

# MIDWAY RISING

A MIDWAY FOR ALL



ZEPHYR





# Tonight's **Workshop** Format

- **Midway Rising Overview Presentation**
- **Site Mobility Presentation**
- **Open House**
  - Entertainment Center
  - Housing
  - Community Benefits
  - Midway Community Plan

# Our Team



The largest California-based affordable housing builder in the country—headquartered right here in San Diego County



The team that delivered SoFi Stadium in LA and the Star District in Dallas, Legends is the most innovative entertainment developer and arena operator in the nation

## ZEPHYR

Based here in Encinitas, Zephyr has developed over \$1 billion worth of mixed-use developments throughout Southern California

The image features a background architectural rendering of a modern urban development. In the foreground, there's a multi-level outdoor plaza with people walking, sitting on benches, and a dog. The plaza is surrounded by greenery and modern buildings. In the background, a large, curved, purple-roofed structure, possibly a stadium or arena, is visible. The text 'MIDWAY RISING' is overlaid on the left side of the image. 'MIDWAY' is in white, and 'RISING' is in large, colorful, geometric letters (blue, teal, yellow, and green).

# MIDWAY RISING

## Key Milestones

<b>Dec. 3, 2021</b>	<b>NOA responses submitted</b>
<b>Mar. 4, 2022</b>	<b>90-day good-faith negotiating period ended</b>
<b>Apr. 11, 2022</b>	<b>City shortlisting</b>
<b>Jul. 2022</b>	<b>3rd-party due diligence</b>
<b>Sep. 8, 2022</b>	<b>Land Use &amp; Housing Committee hearing</b>
<b>Sep. 13, 2022</b>	<b>City Council selection</b>
<b>Dec. 5, 2022</b>	<b>ENA signed</b>
<b>Jul. 31, 2023</b>	<b>Site due diligence completed</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



# Midway Rising by the Numbers

**2k**

affordable  
homes



**8,500**

new jobs



**\$7B**

in economic  
benefits

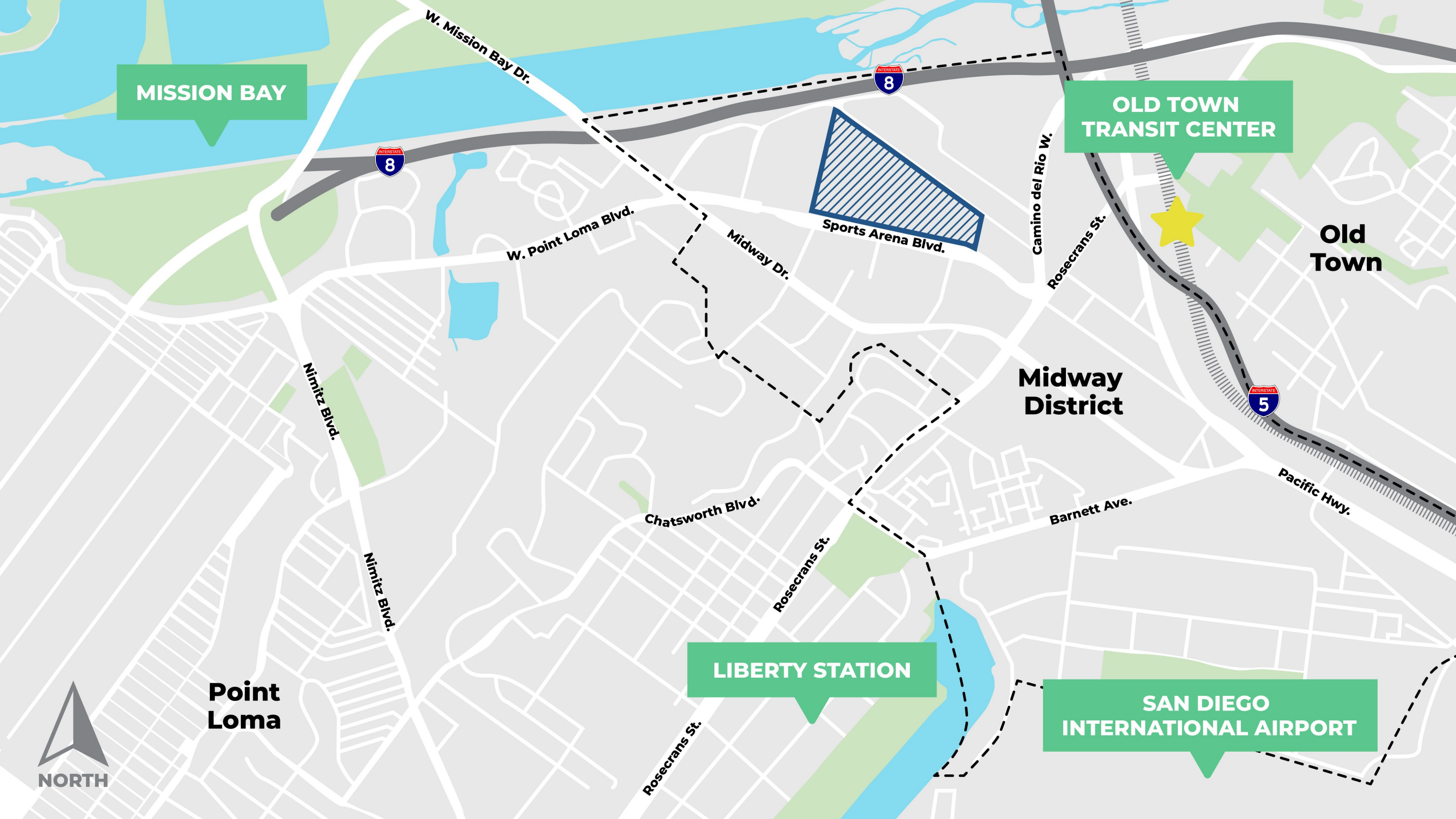


**16K**

seat state of  
the art arena







MISSION BAY

OLD TOWN  
TRANSIT CENTER

LIBERTY STATION

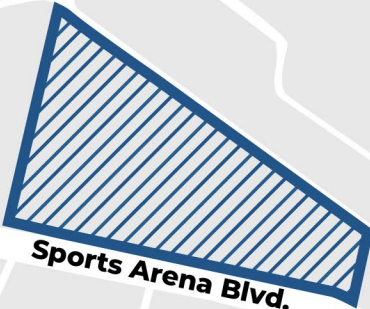
SAN DIEGO  
INTERNATIONAL AIRPORT



Old  
Town

Midway  
District

Point  
Loma





# 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



- 60% Family Housing**
- 15% Seniors**
- 15% Veterans**
- 10% Homeless**



## 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



MIDWAY  
RISING  
A MIDWAY FOR ALL





# 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](https://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**



# MIDWAY RISING

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**COMMUNITY MEETING 9/12/23**

