



CITY OF SANTEE
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JANUARY 2025

SANTEE COMMUNITY PROFILE

Santee is a thriving city of 60,000 in the San Diego metropolitan area of Southern California. The city offers a wide array of opportunities and resources to the business community including multiple industrial, office and retail sites, and a skilled and educated regional workforce.

LOCATION, LOCATION, LOCATION

Quick access to I-8, Trolley service to SDSU, Mission Valley, Downtown SD, and Convention Center.

Local attractions generate over 1.1M visitors annually -- Santee Sportsplex draws 475k and Santee Lakes RV and Recreation Preserve draws 650k.



HOUSING

1,160 NEW HOUSING UNITS
 Under construction - approved/not built - pending entitlement.
(As of January 2025)

OVER 220 NEW HOUSING UNITS UNDER CONSTRUCTION
 877 units pending entitlements. (Active Projects Map - January 2025)

HOME PRICING
\$850K average detached single-family home sale price for October - December 2024.

5.6% increase from average sale price in Q4 2024 compared to Q4 2023
(HdL Coren & Cone)

ASSESSED VALUATION

6.85% 1-year increase in citywide gross assessed value from 2022-2023 to 2023-2024
(SD County Assessor's Office)

POPULATION

60K PEOPLE
 Over 30% of the population is <25 years old. The median age is 40.1. (SANDAG 2023)

\$108K MEDIAN HOUSEHOLD INCOME (2023)
 The highest in East San Diego County. (SANDAG)

71% OF HOMES
 Owner occupied with about 2/3 single-family. (DOF 2024)





PUBLIC SAFETY



2ND LOWEST CRIME RATE

among 18 cities in San Diego County. (FBI Crime Index 2022)



ISO RATING 1

City of Santee
Fire Department



LABOR



29,300

people in Santee's
labor force



3.4%

annual average
unemployment rate, 5th
lowest in San Diego County
(EDD 2023)



MAJOR CORPORATE EMPLOYERS

- Costco
- HD Supply
- Vision Systems
- TC Construction
- Scantibodies Laboratories
- Sharp Rees-Stealy Medical Center
(Avenu Finance, Insight and Analytics 2022)



BUSINESS



188 NATIONAL CHAINS

Retailers and Restaurants, 35 Chains in the last 5 Years.



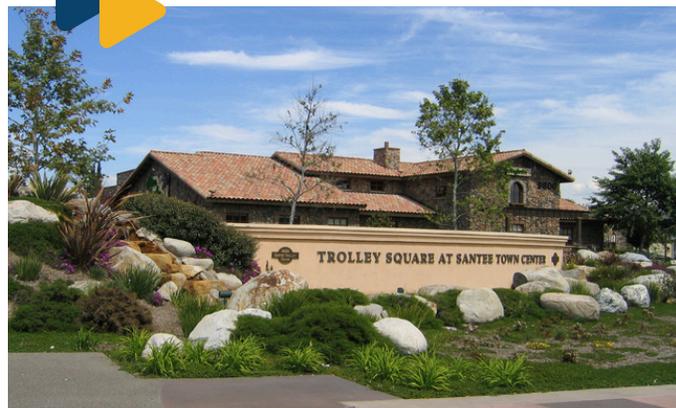
OVER 280K PEOPLE

within a five-mile market area



12M ANNUAL VISITS

with an average of 30,000 daily visits at Santee Town Center power center and Santee Trolley Square (Placer.ai)



Recent developments include the 86k sf Sharp Rees-Stealy Medical Center, County Assessor's Branch Office, and new Arts and Entertainment District encompassing Santee Trolley Square and future hotel and theater sites.