

SPORTS ARENA VIRTUAL OPEN HOUSE

SUMMARY OF PUBLIC FEEDBACK



1. HOW TO PARTICIPATE

HOW TO PARTICIPATE

Use your mouse to "click and drag" to rotate the virtual room to view all materials. Click on the icons above each poster to view a full-screen view.

USE ROAD MAP

Please make sure you view our welcome video and visit each of our 5 stations.

Once you have reviewed the developer concepts at Stations 3 and 4, please provide your feedback by responding to our questionnaire at Station 5. The questionnaire will be available through Monday, July 20, 2020.



2. PURPOSE OF THE OPEN HOUSE

PURPOSE OF THE OPEN HOUSE

Play a role in a transformational project for the City of San Diego.

You are invited to provide input on the proposed development and provide your feedback on the project. Your feedback is one of several factors that the City will consider in the development of a preliminary development strategy for approval by the City Council and the Board of Supervisors. It is your opportunity to provide your input on the project.

- Identify which aspects of the development you support or oppose.
- Share your thoughts on the project's location, design, and other aspects that are important to you.
- Provide your feedback on the project's impact on the community, including traffic, parking, and other issues.



WELCOME VIDEO



3. BROOKFIELD PROPERTIES DEVELOPMENT CONCEPT

Brookfield Properties **ACM**

Combining global experience with local traditions to create an authentic and vibrant district for all San Diegoans.

- ARENA QUARTER
- RESIDENTIAL
- THE GREEN THREAD

Creating Value for San Diego

4. MIDWAY SPORTS & ENTERTAINMENT DISTRICT DEVELOPMENT

MIDWAY SPORTS & ENTERTAINMENT DISTRICT

OUR COMMUNITY-CENTRIC VISION REINVENTING THE 48-ACRE SPORTS DISTRICT

1. PROJECT CONCEPT
2. VISION
3. 15-ACRE PARK
4. MIDWAY SPORTS & ENTERTAINMENT DISTRICT
5. MIDWAY SPORTS ARENA

WHAT IS IT?

WHAT ARE THE PROJECT ELEMENTS?

WHAT MAKES THE PROJECT AND TEAM SPECIAL?

