

MIDWAY RISING

A MIDWAY FOR ALL



ZEPHYR



THE
KROENKE
GROUP

Tonight's **Workshop** Format

- **Midway Rising Overview Presentation**
- **Open House**
 - Entertainment Center
 - Housing
 - Community Benefits
 - Midway Community Plan

Our Team



ZEPHYR





MIDWAY RISING

Key Milestones

- | | |
|----------------------|---|
| Oct. 4, 2021 | NOA issued |
| Dec. 3, 2021 | NOA responses submitted |
| Mar. 4, 2022 | 90-day good-faith negotiating period ended |
| Apr. 11, 2022 | City shortlisting |
| July 2022 | 3rd-party due diligence |
| Sep. 8, 2022 | Land Use & Housing Committee hearing |
| Sep. 13, 2022 | City Council selection |
| Dec. 5, 2022 | ENA signed |



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Key Milestones

- Jul. 31, 2023** Site due diligence completed
- Oct. 27, 2023** Draft Specific Plan submitted
- Dec. 18, 2023** EIR Notice of Preparation issued
- Mar. 11, 2024** City Council EIFD exploration
- Mar. 28, 2024** Planning Commission CPA Initiation
- Apr. 25, 2024** Sports Arena historic designation hearing
- May. 1, 2024** San Diego County EIFD exploration



30 ft. Height Limit Removal

- Measure C approved by voters in November 2022
- Eliminates 30 ft. height limit in Midway-Pacific Highway Community Plan area
- Unlocks the Midway District's full potential



