Mid-City Communities Plan Update

PLAN MID-CITY
Communities Plan Update

City Planning Department

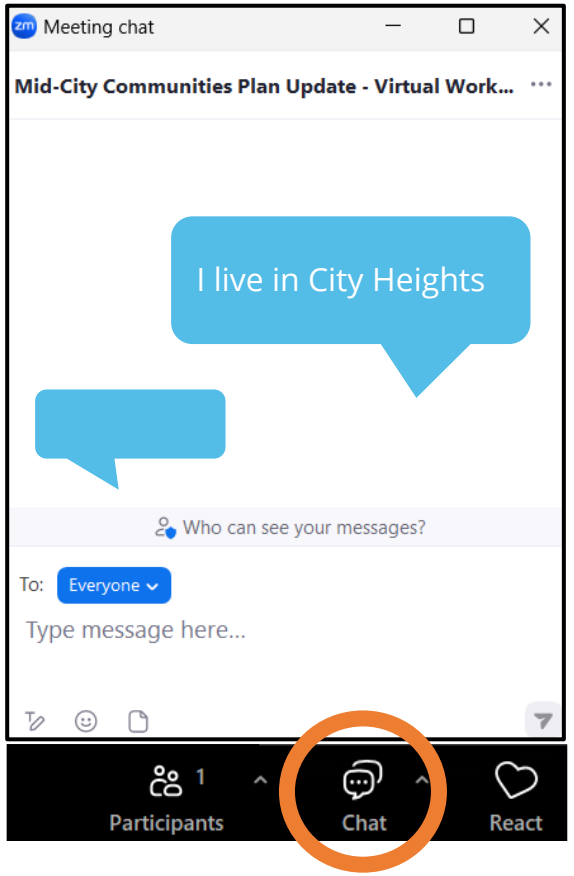
Virtual Workshop, May 22, 2024

The City of SAN DIEGO

Ice Breaker Question

Type in the 'Chat'

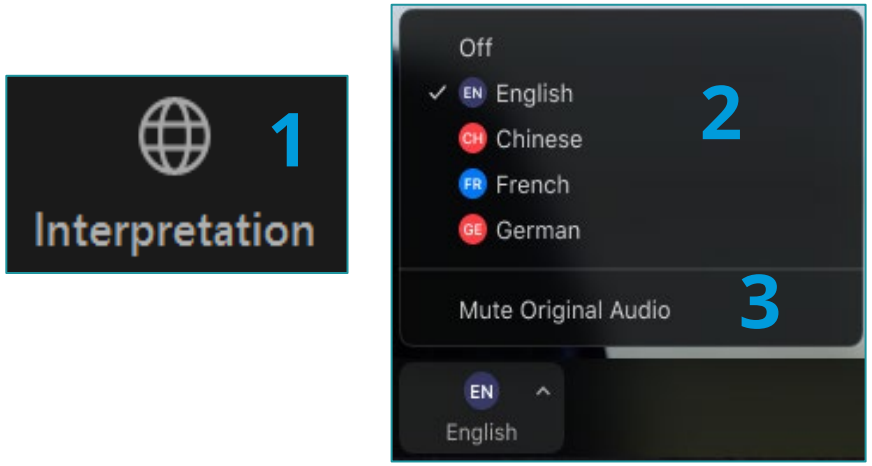
Say "hello" and tell us what part of Mid-City you spend the most time in!



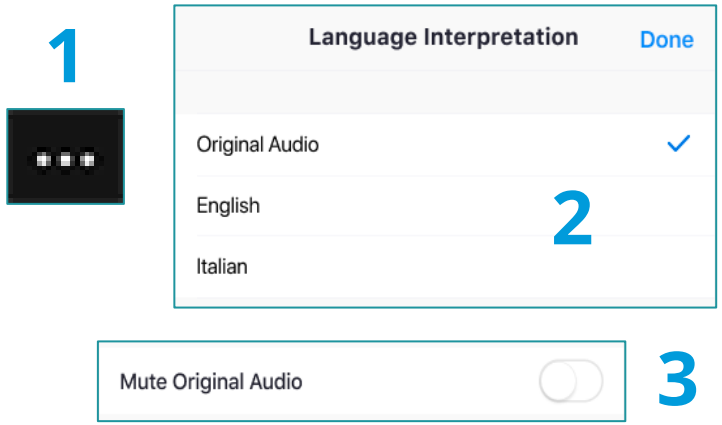
Language Channel

1. **In your Zoom controls, click “Interpretation.”** En los controles de la reunión o el seminario web, haga clic en “Interpretación”.
2. **Select the language that you would like to hear: English.** Haga clic en el idioma que desee escuchar: Español (Spanish).
3. **(Optional) To hear the interpreted language only, click “Mute Original Audio.”** (Opcional) Para escuchar solo el idioma interpretado, haga clic en “Silenciar audio original”.

