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**PLAN  
MID-CITY**  
*Communities Plan Update*

# Imagining Our City



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*Communities Plan Update*

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# Introductions

## **Round One:**

Name, word or phrase to share about your day

## **Round Two:**

Name, what brought you here today.



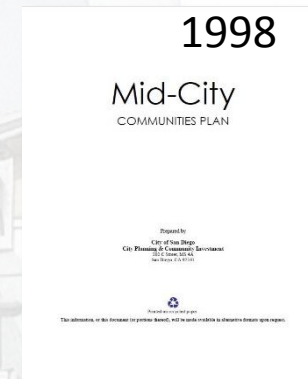
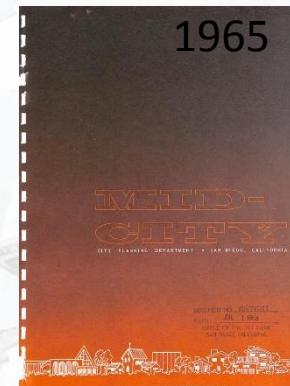
# Community Connection

A watercolor illustration of a vibrant city street scene. The street is lined with palm trees and buildings. A cyclist is riding on the left side of the road, and a white van is driving on the right. Pedestrians are walking on the sidewalks. The sky is blue with birds flying. The overall style is artistic and colorful.

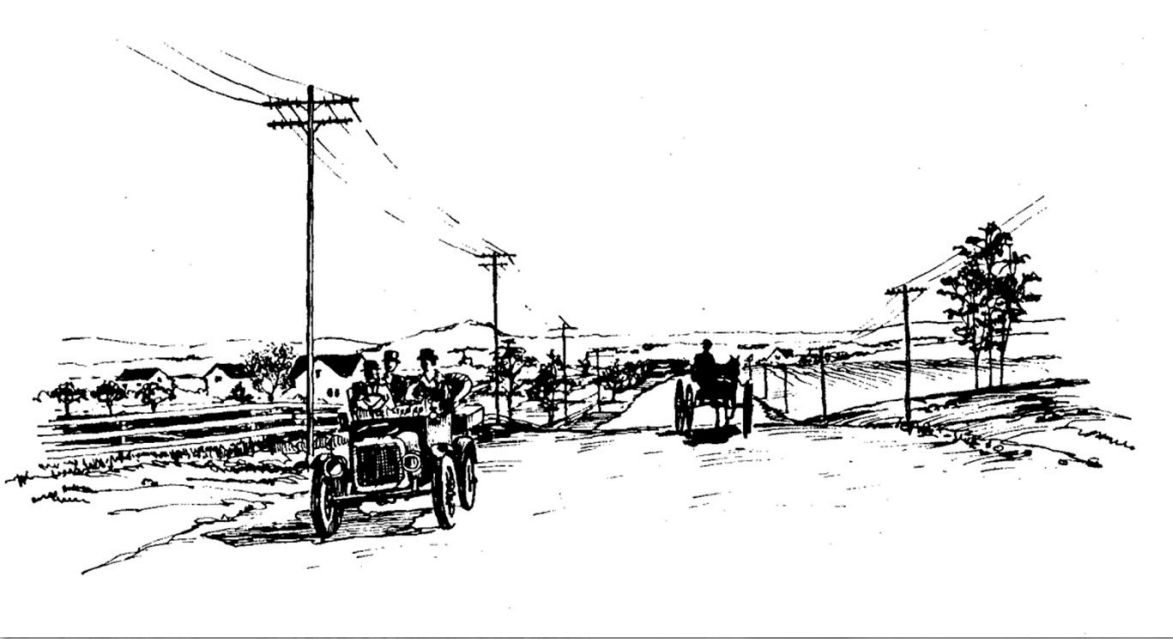
# Brief History of Mid-City & Community Plans

# → In San Diego...

- A Community Plan includes policies on land use, mobility, urban design, community facilities and services, open space, historic and cultural resources, and economic development.
- Community plan updates, in coordination with the General Plan and its Land Use Element and other citywide policy frameworks, achieve both citywide and community-level goals.



# → Brief History of Mid-City



El Cajon & 43rd, 1910



Fairmount & University, 1917

# → Pre-Contact

Chollas Creek was well known to the Kumeyaay, who used it for settlement and as a major trail through the region

