

MIDWAY RISING

A NEW MIDWAY FOR ALL



ZEPHYR



THE
KROENKE
GROUP

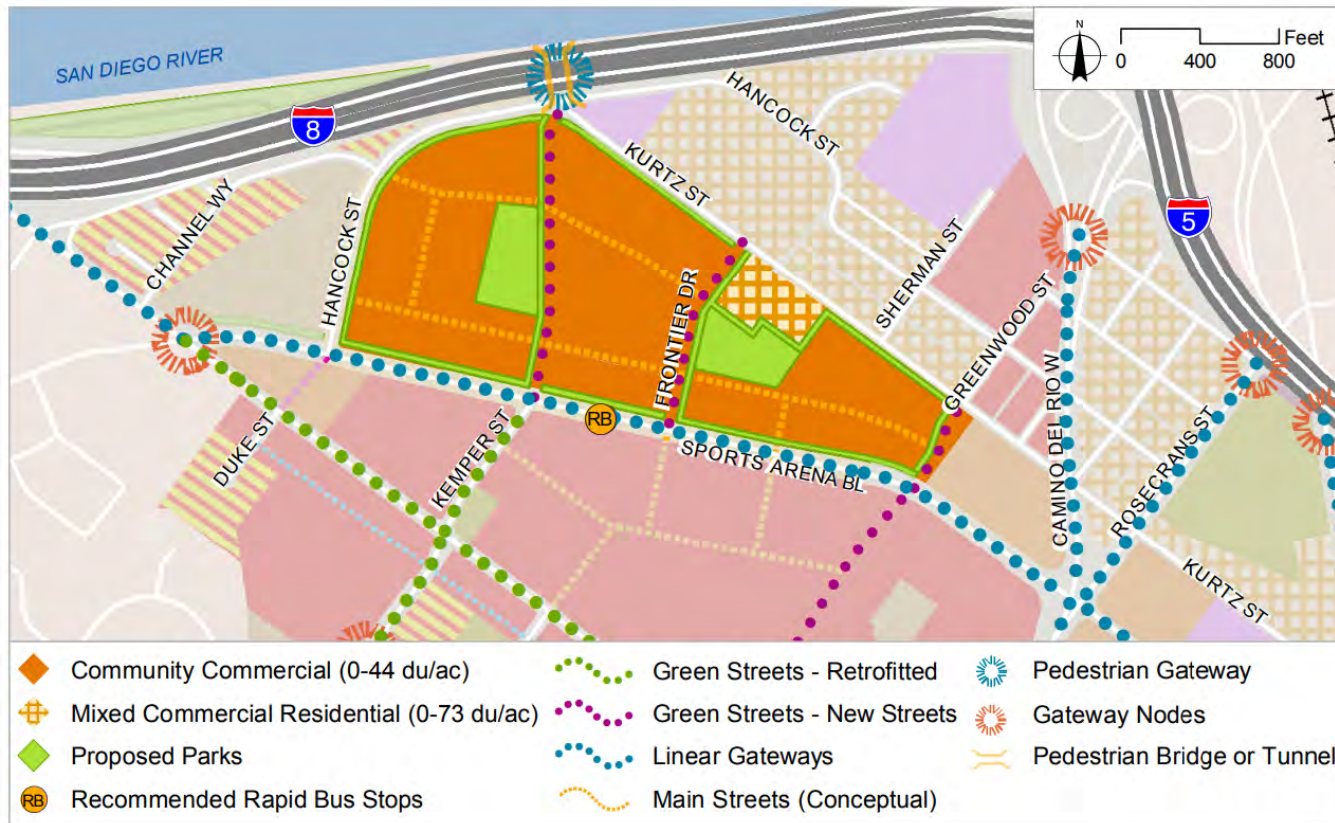


Key Milestones

2008	Midway-Pacific Highway Community Plan Update process initiated
2018	Midway-Pacific Highway Community Plan Update adopted
Oct. 4, 2021	Notice of Availability released
Nov. 8, 2022	Measure C 30 ft. Height Limit Removal passed by voters
Dec. 5, 2022	Exclusive Negotiation Agreement executed
Mar. 24, 2025	Draft Environmental Impact Report & Specific Plan released
Jul. 16, 2025	Midway Planning Group unanimously recommends approval
Jul. 24, 2025	Historical Resources Board unanimously recommends approval



2018 Midway Community Plan Update



- Envisioned a Sports Arena Community Village as a vibrant, transit and pedestrian-oriented entertainment area.
- Encouraged a mix of entertainment, residential, commercial, and public/parks uses on the City-owned property.
- Required a Specific Plan or master-planned development permit to guide future development on the site.

