

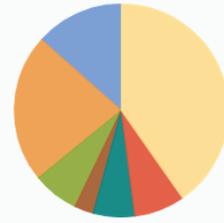


# City of National City

SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL  
OCTOBER 4, 2022



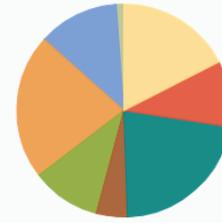
# NATIONAL CITY ECONOMICS



National City



San Diego County



California

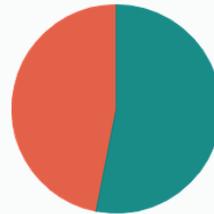
- Autos and Transportation
- Building and Construction
- Business and Industry
- Food and Drugs
- Fuel and Service Stations
- General Consumer Goods
- Restaurants and Hotels
- Transfers and Unidentified

## Per Capita Sales



## Top 25 Sales Tax Producers

Top N:  Time Period:



All Others Total (\$2,367,785.12)  
 Top 25 Total (\$2,681,358.83)

- |                                |                               |
|--------------------------------|-------------------------------|
| ABC Supply Co                  | Mossy Nissan                  |
| Arco                           | Perry Chrysler Dodge Jeep Ram |
| Arco AM PM                     | Perry Ford                    |
| Ball Mitsubishi                | Probuild Company              |
| Chevron Circle K               | Ron Baker Chevrolet           |
| Coronado Beach Harley Davidson | Ross                          |
| Frank Hyundai                  | South Bay Volkswagen          |
| Frank Subaru                   | South County Buick GMC        |
| Frank Toyota                   | Target                        |
| Hd Supply White Cap            | Walmart Supercenter           |
| JC Penney                      | Wescott Mazda                 |
| Macy's                         | Westair Gases & Equipment     |
| Martin Marietta                |                               |





# Business

## PLAZA BONITA

- Back to 2019 figures
- Nearing 100% occupancy (notable new tenants; Tajima Ramen, Manna BBQ, and more to come!
- Events are coming back (Dia De Los Muertos and all new Christmas décor w/ tree and Santa.

## MARKET ON 8TH

- Amended CUP – live music, extended hours
- Music on the patio
- Taps on Market on 8<sup>th</sup> (replacing NOVO Brazil)
- Waiting list for new concepts



# Business Cont'd

## NEW BUSINESS SPOTLIGHT

### WYYRED COMMUNICATIONS

- New HQ business
- Telecommunications focused on high-speed fiber internet (residential & commercial)
- 50+ new employees
- Hiring locals and veterans
- Partially launched in East Chula Vista
- <https://www.wyyerd.com/>



