

CASA MERCADO - AN APPROVED 109 UNIT RESIDENTIAL DEVELOPMENT IN DOWNTOWN ESCONDIDO

509 W 2nd Avenue | Escondido, CA 92025

- For Sale or For Rent Project
- Condo Map in Place
- 93,645 SF of Net Building Area
- Walkability to Transit Center and Retail Establishments
- Architectural Plans and Final Engineering in Process (4th Plan Check)

ASKING PRICE: ~~\$11,500,000~~ \$9,900,000



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APPROVED 109 UNIT RESIDENTIAL DEVELOPMENT IN DOWNTOWN ESCONDIDO

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Escondido Promenade



WESTSIDE PARK

1

70 Unit Project
Under Review

SUBJECT PROPERTY

32 Unit Project
Under Construction

S QUINCE ST

W 3RD AVE

1

S PINE ST



W GRAND AVE

CENTRE CITY PKWY

W 2ND AVE

West Valley Shopping Center





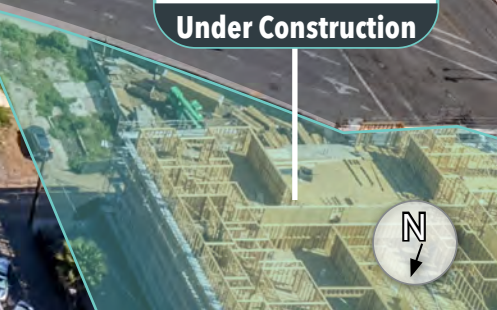






SUBJECT PROPERTY

32 Unit Project Under Construction





W 3RD AVE

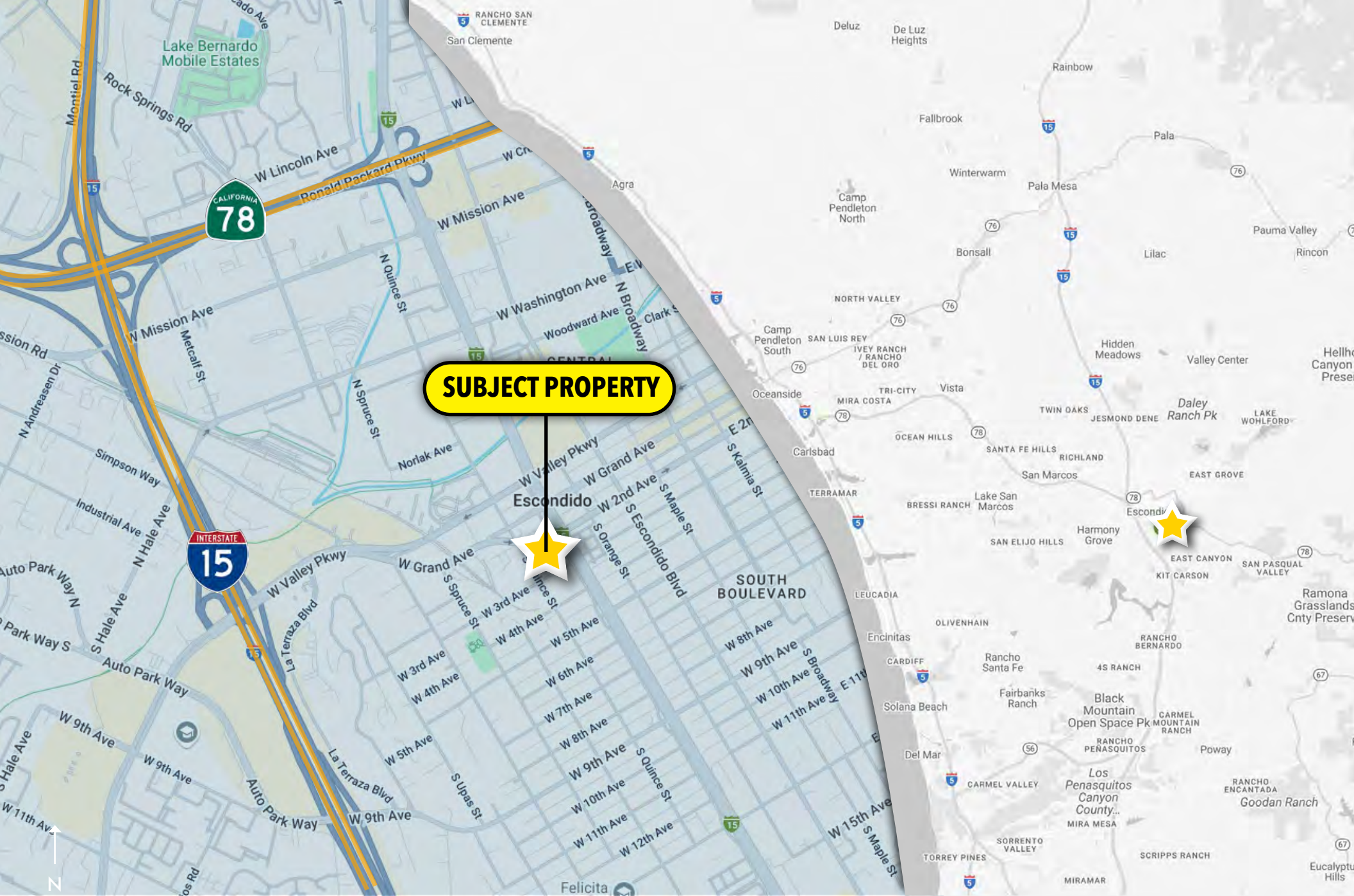
S QUINCE ST

CENTRE CITY PKWY

S PINE ST

W 2ND AVE





location map

executive summary

This prime development site is located in the heart of downtown Escondido and consists of 11 contiguous parcels totaling approximately 2.12 gross acres. The project has approvals in place with architectural plans in 4th plan check and final engineering in process. Casa Mercado is either a for sale condo project or a for rent apartment project and consist of a 4 story, 109 unit MF community with 51 one bedrooms and 58 two bedrooms. The one-bedroom units will feature approximately 708 square feet of net rentable area, while the two-bedroom units will offer approximately 1,015 square feet. Plans also include approximately 3,576 square feet of amenity space to enhance the residential experience including a pool, fitness center, entertainment areas, office workspaces and a mail room. Situated within the Downtown Specific Plan – Mercado District, the property is zoned to support a dynamic, mixed-use