



CBRE

# Howard Avenue Lofts

A Newly Constructed 12 Unit Boutique Apartment Community in the Heart Of San Diego's North Park

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# Howard Avenue Lofts



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# Howard Avenue Lofts



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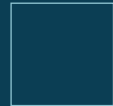
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WHY SAN  
DIEGO?



# Howard Avenue Lofts

E X E C U T I V E   S U M M A R Y



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## THE OFFERING

CBRE, as exclusive advisor, is pleased to present for sale the Howard Lofts (the “Property”), a luxury 12-unit, new construction, boutique multifamily community located in the heart of San Diego’s Coveted North Park submarket. The Property was completed in 2024 and offers meticulously designed loft-style apartment homes with elevated living in this prime urban infill submarket. The apartment homes were carefully designed to unlock the unit’s full potential by optimizing space and creating easy to live in floor plans with top-of-the-line finishes.

North Park continues to attract quality renters seeking a high-end urban living experience, drawn by the neighborhood’s exceptional walkability, vibrant dining and culture scene, and proximity to San Diego’s major employment corridors. Situated within San Diego County, one of the most undersupplied and fundamentally sound rental markets in California, North Park benefits from strong, sustained demand underpinned by persistent housing shortages and favorable demographic trends. 2828 Howard is one of the few boutique new construction multifamily properties offered for sale in North Park, offering a level of design, finish quality, and loft-style living that remains uncommon for small scale urban infill projects. With a Walk Score of 97, the immediate location benefits from a fully amenitized neighborhood with parks, retail, an assortment of dining options, and nightlife all within a short walk. The Property offers premium interiors, and a boutique identity that resonates with today’s discerning renter, this asset is exceptionally well-positioned to capture ongoing demand and rental upside, representing a rare, core investment opportunity in a high-barrier-to-entry market with durable long-term fundamentals.

### INVESTMENT OVERVIEW

ADDRESS	2828 Howard Avenue, San Diego, California 92104
ASKING PRICE	\$4,600,000 (\$383,333 per unit)
IN-PLACE CAP RATE	4.52%
APARTMENT HOMES	12 Apartment Units (92% Market Rate)
SIZE	5,620 Square Feet
YEAR BUILT	2024
OCCUPANCY	100%
AVERAGE UNIT SIZE	468 Square Feet
CONSTRUCTION TYPE	Wood Frame

# INVESTMENT HIGHLIGHTS

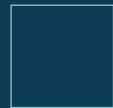
- 2024 Luxury Construction with Loft-Style Units
- Exempt from AB 1482 Rent Control for 13 More Years
- All Units with Air Conditioning, Washers and Dryers, and Premium Finishes
- Prime Walkable North Park Location Near Numerous Attractions – Walk Score of 97
- Select Units with Large Private Patios or Balconies
- Communal Roof-Top Deck with Views
- Convenient Location Near Major Freeways and Public Transport
- Six miles from San Diego International Airport
- Attractive Basis for New Construction Apartments





# Howard Avenue Lofts

P R O P E R T Y   O V E R V I E W



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## PROPERTY DETAILS

### PROPERTY OVERVIEW

PRICING	\$4,600,000
ADDRESS	2828 Howard Avenue, San Diego, CA 92104
NUMBER OF UNITS	12 Units
YEAR BUILT	2024
TOTAL SF	±5,620 SF
AVERAGE SF	±468 SF
SITE ACREAGE	±.07 Acres / ±3,042 SF
PARCEL NUMBER	445-432-09-00
TYPE OF BUILDING	Three Story Wood Frame & Stucco

## WHY HOWARD AVE LOFTS?

Built to an exceptionally high standard, 2828 Howard Avenue reflects a commitment to quality that runs throughout every aspect of the project – from the structural integrity of the build to the premium finishes selected for each home. Energy-efficient mechanical systems, resilient materials, and carefully chosen interior specifications work together to keep operating costs predictable and long-term maintenance demands low. Inside each residence, loft-style vaulted ceilings and oversized windows create a sense of volume and light that is rare in this price point, while quartz countertops, stainless steel appliances, in-unit laundry, and recessed lighting deliver the turnkey living experience that today’s renter expects and is willing to pay for.

The property sits at the center of one of San Diego’s most walkable and sought-after urban neighborhoods, with restaurants, breweries, coffee shops, yoga studios, and

daily conveniences all within easy reach on foot. A rooftop deck crowns the building, providing residents with a shared outdoor retreat and sweeping city views that meaningfully elevate the living experience beyond what the surrounding submarket typically offers at this scale.

From an investment standpoint, 2828 Howard benefits from a significant regulatory advantage. Under California’s Tenant Protection Act of 2019 (AB 1482), newly constructed residential properties are exempt from the law’s rent control provisions for a period of 15 years from the date of certificate of occupancy. This exemption gives ownership full flexibility to set rents at market rate, make market-driven adjustments upon lease renewal, and capture rental upside without the constraints that apply to older, rent-controlled stock – a meaningful distinction in a state where rent regulation increasingly shapes investment returns.





