1 Introduction

2

1.1. Overview

The Mid-City Atlas provides a snapshot of existing conditions, challenges and opportunities in the Mid-City planning area, which includes communities of City Heights, Eastern Area, Kensington-Talmadge, and Normal Heights. This Atlas focuses on mappable resources, trends and critical concerns that will frame choices for the long-term physical development of Mid-City communities. The Atlas includes maps, photos, charts and tables about history and place, sustainability, equity and climate resilience, land use and development, mobility, and parks, public facilities and open space. The Atlas will help inform and facilitate:

- Community input on planning issues, priorities and vision for the future;
- Development of alternatives and concepts related to land use, mobility, urban design, public facility, parks and recreation; and
- Formulation of policies and implementation actions for the updated Community Plan.

1.2. Regional Location and Planning Boundaries

REGIONAL LOCATION

The Mid-City planning area is approximately 8,052 acres in area. The Mid-City communities are centrally located in the San Diego region, northeast of downtown, south of Mission Valley, and west of the City of La Mesa, as shown in Figure 1-1. There are four community plan areas within Mid-City: City Heights, Eastern Area, Kensington-Talmadge and Normal Heights. The northern area of Mid-City is bounded by the Interstate 8 (I-8) and the community of College Area; on the west by the Interstate 805 (I-805), State Route 15 (SR-15) and communities of North Park and Greater Golden Hills; on the east by City of La Mesa; and the southern portion is bounded by State Route 94 (SR-94) and communities of Southeastern San Diego and Encanto Neighborhoods (also referred to as Chollas Valley).

PLANNING AREA AND NEIGHBORHOODS

There are 24 neighborhoods (Figure 1-2) within four community plan areas in Mid-City. Neighborhood boundaries are generally defined by major streets, freeways, natural features and the planning area boundary. Table 1-1 shows a list of neighborhoods for each of the four community plan areas.
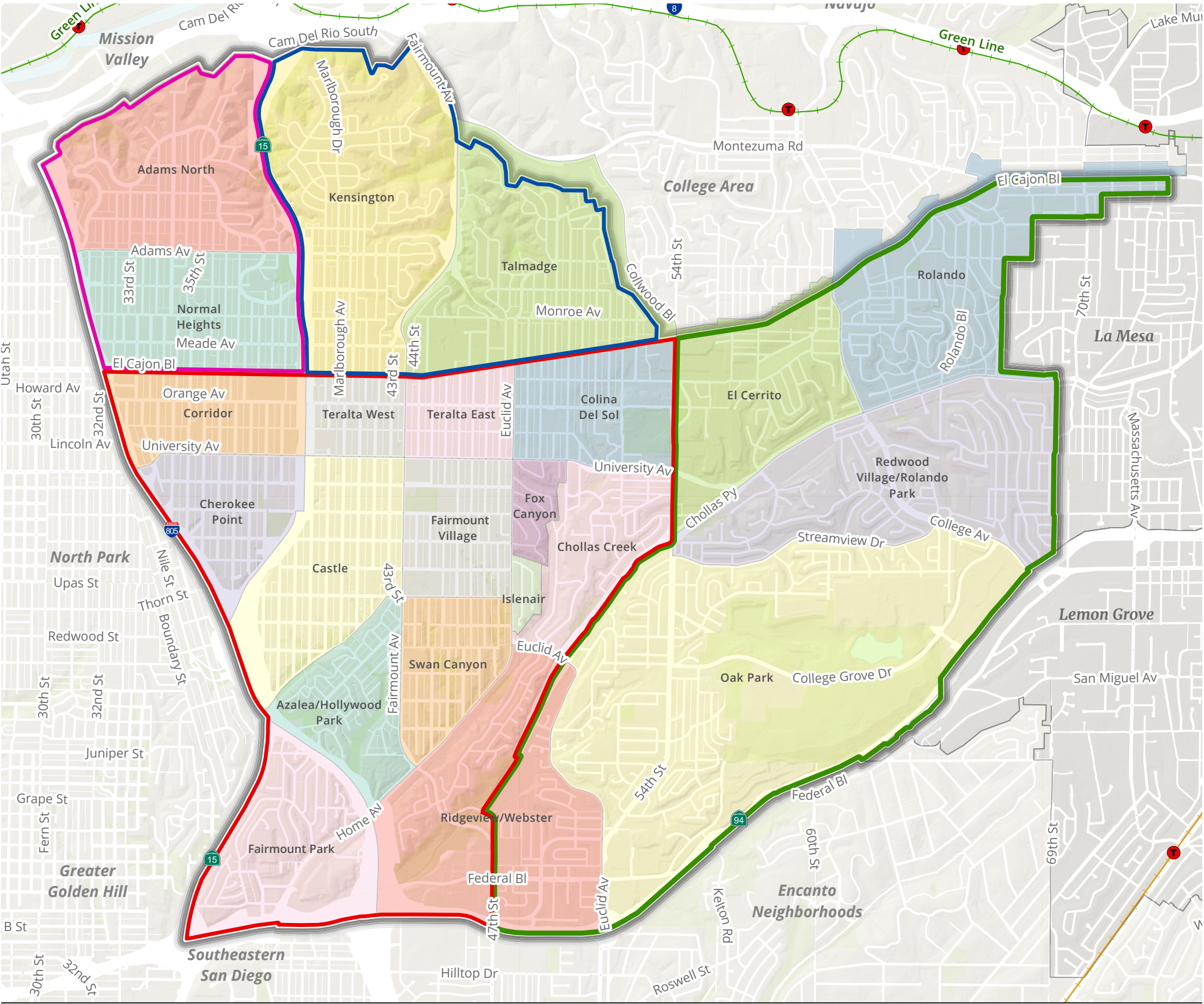

Examples of neighborhood gateway signs

Table 1-1 Neighborhoods by Community Plan Area

Normal Heights	Kensington-Talmadge
- Adams North - Normal Heights	- Kensington - Talmadge

City Heights	Eastern Area
- Corridor - Cherokee Point - Teralta West - Teralta East - Castle - Fairmount Village - Fox Canyon - Colina Del Sol - Chollas Creek - Islenair - Swan Canyon - Azalea/Hollywood Park - Fairmount Park - Ridgeview	- El Cerrito - Rolando - Redwood Village - Rolando Park - Oak Park - Webster

PLAN
MID-CITY
Communities Plan Update

Figure 1-1 Mid-City Regional Location

Legend:
- Community Plan Boundary
- Other Jurisdictions
- Other Community Planning Areas
- Military Use

Light Rail Routes
- Blue Line
- Green Line
- Orange Line
- Mid–Coast Trolley

0   0.5   1 Miles

City of San Diego, SANGIS, SANDAG

Figure 1-2 Planning Area and Neighborhoods

Community Planning Areas

- City Heights
- Eastern Area
- Kensington–Talmadge
- Normal Heights
- **T** Trolley Stop

0   0.25   0.5 Miles

City of San Diego, SANGIS, SANDAG
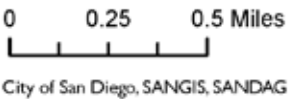
1.3. Community Plan Purpose and Process

GENERAL PLAN CONTEXT

Adopted in 2024, the City of San Diego General Plan (Blueprint San Diego) outlines the city's growth strategy over the next 20 to 30 years. It establishes a broad vision and development framework, anchored by the "City of Villages" strategy, which promotes pedestrian-friendly, mixed-use centers connected by an improved regional transit system. Blueprint identifies 52 Community Planning Areas citywide, including four Mid-City communities, where community plans guide localized policies and development.
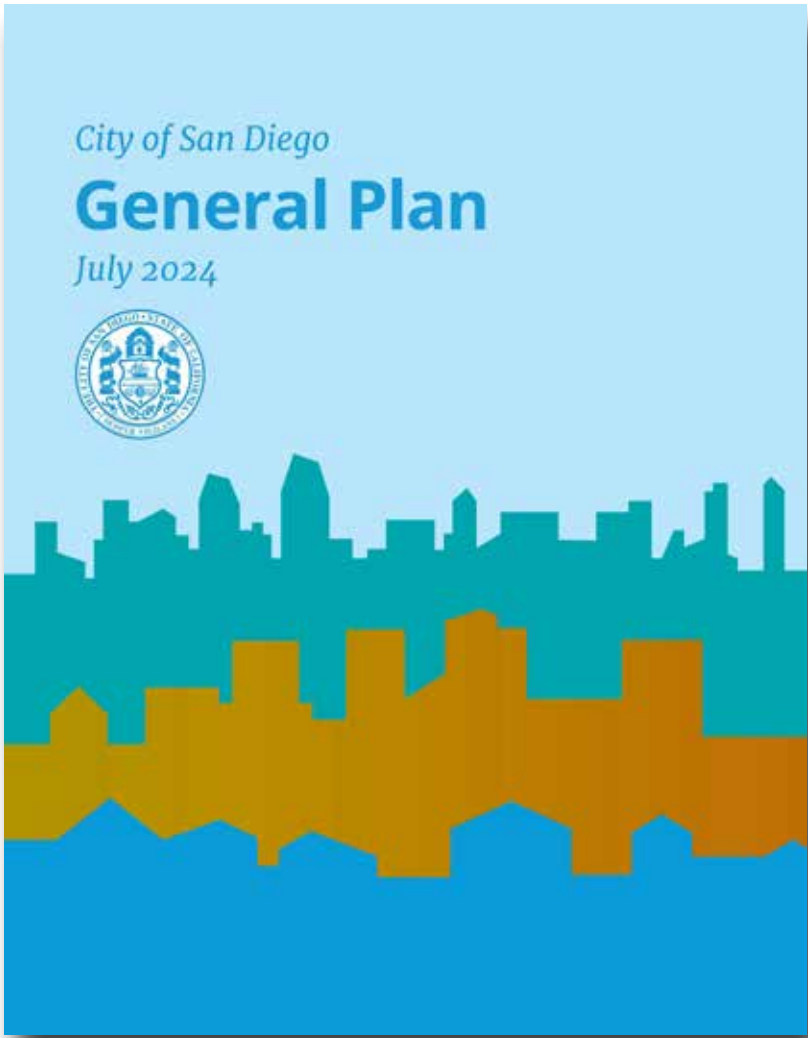
PURPOSE

