

Mid-City Communities Plan Update



City Planning Department
Mid-City CPU Working Group – August 13, 2025



1. Welcome, Overview of Plan Update & Recent Activities (10 min)
2. Presentation on Draft Ideas Report - Part 1 (20 min)
 - WG Discussion & Questions (20 min)
3. Presentation on Draft Ideas Report - Part 2 (20 min)
 - WG Discussion & Questions (20 min)
4. Public Comment (20 min)
5. Conclusion & Next Steps (5 min)



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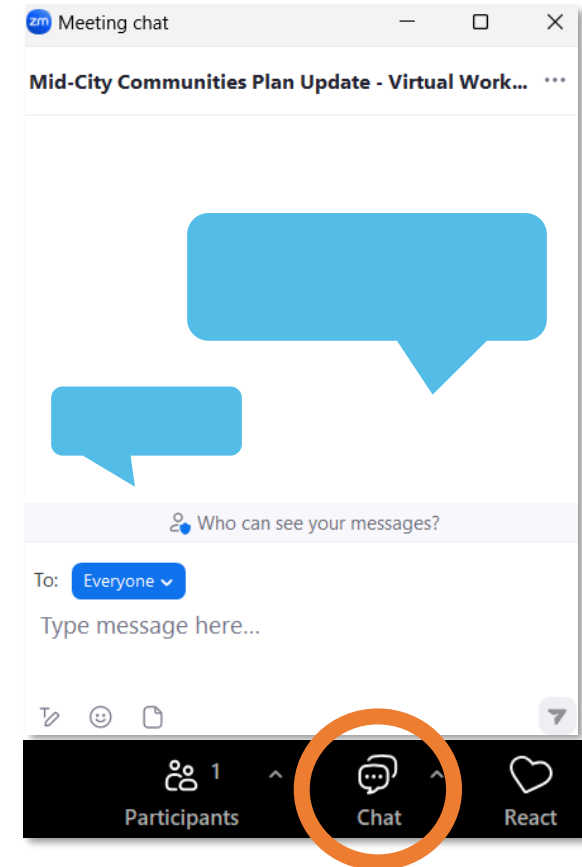
Welcome & Plan Updates

- Be involved in the plan update from start to finish.
- Review project materials related to public engagement, research, and technical studies.
- Suggest ideas that could be included in the plan update.
- Provide feedback on proposals related to the plan update.



Webinar

- Meeting is being recorded.
- Use the Chat to share written questions or comments during presentation.
- During the WG discussion please raise your hand virtually using the **“Raise Hand”** function.
- Public Comment Period at the end. Please raise your hand virtually using the **“Raise Hand”** function.



- Interact respectfully with project staff, Working Group members and members of the community.
- Stay concise to create time for as many voices in the room to contribute.
- Consider the diverse needs and goals of the Mid-City communities and work to provide inclusive input and resources.
- Share relevant, on-topic perspectives and information.
- Help maintain a welcoming and inclusive environment that values all perspectives.

MID-CITY PLANNING AREA & NEIGHBORHOODS

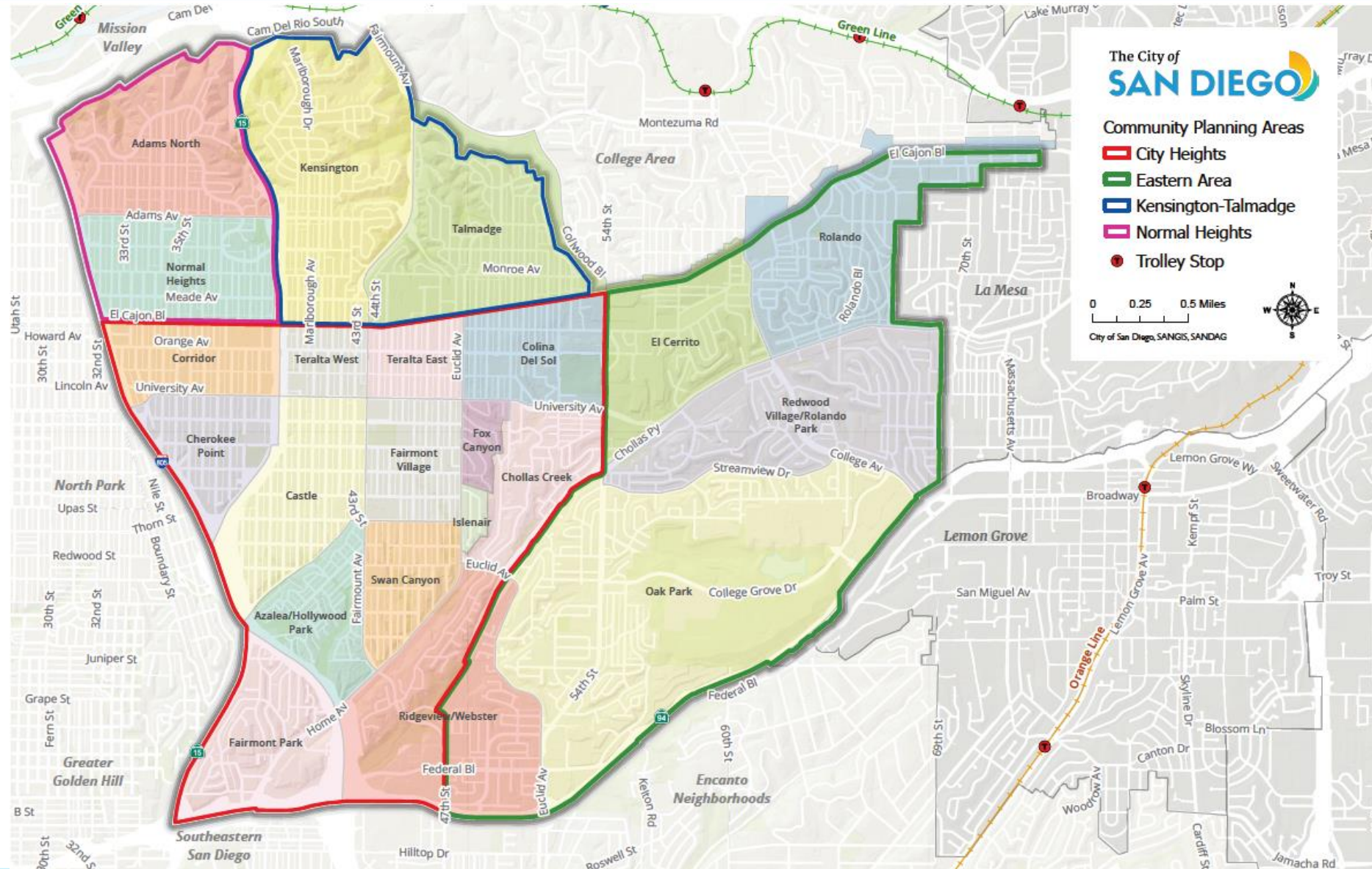
Mid-City Communities

- City Heights
- Eastern Area
- Kensington-Talmadge
- Normal Heights

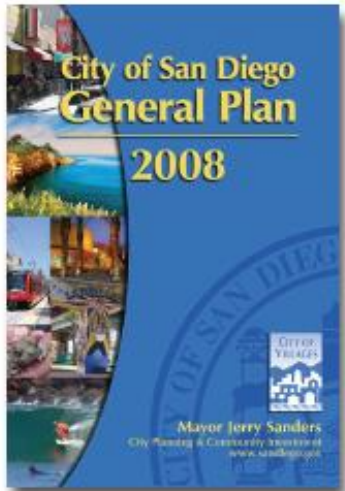
Mid-City Snapshot*

- 8,052 acres
- 133,559 people
- 52,300 homes
- 21,000 jobs
- 24,500 parcels
- 10% of the city population resides in Mid-City

*SANDAG Estimate 2023; LEHD 2022; City of San Diego



The City is updating the Community Plan to help shape the future of Mid-City area for the next 20 to 30 years. The current plan was last adopted in 1998.



The update to the plan will serve as the 30-year vision for land use, mobility, urban design, public facilities and services, natural resources, historic and cultural resources and economic development.

- 1 Address Regional Growth & Housing Needs
- 2 Understand Community Needs & Enhance Quality of Life
- 3 Evaluate Infrastructure Demand
- 4 Reduce Environmental Impact

PROCESS & TIMELINE

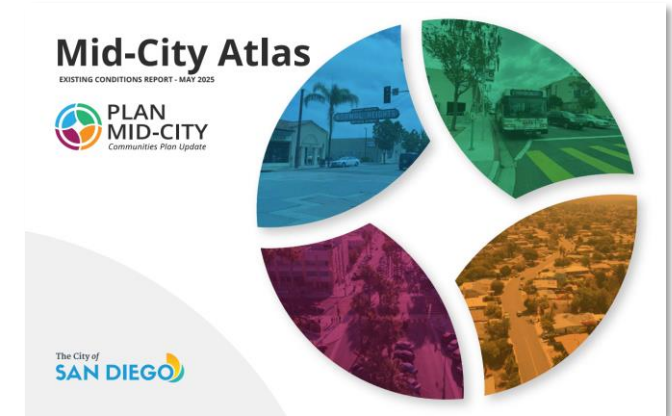


New Documents @ www.PlanMidCity.org

- March 19th Working Group Meeting [Presentation](#), [Recording](#) & [Summary](#)
- May 17th - Final Draft [Mid-City Atlas](#): Existing Conditions Report and [Appendices](#)
- August 12th – [Draft Ideas Report](#)

Ken-Tal & College Area Community Plan Areas

- Boundary Adjustment to the College Area and Kensington-Talmadge Community Plan Areas is being proposed via College Area Community Plan Update



Draft Historic Context Statement & Focused Reconnaissance Survey Report

- Concerns about the findings from the Historic Survey
- City Staff has received letters from:
 - Laura Henson – Talmadge Historical Society
 - Kensington-Talmadge Community Planning Group
 - Eileen Magno – Heritage Architecture & Planning

City's Heritage Preservation staff is preparing a response which will be discussed as part of the History and Place Chapter at the next Working Group meeting

Community Recommendations to the Mid-City Communities Plan Update

- SR-15 Transportation Equity and Affordable Housing (TEAH) Task Force

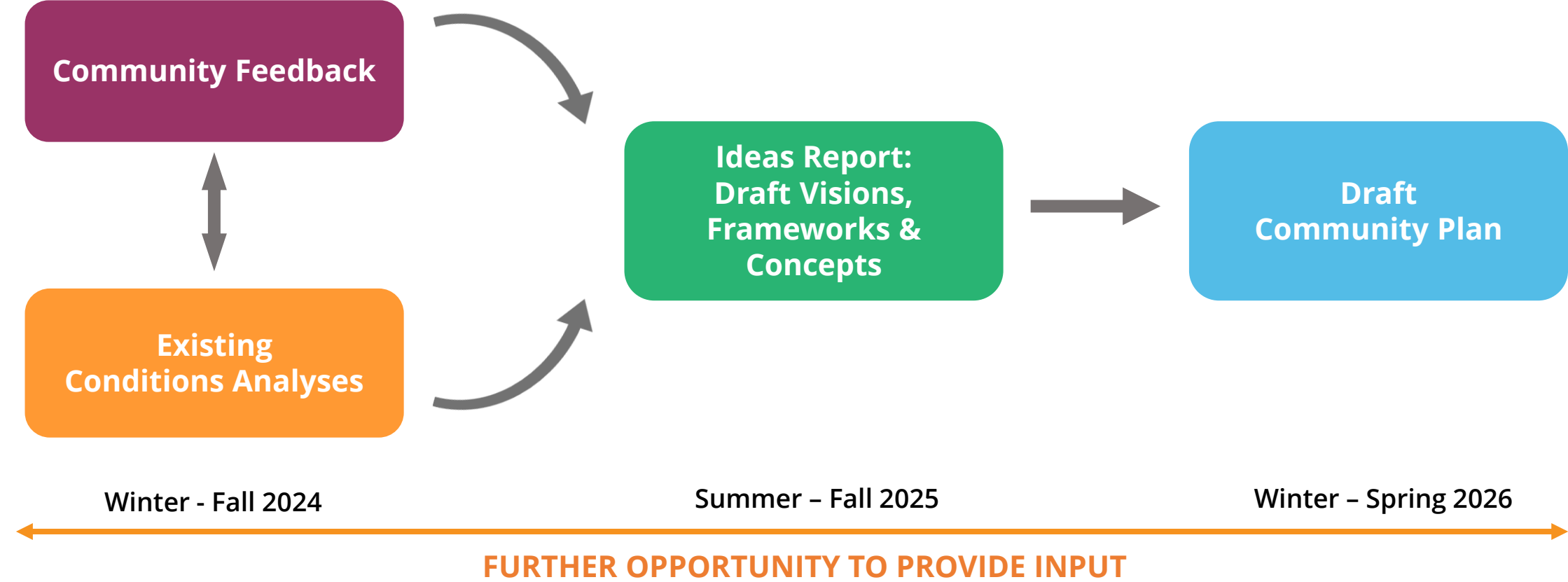


DRAFT IDEAS REPORT - PART 1

- Introduction
- Sustainability, Equity & Climate Resilience

Overview

The purpose of the Ideas Report is to share ideas and concepts with the public to help further discuss and receive input. This Draft explores preliminary Mid-City visions, frameworks and concepts informed by extensive public engagement and existing conditions analyses. Public input to the Draft Ideas Report will help inform the Draft Community Plan.



The report contains draft visions, goals, frameworks, concepts & policies for six thematic areas

1. Introduction

2. History & Place

3. Sustainability, Equity & Climate Resilience

4. Land Use & Economic Prosperity

5. Urban Design

1. Goals & Framework

2. Thematic Concepts & Study Area Concepts

6. Mobility

7. Parks, Public Facilities & Open Space

8. Next Steps

Today's Meeting Focus

The report includes **renderings, maps & images** to help **visualize** key concepts.

Draft Visions and Principles



Clean, Safe & Thriving Communities



Safer, Green Streets for All



Park in Every Neighborhood



Vibrant, Walkable, Mixed-Use Corridors & Centers



Celebrate & Honor Diversity of Cultures & Places



New Affordable Homes in Every Neighborhood



Investment in Community Infrastructure



Places Designed for People



Restoration of Creeks and Protection of Canyons



Innovative Business Districts Support Community Life



Beautiful, Charming, & Welcoming Neighborhoods



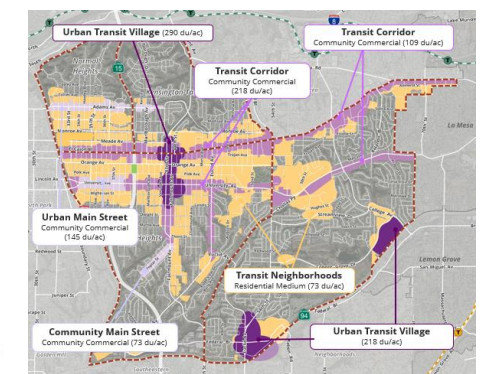
Preservation of Historical Neighborhoods



Focus height along main streets



Locate missing middle housing as transitions to residential areas



Case Studies & Diagrams

Land Use Concepts



Introduction

- Overview
- Insights from Existing Conditions Report
- Key Findings
- Informed by Community Feedback
- Key Engagement Activities
- Draft Visions & Principles
- Overall Framework – Draft Preliminary Vision and Concepts
- How Community Vision Flows to Each Element

Insights from Existing Conditions Analyses

Existing conditions analyses were integral to better understanding the past and the present and to help develop the preliminary visions, frameworks and concepts.

