



San Diego

Relocation Guide



McT Real Estate Group - 619-818-8122



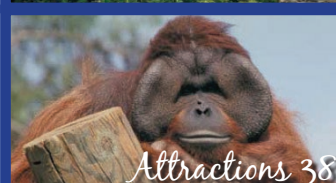
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America's *finest* City

During the 1920s and '30s, pioneering aviators like Charles Lindbergh and Claude Ryan helped create and secure San Diego's future as a military and defense center.

Following the Second World War, the city saw its geography and climate as a magnet for growth. A bond issue to develop Mission Bay was approved. Two years later, the San Diego Aqueduct opened, bringing Colorado River water here. By 1950, population stood at 555,000 persons.

The Fifties saw a doubling of the population and the growth of new communities. In 1958, Interstate 8 opened the Mission Valley to development. In quick order, shopping centers, hotels and a stadium were built. SeaWorld opened near Mission Bay in 1964.



*San Diego County
is the southern most county
in California, encompassing
an area about the size
of the state of Connecticut.*





By its 100th birthday, San Diego had become California's third major (and best looking) city. Civic leaders then began redeveloping downtown, managing infrastructure and ensuring that tourism and white-collar businesses would keep the region from recession.

These last 40 years have seen marked shifts to enhance entrepreneurship through technology, education, housing and transportation. As "America's Finest City" plans for its sesquicentennial in 2017, it seeks a city where smart growth accommodates its burgeoning population.

ABOUT SAN DIEGO

San Diego County is the southernmost county in California, encompassing an area about the size of the state of Connecticut. Three million people live here with one-quarter of the people under 20 years of age and another million ages 25 to 44. The median age is 35.6.

San Diego County is comprised of 18 incorporated cities—the largest of which is the City of San Diego. Five elected supervisors govern the County with an administrative officer appointed by the Board of Supervisors. The City of San Diego is the eighth largest city in the nation.

San Diego is an ethnically diverse group: 45% White, 29% Hispanic, 16% Asian and 7% Black.

Average annual pay is over \$60,000 or about 6% higher than the U.S. average. Thirty-five percent of the workforce aged 25+ has a bachelor's degree or higher. Median household income is \$64,273. Over 202,000 households earn more than \$75,000/yr.

There are nearly 7,000 miles of roads, including three interstate freeways that traverse the county.

San Diego's airport is located three miles from downtown and within a mile of beautiful San Diego Bay—one of the world's largest natural deep-water harbors. The city has shown tremendous growth in the past fifty years and is gearing up for an estimated influx of one million persons in the next thirty years. Local civic leaders and government officials are committed to creating a larger city without losing the quality of life that draws people here.

On the boards are plans to extend the bay front for tourism throughout the South Bay and into the North Embarcadero; modernizing the airport; building a new football stadium; redeveloping the Navy Broadway complex; and creating a series of people-oriented villages based more on walk-around pedestrian traffic rather than cars.



GOOD NEWS FOR BUYERS!

As in the other regions of Southern California, The San Diego real estate market is being slowly nursed back to health by low interest rates, a modestly improved economy, and a widening perception that the housing sector is at or near bottom.

The median price of a single-family home in San Diego County varies from under \$300,000 in areas such as City Heights, Escondido and Oceanside, to \$1.3 million in high-end areas such as La Jolla, Coronado and Del Mar. The highest median price, approximately \$2 million, is in Rancho Santa Fe.

Condo prices vary widely also from a median of under \$100,000 to as high as \$1 million. Buyers will be pleased to know that real estate and economy experts have noted that San Diego County suffered the least job loss during the recent recession. They also predict that San Diego will be a leader in the nation and the state due to its innovative fields such as high-tech and bio-tech. 2,200 jobs are being added each month and one of the strongest sectors is healthcare, with a demand for medical personnel, construction of new facilities, retrofitting older hospitals, software for information systems, and administration personnel.

AVERAGE MONTHLY TEMPERATURE

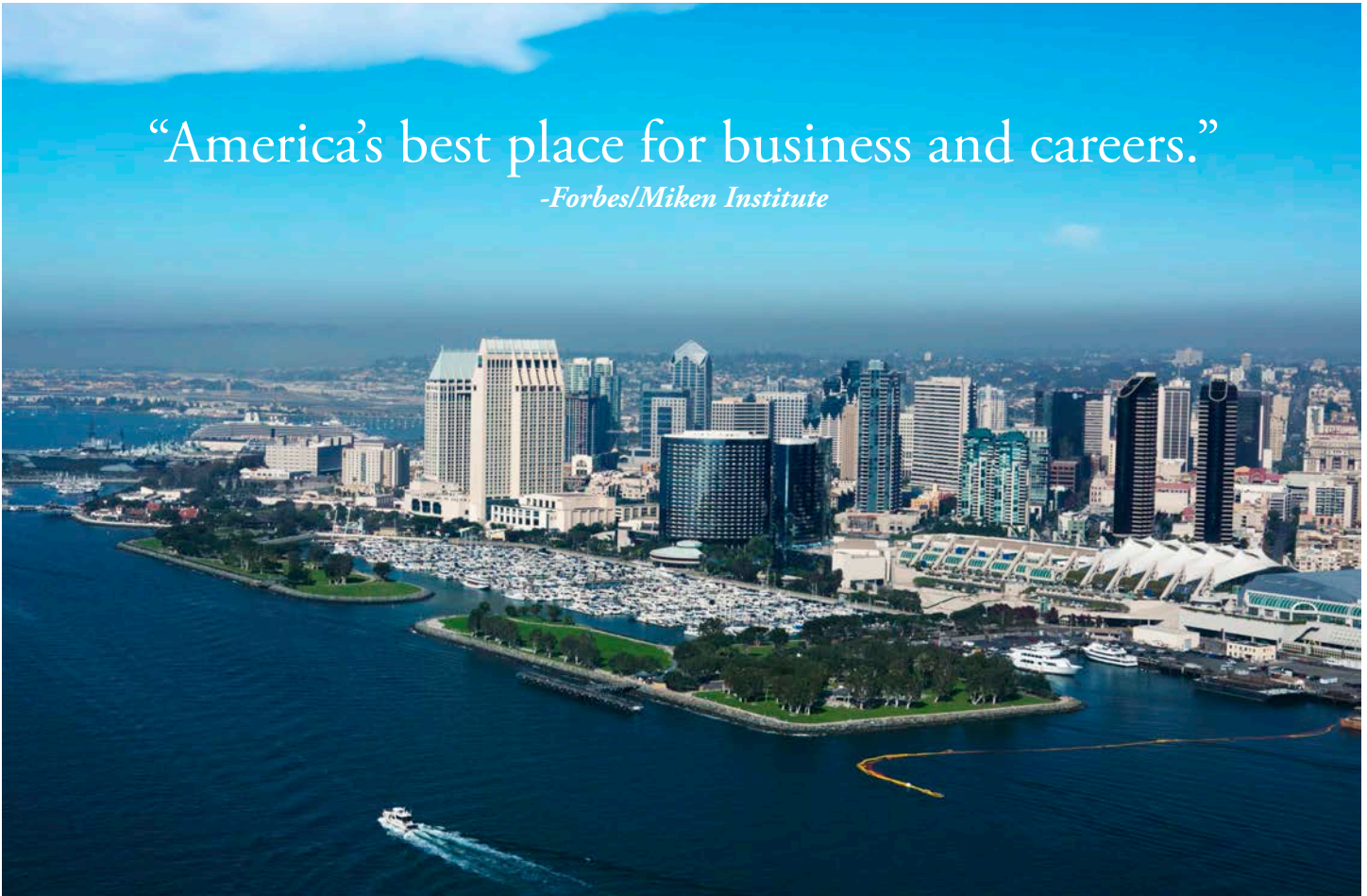
San Diego weather is normally split into four separate zones: coastal, inland, mountains and desert. Coastal climates are temperate with morning marine layers. Inland temperatures are usually 10 to 20 degrees higher with desert temperatures as much as 30 degrees higher than the coast. Mountain temperatures are warm in the day and cool at night.

MONTH	MAX	MIN	AVER	# RAINY DAYS
JANUARY	65	47	55	19
MARCH	68	54	59	14
JUNE	74	63	68	6
SEPTEMBER	68	60	63	7

Average Rainfall per year is 10 inches.

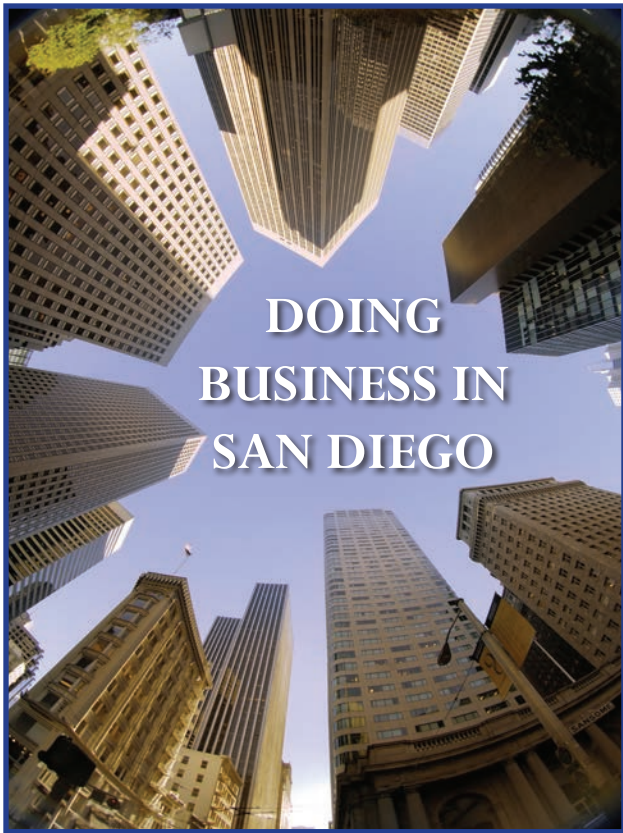
“America’s best place for business and careers.”

-Forbes/Miken Institute



LARGEST EMPLOYERS IN SAN DIEGO

- Federal Government 46,300
- State of California 45,500
- UC San Diego 27,393
- North Island Naval Air Station/Naval Base Coronado 27,000
- County of San Diego (CAO) 15,109
- Sharp Healthcare 14,969
- Scripps Health 13,830
- San Diego Unified School District 13,730
- San Diego State University 11,000
- Qualcomm Inc. (QCOM) 10,509
- City of San Diego 10,211
- Kaiser Foundation Hospital, San Diego 8,200
- General Atomics 6,751
- UCSD Medical Center, Hillcrest 5,860
- U.S. Postal Service, San Diego District 5,795
- Sempra Energy (SRE) 5,299
- Rady Children’s Hospital San Diego 4,700
- YMCA of San Diego County 4,594
- San Diego Community College District 4,310
- Pechanga Resort & Casino 4,300
- Northrop Grumman Corp (NOC) 4,217
- Chula Vista Elementary School District 4,177
- Palomar Pomerado Health 3,995
- National University 3,948
- AT&T Inc. 3,885
- Solar Turbines 3,800
- SeaWorld San Diego 3,700
- Veterans Affairs of San Diego
- Healthcare Systems 3,419
- Barona Resort & Casino 2,955
- Bridgepoint Education, Inc. (BPI) 2,947
- Sycuan Resort & Casino 2,500
- Grossmont Union High School District 2,300
- San Diego Police Department 2,100
- Goodrich Aerostructures 2,050
- Union Bank 2,039
- San Diego Zoo 2,000
- Pala Casino Spa and Resort 1,981



As one of America's most beautiful cities, the challenge for city leaders is making sure it stays that way. One key is bringing in the right kind of business. It's fair to say that working here—and living here—is being seen as a reward in itself. San Diego has become an educated, white-collar town and a model for the "New Economy" with its 150,000 jobs in the high-tech, defense, bio-tech, bio-med, computer software and telecommunications industries.

REASONS TO DO BUSINESS IN SAN DIEGO COUNTY

- Access to world-class research and innovation
- Collaborative environment between business and academia
- Well networked business community
- Intellectual capital - large talent pool
- Quality of Life
- Global access
- Diversified economy
- Cluster industries with "Critical mass" Bandwidth

San Diego is a forward-thinking city willing to invest in its future for the sake of its citizens.

- Support the military and its \$24 billion local impact? Yes, for six decades.
- Vote to keep transit occupancy taxes lower than other tourist and convention locales? Passed.
- Invest \$7 billion for an upgraded trolley, bus and interstate highways transportation network? Passed.
- Invest \$3 billion in a stem cell research initiative? Passed.
- Build a \$460 million dollar ballpark and ignite \$3 billion in Downtown investment? Done.
- Create a series of "villages" to rebuild and renovate older areas like City Heights, Hillcrest, Midway, North Park, Otay Mesa and the East Village? It's happening. This is how San Diegans are doing business. And ensuring that elected officials, planners and transportation officials work together to expedite environmental reviews, streamline permitting processes and shift investment priorities to truly make San Diego "America's Finest City."

COMMUNITY RATINGS

- #1 Biotech Cluster in the United States- Milken Institute University of California
- UC San Diego Best College in America- Forbes Magazine
- One of America's Top 10 Most Livable Large Cities- Partners for Livable Communities
- #5 in America's Best Performing Cities- Milken Institute
- One of Top Ten Best Cities for Climate- Farmers Almanac
- One of Top 10 Safest Cities in U.S.- Forbes Magazine
- Highest concentration of wireless employment in America- Fast Company Magazine
- #3 Most Creative City on America's Creativity Index- The Rise of the Creative Class by R Florida
- #2 Most Playful City in U.S.- Sperling's Best Places
- "If there is an authentic biotech cluster anywhere in the world, this is it." The Economist
- Best City for Technology Jobs- Forbes Magazine
- #6 in America as a location for technology companies to do business- Business Facilities Magazine
- America's Best Place for Business and Careers- Forbes Magazine
- Most desirable convention destination in North America- Yesawich, Pepperdine, Brown & Russle
- #1 percentage of residents belonging to a health club- International Health- Racquet & Sportsclub Association

The best fact of all, though? It's sunny 350 days every year!