The current Mid-City Communities Plan provides a detailed framework to guide development in Mid-City. Last adopted in 1998, the community plan has undergone more than three amendments in the intervening years. The amendments from 2003, 2008, and 2015 are highlighted in the current version of the plan. The Community Plan update seeks to bring the Community Plan up-to-date by:

- Analyzing current land use, development and environmental characteristics;
- Evaluating changes in demographics that may affect land use needs;
- Understanding demand for housing, public facility and commercial development;
- Working with community members to determine key issues of concern, desires and preferences to establish a vision and goals for the plan update;
- Evaluating the "fit" of current Communities Plan policies to achieve community goals and regulatory requirements; and
- Ensuring that policies and recommendations remain in harmony with the General Plan, Climate Action Plan, and state mandates.
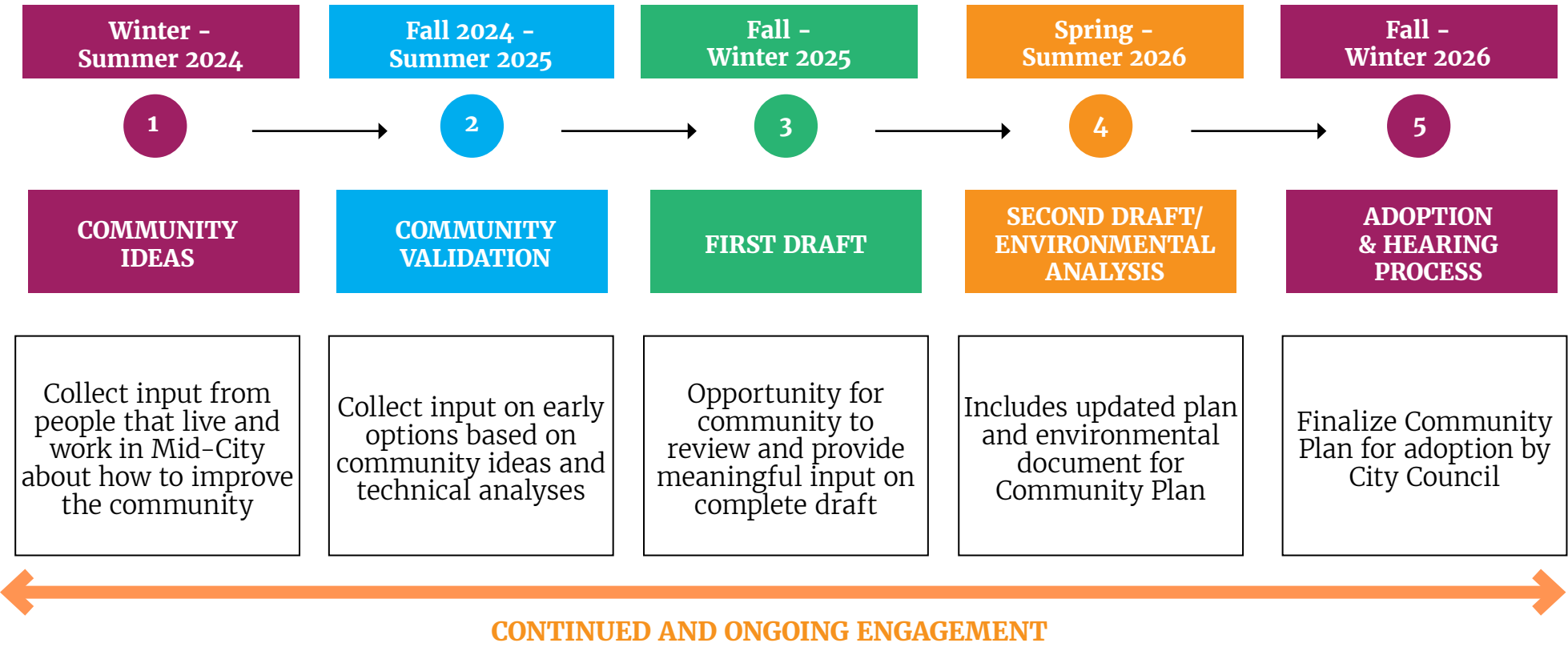
PROCESS

The Community Plan update process will unfold in five phases:

- Phase 1 - Community Ideas
- Phase 2 - Community Validation
- Phase 3 - First Draft
- Phase 4 - Second Draft and Environmental Analysis
- Phase 5 - Adoption and Hearing Process

The Community Plan update process is further shown in Figure 1-3.

Figure 1-3 Community Plan Updates At A Glance

Winter – Summer 2024	Fall 2024 – Summer 2025	Fall – Winter 2025	Spring – Summer 2026	Fall – Winter 2026
1	**2**	**3**	**4**	**5**
COMMUNITY IDEAS	COMMUNITY VALIDATION	FIRST DRAFT	SECOND DRAFT/ ENVIRONMENTAL ANALYSIS	ADOPTION & HEARING PROCESS
Collect input from people that live and work in Mid–City about how to improve the community	Collect input on early options based on community ideas and technical analyses	Opportunity for community to review and provide meaningful input on complete draft	Includes updated plan and environmental document for Community Plan	Finalize Community Plan for adoption by City Council

CONTINUED AND ONGOING ENGAGEMENT

6

1.4.   Overview of Mid-City

HISTORY OF COMMUNITY PLAN

Mid-City includes one of the oldest and most diverse communities in the City of San Diego. Much of the westerly portion of the community was originally developed in the 1910-1930 era, before the Second World War, while development east of 54th Street generally occurred in the post-World War II period. El Cajon Boulevard was once the main east-west highway for the region (Highway 80), with a concentration of economic activity, until Interstate 8 (I-8) was built in the late 1950s.

One of the first community plans developed in the city of San Diego was the 1965 Mid-City Development Plan, which encouraged more growth in Mid-City and proposed commercial clustering and dense housing near parks.

In 1981, the City of San Diego Planning Department initiated a comprehensive update of the community plan in collaboration with the community planning groups, which City Council adopted in December 1984. The 1984 plan envisioned a significant parkland expansion leading to the first-of-its-kind four-acre park over State Route 15.

In 1998, a new update to the Mid-City Communities Plan was adopted by City Council. The 1998 community plan significantly reduced residential densities along Adams Avenue, El Cajon Boulevard, and University Avenue due to the need for adequate community facilities and the overcrowding of schools. The plan proposed future growth in urban villages, encouraging community investments and celebrating cultural diversity through placemaking.
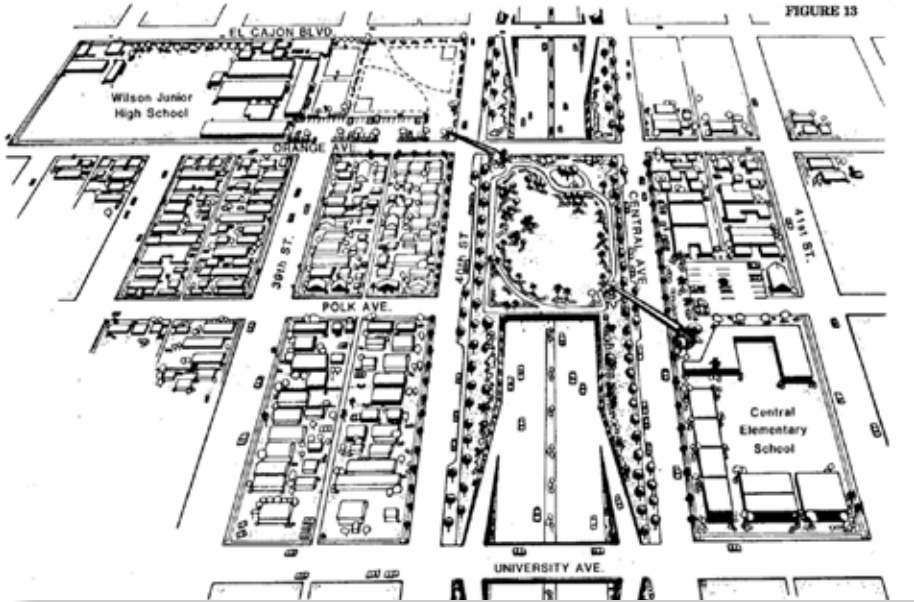
History of Mid-City Community Plans

