



upgsocal.com

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	GROSS AREA	BASE ZONING	PARCEL SIZE	STORIES	HABITABLE INTERIOR	AVG. UNIT SIZE	STUDIO UNITS	1 BDRM UNITS	2 BDRM UNITS	PARKING SPACES
73 Units	±54,222 SF	RM - 3 - 7	±21,735 SF	4 Stories + Mezzanine	±44,117 SF	±604 SF	23	38	12	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.



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.

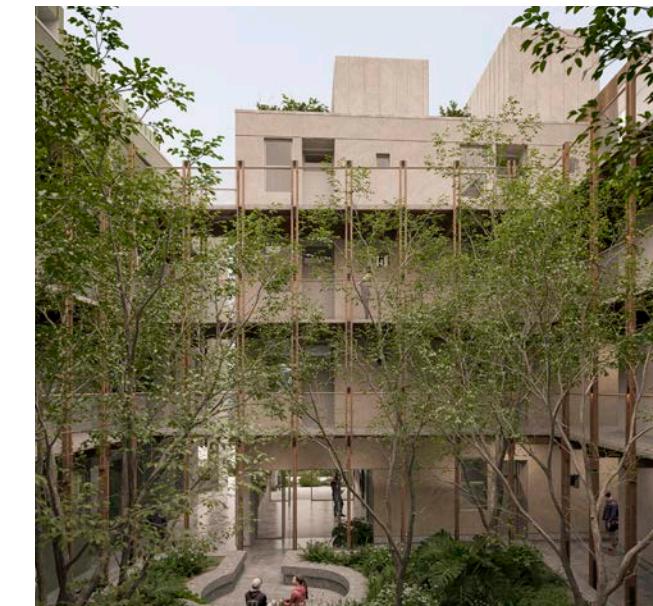
Site & Stacking Plans



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.*

*Designed by award-winning,
San Diego based architect, Jeff Svitak.*



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

*180 unit development planned



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

*Affordable housing



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

*Affordable housing



1950 Kearny 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



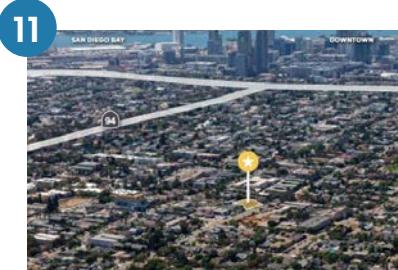
27 17th St
Sale Date: 09/18/2023
Land SF: 3,575 SF
Sale Price: \$763,710
Price/SF: \$214

