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## FOR SALE

Barrio Logan Entitled Infill  
Development Opportunity

# 1864 National Ave.

San Diego, CA 92113





# Property Overview

Urban Property Group is pleased to offer for sale the property located at 1864 National Ave. This project is located in one of **San Diego’s most vibrant and authentic neighborhoods** and is located within an **Opportunity Zone**, offering potential benefits for a long-term hold strategy.

The preliminary plans feature a modern, efficient building design with access to nearby amenities and leverage San Diego’s Complete Communities program to increase allowable density. The project has been approved unanimously by the Barrio Logan Community Planning Group, with discussions ongoing with a nearby parking garage to secure monthly permitted parking access. Barrio Logan continues to experience strong demand for development properties, supported by excellent regional connectivity with convenient access to I-5, I-15, and multiple transit options. The site is within walking distance of key neighborhood destinations, including Mercado Del Barrio, Northgate Market, Chicano Park, Logan Avenue restaurants and retail, and Cesar Chavez Park, and the leasing office can be converted to a retail suite following lease-up.



PROPOSED UNITS

73 Units

GROSS AREA

±54,222 SF

BASE ZONING

RM - 3 - 7

PARCEL SIZE

±21,735 SF

STORIES

4 Stories +  
Mezannine

HABITABLE INTERIOR

±44,117 SF

AVG. UNIT SIZE

±604 SF

STUDIO UNITS

23

1 BDRM UNITS

38

2 BDRM UNITS

12

PARKING SPACES

12

ADDRESS	1864 National Ave., San Diego, CA 92113
APN	538-250-12-00; 538-250-11-00; 538-250-10-00
LOT AREA	± 21,735 SF
FAR	2.49
ZONING	RM - 3 - 7
COMPLETE COMMUNITIES	Coastal Zone - 2.5 FAR
CURRENT TENANT	Lease until Feb 28, 2027, followed by month to month cancellable with 60-days notice. Tenant pays \$10,404 per month.

PRICE: CONTACT BROKER | JOE BRADY | JOE@UPGSOCAL.COM



## Entitlement Process

THE NATIONAL	
COMMUNITY PLANNING GROUP APPROVAL	Complete
COASTAL DEVELOPMENT PERMIT APPROVAL (CDP)	Complete
BUILDING PERMIT*	(EST. 6-9 Mo)

\*Same reviewers as CDP. Substantial project review completed during CDP

The Seller reserves the right to sell the property at anytime during the marketing period without prior notice. The property will be sold on an "as-is" basis. Property Details reported from Studio E Architects, Costar, and Landvision. It is the Buyer's responsibility to independently confirm the accuracy and completeness of all material information before completing any purchase.



Site & Stacking Plans



Eleven units are deed restricted at 50% AMI, and 63 of the 73 units include a private patio or deck.

\*Additional floors available upon request.



Stacking Plan

GROUND FLOOR	11 Units	11,032 SF
SECOND FLOOR	20 Units	12,666 SF
THIRD FLOOR	20 Units	12,666 SF
FOURTH FLOOR + MEZZ	22 Units	17,858 SF
73 Units		Total Interior & Balcony SF



Sales Comps



2827-29 Broadway	
Sale Date:	09/09/2025
Land SF:	8,687 SF
Sale Price:	\$1,375,000
Price/SF:	\$158

\*Entitled for lower unit count, likely to be re-entitled



3260 Broadway	
Sale Date:	04/11/2025
Land SF:	52,708 SF
Sale Price:	\$8,546,000
Price/SF:	\$162

\*Large lot, price PSF skewed



2002-04 Newton Ave	
Sale Date:	11/30/2024
Land SF:	11,412 SF
Sale Price:	\$1,450,000
Price/SF:	\$127