1965

1984

1998
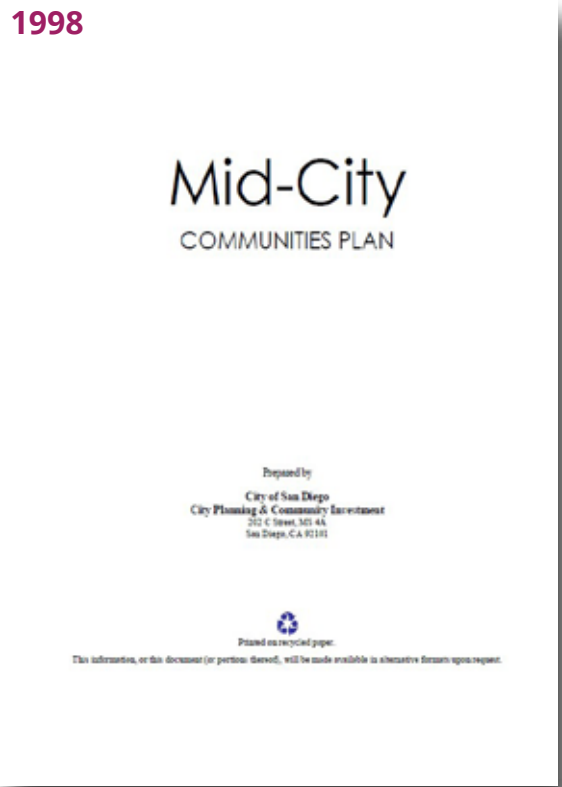
Rendering of commercial clustering (1965)
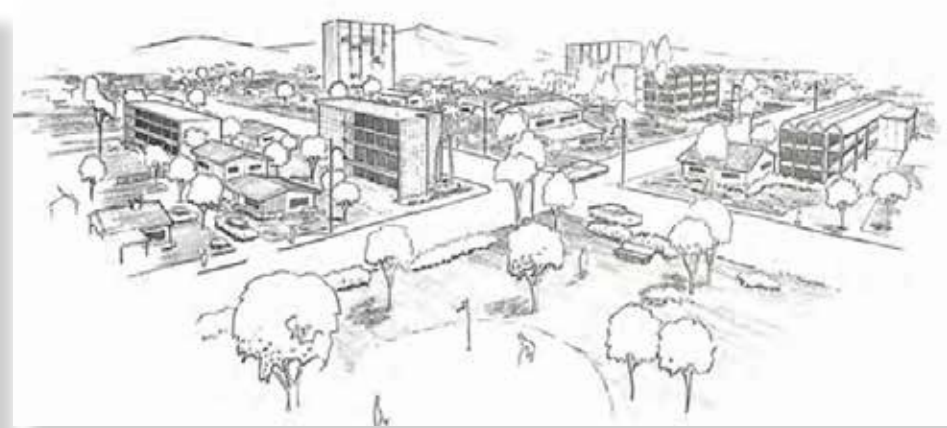
Rendering of dense housing near a park (1965)

Rendering of capping SR–15 to create a park (1984)

PLAN
MID-CITY
Communities Plan Update

1.5. Progress and Trends

RAPID GROWTH

The Mid-City saw rapid growth between 1980 to 2000, adding 47,895 residents while only building 6,262 homes during the 20 year period (Figure 1-4). Large infusion of immigrant communities to Mid-City occurred during this time. Consequently, the rapid population growth outpaced home building and the delivery of community facilities including schools, libraries, parks, and infrastructure.

GROWTH MANAGEMENT VIA DOWNZONING

The Mid-City Communities Plan (1998) significantly reduced the opportunity for new homes due to inadequate community facilities. The update to the plan and rezoning action reduced the zoned capacity by over 40,000 homes along major commercial corridors and neighborhoods. The implementation of the plan also created additional development requirements via the Central Urbanized Planned District.

POPULATION PEAK AND DECLINE

After the downzoning action from the 1998 community plan, the population in Mid-City peaked in 2000 at 146,394 people (Figure 1-4). Since 2000, the population of Mid-City has declined by 8.8%, while the City of San Diego saw a 14.4% increase in population (Table 1-2). Compared to 2000, in 2023, there are 12,835 fewer people estimated to be living in Mid-City.
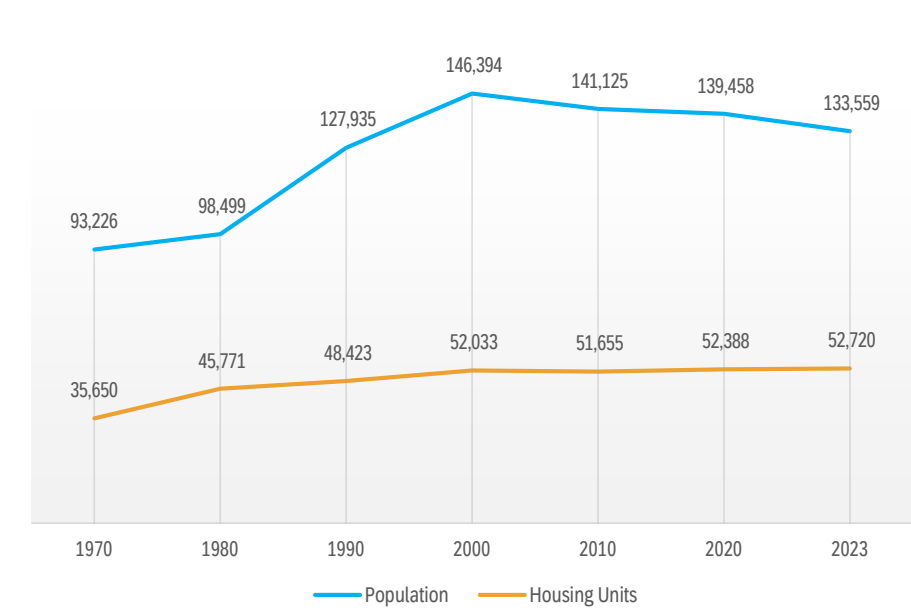
POPULATION CHANGE BY AGE

Figure 1-5 illustrates the Mid-City Population Change between 2000 to 2023 by age group. There are fewer young people (under 40) living in Mid-City today, while there has been a significant percentage increase of older people (50 to 79). The most considerable percent decrease in age cohort were children under 10, with a 37% decline, while those aged 60 to 69 saw a 110% increase compared to year 2000. The impact of fewer children and youth help explain the 37% decline in student enrollment at San Diego Unified School District from 2000 to 2024 (Figure 6-3).

POPULATION CHANGE BY RACE/ETHNICITIES

Figure 1-6 illustrates the population change in Mid-City between 2000 and 2023 by race/ethnicity. The most significant percentage decreases occurred in the American Indian, Black, and All Other cohorts, with declines of 54%, 31%, and 17%, respectively.

Figure 1-4 Mid-City Population and Housing Growth

Source: Mid-City Community Plan (1984); Mid-City Communities Plan (1998); SANDAG (2000, 2010, 2020, 2023) Data Extracted on 02/2025

Table 1-2   City of San Diego and Mid-City Population Change: 2000 to 2023

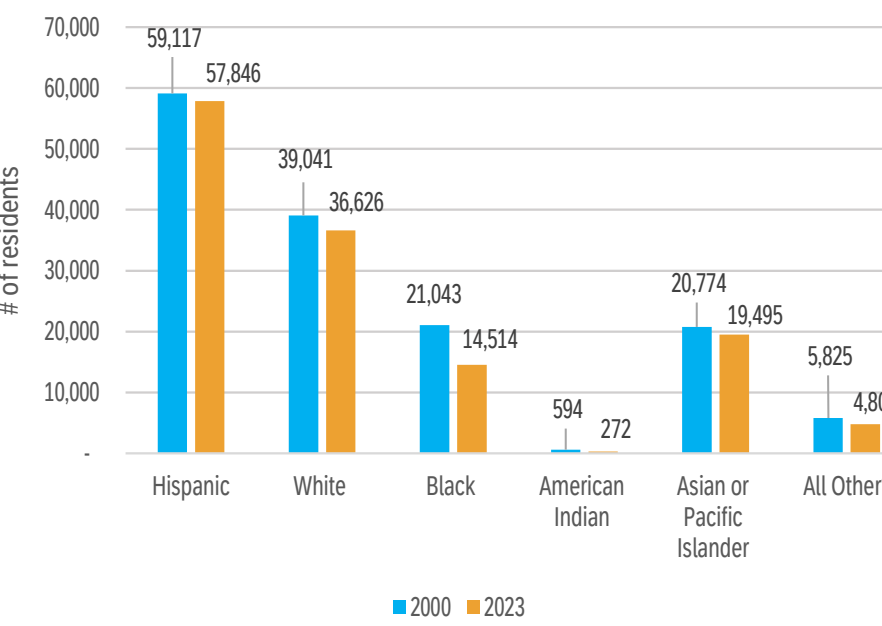|	2000	2023	% Change
City of San Diego	1,209,101	1,383,623	14.4%
Mid-City	146,394	133,559	-8.8%

