



NATIONAL CITY

Date of Incorporation: September 17, 1887

Population: 57,799
(SANDAG, 2010 Estimate)

Area: 9.2 square miles
(Land Area: 7.3 square miles)

Location

National City is located 5 miles south of downtown San Diego, on San Diego Bay in southern San Diego County, and 10 miles north of Baja California, Mexico. The City is bordered by San Diego to the north and east, Chula Vista to the south, the unincorporated areas of Lincoln Acres and Bonita to the south and southeast, and San Diego Bay to the west.

The City is centrally located, within 20 minutes travel time of over 1.4 million people. This accessibility is comparable to Downtown San Diego's.

Transportation Facilities and Services

Interstate Freeways: I-5 and I-805 cross the City from north to south, and State Route 54 traverses the southern edge of town.

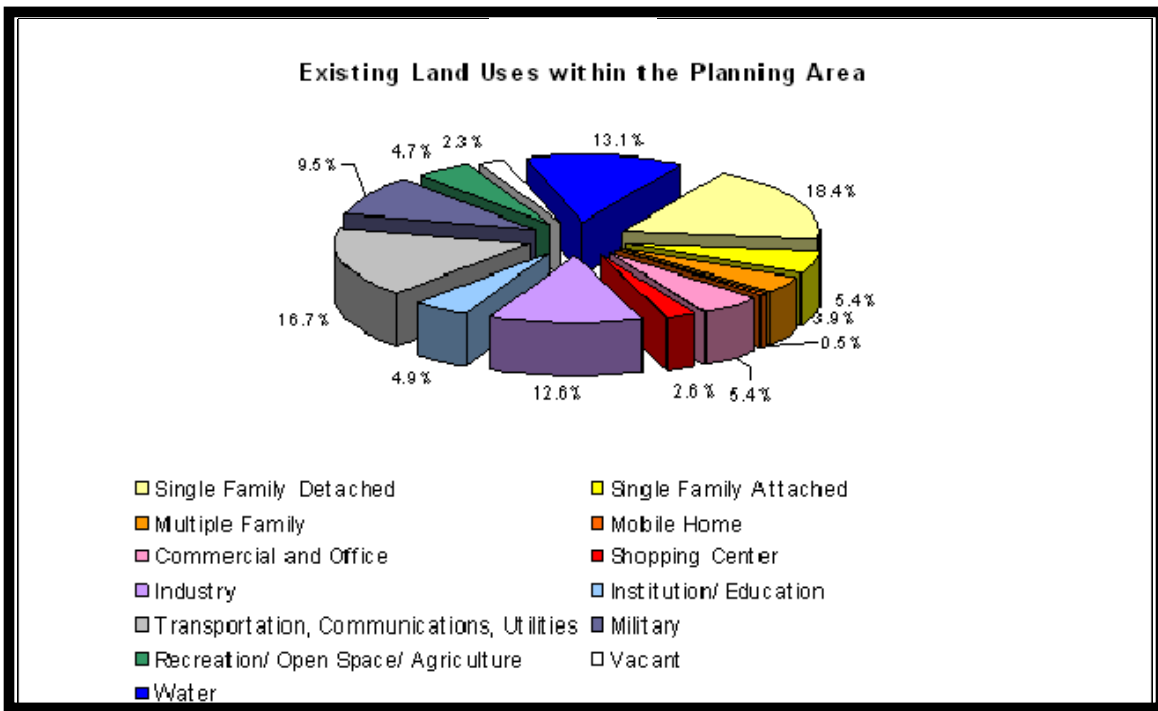
Port and Rail Facilities: National City Marine Terminal - San Diego Unified Port District
Burlington Northern Santa Fe Railroad
San Diego & Arizona Eastern Railway

Public Transit: Metropolitan Transit System (bus service through the City and adjacent areas)
San Diego Trolley – two stations

Land Use and Development Pattern (Project Design Consultants, 2010)

National City is nearly entirely developed with a mix of residential neighborhoods and industrial and commercial uses. Port facilities and adjacent industrial developments located at the City's bayfront are important to the region's economy. The "Mile of Cars" provides a specialized, regional use with easy access from Interstate 5 and the South Bay Freeway (Route 54). At the other end of the City is Plaza Bonita, the largest retail center in the South Bay.

The following are estimates of land use areas within the City. Percentages are based on net acreage, excluding streets, highways and other transportation facilities:



The figure above identifies the approximate percentage of land area within each existing land use category. The most prominent existing land uses are single-family detached residential, industry, and military. Transportation, communications, and utilities make up a large part of the planning area mainly because of the freeways that run through the city: I-5, I-805, and SR-54. Water also makes up a large component because the city limits extend into San Diego Bay.



Land Use and Development Pattern (continued)

Existing Land Uses

To identify existing land uses within the planning area, existing land use data obtained from the San Diego Association of Governments (SANDAG) was verified or corrected based on field observations as well as a review of aerial imagery. Land uses in existence as of September of 2009 are shown in figure above. The existing land uses were grouped in the following general categories:

Single-Family Detached Residential. This land use refers to parcels that contain a detached single-family residence and related structures, such as a garages and sheds.

