

POTENTIAL 89 UNIT TOWNHOME DEVELOPMENT

2200 Felicita Road | Escondido, CA 92029

- 6.98 acres of vacant land on two parcels
- Preliminary review February 2025 for general plan amendment & rezone
- Proposed project includes 4.5 net developable acres with 2.5 acres of wetland habitat and biological buffer

ASKING PRICE: ~~\$9,995,000~~ \$8,495,000



MILLER
ELEMENTARY
SCHOOL

SUBJECT PROPERTY

W CITRACADO PKWY

GAMBLE LN

ESCONDIDO FIRE
DEPARTMENT
STATION 5

MONTICELLO DR

AL APUZZO
760.448.2442

aapuzzo@lee-associates.com
CalDRE Lic# 01323215

 **LEE &
ASSOCIATES**
COMMERCIAL REAL ESTATE SERVICES

MICHAEL GOLDEN
760.448.2447

mgolden@lee-associates.com
CalDRE Lic# 01359892



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SUBJECT PROPERTY

I-15 ON-RAMP

FELICITA RD

ESCONDIDO FIRE DEPARTMENT STATION 5





SAN PASQUAL HIGH SCHOOL

BEAR VALLEY MIDDLE SCHOOL

Escondido

★ macy's NORDSTROM JCPenney 24 FITNESS

JCPenney TARGET BLACK ANGUS

HOLLISTER Red Robin ON THE BORDER MEXICAN GRILL & CANTINA BJS

SUBJECT PROPERTY

ESCONDIDO FIRE DEPARTMENT STATION 5





SUBJECT PROPERTY

GAMBLE LN

FELICITA RD

W CITRACADO PKWY





W CITRACADO PK

I-15 ON-RAMP

I-15 ON-RAMP

GAMBLE LN

FELICITA RD

238-102-45
0.96 AC

238-102-41
6.02 AC





SUBJECT PROPERTY

location map

property information

location:

The subject property is located at 2220 Felicita Road in Escondido, California. The property is located with freeway frontage to Interstate 15 and is less than two miles away from Interstate 78.

property profile:

The subject property is located at 2220 Felicita Road in Escondido, California. A yield study was completed for 89 townhomes averaging 1,444 square feet. The previous owner started the preliminary project analysis with the city for the 89-townhome development as part of a general plan amendment and rezone. A buyer may take advantage of the work already completed by the seller and move forward with approvals for the current plans, or there may be an opportunity for additional units by attributing a percentage to affordable units.

jurisdiction:

City of Escondido

apns & acreage

238-102-41-00		6.02 Acres
238-102-45-00		0.96 Acres
Total Acreage		6.98 acres
Net Acreage		4.5 acres

existing zoning:

Residential Estates (RE-20)

[\(Click here to view zoning\)](#)

existing general plan

Planned Office (PO)

[\(Click here to view General Plan\)](#)

proposed project:

General plan amendment and rezone for 89 unit for sale townhome project

proposed zoning:

High Density Multifamily Residential (R-4)

proposed general plan:

High Density Multifamily Residential – Urban IV (24 du/acre)

proposed density

20du/acre

projected dif fees:

\$40,620 per unit

school district:

Escondido Union School District

services:

Gas/Electric San Diego Gas & Electric (SDG&E)