PRESENTATION OVERVIEW

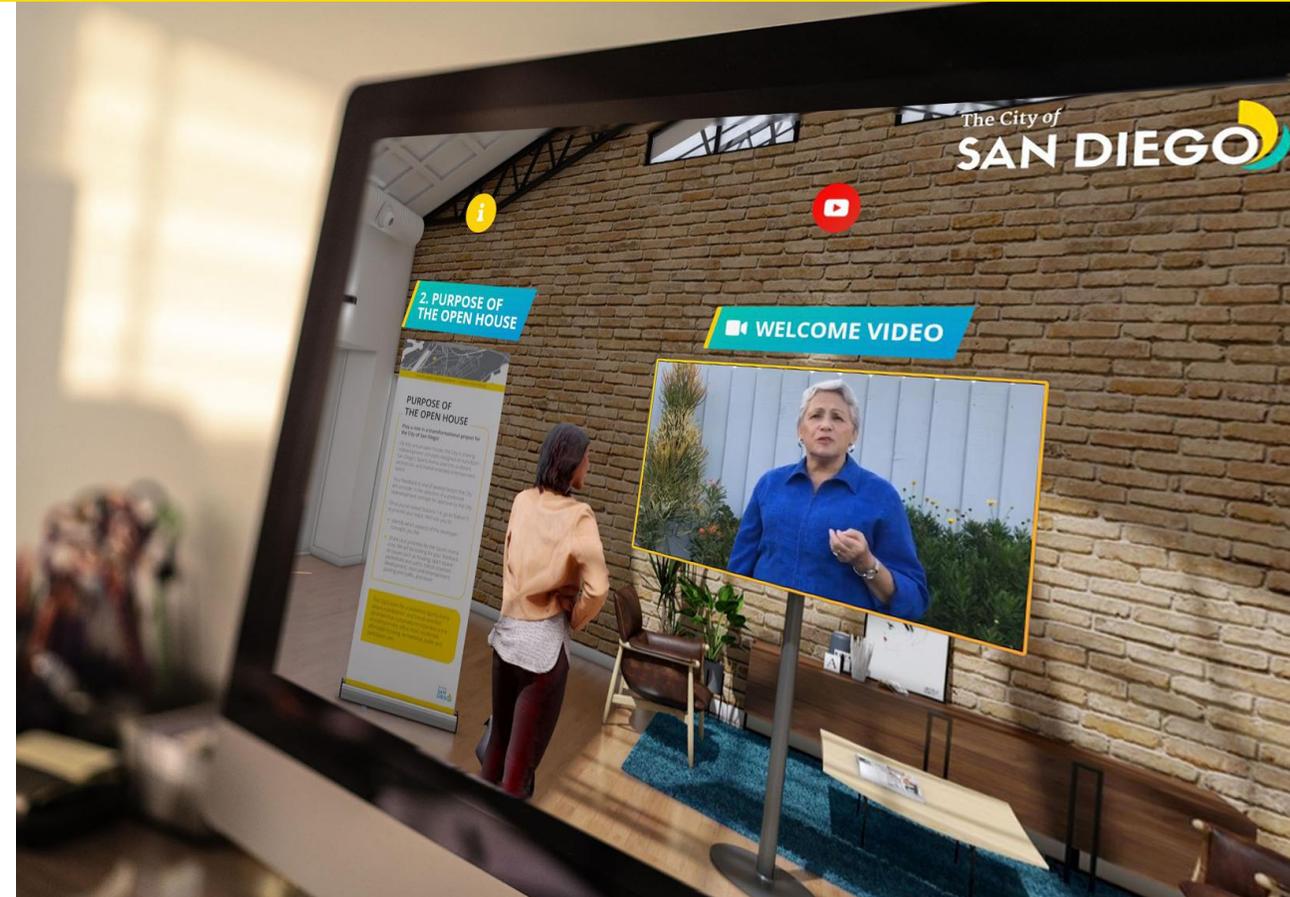
Introduction

Overview of the Two Redevelopment Concepts

The Virtual Open House

Summary of Community Feedback

Next Steps



PRESENTATION PURPOSE

Provide an overview of the Sports Arena Redevelopment Virtual Open House, which was conducted in July 2020 to gather feedback from the public on two potential developer concepts for the Sports Arena Redevelopment Site



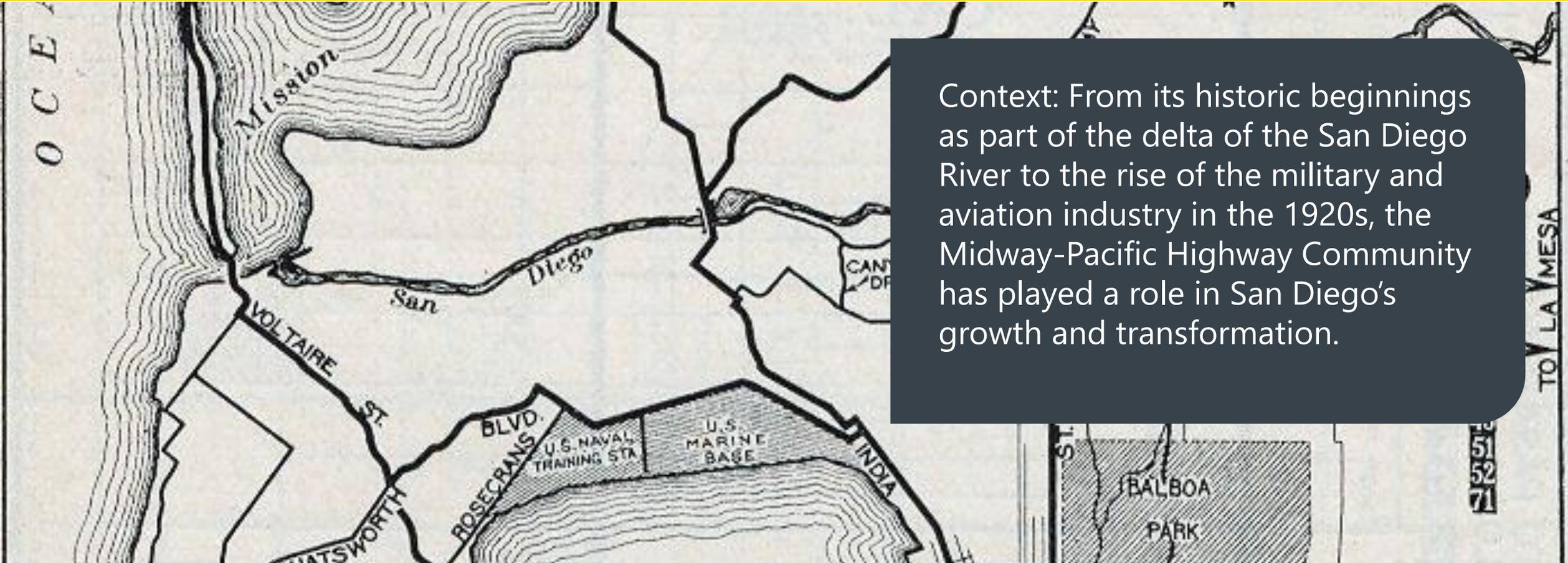
OVERVIEW OF THE SPORTS ARENA REDEVELOPMENT SITE