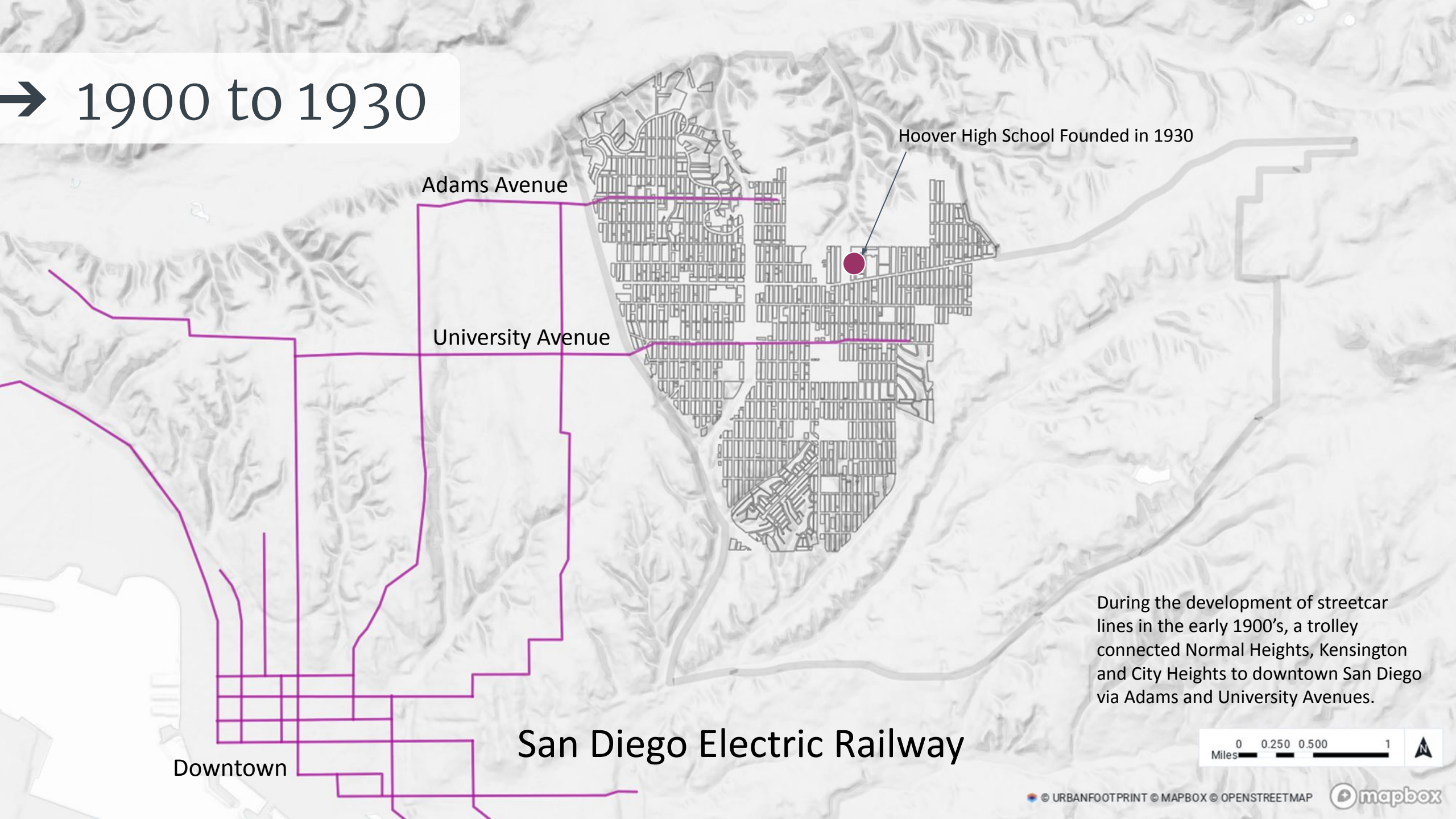
Chollas Creek

Downtown





# → 1900 to 1930



Adams Avenue

University Avenue

Hoover High School Founded in 1930

Downtown

## San Diego Electric Railway

During the development of streetcar lines in the early 1900's, a trolley connected Normal Heights, Kensington and City Heights to downtown San Diego via Adams and University Avenues.



# → 1950s - Cars & Commercial Strip

Crawford High School  
Founded in 1958

El Cajon Blvd

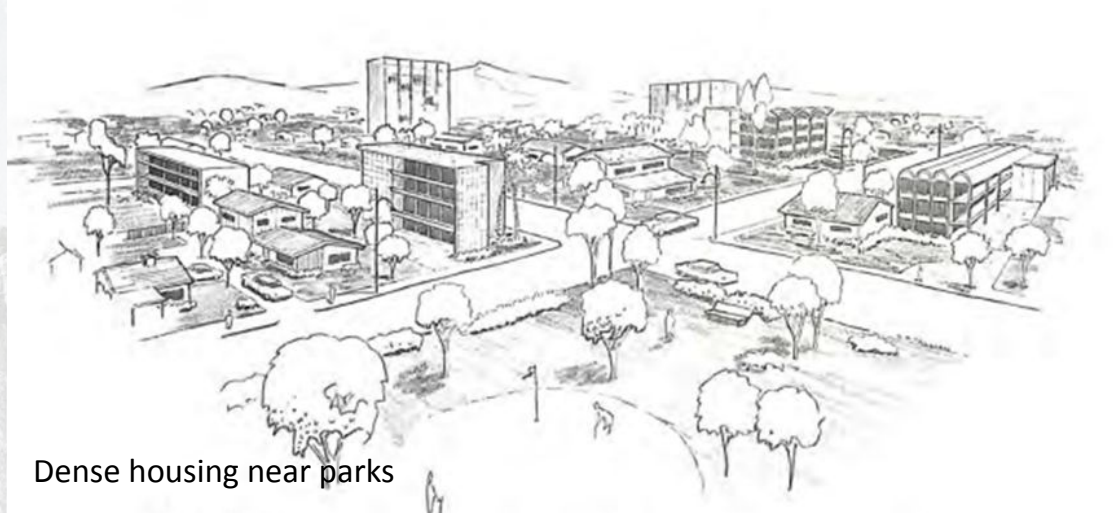
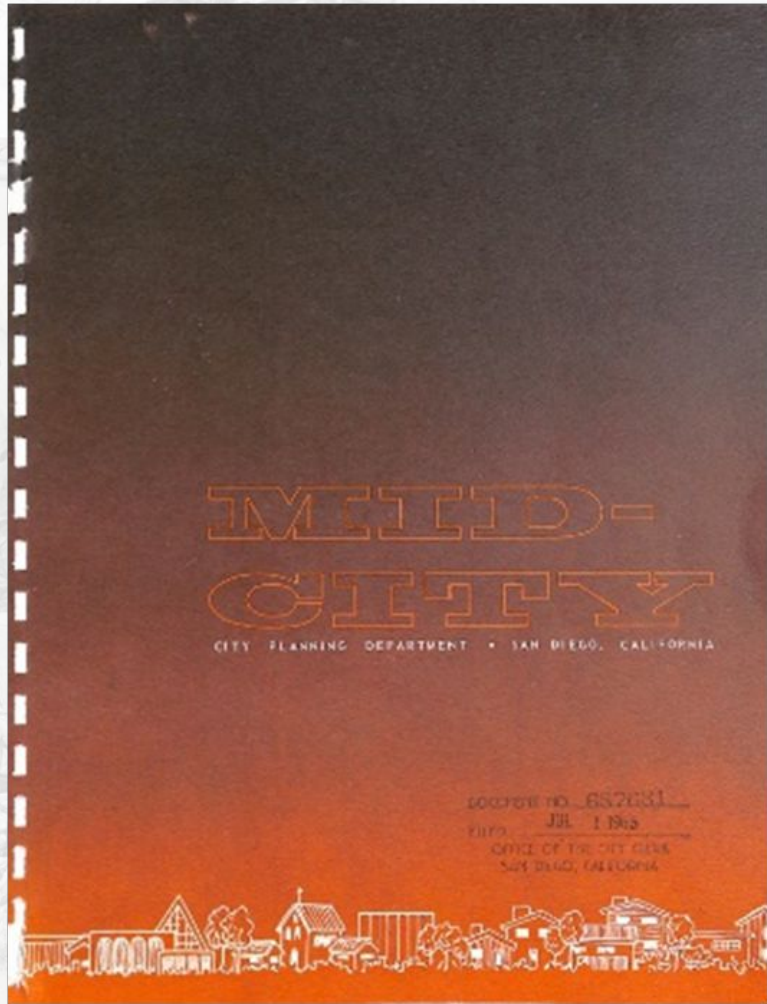
Downtown

El Cajon Blvd was a major route east and prime example of a commercial strip whose growth and development was shaped by the automobile. The first Jack in the Box was open in 1951.\* Suburban development pattern emerges in Eastern Area.