Midway Rising by the Numbers

2k

affordable
homes



8,500

new jobs



\$7B

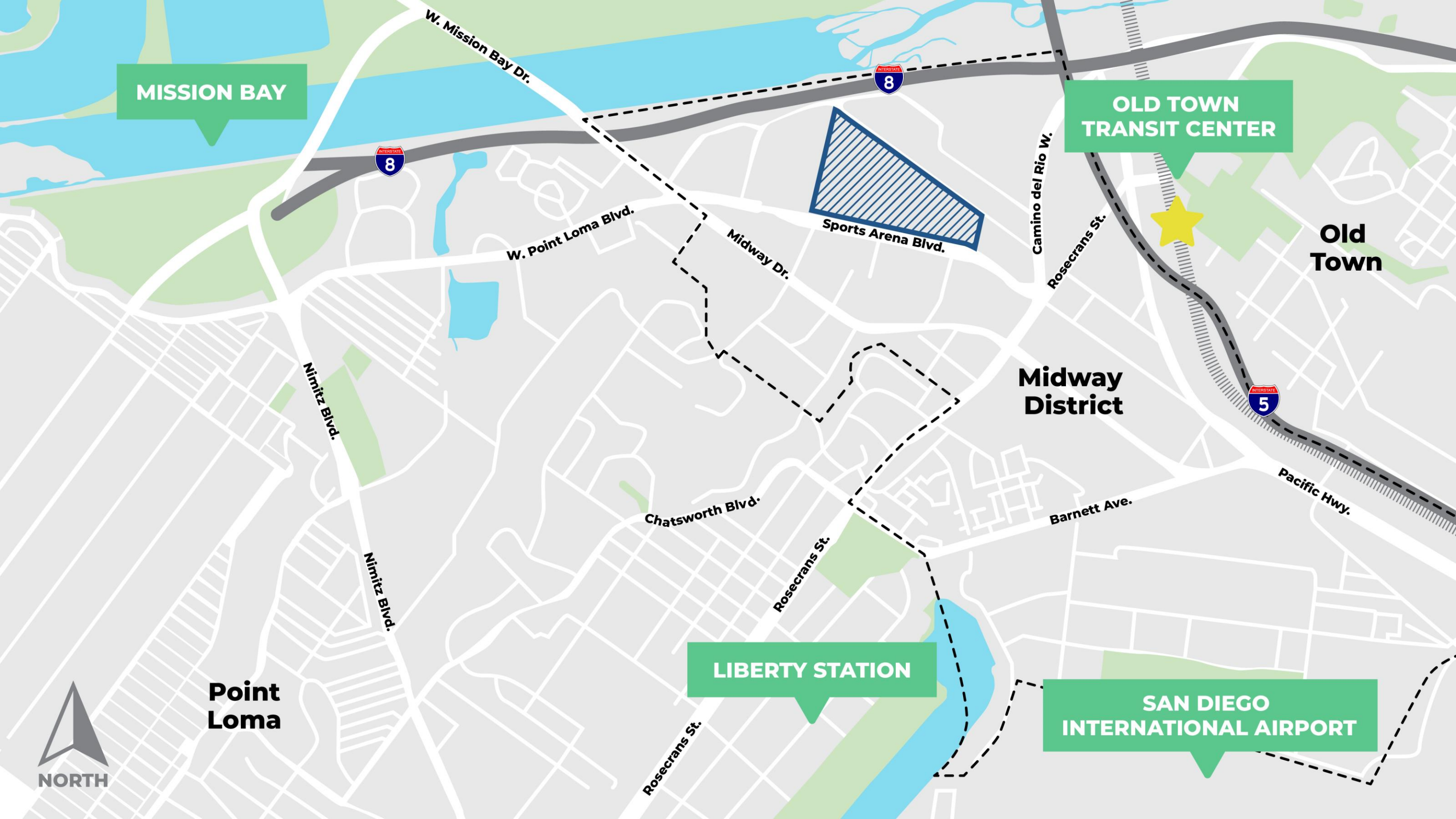
in economic
benefits



16K

seat state-of-
the-art arena





MISSION BAY

**OLD TOWN
TRANSIT CENTER**

**Old
Town**

**Midway
District**

**Point
Loma**

LIBERTY STATION

**SAN DIEGO
INTERNATIONAL AIRPORT**



W. Mission Bay Dr.



W. Point Loma Blvd.

Midway Dr.

Sports Arena Blvd.

Camino del Rio W.

Rosecrans St.

Nimitz Blvd.

Nimitz Blvd.

Chatsworth Blvd.

Rosecrans St.

Barnett Ave.

Pacific Hwy.

Rosecrans St.

A Closer Look

Midway Rising Illustrative Site Plan



The Most Affordable Housing

For the San Diegans Who Need it Most.

- The largest affordable housing project in state history
- Midway Rising tackles the housing crisis with affordable homes for San Diegans of all backgrounds

4,250 New Homes

2,000 Affordable Homes (30–80% AMI)



- 60% Family Housing**
- 15% Seniors**
- 15% Veterans**
- 10% Homeless**

A Closer Look

Affordable Housing

Area Median Income	1-Bedroom	2-Bedroom	3-Bedroom
80%	\$2424	\$2728	\$3030
60%	\$1818	\$2046	\$2272
50%	\$1515	\$1705	\$1893
30%	\$909	\$1023	\$1136

**Rent ranges based on HUD requirements. A household of four would be eligible for a 50% AMI two- or three-bedroom apartment if making less than \$75,750.*





A CLOSER LOOK

Market-Rate Housing

- 2,250 units of multifamily, market-rate residential housing
- Affordable and market-rate housing to be intermixed
- Comparable in density and rent to other San Diego neighborhoods

MIDWAY
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A MIDWAY FOR ALL



Our Partners



Casa Familiar



**Southern California
Housing Collaborative**



Serving Seniors



Father Joe's Villages



Veterans Village San Diego



Pacific Southwest CDC

OUR COMMITMENT:

Put Community First

Comprehensive Community
Benefits Framework.

On-site Childcare and Healthcare.

Union built and operated.

Job Training Academy.

Read the full Community Benefits Plan at MidwayRising.info





Centering Climate Action

Maximizing transit-supportive housing maximizes greenhouse gas reductions.