Water/Sewer City of Escondido

Fire Escondido Fire Protection District

Police Escondido Police Department

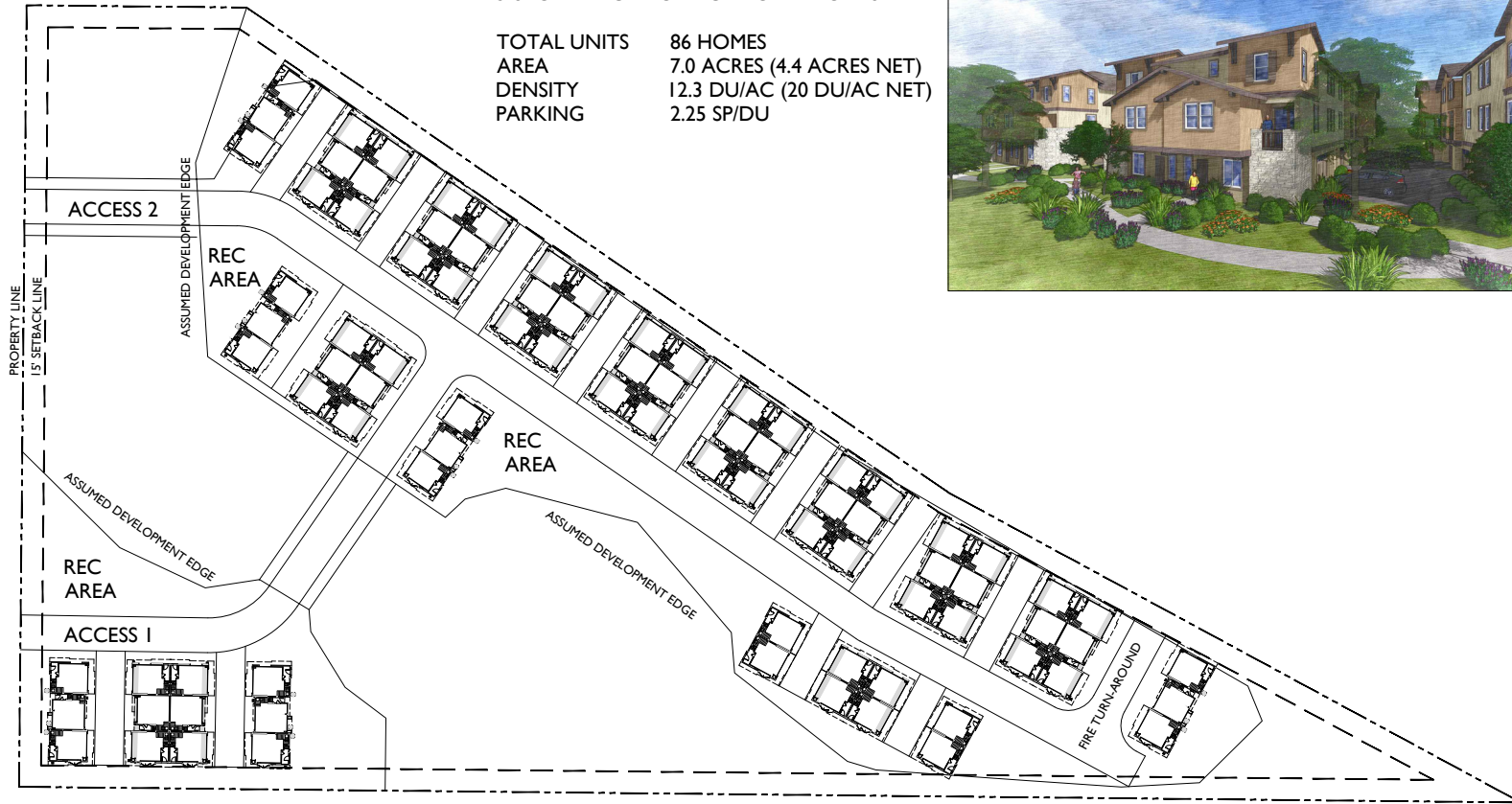
ASKING PRICE: ~~\$9,995,000~~ **\$8,495,000**