Windows | macOS



Android | iOS



INTRODUCTION

OVERVIEW OF VIRTUAL WORKSHOP

1. Why is the Community Plan Being Updated?
2. Recent & Upcoming Activities
3. We Want to Hear From You: Interactive Polls and Discussion Groups
4. Conclusion and Raffle
5. Question and Answer

This presentation will be recorded & available on the project website.

INTRODUCTIONS

The City of SAN DIEGO

With support from:

Ascent, Inc.

Imagine Creative Services

CR Associates

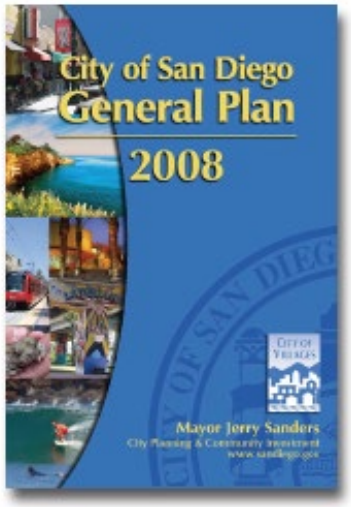
PROVIDE YOUR INPUT TONIGHT

- Chat function in Zoom
- Slido Polls
- Discussion Groups
- Q&A at End

WHY IS THE COMMUNITY PLAN BEING UPDATED?

UPDATE TO THE MID-CITY COMMUNITIES PLAN

The City is updating the Community Plan to help shape the future of Mid-City area for the next 20 to 30 years. The current plan was last adopted in 1998.



The update to the plan will serve as the 30-year vision for land use, mobility, urban design, public facilities and services, natural resources, historic and cultural resources and economic development.

1. Address Regional Growth & Housing Needs
2. Understand Community Needs & Enhance Quality of Life
3. Evaluate Infrastructure Demand
4. Reduce Environmental Impact

