

TRANSPORTATIONPLANNING&TRAFFICENGINEER!).IG

To: Ann French Gonsalves, City of San Diego

From: Bill Darnell, Darnell & Associates, Inc;

Marc Mizuta, Mizuta Traffic Consulting

Date: September 29, 2022 D&A No: 210602

Re: Revised VMT Screening Assessment Memo for PTS #696758 - Cannabis 21+

Amendment CUP/CDP.

Darnell and Associates has prepared this Vehicle Miles Traveled (VMT) Screening Assessment memo to determine if the proposed Cannabis 21+ Amendment CUP/SDP project (herein referred to as "the Project") located at 10150 Sorrento Valley Road in the Torrey Pines Community Plan area in the City of San Diego would result in any significant transportation VMT impacts based on the criteria outlined in the *City of San Diego Transportation Study Manual (TSM)*, September 9, 2020.

PROJECT LOCATION

The Project site is located at 10150 Sorrento Valley Road within an existing building. Access to the site is being proposed through the three existing driveways along Sorrento Valley Road. **Figure 1** shows the location of the Project site. **Figure 2** presents the project site plan.

PROJECT DESCRIPTION

The Project proposes an expansion of the existing approved 3,475 sf Cannabis Outlet (CO) to 5,480 sf (net increase of 2,005 sf) in Suite 100 within an existing 50,284 sf building. The Project requires an amendment to CUP 1927100/CDP 2173348 (PTS 545299) and its anticipated Opening Year is 2022.

VMT SCREENING CRITERIA

According to the *City's TSM*, a project meeting at least one of the screening criteria below would be presumed to have a less than significant VMT impact due to project characteristics and/or location:

- 1. Residential or Commercial Project Located in a VMT Efficient Area
- 2. Industrial or Agricultural Project Located in a VMT Efficient Area
- 3. Small Project
- 4. Locally Serving Retail/Recreational Project
- 5. Locally Serving Public Facility
- 6. Affordable Housing
- 7. Mixed Use Project Screening Considerations



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Review of the screening criteria identifies the Project would satisfy the Locally Serving Retail/Recreational Project criteria.

A Locally Serving Retail/Recreational Project is defined as the following:

The project is a locally serving retail/recreational project defined as having 100,000 square feet gross floor area or less and demonstrates through a market area study that the market capture area for the project is approximately three miles (or less) and serves a population of roughly 25,000 people or less. Locally serving retail is consistent with the definitions of Neighborhood Shopping Center in the San Diego Municipal Code Land Development Code Trip Generation Manual. Locally serving recreation land uses are listed in Appendix B of the *TSM*, if they meet the square footage and market capture area above. Adding retail/recreation square footage (even if it is 100,000 square feet gross floor area or less) to an existing regional retail shopping area is not screened out.

There are three main elements for a project satisfying the Locally Serving Retail/Recreational Project criteria; 1) Gross Floor Area less than 100,000 sf, 2) market capture area approximately three miles or less, and 3) serves a population of 25,000 or less.³

- <u>Element 1</u>: A Cannabis Outlet (CO) is defined as a retail establishment where cannabis, cannabis products, and cannabis accessories are sold to the public under the proper retail licenses. This Project, by proposing to operate a CO, would thus qualify as a retail project. Specifically, this Project is proposing to operate a 5,480 square foot retail cannabis operation (3,475 sf existing plus 2,005 sf expansion). This is less than the 100,000 square foot threshold.
- <u>Element 2</u>: The Project's market capture area is 3.0 miles or less. A retail project's trade area is greatly impacted by the proximity of competing projects. An increased presence of competing projects results in a smaller market trade area because nearby customers have several options to choose from rather than one or two locations.

Currently, there are 5 approved and operating COs located within the Project's 3-mile radius. This includes the existing approved and operating 10150 Sorrento Valley Road CO. There is also 1 approved, but not yet operational, CO located within this Project's 3-mile radius. Additionally, there are 2 approved and operating COs located outside the Project's 3-mile radius that have a 3-mile capture area which overlaps this Project's 3-mile radius. *Table 1* provides a list of these 8 COs by PTS #, Name, Address, Community Plan Area and date of Approved CUP.² These approved CO locations are presented on **Figure 3**.

The 6 COs in the Project's 3-mile radius, and the 2 COs located outside the 3-mile radius that have a 3-mile capture area which overlaps this Project's 3-mile radius, reduce the Project's market capture area to less than a 3-mile radius.