## Howard Avenue Lofts

### PROPERTY OVERVIEW

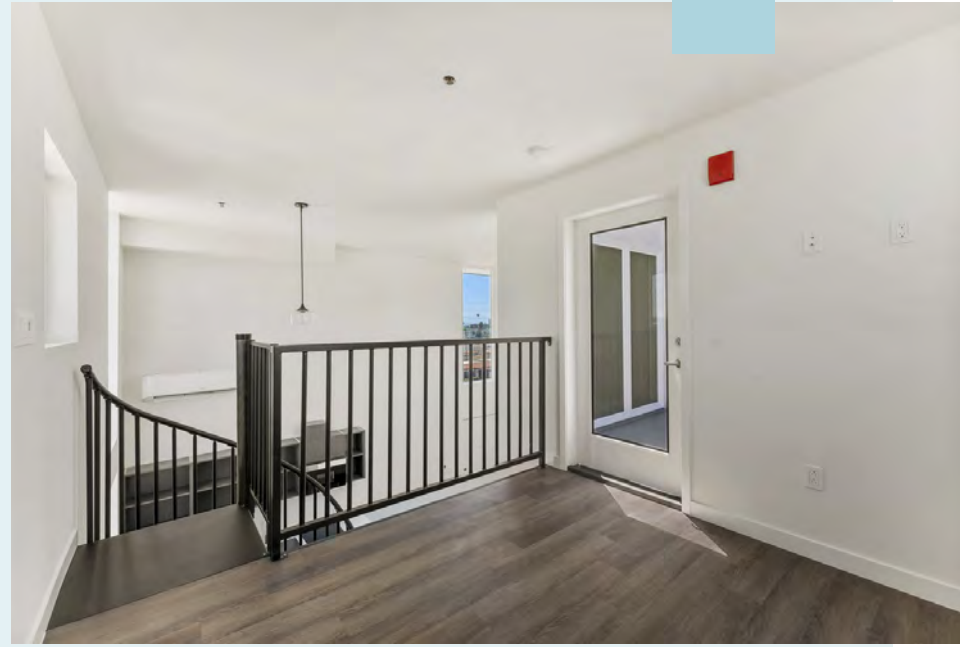
#### PROPERTY SPECIFICATIONS

Access	Three Story Walk-Up
HVAC	Mini Splits
Water Heaters	Individual Electric Water Heaters and Some Tankless Water Heaters
Smoke Detectors	Yes
Washer/Dryer	Frigidaire
Appliances	Summit, Haier
Countertops	Quartz
Cabinets	White Shaker Style

#### CONSTRUCTION DETAILS

Construction Type	Type V Construction
Exterior Wall	Stucco
Interior Wall	2x4 Wood 16" or 24" on Center with 5/8" Drywall
Celling Heights	9 Foot and 16 Foot in Lofted Spaces
Doors	Wood Doors
Framing	Wood Stud
Roof	Flat Roof with Rooftop Deck
Windows	Dual Pane – Vinyl

INTERIOR PHOTOS



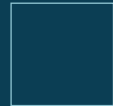
# EXTERIOR PHOTOS





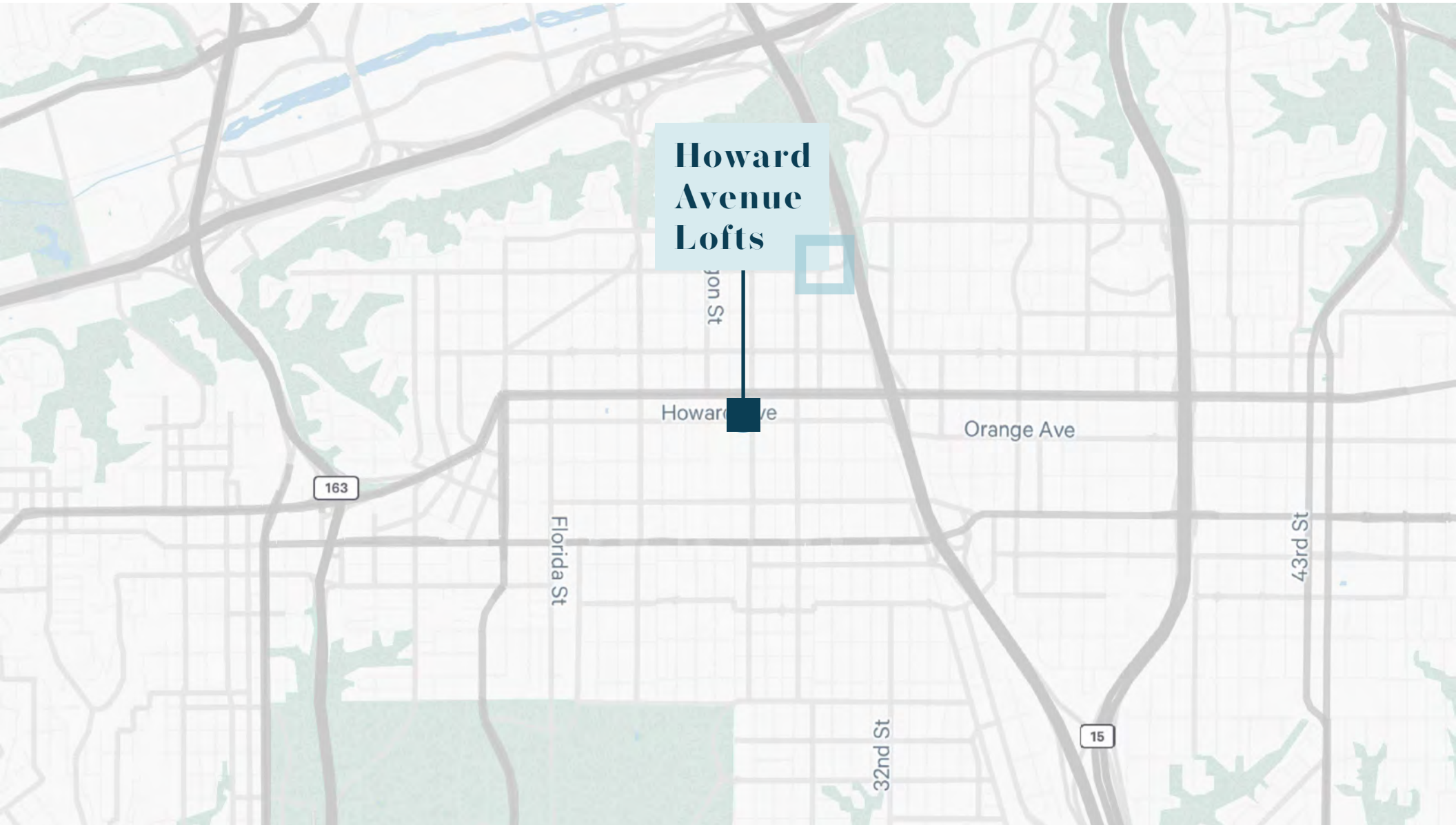
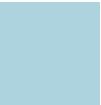
# Howard Avenue Lofts