Key Outreach



**60+ OUTREACH
EVENTS AND
MEETINGS**



**10 COMMUNITY
WORKSHOPS
(EVERY COUNCIL
DISTRICT)**



**20+ MEETINGS WITH
MIDWAY-PACIFIC HIGHWAY
COMMUNITY PLANNING
GROUP**



**9 INFORMATIONAL
UPDATES TO
SAN DIEGO
CITY COUNCIL**





Midway Rising Vision



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

Component	Proposed
Arena	16,000 seats
Residential	4,254 units (2,000 affordable)
Parks & open space	14.54 acres
Retail & commercial	130,000 sq. ft.

Making Affordable Housing History



- 2,000 deed-restricted homes, the largest in California state history under the state's Surplus Land Act (SLA).
- Exceeds the state's SLA requirement by 88 percent.
- Housing is planned to be mixed-use, with ground floor retail.
- Affordable and market-rate homes to be intermixed on-site.



Deliver on Housing

For the San Diegans Who Need it Most

- Families
- Veterans
- Seniors
- Homeless

2,000 Affordable Homes

2,254 Market-Rate Homes

4,254 New Homes





Creating a New Entertainment Center



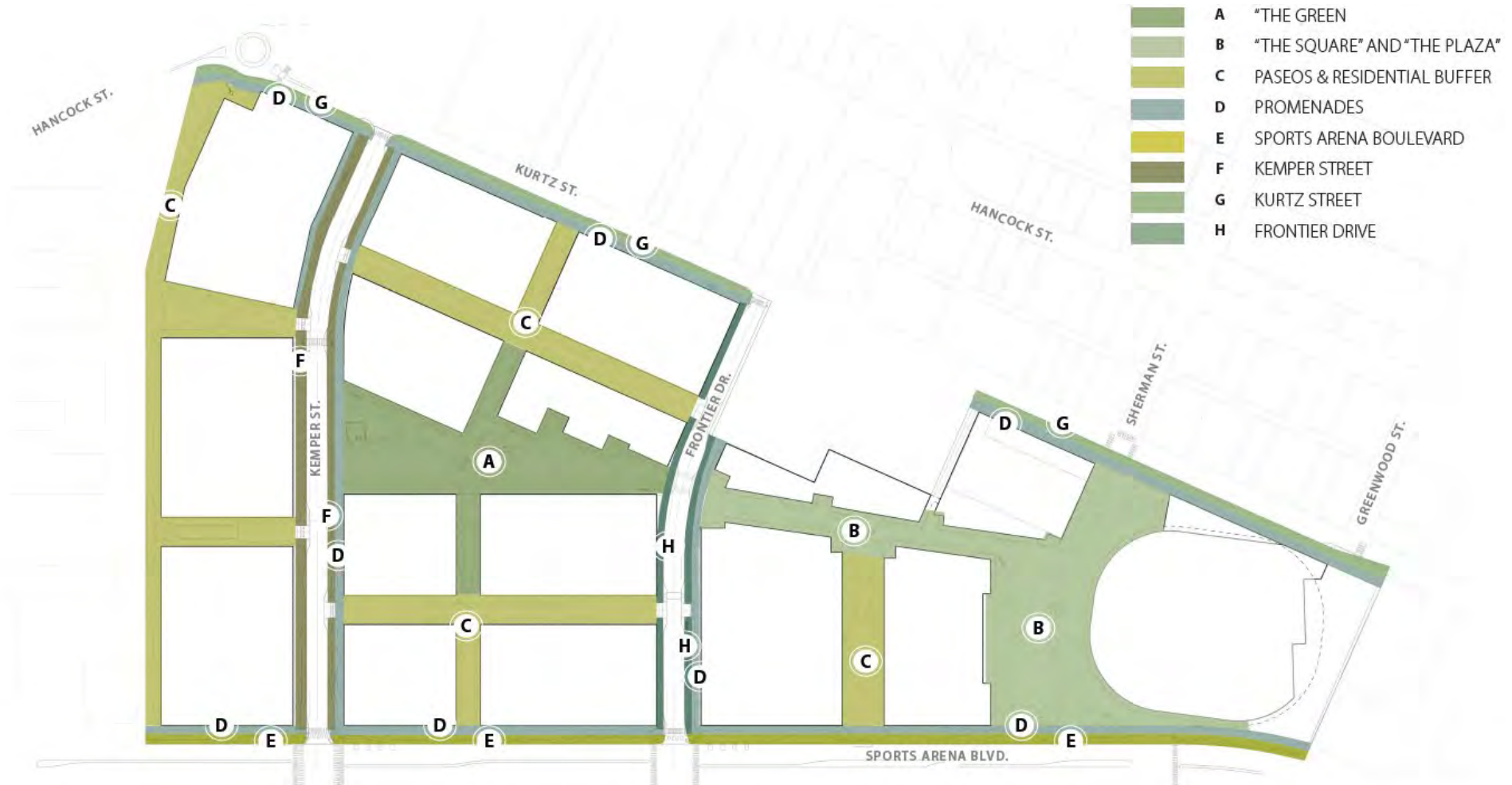
- A new home for the San Diego Gulls and San Diego Seals.
- A modern venue provides an elevated experience for guests.
- Attracts new entertainment, talent, and never-before-seen acts to San Diego.