¹ San Diego Municipal Code ("SDMC") section 42.1502.

² City of San Diego Cannabis Mapping Tool - Cannabis Outlet Location layer, https://www.sandiego.gov/development-services/cannabis.

³ *Id*.at PDF p. 26

	Table 1 –Approved Cannabis Outlets (CO)					
]	PTS#	Name	Address	Within Project's 3 - mile radius	Community Plan Area	Date of CUP Approved
A)	665588	Cookies (Not in operation)	11330 Sorrento Valley Rd.	Yes	Torrey Pines	6/24/2022
B)	527802	MedMen (in operation)	10715 Sorrento Valley Rd.	Yes	Torrey Pines	6/18/2018
C)	390943	Torrey Holistics (in operation)	10671 Roselle St.	Yes	Torrey Pines	10/29/2015
D)	545299	SDRC (Project Site) (in operation)	10150 Sorrento Valley Rd.	Yes	Torrey Pines	6/13/2019
E)	661889	Mankind (in operation)	7128 Miramar Rd.	Yes	Mira Mesa	12/15/2020
F)	632038	Show Grow (in operation)	7625 Carrol Rd.	Yes	Mira Mesa	2/19/2020
G)	663449	MedMen (in operation)	5125 Convoy St.	No	Kearny Mesa	01/31/2022
H)	661880	Balboa Ave Cooperative (in operation)	8863 Balboa Avenue, Ste. E	No	Kearny Mesa	12/15/2022

Element 3: **Figure 4** presents the Project's 3-mile radius capture area and the overlapping capture areas for the other identified COs. The overlapping capture areas include the Northern Portion (Green) and the Southern Portion (Blue). The following list shows the number of COs that are grouped in each overlapping capture area.

Northern Portion (Green) Capture Area: 2 CO's (E & F)
Southern Portion (Blue) Capture Area: 2 CO's (G & H)
Project Portion (Red) Capture Area: 4 CO's (A, B, C & D)

As required by the TSM, this assessment presents the age 21 and over population within a 3-mile radius of the Project site. The population data provided in this VMT Screening Memo is 2022 estimates sourced from Claritas Demographics. The Claritas population data reports are included as attachments to this VMT Screening Memo.

The total age 21 and over population within the Project's 3-mile radius is 68,370. This is listed on Page 3 of the Claritas Pop-Facts Demographics-10150 Sorrento Valley Report below. The overlapping areas and the calculated population of each overlapping area is presented on **Figure 5** and is as follows:

Northern Portion (Green) Overlap: 17,314 people (25% of the Project's 3-mile radius age 21 and over population)

Southern Portion (Blue) Overlap: 3,162 people (5% of the Project's 3-mile radius age 21 and over population)

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Project Portion (Red) Remaining Capture Area: 47,894 people (70% of the Project's 3-mile radius age 21 and over population)

The age 21 and over populations of the overlapping areas were calculated by Claritas. Claritas used a geography-based census block group analysis to calculate the overlapping area populations.

Claritas was given the locations of the Project Capture Area and the Northern Portion Capture Area. Claritas then ran a geography-based census block group analysis that identified the census block groups located within the Project Capture Area and the Northern Portion Capture Area, and then conducted a crossover analysis which identified which census blocks groups were in both capture areas, excluding the Southern Portion Overlapping Area, and marked these groups as "duplicates." The population of the respective duplicate census blocks were then added together to determine the total age 21 and over population of the Northern Portion Overlapping Area, 17,314 The same census duplicate analysis was conducted for the Southern Portion Overlapping Area for a total age 21 and over population of 3,162.

The total age 21 and over population within the Project's 3-mile radius (68,370) was then reduced by the total age 21 and over population of the Northern Portion Overlapping Area (17,314) and the total age 21 and over population of the Southern Portion Overlapping Area (3,162) to determine the total age 21 and over population of the Project Portion (Red) Remaining Capture Area resulting in 47,894 people.