yield study for 89 townhomes

PROJECT SUMMARY

3-STORY BACK TO BACK TOWNHOMES

TOTAL UNITS	86 HOMES
AREA	7.0 ACRES (4.4 ACRES NET)
DENSITY	12.3 DU/AC (20 DU/AC NET)
PARKING	2.25 SP/DU



ESCONDIDO, CA
CCI

FELICITA RESIDENTIAL

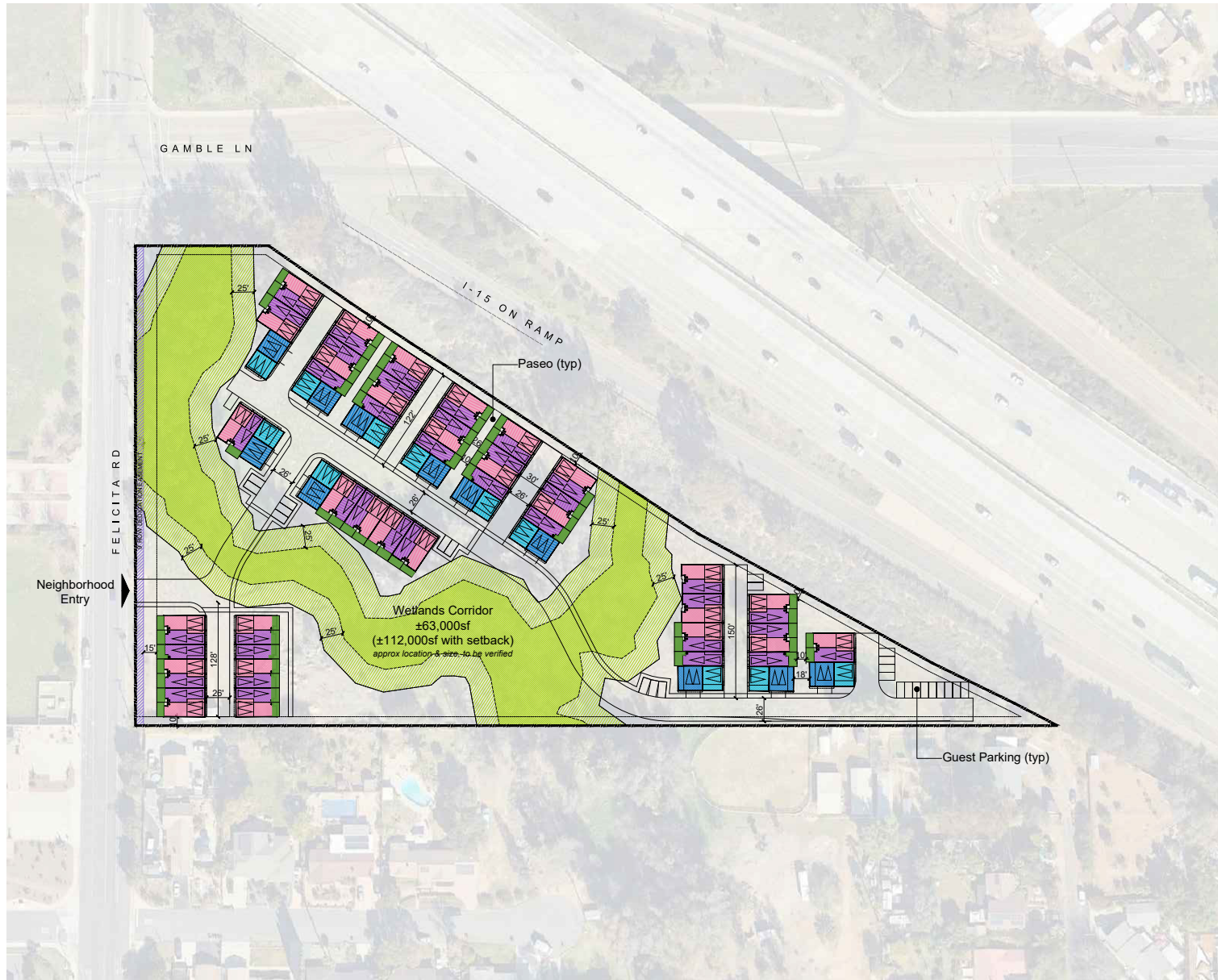
DENISTY STUDY #1

FEBRUARY 8, 2023
SCALE: 0 30 60 90



5256 S. Mission Road, Ste 404
Bonsall, CA 92003
760.724.1198 summarch.com

conceptual site plan for 89 townhomes



PROJECT INFORMATION
 APN: 238-102-41-00
 Address: 2200 Felicita Ave
 City: Escondido, CA
 County: San Diego County
 General Plan:
 Current Zoning: RE-20 Residential Estates
 Proposed Zoning:

R-4 DEVELOPMENT STANDARDS
Setbacks:
 Front: 15'
 Side: 5' + 5' for each story above 2-story
 Street Side: 10'
 Rear: 10' + 5' for each story above 2-story
 Building Separation: 10', 20' courts
 Building Coverage: none
 FAR: 0.8
 Building Height: 4-story
 Open Space: 200sf/unit + 200sf/unit per bedroom over 1 bedroom in said dwelling
Parking Required per City Code:
 2bd: 1.75 sp/unit
 3bd+: 2 sp/unit
 Guest: 0.25 sp/unit
 Head-in: 8.5' x 18'
State Density Bonus Parking Standards
 2bd: 1.5 sp/unit
 3bd: 1.5 sp/unit
 4bd: 2.5 sp/unit

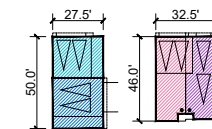
SITE SUMMARY
 Wetlands Area: ±1.4 ac (±63,000sf)
 Wetlands Setback: ±1.1 ac (±49,000sf)
 Development Area: 4.5 ac (±194,000sf)
 Total Site Area: ±7.0 ac (±306,000sf)

Units:
 11 units - P1 (1182nsf - 2bd/2.5ba)
 11 units - P2 (1471nsf - 3bd/2.5ba)
 38 units - P3 (1363nsf - 3bd/3ba)
 29 units - P4 (1639sf - 3bd+flex/3ba)
 89 units - Total

Site Density: ±12.7 du/ac
 Development Density: ±19.8 du/ac

Parking Provided:
 178 spaces - Garages
 25 spaces - Open Parking
 203 spaces - Total Provided (±2.3 sp/unit)

Common Open Space Provided: ±Xsf (±Xsf/unit)
 Private Open Space Provided: ±100-130sf/unit



new home comparables

Project Name	Builder Name	City	Open Date	Product Type	Min Unit Size	Max Unit Size	Min Price	Max Price	Min \$/SF	Max \$/SF	Total Units	Total Units Sold	Total Remaining	Sales Rate	Sale Rate L3M	Zip Code
Coral Ridge	KB Home	Carlsbad	2/1/2024	Attached	1,688	1,739	\$1,073,360	\$1,093,270	\$628.68	\$635.88	121	43	78	3.16	2	92008
Coral Springs	KB Home	Carlsbad	2/1/2024	Attached	1,994	2,212	\$1,199,990	\$1,284,990	\$580.92	\$601.80	127	30	97	2.07	2	92008
Nest at La Costa	Woodside Homes	Carlsbad	1/14/2025	Attached	1,209	1,804	\$915,000	\$1,135,000	\$629.16	\$756.82	76	11	65	6.62	-	92009
Geneva	Homes by Tesoro	Oceanside	-	Attached	-	1,323	\$699,000	\$725,000	\$548.00	\$548.00	10	-	10	-	-	92054
Trails/Ashton	Lennar	San Diego	4/28/2024	Attached	1,697	2,068	\$983,900	\$1,113,900	\$538.64	\$579.79	116	44	72	4.09	4.33	92128
Trails/Hedley	Lennar	San Diego	3/19/2024	Attached	1,315	1,763	\$965,900	\$1,105,900	\$627.28	\$734.52	78	64	14	5.29	5	92128
Trails/Laurel	Lennar	San Diego	4/21/2024	Attached	1,322	1,756	\$836,900	\$991,900	\$564.86	\$633.06	156	84	72	7.08	7.67	92128
Trails/Lavender	Lennar	San Diego	3/19/2024	Attached	1,202	1,683	\$834,900	\$1,003,900	\$596.49	\$694.59	169	97	72	7.49	4	92128
Brix	Lennar	San Marcos	3/9/2025	Attached	1,193	2,068	\$636,900	\$816,900	\$395.02	\$533.86	151	6	145	5.16	-	92078
Hill District/Element	Lennar	San Marcos	4/6/2025	Attached	1,378	1,544	\$669,900	\$759,900	\$492.16	\$486.14	147	13	134	-	-	92078
Hill District/Radius	Lennar	San Marcos	3/1/2025	Attached	1,609	2,062	\$833,900	\$944,900	\$458.24	\$518.27	128	7	121	4.9	-	92078
Cielo	Meritage Homes	San Marcos	-	Attached	1,215	1,781	\$731,500	\$845,000	\$474.45	\$602.06	120	-	120	-	-	92069
Amplitude	Shea Homes	San Marcos	3/1/2025	Attached	1,504	1,895	\$777,650	\$864,540	\$456.22	\$517.05	158	7	151	5.4	-	92078
Peak59	Shea Homes	San Marcos	4/5/2025	Attached	1,793	2,324	\$1,019,000	\$1,119,000	\$481.50	\$568.32	48	3	45	-	-	92708
ReVel	Shea Homes	San Marcos	-	Attached	1,292	1,661	\$728,350	\$817,900	\$492.41	\$563.74	91	-	91	-	-	92078

