



1

Introduction

1.1. Overview

The Mid-City Atlas provides a snapshot of existing conditions, challenges and opportunities in the Mid-City planning area, which includes communities of City Heights, Eastern Area, Kensington-Talmadge, and Normal Heights. This Atlas focuses on mappable resources, trends and critical concerns that will frame choices for the long-term physical development of Mid-City communities. The Atlas includes maps, photos, charts and tables about history and place, sustainability, equity and climate resilience, land use and development, mobility, and parks, public facilities and open space. The Atlas will help inform and facilitate:

- Community input on planning issues, priorities and vision for the future;
- Development of alternatives and concepts related to land use, mobility, urban design, public facility, parks and recreation; and
- Formulation of policies and implementation actions for the updated Community Plan.

1.2. Regional Location and Planning Boundaries

REGIONAL LOCATION

The Mid-City planning area is approximately 8,052 acres in area. The Mid-City communities are centrally located in the San Diego region, northeast of downtown, south of Mission Valley, and west of the City of La Mesa, as shown in Figure 1-1. There are four community plan areas within Mid-City: City Heights, Eastern Area, Kensington-Talmadge and Normal Heights. The northern area of Mid-City is bounded by the Interstate 8 (I-8) and the community of College Area; on the west by the Interstate 805 (I-805), State Route 15 (SR-15) and communities of North Park and Greater Golden Hills; on the east by City of La Mesa; and the southern portion is bounded by State Route 94 (SR-94) and communities of Southeastern San Diego and Encanto Neighborhoods (also referred to as Chollas Valley).

PLANNING AREA AND NEIGHBORHOODS

There are 22 neighborhoods (Figure 1-2) within four community plan areas in Mid-City. Ridgeview/Webster neighborhoods are in both City Heights and the Eastern Area. Table 1-1 shows a list of neighborhoods for each of the four community plan areas.



Examples of neighborhood gateway signs

Table 1-1 Neighborhoods by Community Plan Area

Normal Heights	Kensington-Talmadge
<ul style="list-style-type: none"> • Adams North • Normal Heights 	<ul style="list-style-type: none"> • Kensington • Talmadge
City Heights	Eastern Area
<ul style="list-style-type: none"> • Corridor • Cherokee Point • Teralta West • Teralta East • Castle • Fairmont Village • Fox Canyon • Colina Del Sol • Chollas Creek • Islenair • Swan Canyon • Azalea/Hollywood Park • Fairmont Park • Ridgeview/Webster 	<ul style="list-style-type: none"> • El Cerrito • Rolando • Redwood Village/Rolando Park • Oak Park • Ridgeview/Webster

Figure 1-1 Mid-City Regional Location

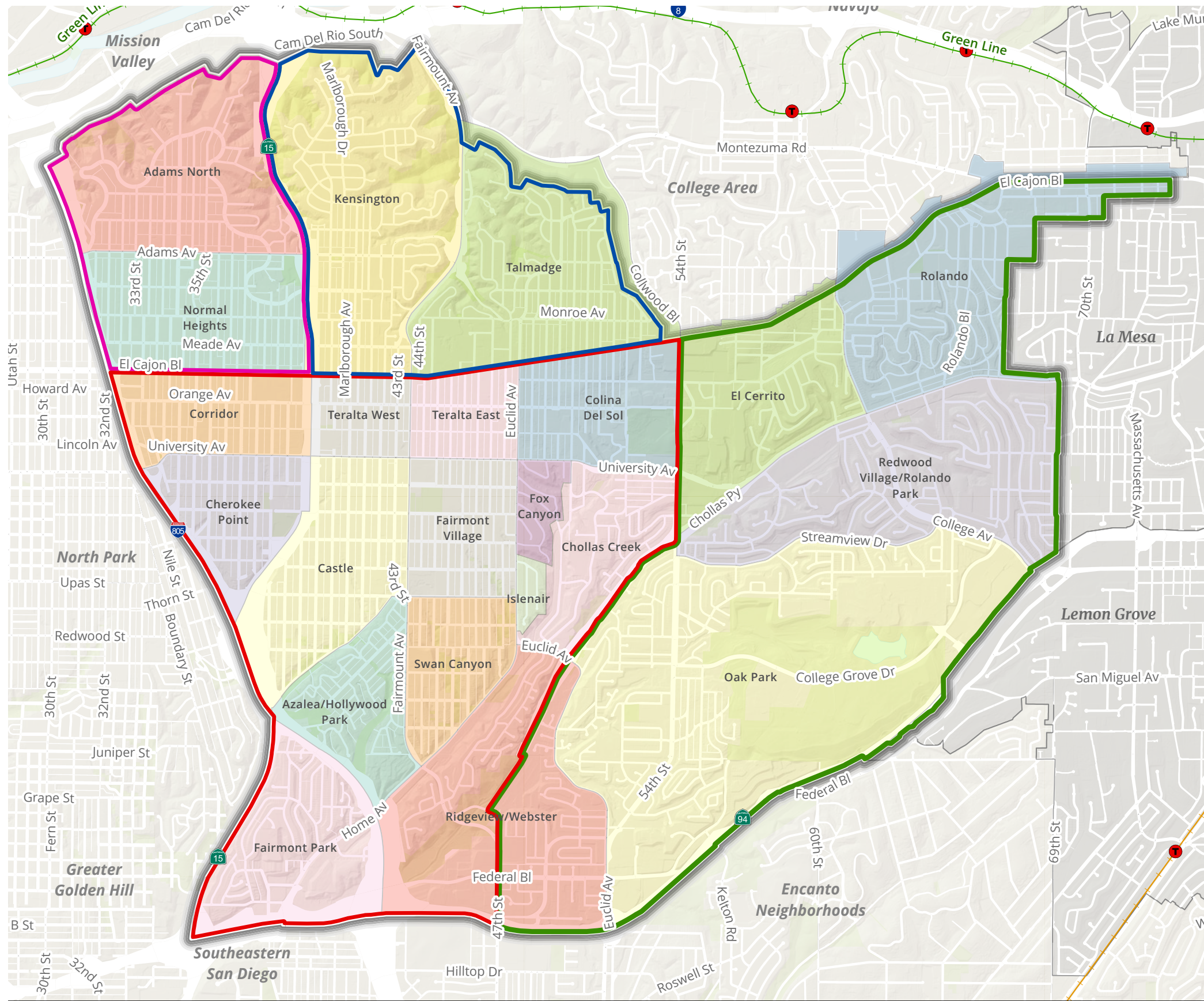


- Community Plan Boundary
- Other Jurisdictions
- Other Community Planning Areas
- Military Use
- Light Rail Routes**
- Blue Line
- Green Line
- Orange Line
- Mid-Coast Trolley

0 0.5 1 Miles

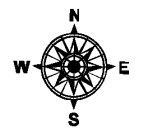
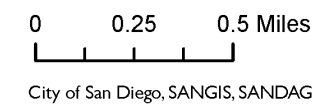
City of San Diego, SANGIS, SANDAG

Figure 1-2 Planning Area and Neighborhoods



Community Planning Areas

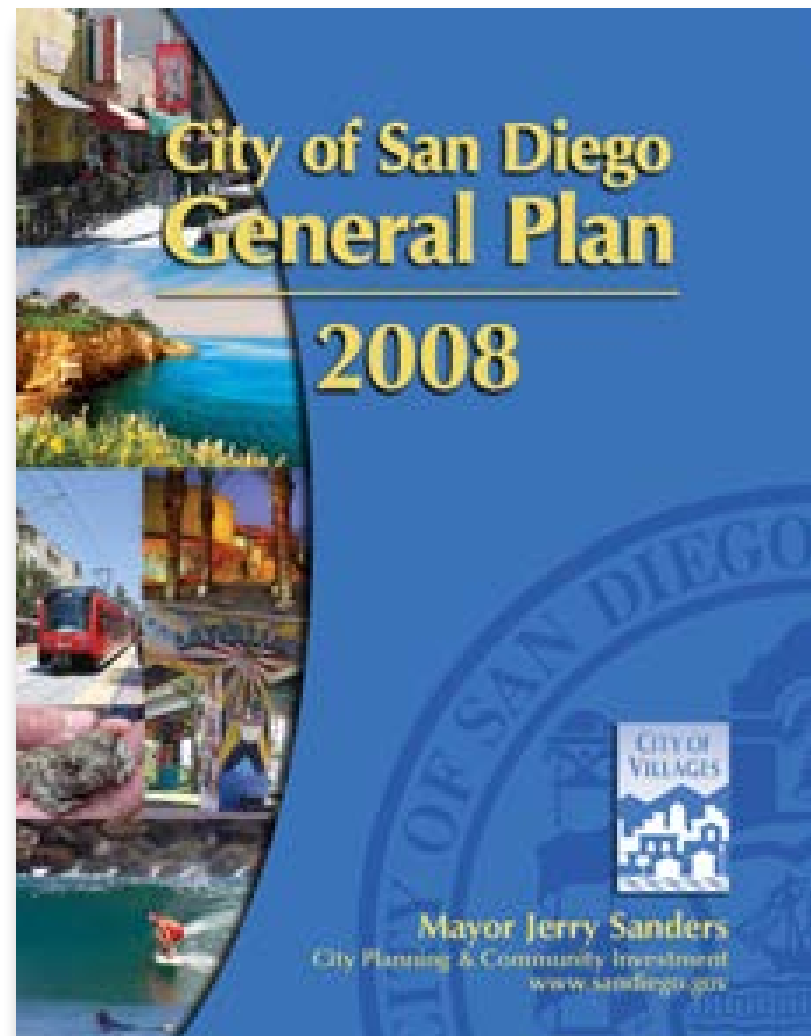
- City Heights
- Eastern Area
- Kensington-Talmadge
- Normal Heights
- Trolley Stop