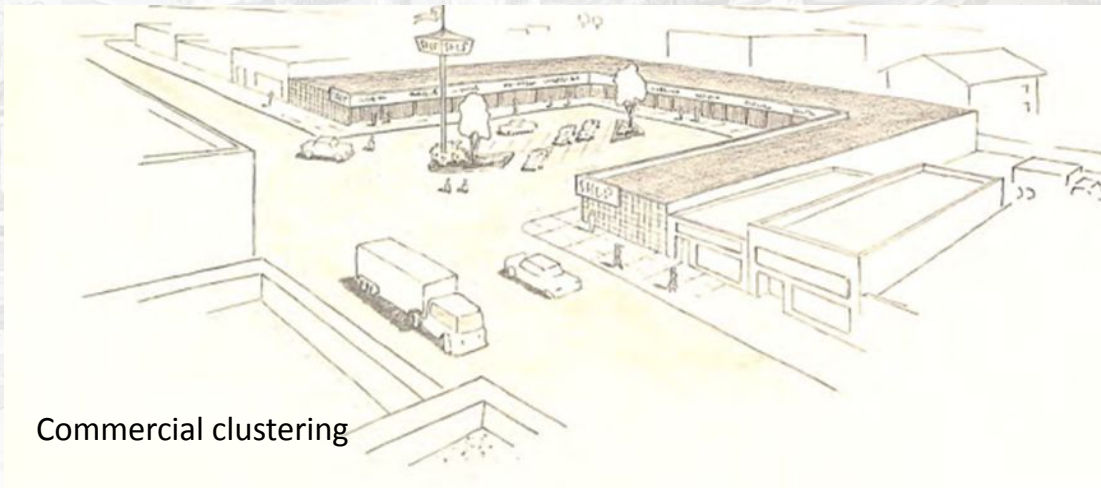
\*[https://en.wikipedia.org/wiki/El\\_Cajon\\_Boulevard](https://en.wikipedia.org/wiki/El_Cajon_Boulevard)



# → 1965 Mid-City Plan

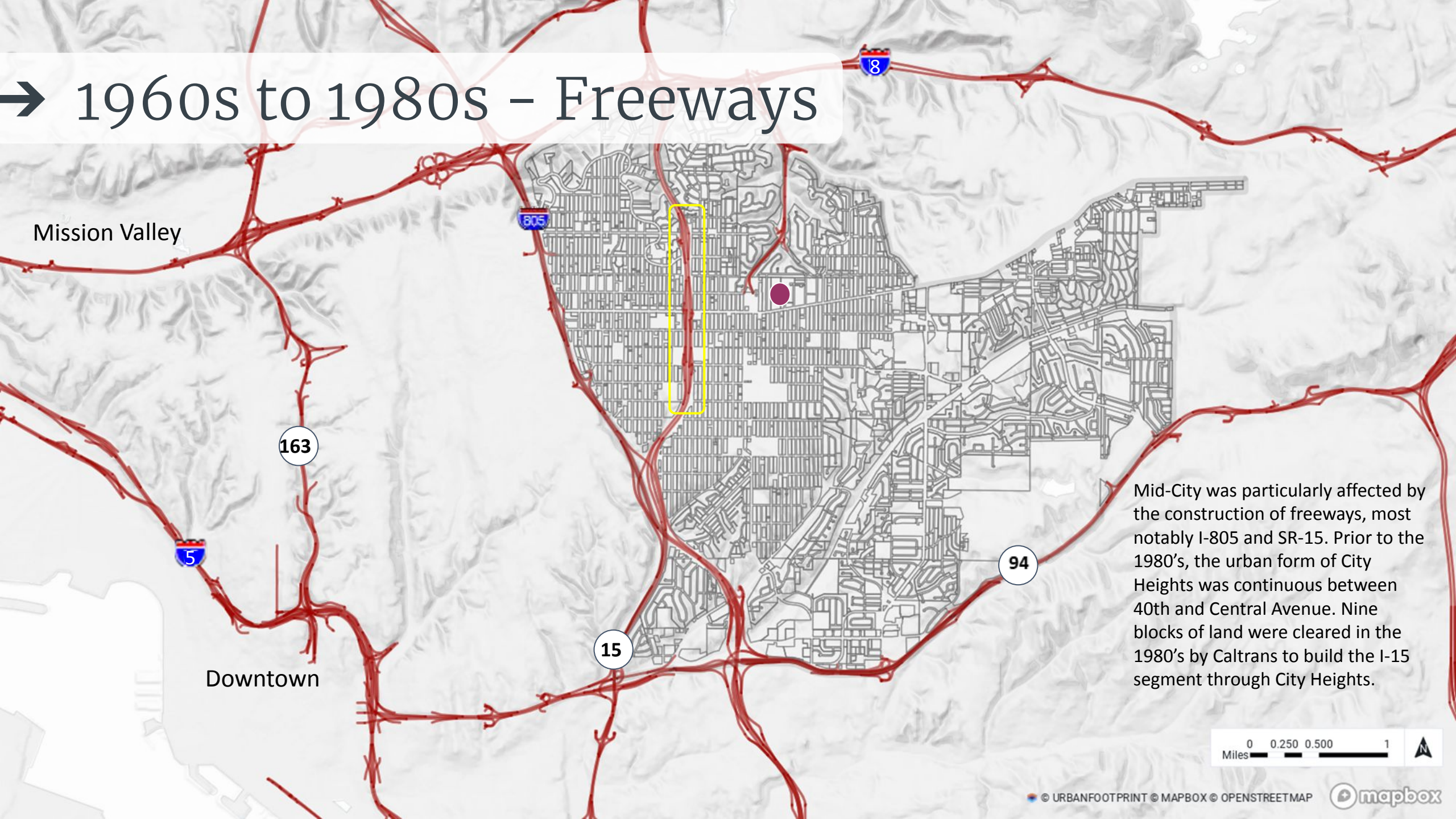


Dense housing near parks



Commercial clustering

# → 1960s to 1980s - Freeways



Mission Valley

Downtown

Mid-City was particularly affected by the construction of freeways, most notably I-805 and SR-15. Prior to the 1980's, the urban form of City Heights was continuous between 40th and Central Avenue. Nine blocks of land were cleared in the 1980's by Caltrans to build the I-15 segment through City Heights.