MID-CITY PLANNING AREA AND NEIGHBORHOODS

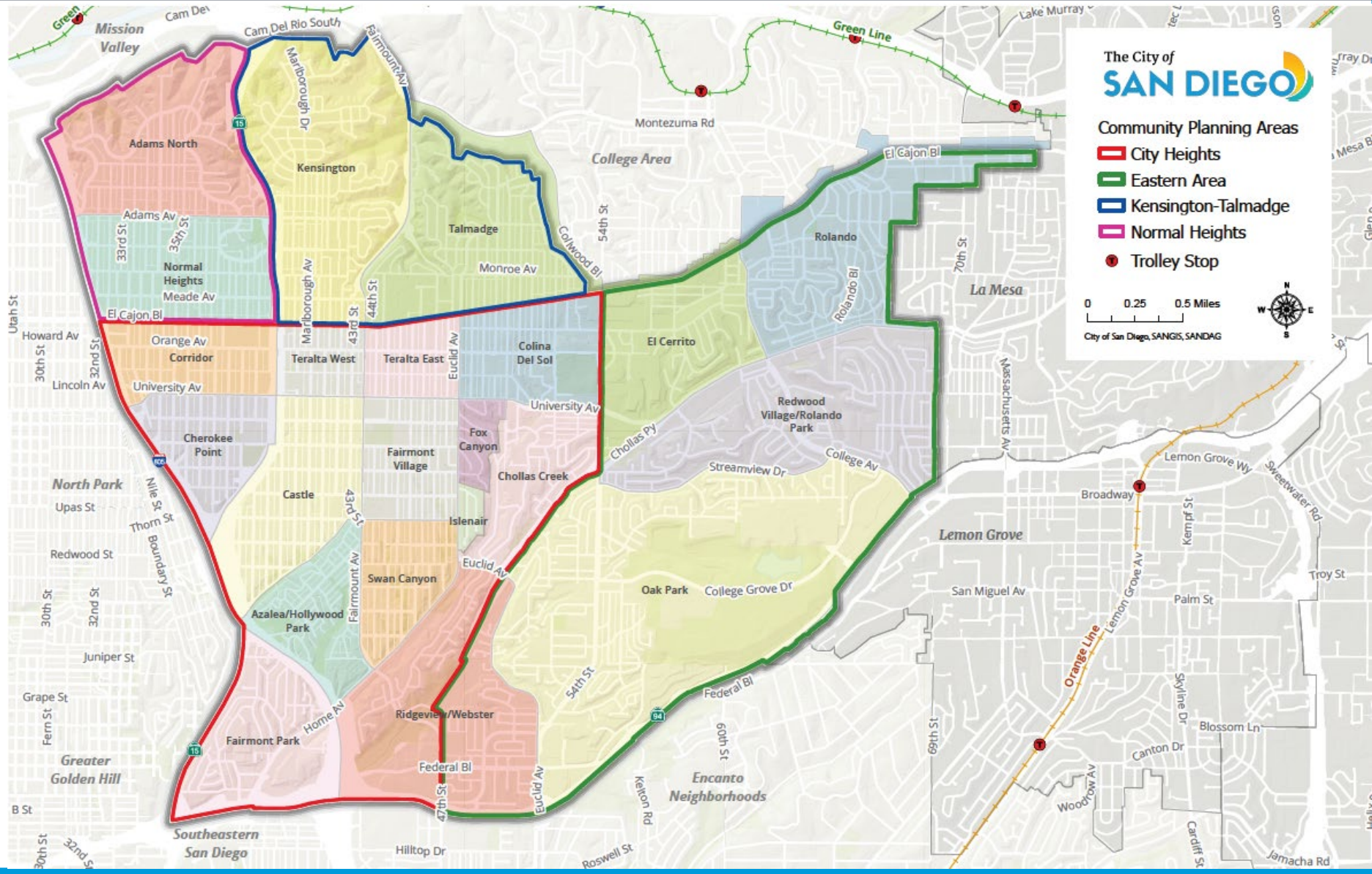
Mid-City Communities

- City Heights
- Eastern Area
- Kensington-Talmadge
- Normal Heights

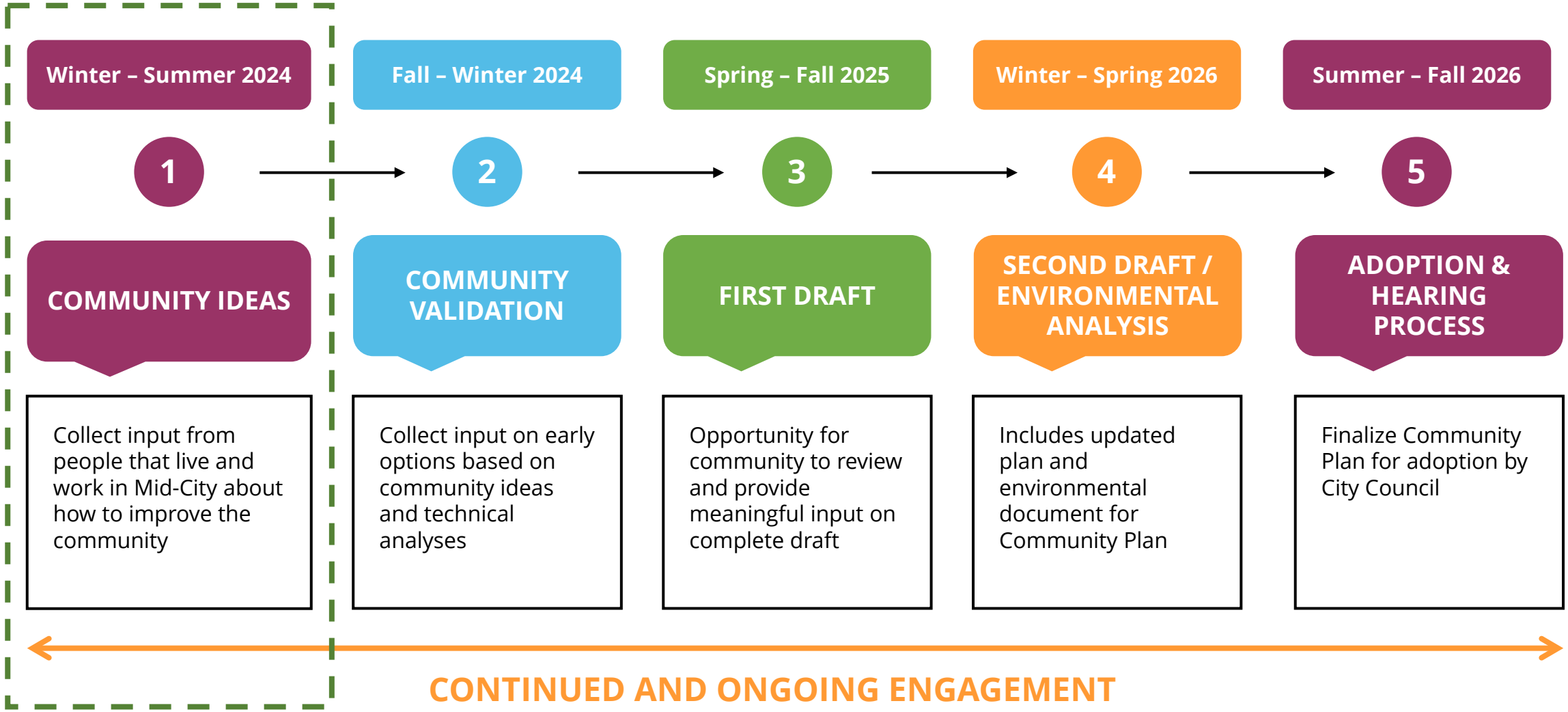
Mid-City Snapshot*

- 8,052 acres
- 133,267 people
- 52,300 homes
- 20,000 jobs
- 24,500 parcels
- 10% of the city population resides in Mid-City

**SANDAG Estimate 2022; LEHD 2019; City of San Diego*



PROCESS & TIMELINE



RECENT & UPCOMING ACTIVITIES

MID-CITY PLAN UPDATE PHASE ONE: COMMUNITY IDEAS

Website, Videos & Factsheet (En/Es/Viet)

Pop-Ups

1st Survey (En/Es)

Joint Mid-City CPU Working Group

Community Office Hours & Workshops

Youth Engagement

CBO* Meetings & Partnership

Text-Based Input (En/Es/Viet)

**Community-Based Organization*

Pop-Ups

1. Kensington Park (Jan. 18)
2. Copley-Price Family YMCA (Jan. 19)
3. City Heights/Weingart Library (Jan. 19)
4. Normal Heights-Kensington Library (Jan. 19)
5. Lunar New Year (Feb. 10 & 11)
6. Multi Cultural Festival (Feb. 17)
7. Northgate Market (Mar. 01)
8. Colina Del Sol Recreation Center (Mar. 02)
9. Kroc Center (Mar. 02)