1.3. Community Plan Purpose and Process

GENERAL PLAN CONTEXT

The City of San Diego General Plan, adopted in 2008, is a comprehensive “blueprint” for San Diego’s growth over the next 20 to 30 years; it provides the broad citywide vision and development framework. Central to the plan is the “City of Villages” strategy, which focuses growth in pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system. As a part of this strategy, the General Plan identifies 52 community Planning Areas in the city, including the four communities in Mid-City, for which community plans are to be developed or updated to provide more localized policies.



PURPOSE

The current Mid-City Communities Plan provides a detailed framework to guide development in Mid-City. Last adopted in 1998, the community plan has undergone over three amendments in the intervening years. The Community Plan update seeks to bring the Community Plan up-to-date by:

- Analyzing current land use, development and environmental characteristics;
- Evaluating changes in demographics that may affect land use needs;
- Understanding demand for housing, public facility and commercial development;
- Working with community members to determine key issues of concern, desires and preferences to establish a vision and goals for the plan update;
- Evaluating the “fit” of current Community Plan policies to achieve community goals and regulatory requirements; and
- Ensuring that policies and recommendations remain in harmony with the General Plan, Climate Action Plan, and state mandates.

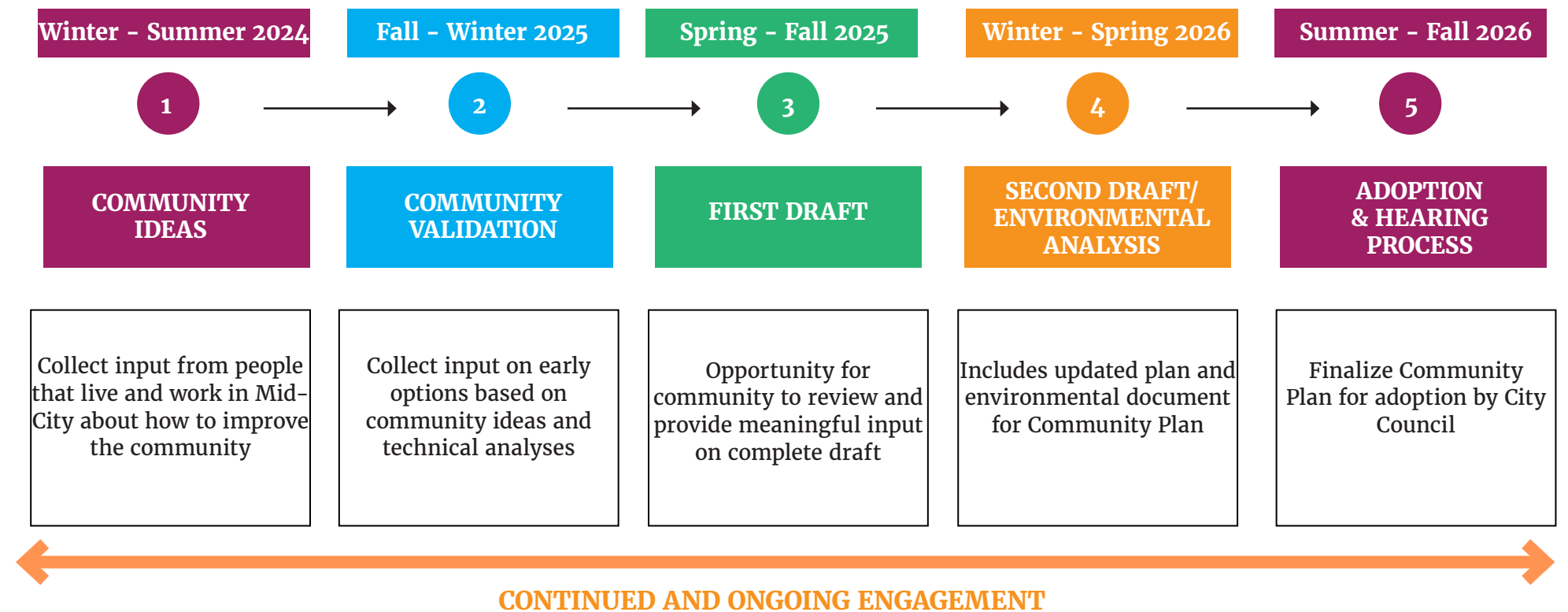
PROCESS

The Community Plan update process will unfold in five phases:

- Phase 1 - Community Ideas
- Phase 2 - Community Validation
- Phase 3 - First Draft
- Phase 4 - Second Draft and Environmental Analysis
- Phase 5 - Adoption and Hearing Process

The Community Plan update process is further shown in Figure 1-3.