The total population of the overlapping areas and the number of COs included in each overlapping area is as follows:

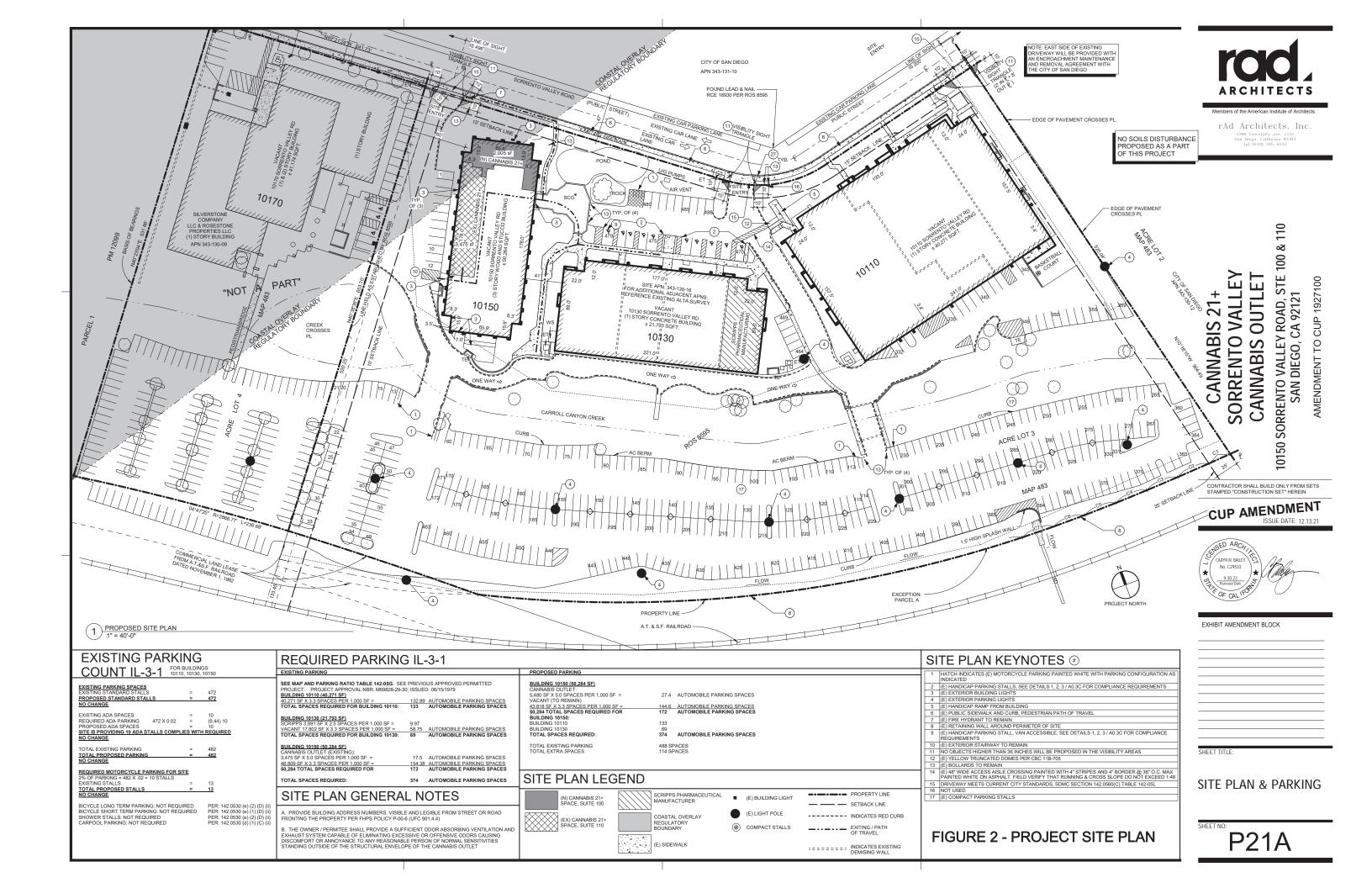
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Northern Portion (Green) Overlapping Area: 17,314 ÷ 6 CO's (A, B, C, D, E & F)
Southern Portion (Blue) Overlapping Area: 3,162 ÷ 8 CO's (A, B, C, D, E F, G & H)
Project Portion (Red) Overlapping Area: 47,894 ÷ 4 CO's (A, B, C, & D)
```

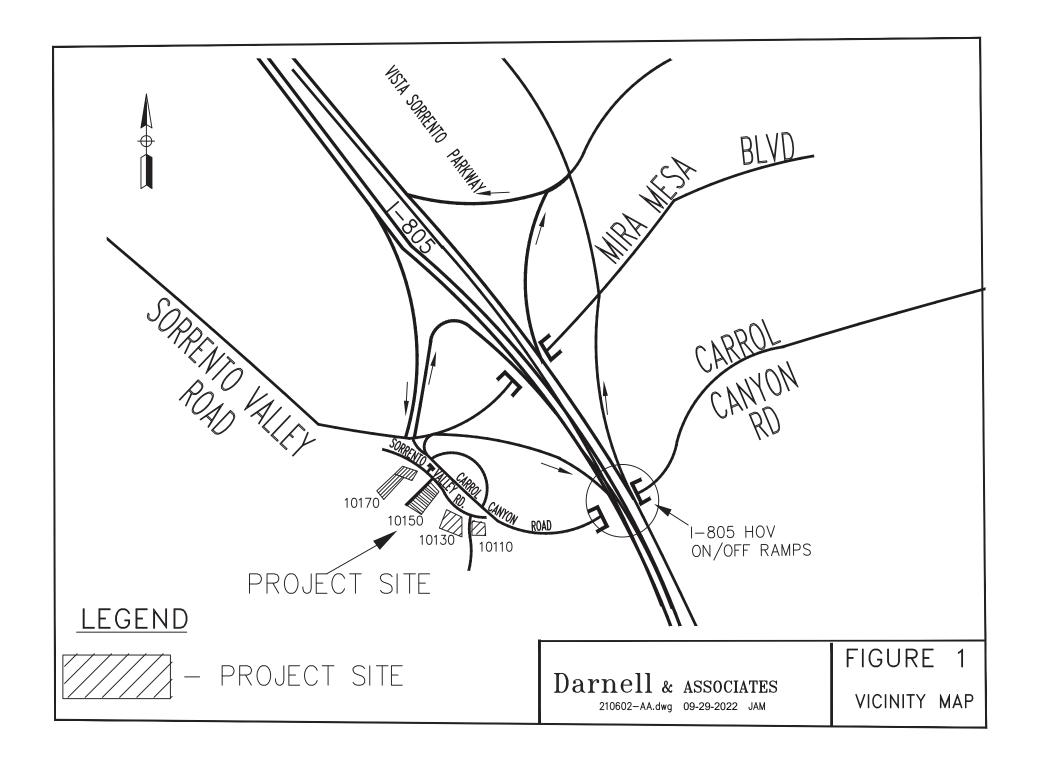
Each overlapping area population was divided by the number of CO locations associated with the respective area to calculate the population attributed to the Project, as shown below:

Northern Portion (Green) Project Population	2,885 people
Southern Portion (Blue) Project Population	395 people
Project Portion (Red)Project Population	11,974 people
New Total Project 3-mile Radius Population:	15,254 people

Therefore, the age 21 and over population in a 3-mile radius that would be anticipated to visit the project is 15,254 people, which is less than the 25,000-population threshold for locally-serving retail.

Based upon the information provided above, the Project satisfies the Locally Serving Retail/Recreational Project screening criterion. As a result, the Project is presumed to have a less than significant VMT impact and no additional VMT analysis is required.





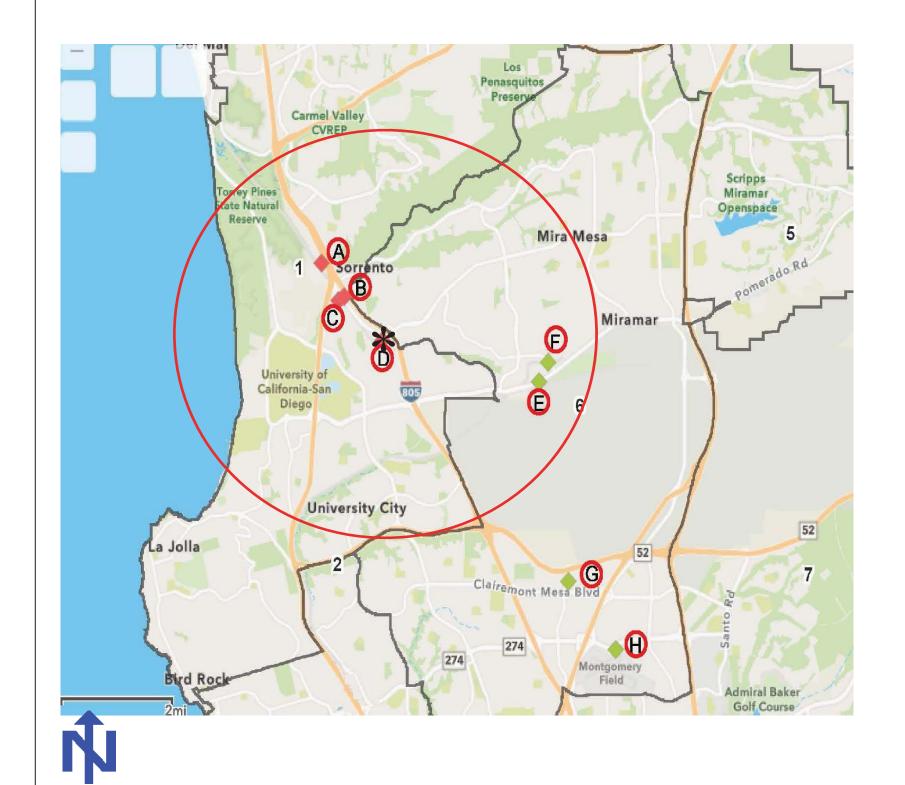


EXHIBIT A

City of San Diego's Approved Cannabis Outlets Map

LEGEND

Approved PTS: 545299 - 10150 Sorrento Valley Road (with Expansion of 2,005 S.F-Project Site)

Approved Cannabis Outlets Inside a 3 Mile Radius

- A) PTS: 665588 11330 Sorrento Valley Road
- B) PTS: 527802 10715 Sorrento Valley Road
- C) PTS: 390943 10671 Roselle Street
- E) PTS: 661889 7128 Mira Mar Road
- F) PTS: 632038 7625 Carrol Road

Approved Cannabis Outlets Outside a 3 Mile Radius

- G) PTS: 663449 5125 Convoy Street
- H) PTS: 661880 8863 Balboa Ave, Ste. E



- Is the the area for a 3-mile radius for the locations Cannabis sites

(X) - This identifies each different Cannabis site.

Source: City of San Diego Cannabis Mapping Tool - Cannabis Outlet Location Layer, http://www.sandiego.gov/development-services/cannabis.