Sports Arena Community Village

Site: 48 acres in the Midway-Pacific Highway Community area



OVERVIEW OF THE SPORTS ARENA REDEVELOPMENT SITE



Context: From its historic beginnings as part of the delta of the San Diego River to the rise of the military and aviation industry in the 1920s, the Midway-Pacific Highway Community has played a role in San Diego's growth and transformation.

THE CITY'S VISION FOR THE SITE

The City's vision for a revitalized Sports Arena site is a pedestrian- and transit-oriented landmark that sustainably incorporates a mix of uses

-  Entertainment
-  Office
-  Retail
-  Residential
-  Affordable housing
-  Recreational
-  Public parks / plazas

COORDINATION WITH THE COMMUNITY

1

Community Plan Update

As a first step in 2010, the City and community started updating the Community Plan

2

2020 Virtual Open House

Public invited to share priorities for the Sports Arena area and identify which redevelopment concept is preferred

3

Securing a lease is the next step in transforming the area into a vibrant, pedestrian- and transit-oriented entertainment space



How Did We Engage the Public in the Community Plan Update?



The City conducted outreach and collaborated with:

- Native American Tribes
- Community Planning Groups
- Preservation Groups



OVERVIEW OF THE TWO REDEVELOPMENT CONCEPTS

SPORTS ARENA REDEVELOPMENT – VIRTUAL OPEN HOUSE

BROOKFIELD PROPERTIES DEVELOPMENT CONCEPT

PROJECT SUMMARY

RESIDENTIAL

1.6–1.9m sf (1,800-2,100 units)

MIXED-USE OFFICE / HOSPITALITY / RESIDENTIAL

365,000–430,000 gsf

COMMERCIAL / RETAIL / ENTERTAINMENT

140,000–165,000 gsf

PARKING AREAS

1800–2100 stalls residential/mixed-use

3000–5400 stalls commercial/arena



MIDWAY SPORTS & ENTERTAINMENT DISTRICT DEVELOPMENT CONCEPT

PROJECT SUMMARY

SOCCER STADIUM 12,000–15,000 seats

RENOVATED ARENA 15,000 seats

RESIDENTIAL 1,442 units

OFFICE 185,000 sf

RETAIL 106,500 sf

RETAIL PAVILIONS 26,500 sf

HOTEL 250 keys

MUSIC 3,500 sf (60k)

EVENT PARKING 1,800 spaces

MIXED-USE PARKING 1,204 spaces

FITNESS 37,500 sf

PUBLIC PARK 12 acres



THE VIRTUAL OPEN HOUSE

SPORTS ARENA REDEVELOPMENT – VIRTUAL OPEN HOUSE

VIRTUAL OPEN HOUSE OVERVIEW

- Purpose: Share developer concepts for the Sports Arena site and elicit feedback
- **5,675** completed questionnaires
- **28,000+** open house views
- Public feedback is one of several factors the City considered in the selection of a preferred redevelopment concept

Roadmap:

 Welcome Video

STATION
1 How to Participate

STATION
2 Purpose of the Open House

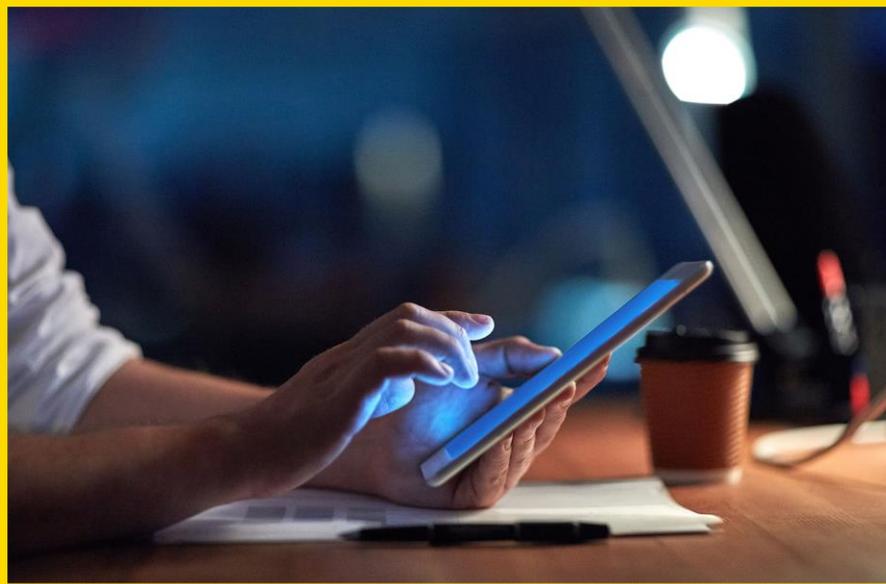
STATION
3 Brookfield Properties Development Concept

STATION
4 Midway Sports and Entertainment District Development Concept

STATION
5 Provide Your Feedback

VIRTUAL OPEN HOUSE OVERVIEW

After reviewing the open house materials, participants were asked to:



1. Identify which aspects of the developer concepts they liked
2. Share their priorities for the Sports Arena site related to issues such as housing, open space/parks/trails and paths, transit-oriented development, retail and entertainment, parking and traffic, and more

VIRTUAL OPEN HOUSE OVERVIEW

We used a variety of notification methods to spread the word regarding the virtual open house

City webpage update

Facebook and Twitter posts

Press releases

A webinar sponsored by the San Diego chapter of the American Planning Association (APA)

Media coverage in the following:

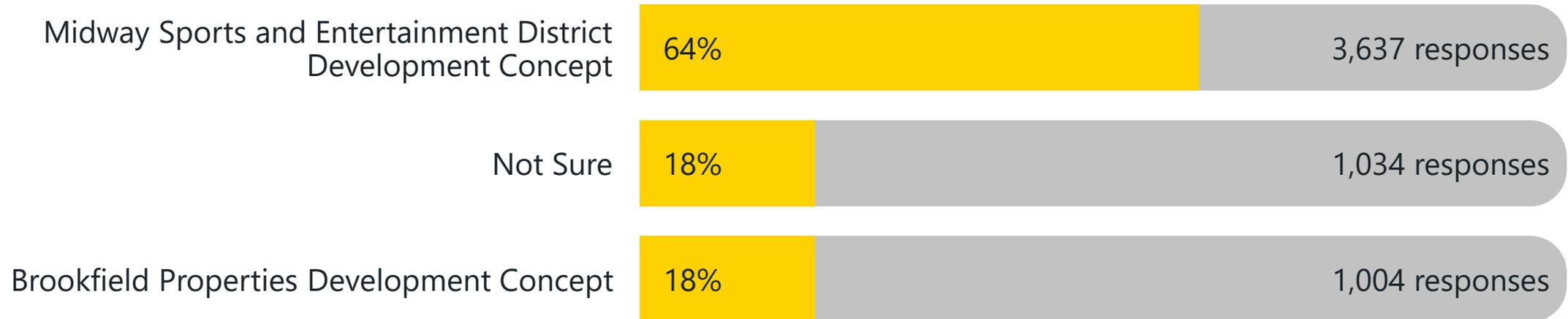
- San Diego Union Tribune
- NBC San Diego
- FOX 5 San Diego
- ABC 10 News
- Times of San Diego
- CBS 8