# Public Safety

POLICE DEPARTMENT

FIRE DEPARTMENT

NEIGHBORHOOD SERVICES

- Homelessness
- Code Enforcement
- Parking



**COMMUNITY NEED:**  
Beautification Efforts  
& Code Compliance

**COMMITMENT:**  
Success means bottom-up  
and top-down effort

**HOMELESS  
OUTREACH**

**PUBLIC  
ART**



**NEIGHBORHOOD  
CLEAN UPS**

**STOREFRONT  
IMPROVEMENTS**

**"ADOPT-A"  
PROGRAM**

**UNLICENSED  
VENDORS**

**PROPERTY  
APPEARANCE**

**SIGN  
ORDINANCE**

**RV  
ORDINANCE**

**GATEWAYS  
CORRIDORS**

**SHOPPING  
CARTS**

**EDUCATION**

**COMPLIANCE**

**ENFORCEMENT**



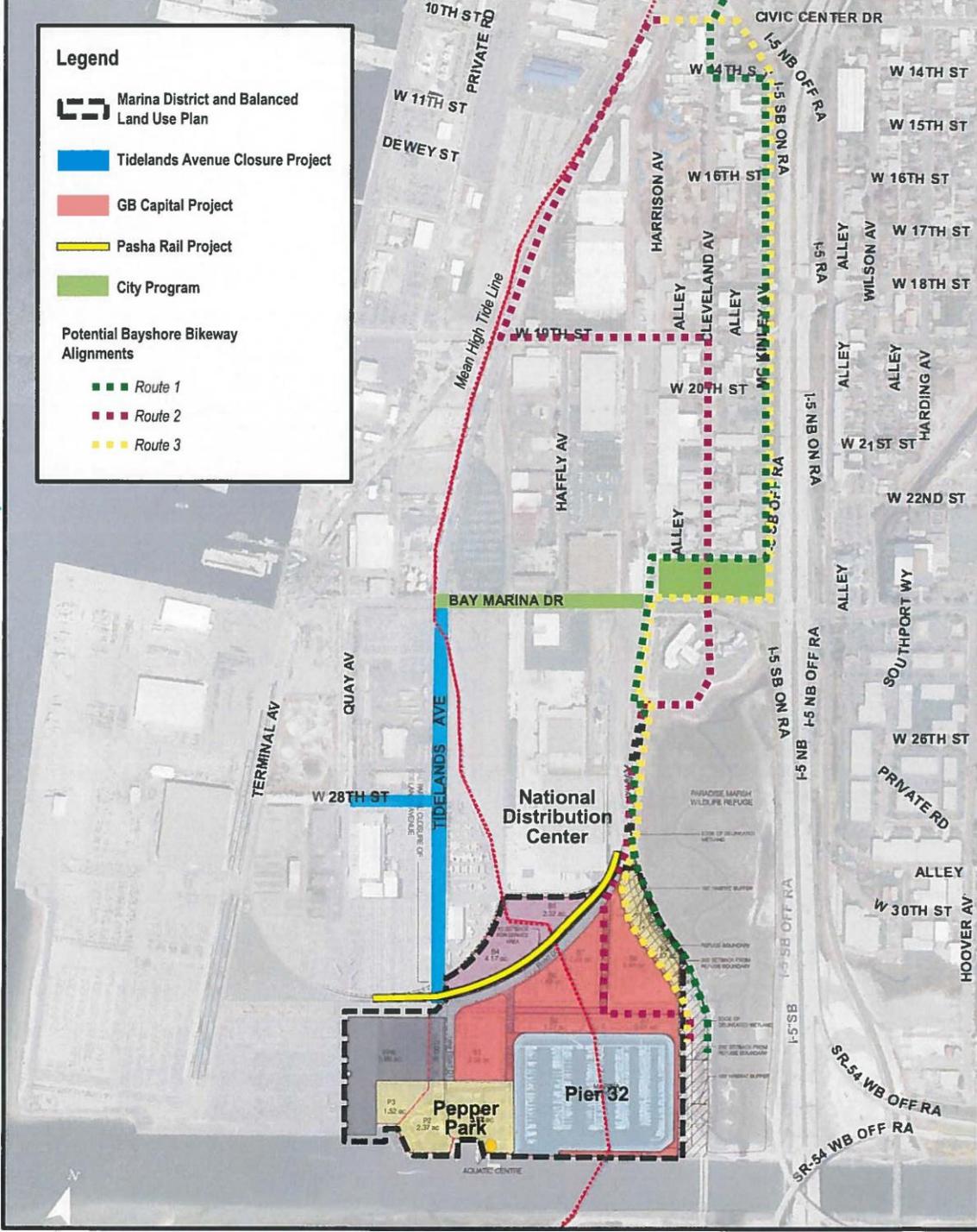
**CREATING THE TOOLS**  
to educate, articulate compliance  
and enforce our city codes.

**TOGETHER**  
**WE**  
**CAN!**

WE'RE MAKING NATIONAL  
CITY CLEANER, HEALTHIER,  
AND SAFER.