Mobility Overview

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# Community Plan as Anchor

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# Community Plan: Roadways

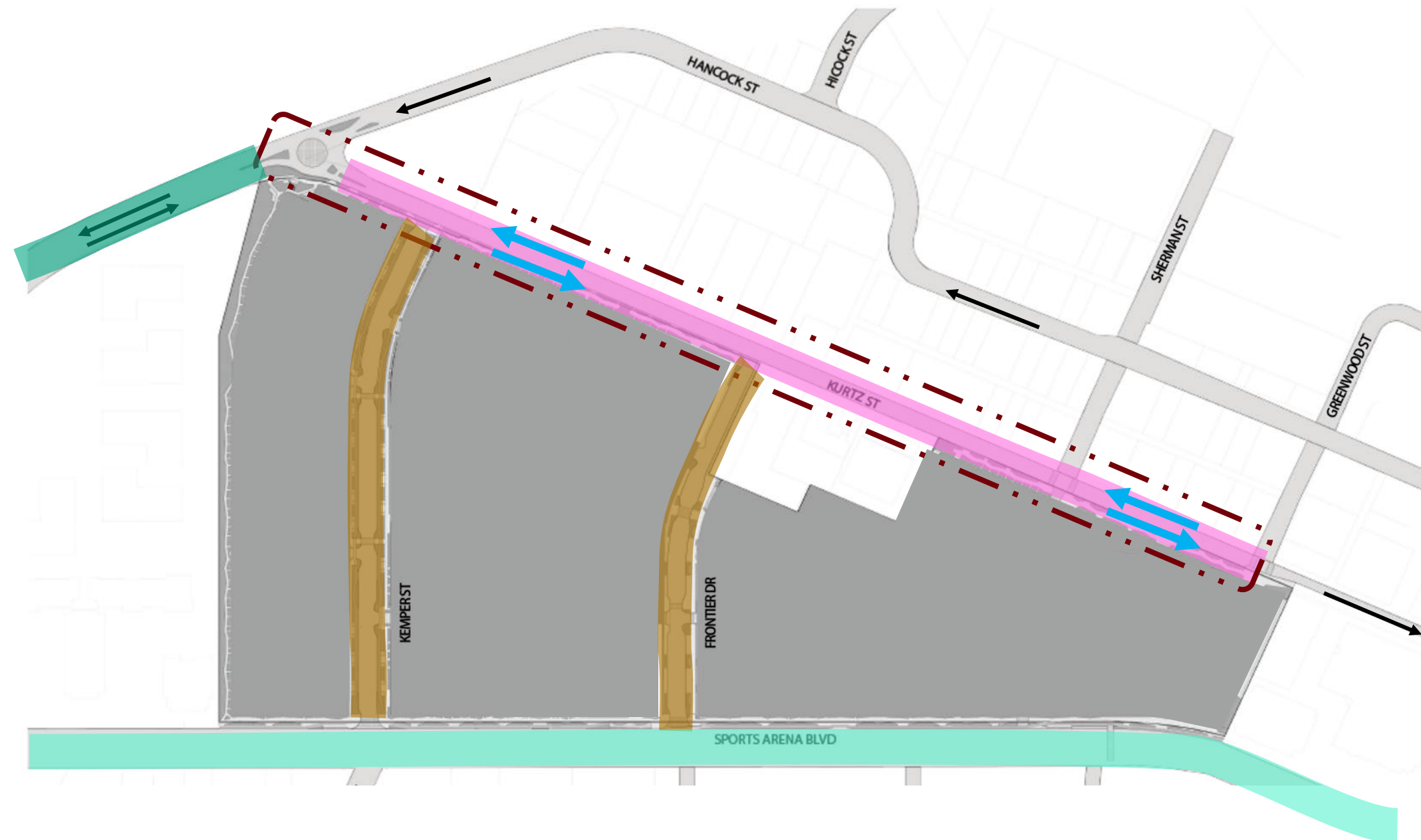
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# Proposed Project Roadways

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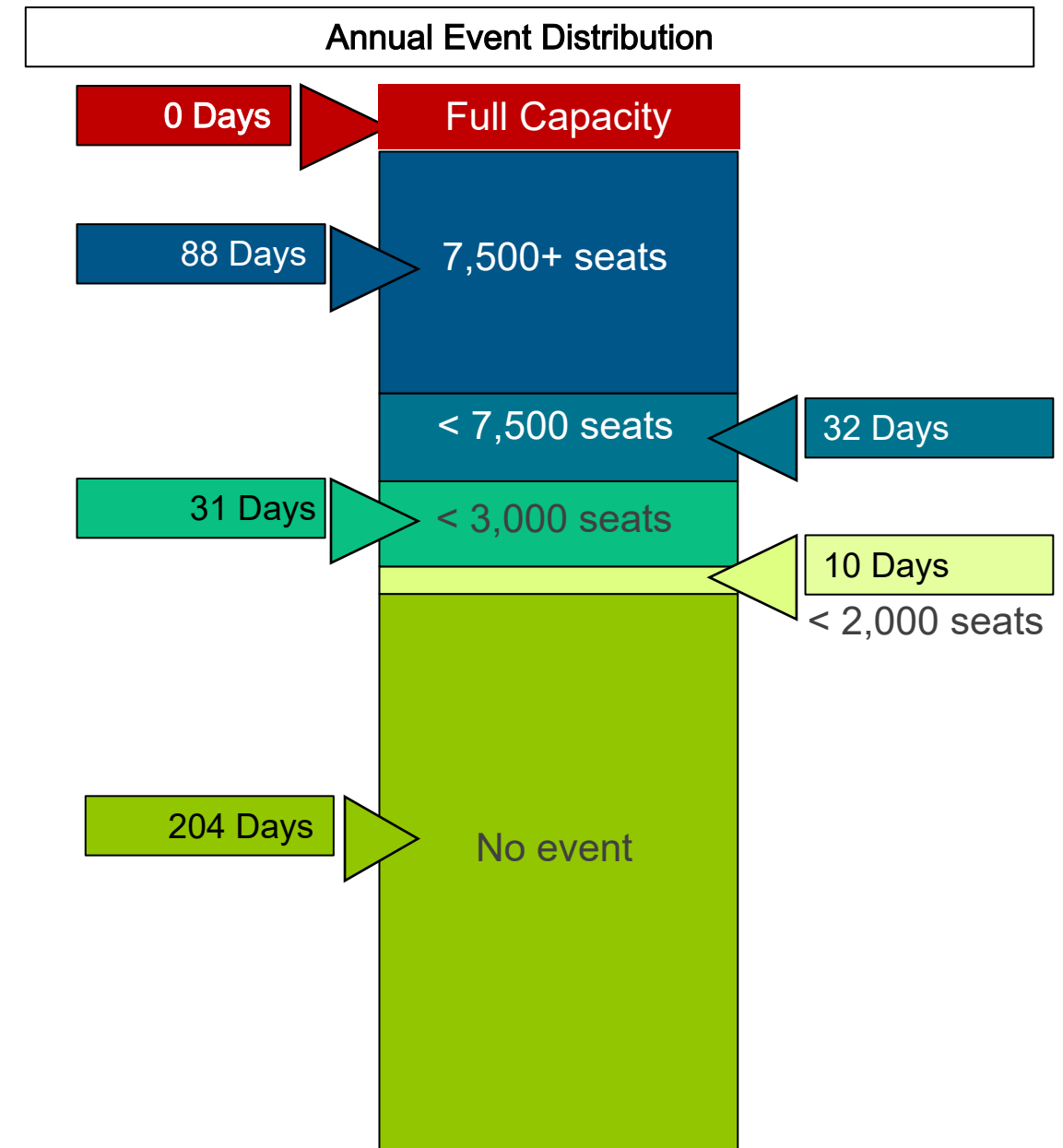




# Entertainment Center Characteristics

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- Capacity: 16,000 seats
- Non-Event Peak: 5-6 PM
- Event Peak: 6-7 PM







