CONFIDENTIAL OFFERING MEMORANDUM

3129 E El Norte Parkway

ESCONDIDO, CA
SEPTEMBER, 2026

BRIDGEPOINT
COMMERCIAL REAL ESTATE SOLUTIONS

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INVESTMENT OVERVIEW

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Exceptional Infill Development Opportunity Near Downtown Escondido

3129 E EL NORTE PARKWAY

3129 E El Norte Parkway, Escondido, CA is a prime real estate opportunity offering an attractive acquisition basis and land-use potential in North County San Diego. The property presents a compelling purchase price of $895,000, representing a low land basis of just $17.13 per square foot.

The most compelling aspect of this offering is the property's verified development potential. Per the City of Escondido, the parcel has the potential to be subdivided into five separate parcels, presenting a high-upside opportunity for a developer or investor seeking a single-family residential subdivision or land-entitlement project.

STRATEGIC LOCATION & MARKET FUNDAMENTALS

The property's strategic location along the East El Norte Parkway corridor offers proximity to local retail centers, dining, schools, and outdoor recreational anchors including Daley Ranch and Dixon Lake. With convenient connectivity to East Valley Parkway, Interstate 15, and Highway 78, the site balances a peaceful residential backdrop with seamless regional access across San Diego County.From a demographic and demand standpoint, Escondido represents one of North County San Diego's most resilient and supply-constrained housing markets. Driven by high regional home values, expanding employment hubs, and an ongoing shortage of newly built housing units, demand for single-family residential lots remains elevated. A low land cost combined with 5-lot subdivision potential makes 3129 E El Norte Parkway a rare infill entry point for residential developers.

Investment Essentials

STRATEGIC LOCATION AND SUBDIVISION POTENTIAL

3129 E El Norte Parkway presents a rare residential development entry point in East Escondido, CA. Situated along a well-traveled neighborhood corridor with immediate access to local schools, retail centers, and recreational anchors like Dixon Lake, the property offers developers a prime location in supply-constrained North County San Diego. Per the City of Escondido, the property holds verified potential to be subdivided into five separate residential parcels, creating an exceptional opportunity for a custom home developer or land-entitlement specialist.

ATTRACTIVE LAND BASIS & FLEXIBILITY

Priced at $895,000, the offering delivers an aggressive acquisition cost of just $17.13 per square foot of land, translating to a land basis of $179,000 per potential lot. This low cost basis provides substantial margin for site work, infrastructure improvements, and home construction while maintaining strong profit projections upon final lot or home sales.

Property Overview

Address	3129 E El Norte Pkwy
City / Zip	Escondido, CA 92027
Subdivision Potential	Up to 5 Separate Parcels
Proposed Use	Residential Development

