



15TH & MARKET ST, SAN DIEGO DIEGO, CA

Property Overview



	ADDRESS	APN#	PRICE	LOT S. (SF)	BLD. SIZE (SF)	PROPERTY TYPE	ZONING	USES	YEAR BUILT
Parcel 1	666 16th St.	535-173-04	\$3,500,000	7,884	2050	Retail Storefront	CCPD-ER // FAR	Office, Residential	2000
Parcel 2	639-655, 66 15th St.	535-173-02, -01	\$3,000,000	17,031	13970	Warehouse	CCPD-ER	Office, Residential	1959
Parcel 3	1502 Market St.	535-162-07	\$3,000,000	12,850	2150	Restaurant	CCPD-ER // FAR	Office, Residential	2000
Total			\$9,500,000	37,766	18170				

PROPERTY DETAILS

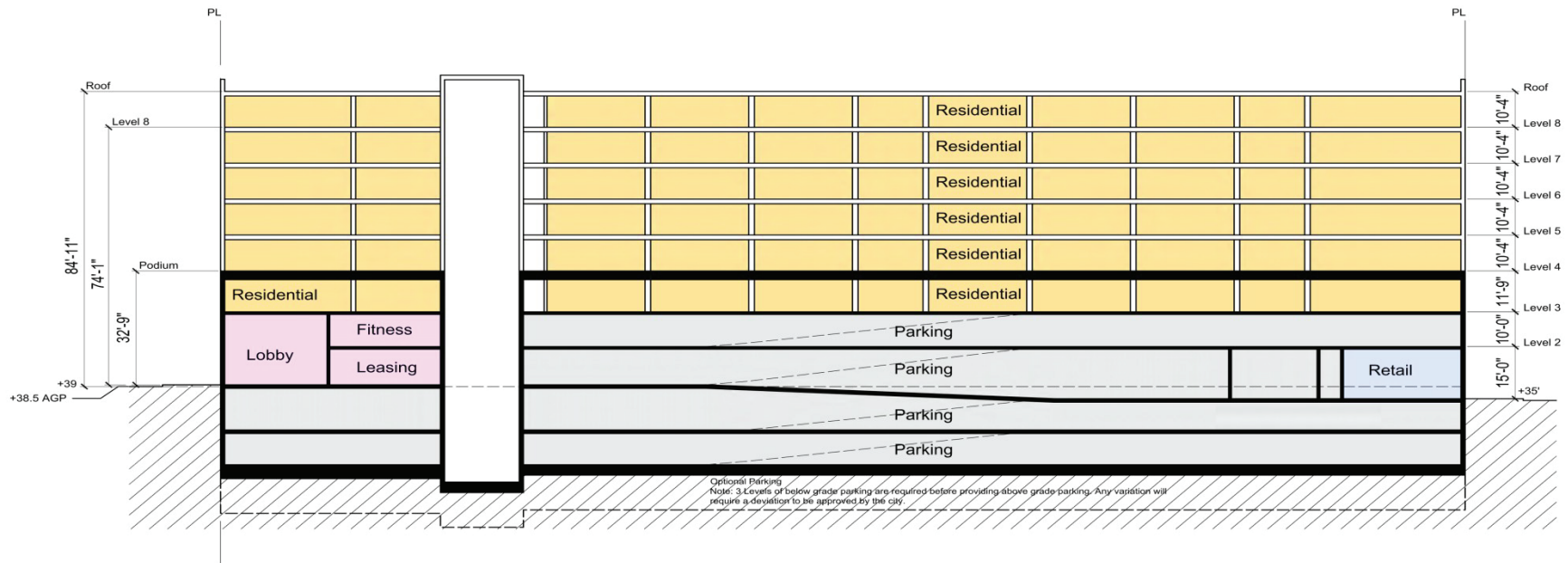
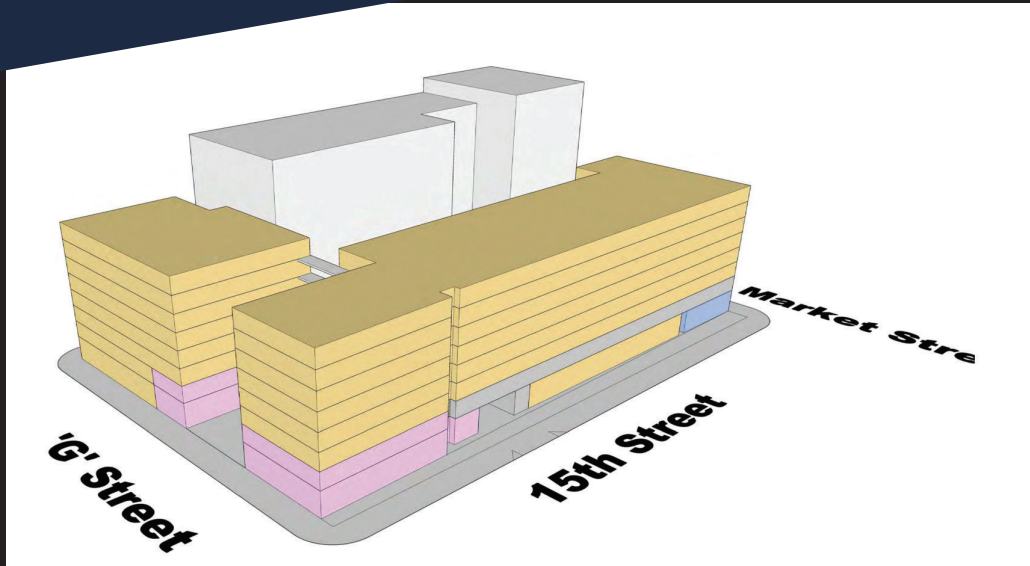
Property Address	639 15th St, San Diego, CA 92101
Price Total	\$9,500,000
Price Parcel 1	\$3,000,000
Price Parcel 2	\$3,000,000
Price Parcel 3	\$3,500,000
Approx. Building Size	18,170 SF
Approx. Lot Size	37,766 SF