# → 1984 Mid-City Community Plan

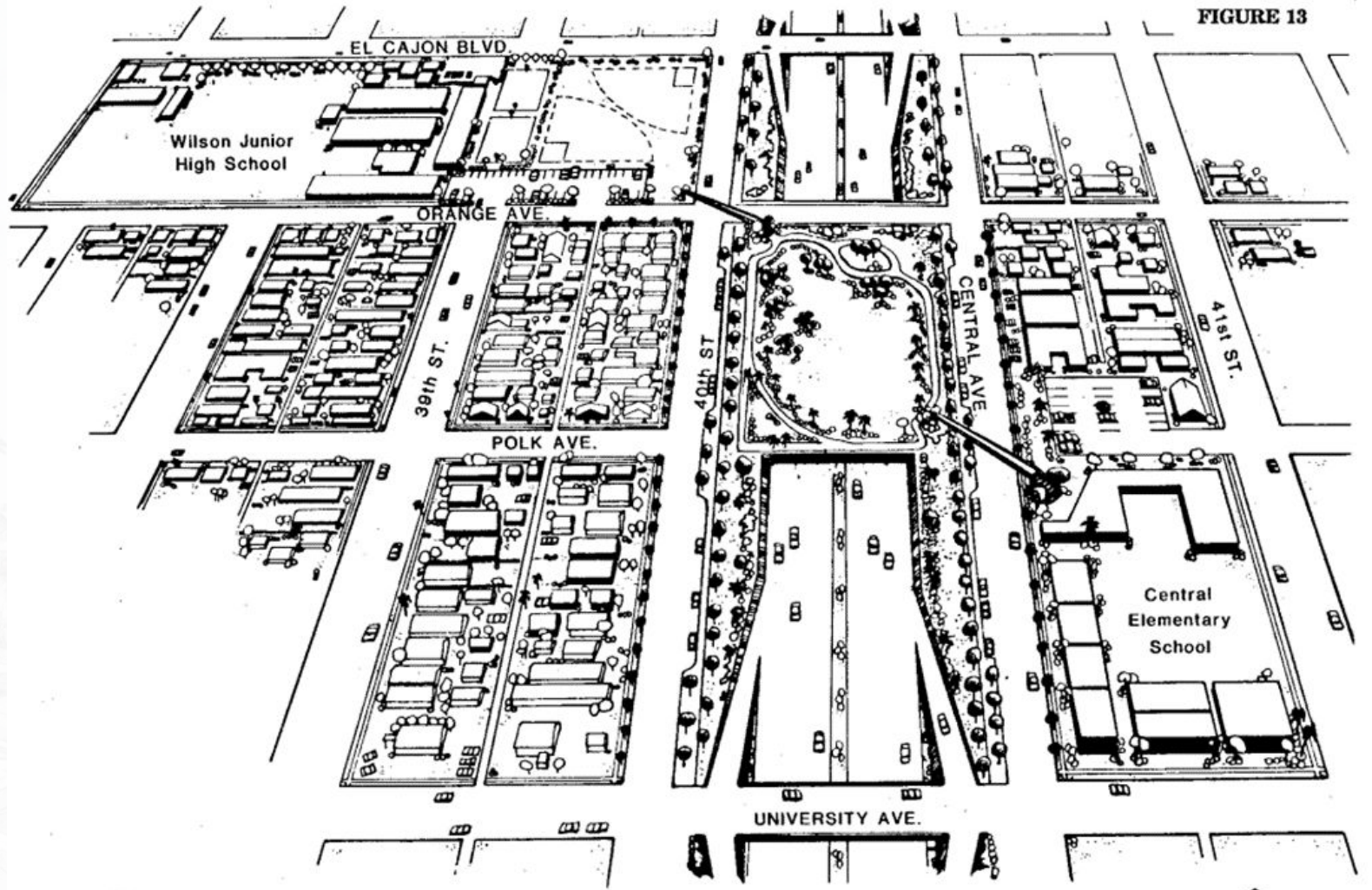


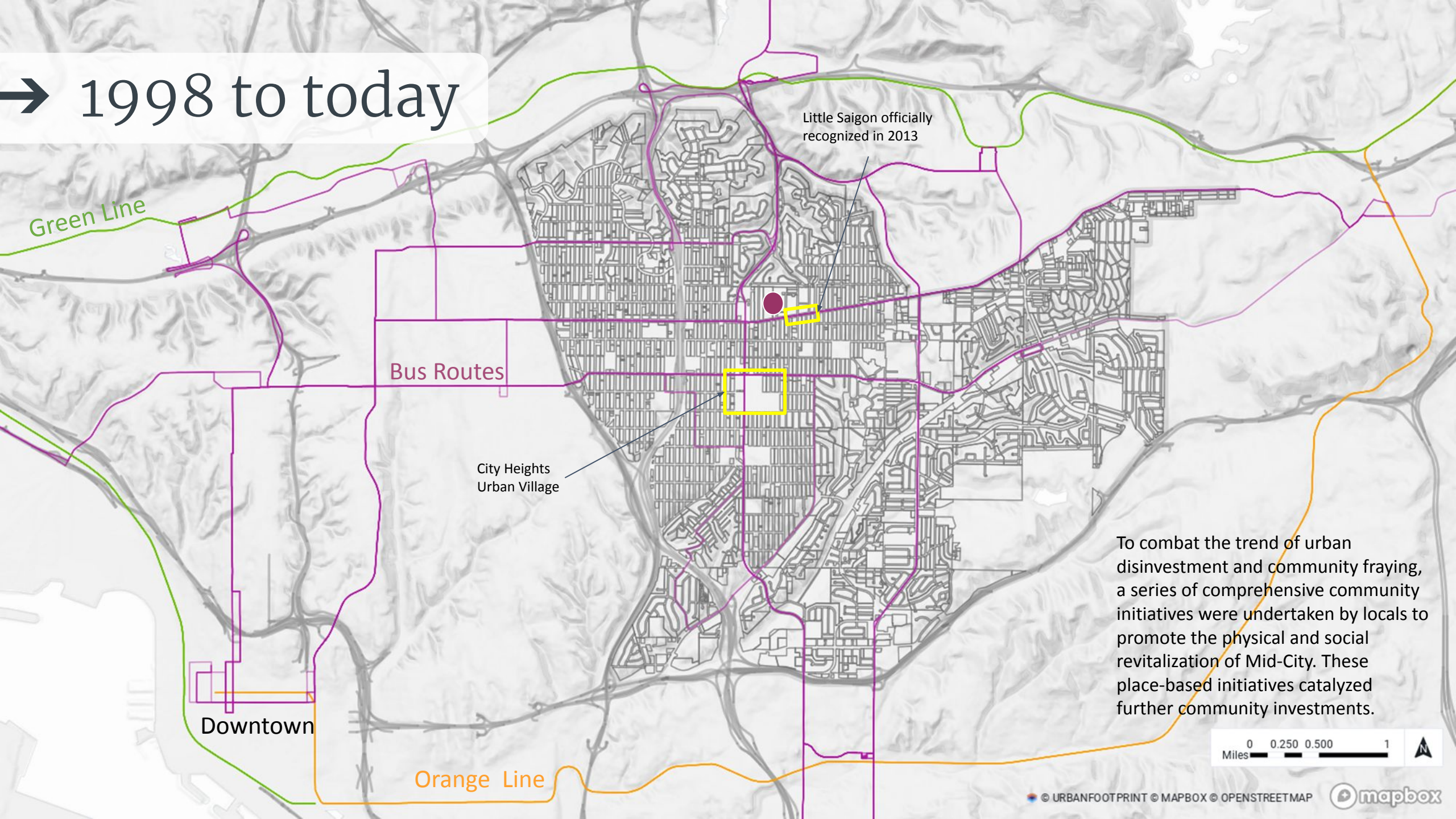
FIGURE 13



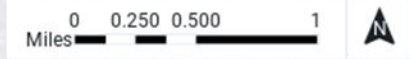
**MID-CITY One Block Cover, SR-15**  
CITY OF SAN DIEGO • PLANNING DEPARTMENT



# → 1998 to today



To combat the trend of urban disinvestment and community fraying, a series of comprehensive community initiatives were undertaken by