**Legend**

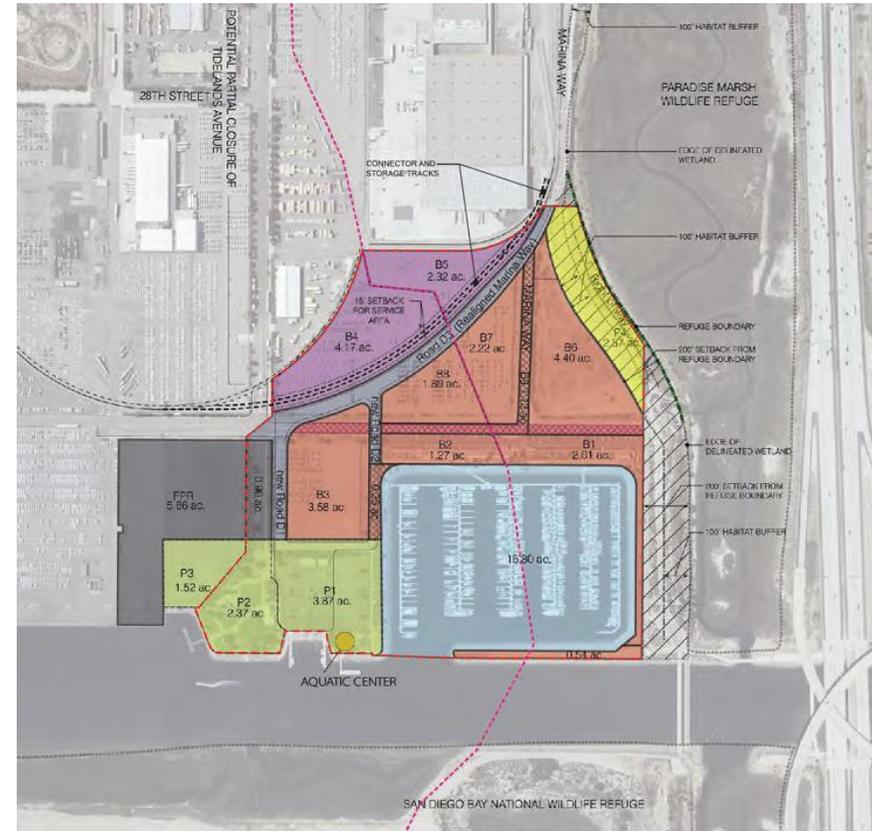
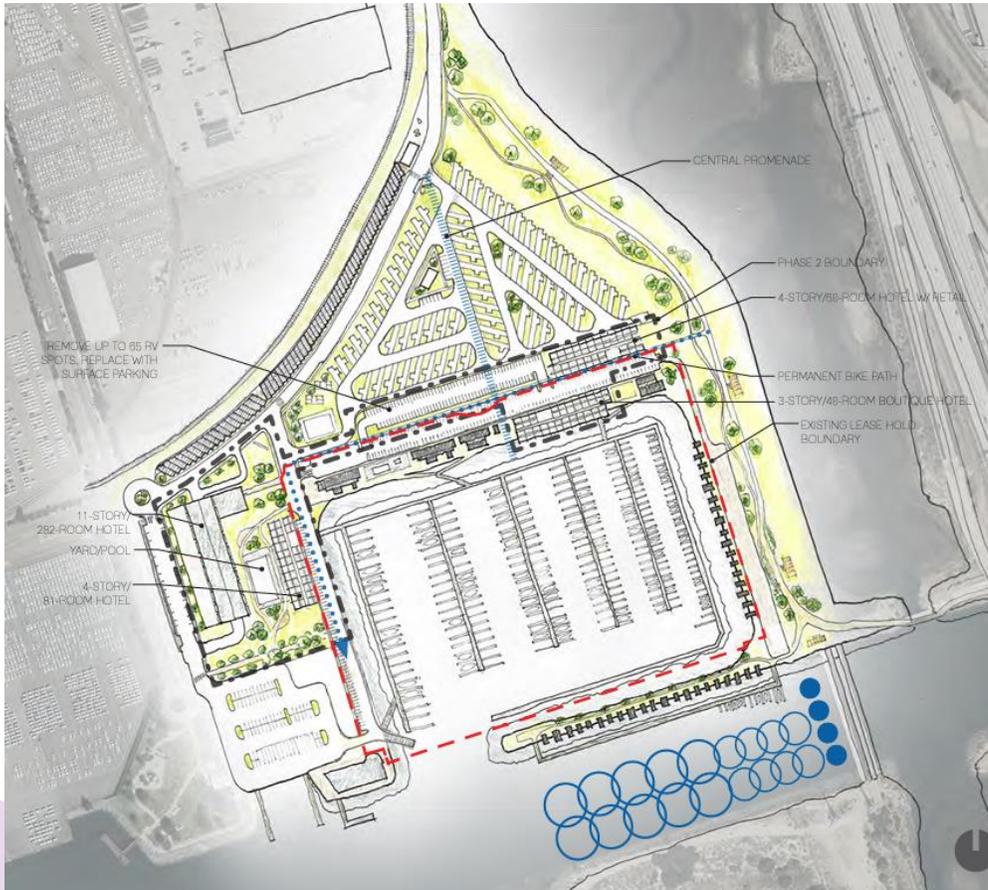
-  Marina District and Balanced Land Use Plan
  -  Tidelands Avenue Closure Project
  -  GB Capital Project
  -  Pasha Rail Project
  -  City Program
- Potential Bayshore Bikeway Alignments
-  Route 1
  -  Route 2
  -  Route 3