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210602-Cannabis Locations.dwg 09/29/2022 jam

FIGURE 3

Sorrento Valley 3-Mile Radius Cannibis Outlets locations



SOURCE: Claritas Software, See Attachments

FIGURE 4

3-Mile Radius Overlapping Capture Area Map

for Cannabis 21+ Projects

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Sorrento Valley 3-Mile Radius Overlap Capture Areas



SOURCE: Clartias Software, See Attachments

The four (4) CO Locations in the shaded Project Portion Overlapping area.

FIGURE 5

3-Mile Radius Overlapping Capture Area Population Map

For Cannabis 21+ Projects

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210602-AA.dwg 09/29/2022 jam

ATTACHMENTS

• Claritas Worksheets

Pop-Facts Demographics-10150 Sorrento Valley

Data Version: 2022

Include Map YES

Include Chart NO

Include Labels YES

Analysis Area 3 mi. Radius 10150 Sorrento Valley Rd,, San Diego, CA

Map Subtotal Method None

Pop-facts Demographics sections Pop-Facts Population Quick Facts | Pop-Facts Summary

Report Generation Method Single

Color Scheme claritas-standard

Completion Notification Email Do not send email

Reporting Detail As Selected

Output Type Excel



Pop-Facts Demographics Pop-Facts Premier 2022

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Pop-Facts Demographics-10150 Sorrento Valley

Pop-Facts Summary

	3 mi. Radius 10150 Sorrento Valley Rd,, San Diego, CA	
Description	Total	%
Population		
2027 Projection	98,108	
2022 Estimate	94,576	
2010 Census	83,115	
2000 Census	61,630	
Growth 2022 - 2027		3.73%
Growth 2010 - 2022		13.79%
Growth 2000 - 2010		34.86%
Households		
2027 Projection	36,439	
2022 Estimate	35,275	
2010 Census	31,923	
2000 Census	25,769	
Growth 2022 - 2027		3.30%
Growth 2010 - 2022		10.50%
Growth 2000 - 2010		23.88%
Family Households		
2027 Projection	18,317	
2022 Estimate	17,718	
2010 Census	15,973	
2000 Census	12,495	
Growth 2022 - 2027		3.38%
Growth 2010 - 2022		10.93%
Growth 2000 - 2010		27.83%

Pop-Facts Demographics-10150 Sorrento Valley

Pop-Facts Population Quick Facts

Pop-racts Population Quick racts	2 mi Dadina 4	N4 E O
	3 mi. Radius 10150	
	Sorrento Valley Rd,, San Diego, CA	
Description	Total	%
