

# MIDWAY RISING

A MIDWAY FOR ALL



ZEPHYR



THE  
KROENKE  
GROUP

# Tonight's **Workshop** Format

- **Midway Rising Overview Presentation**

- **Open House**

  - Entertainment Center

  - Housing

  - Community Benefits

  - Midway Community Plan

# Our Team



ZEPHYR





# City Selection

Oct. 4, 2021	NOA issued
Dec. 3, 2021	NOA responses submitted
Mar. 4, 2022	90-day negotiating period ended
Apr. 11, 2022	City shortlisting
Jul. 2022	Third-party due diligence
Sep. 13, 2022	City Council selection
Dec. 5, 2022	ENA signed



# Key Milestones

<b>Dec. 18, 2023</b>	<b>EIR NOP issued</b>
<b>Mar. 11, 2024</b>	<b>City Council votes to explore EIFD</b>
<b>May 1, 2024</b>	<b>County Board votes to explore EIFD</b>
<b>Mar. 24, 2025</b>	<b>Draft EIR released</b>
<b>Fall 2025</b>	<b>Approval hearings</b>



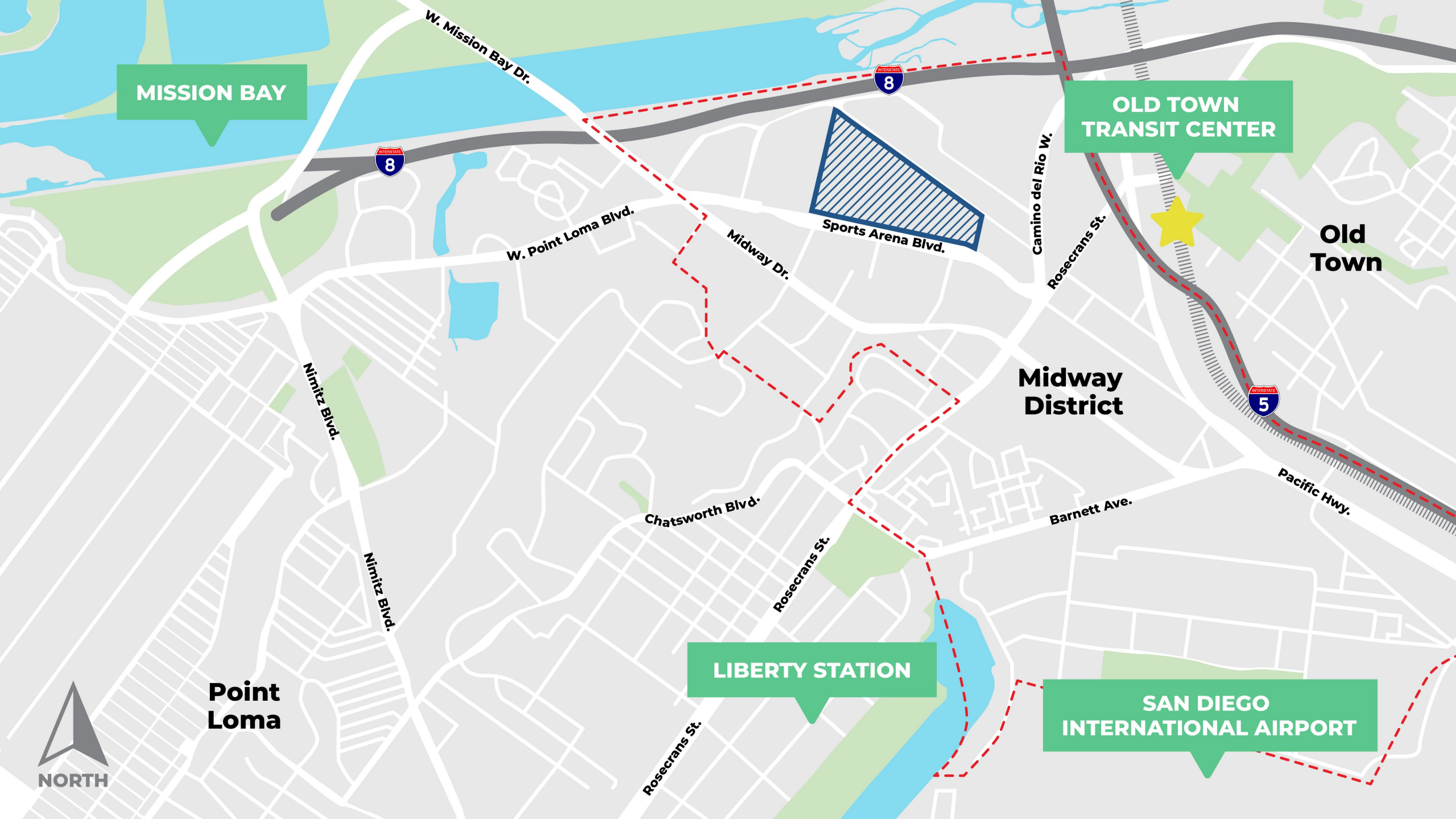




# 30 ft. Height Limit Removal

- 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





MISSION BAY

OLD TOWN  
TRANSIT CENTER

Old  
Town

Midway  
District

LIBERTY STATION

SAN DIEGO  
INTERNATIONAL AIRPORT



Point  
Loma

# Illustrative Site Plan



- A "THE GREEN"
- B "THE SQUARE"
- C "THE PLAZA"
- D PROMENADES
- E STREETSCAPES
- F PASEO GREENS
- G PASEO GREENWAYS
- H RESIDENTIAL BUFFER



# Midway Rising by the Numbers

**2k**

affordable  
homes



**8,500**

new jobs



**\$7B**

in economic  
benefits



**16k**

seat state-of-  
the-art arena

# A Lot More **Housing**

For the San Diegans Who Need it Most

- **Families**
- **Seniors**
- **Veterans**
- **Homeless**

## Making **History**

- Affordable and market-rate homes to be intermixed
- The largest affordable housing project in CA state history

**2,000** Affordable Homes

**2,250** Market-Rate Homes

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**4,250** New Homes







## A Closer Look Affordable Homes

Area Median Income	1-Bedroom	2-Bedroom	3-Bedroom
80%	\$2424	\$2728	\$3030
60%	\$1818	\$2046	\$2272
50%	\$1515	\$1705	\$1893
30%	\$909	\$1023	\$1136

*\*Rent ranges based on HUD requirements. A household of four would be eligible for a 50% AMI two- or three-bedroom apartment if making less than \$75,750.*

# Our Partners



Southern California  
Housing Collaborative

SERVING  
SENIORS

Father Joe's Villages



VVSD

PACIFIC SOUTHWEST  
Community Development Corporation



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# Put **Community** First

- Comprehensive Community Benefits Commitment
- On-site childcare and healthcare
- Union built and operated
- Job training program





# 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



- 16,000 seats
- New home for the SD Gulls and SD Seals
- A modern venue provides an elevated experience for guests, artists, employees and crew



# Next Steps

- Quarterly public meetings
- Quarterly updates to City Council
- CEQA environmental study
- EIFD exploration

## ENA Milestones Timeline



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