recently sold comparables

CMA Summary Report

RESIDENTIAL Summary Statistics															
High		Low		Average		Median									
LP:\$899,000		\$520,000		\$671,483		\$632,500									
SP:\$895,000		\$520,000		\$668,961		\$633,000									

RESIDENTIAL - Sold

Number of Properties: 18

Num	MLS #	Statu	PropSu	Address	MLSAreaMjr	TotalBdr	TotalBath	CloseDate	LotSzs	SqfLivingArea	DOM	LP	LP/LivingArea	SP	SP/LivingArea
1	NDP2500301	S	TWNHS	327 Brotherton Glen	ESCONDIDO (92025)	3	2	2/28/2025	1,789.00	1162	27	\$610,000	\$524.96	\$610,000	\$524.96
2	NDP240821	S	TWNHS	361 Brotherton Rd.	ESCONDIDO (92025)	3	2	12/26/2024	2,140.00	1286	61	\$625,000	\$486.00	\$625,000	\$486.00
3	NDP2501016	S	TWNHS	331 Brotherton Glen	ESCONDIDO (92025)	3	2	3/21/2025	1,958.00	1410	0	\$635,000	\$450.35	\$636,000	\$451.06
4	PTP2406830	S	TWNHS	2317 Stardust Glen	ESCONDIDO (92025)	2	3	1/24/2025		1290	48	\$745,000	\$577.52	\$710,000	\$550.39
5	250018946SD	S	TWNHS	2572 S Escondido Blvd 810	ESCONDIDO (92025)	3	4	4/28/2025		1408	27	\$745,000	\$529.12	\$736,500	\$523.08
6	240011692SD	S	TWNHS	2204 N Ava Glen 205	ESCONDIDO (92025)	3	3	12/23/2024		1637	168	\$799,900	\$488.64	\$799,900	\$488.64
7	240013558SD	S	TWNHS	2207 N Cordon Glen 303	ESCONDIDO (92025)	3	3	11/25/2024		1637	142	\$799,900	\$488.64	\$799,900	\$488.64
8	240024777SD	S	TWNHS	211 Espanas Glen	ESCONDIDO (92026)	2	2	12/4/2024		1248	17	\$520,000	\$416.67	\$520,000	\$416.67
9	NDP2502494	S	TWNHS	503 Smoketree Glen	ESCONDIDO (92026)	3	2	5/8/2025		1208	29	\$599,000	\$495.86	\$600,000	\$496.69
10	240025277SD	S	TWNHS	350 Conifer Gln	ESCONDIDO (92026)	2	2	12/13/2024	3,008.00	1352	32	\$674,900	\$499.19	\$660,000	\$488.17
11	NDP2502577	S	TWNHS	2159 Pepper Tree Place	ESCONDIDO (92026)	4	2	4/28/2025		1439	5	\$720,000	\$500.35	\$735,000	\$510.77
12	250021339SD	S	TWNHS	29599 Circle R Greens Dr	ESCONDIDO (92026)	3	2	5/6/2025	4,932.00	1493	27	\$750,000	\$502.34	\$765,000	\$512.39
13	250021053SD	S	TWNHS	1975 Julie Dawn Pl	ESCONDIDO (92026)	4	3	4/28/2025		1900	17	\$899,000	\$473.16	\$895,000	\$471.05
14	NDP2500380	S	TWNHS	2135 E Valley Parkway 88	ESCONDIDO (92027)	2	2	3/4/2025		1278	30	\$555,000	\$434.27	\$565,000	\$442.10
15	250019190SD	S	TWNHS	2135 E Valley Pkwy 10	ESCONDIDO (92027)	2	2	4/16/2025		1278	25	\$589,000	\$460.88	\$589,000	\$460.88
16	250000850SD	S	TWNHS	2135 E Valley Pkwy 31	ESCONDIDO (92027)	2	2	3/17/2025	86,029.00	1278	46	\$595,000	\$465.57	\$595,000	\$465.57
17	SW24209607	S	TWNHS	429 Hanford	ESCONDIDO (92027)	3	2	11/15/2024	2,076.00	1334	16	\$595,000	\$446.03	\$570,000	\$427.29
18	CV24200619	S	TWNHS	2424 Teaberry	ESCONDIDO (92027)	3	2	1/3/2025	3,977.00	1254	7	\$630,000	\$502.39	\$630,000	\$502.39
Avg						2	2		13238.63	1382	40	\$671,483	\$485.66	\$668,961	\$483.71
Min						2	2		1789.00	1162	0	\$520,000	\$416.67	\$520,000	\$416.67
Max						4	4		86029.00	1900	168	\$899,000	\$577.52	\$895,000	\$550.39
Med						3	2		2574.00	1312	27	\$632,500	\$488.64	\$633,000	\$488.41