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## EXISTING ARENA

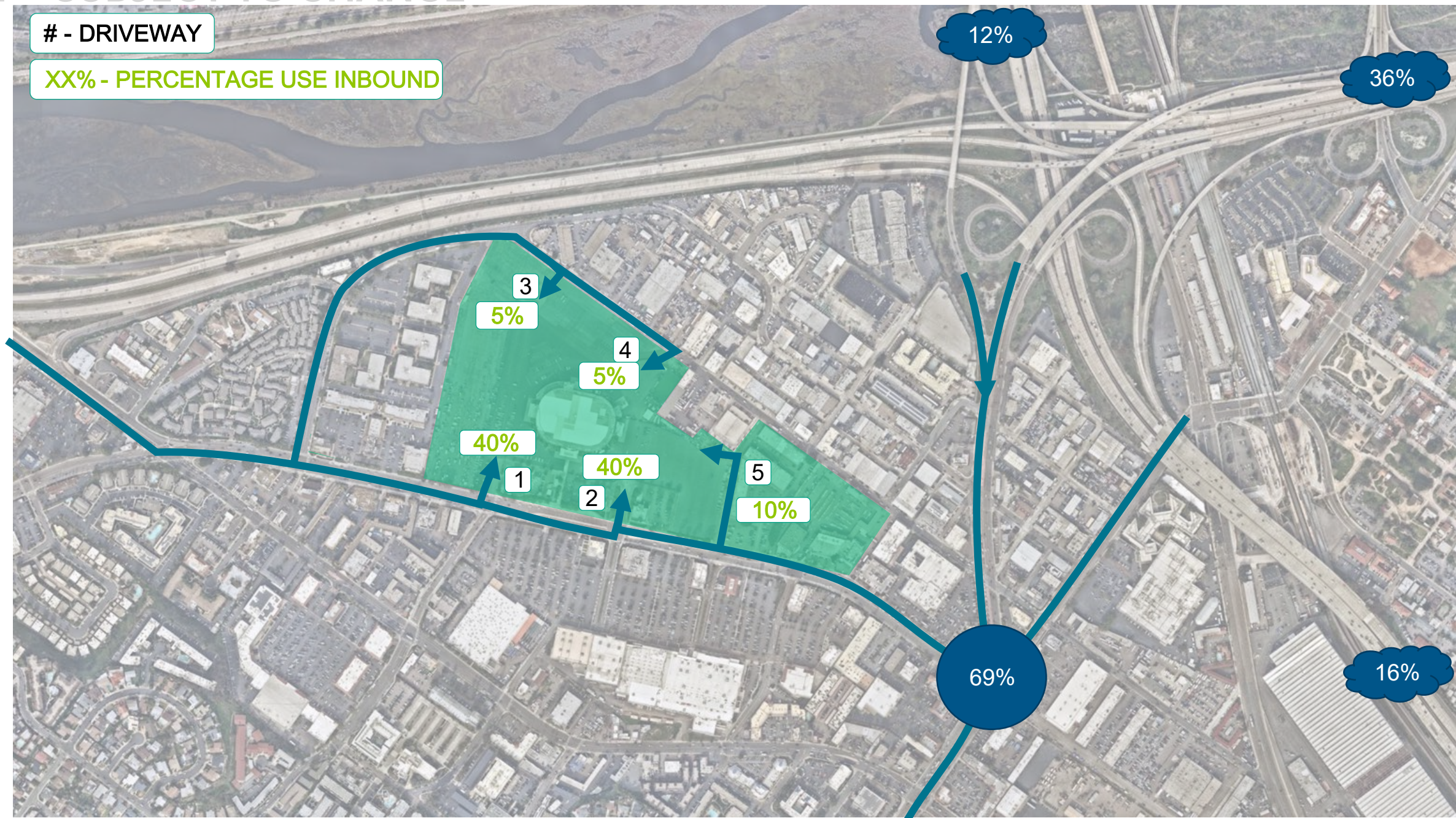
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*Arrival Routes*



# Existing Arena Arrival Trends

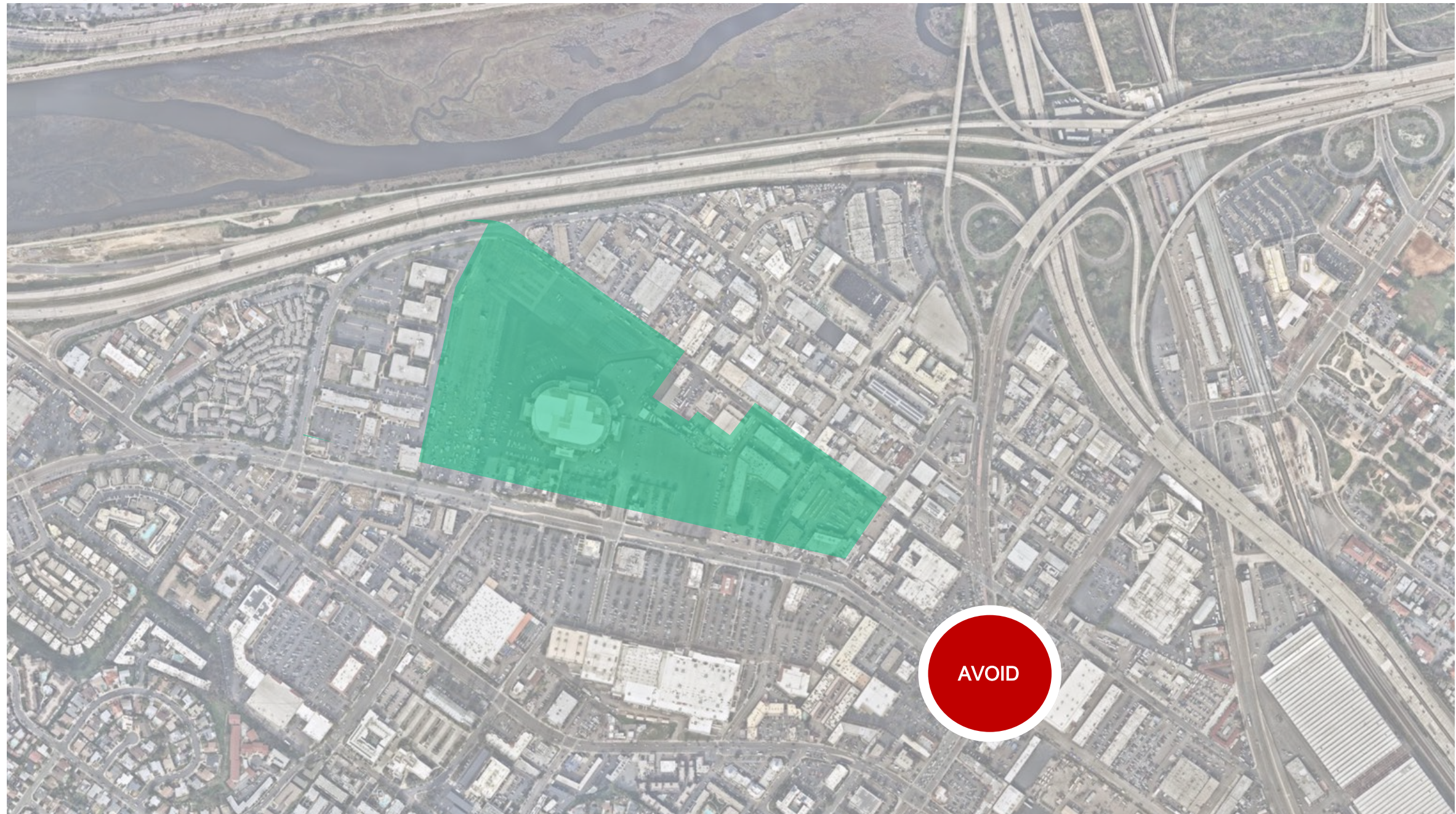
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# ARRIVAL APPROACH

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An architectural rendering of a proposed entertainment center. The scene is set at dusk or night. In the foreground, a large, multi-level outdoor seating area with wooden planters and greenery is filled with people. A wide, paved walkway with a metal railing runs through the middle ground, also populated with people. In the background, a large, curved building with a purple, translucent, grid-like roof structure is visible. The building's facade features a large mural of a person on a horse. The overall atmosphere is vibrant and modern.