Nov. 2024

Existing Conditions
Mobility Assessment



Baseline Analysis and
Needs by Travel Mode

Dec. 2024

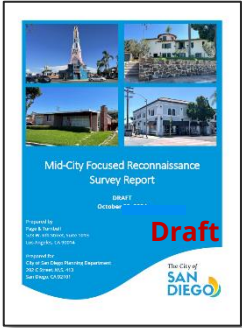
Historic Context
Statement



A Guide for Evaluating Historical Resources

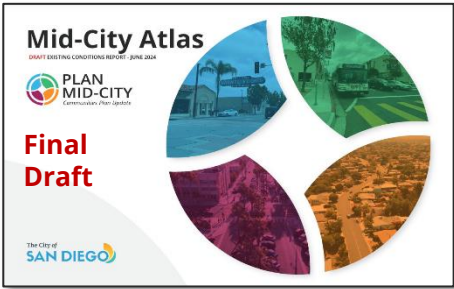
March 2025

Focused Historic
Reconnaissance
Survey



May 2025

Mid-City Atlas:
Existing Conditions
Report



Existing Conditions Snapshot

FURTHER OPPORTUNITY TO PROVIDE INPUT

Key Findings

Mid-City Atlas: Existing Conditions Report

Since the adoption of the 1998 Mid-City Communities Plan, over \$2 billion in community investments have been deployed. Meanwhile, Mid-City has experienced a population decline, rising housing costs, and very little new home construction.

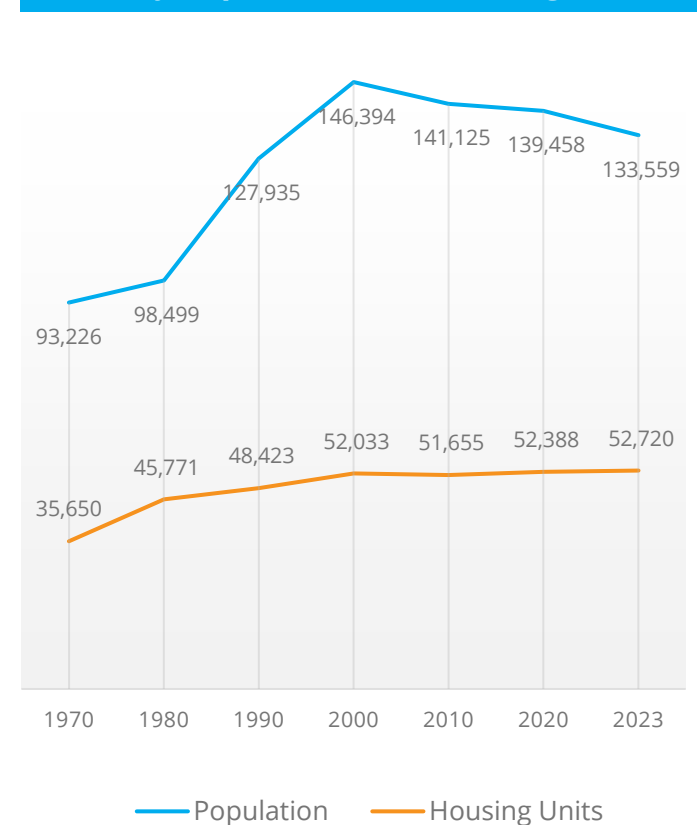
Decreased Capacity for New Homes: Past community plans decreased capacity for new homes (more than 40,000 potential homes) along major corridors and neighborhoods due to concerns at the time related to inadequate community facilities and school overcrowding.

Population Peak and Decline: Since 2000, the population of Mid-City has declined by 8.8 percent, while the City of San Diego saw a 14.4 percent increase.

High Cost of Housing: The average home value has grown by 2.5 times more than the average income in Mid-City between 2000 and 2023, while very few new homes were built during the same period, contributing to the regional housing shortage and displacement.

Increase in Community Investment: Since 1998, Mid-City saw over \$2 billion in community investments to improve parks, schools, water, sewer and mobility infrastructure while witnessing the opening of two state-of-the-art community facilities supported by philanthropic efforts – Joan Kroc Community Center and Copley-Price YMCA.

Mid-City Population and Housing Growth



Key Findings

Mobility Assessment, Historic Context Statement & Survey

Mobility Assessment

- Mid-City is served by 14 San Diego Metropolitan Transit System (MTS) bus routes that share the same lanes with cars.
- The highest transit ridership is along El Cajon Boulevard and University Avenue.
- The highest concentrations of people walking/rolling, biking and three or more pedestrian collisions are along El Cajon Boulevard and University Avenue.



Historic Context Statement and Survey

- Four potential historic districts were identified.
- 71 potential historical resources were identified.
- Master-planned communities exempt from future historic review were identified, mostly in Eastern Area.

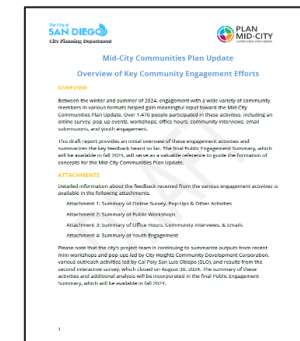


For more information, see: [Mobility Assessment](#), [Historic FAQ](#), [Draft Historic Context Statement](#) and [Focused Reconnaissance Survey](#).

Informed by Community Feedback

Community engagement* was integral to the development of the preliminary frameworks, visions and concepts. **Key themes that have emerged so far** from the community engagement process include:

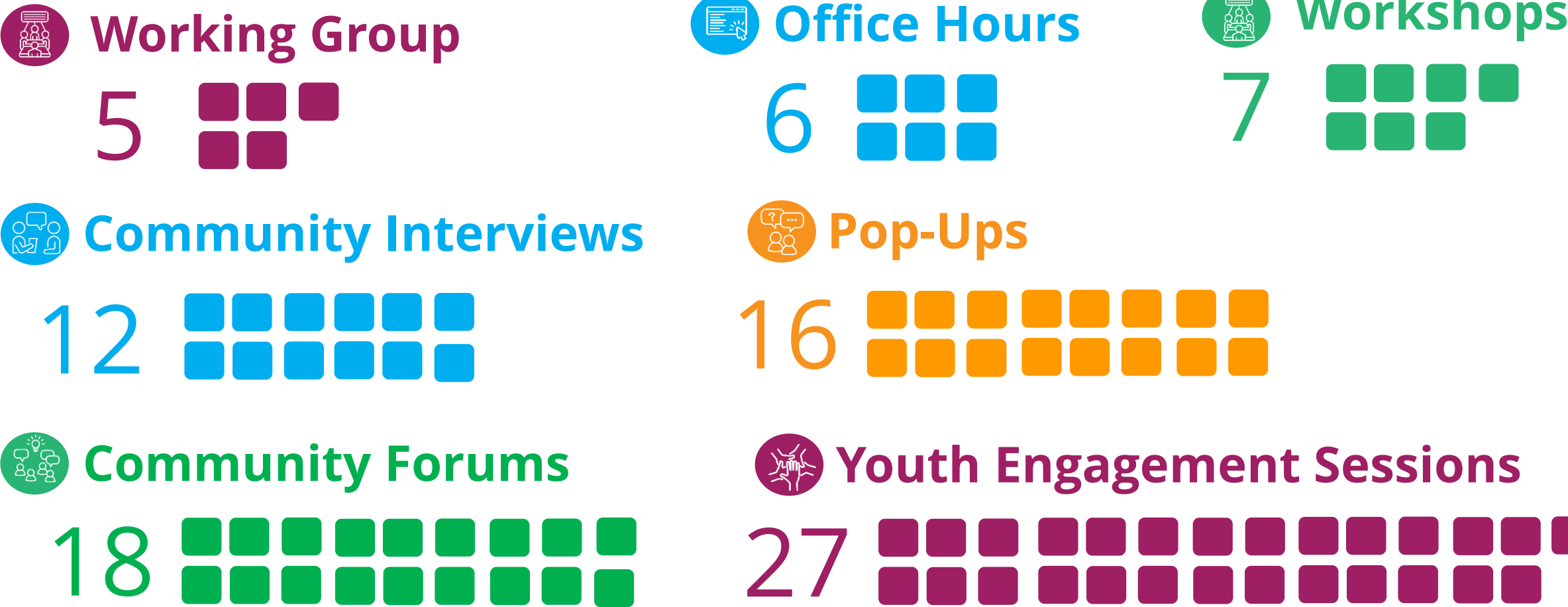
- Provide **opportunities** for homes and jobs across Mid-City for a variety of incomes and household types
- Need for **safe streets and mobility options** for all
- **Maintain and enhance existing parks** and create a **new network** of open spaces and trails
- **Green Mid-City**, including expanding tree canopy, improving landscaping and connecting neighborhoods via green corridors
- Create new and improved **social and commercial hubs** that provide new opportunities for community and reinforce diversity and community assets



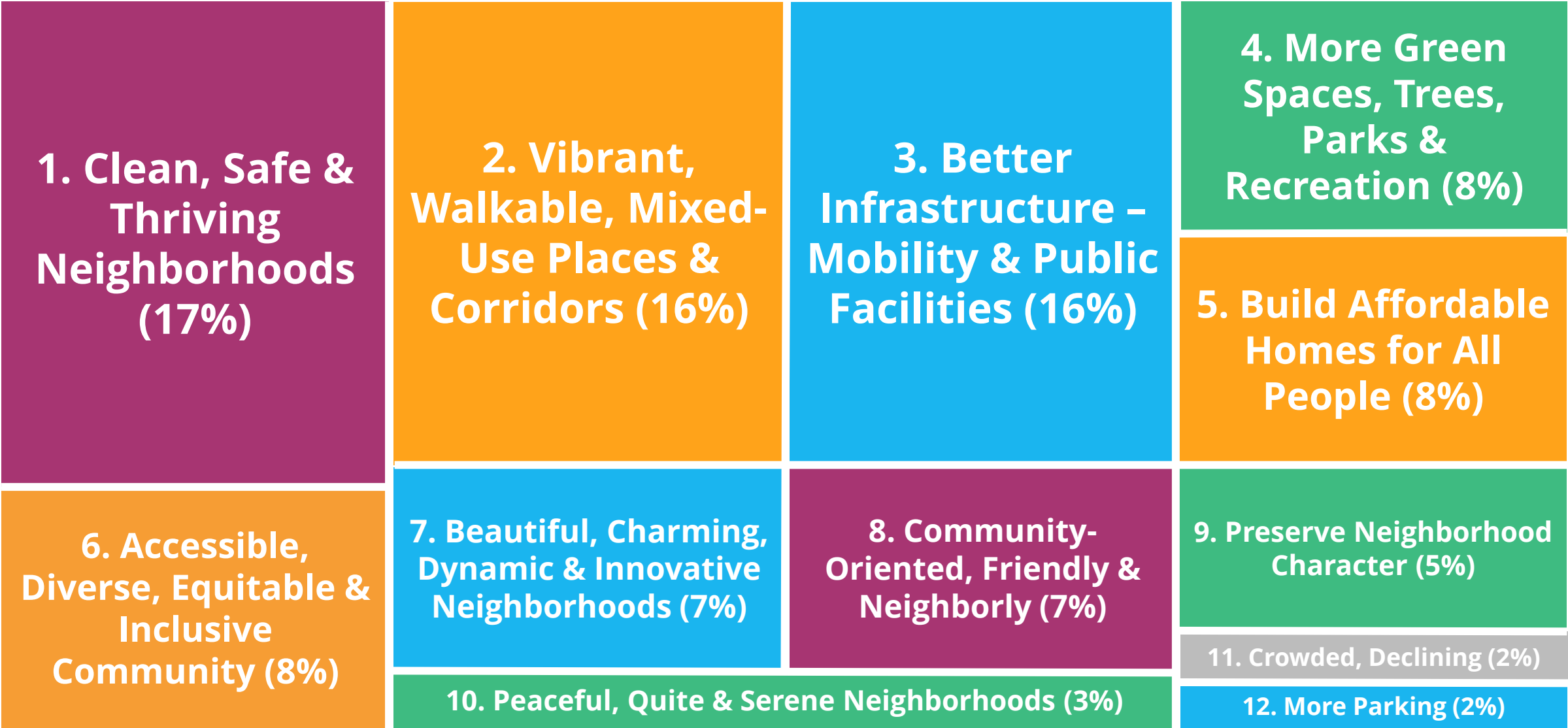
* For more information, see: [Public Engagement Summary](#) and [Attachments](#)

Key Engagement Activities So Far

To date, over **2,500 people** provided **8,300+ comments** through **85 events** and **two online surveys**.



Describe Your Ideal Vision of Mid-City



Question: What word(s) would you use to describe your ideal vision of Mid-City?

N = 1,578

Draft Visions & Principles

Mid-City for the people! ¡Mid-City para la gente!

Mid-City vì người dân!

مید-سیتی للناس!



Clean, Safe & Thriving Communities



Safer, Green Streets for All



Park in Every Neighborhood



Vibrant, Walkable, Mixed-Use Corridors & Centers



Celebrate & Honor Diversity of Cultures & Places



New Affordable Homes in Every Neighborhood



Investment in Community Infrastructure



Places Designed for People



Restoration of Creeks and Protection of Canyons



Innovative Business Districts Support Community Life



Beautiful, Charming & Welcoming Neighborhoods



Preservation of Historical Neighborhoods

Overall Framework – Draft Preliminary Vision and Concepts

This map highlights key ideas and concepts presented in the report

History and Place

- Potential Historic Districts

Sustainability, Equity and Resilience

- Recent & Proposed Affordable Homes
- Expand Teralta Park (Freeway Lid Park)

