

# MIDWAY RISING

A MIDWAY FOR ALL



ZEPHYR





# Tonight's **Workshop** Format

- **Midway Rising Overview Presentation**
- **Open House**
  - Digital Breakout Room
  - Entertainment Center
  - Housing
  - Community Benefits
  - Midway Community Plan

For more information, please visit [MidwayRising.info](https://MidwayRising.info)

# Our Team



The largest California-based affordable housing builder in the country—headquartered right here in San Diego County



The team that delivered SoFi Stadium in LA and the Star District in Dallas, Legends is the most innovative entertainment developer and arena operator in the nation

## ZEPHYR

Based here in Encinitas, Zephyr has developed over \$1 billion worth of mixed-use developments throughout Southern California



The image features a background architectural rendering of a modern urban development. In the foreground, there's a multi-level outdoor plaza with people walking, sitting on benches, and a dog. The plaza is surrounded by greenery and modern buildings. In the background, a large, curved, purple-roofed structure, possibly a stadium or arena, is visible. The text 'MIDWAY RISING' is overlaid on the left side of the image. 'MIDWAY' is in white, and 'RISING' is in large, colorful, geometric letters (blue, teal, yellow, and green).

# MIDWAY RISING

## Key Milestones

<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>Jul. 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>
<b>Jul. 31, 2023</b>	<b>Site due diligence completed</b>





