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June 9, 2020

Council President Georgette Gómez  
San Diego City Council  
202 "C" Street, 10<sup>th</sup> Floor  
San Diego, CA 92101

**Subject: Support for Amendment to San Diego Municipal Code 132.0505 Coastal Height Limit in the Midway District**

Dear Council President Gómez and Councilmembers,

On behalf of Circulate San Diego, whose mission is to promote excellent mobility choices and vibrant, healthy neighborhoods, I am writing in support of the proposed ballot measure to amend the coastal height limit overlay zone in the Midway District. This ballot measure, which would remove the 30-foot height limit in the Midway-Pacific Highway Community Plan area, will enable the development of much-needed affordable housing units and will foster the goal of making this community a transit-and pedestrian-oriented destination accessible to everyone.

**1. The change in height allowance will benefit future San Diego generations by enabling the development of affordable and market rate homes.**

The Midway ballot measure aligns with the City of San Diego's sustainable land-use strategies and addresses current housing needs. Amending the Municipal Code to allow building development higher than 30 feet is an effective strategy to create sustainable communities and meet San Diego's growing housing needs. The current height restrictions hinder an opportunity to promote equitable policies that allow low-income populations the benefit to share in this vibrant community.

Data shows that population growth has outpaced housing development by more than double in San Diego.<sup>1</sup> Projections by the Housing Commission show that "the City will need between 150,000-220,000 new units by 2028 to meet local demand."<sup>2</sup> Low-density buildings and unproductive uses of land will only further contribute to housing shortages. Instead, the City should take steps to maximize sustainable growth and efficient affordable housing development in this community, which would allow for the construction of thousands of affordable and market rate homes. Amending the 30-foot height restriction in this community is an effective way to create a variety of housing types to benefit people of all ages, incomes, and social groups.

<sup>1</sup> Councilmember Jennifer Campbell and Councilmember Chris Cate, "Amendment to San Diego Municipal Code 132.0505 Coastal Height Limit" Memorandum, City of San Diego, February 27, 2020, <https://onbase.sandiego.gov/OnBaseAgendaOnline/Documents/ViewDocument/Sub-item%20A%20-%20Consideration%20of%20ballot%20measure%20proposal%20by%20CM%20Campbel%20and%20CM.pdf?meetingId=4004&documentType=Agenda&itemId=189473&publishId=377871&isSection=false>.

<sup>2</sup> Id.

**2. Removing the 30-foot height limit supports the Midway District’s vision to become a transit- and pedestrian-oriented community.**

The Midway Pacific Highway Community Plan envisions a pedestrian- and transit-oriented landmark entertainment destination. A multimodal mobility network will be incorporated within the area that includes a Rapid Bus station and a new street, bicycle, and pedestrian network that connects areas of the Midway District to one another and also to the surrounding communities. The 30-foot height rule limits the successful implementation of these transportation goals by restricting land available to use for transportation and public enjoyment. Low-density construction would lessen efficient land-use utilization for local retail, offices, community recreation, and parks which consequently limits efficient mobility development options for future residents of the community.

The Midway District’s goal to incorporate a complete mobility system where its residents can utilize public transportation, walk, or bike is an important step to ensure future environmental protection. Sustainable growth development allows more land-use opportunities for public consumption such as parks and open space, which encourages safe and shared public spaces that are accessible to all those in San Diego. Considering the future population growth the existing housing shortage, San Diego must support and implement sustainable development practices, where diverse transportation options make communities accessible and enjoyable by everyone.

Please place the removal of the Midway District height limit on the November ballot measure.

Sincerely,



Maya Rosas  
Director of Policy