

HIGH-DENSITY RESIDENTIAL DEVELOPMENT OPPORTUNITY - SDSU COLLEGE AREA

6010 EL CAJON BOULEVARD | SAN DIEGO, CA 92115

- 1.01 Acres of Prime Multifamily or Off Campus Student Housing Development Land
- Increase residential density to 218 du/ac
- Recently adopted College Area Community Plan (2025)
- Within the City of San Diego's Complete Communities Tier 3 Overlay (6.5 FAR)
- Previous Plans Submitted for 235 Units



Asking Price:
\$12,295,000

Offers Due:
Friday, February 6, 2026



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Located along the highly traveled El Cajon Boulevard corridor, this site offers exceptional visibility and accessibility in the heart of San Diego's Mid-City submarket. Positioned between Interstate 8 and Interstate 15, the property provides seamless regional connectivity and convenient access to major employment hubs, universities, and Downtown San Diego.

The surrounding neighborhood is characterized by a dynamic blend of residential, retail, and commercial uses, including a diverse selection of dining options, neighborhood services, and educational institutions—most notably San Diego State University. Continued revitalization throughout the Mid-City corridor has accelerated investment activity and strengthened demand for quality housing and mixed-use environments.

With its walkable urban setting, proximity to transit, and strong surrounding demographics, the site is ideally positioned for redevelopment in one of San Diego's most active and evolving urban markets.

Property Summary:

The offering includes an existing commercial building that was previously approved for demolition, though those approvals have since expired. Prior plans submitted an 8-story, 235-unit multifamily residential development, creating a repositioning opportunity for a new development consistent with current land use policy and zoning allowances.

Given its prime boulevard frontage, established development momentum, and adjacency to key regional destinations, the property represents a compelling opportunity to deliver new residential product within a rapidly transforming urban environment.

Jurisdiction: City of San Diego

466-610-11-00 0.90 AC | 39,204 SF
 467-411-12-00 0.11 AC | 4,812 SF
 Total 1.01 AC | 44,016 SF

Zoning: CUPD-CU-2-4 ([Link to Zoning](#))

Community Plan Area: College Area

Base Land Use: Commercial Employment, Retail & Services, and Residential

Complete Communities: Yes, Tier 3. 6.5 FAR

Density: Base 5-10 du/ac (Community Plan 218 du/ac)

Building Height Max:	No Maximum
Community Plan Update:	Provide for a variety of commercial uses, such as retail, financial services, hotels, and office, and provides space for shopping with residential uses as part of a mixed-use development. (Link to Plan)
Community Plan Land Use:	Community Commercial
School District:	San Diego Unified School District
Services:	Water/Sewer - City of San Diego Public Utilities Department Gas/Electric - SDG&E Fire - San Diego Fire-Rescue Department Police - San Diego Police Department

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**Rolando Park
Elementary School**
(1.9 miles)



College Ave

El Cajon Blvd

60th St

Esther St





N

SITE PLAN

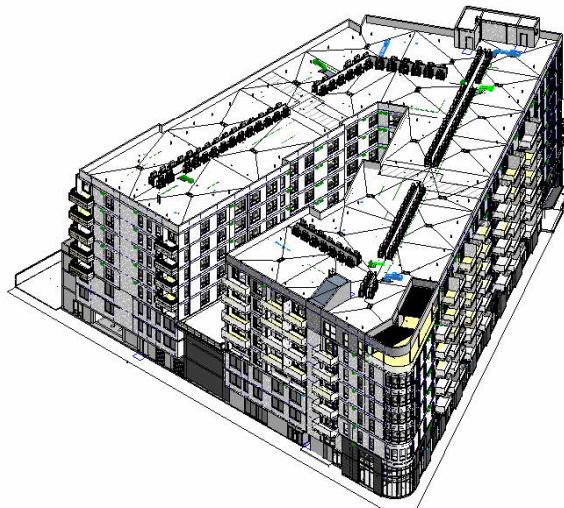
6010 El Cajon Boulevard, San Diego, CA | **8**