Figure 1-3 Community Plan Updates At A Glance



1.4. Overview of Mid-City

HISTORY OF COMMUNITY PLAN

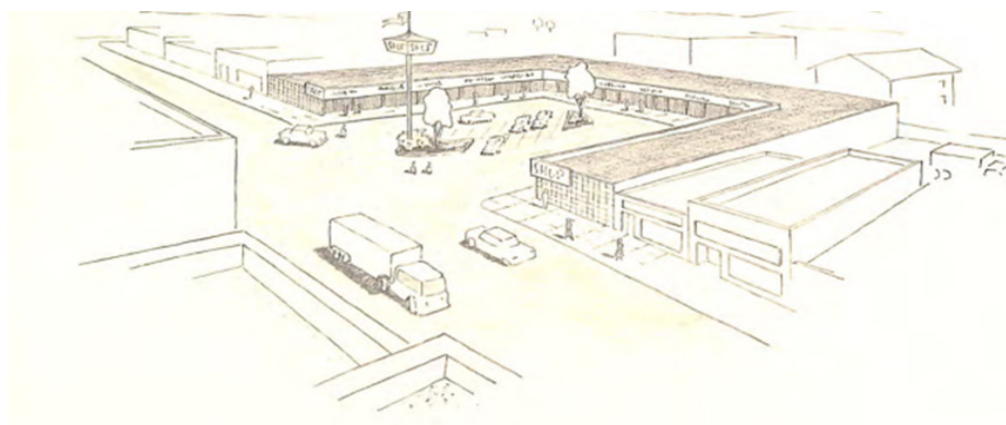
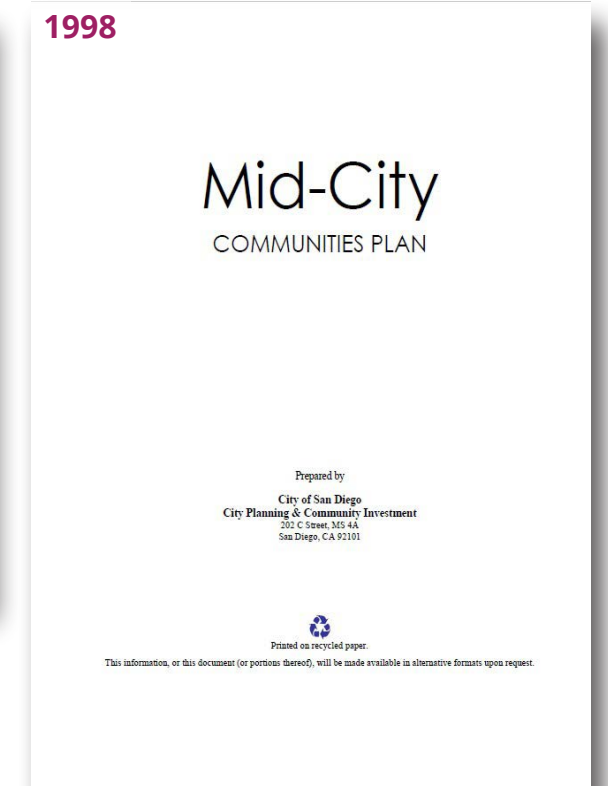
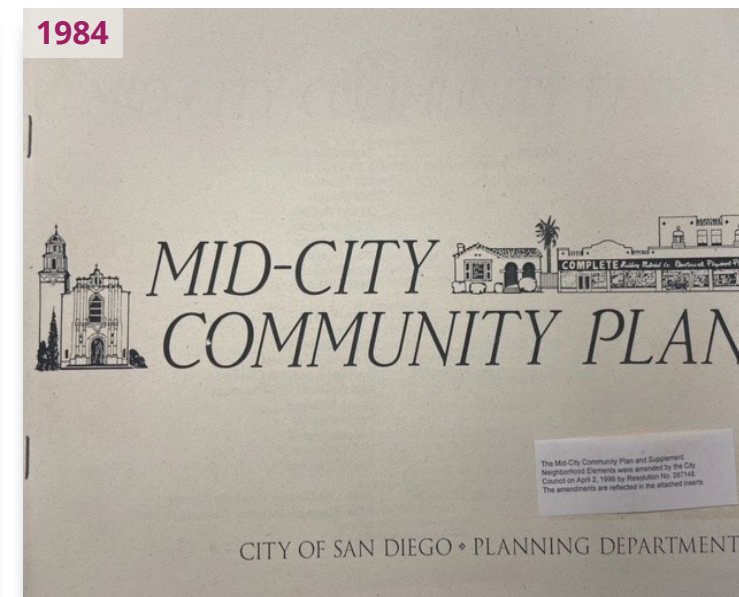
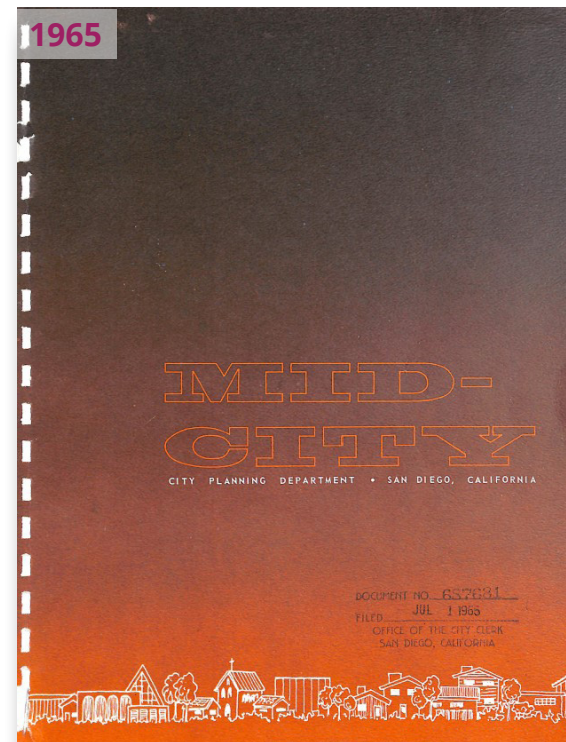
Mid-City includes one of the oldest and most diverse communities in the City of San Diego. Much of the westerly portion of the community was originally developed in the 1910-1930 era, before the Second World War, while development east of 54th Street generally occurred in the post-World War II period. El Cajon Boulevard was once the main east-west highway for the region (Highway 80), with a concentration of economic activity, until Interstate 8 (I-8) was built in the late 1950s.

One of the first community plans developed in the city of San Diego was the 1965 Mid-City Development Plan, which encouraged more growth in Mid-City and proposed commercial clustering and dense housing near parks.

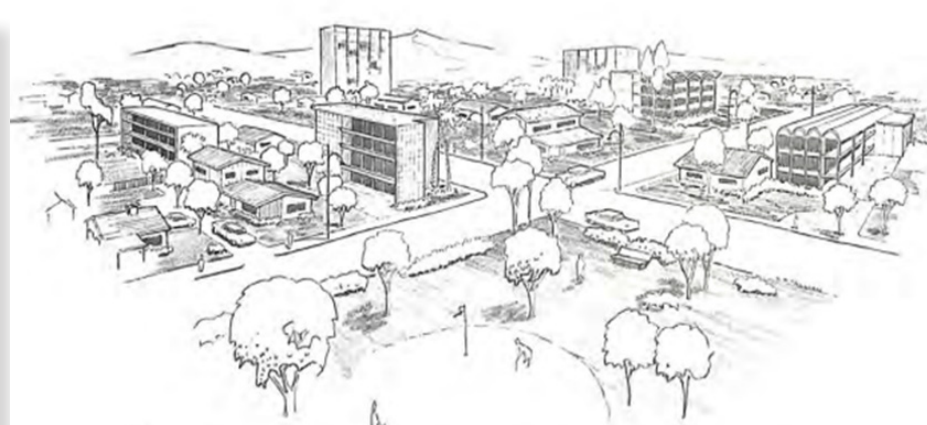
In 1981, the City of San Diego Planning Department initiated a comprehensive update of the community plan in collaboration with the community planning groups, which City Council adopted in December 1984. The 1984 plan envisioned a significant parkland expansion leading to the first-of-its-kind four-acre park over State Route 15.

In 1998, a new update to the Mid-City Communities Plan was adopted by City Council. The 1998 community plan significantly reduced residential densities along Adams Avenue, El Cajon Boulevard, and University Avenue due to the need for adequate community facilities and the overcrowding of schools. The community plan proposed future growth in urban villages, encouraging community investments and celebrating cultural diversity through placemaking.

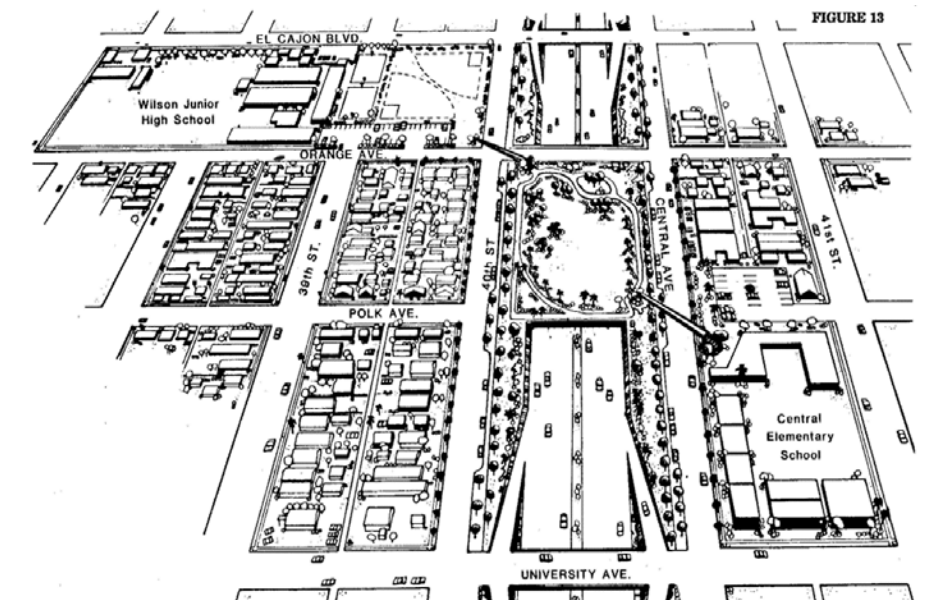
History of Mid-City Community Plan



Rendering of commercial clustering (1965)



Rendering of dense housing near a park (1965)



Rendering of capping SR-15 to create a park (1984)

1.5. Progress and Trends

RAPID GROWTH

The Mid-City saw rapid growth between 1980 to 2000, adding 47,895 residents while only building 6,262 homes during the 20 year period (Figure 1-4). Large infusion of immigrant communities to Mid-City occurred during this time. The rapid community growth led to overcrowded homes, schools and community facilities.

GROWTH MANAGEMENT VIA DOWNZONING

The Mid-City Communities Plan (1998) significantly reduced the opportunity for new homes due to inadequate community facilities. The update to the plan and rezoning action reduced the zoned capacity by over 10,000 homes¹ along major commercial corridors. The implementation of plan also created additional development requirements via the Central Urbanized Planned District.

POPULATION PEAK AND DECLINE

After the downzoning action from the 1998 community plan, the population in Mid-City peaked in 2000 at 146,394 people (Figure 1-4). Since 2000, the population of Mid-City has declined by 9%, while the city of San Diego saw a 14% increase in population (Table 1-2). Compared to 2000, in 2022, there are 13,127 fewer people estimated to be living in Mid-City.