3900 Cleveland	
Sale Date:	11/27/2024
Land SF:	28,000 SF
Sale Price:	\$10,000,000
Price/SF:	\$357

\*180 unit development planned



2985 C St	
Sale Date:	10/31/2024
Land SF:	34,848 SF
Sale Price:	\$14,800,000
Price/SF:	\$425



4344 Georgia St	
Sale Date:	08/07/2024
Land SF:	12,197 SF
Sale Price:	\$3,600,000
Price/SF:	\$295

\*Affordable housing



1950 Kearney Ave	
Sale Date:	04/29/2024
Land SF:	4,925 SF
Sale Price:	\$1,350,000
Price/SF:	\$274

\*Entitled land sale



2435 Imperial Ave	
Sale Date:	04/09/2024
Land SF:	6,970 SF
Sale Price:	\$1,100,000
Price/SF:	\$157

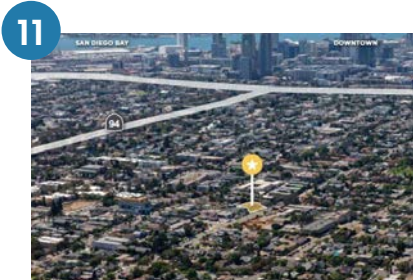
\*Entitled land sale



27 17th St	
Sale Date:	09/18/2023
Land SF:	3,575 SF
Sale Price:	\$763,710
Price/SF:	\$214



19 17th St	
Sale Date:	09/18/2023
Land SF:	2,290 SF
Sale Price:	\$489,290
Price/SF:	\$214