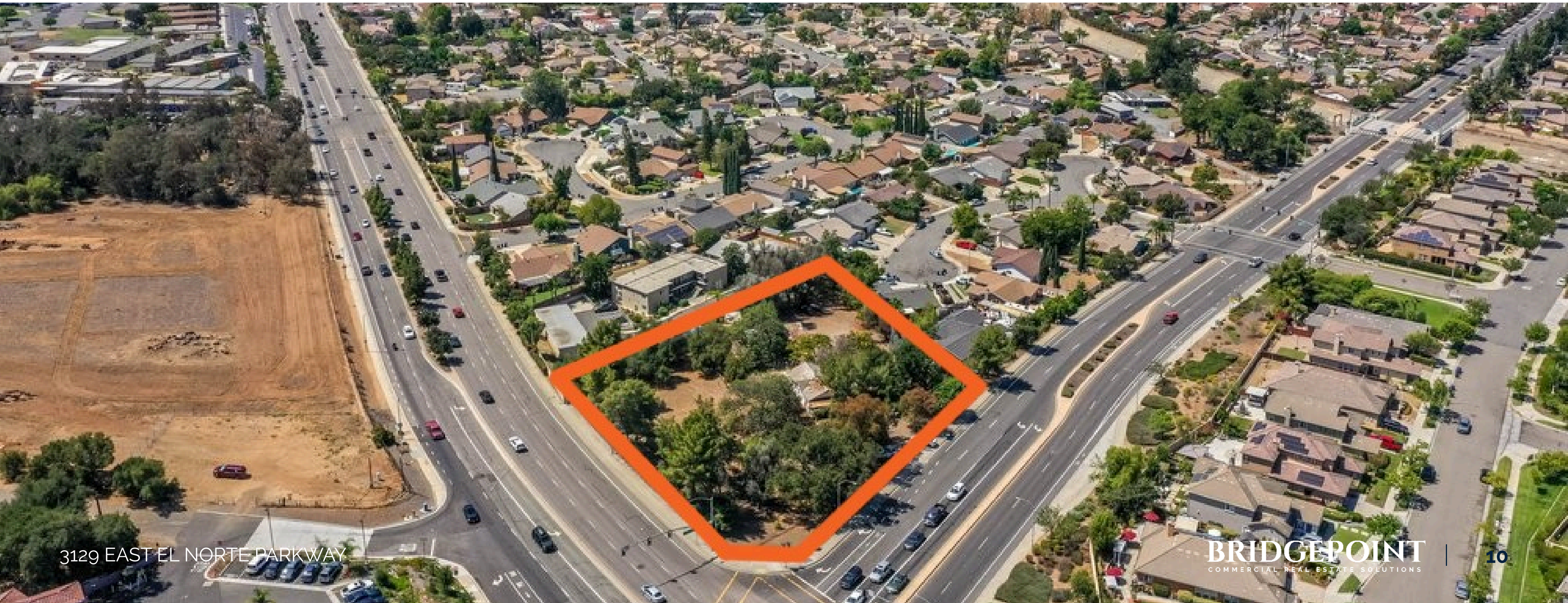
$895,000
PRICE

$17.13
PRICE/FT

Site Map


3129
EAST EL NORTE PARKWAY
ESCONDIDO
E Valley Pkwy
Hidden Trail
Pecan Pl
S6

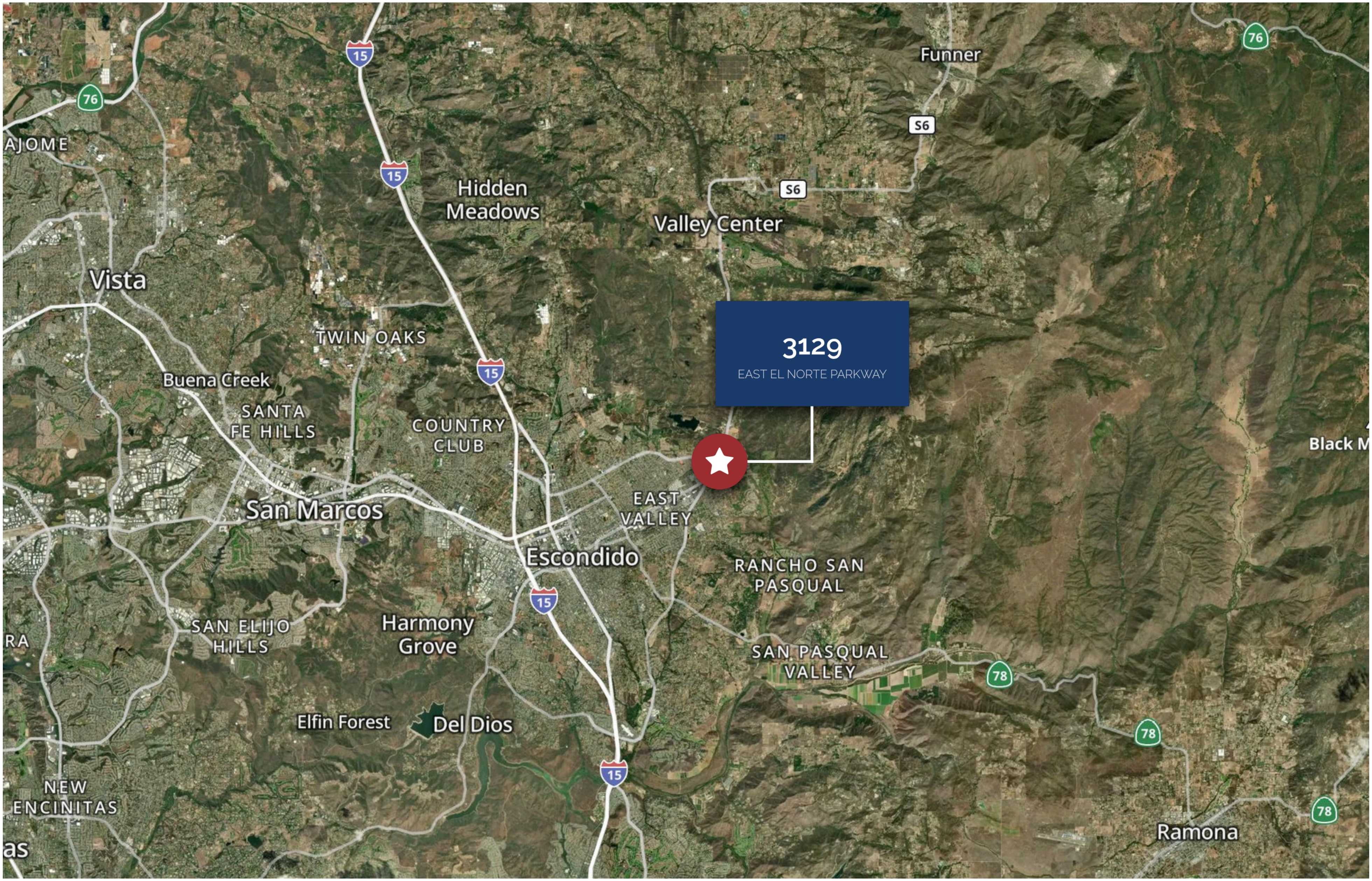


Aerial


Key Lime Way
Oak Tree Pl
Las Brisas Dr
S6
E Valley Pkwy
Old Guejito Grade Rd

Regional Map



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SALES COMPARABLES

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Sales Comparables

Address	Sold Date	Price	Price/AC Land	Price/SF Land	Land Area AC	Land Area SF
3129 E El Norte Parkway	-	$895,000	-	$17.13	-	-
664 N Fig Street	8/18/2026	$850,000	$1,370,978	$31.47	0.62	27,007
2047 N Iris Lane	5/5/2026	$18,500,000	$2,406,781	$55.25	7.69	334,829
