

# COASTAL LEUCADIA REDEVELOPMENT PROJECT

1524 North Coast Hwy 101 | Encinitas, CA 92024

Grandview  
Surf Beach

**LAND  
PARCEL 2:**  
3,931 SQ FT

**LAND  
PARCEL 1:**  
4,388 SQ FT

**ASKING PRICE:**

PARCEL 1: \$1,000,000

PARCEL 2: \$995,000

**LEE &  
ASSOCIATES**  
COMMERCIAL REAL ESTATE SERVICES



**CUSHMAN &  
WAKEFIELD**

\*Picture altered to show removal  
of the shed on Parcel 1.

N-COAST HWY 101



3	<b>EXECUTIVE SUMMARY</b>
6	<b>PROPERTY OVERVIEW</b>
8	<b>AERIALS &amp; MAPS</b>
15	<b>TAX MAP &amp; PROPOSED PLAN</b>
18	<b>SALE COMPARABLES</b>
20	<b>AREA INFO &amp; DEMOGRAPHICS</b>



## LEE & ASSOCIATES AND CUSHMAN & WAKEFIELD HEREBY ADVISES ALL PROSPECTIVE PURCHASERS AS FOLLOWS:

The information contained in this Marketing Brochure has been obtained from sources we believe to be reliable. However, Lee & Associates has not and will not verify any of this information, nor has Lee & Associates conducted any investigation regarding these matters. Lee & Associates makes no guarantee, warranty or representation whatsoever about the accuracy or completeness of any information provided.

As the Buyer of real estate, it is the Buyer's responsibility to independently confirm the accuracy and completeness of all material information before completing any purchase. This Marketing Brochure is not a substitute for your thorough due diligence investigation of this opportunity. Lee & Associates expressly denies any obligation to conduct a due diligence examination of this Property for Buyer. Any projections, opinions, assumptions or estimates used in this Marketing Brochure are for example only and do not represent the current or future performance or value of this property. The value of the property to you depends on factors that should be evaluated by you and your tax, financial, consultants and legal advisors. Buyer and Buyer's tax, financial, legal, consultants and all advisors should conduct a careful, independent investigation of any property to determine to your satisfaction the suitability of the property for your needs.

Like all real estate, this property carries significant risks. Buyer and Buyer's consultants, legal and financial advisors must request and carefully review all legal and documents related to the property. Any info provided including fees and costs are not guaranteed and should be verified by Buyer. These figures are subject to change at any time based on market, economic, environmental or other conditions. Buyer is responsible for conducting his/her own investigation of all matters affecting the intrinsic value of the property and the value of any potential development or use of the property.

By accepting this Marketing Brochure you agree to release Lee & Associates and hold it harmless from any kind of claim, cost, expense, or liability arising out of your investigation and/or purchase of this property.

## FOR MORE INFORMATION:

### AL APUZZO

760.448.2442

[aapuzzo@lee-associates.com](mailto:aapuzzo@lee-associates.com)

CalDRE Lic #01323215

### MATT WEAVER

760.448.2458

[mweaver@lee-associates.com](mailto:mweaver@lee-associates.com)

CalDRE Lic #01367183

### PETER CURRY

760.431.4229

[peter.curry@cushwake.com](mailto:peter.curry@cushwake.com)

CalDRE Lic #01241186

### OWEN CURRY

760.431.4229

[owen.curry@cushwake.com](mailto:owen.curry@cushwake.com)

CalDRE Lic #01972528



# EXECUTIVE SUMMARY

Exciting coastal redevelopment opportunity featuring two separate parcels in the highly desirable Leucadia neighborhood along North Coast Highway 101. This unparalleled location is surrounded by local retail, restaurants, taprooms, outdoor parks, and stunning beaches with views unique to the North San Diego County coastline.

Each parcel is available for individual purchase, providing flexible investment options in this prime coastal community.