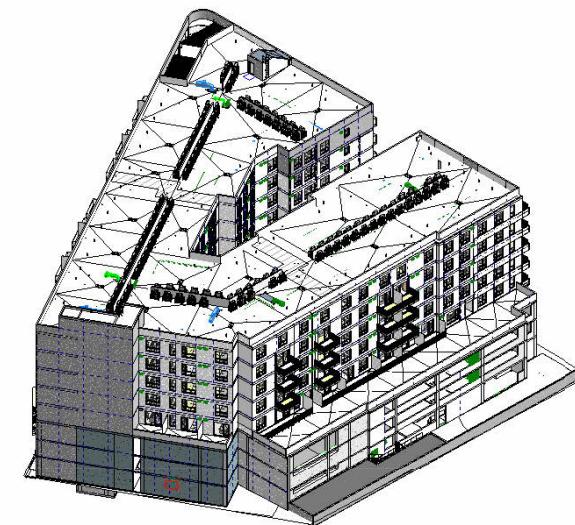




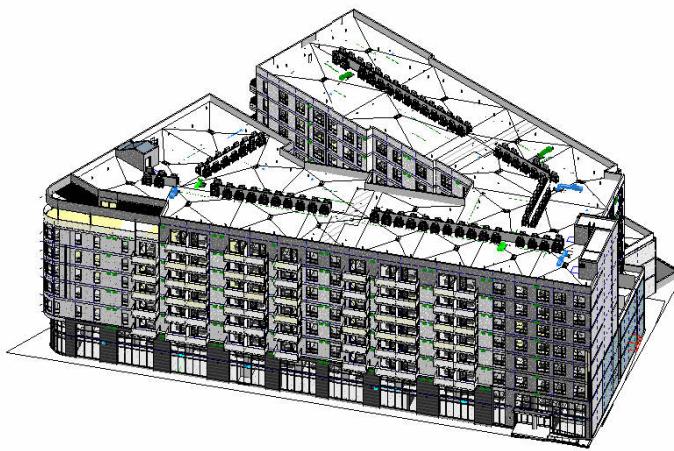




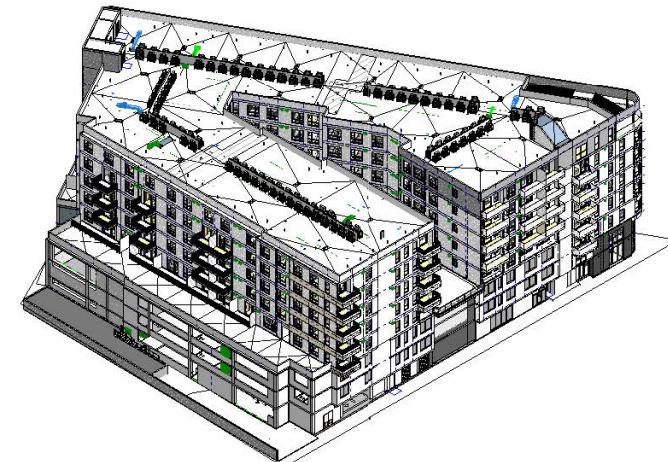
SOUTHWEST



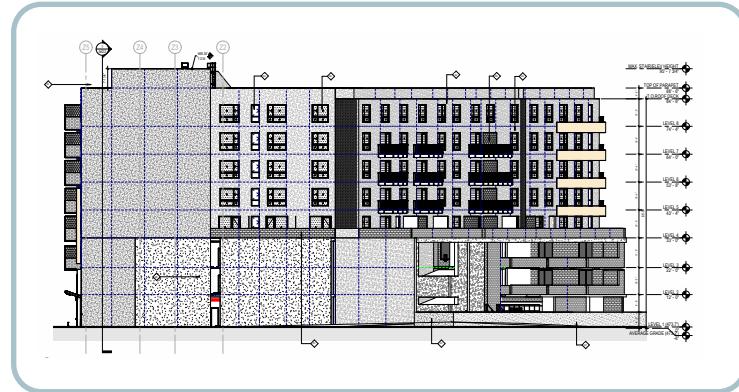
NORTHEAST



SOUTHEAST



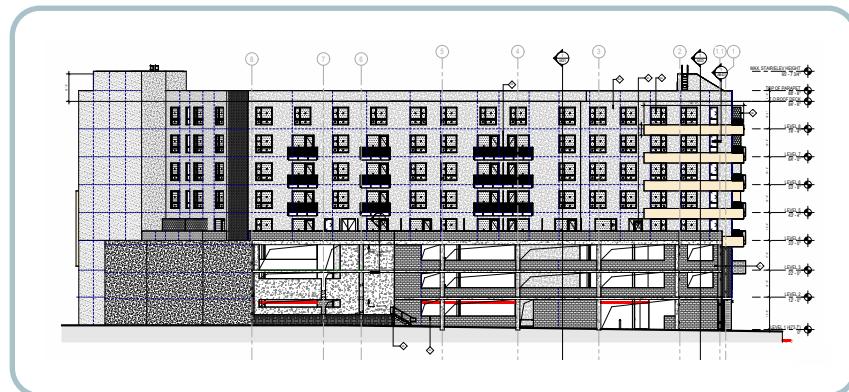
NORTHWEST



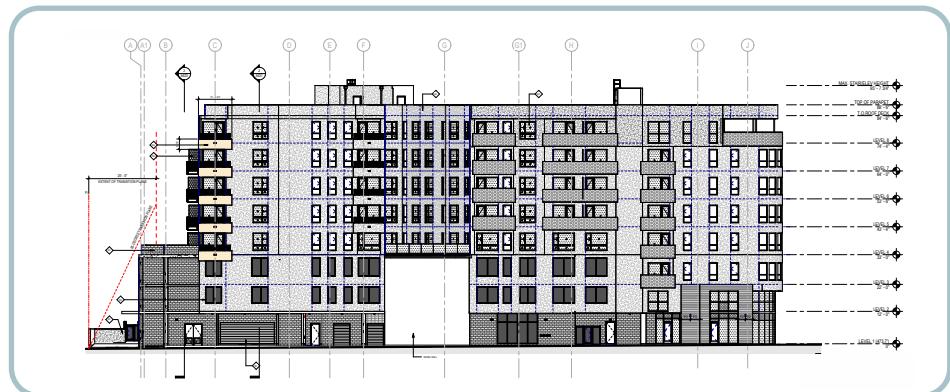
EAST



SOUTH



NORTH



WEST

STABILIZED MULTIFAMILY SALES COMPARISON

6010 El Cajon Boulevard, San Diego, CA | 14

ARRAY LA MESA	
4949 Baltimore Dr San Diego, CA 91942	
1	
Price	\$111,000,000.00
Land Size (SF)	217,800
Building Size (SF)	363,000
Year Built	2022
Price/ SF	\$305.79
# of Units	230
Price/ Unit	\$482,608.70
Sale Date	8/10/2023

Notes: JPI sold this property to R&V Management Corporation.

VIVA 5750	
5750 Montezuma Rd San Diego, CA 92115	
2	
Price	\$38,000,000.00
Land Size (SF)	23,840
Building Size (SF)	80,000
Year Built	2021
Price/ SF	\$475.00
# of Units	42
Price/ Unit	\$904,761.90
Sale Date	4/19/2023