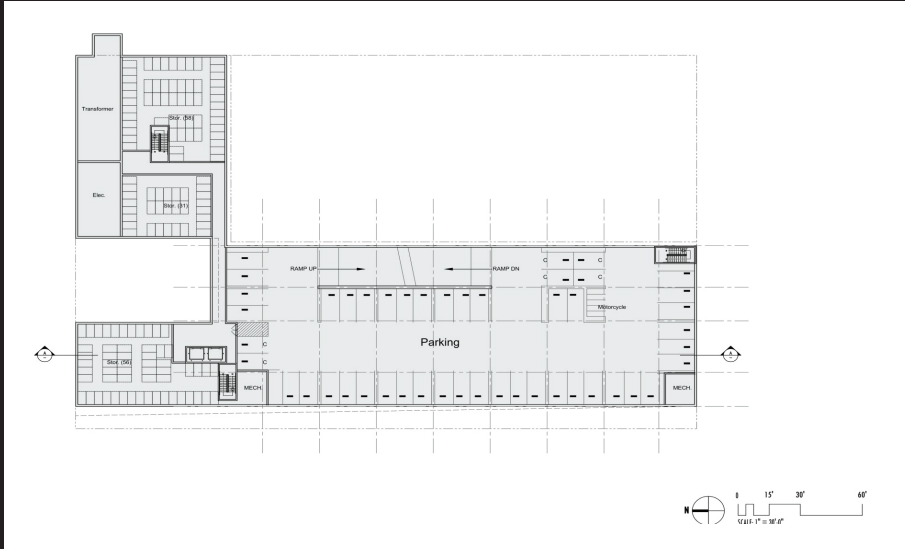


INVESTMENT HIGHLIGHTS

- Rare East Village, transit-oriented full-block redevelopment assemblage totaling up to ±0.88 AC at 15th, G & Market Streets.
- Flexible purchase structure with core three parcels plus optional 1502 Market, allowing scaled investment from covered land play to full-block project.
- Prime walkable urban location steps from Park & Market and 12th & Imperial Trolley stations with a 90s+ Walk Score.
- Directly adjacent to the new multi-block East Village Green park, enhancing long-term demand and placemaking for future residents and retailers.
- High-density CCPD-ER Downtown zoning supporting mid- to high-rise mixed-use with active ground-floor commercial.
- Existing Carrier Johnson conceptual yield/massing study provides a head start on design, entitlement strategy, and underwriting.
- Walking distance to Petco Park and UC San Diego Park & Market, creating year-round demand from events, education, and cultural uses.
- Strong, affluent in-fill demographics with six-figure average household incomes supporting durable rent growth and retail spend.
- Multiple exit strategies: land-bank, entitle and flip, or execute phased mixed-use development aligned with East Village's ongoing transformation.