10. Adams Recreation Center (Mar. 02)
11. Park De La Cruz Recreation Center (Mar. 02)
12. Rolando Street Fair (Apr. 14)
13. City Heights Transit Center (May 16)

Survey and Working Group

- **1st Survey (English/Spanish)**
  - 625 online respondents
  - 150+ respondents from youth engagement
  - 400+ respondents from pop-ups
- **Mid-City CPU Working Group (WG)**
  - Announced the WG Protocol, Membership & Selection Process - Apr. 8
  - WG will help inform the Mid-City CPU process
  - 1st meeting – June 26
  - 2nd meeting – Sept. 11

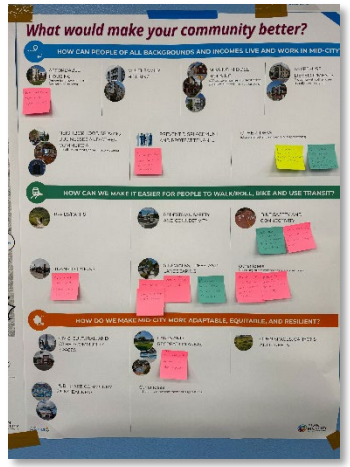
Community Office Hours

- Feb. 13th | 12 p.m. – 2 p.m. | Adams Recreation Center
- Feb. 20th | 12 p.m. – 2 p.m. | City Heights/Weingart Library
- Feb. 23rd | 4 p.m. – 6 p.m. | College- Rolando Library
- Mar. 12th | 3 p.m. – 5 p.m. | Adams Recreation Center
- Mar. 18th | 3 p.m. – 5 p.m. | City Heights/Weingart Library
- Mar. 25th | 12 p.m. – 2 p.m. | College- Rolando Library

Workshops

- May 18 – In-Person Workshop at Hoover High School
- May 22 – Virtual Workshop
- Sept. – Planning Commission Workshop* (info item)