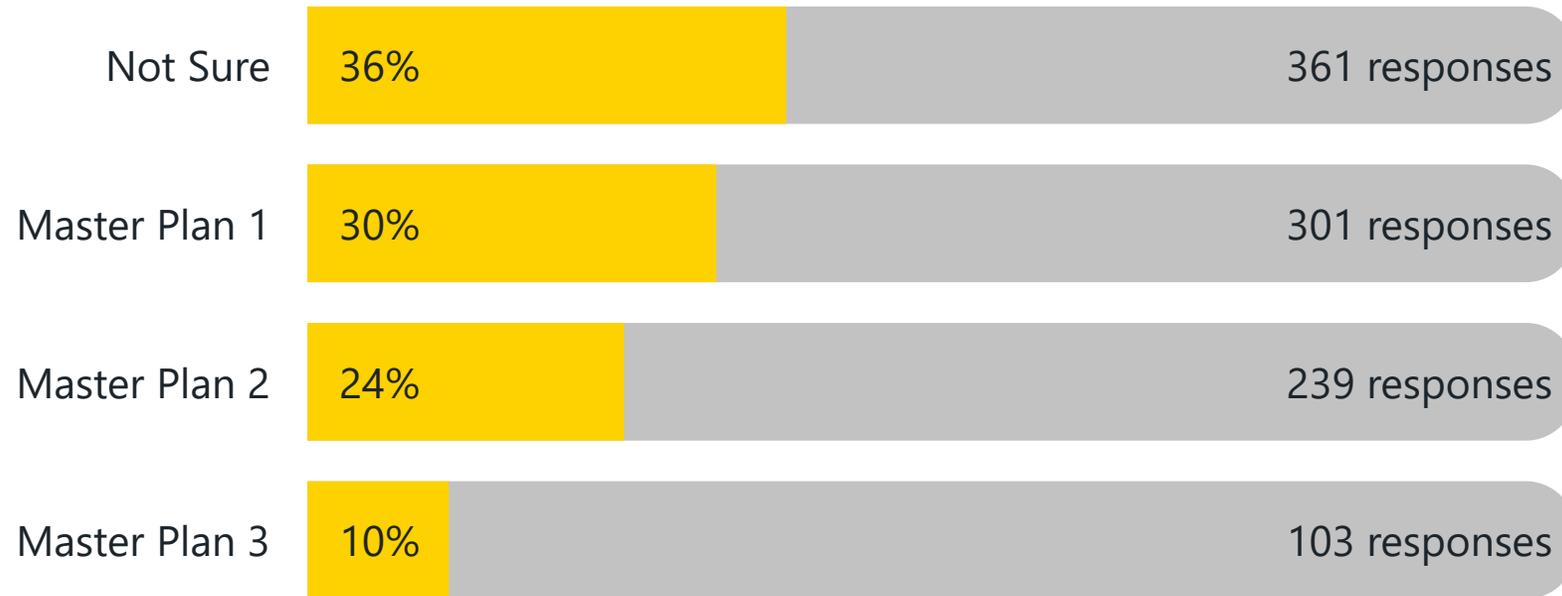
SUMMARY OF COMMUNITY FEEDBACK

SPORTS ARENA REDEVELOPMENT – VIRTUAL OPEN HOUSE

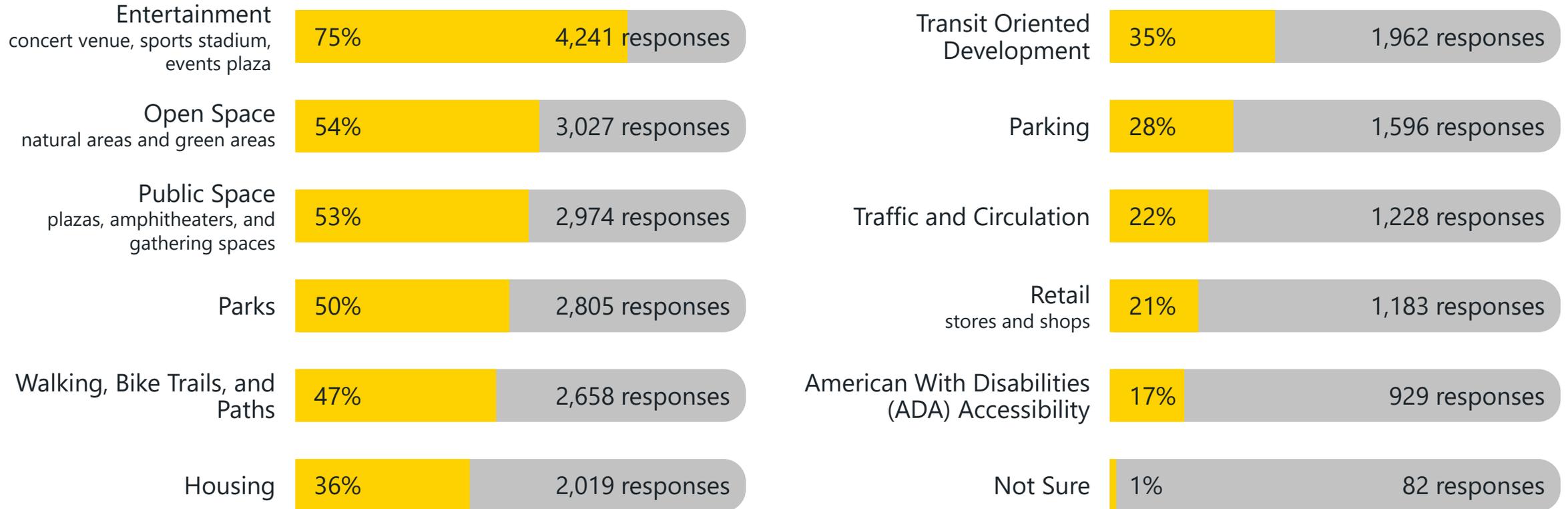
1 Which Development Concept do you prefer?