2022 Est. Population by Age	94,576	70
Age 0 - 4	3,943	4.17%
Age 5 - 9	4,538	4.80%
Age 10 - 14	4,432	4.69%
Age 15 - 17	2,870	3.03%
Age 18 - 20	10,423	11.02%
Age 21 - 24	10,151	10.73%
Age 25 - 34	14,647	15.49%
Age 35 - 44	14,232	15.05%
Age 45 - 54	10,762	11.38%
Age 55 - 64	8,061	8.52%
Age 65 - 74	5,915	6.25%
Age 75 - 84	3,108	3.29%
Age 85 and over	1,494	1.58%
Age 16 and over	80,746	85.38%
Age 18 and over	78,793	83.31%
Age 21 and over	68,370	72.29%
Age 65 and over	10,518	11.12%
2022 Est. Median Age	32.5	
2022 Est. Average Age	36.0	
2022 Est. Population by Single-		
Classification Race	94,576	
White Alone	46,767	49.45%
Black or African American Alone	1,861	1.97%
American Indian and Alaska Native Alone	190	0.20%
Asian Alone	37,298	39.44%
Native Hawaiian and Other Pacific Islander Alone	163	0.17%
Some Other Race Alone	3,496	3.70%
Two or More Races	4,801	5.08%
2022 Est. Population by Ethnicity (Hispanic or Latino)	94,576	
Hispanic or Latino	10,451	11.05%
Not Hispanic or Latino	84125	88.95%
2022 Est. Population by Sex	94,576	
Male	47,376	50.09%
Female	47,200	49.91%

Pop-Facts Demographics Pop-Facts Premier 2022

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Pop-Facts Demographics-10150 Sorrento Valley Map



32.889197, -117.208707

| 3 mi. Radius 10150 Sorrento Valley Rd., San Diego, CA

Data Version: 2022

Include Map YES

Include Chart NO

Include Labels YES

Analysis Area 3 mi. Radius 7128 Mira Mar Rd, San Diego, CA

Map Subtotal Method None

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Report Generation Method Single

Color Scheme claritas-standard

Completion Notification Email Do not send email

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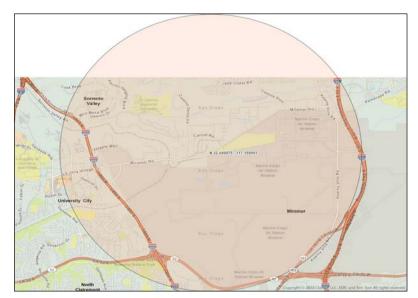
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Pop-Facts Summary

	3 mi. Radius 7128 Mira Ma
	Rd, San Diego, CA
Description	Total %
Population	
2027 Projection	65,245
2022 Estimate	64,136
2010 Census	60,744
2000 Census	60,012
Growth 2022 - 2027	1.73%
Growth 2010 - 2022	5.58%
Growth 2000 - 2010	1.22%
Households	
2027 Projection	22,434
2022 Estimate	21,999
2010 Census	20,784
2000 Census	19,898
Growth 2022 - 2027	1.98%
Growth 2010 - 2022	5.85%
Growth 2000 - 2010	4.45%