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NEIGHBORHOOD AMENITIES MAP



**Howard Avenue Lofts**

SOUTH WEST AERIAL



# WEST AERIAL



# SOUTH AERIAL



N O R T H W E S T A E R I A L



N O R T H A E R I A L



# NORTH PARK OVERVIEW

Just like Venice Beach has Abbot Kinney and Downtown LA has the Arts District, San Diego has North Park. Already home to 100+ bars, restaurants and shops, the ongoing expansion in North Park continues to draw a diverse crowd as new trendy bars and restaurants continue to add to the neighborhood's vibrant scene. For residents of Howard Avenue Lofts, the neighborhood itself becomes the ultimate amenity. With an impressive Walk Score of 92, Howard Avenue Lofts offers residents access to the best of San Diego lifestyle right outside their front doors.



## NORTH PARK OVERVIEW

Howard Avenue Lofts is located in San Diego's North Park neighborhood, one of America's hottest hipster communities. The neighborhood's urban landscape—historically known for its eclectic mix of trendy cafes, boutiques, art galleries, and vibrant street art—is expanding in all the right ways, as exemplified by the dynamic craft beer scene, a weekly farmer's market, and an emerging restaurant row ranging from highly lauded eateries to simple taco stands.

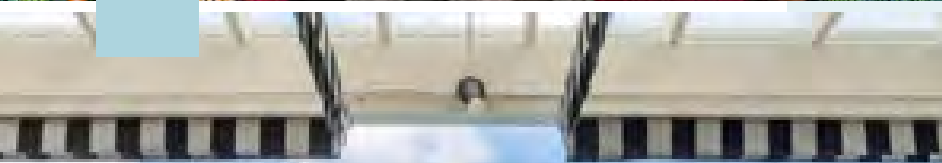
These diverse urban elements coupled with an incredible WalkScore of 92, bikeability, and a genuine live-play environment have culminated in a one-of-a-kind neighborhood incomparable to any other in San Diego which continues to entice a mix of retailers to the area. In the last few years, North Park has added a number of exciting new restaurants, boutique shops and local retailers, and craft breweries (award-winning Rip Current Brewery and the planned Bivouac Adventure Lodge), which continue to add life and bring a genuine character to the area.





## L A F A Y E T T E H O T E L

After a \$31 million transformation, the 77 year old Lafayette Hotel & Club reopened in July 2023 after its purchase by Hospitality group CH Projects—which is behind other wildly successful San Diego ventures such as Born and Raised steakhouse in Little Italy and Young Blood in East Village. This landmark property has reemerged as a maximalist destination attractive to San Diego locals as well as out-of-towners. The hotel currently boasts five new restaurants and bars (Pool Bar, Lobby Bar, The Gutter, Beginners Diner, and Quixote) with three more anticipated to open in Phase II later this year (Le Horse, Lulu's Jungle Room, and The Mississippi Room). The renovation is yet another one of many transformations taking place in the area surrounding Parkline, helping solidify North Park's position as one of San Diego's top live-play neighborhoods.



