

MIDWAY RISING

A MIDWAY FOR ALL



ZEPHYR



SAFDIE RABINES
ARCHITECTS

Our Team



Affordable Housing Partner

- Headquartered in Carlsbad, CA
- Focused on creating and preserving high quality affordable rental homes
- Built over 11,500 affordable apartment homes in California
- The largest California-based affordable housing developer in the country



Mixed-Use and Market-Rate Housing Partner

- Headquartered in Encinitas, CA
- Focused on innovative residential and mixed-use projects
- Developed over \$1 billion worth of mixed-use developments throughout Southern California

Our Team



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Legends –Arena Venue Development and Operations Partner

- Headquartered in Los Angeles, CA
- Focused on developing and operating mixed-use sports and entertainment arena venues
- Developed iconic destinations including SoFi Stadium in Los Angeles and One World Observatory in New York

Architectural Partner

- Headquartered in San Diego, CA
- Focused on site specific, environmentally sustainable architecture and urban planning
- Projects include Mercado del Barrio in Barrio Logan and the Cairo mixed-use housing complex in Hillcrest



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Key Milestones

Oct. 4, 2021	NOA issued
Dec. 3, 2021	NOA responses submitted
Mar. 4, 2022	90-day good-faith negotiating period ended
Apr. 11, 2022	City shortlisting
Jul. 2022	3rd-party due diligence
Sep. 8, 2022	Land Use & Housing Committee hearing
Sep. 13, 2022	City Council selection
Dec. 5, 2022	ENA signed