Land Use and Economic Prosperity

- Study Areas - Transit Village, Corridor & Main Street

Urban Design

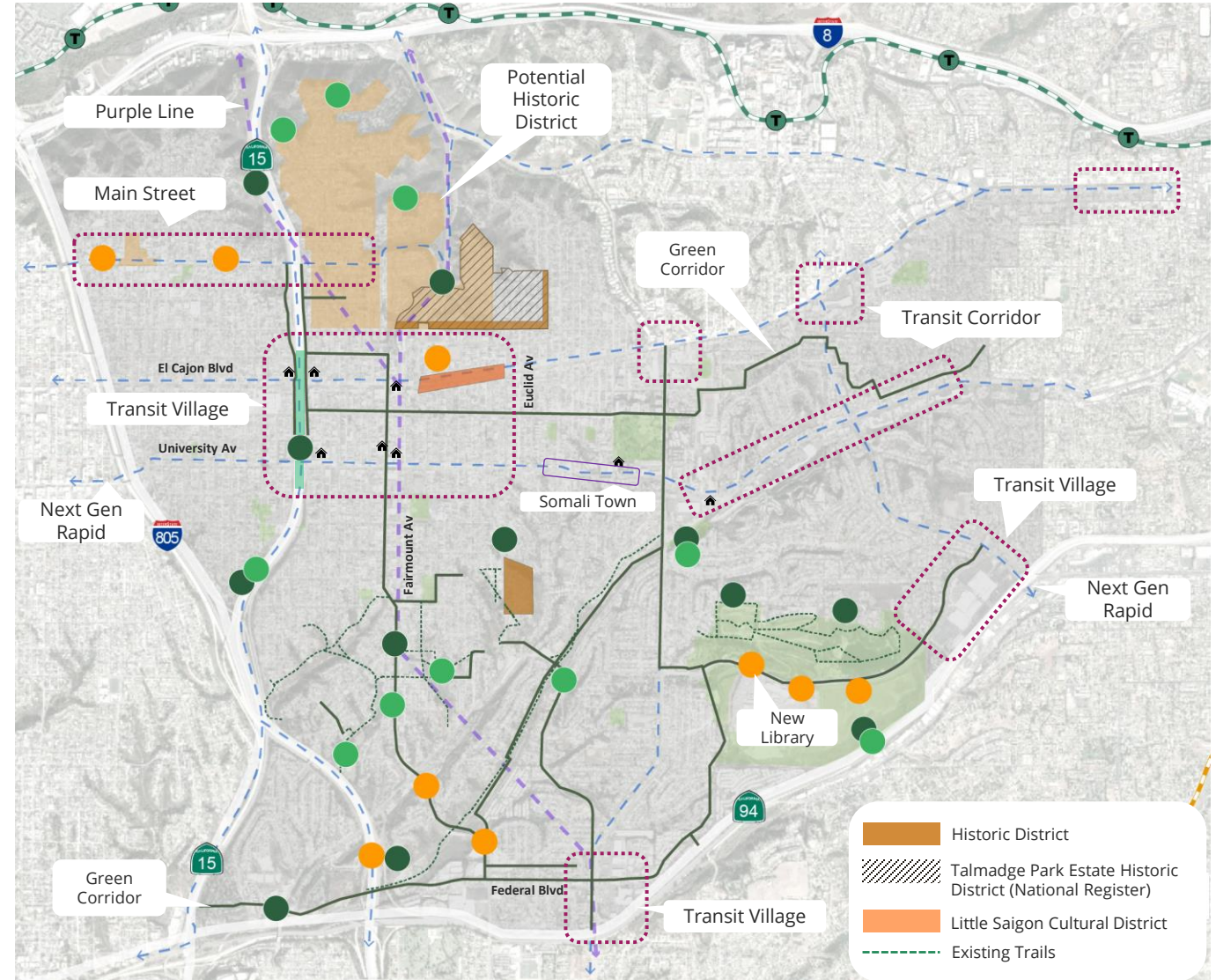
- Enhance Cultural Hubs & Districts

Mobility

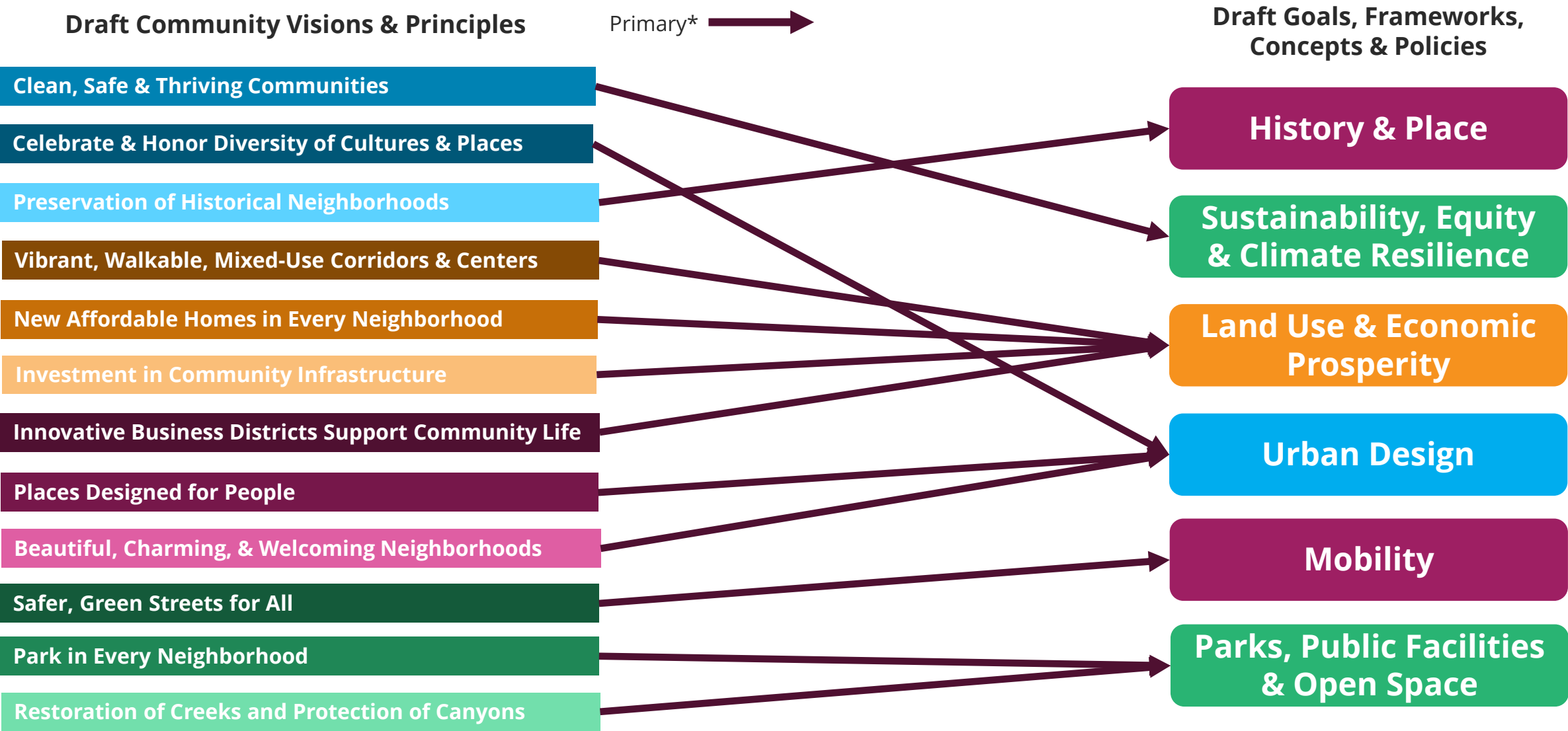
- Proposed Purple Line (Light Rail)
- Proposed Next Gen Rapid Routes

Parks, Public Facilities and Open Space

- Active & Proposed Parks
- Active & Proposed Trails & Open Space Restorations
- Active & Proposed Public Facilities
- Proposed Green Corridors



How Community Vision Flows to Each Element



**There may also be more secondary connections that are not shown here.*



Sustainability, Equity and Climate Resilience

- Draft Goals
- Framework
 - Map of Key Ideas and Concepts
- Concepts
 - Sustainable & Regenerative Design – Case Studies
 - Sustainable Local Food System
 - Equity - Preserving and Expanding Affordable Homes
 - Equity - Minimizing Displacement
 - Equity - Reconnecting Communities – Freeway Lid Park
 - Equity - Transportation Justice – Purple Line
 - Resilience - Urban Forestry
 - Resilience - Blue & Green Infrastructure
- Key Policies



Draft Goals

Sustainability, Equity & Climate Resilience

- New **development features sustainable and regenerative designs**, enhancing community resilience and quality of life
- **Community gardens and farms support community health** through access to fresh food, foster social connection, preserve green space and revitalize underused land
- **Affordable homes are abundant and preserved** and community members remain **rooted in their communities**
- Divided **neighborhoods are reconnected**, and community members **have equitable access to high-quality mobility** options
- **Community members are empowered** through community education that fosters sustainability, restoration, water conservation, disaster preparedness and shared stewardship of public spaces
- **Natural spaces and buildings are adaptive and resilient**, responding to long-term climate, economic and technological shifts
- **A network of green streets and blue/green infrastructure** manages stormwater, restores wildlife habitat, reduces urban heat island effects and improves air quality



Framework

Sustainability, Equity, & Climate Resilience

Sustainability

- Sustainable and Regenerative Design – Case Studies
- Local Food System

Equity

- Preserving and Expanding Affordable Homes
- Minimizing Displacement
- Reconnecting Communities
- Transportation Justice - Purple Line

Climate Resilience

- Urban Forestry
- Blue and Green Infrastructure

Framework – Sustainability, Equity & Climate Resilience

This map highlights key ideas and concepts presented in this chapter

Sustainable & Regenerative Design

- Enhance community resilience & quality of life



Local Food System

- More community gardens & preserve community farm



Affordable Homes & Minimize Displacement

- Protect tenants, preserve & expand affordable homes



Reconnecting Communities

- Expand Teralta Park (freeway lid park)

Transportation Justice

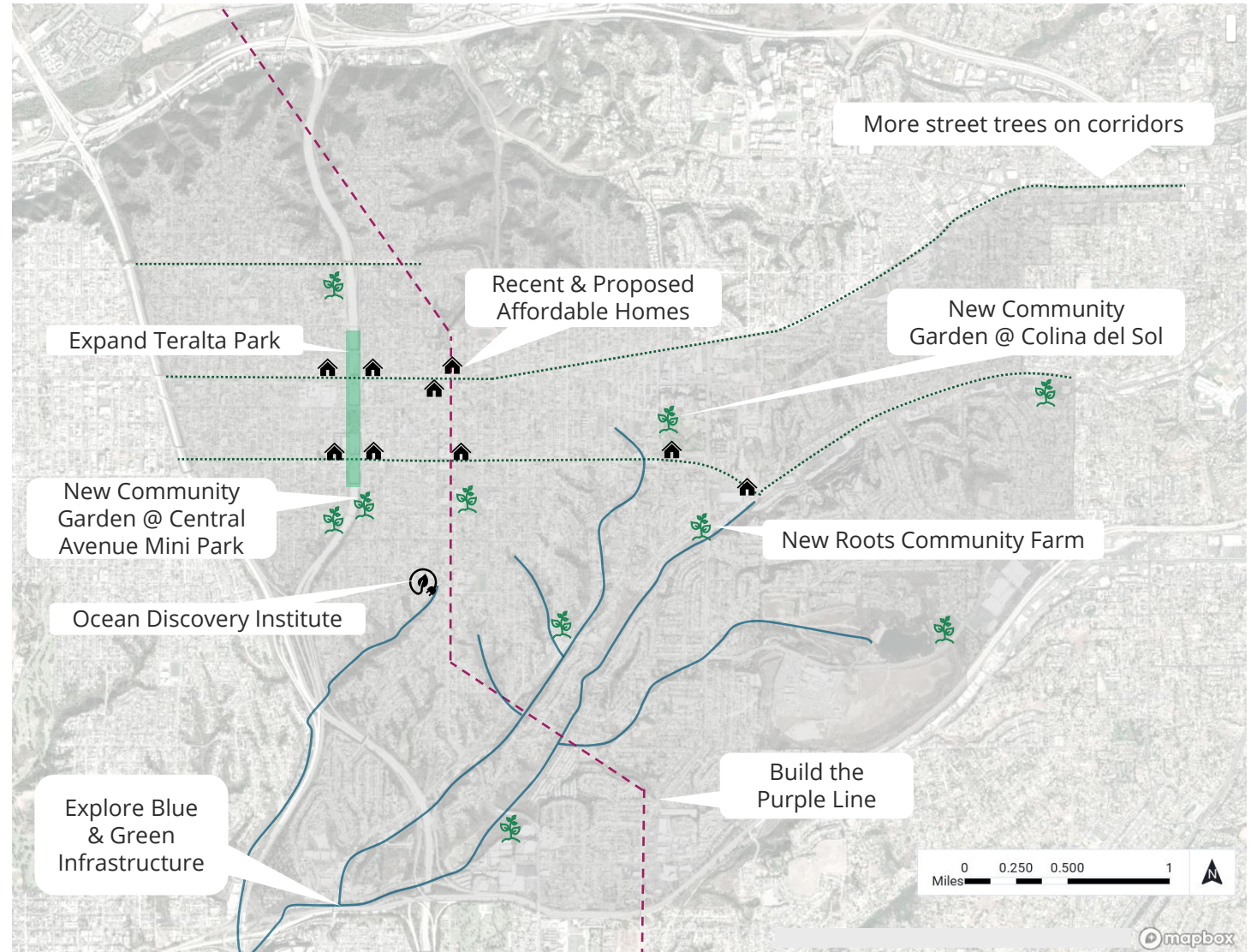
- Build the Purple Line (a new trolley/light rail line)

Urban Forestry

- More street trees to provide shade, comfort, beauty & improve environmental quality.

Blue & Green Infrastructure

- Nature-based solutions with engineered systems to create robust adaptable open spaces that can respond more nimbly to future climate pressures, while improve habitat provisions, water quality, & user experience.



Sustainable Local Food System

Building a healthier, more sustainable and more just food system locally & regionally



Equity - Preserve and Expand Affordable Homes

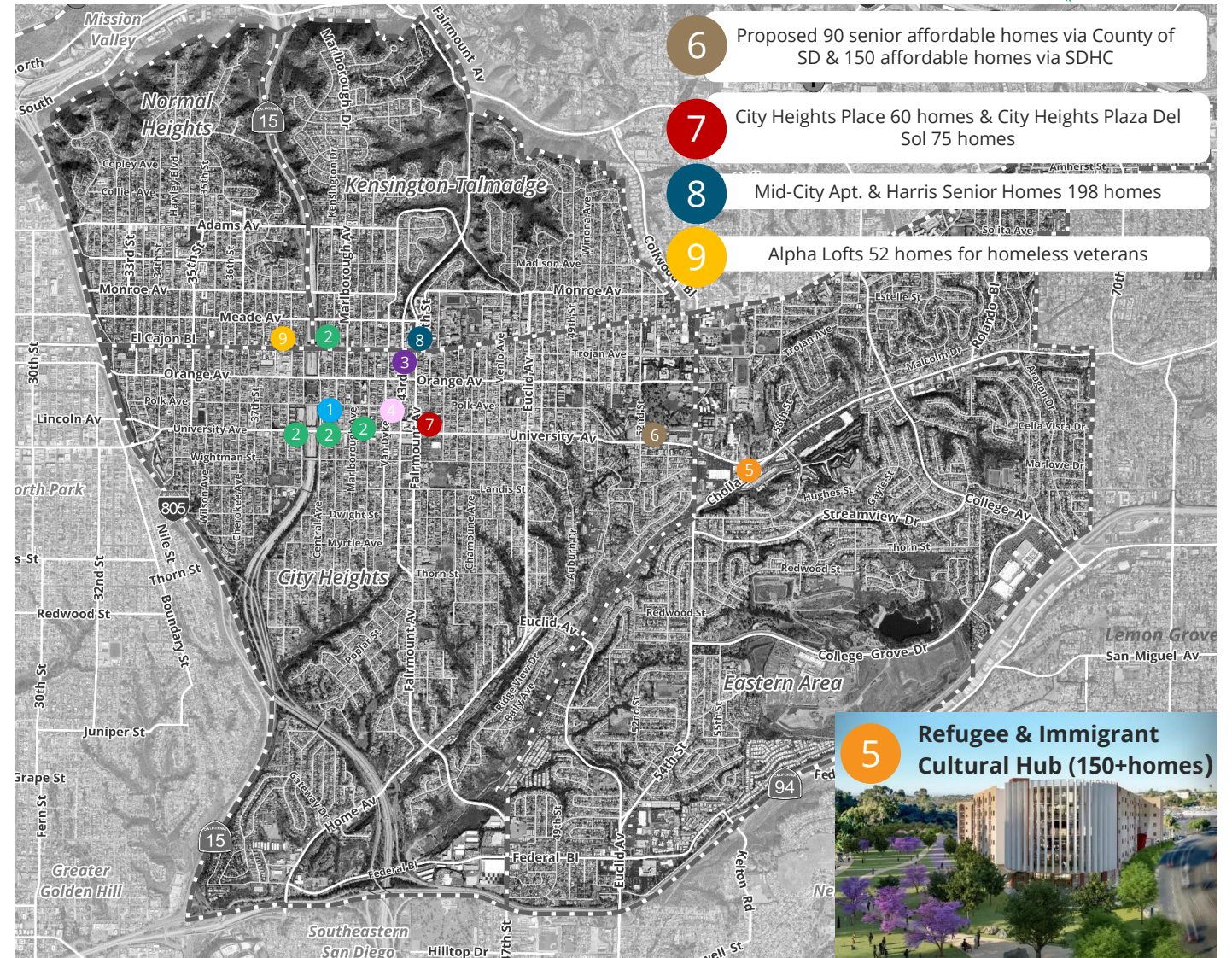
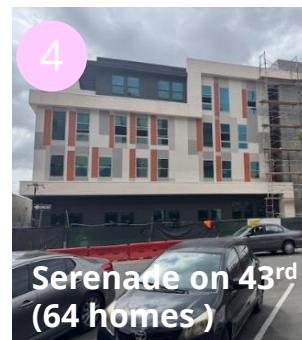
Locations of recent, under construction & proposed subsidized affordable homes

1,350+ affordable homes



Cuatro at City Heights (115 homes)