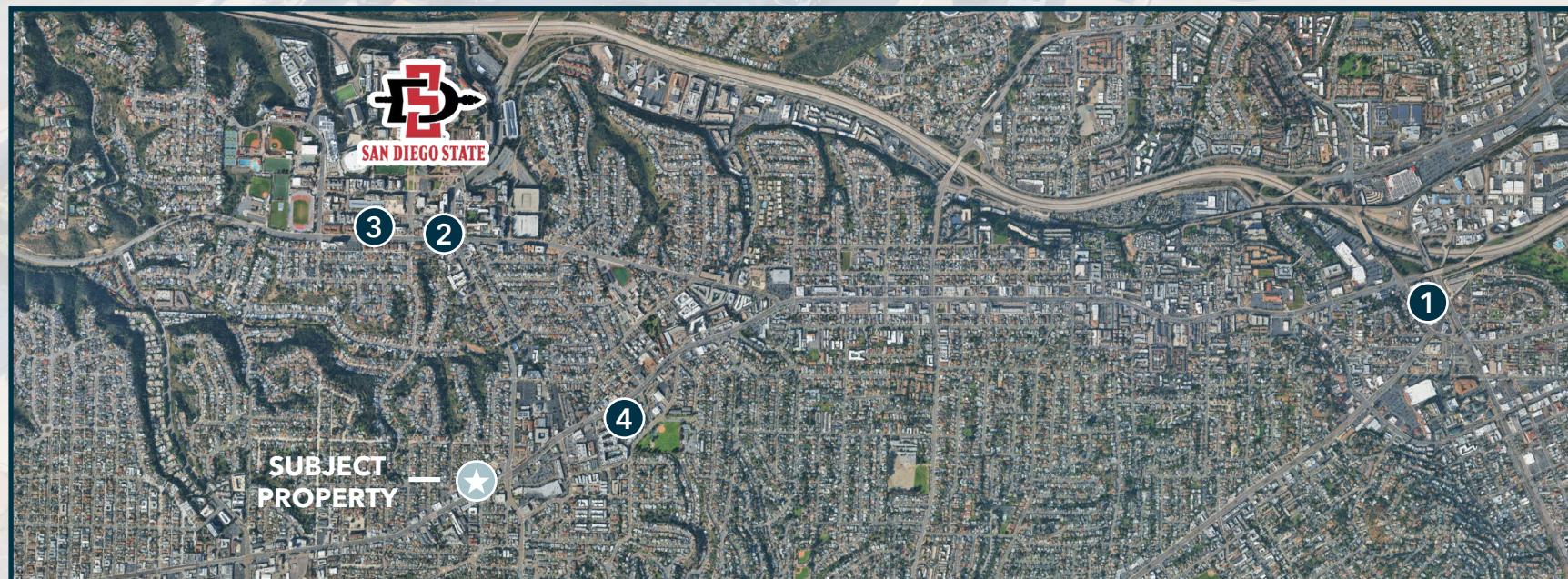
Notes: This was a Student Housing sale and was bought by an affiliate to SDSU.

PASEO PLACE	
5665 Lindo Paseo San Diego, CA 92115	
3	
Price	\$26,531,000.00
Land Size (SF)	20,038
Building Size (SF)	50,000
Year Built	2013
Price/ SF	\$530.62
# of Units	46
Price/ Unit	\$576,760.87
Sale Date	10/8/2019

Notes: This was a Student Housing sale and had older appliances inside. There was retail below as well.

THE RIVE	
6345 El Cajon Blvd San Diego, CA 92115	
4	
Price	\$145,764,000.00
Land Size (SF)	358,499
Building Size (SF)	564,272
Year Built	2014
Price/ SF	\$258.32
# of Units	332
Price/ Unit	\$439,048.19
Sale Date	10/5/2022

Notes: Student Housing bought by Core Spaces.



APARTMENT RENTAL COMPARISON

6010 El Cajon Boulevard, San Diego, CA | 15

64 FORTY

Address	6440 El Cajon Blvd
City, State, Zip	San Diego, CA 92115
Total Units	324
Year Built/Renovated	2025



RENT COMPARISON

Unit Mix	Rent	Unit Size (SF)	\$/SF
Studio	\$2,050	345	\$5.94
1-Bedroom	\$2,150	467	\$4.60
2-Bedroom	\$3,175	815	\$3.90
3-Bedroom	-	-	-

ATLAS ALVARADO

Address	6535 Alvarado Rd
City, State, Zip	San Diego, CA 92120
Total Units	339
Year Built/Renovated	2025



RENT COMPARISON

Unit Mix	Rent	Unit Size (SF)	\$/SF
Studio	\$2,191	529	\$4.14
1-Bedroom	\$2,466	639	\$3.86
2-Bedroom	\$3,008	999	\$3.01
3-Bedroom	\$3,825	1,345	\$2.84