Family Have about	
Family Households	44.540
2027 Projection	14,548
2022 Estimate	14,300
2010 Census	13,618
2000 Census	13,309
Growth 2022 - 2027	1.73%
Growth 2010 - 2022	5.01%
Growth 2000 - 2010	2.32%

Pop-Facts Population Quick Facts

rop-racts ropulation Quick racts	2 mi Dadius 7120 l	Viro Mor
3 mi. Radius 7128 M Rd, San Diego,		
Description	Total	%
2022 Est. Population by Age	64,136	/0
Age 0 - 4	3,418	5.33%
Age 5 - 9	3,394	5.29%
Age 10 - 14	3,431	5.35%
Age 15 - 17	1,958	3.05%
Age 18 - 20	2,750	4.29%
Age 21 - 24	4,726	7.37%
Age 25 - 34	10,764	16.78%
Age 35 - 44	10,402	16.22%
Age 45 - 54	7,993	12.46%
Age 55 - 64	6,641	10.35%
Age 65 - 74	5,326	8.30%
Age 75 - 84	2,531	
Age 85 and over	801	1.25%
Age 16 and over	53,253	83.03%
Age 18 and over	51,934	80.97%
Age 21 and over	49,184	76.69%
Age 65 and over	8,658	13.50%
3	,	
2022 Est. Median Age	36.6	
2022 Est. Average Age	38.2	
U U		
2022 Est. Population by Single-	64 126	
Classification Race	64,136	
White Alone	25,291	39.43%
Black or African American Alone	2,435	3.80%
American Indian and Alaska Native Alone	281	0.44%
Asian Alone	27,352	42.65%
Native Hawaiian and Other Pacific Islander Alone	310	0.48%
Some Other Race Alone	4,395	6.85%
Two or More Races	4,072	6.35%
2022 Est. Population by Ethnicity	04.400	
(Hispanic or Latino)	64,136	
Hispanic or Latino	10,137	15.81%
Not Hispanic or Latino	53999	84.19%
2022 Est. Population by Sex	64,136	
Male	34,012	53.03%
Female	30,124	46.97%



Area Map * 32.880075, -117.159991 3 mi. Radius 7128 Mira Mar Rd, San Diego, CA

Pop-Facts Demographics - 7625 Carrol Rd

Data Version: 2022

Include Map YES

Include Chart NO

Include Labels YES

Analysis Area 3 mi. Radius 7625 Carrol Rd, San Diego, CA

Map Subtotal Method None

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Report Generation Method Single

Color Scheme claritas-standard

Completion Notification Email Do not send email

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Output Type Excel



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Pop-Facts Demographics - 7625 Carrol Rd

Pop-Facts Summary

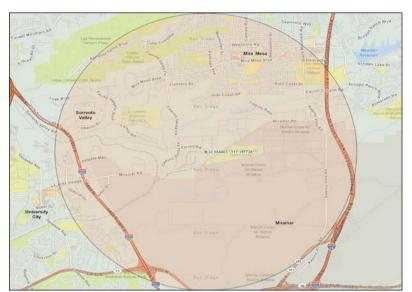
	3 mi. Radius 7625 Carrol
	Rd, San Diego, CA
Description	Total %
Population	