Source: U.S. Census Bureau, SANDAG & City of San Diego; Data Extracted on 02/2025

Figure 1-5 Mid-City Population Change by Age
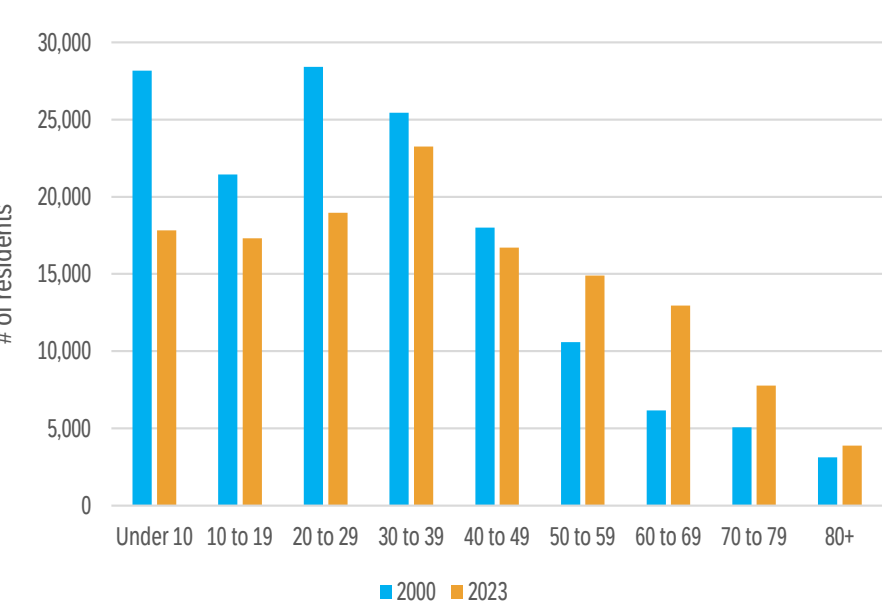
Source: SANDAG (2000, 2023) Data Extracted on 02/2025

Figure 1-6 Mid-City Population Change by Race/Ethnicities

Source: SANDAG (2000, 2023); City of San Diego; Data Extracted on 02/2025

8

HOUSEHOLD INCOME

Since 2000, the number of households making more than $100,000 have increased substantially. Table 1-3 shows the changes in the number of households by income level between 2000 and 2023. Households making $150,000 or more saw the most significant percentage increase (401%), followed by those making $100,000 to $149,999 (337%) and households making $75,000 to $99,999 (164%). The share of households with income of less than $30,000 saw a 58% decline, followed by a 28% decline of those making $30,000 to $59,999.

COST OF HOMES

Despite the overall increase in Mid-City household income, the average home value has grown by 2.5 times more than the average household income in Mid-City. Between 2000 and 2023, average home value increased by 339% compared to a 134% increase in average household income. Breaking down the data by home type—single-family homes versus condos/co-ops—the trend remains clear, with average home values growing much faster than average household incomes over the past two decades. From 2000 to 2023, the average single-family home value increased by 319%, while average condo/co-op values rose by 473%. The most significant disparity is in the condo/co-op market, where average values have increased 3.5 times faster than the average household income in Mid-City (Table 1-4).

Meanwhile, homebuilding did not keep pace with job and population growth in San Diego, with a regional housing shortage estimated to be between 90,000 to 100,000 homes.[1] There are approximately 33,000 homes in downtown San Diego. The regional housing shortage equates to 3 downtown worth of homes. Recent research suggests restrictive land use and zoning (lowering allowed densities) are associated with increased median rents and reduction in units affordable to middle-income renters.[2]

OVER $2 BILLION IN COMMUNITY INVESTMENTS

Since 1998, Mid-City has seen over $2 billion in community investments, which is highlighted below:

- **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.

- **School Facilities** - San Diego Unified School District has invested over $614 million to modernize school facilities.

- **Capital Improvement Program** (CIP) - over $1 billion in streets, water, sewer, stormwater, parks and other public facility projects have been recently completed, ongoing and/or scheduled to begin in Mid-City. For more detailed information on CIP projects in Mid-City, please visit Appendix G.

- **Street, Bike and Transit Infrastructure** - the SR-15 Mid-City Centerline Rapid Transit project was completed in 2016 ($65 million), San Diego's first freeway-level transit stations along State Route 15 (SR-15) at University Avenue and El Cajon Boulevard. Several Bikeway Investments ($200 million) have been implemented to improve the street, drainage and bike facilities in Mid-City, which is further explored in Chapter 5.

The combination of place-based investment, support for community-based organizations, and community advocacy appears to be making an impact to bring in community investment into the Mid-City planning area. A detailed breakdown of these projects is available in Appendices.

STATE-OF-THE-ART COMMUNITY FACILITIES

In addition, Mid-City has also witnessed the opening of two state-of-the-art community facilities since 1998 through philanthropic efforts:

- **Salvation Army Ray and Joan Kroc Community Center -** the 132,000 square-foot facility located on 12 acres along University Avenue in Eastern Area officially opened in 2002. The state of the art facility comes with a fully-equipped theatre, aquatic center, ice arena, fitness center & group exercise, and recreation field.

- **Copley-Price Family YMCA** - the biggest YMCA facility in San Diego County officially open its door in 2015. The 53,000 square-foot facility on El Cajon Boulevard and Fairmount Avenue comes with two pools, a teen center, child care, a basketball gymnasium, and a wellness center complete with exercise studio.

Since 1998, Mid-City has changed significantly. Although the City of San Diego is facing a major infrastructure funding deficit, and more investment to maintain and improve infrastructure is still needed in Mid-City, it is encouraging to see all the recent and ongoing community investments to improve and enhance the Mid-City planning area.

Table 1-3   Mid-City Population Household Income: 2000 to 2023

Household Income	2000	2023	% Change
< $30,000	25,609	10,870	-58%
$30,000 to $59,999	15,711	11,235	-28%
$60,000 to $74,999	3,255	5,043	55%
$75,000 to $99,999	2,677	7,067	164%
$100,000 to $149,999	1,810	7,909	337%
$150,000 or more	1,140	5,708	401%

Source: U.S. Census Bureau, SANDAG & City of San Diego; Data Extracted on 02/2025

Table 1-4   Mid-City Mean Home Value and Mean Household Income: 2000 to 2023

Mean	2000	2023	% Change
Household Income	$40,879	$95,731	134%
All Home Value (SF, Condo/Co-op)	$178,614	$784,372	339%
Single-Family Home Value	$205,875	$861,727	319%
Condo/Co-op Home Value	$80,872	$463,108	473%

Source: Household Income – 2000 Census & 2023 ACS 5–Year Estimates; Home Value – Zillow Home Value Index 2000 & 2023 for ZIP Code 92105, 92115 & 92116; Data Extracted on 03/2025

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1 https://www.axios.com/local/san-diego/2024/01/09/san-diego-housing-shortage-chart

2 Stacy, C., Davis, C., Freemark, Y. S., Lo, L., MacDonald, G., Zheng, V., & Pendall, R. (2023). Land-use reforms and housing costs: Does allowing for increased density lead to greater affordability? Urban Studies, 60(14), 2919-2940. https://doi.org/10.1177/00420980231159500

CURRENT DEMOGRAPHIC

Compared to the city of San Diego, Mid-City has a higher percentage of people 19 and under and lower percentage of people 60 and over (Figure 1-7). Average household size is larger in City Heights and Eastern Area compared to city of San Diego (Figure 1-8).

The median household income in Mid-City ranges from $56,113 in City Heights to $104,927 in Kensington-Talmadge, which is slightly higher compared to city of San Diego (Figure 1-9).

As shown in Figure 1-10, the largest income group in Mid-City communities comprises households earning $75,000 to $99,999, with the second-largest group comprising households earning between $15,000 and $29,000. Compared to the city of San Diego, City Heights has a higher percentage of households with annual income less than $55,999 dollars, while Kensington-Talmadge has a higher percentage of household with annual income of more than $125,000.

As shown in Figure 1-11, Mid-City is a diverse community. Hispanic represents 31 to 49 percent of the population across the four communities in Mid-City, while Non-Hispanic white makes up 20 to 44 percent of the population. Asian & Pacific Islander constitute 6 to 17 percent of the population and Black constitute 6 to 14 percent, while two or more races constitute 3 to 4 percent.

As shown in Figure 1-12, 65 percent of occupants in Mid-City are renters compared to 52 percent for the City of San Diego. Overall, 35 percent of homes are owner-occupied in Mid-City, compared to 48 percent citywide.

The majority of homes in Eastern Area (60 percent) and Kensington-Talmadge (60 percent) are single-family homes while homes in City Heights (56 percent) and Normal Heights (54 percent) are majority multifamily homes (Figure 1-13). Overall, 3 percent of homes in Eastern Area are mobile homes.

Many languages are spoken in the Mid-City (Figure 1-14). Over 30 percent of City Heights residents over the age of 5 have a limited English language ability, followed by 19 percent in Eastern Area, 12 percent in Kensington-Talmadge, and 10 percent in Normal Heights.