VISITORS

Living in paradise has its price.

Approximately 30 million visitors, of which 15 million are overnights, visit San Diego annually. That's 80,000 persons every day of the year!

Those visitors spend more than \$15 billion locally. Thus, the visitor industry is the third largest revenue generator of our economy behind manufacturing and the military.

Over 600,000 individuals attend 70 or more conventions and trade shows each year. There are more than 51,000 hotel and motel rooms available to visitors. Annually, more than 17 million visitors use the San Diego International Airport (Lindbergh Field) and nearly 55 million border crossings are made each year between Mexico and the U.S. via the Otay Mesa and San Ysidro crossings.

San Diego is an expensive place to live. The median sale price of single family homes has a broad range, from \$200,000 to \$2 million, depending on the location within the county. Many residents see their mortgage like an IRA or an annuity. They pay into it for years. Then, one day, they wake up and realize their equity is enormous.

The region's beauty and diversity is an everyday reward for relocation here. Yes, the ante-in is high. But, there's a mad ecstasy about wearing shorts year round. Move here. You'll stay for life.



SOUTHERN CALIFORNIA HOME RESALE ACTIVITY

for Home Sales Recorded in the Year 2017

Source: CoreLogic; Provided by DQNews

% Change is from the same quarter last year



CoreLogic is a property information and analytics company whose data sources include public records, proprietary and contributed data including county assessor and county recorder data. In compiling this report, DQNews has relied upon this information and DQNews does not warrant its accuracy or completeness.

Community Name	ZIP Code	Single Family Homes			Condominiums			SFR Only
		Sales of Single Family Homes	Price Median SFR (\$1,000)	Price % Chg from 2016	Sales Count Condos	Price Median Condos (\$1,000)	Price % Chg from 2016	Median Home Price/ Sq. Ft
SAN DIEGO COUNTY		26,848	\$578	7.2%	12,778	\$400	7.2%	\$332
ALPINE	91901	233	\$600	8.5%	29	\$250	2.0%	\$283
BAY PARK	92110	127	\$789	11.9%	232	\$400	15.0%	\$498
BONITA	91902	168	\$668	6.3%	54	\$295	17.8%	\$291
BONSALL	92003	59	\$684	-10.2%	30	\$309	-3.4%	\$264
BORREGO SPRINGS	92004	107	\$215	2.1%	22	\$85	21.4%	\$128
BOULEVARD	91905	21	\$255	2.0%	0	n/a	n/a	\$204
CAMPO	91906	50	\$289	15.1%	0	n/a	n/a	\$181
CARDIFF BY THE SEA	92007	112	\$1,002	-16.5%	18	\$620	-17.9%	\$622
CARLSBAD	92008	235	\$861	8.2%	123	\$643	19.7%	\$404
CARLSBAD	92009	533	\$960	7.9%	346	\$465	6.9%	\$353
CARLSBAD	92010	198	\$750	7.8%	57	\$505	4.1%	\$355
CARLSBAD	92011	297	\$930	7.1%	136	\$688	5.9%	\$406
CHULA VISTA	91910	476	\$511	8.5%	174	\$348	14.1%	\$300
CHULA VISTA	91911	428	\$458	7.6%	145	\$305	10.1%	\$300
CHULA VISTA	91913	449	\$558	4.5%	308	\$360	8.9%	\$270
CHULA VISTA	91914	201	\$715	3.2%	70	\$390	8.3%	\$268
CHULA VISTA	91915	246	\$605	6.1%	317	\$416	2.7%	\$264
CLAIREMONT	92117	504	\$630	9.5%	140	\$370	14.8%	\$458
COLLEGE GROVE	92115	464	\$529	9.0%	212	\$269	21.7%	\$418
CORONADO	92118	156	\$1,822	4.1%	146	\$1,125	2.3%	\$895
DEL MAR	92014	164	\$1,770	-0.5%	86	\$1,085	15.4%	\$691
DESCANSO	91916	28	\$458	4.0%	0	n/a	n/a	\$292
DOWNTOWN	92101	11	\$583	-18.0%	921	\$537	4.1%	\$505
DULZURA	91917	2	\$448	5.8%	0	n/a	n/a	\$346
EAST SAN DIEGO	92102	172	\$429	4.6%	83	\$325	4.0%	\$412
EAST SAN DIEGO	92105	300	\$405	11.0%	108	\$202	12.4%	\$365
EL CAJON	92019	471	\$541	4.4%	166	\$312	11.4%	\$295
EL CAJON	92020	424	\$500	7.3%	114	\$230	5.7%	\$311
EL CAJON	92021	463	\$475	8.1%	149	\$263	5.6%	\$304
ENCANTO	92114	556	\$415	8.1%	12	\$361	26.0%	\$311
ENCINITAS	92024	495	\$1,125	0.7%	189	\$600	11.4%	\$472
ESCONDIDO	92025	356	\$530	4.4%	104	\$330	10.9%	\$297
ESCONDIDO	92026	681	\$499	9.7%	87	\$260	36.8%	\$280
ESCONDIDO	92027	587	\$455	5.8%	82	\$220	18.9%	\$291
ESCONDIDO	92029	284	\$695	6.5%	9	\$347	11.6%	\$302
FALLBROOK	92028	801	\$538	8.1%	42	\$225	-18.2%	\$261
GRANTVILLE	92120	358	\$630	7.2%	155	\$315	16.7%	\$368
HILLCREST	92103	183	\$960	-1.9%	299	\$488	9.7%	\$583
IMPERIAL BEACH	91932	144	\$550	10.3%	107	\$410	-4.8%	\$411
JACUMBA	91934	10	\$138	-15.1%	0	n/a	n/a	\$134
JAMUL	91935	117	\$619	12.5%	0	n/a	n/a	\$271
JULIAN	92036	102	\$339	8.5%	0	n/a	n/a	\$252
LA JOLLA	92037	353	\$2,103	13.1%	417	\$710	13.1%	\$791

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LA MESA	91941	406	\$610	8.9%	23	\$290	17.4%	\$327
LA MESA	91942	391	\$512	10.2%	215	\$330	10.5%	\$362
LAKESIDE	92040	386	\$488	8.4%	99	\$227	13.6%	\$303
LEMON GROVE	91945	258	\$434	8.1%	24	\$250	6.6%	\$313
LINDA VISTA	92111	272	\$586	10.6%	233	\$399	8.1%	\$420
LOGAN HEIGHTS	92113	171	\$360	15.3%	38	\$299	66.0%	\$322
MIRA MESA	92126	437	\$570	4.1%	372	\$359	10.5%	\$392
MISSION VILLAGE	92123	207	\$575	7.5%	128	\$429	2.1%	\$407
NATIONAL CITY	91950	218	\$395	12.9%	63	\$290	-0.7%	\$303
NORMAL HEIGHTS	92116	236	\$682	4.1%	161	\$355	10.3%	\$606
CARMEL VALLEY	92130	434	\$1,220	3.8%	330	\$600	8.2%	\$437
NORTH PARK	92104	266	\$710	13.6%	256	\$335	1.2%	\$581
OCEAN BEACH	92107	168	\$1,066	21.9%	119	\$425	4.9%	\$648
OCEANSIDE	92054	285	\$634	12.3%	224	\$505	3.2%	\$390
OCEANSIDE	92056	834	\$520	9.5%	100	\$336	10.2%	\$318
OCEANSIDE	92057	907	\$480	9.1%	163	\$315	10.5%	\$276
PACIFIC BEACH	92109	249	\$1,129	8.0%	357	\$595	10.0%	\$666
PALOMAR MOUNTAIN	92060	4	\$275	8.9%	0	n/a	n/a	\$169
PARADISE HILLS	92139	238	\$425	8.4%	91	\$317	13.0%	\$287
PAUMA VALLEY	92061	36	\$515	15.7%	12	\$290	-6.5%	\$212
PINE VALLEY	91962	37	\$440	0.2%	0	n/a	n/a	\$283
POINT LOMA	92106	226	\$1,055	8.5%	71	\$620	20.4%	\$549
POTRERO	91963	7	\$410	64.7%	0	n/a	n/a	\$191
POWAY	92064	596	\$711	9.3%	54	\$445	7.2%	\$370
RAMONA	92065	573	\$515	10.2%	50	\$278	8.2%	\$254
RANCHITA	92066	7	\$291	18.6%	0	n/a	n/a	\$177
RANCHO BERNARDO	92127	576	\$1,044	14.7%	307	\$466	4.3%	\$349
RANCHO BERNARDO	92128	452	\$730	9.0%	603	\$430	8.4%	\$371
RANCHO PENASQUITOS	92129	429	\$748	6.9%	144	\$366	12.6%	\$382
RANCHO SANTA FE	92067	226	\$2,425	-1.0%	10	\$1,238	12.5%	\$481
RANCHO SANTA FE	92091	63	\$1,425	4.6%	8	\$609	-13.0%	\$510
SAN CARLOS	92119	321	\$600	7.1%	141	\$290	13.7%	\$361
SAN DIEGO	92108	12	\$543	-7.3%	455	\$357	8.5%	\$356
SAN DIEGO	92112	0	n/a	n/a	0	n/a	n/a	n/a
SAN MARCOS	92069	381	\$560	7.7%	83	\$329	10.6%	\$299
SAN MARCOS	92078	505	\$730	9.0%	372	\$465	9.4%	\$306
SAN YSIDRO	92173	63	\$440	5.4%	43	\$230	16.2%	\$279
SANTA YSABEL	92070	12	\$485	-1.0%	0	n/a	n/a	\$281
SANTEE	92071	521	\$500	7.5%	331	\$345	8.3%	\$334
SCRIPPS RANCH	92131	345	\$909	10.9%	199	\$470	8.7%	\$354
SOLANA BEACH	92075	115	\$1,435	15.7%	131	\$836	11.6%	\$660
SOUTH SAN DIEGO	92154	380	\$475	9.4%	159	\$319	8.1%	\$274
SPRING VALLEY	91977	584	\$439	5.7%	100	\$265	8.2%	\$295
SPRING VALLEY	91978	84	\$520	15.4%	26	\$280	8.7%	\$266
TIERRASANTA	92124	141	\$680	8.7%	113	\$430	4.9%	\$352
UNIVERSITY CITY	92121	16	\$923	17.6%	33	\$555	18.6%	\$357
UNIVERSITY CITY	92122	145	\$850	10.0%	347	\$435	5.3%	\$453
VALLEY CENTER	92082	250	\$595	13.5%	0	n/a	n/a	\$242
VISTA	92081	317	\$555	6.8%	67	\$359	26.0%	\$302
VISTA	92083	233	\$444	5.6%	67	\$320	10.3%	\$312
VISTA	92084	458	\$530	14.0%	33	\$320	-6.6%	\$285
WARNER SPRINGS	92086	21	\$345	0.7%	0	n/a	n/a	\$217

Central Coastal

OVERVIEW

Welcome to the coast! It's what makes San Diego such a world-class destination. With 70 miles of coastline, about a dozen communities work their way up from the border to Camp Pendleton west of Interstate 5.

The coast is where California cool began. From its breaking waves, it speaks to all that is primordial yet hip and trendy. The Pacific Ocean. The cliffs. Ocean and bay view homes. Fabulous sunsets. World-class surfers and triathletes. The world's most beautiful women. And the world's most concentrated city of scientists and doctors.

Metropolitan San Diego is the heart of the County with over 40% of its population and the bulk of its history, tradition and culture. There are dozens of different communities and peoples who live here and give the city its distinctive blend of culture, art, food and style.

For example, let's drive El Cajon Boulevard, a key east-west 50-block thoroughfare. Prior to 1960, "The Boulevard" was the essence of San Diego, its main drag, a place to see and be seen.

Today you'll witness Black, Hispanic, Vietnamese and Jamaican markets, bodegas, restaurants, and churches amid the continuing evolution of the city. Here is where the American Dream of a better life is reborn daily.

Then, look around and you're at San Diego State University, where thousands of collegians walk and live. The Boulevard is revitalized again! And continuing east, into the decades-old, family businesses of La Mesa, one of San Diego's highest appreciating neighborhoods.

This 20 minute car trip tells a story of the history of our town—its past and its future. The ongoing change of this great boulevard over a lifetime creates a wonderful pencil drawing on this canvas of America's Finest City.



CENTRAL COAST

CORONADO

Home to the historic Hotel del Coronado (think Marilyn Monroe in *Some Like It Hot*) and the Naval Air Station, Coronado Island is a town with both history and character. Thousands of luxurious condos and massive two-story homes dot this privileged community. Its low crime rate and top-ranked school district are just two reasons why professional families move here. And popping over the Coronado Bridge and working Downtown takes just five minutes.

POINT LOMA

One of San Diego's original neighborhoods, the Point is

known for its fabulous city, bay and ocean views. The Cabrillo National Monument and Fort Rosecrans National Cemetery celebrate both the birth of our city and the thousands who have fallen defending it. Neighborhoods range from single family homes to elegant Spanish style casas. The San Diego Yacht Club has trained thousands of young sailors (including four time America's Cup winner Dennis Conner) and Point Loma Nazarene College teaches thousands of young people each year from its ocean view campus.

Central Coastal

OCEAN BEACH

One of San Diego's premier ocean view communities, Ocean Beach is known for its row of antique stores, breakfast restaurants and a quarter mile long fishing pier where surfers and fishermen meet. The community has a decades long history as one of San Diego's most colorful, character-filled beach towns. Many of the houses here are built on hills and offer whitewater and mountain views.



La Playa neighborhood of Pt. Loma

BAY PARK

Just up the hill from Interstate 5, east of Sea World, sits Bay Park. With its cul-de-sacs, vistas and views of Mission Bay, this tightly knit community retains much of its historical ethnic flavor. Adjacent to the University of San Diego and blessed with both churches and parochial schools, Bay Park is upper middle class yet very down-to-earth.

MISSION BEACH

Just north of where the San Diego River empties into the ocean, Mission Beach epitomizes California cool—a place where world-class volleyball players and surfers mingle at water's edge. Mission Beach and the adjacent Mission Bay

feature a mix of condos, single-family houses and vacation rentals. It is truly a young professional's paradise where fitness rules.

