

# MIDWAY RISING

A MIDWAY FOR ALL



ZEPHYR



# 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

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



# MIDWAY RISING

## 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
- 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**

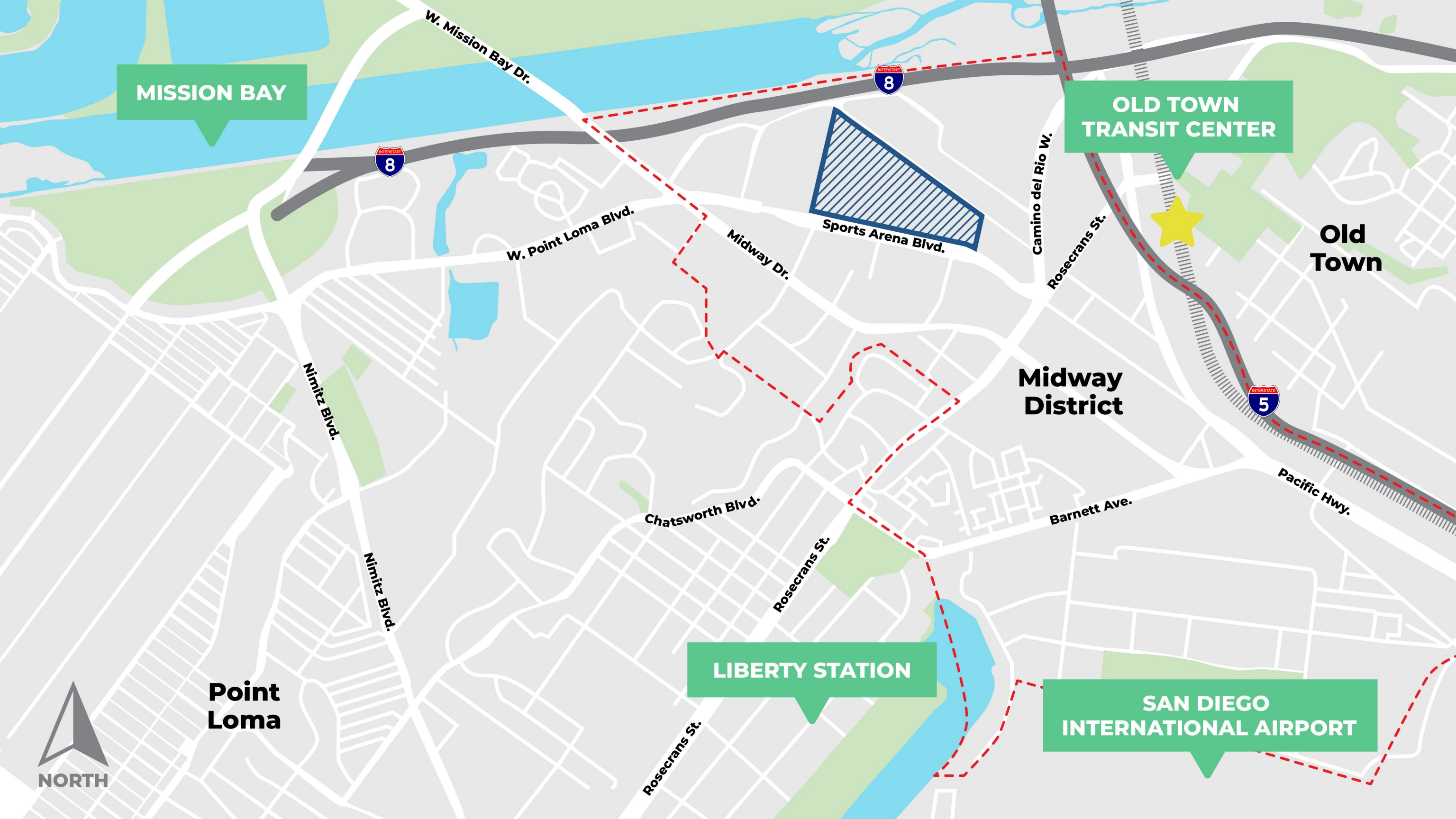
in economic  
benefits



**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**



**NORTH**





# 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

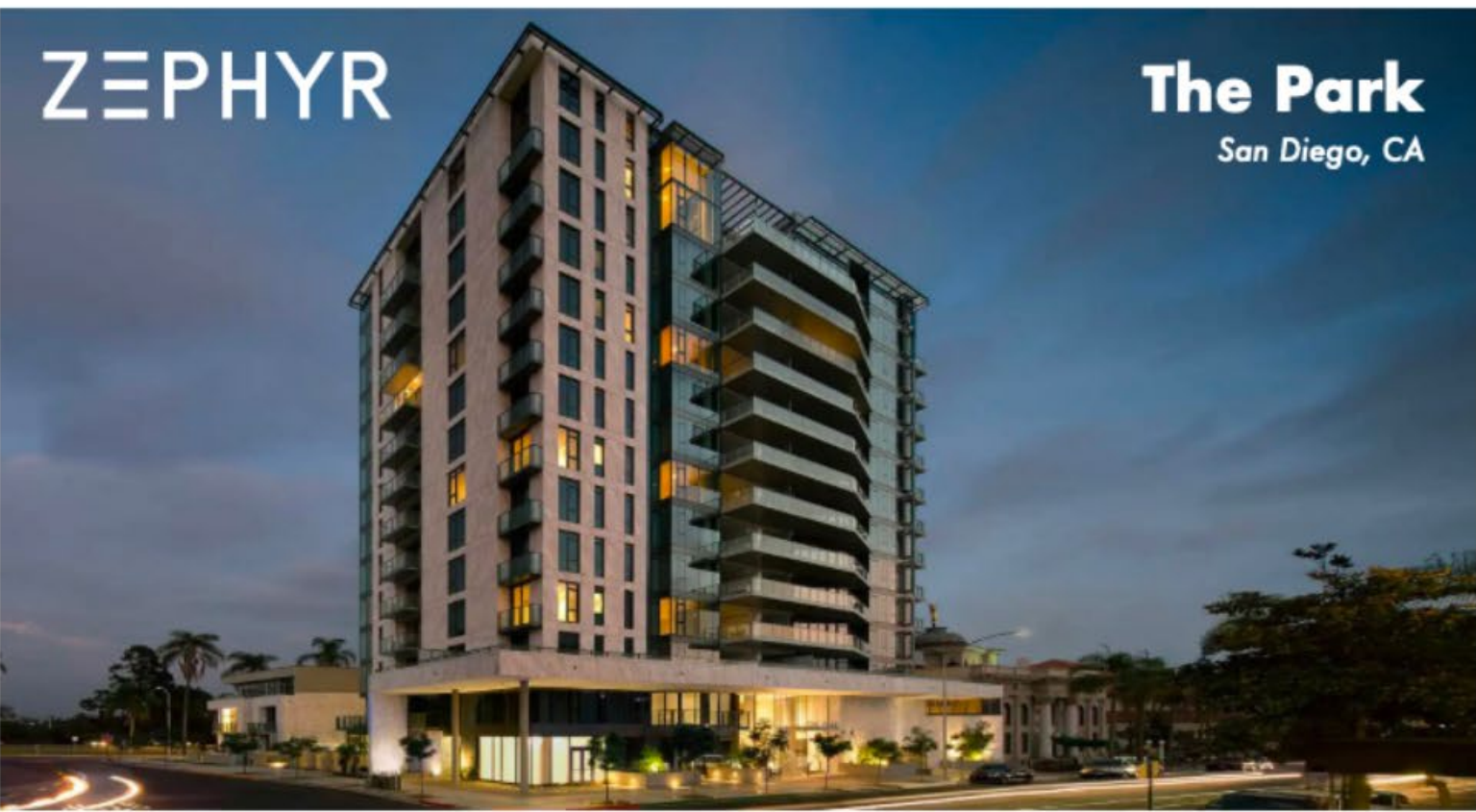
- 2,250 units of multifamily, market-rate residential housing
- Affordable and market-rate housing to be intermixed
- Comparable in density and rent to other San Diego neighborhoods

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**MIDWAY**  
**RISING**  
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# Our Partners



**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](https://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



**Gensler**

SPORTS

UNIVERSITY OF TEXAS AUSTIN  
MOODY CENTER

# A New Entertainment Center To Unlock Midway's Full Potential



**16k Seats**



**The Nation's Premier  
Live Events**



**Vibrant Entertainment  
District**

## ENA Milestones Timeline



## Next Steps

**Quarterly public meetings**

**Quarterly updates to City Council**

**CEQA environmental study**

**EIFD exploration**

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