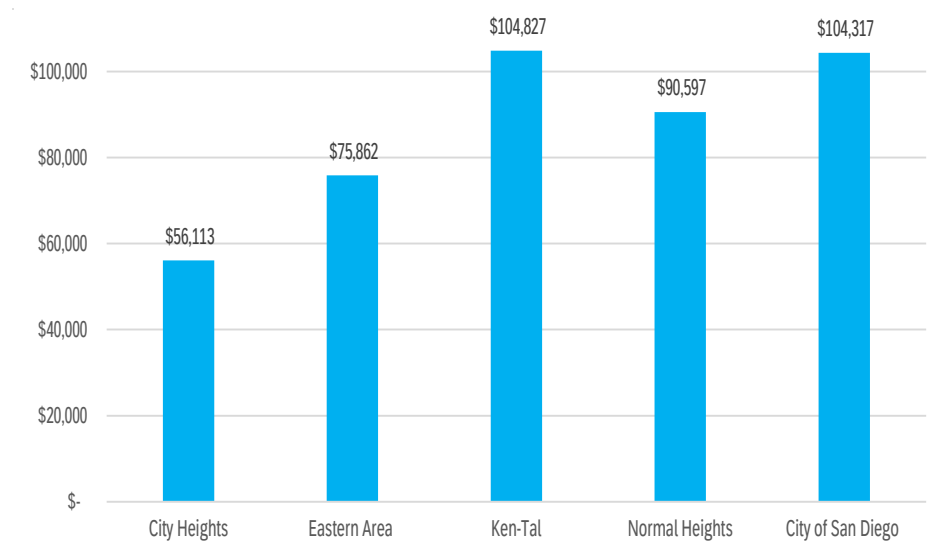### Figure 1-7 Age Groups, Mid-City and San Diego
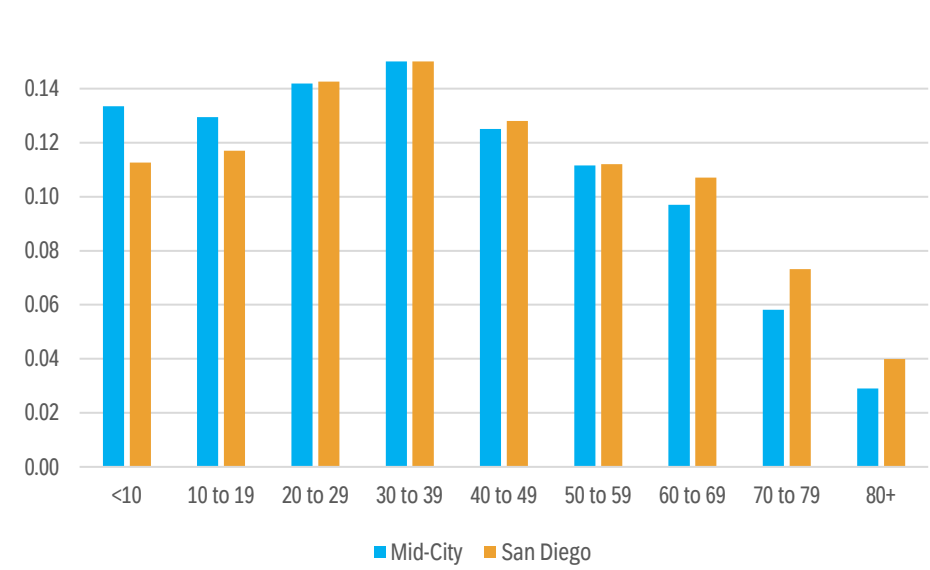
Source: SANDAG, 2023 Estimates (Data Extracted on 02/2025).

Figure 1-8 Household Size, Mid-City Communities and San Diego
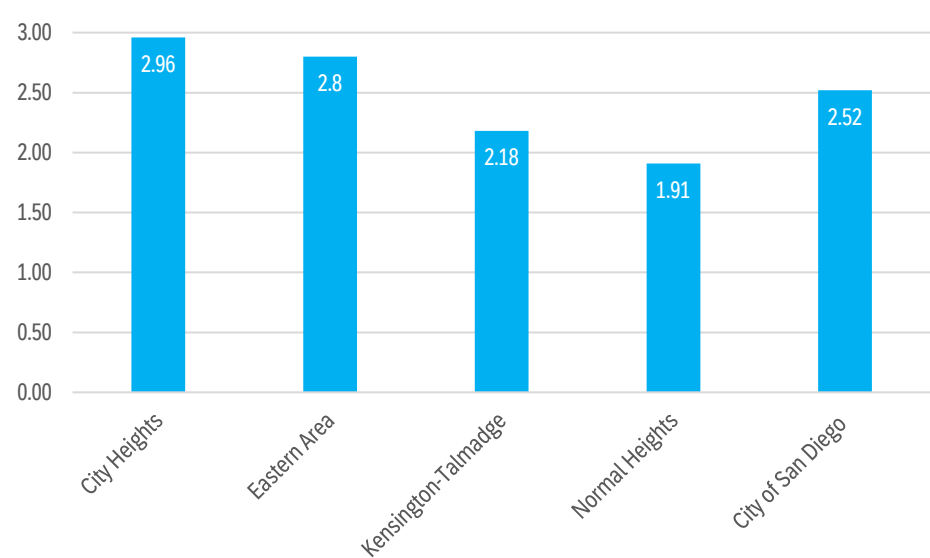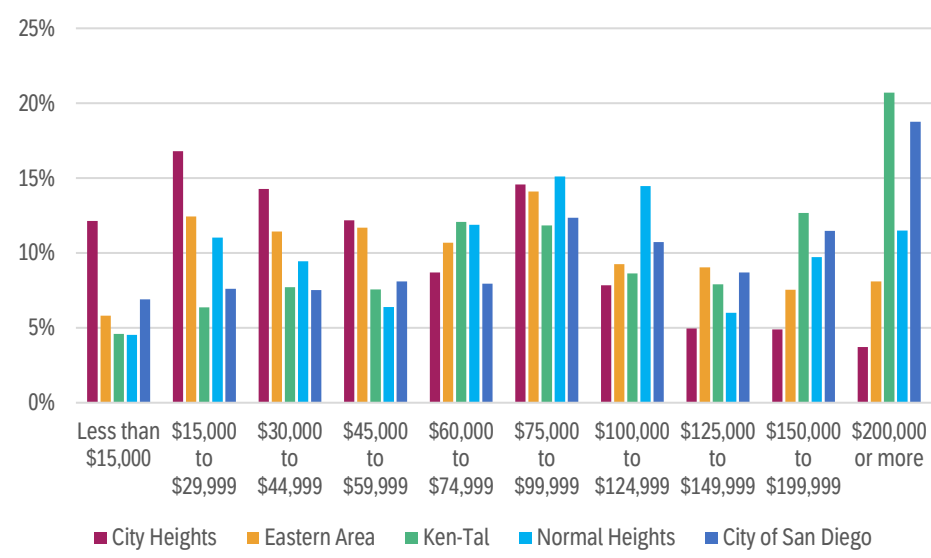

Source: SANDAG, 2023 Estimates (Data Extracted on 02/2025).

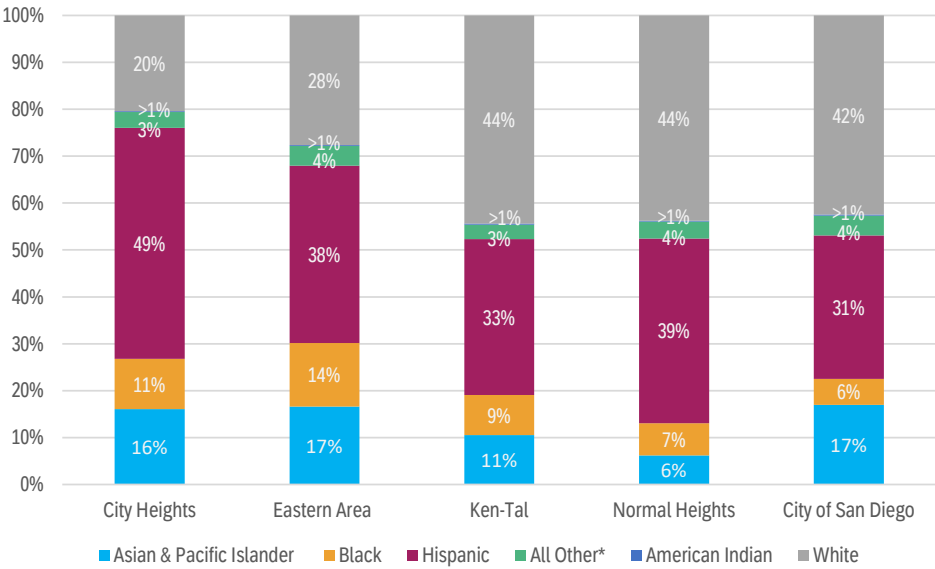### Figure 1-9 Median Household Income, Mid-City Communities and San Diego

Source: SANDAG, 2023 Estimates (Data Extracted on 02/2025).