# DEMOGRAPHICS



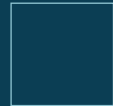
Source: ESRI

	0.5 MILES	1 MILE
<b>HOUSEHOLD INCOME</b>		
2025 Average Household Income	\$109,950	\$113,024
2030 Average Household Income	\$118,093	\$121,035
2025 Median Household Income	\$91,960	\$92,099
2030 Median Household Income	\$99,910	\$99,585
2025 Per Capita Income	\$61,945	\$61,367
2030 Per Capita Income	\$67,418	\$66,644
<b>HOUSEHOLDS</b>		
2025 Households - Current Year Estimate	5,108	20,742
2030 Households - Five Year Projection	5,171	21,049
2020 Households - Census	5,016	20,095
2010 Households - Census	4,963	19,570
2020-2025 Compound Annual Household Growth Rate	0.35%	0.61%
2025-2030 Annual Household Growth Rate	0.25%	0.29%
2025 Average Household Size	1.77	1.82
<b>POPULATION</b>		
2025 Population - Current Year Estimate	9,054	37,929
2020 Population - Census	9,065	37,598
2010 Population - Census	9,365	37,743
<b>HOUSING UNITS</b>		
2025 Housing Units	5,415	22,224
2025 Vacant Housing Units	307	1,482
2025 Occupied Housing Units	5,108	20,742
2025 Owner Occupied Housing Units	1,037	4,358
2025 Renter Occupied Housing Units	4,071	16,384
<b>EDUCATION</b>		
2025 Population 25 and Over	7,618	30,943
HS and Associates Degrees	3,115	11,703
Bachelor's Degree or Higher	4,301	18,035
<b>PLACE OF WORK</b>		
2025 Businesses	970	3,167
2025 Employees	4,934	22,759



# Howard Avenue Lofts

F I N A N C I A L   A N A L Y S I S



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# RENT ROLL DETAIL

Unit	Bed/Bath	Status	Rent	Deposit	Lease From	Lease To
1	0/1	Current	\$1,842	\$1,000	11/20/2025	05/20/2026
2	0/1	Current	\$1,841	\$1,000	10/27/2025	04/27/2027
3	0/1	Current	\$1,850	\$1,850	10/31/2025	10/31/2026
4 (Affordable)	0/1	Current	\$1,326	\$1,000	01/17/2025	01/17/2026
5	1/1	Current	\$2,545	\$1,000	01/20/2025	02/05/2027
6	1/1	Current	\$2,600	\$1,000	12/01/2024	06/01/2026
7	1/1	Current	\$2,500	\$1,000	02/15/2025	09/15/2026
8	1/1	Current	\$2,450	\$1,000	03/28/2025	03/28/2026
9	1/1	Current	\$2,595	\$1,000	04/25/2025	04/25/2026
10	1/1	Current	\$2,295	\$1,000	08/15/2025	08/15/2026
11	1/1	Current	\$2,295	\$1,000	08/13/2025	08/13/2026
12	1/1	Current	\$2,595	\$1,000	05/15/2025	05/15/2026
12 Units		100% Occupied	\$26,734	\$12,850		

# RENT ROLL SUMMARY

Units	Type	Unit SF	Total SF	In-Place Rent	Monthly In-Place Rent	In-Place Rent Per SF	Market Rent	Monthly Market Rent	Market Rent Per SF
3	Studio	425	1,275	\$1,844	\$5,533	\$4.34	\$1,937	\$5,810	\$4.56
1	Studio (Affordable)	425	425	\$1,326	\$1,326	\$3.12	\$1,326	\$1,326	\$3.12
8	1 Bed/1 Bath	490	3,920	\$2,484	\$19,875	\$5.07	\$2,609	\$20,869	\$5.32
12		468	5,620	\$2,228	\$26,734	\$4.76	\$2,334	\$28,004	\$4.98



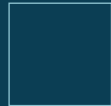
# I N C O M E   &   E X P E N S E   A N A L Y S I S

Income				Actual In-Place	Post Reno Pro Forma
Scheduled Market Rent				\$320,808	\$329,112
Plus: Storage Income				\$1,800	\$1,800
Plus: Trash/Water/Sewer Bill Back				\$7,284	\$7,284
<b>Gross Scheduled Income</b>				<b>\$329,892</b>	<b>\$338,196</b>
Less: Vacancy		5.00%		(\$16,495)	(\$16,910)
<b>Total Operating Income (EGI)</b>				<b>\$313,398</b>	<b>\$321,286</b>
Expenses		Per Unit	In-Place	Per Unit	Pro Forma
Administrative/Marketing		\$292	\$3,500	\$292	\$3,500
Repairs & Maintenance/Turnover		\$727	\$8,729	\$727	\$8,729
Management Fee		5.00%	\$1,306	\$1,339	\$16,064
Utilities (SDGE, Water, Trash)		\$1,053	\$12,636	\$1,053	\$12,636
Contracted Services (Landscaping/Pest Control)		\$185	\$2,220	\$185	\$2,220
Real Estate Taxes		1.2511%	\$4,796	\$4,796	\$57,552
Insurance		\$417	\$5,000	\$417	\$5,000
<b>Total Expenses</b>			<b>\$105,308</b>	<b>\$105,702</b>	
			<i>Per Unit:</i>	\$8,776	\$8,809
			<i>% of EGI</i>	33.6%	32.9%
			<b>In-Place</b>	<b>Pro Forma</b>	
<b>Net Operating Income</b>			<b>\$208,090</b>	<b>\$215,584</b>	
			<b>GRM</b>	<b>13.94</b>	<b>13.60</b>
Pricing Analysis		Price	\$/Unit	\$/Foot	Cap Rate
Listing Price		\$4,600,000	\$383,333	\$818.51	4.52%
					4.69%