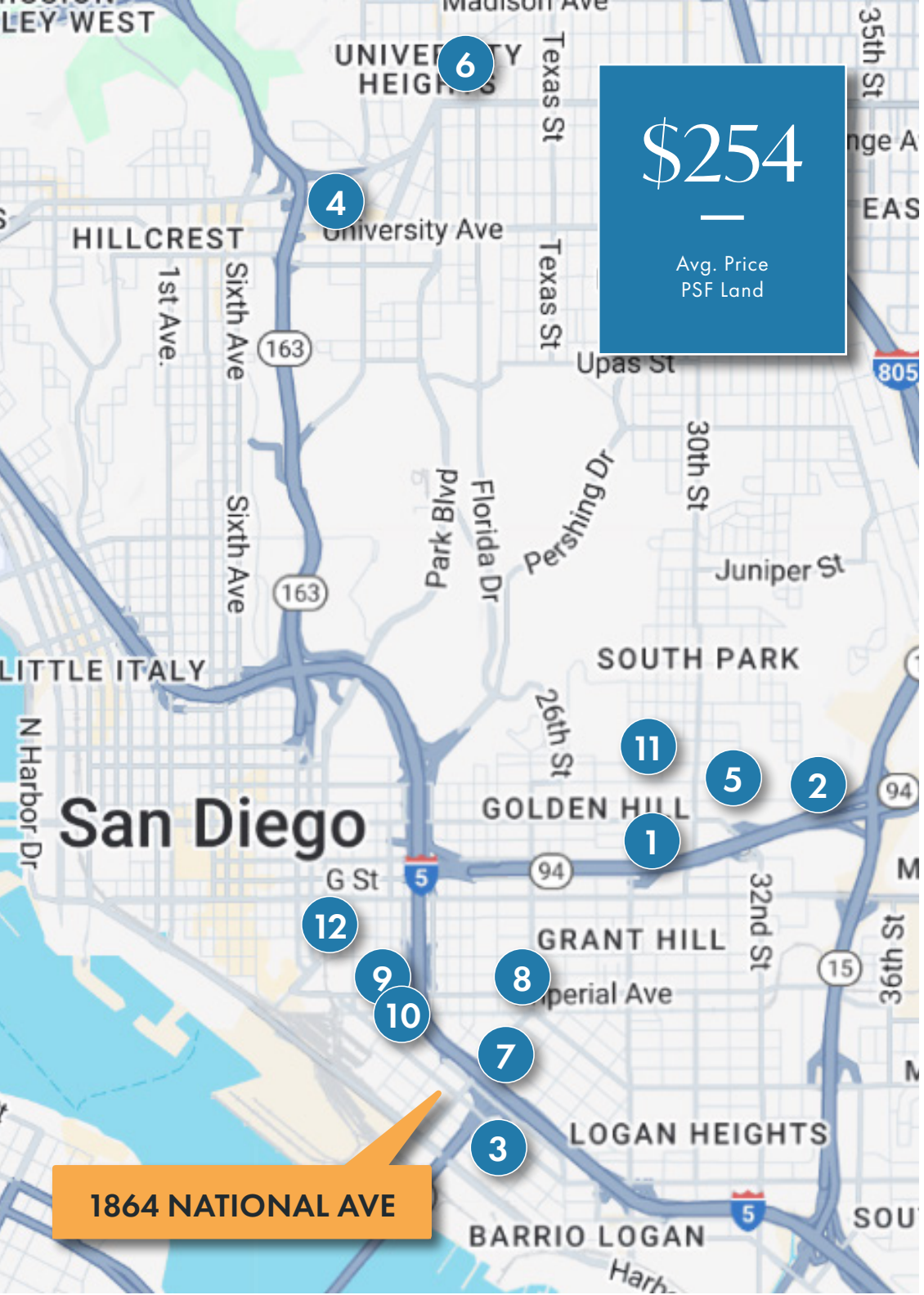


2935-61 A St	
Sale Date:	04/11/2023
Land SF:	25,733 SF
Sale Price:	\$8,000,000
Price/SF:	\$311