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

Midway Rising by the Numbers

2k

affordable
homes



8,500

new jobs



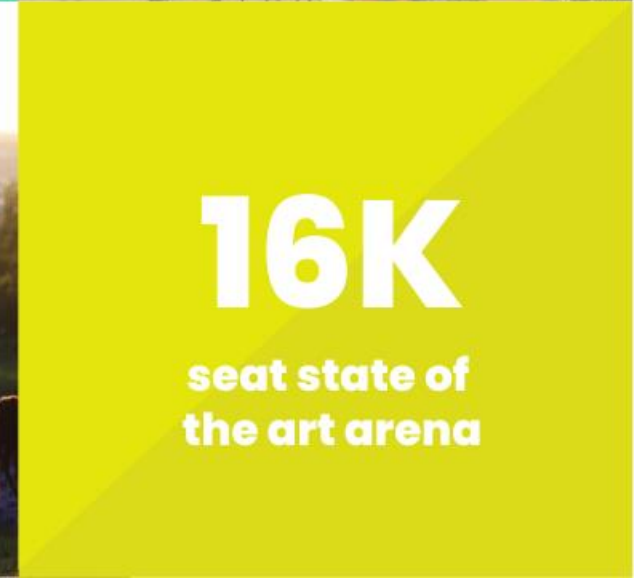
\$7B

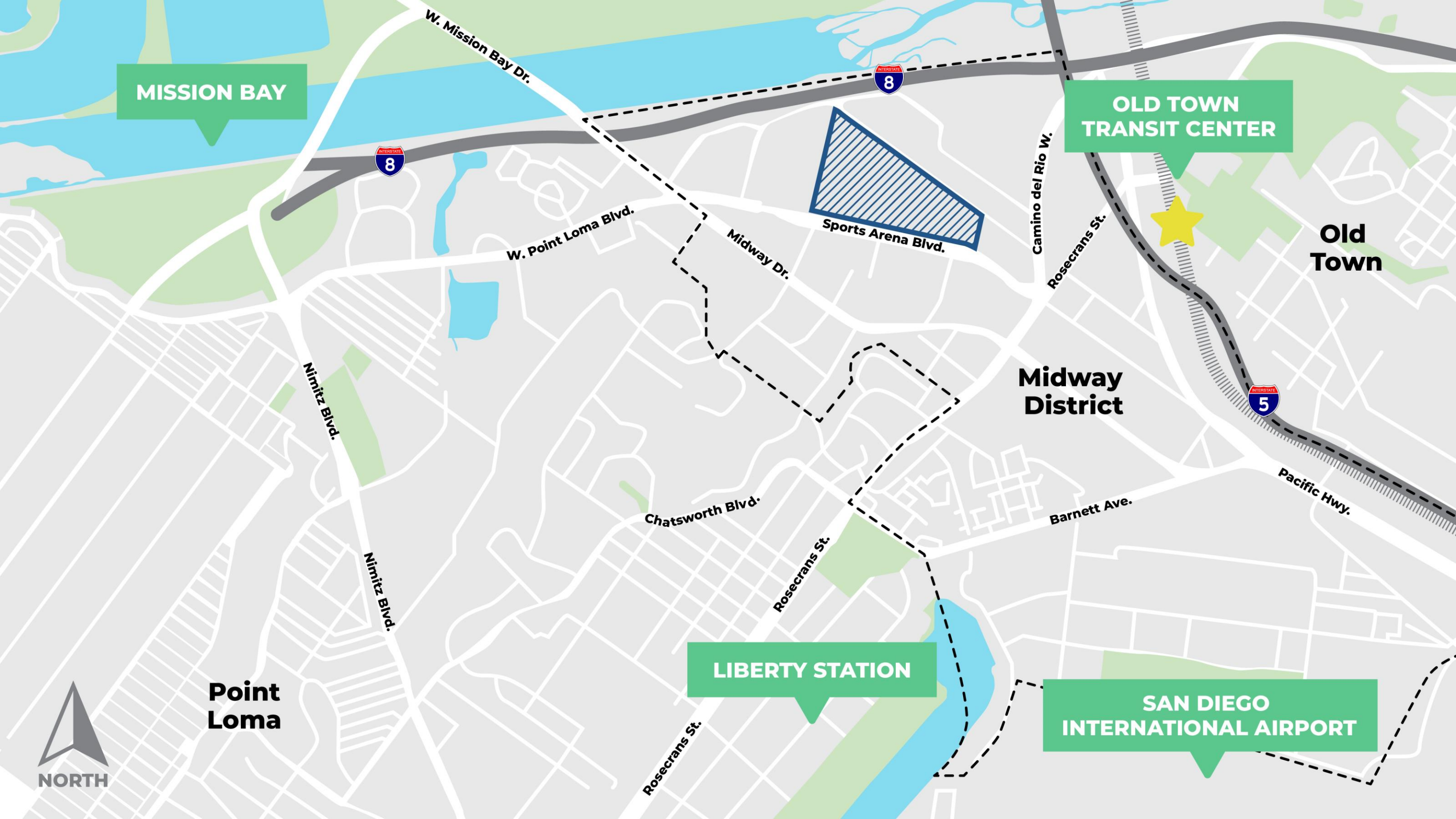
in economic
benefits



16K

seat state of
the art arena





Site Layout



The Most Affordable Housing

For the San Diegans Who Need it Most.

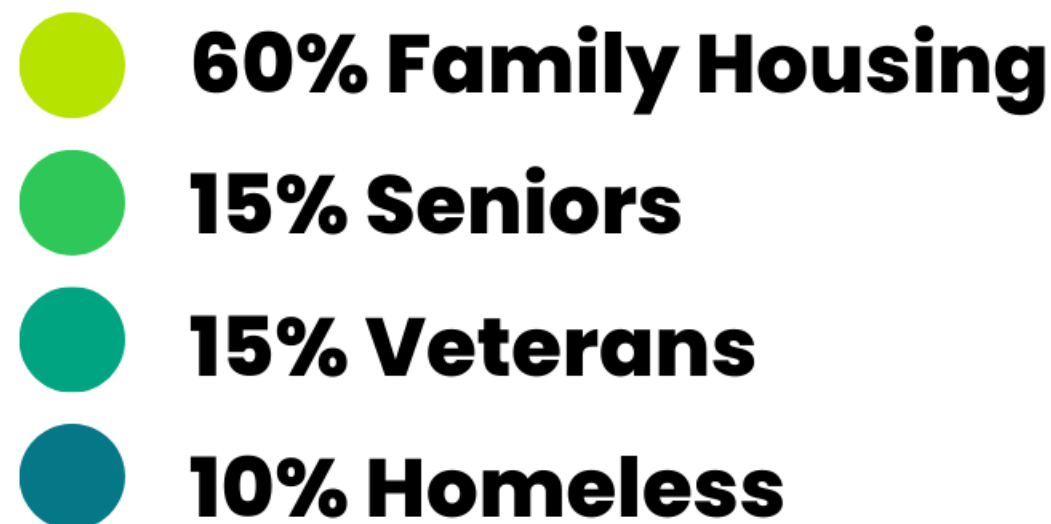
- The largest affordable housing project in state history
- Midway Rising tackles the housing crisis with affordable homes for San Diegans of all backgrounds

4,250 New Homes

2,000 Affordable Homes (30–80% AMI)

250 Affordable Homes (80–120% AMI)

53% Affordable Units



A Closer Look Affordable Housing

Area Median Income	1-Bedroom	2-Bedroom	3-Bedroom
80%	\$1952	\$2342	\$2707
60%	\$1464	\$1756	\$2030
50%	\$1220	\$1463	\$1691
40%	\$976	\$1171	\$1353
30%	\$732	\$878	\$1015

**Rent ranges based on HUD requirements. A household of four would be eligible for a 60% AMI two- or three-bedroom apartment if making less than \$78,060.*





A CLOSER LOOK

Market-Rate Housing

- 2,000 units of multifamily, market-rate residential housing
- Affordable and market-rate housing to be intermixed
- Comparable in density and rent to other San Diego neighborhoods

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Our Partners



CASA FAMILIAR



SOUTHERN CALIFORNIA HOUSING
COLLABORATIVE



SERVING SENIORS



FATHER JOE'S VILLAGES



VETERANS VILLAGE SAN DIEGO

OUR COMMITMENT:

Put Community First

Comprehensive Community
Benefits Framework.

On-site Childcare and Healthcare.

Union built and operated.

Job Training Academy.

Read the full Community Benefits Plan at MidwayRising.info





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 Full-Size Arena To Unlock Midway's Full Potential



Modern 16k Seat Arena



**The Nation's Premier
Live Events**



**Vibrant Entertainment
District**



200-room hotel

ENA Milestones Timeline



Next Steps

Quarterly public meetings

Quarterly updates to City Council

CEQA environmental study

Timeline

Top 10 FAQs

1. How will you help improve traffic congestion on surrounding roads like Rosecrans and Sports Arena Blvd.?
2. Is your team expanding mobility options and multimodal transportation choices at the Sports Arena?
3. How many parking stalls are planned for future residents and arena visitors?
4. The existing site infrastructure is outdated or inadequate. Will your team be making upgrades?
5. How do you plan to accommodate an increase in new families and students in surrounding area schools?

Top 10 FAQs

6. Is your project consistent with the Midway-Pacific Highway Community Plan?
7. What would happen to the project if the results of Measure C were to be overturned by a judge?
8. Are you planning to bring a professional NBA or NHL sports team to San Diego?
9. What types of community benefits will be incorporated into this project?
10. When will project construction begin and what does the overall construction timeline look like?

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