



CITY HEIGHTS COMMUNITY PROFILE 2018



CITY HEIGHTS
BUSINESS ASSOCIATION
SAN DIEGO'S INTERNATIONAL MARKETPLACE



ABOUT CITY HEIGHTS

City Heights is centrally located in the San Diego metropolitan area, south of Mission Valley, north of the Martin Luther King Freeway (state Route 94), between Interstates 15 and 805 on the west and 54th Street on the east. Development in City Heights is a mixture of single-family and multi-family residential with commercial and other non-residential development concentrated along the major arterials, including El Cajon Boulevard, University Avenue, Fairmount Avenue, and Euclid Avenue. There are also pockets of neighborhood commercial areas throughout the community. A small portion of industrial development is located on the southern edge of the community.

Within City Heights there are sixteen distinguishable neighborhoods, each with its own identity. Neighborhoods that comprise City Heights are: Corridor, Teralta West, Teralta East, Colina Park, Cherokee Point, Castle, Azalea Park, Hollywood Park, Fairmount Park, Bayridge, Fairmount Village, Swan Canyon, Islenair, Ridgeview, Chollas Creek and Fox Canyon. Neighborhood associations in each neighborhood are the focal points for local control of local affairs and are the sources of recommendations to the City Council.



History: The area was first a series of subdivisions, including Teralta, Fairmount, Swann's Addition and Wadsworth's Olive Grove. Several formed the city of East San Diego in 1912, with strict rules of no liquor, gambling, dance halls or guns. East San Diego had its own police and fire departments and a City Hall at University and Van Dyke avenues. Cityhood was expensive, and taxpayers in 1923 disincorporated to join the county's largest city. Now this densely populated, low-income area is often the first stop for refugees. Some hail from Latin America, Africa, Southeast Asia and the Middle East.

Source: <http://www.sandiegouniontribune.com/almanac/san-diego-south/city-heights/sd-me-almanac-cityheights-20170423-story.html>

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Community Planning Area
City Heights



Jan 1, 2016

Total Population	74,664
Household Population	74,240
Group Quarters Population	424
Persons Per Household	3.25

HOUSING AND OCCUPANCY

	Total Housing Units	Households	Vacancy Rate
Total Housing Units	23,872	22,851	4.3%
Single Family - Detached	4,863	4,661	4.2%
Single Family - Multiple-Unit	5,648	5,389	4.6%
Multi-Family	13,361	12,801	4.2%
Mobile Home and Other	0	0	--

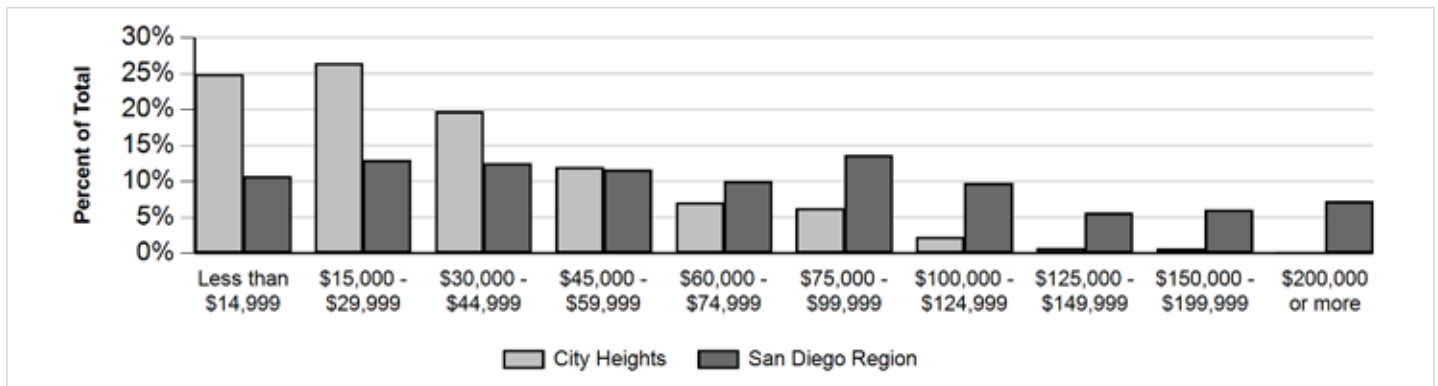
HOUSEHOLD INCOME

Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	25%	26%	20%	12%	7%	6%	2%	1%	1%	0%

Median Household Income

	2016
Adjusted for Inflation (2010 \$)	\$29,209
Not adjusted for inflation (current 2015\$)	\$32,062



IMPORTANT ADVISORY:

Caution should be taken when using data for small population groups, particularly at small levels of geography. Minor adjustments were made (such as correcting the location of housing units that were erroneously allocated by the Census Bureau to roads and open space) to more accurately reflect the region's true population and housing distribution.