due diligence documents

CLICK LINKS BELOW TO DOWNLOAD DUE DILIGENCE DOCUMENTS



- [196 Apartment Conceptual Site Plan](#)
- [Felicita Figure A - Bridge](#)
- [Felicita Townhome Conceptual Site Plan](#)
- [Felicita Townhome Preliminary Review and Project Analysis](#)
- [Felicita Townhome Yield Study](#)
- [Preliminary Hydrology Study Felicita](#)
- [Preliminary Hydrology Study Maps](#)
- [Proposed Hydrology Map](#)
- [Renderings for Commercial Use](#)
- [Traffic Impact Analysis](#)
- [Wetland Delineation Report](#)

demographics

Population

	1 mi	3 mi	5 mi
Estimated Population	9,192	76,544	201,954
Estimated Households	3,096	25,702	68,433
Median Age	40.8	37.7	38.2

Income

Average HH Income	\$168,274	\$137,553	\$137,397
Median HH Income	\$126,851	\$108,684	\$109,540
Per Capita Income	\$56,909	\$46,428	\$46,721

Education

Associates Degree	8.3%	8.2%	8.0%
Bachelors Degree	28.7%	22.2%	22.7%
Graduate Degree	15.3%	12.7%	14.4%

Business

Total Businesses	304	4,450	8,157
Total Employees	1,762	38,660	69,091

ABOUT THE AREA

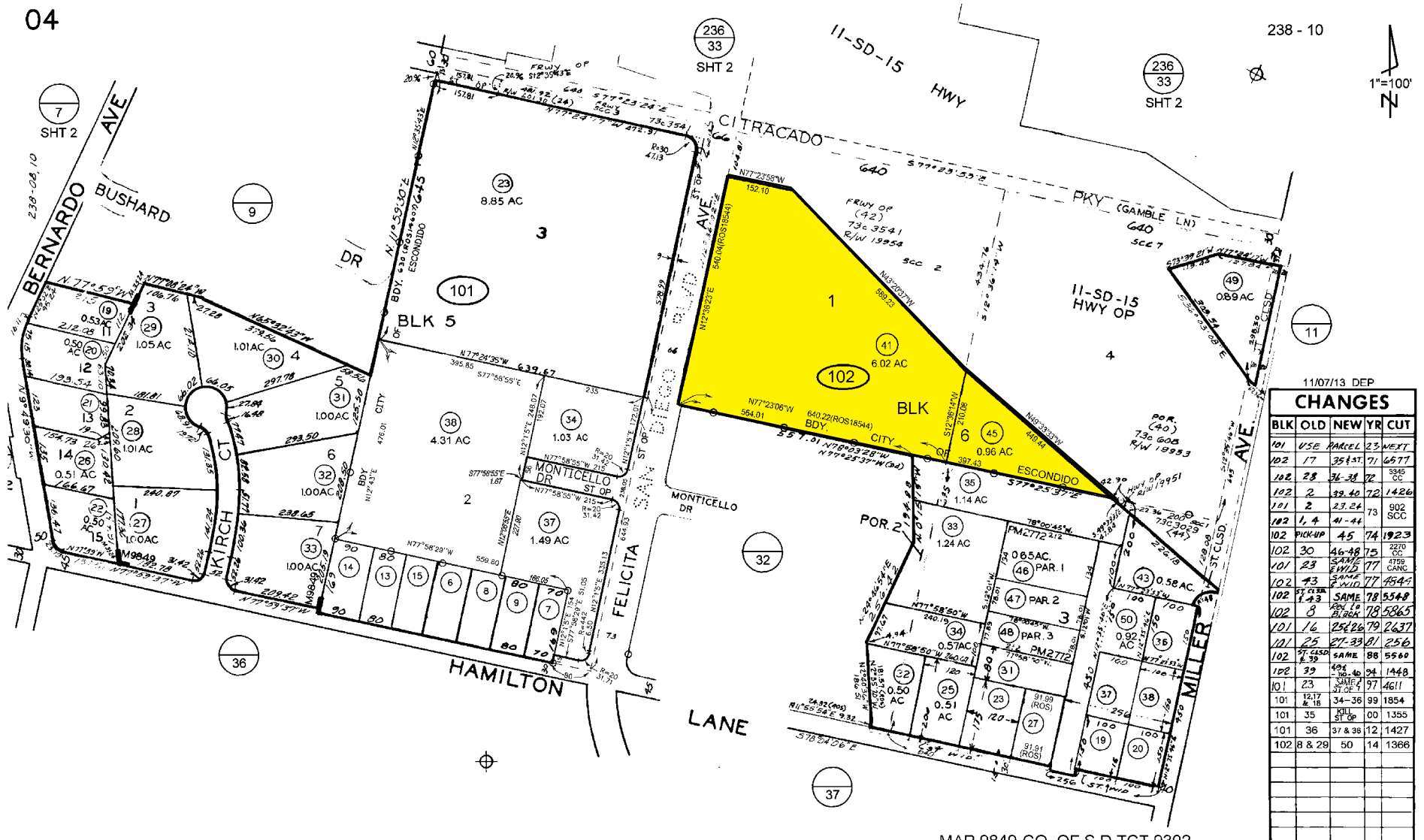
Escondido

Escondido, CA, is a vibrant city known for its rich history, diverse community, and thriving economy. Home to the San Diego Zoo Safari Park, it attracts visitors with its world-class attractions, scenic hiking trails, and renowned wineries. The city boasts a growing business sector, top-rated schools, and a strong arts and culture scene, highlighted by the California Center for the Arts. With a warm Mediterranean climate, a revitalized downtown, and a strong sense of community, Escondido offers a perfect blend of urban amenities and outdoor recreation, making it a desirable place to live, work, and invest.