Yield Study





DEVELOPMENT SUMMARY	
Zoning	CCPB-ER
Site Area	0.861 acres (37,500 SF)
Buildable Site Area	0.724 acres (31,545 SF)
Base FAR (allowed)	6.00
Proposed FAR	4.74

OVERALL BUILDING AREAS	
Total Gross Area	247,281 SF
Gross Area Above Grade	216,780 SF
Total FAR Area	177,830 SF (4.74 FAR)

LEASABLE / PROGRAM AREAS	
Total Leasable Residential	145,210 SF
Total Leasable Retail	2,700 SF
Total Amenities	3,430 SF
Total Parking/Utility Area	66,751 SF

PARKING SUMMARY

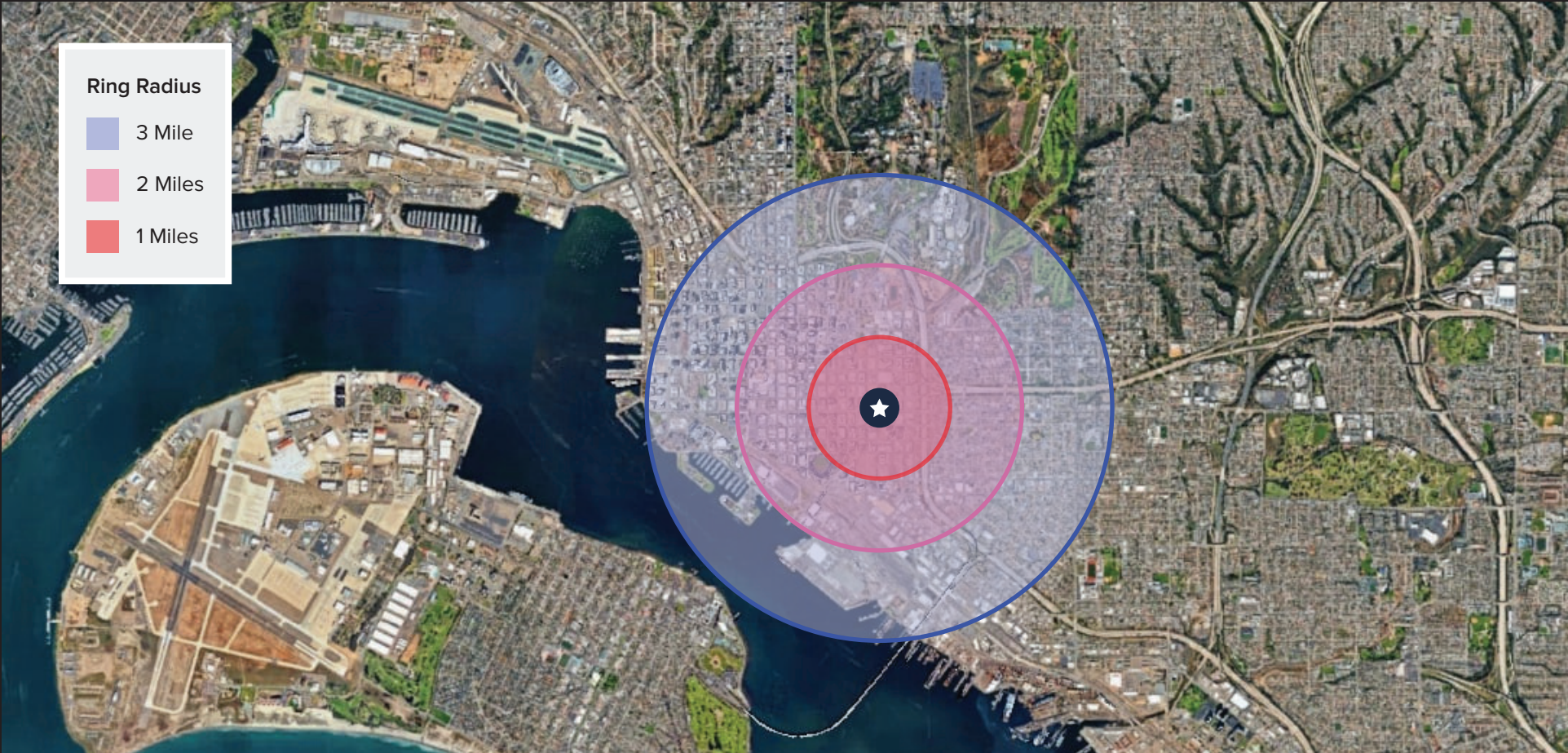
Parking is a make-or-break underwriting item, so include the key ratios + any “escape valve”:	Vehicular parking
Total spaces provided:	163
Implied unit count basis:	206 units (because the sheet shows “163 spaces / 206 units”)
Parking ratio:	0.79 stalls/unit
Optional parking scenario:	212 spaces / 206 units = 1.03 stalls/unit (this is worth mentioning if it’s realistic/allowed)