# 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**

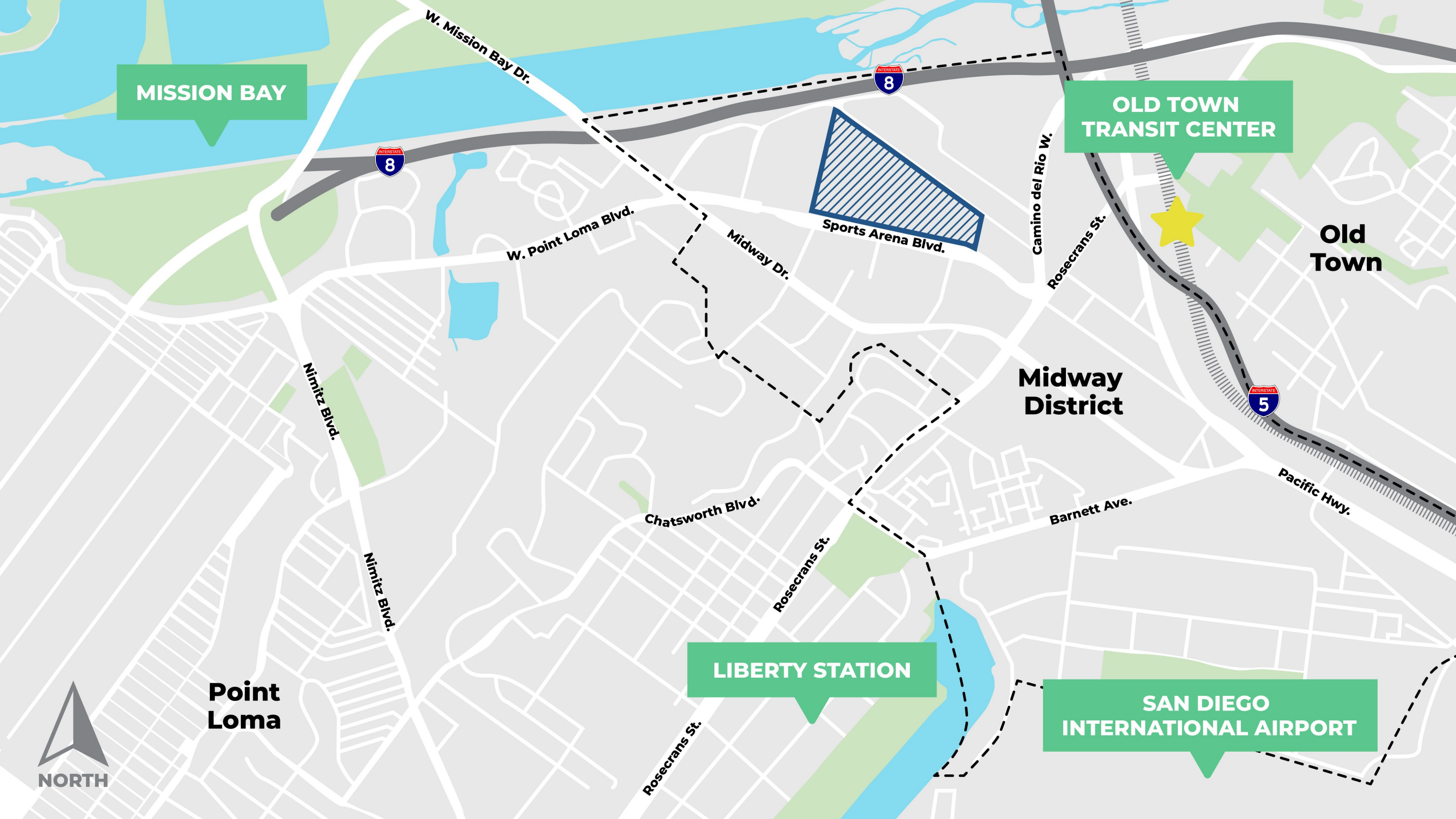
in economic  
benefits



**16K**

seat state-of-the-art  
entertainment center





MISSION BAY

OLD TOWN  
TRANSIT CENTER

LIBERTY STATION

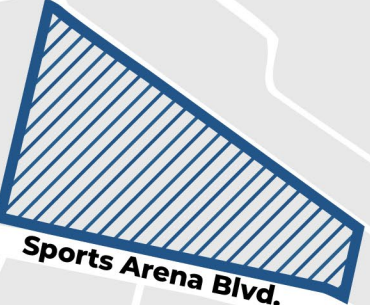
SAN DIEGO  
INTERNATIONAL AIRPORT



Point  
Loma

Old  
Town

Midway  
District





# Site Layout





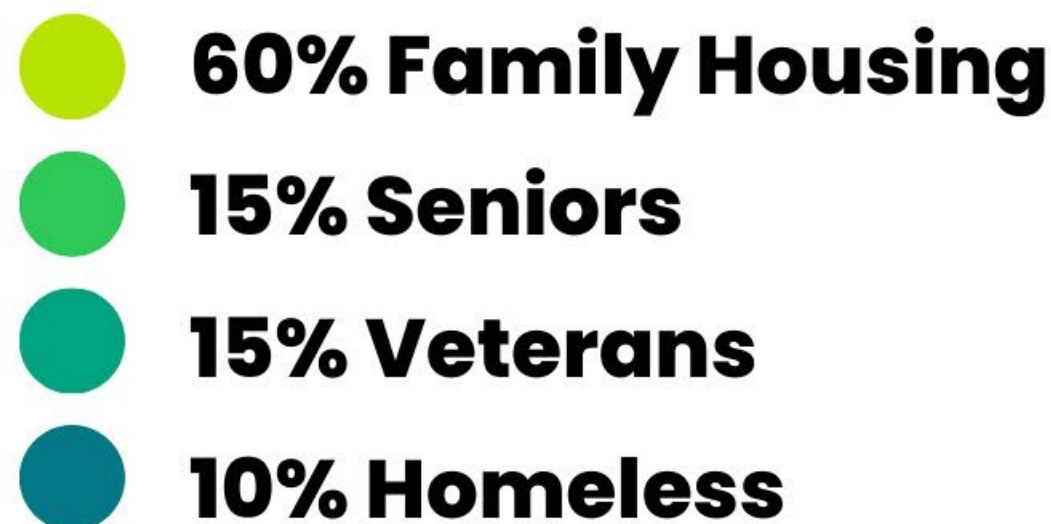
# The Most Affordable Housing

**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)





## A Closer Look

# Affordable Housing

Area Median Income	1-Bedroom	2-Bedroom	3-Bedroom
80%	\$1952	\$2342	\$2707
60%	\$1464	\$1756	\$2030
50%	\$1220	\$1463	\$1691
40%	\$976	\$1171	\$1353
30%	\$732	\$878	\$1015

*\*Rent ranges based on HUD requirements. A household of four would be eligible for a 60% AMI two- or three-bedroom apartment if making less than \$78,060.*