# Howard Avenue Lofts

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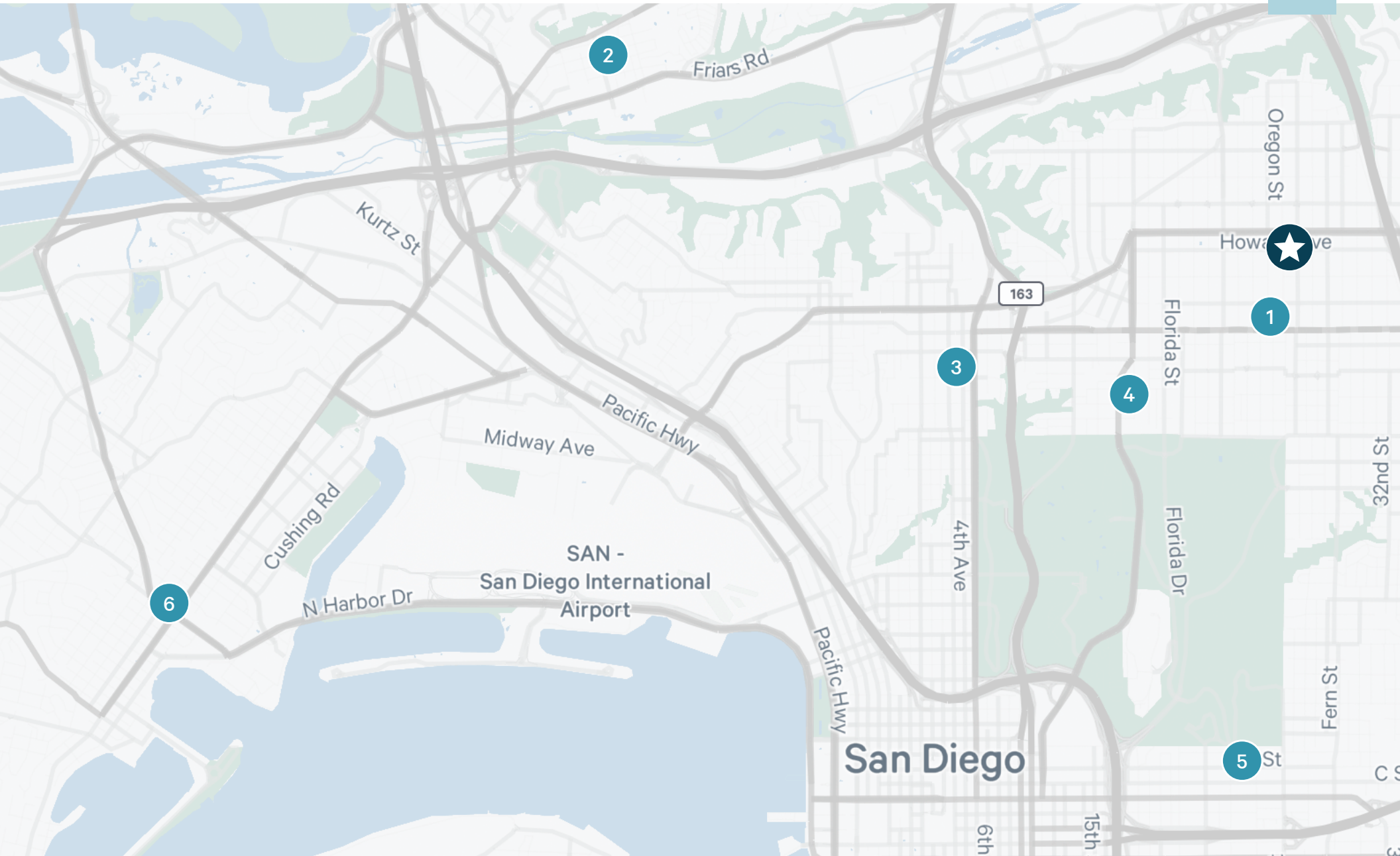
# SALES COMPARABLES