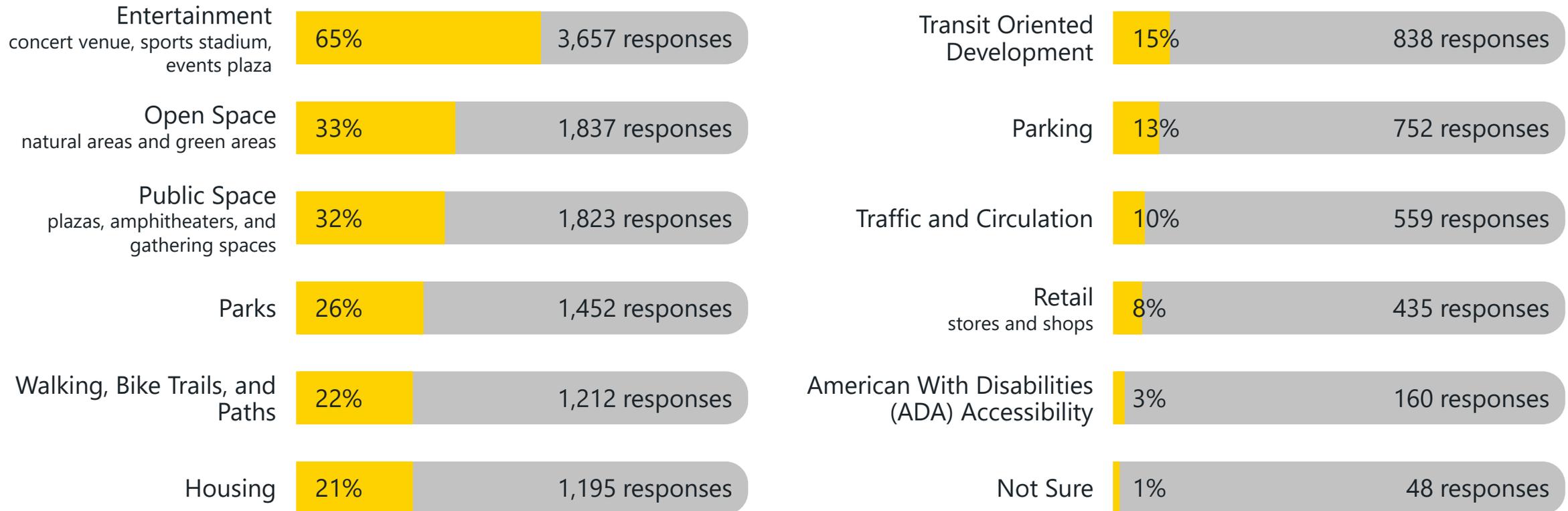
2 Which variation of the Brookfield Properties Development Concept do you prefer?