**CARLSBAD**

**LEUCADIA**

**ENCINITAS**

**CARDIFF**

**1**

INTERSTATE  
**5**



# PROPERTY HIGHLIGHTS

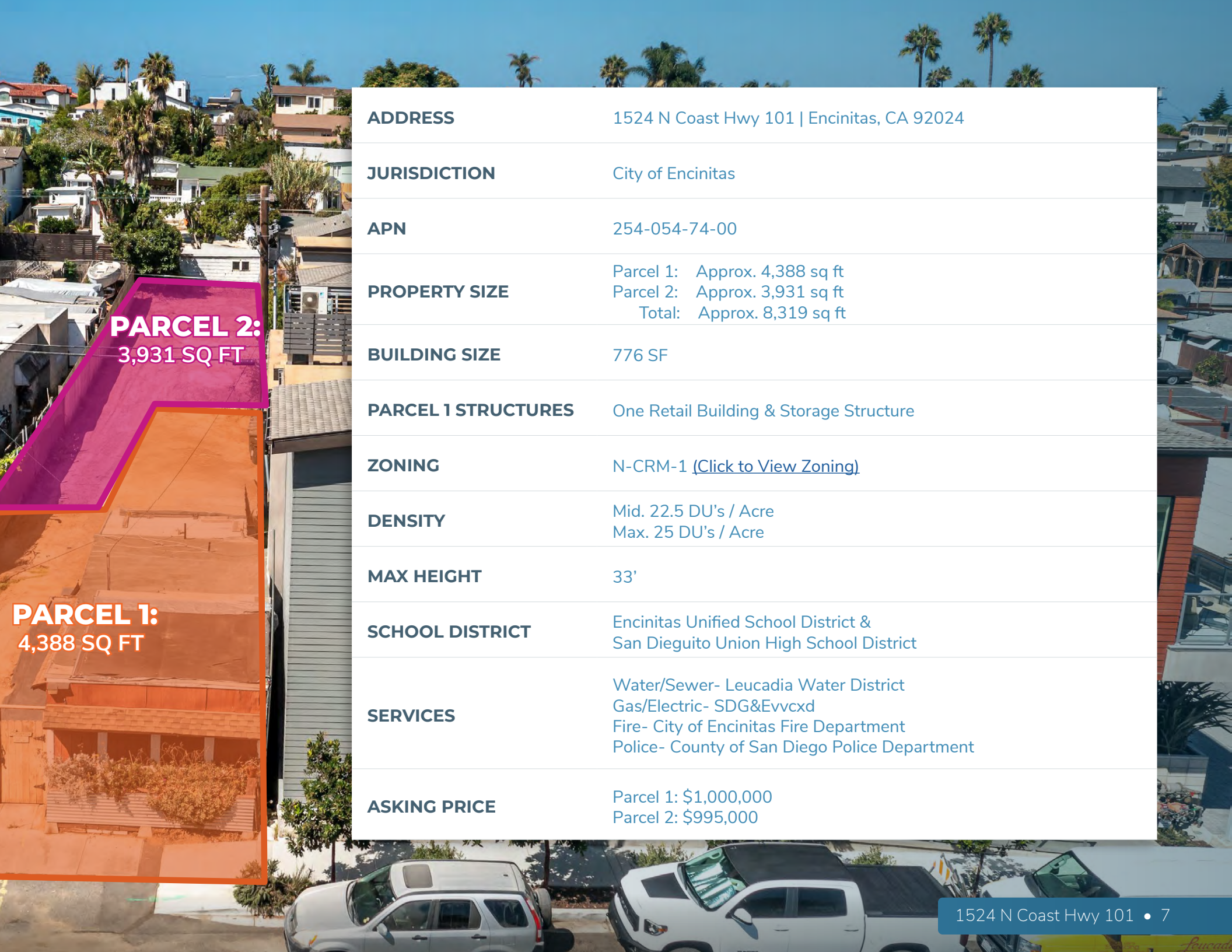
---

- Parcel 1 features an existing building with a unique development opportunity along highly desirable Coast Hwy 101, just steps from Grandview Beach
- Parcel 2 offers a prime development site ready for new construction in this thriving coastal community
- Adjacent to new development that achieved record-high sale pricing for both residential and commercial
- Zoned for Mixed-Use | N-CRM - 1
- Leucadia Streetscape Project adjacent to the site will greatly enhance value and revitalize 2.5 miles of N. Coast Hwy by creating a safer, more walkable, bikeable community
- Highly trafficked area with more than 17,500 daily commuters, creating valuable signage and advertising opportunities
- Opportunity to create either a Commercial Mixed-Use Development or 100% Residential Development



*\*Picture altered to show removal of the shed on Parcel 1.*





**PARCEL 2:**  
3,931 SQ FT

**PARCEL 1:**  
4,388 SQ FT

ADDRESS	1524 N Coast Hwy 101   Encinitas, CA 92024
JURISDICTION	City of Encinitas
APN	254-054-74-00
PROPERTY SIZE	Parcel 1: Approx. 4,388 sq ft Parcel 2: Approx. 3,931 sq ft Total: Approx. 8,319 sq ft
BUILDING SIZE	776 SF
PARCEL 1 STRUCTURES	One Retail Building & Storage Structure
ZONING	N-CRM-1 ( <a href="#">Click to View Zoning</a> )
DENSITY	Mid. 22.5 DU's / Acre Max. 25 DU's / Acre
MAX HEIGHT	33'
SCHOOL DISTRICT	Encinitas Unified School District & San Dieguito Union High School District
SERVICES	Water/Sewer- Leucadia Water District Gas/Electric- SDG&Evcxd Fire- City of Encinitas Fire Department Police- County of San Diego Police Department
ASKING PRICE	Parcel 1: \$1,000,000 Parcel 2: \$995,000