	Property	Year Built	Units	Mix	Price	\$/Unit	\$/TSF	CAP	GRM	Sale Date
	 <p><b>2828 Howard Avenue</b> San Diego, CA 92104</p> <p>5,620 Rentable SF 6,605 Lot SF</p>	2024	12	(4) Studio (8) 1 bd/1 ba  Avg SF: 453	\$4,600,000	\$383,333	\$818.50	4.52	13.94	Proposed
	 <p><b>Canopy North Park</b> 3943 Oregon Street San Diego, CA 92104</p> <p>23,268 Rentable SF 6,815 Lot SF</p> <p>Six affordable units, high-end finishes, roof-top deck, in unit laundry, seven (7) parking spaces, units have views</p>	2025	36	(6) Studio (12) 1 bd/1 ba (18) 2 bd/2 ba  Avg SF: 656	\$17,500,000	\$486,111	\$752.11	4.40	13.50	For Sale Listed 3/16/26
	 <p><b>5727 Lauretta Street</b> San Diego, CA 92110</p> <p>8,389 Rentable SF 5,552 Lot SF</p> <p>Seven (7) parking spaces, in-unit laundry, high end finishes, private patios, secure parking garage with EV charging</p>	2025	12	(2) Studio (2) 1 bd/1 ba (8) 2 bd/2 ba  Avg SF: 557	\$5,795,000	\$482,917	\$690.79	4.69	15.81	For Sale Listed 3/10/26
	 <p><b>Uptown Lofts</b> 3740 Fifth Avenue San Diego, CA 92103</p> <p>18,755 Rentable SF 6,534 Lot SF</p> <p>In-unit laundry, some lofted units, seven (7) parking spaces on site</p>	2024	23	(4) Studio (16) 1 bd/1 ba (3) 2 bd/1 ba  Avg SF: 772	\$9,600,000	\$417,391	\$511.86	5.90	11.50	Dec-25
	 <p><b>3634-3640 Indiana St</b> San Diego, CA 92103</p> <p>9,623 Rentable SF 6,996 Lot SF</p> <p>In-unit laundry and A/C, five (5) carports</p>	2024	14	(1) Studio (6) 1 bd/1 ba (4) 2 bd/1 ba (3) 2 bd/2 ba  Avg SF: 625	\$5,819,000	\$415,643	\$604.70	4.74	14.40	Jul-25

# SALES COMPARABLES

	Property	Year Built	Units	Mix	Price	\$/Unit	\$/TSF	CAP	GRM	Sale Date
5	 <p><b>2650 B Street</b> San Diego, CA 92102</p> <p>5,400 Rentable SF 7,231 Lot SF</p> <p>Single family home + nine (9) apartments, four (4) covered parking spaces, some lofts, in-unit laundry</p>	2024	10	(1) Studio (2) 1 bd/1 ba (2) 1 bd/2 ba (1) 2 bd/1.5 ba (3) 2 bd/2 ba (1) 3 bd/1 ba  Avg SF: 704	\$4,100,000	\$410,000	\$759.26	4.94	13.90	Dec-25
6	 <p><b>Liberty Row Apartments</b> 3046 Nimitz Boulevard San Diego, CA 92106</p> <p>5,344 Rentable SF 4,679 Lot SF</p> <p>Beach deal, each unit has balconies and roof tops and a garage, in-unit laundry</p>	2024	9	(8) 1 bd/1 ba (1) 1 bd/2 ba  Avg SF: 594	\$4,225,000	\$469,444	\$790.61	4.46	14.16	Dec-25
	<b>Subject</b>	2024	12		\$4,600,000	\$383,333	\$818.50	4.52	13.94	
	<b>Averages</b>	2024	17		\$7,839,833	\$446,918	\$684.89	4.86	13.88	

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# RENT COMPARABLES



**Howard Lofts**  
**2828 Howard Avenue | San Diego, CA 92104**  
 12 Units | Built 2024

Unit Type	Units	RSF	Rent	Rent/SF	Pro Forma Rent	Pro Forma Rent/SF
Studio	3	425	\$1,844	\$4.34	\$1,900	\$4.47
Studio	1	425	\$1,326	\$3.12	\$1,326	\$3.12
1 Bd / 1 Ba	8	490	\$2,484	\$5.07	\$2,550	\$5.20
<b>Summary</b>	<b>12</b>	<b>Avg: 468</b>	<b>Avg: \$2,228</b>	<b>Avg: \$4.76</b>	<b>Avg: \$2,286</b>	<b>Avg: \$4.88</b>



**LeParc**  
**2820 Polk Avenue | San Diego, CA 92104**  
 32 Units | Built 2025

Unit Type	Units	RSF	Rent	Rent/SF
Studio	22	500	\$2,795-\$3,600	\$6.40
1 Bd / 1 Ba	9	500-700	\$3,450-\$3,600	\$5.88
2 Bd / 1 Ba	1			
<b>Summary</b>	<b>32</b>			

*4 Weeks free concession, private patios for every unit, 10 parking spaces for building, rooftop deck, in-unit laundry, elevator serviced, interesting design and architecture*



**Vida North Park**  
**4223 Texas Street | San Diego, CA 92104**  
 118 Units | Built 2018

Unit Type	Units	RSF	Rent	Rent/SF
Studio	59	577	\$2,417	\$4.19
1 Bd / 1 Ba	17	676-754	\$2,901-\$3,526	\$4.50
2 Bd / 2 Ba	42	1,158	\$4,892	\$4.22
<b>Summary</b>	<b>118</b>	<b>Avg: 804</b>	<b>Avg: \$3,413</b>	<b>Avg: \$4.25</b>

*2 weeks free on certain units, in-unit laundry, AC, garage with assigned space, rooftop deck*

