

# Argument In Favor of Measure C

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## LET'S CREATE HOMES AND JOBS, REVITALIZE MIDWAY, MODERNIZE SPORTS ARENA

Measure C will create thousands of affordable homes and good paying jobs, revitalize the dilapidated Midway area, and create a vibrant neighborhood San Diego families can finally enjoy: A modern Sports Arena. Public parks. Millions in funding for San Diego schools and overdue infrastructure repairs – without raising taxes.

## MAINTAIN BUILDING HEIGHT LIMITS ON THE COAST

In 1972, the Midway community was arbitrarily included in the Coastal Height Limit Zone, despite having no coastal views. Measure C applies ONLY to the Midway community and keeps the 30-foot building height limit in place for coastal communities. Let's fix the mistake that has been holding our Midway neighbors back and finally give them a chance to thrive.

## NEW SPORTS ARENA & ENTERTAINMENT HUB

Measure C is the catalyst to modernizing the 54-year old Sports Arena and is the key to creating a pedestrian-friendly, transit-oriented community with entertainment, shops and outdoor recreation.

## MORE HOUSING AND COMMUNITY INVESTMENT

Stuck with all the restrictions and none of the coastal benefits, the Midway area has suffered from blight due to lack of investment. Let's make way for more homes, new parks, local jobs, and advance our climate goals.

## AN ECONOMIC BOOST SAN DIEGO NEEDS

Measure C moves forward already approved community investments including:

- Affordable and middle-class homes near transit in a community that wants it
- Walkable and bikeable streets to the San Diego River Park and the Coastal Zone
- Additional commercial, retail and housing with good paying jobs
- New park space with outdoor recreation and eating areas

The Midway Community Planning Group unanimously supports removing the 30-foot height limit in Midway because it will bring to life the community's vision for a thriving cultural and economic hub.

Chris Cate Councilmember

Dike Anyiwo Midway-Pacific Highway Community Planning Group

Todd Gloria Mayor

Nicole Capretz Executive Director Climate Action Campaign

David Gauthier President San Diego Building & Construction Trades Family Housing Corporation