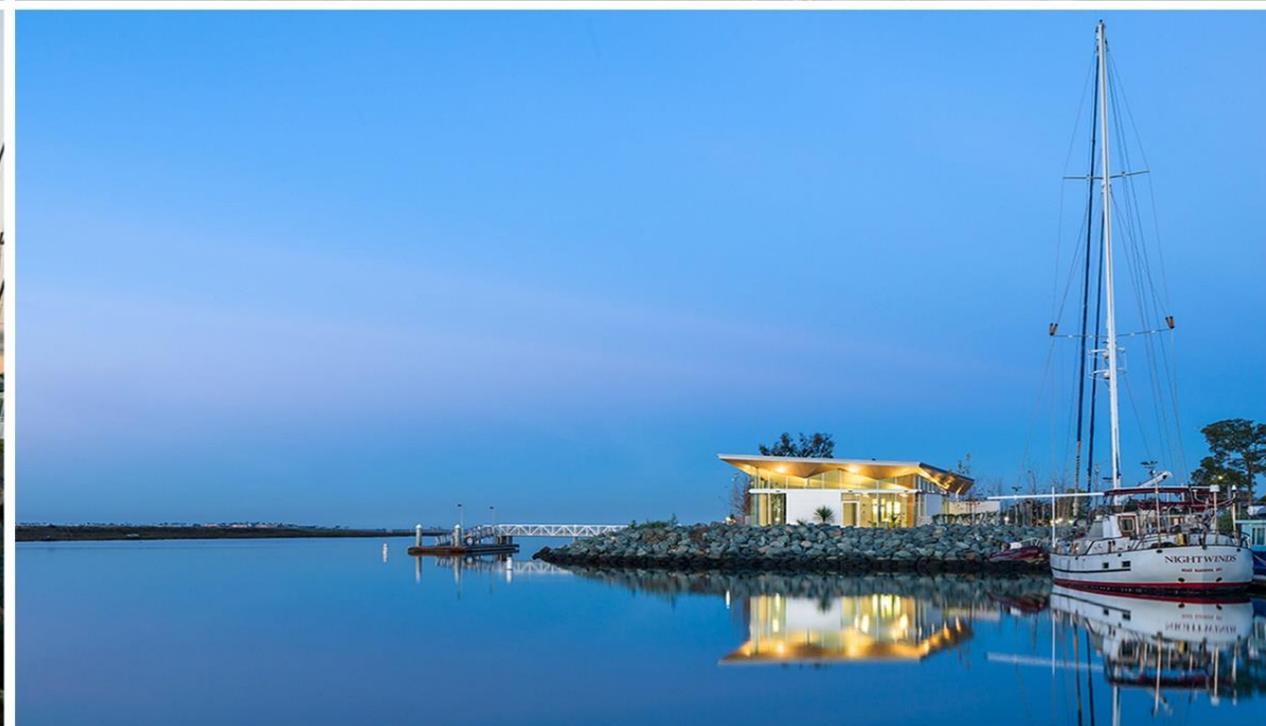
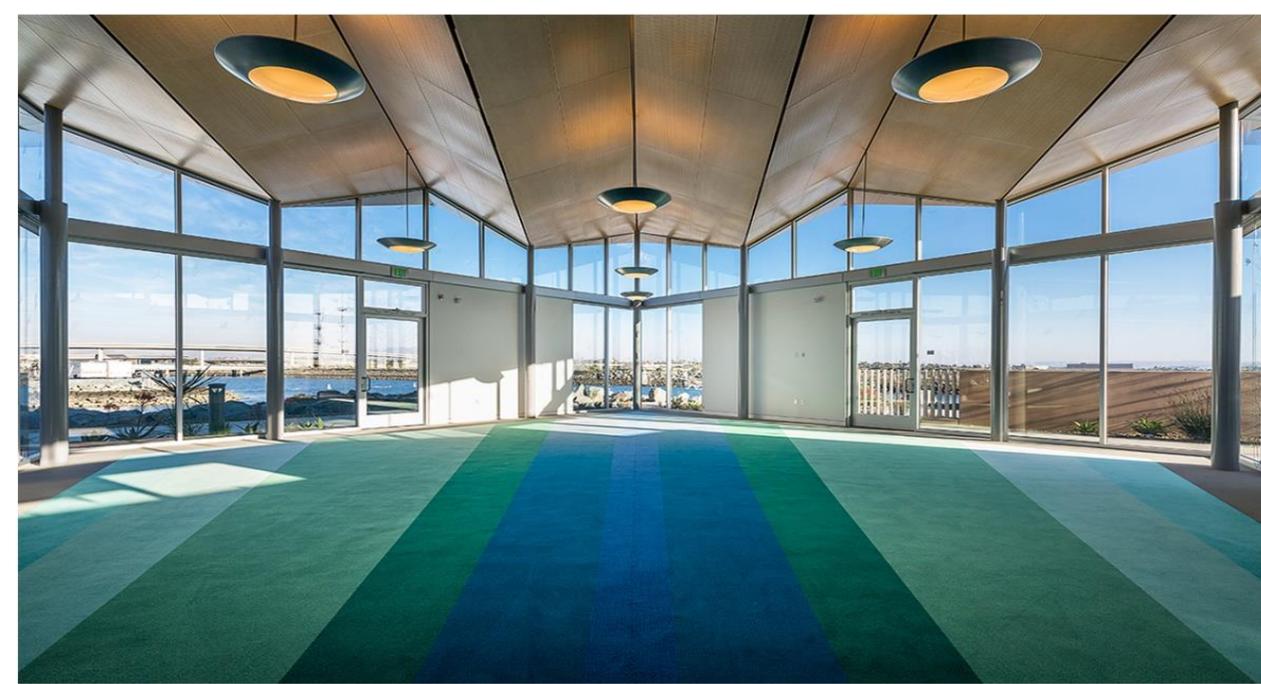
## History of Balanced Plan



