

MIDWAY RISING

For decades, the Sports Arena and surrounding Midway District have long been a central part of San Diego's history. Today, the area is in need of new life. That is why the City of San Diego selected Midway Rising to transform 48.5 acres into a thriving new entertainment district with a modern arena, new homes, shops, dining and an urban park. It's an opportunity to revitalize an iconic community and create A New Midway For All.

▶ A NEW MIDWAY FOR ALL

MODERN ARENA



A modern, 16,000-seat entertainment center will elevate San Diego's entertainment experience for all guests with never-before-seen talent, concerts, performances and major sporting events.

AFFORDABLE HOUSING HISTORY



Midway Rising's commitment to building 2,000 homes dedicated to San Diego's working families makes this the single-largest affordable housing development in California history under the Surplus Land Act.

ECONOMIC BOOST



A revitalized Sports Arena site will generate tens of thousands of new jobs with living wages, millions for essential City support services and billions in regional economic impact.

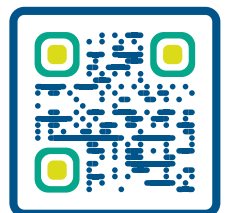
NEIGHBORHOOD REVITALIZATION



Midway Rising is a generational opportunity to breathe new life into the Midway neighborhood with a brand-new entertainment destination and thousands of new homes for San Diegans, as envisioned in the Midway Community Plan.

▶ SHOW YOUR SUPPORT

Help bring this vision to life! Scan the QR code to send a letter of support and let City leaders know you support Midway Rising.





OVERVIEW

- 48.5 acres
- New 16,000-seat entertainment center
- 2,000 deed-restricted affordable homes
- 2,254 market-rate homes
- ~130,000 sq. ft. mixed-use entertainment district
- 14.5 acres of parks and open space

PROCESS

- **Fall 2022:** City Council selection
- **2024:** Environmental studies conducted
- **Spring 2025:** Draft EIR published
- **Jul. 2025:** Midway Planning Group endorsement
- **Sep. 2025:** Planning Commission endorsement
- **Fall 2026:** Public approval hearings

EXTENSIVE COMMUNITY ENGAGEMENT

Few projects in San Diego's history have been shaped by this much public input. Years of sustained public meetings and discussions with neighbors, businesses, property owners, Midway Planning Group members, City Councilmembers and San Diegans have helped refine Midway Rising's redevelopment plans. That outreach includes:

- ✓ 10 Citywide community workshops
- ✓ 9 City Council informational updates
- ✓ 25+ Midway Planning Group meetings
- ✓ 70+ outreach events and presentations