First In-Person Workshop at Hoover High School



*Tentative

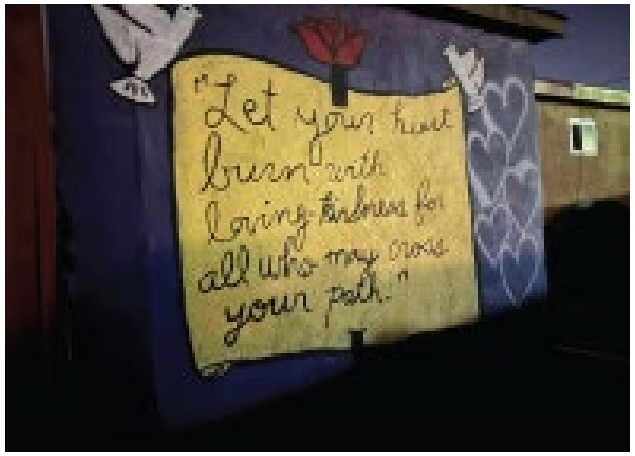
Youth Engagement

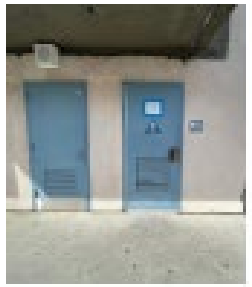
- **Mann Middle School (Feb. 29)**
  - 2 classes & lunch session
- **Clark Middle School (Feb. 29)**
  - 2 classes & lunch session
- **Hoover High School (Mar. 12, Mar. 14, Mar. 22, Mar. 26)**
  - 3 classes (90 minutes of interactive activity per class)
- **Crawford High School (May 8 & 9, May 15 &16, May 22 & 23)**
  - 3 classes (90 minutes of interactive activity per class)

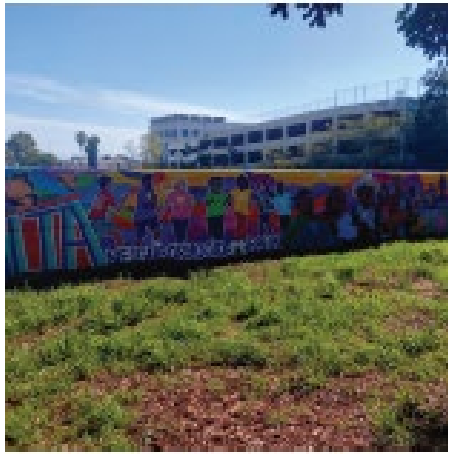
WHAT WE ARE HEARING (YOUTH ENGAGEMENT*)

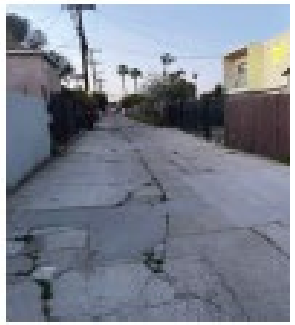
WHAT DO YOU APPRECIATE AND WHAT WOULD YOU LIKE TO CHANGE IN YOUR NEIGHBORHOOD?

These photos were taken by students to share things they want to see enhanced or preserved









HOW WOULD YOU DESCRIBE YOUR NEIGHBORHOOD TODAY?

"very nice and full of variety in the people and places"

"Loud, dirty, unkept, boring, and expensive"

"My neighborhood is what we call the hood, but there are nice things"

"Okay with time to improve for better things"

"I would also describe it as loving because a lot of people are going through the same struggles they are kind to each other"

WHAT WOULD YOU LIKE YOUR NEIGHBORHOOD TO LOOK LIKE IN THE FUTURE?

"I would like more places to hang out"

"To have more stores near me"

"Cleaner and in better condition"

"I would like my community to be more safe"

"A little more green, more trees, better and cleaner roads, public workout gyms for people"

"More trees, many hangout spots like parks and stores, good transportation, less pollution"

**Hoover High School*

Community-Based Organizations (CBOs)

- **El Cajon Blvd BIA* Annual Meeting (Jan. 18)**
- **Partnership for the Advancement of New Americans (Jan. 19)**
- **Community Planning Groups**
  - City Heights (Mar. 3), Eastern Area (Mar. 12), Normal Heights (Apr. 2), Ken-Tal (Apr. 14)
- **Price Philanthropies (Apr. 4)**
- **Crawford Community Collaborative (Apr. 17)**
- **City Heights Roundtable (Apr. 24)**
- **More meetings with CBOs (Apr. 22, 26, May 2 & 10)**

Community Partnership with City Heights CDC**

- **Four mini workshops (focus: under-represented groups)**
- **Four Pop-Ups - (May 16 & TBD)**
- **City Heights BIA, BET & TEAH*** - TBD**

*BIA = Business Improvement Association; **DC= Community Development Corporation; ***Tentative

Text-Based Input (En/Es/Viet)

Hello Lamp Post - How Does it Work?

Pick an object

Look out for any street object or urban environment with a QR code on it.

Say hello

Scan the QR code or send a message via SMS, Facebook Messenger or WhatsApp.

Keep talking

You'll soon get a reply. Keep chatting to learn more and provide your feedback.