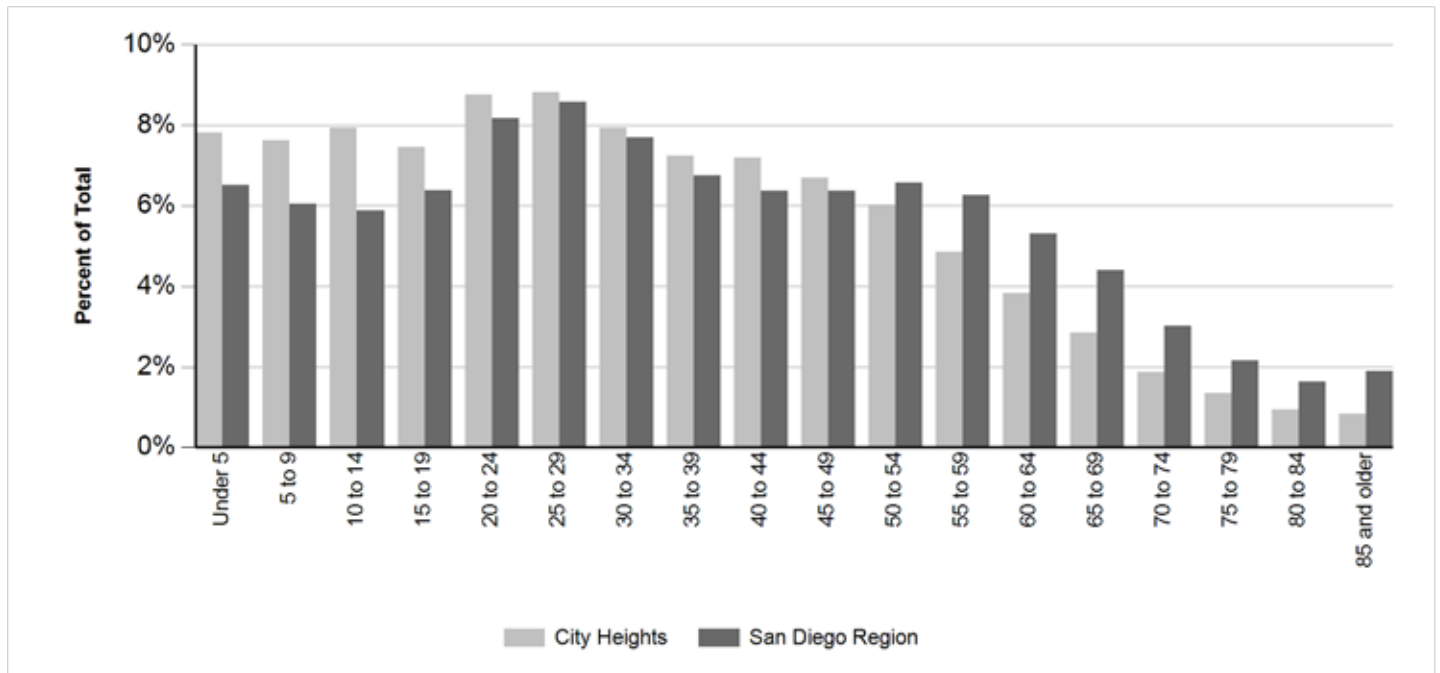
In addition, Census 2010 does not include information about structure type or household income. Those details and other demographic estimates shown here are developed from other sources, including the California Department of Finance E-5 estimates for cities and the County of San Diego; San Diego County Assessor Records, vital events records from the California Department of Health, and income data from the U.S. Census Bureau American Community Survey.

Caution should always be taken when using data for small population groups, particularly at small levels of geography.

POPULATION BY GENDER AND AGE

	Total	Male	Female	Percent Female
Total Population	74,664	37,466	37,198	50%
Under 5	5,835	2,919	2,916	50%
5 to 9	5,694	2,780	2,914	51%
10 to 14	5,921	3,080	2,841	48%
15 to 17	3,339	1,711	1,628	49%
18 and 19	2,229	1,165	1,064	48%
20 to 24	6,535	3,396	3,139	48%
25 to 29	6,583	3,403	3,180	48%
30 to 34	5,925	3,020	2,905	49%
35 to 39	5,407	2,701	2,706	50%
40 to 44	5,376	2,614	2,762	51%
45 to 49	4,994	2,501	2,493	50%
50 to 54	4,499	2,346	2,153	48%
55 to 59	3,630	1,800	1,830	50%
60 and 61	1,243	609	634	51%
62 to 64	1,611	764	847	53%
65 to 69	2,127	980	1,147	54%
70 to 74	1,390	675	715	51%
75 to 79	1,006	439	567	56%
80 to 84	699	313	386	55%
85 and older	621	250	371	60%
Under 18	20,789	10,490	10,299	50%
65 and older	5,843	2,657	3,186	55%
Median Age	31.0	30.5	31.6	N/A

