



205,436
POPULATION



50.60%
BACHELOR'S DE-
GREE HOLDERS



35.9
MEDIAN AGE



45%
RESIDENTS LIVE
WITHIN 10 MILES OF
WORK



\$103,328
AVERAGE INCOME

NORTH CITY

North City is an urban oasis - a spot central to all North County - where you can walk to work, bike or hike the local trails, shop at the market across the street and meet friends for drinks down the block. North City's compact area, strategic location, and easy access to existing mass transit, make it the most exciting new development in San Diego County.

Encompassing nearly 200 acres, the North City's entitlements will include 3,000 residential units, 450 hotel rooms, 1,400,000 SF of office, and 250,000 square feet of retail. With 40 acres currently under construction for a larger residential community on the West Side of the project, and a thriving urban, mixed-use node on the East Side, North City is claimed both as the City of San Marcos' new Downtown and CSUSM's University Village.