Other required parking/support

Motorcycle parking:	17 required / 21 provided
Bicycle parking:	42 required / 48 provided
Accessible parking provided:	2 ADA + 1 ADA van (as shown in totals)
Important constraint / cost-driver note	
Three below-grade levels are required before above-grade parking; deviations require City approval.	

Storage lockers provided (total): 200
Note shown: 240 cf minimum storage lockers (include as a requirement/standard if you want to signal compliance)

	1 Mile	2 Miles	3 Miles
Demographics			
Population	49,771	105,773	211,405
Total Household	25,484	51,440	95,071
Avg Household Income	\$104,405.13	\$114,162.44	\$119,686.68



San Diego – East Village | Market Overview

PAGE - 07

The City of San Diego was incorporated in 1850 and is the second-largest city in California. The subject property—an entire block at 15th & Market Street—sits in East Village, Downtown’s largest neighborhood, positioned for transit-oriented, mixed-use growth near multiple trolley stations and major public-realm investments.

Location & character. East Village encompasses roughly 130 blocks with 700+ businesses, anchored by Petco Park and a network of cultural/education uses. The 15th & Market block is a short walk to the Park & Market Trolley station and near the regional transfer hub at 12th & Imperial, placing the site within Downtown’s highest transit accessibility. Walk Score for the intersection registers a “Walker’s Paradise” 96, underscoring strong foot-traffic fundamentals for retail and multifamily.

Economic development & anchors. The opening of Petco Park catalyzed East Village’s infill cycle and continues to drive year-round visitation and event demand. UC San Diego Park & Market—a downtown academic/event venue at 1100 Market Street—adds steady programming and daytime/evening trips one block from the site. Together, these anchors support food-and-beverage, service retail, hospitality, and mixed-income residential uses.



Transit & connectivity. The San Diego Trolley (Blue/Orange/Green Lines) converges nearby at 12th & Imperial and Park & Market, providing direct rail access across Downtown, the South Bay, and Mission Valley. This concentration of lines/transfer capacity is unique within the region and reinforces East Village’s role as Downtown’s transit front door.

Public-realm investment. The City is delivering East Village Green—a new 4.1-acre multi-block park bounded by F–G Streets & 13th–15th Streets, with Phase I at ~2.1 acres including a community center, playgrounds, dog parks, and an underground garage—directly benefiting the subject block’s immediate environment and long-term place value.

Planning & redevelopment context. Under the Downtown Community Plan, East Village is designated to absorb the highest residential intensities downtown, with mixed-use infill (e.g., Makers Quarter and adjacent residential towers) continuing to transform former surface parking and underutilized parcels into activated street-level retail with housing above. This policy framework supports the subject site’s mixed-use potential and exit liquidity.

Property Location



Property Location



PETCO PARK

QUARTYARD

PARK & MARKET TROLLEY STATION

FAULT LINE PARK

UC SAN DIEGO PARK & MARKET

15 APARTMENTS & MARKET STREET VILLAGE

PINNACLE ON THE PARK

SMART & FIANL

EAST VILLAGE GREEN

ALBERTSON

SUBJECT PROPERTY

Bill Strocco

St. Rocco Properties

D: (619) 456-0800

bill@strocco.com

CA License # 01280615