# NORTH





# WEST

**15+ RESTAURANTS ALONG  
N COAST HWY IN LEUCADIA**

**VIEW POPULAR OPTIONS**



**10+ HOTELS/MOTELS NEARBY**

**VIEW POPULAR OPTIONS**



N COAST HWY 101  
**17,500+ CPD**



**5-STAR HYATT  
LUXURY RESORT**

**Alila**  
MAREA  
BEACH RESORT  
ENCINITAS



Grandview  
Surf Beach

S Carlsbad  
State Beach

Leucadia  
State Beach

Stonesteps  
Beach

Moonlight  
State Beach

**N COAST HWY 101**



**LEUCADIA BLVD**

**LAZY ACRES  
MARKET**



**BARNES  
& NOBLE**



**Walmart**

**STATER BROS.**  
markets





# EAST ▲



3 MILES AWAY

17,500+ CPD

LEUCADIA  
OAKS PARK

N COAST HWY 101



**PARCEL 1:**  
4,388 SQ FT

**PARCEL 2:**  
3,931 SQ FT

**SCOTT'S  
AUTOMOTIVE**

**ROYAL MOTEL**





# SOUTH



OSTERIA  
TAVI



HAGGO'S  
ORGANIC TACO  
LEUCADIA, CA

LEUCADIA BEACH  
INN  
CIRCA 1920

RODEWAY  
INN  
CHOICE



17,500+ CPD



N VULCAN AVE

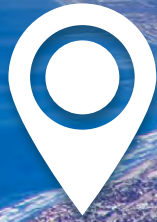
N COAST HWY 101



Grandview  
Surf Beach



# INLAND RETAIL, ATTRACT





# TIONS & SCHOOLS

16 15

NORTH ▲

- 1 MiraCosta College San Elijo Campus
- 2 Encinitas Village Shopping Center  
Ralph's, Trader Joe's, SEPHORA, Discount Tire, and more
- 3 Encinitas Marketplace  
Kohl's, Chick-Fil-A, BevMo!, Rubio's, T.J. Maxx, Vons, Starbucks, Verizon, Homegoods, and more
- 4 Encinitas Country Day School
- 5 Cardiff Seaside Market
- 6 In-N-Out Burger
- 7 San Dieguito Academy High School
- 8 Oakcrest Middle School
- 9 Juanitas Taco Shop / Pannikan
- 10 LA Fitness
- 11 Encinitas Ranch Town Center  
Target, The Home Depot, Best Buy, ROss, Walmart, Apple, REI, DICK's Sporting Goods,, Total Wine, and more.
- 12 Encinitas Ranch Golf Course
- 13 Downtown Encinitas Retail Core
- 14 Petco. Fed-Ex, Crack Shack
- 15 Original Pankcake House
- 16 7-Eleven
- 17 Park Dale Lane Elementary
- 18 Cardiff Sports Complex
- 19 Pacific Coast Grill
- 20 Moonlight Beach



- 1 Encinitas Enclave By Cal West
- 2 Sunsine Gardens / Baldwin & Raintree Multi-Family
- 3 East Cove Cottages
- 4 Belmont Senior Living Facility
- 5 Encinitas Apartments - GreyStar
- 6 Fox Point Farms
- 7 Alila Marea Hotel & Wermers Apartments
- 8 1967 Vulcan Avenue Apartments
- 9 Westmont Village Of Encinitas
- 10 Elan Pacifico Encinitas
- 11 Western National Multi-Family Project
- 12 Pireaus Multi-Family Projects
- 13 Toll Brothers, Single Family Subdivision
- 14 Rincon - Single-Family Subdivision