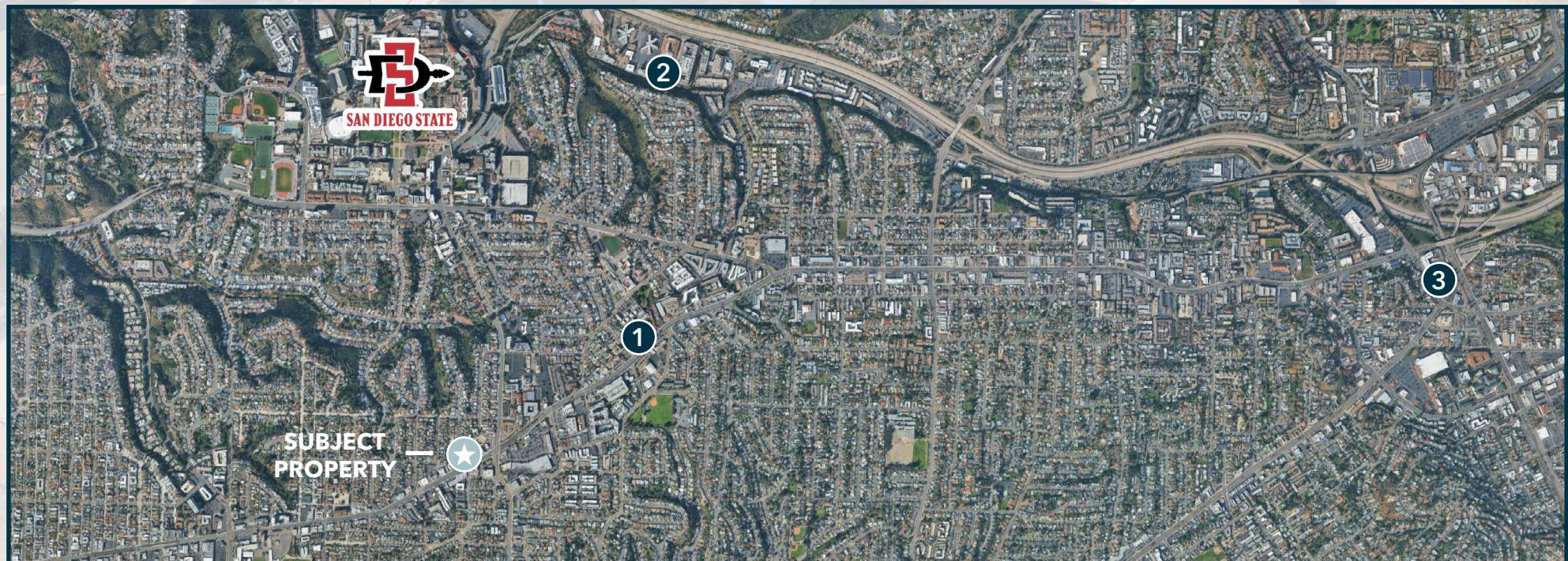
ARRAY LA MESA

Address	4949 Baltimore Dr
City, State, Zip	La Mesa, CA 91942
Total Units	230
Year Built/Renovated	2022



RENT COMPARISON

Unit Mix	Rent	Unit Size (SF)	\$/SF
Studio	\$2,585	483	\$5.35
1-Bedroom	\$2,817	811	\$3.47
2-Bedroom	\$3,578	1,188	\$3.01
3-Bedroom	\$4,153	1,348	\$3.08



MULTIFAMILY LAND SALE COMPARISON

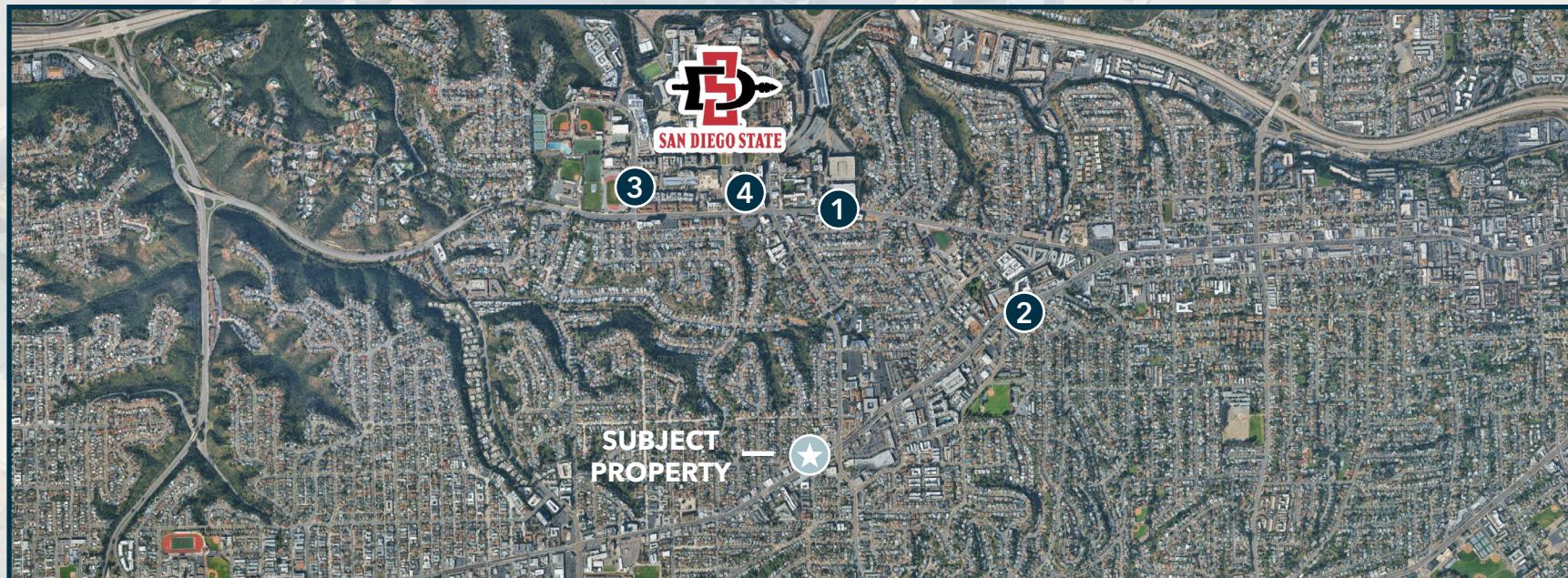
6010 El Cajon Boulevard, San Diego, CA | 16