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## PROPOSED ENTERTAINMENT CENTER

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# Strategies for Entertainment Center Access Management

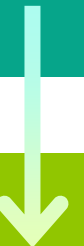
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Avoid Sports Arena Blvd/  
Camino del Rio W/Rosecrans St



Diffused/Distributed  
Parking



Provide Directions to Parking Structure by  
Origin With Event & Parking Tickets

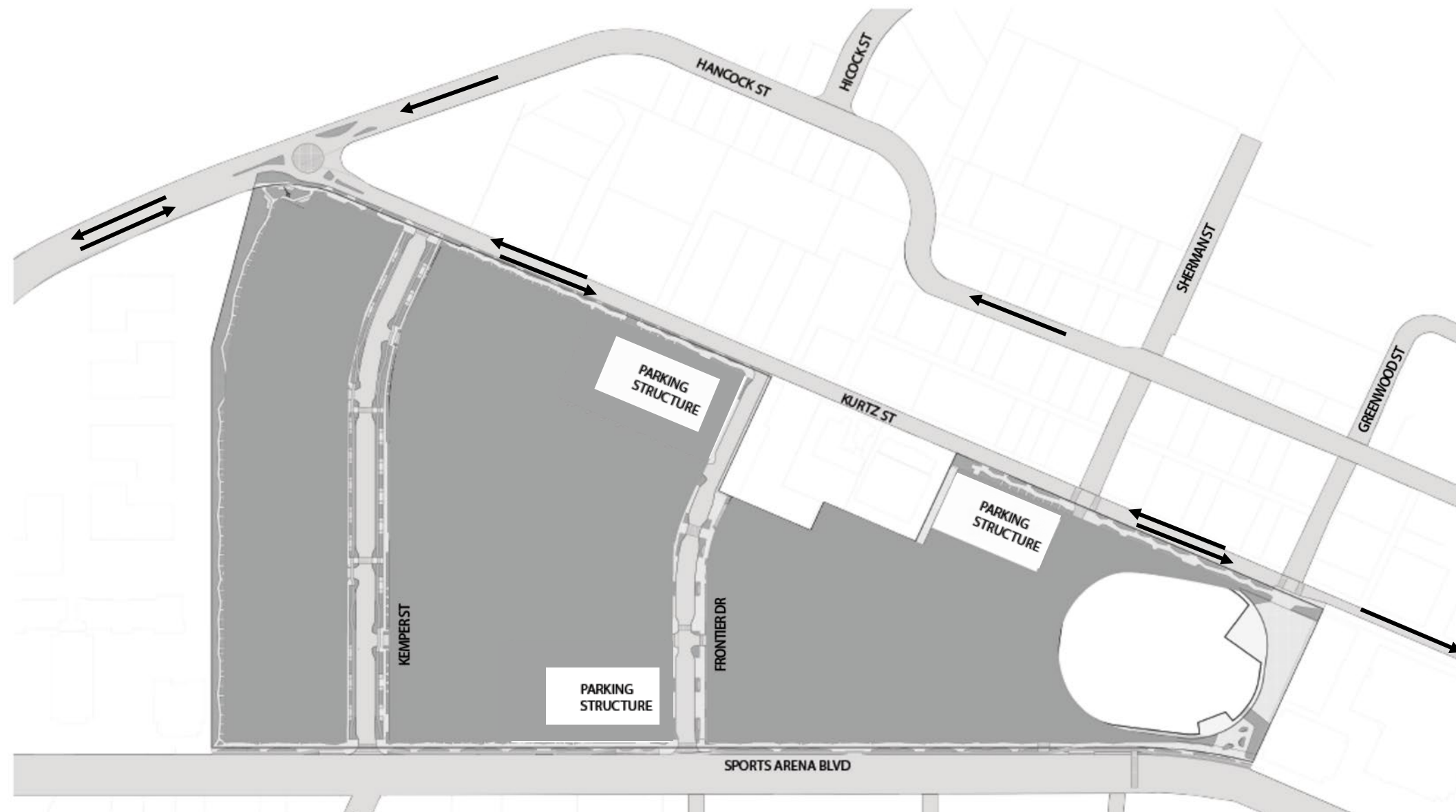


Assign Parking at  
Ticket Point of Sale (POS)



# Distributed Parking

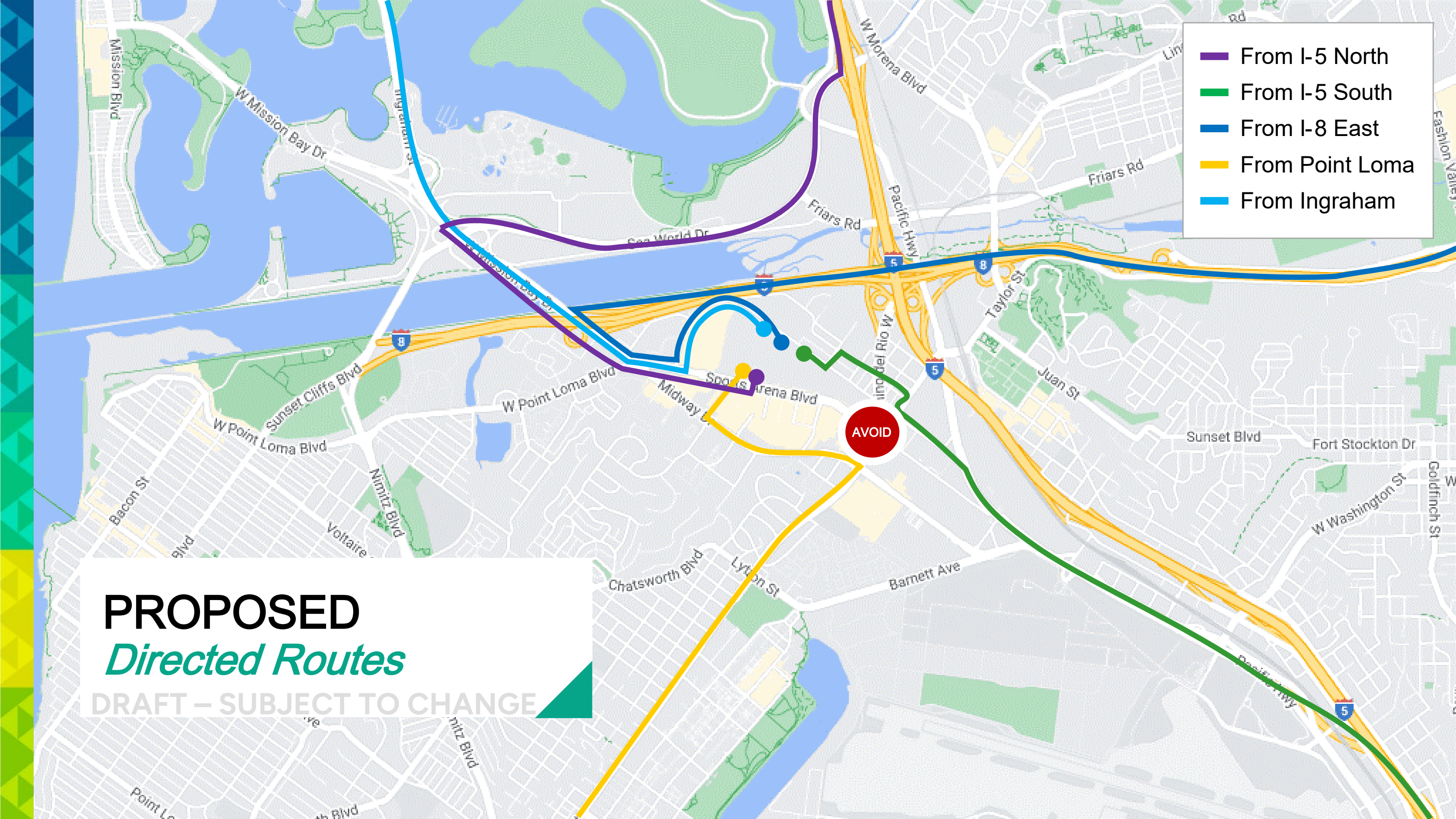
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- From I-5 North
- From I-5 South
- From I-8 East
- From Point Loma
- From Ingraham

**PROPOSED**  
*Directed Routes*  
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## BIKEWAYS

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# Bicycle Classifications

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CLASS I  
—  
*Multi-Use /  
Shared-Use Path*



CLASS II  
—  
*Bike Lane with  
Striped Buffer*



CLASS III  
—  
*Bicycle Route  
or Boulevard*



CLASS IV  
—  
*Separated /  
Protected Bikeway  
(One-way or  
Two-way)*



# Community Plan: Bikeways

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# Proposed Project Bike Facilities