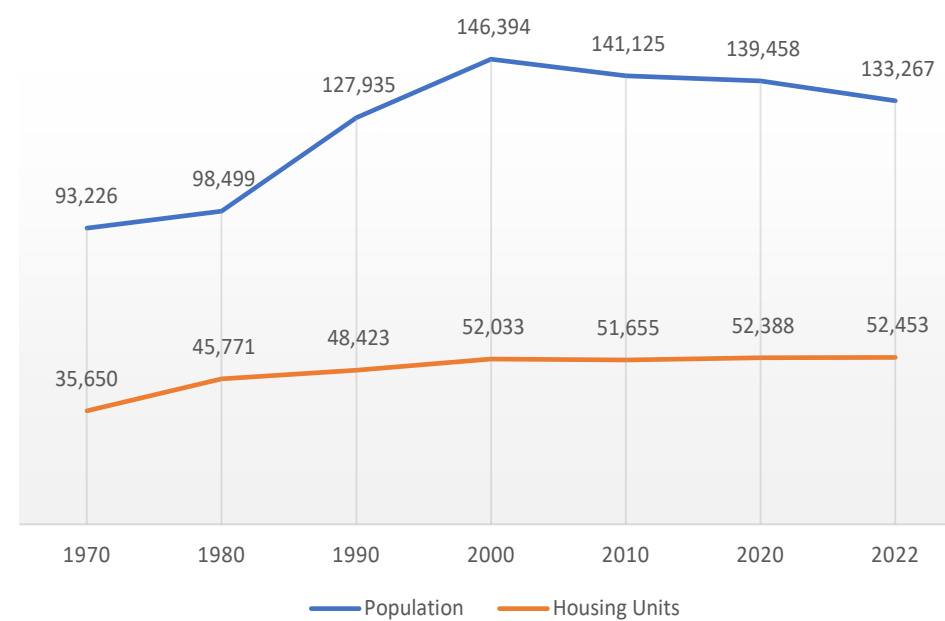
POPULATION CHANGE BY AGE

Figure 1-5 illustrates the Mid-City Population Change between 2000 to 2022 by age group. There are fewer young people (under 40) living in Mid-City today, while there has been a significant percentage increase of older people (50 to 79). The most considerable % decrease in age cohort were children under 10, with a 38% decline, while those aged 60 to 69 saw a 95% increase compared to year 2000. The impact of fewer children and youth help explain the 36% decline in student enrollment at San Diego Unified School District from 2000 to 2022 (Figure 6-3).

POPULATION CHANGE BY RACE/ETHNICITIES

Figure 1-6 highlights the Mid-City Population Change between 2000 and 2022 by race/ethnicity. Compared to 2000, in 2022, there were fewer Black, White, and American Indian people living in Mid-City.

Figure 1-4 Mid-City Population and Housing Growth



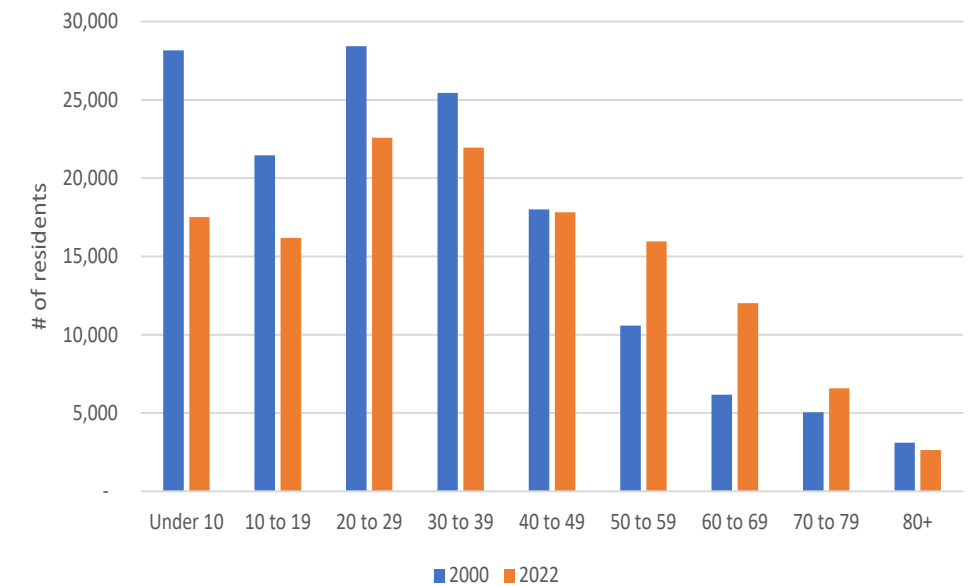
Source: Mid-City Community Plan (1984 & 1998); SANDAG (2000, 2010, 2020, 2022) Data Extracted on 02/2024

Table 1-2 City of San Diego and Mid-City Population Change 2000 to 2022

	2000	2022	% Change
City of San Diego	1,209,101	1,381,182	14%
Mid-City	146,394	133,267	-9%

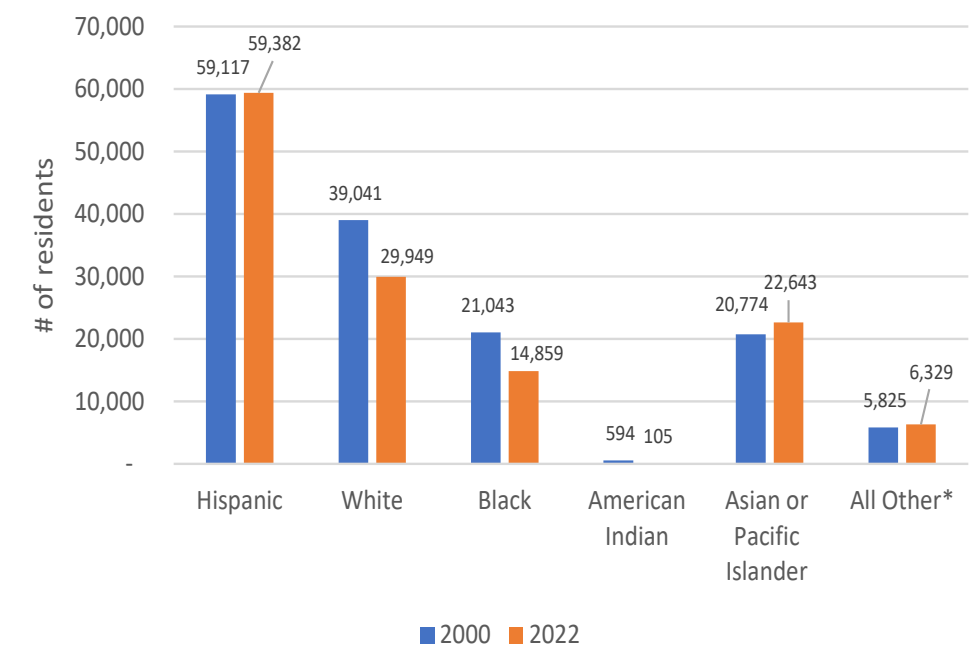
Source: U.S. Census Bureau, SANDAG & City of San Diego; Data Extracted on 03/2024

Figure 1-5 Mid-City Population Change by Age



Source: SANDAG (2000, 2022) Data Extracted on 03/2024

Figure 1-6 Mid-City Population Change by Race/Ethnicities



Source: SANDAG (2000, 2022); City of San Diego; Data Extracted on 03/2024

HOUSEHOLD INCOME

Since 2000, the number of households making more than \$100,000 have increased substantially. Table 1-3 shows the changes in the number of households by income level between 2000 and 2022. Households making \$150,000 or more saw the most significant percentage increase (388%), followed by those making \$100,000 to \$149,999 (233%) and households making \$75,000 to \$99,999 (167%). The share of households with income of less than \$30,000 saw a 49% decline, followed by a 12% decline of those making \$30,000 to \$59,999.

COST OF HOMES

Despite the overall increase in Mid-City household income, the median home value has grown by 2.7 times more than the median household income in Mid-City. Between 2000 and 2022, median home value increased by 384% compared to a 142% increase in median household income (Table 1-4). Homebuilding did not keep pace with job and population growth in San Diego, with a regional housing shortage estimated to be between 90,000 to 100,000 homes.¹ There are approximately 33,000 homes in downtown San Diego. The regional housing shortage equates to 3 downtown worth of homes. Recent research suggests restrictive land use and zoning (lowering allowed densities) are associated with increased median rents and reduction in units affordable to middle-income renters.²

OVER \$2 BILLION IN COMMUNITY INVESTMENTS

Since 1998, Mid-City has seen over \$2 billion in community investments, which is highlighted below:

- **City Heights Initiatives** - the Price Philanthropies Foundation has directly invested or leveraged over \$212 million to support community revitalization such as City Heights Urban Village.
- **School Facilities** - San Diego Unified School District has invested over \$614 million to modernize school facilities.
- **Capital Improvement Projects (CIPs)** - over \$1 billion in streets, water, sewer, stormwater, parks and other public facility projects have been recently completed, ongoing and/or scheduled to begin in Mid-City.