# NEW & PLANNED DEVELOPMENTS N





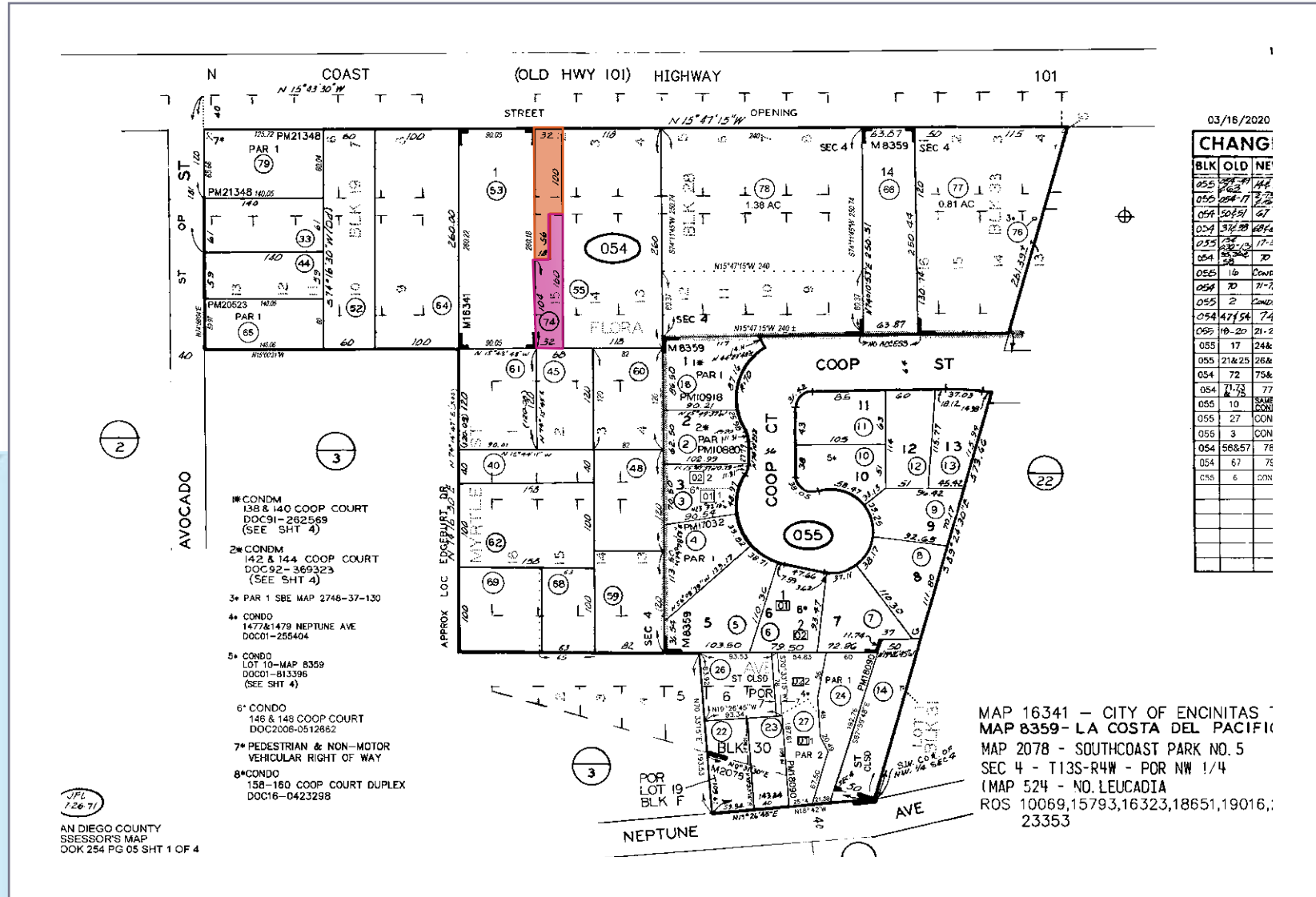
# COASTAL MAP



NORTH ▲



# TAX MAP









# SALE COMPS



1967 San Elijo Ave  
Cardiff By the Sea

Size/Type: 1,429 SF Retail

Year Built: 2000

Sale Date: 6/21/2024

Sale Price: \$3,110,000 (\$2,176/SF)

Sale Type: not applicable

CAP Rate: not applicable

Buyer: Albatross LLC

Seller: CB West Covina, LLC

Comments:  
Parcel 260-351-23



Downtown Encinitas Freestanding Commercial  
858 2nd St, Encinitas

Size/Type: 1,245 SF Retail/Office (0.10 AC)

Year Built: n/a

Sale Date: 3/22/2024

Sale Price: \$2,400,000 (\$1,927/SF | \$540/SF Land)

Sale Type: Investment

CAP Rate: Not applicable

Buyer: Markstein Trust

Seller: Long Trust

Comments: Will be delivered vacant.



264 N. Coast Highway 101  
264 N. Coast Highway 101, Encinitas

Size/Type: 1,530 SF Retail/Office (0.13 AC)

Year Built: 1936 / Ren. 2005

Sale Date: 10/20/2023

Sale Price: \$2,725,000 (\$1,781/SF | \$481/SF Land)

Sale Type: Owner-User

CAP Rate: Not applicable

Buyer: Andrew Siew

Seller: Hwy 101 Encinitas LLC

Comments: None.



628-632 S Coast Highway 101  
Encinitas

Size/Type: 3,900 SF Office/Retail

Year Built: 1949

Sale Date: 8/1/2024

Sale Price: \$3,550,000 (\$910/SF)

Sale Type: 1031 Exchange

CAP Rate: not applicable

Buyer: Exeter Asset Services Corp

Seller: Wood James Van Wieren Trust

Comments:  
Parcel 258-162-03



Leucadia Liquor  
640 N. Coast Highway 101, Encinitas

Size/Type: 3,563 SF Retail (0.25 AC)

Year Built: Not provided

Sale Date: 11/16/2023

Sale Price: \$4,450,000 (\$1,249/SF | \$404/SF Land)

Sale Type: Investment

CAP Rate: Not provided

Buyer: Peeshee LLC

Seller: Kressin Trust

Comments: None.



718 N. Coast Highway 101  
718 N. Coast Highway 101, Encinitas

Size/Type: 1,372 SF Office/Medical

Year Built: 1975

Sale Date: 8/13/2021

Sale Price: \$1,925,000 (\$1,403/SF)

Sale Type: User

CAP Rate: Not provided

Buyer: Steven Horne DDS

Seller: Benedict Family Trust

Comments: Off market transaction.