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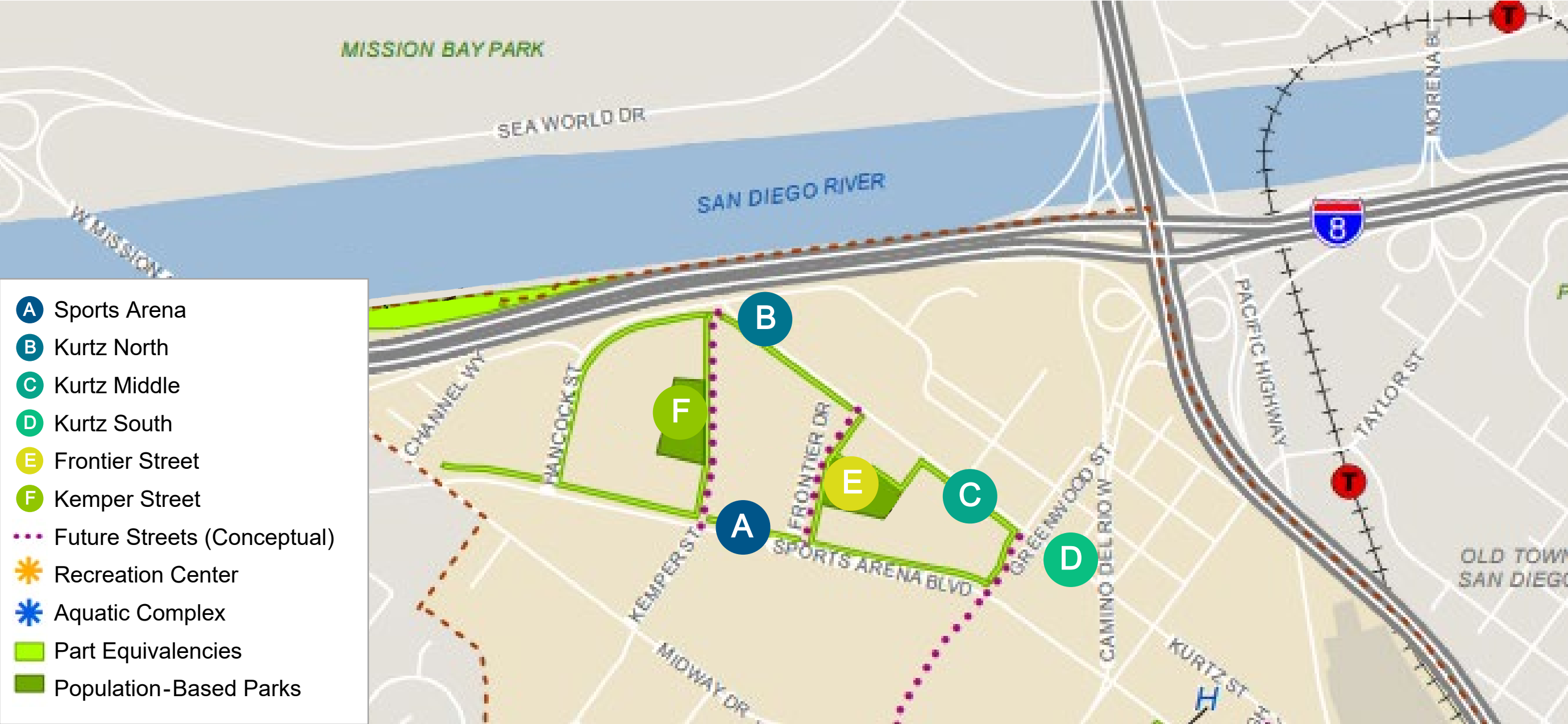
## LINEAR PARKS

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# Community Plan: Linear Parks

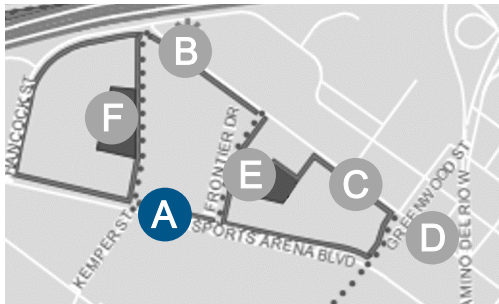
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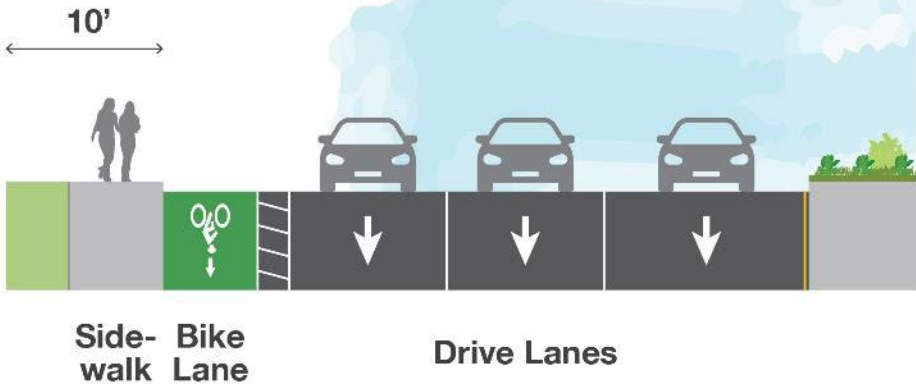


# Sports Arena Blvd A

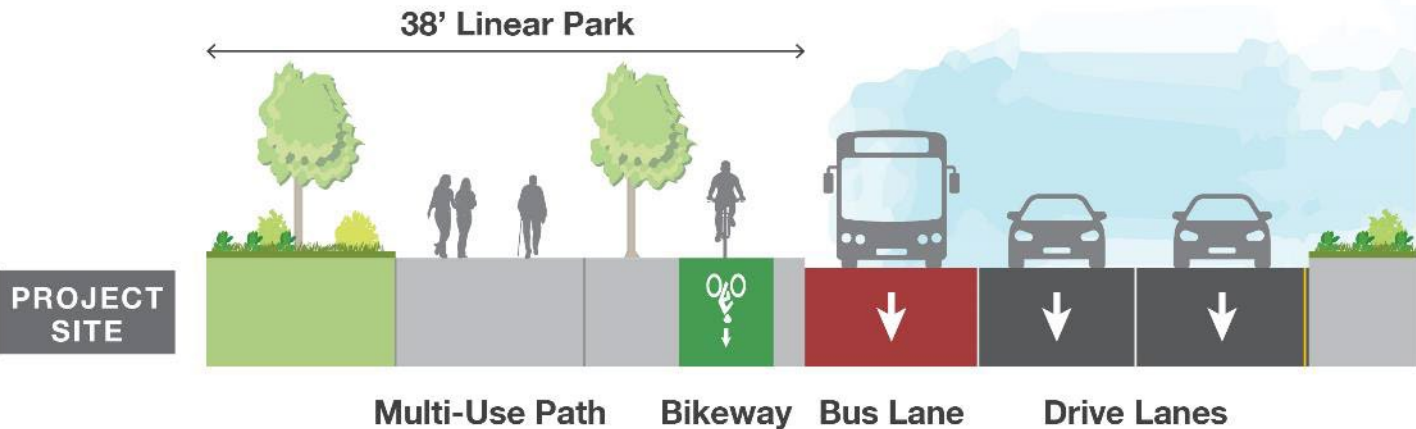
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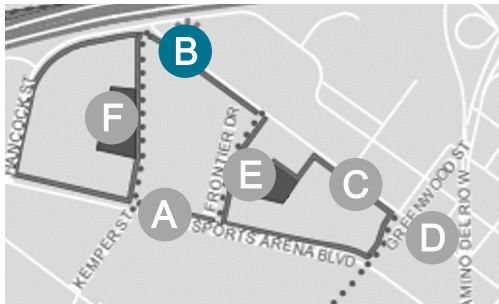


