

MIDWAY

SPORTS & ENTERTAINMENT DISTRICT



More Park, Less Traffic

The MSED plan is anchored by a centralized 12-acre public park that **promotes an open space concept** focused on San Diego's active lifestyle.



Soccer

The MSED plan finally provides our region with a long-awaited investment in professional soccer. In addition to providing a temporary home for the San Diego Loyal Soccer Club, the 12-acre park **offers our growing soccer community a place to enjoy all levels of soccer.**



MSED Local Team

Created for San Diego by long-time San Diegans, MSED was built on the principles of the Midway Community Plan.

The MSED team features these local San Diegans:

- San Diego Loyal Soccer
- David Malmuth Development
- London Moeder
- Circulate San Diego
- Challenged Athletes Foundation
- BRIDGE
- Cruzan
- AVR P Skyport

Details

The MSED plan is packed with specifics, including the fact that BRIDGE Housing is building the on-site affordable and includes \$125 million to renovate and modernize the Sports Arena for the Gulls, Seals, Sockers, concerts and e-sports tournaments.



Health and Wellness

Made for San Diegans by San Diegans, MSED is centered around the brilliance of our region's sports and active lifestyle activities. The new 12-acre park will be **home to year-round sporting events and activities for all ages.**



Music Hall

MSED includes a **new 3,500-seat music venue** managed and promoted by one of the world's leading live entertainment companies.



BROOKFIELD/ASM GLOBAL PROPOSAL

590,000 SF of Commercial

The Brookfield/ASM Global plan includes 590,000 SF of retail, office and restaurants, and just 5 acres of dispersed park space.



NO Soccer

The Brookfield/ASM Global plan doesn't include any plans for soccer.



Brookfield Properties / ASM Global

The Brookfield Properties/ASM Global team is led by out-of-town corporations.

Lack of Details

The Brookfield/ASM Global plan is short on details, and it also does not include any improvements* to the 54-year-old Sports Arena.

***From Voice of San Diego:** "The Brookfield Properties and ASM Global proposal, doesn't include any specific commitments on the arena, though the rendering makes it look different. ASM has been managing the arena for 12 years. In a written statement, the team said it wanted to see a modern arena in the district eventually."

Wall of Buildings

The Brookfield/ASM Global plan is densely packed with commercial development. Nothing generates more traffic than retail.



NO Music Hall

The Brookfield/ASM Global plan does not have any plans for a music hall.