POPULATION BY AGE





Retail MarketPlace Profile

4101 University Ave, San Diego, California, 92105
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 32.74965
 Longitude: -117.10660

Summary Demographics						
2017 Population						63,515
2017 Households						21,171
2017 Median Disposable Income						\$31,338
2017 Per Capita Income						\$17,042
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$518,660,645	\$297,199,610	\$221,461,035	27.1	304
Total Retail Trade	44-45	\$466,633,578	\$250,677,323	\$215,956,255	30.1	200
Total Food & Drink	722	\$52,027,067	\$46,522,287	\$5,504,780	5.6	104
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$95,615,211	\$77,794,894	\$17,820,317	10.3	40
Automobile Dealers	4411	\$76,203,668	\$63,539,287	\$12,664,381	9.1	18
Other Motor Vehicle Dealers	4412	\$11,123,128	\$897,445	\$10,225,683	85.1	2
Auto Parts, Accessories & Tire Stores	4413	\$8,288,415	\$13,358,161	-\$5,069,746	-23.4	20
Furniture & Home Furnishings Stores	442	\$16,442,968	\$3,565,968	\$12,877,000	64.4	6
Furniture Stores	4421	\$9,061,982	\$2,816,171	\$6,245,811	52.6	5
Home Furnishings Stores	4422	\$7,380,986	\$749,797	\$6,631,189	81.6	1
Electronics & Appliance Stores	443	\$16,635,743	\$4,658,081	\$11,977,662	56.2	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,623,196	\$9,744,949	\$12,878,247	39.8	12
Bldg Material & Supplies Dealers	4441	\$21,196,298	\$9,578,543	\$11,617,755	37.8	11
Lawn & Garden Equip & Supply Stores	4442	\$1,426,898	\$166,406	\$1,260,492	79.1	1
Food & Beverage Stores	445	\$79,996,313	\$55,327,379	\$24,668,934	18.2	52
Grocery Stores	4451	\$68,552,970	\$44,488,131	\$24,064,839	21.3	35
Specialty Food Stores	4452	\$5,750,509	\$1,054,781	\$4,695,728	69.0	6
Beer, Wine & Liquor Stores	4453	\$5,692,834	\$9,784,467	-\$4,091,633	-26.4	11
Health & Personal Care Stores	446,4461	\$31,042,999	\$32,440,536	-\$1,397,537	-2.2	11
Gasoline Stations	447,4471	\$43,582,555	\$29,455,148	\$14,127,407	19.3	6
Clothing & Clothing Accessories Stores	448	\$34,487,881	\$9,714,524	\$24,773,357	56.0	26
Clothing Stores	4481	\$24,908,128	\$3,404,298	\$21,503,830	76.0	13
Shoe Stores	4482	\$4,455,857	\$3,692,880	\$762,977	9.4	4
Jewelry, Luggage & Leather Goods Stores	4483	\$5,123,896	\$2,617,346	\$2,506,550	32.4	9
Sporting Goods, Hobby, Book & Music Stores	451	\$15,146,577	\$2,658,247	\$12,488,330	70.1	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,987,482	\$1,792,827	\$11,194,655	75.7	3
Book, Periodical & Music Stores	4512	\$2,159,096	\$865,420	\$1,293,676	42.8	3
General Merchandise Stores	452	\$81,020,387	\$16,695,625	\$64,324,762	65.8	9
Department Stores Excluding Leased Depts.	4521	\$48,102,860	\$15,519,500	\$32,583,360	51.2	6
Other General Merchandise Stores	4529	\$32,917,527	\$1,176,125	\$31,741,402	93.1	3
Miscellaneous Store Retailers	453	\$16,745,891	\$7,960,643	\$8,785,248	35.6	24
Florists	4531	\$606,773	\$137,917	\$468,856	63.0	1
Office Supplies, Stationery & Gift Stores	4532	\$3,961,950	\$1,847,766	\$2,114,184	36.4	9
Used Merchandise Stores	4533	\$1,829,635	\$906,941	\$922,694	33.7	3
Other Miscellaneous Store Retailers	4539	\$10,347,533	\$5,068,019	\$5,279,514	34.2	11
Nonstore Retailers	454	\$13,293,857	\$661,329	\$12,632,528	90.5	3
Electronic Shopping & Mail-Order Houses	4541	\$11,782,262	\$621,772	\$11,160,490	90.0	2
Vending Machine Operators	4542	\$225,197	\$0	\$225,197	100.0	0
Direct Selling Establishments	4543	\$1,286,399	\$39,557	\$1,246,842	94.0	1
Food Services & Drinking Places	722	\$52,027,067	\$46,522,287	\$5,504,780	5.6	104
Special Food Services	7223	\$1,016,920	\$663,028	\$353,892	21.1	5
Drinking Places - Alcoholic Beverages	7224	\$1,090,883	\$542,520	\$548,363	33.6	3
Restaurants/Other Eating Places	7225	\$49,919,264	\$45,316,739	\$4,602,525	4.8	97

