

# Midway/Pacific Highway Corridor Community Planning Area

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# Residential

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## Market Conditions:

- ❑ Local and regional residential market conditions improving
- ❑ Strategically located close to high employment centers
- ❑ High home values and incomes found in neighboring communities
- ❑ Served by San Diego Trolley (transit options for residents)



# Residential (Cont'd.)

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## Limiting Factors:

- ❑ Presence of warehouse and service commercial uses detract from residential appeal
- ❑ High traffic volume and lack of pedestrian-friendly infrastructure is ill-suited to attracting prospective residents
- ❑ Lacks open space, public parks, and recreational areas



# Residential (Cont'd.)

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## Overall Market Support:

- ❑ Near-Term (within 10 years): Weak
- ❑ Long-Term (beyond 10 years): Moderate

## Potential Development Opportunities:

- ❑ Stacked flat apartments/condominiums targeted to young professionals or seniors, possibly developed in a walkable mixed-use district combining specialty retail, restaurant, and service uses
- ❑ In-fill residential

# Office

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## Market Conditions:

- ❑ Strong presence of government, educational, and medical office users
- ❑ Limited traditional office space uses
- ❑ Office space demand is stronger in larger office markets throughout the County

## Limiting Factors:

- ❑ Lack of available sites; acquisition/assemblage required
- ❑ Most office based firms are avoiding major expenditures in regard to long-term space decisions
- ❑ Increases in vacancy, further compounded by the recession, have caused many companies to downsize or consolidate

# Office (Cont'd.)

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## Overall Market Support:

- ❑ Near-Term (within 10 years): Weak
- ❑ Long-Term (beyond 10 years): Moderate

## Potential Development Opportunities:

- ❑ Along Pacific Highway or south of Midway to support existing government, educational, and medical office uses



# Industrial

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## Market Conditions:

- ❑ Industrial space is concentrated along I-8 north of the Valley View Casino Center and along Pacific Highway and I-5
- ❑ Vacancy rates for industrial space are amongst the lowest in the County
- ❑ Located close to high employment centers
- ❑ Accessible and visible from Interstates 5 and 8 freeways
- ❑ Proximity to airport is a desirable factor for industrial businesses

## Limiting Factors:

- ❑ Lack of available sites; acquisition/assemblage required
- ❑ High traffic volumes and an incomplete street grid constraint accessibility to industrial uses



# Industrial (Cont'd.)

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## Overall Market Support:

- ❑ Near-Term (within 10 years): Moderate
- ❑ Long-Term (beyond 10 years): Moderate

## Potential Development Opportunities:

- ❑ Large acreage sites such as the Valley View Casino Center or Midway Post Office properties could accommodate business park employment users
- ❑ Flex industrial space along Pacific Highway



# Lodging


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## Market Conditions:

- ❑ Limited service budget hotels/motels targeted to leisure travelers visiting major visitor attractions (i.e., SeaWorld)
- ❑ Close proximity to San Diego airport, beaches, downtown San Diego, and Old Town

## Limiting Factors:

- ❑ Not a significant employment center and therefore has difficulty attracting business travelers
- ❑ Low average daily rates may not support new development
- ❑ Limited sites available for new hotel development
- ❑ Hotel development extremely difficult to finance



# Lodging (Cont'd.)

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## Overall Market Support:

- ❑ Near-Term (within 10 years): Weak
- ❑ Long-Term (beyond 10 years): Moderate

## Potential Development Opportunities:

- ❑ Limited-service hotels targeted to families

# Retail

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## Market Conditions:

- ❑ Served by a variety of neighborhood, community, and subregional shopping centers with several large anchor tenants such as Home Depot, Target, Staples, Sports Chalet, PetSmart, and Home Goods

## Limiting Factors:

- ❑ Limited sites available; acquisition/assemblage required
- ❑ Existing abundance of competitive retail inventory
- ❑ Prevalence of older shopping centers exhibiting disinvestment

# Retail (Cont'd.)

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## Overall Market Support:

- ❑ Near-Term (within 10 years): Moderate
- ❑ Long-Term (beyond 10 years): Moderate

## Potential Development Opportunities:

- ❑ Retail developed in a walkable mixed-use district combining specialty retail, restaurant, local-serving employment, and service uses.



# Potential Development Opportunity Sites

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- ❑ Valley View Casino Center and adjacent City-owned parcels – 95-acres of land owned by the City of San Diego, located between Sports Arena Boulevard and I-8
- ❑ Midway Post Office – 27-acre parcel located on Midway Drive which served as the U.S. Postal Service's main distribution center for San Diego until 1993
- ❑ Cabrillo Hospital – 6.35 acres, formerly occupied by Sharp, which closed in 2009 and is now vacant