\*Affordable housing



1452 K St	
Sale Date:	03/15/2023
Land SF:	20,473 SF
Sale Price:	\$7,350,000
Price/SF:	\$359

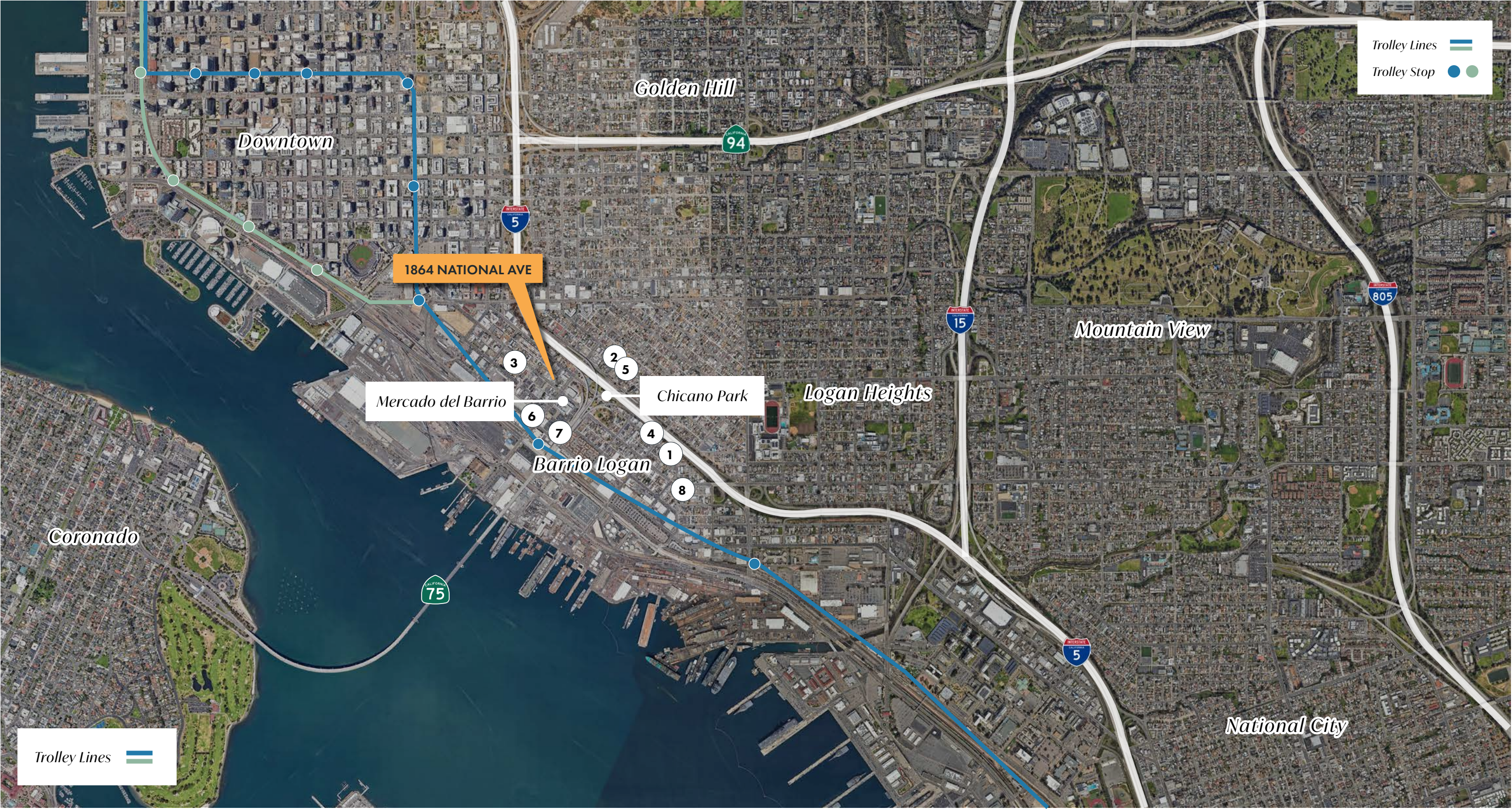


The 2025 tax reform (P.L. 119-21), Republicans’ “One Big Beautiful Bill,” ushers in a new era for Opportunity Zones (OZs), one of the most ambitious place-based investment programs in U.S. history.

Created by the Tax Cuts and Jobs Act, the Qualified Opportunity Zone program **incentivized long-term investment in low-income communities through capital gains deferral and, for long-held investments, permanent exclusion of additional appreciation.**

The 2025 reform not only extends the program but repositions it as a long-term tax planning tool, adding new compliance requirements, rural-focused enhancements, and estate planning opportunities.





- 1**
- 2**
- 3**
- 4**
- 5**
- 6**
- 7**
- 8**



# Citywide Connectivity

Barrio Logan is situated in the heart of San Diego, making it a highly desirable location. It offers **convenient access to major highways** and is centrally located between Downtown and other prominent areas like South Bay, and the beach communities. This central location enhances 1864 National Ave. accessibility and makes it attractive for residents seeking to live in a convenient location.

1864 National Ave. benefits from convenient access to restaurants, shopping, Balboa Park, SDSU Mission Valley, Riverwalk, and much more. It provides immediate access to I-5, I-15, Hwy 94, and the trolley line, which serves over 40 million annual riders.

The San Diego Trolley offers a wealth of opportunities for people, **linking San Diego’s most vibrant communities together** and providing job opportunities, education, healthcare, shopping, and entertainment. The Mid-Coast extension of the Blue Line Trolley has proved especially popular, with a 73% increase in ridership since its opening in 2021.

4 MINS  
Balboa Park  
2.1 miles

8 MINS  
Fashion Valley  
5.5 miles

11 MINS  
Riverwalk  
4 miles

11 MINS  
Snapdragon Stadium  
8.8 miles

6 MINS  
Downtown  
1.5 miles

15 MINS  
Mission Beach  
9.5 miles

1 MIN  
I-5  
0.3 mile

6 MINS  
Trolley Stop  
0.3 mile

14 MINS  
San Diego Int. Airport  
5.1 miles





# Neighborhood Connectivity

- Grocery Store 0.2 mi / 5 min walk
- Cafe 0.2 mi / 5 min walk
- Naval Base 1.8 mi / 6 min drive
- Coronado 2.2 mi / 4 min drive
- Chicano Park 0.1 mi / 3 min walk
- Bread & Salt 0.3 mi / 8 min walk
- Petco Park 0.8 mi / 4 min drive