PACIFIC BEACH

With its well-kept bungalows and thousands of condos and rental units, Pacific Beach is where the surf meets the graduates. Pacific Beach engulfs an eclectic mix of nightspots, restaurants and mom and pop shops where empty nesters and singles congregate. At the southern end stands Crown Point, an idyllic neighborhood that surrounds tranquil Mission Bay. Crown Point has both condos and homes and attracts a lively seniors market.

LA JOLLA

Named "the most desirable place to live in the world" (Robb Report), La Jolla is where two million dollar homes are the rule rather than the exception. This internationally recognized community houses top-drawer boutiques, jewelry stores, art galleries, restaurants and hotels, many with stunning ocean views. In addition to serving as a finance center, the North Torrey Pines area is home to the prestigious Salk Institute, Scripps Hospital and the University of California at San Diego.

Mission Beach Boardwalk



La Jolla Shores



Central Downtown

CENTRAL DOWNTOWN

DOWNTOWN

San Diego's dynamic Downtown includes eight separate neighborhoods spread over 1,500 acres. Currently, 28,000 persons live downtown. 50,000 more are expected in the next two decades. New housing stock is being built to provide a wide array of options for persons of all income levels. Here, you'll find single room occupancy buildings (SROs), lofts, two-bedroom units and multi-million dollar ocean-view condos. This new housing is being balanced with new infrastructure, amenities and job creation.

Gaslamp Quarter, Downtown



Watermark, Downtown

COLUMBIA

This key commercial downtown neighborhood includes: Broadway Pier; the waterfront; federal and county courthouses; the cruise ship terminal; the Museum of Contemporary Art, the historic Santa Fe Depot train station, and the award-winning Anthology Nightclub. Seven luxury high-rise office and residential buildings are located on or near historic Pacific Hwy just west of Broadway.

CORE

The physical center and financial hub of the city, the Core features high-line hotels, Horton Plaza Shopping Center, the City Concourse, and the Civic Theatre. Downtown's tallest building, Symphony Tower, is located here and is home of San Diego's premier University Club.

CORTEZ HILL

One of San Diego's oldest and most distinguished residential neighborhoods, The Hill and its Victorian style homes has led the

revitalization of downtown. Seventy-five years ago, only the famed El Cortez Hotel offered enticing views from the Pacific Ocean to Balboa Park to the San Diego Bay. Today, 275 new condos and 400 apartments are now completed—many which offer panoramic views.

EAST VILLAGE

East Village is the County's most rapidly developing neighborhood. Anchored by Petco Park, this formerly blighted area is being transformed into a vibrant community. Nearly 2,500 condos and 1,300 apartment units are located here. East Village is the home of the Park to Bay Link, where a promenade is being created from Twelfth Avenue to Park Boulevard. A new Main Library will be placed along this paseo linking the historic park and world-famous Zoo to the Embarcadero.

Horton Plaza, Downtown



Central Downtown

GASLAMP QUARTER

San Diego began here in the 1870s. Today, it's the hottest restaurant and nightlife section in town. This historic neighborhood has several mixed-use, low-slung sites offering over 400 condos and apartments, as well as a new Hard Rock Hotel at the ceremonial Fifth Avenue entrance to the city hub.

HORTON PLAZA

This 15-block area is where redevelopment began two decades ago. There are limited condos and apartments available at the center of the stunning shopping center and all its activity.

LITTLE ITALY

Comparable to Mulberry Street in NYC or North Beach in San Francisco, this neighborhood originally was home to our tuna fishing industry and its workers. Today, revitalized India Street and its quaint Italian restaurants are surrounded by a dozen new, small-unit condos, town houses and apartment buildings. After an espresso, walk two blocks



Petco Park, Downtown

to the bay and you're staring at the world-famous 140 year-old clipper ship Star of India.

MARINA

Perhaps Downtown's most beautiful and desirable neighborhood, the Marina, is close to San Diego Bay, the Embarcadero, several waterfront hotels, the boardwalk, Seaport Village, and the Convention Center. Here you'll find luxury high-rise

and mid-rise condos. The North Embarcadero Visionary Plan, which will include a grand entrance along Broadway, a 1.2 mile boardwalk along the waterfront, a revitalization of the Broadway Pier, and a Park-to-Bay linkage, will transform our "front porch" into a jewel of mixed-use coastal living by 2020.

Little Italy, Downtown



Downtown San Diego



Central San Diego

CENTRAL SAN DIEGO

SOUTHEAST SAN DIEGO

Seven neighborhoods comprise Southeast San Diego and its melting pot populace. Bordered by I-5, Hwy 94, National City and Lemon Grove, here you'll find the rundown and the spruced up. There are dozens of different churches, mom and pop storefronts, and great ethnic food on the street. Home prices are among the most affordable in the County and just minutes from Downtown.

MISSION HILLS, OLD TOWN

Mission Hills is a beautiful neighborhood overlooking Downtown and the ocean with craftsman-style homes and lush canyons. Below lies Old Town, known as the birthplace of the city's Mexican heritage. Homes easily run in the \$1 million+ range.

NORTH PARK, HILLCREST & NORMAL HEIGHTS

Just east of Downtown is Balboa Park, the Zoo and the charming neighborhoods of Golden Hill and North Park. 1920's style Spanish haciendas thrive here. In Hillcrest, pedestrians stroll down the streets. And just south are the beautiful Victorian neighborhoods of Banker's Hill and Mission Hills. There are many fine Victorian and Spanish homes as well as rental homes and condos. Hillcrest is the gay and lesbian center of San Diego.

KENSINGTON & TALMADGE PARK

These beautiful mid-city communities feature canyons, Spanish style homes and terrific atmosphere. Seventy year old houses feature lathe and plaster craftsmanship and design flourishes. San Diego State University is just a few miles west while Mission Valley and Downtown are about ten minutes away via the



Heritage Park, Old Town

freeway.

LINDA VISTA

Here is one of San Diego's Pacific Islander and Asian communities. With its great ethnic restaurants and small retail shops, Linda Vista takes you straight to the entrances of Mesa College, the prestigious Francis Parker Middle/High School, and the magnificent and historic University of San Diego campus. Homes are more affordable here and the neighborhood is within minutes of all major job and commercial centers.

MISSION VALLEY

Just five minutes north from Downtown on beautiful Highway 163 lies the Mission Valley. As recent as 50 years ago, it was a two-lane road going east and west through pastures. Today, it is home to: thousands of condos, apartments and hotel rooms; three major shopping centers (with 46 movie screens!); a football stadium; a golf course; a dozen car dealers; and the San Diego River in the middle of it all.

ALLIED GARDENS, DEL

CERRO, GRANTVILLE

This middle-class community of tract homes is just north of Interstate 8 — a hop away from both the football stadium and San Diego State University. Here you'll find ranches, cottages and bungalows often with that tight knit neighborhood feel.

SAN CARLOS

San Carlos features large homes overlooking Lake Murray. Like La Mesa on the other side of the freeway, it has a "just folks" appeal where residents care enough to take care of their own. Here is an area where family, school and church reign.

Mission Hills



Central San Diego

COLLEGE AREA

Burgeoning San Diego State University has helped maintain this community's luster. Here, you'll find apartments, condos and smaller, tract houses populated by both the young and old. Many parents have bought homes and condos here for their children attending the university. This upsurge has allowed empty nesters to refurbish their properties via increased equity.

TIERRASANTA

San Diego's first master planned community is known as the "Island in the Hills." Surrounded by Murphy Canyon, the Mission Trails Regional Park and two interstate highways, Tierrasanta features thousands of townhouses, condos and detached homes for families, singles and empty nesters. The "Tierrafest," held each Spring, is a day-long celebration that unites this bedroom community.

CLAIREMONT

Clairemont is located just East of Interstate 5 near Mission Bay Park and stretches inland. The area is known as middle class, family-friendly and affordable. In the South Clairemont area, hundreds of hillside houses have incredible views of Mission Bay, the Tecolote Golf Course or the Tecolote Canyon. SeaWorld and the University of San Diego are just five minutes away.

UNIVERSITY CITY

University City acts as the County's second business center. Dozens of high rise office buildings wind east on La Jolla Village Drive from Interstate 5 toward Interstate 805. Thousands of condos, townhouses and detached houses surround the hub and serve a decidedly upscale populace. Two miles north, hundreds of doctors serve the community at large.



Hillcrest

MIRA MESA

Mira Mesa is a melting pot community smack dab in the middle of the County with a large military and Asian population, excellent Oriental restaurants, a great ice hockey rink, a cool hangout called The Epicenter, and Miramar College. It is comprised of dense tract housing built primarily for young first time buyers. To the west is Sorrento Mesa, featuring newer homes perched above the

Peñasquitos preserve with easy access to Sorrento Valley's high tech center.

SCRIPPS RANCH

Scripps Ranch is known for pastoral living under a canopy of eucalyptus trees bordering beautiful Lake Miramar. It is a popular community for young professional families. A series of low-slung office business parks complete this picturesque area.

Mission Valley, Foreground, With University Of San Diego In Rear



North County Coastal

OVERVIEW

Is the coastal North County the best thirty mile stretch of California? Surely, it ranks up there with Laguna Beach and Carmel. Breathtaking ocean views, million dollar homes, miles of parks and trails, pristine beaches—this is what makes North County so special.

Let's take the coast road north from the La Jolla Shores. On your left, you'll pass the Scripps Aquarium, the Salk Institute, UCSD and the Torrey Pines State Preserve. As you drive on North Torrey Pines Road, you'll pass the stunning golf course, Scripps Hospital and many of the world's key biotech companies. You'll drive down a mile long decline and meet the whitewater ocean. Within a few blocks, you'll enter the City of Del Mar with its architecturally diverse homes, chic shops, boutique hotels and eclectic eateries. Continue on and you'll see the Del Mar Race Track, considered one of America's best thoroughbred horse racing venues. Five minutes later, you'll come upon the Cedros Design Center in Solana Beach. Boutiques with cool furniture, clothing and furnishing stores cover this mile-long stretch. Drive east on Lomas Santa Fe Drive and you'll be in historic ranch country, Rancho Santa Fe, within a few minutes. Continuing north on Hwy 101, you'll find a great mix of the chic, the funky, and the upscale. In Cardiff, you'll be reminded of California Dreamin', a place where residents prize their pristine beaches and surf hangouts. In Encinitas and Leucadia, you'll feel like you are back in the sixties with small shops, restaurants, nurseries, and orchid farms, as well as an eclectic community of homes in harmony with the ocean lifestyle. Further up the road in Carlsbad are quaint bed and breakfast hotels alongside flower fields. In Oceanside, this military town is being transformed by new homes and businesses.

Are these the best thirty miles in California? Drive it and see!



NORTH COUNTY COASTAL

CARMEL VALLEY & 92130

92130, often referred to as Carmel Valley, is actually a conglomeration of communities that juxtapose high-end tract homes with multi-million dollar estates and the only five-star resort in San Diego County, The Grand Del Mar. The public schools are consistently among the highest rated in the County, the crime rate is low, and family-oriented neighborhoods and activities are the norm. Located East of Interstate 5 and a short drive from the beach, Carmel Valley offers sunny days with cool ocean breezes. Over 11,000 homes and 5,000 condos dot this new community. Designed for busy families, the lots are smaller and the homes are larger. Carmel

Valley, the hub of international law firms, is also adjacent to Sorrento Valley, the key biotech and telecom job center in America.

DEL MAR

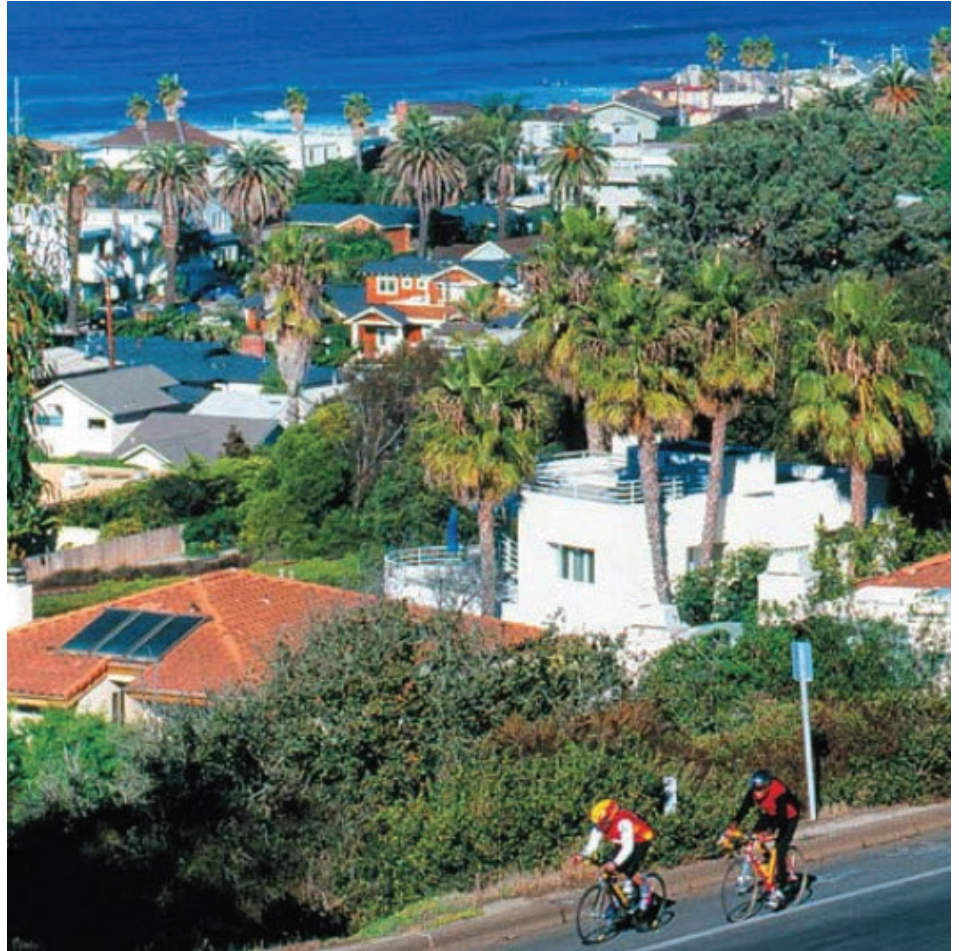
Del Mar, "where the surf meets the turf," is a chic beach town that is home to the Del Mar Racetrack and San Diego County Fair. Located north of La Jolla and adjacent to Torrey Pines State Beach, this quaint village features boutique shopping and many of the County's finest restaurants. Residents love the architecturally inspired housing as well as the fresh air and spectacular views afforded by proximity to the ocean. Families are attracted to Del Mar because of the high-

North County Coastal

ranking public schools, great beaches, summer concerts “by the sea,” and walks on Dog Beach. Del Mar draws successful, accomplished people; in a population of 5,000, at least half are college graduates.