*Affordable housing



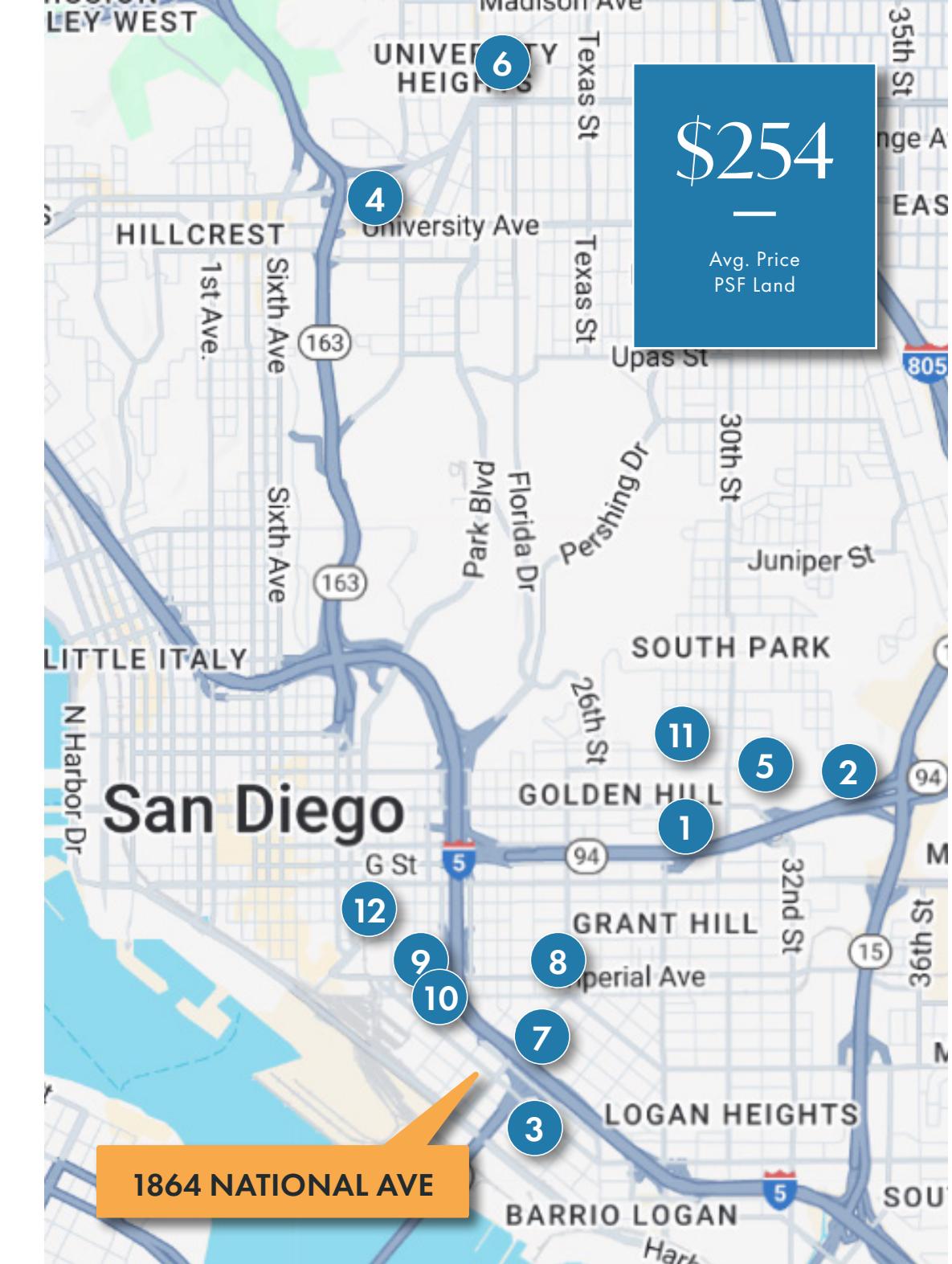
19 17th St
Sale Date: 09/18/2023
Land SF: 2,290 SF
Sale Price: \$489,290
Price/SF: \$214