# Balanced Plan - Port of San Diego



- |                               |                                 |   |
|-------------------------------|---------------------------------|---|
| - - - - - SITE BOUNDARY       | — CURRENT RAILWAY LINE          | ■ MARINE RELATED INDUSTRIAL                   |
| - · - · - MEAN HIGH TIDE LINE | - - - - - PROPOSED RAILWAY LINE | ■ COMMERCIAL RECREATION                       |
| - · - · - REFUGE BOUNDARY     | - - - - - SETBACK LINE          | ■ VISUAL, PEDESTRIAN/BIKE, & EMERGENCY ACCESS |
| ● LANDMARKS                   | ■ PARK/PLAZA                    | ■ STREET                                      |
| ▨ HABITAT BUFFER              | ■ UTILITY ACCESS                | ■ MARINE TERMINAL                             |
|                               | ■ OPEN SPACE                    | ■ RECREATIONAL BOAT                           |



# Housing

Kimball Highland Master Plan Project- 145 units



## SITE 1 - KIMBALL EAST

- 61 Affordable Rental Units
- 1,015 SF community room
- Computer Lab
- Outdoor common area
- Garage parking structure
- On-site resident services



## SITE 2 - KIMBALL WEST

- 84 Affordable Rental Units
- ~7,536 SF Senior Center
- Community room
- Activity room
- Computer lab
- On-site resident services



## SITE 3 – SAN YSIDRO HEALTH

- New medical office building with 3 levels of underground parking and 2 levels of health clinic (PACE Clinic)



TOGETHER  
**WE  
CAN!**

# Housing Cont'd



## UNION TOWER- 94 UNITS

- Public Funds Leveraged:
  - \$8.9 million
- Location:
  - Lot with two vacant 16-unit apartment buildings
  - 51% low/mod income census tract
  - Near high-frequency transit, Olivewood Elementary, Kimball Park
- Amenities include:
  - Computer lab and common area with kitchen, 47 bicycle parking spaces
- Unit Breakdown:
  - Studios: 0 units / 0 restricted
  - 1-Bdrm: 45 units / 45 restricted
  - 2-Bdrm: 25 units / 24 restricted
  - 3-Bdrm: 24 units / 24 restricted

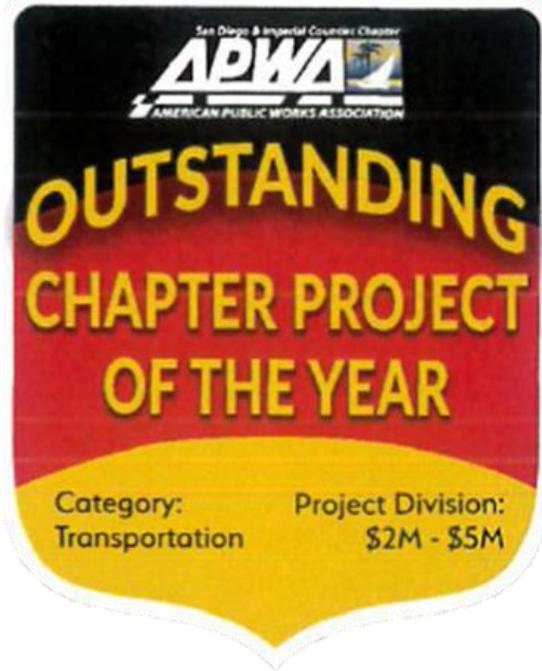
# Housing Cont'd



## AZURIK – 400 UNITS

- Public Funds Leveraged:
  - \$16.3 million
- Location:
  - Downtown Specific Plan
  - Lot with vacant single family and vacant small multi-family structure
  - 51% low/mod income census tract
  - Near 8th Street Transit Center, Southwestern Community College, Chamber of Commerce, Market on 8th
- Amenities include:
  - Community room with kitchen, courtyard/picnic area, playground, vegetable garden, 200 bicycle parking spaces, exercise room, media lab
- Unit Breakdown:
  - Studios: 119 units / 119 restricted
  - 1-Bdrm: 202 units / 201 restricted
  - 2-Bdrm: 50 units / 47 restricted
  - 3-Bdrm: 29 units / 29 restricted