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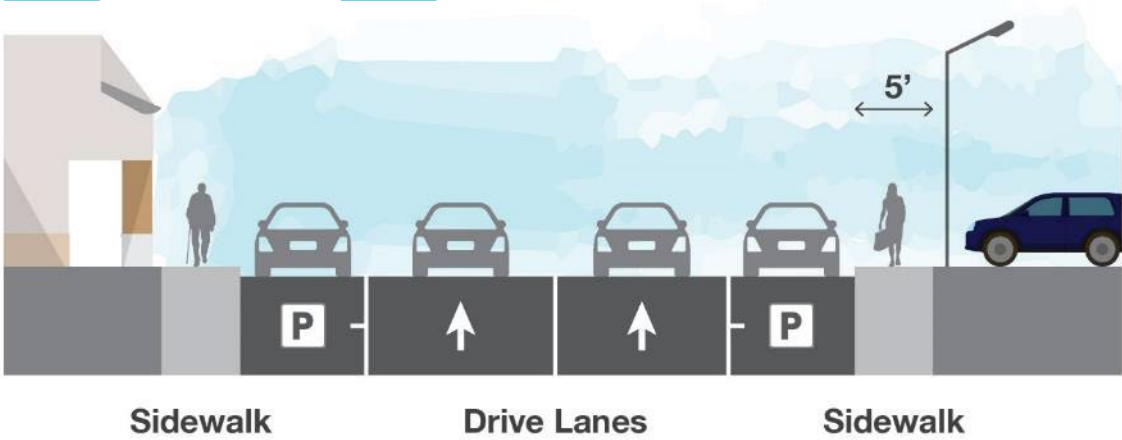


# Kurtz Street B

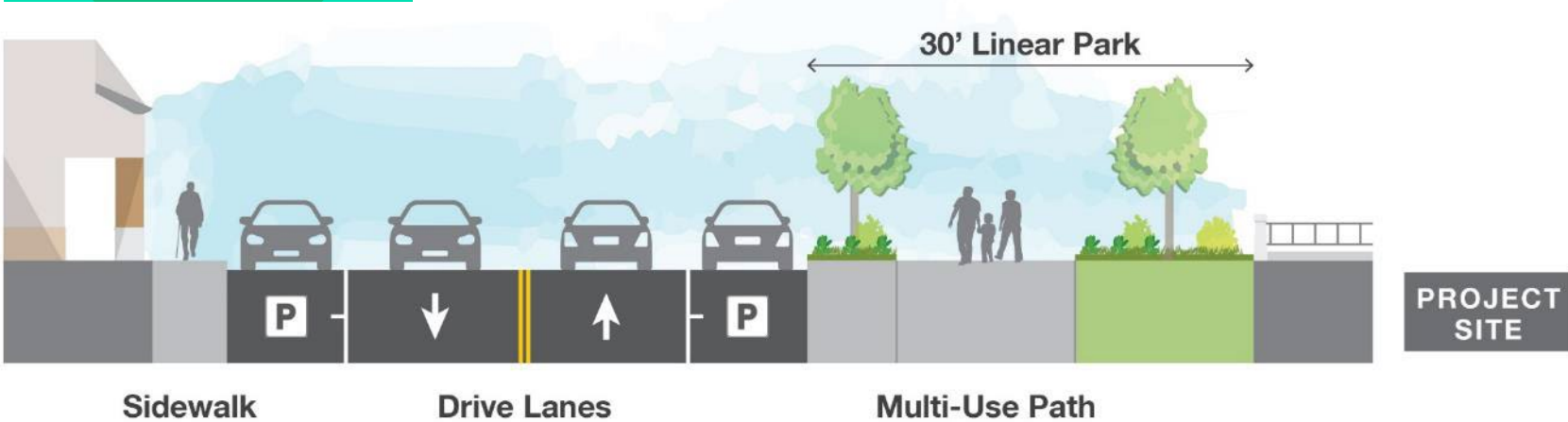
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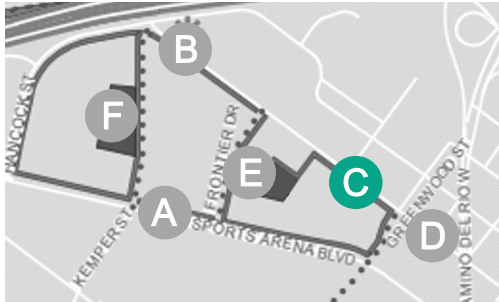
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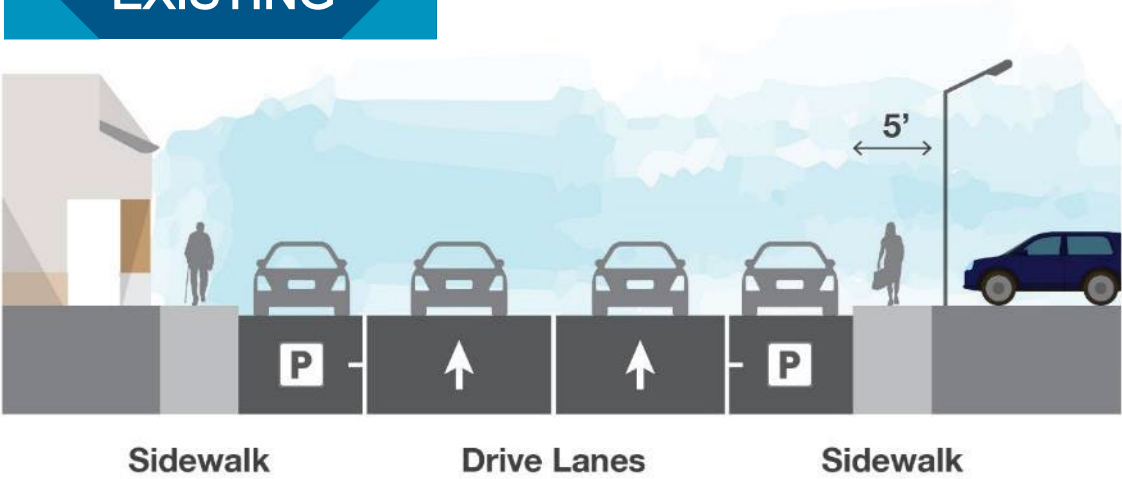


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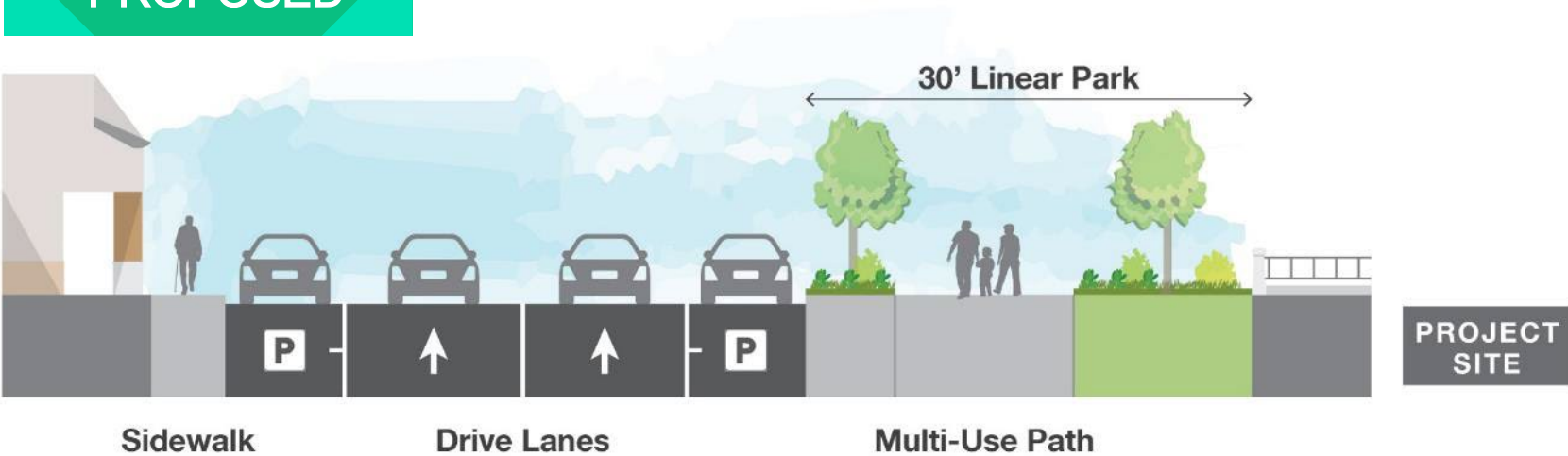
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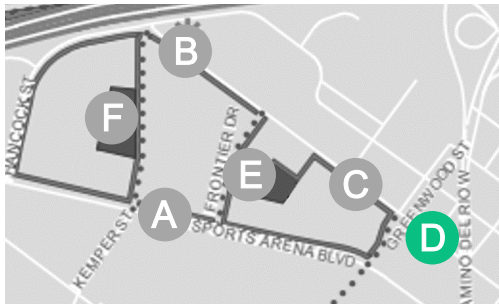