locals to promote the physical and social revitalization of Mid-City. These place-based initiatives catalyzed further community investments.



# → 1998 Mid-City Communities Plan

## Mid-City COMMUNITIES PLAN

Prepared by  
City of San Diego  
City Planning & Community Investment  
212 C Street, 3rd Floor  
San Diego, CA 92101

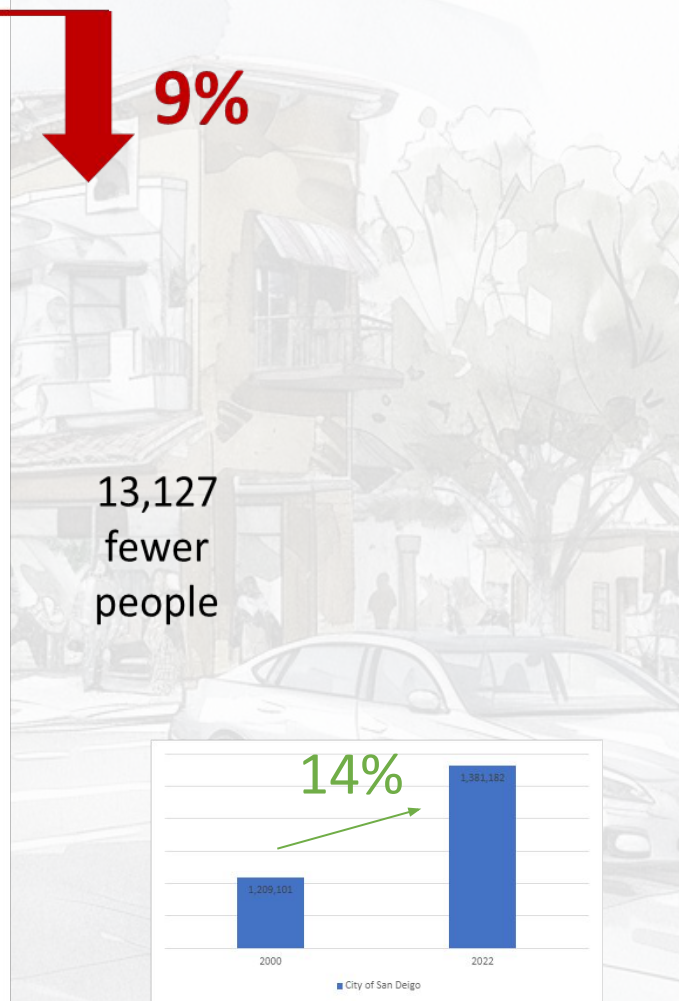
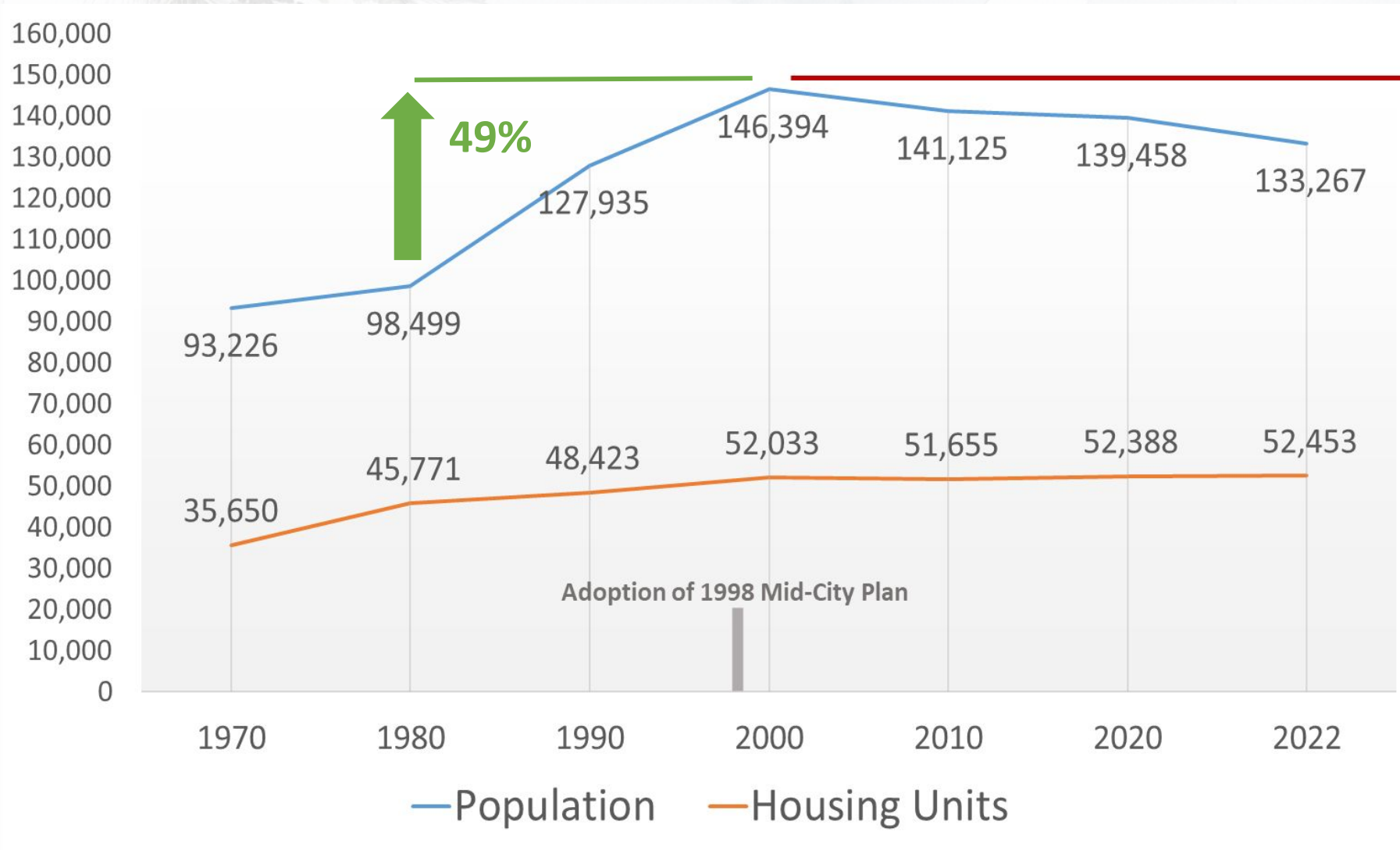