Shaping New Parks and Open Space

For the Midway Community and the Region



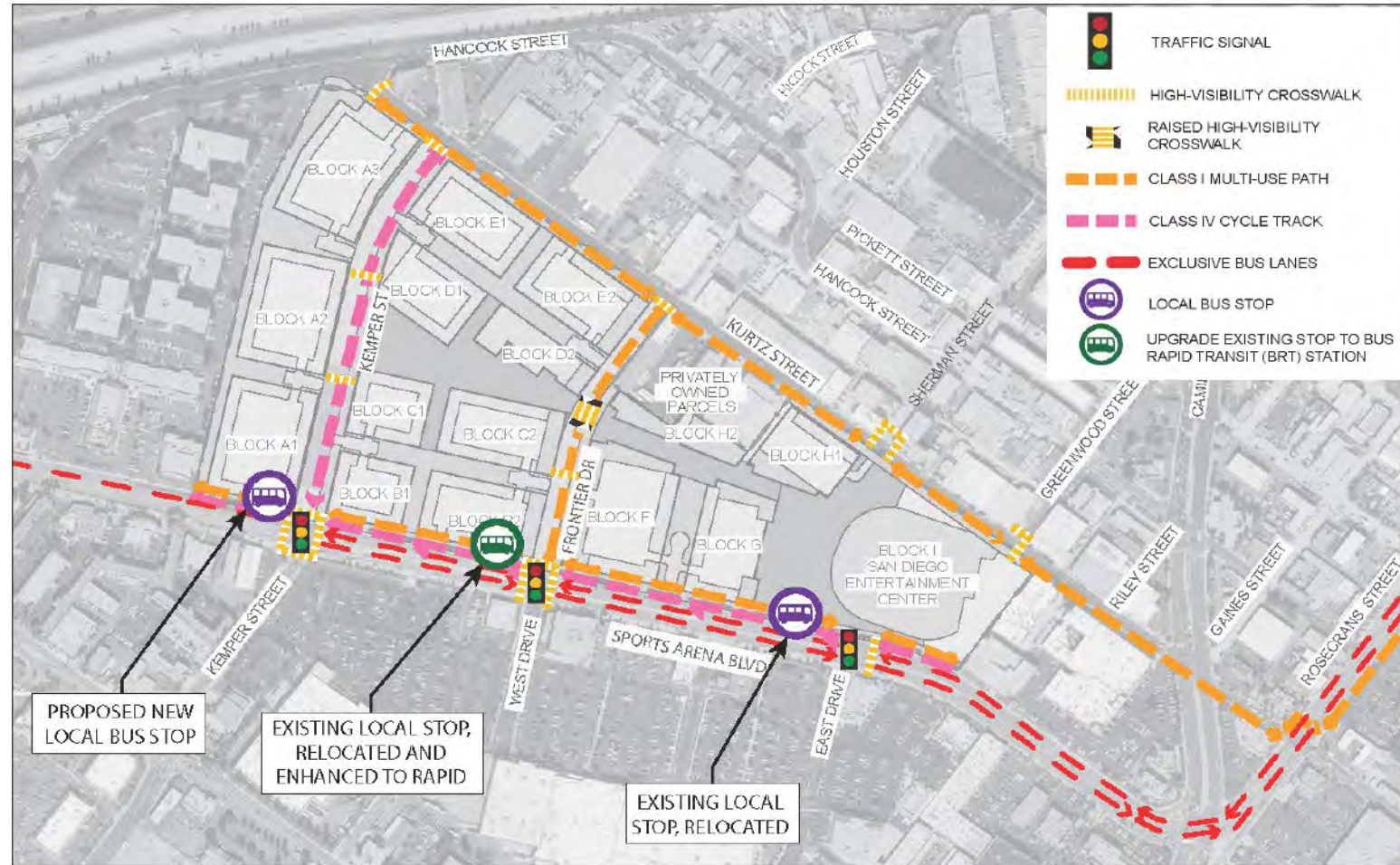




Connect with Multi-Modal Access Improvements

For a More Walkable, Transit-Friendly, and Connected Place

- Class I multi-use paths and Class IV cycle track.
- Daily retail shuttle and transit incentives to reduce car trips.
- Enhanced bus stops at three locations including one Rapid BRT.
- Urban mixed-use village allows people to meet many daily needs on-site.
- Improvements connect to Old Town Transit Center.





Economic Analysis

More annual economic activity than Comic Con, BIO, and Esri conferences combined



CONSTRUCTION IMPACTS

\$94M Local tax revenue

\$1.6B Wages

\$3.0B Contribution to GRP



NET ANNUAL IMPACTS

1,500 New permanent jobs (3,100 gross)

\$78M New annual wages (\$159M gross)

\$178M New value added to local economy (\$285M gross)

Source: EDC analysis; San Diego Convention Center FY24 Annual Report.



and thousands of San Diegans!

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