Single-Family Attached Residential. This land use includes single-family attached housing units such as duplexes, townhouses, and lower density condominium developments (in general, less than 12 dwelling units per acre). Single-family attached units are structures with one or more walls extending from the ground to the roof separating adjoining structures.

Multi-Family Residential. This land use includes apartments and higher density condominium developments (in general, more than 12 units per acre). Uses associated with multi-family developments are also included in this category such as clubhouses, recreation areas, pools, tennis courts, etc.

Mobile Home Park. This land use includes mobile home parks with 10 or more spaces that are primarily for residential use.

Commercial and Office. This land use includes neighborhood commercial uses, recreational commercial uses, specialty commercial uses, automobile dealers, commercial activities found along major streets, service stations, and other retail trade, wholesale trade, and strip commercial uses. This category also includes government office buildings, banks, and other offices for business and professional services.

Shopping Center. This land use includes regional and community shopping centers. Regional shopping centers contain one to five major department stores and usually have more than 50 tenants. Community shopping centers are smaller than regional shopping centers and can contain a variety store by itself or a junior department store or variety store as a major tenant with 15 to 50 other tenants.



Land Use and Development Pattern (continued)

Industrial. This land use includes light industrial uses such as auto repair services and recycling centers, manufacturing uses such as lumber, furniture, paper, rubber, stone, clay, and glass, and warehousing and public storage uses.

Transportation, Communication, Utilities. This land use includes trolley stations, parking areas associated with trolley stations, transit yards and walking bridges, freeways, railroad rights-of-way, all street right-of-ways, TV and radio broadcasting stations, relay towers, electrical and power generating plants, water and sewage treatment facilities, and large public water storage tanks.

Institution/Education. This land use includes elementary, junior, and high schools, colleges, adult schools, and non-residential day care and nursery schools.

Military. This land use includes land that is under military jurisdiction.

Recreation. This land use includes parks and recreational centers containing activities such as tennis or basketball courts, baseball diamonds, soccer fields, or playgrounds. Public and private golf courses are also included in this category.

Open Space. This land use identifies wildlife and natural open space preserves.

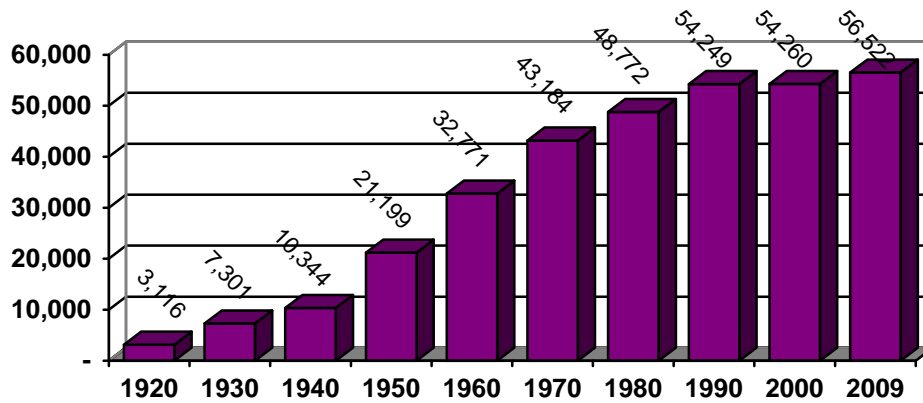
Agriculture. This land use includes urban farms that grow produce.

Vacant. This land use identifies parcels that are currently vacant.

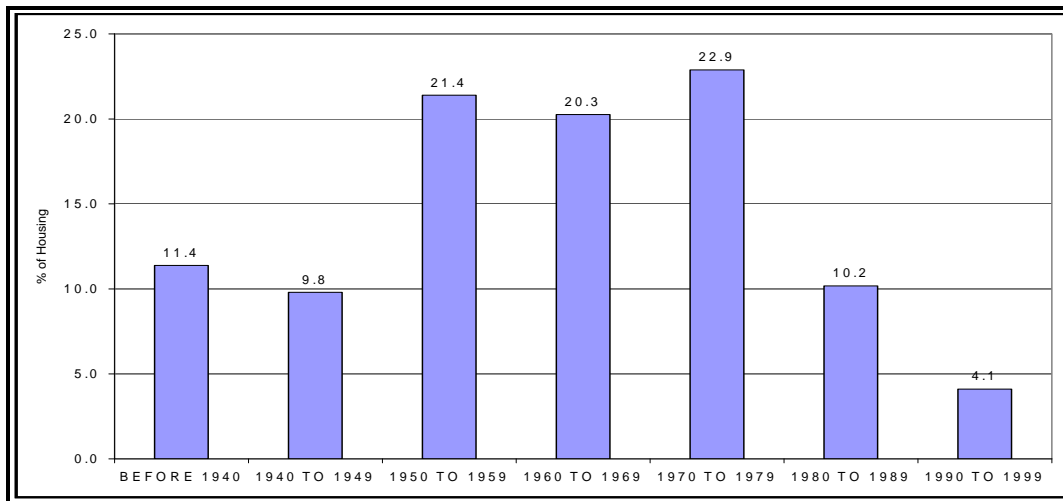
Water. This land use identifies the area within the city limits that extends into San Diego Bay.