6181 MONTEZUMA RD	
6181 Montezuma Rd San Diego, CA 92115	
1	
Price	\$3,800,000.00
Land Size (SF)	11,761
Price/ Square Feet	\$323.10
Potential # of Units	—
Price/ Unit	—
DU/AC	—
Sale Date	10/31/2024
Notes: Property had a building on site but was sold for land value.	

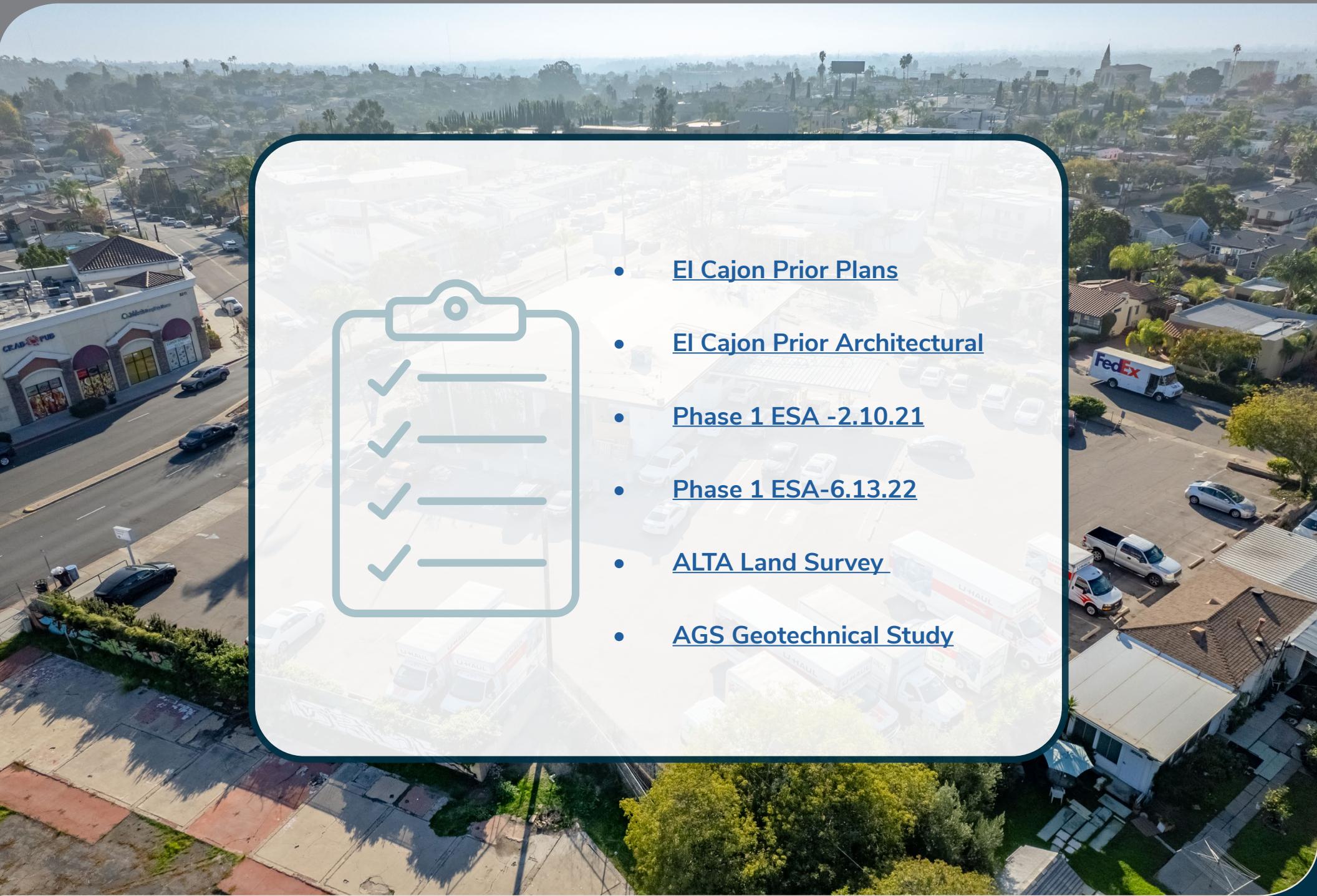
6505 EL CAJON BLVD	
6505 El Cajon Blvd San Diego, CA 92115	
2	
Price	\$1,750,000.00
Land Size (SF)	13,974
Price/ Square Feet	\$125.23
Potential # of Units	—
Price/ Unit	—
DU/AC	—
Sale Date	9/22/2023
Notes: Land is planned to be used for multifamily development near SDSU.	