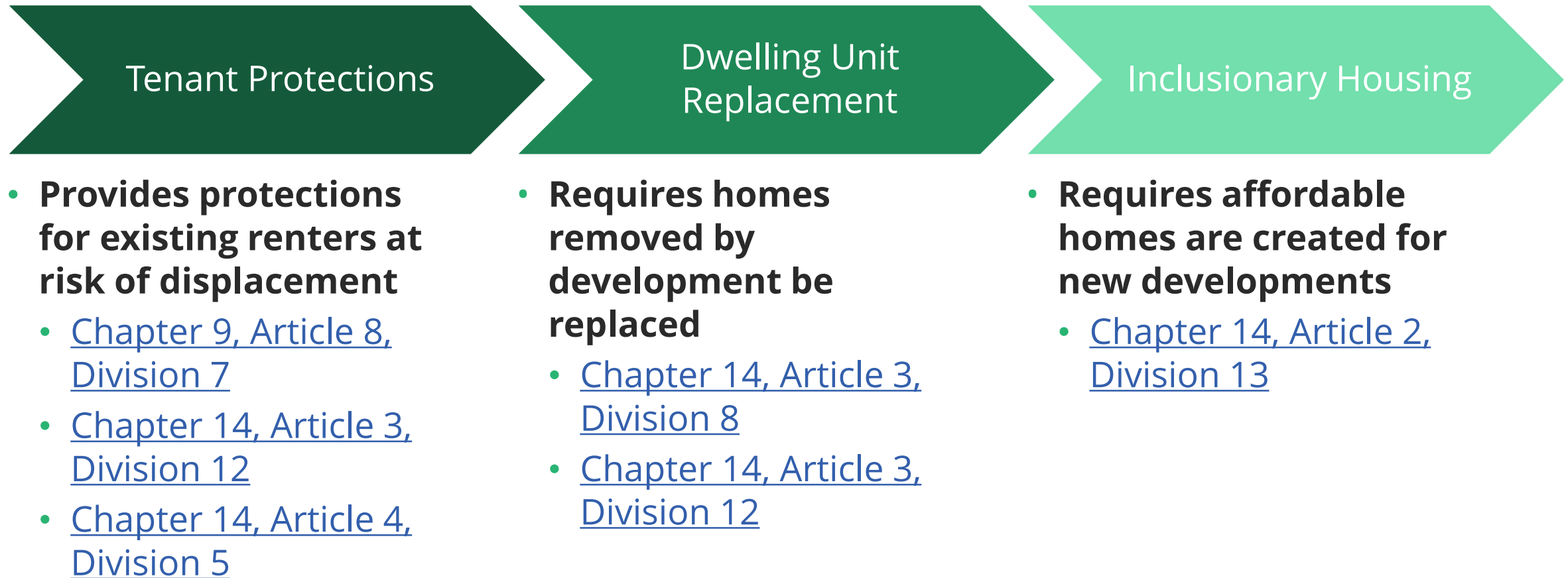
STUDIO E ARCHITECTS



Equity - Minimizing Displacement

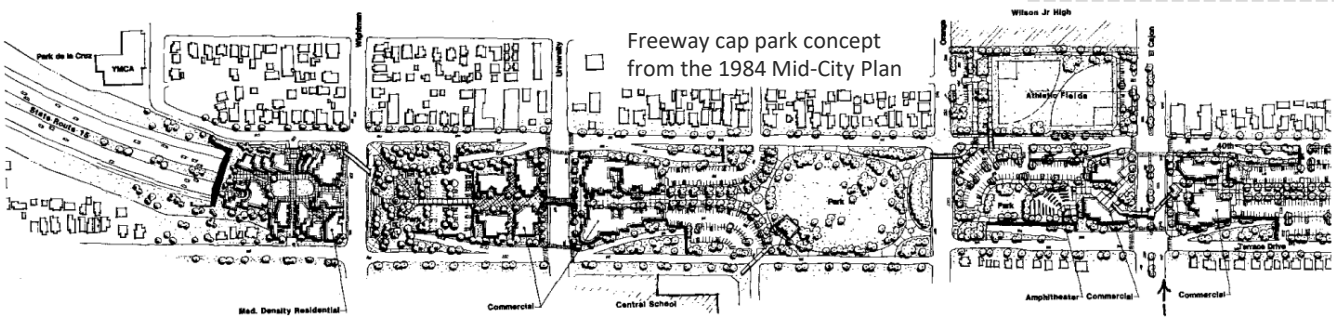
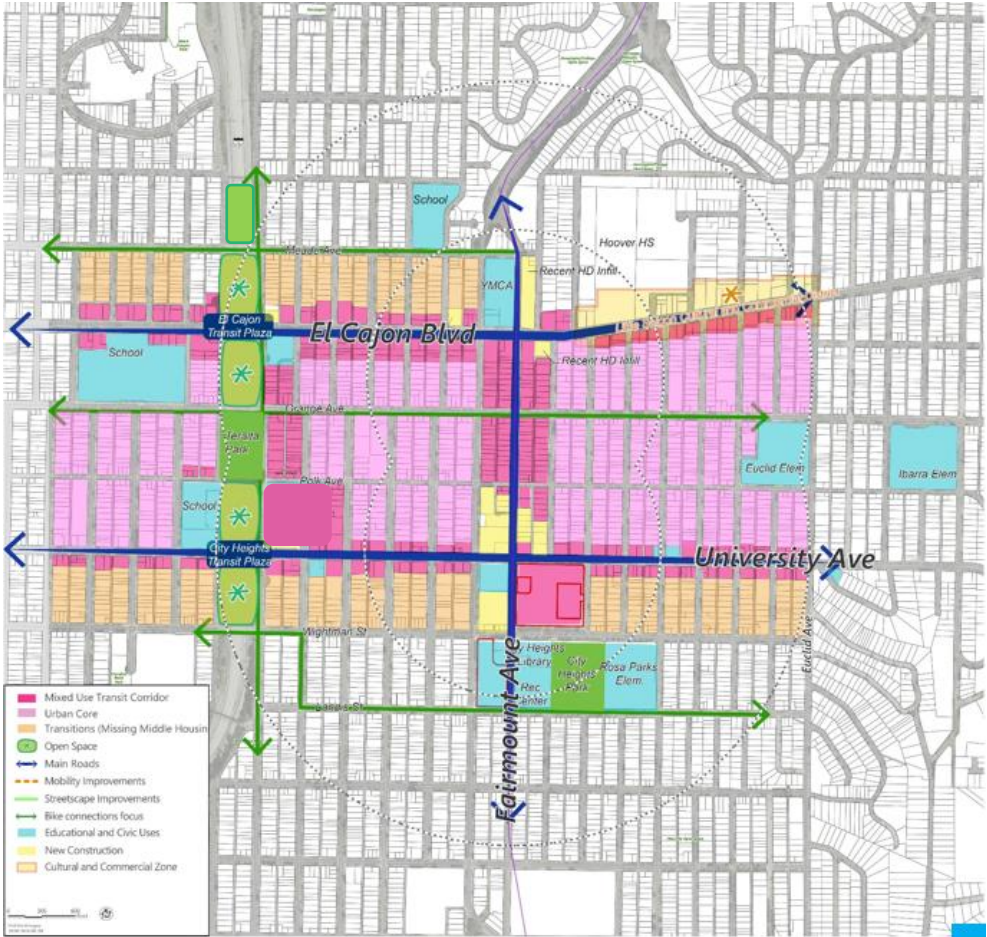
Existing Regulations in the San Diego Municipal Code

Displacement of people living in Mid-City is a significant community concern. Regulations currently exist that are intended to protect tenants and preserve and expand affordable housing.



Equity - Reconnecting Communities

Reconnect communities harmed by past transportation infrastructure decisions

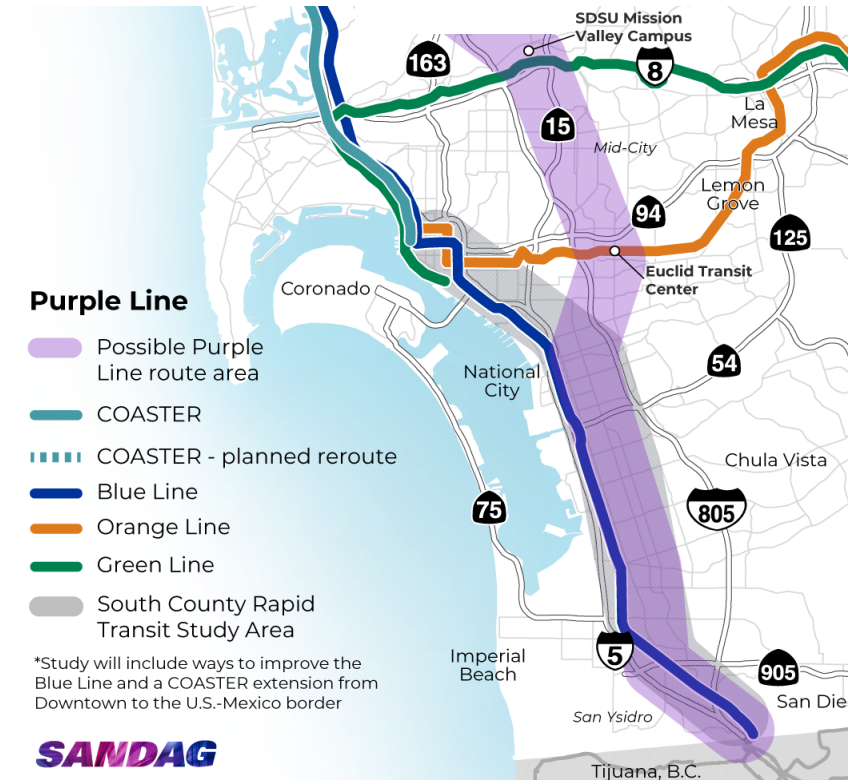


Equity - Transportation Justice

Connecting communities through equitable transit solutions

Purple Line

- The Purple Line aims to connect San Ysidro to Mission Valley
- Enhanced access to jobs, education, healthcare and regional destinations
- Transit access to predominantly low-income, diverse neighborhoods of City Heights as well as National City and Chula Vista
- Two station options proposed in City Heights
- Centers community voices, reflecting the public's demand for reliable transit



Climate Resilience - Urban Forestry

More street trees to expand the Mid-City's urban tree canopy

Environmental Benefits

- Reduces air pollution
- Mitigates urban heat
- Manages stormwater runoff

Physical Benefits

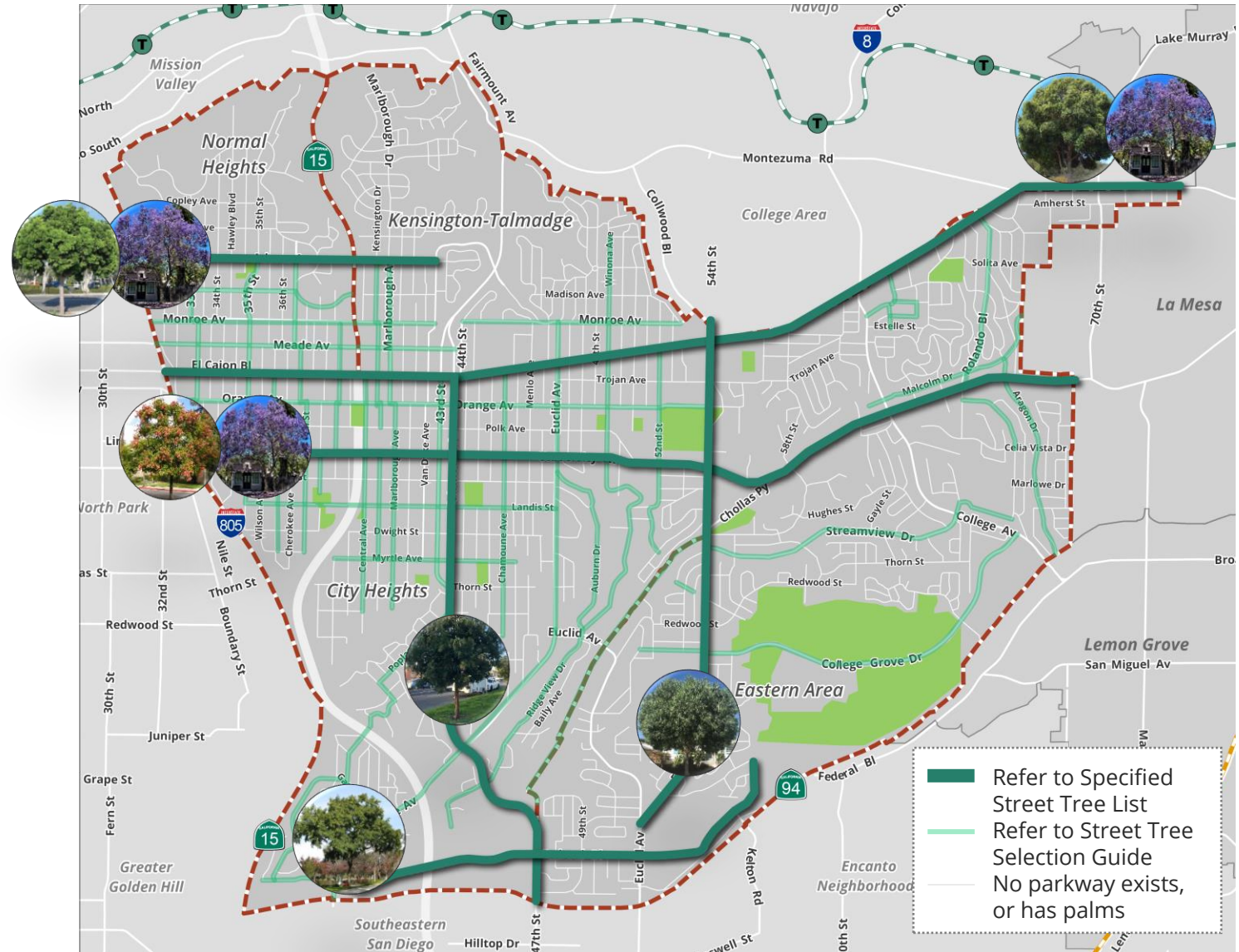
- Encourages outdoor activity
- Improves mental health

Equitable Benefits

- Improved health and climate benefits in lower resourced and more vulnerable communities