SOLANA BEACH

Solana (“Sunny”) Beach is located north of Del Mar and south of the San Elijo Lagoon and Ecological Reserve. In addition to pristine beaches, Solana Beach offers Cedros Avenue, a mecca of designer shops, art galleries, artisan workshops, yoga and exercise studios, day spas and casual eating spots. Hundreds of rock and blues acts perform each year at the world-famous, 600-seat Belly Up Tavern. The train stops in Solana Beach, where travelers can stroll down the coastal rail trail or meander through the authentic Farmer’s Market on Sundays. Over 6,000 homes are built on the slopes (many with ocean views) and parents appreciate the superior quality of the local public and private schools.



Cardiff

RANCHO SANTA FE

The greater Rancho Santa Fe area, adjacent to the coastal towns of Del Mar, Solana Beach and Encinitas, is comprised of 4,000 households

within a variety of communities. One is nestled amidst lemon groves. Another caters to seniors and empty nesters. Yet another features Tuscan architecture and suspended bridges. Many are gated. At the core of America’s richest town is the Rancho Santa Fe Covenant, a

historical community abundant with eucalyptus trees, winding roads and horse trails, community-centered activities and superior schools. The median price of homes here is the highest in the county. Six exclusive private country clubs are located here.

Del Mar Race Track



Rancho Santa Fe



North County Coastal

SANTALUZ

Adjacent to Rancho Santa Fe, Santaluz was designed as a rustic village featuring a natural, native California landscape. More than 900 home sites are circular and sculpted to blend with the hillsides, ridges and ravines that make up the San Dieguito River Valley. This gated community also features a 250-acre Rees Jones golf course. Its low density (one home per four acres), inclusion in the highly regarded Poway school district, the charming Golf Course, Spa, and 11-acre Village Green at its center have made this both an elegant and family-oriented community.

CARDIFF, ENCINITAS, LEUCADIA & OLIVENHAIN

Encinitas is divided into five areas, four of which are beach towns that have retained their charm and simplicity. Bordered by two lagoons and known as the "Flower Capital of the World," Encinitas is one of the world's major suppliers of poinsettias. Old Encinitas is beachside, while inland New Encinitas features golf courses, shopping centers and larger tract homes. There is a mix of businesses and a wide variety of housing styles in Encinitas Proper, but they all feature the laid-back lifestyle that you will witness when you walk down the main street of town. Moonlight Beach, with its sand volleyball and firepits, is a classic symbol of the Encinitas way of life. At the South end of Encinitas is **Cardiff-By-The-Sea**, where the sprawling grounds of the Self-Realization Fellowship are perched above the beaches below where residents walk, surf, and swim daily. Streets are named after British cities and classical composers. People move here because they crave a simpler lifestyle, one in which they can be in touch with Nature and



San Elijo Lagoon & Cardiff State Beach, Cardiff-By-The-Sea



Cardiff-By-The-Sea



Moonlight Beach, Encinitas

buy groceries in their neighborhood store where they can find locally grown produce. **Leucadia**, which means Isle of Paradise, is a quiet surfing town, reminiscent of

California beach villages of the past. It is located in the north coastal part of Encinitas, just south of Carlsbad.

North County Coastal

People who live in Leucadia have a strong independent character and a lot of pride in their community. Inland **Olivenhain** (German for "olive grove") is semi-rural and country living at its best, offering estate homes on large lots, ideal for gardening, peaceful reflection, and horse-keeping, yet still close to shopping and restaurants. There is a very active 4-H Club.

CARLSBAD

Known as "the village by the sea," picturesque Carlsbad has a historic downtown district overlooking the ocean. As the town stretches east toward Palomar Airport, golfing manufacturers, corporate offices and biotech parks mesh with the Legoland theme park. Further south, the La Costa Resort and Spa and the Four Seasons Aviara Resort offer world-class amenities. Within this coastal and inland community, you'll find families living in upscale and upwardly mobile neighborhoods. There are also a slew of golf courses. Founded in the mid-1880s, the town got its name from spring waters that tasted identical to spa water in Karlsbad, Bohemia.



The Flower Fields, Carlsbad



Oceanside Harbor

OCEANSIDE

The northernmost city in the County, Oceanside is transforming itself from the backyard of Camp Pendleton's Marine Corps base into a vibrant business and tourism center. Persons living here can work either in North San Diego or Southern Orange County without long commutes. Oceanside has an affordable supply of new housing and condominium developments, including two retirement communities. The Harbor and Marina is a great place to relax and the 2,000 foot pier is one of the longest wooden piers on the West Coast. Finally, the San Luis Rey Mission has stood for nearly

200 years as a symbol of the Spanish Jesuits who founded the region.



North County Inland

OVERVIEW

Starting with the Miramar Air Base (where the movie *Top Gun* was filmed), a series of communities have evolved around the I-15 freeway, which extends from the southernmost border of San Diego to Riverside County. From suburban to country, each of these communities has a niche and is often characterized by lakes, groves, golf courses or all three.

Rancho Penasquitos, which means “little cliffs” in Spanish, is named after the first Spanish land grant in the county. Family oriented PQ abuts the Los Penasquitos canyon open space preserve with its hiking, biking, and equestrian trails.

Rancho Bernardo is a Senior haven and has a 24-hole executive golf course that was voted one of the best in the U.S. Adjacent Poway is horse country, also known for its superior schools. Escondido is an older town that has been revitalized with trendy restaurants and an art enclave.

The further north you go, the more rural it becomes, with large ranches in Valley Center that were a natural outgrowth of this town’s two acre minimum lot size. Then there is Fallbrook, the friendly village, also known as the “avocado capital of the world.” Indian land and very successful Indian casinos are found in this northernmost region.

Vista has a vastly diverse population with one of Southern California’s only two Japanese American cultural centers, and San Marcos is home to California State University San Marcos and Palomar Community College. Bonsall, once a quiet farming community, has developed into a residential town surrounded by lush foothills, golf courses, farms, and parkland.

Into the hills you go, into Ramona and Julian, where snow still falls and autumn is welcomed with the tantalizing aroma of fresh apple pies.

Route 78 runs from the I-15 freeway to the I-5 freeway and offers housing starts as well as major retailers.



INTERSTATE 15 COMMUNITIES

RANCHO PEÑASQUITOS

Rancho Peñasquitos is an affordable bedroom community near Interstate 15. Located in the Poway school district, it has three high schools within close proximity and the Penasquitos preserve for horsebackriding, biking, and strolling.

SABRE SPRINGS & CARMEL MOUNTAIN RANCH

Sabre Springs and Carmel Mountain Ranch feature family recreational activities and golf course living at its best.

POWAY

Poway is known for its schools and horse trails. Within this well-planned residential community,

you’ll find everything from town-homes to rural estates. Many professional athletes live here. Situated east of Interstate 15, the community is set into the foothills and projects a rural ambience. Since it blends retail centers, business parks and the pastoral experience so well, Poway is a recreational haven for country life.

RANCHO BERNARDO

Rancho Bernardo is a master planned mature community known for golf carts and golf courses. It features separate sections for families, executives and retirees. It is also a center for electronics enterprises.

North County Inland

ESCONDIDO

Escondido (“Hidden Valley”) has historic charm going back 115 years. Its Grape Day parade is a centennial-old tradition. Just 60 years ago, the community had 5,000 persons—when travel from Downtown would take 2 hours on a two-lane road. Now, Interstate 15 can get you there in 30 minutes. Lake Hodges to the west is a large reservoir with popular bike and hiking trails. There is a unique mix of agriculture, industrial and high tech firms, recreational centers and parks and residential areas here. The California Center for the Arts is a shining cultural icon for art, music and theatre. The 600 acre Welk Resort and Champagne Village, once home to Lawrence Welk, contains upscale timeshares, golf courses, and a theatre that performs live Broadway musicals year round.

VALLEY CENTER

This largely undeveloped community north of Escondido adjacent to Interstate 15 has lots of acreage and agriculture. Large private ranches and gated communities dot the rolling hills surrounding the old-fashioned downtown. Bates Nut Farm rolls out some of the County’s biggest pumpkins each October. Two large Indian casinos have created new jobs and tourism.

FALLBROOK

Rural estate living and a picturesque downtown are components of Fallbrook life. Avocados flourish in the temperate climate about 20 minutes north of Escondido. Huge stones and boulders abound next to 40 foot palm trees. It’s no wonder that this equestrian community has the Top 4H Club in San Diego County.



Rancho Bernardo



San Dieguito Reservoir

North County Inland

HIGHWAY 76 & 78 COMMUNITIES

BONSALL

This equestrian community at the northernmost edge of the County is home to large rolling estates and ranches.

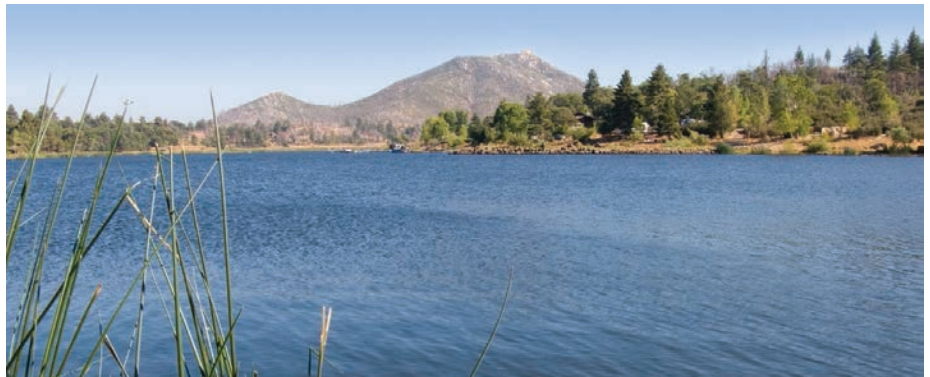
RAMONA, SANTA YSABEL & JULIAN

Ramona, Santa Ysabel and Julian are three rural towns nested in the hills of North County Inland. Ramona is known for its large eucalyptus trees. Each year, the city hosts the largest non-motorized parade in the country. In Santa Ysabel, Dudley's Bakery and Tom's Chicken Shack are must-visits. And Julian, a historic gold mining town, is situated about 4,000 feet above sea level. Apple pies, huge pumpkins, charming Bed and Breakfast inns, and Sunday afternoons near Lake Cuyamaca make these three communities a slice of Americana.



Fallbrook

Lake Cuyamaca



North County Inland

VISTA

Vista has earned a reputation as a job hub based on its 15 million square foot business and research park. Rapidly infilling with residential housing, the community offers affordable housing.

SAN MARCOS

To the west of Escondido is San Marcos. With its resort climate, central North County location and rural setting, San Marcos provides an affordable setting with some room to move. The city is home to two of the region's major educational facilities. Lake San Marcos is a beautiful lake surrounded by high hills.



Country-like atmosphere of North County



Horse Trails In San Marcos

Historical Santa Ysabel Chapel



24



La Mesa



El Capitan Reservoir, North of Alpine

EL CAJON & RANCHO SAN DIEGO

El Cajon, or "The Box," is just twenty minutes away from Downtown. An inland valley surrounded by rolling hills and mountains, it has a warm and dry climate. Home to three different sections, El Cajon varies from apartments, condos and tract homes to the master planned Rancho San Diego area, where semi-custom homes and three golf courses create hillside and valley splendor.

Looking Toward El Cajon

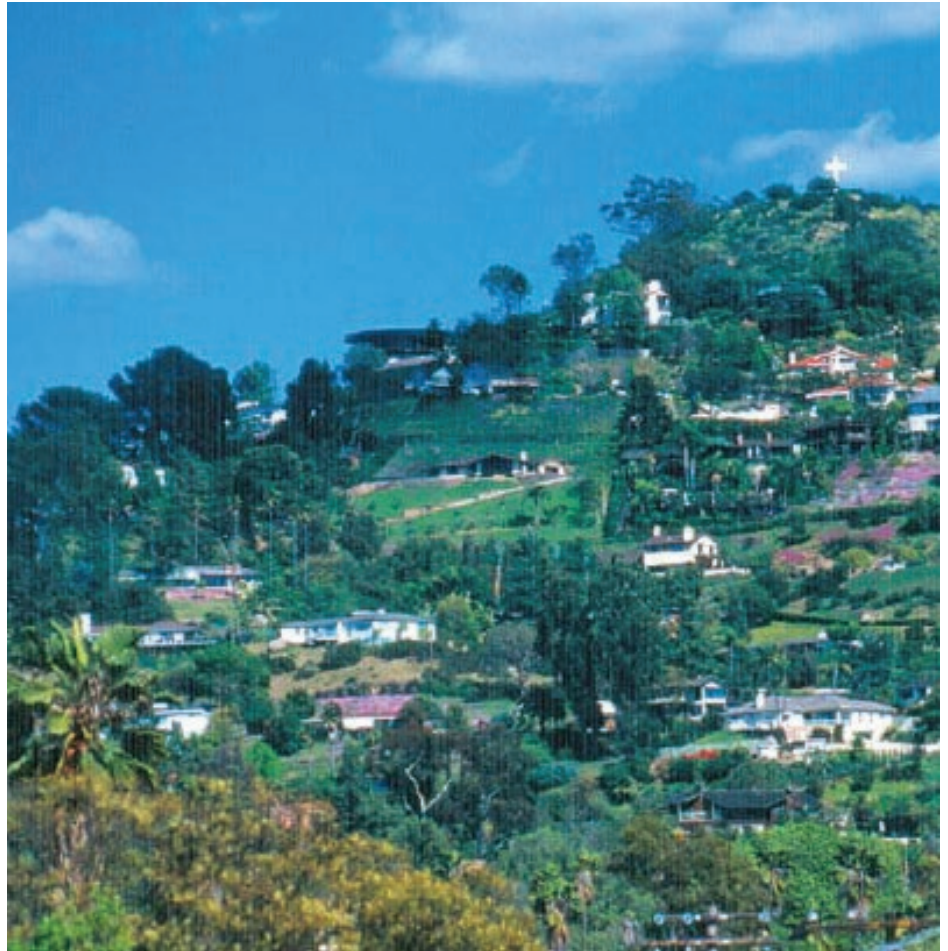


JAMUL & DEHESA

This is truly beautiful country with mesas, hills, valleys, boulders, parkland and lakes. The lots are large, the houses too, and the neighbors like their wide open spaces. Jamul's got a post office and an elementary/ middle school and some stores and lots of horses. In Dehesa, there's golf and the nearby Sycuan Casino and Resort.