- **Street, Bike and Transit Infrastructure** - the SR-15 Mid-City Centerline Rapid Transit project was completed in 2016 (\$65 million), San Diego's first freeway-level transit stations along State Route 15 (SR 15) at University Avenue and El Cajon Boulevard. Several Bikeway Investments (\$200 million) have been implemented to improve the street, drainage and bike facilities in Mid-City, which is further explored in Chapter 5.

The combination of place-based investment, support for community-based organizations, and community advocacy appears to be making an impact to bring in community investment into the Mid-City planning area. A detailed breakdown of these projects is available in Appendices.

STATE OF THE ART COMMUNITY FACILITIES

In addition, Mid-City has also witnessed the opening of two state-of-the-art community facilities since 1998:

- **Salvation Army Ray and Joan Kroc Community Center** - the 132,000 square-foot facility located on 12 acres along University Avenue in Eastern Area officially opened in 2002. The state of the art facility comes with a fully-equipped theatre, aquatic center, ice arena, fitness center & group exercise, and recreation field.
- **Copley-Price Family YMCA** - the biggest YMCA facility in San Diego County officially open its door in 2015. The 53,000 square-foot facility on El Cajon Boulevard and Fairmount Avenue comes with two pools, a teen center, child care, a basketball gymnasium, and a wellness center complete with exercise studio.

Since 1998, Mid-City has changed significantly. Although the City of San Diego is facing a major infrastructure funding deficit, and more investment to maintain and improve infrastructure is still needed in Mid-City, it is encouraging to see all the recent and ongoing community investments to improve and enhance the Mid-City planning area.

Table 1-3 Mid-City Population Household Income: 2000 to 2022

Household Income	2000	2022	% Change
< \$30,000	25,609	13,131	-49%
\$30,000 to \$59,999	15,711	13,957	-12%
\$60,000 to \$74,999	3,255	5,229	61%
\$75,000 to \$99,999	2,677	7,160	167%
\$100,000 to \$149,999	1,810	5,842	223%
\$150,000 or more	1,140	5,559	388%

Source: U.S. Census Bureau, SANDAG & City of San Diego; Data Extracted on 03/2024

Table 1-4 Mid-City Median Home Value and Median Household Income: 2000 to 2022

Median	2000	2022	% Change
Median Home Value	\$149,448	\$722,833	384%
Median Income	\$31,851	\$77,063	142%

Source: U.S. Census Bureau, SANDAG, Zillow & City of San Diego; Data Extracted on 03/2024

¹ <https://www.axios.com/local/san-diego/2024/01/09/san-diego-housing-shortage-chart>

² Stacy, C., Davis, C., Freemark, Y. S., Lo, L., MacDonald, G., Zheng, V., & Pendall, R. (2023). Land-use reforms and housing costs: Does allowing for increased density lead to greater affordability? *Urban Studies*, 60(14), 2919-2940. <https://doi.org/10.1177/00420980231159500>

CURRENT DEMOGRAPHIC

Compared to the city of San Diego, Mid-City has a higher percentage of people 19 and under and lower percentage of people 60 and over (Figure 1-7). Average household size is larger in City Heights and Eastern Area compared to city of San Diego (Figure 1-8).

The median household income in Mid-City ranges from \$50,240 in City Heights to \$108,192 in Kensington-Talmadge, which is higher compared to city of San Diego (Figure 1-9).

As shown in Figure 1-10, the largest income group in Mid-City communities comprises households earning \$15,000 to \$29,999. Compared to the city of San Diego, City Heights has a higher percentage of households with annual income less than \$55,999 dollars, while Kensington-Talmadge has a higher percentage of household with annual income of more than \$125,000.

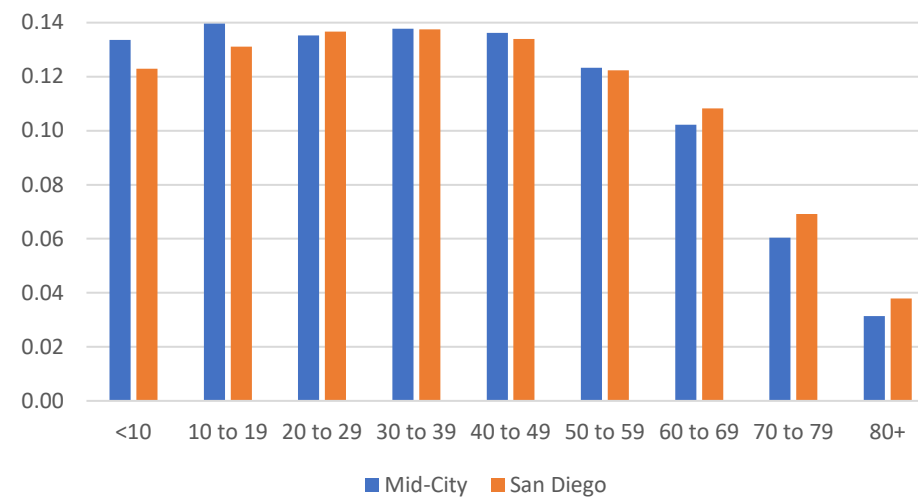
As shown in Figure 1-11, Mid-City is a diverse community. Hispanic represents 29 to 51 percent of the population across the four communities in Mid-City, while Non-Hispanic white makes up 17 to 51 percent of the population. Asian & Pacific Islander constitute 5 to 18 percent of the population and Black constitute 6 to 16 percent, while two or more races constitute 3 to 4 percent.

As shown in Figure 1-12, 69 percent of occupants are renters compared to 52 percent for city of San Diego. Overall, 31 percent of homes are owner-occupied in Mid-City, compared to 48 percent citywide.

The majority of homes in Eastern Area (60 percent) and Kensington-Talmadge (60 percent) are single-family homes while homes in City Heights (56 percent) and Normal Heights (54 percent) are majority multifamily homes (Figure 1-13). Overall, 3 percent of homes in Eastern Area are mobile homes.

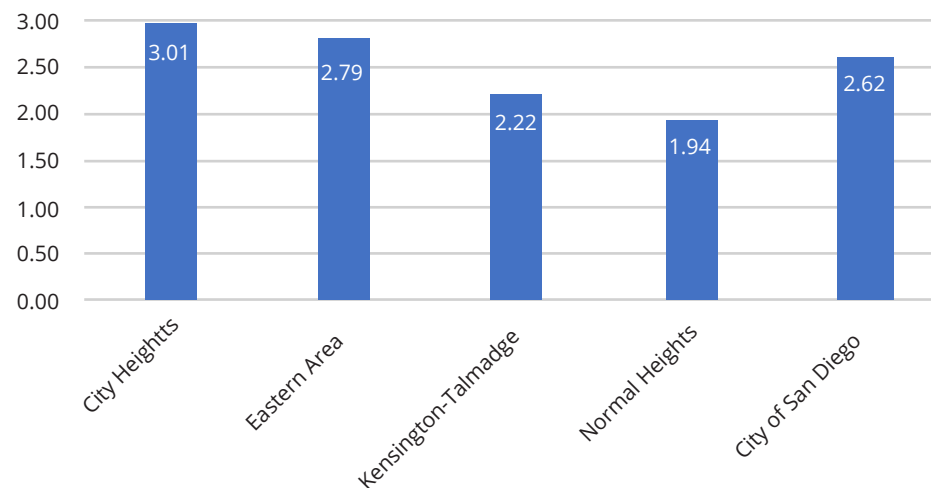
Many languages are spoken in the Mid-City (Figure 1-14). Over 30 percent of City Heights residents over the age of 5 have a limited English language ability, followed by 19 percent in Eastern Area, 12 percent in Kensington-Talmadge, and 10 percent in Normal Heights.

