

An aerial photograph of a city street, likely in San Diego, showing residential and commercial buildings, cars, and a crosswalk. A stylized, semi-transparent graphic of a tower with geometric patterns is overlaid on the right side of the image. The text 'Mid-City Communities Plan Update' is centered over the image in a large, white, sans-serif font.

Mid-City Communities Plan Update



**PLAN
MID-CITY**
Communities Plan Update

City Planning Department

Planning Commission Workshop – January 9, 2025



- 1 Introduction
- 2 Past & Current Community Plans
- 3 Existing Conditions
- 4 Engagement Summary
- 5 Next Steps



This is the 1st Mid-City CPU Planning Commission Workshop. The purpose of the meeting is to seek input on the plan update process and draft documents. No action is required on the part of the Planning Commission at this time.

Introduction



MID-CITY PLANNING AREA & NEIGHBORHOODS

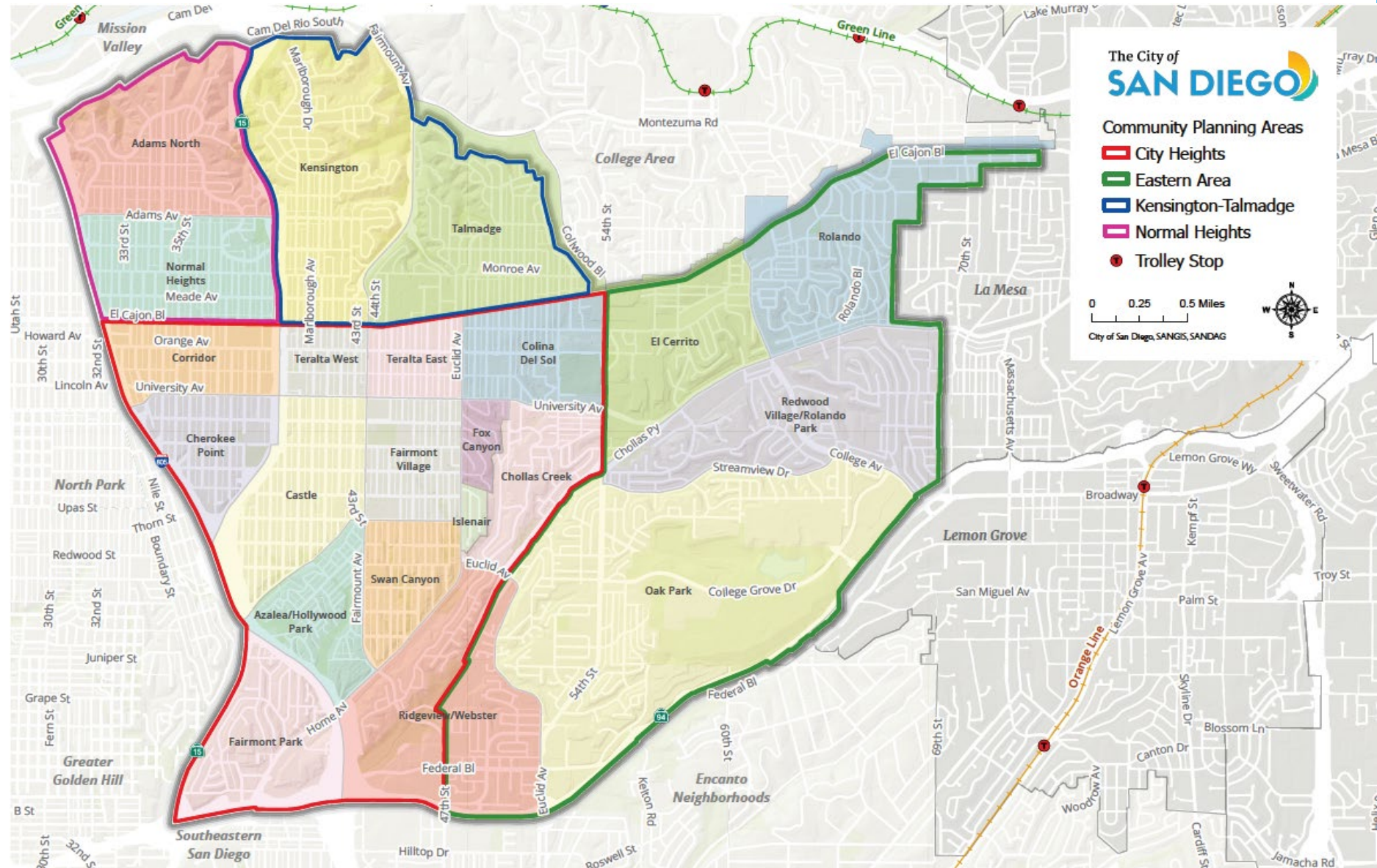
Mid-City Communities

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

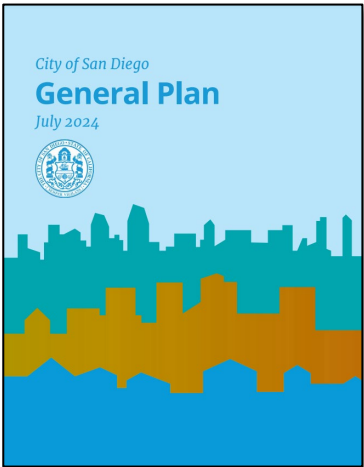
Mid-City Snapshot*

- 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



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

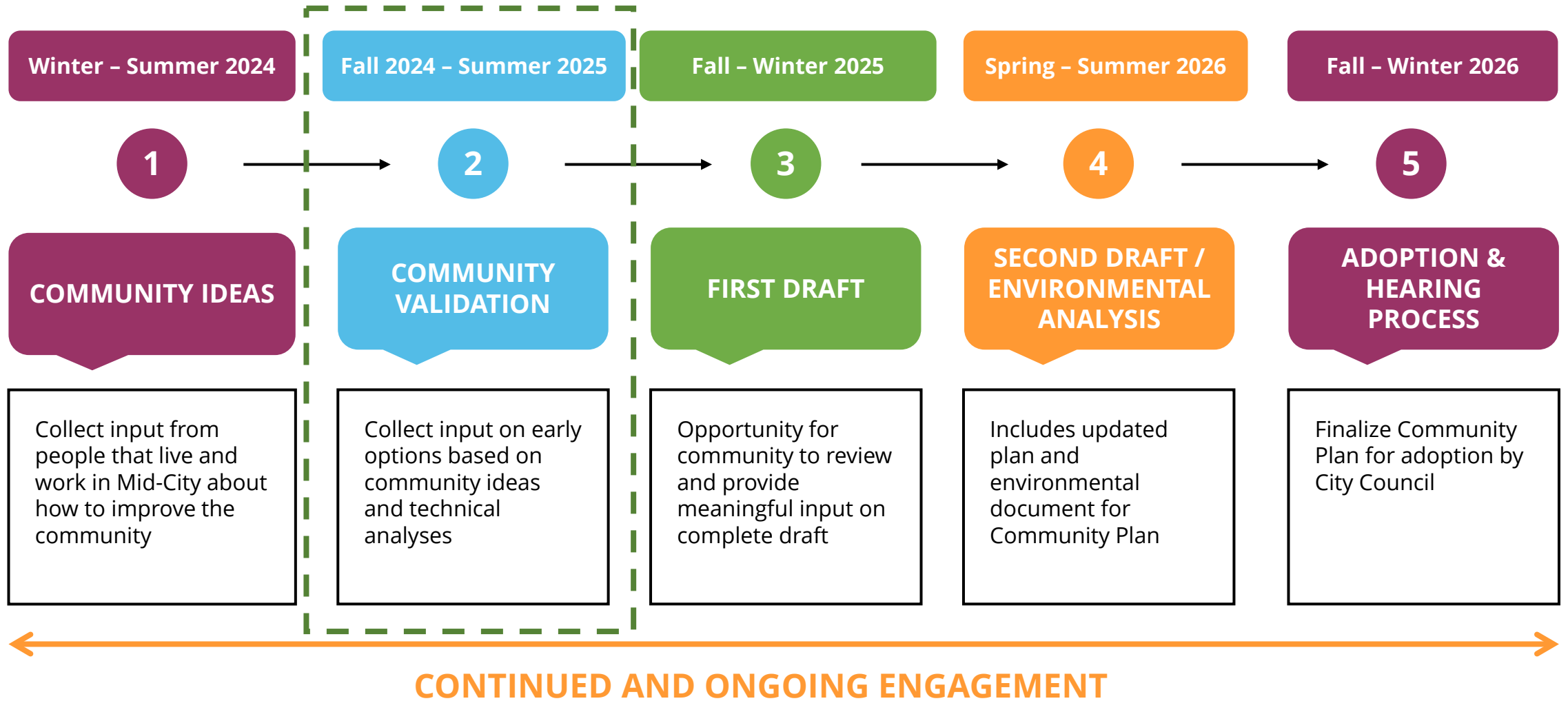
3

Evaluate Infrastructure Demand

4

Reduce Environmental Impact

PROCESS & TIMELINE



As part of an inclusive engagement process, the City conducted an open application process to form the **Working Group** representing Mid-City communities of **City Heights, Easter Area, Kensington-Talmadge and Normal Heights**. The primary Working Group role is to:

- 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.



2

online surveys

4

working group
meetings

84

community events

>2.5k

participants



>8.3k

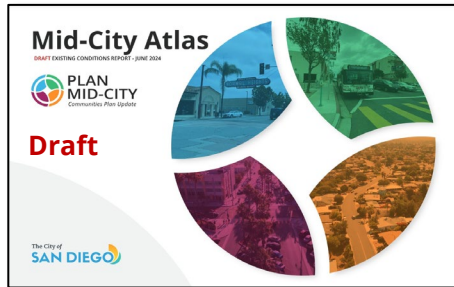
comments



2024 DRAFT REPORTS & STUDIES

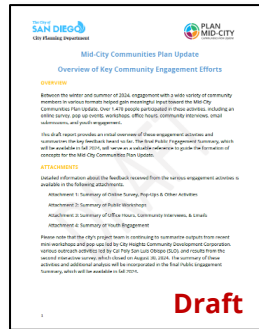
June

Mid-City Atlas: Existing Conditions Report



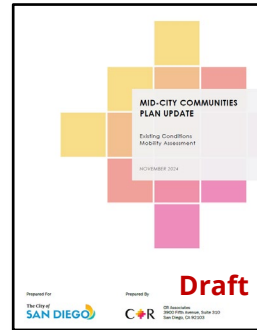
Sept.

Overview Key Engagement Efforts



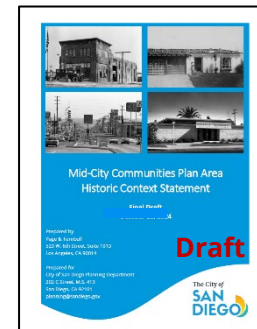
Nov.

Existing Conditions Mobility Assessment



Dec.

Historic Context Statement



Dec.

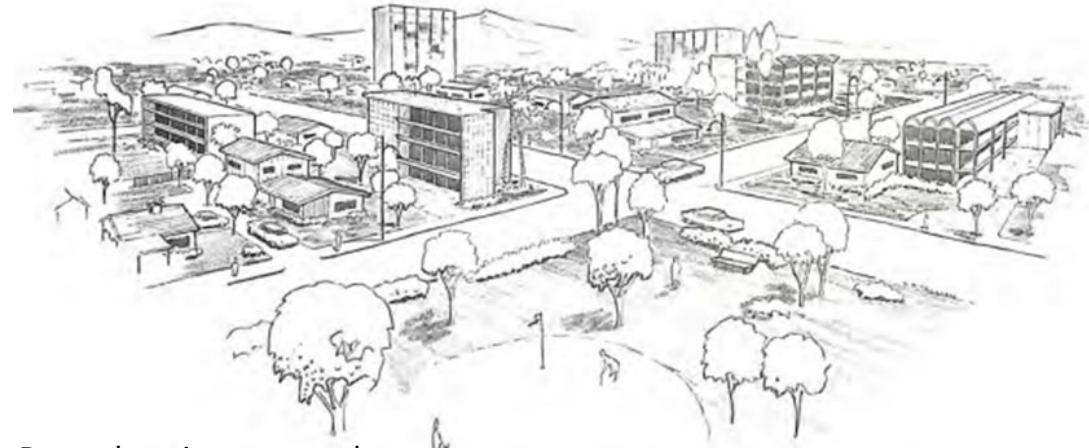
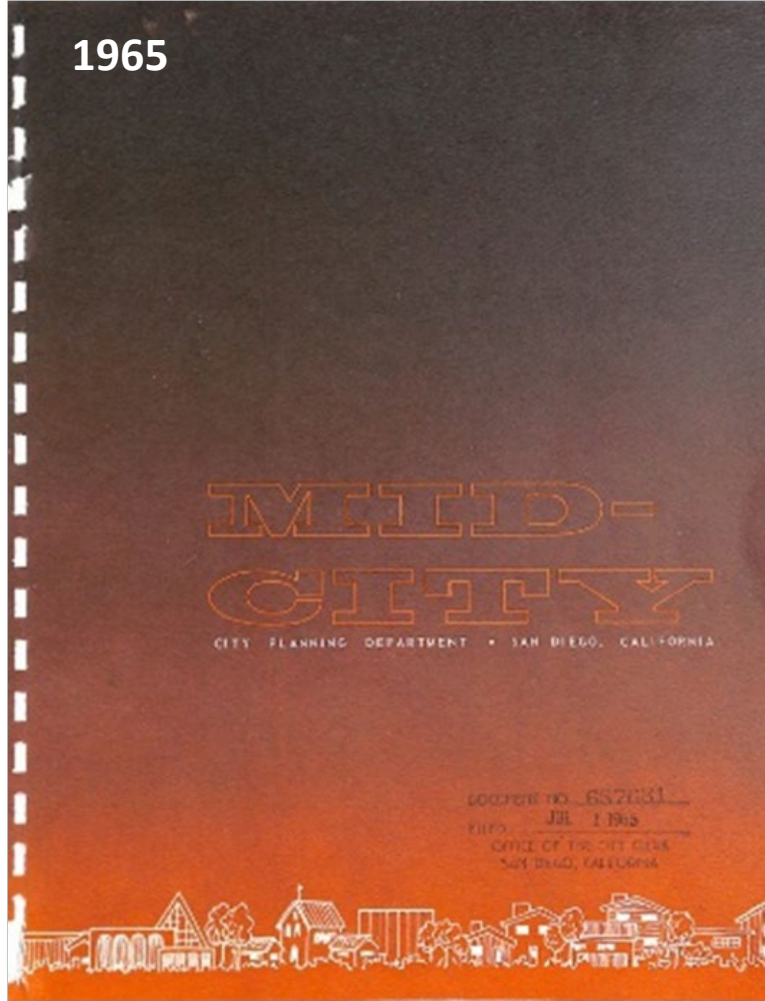
Public Engagement Summary