Printed on recycled paper.

This information, or this document (or portions thereof), will be made available to alternative formats upon request.

- Reduced opportunities for new homes along Adams Avenue, El Cajon Blvd, and University Avenue due to the lack of adequate community facilities
- Encouraged community investments and celebrating cultural diversity
- Focused future growth in Urban Villages

# → Mid-City Population Peaked in 2000



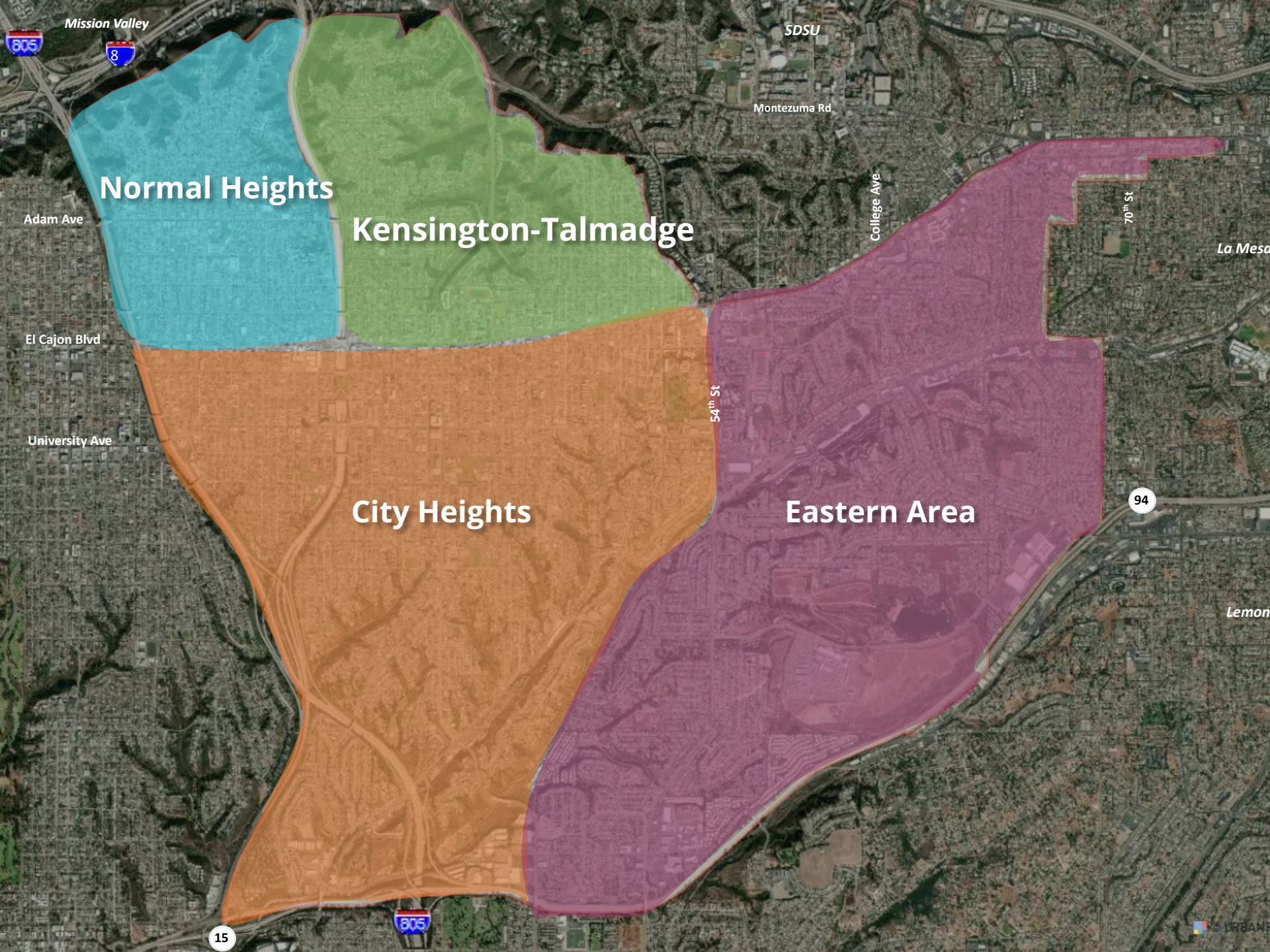


# → \$2+ Billion in Community Investments

- **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
- **\$265 million+** in **bike and transit infrastructures**:
  - Mid-City Centerline Rapid Transit (\$65 mil) & Bikeway Investment (\$200 mil)
- **\$614+ million invested** in Mid-City to **modernize school facilities**
- **\$1+ billion in capital improvement projects (current/recent)**:
  - streets, water, sewer, stormwater, parks, and other facilities

A watercolor illustration of a vibrant, walkable street scene. The street is lined with palm trees and modern buildings. A cyclist is riding in the foreground, and a white van is parked on the right. People are walking on the sidewalks, and a cafe with an orange umbrella is visible on the right. The sky is blue with birds flying. The overall atmosphere is bright and lively.