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

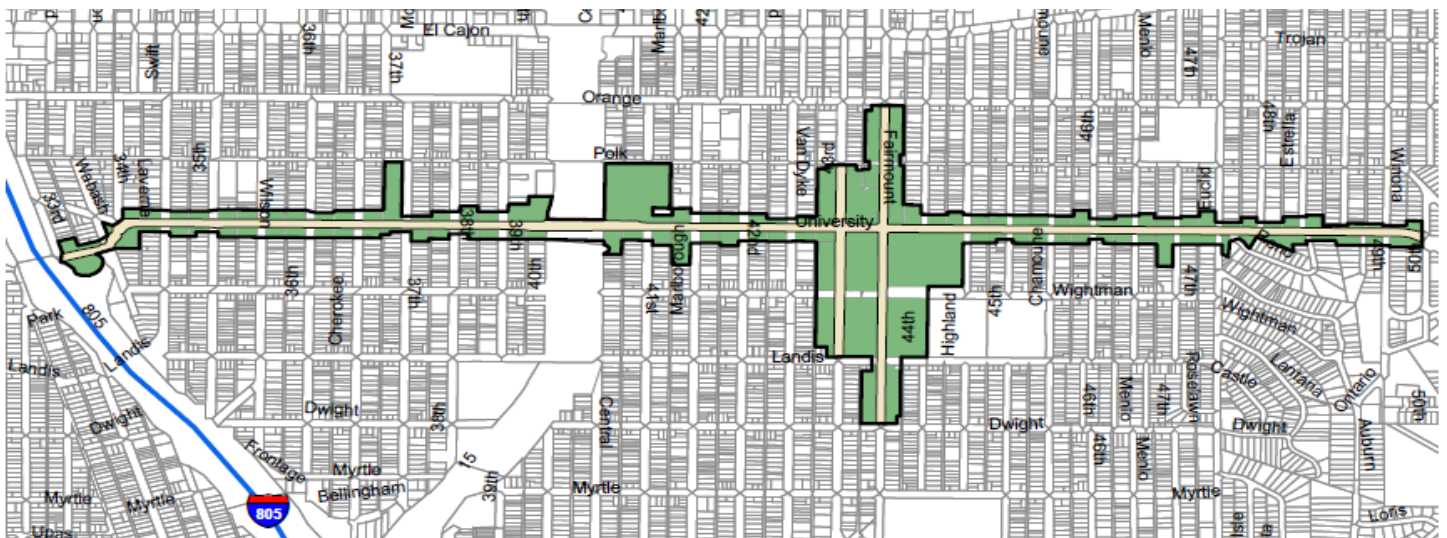
CITY HEIGHTS BUSINESS IMPROVEMENT & MAINTENANCE ASSESSMENT DISTRICTS

The City Heights Business Association manages the City Heights Business Improvement District and the City Heights Maintenance Assessment District under contract with the City of San Diego. Through these two districts, the CHBA provides a variety of services that include:

- | | |
|------------------------|-----------------------|
| Sidewalk Sweeping | Trash Receptacles |
| Sidewalk Power Washing | Graffiti Removal |
| Landscaping Services | Security Lights |
| Bus Shelters | Business Mixers |
| Educational Workshops | Family Outdoor Events |
| Cultural Events | Street Banners |
| Music Performances | Community Cleanups |
| Murals | Public Art |
| Marketing | Technical Assistance |

The City Heights Business Association is a nonprofit organization created in 2003 to enhance the growth and improvement of City Heights as an international marketplace, to create partnerships between businesses and property owners that promote economic revitalization and combat deterioration in the community, and to administer the City Heights Business Improvement District and the City Heights Maintenance Assessment District.

“The mission of the City Heights Business Association is to help build a vibrant community by stimulating commerce and promoting City Heights as an international marketplace.”



City Heights Maintenance Assessment District



CITY HEIGHTS BUSINESS ASSOCIATION

SAN DIEGO'S INTERNATIONAL MARKETPLACE

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