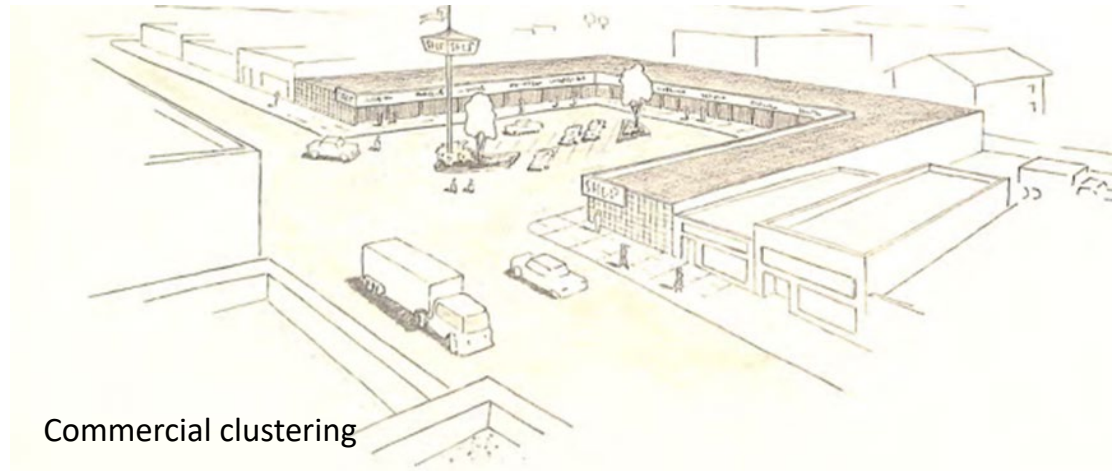
FURTHER OPPORTUNITY TO PROVIDE INPUT



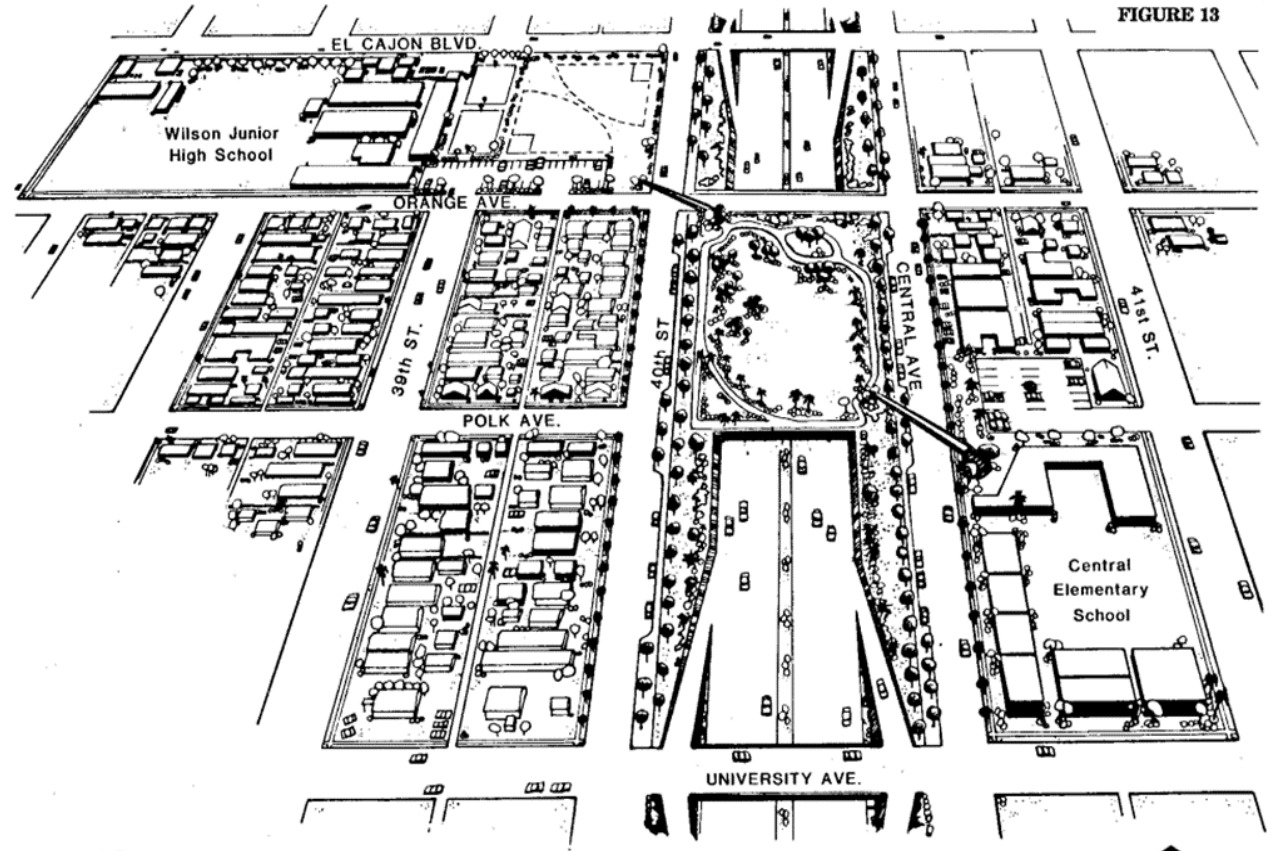
Past & Current Community Plans



Dense housing near parks

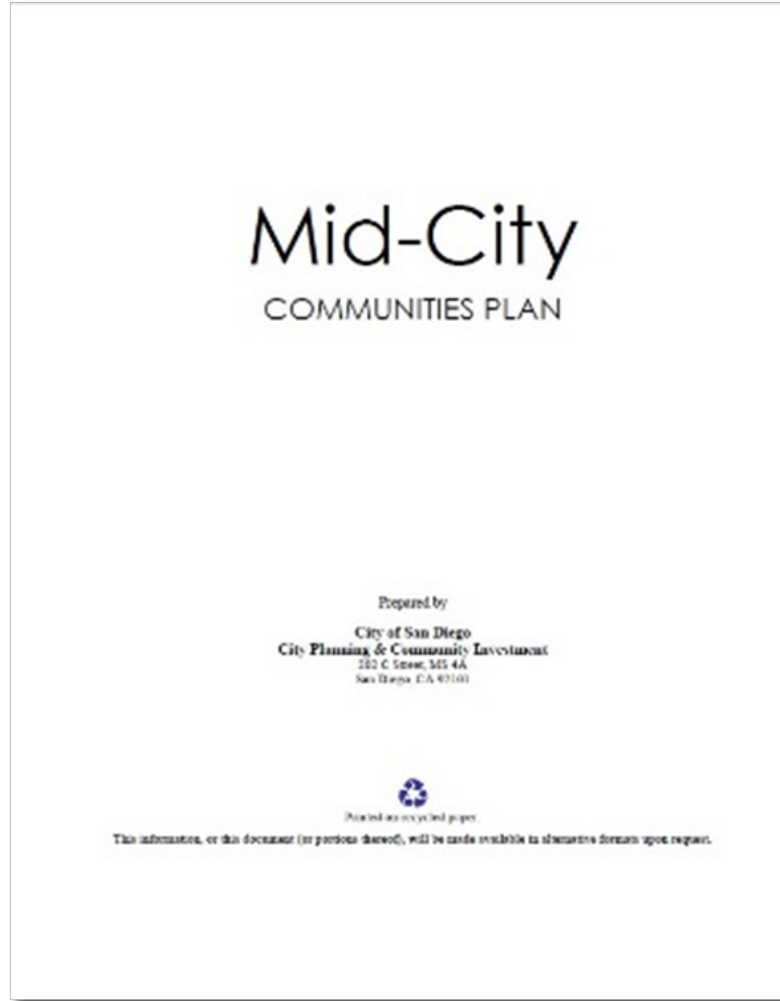


Commercial clustering



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

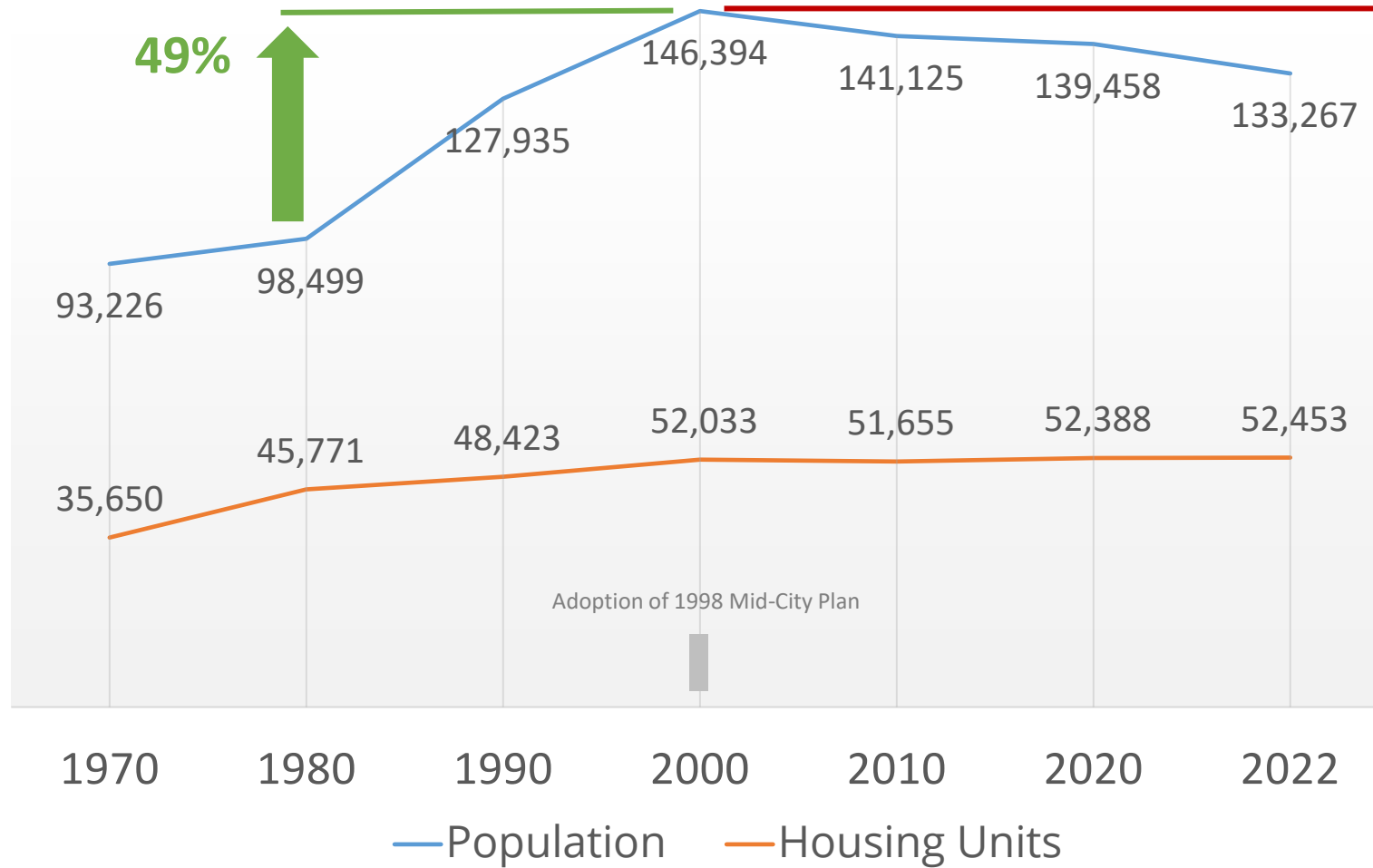
Envisioned a **significant parkland expansion** leading to the first-of-its-kind four-acre park over the proposed freeway for State Route 15.