LAKESIDE & SANTEE

Lakeside and Santee stand at the eastern edge of town and are bordered by slopes, lakes and mountains. The San Diego River runs through the community, which was once a dairy farming area. With its suburban, child-filled neighborhoods, these two communities focus on family. Santee residents can ride the trolley to Mission Valley, Downtown and the Mexican border.



Mt. Helix

East County Ranch



East County



Rural Ambience of the East County

Lake Jennings



South County

OVERVIEW

South San Diego County has all the ingredients for success. It has nearly half of the remaining business acreage in the County. Multiple public entities are working together to meet the needs of both employers and their workforce via new roads, transit, schools and trade. The result: using smart growth to transform undeveloped mesas into a city within a city.

From here, Downtown is just a 20 minute drive away! And, housing costs are far lower than smaller Downtown lofts or similarly sized homes a half hour to the north. Why? It's new, it's pioneer country and it's coming along in stages. But make no mistake - South County is where tomorrow begins today.

The Area is split upon Interstate highway lines. Closer to the coast, Interstate 5 links the more established South Bay Communities. Interstate 805 has newer development. On I-5, it's only 20 miles from Downtown to the Mexican border. Along the way, you'll drive past manufacturing and shipping yards, tourist and marina sites, and a pristine estuary. You'll find great mom and pop restaurants serving up Mexican, Filipino, Black and Asian specialties. You'll see the trolley line sprinting past you. And you'll be at the San Ysidro border crossing, the world's busiest, in just twenty minutes. Cross the border into Tijuana and, within 90 minutes, you're in the sleepy fishing town of Ensenada.

But if you take Hwy 905 East before the last U.S. exit, you'll glide eight miles east into the future. Here, you find dozens of large Japanese corporations who have maquiladora operations just across the second border crossing at Otay Mesa, two minutes north of Rodriguez International Airport.

Cross onto Highway 805 going north, and you'll find new community developments like Otay Ranch and Eastlake plus the Olympic Training Center, a massive Amphitheatre and several new schools.



South San Diego County is considered the crossroads of our region's future. Tailor-made for families, it is where tens of thousands of residents will help shape our city in the next generation. It's an exciting place to live!!

Master-planned communities here are seamlessly blending homes, shops and schools to create neighborhoods with personality. Commuters who work in the South Bay find themselves in the enviable position of going against the grain of traffic both morning and evening.

SOUTH COUNTY

IMPERIAL BEACH

Bordered to the South by Tijuana and the west by the blue Pacific, Imperial Beach is San Diego's southernmost coastal city. Nestled south of Silver Strand State Park and the city of Coronado, "IB" is quickly becoming more upscale as prospective homeowners realize that it is the County's least expensive beach community.

Thus, many plain-Jane tract homes are getting facelifts and second stories. The town's annual sand castle competition is a key summer event and there's a great fishing pier, too. Plus, there's an estuary nature center and ample park land.

South County

SAN YSIDRO

This community straddles the last U.S. exit before Tijuana and houses a bi-national citizenry where signs are routinely posted in two languages. Dozens of national name outlet shops line the Mexican border.

CHULA VISTA

Chula Vista is a multi-ethnic community that is home to over 40 per cent of all businesses in the South Bay region of San Diego County. Here, Knott's Soak City and the Coors Amphitheatre entertain thousands of children and adults each summer. The marina and bay front feature fine restaurants. The Olympic Training Center is home to America's finest athletes. And the community is affordable. Just seven miles south of Downtown and with a large amount of bay front, redevelopment is transforming the area into a more tourist-friendly city. The marina is a wonderful place for boating, recreation and restaurants. Meanwhile, Third Street, the city's main street, has seen nearly \$200 million in new investment.

BONITA

Over 115 years old, the community of Bonita remains the most charming part of the South Bay with its Spanish architecture and upscale homes. What gives Bonita its charm are its Spanish and ranch homes surrounded by 80 year-old eucalyptus and mature palm trees. Also, you'll find many equestrian properties here.



Annual Sandcastle Contest, Imperial Beach

The Silver Strand Unites Imperial Beach With Coronado



NATIONAL CITY

National City is the industrial heart of the South Bay. Manufacturing, shipbuilding and repair businesses employ thousands. The San Diego Naval Station is the largest facility in the country. The county's largest automotive zone, the Mile of Cars, stretches at least that far and has over 5,000 cars. Hispanics and Asians have created a diversity that is seen in the many businesses and restaurants. Housing is reasonable and plentiful. You'll find a mix of old and new here. Victorian and Tudor style homes mix freely with Spanish style bungalows. In Paradise Hills, you'll find ranch homes. And the building of new three and four story office buildings is creating an entrepreneurial revival.

EASTLAKE/OTAY LAKES

Southeast of Chula Vista is the future of the South County. The decade old, 3,000-acre master planned community of EastLake currently houses 30,000 residents. The Spanish design and motif give the area a uniquely Southern California look. The 5,300-acre Otay Ranch, adjacent to the Upper and Lower Otay Lakes, is still in the development stages.

TERRANOVA

TerraNova is an upscale homeowner community with ocean views. Rancho Del Rey is an even newer planned community with condos and homes.

NESTOR/PALM CITY

Located south of Chula Vista and east of Imperial Beach, these two areas are mostly condos and apartment complexes. In Palm City, you'll see Victorian homes. In Nestor, you'll see ranches and dairies.



Chula Vista Harbor

Otay Mesa



South County



Otay Lake

South Bay overlooking Tijuana



EDUCATION

The public school system in San Diego County serves over 450,000 students. In addition to academic excellence, area schools offer extensive vocational training, special education for the handicapped, remedial studies and programs for children with learning disabilities, special education resources for gifted and exceptionally talented students, career centers, and outstanding educational opportunities for adult continuing studies.

In 2012, The Preuss Middle and High School, UCSD, was named the top charter school in California.

Private and Parochial Schools

San Diego County has over 200 private and parochial schools, ranging from neighborhood preschools to nationally recognized college preparatory academies.

Public School Requirements

Enrollment and transfer requirements for all public school students in California are: birth certificate, last report card and transcripts from previous school, plus proof of immunizations. A child must be 5 years of age on or before December 1 to be eligible for kindergarten.

Day Care

For a referral of state approved family day care providers, contact the YMCA Child Care Resources Service at 800-481-2151 or visit www.ymca.crs.org.



PUBLIC SCHOOL DISTRICTS

CENTRAL

Coronado Unified K-12

650 D Avenue
Coronado 92118
619-522-8907
www.coronado.k12.ca.us

San Diego Unified K-12

4100 Normal Street
San Diego 92103-2682
619-725-8000
www.sandi.net

NORTH COUNTY COASTAL

Cardiff Elementary K-6

1888 Montgomery Avenue
wCardiff 92007
760-632-5892

Jefferson Elementary

3770 Utah St, San
Diego, CA 92104
(619) 344-3300

Mckinley Elementary

3045 Felton St,
San Diego, CA 92104
(619) 282-7694
www.sandiegounified.org/schools/mckinley

Encinitas Union K-12

101 S. Rancho Santa Fe Road
Encinitas 92024
760-944-4300
www.eusd.net

Oceanside City Unified K-12

2111 Mission Avenue
Oceanside 92054
760-966-4000
www.oside.k12.ca.us

Rancho Santa Fe Schools K-8

5927 La Granada Street
Rancho Santa Fe 92067
858-756-1141
www.rsfc.k12.ca.us

NORTH COUNTY COASTAL

San Dieguito Union High 7-12

710 Encinitas Boulevard
Encinitas 92024
760-753-6491
www.sduhsd.net

Solana Beach Schools K-12

309 N. Rios Avenue
Solana Beach 92075
858-794-7100
www.sbsd.k12.ca.us

NORTH COUNTY INLAND

Bonsall Union School K-12

31555 Old River Road,
Bonsall 92003
760-631-5200
www.bonsallusd.com

Borrego Springs Unified Pre-12

2281 Diegueno Road
Borrego Springs 92004
760-767-5357
www.susd.com

**Escondido Union Elementary
K-8**

1330 E. Grand Ave
Escondido 92027
760-432-2400
www.escusd.k12.ca.us

Escondido Union High K-8

2310 Aldergrove Ave
Escondido 92029
760-432-2400
www.eusd4kids.org

**Fallbrook Union Elementary
K-8**

321 N. Iowa Street
Fallbrook 92028
760-731-5400
www.fuesd.k12.ca.us

Poway Unified K-8

15250 Avenue of Science
Poway 92064
858-521-2800
www.powayusd.sdcoe.k12.ca.us

San Marcos Unified K-12

255 Pico Ave 250
San Marcos 92069-2952
760-752-1299
www.smusd.org

San Pasqual Union K-12

3300 Bear Valley Pkwy
Escondido 92025
760-291-6000
www.sdcoe.k12.ca.us

**Vallecitos K-8**

5211 Fifth Street
Rainbow 92028
760-728-7092
www.vallecitosd.com

**Valley Center-
Pauma Union K-12**

28751 Cole Grade
Valley Center 92082-6599
760-749-0464
www.vcpusd.net

Vista Unified K-12

1234 Arcadia Avenue
Vista 92084
760-726-2170
www.vusd.k12.ca.us

Warner Unified K-12

30951 Highway 79
Warner Springs 92086
760-782-3517
www.warnerusd.net

EAST COUNTY

Alpine Union K-8

1323 Administration Way
Alpine 91901
619-445-3236
www.alpineschools.net

Cajon Valley Union K-8

189 Roanoke Road
El Cajon 92020
619-588-3000
www.cajonvalley.net



**Dehesa K-6**

4612 Dehesa Road
El Cajon 92019
619-444-2161
google Dehesa USD

Grossmont Union High 9-12

PO Box 1043
La Mesa 91944
619-644-8000
www.guhdsd.net

Jamul-Dulzura Union K-12

14581 Lyons Valley Rd
Jamul 91935
619-669-7700
www.jdusd.k12.ca.us

Julian Union K-8

PO Box 337 J
ulian 92036
760-765-0661
www.juhdsd.org

Julian Union High 9-12

1656 Highway
78 Julian 92036
760-765-0606
www.juhdsd.org

La Mesa-Spring Valley K-8

4750 Date Avenue
La Mesa 91941
619-668-5700
www.lmsvsd.k12.ca.us

Lakeside Union K-12

12335 Woodside Avenue
Lakeside 92040
619-390-2600
www.lsusd.net

Lemon Grove School K-12

8025 Lincoln Street
Lemon Grove 91945
619-825-5817
www.lgsd.k12.ca.us

Mountain Empire Unified K-12

3291 Buckman Springs Road
Pine Valley 91962
619-473-9022
www.meusd-ca.schoolloop.com

Ramona Unified K-12

720 Ninth Street
Ramona 92065-2399
760-787-2000
www.ramonausd.net

Santee School K-8

9625 Cuyamaca Street
Santee 92071
619-258-2300
www.santeesd.net

Spencer Valley School Elem. K-8

4414 Hwy 78+79
Santa Ysabel 92070-0159
760-765-0336
google Spencer Valley USD

SOUTH COUNTY

Chula Vista Elementary K-6

84 East J Street
Chula Vista 91910
619-425-9600
www.cvesd.org

National School K-6

1500 N Avenue
National City 91950
619-336-7500
www.nsd.us

San Ysidro School K-8

28751 Cole Grade
Valley Center 92082-6599
760-749-0464
www.vcpusd.net

Sweetwater Union High 7-12

1130 Fifth Avenue
Chula Vista 91911-2896
619-691-5500
www.suhdsd.k12.ca.us\



HIGHER EDUCATION

COLLEGES AND UNIVERSITIES

The Southern California region has over 100 institutions of higher learning. Nearly 45 per cent of adults in San Diego County over the age of 25 have some college education. One in three has at least a college degree. As a white-collar town, San Diego has comprehensive sources of higher education. The County is home to six universities, 32 colleges, multiple community college districts and 250 post-secondary schools. Over 200,000 persons are currently attending colleges and universities in San Diego.

RESEARCH INSTITUTES

Research and development monies from the federal government are plentiful. As a world-wide hub for the high tech, telecom, biotech and biomed businesses, more than 300 private firms conduct research under government contracts. Currently, five Nobel Prize winners live here. UCSD ranks fifth among all U.S. colleges and universities in attracting federal research grants and first in the University of California system for the amount of federal research dollars spent on R&D. The November, 2009 passage of the \$3 billion California Stem Cell Research Initiative had an immediate, positive effect on San Diego. Five hundred local biotech companies, already employing 25,000 people, are conducting research to alleviate human afflictions such as leukemia, juvenile diabetes, Parkinson's and Alzheimer's diseases. Thousands of scientists will be hired here in the next decade, thereby bringing more white-collar jobs, construction and venture capital.