Economic Benefits

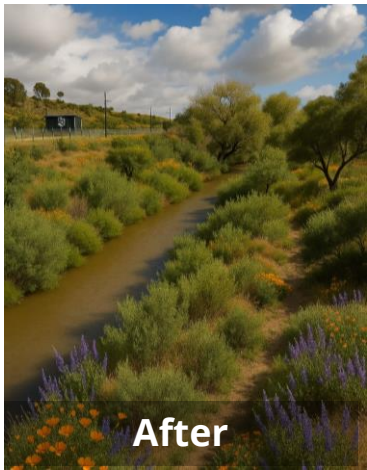
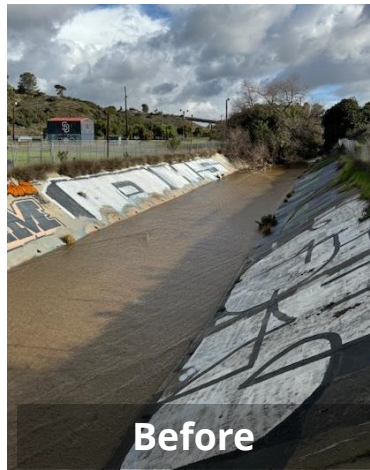
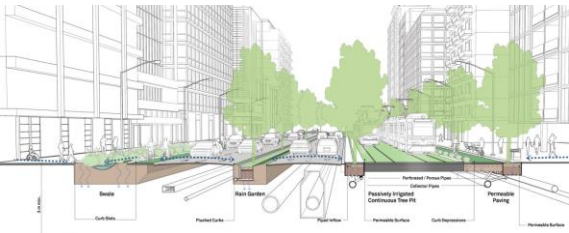
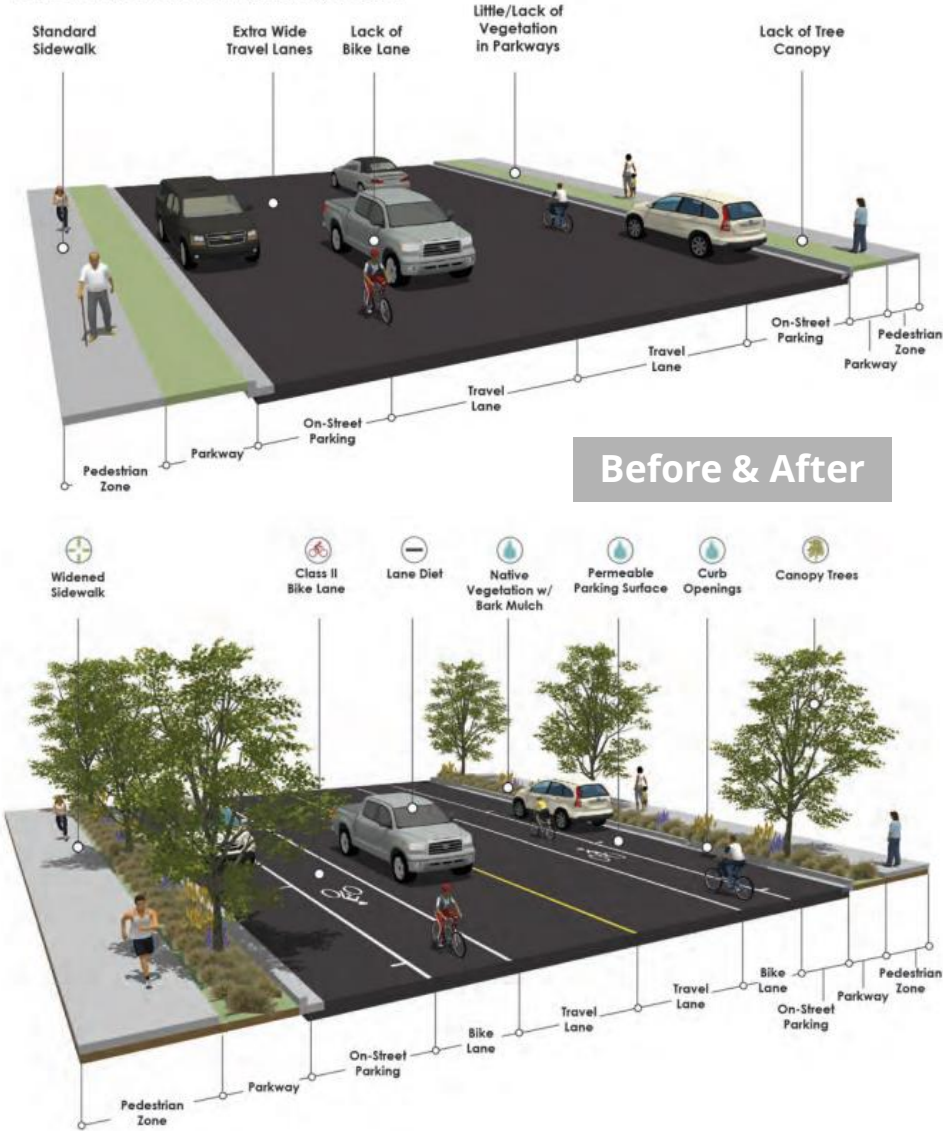
- Reduces energy-consumption
- Improved property values
- Increased business revenue



Climate Resilience - Blue and Green Infrastructure

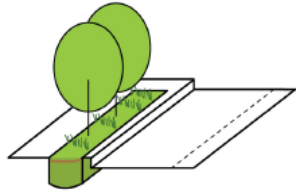
Green street and creek restoration concepts

Figure 2-1: Typical Street Design in City Heights



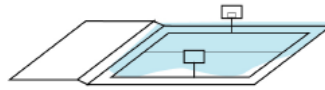
Climate Resilience - Blue and Green Infrastructure

Nature-based solution with engineered systems for climate resilience



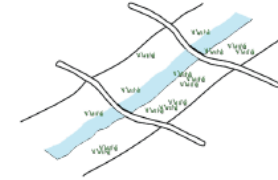
Roadway Bioretention

These planted buffers, adjacent to streets, help to manage and treat stormwater runoff before it gets into the City's waterways. This in turn results in reduced runoff, pollutant removal and improved water quality. Regular maintenance is crucial to ensuring these systems are functioning properly.



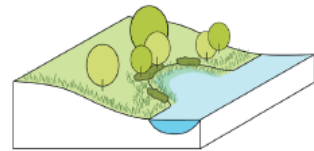
Floodable Sports Fields

Floodable sports fields or other recreational infrastructure are designed to accommodate floodwaters during storm events, creating detention opportunities and buffering communities from the potential harmful outcomes of flooding.



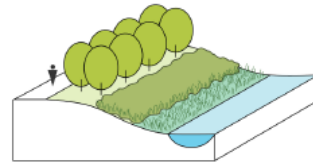
Wattles

Wattles are erosion and stormwater control interventions, typically in areas with steeper slopes. These tubes are made of natural fibers and assist in trapping sediment and reducing water flows downhill, preserving hillsides.



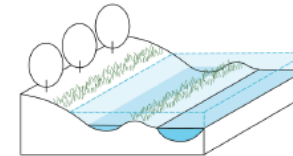
Channel Rewilding

Rewilding refers to the removal of the concrete channel infrastructure often seen throughout the watershed. This allows for more robust habitat to take hold, improving biodiversity and providing opportunities for communities to interact with the City's waterways. However, this intervention does require a wider channel and is not possible or appropriate in all locations.



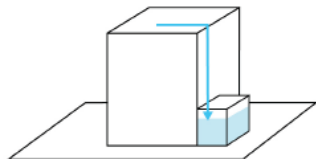
Vegetated Embankment

This intervention either applies to the removal of concrete embankments in favor of creating vegetated spaces, or the maintenance of already existing vegetated embankments throughout the watershed. Maintenance to ensure that invasive species are removed is necessary to maintain the integrity of the habitat that this intervention creates.



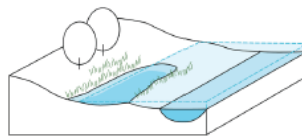
Expanded Flood Capacity

There are contexts where it is possible to plan and expect flooding to occur throughout the watershed. It is necessary to ensure that nonvital infrastructure is in these areas, and that it does not pose a risk to communities nearby. However, by planning for some areas to flood, storage is increased and damage reduced elsewhere within the watershed.



Rainwater Harvesting

Buildings such as recreation centers can be equipped with systems to capture and store rainwater. This can help reduce runoff and erosion and can be used to irrigate landscape areas or other non potable uses.



Creekside Detention

Areas can be created where runoff is detained during storm events, allowing for more permanent pools to persist throughout the watershed and preventing flooding downstream



Key Policies

Sustainability, Equity & Climate Resilience

Here are key policies for further exploration. A comprehensive list of draft policies will be available in the fall of 2025.

- Promote community health through access to affordable and healthy food and community gardens.
- Implement green infrastructure (trees, bioswales, rainwater harvesting) to enhance climate resilience.
- Improve stormwater management and address flooding issues along Chollas Creek through enhanced drainage systems and stormwater infrastructure upgrades.
- Plant trees and convert impervious surfaces to permeable areas to reduce runoff, conserve water and mitigate extreme heat.
- Enhance community education on sustainability, water conservation and disaster preparedness for climate hazards.



Key Policies

Sustainability, Equity & Climate Resilience

Here are key policies for further exploration. A comprehensive list of draft policies will be available in the fall of 2025.

- Incorporate heat-resilient design strategies, such as cool roofs, cool pavement and heat-reflective materials, into new development and site upgrades, particularly at parks, community spaces and resilience hubs.
- Develop cooling strategies for public spaces by integrating shade structures, drinking fountains, misters and tree canopy at popular destinations like playgrounds, pedestrian corridors and bus stops.
- Support the development of community-led resilience hubs in Mid-City that provide cooling, power, supplies and information during emergencies and serve as trusted community centers year-round.
- Co-locate resilience hubs with libraries, community centers or cultural venues and ensure they are equipped with backup power, air conditioning, multilingual resources and accessible design.

Discussion Questions:

- What resonated with you?
- Is there something missing or needs to be corrected?
- Any additional recommendations or items to explore further?

**Option to offer your comments on the above in writing*

Provide in Writing on Comment Card or via Email

- Any clarifications or questions?



DRAFT MID-CITY IDEAS REPORT – PART 2



Land Use and Economic Prosperity

- Draft Goals
- Land Use Framework
 - Place Types - description of proposed change areas
 - Building Types – examples of different buildings and uses
 - Land Use Concepts – high-level maps of potential change areas
- Five Land Use Concepts – potential change areas
 - Transit Villages, Corridors and Neighborhoods
 - Transit Villages, Corridors and Neighborhoods + Fair Housing
 - Back to the 1984 Community Plan
 - Distributed Growth
 - Transit Centers and Corridors
- Key Policies



Draft Goals

Land Use and Economic Prosperity

- Develop **compact, walkable, transit-oriented neighborhoods** with a balanced mix of employment, housing and services
- Create a **cohesive, high-quality development pattern** between El Cajon Boulevard and University Avenue to form a vibrant and identifiable central community core
- Provide a **diverse range of housing types** near transit, jobs and amenities to serve people of all incomes, ages and household sizes.
- Support commercial corridors and small businesses so they thrive and contribute to a **vibrant local economy**
- **Preserve employment lands** for manufacturing, logistics, warehousing and other employment uses



Framework

Place-Types, Building Types and Land Use Concepts

Place Types

Broad description of future change areas:

- Transit Village
- Transit Corridor
- Main Street
- Transit Neighborhood
- Residential
- Other

Building Types

Broad description and example of different buildings and uses that could exist in the future change areas:

- Courtyards, podiums and wrap
- Narrow-lot infills
- Walk-ups and stacked units
- Townhomes and rowhomes
- Multi-plex
- Towers and high-rises

Land Use Concepts

Distinctively different high-level maps of potential change areas:

- Transit Villages, Corridors and Neighborhoods
- Transit Villages, Corridors and Neighborhoods + Fair Housing
- Back to the 1984 Community Plan
- Distributed Growth
- Transit Centers and Corridors

Place-Types

Description of proposed change areas

TRANSIT VILLAGE

Mixed-use urban and community transit villages with commercial, office and the highest density of residential and employment uses

TRANSIT CORRIDOR

Mixed-use corridor with commercial, office, very high, high, or medium density residential and other uses oriented along a corridor with high-quality transit

MAIN STREET

Mixed-use urban and community main streets have smaller scale development with a stronger focus on transitions to surrounding neighborhoods with high and medium density residential and employment uses

TRANSIT NEIGHBORHOOD AND RESIDENTIAL

Medium and low density residential with corner stores, access to transit, jobs and neighborhood serving uses within walking distance

OTHER

Areas of little to no change, including single-family and other lower-density residential areas, schools, other civic and public land and parks and canyons

Building Types

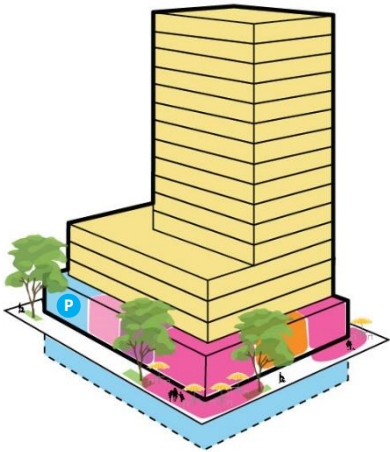
Examples of building types and uses for the proposed change areas

TRANSIT VILLAGE

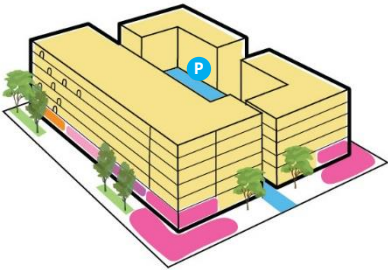
TRANSIT CORRIDOR

MAIN STREET

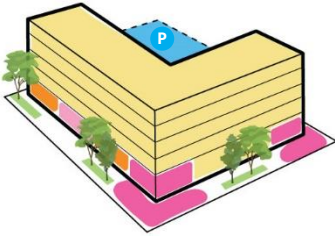
TRANSIT NEIGHBORHOODS AND RESIDENTIAL



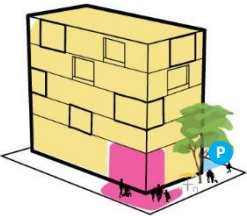
Towers and High-Rises



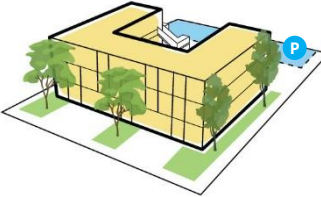
Courtyards, Podiums and Wraps



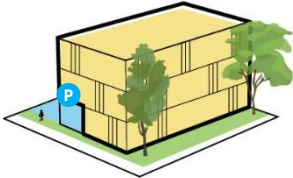
Narrow-lot Infill



Walk-ups



Stacked



Townhomes, Rowhomes and Multi-plex

Key Considerations

Land Use Concepts

High-Level Framework

- Simple land use concepts to amplify potential benefits, trade-offs and insights

Explores Multiple Possibilities

- Variety of meaningfully different concepts to help community explore various ways it can change

Diverse Input

- Incorporates various community priorities from phase one public engagement

Data Informed

- Analysis of past, present & future conditions

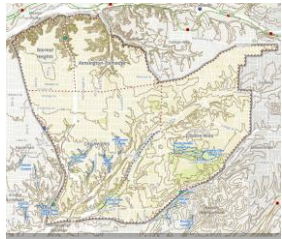
Evolving

- Multiple iterations are expected through community conversations

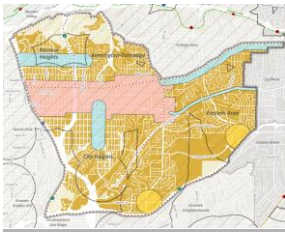
Development of Land Use Concepts

Informed by extensive public engagement & preliminary analysis of past, present & future conditions. Striking a balanced approach between these considerations is important.

Sustainability, Equity & Climate Resilience



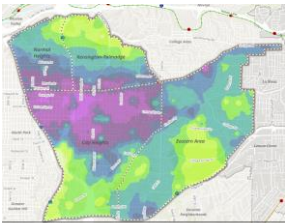
Topography



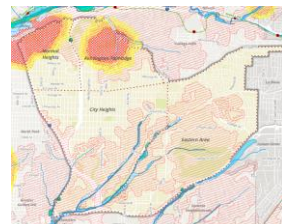
Smart Growth



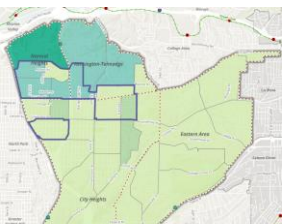
Open Space



Climate Smart



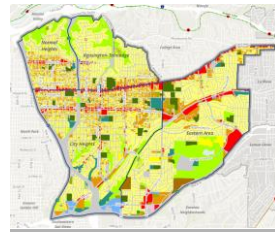
Fire & Flood



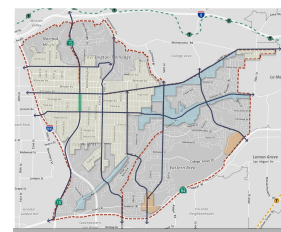
Fair Housing

How do we grow to be more sustainable, equitable & climate resilient?