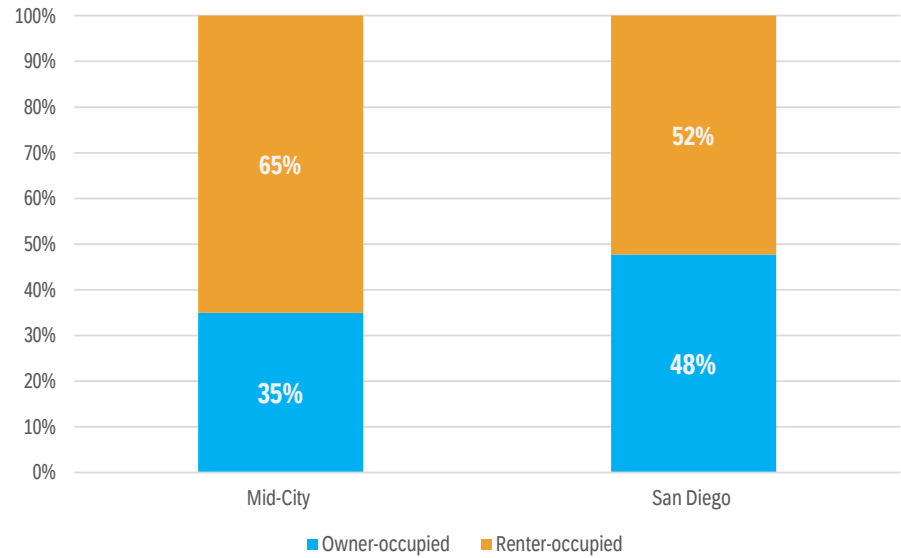### Figure 1-10 Household Income by Category, Mid-City Communities and San Diego

Source: SANDAG, 2023 Estimates (Data Extracted on 02/2025).

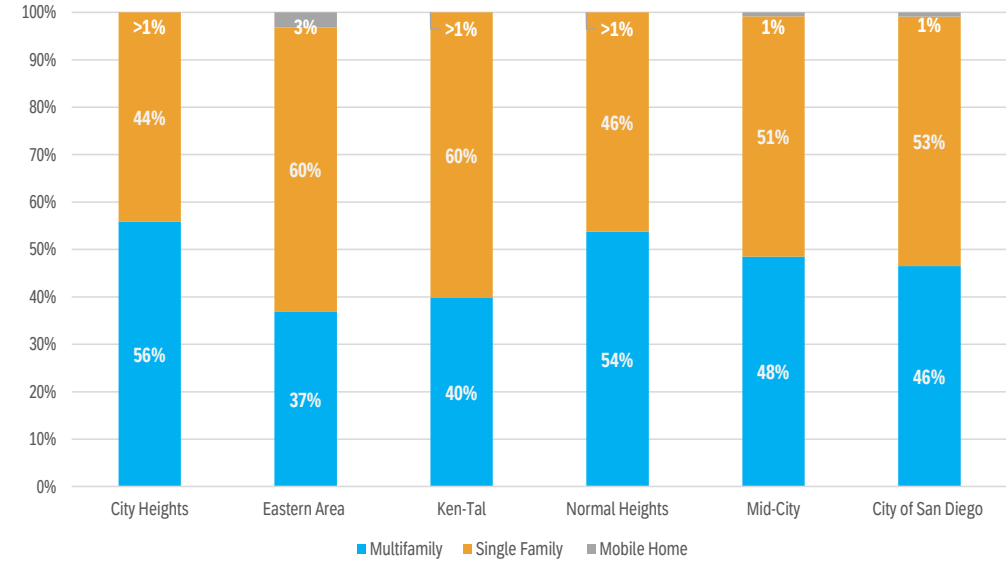## Figure 1-11 Race/Ethnicity, Mid-City Communities and San Diego

Legend: Asian & Pacific Islander ▪ Black ▪ Hispanic ▪ All Other* ▪ American Indian ▪ White

	City Heights	Eastern Area	Ken-Tal	Normal Heights	City of San Diego
White	20%	28%	44%	44%	42%
American Indian	>1%	>1%	>1%	>1%	>1%
All Other*	3%	4%	3%	4%	4%
Hispanic	49%	38%	33%	39%	31%
Black	11%	14%	9%	7%	6%
Asian & Pacific Islander	16%	17%	11%	6%	17%

Source: SANDAG, 2023 Estimates (Data Extracted on 02/2025).

Figure 1-12 Household Occupancy Status (%), Mid-City and San Diego

Legend: ▪ Owner-occupied ▪ Renter-occupied

	Mid-City	San Diego
Renter-occupied	65%	52%
Owner-occupied	35%	48%

Source: ACS 2019–2023 (Data Extracted on 03/2025).

Figure 1-13 Housing Type (%), Mid-City Communities and San Diego

Legend: ▪ Multifamily ▪ Single Family ▪ Mobile Home

	City Heights	Eastern Area	Ken-Tal	Normal Heights	Mid-City	City of San Diego
Mobile Home	>1%	3%	>1%	>1%	1%	1%
Single Family	44%	60%	60%	46%	51%	53%
Multifamily	56%	37%	40%	54%	48%	46%

Source: SANDAG, 2023 Estimates (Data Extracted on 02/2025).
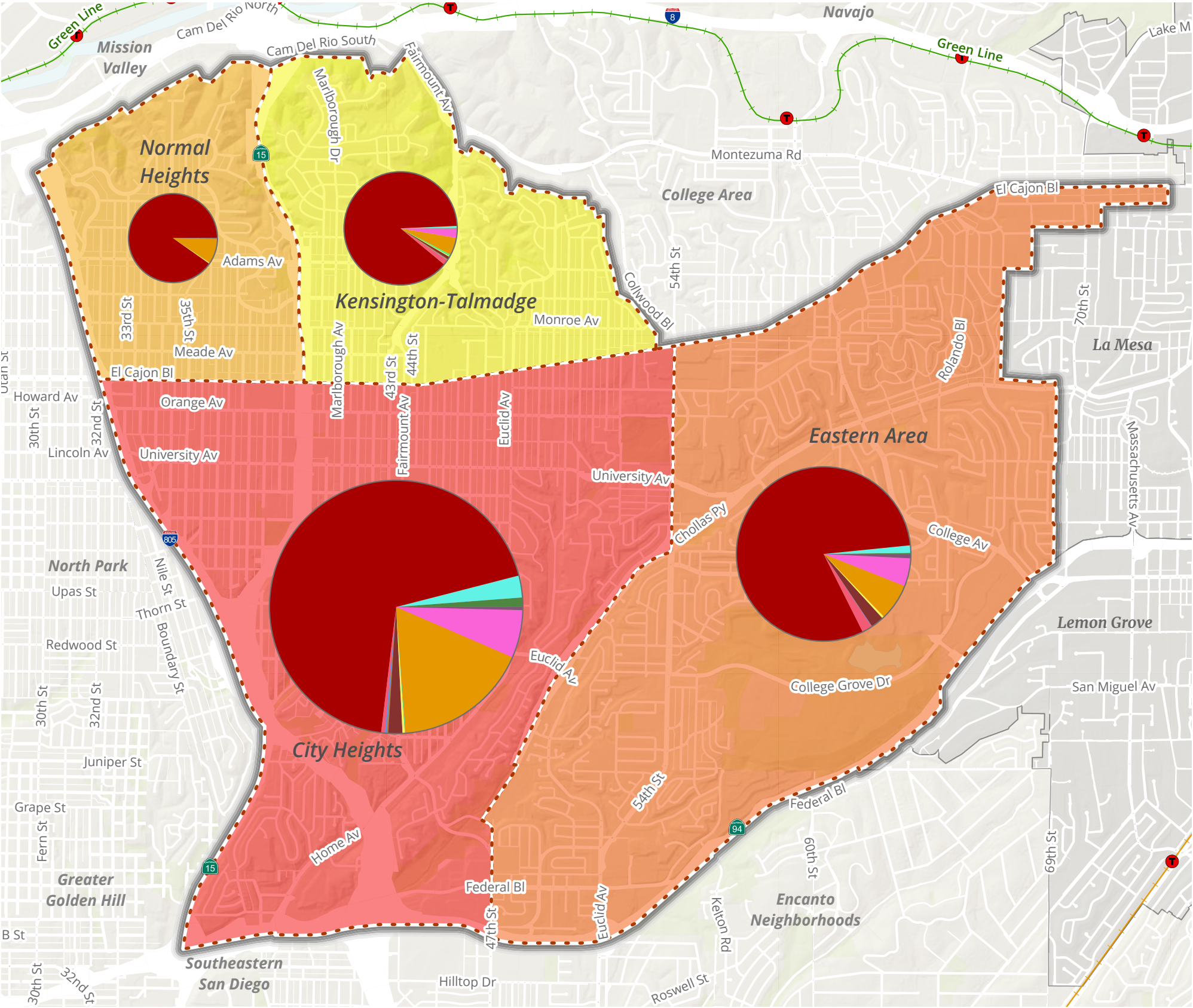

Youth in Mid-City

Family enjoying the Lunar New Year Festival

*Multifamily housing bordering Talmadge*

# Figure 1-14 Language Spoken

Language Categories

- Arabic
- Asian and Pacific Island languages
- English
- Chinese (#incl Mandarin, Cantonese)
- French, Haitian or Cajun
- German or other West Germanic languages
- Korean
- Other and unspecified languages
- Other Indo European languages
- Russian. Polish or other Slavic languages
- Spanish
- Vietnamese
- Tagalog (incl# Filipino)

Total Population 5 years and over

- 12,000
- 5,100
- 1,200
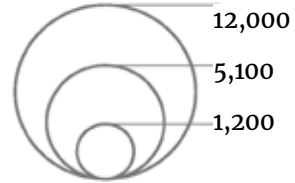
Percent of population 5+ who have limited English ability

- Kensington–Talmadge: 11.9%
- Normal Heights: 9.9%
- Eastern Area: 19.2%
- City Heights: 30.9%

City of San Diego, SANGIS, SANDAG

0   0.25   0.5 Miles

12
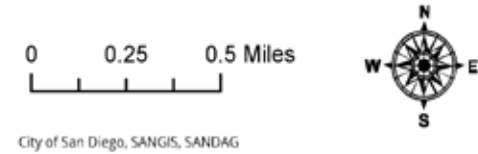
FAITH-BASED INSTITUTIONS

Faith-based spaces are integral to Mid-City's social and cultural fabric, serving as places of worship and hubs for social support, education and community services. The area is home to a diverse range of religious institutions, including churches, mosques, temples and other spiritual centers.