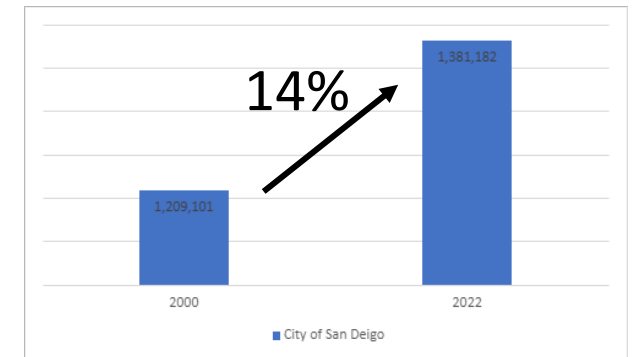
- Significantly **reduced the opportunity** for **new homes** (>10k) along major corridors due to concerns at that time related to inadequate community facilities & school overcrowding.
- **Focused** future **growth in Urban Villages**.
- Encouraged **community investments** and celebrating **cultural diversity**.



MID-CITY POPULATION & HOUSING GROWTH 1970 - 2022



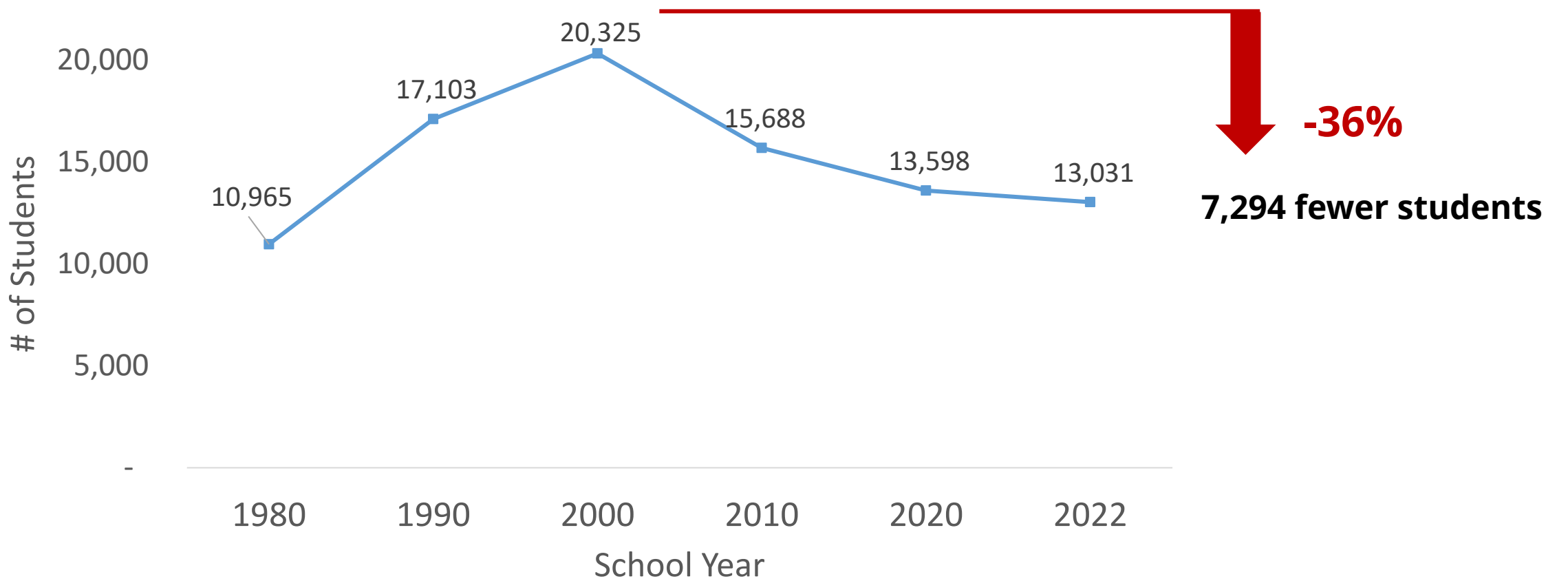
-9%
13,127 fewer people



City of San Diego population **grew by 14%** between 2000 to 2022



MID-CITY SDUSD ENROLLMENT 1980 - 2022



- **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



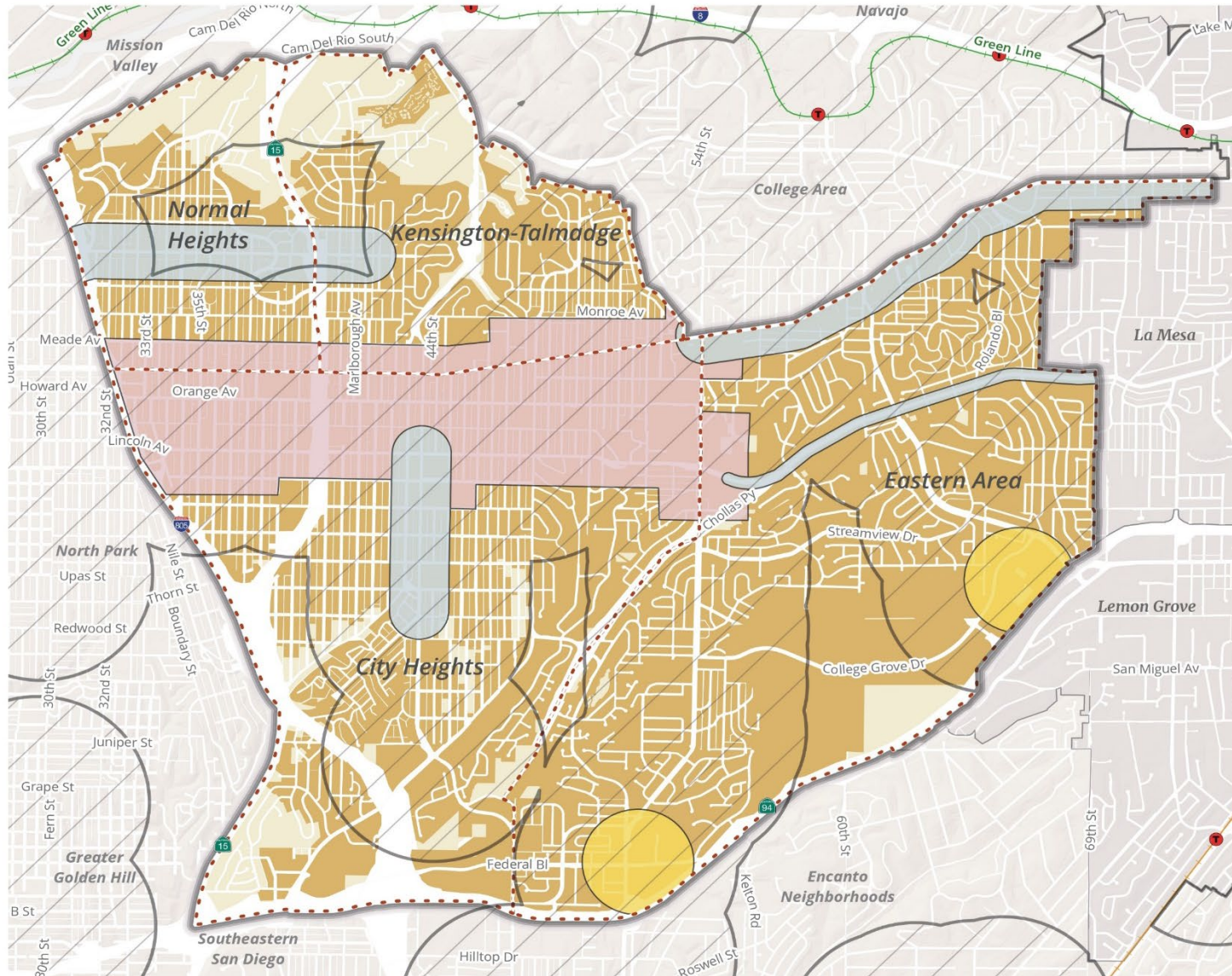
Mid-City has also witnessed the opening of two state-of-the-art community facilities since 2000:

- Kroc Community Center & Copley-Price YMCA



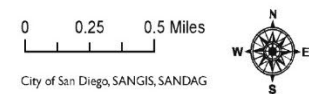
Existing Conditions

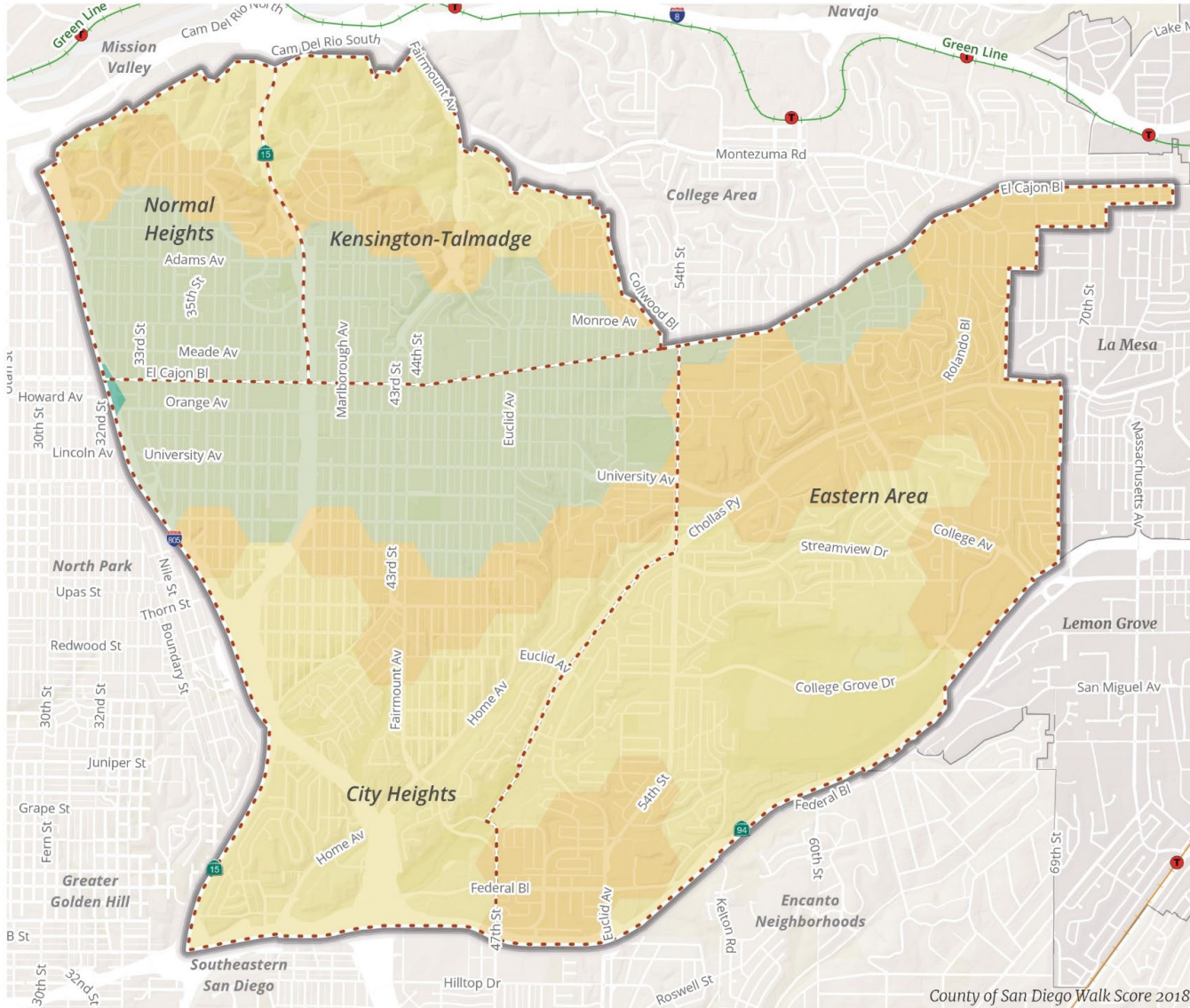
SD SUSTAINABLE DEVELOPMENT, SMART GROWTH & TRANSIT PRIORITY AREAS



-  Community Plan Area Boundary
 -  Transit Priority Areas (TPA)
 -  Sustainable Development Area
- SANDAG Smart Growth Areas (2021)
-  Town Center, Existing/Planned
 -  Community Center, Existing/Planned
 -  Mixed-Use Transit Corridor, Existing/Planned

The majority of the planning area is within the Transit Priority and Sustainable Development Areas and features several designated smart growth areas.





