVAL by the San Diego City Planning Commission on June 19, 2014. **The FINAL DECISION will be made by the San Diego City Council, Monday, February 9<sup>th</sup>, 2015, 2 pm at City Hall, 202 C St, Downtown San Diego.**

In June of 2014, the San Diego City Council denied a five lot subdivision known as the Peeling project located on Harbor View Dr. in Point Loma due to concerns over unstable hillsides, deviations to the zoning code and issues of community character. Preserve Point Loma is a community grassroots organization working to maintain the integrity of the Peninsula Community Plan from ill conceived development. Supporters of Preserve Point Loma include a wide range of civic leaders. Preserve Point Loma is leading the effort in opposition to the project. WEBSITE: [www.preservepointloma.org](http://www.preservepointloma.org).