These spaces are distributed across all four communities, with the highest concentration in City Heights. Many faith-based institutions offer services, events and outreach in multiple languages. They also play a key social role, hosting food drives, operating food pantries and childcare programs and providing resources such as identification vouchers.

Nhu Lai Thien Tu

Masjid Al-Ansar

Our Lady of Kazan

Kensington Community Church

Iglesia Remanente

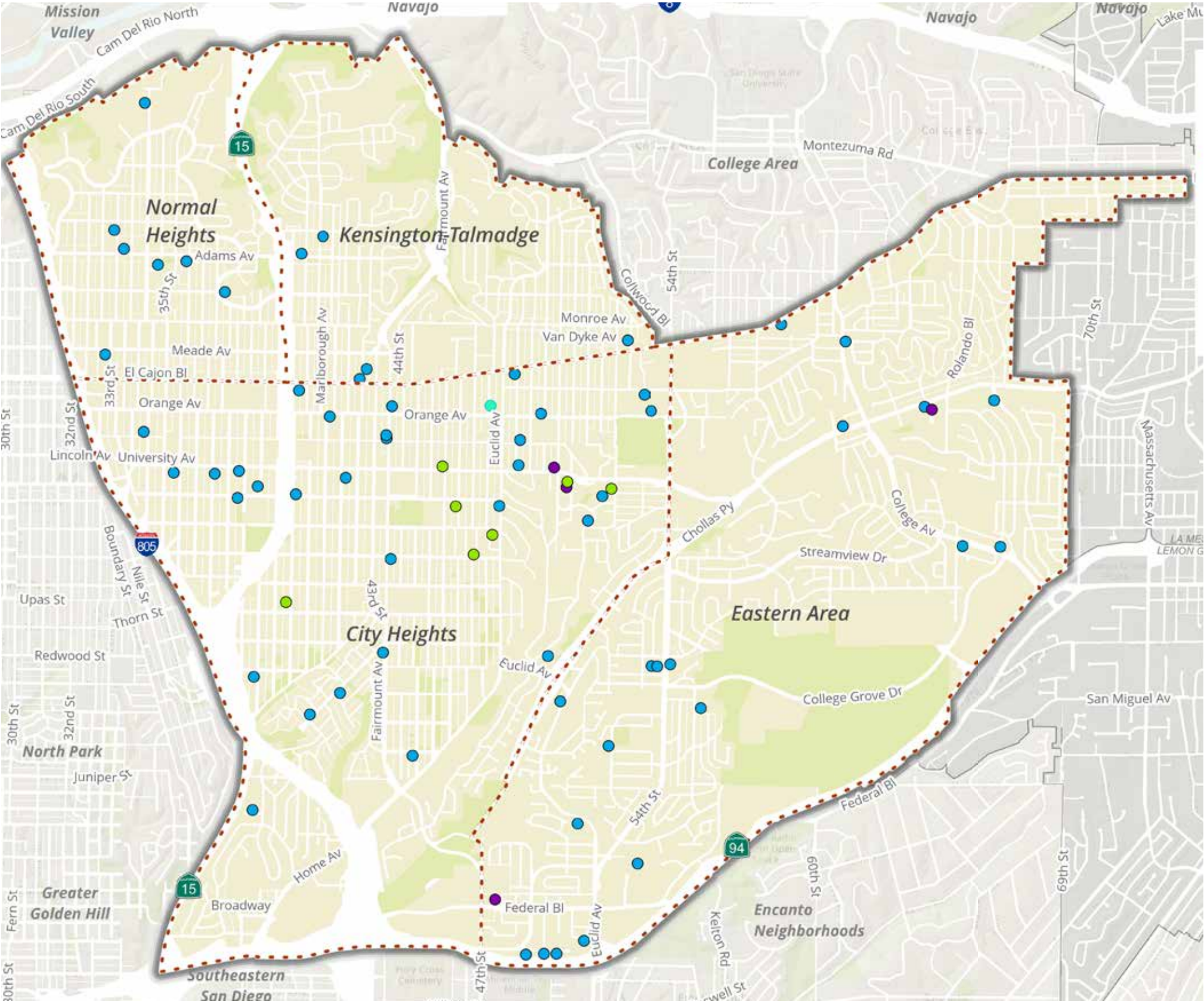Holy Spirit Catholic Church

Our Lady of the Sacred Heart

Carmelite Monastery

Wat Sovannkiri

PLAN
MID-CITY
Communities Plan Update

Figure 1-15 Faith-based Spaces

Faith–Based Spaces
- Church
- Mosque
- Temple

14

# 1.6. Existing Plans and Regulatory Framework

GENERAL PLAN (BLUEPRINT SD)

Adopted in 2024, the City of San Diego General Plan (Blueprint San Diego) outlines the city's growth strategy over the next 20 to 30 years. It establishes a broad vision and development framework, anchored by the "City of Villages" strategy, which promotes pedestrian-friendly, mixed-use centers connected by an improved regional transit system.

ENVIRONMENTAL JUSTICE ELEMENT

The Environmental Justice Element (EJE) is a new element added to the General Plan with the purpose of setting goals, policies and implementation measures focused on advancing environmental justice in our city.
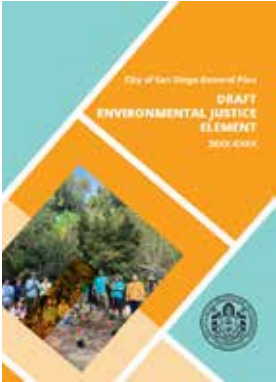
The purpose of the EJE is to identify and reduce unique or compounded health risks in our city with a focus on disadvantaged communities. Priorities outlined in the EJE will be reflected in community plans, City Council policies, infrastructure priorities and facility improvement programs, as well as annual City budgets that work together with the General Plan to advance improvements in neighborhoods throughout San Diego.

MULTIPLE SPECIES CONSERVATION PROGRAM

The Multiple Species Conservation Program Subarea Plan (MSCP) was developed to preserve a network of habitat and open space and enhance the region's quality of life. The MSCP covers core biological resource areas identified as the City's Multi-Habitat Planning Areas (MHPA). The MHPA is the area within the City from which the permanent MSCP preserve is assembled and managed for its biological resources. For areas within Mid-City designated and protected as part of the citywide MHPA or adjacent to the MHPA, MSCP compliance is required.
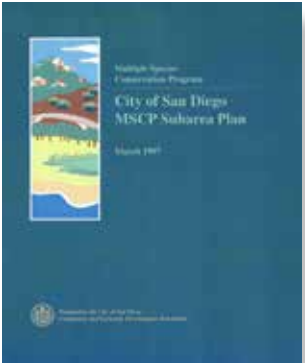
LIBRARY MASTER PLAN

The Library Master Plan (LMP), adopted in 2023, is a long-range guide for future City investment in library spaces and facilities. It is intended to build on and supersede the City's previous Library Building Plan, which has driven new and expanded library facilities for more than 20 years. The Community Plan Update will incorporate the recommendation from the LMP.

CLIMATE ACTION PLAN

The San Diego Climate Action Plan, most recently updated in 2022, establishes a city-wide goal of net zero by 2035.

The Climate Action Plan (CAP) provides strategies for reducing greenhouse gas emissions through local action. The Community Plan Update will help facilitate the implementation of the CAP.