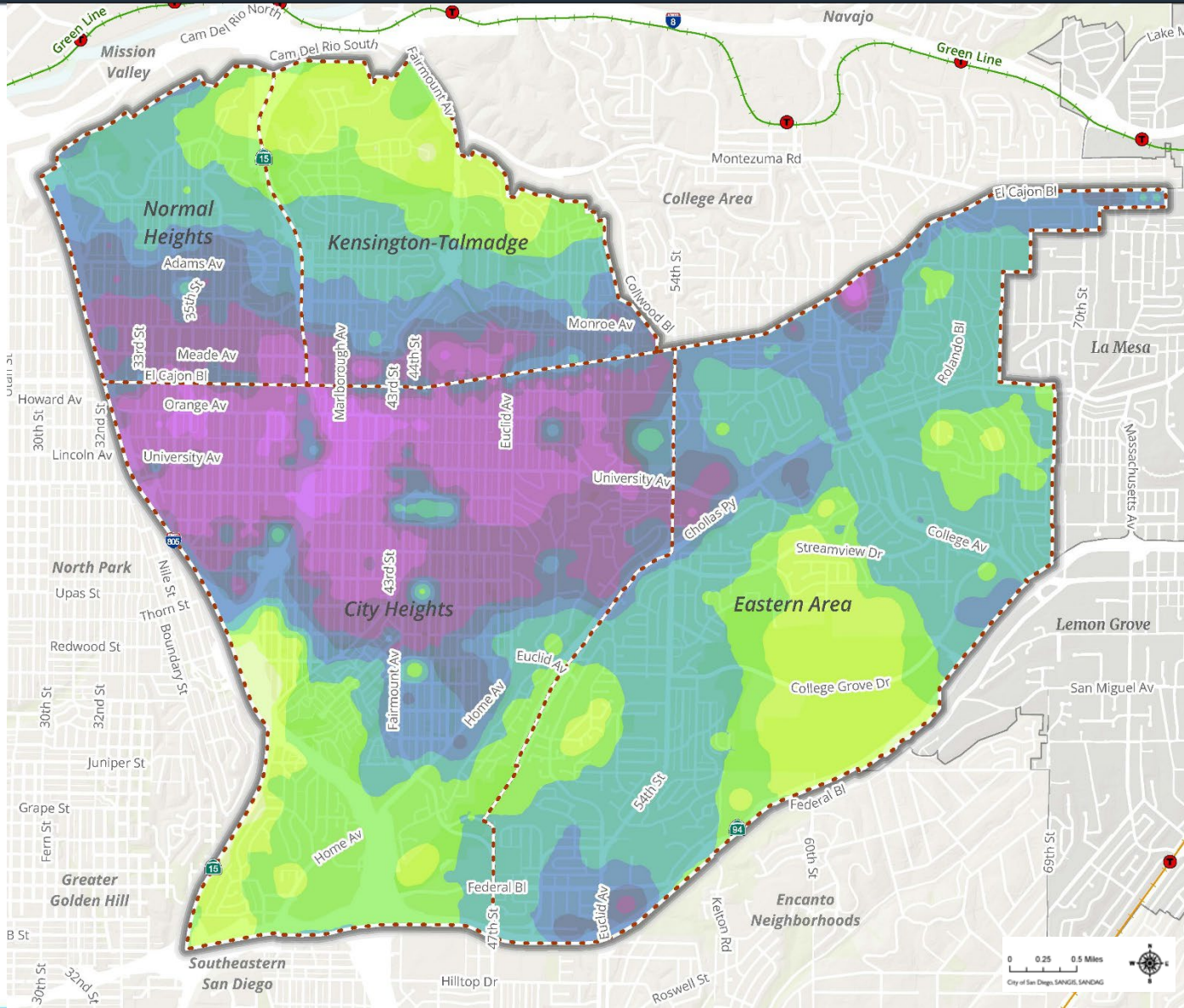
Walk Score

- Walker's Paradise | Daily errands do not require a car
- Very Walkable | Most errands can be accomplished on foot
- Somewhat Walkable | Some errands can be accomplished on foot
- Car-Dependent | Most errands require a car

58% of Mid-City is considered Very Walkable or Somewhat Walkable, compared to 17% in the City of San Diego.



GENERAL PLAN – VILLAGE CLIMATE GOAL PROPENSITY



Community Plan Boundary

Trolley Stop

Housing and Retail Prioritization Level (2050)

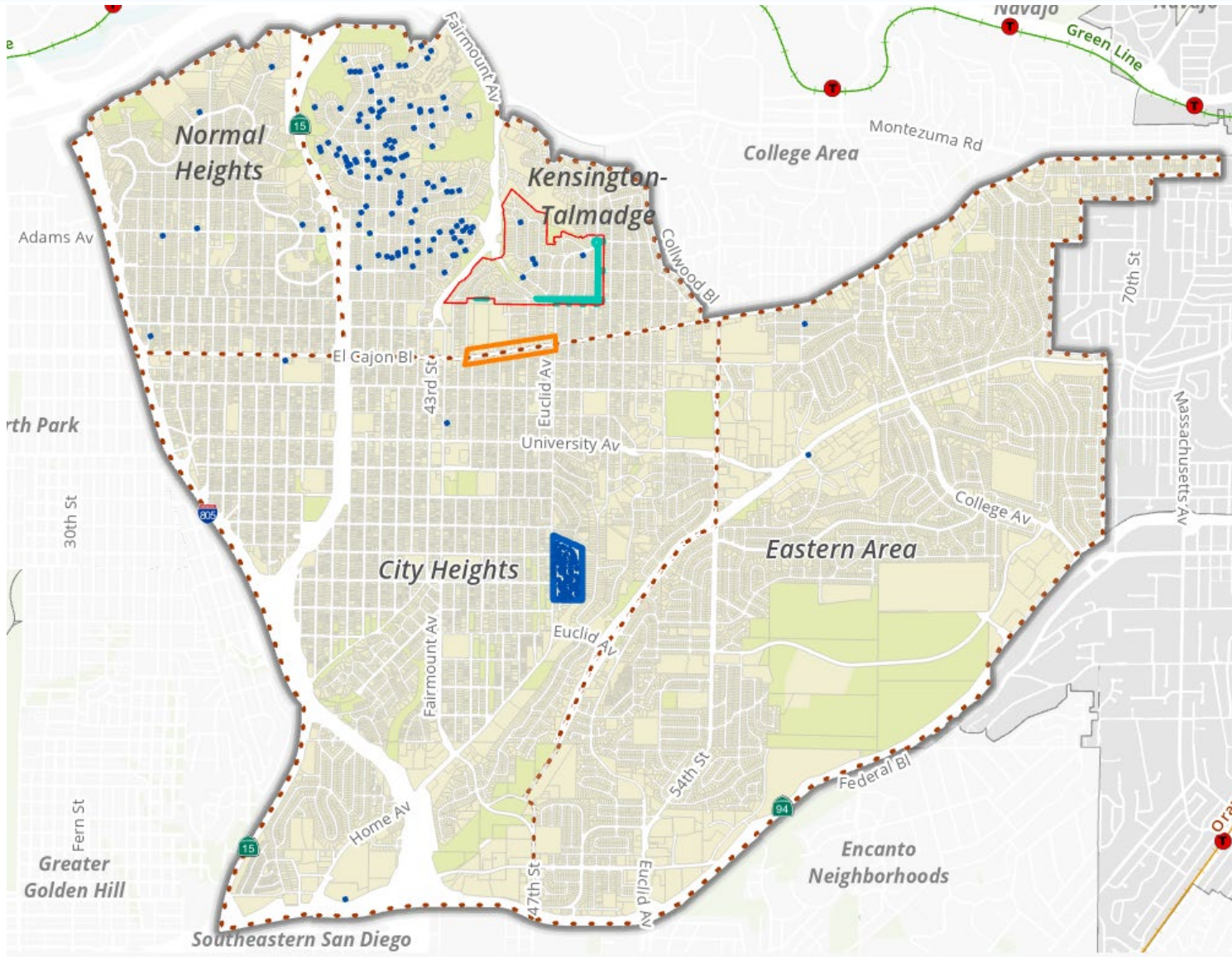


High

Low


Large portion of Mid-City is considered high or medium priority for new homes and jobs.

HISTORIC & CULTURAL DISTRICTS



● Historic Designated Sites

Historic Districts

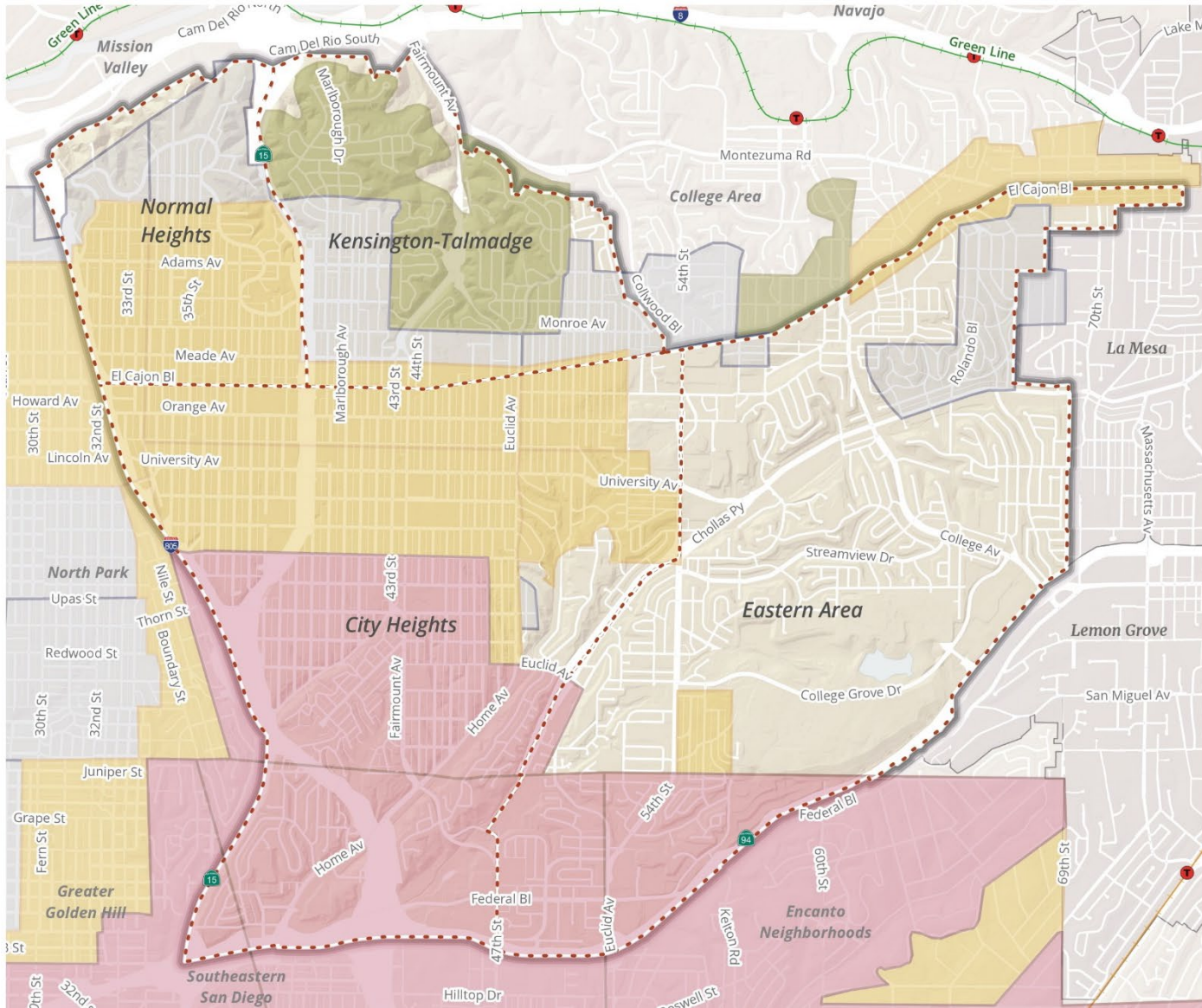
-  Islenair
-  Talmadge Gates
-  Talmadge Park Estates (NR District)

Cultural District

-  Little Saigon

There are three historic districts and one cultural district in Mid-City.