VICTORY ON PASEO	
5505 Lindo Paseo San Diego, CA 92115	
3	
Price	\$12,575,000.00
Land Size (SF)	15,411
Price/ Square Feet	\$815.98
Potential # of Units	226
Price/ Unit	\$55,641.59
DU/AC	646
Sale Date	8/9/2022
Notes: Property had a building on site but plans for Class A Student housing complex.	

TOPAZ	
5824 Montezuma Rd San Diego, CA 92115	
4	
Price	\$5,400,000.00
Land Size (SF)	16,801
Price/ Square Feet	\$321.41
Potential # of Units	52
Price/ Unit	\$103,846.15
DU/AC	133
Sale Date	2/22/2022
Notes: Property had a building on site but plans for 52 unit Student Housing project with 12,000 square feet of retail.	







- [El Cajon Prior Plans](#)
- [El Cajon Prior Architectural](#)
- [Phase 1 ESA -2.10.21](#)
- [Phase 1 ESA-6.13.22](#)
- [ALTA Land Survey](#)
- [AGS Geotechnical Study](#)

ABOUT SDSU COLLEGE AREA

The College Area is a dynamic residential community situated south of the Interstate 8, just west of the City of La Mesa. Focused development of the area was stimulated during the 1930s, when San Diego State College (San Diego State University) relocated to its current location. The College Area is comprised of a portion of the historic El Cajon Boulevard commercial district, Alvarado Hospital, and countless charming and historic neighborhoods. It reflects both tradition and change, and is home to a diverse mix of long-time residents and SDSU students, an evolving commercial corridor featuring new and established businesses catering to families and students alike.

Source: <https://www.sandiego.gov/citycouncil/cd9/communities/college>

COLLEGE AREA DEMOGRAPHICS (2025)

1 MILES



36,443

POPULATION

3 MILES



237,298

POPULATION

5 MILES



561,397

POPULATION



12,652

HOUSEHOLDS



\$114,278

AVE INCOME



1,109

BUSINESSES



88,299

HOUSEHOLDS



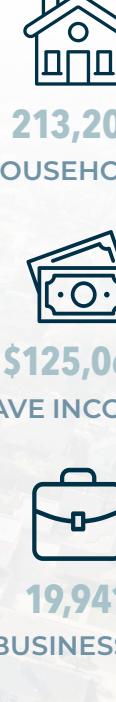
\$118,980

AVE INCOME



8,315

BUSINESSES



\$125,060

AVE INCOME



19,941

BUSINESSES

ABOUT SAN DIEGO STATE UNIVERSITY

San Diego State University is a nationally ranked public research university that empowers students to make an impact. For over 128 years, SDSU has been rooted in one of the nation's most dynamic and diverse regions. Located 30 minutes from the U.S.-Mexico border on Kumeyaay land, our university is defined by cultural connection, curiosity and a strong sense of community.