Leucadia Lofts  
1532-38 N. Hwy 101, Encinitas

Size/Type: 8,000 SF Office/Retail

Year Built: 2022

Sale Date: 6/8/2022

Sale Price: \$7,900,000 (\$987/SF)

Sale Type: Owner-User/Investor

CAP Rate: not applicable

Buyer: Tower 16 Capital

Seller: Encinitas Properties LLC

Comments:  
New construction - Cold shell.



Leucadia Office/Retail  
745 N Vulcan Ave, Encinitas

Size/Type: 1,141 SF Office/Retail (0.15 AC)

Year Built: 1977

Sale Date: 5/9/2022

Sale Price: \$2,250,000 (\$1,972/SF | \$344/SF Land)

Sale Type: Owner-User

CAP Rate: Not applicable

Buyer: Milikowsky-Spivack Family Trust

Seller: Jeff & Krista Watts

Comments: Buyer will operate a  
tax attorney office on-site.



# SALE COMPS



foundation on cedros  
107 S. Cedros Ave., Solana Beach

Size/Type: 4,350 SF Retail/Office

Year Built: 1965

Sale Date: 10/8/2020

Sale Price: \$4,450,000 (\$1,023/SF)

Sale Type: Owner-User

CAP Rate: n/a

Buyer: C2 Building Group

Seller: Fabric Investments

Comments: None



The Francisco Building  
6015 Paseo Delicias, Rancho Santa Fe

Size/Type: 5,000 SF Retail / Office

Year Built: 1923

Sale Date: 11/8/2021

Sale Price: \$5,600,000 (\$1,120/SF)

Sale Type: Owner-User

CAP Rate: n/a

Buyer: Andrea Jarrell & Matt Power

Seller: Francisco Family Ptnrshp

Comments: None



1201 Camino Del Mar  
1201 Camino Del Mar, Del Mar

Size/Type: 10,173 SF Storefront Retail/Office

Year Built: 1977

Sale Date: 2/24/2022

Sale Price: \$10,000,000 (\$983/SF)

Sale Type: Investment

CAP Rate: not provided

Buyer: Thomas & Laurie Ellsworth

Seller: Conkwright Development

Comments: Tenants include the Beeside Balcony restaurant, Coldwell Banker Realty



Village of Rancho Santa Fe  
16903 Avenida de Acacias, Rancho Santa Fe

Size/Type: 3,064 SF Retail / Office

Year Built: 1951

Sale Date: 6/16/2020

Sale Price: \$3,220,000 (\$1,051/SF)

Sale Type: Investment

CAP Rate: 6.13%

Buyer: Baker RSF LLC

Seller: Demetri & Ann Brizolis

Comments: 100% Leased at Sale



2195 San Dieguito Dr  
2195 San Dieguito Dr, Del Mar

Size/Type: 3,325 SF Office

Year Built: 2000

Sale Date: 12/10/2021

Sale Price: \$4,550,000 (\$1,368/SF)

Sale Type: Owner-User

CAP Rate: not applicable

Buyer: Jason Scott

Seller: Batter Kay Associates

Comments: Buyer plans to occupy a portion.



136 N Acacia Ave  
136 N Acacia Ave., Solana Beach

Size/Type: 1,033 SF Retail/Office (0.09 AC)

Year Built: 1956

Sale Date: 8/3/2021

Sale Price: \$1,650,000 (\$1,597/SF | \$412/SF Land)

Sale Type: Owner-User

CAP Rate: not applicable

Buyer: Jake's Design-Build Remodeling

Seller: Barksdale Trust

Comments: None.



Downtown Encinitas  
526-530 2nd St, Encinitas

Size/Type: 2,280 SF Office (0.11 AC)

Year Built: 1960

Sale Date: 3/2/2022

Sale Price: \$2,850,000 (\$1,250/SF | \$594/SF Land)

Sale Type: Investment

CAP Rate: Not provided

Buyer: Swell Property Inc.

Seller: William Howell & Elizabeth Dickinson

Comments: Originally a single-family home but is currently configured as an office building with three separate units.



Solana Beach Hwy 101 Commercial  
421 N Hwy 101, Solana Beach

Size/Type: 1,250 SF Retail (0.14 AC)

Year Built: 1944

Sale Date: 2/1/2024

Sale Price: \$2,900,000 (\$2,320/SF | \$466/SF Land)

Sale Type: Owner-User Redevelopment

CAP Rate: Not applicable

Buyer: Sean Deitch

Seller: Naylor Family Trust

Comments: None.



# AREA IMPROVEMENTS & UPCOMING DEVELOPMENT PLANS



## LEUCADIA STREETSCAPE PROJECT

The Leucadia Streetscape plan focuses on preserving and revitalizing the N Coast Highway 101 Corridor. It strives to restore the landscape of the corridor while evolving how this public space serves the community. The project vision is to create an environment that enhances the lives of residents and visitors in a wide variety of ways. This includes encouraging community engagement, offering space for community gathering, sidewalk dining, the display of retail goods, outdoor public seating and the showcasing of public art.