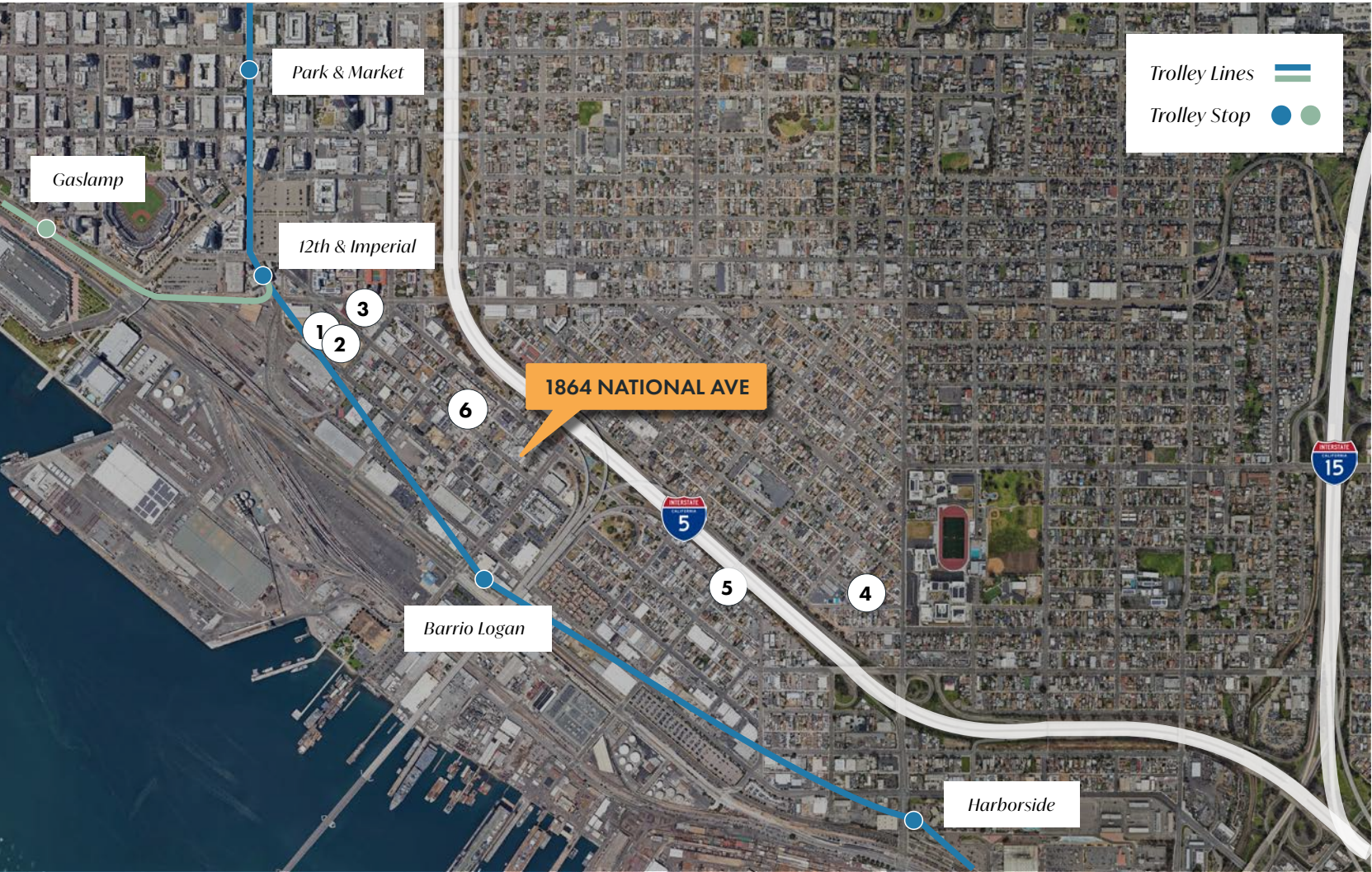
# Market Fundamentals



Year over year, San Diego’s rent growth has oscillated around 3.4%, and still has **the strongest growth** out of all significant west coast markets. Downtown’s transient population has pushed many households to surrounding neighborhoods. Rent growth in Barrio Logan & National City neighborhoods has outperformed the South Bay submarket’s overall performance in the last year. These areas are notable for their mature, more established naturally occurring affordable housing options.