1325 N Broadway	7/16/2025	$1,350,000	$1,607,160	$36.90	0.84	36,590
2344 N Nutmeg Street	10/16/2024	$21,000,000	$3,056,771	$70.17	6.87	299,257
Hill Valley Drive	Under Contract	$1,795,000	$184,671	$4.24	9.72	423,403
Average of Comps		$8,699,000	$1,725,272	$39.61	5.15	224,217

Sales Comparables

3129 E El Norte Parkway

Price	$895,000
Sold Date	-
Land Area AC	-
Land Area SF	-
Price/AC Land	-
Price/SF Land	$17.13

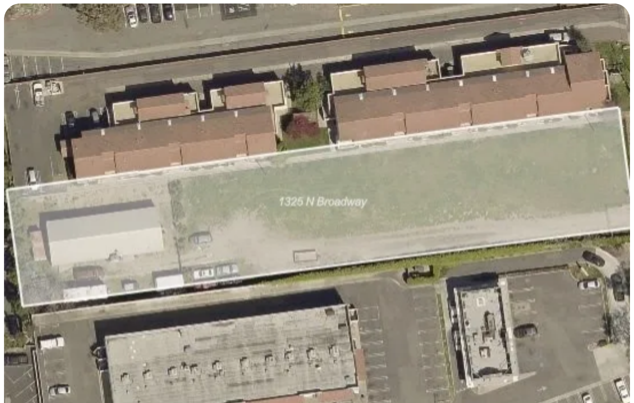
664 N Fig Street

Price	$850,000
Sold Date	8/18/2026
Land Area AC	0.62
Land Area SF	27,007
Price/AC Land	$1,370,978
Price/SF Land	$31.47

2047 N Iris Lane

Price	$18,500,000
Sold Date	5/5/2026
Land Area AC	7.69
Land Area SF	334,829
Price/AC Land	$2,406,781
Price/SF Land	$55.25