The City has completed construction of the first segment of improvements called “Segment A North” (Phase 1) between Marcheta Street and Basil Street. The City has also completed the Safety and Mobility Enhancements interim project that brought “Segments B & C” between Basil Street and La Costa Avenue into alignment with the vision of Streetscape in a quick and cost-effective way.







The Leucadia Streetscape Phase 1 project was completed in summer 2022. New improvements include wider sidewalks, dedicated bike lanes, landscaping, irrigation, streetlights, storm drain system, parking pods, pedestrian trails, crosswalks, asphalt paving, traffic striping, street furniture including benches, chairs, tables, bike racks, and trash and recycling bins, and a roundabout and pedestrian undercrossing at El Portal Street which is now open to the public.

The vision of the Leucadia Streetscape project is to celebrate the City's arts and culture, history, charm and character through re-establishing the historic tree canopy, providing gathering spaces for our residents, improving accessibility and connectivity in Leucadia, include drought tolerant landscaping and creating better access for our businesses.





# AREA IMPROVEMENTS & UPCOMING DEVELOPMENT PLANS

## BURTECH WINERY, CONDOS; 102 & 118 2ND STREET

The Encinitas Planning Commission has unanimously approved Dominic Burtech's mixed-use development project for Old Encinitas, which will feature 16 residential condos and 2 commercial units, including Burtech Family Vineyard's winery.

The project, set to replace existing structures, will offer a mix of market-rate and affordable units under state density bonus laws. It includes plans for infrastructure upgrades and is expected to transform the site with enhanced community amenities. Construction is anticipated to start within 1-2 years following the city's development review process.



## MAREA VILLAGE; 1900 & 1950 NORTH COAST HIGHWAY 101

Fenway Capital Advisors recently received approval for Marea Village, a mixed-use community along Coast Highway 101 in Leucadia, California. Marea Village strives to create a thriving community environment that consists of 96 rental apartment units, which include 20 affordable units, and a 30-key expansion of the Alila Marea Resort, as well as 18,262 SF of commercial retail space, and public amenities.

The project will consist of single-, two- and three-story buildings in an eclectic mix that is designed to maintain the funky character and feel of the Leucadia community and lifestyle. The site is surrounded by the Seabluffe Townhome Community to the South and West, as well as the new Alila Marea Beach Resort to the North, and Coast Highway 101 on the East. Across roughly four acres, this project will feature walking paseos, a pedestrian plaza with outdoor seating and a 257 subterranean parking garage.





