



FOR IMMEDIATE RELEASE  
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# City of San Diego Launches Effort to Plan Long-Term Vision of Mid-City Communities

**PLAN UPDATE WILL CREATE OPPORTUNITIES FOR NEW HOMES, BUSINESSES AND INFRASTRUCTURE IN CITY HEIGHTS, EASTERN AREA, KENSINGTON-TALMADGE AND NORMAL HEIGHTS**

SAN DIEGO – To plan for the long-term growth of the Mid-City communities, the City of San Diego has begun the process of updating the Mid-City Communities Plan.

The Mid-City Communities Plan Update will comprehensively update the 1998 community plan, which includes City Heights, Eastern Area, Kensington-Talmage and Normal Heights. It will identify priorities and create opportunities for new homes, businesses and infrastructure for the next several decades, along with needed investments such as parks, public spaces and safe and enjoyable places to walk, roll and bike.

**“As communities grow and change, it’s important to have an updated plan that is aligned with present-day needs and opportunities to create more homes, jobs and new infrastructure,” said City Planning Director Heidi Vonblum. “This is the area’s first community plan update in 25 years, and we are counting on the public to share with us how we can best achieve this to ensure the plan benefits current and future San Diegans in Mid-City.”**

The Plan Update will be a part of the City’s [General Plan](#), which is the City’s guide to long-term growth, and will help implement the City’s [Climate Action Plan](#). City staff will consider what the community is like today and collect feedback to collaboratively shape the future of Mid-City.

Community members, neighborhood groups, businesses, organizations and others are invited to share their ideas about the future of their neighborhoods by participating in a short survey or by registering to join a Mid-City Communities working group available on the [Mid-City Communities Plan Update website](#). In early 2024, City staff will hold workshops, office hours and drop-in sessions to gather more feedback and answer questions.

The Plan Update effort is expected to take up to three years, during which San Diegans will have opportunities to engage throughout the entirety of the process. It will ultimately go to the full City Council for consideration.

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