



## **CITY OVERVIEW PLANNING DEPARTMENT**

**July, 2008**

**Date of Incorporation:** September 17, 1887

**Population:** 61,115

**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. (SANDAG 2007 population estimate)

### **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

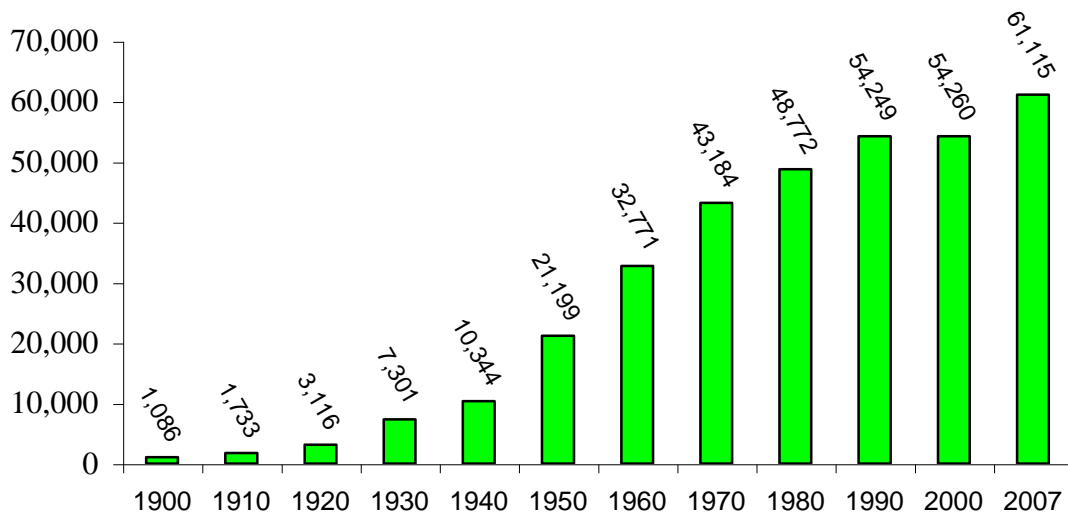
National City is nearly entirely developed with a mix of residential neighborhoods and industrial and commercial uses. Port facilities and adjacent industrial developments located at the City's bayfront are important to the region's economy. The "Mile of Cars" provides a specialized, regional use with 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:

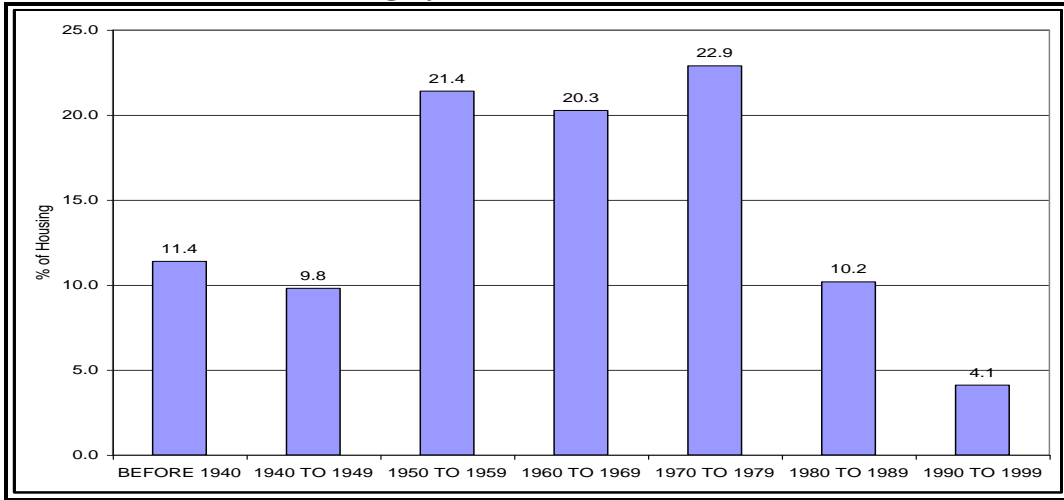
Land Use	% of Land Area
Residential	41%
Industrial	13%
Commercial	12%
Navy Lands	10%
Institutional	8%
Parks & Recreation	4%
Salt Flats	6%
Vacant	6%

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.

### National City Historic Population Data



### Housing by Year Built (2000 Census)



**Total Housing Units:** 15,721 (2008 State Dept. of Finance)  
**% vacant:** 2.61 % (2008)  
**Average Household Size:** 3.46 persons (2008)

**Household Population:** 53,040 (2008)  
**Group Quarters Population:** 8,154 (2008)

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

**Owner Occupied Housing:** 35%  
**Renter Occupied Housing:** 65%  
(Sandag 2004)

**Median Household Income (Sandag 2006):** \$44,130

#### Median Resale Home Prices

	2007	2002	2000
Single-Family Homes:	\$398,000	\$218,000	\$155,000
Condominiums:	\$349,500	\$161,000	\$107,000

#### Average Apartment Rents

Unit Type	Studio	1 Bedroom	2 Bedroom	3+ Bedroom
Average Monthly Rent	\$515	\$521	\$639	\$1081

Source: San Diego County Apartment Association (Spring 2003)

### Race and Ethnicity

	2007		2000		1990		1980	
	#	%	#	%	#	%	#	%
Hispanic	36,173	59%	32,053	59.1%	26,914	49.6%	18,708	38.4%
White	9,573	16%	7,653	14.1%	14,080	26.0%	19,680	40.4%
Asian & Pacific Islander	10,666	17%	10,551	19.4%	8,990	16.6%	6,146	12.6%
Black	3,417	6%	2,823	5.2%	4,265	7.9%	4,238	8.7%
Two or More Races*	1286	2%	1,180	2.2%	n/a	n/a	n/a	n/a
Total	61,115	100%	54,260	100%	54,249	100%	48,772	100%