2027 Projection	70,686
2022 Estimate	69,498
2010 Census	65,949
2000 Census	65,479
Growth 2022 - 2027	1.71%
Growth 2010 - 2022	5.38%
Growth 2000 - 2010	0.72%
Households	
2027 Projection	23,928
2022 Estimate	23,477
2010 Census	22,239
2000 Census	21,334
Growth 2022 - 2027	1.92%
Growth 2010 - 2022	5.57%
Growth 2000 - 2010	4.24%
Family Households	
2027 Projection	15,949
2022 Estimate	15,676
2010 Census	14,943
2000 Census	14,673
Growth 2022 - 2027	1.74%
Growth 2010 - 2022	4.91%
Growth 2000 - 2010	1.84%

Pop-Facts Demographics - 7625 Carrol Rd

Pop-Facts Population Quick Facts

Pop-Facis Population Quick Facis	3 mi. Radius 7625 Carr	
	Rd, San Diego,	
Description	Total	%
2022 Est. Population by Age	69,498	70
Age 0 - 4	3,760	5.41%
Age 5 - 9	3,790	5.45%
Age 10 - 14	3,841	5.53%
Age 15 - 17	2,162	
Age 18 - 20	2,902	4.18%
Age 21 - 24	4,852	6.98%
Age 25 - 34	11,692	16.82%
Age 35 - 44	11,331	16.30%
Age 45 - 54	8,742	12.58%
Age 55 - 64	7,199	10.36%
Age 65 - 74	5,754	8.28%
Age 75 - 84	2,647	3.81%
Age 85 and over	826	1.19%
Age 16 and over	57,400	82.59%
Age 18 and over	55,945	80.50%
Age 21 and over	53,043	76.32%
Age 65 and over	9,226	13.28%
2022 Est. Median Age	36.5	
2022 Est. Average Age	38.1	
2022 Est. Population by Single-	69,498	
Classification Race		
White Alone	26,390	37.97%
Black or African American Alone	2,640	3.80%
American Indian and Alaska Native Alone	318	0.46%
Asian Alone	30,576	44.00%
Native Hawaiian and Other Pacific Islander Alone	419	0.60%
Some Other Race Alone	4,706	6.77%
Two or More Races	4,450	6.40%
2022 Est. Banulation by Ethnicity		
2022 Est. Population by Ethnicity (Hispanic or Latino)	69,498	
Hispanic or Latino	10,995	15.82%
Not Hispanic or Latino	58503	84.18%
2022 Est. Population by Sex	69,498	
Male	36,836	53.00%
Female	32,662	47.00%
	· · ·	

Pop-Facts Demographics - 7625 Carrol Rd Map



* 32.884063, -117.157724
3 mi. Radius 7625 Carrol Rd. San Diego, CA

Pop-Facts Demographics - 5125 Convoy Rd

Data Version: 2022

Include Map YES

Include Chart NO

Include Labels YES

Analysis Area 3 mi. Radius 5125 Convoy Rd, San Diego, CA

Map Subtotal Method None

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Report Generation Method Single

Color Scheme claritas-standard