SD FEDERAL HOME OWNER'S LOAN CORPORATION GRADED AREA MAP 1935



Community Plan Boundary

Trolley Stop

Home Owners Loan Corporation (HOLC) Redlining Areas

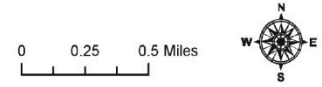
Grade A

Grade B

Grade C

Grade D

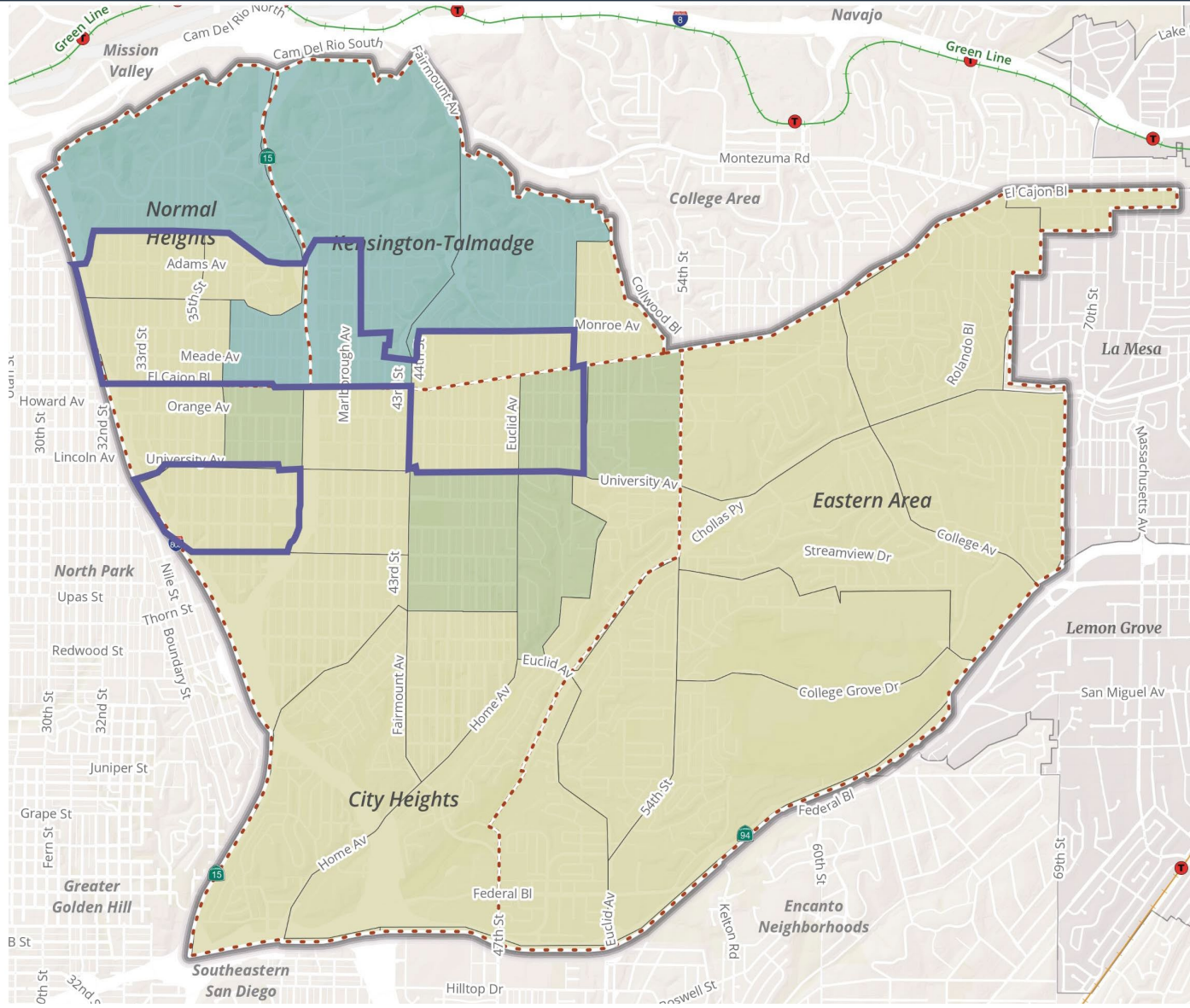
Redlining impacted many neighborhoods in Mid-City, occupied by lower-income residents and people of color, which prevented them from securing mortgages, purchasing or improving property, and building generational wealth.



City of San Diego, SANGIS, SANDAG. "Mapping Inequality: Redlining in New Deal America" <https://dsi.richmond.edu/panorama/redlining/#loc=5/39.1/-94.58>



CA TAX CREDIT ALLOCATION COMMITTEE OPPORTUNITY MAP (2024)



Community Plan Boundary

TCAC/HCD Opportunity Areas

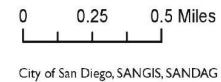
Moderate Resource

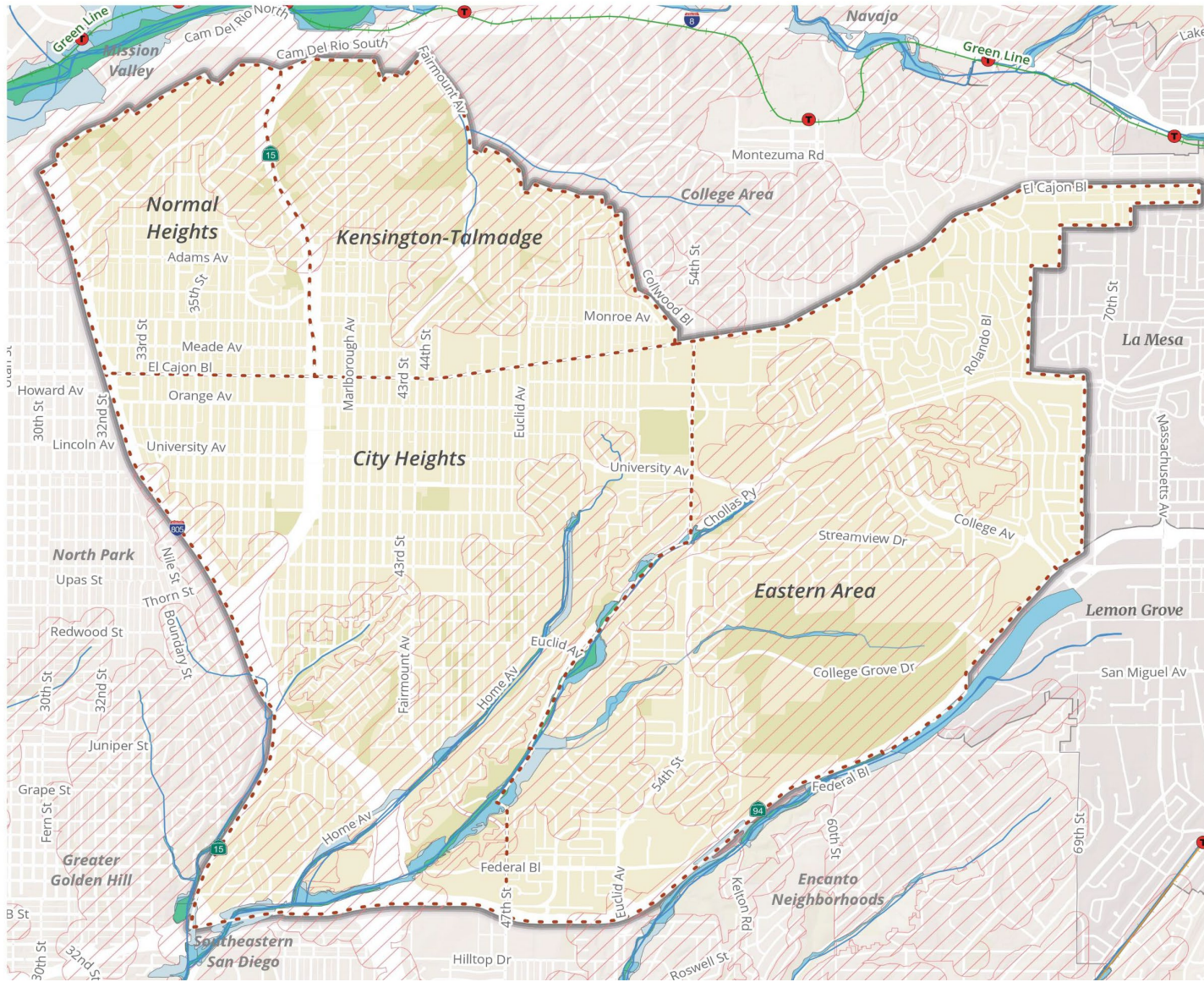
Low Resource/High Segregation and Poverty

Low Resource





Neighborhood Change

Majority of Mid-City is identified as Low Resource. Eight census tracts are experiencing significant Neighborhood Change in Mid-City, particularly in Normal Heights, Kensington-Talmadge, and City Heights, which have experienced significant demographic and economic shifts, including an increase in high-income households and rising median rents.

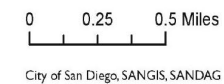




Flood and Fire Zones

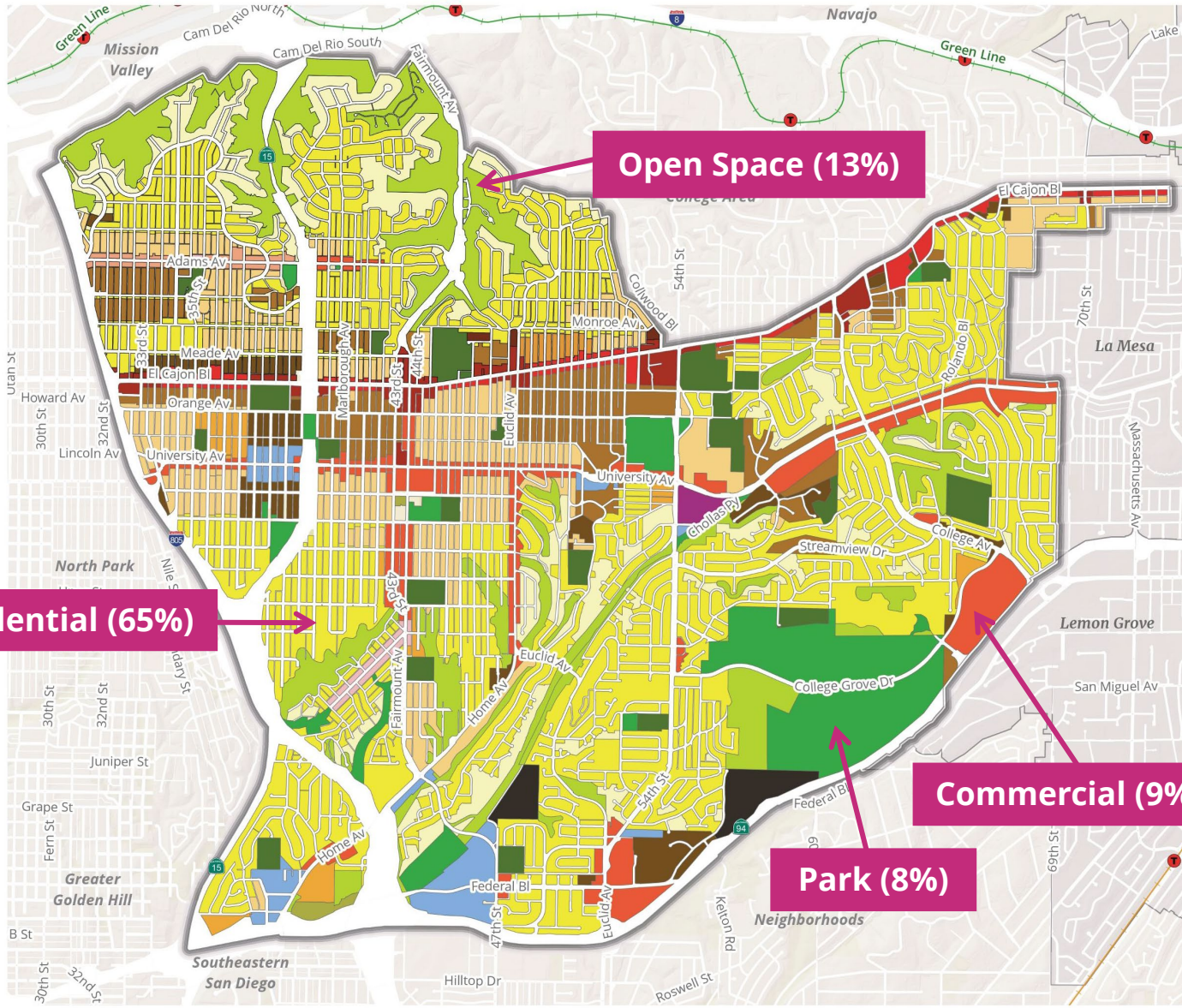
-  100 Year Floodway
-  100 Year Flood Plain
-  500 Year Flood Plain
-  Rivers/Streams
-  Very High Fire Hazard Severity Zones

Canyons and canyon-adjacent lands in Mid-City are identified as areas of highest risk for flooding and wildfire.