UNIVERSITIES

University of California, San Diego

9500 Gillman Drive, La Jolla
858-534-2230
www.ucsd.edu

San Diego State University

5500 Campanile Drive San Diego
619-594-5200
www.sdsu.edu

Calif. State University- San Marcos

333 S. Twin Oaks Valley Road,
San Marcos
760-750-4000
www.csusm.edu

University of San Diego

5998 Alcalá Park, San Diego
619-260-4600
www.sandiego.edu

COMMUNITY COLLEGES

Cuyamaca College

900 Rancho San Diego Parkway
El Cajon
619-660-4000
www.cuyamaca.edu

Grossmont College

8800 Grossmont College Dr, El
Cajon 619-644-7000
www.gcccd.edu

Mira Costa College

1 Barnard Dr, Oceanside 92056
760-757-2121
www.miracosta.edu

Palomar College

1140 W. Mission Road, San Marcos
760-744-1150
www.palomar.edu

San Diego City College

1313 Park Blvd Street,
San Diego 92101
619-388-3400
www.sdcity.edu

San Diego Mesa College

7250 Mesa College Drive,
San Diego
619-388-2600
www.sdmesa.edu

San Diego Miramar College

10440 Black Mtn. Road, San Diego
858-536-7800
www.sdmiramar.edu

Southwestern College

900 Otay Lakes Road, Chula Vista
619-421-6700
www.swccd.edu

GOLF IN SAN DIEGO COUNTY

With 93 golf courses in every conceivable setting from mountains to desert to ocean, it's no wonder Golf Digest named San Diego "one of the Top 50 golf destinations in the world." Even the Pros agree, with both the 2008 US Open Championship and the PGA Tour's annual Farmers Insurance Open held at the legendary Torrey Pines golf course. Numerous San Diego courses have also been designed by golf luminaries like Gary Roger Baird, Tom Fazio, Ron Fream, Alister Mackenzie, John Miller, Gary Player, and Ted Robinson. Whether you're a scratch handicapper or a weekend duffer, you won't be disappointed in the array of spectacular golf courses here.

San Diego is the perfect year-round golf destination and the fastest growing destination for golf in California, if not the fastest growing golf destination in the whole U.S.A. Of course Torrey Pines Golf Course and the La Costa Golf Resort & Spa are the most famous golf courses in San Diego, but the San Diego golf scene has much more to offer beyond those two world-renowned golf courses.

With an average annual rainfall of about 5 inches, the San Diego golf climate seasonally ranges in temperature from 60 - 85 degrees, with 75 degrees being the average. It literally does not rain at all in San Diego for 6 - 8 months at a stretch. (April - Oct) Year-round golf weather doesn't get much better than that!

The greens fees to play both the 18-hole and par-3 courses in San Diego are an absolute bargain in comparison to other golf destinations in the country. The quality, variety and design of the layouts are very impressive and offer all types of golf experiences to fit anyone's budget.

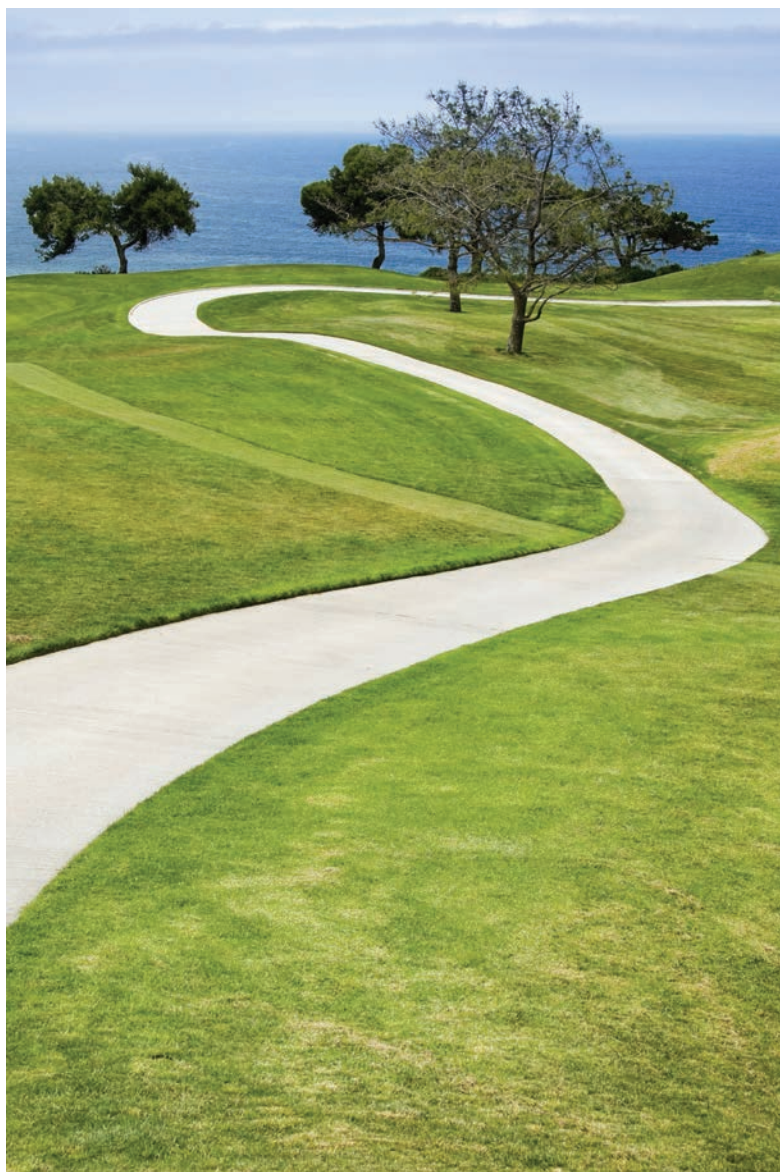
Find updated specifics about San Diego County golf courses at:

www.GolfSD.com

www.GolfSanDiego.com

www.SanDiegoGolf.com

www.GolfLink.com



Torrey Pines Golf Course



SHOPPING

CENTRAL

Coronado- The Ferry Landing Marketplace

1201 1st Street
619-435-8895

This lovely mall is the step-off point to the Coronado-Downtown ferry ride. Featuring Art galleries, specialty stores, fine dining and a Farmer's Market on Tuesdays.

Downtown- Horton Plaza

4th and Broadway
619-239-7363

Horton Plaza occupies seven city blocks on seven levels. Its quirky and engaging architectural framework embraces the Downtown skyline. Features 140 shops, restaurants and theatres.

Downtown- Seaport Village

809 W. Harbor Drive
619-235-4014

One of San Diego's key tourist hubs, Seaport Village is set alongside San Diego Bay and a wide boardwalk. 75 boutiques, galleries and restaurants, plus an 1890's carousel are set amid this lovely setting at the Embarcadero.

La Jolla- Prospect Street

Downtown La Jolla is a scenic shopping district with views of the Pacific Ocean. Here you'll find international designer boutiques, world class art, renowned hotels and some of the County's best seafood and continental restaurants.

Mission Valley Center

1640 Camino del Rio North
619-296-6375

This wildly painted mall in the center of Mission Valley includes a 20-plex theatre, Robinsons-May, Macy's Furniture and Target.

Fashion Valley

Hwy 163 and Friars Road
619-297-3381

With its mix of stores like Bloomingdales, Tiffany's, Neiman-Marcus, Nordstrom's, Bang & Olufson and Brooks Brothers... well, it's a shopper's paradise. Also features an 18-screen theatre and huge patio food court.

Old Town- Congress, Juan, Taylor & Twigg Streets

Highway 5
619-296-3161

Built by Spanish settlers in 1769, this six block area is the oldest part of San Diego. Visit the Bazaar del Mundo, an open air marketplace with great food and colorful wares.

University City- Westfield Shoppingtown UTC

4545 La Jolla Village Drive
858-546-8858

This upscale mall is anchored by Nordstrom's, Sears, Macy's and Lindbergh Field.

NORTH COUNTY COASTAL

Carlsbad Company Stores

5620 Paseo Del Norte
760-804-9000

www.carlsbadcompanystores.com
More than 70 name brand discount outlets are located in this Spanish-style mall next to the Carlsbad Flower Fields.

Del Mar Plaza

1555 Camino del Mar @ Hwy 101
858-792-1555

This upscale center features women's specialty apparel, a wonderful grocery store, and two great restaurants.

NORTH COUNTY INLAND

Escondido- Westfield

Shoppingtown/ North County Fair
272 E. Via Rancho Parkway
760-489-0631

This massive, two story enclosed mall just off I-15 features over 180 retailers.

EAST COUNTY

El Cajon- Westfield Parkway Mall

415 Parkway Plaza
619-579-9932

This enclosed mall is situated in a relaxing park setting. 200 shops are in the mall including an eighteen-screen movie theatre, food court and sitdown restaurants.

La Mesa—Grossmont Center

5500 Grossmont Center Drive
619-465-2900

Regional outdoor mall with 70 stores includes three department stores and dozens of casual dining restaurants.

SOUTH COUNTY

Chula Vista- Chula Vista Center

Broadway & H Street
619-427-6700

This open air shopping mall in the middle of South County features JC Penney, Sears, Mervyn's and Macy's.

National City- Westfield Plaza Bonita Mall

3030 Plaza Bonita Road
619-267-2850

South County's largest shopping mall has 140 tenants including several major department stores.

Eastlake- Otay Ranch Town Center

2015 Birch Road
619-656-9100

This open air shopping mall features Macy's, REI, and Barnes & Noble.

ATTRACTIONS

When it comes to attractions and entertainment, San Diego is a major league town. For starters, there are the NFL San Diego Chargers and San Diego Padres Baseball Club; the world-famous San Diego Zoo and the spacious Wild Animal Park. Sea World is located on beautiful Mission Bay and Legoland is in Carlsbad. There are over 80 golf courses, including PGA sites at Torrey Pines and La Costa. Thousands play the ponies and visit the County Fair at the Del Mar Racetrack and Fairgrounds. San Diego has hosted three Super Bowl games, two World Series and the Major League All-Star Game, too.

The ocean and bay add another dimension. Moored in San Diego Bay is the world's oldest working clipper ship, The Star of India. Hundreds of sport fishing boats amble down the Mexican coast searching for marlin, yellow fin, and harpooned swordfish. Whale watching is a wonderful wintertime pursuit—especially when you can see the Cabrillo National Monument at the tip of Point Loma in your own boat.

The San Diego Symphony and San Diego Opera are well-endowed and feature top-name conductors and soloists. At the La Jolla Playhouse and the Old Globe Theater, world-class theatre has debuted and headed for Broadway. The East County Center for Performing Arts and the California Center for the Arts feature a wide assortment of talent and the La Jolla Chamber Music Society hosts its annual Summerfest concert series featuring international performers. The Museum of Contemporary Art and the many Balboa Park exhibits display a wide array of both high and pop culture.

San Diego has always had a world-class music scene. Each year, hundreds of rock, pop, soul, and R&B acts play in dozens of large venues and small clubs throughout the County.

Just inland and slightly north is the Big Bear Recreation Area where snow skiing and snowboarding abound between October and March.

To the east is the Anza-Borrego Desert where wildflowers bloom each spring. And the Baja Peninsula in the Republic of Mexico offers Old World hospitality and charm in towns like Ensenada, Puerto Vallarta and Cabo San Lucas.

San Diego is one of the most physically fit cities in the world. Each day, thousands of people play volleyball or soccer, swim, surf or bike. There's a 10K race nearly every weekend. The America's Cup Harbor near Shelter Island is where hometown hero and yachtsman Dennis Conner hosted the world's most famous sailing trophy. And the Olympic Training Center in South County is where America's best track athletes train.

Best of all, the accommodating weather ensures that the activity never stops.

CENTRAL

BELMONT PARK

3146 Mission Blvd.

Mission Beach

619-491-2988

Take a ride on this 75 year-old landmark coaster, then walk 1,000 feet to the ocean!

CABRILLO NATIONAL MONUMENT

At the tip of Point Loma

619-557-5450

www.nps.gov/cabr

This magnificent vantage point of the ocean, city and harbor celebrates Juan Cabrillo's discovery of San Diego Bay in 1542. Included are artifacts, videos and tours of the birthplace of the city's rich religious, cultural and natural history.

FIREHOUSE MUSEUM

1572 Columbia Street

619-232-FIRE

See antique fire fighting equipment, trucks, exhibits, uniforms and photographs.

HERITAGE PARK VICTORIAN VILLAGE

**Juan & Harney Streets,
Old Town**

858-565-3600

Dedicated to the preservation of San Diego's Victorian era, these beautiful homes dot the Old Town area near Presidio Park.



Attractions



HOTEL DEL CORONADO

**1500 Orange Avenue
Coronado
1-800-468-5533**

www.hoteldel.com

Built in 1888, the "Del" is San Diego's most famous hotel with a guest list that's included royalty, celebrities and moguls. Memorabilia from its colorful history are featured in the gallery.

JUNIPERO SERRA MUSEUM

**2727 Presidio Drive
Presidio Park
619-232-6203**

At the highest point in the western part of the Mission Valley stands California's first mission. Exhibits focus on Native American, Spanish Colonial and Mexican life from 1769 to 1846.

MUSEUM OF CONTEMPORARY ART- SAN DIEGO

**1001 Kettner Street, Downtown
858-454-3541 -and-
700 Prospect Street, La Jolla
858-454-3541**

www.mcasd.org

Paintings, sculpture and photography from the past 50 years plus lectures, films, dance and music performances.

MARITIME MUSEUM OF SAN DIEGO

**1492 N. Harbor Drive
North Embarcadero
619-234-9153**

www.sdmaritime.org

The Star of India, the world's oldest active clipper ship; "B-39" a Soviet Cold War era sub; the Berkeley, an 1898 ferry; a genteel 1904 steamer Medea and the actual ship from the movie "Master & Commander" detail San Diego's historical nautical connection to the world from the dock of San Diego Bay.

SAN DIEGO ZOO

**2929 Zoo Drive, Balboa Park
619-894-8425**

www.sandiegozoo.org

One of the world's finest zoos with an equally acclaimed plant collection.

SEAWORLD ADVENTURE PARK

**500 Sea World Drive
Mission Bay
800-257-4268**

www.seaworld.com

A stunning array of orcas, sharks, penguins, dolphins and deep-water fish amid the fun and fascination of a theme park.

STEPHEN BIRCH AQUARIUM

**2300 Expedition Way
La Jolla
858-534-FISH**

www.aquarium.ucsd.edu

Fabulous outdoor tide-pools, stunning views of the La Jolla coastline and over 3,000 types of fish in an educational setting at the University of California, San Diego.