Sales Comparables



1325 N Broadway

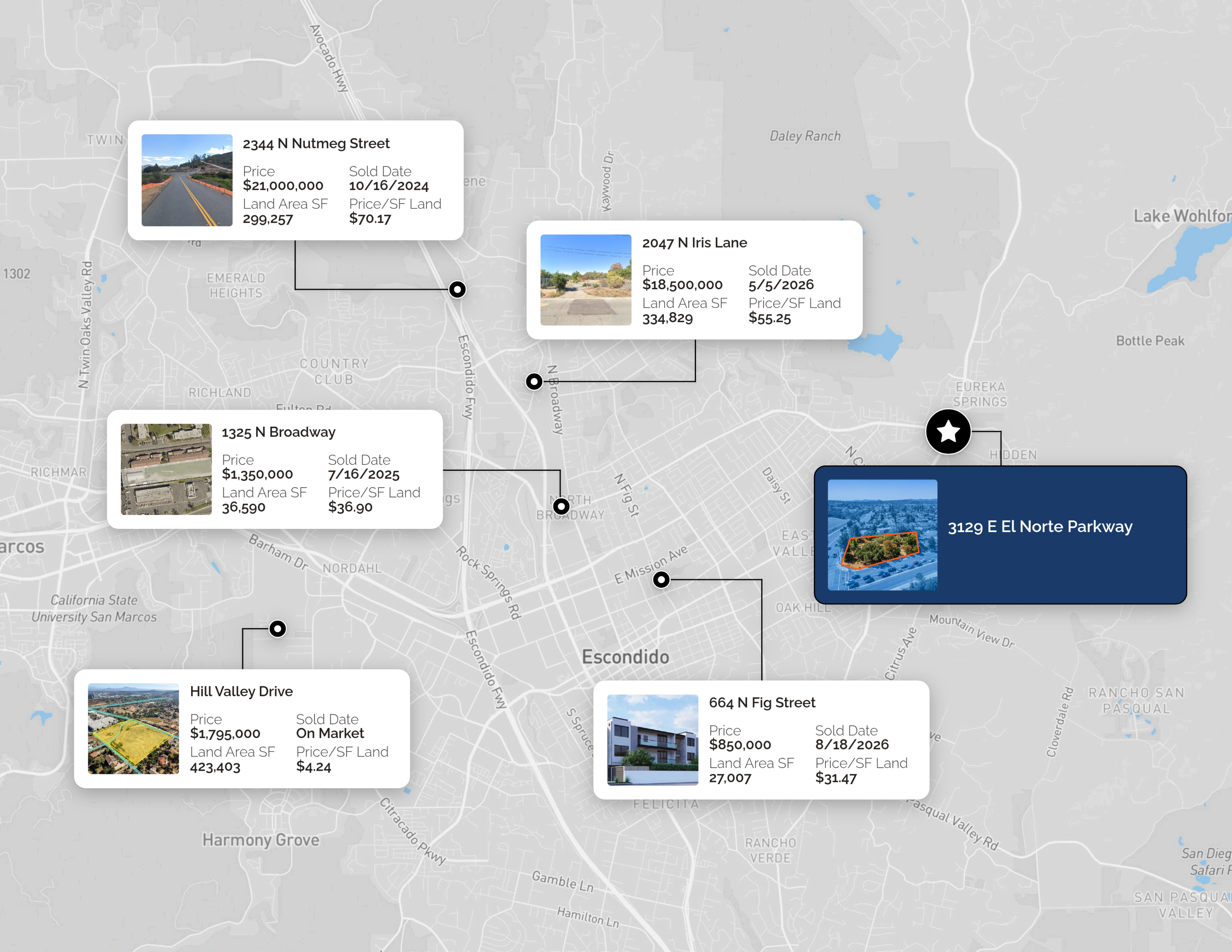
Price	$1,350,000
Sold Date	7/16/2025
Land Area AC	0.84
Land Area SF	36,590
Price/AC Land	$1,607,160
Price/SF Land	$36.90

2344 N Nutmeg Street

Price	$21,000,000
Sold Date	10/16/2024
Land Area AC	6.87
Land Area SF	299,257
Price/AC Land	$3,056,771
Price/SF Land	$70.17

Hill Valley Drive

Price	$1,795,000
Sold Date	Under Contract
Land Area AC	9.72
Land Area SF	423,403
Price/AC Land	$184,671
Price/SF Land	$4.24


2344 N Nutmeg Street
Price
$21,000,000
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1325 N Broadway
Price
$1,350,000
Sold Date
7/16/2025
Land Area SF
36,590
Price/SF Land
$36.90
3129 E El Norte Parkway
Hill Valley Drive
Price
$1,795,000
Sold Date
On Market
Land Area SF
423,403
Price/SF Land
$4.24
664 N Fig Street
Price
$850,000
Sold Date
8/18/2026
Land Area SF
27,007
Price/SF Land
$31.47
Escondido
Harmony Grove
Daley Ranch
Bottle Peak
California State University San Marcos

03

MARKET OVERVIEW

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Escondido, California

Escondido: A Strategic Inland Hub in North San Diego County

Escondido is a growing city in North San Diego County, offering residents a more attainable housing alternative while maintaining convenient access to major employment hubs. Located along Interstate 15 and State Route 78, the city benefits from strong connectivity to San Diego, Carlsbad, and surrounding communities, supported by diverse employment, established neighborhoods, and expanding amenities.