# Recent & Upcoming Activities



Normal Heights

Kensington-Talmadge

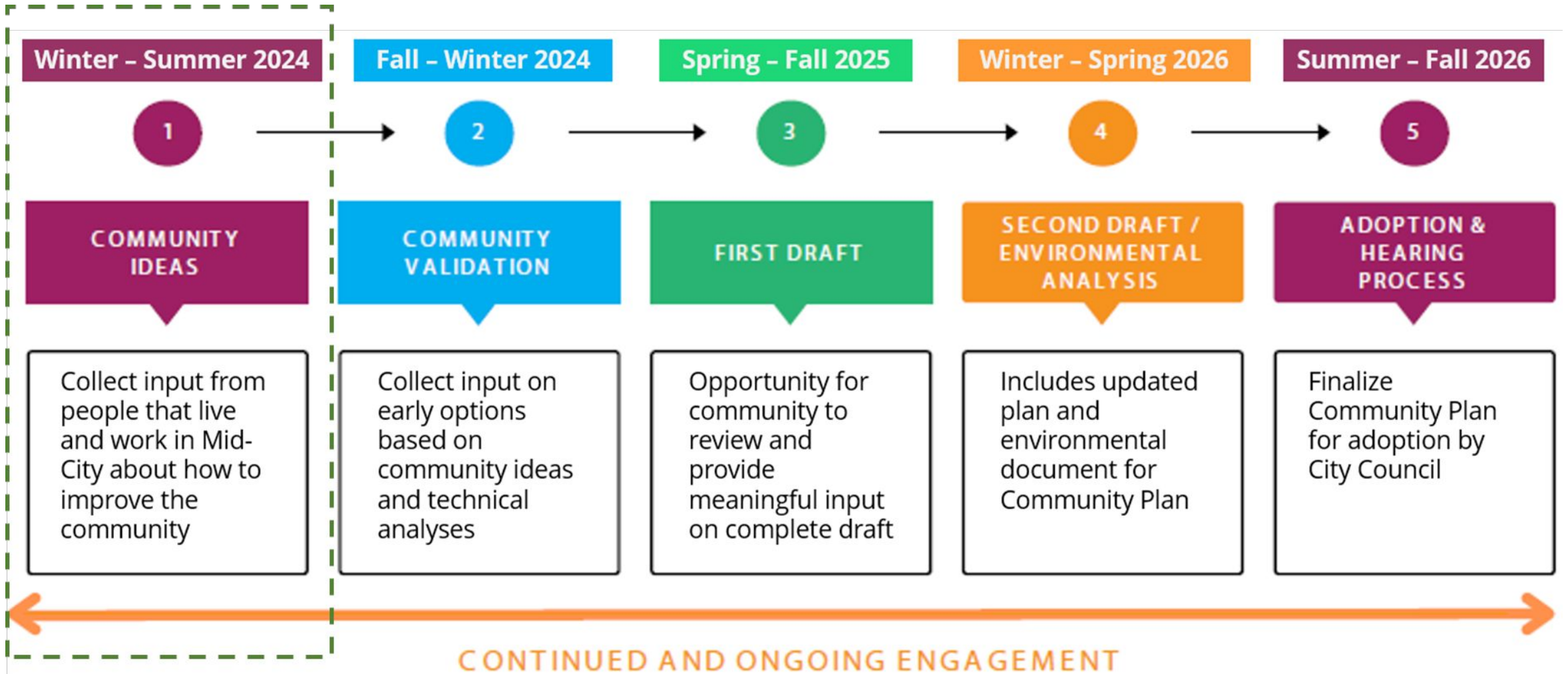
City Heights

Eastern Area

# Mid-City Communities Snapshot\*

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

# Process & Timeline



# Phase 1: Community Ideas



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



Pop-Ups



1<sup>st</sup> Survey (En/Es)



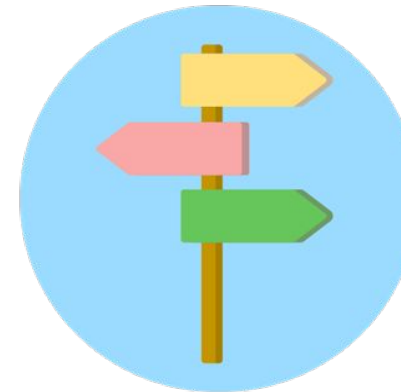
Joint Mid-City CPU Working Group



Community Office Hours & Workshops



Youth Engagement



CBO Meetings & Partnership



Text-Based Input (En/Es/Viet)

# 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)



# Survey & Working Group

- **1<sup>st</sup> Survey (English/Spanish)**
  - 558 online respondents
  - 80+ respondents from youth engagement
  - 400+ respondents from pop-ups
- **Joint Mid-City CPU Working Group (WG)**
  - Announced the WG Protocol, Membership & Selection Process - Apr. 8
  - WG will help inform the Mid-City CPU process
  - Orientation – Apr. 24
  - 1<sup>st</sup> meeting – June
  - 2<sup>nd</sup> meeting – Aug./Sept.



# Office Hours & Upcoming Workshops

[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](#)

May 18 – In-Person Workshop at Hoover High School

May 22 – Virtual Workshop

June 27\* – Planning Commission Workshop (info item)





# CBO Meetings & Presentations

- **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)**

SAY SAN DIEGO



## Crawford Community Collaborative

Made up of representatives from organizations and schools to provide an opportunity for ideas, communication, coordination, advocacy, and networking that support the students and families living and attending schools within the Crawford Cluster and greater City Heights community.