# THE CAPTAIN; 158-186 NORTH COAST HIGHWAY 101



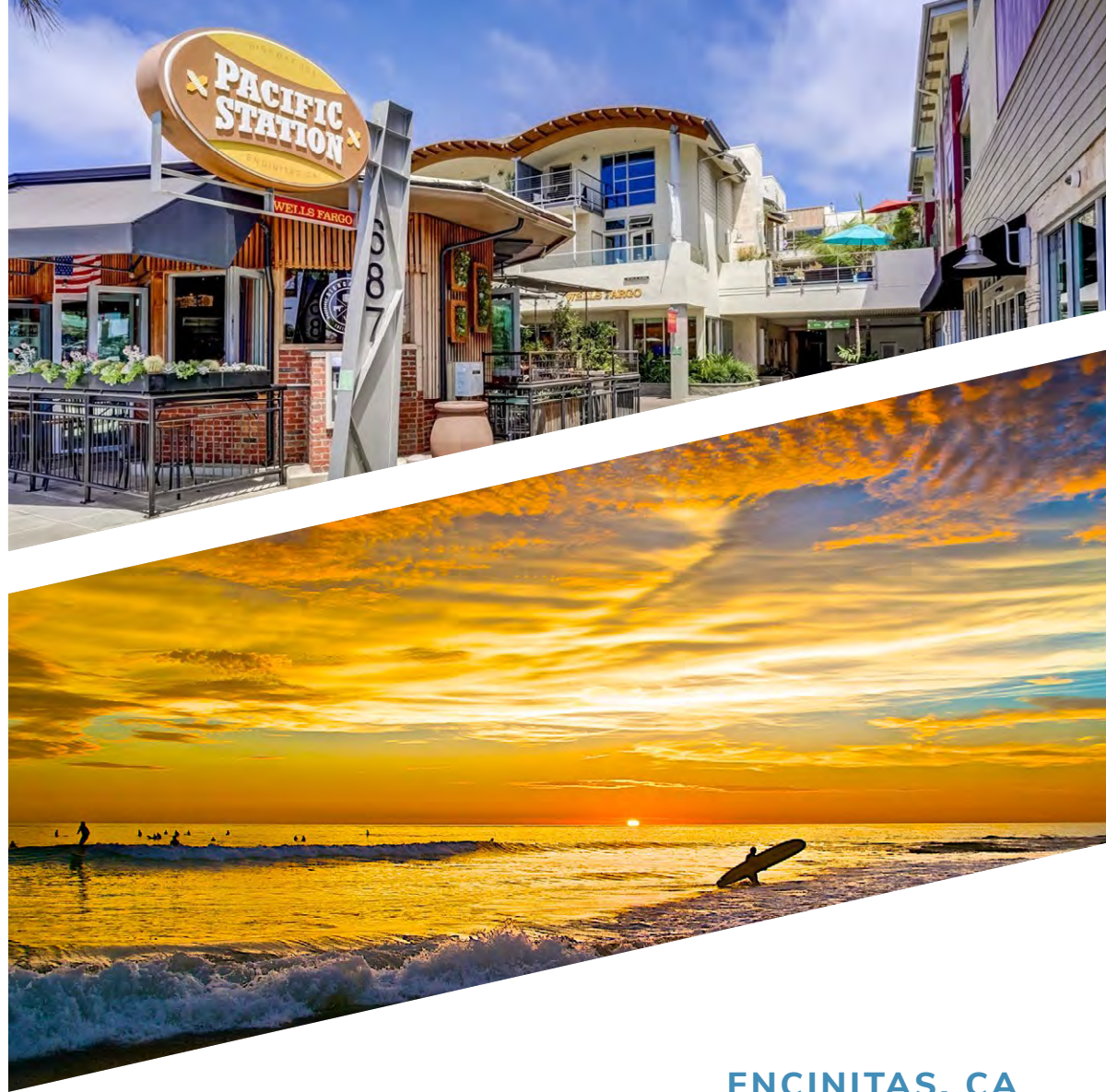
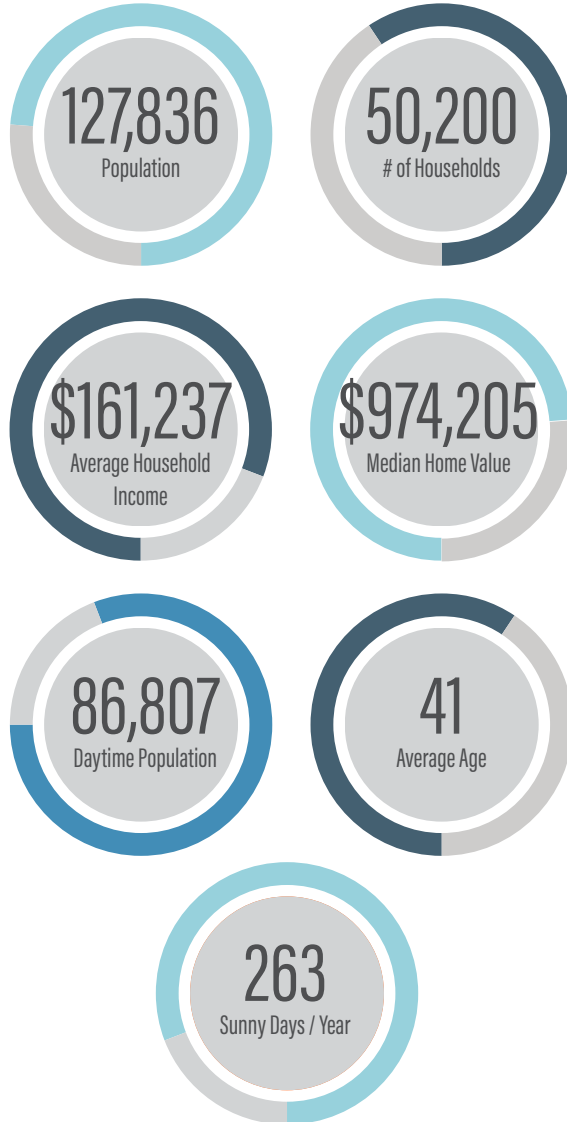
The Captain @ Moonlight Beach will be constructed by local developer RAF Pacifica Group. The project will consist of 34,000 SF office, 12,800 SF retail, 2,819 SF restaurant space and 45 residential units.





# AREA HIGHLIGHTS

5 Mile Radius



## ENCINITAS, CA

Spanning approximately 20 miles along the coast in San Diego's North County, the city of Encinitas is an upscale community and is considered "One of the 20 Best Surf Towns in the World." Located along six miles of Pacific Ocean coastline, Encinitas is bordered by Carlsbad to the north, the Elfin Forest Recreational Reserve and Escondido to the east, and Solana Beach to the south. The city has an estimated resident population of 60,000 who are attracted to the casual oceanfront community for its magnificent beaches, executive residential communities, regional access and numerous amenities and recreational options.











# ENCINITAS & SAN DIEGUITO SCHOOL DISTRICT

Encinitas Union School District serves the city of Encinitas and the Rancho La Costa area of south Carlsbad in North San Diego County. Approximately 5,400 students in Kindergarten through 6th grade are enrolled in the District's nine schools. All of our district's schools have been recognized as California Distinguished Schools and La Costa Heights, Mission Estancia, Olivenhain Pioneer and Park Dale Lane have been recognized as National Blue Ribbon Schools. The District serves a diverse and varied community. The student population is approximately 22% Hispanic, 4% Asian, 68% Caucasian, and 6% other minorities.