Real Estate Market Fundamentals and Demographics

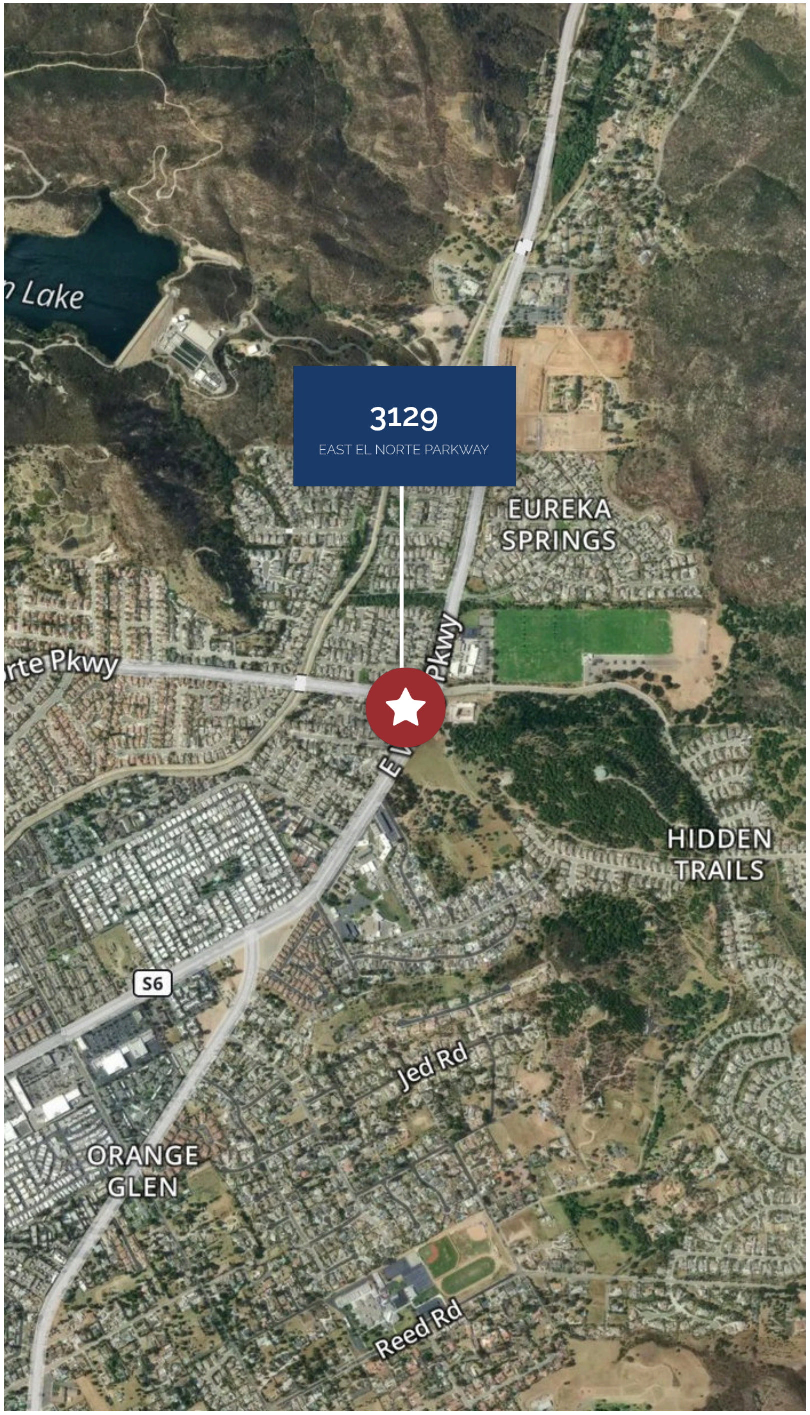
Escondido's multifamily market benefits from strong renter demand, limited housing supply, and elevated homeownership costs throughout San Diego County. The city's affordability relative to coastal submarkets, combined with steady population growth and a diverse workforce, continues to support stable occupancy and long-term rental demand.