# The City continues to deliver with excellence



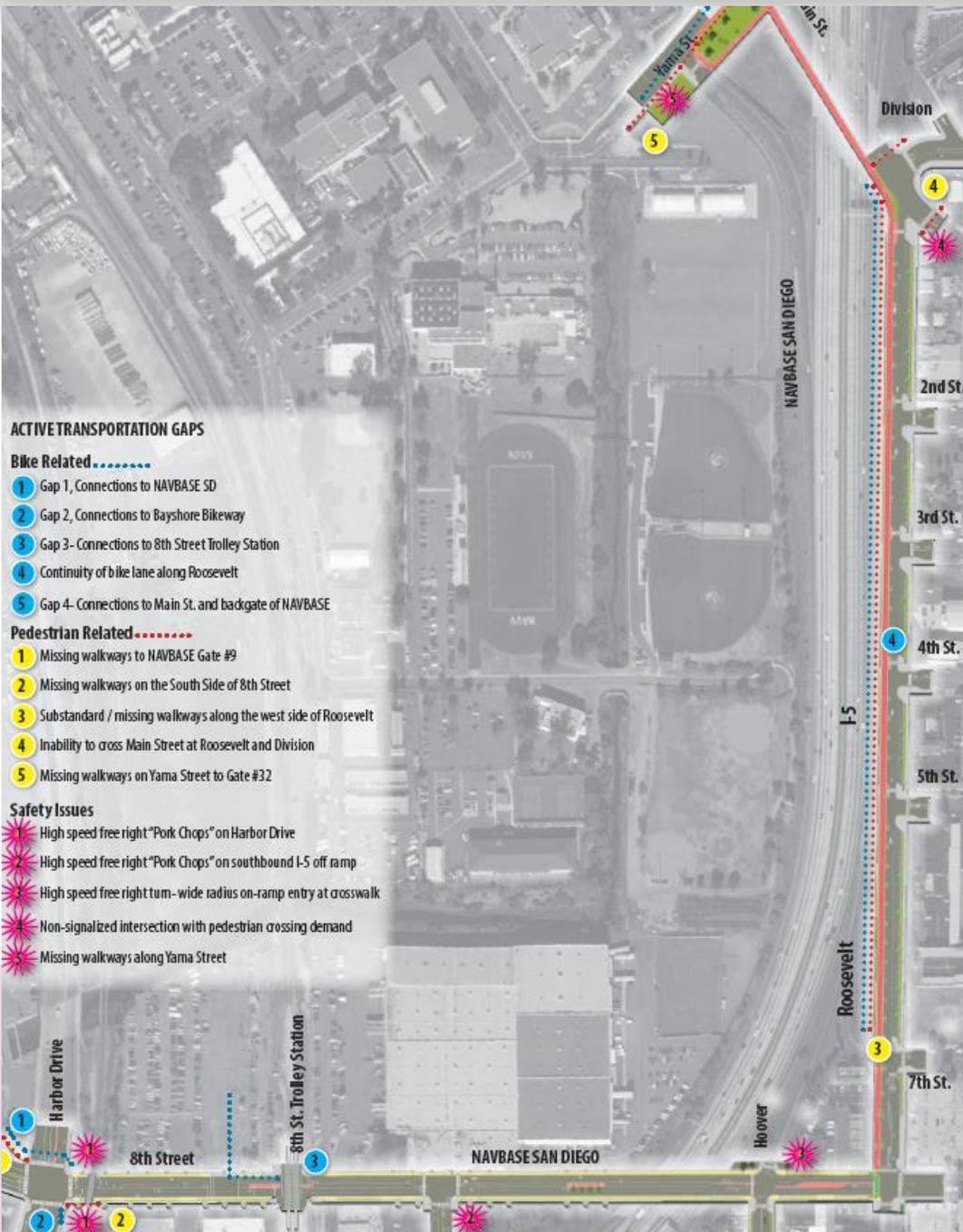
**ROOSEVELT AVE CORRIDOR  
SMART GROWTH  
REVITALIZATION PROJECT**



The project enhances pedestrian and bicycle connections between Naval Base San Diego, the 8th Street Trolley Station, and Downtown National City. It includes streetscape, lighting, signage, mobility options, urban greening, and parking on the east side of Roosevelt Avenue, between 8<sup>th</sup> Street and National City Blvd.

