

the Charmer

Award Winning, One-of-a-Kind Asset, Developed by One of San Diego's Most Renowned Architect-Developers, Jonathan Segal

1737 CHALMERS ST, SAN DIEGO, CA 92103 | 3625 INDIA ST, SAN DIEGO, 92103



Northmarq



Executive Summary

Northmarq is pleased to present the exclusive opportunity to acquire The Charmer, an urban, mixed-use community located in the vibrant Mission Hills neighborhood just north of Downtown San Diego.

The Charmer is a one-of-a-kind asset consisting of 19 luxury apartment homes, two live-work lofts, and three commercial units developed by one of San Diego's most renowned architects, Jonathan Segal.

Unit Type	# of Units	Avg. SF	% of Total
Commercial Ste 101	1	2,191	4%
Commercial Ste 103	1	1,315	4%
Commercial Ste 104	1	1,233	4%
Comm/Loft	2	404	8%
One Bed	6	650	25%
Two Bed	2	1,036	8%
Three Bed	11	1,160	46%
Totals	24	1,012	100%

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Built in 2011, The Charmer consists of state-of-the-art construction and features top-of-the-line interiors and amenity spaces that go well beyond the ordinary. The Charmer features unique, loft-style floor plans with an abundance of outdoor space with private patios and gardens.

The quality of life at The Charmer is unsurpassed, as Mission Hills is a

thriving neighborhood known for its superior walkability and proximity to Downtown San Diego, Balboa Park, numerous dining and retail amenities, popular restaurants, beautiful golf courses, beaches, San Diego Bay, as well as easy access to Interstate 5, linking the property to all of San Diego County and Southern California.

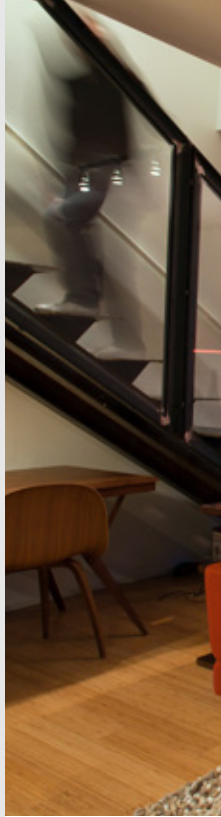
Investment Highlights

UNIQUE ARCHITECTURE

The Charmer was designed and built by Jonathan Segal, a well renowned local architect-developer. The Charmer won the highly coveted “Residential/ Architect Project of the Year Award” in 2012 and continues to be a harbinger for “architecture that creates community.” Blending modernity with timeless principles, The Charmer incorporates the pedestrian-friendly planning of historic courtyard apartments with restrained modern design. The thoughtful layout emphasizes a strong connection between the living spaces and the surrounding environment, fostering a sense of community while maintaining privacy. Through this harmonious integration of functional design and aesthetic appeal, The Charmer stands as a testament to Segal's commitment to creating spaces that not only serve as homes but also enhance the quality of life for those who live within them.

FAVORABLE UNIT MIX

The Charmer consists of unique and spacious floor plans that cater to a variety of lifestyles. The development includes, open one, two, and three bedroom lofts with floor-to-ceiling glass, expansive gardens, and patios with direct access to the street. The home's airy and light-filled interiors create a seamless connection between the indoor living spaces and the outdoor environment while the private exterior spaces compliment vaulted ceilings and abundant natural light. Interiors are appointed with hardwood and concrete floors, fully equipped kitchens with high-end appliances. Comfort and convenience are paramount, with features such as central heating and air conditioning, as well as in-unit washers and dryers. Whether for a single resident, a couple, or a family, the carefully curated unit mix at The Charmer offers flexible living options that meet the needs of a diverse community.









Investment Highlights

PRIME WALKABLE LOCATION

The Charmer is located in the Mission Hills neighborhood of San Diego, just north of Downtown and adjacent to the beautiful Balboa Park. Mission Hills is an upscale, affluent neighborhood regarded as one of San Diego's most desirable places to live. According to [walkscore.com](https://www.walkscore.com), The Charmer has a walk score of 74 out of 100, making it a "Very Walkable" location, where most errands can be accomplished on foot. Additionally, The Charmer is adjacent to some of San Diego's finest dining establishments including Blue Water Seafood Market & Grill, The Regal Beagle, Saffron, Wine Vault, and El Indio's, to name a few.

ATTRACTIVE TENANT BASE

The Charmer redefines what it means to own a high quality building with high quality tenants. Benefiting from the attractive, highly-visible location, The Charmer offers serenity in an otherwise bustling, urban location. The result of this rare dynamic has been insatiable demand for units and little turnover, causing rents to fall well below the average, in a market that has seen record rental growth during the past twentyfour months.

Exceptional San Diego Location

The Charmer is ideally located just off the Interstate 5 within the highly desirable neighborhood of Mission Hills and just minutes from Downtown San Diego.

Mission Hills is charming, quaint neighborhood in San Diego located on hills overlooking Old Town and the San Diego Bay. It is one of San Diego's oldest neighborhoods and attracts an affluent tenant base. Architecture buffs will love the variety of homes in this area; from craftsman cottages and bungalows to Spanish, Mission and Colonial revival styles. While Mission Hills is primarily a residential neighborhood, there's an adorable pocket of shops and restaurants around Goldfinch and Washington Street.

While Mission Hills is a destination neighborhood of its own accord, residents of The Charmer can enjoy unsurpassed access to San Diego's hottest pockets including Little Italy, Banker's Hill, Seaport Village, The Gaslamp Quarter, Old Town and more. The Charmer is conveniently located just two miles from the San Diego International airport and the Santa Fe Depot train station, providing unparalleled access to all San Diego has to offer and beyond.

An aerial photograph of San Diego, California, showing the city skyline and surrounding residential areas. A white line with a green circle at the end points from a dark green box labeled 'BANKERS HILL' to a specific location in the city.

BANKERS
HILL

CENTRAL BUSINESS DISTRICT

LITTLE ITALY

SAN DIEGO INT. AIRPORT

CORONADO

SAN DIEGO BAY

the
Charmer





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