# RENT COMPARABLES CONT'D

3



**Monroe**  
**3090 Polk Avenue | San Diego, CA 92104**  
 137 Units | Built 2025

Unit Type	Units	RSF	Rent	Rent/SF
Studio	26	434-501	\$2,300-\$3,019	\$5.68
2 Bd / 1 Ba	89	506-748	\$2,500-\$3,390	\$4.70
2 Bd / 2 Ba	22	763-1,032	\$4,095-\$4,725	\$4.91
<b>Summary</b>	<b>137</b>	<b>Avg: 640</b>	<b>Avg: \$3,126</b>	<b>\$4.88</b>

*Six weeks free concessions, property is in lease-up, in-unit laundry, gym onsite, bigger property with more amenities*

4



**Parkline**  
**4250 Oregon Street | San Diego, CA 92104**  
 94 Units | Built 2023

Unit Type	Units	RSF	Rent	Rent/SF
Studio	28	423	\$2,103-\$3,489	\$6.61
1 Bd / 1 Ba	56	600	\$2,698-\$3,486	\$5.15
2 Bd / 2 Ba	10	953	\$4,723	\$4.96
<b>Summary</b>	<b>94</b>	<b>Avg: 585</b>	<b>Avg: \$3,177</b>	<b>\$5.43</b>

*In-unit laundry, 25 parking spaces, private patios/balconies. Rooftop deck, small gym. Elevator serviced*

5



**North Park Nest**  
**4233 Kansas Street | San Diego, CA 92104**  
 39 Units | Built 2024

Unit Type	Units	RSF	Rent	Rent/SF
Studio	25	344-595	\$1,206-\$2,550	\$4.00
1 Bd / 1 Ba	14	470-590	\$1,379-\$2,850	\$3.99
<b>Summary</b>	<b>39</b>	<b>Avg: 491</b>	<b>Avg: \$1,963</b>	<b>\$3.99</b>

*In unit laundry, no parking, 18/39 units are deed restricted affordable. Project aims to deliver "naturally affordable housing". Delivers Q4 2023 or Q1 2024*