NORTH COUNTY COASTAL

ANTIQUE GAS & STEAM ENGINE MUSEUM

**2040 N. Santa Fe Ave. Vista
760-941-1791**

See antique farm machinery, early steam engines, sawmill, black-smith shop, farmhouse and an herb garden.



CALIFORNIA SURF MUSEUM

**312 Pier View Way
Oceanside
760-721-6876**

www.surfmuseum.org

The history of surfing is portrayed through photos, memorabilia and relics.

LEGOLAND

**1 Legoland Dr. (Off Cannon Rd.)
Carlsbad
760-918-5346**

Kids will love the 40 "hands-on" interactive attractions that are both imaginative and entertaining.

NORTH COUNTY INLAND

FALLBROOK HISTORICAL SOCIETY MUSEUM

**260 Rocky Creek Road
Fallbrook
760-723-4125**

Experience Fallbrook's unique history through photos and antiques located within a century-old farmhouse.



Attractions

HERITAGE WALK MUSEUM

321 N. Broadway
Escondido
760-743-8207

Located in a historic Santa Fe Railroad station- housing exhibits depicting early Escondido. Classes in blacksmithing are offered.

LAWRENCE WELK MUSEUM

8860 Lawrence Welk Drive
Escondido
760-749-3000

www.welkresort.com

Hear the 'wunnerful' story of how a young accordion player left his immigrant family's farm in North Dakota, without money or knowledge of the English language, to become one of America's most popular entertainers.

PALOMAR OBSERVATORY

Highway of Stars,
Palomar Mountain, San Marcos
760-742-2119

www.astrocalttech.edu

America's largest telescope with a range of one billion light years is housed here.

SAN DIEGO ZOO



SAFARI PARK

15500 San Pasqual Valley Road
Escondido
760-747-8702

www.sandiegozoo.org

This 1,800 acre wildlife preserve allows visitors to view herds of exotic animals as they would in their native Asian and African habitats. Recent upgrades allow ever-closer views of the African-style savannah and its denizens.

SAN PASQUAL BATTLEFIELD

Hwy 78, Escondido
760-737-2201

This 50-acre park details a key California battle in the Mexican-American War.

SOUTH AND EAST

BANCROFT RANCH HOUSE MUSEUM

9050 Memory Lane
Spring Valley
619-469-1480

Millenium-old Kumeyaay Indian artifacts are just one of the treats exhibited in this refurbished adobe house situated near a natural spring.

CHULA VISTA NATURE CENTER

1000 Gunpowder Point Drive
Chula Vista
619-409-5900

www.chulavistanaturecenter.org

A living wetland and wildlife preserve with exhibits, activities and tours.

LA MESA HISTORICAL SOCIETY

8369 University Avenue, La Mesa
619-466-0197

www.guhsd.net/lmhs

This refurbished, century old building is a house museum detailing life in the early 1900's.

SAN DIEGO RAILROAD MUSEUM

St. Hwy. 94 & Forrest Gate Rd
Campo
619-478-9937

www.sdrm.org

Located within a restored 1894 depot, you can take a 16 mile train ride and view railroad memorabilia like a steam locomotive.



SPORTS & RECREATION

San Diego has been named one of the top five fittest cities in the world. Given the climate and terrain, that shouldn't be a surprise. From professional women's outdoor soccer to high school lacrosse, athletics is an obsession. On any given Sunday, you'll find thousands of seniors and kids in every type of activity. Here's where the biggest venues are located:

VIEJAS ARENA

San Diego State University
619-594-6947

QUALCOMM STADIUM

9449 Friars Road, Mission Valley
619-236-5555

SAN DIEGO SPORTS ARENA

3500 Sports Arena Boulevard
619-224-4171

TORERO STADIUM

University of San Diego
5998 Alcalá Park
619-260-7550

PETCO PARK

100 Park Boulevard
619-795-5000
Professional Teams

SAN DIEGO CHARGERS (NFL)

858-874-4500

SAN DIEGO PADRES (MLB)

619-283-4494

SAN DIEGO GULLS (ECHL)

619-224-4625

SAN DIEGO SOCKERS (CISL)

866-799--GOAL

SAN DIEGO SPIRIT (WUSA)

877-476-2237

SAN DIEGO STATE UNIVERSITY AZTECS BASKETBALL

619-283-7378

SAN DIEGO STATE UNIVERSITY AZTECS FOOTBALL

877-737-8039

THOROUGHbred HORSE RACING - DEL MAR RACETRACK

2260 Jimmy Durante Boulevard
Del Mar
858-755-1161

Live racing from America's premier facility runs 43 days from July through September. Satellite wagering year-round.

AND NOW FOR SOMETHING COMPLETELY DIFFERENT!

Balboa Park features an archery range, Frisbee golf course, a velodrome, tennis courts, a recreation center for visually impaired persons and a play area designed for disabled children.

PERFORMING ARTS

Major venues include:

BELLY UP TAVERN

143 S. Cedros Blvd.
Solana Beach
858-481-9022

An icon for blues, rock, and soul.

CALIFORNIA CENTER FOR THE ARTS

340 N. Escondido Blvd..
Escondido
760-839-4138
www.artcenter.org

COPLEY SYMPHONY HALL

750 B Street, Downtown
619-235-0804



PERFORMING ARTS CONT.

CRICKET WIRELESS AMPHITHEATRE

2050 Entertainment Circle
Chula Vista
619-671-3500

San Diego's largest venue features world-class acts under the stars.

CORONADO PLAYHOUSE

1835 Strand Way, Coronado
619-435-4856

www.coronadoplayhouse.com

VIEJAS ARENA

5550 Canyon Crest Drive, SDSU
619-594-6947

This 12,000 seat multi-purpose facility hosts popular acts and sporting events.

EAST COUNTY PERFORMING ARTS CENTER

210 E. Main Street, El Cajon
619-440-2277

GOLDEN HALL/ CIVIC THEATRE

220 C Street, Downtown
619-570-1100

HORTON GRAND THEATRE

444 4th Avenue, Downtown
619-437-6000

HOUSE OF BLUES

1055 5th Avenue, Downtown
619-299-BLUE

Top-shelf Downtown facility featuring 150 live acts each year plus great food and a full bar.

HUMPHREY'S BY THE BAY

2241 Shelter Island Dr.
Shelter Island
619-224-3577

A picturesque 1,200 seat open-air concert venue.

LA JOLLA PLAYHOUSE

Mandell Weiss Theater
Torrey Pines Rd & La Jolla Village Dr., UCSD
858-550-1010

www.lajollaplayhouse.com

World-class, cutting-edge theatre performed here.

LA JOLLA CHAMBER MUSIC SOCIETY

7946 Ivanhoe Avenue, La Jolla
858-459-3728

www.ljcms.org

LAMB'S PLAYERS

1142 Orange Avenue, Coronado
619-437-6000

www.lambplayers.org

LAWRENCE WELK RESORT

Lawrence Welk Drive, Escondido
760-749-3225

NAVY PIER

960 North Harbor Drive,
Embarcadero
619-235-0804

Nestled next to Downtown and the bay is where the pops play!

NORTH COAST REPERTORY THEATER

987 Lomas Santa Fe, Solana Beach
858-481-1055

OLD GLOBE THEATRE

1363 Old Globe Way
Balboa Park
619-239-2255

www.oldglobe.org

OPEN AIR AMPHITHEATRE

5500 Campanile Drive, SDSU
619-594-6947

This 5,500 seat open-air venue is a great spot to see rock and pop acts.

POWAY CENTER FOR THE PERFORMING ARTS

15498 Espola Road, Poway
858-668-4693

www.powaycenter.com

LYRIC OPERA

2891 University Avenue
Balboa Park
619-239-8836

SAN DIEGO REPERTORY THEATRE

(Lyceum Stage)
4th & Broadway, Horton Plaza
619-544-1000

SPRECKELS THEATRE

121 Broadway, Downtown
619-235-9500

STARLIGHT BOWL

Balboa Park
619-232-7827

CYGNET THEATER IN OLD TOWN

4040 Twigg Street
Old Town
619-337-1525

UCSD RIMAC ARENA

9400 Gilman Drive, La Jolla
858-534-7884

VIEJAS CASINO DREAMCATCHER SHOWROOM

5000 Willows Road, Alpine
800-847-6537/619-445-5400
Balboa





BALBOA PARK

This 1,200-acre gateway to over two dozen attractions was built 85 years ago to commemorate the Panama-California Exposition. With its Spanish-Moorish buildings and expansive walkways, you can spend the day immersed in art, sports, history, music, science, theatre, beautiful gardens and cultural diversity. And, the 100-acre San Diego Zoo is here. The park is located off Sixth Avenue just up Park Boulevard from Downtown. Free parking lots are located throughout the park. Admission fees to the museums and attractions vary.

BALBOA PARK CAROUSEL
619-235-1100

**CASA DEL PRADO/
SAN DIEGO
JUNIOR THEATER**
619-239-8355

**CENTRO CULTURAL
DE LA RAZA**
www.centroraza.com
619-235-6135

**HOUSE OF PACIFIC
RELATIONS
INTERNATIONAL
COTTAGES**
www.balboapark.org
619-234-0739

**JAPANESE FRIENDSHIP
GARDEN**
www.balboapark.org
619-232-2721

**MARIE HITCHCOCK
PUPPET THEATER**
www.balboapark.org
619-685-5045

**MINGEI INTERNATIONAL
MUSEUM**
www.mingei.org
619-239-0003

**MUSEUM OF
PHOTOGRAPHIC ARTS**
www.mopa.org
619-238-7559

**MUSEUM OF SAN
DIEGO HISTORY**
www.sandiegohistory.org
619-232-6203

OLD GLOBE THEATRE
www.oldglobe.org
619-239-2255

**REUBEN H. FLEET SPACE IMAX
Theater & Science Center**
www.rhfleet.org
619-238-1233

**SAN DIEGO
AEROSPACE MUSEUM**
www.aerospacemuseum.org
619-234-8291

SAN DIEGO ART INSTITUTE
www.sandiego-art.org
619-236-0011

**SAN DIEGO AUTOMOTIVE
MUSEUM**
www.sdautomuseum.org
619-231-AUTO

SAN DIEGO FLORAL ASSOC.
619-232-5762

**SAN DIEGO HALL
OF CHAMPIONS**
www.sdhoc.com
619-234-2544

**SAN DIEGO MINERAL
AND GEM SOCIETY**
619-239-8812

**SAN DIEGO MODEL
RAILROAD MUSEUM**
sdmodelrailroadm.org
619-696-0199

SAN DIEGO MUSEUM OF ART
sdmart.org
619-232-7931

**SAN DIEGO MUSEUM
OF MAN**
www.museumofman.org
619-239-2001

**SAN DIEGO NATURAL
HISTORY MUSEUM**
sdnmh.org
619-232-382

SAN DIEGO ZOO
www.sandiegozoo.org
619-234-3153

SCULPTURE GARDEN CAFÉ
619-232-7931

SPRECKELS ORGAN SOCIETY
www.sosorgan.com
619-702-8138

STARLIGHT BOWL THEATER
www.starlighttheatre.org
619-554-STAR

TIMKEN MUSEUM OF ART
www.timkenmuseum.org
619-239-5548

MEDICAL SERVICES

HOSPITALS

CENTRAL

Alvarado Hospital Medical Center

6655 Alvarado Road
San Diego 92120
619-287-3270
www.alvaradohospital.com
231 bed/682 member staff

Children's Hospital and Health Center

3020 Children's Way
San Diego 92123
858-576-1700
www.chsd.org
292 bed/715 member staff
Pediatric Trauma Center and Care

Harbor View Medical Center

120 Elm Street
San Diego 92101
619-232-4331
176 bed/454 member staff

La Jolla- Green Hospital of Scripps Clinic

10666 N. Torrey Pines Rd
La Jolla 92037
858-554-9100
173 bed/300 member staff

Scripps Memorial Hospital

9888 Genesee Avenue
La Jolla 92037
858-626-4123
www.scrippshealth.org
449 bed/790 member staff

Kaiser Permanente San Diego Medical Center

4647 Zion Avenue
San Diego 92120
619-528-5000
www.ca.kaiserpermanente.org
350 bed/500 member staff

Pacific Beach /Mission Bay Memorial Hospital

3030 Bunker Hill Street
San Diego 92109
858-274-7721
128 bed/360 member staff

Scripps Mercy Hospital

4077 Fifth Avenue
San Diego 92103
619-294-8111
www.scrippshealth.org
520 bed/993 member staff

Sharp Mesa Vista Hospital

7850 Vista Hill Avenue,
San Diego 92123
858-278-4110
150 bed/206 member staff
Psychiatric and Chemical Dependency Services

Sharp Cabrillo Hospital

3475 Kenyon Street,
San Diego 92110
619-221-3400
250 bed/530 member staff

Sharp Mary Birch for Women

3003 Health Center Drive
San Diego 92123
858-939-3400

Sharp Coronado Hospital

250 Prospect Place
Coronado 92118
619-522-3600
204 bed/138 member staff

Sharp San Diego Memorial Hospital

7901 Frost Street
San Diego 92123
858-939-3400
www.sharp.com
663 bed/1,012 member staff



MEDICAL SERVICES

UCSD Medical Center

200 W. Arbor Drive
San Diego 92103
619-543-5720
www.ucsd.edu
562 bed/1,200 member staff

NORTH COUNTY COASTAL Scripps Memorial Hospital- Encinitas

354 Santa Fe Drive
Encinitas 92024
760-633-6501

Oceanside Tri-City Medical Center

4002 Vista Way
Oceanside 92056
760-724-8411
www.tri-citymed.com

NORTH COUNTY INLAND Escondido Palomar Medical Center

555 E. Valley Parkway
Escondido 92025
760-739-3340
www.pphs.org
333 bed/452 member staff

Poway Pomerado Hospital

15615 Pomerado Road
Poway 92064
858-613-4000
279 bed/360 member staff

EAST COUNTY

Sharp Grossmont Hospital

5555 Grossmont Center Drive
La Mesa 91942
619-740-4000
450 bed/700 member staff

Scripps Memorial Hospital- East County

1688 E. Main Street
El Cajon 92021
619-440-1122
162 bed/275 member staff

SOUTH COUNTY

Scripps Mercy Hospital

435 H Street
Chula Vista 91910
619-691-7000
183 bed/318 member staff

Sharp Chula Vista Medical Center

751 Medical Center Court
Chula Vista 91911
619-482-5800
316 bed/375 member staff

National City Paradise Valley Hospital

2400 East Fourth Street
National City 91950
619-470-4321
www.paradisevalleyhospital.org

URGENT CARE CENTERS

Chula Vista Urgent Care

525 Third Avenue
Chula Vista
619-585-4000

Mission Valley Medical Clinic

5333 Mission Center Rd
South San Diego 92108
619-202-4064

Healthsouth

3930 Fourth Avenue
San Diego 92103
619-297-9610

East County Urgent Care

1625 E. Main Street, Ste 100
El Cajon
619-442-9896

Scripps Clinic Urgent Care

10666 N. Torrey Pines Road
La Jolla
858-554-8638

Sharp Mission Park Medical

130 Cedar Road, Vista
760-806-5400



TAXES & LICENSES

STATE INCOME TAX

California imposes a graduated income tax similar to the Federal Income Tax in structure. Returns are due April 15.