## 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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RISING  
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# Our Partners



CASA FAMILIAR



SOUTHERN CALIFORNIA HOUSING  
COLLABORATIVE



SERVING SENIORS



FATHER JOE'S VILLAGES



VETERANS VILLAGE SAN DIEGO



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





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



**16k Seats**



**The Nation's Premier  
Live Events**

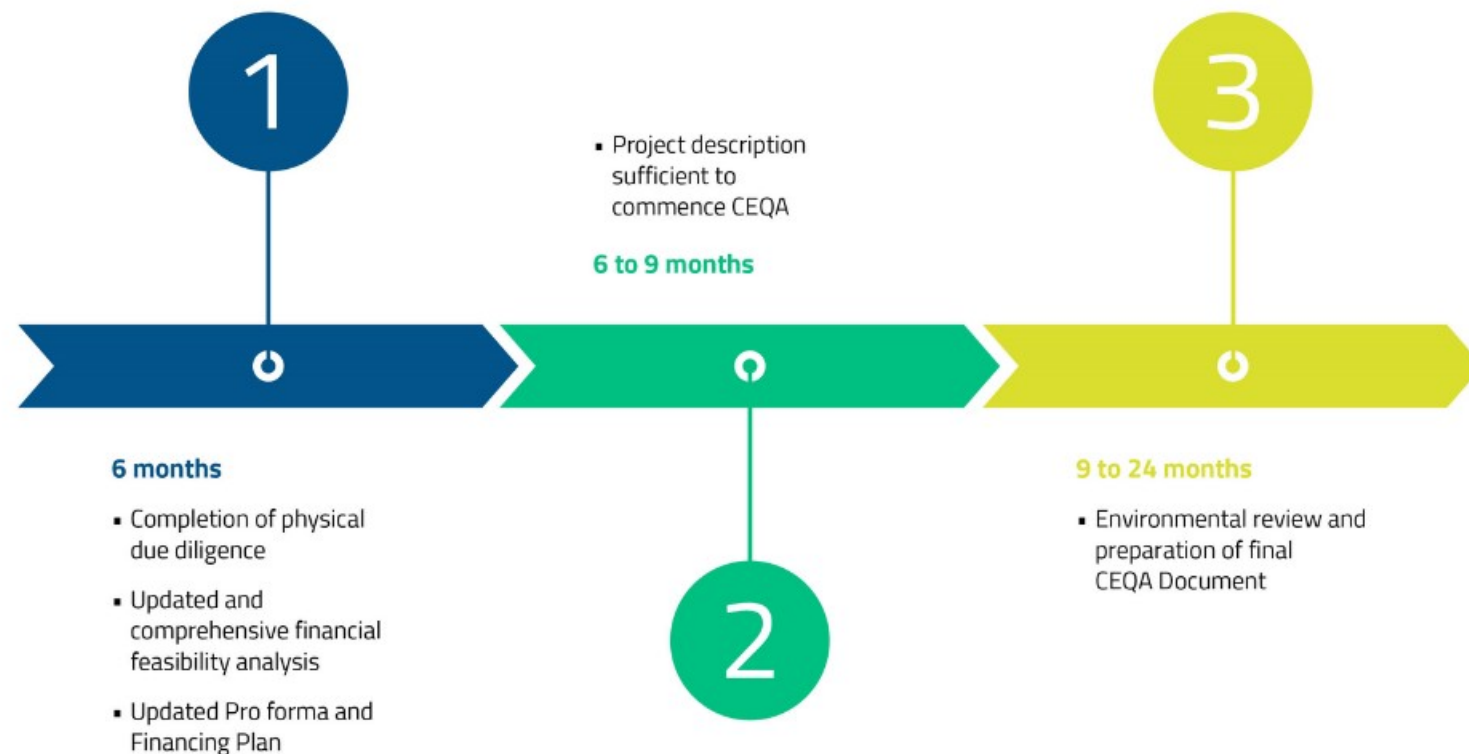


**Vibrant Entertainment  
District**



# Next Steps

## ENA Milestones Timeline



**Quarterly public meetings**

**Quarterly updates to City Council**

**CEQA environmental study**

**Timeline**



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