Barrio Logan’s **community plan updated the growth blueprint to triple housing** (from 1,300 to 4,000) and the number of residents (from 4,000 to 12,000), and increase the number of jobs by 30%. Community plans intend to encourage new development, more specifically close to transit centers, by making zoning faster and more predicable to get approved.

\*Costar



## In the Path of Development

 LOGAN YARDS 900 UNITS	 METRO CENTER 426,800 SF	 1430 NATIONAL 290,000 SF
 BARRIO BARNS 7 UNITS	 LA ESQUINA 9 UNITS	 LOS PATIOS 44 UNITS



# Discover Barrio Logan

Barrio Logan Ranked 6th on List of World's 'Coolest Neighborhoods'

-Time Out Magazine



For years, the Barrio Logan neighborhood has been **one of San Diego's best kept secrets**. An epicenter of the city's Mexican-American culture, this neighborhood is quickly becoming a hotspot for cutting-edge art and authentic local culture.

Barrio Logan's transformation into an art-centric neighborhood began as far back as the 1960s. When the construction of the Coronado Bridge encroached on a local park, Barrio Logan residents re-claimed the park by painting enormous, colorful murals on the bridge's pillars. The murals depict the life and struggles of San Diego's Mexican community. Today, this art-filled park is known as Chicano Park, and it houses the largest collection of Chicano murals in the world.

Based on its richly vibrant and authentic concentrations of art, culture and creativity, **Barrio Logan has been designated as one of 14 California Cultural Districts**, which showcase some of the unique artistic identities that drive California's culture.



TOTAL  
POPULATION

97,713

WALK  
SCORE

90

AVG  
INCOME

90,107

AVG  
HOUSEHOLD SIZE

2.3

TOTAL  
EMPLOYEES

135,570

AVG  
AGE

37.6

RENTER  
OCCUPIED UNITS

78%

POP. WITH  
COLLEGE DEGREE

65%

All demographics taken within a 2 mile radius except walk score. Demographics and market information produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty.





# Neighborhood Amenities

Partial List

## ENTERTAINMENT

- Chicano Park Museum & Cultural Cntr
- PETCO Park Stadium
- San Diego Children’s Discovery Museum
- Barrio Logan College Institute Cultural Cntr
- San Diego Convention Cntr
- The Rady Shell at Jacobs Park
- Lyceum Theatre
- Cesar Chavez Park & Pier
- Bread & Salt Art Gallery
- Tenth Avenue Arts Cntr
- Logan Heights Community Art Gallery
- Beyond Babel Immersive Theatre

## MARKETS

- Mercado Barrio Logan
- Northgate Market
- BJV Produce

## RESTAURANTS

- MishMash Burgers
- Por Vida Cafe
- Ryan Bros Coffee
- Cafe Moto
- Cafe Virtuoso
- Chikita Cafe
- Barrio Dogg
- El Carrito Restaurant
- ¡Salud!
- Mariscos El Pulpo
- Border X Brewing
- Fish Guts
- Todo Pa La Gruda
- Starbucks
- Liberty Call Distilling
- Fonda Del Barrio
- Oi Asian Fusion
- Ciccia Osteria

## INDUSTRIAL BUSINESSES

- Standard Drywall
- CEMCO Steel Framing & Metal Lath
- New Leaf Biofuel
- Orbis Plastic Solutions
- Diamond Environmental Services
- Pacific Steel Group
- Mitchell International

## BANKS

- Navy Federal Credit Union
- Bitcoin ATM
- Bank of America

## TRANSPORTATION HUBS

- Barrio Logan Trolley Station
- 12th & Imperial Transit Center

## CULTURAL INSTITUTIONS

- Our Lady of Guadalupe Church
- Ohr Shalom Synagogue
- Serra Centre of Our Lady of Angels
- Barrio Logan College Institute
- Masonic Lodge #10