Investment Appeal and Submarket Maturity

Escondido has emerged as a desirable North County submarket due to its favorable affordability profile, limited new supply, and proximity to major employment centers. Investors continue to target the area for its durable cash flow potential, strong renter fundamentals, and access to one of California's most resilient housing markets.

Future Outlook and Multifamily Opportunities

With continued regional growth and demand for attainable housing, Escondido is positioned for sustained multifamily performance. The city's strategic location, improving amenities, and limited housing availability create opportunities for long-term rent growth and capital appreciation.



Market Insights

STEADY RENTAL DEMAND

Escondido continues to benefit from strong renter demand driven by elevated homeownership costs, limited housing availability, and its relative affordability compared to coastal North County markets. The city's access to major employment hubs supports consistent demand for well-located multifamily housing.

LIMITED HOUSING SUPPLY

Multifamily supply remains constrained throughout North San Diego County, supporting stable occupancy and rental growth. Escondido's established neighborhoods and limited new construction pipeline provide a favorable environment for existing assets.

STRONG LONG-TERM VALUE POTENTIAL

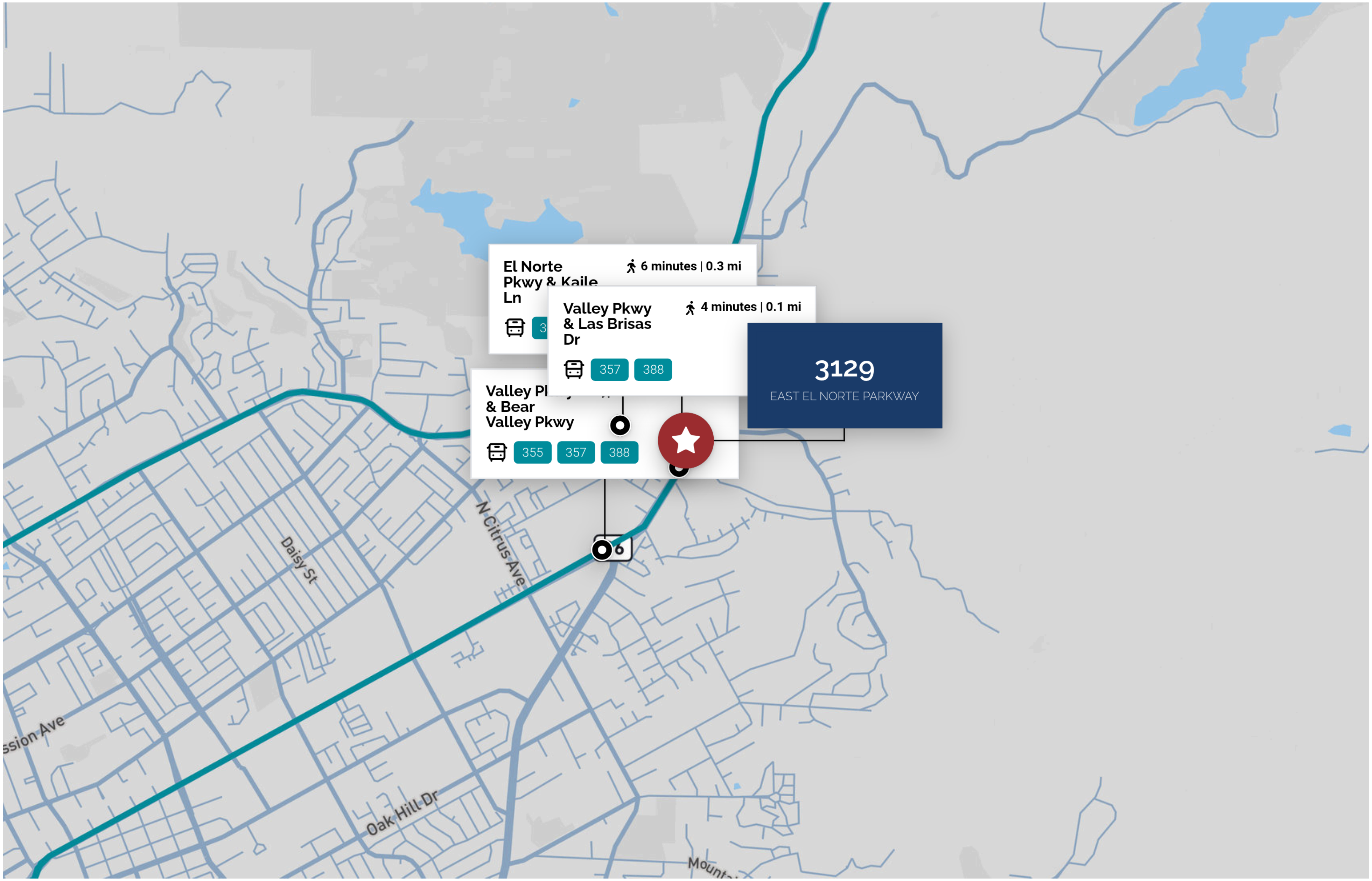
Escondido offers investors an attractive combination of affordability, regional connectivity, and proximity to major employment centers. The city's position as a more attainable North County alternative supports long-term demand and asset appreciation potential.