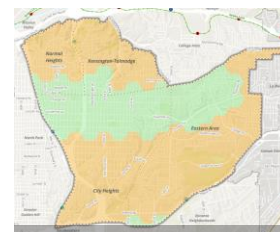
Land Use, Urban Design & Mobility



Existing Land Use



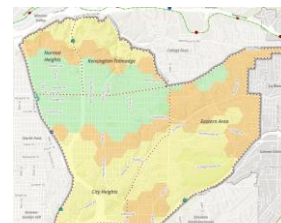
Urban Design



Transit Score



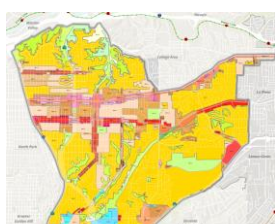
Adopted Plan



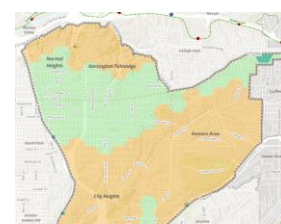
Walk Score



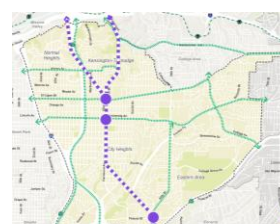
Existing Transit



Existing Zoning



Bike Score



Future Transit

How do we grow to support a more affordable, walkable, bikeable & transit-rich neighborhoods?

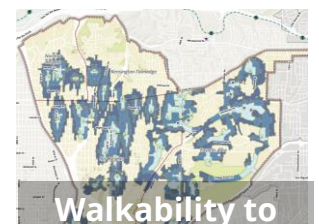
Parks & Public Facilities



Existing Park & Rec



Existing Public Facilities



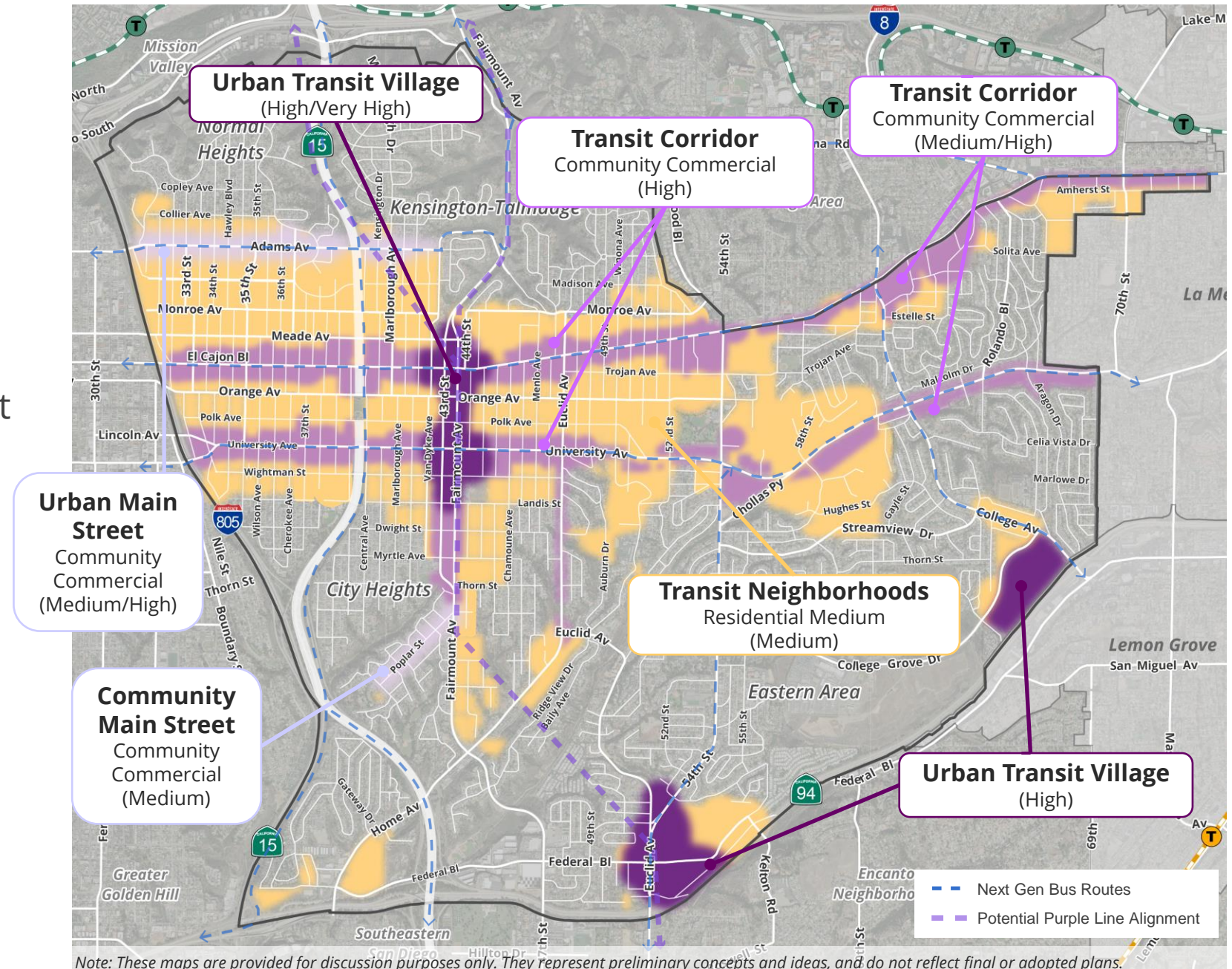
Walkability to Public Facilities

How do we plan for parks, schools and public facilities that support our growth?

Land Use Concept 1

Transit Villages, Corridors & Neighborhoods

- Focus **growth along activity hubs, transit corridors and neighborhoods**
- Very high and high density/intensity along transit corridors and urban transit villages
- Reintroduces a **mix of housing options** in multifamily and some single-family areas
- Aligns College Area land use proposal along El Cajon Boulevard



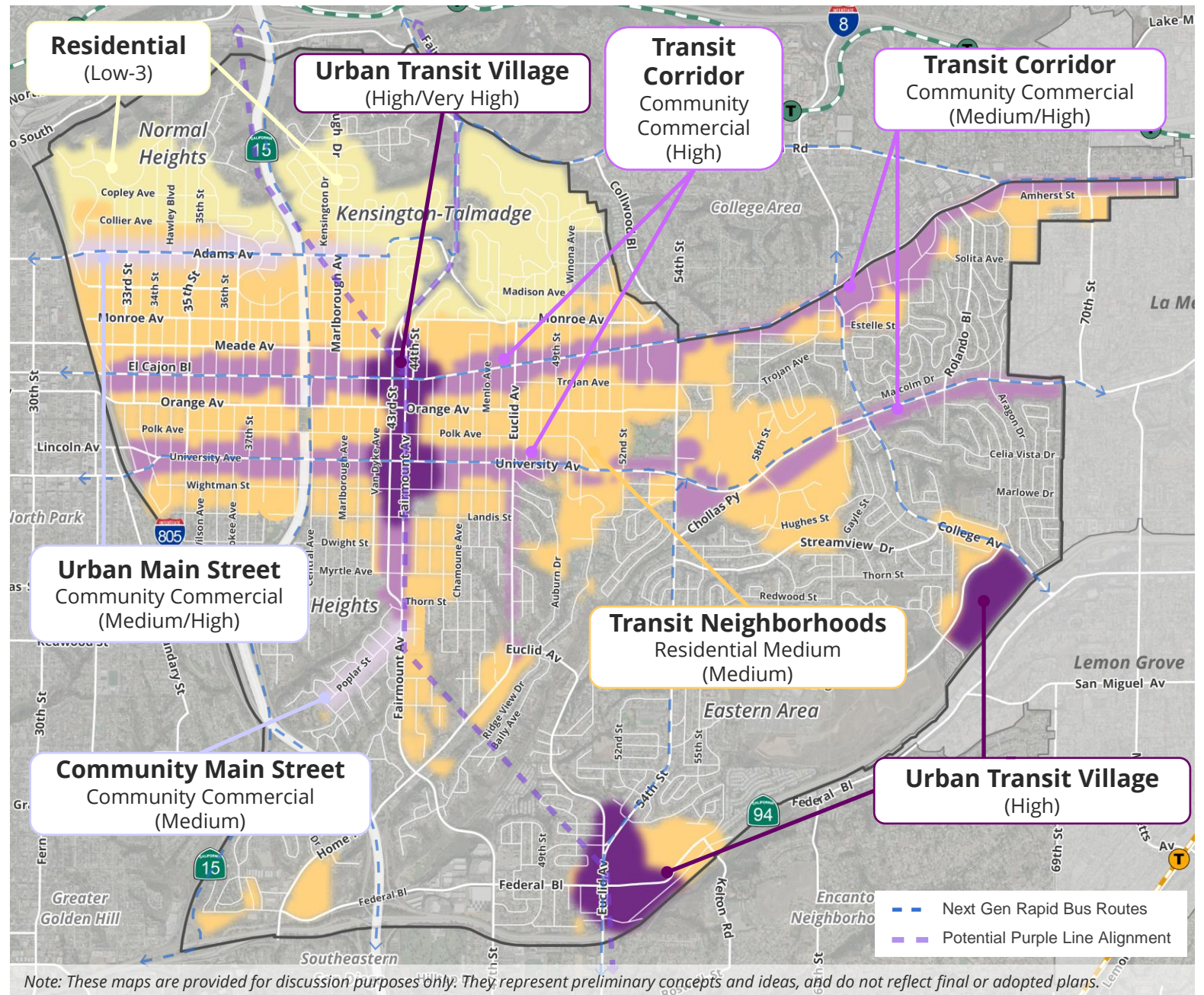
Note: These maps are provided for discussion purposes only. They represent preliminary concepts and ideas, and do not reflect final or adopted plans.

*Additional density will be studied between El Cajon Blvd and University Ave and along the SR-15 rapid bus corridor while assessing considerations related to fair housing, air and noise pollution, and feasibility testing.

Land Use Concept 2

Transit Villages, Corridors, Neighborhoods + Fair Housing

- Focus **growth along activity hubs, transit corridors and neighborhoods**
- Very high and high density/intensity along transit corridors and urban transit villages
- Propose additional changes in High and Moderate Resource Opportunity Areas to **Affirmatively Further Fair Housing**
- Aligns College Area land use proposal along El Cajon Boulevard

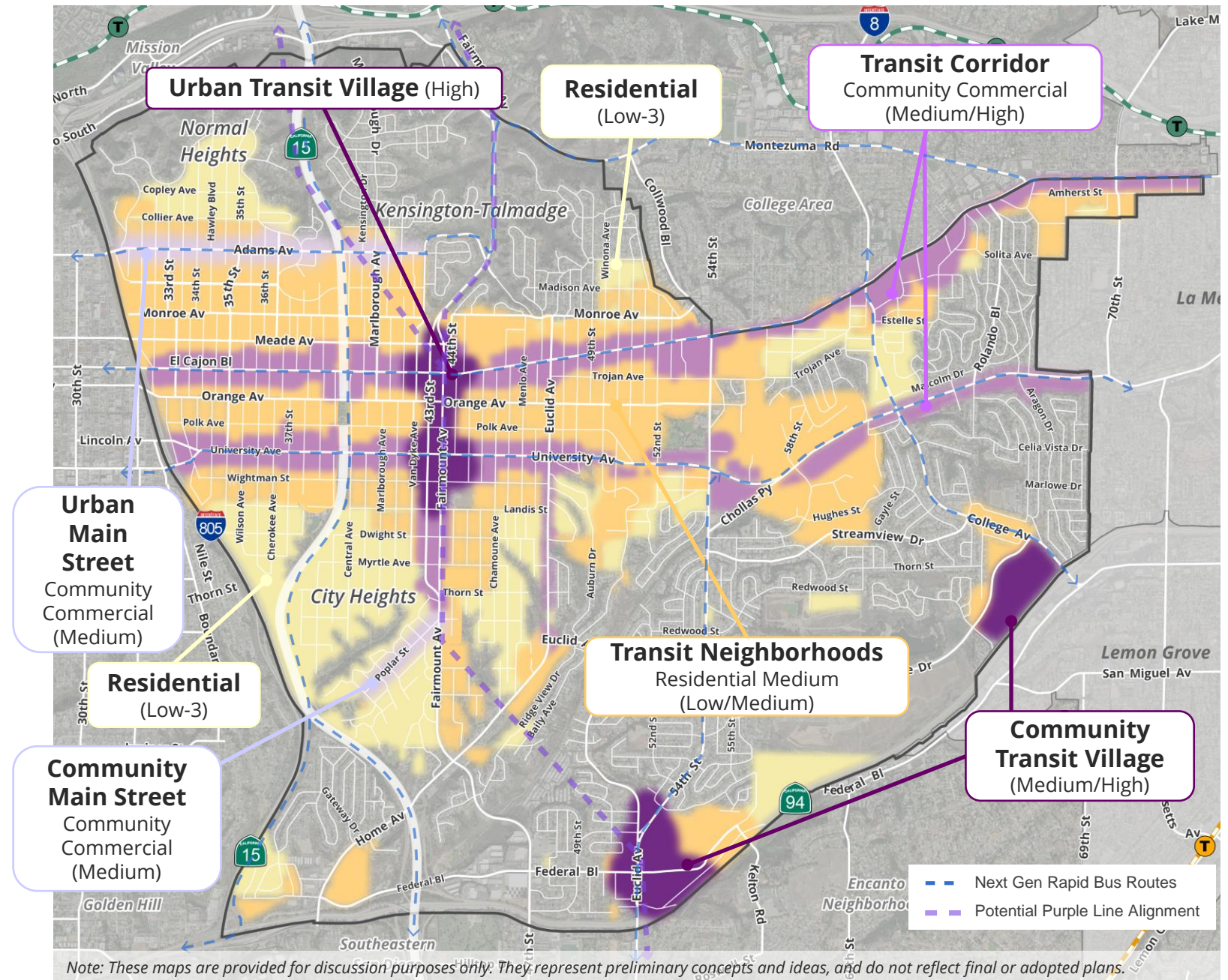


*Additional density will be studied between El Cajon Blvd and University Ave and along the SR-15 rapid bus corridor while assessing considerations related to fair housing, air and noise pollution, and feasibility testing.

Land Use Concept 3

Back to the 1984 Community Plan – Lower Densities Distributed in More Areas

- **Replicates** the general land use **approach** from the **1980s**
- Focus growth at **less overall density** along activity hubs, corridors, neighborhoods and residential areas
- **Reintroduces a mix of housing options** that were allowed in the 1980s
- Some changes to single-family areas
- Aligns College Area land use proposal along El Cajon Boulevard



*Additional density will be studied between El Cajon Blvd and University Ave and along the SR-15 rapid bus corridor while assessing considerations related to fair housing, air and noise pollution, and feasibility testing.

