



DEVELOPMENT UPDATES FOR CITY OF SANTEE



MAY 2016



Fast Facts & Regional Rankings:

- Santee's 2016 population is 56,757 – Growth over the past 5 years is at 4.74%, the 7th highest among cities in the region.
- 2015 median household income: \$78,865; 7th highest of 18 cities in the region; highest in East County.
- 5th lowest crime rate in the region (2014); lowest unemployment rate in East County (4.4% in April 2016).
- Santee has 20,523 homes and 19,994 households (occupied homes), with a vacancy factor of 2.9% - the 2nd lowest rate in the entire region.
- Two-thirds of housing are single-family homes; 71% of homes are owner-occupied--- one of the highest rates in the County.



Growth Trends:

- 2013 Total Taxable Sales increased 16.8% over 2012. Total Assessed Valuation for FY 2014-15 was up by 5.8%, which is the highest annual growth since FY 2007-08.
- City building permit activity increased by 22% in 2015 over the prior year.
- For March 2016, the Median Resale Price for Single-family homes was \$467,000—up 12.6% over March 2015; for Condos, it was \$311,000, up 19.6%. 2015 Median Market Price for Resales of Single-family homes was \$438,000, up 5.6% over 2014. The 2015 Median for Condo Resales was \$281,000, up 5.5%.



Retail Activity:

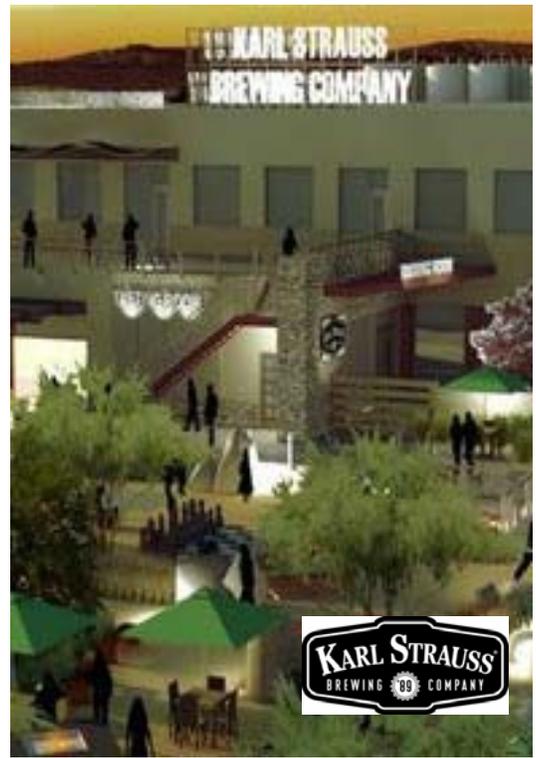
- Less than 3% vacancy for 11 major retail centers; Five centers are 100% leased – [Santee Trolley Square](#) (Target/Barnes & Noble/DSW/TJ Maxx/Bed Bath & Beyond); [Marketplace](#) (Sprouts), [Santee Village](#) (Vons), [Santee Plaza](#) (Michaels/Ross) & [Plaza de Cuyamaca](#) (BevMo/Grocery Outlet).
- 153 National Chain Retailers & Restaurants, with 33 national chains added since 2012. Over 140,000 square feet of retail space absorbed since 2014.
- **2016 National Chain Openings:** Baskin Robbins, Movement Mortgage, CosmoProf & Smart & Final Extra. **Still to come in 2016:** The Joint Chiropractic, European Wax Center, Keller Williams Realty, Mathnasium, F45 Training and Stanton Optical.
- **2014/15 Natl Chain Openings:** DSW, Skechers, Firehouse Subs, 99¢Only, CKO Kickboxing, Rita's Italian Ice, Jazzercise, Nothing Bundt Cakes, Club Pilates, Eyeglass World, Grocery Outlet, Lumber Liquidators.
- **Under Construction:** [Santee Station](#) - 16,942 sf retail center in 4 bldgs on 2.65 acres; 8800 block Magnolia Ave; 4,030 sf Omelette Factory, 2,400 sf rest. pad plus drive-thru Starbucks; opening by late 2016. [Multi-tenant retail building](#)- 4,800 sf at Carlton Hills Blvd. & Mission Gorge; anchored by Stanton Optical opening late 2016.
- Public review process still ongoing on **Walmart Expansion** project to add 50,000 SF to the existing 126,000 SF store; Walmart plans to return with redesign plans addressing community input.