INVESTOR-FRIENDLY FUNDAMENTALS

With durable renter demand, constrained supply, and access to one of California's strongest employment markets, Escondido presents an opportunity for investors seeking stable cash flow and long-term growth within the San Diego multifamily market.

Amenities Map

Transportation Map



Major Employers

ECONOMIC ANCHORS AND LOCAL DEMAND

A durable local job base — anchored by healthcare, education and civic employment in Escondido, with regional access to the broader North County market via I-15 and SR-78 — is what supports the absorption schedule behind any residual land value on this site. Industry leaders including Palomar Medical Center Escondido, Escondido Union School District, and the City of Escondido provide steady institutional employment, while Westfield North County and the San Diego Zoo Safari Park add retail and tourism depth.

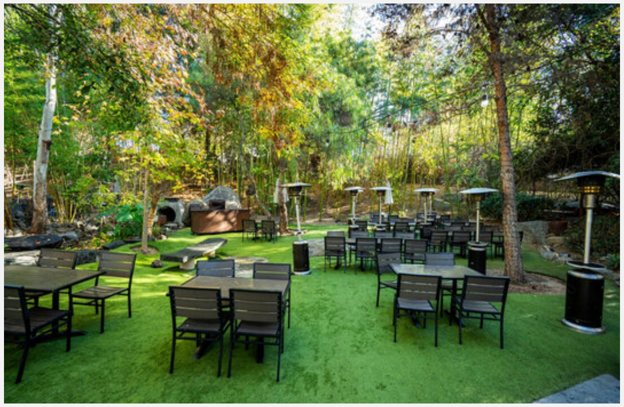
REGIONAL CONNECTIVITY AND NORTH COUNTY REACH

Beyond Escondido's own anchors, the site sits within commuting range of major North County employers such as California State University San Marcos, Sony Electronics, and Viasat — extending the employment draw across education, technology, and advanced manufacturing.

This synergy of local institutional stability and regional job access positions the Escondido submarket as a secure multifamily investment with durable end-user demand.

Employer	Industry	Employees	Distance
California State University San Marcos	Education	2,500	7.3 mi
Sony Electronics	Technology	2,500	9.8 mi
Viasat	Technology	2,500	13.6 mi
Palomar Medical Center Escondido	Healthcare	2,000	5.4 mi
Escondido Union School District	Education	2,000	5.1 mi
Westfield North County	Retail	1,500	5.7 mi
City of Escondido	Government	1,000	3.5 mi
San Diego Zoo Safari Park	Entertainment	1,000	4.2 mi

Nearby Dining & Bar Options



Stone Brewing World Bistro & Gardens

Iconic Escondido brewery destination with a full bistro and expansive gardens—a highly rated landmark for craft beer and dining.

O'Sullivan's Irish Pub

Popular downtown Irish pub and restaurant on Grand Avenue known for classic pub fare and a lively neighborhood atmosphere.

Burger Bench

Well-reviewed craft burger spot on Grand Avenue pairing creative American classics with rotating local beers.

Bellamy's Restaurant

Upscale American restaurant on Grand Avenue offering refined Californian dining in a polished downtown setting.

Craft And Taco Lounge

Highly rated taco restaurant and lounge serving Mexican favorites in a casual, craft-focused atmosphere.

Kettle On Grand

Specialty café on Grand Avenue featuring coffee, pastries, and a welcoming downtown neighborhood vibe.

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