Both school districts serving the city of Encinitas and the Rancho La Costa area of south Carlsbad (Encinitas Union School District, San Dieguito Union High School District) consistently rate high in the state and county for their student achievement and supplemental programs. Scores on the state's standardized tests place these districts far above the county and state average in all subjects.

Encinitas' school history of recognition for outstanding schools is a tribute to the efforts of the Encinitas staff, students, community participants, and parents who are actively involved with the schools.

The Encinitas Union School District is committed to increasing the opportunities for our K-6 teachers and students to work collaboratively with parents and community members in the areas of science, technology, engineering, mathematics, and the arts.

San Dieguito Union SDUHSD serves students from five elementary school districts in North County: Encinitas, Rancho Santa Fe, Cardiff, Solana Beach, and Del Mar. Students from those districts matriculate through our middle schools and high schools, with the exception of those from the Rancho Santa Fe School District, who begin here as freshmen.

Booming population growth and demographic diversity have characterized the North County and SDUHSD in the past 15 years. Families from all parts of the world are attracted to our inviting climate and exceptional learning institutions, enriching our schools with a wide variety of languages and cultural backgrounds. From surfers to scientists, from beach cottages to high tech towers, this district represents a broad range on the socio-economic spectrum.

Many parents are employed at such neighboring institutions as the University of California, San Diego, the Scripps Institute of Oceanography, the Scripps Clinic and Research Foundation, nearby biotechnology firms in Sorrento Valley, and high tech giants like Qualcomm, all of which influence the high standards of education and expectation at San Dieguito.

## ENCINITAS UNIFIED SCHOOL DISTRICT



**24 / 699**  
CA RANK



**230 / 11,687**  
NATIONAL RANK

## SAN DIEGUITO UNION SCHOOL DISTRICT



**3 / 490**  
CA RANK



**13 / 10,561**  
NATIONAL RANK

- 1 PAUL ECKE CENTRAL ELEMENTARY SCHOOL
- 2 DIEGUENO MIDDLE SCHOOL
- 3 OAK CREST MIDDLE SCHOOL
- 4 LA COSTA CANYON HIGH SCHOOL
- 5 SAN DIEGUITO ACADEMY





# SAN DIEGO COUNTY

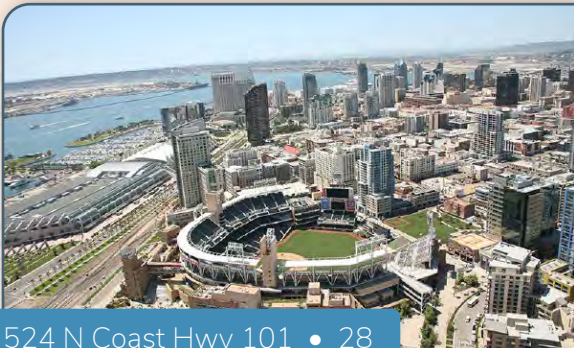
is renowned for its idyllic climate, 70 miles of pristine beaches and a dazzling array of world-class family attractions. Popular attractions include the world-famous San Diego Zoo and San Diego Zoo Safari Park, SeaWorld San Diego and LEGOLAND California. San Diego offers an expansive variety of things to see and do, appealing to guests of all ages from around the world.

San Diego's arts and culture and culinary arts are booming. The hottest, new culinary arts talents prepare award-winning meals throughout the region's 6,400 eating establishments. Balboa Park, the largest urban cultural park in the U.S., is home to 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and the world-famous San Diego Zoo.

San Diego County also features 92 golf courses and a variety of exciting participatory and spectator sports, beachfront resorts and luxury spas, gaming, a dynamic downtown district, annual special events and unique holiday offerings, multicultural festivals and celebrations, colorful neighborhoods and communities, a rich military history and much more.

The most difficult decision to make regarding a vacation to San Diego is determining what to do and see among the region's vast and diverse offerings. San Diego County promises a truly remarkable vacation experience for everyone.

Source: <https://www.sandiego.org/articles/about-san-diego-ca.aspx>









# COASTAL LEUCADIA REDEVELOPMENT PROJECT

## 1524 North Coast Hwy 101 | Encinitas, CA 92024

### FOR MORE INFORMATION: PRIMARY CONTACT

---

**AL APUZZO**

760.448.2442

[aapuzzo@lee-associates.com](mailto:aapuzzo@lee-associates.com)

CalDRE Lic #01323215

**MATT WEAVER**

760.448.2458

[mweaver@lee-associates.com](mailto:mweaver@lee-associates.com)

CalDRE Lic #01367183

**PETER CURRY**

760.431.4229

[peter.curry@cushwake.com](mailto:peter.curry@cushwake.com)

CalDRE Lic #01241186

**OWEN CURRY**

760.431.4229

[owen.curry@cushwake.com](mailto:owen.curry@cushwake.com)

CalDRE Lic #01972528