Figure 1-7 Age Groups, Mid-City and San Diego



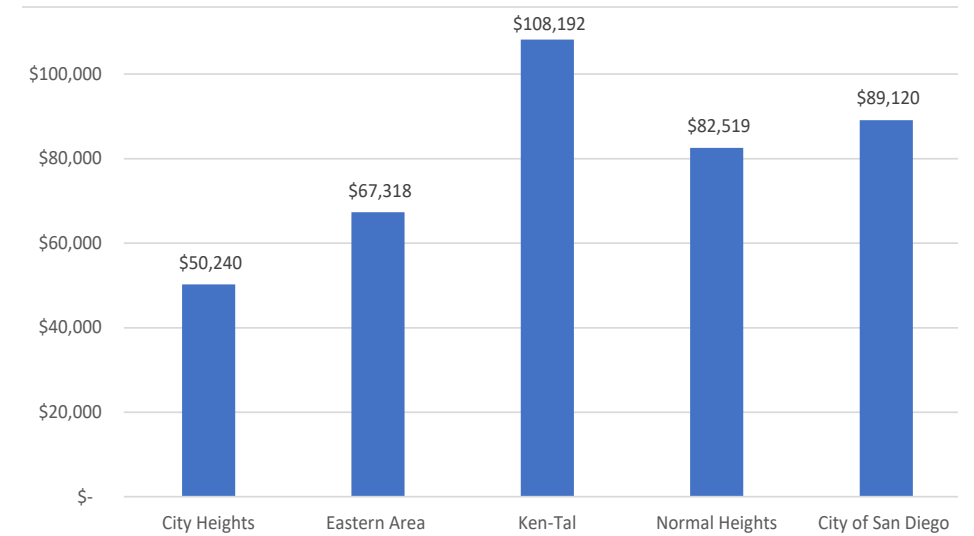
Source: SANDAG, 2022 Estimates (Data Extracted on 6/2023).

Figure 1-8 Household Size, Mid-City Communities and San Diego



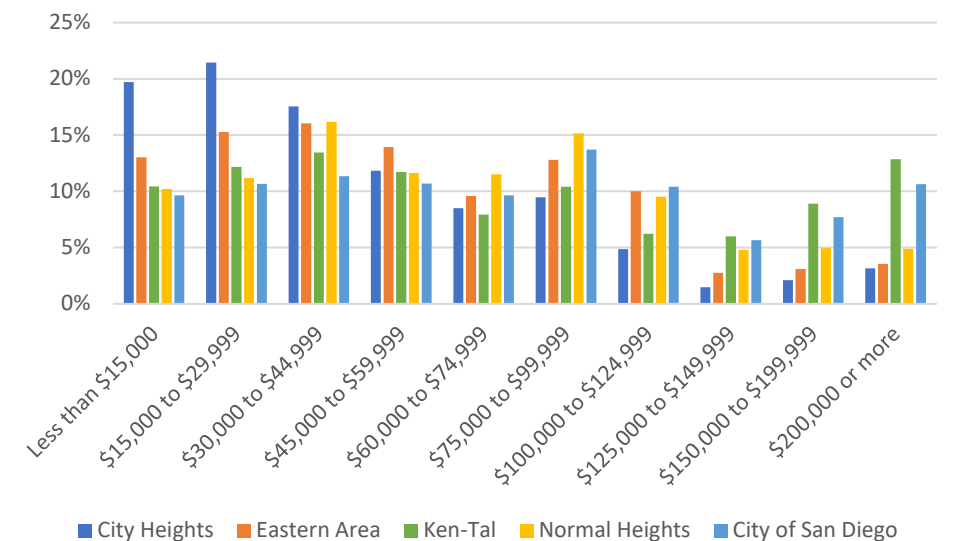
Source: SANDAG, 2022 Estimates (Data Extracted on 06/2023).

Figure 1-9 Median Household Income, Mid-City Communities and San Diego



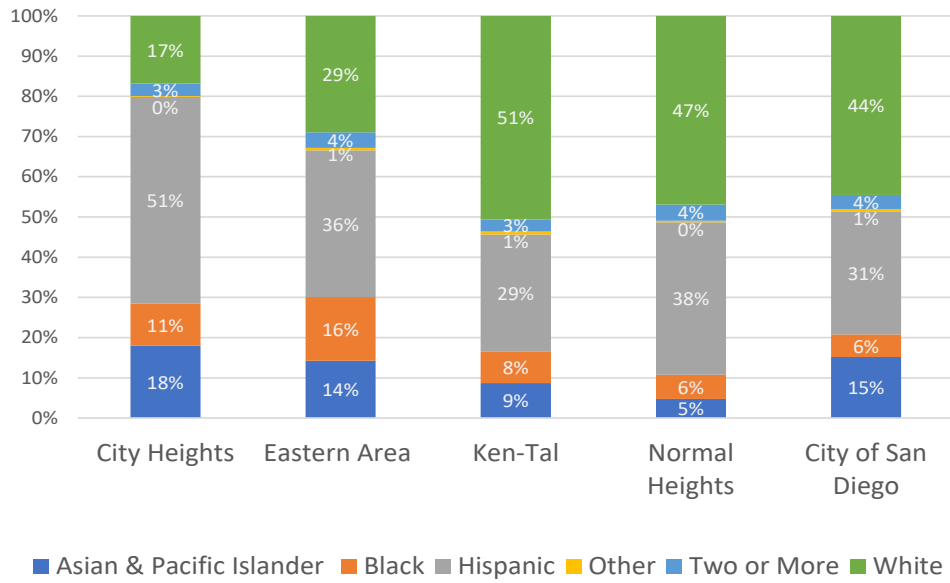
Source: SANDAG, 2022 Estimates (Data Extracted on 06/2023).

Figure 1-10 Household Income by Category, Mid-City Communities and San Diego



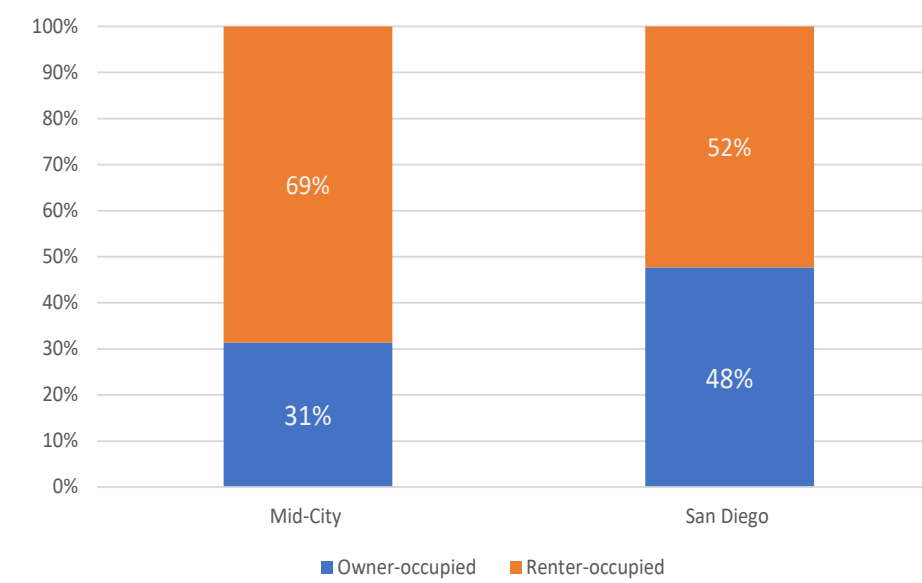
Source: SANDAG, 2022 Estimates (Data Extracted on 06/2023).

Figure 1-11 Race/Ethnicity, Mid-City Communities and San Diego



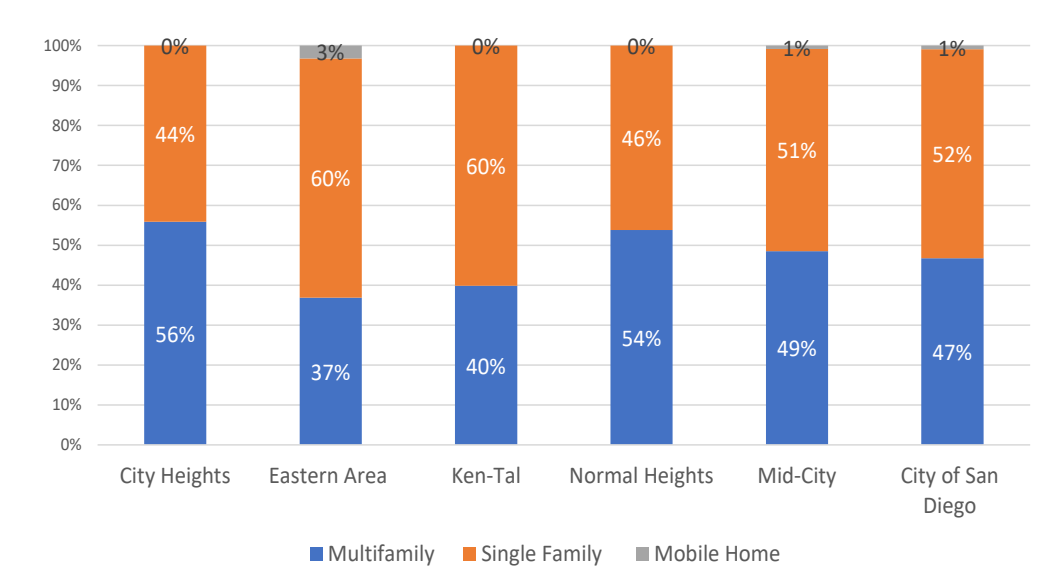
Source: SANDAG, 2022 Estimates (Data Extracted on 03/2024).