And Midway Rising goes even further:

Climate Resilient Infrastructure

Renewable Energy + Adaptable Battery Backup

All-Electric Residential Commitment

Subsidized Transit for Residents

Mobility Hub & Intermodal Transit



A New Entertainment Center To Unlock Midway's Full Potential



16k Seats



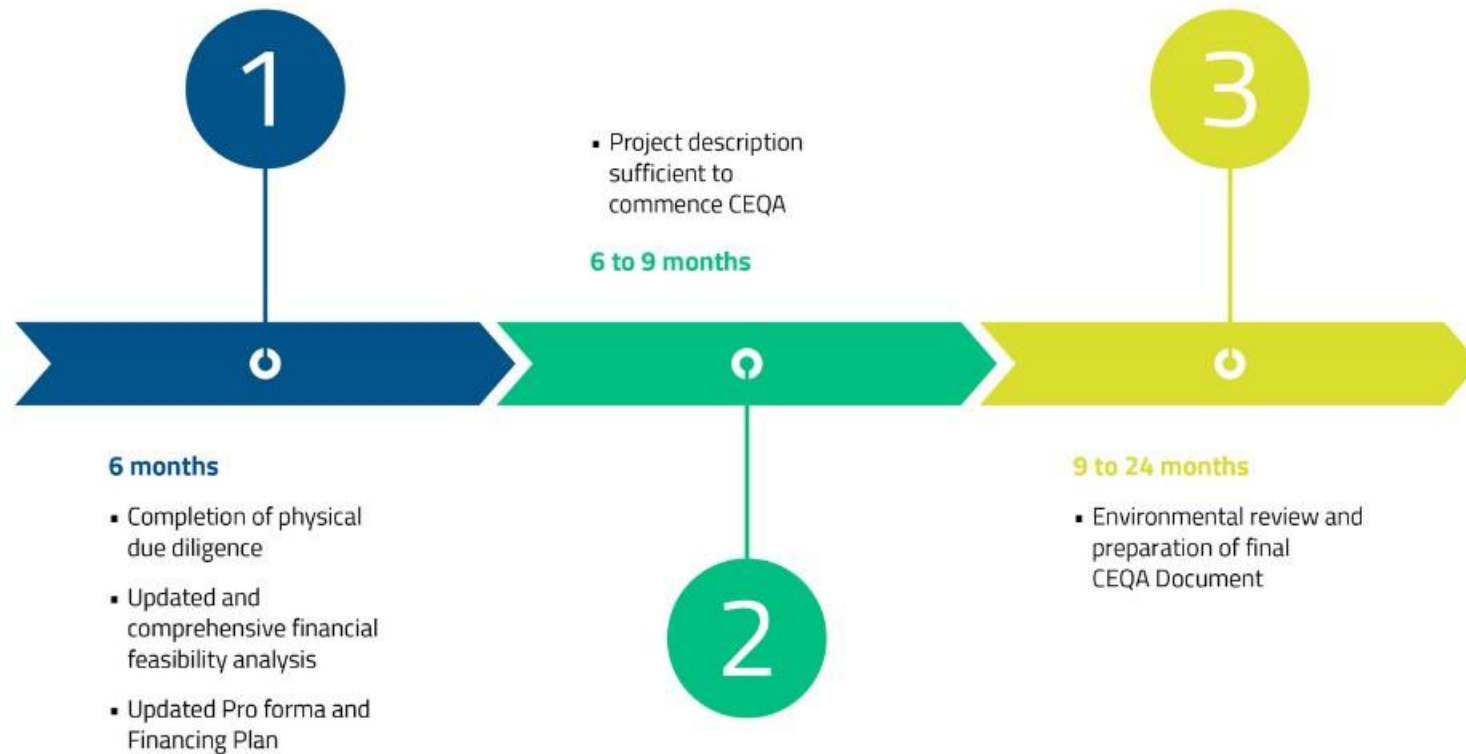
**The Nation's Premier
Live Events**



**Vibrant Entertainment
District**

Next Steps

ENA Milestones Timeline



Quarterly public meetings

Quarterly updates to City Council

CEQA environmental study

Timeline

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