National City Historic Population Data

The City is over one hundred years old. However, most of it was built between 1940 and 1970. This is reflected by its population growth and the age of its housing.



Housing by Year Built: Pending results from 2010 Census
(Below: Census, 2000)





Population and Housing (SANDAG, 2010 Estimate)

Total Housing Units: 15,787
% vacant: 7.7 %
Average Household Size: 3.81 persons
Household Population: 55,552
Group Quarters Population: 2,247

Group Quarters population is mostly those onboard military ships and also includes persons in residential care facilities or convalescent homes.

Percentage of Occupied Housing

Owner Occupied: 33.8%
Renter Occupied: 66.2%

Median Household Income: \$46,731
 (SANDAG, 2010 Estimate)

Median Resale Home Prices (DataQuick News, 2009)

| | 2010 | 2002 | 2000 |
|----------------------|---------|-----------|-----------|
| Single-Family Homes: | 180,000 | \$218,000 | \$155,000 |
| Condominiums: | 105,000 | \$161,000 | \$107,000 |

Average Apartment Rents (San Diego County Apartment Association, Spring 2009)

| Unit Type | Studio | 1 Bedroom | 2 Bedroom | 3+ Bedroom |
|----------------------|--------|-----------|-----------|------------|
| Average Monthly Rent | \$668 | \$786 | \$918 | \$1,324 |



City Overview

Race and Ethnicity

(Census, 1980-2000 and SANDAG, 2010 Estimate)

| | 2010 | | 2000 | | 1990 | | 1980 | |
|--------------------------|--------|------|--------|-------|--------|-------|--------|-------|
| | # | % | # | % | # | % | # | % |
| Hispanic | 36,546 | 63% | 32,053 | 59.1% | 26,914 | 49.6% | 18,708 | 38.4% |
| White | 5,620 | 10% | 7,653 | 14.1% | 14,080 | 26.0% | 19,680 | 40.4% |
| Asian & Pacific Islander | 11,314 | 20% | 10,551 | 19.4% | 8,990 | 16.6% | 6,146 | 12.6% |
| Black | 2,615 | 5% | 2,823 | 5.2% | 4,265 | 7.9% | 4,238 | 8.7% |
| Two or More Races | 1,425 | 2% | 1,180 | 2.2% | n/a | n/a | n/a | n/a |
| Total | 57,799 | 100% | 54,260 | 100% | 54,249 | 100% | 48,772 | 100% |

Age of National City Residents

(Census, 1980-2000, SANDAG, 2010 Estimate)

| | 2010 | | 2000 | | 1990 | | 1980 | |
|------------|--------|------|--------|------|--------|------|--------|------|
| | # | % | # | % | # | % | # | % |
| under 5 | 4,941 | 9% | 4,410 | 8% | 4,850 | 9% | 4,914 | 9% |
| 5-14 | 8,359 | 14% | 9,482 | 17% | 8,095 | 15% | 6,902 | 13% |
| 15-24 | 11,027 | 19% | 10,065 | 19% | 12,444 | 23% | 13,696 | 25% |
| 25-34 | 9,537 | 16% | 8,115 | 15% | 10,572 | 19% | 8,842 | 16% |
| 35-54 | 13,848 | 24% | 13,023 | 24% | 9,865 | 18% | 7,368 | 14% |
| 55-64 | 4,340 | 8% | 3,176 | 6% | 3,372 | 6% | 3,169 | 6% |
| 65-74 | 2,645 | 5% | 3,242 | 6% | 2,945 | 5% | 2,251 | 4% |
| 75 + | 3,102 | 5% | 2,747 | 5% | 2,106 | 4% | 1,630 | 3% |
| Total | 57,799 | 100% | 54,260 | 100% | 54,249 | 100% | 48,772 | 100% |
| Median Age | 29.7 | | 28.7 | | 26.5 | | 24.3 | |

Property Valuation

(FY 2009-2010 San Diego County Assessor)

Total Assessed Property Value: \$2,889,641,768
Number of Assessed Parcels: 9,768

Taxable Sales: \$1,232,496,000
 (State Board of Equalization, 2008)



City Employment (SANDAG, 2008)

| | |
|------------------|--------|
| Civilian: | 21,060 |
| Military: | 7,683 |
| Total: | 28,743 |

Major Employers in National City (Selectory, 2009)

500 + Employees:

Naval Station San Diego
Paradise Valley Hospital Inc.
National School District

100 – 499 Employees:

City of National City
Conservation Corps, California
Macy's Department Stores
Ball Automotive Group
Hyperbaric Management Systems
Mossy Nissan Poway
J. C. Penney Corporation Inc.
Knight & Carver Yacht Center
McCune Motors
Sweetwater Union High School District
Nms Management Inc.
Frank Motors Inc.
Sureride Charter Inc.
Windsor Gardens Convalescent
CP Manufacturing Inc.
Dallo & Co. Inc.
Heritage Health Group Inc.
Motivational Systems Inc.
Food 4 Less Holdings Inc.