## LODGING

- Omni San Diego
- Hard Rock Hotel
- Pendry San Diego
- Hilton San Diego
- MargaritaVille Hotel
- Hard Rock Hotel San Diego

## SERVICES

- USPS Logan Heights Post Office
- AIM Mail Center
- Angelo’s Towing
- EVgo Charging Station
- Tesla Supercharger

## SCHOOLS & LIBRARIES

- Perkins Elementary School
- San Diego City College
- Logan Elementary School
- Barrio Logan College Institute
- San Diego Central Library
- Logan Heights Library

One of San Diego’s most dynamic historic neighborhoods, Barrio Logan **blends a deep-rooted community with a thriving creative scene.** It is home to generations of families alongside emerging artists and designers, all set within its industrial seaport backdrop. Renowned as a center of Chicano art, culture, and activism, Barrio Logan has also become **a destination for galleries, shopping, and dining.** As one of San Diego County’s three official California Cultural Districts, the neighborhood stands as a powerful example of a multicultural community where rich history meets contemporary energy.





# New Chula Vista Development

*Nation’s second-largest hospitality property to debut in the past five years and the largest to open so far in 2025*

\*Costar



Opened on May 15, 2025 - The Gaylord Pacific Resort & Convention Center is a **landmark \$1.3 billion development** anchoring the Chula Vista Bayfront. As the first Gaylord property on the West Coast, the 22-story destination features 1,600 guest rooms, nearly 500,000 square feet of premier meeting and convention space, and a full suite of resort amenities. Its scale, waterfront location, and national brand presence position Chula Vista as a **major hub for conventions, tourism, and long-term economic growth.**

Expected to generate \$475 million in annual new economic impact for an area of Chula Vista.



Expected to generate 4,000 permanent jobs and contribute an estimated \$14 billion in economic impact to the region.



