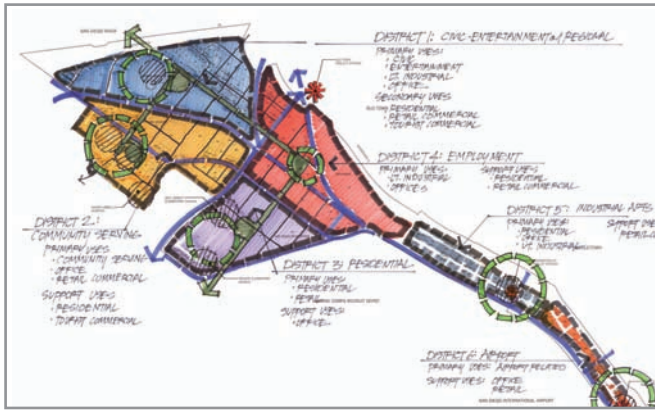


# Midway Pacific Corridor

## Community Plan Amendment and Design Guidelines



District Map with Open Space System



Community Workshop

### Project Description:

The goal of this project was to create an amendment to the Midway Community Plan for the Midway Pacific Corridor project area. This amendment was initiated in response to the desires of both community stakeholders and the City of San Diego City Council to remove the Bay-to-Bay plan from the Community Plan and to implement the City of San Diego's Strategic Framework Element. The design team integrated the community input into a masterplan that would transform this regional shopping district into six mixed-use neighborhood-oriented districts. Some districts would include a regional draw that expanded on existing uses. Each district would be defined by activity nodes that would catalyze redevelopment in those areas. From this, a masterplan, zoning designations, environmental analysis and jurisdictional approvals could be pursued.

Final work product included a conceptual community-based vision and plan, as well as initial concepts for design guidelines. The CityWorks team in partnership with City Staff designed and conducted three community workshops, and presentations for four community planning group meetings and one planning commission hearing.

### Services:

- ▶ Community Plan Update - physical planning and policy development
- ▶ Initial development of design guidelines
- ▶ Design, conduct and summarize public workshops
- ▶ Coordinate participation of and present to community planning groups
- ▶ Design and conduct City of San Diego Planning Commission presentation

### Client:

Kevin Sullivan,  
Community Development Coordinator  
City of San Diego

### Contact:

Laura Warner, Partner  
619.238.9091 X109

### Location:

City of San Diego, CA

Catherine Smith, Partner  
619.238.9091 X112