As a top Hispanic-Serving Institution and an Asian American Native American Pacific Islander-Serving Institution, SDSU welcomes students from every background. Here, students discover new possibilities, broaden their perspectives and prepare for a future with purpose.

With more than 200 undergraduate and graduate academic programs and dozens of research centers, SDSU helps students turn ideas into measurable impact. Internships, fieldwork and faculty-led research connect what's learned in class with hands-on experiences across industries like biotech, education, health, media and engineering, giving students a head start on their careers.

Source: <https://www.sdsu.edu/about>



95,000+
APPLICANTS



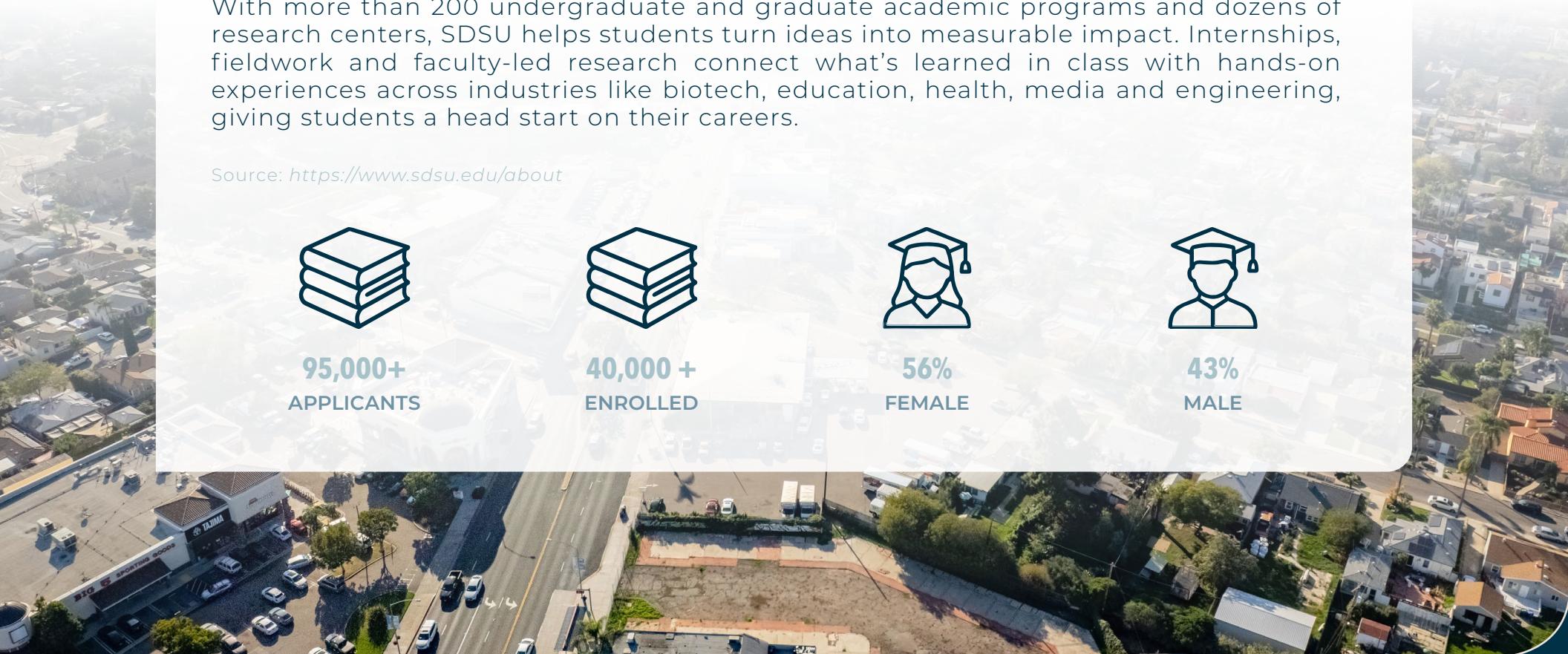
40,000 +
ENROLLED



56%
FEMALE



43%
MALE



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