Web-based version will also be available

WHAT WE ARE HEARING (SURVEY/POP-UPS*)

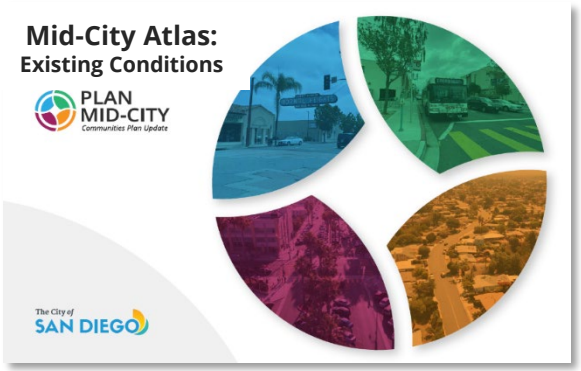
How would you describe Mid-City TODAY?

What would make Mid-City better TOMORROW?

*Preliminary analysis

UPCOMING REPORTS & STUDIES

Spring



Community Snapshot:

- History & Place
- Sustainability, Equity & Climate Resilience
- Land Use & Development
- Mobility
- Parks, Public Facilities & Open Space

Summer

Outreach Summary:

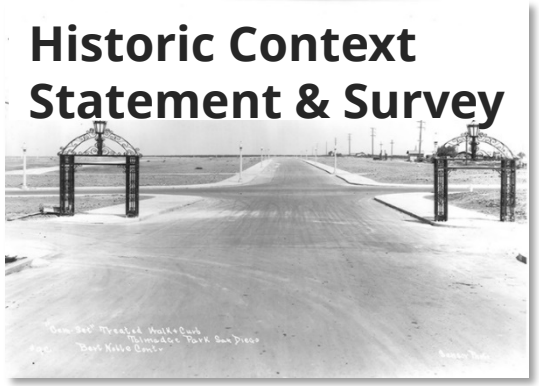
- Online Survey
- Pop-Ups
- Office Hours
- Youth Engagement
- Workshops
- Community Meetings
- Hello Lamp Post

Fall

Detailed Multi-Modal Mobility Assessment:

- Pedestrian, Bike & Transit Facilities
- Traffic Circulation & Count

Winter



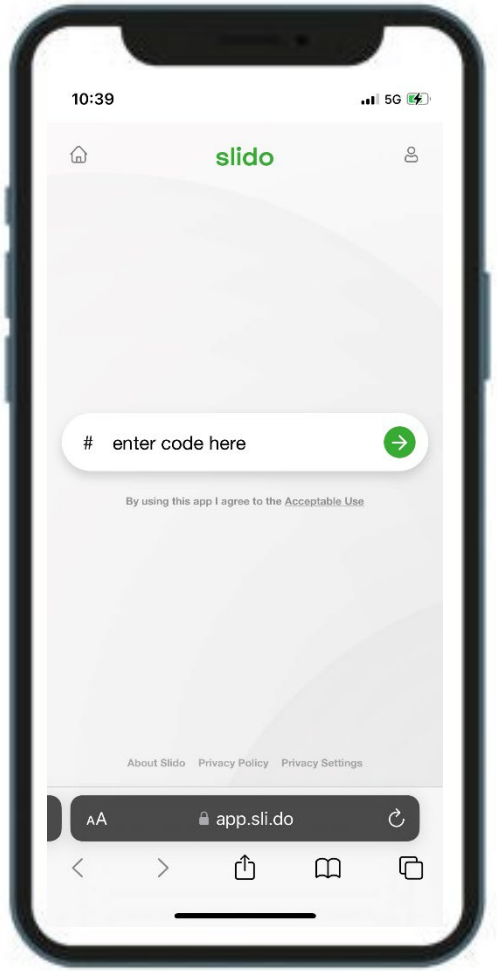
A Guide for Evaluating Historical Resources:

- History of Built Environment
- Themes
- Property Types

FURTHER OPPORTUNITY TO PROVIDE INPUT TO DRAFT REPORTS AND STUDIES

City Planning Department

SLIDO POLL



PLAN MID-CITY
Communities Plan Update

Join at

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VISION

ⓘ Start presenting to display the poll results on this slide.

slido

OUR MID-CITY

ⓘ Start presenting to display the poll results on this slide.

slido

MY COMMUNITY

ⓘ Start presenting to display the poll results on this slide.

DISCUSSION GROUPS

WHAT TO EXPECT FROM THE DISCUSSION GROUPS

LAND USE AND DEVELOPMENT

- What type of development would you like to see in the future?
- Where would you like to see new housing?
- Are there important development amenities you think will benefit our community?

WHAT TO EXPECT FROM THE DISCUSSION GROUPS

MOBILITY

- What would need to change for you to walk, bike, or take transit more often?
- Are there specific places that you feel need improvements?