*Affordable housing



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

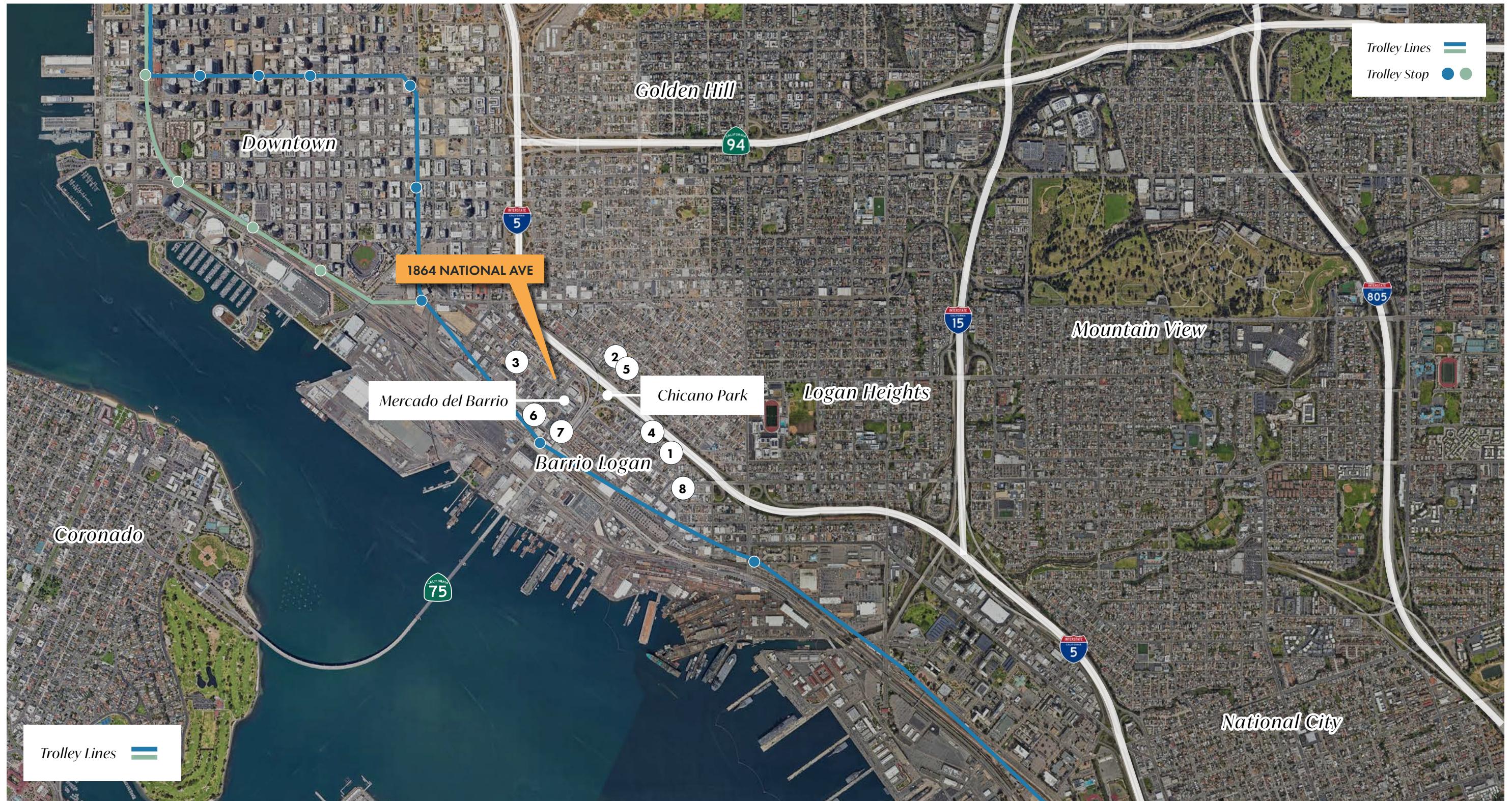
*Affordable housing



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.