Source: Census (1980-2000), Sandag (2007)

### Age of National City Residents

	2007		2000		1990		1980	
	#	%	#	%	#	%	#	%
under 5	5176	8%	4,410	8%	4,850	9%	4,914	9%
5-14	8570	14%	9,482	17%	8,095	15%	6,902	13%
15-24	15379	25%	10,065	19%	12,444	23%	13,696	25%
25-34	9391	15%	8,115	15%	10,572	19%	8,842	16%
35-54	13006	21%	13,023	24%	9,865	18%	7,368	14%
55-64	3771	6%	3,176	6%	3,372	6%	3,169	6%
65-74	2750	5%	3,242	6%	2,945	5%	2,251	4%
75 +	3072	5%	2,747	5%	2,106	4%	1,630	3%
Total	61115	100%	54,260	100%	54,249	100%	48,772	100%
Median Age	26.4		28.7		26.5		24.3	

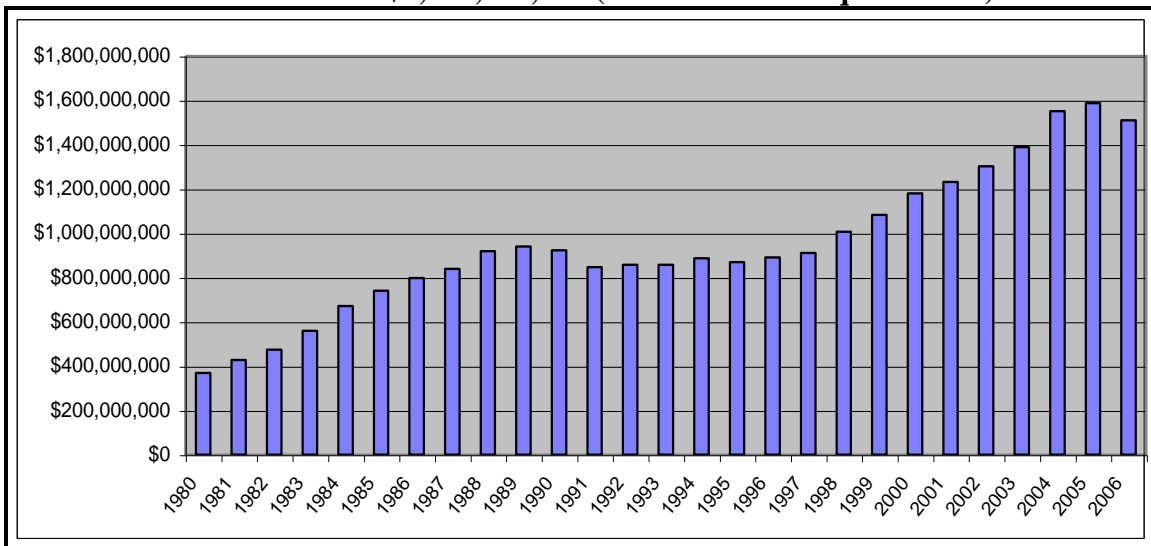
Source: Census (1980-2000), Sandag (2007)

### Property Valuation (FY 2007-2008 San Diego County Assessor)

**Total Assessed Property Value:** \$2,835,664,364

**Number of Assessed Parcels:** 9,411

### Taxable Sales 2006: \$1,510,206,000 (State Board of Equalization)



**City Employment (Sandag 2004)**

<b>Civilian:</b>	20,542
<b>Military:</b>	7,213
<b>Total:</b>	27,755

**Major Employers in National City**

<u><b>500+ Employees</b></u>	
Naval Station San Diego	Harbor Drive
Paradise Valley Hospital	2400 E. 4th Street
National School District	10 schools and District offices
<u><b>250-499 Employees</b></u>	
Sweetwater Union High School District	4 schools
City of National City	1243 National City Boulevard
Macy's	3000 Plaza Bonita Road
Mossy Nissan	2700 National City Boulevard
Dixieline Lumber, Truss Yard & Home Center	1400 W. 28 <sup>th</sup> , 2740 Tidelands & 3450 Highland
<u><b>100-249 Employees</b></u> (listed by address)	
Friendship Developmental Services	2300 E. 7th Street
Paradise Valley Manor & Health Care Center	2575 E. 8 <sup>th</sup> Street
Windsor Gardens Convalescent	220 E. 24th Street
Power Generation Consulting	221 33 <sup>rd</sup> Street
Pasha Services	1309 Bay Marina Drive
Knight & Carver Yacht Center	1313 Bay Marina Drive
Motivational Systems, Inc.	2200 Cleveland Avenue
Friendship Manor	902 S. Euclid Avenue
Pacific Defense Systems	1428 McKinley Avenue
Holiday Inn	700 National City Boulevard
Frank Toyota	2400 National City Boulevard
Perry Ford of National City	2050 National City Boulevard
Ron Baker Chevrolet	2301 National City Boulevard
McCune Chrysler Plymouth	2340 National City Boulevard
San Diego Dodge	2829 National City Boulevard
Westcott Mazda Kia	2800 National City Boulevard
Ball Automotive Group	1935 National City Boulevard
Mervyn's Department Store	2007 Highland Avenue
J. C. Penney Company, Inc.	3040 Plaza Bonita Road
Castle Manor Convalescent Center	541 V Avenue
Fs Alutiqju	41 E12th St
Maniflow Money Exchange	1428 Highland Avenue