



San Diegans proudly welcome the world from its scenic overlook on the Pacific Ocean.



America's Finest City

San Diego, Discovered in 1542

RE-DISCOVER SAN DIEGO 2025

- Year-round sunny mild climate
- Magnificent coastline & nearby mountains > Scenic California
- Dynamic governance: Leaders committed to Sustainable Growth and Environmental Stewardship
- Top-tier R&D institutions, universities and colleges
- Innovation hub for biotech, hi-tech, fintech, defense/military manufacturing
- Tourist attractions include world-famous San Diego Zoo, SeaWorld, LEGOLAND, Balboa Park
- International tourism magnet, 35 million annually
- Thriving art scene with rising film industry > Hollywood 2.0 for creatives



Sea World is a must-see theme park with educational tours and exciting rides.



Balboa Park, covering 1,200 acres, is the largest urban cultural park in the U.S.



University of San Diego, voted the "Most Beautiful Campus in America" (Princeton Review)



San Diego provides logistical support to the U.S. Navy's 7th Fleet deployed in the Indo-Pacific region.



World-renown LEGOLAND theme park for family fun boasts over 60 rides.



San Diego is a transit-friendly city, one can get most anywhere without a car.



The affectionate pair, Xin Bao and Yun Chuan, seem perfectly content as California Governor Gavin Newsom looks on.



Historic Old Town San Diego was the founding seat of government when California was part of Mexico.



University of California, San Diego (UCSD), among the top three U.S. public universities, has a strong reputation in computer science, bioengineering, pharma, medicine, oceanography and marine biology, and environmental sciences. Located in scenic La Jolla, its Scripps Institution of Oceanography is a world leader in climate research. Its Salk Institute ranks among the world's top 5 elite research institutes.



"Skating by the Sea" for the Make-a-Wish Foundation to benefit children with critical illness.



The Gaslamp Quarter in Downtown San Diego, with fine dining and locally sourced world-class fruits de mer.



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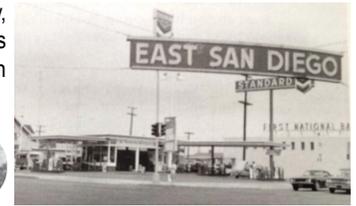


invest in

& CELEBRATE CITY HEIGHTS' UNIQUENESS

- Childhood Home of Sol Price, Famed Business Innovator and Social Entrepreneur
- "United Nations" of San Diego -- Incubator of the American Dream
- Invest in Recession-Proof Hem'n Hts Shophouses -- Walkable Communities
- Ground Floor Opportunities: Invest as Owner-Occupant, Custom Interiors
- Invest in Opportunity Zone -- Qualify for EB5, Enjoy Tax Credits
- Innovative Fire-Resistant, Earthquake-Resistant Polyhaus Biophilic Structures
- Richly Diverse Art & Culture Scene
- Streetball & Public Play Areas for All Peoples!

East San Diego was a small "Golden Rule" city, population 4,000, of blue-collar working class families before it merged with the City of San Diego in 1923 to become City Heights.



City Heights attracted many war refugees and immigrants from Southeast Asia, northern Africa, Latin America, Eastern Europe and the Middle East because housing was affordable. Also, many area churches, in exercising "the Golden Rule", created community centers for the new arrivals with access to language classes, job training, and healthcare.



Many new multifamily housing projects have been started but many more are needed to keep up with growth and demand. Today, City Heights is San Diego's fast-rising most ethnically diverse, most artistic, and most entrepreneurial community of 70,000 population, where some 40+ languages are spoken.



San Diego-based Polyhaus prefab modular structures, made from mass timber, are fire-resistant, seismic-resistant, and can be installed quickly with minimum waste and site impacts. Adaptable to a variety of interior occupancy -- for commercial and residential, ideal for live/work arrangements.



Advocacy and funding grants by such organizations as the City Heights Community Development Corporation, Price Philanthropies, and Jacobs Family Foundation have resulted in facilities and programs that address social needs with much emphasis on volunteerism and education.

SOL PRICE
ETAL. REVOLUTIONARY & SOCIAL INNOVATOR

FedMart*
America's Greatest General Store

PRICE CLUI

COSTCO WHOLESALE

Walmart
Kmart

sam's club

AMERICAN MADE

City Heights was Sol Price's childhood home. Besides his many business successes in retail, he invested in numerous community partnerships to improve the quality of life for the growing population in City Heights comprised mostly of new arrivals to America.



Summer Girls Soccer League teaches youths teamwork and life skills. They are recent refugee arrivals to America from places like Myanmar, central America, Ukraine, Iraq, Syria, Gaza, the Sudan, and Somalia.

The average age in City Heights is 23, indicative of the many families with young children. Nonprofits, such SAY (Social Advocates for Youth), in collaboration with City of San Diego Government, have strived to develop resources and facilities to educate youth, and engage them in athletics and cultural activities.



A central kitchen can be designed to serve several business establishments while functioning as a teaching kitchen to train future chefs.



WE ARE CITY HEIGHTS

DIA DE LOS MUERTOS
Saturday, October 20, 2023
11:00 a.m. to 6:00 p.m.

LITTLE SAIGON

Hem'n Hts is master planning alleyway shophouses comprised of micro-enterprises on the ground floor, and offices and residential flats in the upper stories. Public amenities like green spaces and a mobility hub are ideal for seniors and intergenerational living, and for creative incubator spaces for young professionals. A pedestrian-focused urban village thus leads to healthful living and a healthier environment.