RETAIL SALES TAX

In San Diego County, tax of 7.75% is added for all tangible personal property. Groceries, prescribed medicine, newspapers, periodicals and public utilities are not subject to sales tax.

CALIFORNIA PROPERTY TAXES

Year 1

Taxes are calculated at approximately 1.25% of the value (purchase price) of a property plus any voter-approved bonded indebtedness of the community. Thereafter there is 1% of the combined value (purchase price) of the property, plus 2% appreciation per year, plus any voter-approved bonded indebtedness of the community.

EXCEPTIONS

The Homeowner's Exemption is a deduction of \$7,000 from the sum of the original purchase price and any accrued appreciation. This net figure will be multiplied by one per cent. This exemption applies only to owner-occupied property. Any improvements to the property are taken into account to increase the taxable value of the property. The above state tax rates does not include local city taxes, special assessments or the like.

TAX YEAR

July 1 through June 30

Taxes are paid in two equal installments. On November 1, the first installment is due and includes a ten per cent penalty if not paid by December 10. The second installment of the real property tax

is due on February 1 and becomes delinquent if not paid by April 10. If the second payment is delinquent, handling costs are added as well as the ten per cent penalty.

HOMEOWNER'S EXEMPTION

Your property must be owner occupied on March 1 to qualify for the Homeowner's Exemption. Once you have purchased a home, you are automatically sent a card for application which must be completed and returned by April 15. Applications submitted after that date but before December 31 will qualify for only eight per cent of the exemption. You need to re-file only if there is a change in title.

CA State Franchise Tax Board

7575 Metropolitan Dr., Ste 201
San Diego, CA 92108
800-852-5711
www.ftb.ca.gov

Office of Internal Revenue Service

Tax Information and Assistance
800-829-1040

County Assessor's Office

General Information 619-236-3771
Real Estate Tax 858-505-6262
Personal Property Tax 619-531-5820
Exemptions 60-944-3701

Inheritance & Gift Tax

CA State Controller, Sacramento
916-445-6321

Mello-Roo

In some cities, a special tax is assessed to fund parks, street lights and other amenities.

Residency

In California, there is no formalized residency procedure. Your physical presence with the intent of making California your home ensures residency. However, colleges, universities and other institutions have their own residency requirements and procedures.



VOTER REGISTRATION

Who May Register

Any U. S. citizen who will be eighteen years of age or older prior to the regular general election can register to vote.

You must be a resident of the state for 50 days preceding the election. The only exception to the residency requirement is if you are voting for President.

The cut-off point for voter registration is 29 days before an election. The State of California has a policy of permanent registration, unless you change your name or party or unless you move.

Where to Register

Pick up a postcard at the County Clerk's office, any fire station, post office or the County Registrar of Voters and return it to the Registrar of Voters.

Re-registration is necessary only if you change your name, address or party reference.

For absentee ballots, contact:

Registrar of Voters

5201 Ruffin Road, Ste I
San Diego, CA 92123
858 565-5800 www.sdvote.com

POLITICAL ORGANIZATIONS

Democratic Party

8304 Clairemont Mesa Blvd, Ste
108 San Diego, CA 92111
858-277-3367
www.sddemocrats.org

Republican Party

9420 Farnham Street
San Diego, CA 92123
858-573-0222
www.sandiegorepublicans.org

Libertarian Party

10969 Red Cedar Drive
San Diego, CA 92131
858-530-1776
www.sdlp.org

League of Women Voters

1094 Cudahy Place
San Diego, CA 92110
619-275-1147
www.lwvsandiego.org



MOTOR VEHICLES

DRIVER'S LICENSE

California law requires that a motorist obtain a driver's license within ten days from the date residency is established. The license is valid for four birthdays and costs \$24. You must visit in person at any Department of Motor Vehicle (DMV).

You must take a vision and written test but the driving test may be waived if you surrender an out-of-state license. A fingerprint, photograph, SSN and proof of birth will be required.

Call the Department of Motor Vehicles at 1-800-777-0133 to set an appointment for your driver's license exam or visit their web site at www.dmv.ca.gov.

CALIFORNIA MOTOR VEHICLE REGISTRATION

Under California law, you must register any out- of-state vehicle within twenty days of permanent residency. Personal property tax is included in your registration fees. The basic fee is based upon two per cent of market value and is required annually.

SMOG CONTROL

California has one of the country's strictest smog control ordinances. Vehicles manufactured between 1965 and 1979 generally require installation of a smog device. Smog certificates stating that your car's pollution control device works properly must be presented to the DMV at the time of registration. Cars must be examined for compliance at state approved garages and facilities.

INSURANCE

Automobile insurance is compulsory in California. You must provide at least the following coverage:

- For injury to or death of any one person in any accident: \$15,000
- For injury to or death of more than one person in any one accident: \$30,000
- For property damage caused by any one accident: \$5,000

CAR SEAT LAW

Parents must provide federally-approved car seats for children up to four years of age or weighing less than forty pounds. All cars carrying children in this age group must provide seat belts. Failure to comply with this law may result in a citation. For further information, call 1-800-CAR-SEAT.

SEAT BELT LAW

It is unlawful for any driver or passenger in a moving vehicle not to have his or her seat belt properly fastened.



MEDIA

NEWSPAPERS

Business Journal
858-277-6359

Community Group Newspaper
858-270-3101

Daily Transcript
619-232-4381

Jewish Transcript
619-463-5515

North County Times
760-745-6611

Reader
619-235-3000

Star News
619-427-3000

Union-Tribune
619-299-3131

Voice and Viewpoint
619-266-2233

MAGAZINES

San Diego Family
619-685-6970

Home and Garden
858-571-1818

San Diego Magazine
619-230-9292

San Diego Metropolitan
619-233-4060

Parks and Preserves

Pine Valley County Park

28810 Old Highway 80
Pine Valley 92062 (Interstate 8, East of Alpine)
619-473-8558

A spectacular setting on the road to San Diego from the desert, surrounded by glacial-age boulders.

Torrey Pines State Reserve- La Jolla

12600 North Torrey Pines Road
San Diego 92037
(I-5 to Gilman Road; West to Torrey Pines Road)
858-755-2063

Fabulous park adjacent to world-famous Torrey Pines Golf Course, site of the 2008 US Open. Hiking trails feature ocean views amid huge trees and the cliff nearby.



Torrey Pines

San Dieguito County Park

1628 Lomas Santa Fe Drive
Del Mar 92014
858-755-2386

I-5 North, 21 miles north of downtown
The wedding gazebo here makes this 125 acre park near the ocean most popular. There are also ballfields, volleyball courts and a children's play area.

Tijuana Slough National Wildlife Refuge

301 Caspian Way
Imperial Beach 91932
619-575-3613

I-5 South, 12 miles south of Downtown
This pristine estuary and wetland open-space park features hundreds of acres of horseback riding trails. Birdwatching is also quite popular.

CITY PARKS AND RECREATION DEPARTMENTS

CENTRAL

Coronado	619-522-7343
San Diego	619-236-6643

NORTH COUNTY COASTAL

Carlsbad	760-434-2824
Del Mar	858-755-1524
Encinitas	760-633-2740
Oceanside	760-435-4500
Solana Beach	858-720-2400

NORTH COUNTY INLAND

Escondido	760-741-4691
Poway	858-679-4343
San Marcos	760-744-9000
Vista	760-726-1340

EAST COUNTY

El Cajon	619-441-1754
La Mesa	619-667-1300
Lemon Grove	619-668-4575
Santee	619-258-4180

SOUTH COUNTY

Chula Vista	619-691-5071
Imperial Beach	619-423-8300
National City	619-336-4290

Parks and Preserves

PARKS & PRESERVES

LAKES & OCEAN

When you've got mountains, valleys and sand, you've got lakes, the ocean and boats. San Diego is blessed with beautiful lakes with names like Cuyamaca, Dixon, Hodges, Jennings, Miramar, Morena, Murray, Poway, San Marcos, San Vicente and Wohlford. Some are pristine and isolated and some have million dollar homes overlooking them.

Ocean sportfishing from Cabo San Lucas to Canada is a multi-million dollar industry. At the Fisherman's Landing, you can take full- and half- day fishing trips in an 85-footer to catch albacore, yellowtail and bonito. In winter, whale watchers are everywhere.

Here in San Diego Bay west of the USS Midway aircraft carrier museum, you'll see thousands of moored sailboats, cruisers and yachts bobbing in the water.

PARKS & PRESERVES

Anza-Borrego Desert State Park

www.anzaborrego.statepark.org
760-767-5311

There's no prettier site than the blooming wildflowers in this massive state park each Spring. There's over 100 miles of hiking trails and 5,000 miles of unpaved road here. Its beauty is only rivaled by the Joshua Tree National Park near Palm Springs.

Anza-Borrego



El Capitan Open Space

Interstate 8 to Highway 67 North
Hikers love the 3,000 foot views here amid 2,800 acres of oaks, chaparral and coastal sage scrub.

Mission Bay Park

This 4,600-acre park just East of SeaWorld and West of Interstate 5 is one of the summer's most popular parks. Every weekend, you'll see thousands of children flying kites, popping party piñatas, enjoying picnics, rolling on the grass, playing on the slides and having the time of their life. For the parents, there's biking, boating, jogging trails, kyacking and windsailing.



Quail Botanical Gardens/San Diego Botanic Garden

230 Quail Gardens Drive
Encinitas 92024 (I-5 at Encinitas Blvd.)
760-436-303

If you like plants, welcome to heaven. This 30- acre garden features more than 3,000 species, including huge cacti, hibiscus and poinsettias.

Lake Jennings Regional Park

I-8 East, 5 miles East of El Cajon

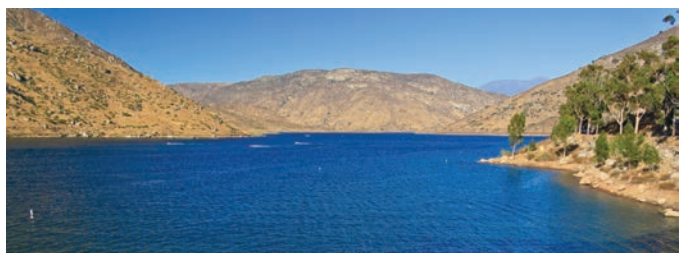
With its 830 foot elevation and 100 acres of camping, trails, fishing and boating, this is one of San Diego's unknown treasure spots.

Mission Trails Regional Park

I-8 to College Avenue North

With 5,700 acres to play in, this is one of America's largest urban parks. Besides hiking, biking and jogging, there's fishing and golf. The Old Mission Dam, the first US water supply project, is located here.

El Capitan



TRANSPORTATION

AIRPORTS

San Diego International Airport

3225 N Harbor Dr
619-400-2404
Connections to destinations throughout America

McClellan Palomar Airport

2198 Palomar Airport Rd
San Marcos
760-431-4646

Montgomery Field

3750 John J. Montgomery Dr
San Diego
858-573-1440

Brown Field

1424 Continental St
San Diego
619-424-0455

TRAINS

AMTRAK

619-239-9021
www.amtrak.com
Provides passenger rail service from Passenger Stops:
1050 Kettner Boulevard,
San Diego
800-872-7245
105 Cedros Avenue,
Solana Beach
800-872-7245
235 S. Tremont Street,
Oceanside 800-872-7245

TROLLEY

San Diego Trolley, Inc

619-238-0100
www.sdcommute.com/
publictransit
Considered the best performing light rail line in

California, with 50 stations and over 45 miles of network that runs on two different lines. Rail extends from the Mexican border to the East County.

BUS LINES

Greyhound Bus Lines

800-229-9424
www.greyhound.com

Passenger Stations

799 E. San Ysidro
San Ysidro
619-428-1194
120 West Broadway
San Diego
619-239-3266
250 S. Marshall Ave.,
El Cajon
619-444-2591
205 S. Tremont Street,
Oceanside
760-722-1587

COUNTY TRANSIT BUS LINES

Metropolitan Transit System (MTS)

100 16th Street, San Diego 92101
619-233-3004
www.sdcommute.com

North County Transit District (NCTD)

265 Stremont St,
Oceanside 92054
1-800-266-6883
(COMMUTE)
www.sdcommute.com/
service/nctd
The NCTD serves the North County with over two dozen routes. Service extends north to San Clemente, east to Ramona and as far south as University City.



Designated routes connect with San Diego and Orange County buses as well.

OTHERS

Cloud 9 Shuttle

123 Camino De La Reina,
San Diego 92108
760-966-6500
www.cloud9shuttle.com
San Diego's most popular "shared ride" airport ground transportation company.

Ride Link Ridesharing

760-726-1111
www.zimride.com
Provides curb-to-curb

service for seniors to use public transportation. For ADA certified persons, service extends north to San Clemente, south to La Jolla and east to Escondido.

Water Taxis/ Ferry Service San Diego Harbor Excursion

Broadway Pier
1050 N. Harbor Drive
San Diego 92101
619-235-8294
www.sdhe.com
Provides service from Downtown to Coronado ferry landing and back over a dozen times a day.