3 Which proposed features of a Sports Arena developer concept could best benefit the community?



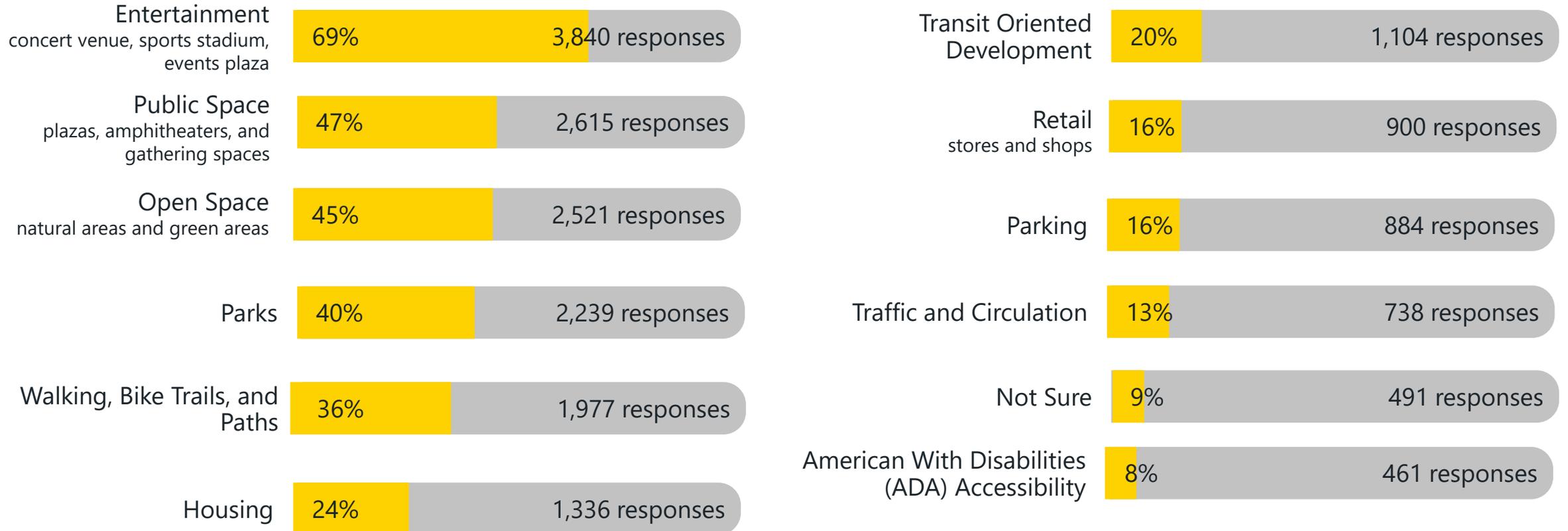
4 Which proposed features are most important to you?



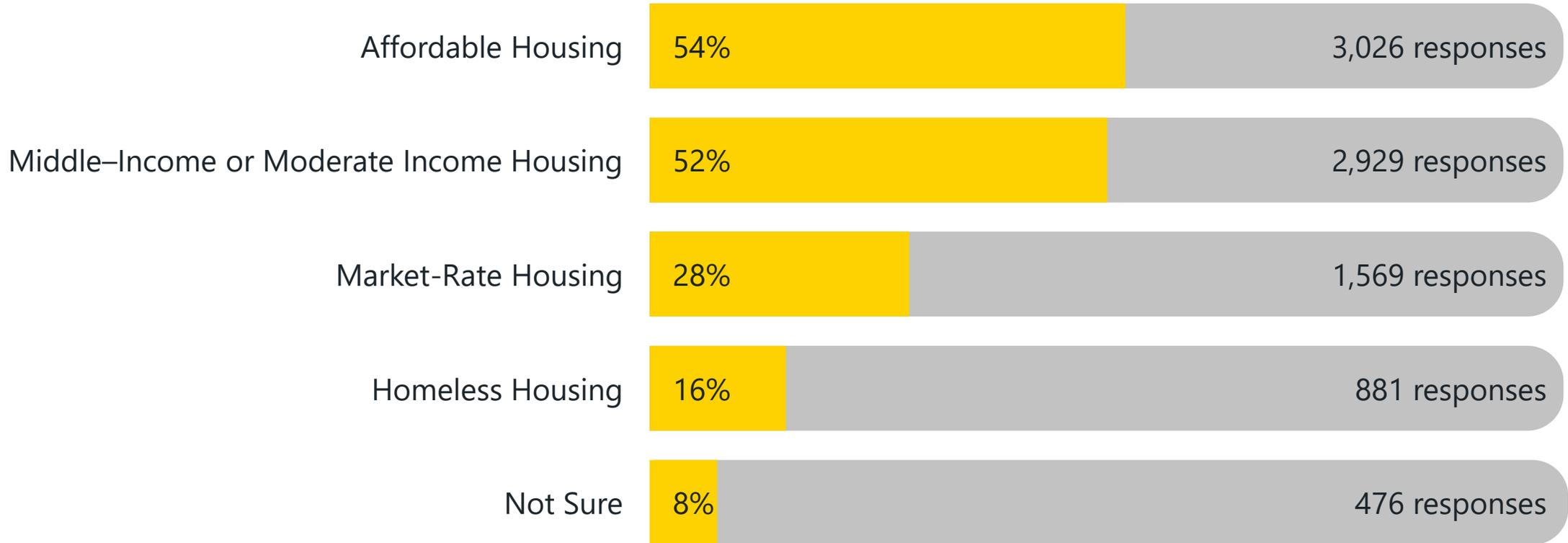
5 After reviewing the Brookfield Properties Development Concept at Station 3, which proposed features of this concept do you like?