Figure 1-12 Occupancy Status (%), Mid-City and San Diego



Source: ACS 2015-2019 (Data Extracted on 06/2023).

Figure 1-13 Housing Type (%), Mid-City Communities and San Diego



Source: SANDAG, 2022 Estimates (Data Extracted on 03/2024).



Youth in Mid-City

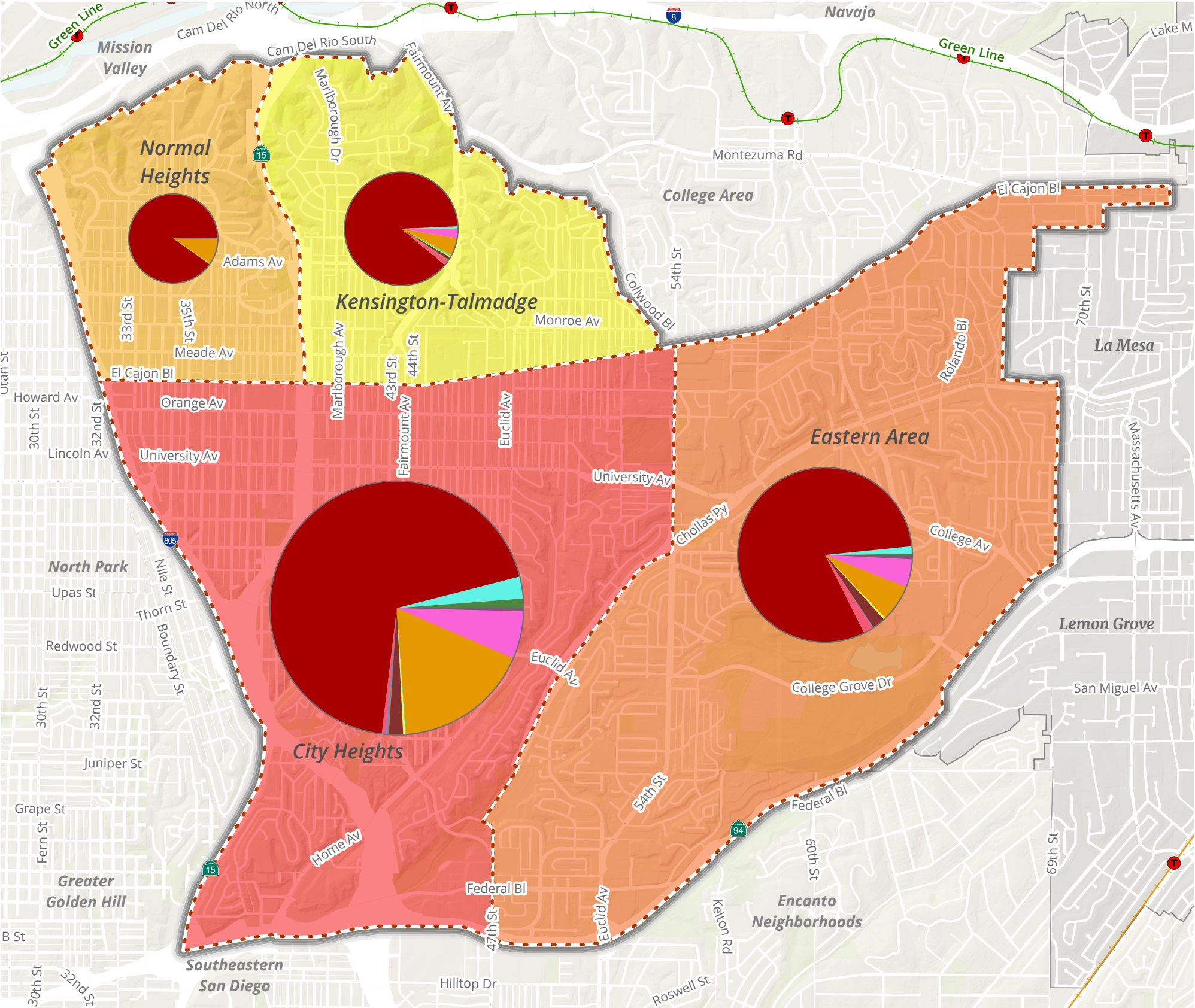


Family enjoying the Lunar New Year Festival



Multifamily housing in Talmadge

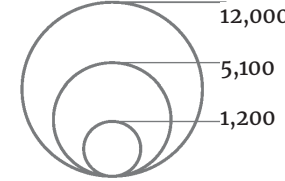
Figure 1-14 Language Spoken



Language Categories

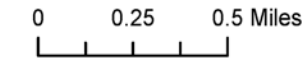
- Arabic
- Asian and Pacific Island languages
- English
- Chinese (#incl Mandarin, Cantonese)
- French, Haitian or Cajun
- German or other West Germanic languages
- Korean
- Other and unspecified languages
- Other Indo European languages
- Russian, Polis or other Slavic languages
- Spanish
- Vietnamese
- Tagalog (incl# Filipino)

Total Population 5 years and over



Percent of population 5+ who have limited English ability

- Kensington-Talmadge: 11.9%
- Normal Heights: 9.9%
- Eastern Area: 19.2%
- City Heights: 30.9%

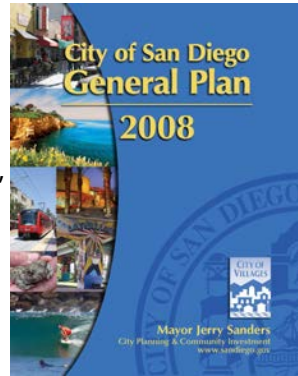


City of San Diego, SANGIS, SANDAG

1.6. Existing Plans and Regulatory Framework

GENERAL PLAN

The San Diego General Plan, comprehensively updated in 2008, sets out a long-range vision and policy framework to guide future development, provide public services, and maintain the qualities that define San Diego. The General Plan identifies 52 community Planning Areas in the city, including the four communities in Mid-City, for which community plans are to be developed or updated to provide more localized policies.



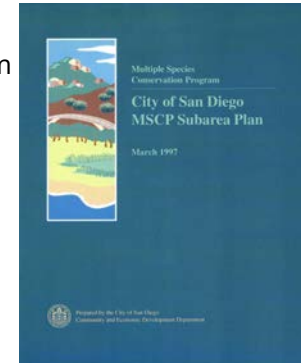
CLIMATE RESILIENT SD

Climate Resilient SD serves as the City's comprehensive plan to prepare for and respond to climate change hazards that threaten our communities, including wildfires, drought, extreme heat, and flooding. Long range plans such as Community Plans support and integrate climate adaptation, resilience, and hazard mitigation, and ensure minimal disruption to all critical City services in the face of climate change hazards.



MULTIPLE SPECIES CONSERVATION PROGRAM

The Multiple Species Conservation Program Subarea Plan (MSCP) was developed to preserve a network of habitat and open space and enhance the region's quality of life. The MSCP covers core biological resource areas identified as the City's Multi-Habitat Planning Areas (MHPA). The MHPA is the area within the City from which the permanent MSCP preserve is assembled and managed for its biological resources. For areas within Mid-City designated and protected as part of the citywide MHPA or adjacent to the MHPA, MSCP compliance is required.



LIBRARY MASTER PLAN

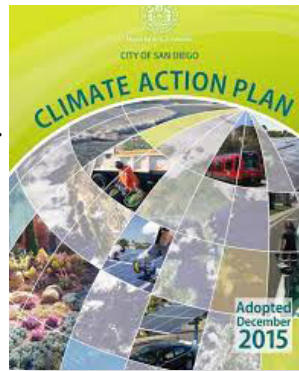
The Library Master Plan (LMP), adopted in 2023, is a long-range guide for future City investment in library spaces and facilities. It is intended to build on and supersede the City's previous Library Building Plan, which has driven new and expanded library facilities for more than 20 years. The Community Plan Update will incorporate the recommendation from the LMP.



CLIMATE ACTION PLAN

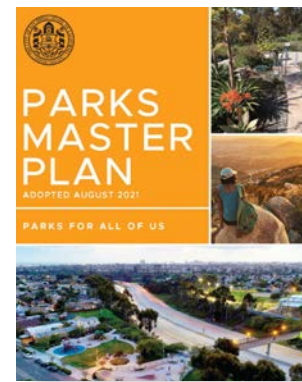
The San Diego Climate Action Plan, most recently updated in 2022, establishes a city-wide goal of net zero by 2035.