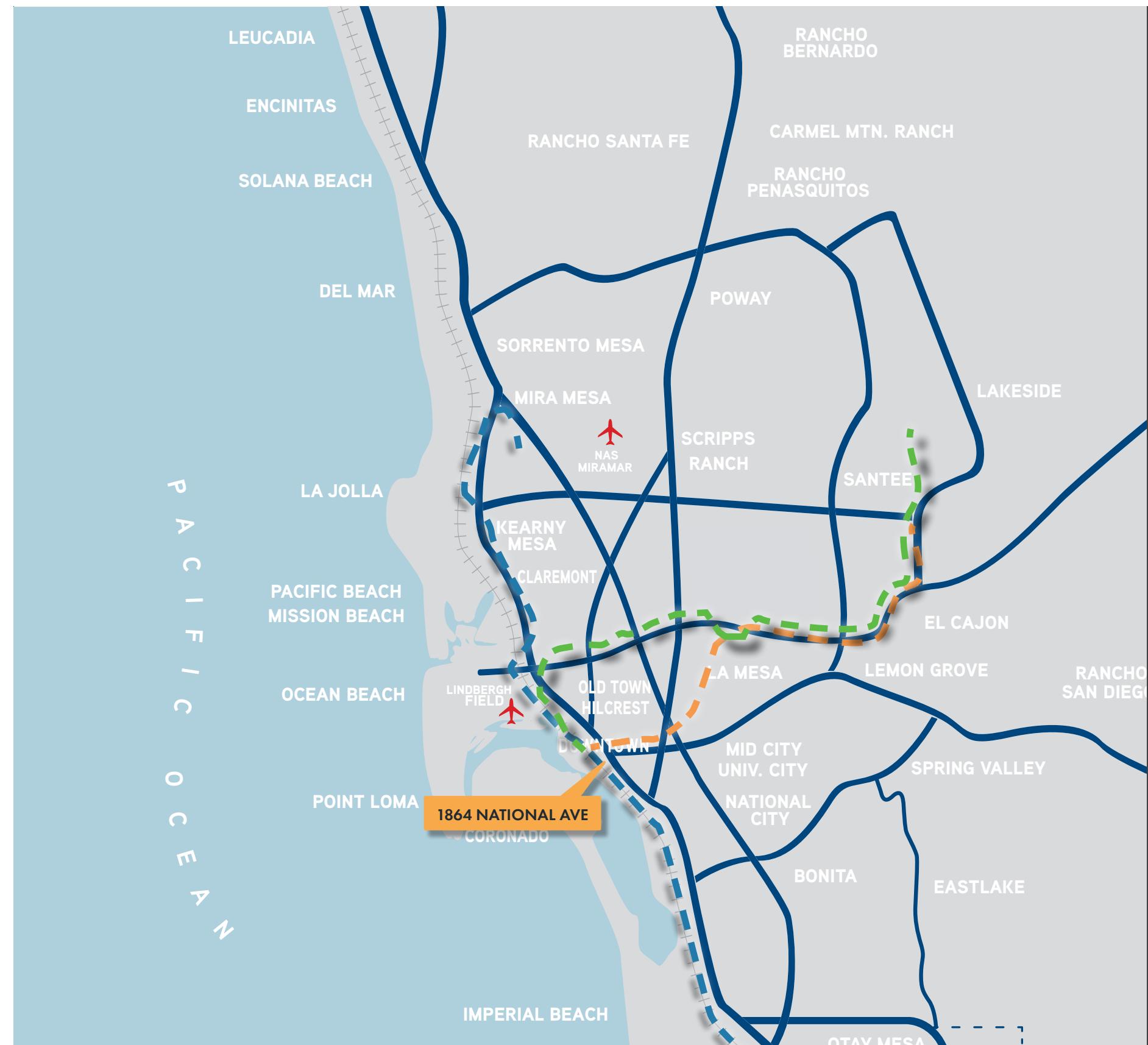
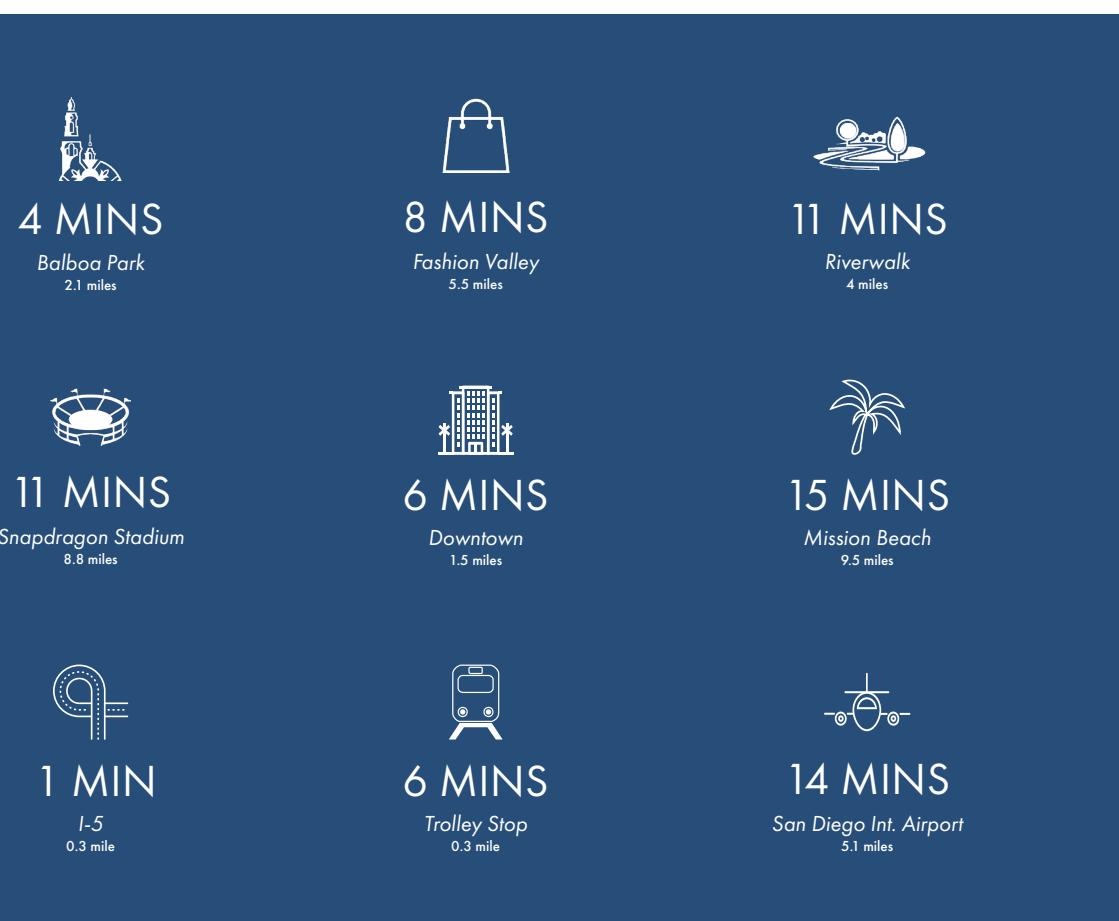


Citywide Connectivity

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.