6 After reviewing the Midway Sports and Entertainment District Development Concept at Station 4, which proposed features of this concept do you like?



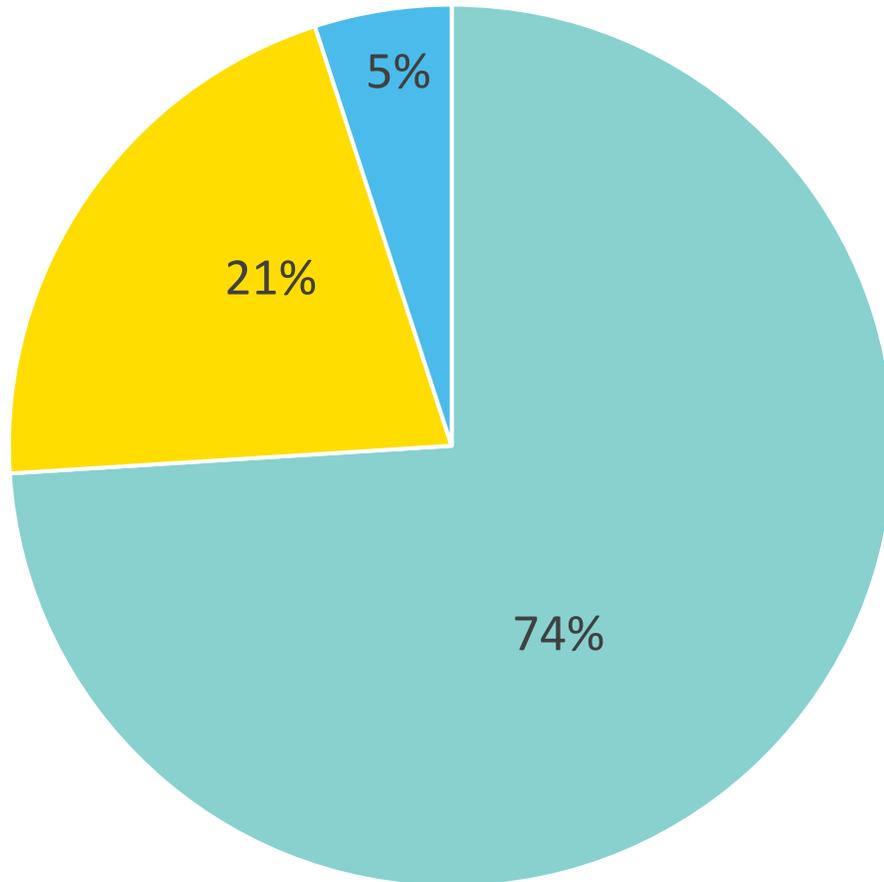
7 What types of housing are most important to consider in the Sports Arena area?



8 What types of entertainment uses would you like to see in the Sports Arena area?



9 We'd like to know how you're connected to the Sports Arena area. Please provide a ZIP code for your home, business, or property.



- City of San Diego*
- County of San Diego (exclusive of the City)
- Other/Zip Not Provided

Data Notes:

*In some instances ZIP boundaries do not coincide with municipality boundaries. If the majority of the ZIP code area is located in the City of San Diego boundary, the ZIP code has been included in the City of San Diego category.

Approximately 3% of questionnaire responses were associated with IP addresses with greater than 10 questionnaire responses, which is not unexpected if participants completed the questionnaire from a workplace or a public location with a common IP address, for example; however, this note is provided here as context to accompany review of the data.