Development Activity:

RiverView at Santee: 108 acres master planned for corporate and mixed uses in the heart of Santee Town Center--HD Supply opened in 2013 with 230 employees; San Diego Christian College opened Jan. 2014; ParcOne opened early 2016; Future site of Karl Strauss Brewing Company's headquarters & brewery.

- San Diego Christian College: 4-yr accredited college; 900-student enrollment with future plans to expand; 128-unit apt. project approved for adjacent site.
- ParcOne Santee: \$40 M development featuring 172 LEED-inspired apartments on 6.78 acres adjacent to Trolley Square; Over 100 units leased to date.
- Karl Strauss: New 112,500 sf headquarters facility with brewery, warehouse, tasting room, and restaurant on 10 acres at NE corner of Cuyamaca and Town Center Pkwy; Project was approved in late December 2015, Site has been acquired, and project is moving forward.
- Future plans for theater project pending on site adjacent to San Diego Christian College and ParcOne.



Santee Station: 16,942 sf retail center under construction in 8800 block of Magnolia Avenue.

New Retail: 4,800 sf retail bldg. under construction at Carlton Hills & Mission Gorge (Stanton Optical).



Vision Systems was approved in Feb. 2016 for an 89,000 sf headquarters and manufacturing facility on 7.3 acres at 11322 Woodside Avenue along SR-67; The company specializes in customized window treatments & aluminum glazing systems.

Castlerock: Residential project approved by City of San Diego for 430 homes on 203 acres on Santee's NW boundary; Project also approved for annexation to Santee. Site grading to begin in late 2016, with start of construction anticipated for late 2017 by Pardee Homes.



New Residential Development:

- Mission Trails Collection: 60-unit condominium project by City Ventures on 3.66 acre site on Bushy Hill Drive. Condo units will range in size from 1,477-1,814 sf with two- car garages. Site development and construction is currently underway.
- Prospect Estates: 75-unit single-family development approved in late 2015 for 11.75-acre site on the north side of Prospect Avenue near Clifford Heights Road. Project proposes 2-story residences ranging in size from 2,033-2,909 square feet with attached 2-car garages.
- Mission Gorge Condominium project: 113 Condominium units approved in fall 2015 for 3.78-acre site at 7927-7941 Mission Gorge by Davisson Enterprises Inc., consisting of one and two bedroom units ranging in size from 824-1,193 sq. ft.
- Braverman project: 82-unit single-family development by Watt Communities approved in early 2016 for 17.92-acre site at the southwest corner of Braverman Drive and Jeremy Street. The 1-2 story homes would range in size from 2,102-3,247 sq. ft.

MAJOR INFRASTRUCTURE PROJECTS

Prospect Avenue Enhancement Project:

- Major improvements were completed to the Prospect Avenue corridor to widen and revitalize a mile-long section between Magnolia and Cuyamaca. Funded with \$25 M in redevelopment bonds issued March 2011.
- Improvements included street widening, traffic medians, sidewalks, curbs, gutters, on-street parking, landscaping, and cabling and undergrounding of utilities.
- Key arterial bordering Gillespie Field Airport, which is undergoing redevelopment efforts. In addition to airport access, businesses relocating to this upgraded corridor have access to three major freeways: State Route 52, State Route 125, and State Route 67.



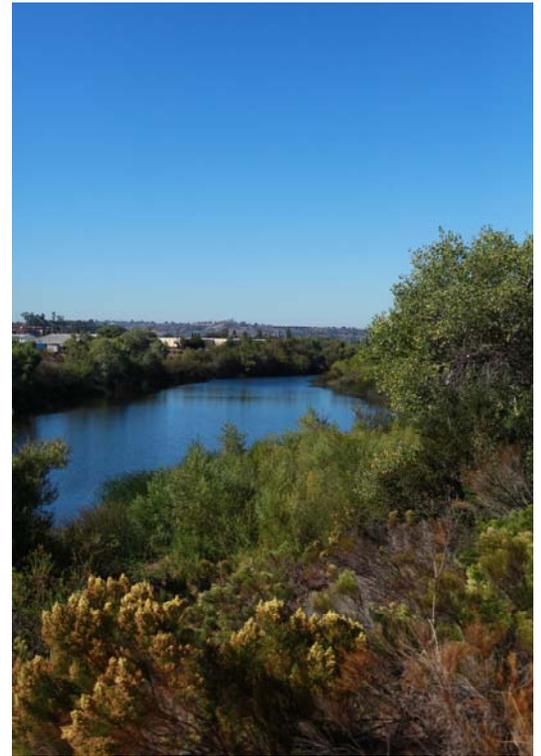
Town Center Parkway Improvements:

- \$3.5 M in improvements to Town Center Parkway east of Cuyamaca Street were completed in 2014- - street widening, resurfacing, sidewalks, storm drainage, and utility relocations.
- Provides support infrastructure for a future entertainment complex and development pads, and creates connectivity between Riverview and Trolley Square.
- A key feature is a decorative walkway promenade across Town Center Parkway linking Santee Trolley Square to a future entertainment site and Riverview at Santee.



San Diego River Trail Walker Preserve:

- San Diego River Trail Walker Preserve grand opening was held April 23, 2015 and showcased the 14-foot wide, 1.3 mile long multi-use recreation trail along the north side of the San Diego River, extending from Magnolia Avenue to the eastern City limits, where it connects to the Lakeside ball fields and the Lakeside River Park Conservancy trail system.
- Construction on this award winning \$1.7 million project began in October 2014, and was completed by mid-April 2015.



Key Tourism Attributes:

- ***Santee is now generating over 1 million visitors annually*** with Sportsplex USA (over 360,000 visitors) and Santee Lakes Recreation Preserve (over 700,000 visitors).
- Sportsplex USA – 15-acre premier sports complex attracts over 360,000 annually for sports leagues, tournaments, & corporate events, generating 28,000+ hotel room nights annually.
- Santee Lakes Recreation Preserve – encompasses 7 man-made lakes, recreational amenities on 191 acres with fishing, boating, camping, and cabins. Voted San Diego's "Best Campground" multiple times, it attracts over 700,000 visitors annually. Recognized as "Large Park of the Year" in late 2013 by the National Assn. of RV Parks and Campgrounds (ARVC).
- Central location with direct freeway access to SR-52, SR-67 and SR-125, and convenient access to Interstate 8, with Reverse-commute of 20 min. to La Jolla/Sorrento Valley & Downtown San Diego.
- Easy access to the harbor, shopping districts, beaches, local casinos, mountain and desert resorts, and popular attractions such as SeaWorld, San Diego Zoo, Balboa Park, and San Diego Safari Park.
- San Diego Trolley "Green Line" connects Santee Transit Center to downtown San Diego, with trolley service to SDSU, Qualcomm Stadium, Mission Valley/Interstate 8 corridor, Old Town, the Gaslamp, Petco Park and the San Diego Convention Center.



Water Reclamation Projects by Padre Dam Municipal Water District:

- Padre Dam's Water Recycling Facility at Santee Lakes produces two million gallons of recycled water every day. Approximately one million gallons per day goes into the seven lakes at Santee Lakes. The rest of the recycled water is used on irrigation for community parks, schools, city streetscapes and community decorative fountains.



- The Santee community benefits from a network of recycled water pipelines, which extend to City parks and public medians and serve water features and landscaping needs in the Santee Town Center. Recycled water mains and services are color-coded purple to be easily identified.
- In 2013, City of Santee became the first city in San Diego County to use recycled water for citywide street sweeping, and city operations and facilities maximize the use of this valuable resource.

- Padre Dam Municipal Water Dist. launched its **Advanced Water Purification Demonstration Facility** in April 2015 using advanced water purification technologies to purify and test approx. 100,000 gallons of recycled water each day.



- The facility is part of a 3-phase purification program that will expand water treatment capabilities through 2035 and beyond. The first phase was initiated in early 2016 and will continue through 2020.
- As the demonstration project moves forward, it could potentially provide up to 2,000-3,000 acre feet per year of drinking water to Padre Dam customers, which is approximately 15% of Padre Dam's current drinking water demands.
- Since mid-September 2015, Padre Dam customers can access free recycled water twice a week at the district's customer service center in Santee, subject to guidelines. The recycled water is intended for personal landscape irrigation needs and other approved uses. Other locations are proposed for additional recycled water stations.

For more information, contact the City of Santee at (619) 258-4100, Ext. 223, or visit the City website at www.cityofsanteeca.gov