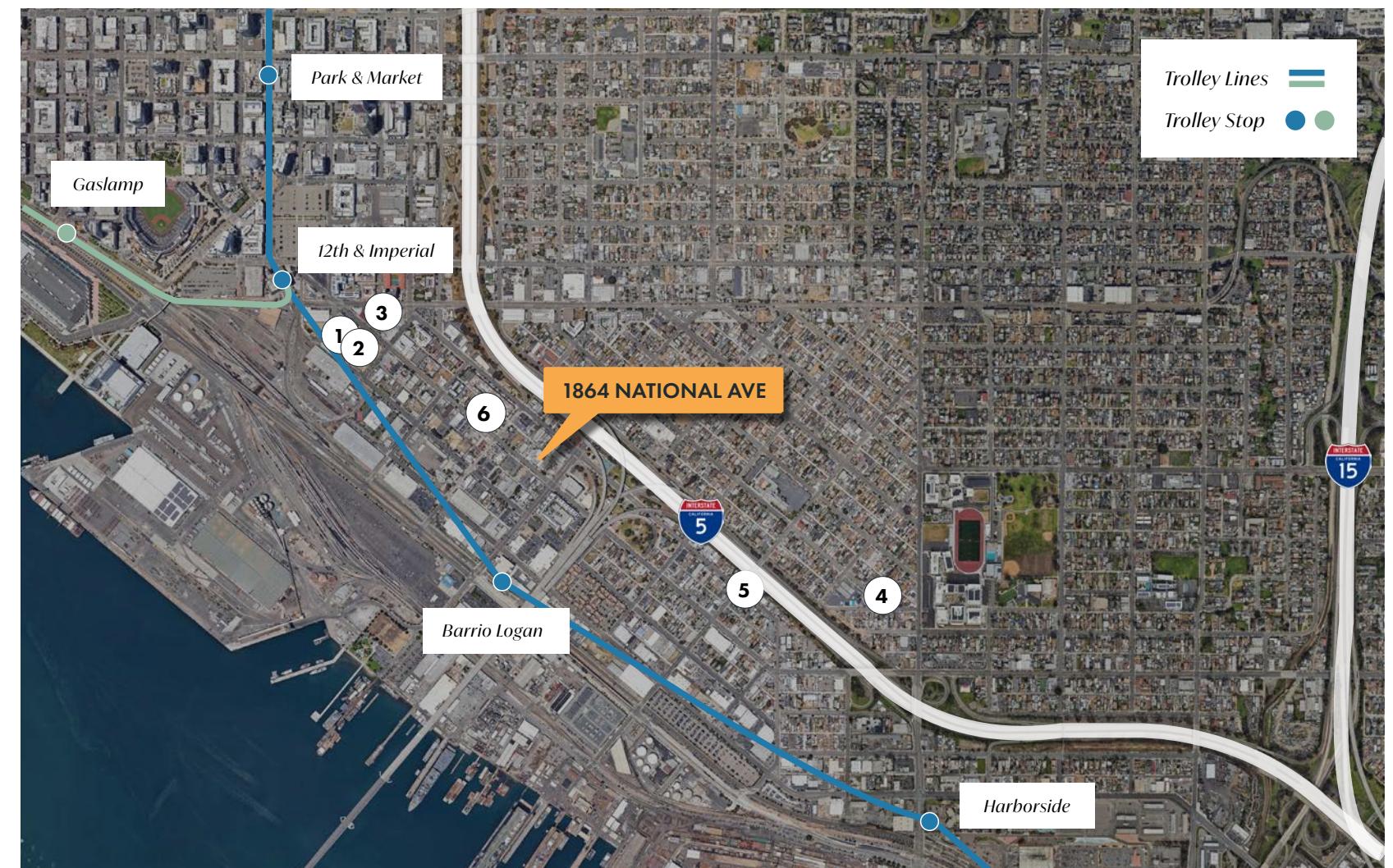
1864 National Ave. benefits from convenient access to restaurants, shopping, Balboa Park, SDSU Mission Valley, Riverwalk, and much more. It provides immediate access to I-5, I-15, Hwy 94, and the trolley line, which serves over 40 million annual riders.