# RENT COMPARABLES CONT'D + MAP

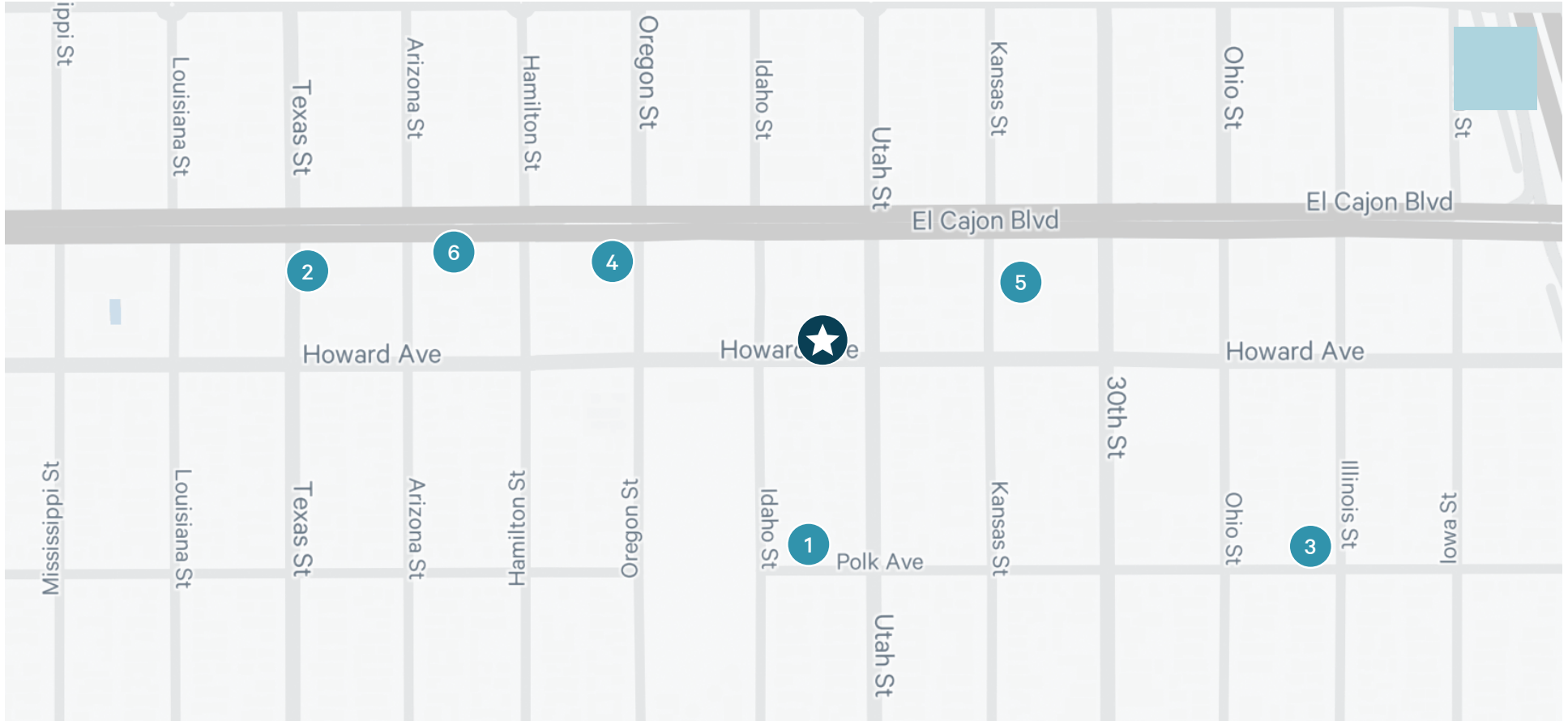
6



**Niima**  
**2519 El Cajon Boulevard | San Diego, CA 92104**  
 50 Units | Built 2024

Unit Type	Units	RSF	Rent	Rent/SF
Studio	4	429	\$2,150	\$5.01
2 Bd / 1 Ba	46	517-642	\$2,570-\$2,850	\$4.67
<b>Summary</b>	<b>50</b>	<b>Avg: 567</b>	<b>Avg: \$2,665</b>	<b>\$4.69</b>

*Some loft-style units, 19 parking spaces, washer-dryer in most units + on-site laundry facility, assigned parking*





# Howard Avenue Lofts

W H Y   S A N   D I E G O ?








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S A N   D I E G O ,   C A   9 2 1 0 4

# W H Y   S A N   D I E G O ?

San Diego County's nearly perfect year-round weather, combined with a dynamic economy, makes the region one of the most desirable places to live and work in the United States. San Diego's quality of life and burgeoning economy attract residents, businesses and visitors from around the world.

Over the last two decades, the San Diego region has developed its own progressive identity as a premier tourist destination as well as a leader in defense development, biotechnology, sustainable energy, wireless and telecommunications technologies, and electronics manufacturing.

<b>AVG. HOME VALUE</b> \$941,520 <sup>(1)</sup> 	<b>GDP</b> \$253.1 B <sup>(2)</sup> 	<b>POPULATION</b> 3.34 M <sup>(1)</sup> 	<b>HOUSEHOLDS</b> 1,160,040 <sup>(1)</sup> 	<b>AVG. HH INCOME</b> \$113,300 <sup>(1)</sup> 	<p>(1) Fast Report (2) U.S. Bureau of Economic Analysis (2023)</p>
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## WHY SAN DIEGO?

### INNOVATION is in our DNA

The San Diego region has long been known as a military hub, as well as one of the top tourist destinations in the world. In recent decades, San Diego has developed its own identity as a world leader in innovation.



#### INNOVATION

The region's six major universities and more than 80 research institutions receive \$1.8 billion in annual federal and philanthropic funding to perform ground-breaking technological and medical research.

(Source: San Diego Regional EDC)



#### MILITARY

San Diego has the largest concentration of uniformed military personnel in the world. The defense industry represents one out of every four jobs in the region and includes leaders in unmanned vehicles, robotics, cybersecurity and shipbuilding.

(Source: San Diego Regional EDC)



#### TOURISM

Each year, San Diego hosts over 34 million visitors who spend approximately \$10 billion. This spending impacts more than 181,000 jobs and generates over \$16 billion of economic impact.

(Source: San Diego Tourism Authority)

### #1 Most Patent Intense Region in the U.S. — #3 in the World

SAN DIEGO ECONOMIC DEVELOPMENT CORPORATION

### #1 Metro for NIH Research Dollars to Research Institutes

NATIONAL INSTITUTES OF HEALTH

### #1 Solar City

IN 2017, ENVIRONMENT AMERICA RESEARCH & POLICY CENTER RANKED SAN DIEGO AS THE 2ND BEST SOLAR CITY IN THE NATION FOR INSTALLED SOLAR PV SYSTEMS

### #3 Life Sciences Hub

CBRE RESEARCH 2023

### #4 Clean Tech City in America

CLEAN TECH LEADERSHIP

### #4 in Venture Capital Dollars per Employee

NATIONAL VENTURE CAPITAL ASSOCIATION/U.S. BUREAU OF LABOR STATISTICS

### #4 San Diego ranks fifth among the top 25 U.S. startup hubs

U.S. CHAMBER OF COMMERCE FOUNDATION

### #6 in U.S. Startup Activity in 2023

LEGALZOOM.COM INC.

### #7 City for Fast-Growth Companies

INC. MAGAZINE

## WHY SAN DIEGO?

Located along the Pacific Coast in Southern California, San Diego is world-famous for its 70 miles of pristine coastline, abundant sunshine and vast array of tourist attractions and amenities. As a scenic backdrop in which to live, work and play, the region is home to residents and businesses that have transformed San Diego into an economic powerhouse.



**5TH MOST POPULOUS  
COUNTY IN THE NATION**



**WELL-EDUCATED  
WORKFORCE**



**300+ DAYS  
OF SUN-SHINE**



**\$215 BILLION OF GDP  
(16TH IN U.S.) - SOURCE:  
BEA**



**3.3 MILLION  
RESIDENTS**



**37.4% OF POPULATION WITH  
BACHELOR'S/ADVANCED  
DEGREE**



**\$4.5 BILLION OF VENTURE  
CAPITAL RECEIVED (2022)**



**BEST WEATHER IN  
THE COUNTRY**



# Howard Avenue Lofts



## I N V E S T M E N T C O N T A C T S



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