## PROPOSED

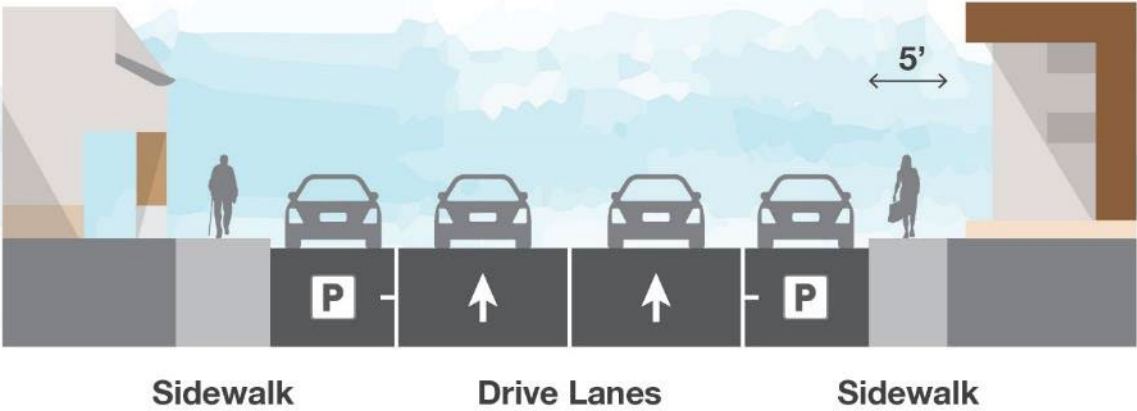


# Kurtz Street D

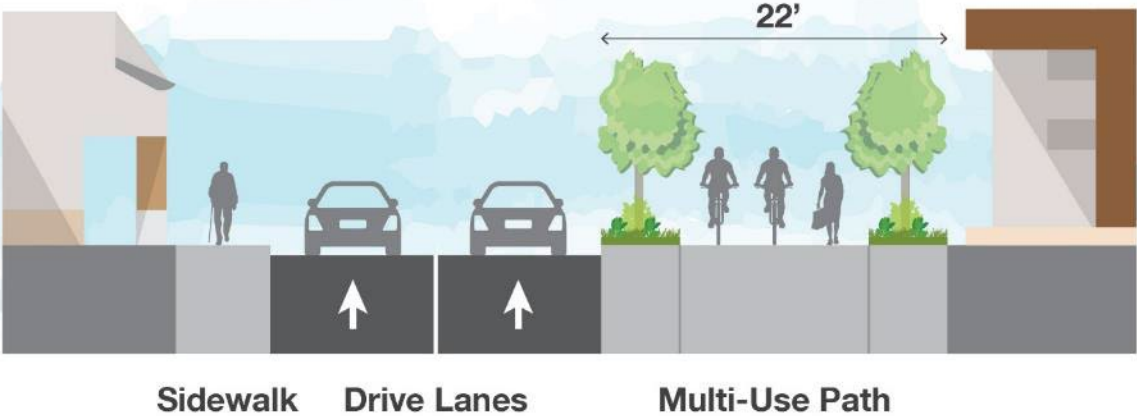
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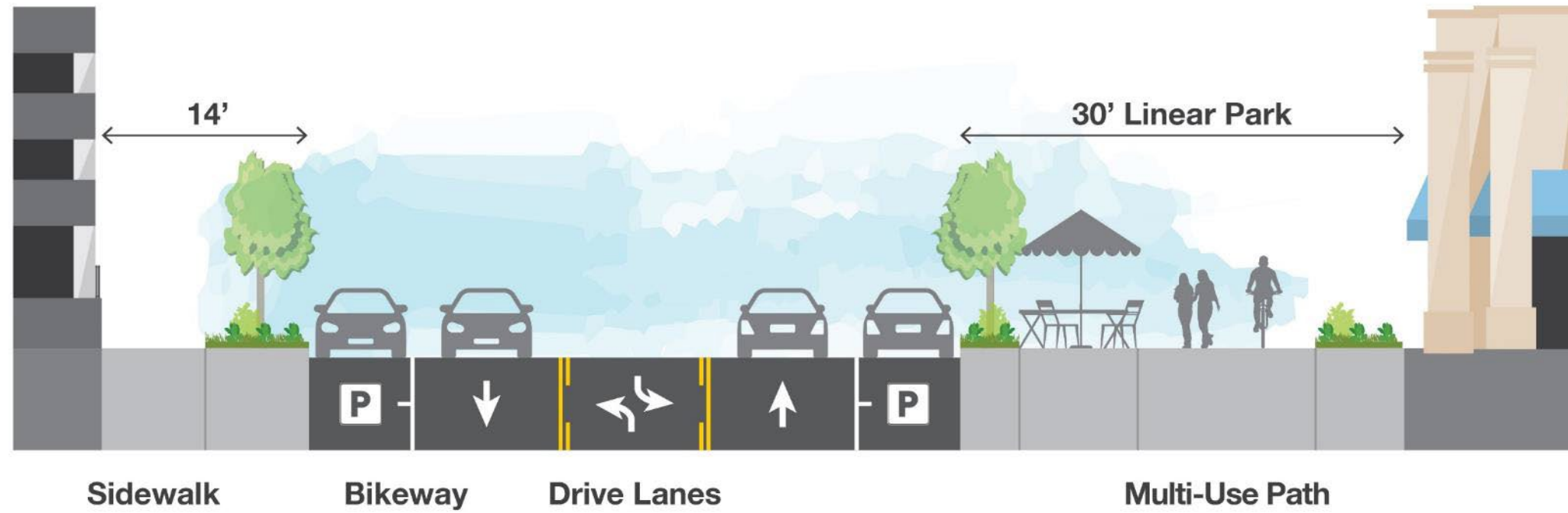
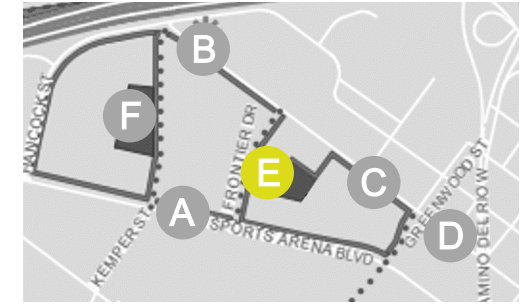
## PROPOSED