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.



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



4.2%
VACANCY RATE



19,000 Units
WITHIN 5 YEARS



8,000 Units
UNDER CONSTR.



3.4%
RENT GROWTH

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 predictable to get approved.

In the Path of Development



LOGAN YARDS
900 UNITS



METRO CENTER
426,800 SF



1430 NATIONAL
290,000 SF



BARRIO BARNs
7 UNITS

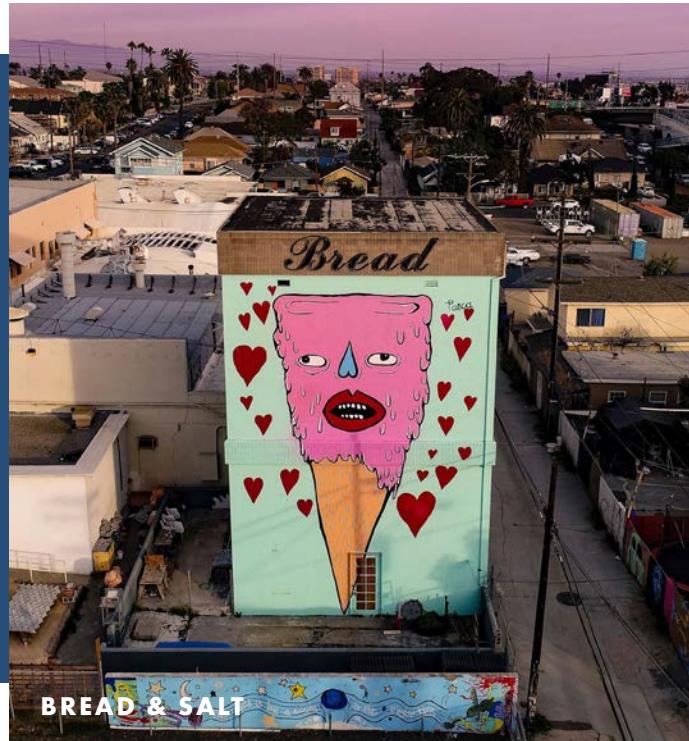


LA ESQUINA
9 UNITS



LOS PATIOS
44 UNITS

Discover Barrio Logan



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.