Completion Notification Email Do not send email

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Pop-Facts Demographics - 5125 Convoy Rd

Pop-Facts Summary

	3 mi. Radius 5125 Convoy Rd, San Diego, CA
Description	Total %
Population	
2027 Projection	83,888
2022 Estimate	82,691
2010 Census	77,791
2000 Census	76,587
Growth 2022 - 2027	1.45%
Growth 2010 - 2022	6.30%
Growth 2000 - 2010	1.57%
Households	
2027 Projection	32,138
2022 Estimate	31,598
2010 Census	29,469
2000 Census	28,728
Growth 2022 - 2027	1.71%
Growth 2010 - 2022	7.22%
Growth 2000 - 2010	2.58%
E	
Family Households	20, 420
2027 Projection	20,426
2022 Estimate	20,103
2010 Census	18,822
2000 Census	18,876
Growth 2022 - 2027	1.60%
Growth 2010 - 2022	6.81%
Growth 2000 - 2010	-0.28%

Pop-Facts Demographics - 5125 Convoy Rd Pop-Facts Population Quick Facts

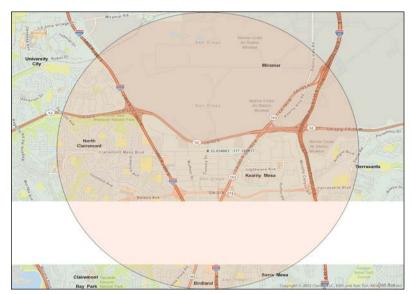
3 mi. Radius 5125 Cor		Convov
	Rd, San Diego, CA	
Description	Total	%
2022 Est. Population by Age	82,691	
Age 0 - 4	5,892	7.13%
Age 5 - 9	4,790	5.79%
Age 10 - 14	4,688	5.67%
Age 15 - 17	2,733	3.30%
Age 18 - 20	2,496	3.02%
Age 21 - 24	3,333	4.03%
Age 25 - 34	12,664	15.31%
Age 35 - 44	13,083	15.82%
Age 45 - 54	10,045	12.15%
Age 55 - 64	9,410	11.38%
Age 65 - 74	7,403	8.95%
Age 75 - 84	4,215	5.10%
Age 85 and over	1,941	2.35%
Age 16 and over	66,426	80.33%
Age 18 and over	64,589	78.11%
Age 21 and over	62,092	75.09%
Age 65 and over	13,558	16.40%
2022 Est. Median Age	38.6	
2022 Est. Average Age	39.6	
2022 Est. Population by Single-	82,691	
Classification Race		
White Alone	49,324	59.65%
Black or African American Alone	5,444	
American Indian and Alaska Native Alone	616	
Asian Alone	12,332	14.91%
Native Hawaiian and Other Pacific Islander Alone	447	0.54%
Some Other Race Alone	7,772	9.40%
Two or More Races	6,756	8.17%
2022 Est. Population by Ethnicity		
(Hispanic or Latino)	82,691	
Hispanic or Latino	19,763	23.90%
Not Hispanic or Latino	62928	76.10%
2022 Est. Population by Sex	82,691	
Male	41,110	49.72%
Female	41,581	50.28%

Pop-Facts Demographics Pop-Facts Premier 2022

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Pop-Facts Demographics - 5125 Convoy Rd



32.834861, -117.152517

| 3 mi. Radius 5125 Convoy Rd, San Diego, CA