CLIMATE RESILIENT SD

Climate Resilient SD serves as the City's comprehensive plan to prepare for and respond to climate change hazards that threaten our communities, including wildfires, drought, extreme heat, and flooding. Long range plans such as Community Plans support and integrate climate adaptation, resilience, and hazard mitigation, and ensure minimal disruption to all critical City services in the face of climate change hazards.
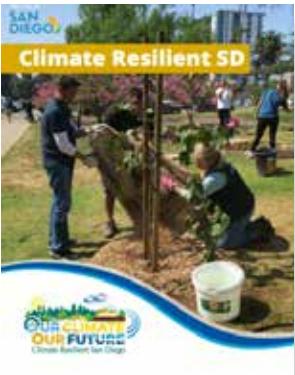
PARKS MASTER PLAN

The Parks Master Plan (PMP) identifies policies, actions, and partnerships for planning parks, recreation facilities, and programs that reflect the vision of a world-class Citywide network of recreational experiences to engage, inspire, and connect all San Diegans. A park standard, Recreational-Value Based Park Standard, is also established in the PMP and it evaluates and assigns scores to regional assets during community plan updates.

LAND DEVELOPMENT CODE

The City of San Diego Land Development Code (LDC) is part of the Municipal Code and contains regulations and controls pertaining to land use, density and intensity, building massing, architectural design, landscaping, storm water management, street frontages, lighting, and other development characteristics. The LDC implements the policies and recommendations of the Community Plan, including application of the Community Plan Implementation Overlay Zone. All development within the community must comply with regulations set forth in the LDC.

PLAN
MID-CITY
Communities Plan Update

MOBILITY MASTER PLAN

The Mobility Master Plan is a comprehensive transportation planning effort to create a balanced, equitable, and sustainable mobility system for the City of San Diego. It combines community, mode, and objective-specific planning into one comprehensive document to prioritize mobility projects and to identify programs that have the largest benefit in our communities and on the environment. Additionally, the Mobility Master Plan ensures that Citywide mobility initiatives support investments in areas with the greatest needs, promotes Vision Zero, and advances the goals of the Climate Action Plan and the General Plan.

The Mobility Master Plan focuses on projects, programs and actions that help make walking, rolling, bicycling, and using transit more convenient, efficient, and affordable.

CREATIVE CITY

Creative City is a comprehensive cultural plan to advance arts, culture, and creativity for all San Diegans. This plan articulates a collective vision and outlines specific goals, strategies, and actionable steps to sustain and enhance San Diego's creative sector. It is aligned with the City's strategic priorities, emphasizing the vital role of the creative sector in shaping our city. Additionally, it establishes a strong policy framework to foster the growth and development of arts and culture in our neighborhoods and the broader transborder region, ultimately positioning San Diego as a global creative hub.

OTHER CITYWIDE AND COMMUNITY DOCUMENTS

Other documents that inform the Mid-City CPU include San Diego County Food Vision 2030, Airport Land Use Compatibility Plan, City of San Diego's Pedestrian Master Plan, Bicycle Master Plan, Street Design Manual and Urban Forestry Management Plan.

The list of existing Mid-City related studies and plans is available in Appendices.
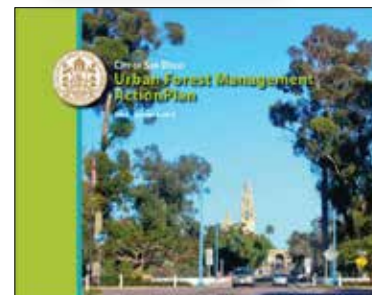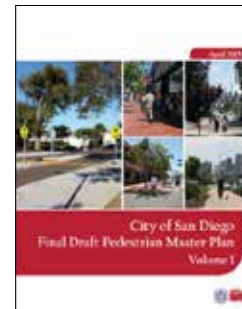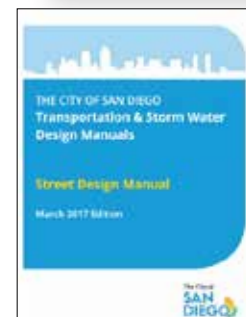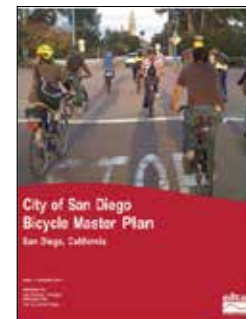
PURPLE LINE CONCEPTUAL PLANNING STUDY - SANDAG

SANDAG commissioned a study to assess the feasibility of the Purple Line, a key regional transit line that will provide needed transit service and connectivity between the southern and central portions of the region called the Purple Line Conceptual Planning Study (Study), its purpose is to provide a high level assessment of the overall engineering feasibility, construction, operations and maintenance, cost estimates, as well as anticipated opportunities and challenges associated with project implementation. The goal for the Purple Line is to offer more transit options to the tens of thousands of San Diego and South Bay residents and relieve congestion along the I-805 and parallel corridors.[1]

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1 https://www.sandag.org/projects-and-programs/transit/transit-projects/purple-line

16

1.7. Concurrent Planning Initiatives

CHOLLAS CREEK WATERSHED MASTER PLAN

The Chollas Creek Watershed is a vital natural resource encompassing a network of water channels, parks and surrounding open space. The watershed stretches across the neighborhoods of City Heights, Eastern Area, Encanto, Southeastern San Diego, Barrio Logan, Greater Golden Hill, North Park and Normal Heights. The watershed plays a crucial role in maintaining the region's ecological balance and providing essential habitat for numerous plant and animal species as well as providing opportunities for community-serving recreation.

The Chollas Creek Master Plan will be a long-term planning document developed by the City of San Diego in partnership with various stakeholders and community members to guide the sustainable future of Chollas Creek Watershed as a regional park. The goals of the Master Plan are to protect and enhance the Chollas Creek Watershed's ecology; improve the watershed's sustainability and resilience to the impacts of climate change; increase recreational opportunities; improve walking/rolling and biking within the watershed and adjacent to neighborhoods; and foster a sense of ownership and connection to the Creek among community members. By working hand in hand with the diverse communities and stakeholders within the watershed, the Chollas Creek Master Plan will address the needs and aspirations of the community members while creating a sustainable and resilient watershed.

COLLEGE AREA CPU

The City of San Diego is updating the College Area Community Plan, last updated and adopted in 1989. The update will consider current conditions, Citywide goals within the Climate Action Plan, the General Plan, the City's Strategic Plan, and community-specific goals to shape what the community looks like into the future.

HERITAGE PRESERVATION PROGRAM

The Preservation and Progress initiative is a comprehensive update to the City's Heritage Preservation Program that will streamline processes for new homes and other uses while protecting places of historic, architectural and cultural importance and encouraging their adaptive reuse.

The primary purpose of the City's Heritage Preservation Program is to identify and protect the places that matter to our collective history, while allowing those places to evolve to continue to meet our needs as a growing city. In doing so, the program allows us to navigate change, not stop it, so places can evolve while keeping what makes them most meaningful.

BICYCLE MASTER PLAN

The Bicycle Master Plan Update (BMPU) is a citywide effort that will result in an overarching update to the 2013 Bicycle Master Plan. The BMPU will refresh the City's bicycle facility recommendations and prioritization of active transportation projects to meet the City's Strategic Plan and Climate Action Plan goals with increased emphasis on equity and serving areas with the greatest needs.
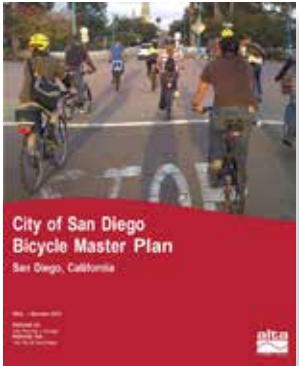
TRAILS MASTER PLAN

The Citywide Trails Master Plan was identified in the Parks Master Plan as a critical implementation item. This plan will guide the equitable and environmentally responsible development, enhancement and construction of existing and new trails throughout the City. The Master Plan will also guide its close interaction and synergy with open space planning and conservation, in compliance with the City's Multiple Species Conservation Program. In addition to trails within the City's open space, the Trails Master Plan will also include urban pathways and other community connections.

PLAN MID-CITY
Communities Plan Update

1.8. Introduction Summary

This section summarizes the key information for the Mid-City planning area presented in this chapter.

- The Mid-City planning area includes four communities: **City Heights, Eastern Area, Kensington-Talmadge, and Normal Heights.**

- Mid-City is approximately **8,052 acres** in area and is centrally located in the San Diego metro area, **northeast of downtown**.

- The Community Plan Update will **incorporate community input** in the recommended changes to the Community Plan, which acts as a detailed framework that guides development in Mid-City.

- Mid-City includes some of the **oldest communities in the City of San Diego**.

- After the downzoning action from the 1998 community plan, the **population peaked in 2000**, and growth stabilized from 2000 to 2020.

- Compared to 2000, there are **fewer young people** (under 40) and **fewer Black, White and American Indian** people living in Mid-City today.

- The share of **households making more than $100,000 has increased substantially**, compared to 2000, in Mid-City today.

- The increase in **household income has not kept pace with the increase in home value** in Mid-City.

- Since 1998, Mid-City has seen **over $2 billion in community investments** and the opening of two state-of-the-art community facilities.

- Compared to the city of San Diego, Mid-City has a **higher percentage of people 19 and under and lower percentage of people 60 and over.**

- The **largest income group** in Mid-City communities comprises **households earning $75,000 to $99,999.**

- Mid-City is a **diverse community** with people speaking many languages.

- The majority of homes in **Eastern Area and Kensington-Talmadge** are **single-family homes** while homes in **City Heights and Normal Heights** are **majority multifamily homes.**

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