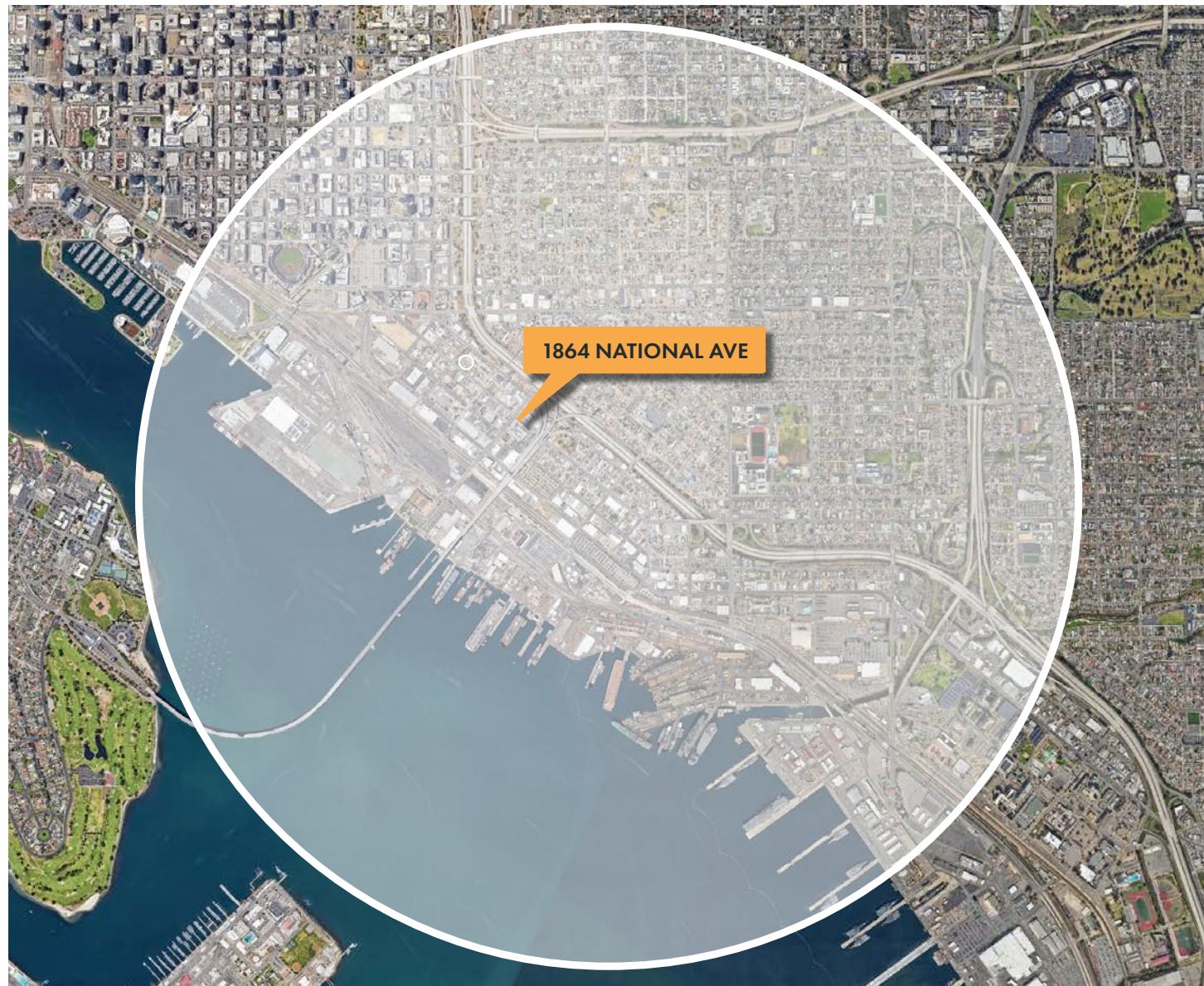
Barrio Logan Ranked 6th on List of World's 'Coolest Neighborhoods'

-Time Out Magazine



TOTAL POPULATION	AVG INCOME	TOTAL EMPLOYEES	RENTER OCCUPIED UNITS
97,713	90,107	135,570	78%
WALK SCORE	Avg Household Size	Avg Age	Pop. with College Degree
90	2.3	37.6	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.



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.