ADOPTED COMMUNITY PLAN LAND USE



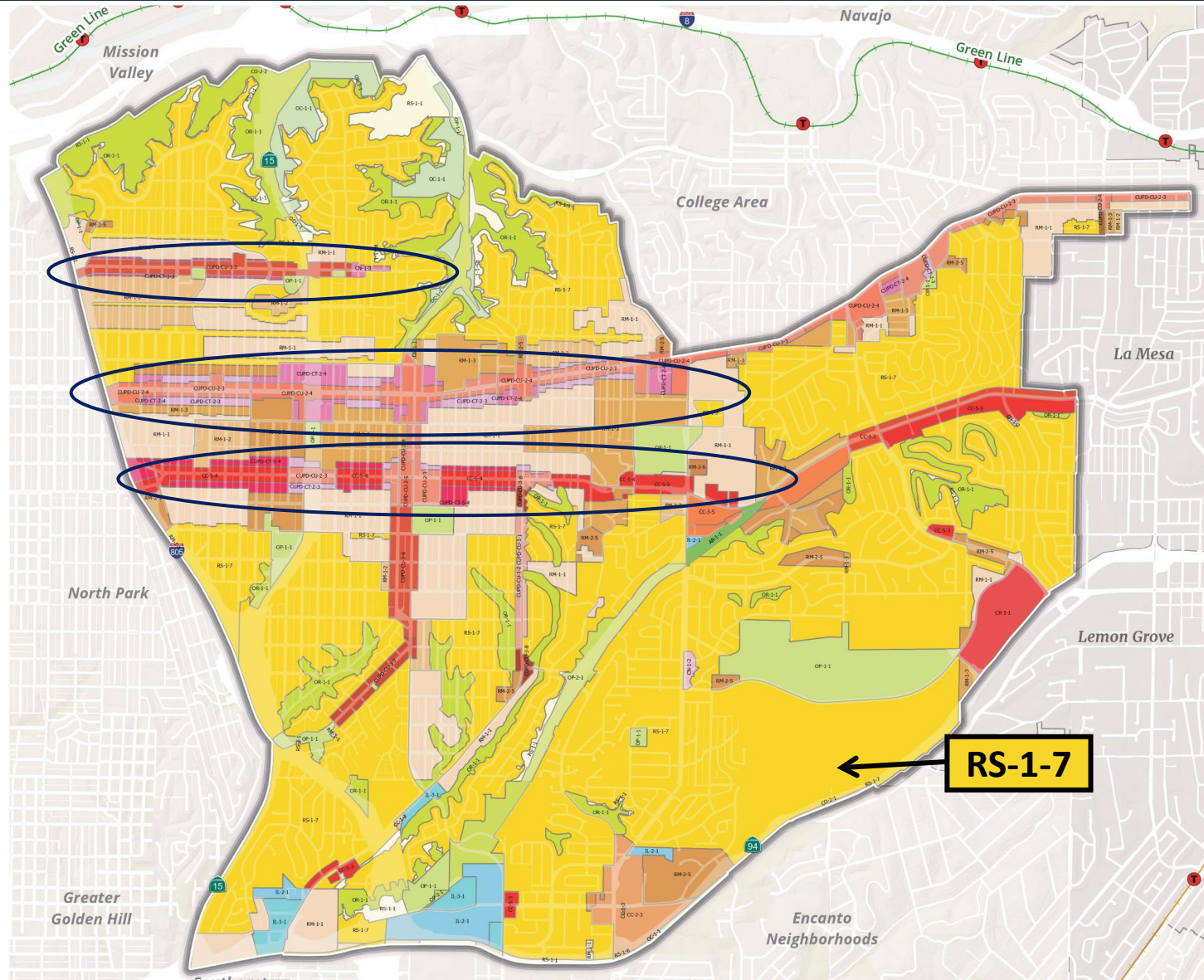
Community Plan Land Use

- Residential (1-5 du/ac)
- Residential (6-10 du/ac)
- Residential (11-15 du/ac)
- Residential (16-20 du/ac)
- Residential (21-25 du/ac)
- Residential (26-30 du/ac)
- Commercial/ Mixed Use (9 du/ac)
- Commercial/ Mixed Use (19 du/ac)
- Commercial/ Mixed Use (29 du/ac)
- Commercial/ Mixed Use (35 du/ac)
- Commercial/ Mixed Use (73 du/ac)
- Neighborhood Village (15-29 du/ac)
- Industrial
- School
- Institutional
- Park
- Open Space
- Library
- Fire Station
- Police Station

0 0.25 0.5 Miles
City of San Diego, SANGIS, SANDAG



CURRENT ZONING



Current Zoning

	AR-1-1		CUPD-CU-3-3
	CC-1-3		CUPD-CU-3-6
	CC-2-3		CUPD-CU-3-7
	CC-3-5		CUPD-CU-3-8
	CC-3-9		IL-2-1
	CC-4-3		IL-3-1
	CC-5-3		OC-1-1
	CC-5-4		OP-1-1
	CN-1-2		OP-2-1
	CN-1-3		OR-1-1
	CN-1-5		RM-1-1
	CR-1-1		RM-1-2
	CUPD-CT-2-3		RM-1-3
	CUPD-CT-2-4		RM-2-5
	CUPD-CT-3-3		RM-2-6
	CUPD-CT-5-4		RM-3-7
	CUPD-CU-1-1		RM-3-8
	CUPD-CU-1-2		RM-3-9
	CUPD-CU-2-3		RS-1-1
	CUPD-CU-2-4		RS-1-2
	CUPD-CU-2-4		RS-1-6
	CUPD-CU-2-4		RS-1-7
	Road ROW		

CUPD: Central Urbanized Planned District

0 0.25 0.5 Miles

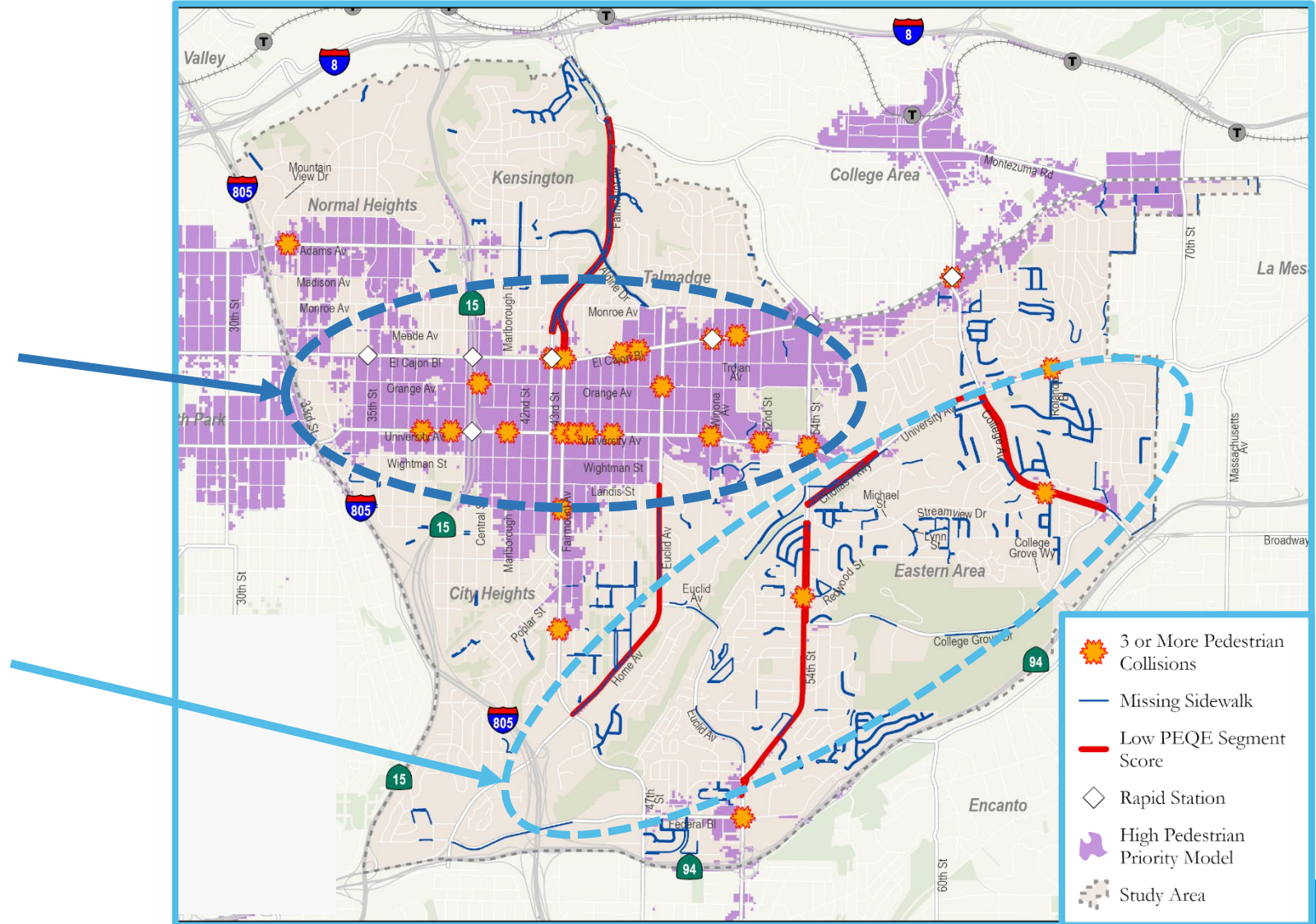
City of San Diego, SANGIS, SANDAG



Existing Conditions: Pedestrian Needs

Majority of 3+ pedestrian involved collisions occurred along University Ave, El Cajon Blvd & Fairmount Ave

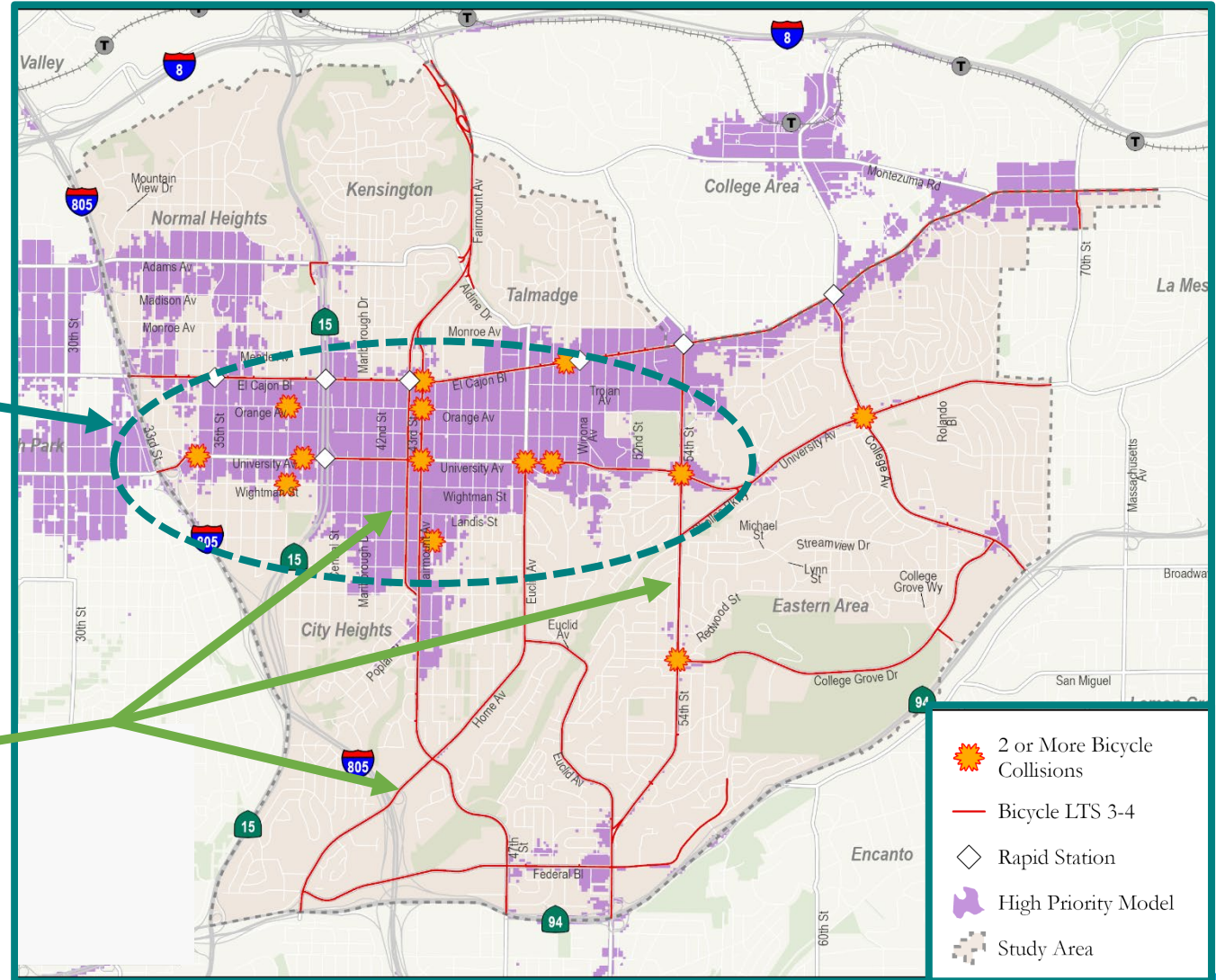
Majority of missing sidewalks are in Eastern Area



Existing Conditions: Bicycle Needs

2+ cyclist involved collisions concentrated along El Cajon Blvd, University Ave, Fairmount Ave, & 54th St

High Bicycle Level of Traffic Stress (LTS) on most major corridors throughout the Mid-City Communities.