The Climate Action Plan (CAP) provides strategies for reducing greenhouse gas emissions through local action. The Community Plan Update will help facilitate the implementation of the CAP.



PARKS MASTER PLAN

The PMP identifies policies, actions, and partnerships for planning parks, recreation facilities, and programs that reflect the vision of a world-class Citywide network of recreational experiences to engage, inspire, and connect all San Diegans. A park standard, Recreational-Value Based Park Standard, is also established in the PMP and it evaluates and assigns scores to regional assets during community plan updates.



LAND DEVELOPMENT CODE

The City of San Diego Land Development Code (LDC) is part of the Municipal Code and contains regulations and controls pertaining to land use, density and intensity, building massing, architectural design, landscaping, storm water management, street frontages, lighting, and other development characteristics. The LDC implements the policies and recommendations of the Community Plan, including application of the Community Plan Implementation Overlay Zone. All development within the community must comply with regulations set forth in the LDC.

OTHER CITYWIDE AND COMMUNITY DOCUMENTS

Other documents that inform the Mid-City CPU include San Diego County Food Vision 2030, Airport Land Use Compatibility Plan, City of San Diego's Pedestrian Master Plan, Bicycle Master Plan, Street Design Manual, and Urban Forestry Management Plan.



The list of existing Mid-City related studies and plans is available in Appendices.

1.7. Concurrent Planning Initiatives

PURPLE LINE ALIGNMENT STUDY - SANDAG

SANDAG commissioned a study to assess the feasibility of the Purple Line, a key regional transit line that will provide needed transit service and connectivity between the southern and central portions of the region called the Purple Line Feasibility Study (Study), its purpose is to provide a high level assessment of the overall engineering feasibility, construction, operations and maintenance, cost estimates, as well as anticipated opportunities and challenges associated with project implementation. The goal for the Purple Line is to offer more transit options to the tens of thousands of San Diego and South Bay residents and relieve congestion along the I-805 and parallel corridors.



GENERAL PLAN REFRESH (BLUEPRINT SD)

Blueprint SD is a proactive effort to create an equitable and sustainable framework for growth to support current and future San Diegans. Blueprint SD is using the best available data to identify areas for more homes and jobs that are connected to convenient and affordable options to walk, bike, and ride transit to meet daily needs, such as going to work, school, or the grocery store. This approach helps meet the needs of our growing city while making progress towards our climate goals. This updated strategy (or “blueprint”) for growth will be used to refresh the General Plan.



ENVIRONMENTAL JUSTICE ELEMENT

The Environmental Justice Element (EJE) will be a new element added to the General Plan with the purpose of setting goals, policies and implementation measures focused on advancing environmental justice in our city.



The purpose of the EJE is to identify and reduce unique or compounded health risks in our city with a focus on disadvantaged communities. Priorities outlined in the EJE will be reflected in community plans, City Council policies, infrastructure priorities and facility improvement programs, as well as annual City budgets that work together with the General Plan to advance improvements in neighborhoods throughout San Diego.

CHOLLAS CREEK WATERSHED MASTER PLAN

The Chollas Creek Watershed is a vital natural resource encompassing a network of water channels, parks and surrounding open space. The watershed stretches across the neighborhoods of City Heights, Eastern Area, Encanto, Southeastern San Diego, Barrio Logan, Greater Golden Hill, North Park and Normal Heights. The watershed plays a crucial role in maintaining the region’s ecological balance and providing essential habitat for numerous plant and animal species as well as providing opportunities for community-serving recreation.



The Chollas Creek Master Plan will be a long-term planning document developed by the City of San Diego in partnership with various stakeholders and community members to guide the sustainable future of Chollas Creek Watershed as a regional park. The goals of the Master Plan are to protect and enhance the Chollas Creek Watershed’s ecology; improve the watershed’s sustainability and resilience to the impacts of climate change; increase recreational opportunities; improve walking/rolling and biking within the watershed and adjacent to neighborhoods; and foster a sense of ownership and connection to the Creek among community members. By working hand in hand with the diverse communities and stakeholders within the watershed, the Chollas Creek Master Plan will address the needs and aspirations of the community members while creating a sustainable and resilient watershed.

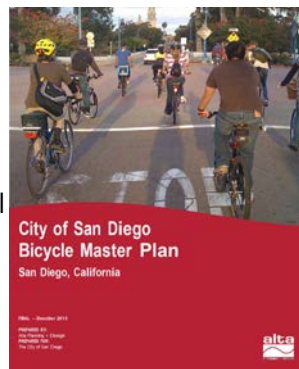
COLLEGE AREA CPU

The City of San Diego is updating the College Area Community Plan, last updated and adopted in 1989. The update will consider current conditions, Citywide goals within the Climate Action Plan, the General Plan, the City's Strategic Plan, and community-specific goals to shape what the community looks like into the future.



BICYCLE MASTER PLAN

The Bicycle Master Plan Update (BMPU) is a citywide effort that will result in an overarching update to the 2013 Bicycle Master Plan. The BMPU will refresh the City's bicycle facility recommendations and prioritization of active transportation projects to meet the City's Strategic Plan and Climate Action Plan goals with increased emphasis on equity and serving areas with the greatest needs.



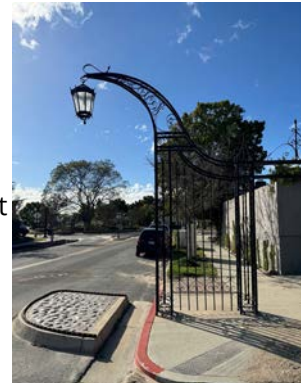
TRAILS MASTER PLAN

The Citywide Trails Master Plan was identified in the Parks Master Plan as a critical implementation item. This plan will guide the equitable and environmentally responsible development, enhancement and construction of existing and new trails throughout the City. The Master Plan will also guide its close interaction and synergy with open space planning and conservation, in compliance with the City's Multiple Species Conservation Program. In addition to trails within the City's open space, the Trails Master Plan will also include urban pathways and other community connections.



HERITAGE PRESERVATION PROGRAM

The Preservation and Progress initiative is a comprehensive update to the City's Heritage Preservation Program that will streamline processes for new homes and other uses while protecting places of historic, architectural and cultural importance and encouraging their adaptive reuse.



The primary purpose of the City's Heritage Preservation Program is to identify and protect the places that matter to our collective history, while allowing those places to evolve to continue to meet our needs as a growing city. In doing so, the program allows us to navigate change, not stop it, so places can evolve while keeping what makes them most meaningful.

MOBILITY MASTER PLAN

The Mobility Master Plan is a comprehensive transportation planning effort to create a balanced, equitable, and sustainable mobility system for the City of San Diego. It will combine community, mode, and objective-specific planning into one comprehensive document to prioritize mobility projects and to identify programs that will have the largest benefit in our communities and on the environment. Additionally, the Mobility Master Plan will ensure that Citywide mobility initiatives support investments in areas with the greatest needs, promote Vision Zero, and advance the goals of the Climate Action Plan and the General Plan.



The Mobility Master Plan will focus on projects, programs and actions that will help make walking, rolling, bicycling, and using transit more convenient, efficient, and affordable.

1.8. Introduction Summary

This section summarizes the key information for the Mid-City planning area presented in this chapter.

- The Mid-City planning area includes four communities: **City Heights, Eastern Area, Kensington-Talmadge, and Normal Heights.**
- Mid-City is approximately **8,052 acres** in area and is centrally located in the San Diego metro area, **northeast of downtown.**
- The Community Plan Update will **incorporate community input** in the recommended changes to the Community Plan, which acts as a detailed framework that guides development in Mid-City.
- Mid-City includes some of the **oldest communities in the City of San Diego.**
- After the downzoning action from the 1998 community plan, the **population peaked in 2000**, and growth stabilized from 2000 to 2020.
- Compared to 2000, there are **fewer young people** (under 40) and **fewer Black, White and American Indian** people living in Mid-City today.
- The share of **households making more than \$100,000 has increased substantially**, compared to 2000, in Mid-City today.
- The increase in **median household income has not kept pace with the increase in median home value** in Mid-City.
- Since 1998, Mid-City has seen **over \$2 billion in community investments** and the opening of two state-of-the-art community facilities.
- Compared to the city of San Diego, Mid-City has a **higher percentage of people 19 and under and lower percentage of people 60 and over.**
- The **largest income group** in Mid-City communities comprises **households earning \$15,000 to \$29,999.**
- Mid-City is a **diverse community** with people speaking many languages.
- The majority of homes in **Eastern Area and Kensington-Talmadge** are **single-family homes** while homes in **City Heights and Normal Heights** are **majority multifamily homes.**



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