WHAT TO EXPECT FROM THE DISCUSSION GROUPS

PARKS, OPEN SPACE, AND PUBLIC FACILITIES

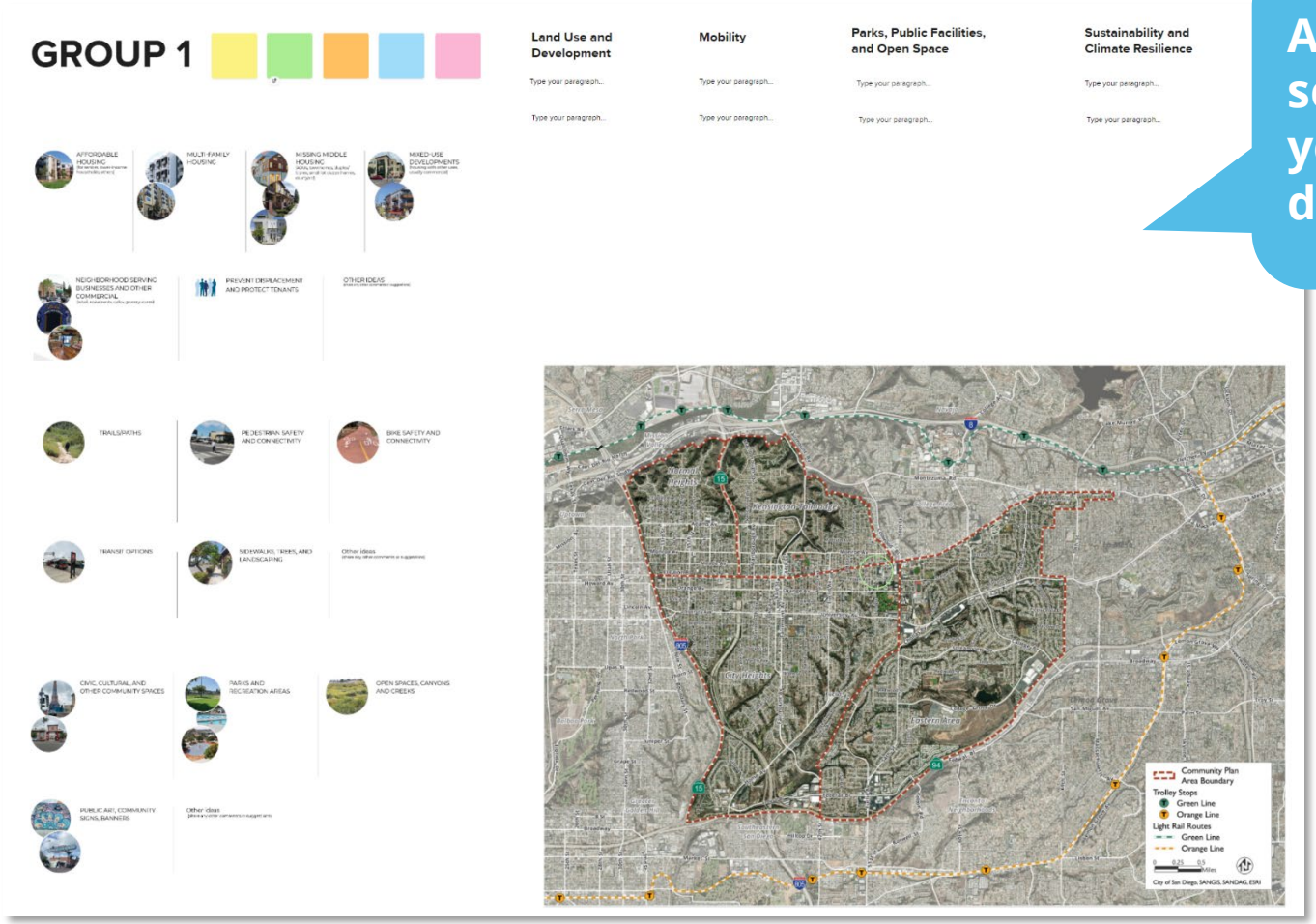
- Which parks in Mid-City are most in need of enhancements?
- Where are there potential locations or opportunities for future parks, open spaces, trails, or street trees?

WHAT TO EXPECT FROM THE DISCUSSION GROUPS

SUSTAINABILITY AND CLIMATE RESILIENCY

- What would make Mid-City more resilient?
- What actions can be included in the Community Plan to improve sustainability efforts?