tax map

04



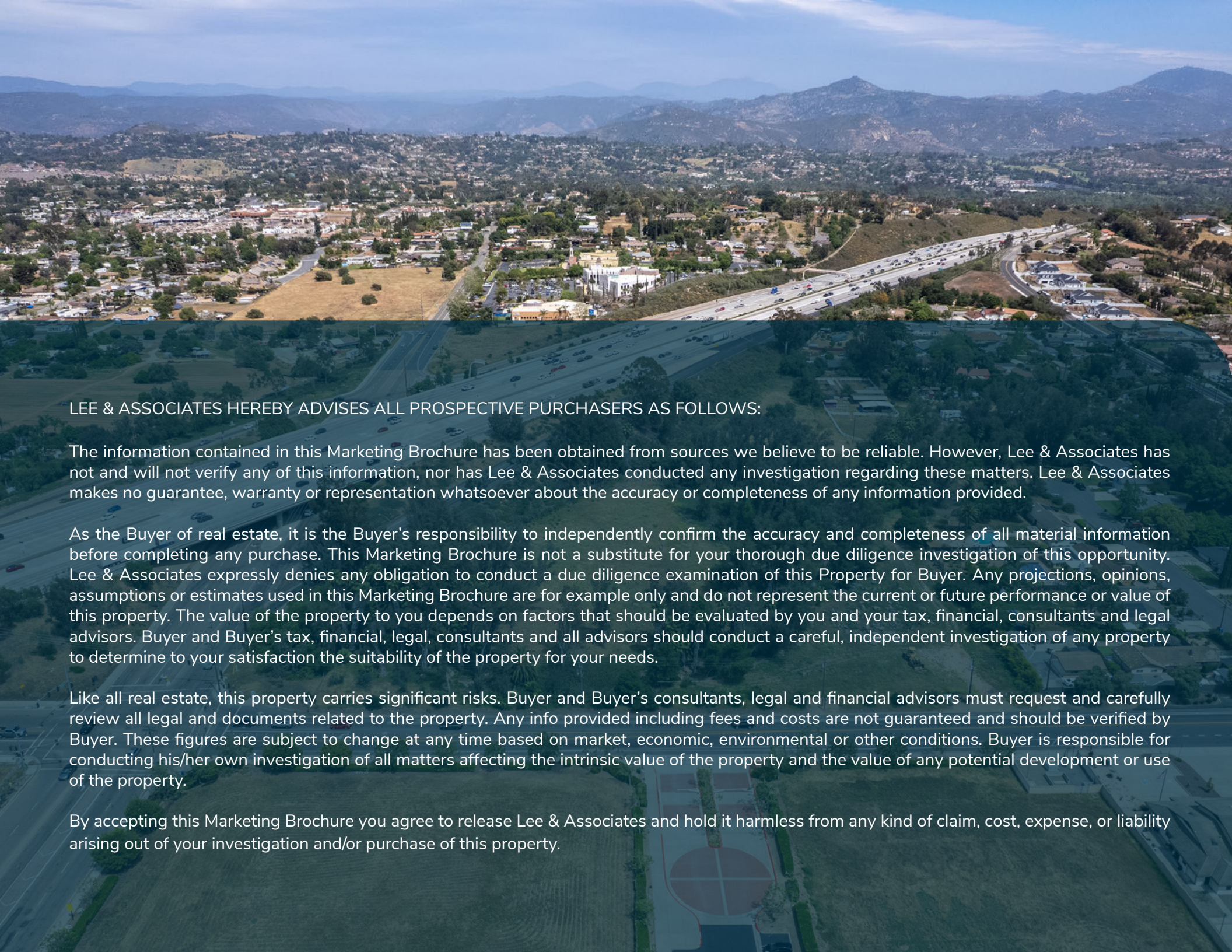
11/07/13 DEP

CHANGES				
BLK	OLD	NEW	YR	CUT
101	USE	MARKET	23	NEXT
102	17	35	47	71 6677
102	28	36	38	72 3845 CC
102	2	49	40	72 1426
101	2	23	26	73 902 SCC
102	1	4	41-44	74
102	PICK-UP	45	74	1923
102	30	46	48	75 2270
101	23	SAME	77	3758 SAME
102	43	SAME	77	4547
102	43	SAME	78	5348
102	8	SAME	78	5265
101	16	25	26	79 2637
101	25	27	33	81 256
102	51	CLASS	83	SAME 88 5560
102	39	40	94	1448
101	23	SAME	97	4611
101	12,17 & 18	34	36	99 1854
101	35	KILL ST OP	00	1355
101	36	37 & 38	12	1427
102	8 & 29	50	14	1366

1871
S.P.L.
SAN DIEGO COUNTY
ASSESSOR'S MAP
BOOK 238 PG 10

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MAP 9849-CO. OF S.D.TCT 9302
MAP 3524 - LYLES PARK
MAP 1205 - HOMELAND ARCES
ROS 8652, 10598, 14507, 18544, 18602



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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, contact:

AL APUZZO
760.448.2442
aapuzzo@lee-associates.com
CalDRE Lic# 01323215



MICHAEL GOLDEN
760.448.2447
mgolden@lee-associates.com
CalDRE Lic# 01359892