Land Use Concept 4

Distributed Growth

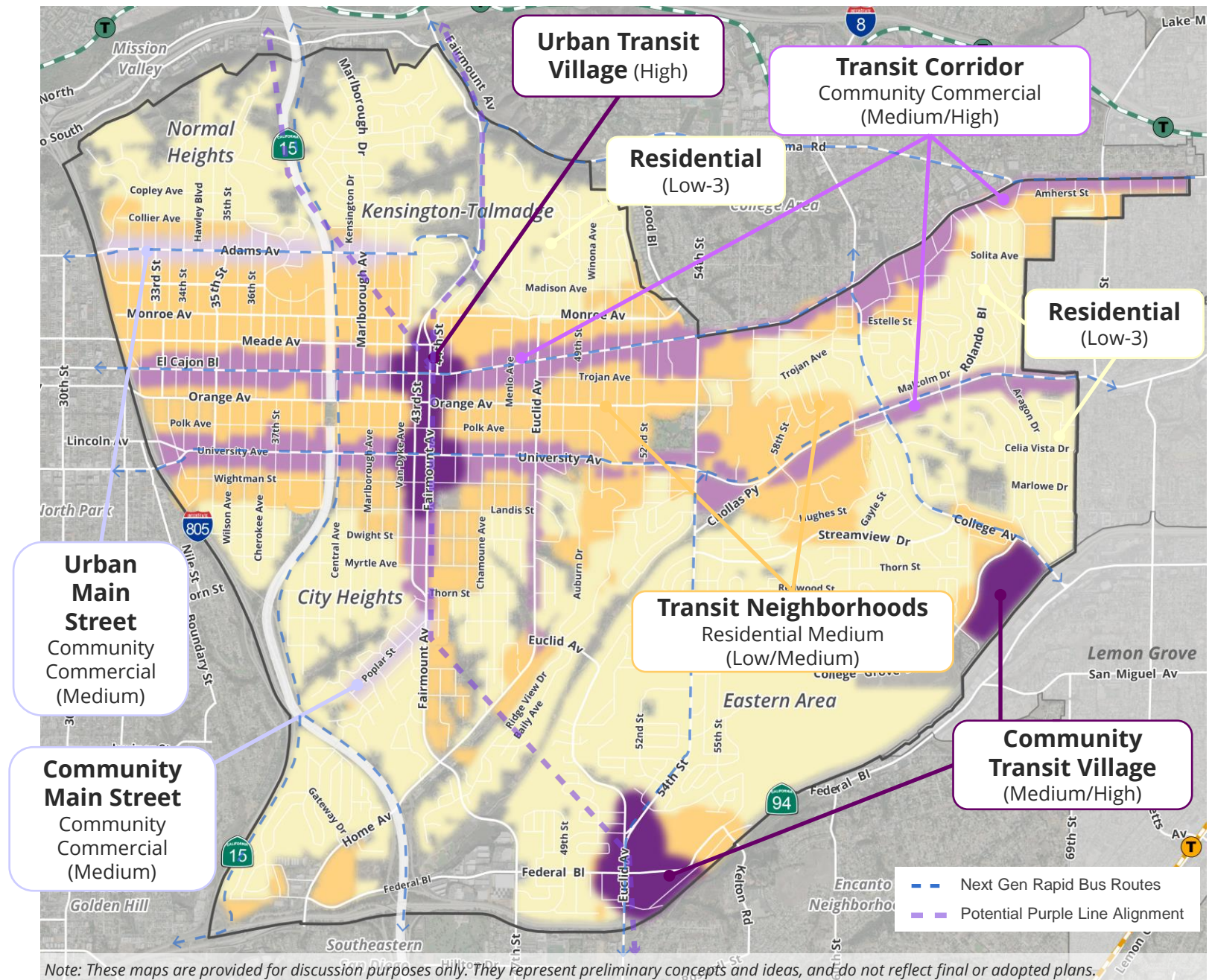
- Focus growth at less overall density along activity hubs, corridors and all neighborhoods

- Distribute** potential for **new homes equally to everyone** (most equitable)

- Lowest density residential outside of transit neighborhoods

- Reintroduces a mix of multifamily housing options everywhere**

- Aligns College Area land use proposal along El Cajon Boulevard

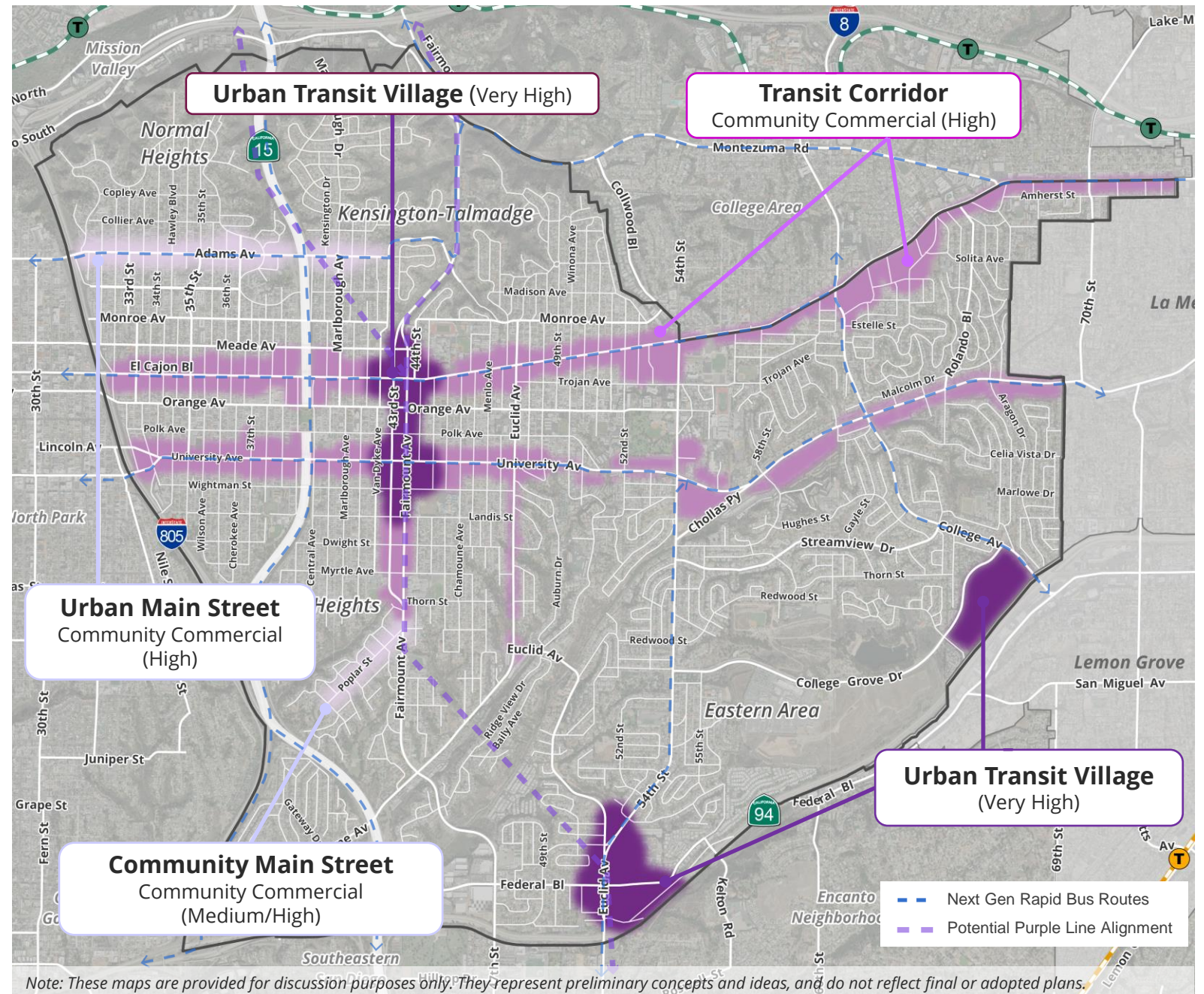


*Additional density will be studied between El Cajon Blvd and University Ave and along the SR-15 rapid bus corridor while assessing considerations related to fair housing, air and noise pollution, and feasibility testing.

Land Use Concept 5

Transit Centers & Corridors

- Focus growth along activity hubs and transit corridors
- **Highest density/intensity** along transit corridors and urban transit villages
- **No change to most of multifamily and single-family** areas
- More intense than College Area land use proposal along El Cajon Boulevard



Note: These maps are provided for discussion purposes only. They represent preliminary concepts and ideas, and do not reflect final or adopted plans.

*Additional density will be studied between El Cajon Blvd and University Ave and along the SR-15 rapid bus corridor while assessing considerations related to fair housing, air and noise pollution, and feasibility testing.



Key Policies

Land Use and Economic Prosperity

Here are key policies for further exploration. A comprehensive list of draft policies will be developed and shared in the fall of 2025.

- Discourage self-storage, billboard, tire shop, mechanic, car storage and drive-through uses along major transit corridors
- Encourage corner stores, markets and neighborhood serving retail uses in residential areas
- Prioritize home types that meet the needs of families with children and intergenerational families near transit
- Expand the stock of affordable for-sale homes
- Encourage development of affordable housing on public lands
- Explore opportunities for single-room occupancy structures, transitional housing and shelters
- Promote homeownership programs, community land trusts and other co-living opportunities
- Promote all housing types in a manner that affirmatively furthers fair housing



Urban Design

- Draft Goals
- Urban Design Framework
 - Lot Types, Thematic & Study Area Concepts
- Study Area Concepts (urban design, mobility, & public space)
 1. Mid-City Center
 2. Marketplace at the Grove
 3. Federal Boulevard & Euclid Avenue
 4. El Cajon Boulevard & 54th Street
 5. El Cajon Boulevard & College Avenue
 6. El Cajon Boulevard (Montezuma Rd to 73rd St)
 7. University Avenue (54th St to 69th St)
 8. Adams Avenue
- Key Policies



Draft Goals

Urban Design

- **Thriving and walkable transit villages, corridors and main streets** are designed for people of all ages and abilities and reflect the unique spirit of Mid-City communities
- **Beautiful, authentic and artistic pedestrian-oriented public and private spaces** promote social interaction and civic life
- Neighborhoods in **Mid-City reflect and celebrate the cultural diversity and heritage** through arts, community events, banners, architecture, gateway signs and districts
- Mid-City's **streets are safe, clean and accessible**, with wide sidewalks, active ground floors, shade, seating and pedestrian-friendly lighting
- **Neighborhoods are seamlessly connected** through a safe, comfortable and inclusive network of pathways for people walking, rolling and biking



Framework

Urban Design

Urban Design Framework

- Lot Types
 - Grid
 - Superblocks
 - Commercial Centers
- Thematic Concepts
 - Transit Villages
 - Transit Corridors
 - Main Streets
 - Cultural Hubs
 - Family-Friendly Homes
 - Alleys
- Study Area Concepts

Thematic Concepts

Visualization of thematic concepts that's explored further in the study areas:

- Transit Village - Infill
- Transit Village - Suburban Retrofits
- Transit Corridors
- Cultural Hubs
- Missing Middle Homes
- Alleys

Study Area Concepts

Preliminary high-level concepts for study areas:

- Mid-City Center
- Marketplace at the Grove
- Federal Boulevard and Euclid Avenue
- El Cajon Boulevard and 54th Street
- El Cajon Boulevard and College Avenue
- El Cajon Boulevard (Montezuma Road to 73rd Street)
- University Avenue (54th Street to 69th Street)
- Adams Avenue

Framework – Urban Design

This map highlights key ideas and concepts presented in this chapter

GRID

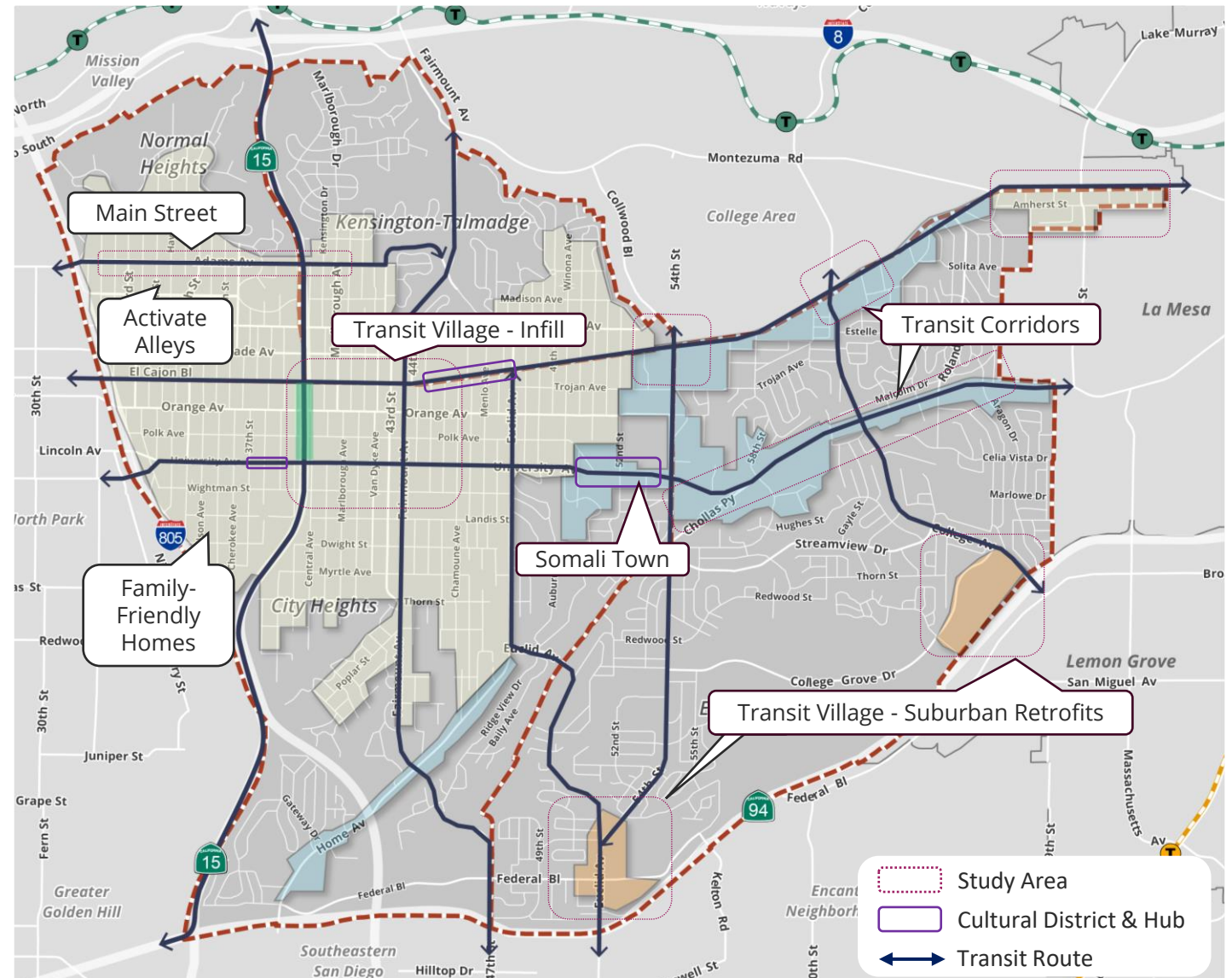
- Strong pattern north to south and east to west
- Base lot 6,000 to 7,000 square feet
- Potential lot assembly
- Street and alley access
- Very walkable and transit accessible

SUPERBLOCKS

- Large lots (over one acres)
- Singular pattern and lot dimensions
- Highly connected to commercial and transit corridors