# Public Works/Capital Projects – 8<sup>th</sup> and Roosevelt \$5,185,000 (ATP)

1.5 miles of Class I multiuse path.  
The project will enhance pedestrian and bicycle connections between Naval Base San Diego, the 8<sup>th</sup> Street Trolley Station and Downtown National City



# Public Works/Capital Projects – El Toyon Prop. 68 Park Improvements \$5,632,600



El Toyon Park

MASTER PLAN

National City, CA | 3 October 2022

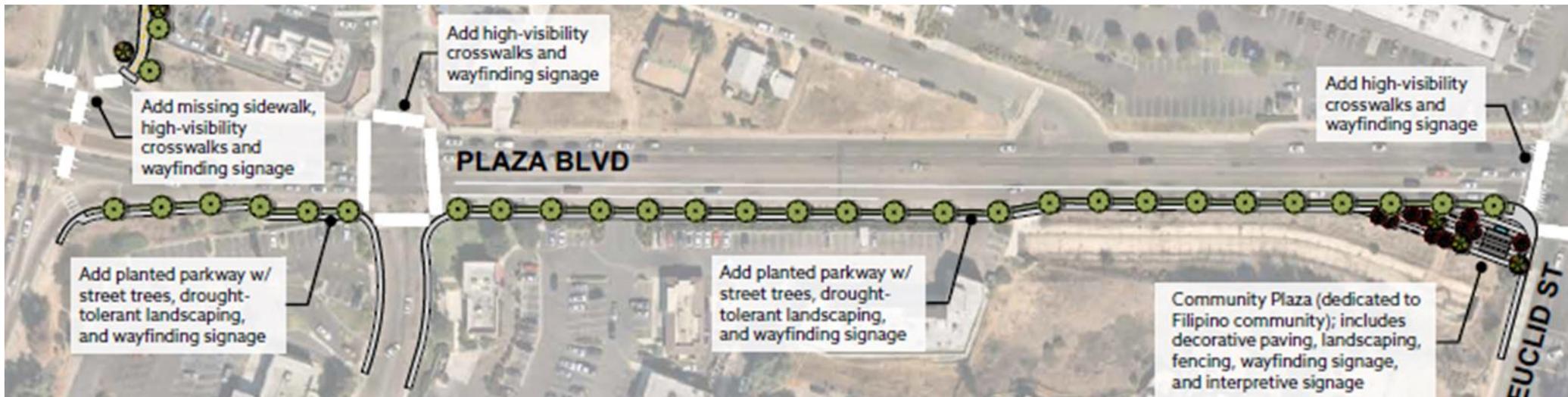




# Public Works/Capital Projects – Clean California \$4,998,761

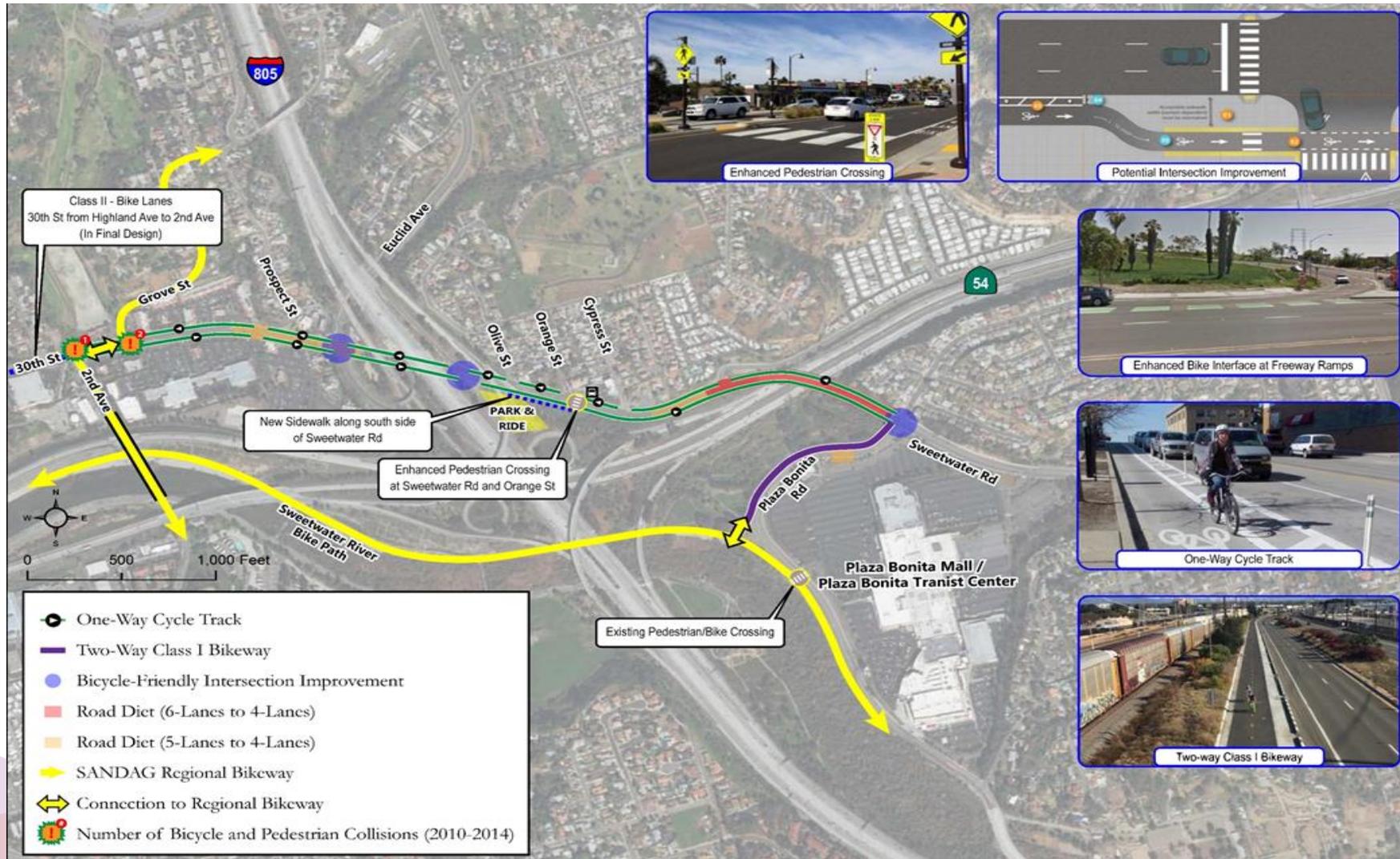


# Public Works/Capital Projects – Clean California



# Public Works/Capital Projects – Sweetwater Road Protected Bike Lanes \$2,500,000 (ATGP)

1.5 miles of Class I multiuse path.



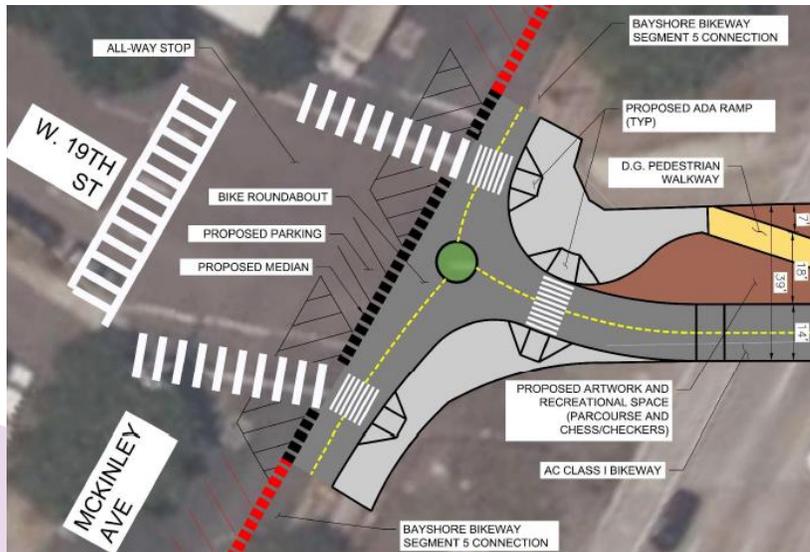
# Public Works/Capital Projects – Highland Ave. Intercity Bike Connection \$1,897,000 (ATP)



	Proposed Class II/IV - Bike Lanes (Extents of Project)
	Connection to City of Chula Vista
	Bicycle-Friendly Intersection Improvements
	Sweetwater River Bikeway Connection / 30th Street Bicycle Facility Improvements (Fully Funded)
	Sweetwater Road Protected Bikeway Phase 1 (Fully Funded)
	Class I - Regional Bike Path
	Class II- Bike Lane
	Class III - Bike Route
	Planned Class II- Bike Lane
	Planned III - Bike Route
	Planned Pedestrian Paths
	Caltrans Right of Way

# Public Works/Capital Projects – W. 19<sup>th</sup> Street Greenway

## \$1,659,680 (CNRA)





# Questions?

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- [pgarcia@nationalcityca.gov](mailto:pgarcia@nationalcityca.gov)