WHAT TO EXPECT FROM THE DISCUSSION GROUPS



A board will be on shared screen where we will note your feedback on the different topics

ZOOM INSTRUCTIONS & PARTICIPATION GUIDELINES

- "Raise Zoom Hand" to Contribute
- Please MUTE when not speaking (Phone - *6)
- Please remind us who you are before you speak
- Chat Box for written comments, questions, or help with technical difficulties

Tech Support
via Chat Box

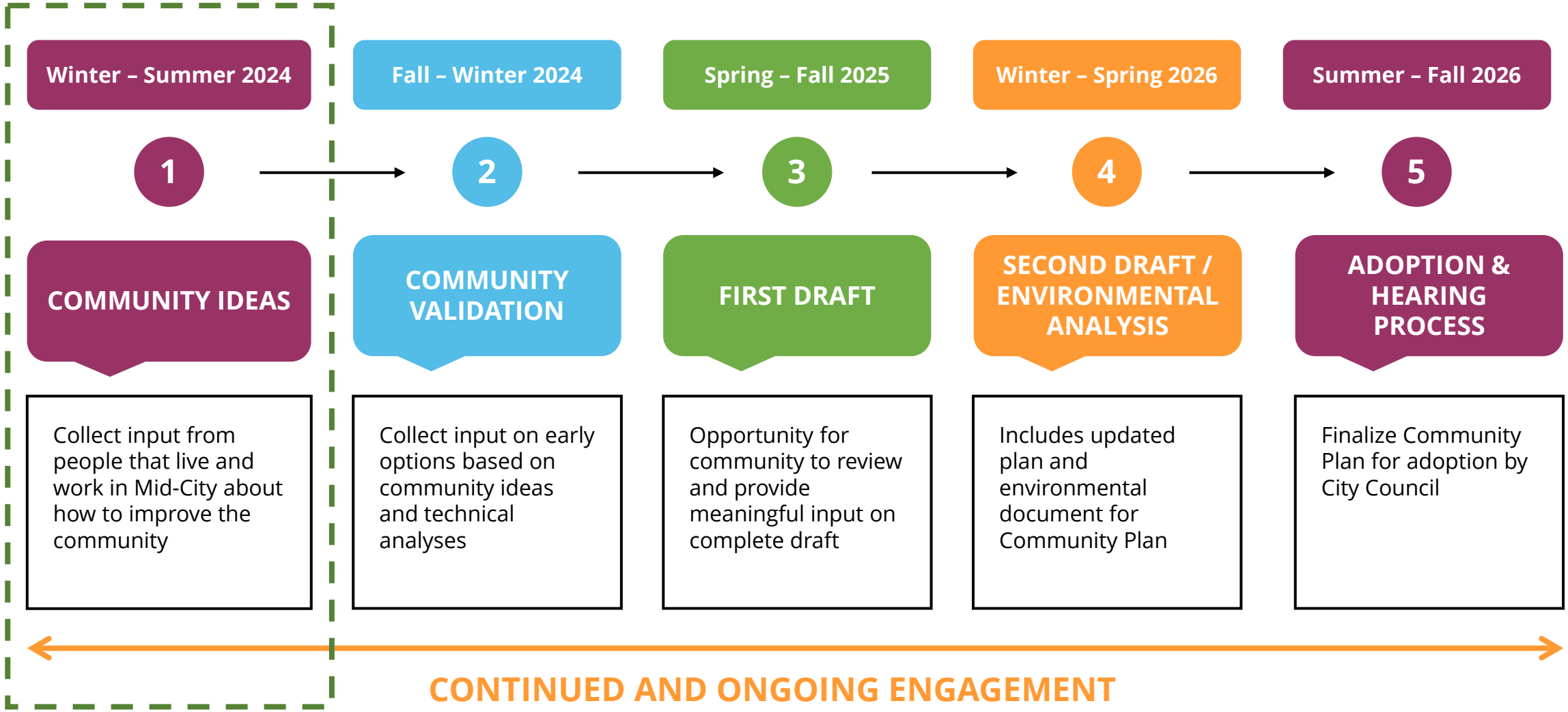
- Let's agree to speak to each other respectfully
- Our desire is to gather meaningful input. Help us stay on topic.
- Be honest, fair, and as candid as possible
- We have limited time. Help us make room for everyone to share
- Patience and creativity working with each other virtually
- Invite humor and good will

RAFFLE

Stick around and join the raffle for the opportunity to:

CONCLUSION AND RAFFLE

PROCESS & TIMELINE



UPCOMING EVENTS AND ENGAGEMENT OPPORTUNITIES

- **Working Group Meeting |** June 26 and Sep 11
- **Hello Lamp Post |** Look out for public prompts around your community
- **Planning Commission Workshop |** September (Tentative)

HOW TO PROVIDE ADDITIONAL INPUT

WAYS TO CONTINUE ENGAGED

Email questions or concerns to

Planmidcity@sandiego.gov

Sign Up for Announcements

PlanMidCity.Org

RAFFLE

Eric
Diya
Charles
Beatriz
Ali
Hanna
Gabriel
Fatima
Click to spin
or press ctrl+enter

Comments and Questions