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

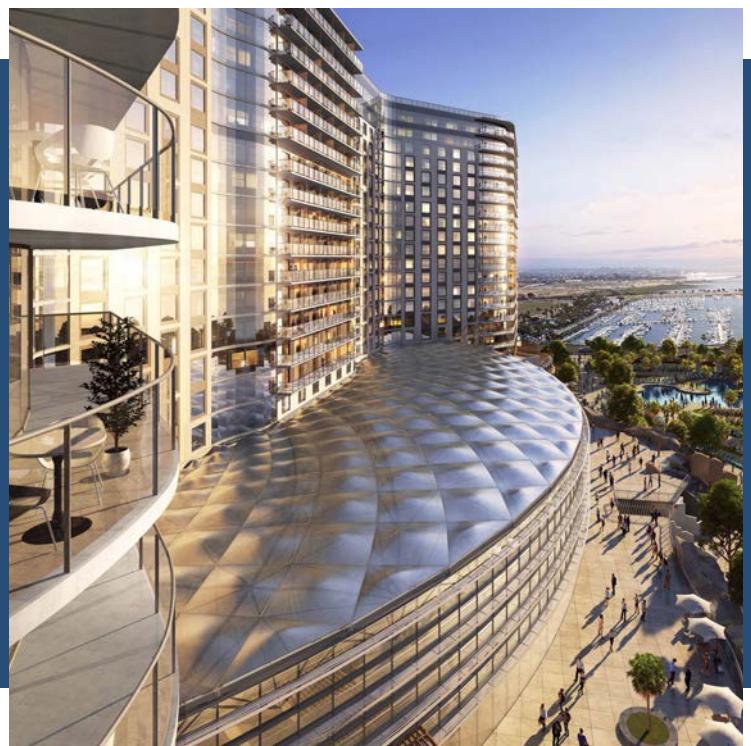
SCHOOLS & LIBRARIES

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

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

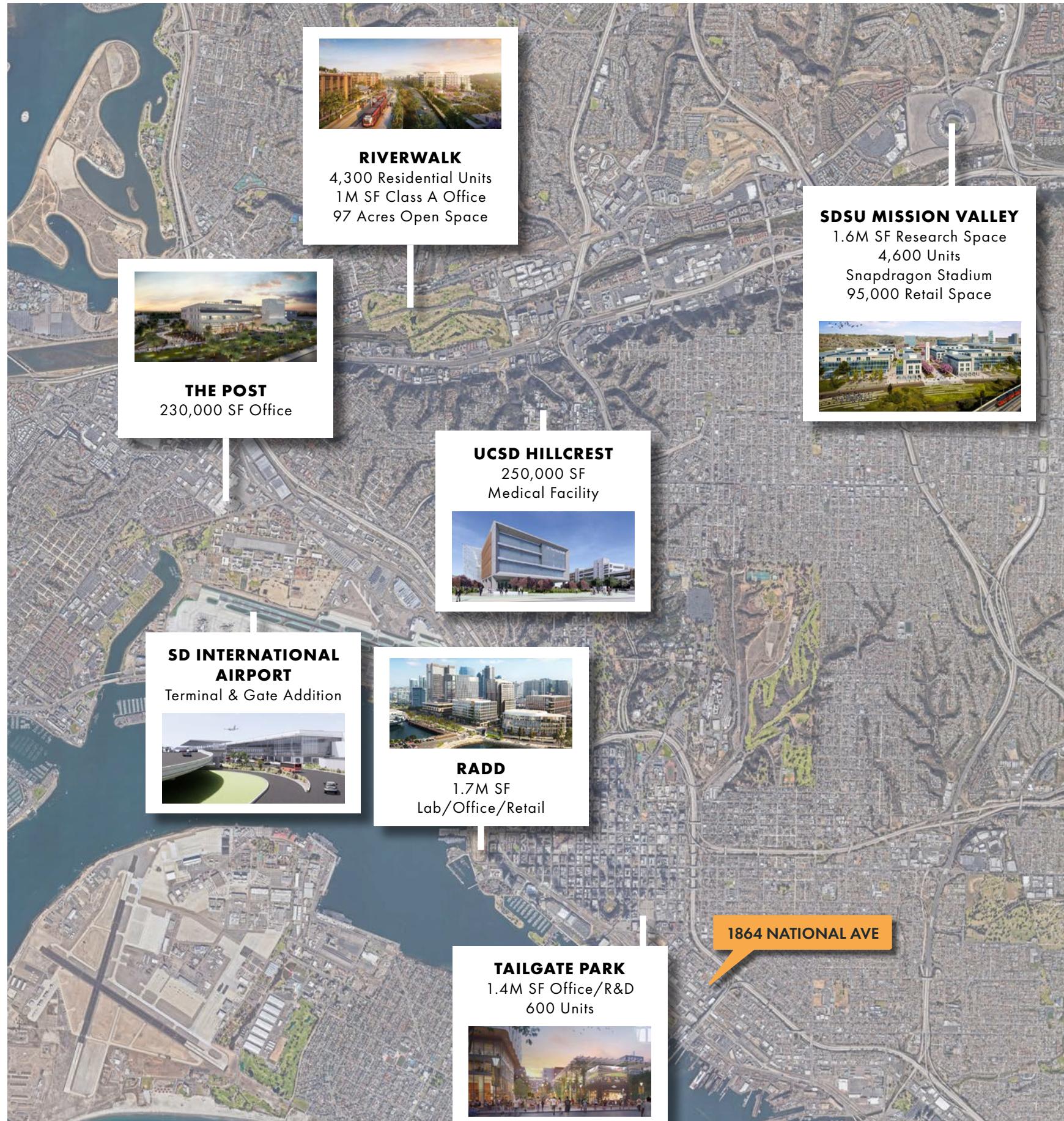
447,000

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 its 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

EMPLOYMENT

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

EDUCATION & ARTS

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

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:

JOE BRADY
joe@upgsocal.com
619-354-8525
Lic No. 01908072



upgsocal.com

1864 National Ave.

San Diego, CA 92113



©2026 Urban Property Group, Inc. Information herein has been obtained from sources deemed reliable, however its accuracy cannot be guaranteed. The user is required to conduct their own due diligence and verification.