Existing Conditions: Transit Needs

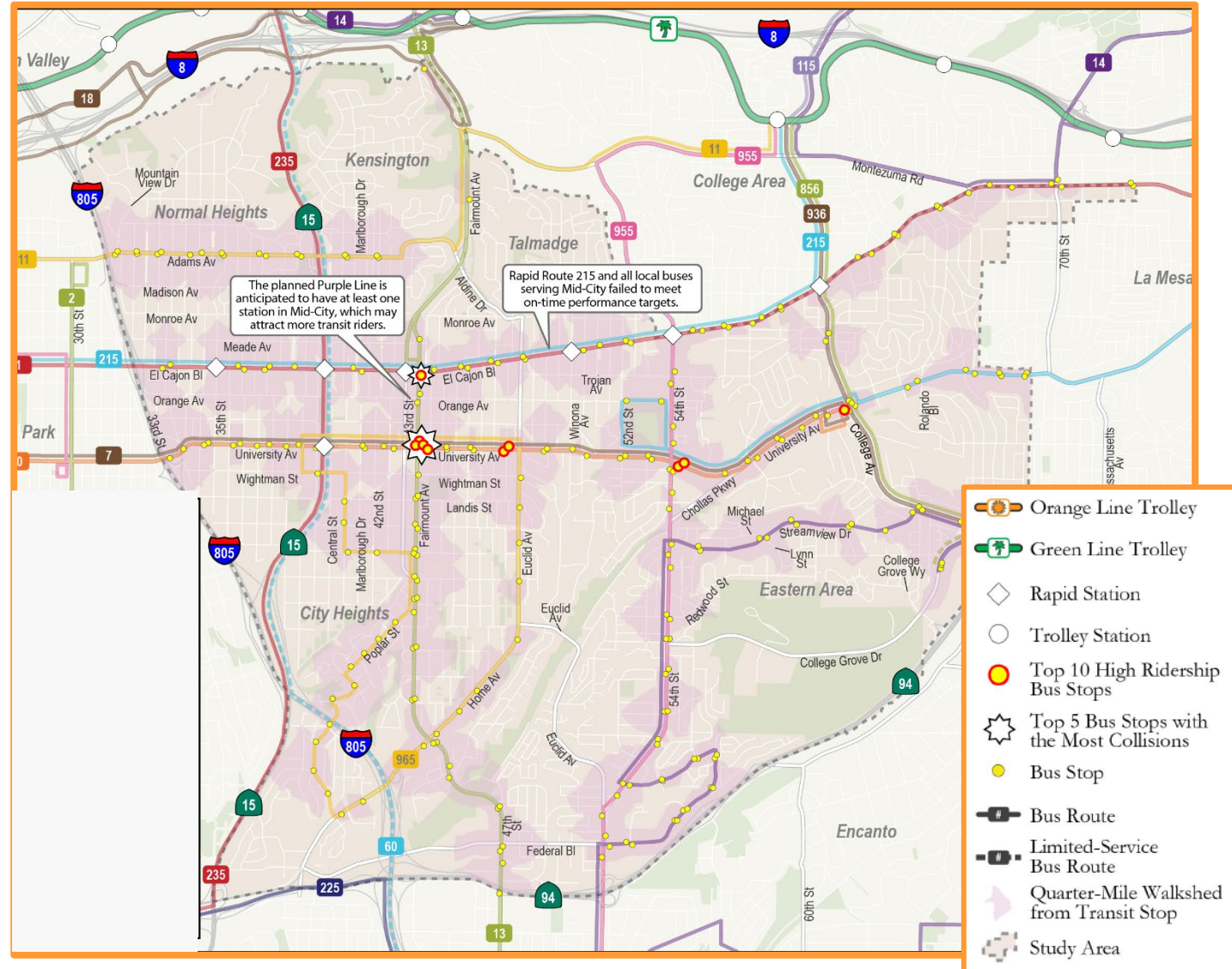
Mid-City is served by 14 MTS routes.

The highest ridership along El Cajon Blvd and University Ave

Table 4.2 - Public Transportation Commute Mode Share Comparison

	Mid-City	City of San Diego	San Diego County
Total Public Transportation Commuters	4,247	23,773	36,235
Total Workers	89,818	791,874	1,622,954
Public Transportation Commute Mode Share	4.7%	3.0%	2.2%

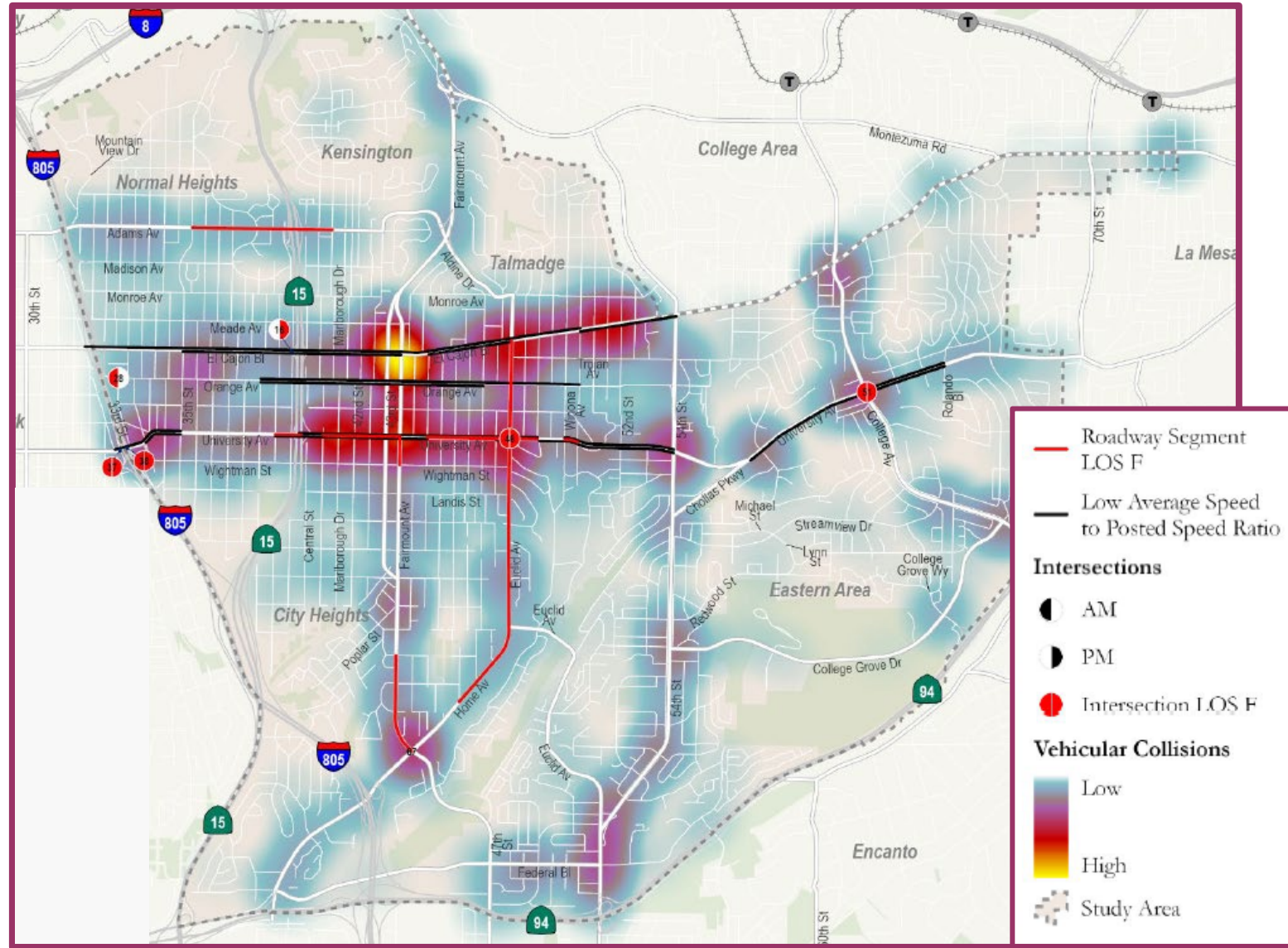
Source: US Census, 2022 American Community Survey 5-Year Estimates (2024)



Existing Conditions: Vehicle Needs

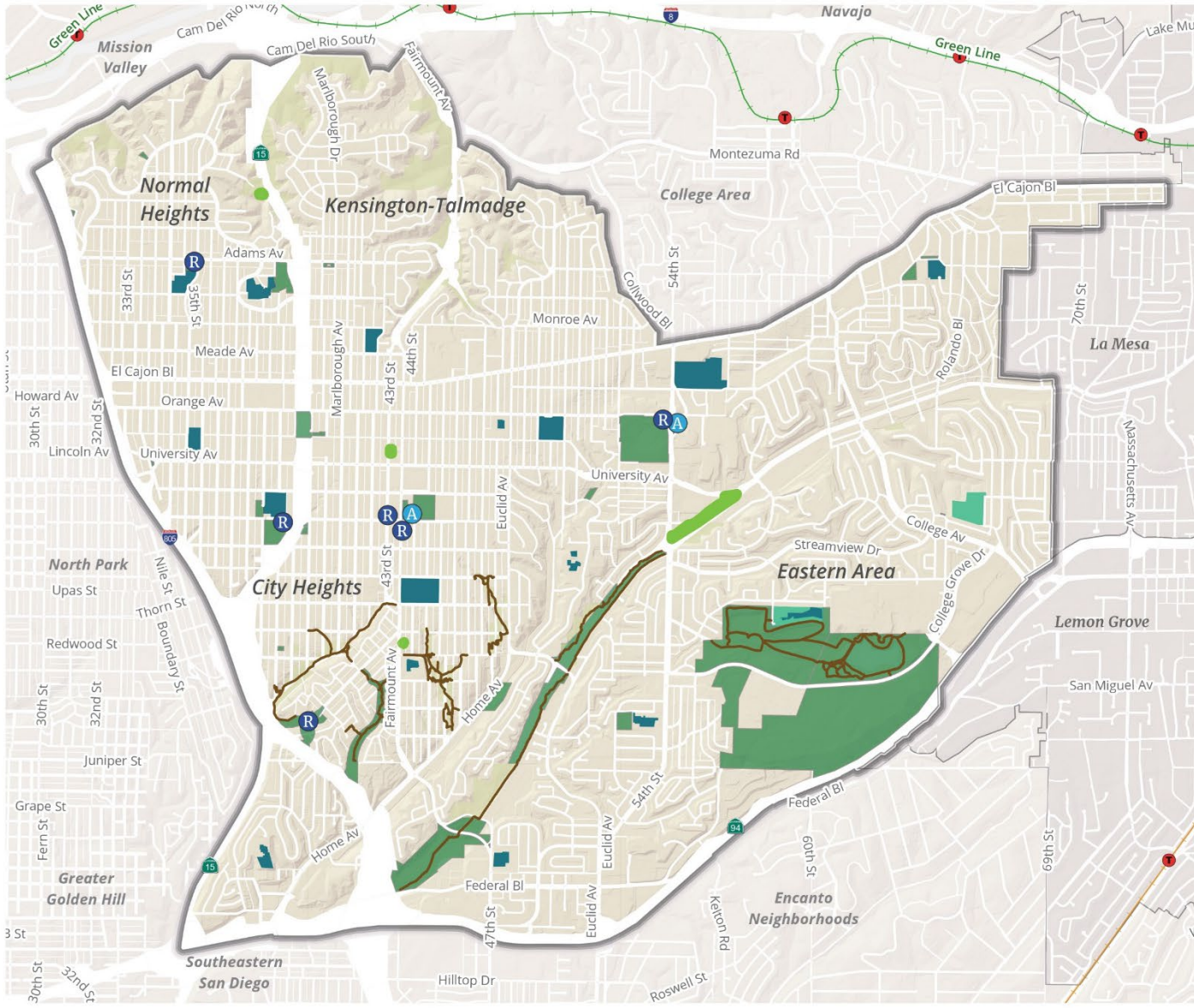
Vehicular collisions concentrated along El Cajon Blvd, University & Fairmount Ave

There is a significant overlap between the vehicular need areas and the needs of the other travel modes – pedestrian, bicycle & transit



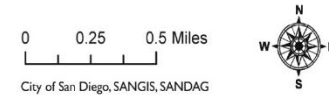


EXISTING & PLANNED PARKS, RECREATION, AND OPEN SPACE



-  Recreation Center
-  Aquatic Complex
-  Existing Trails
-  City Open Space
-  Existing Parks
-  Planned Parks
-  Existing Joint Use Parks
-  Proposed Joint Use Parks

Mid-City's system of parks and recreational facilities is vast, ranging from community and neighborhood parks to mini parks, sports fields, and aquatic centers, some of which are shared with neighboring communities.