HOTEL  
ROOMS

1,600

TOTAL  
STORIES

22

CONVENTION  
CENTER SF

447,000

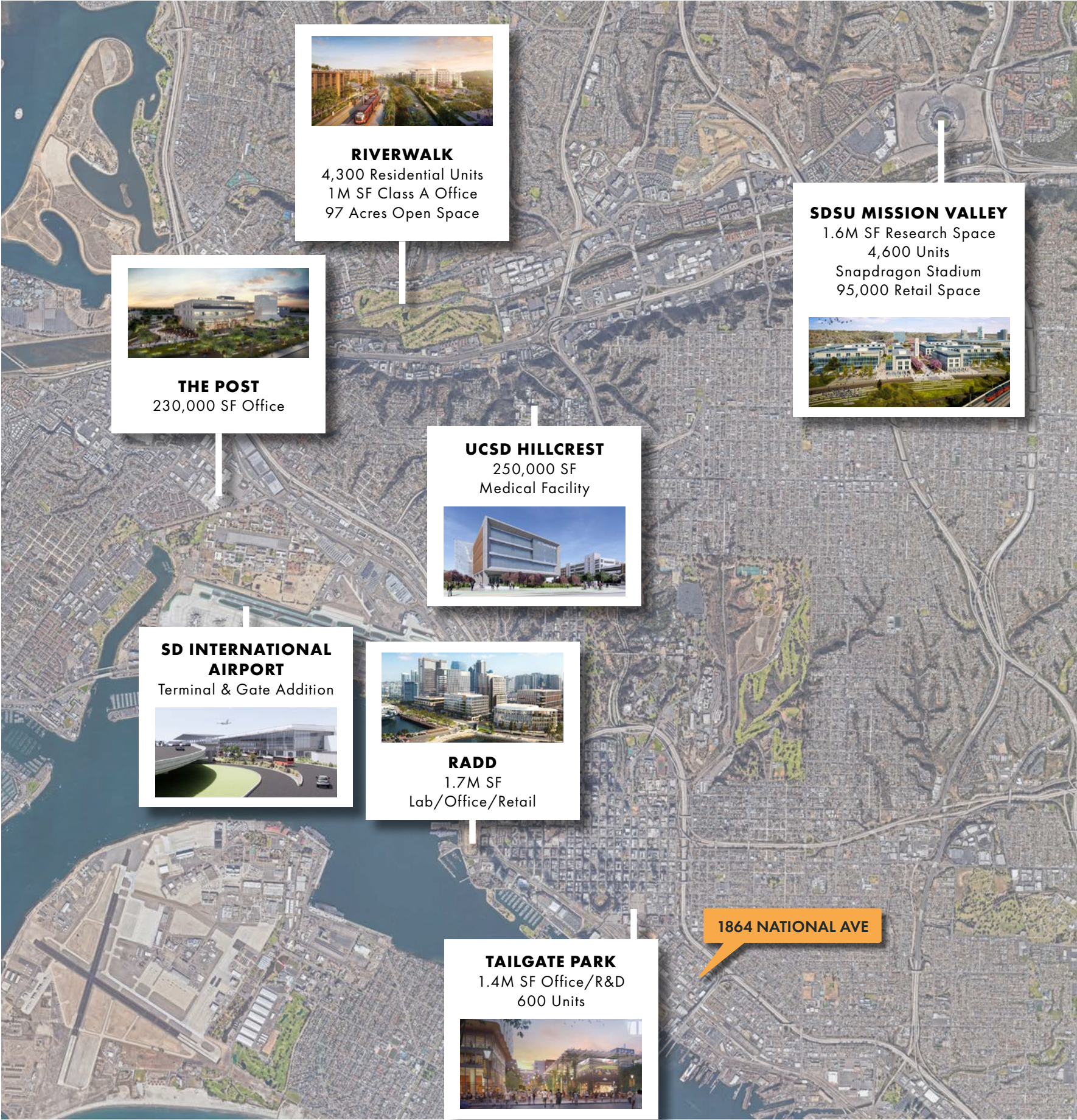
WATER  
PARK

4.25 Acres

- Powerful example of how public access and economic development can go hand in hand
- Several residential towers are now in the works near the resort
- Expected to generate an estimated \$14 billion in economic impact to the region
- Over 80% of the workforce was sourced locally, reinforcing the project’s commitment to community development
- 57% of the organizations booking meetings at the hotel have never before booked such events in Southern California, meaning new business for the region’s hotel market

\*Costar





# San Diego Growth

By 2050, the region is **expected to grow by roughly 1 million residents**, 500,000 jobs and 330,000 housing units (SANDAG). As the population increases, new growth and development will continue to cluster around and concentrate within the existing urbanized areas.

Barrio Logan is currently experiencing significant development and has **earned a reputation for its dynamic and diverse culture**, as well as its trendy atmosphere, attracting both locals and tourists. The area is witnessing a wave of new businesses, including stylish cafes, boutiques, and restaurants, making it a go-to spot for food enthusiasts and innovators. Adjacent communities have also taken on roles as both regional employment hubs and burgeoning epicenters for innovative startups, all while advancing public transportation hubs.

As Barrio Logan and **adjacent neighborhoods continue to evolve**, the identity remains strong while embracing a more modern and progressive outlook. This continuous growth strengthens it's status as one of San Diego's most up-and-coming neighborhoods, promising an exciting future for the neighborhood and property.

## Economic Drivers

### ENTERTAINMENT

- Petco Park
- Gaslamp Quarter
- Convention Center
- Seaport Village
- Embarcadero
- Balboa Theatre
- 100+ Restaurants

### EDUCATION & ARTS

- University of San Diego
- UC San Diego
- San Diego State University
- Point Loma Nazarene
- USS Midway Museum
- Maritime Museum
- San Deigo Military Advisory
- National Defense

### EMPLOYMENT

- Naval Base San Diego
- San Diego Central Courthouse
- UCSD
- San Diego County
- Sharp Healthcare
- Qualcomm
- Scripps
- Illumnia

### TOURISM

- San Diego International Airport
- Port of San Diego
- 15,894 Hotels
- San Diego Zoo
- San Diego Safari Park
- Balboa Park



For Price Details, Contact:

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# 1864 National Ave.

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