

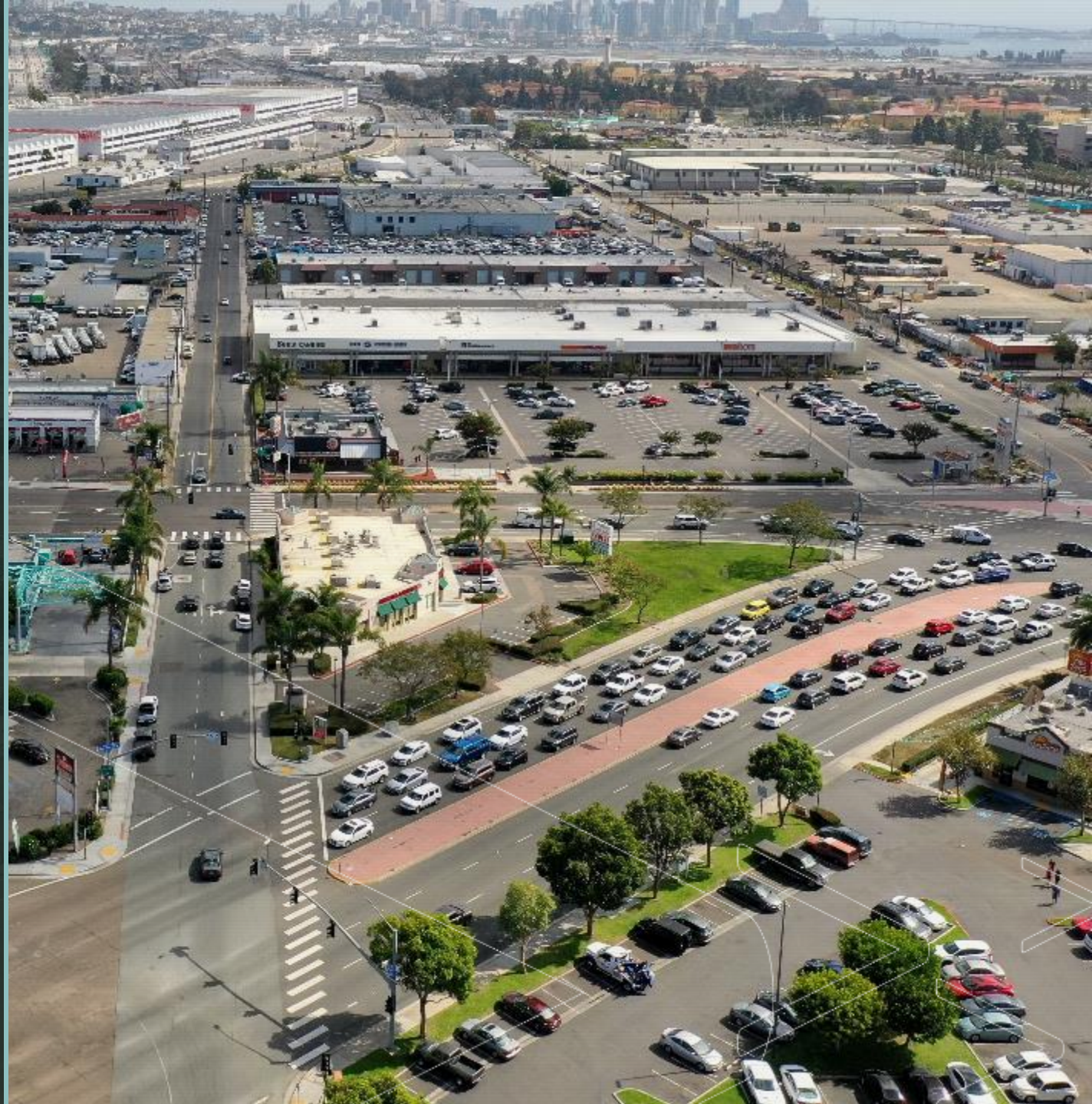
An aerial photograph of a city, likely Los Angeles, showing a multi-lane highway on the left, industrial buildings with flat roofs in the foreground, and a dense residential area with hills in the background. The image is darkened to serve as a background for text.

Cathy Kenton
Co-Chair
Yes on E Campaign

**Measure E: An
Amendment to the
Coastal Height Limit
Overlay Zone in the
Midway Community**

Midway Community

- Midway-Pacific Highway planning area encompasses a total of 1,324 acres
- 88 acres owned by the City, the RFP for current Sports Arena site consists of 48 acres.
- There was a several year process, with the Planning Group and public, to update the community plan approved and voted on by City Council in September 2018



Community Plan Land Use Goals

- A vibrant, balanced, and pedestrian-oriented community that provides residential, commercial, office, industrial, institutional, military, and civic uses
- Special districts and villages to highlight and foster the diverse character areas within the community
- A compatible mix of land uses that support active transportation and a healthy environment
- A variety of housing types for all ages, incomes, and social groups



FIGURE 2-2: VILLAGES AND DISTRICTS MAP



Coastal Height Limit and Midway

- San Diego Municipal Code “Coastal Height Limit Overlay Zone” §132.0501 was enacted restricting the height of buildings west of Interstate 5 to no higher than 30 feet
- The spirit of the height limit was stated to have been to protect public view corridors along the coast
- Midway residents and business owners have long felt the overlay zone lines were arbitrarily drawn using the I-5 freeway as a boundary
- Thus, a community in need of development, with no public view corridors, remains status quo with no investment
- Removing the height limit is the catalyst to bring to life the vision of the community plan by attracting needed investments.



Community and Economic Investments beyond 30 feet

- A pedestrian and transit-oriented landmark that sustainably incorporates a mix of entertainment, office, retail, residential, affordable housing, recreational, public and park/plaza uses
- Allows for the potential of a new state-of-the-art entertainment complex that San Diegans have desired for decades (which would be unlikely with existing height limit)
- Economic growth of defense industries and businesses that cater to the U.S. Navy's Space and Naval Warfare Systems Command facility and Marine Corps Recruit Depot
- Efficient use of employment and commercial lands in a manner that enhances the entire City's economic base and urban character of the community



Height Limit Ballot Proposal

- Measure E amends the San Diego Municipal Code to exclude the Midway-Pacific Highway Community Planning Area from the Coastal Height Limit Overlay Zone
- When passed, this proposal leaves in place the existing municipal code height requirements which vary per parcel as defined in the Community Plan.
- Local Height limits do not apply to federal property because they have their own set of rules and regulations
- This ballot proposal does not remove any other community plan areas from the coastal height limit regulations
- The Municipal Code outlines that this Citywide ballot measure requires a simple majority of voters to approve



**Yes on
Measure E!**



(O-2020-140 REV.)

**MEASURE __E__. REMOVING 30-FOOT HEIGHT LIMIT IN
MIDWAY-PACIFIC HIGHWAY COMMUNITY PLAN AREA.**

Shall People's Ordinance O-10960 be amended to exclude the Midway-Pacific Highway Community Plan area, which includes the Sports Arena, from the 30-foot height limit on buildings in the Coastal Zone, with any future development still required to comply with other governing laws?

An aerial photograph of a city street intersection, likely in Los Angeles, showing heavy traffic, palm trees, and commercial buildings. A semi-transparent dark grey overlay covers the entire image. A white, hand-drawn style line starts from the left edge, curves around the text, and extends towards the bottom right corner. The text "Questions?" and "www.midway2020.com" is centered in white, bold, sans-serif font.

Questions?
www.midway2020.com