RECREATION VALUE POINTS

Existing Park Standard

Mid-City Existing Parks and Recreation Facilities Summary	
Total Population (2022)	133,267
Recreation Value Points Goal, 100 points per 1,000 people	13,327
Current Recreation Value Points	7,020
Recreation Center Goal – 17,000 SF per 25,000 people	90,622
Current Recreation Center square footage	49,672
Aquatic Complex Goal – 1 complex per 50,000 people	2.6
Current number of Aquatic Complexes	2

53%



Engagement Summary



KEY ENGAGEMENT ACTIVITIES

 **Online Surveys**

2  












 **Workshops**

6      

 **Office Hours**
















6      

 **Community Interviews**


















11           

2,500+
participants

 **Pop-Ups**

16               

 **Community Forums**

18                 

 **Youth Engagement Sessions**

27                        

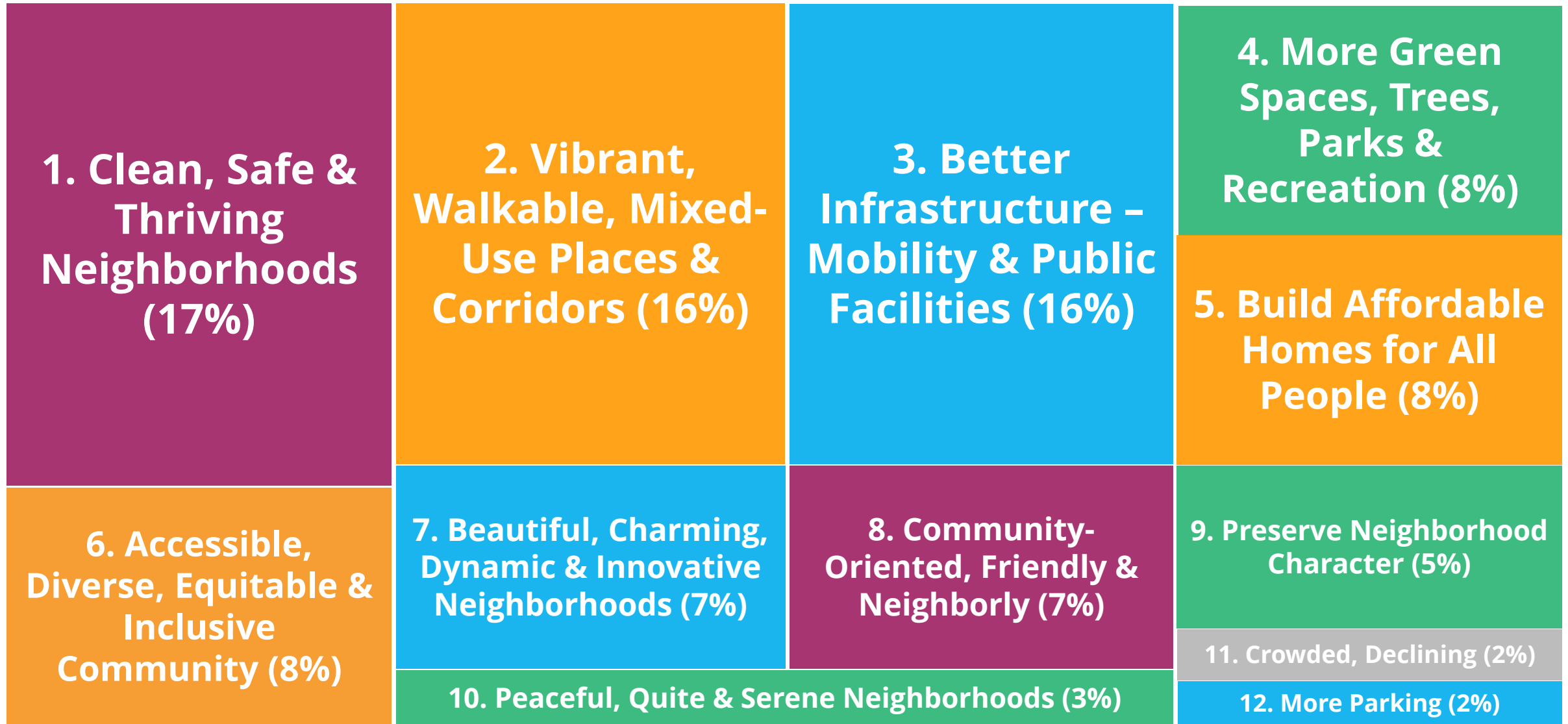
During 2024, over 2,500 people provided 8,300+ comments through 84 events and two online surveys.

The City of San Diego partnered with two organizations to ensure the community engagement was inclusive and meaningful to people of all ages and abilities:

- **City Heights Community Development Corporation** assisted in setting up pop-up stations and organized the mini-workshops
- **Students from Cal Poly San Luis Obispo Community Planning Studio** worked with city staff and conducted pop-ups and middle school outreach.



Describe Your Ideal Vision of Mid-City



Question: What word(s) would you use to describe your ideal vision of Mid-City?

N = 1,578

Summary of What We Heard by Major Themes



History and Place



Mobility



**Sustainability, Equity
& Climate Change**



Urban Design



**Land Use &
Development**



**Parks, Public Facilities
& Open Space**



History & Place

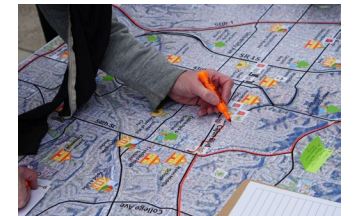
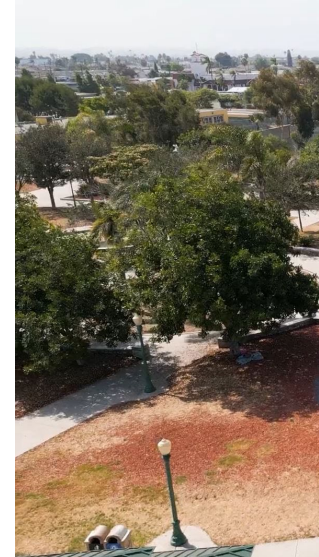
- Celebrate Mid-City's **cultural diversity and heritage** by encouraging new cultural districts and gateway signs.
- Continue to emphasize local culture through **murals, events and signage** to honor community history.
- **Balance historic preservation with housing development**, ensuring that historic neighborhoods retain their character while contributing to housing needs.





Sustainability, Equity & Climate Resilience

- Identify **blue and green infrastructure strategies** for climate resilience.
- Support **equitable community engagement** and **civic education**.
- Promote **clean energy** and **sustainable transportation**.





Land Use & Development

- Build more **affordable homes** and **diverse housing types**.
- Address **homelessness** and expand **supportive services**.
- Prioritize **mixed-use development, high-density housing** and **neighborhood-serving businesses along major corridors** while ensuring thoughtful design and mobility considerations.
- Ensure **opportunities for new homes** is shared across all Mid-City communities.
- **Revitalize declining areas** to strengthen the neighborhood economy and **support local businesses**.
- Redevelop areas with a focus on **minimizing displacement** while **prioritizing the relocation of displaced residents**.



How can people of all backgrounds & incomes live & work in Mid-City?

Priority	Votes	Percent
Affordable Housing	59	50%
Missing Middle Housing	14	12%
Multi-Family Housing	13	11%
Neighborhood Serving Business & Other Commercial	12	10%
Mixed-Use Development	10	9%
Prevent Displacement & Protect Tenants	7	6%
Other Ideas	2	2%
TOTAL	117	100%

Source: Attachment 5 - City Heights CDC Led Activity - Pop-Up Polling Result



Mobility

- **Improve mobility options** and make **streets safer** for all users.
- Provide greater investments in **sidewalks, bikeways, transit and traffic calming measures**.
- Address the gap in connectivity for the Mid-City area by **improving transit connectivity** within and outside of Mid-City.
- Consider **neighborhood lots, parking permits, parking structure and metered parking options**.





Urban Design

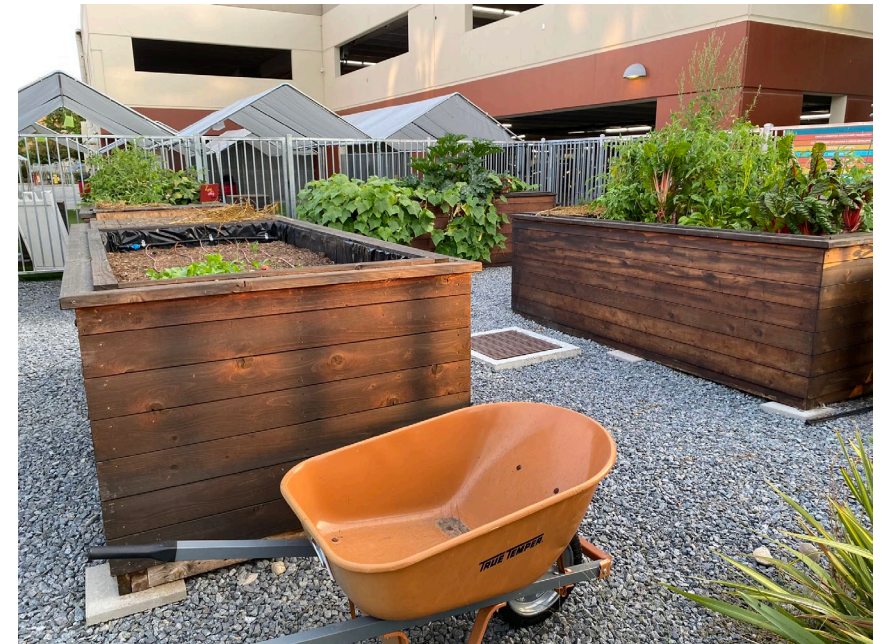
- Create **clean, safe and thriving neighborhoods** that are **beautiful, authentic and artistic**.
- Improve **well-being and safety** through physical improvements such as **fixing sidewalks and adding streetlights**, which contribute to a stronger and more connected environment.
- Develop **community & youth gathering spaces, pedestrian-only plazas**, and cultural programming tailored to neighborhood identities.
- **Enhance walkability** with local markets, grocery stores, restaurants and gyms within walking distance.





Parks, Public Facilities & Open Space

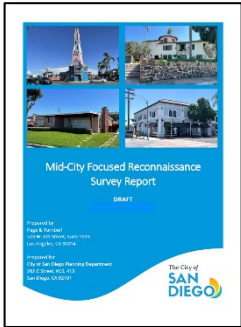
- Address the need for **parks and amenities, infrastructure maintenance, and safety issues.**
- Develop a **connected network of** small/medium **parks.**
- Encourage more **community gardens, dog parks, and gathering spaces,** especially in highly populated areas.
- **Preserve canyons and develop urban trails and pathways** with culturally significant features like signage and sculptures to enhance connectivity between neighborhoods.



Next Steps

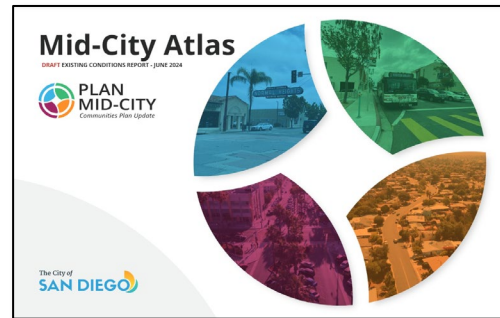
Winter

Focused Historic Reconnaissance Survey



Winter

Final Draft Mid-City Atlas: Existing Conditions Report



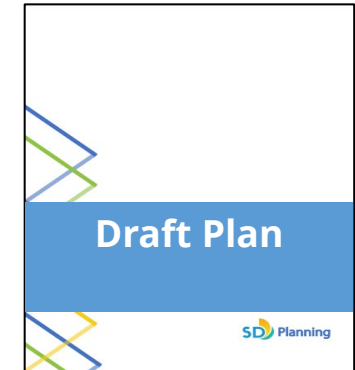
Spring

Draft Framework & Concepts



Fall

First Draft



FURTHER OPPORTUNITY TO PROVIDE INPUT

- **Visit the Project Website & Sign-Up for Updates @ www.PlanMidCity.org**
- **Provide Public Comment to:**
 - Draft Mid-City Atlas: Existing Conditions Report by Jan. 15, 2025
 - Draft Existing Conditions Mobility Assessment by Feb. 28, 2025
 - Draft Historic Context Statement by Feb. 28, 2025
- **Attend the Next Working Group Meeting – March 19, 2025**
 - Hybrid meeting - engagement summary and historic context & survey
- **Next PC Workshop – Summer, 2025**

Email Us

Send additional comments, suggestions or questions to PlanMidCity@SanDiego.gov and a Community Planner will get back to you.

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Mid-City Communities Plan Update



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MID-CITY**
Communities Plan Update

City Planning Department

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