# Frontier Street E

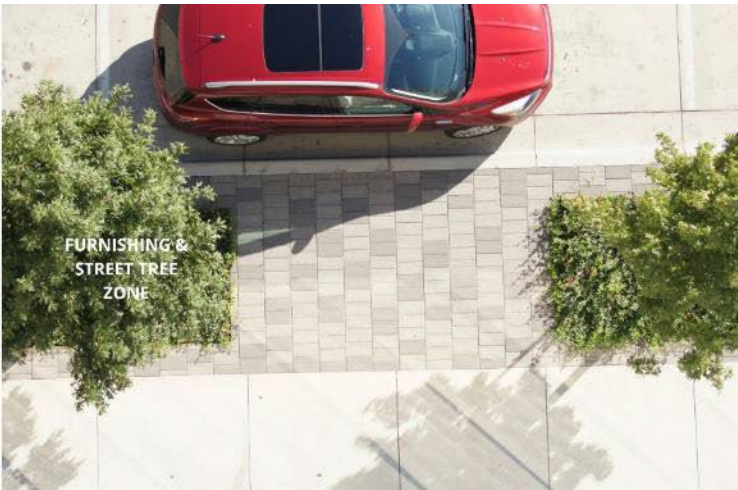
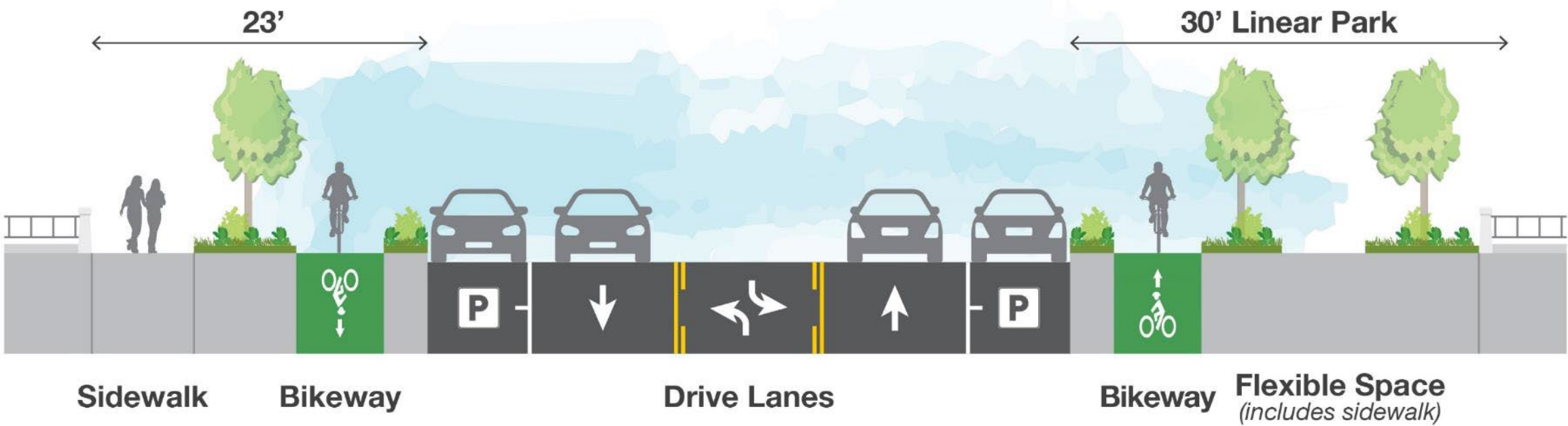
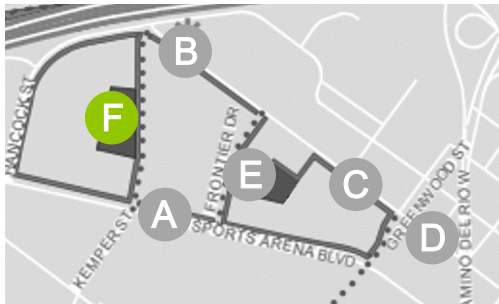
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# Kemper Street F

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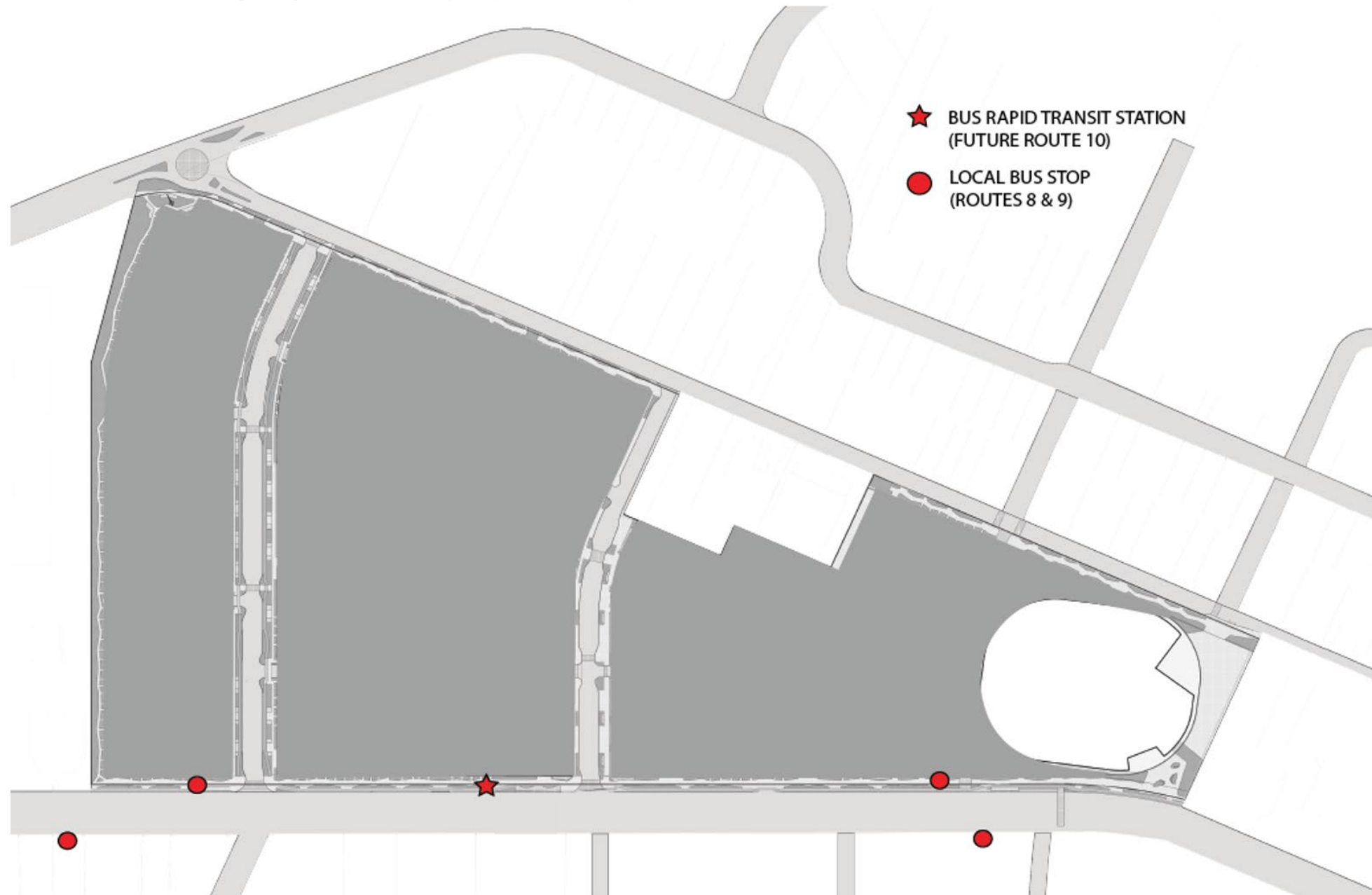
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## TRANSIT

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# *Rapid* Transit Station and Bus Stops

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Bus Rapid Transit Station



Local Bus Stop







# MIDWAY RISING

## FAQ

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# Frequently Asked Questions

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- ▶ How will you help improve traffic congestion on surrounding roads like Rosecrans and Sports Arena Blvd.?
- ▶ Is your team expanding mobility options and multimodal transportation choices at the Sports Arena?
- ▶ What about parking on site?



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