**10:00-11:00AM**  
**3RD WEDNESDAY OF MONTH**  
**CRAWFORD HIGH SCHOOL**  
**4191 COLTS WAY 92115**



**2023-2024 MEETING SCHEDULE**

September 20  
October 18  
November 15  
December 20  
January 17  
February 21  
March 20  
April 17  
May 15

# Community Partnership with City Heights CDC

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



# 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.



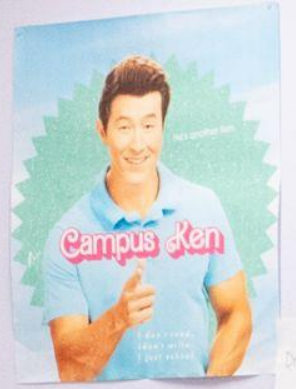
# Youth Engagement

- Hoover High, March 2024
- Crawford High, May 20204

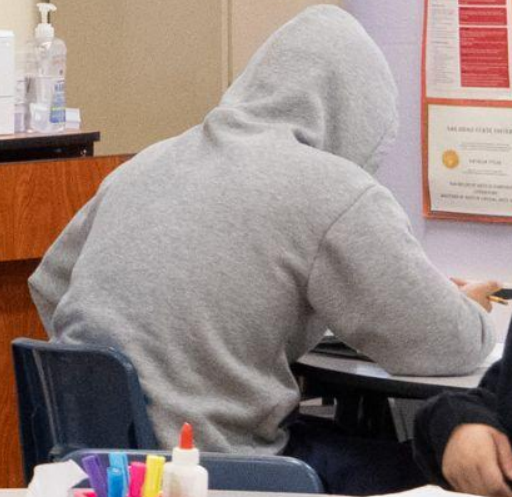




AP L  
Please turn off electronics  
off and store  
securely out of sight



DREAM A DREAM  
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2

QUALITY



COMSCOPE

COLLEGE BOUND

NORTH HAVEN

DARTMOUTH

COLUMBIA

Barbie

Barbie

1  
5  
6  
7  
8  
9

Limbo

STARBUCKS



# How would you describe your neighborhood today?

a vibrant community | even though i must be aware of my surroundings at all times I still find great spots in my neighborhood | **very nice and full of variety in the people and places** | too many homeless people on the streets | the sidewalks and streets are sometimes very broken down | **loud, dirty, unkept, boring, and expensive** | There is a lot of trash, the sidewalks are cracked but the community is good | overall a not very pleasant and overpriced area | **my neighborhood is what we call the hood, but there are nice things** | clean and there's always something to do | its full of rich people and there's always people walking and is always busy | it varies in cultures, race, community | there are a few issues involving the upkeep such as not enough trash cans and messed up roads and side walks| **okay with time to improve for better things** | my neighborhood is very chill | roads that have cracks and potholes, sidewalks that are bumpy, and weeds all around the neighborhood | nice and cool but the roads are a bit cracked and destroyed | **i would also describe it as loving because a lot of people are going through the same struggles they are kind to each other** | very diverse and open | unique | it's cool - a lot of people always out walking around with friends | pretty safe other than the parks and ghetto places at night



# What would you like your neighborhood to look like in the future?

more trees, no trash, more safe | i'd like to see community renovations - they've been fixing the streets and replacing stop signs, which I find really useful | less homeless, less trash, better looking trees, and cheaper rent | i would like my community to look more open with nature | **a little more green, more trees, better and cleaner roads, public workout gyms for people** | in the future i hope it doesn't change because i like the way it looks like right now | more houses, more playgrounds, places for kids to hang out, and a place to explore the history of City Heights | **i would like more places to hang out** | quicker buses | peaceful and clean, with more greenery (no more palm trees though) and maybe a community garden and less light pollution | **to have more stores near me** | fields to play sports like soccer | i want other outsiders to look at what we have built here in midcity and inspire better for their community | peaceful, clean, filled with youth | plants, trees, and grass in the places that don't have much of them | clean sidewalks and roads that are good | **more trees, many hangout spots like parks and stores, good transportation, less pollution** | more trash-cans and more police protection | i would like my community to be more safe at night, have better sidewalks, and more public transportation.

*I'm writing this to say thank you for actually caring about us and our community. Your presentation was very mind opening, and I appreciate how understanding you were. It was fun learning about the mid-city area, and it was nice knowing I have a say on what goes on around here. I didn't even know what a community plan was until you and your colleagues told us. You gave me information in a way I could actually fully understand, which for me is rare. I found it crazy how they haven't updated the plan in 25 years but i'm glad i get to be a part of it.*

*I really hope the plan takes our voices seriously, like my ideas for more community gardens and greenery in general. You've inspired me to take more action in my community, in fact you compelled me to do community service last week and clean the canyon on Thorn street. You have been an amazing person to work with, and I hope I get the chance to work with you again soon.*

*Sincerely,*

*[a Hoover student]*

A watercolor illustration of a vibrant, walkable street scene. The street is lined with palm trees and lush greenery. On the left, there are shops with awnings and a couple walking. In the center, a cyclist is riding a bicycle. On the right, a white van is parked, and people are sitting at an outdoor cafe. The sky is blue with birds flying. The overall atmosphere is bright and lively.

# Reflections/Questions



# Mid-City Working Group: Background and purpose

# Primary Role

- Be involved in the plan update from start to finish.
- Review project materials related to public engagement, research, and technical studies.
- Suggest ideas that could be included in the plan update.
- Provide feedback on proposals related to the plan update.



# Meeting Format

- In-person, virtual and/or hybrid
- Facilitated & open to the public
- Meet approximately once every three months for up to 2 years with a potential one year extension
- Intended to be flexible and adaptable



A watercolor illustration of a vibrant, multi-modal street scene. On the left, a sidewalk features a bus stop shelter where a man and a woman are waiting. A cyclist in a light blue shirt and white helmet is riding in a dedicated bike lane. The street is lined with tall palm trees and lush greenery. On the right, a white van is parked near a sidewalk cafe with an orange umbrella. In the background, a clear blue sky is filled with birds, and distant mountains are visible. The overall style is bright and artistic, with soft colors and visible brushstrokes.

# Meeting Agreements



- Interact respectfully with project staff and all other members, valuing all perspectives.
- Participate in an active and focused manner.
- Stay concise when contributing input to optimize time for everyone to contribute.
- Help involve all participants and create space/time for others to provide input.
- Focus on providing input and resources that help to address diverse needs and goals of the Mid-City communities.
- Share relevant, on-topic perspectives and information.
- Attend all meetings and start on time.
- Help maintain a welcoming and inclusive environment.





# Closing & Next Steps

# Next Steps

- Date and location of June meeting
- Assignment for June: Read Mid-City Atlas  
Existing Conditions Report

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