COMMERCIAL CENTERS

- Gateways and Activity Hubs
- Large lots (over five acres)
- Auto-oriented



Study Areas

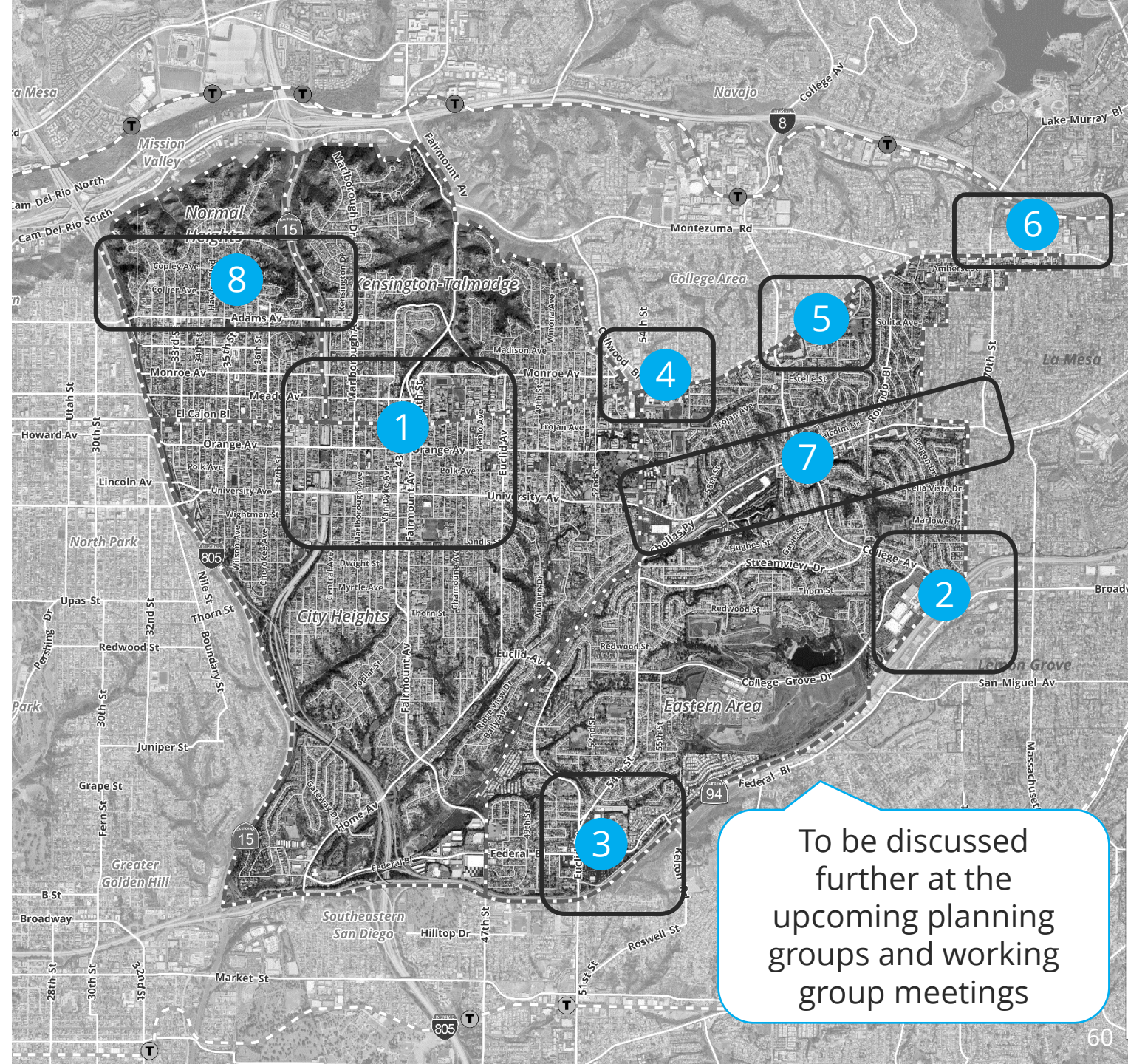
Design studies & preliminary concepts

Eight initial study areas were chosen to illustrate preliminary **high-level concepts** for future growth and urban design strategies in key areas of Mid-City. Preliminary concepts for each study area includes concepts **related to land use, urban design, mobility and public space**.

Study areas include:

1. Mid-City Center
2. Marketplace at the Grove
3. Federal Boulevard and Euclid Avenue
4. El Cajon Boulevard and 54th Street
5. El Cajon Boulevard and College Avenue
6. El Cajon Boulevard (Montezuma Road to 73rd Street)
7. University Avenue (54th Street to 69th Street)
8. Adams Avenue

Additional study areas are being considered and **there will be further refinements to these study areas** based on community feedback and technical analysis.



Cultural Hubs & Districts

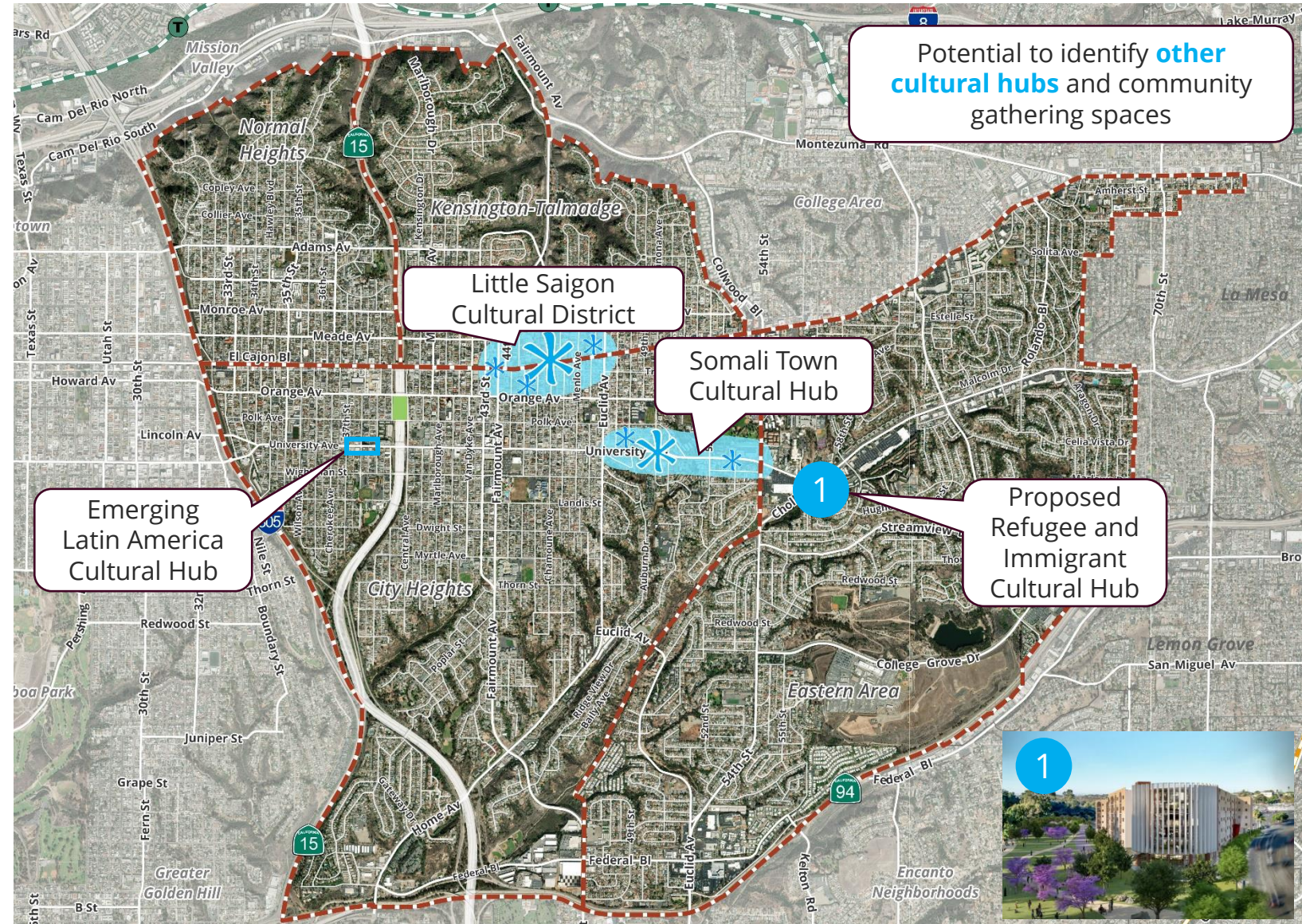
Existing and Potential

Enhance existing cultural centers

*Mixed-use transit and employment corridor with commercial, office and residential uses revolving around a **cultural heart***

Potential for

- New pedestrian-only spaces
- Paseos
- Public art
- Neighborhood commercial areas
- Civic and other cultural uses



Discussion Questions: Answer one of the below

- Which Land Use concepts stood out to you?
- Any additional recommendations, corrections, concerns, or items to explore further?

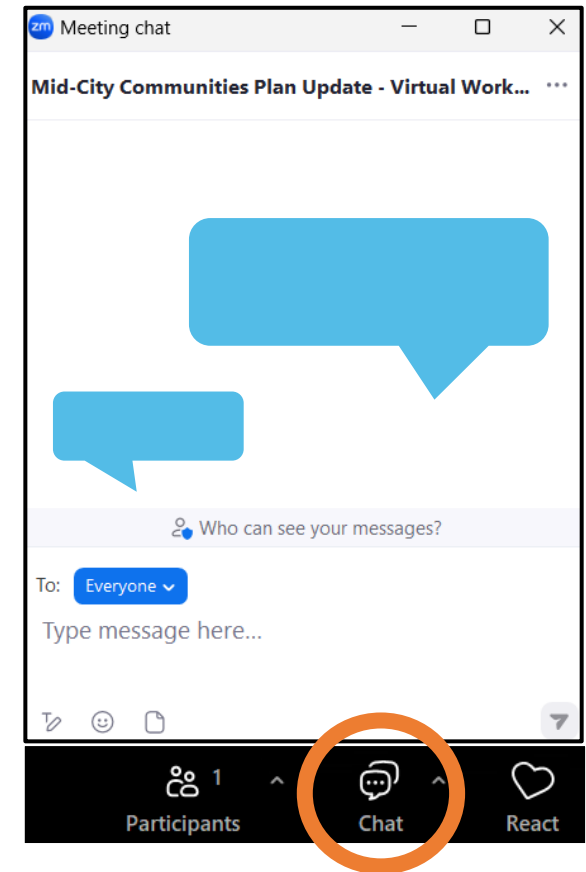
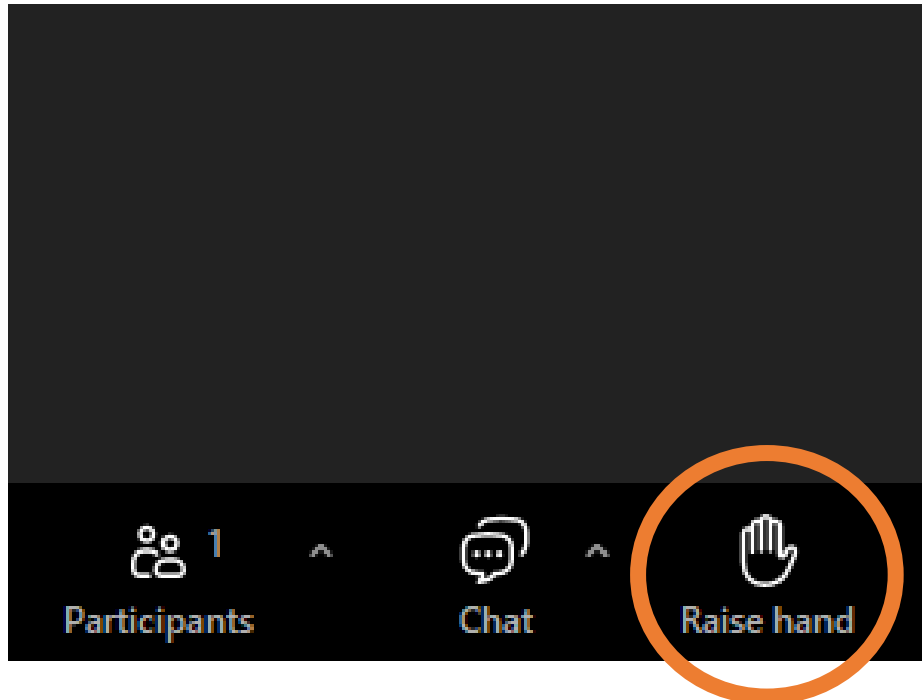
**Provide in Writing on Comment Card or via Email to
PlanMidCity@SanDiego.gov**



Public Comment

- Fill out a comment card and it will be recorded as input.
- Add your name to the speaker interest list.
- You'll have thirty seconds or up to one-minute to speak.

1. Write your comment in the **chat** and it will be recorded/documented; or
2. Raise hand virtually using the “**Raise Hand**” function.
3. When it's your turn we will unmute you



Part 1

- Are there any public comments related to the **general overview** or the **Sustainability, Equity, and Climate** section?

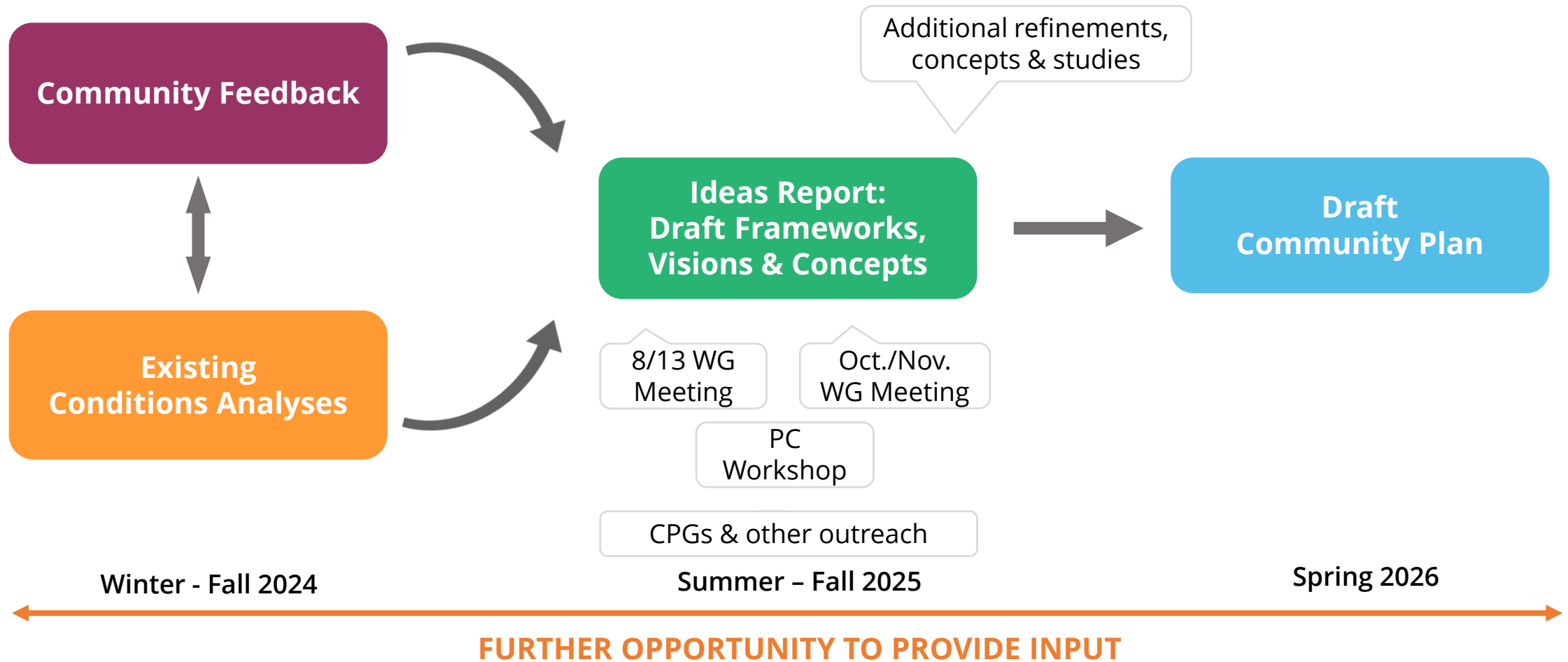
Part 2

- Are there any public comments related to the **Land Use** or **Urban Design** sections?

- Are there any public comments related to topics not covered tonight?

Next Steps

NEXT STEPS



- **Visit the Plan Update Website & Sign-Up for Updates @ www.PlanMidCity.org**
- **Attend the Next Working Group Meeting – Oct. or Nov., 2025**
 - Draft Ideas Report – History & Place, Urban Design, Mobility, Parks, Public Facilities & Open Space
- **Provide Comment to the Draft Ideas Report by Nov. 21, 2025**
 - [Public Comment Form](#)
- **Participate in the Upcoming Public Engagement Activities:**
 - 2nd Planning Commission Workshop – Fall, 2025
 - Community planning groups, office hours, pop-ups, etc.

Email Us

Send additional comments, suggestions or questions to PlanMidCity@SanDiego.gov and a Community Planner will get back to you.

Mid-City Communities Plan Update



City Planning Department
Mid-City CPU Working Group – August 13, 2025