urban environment envisioned as a vibrant hub anchored by the North County Transit Center and surrounded by boutique shops, restaurants, cultural establishments, and tourist-oriented offerings. This development-ready site presents a rare opportunity to deliver a high-quality residential project in one of North San Diego County's most revitalized and transit-oriented districts.



property information

location:

The subject property is located at 509 W 2nd Avenue in the City of Escondido. It is approximately one mile east of Interstate 15 and approximately 1.5 miles south of Highway 78. This property has convenient access to major freeways with schools, parks, and retail nearby.

jurisdiction:

City of Escondido

apns & acreage

233-032-18-00		0.16 acres
233-032-17-00		0.17 acres
233-032-21-00		0.16 acres
233-032-07-00		0.17 acres
233-032-08-00		0.14 acres
233-032-10-00		0.17 acres
233-032-11-00		0.16 acres
233-032-13-00		0.13 acres
233-032-14-00		0.21 acres
233-032-12-00		0.17 acres
233-032-19-00		0.14 acres
Total Acreage		2.12 acres

current use:

Commercial/Light Industrial

approved use:

A four story 109-unit project with 51 (1 bedroom) & 58 (2 bedroom) units & 3,576 square feet of amenity space. The units can be sold or rented.

project status:

The project has discretionary approvals with architectural plans in 4th plan check and a condo map and final engineering in process. Plans include a 2022 Code Savings of \$3,000,000 (Grandfathered revisions providing substantial cost reductions).

zoning:

Downtown Specific Plan (S-P) Mercado District

[Click to View Zoning](#)

proposed zoning:

Residential Planned Development

max height:

60' or 4 stories

affordable units:

None Required

density:

51 DU/Acre

estimated dif fees:

approx. \$37,627 per unit

school district:

Escondido Union School District

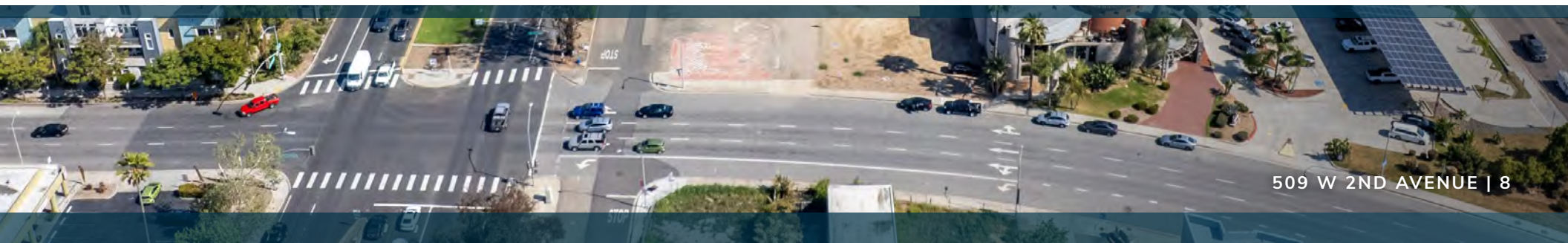
services:

Gas/Electric	San Diego Gas & Electric (SDG&E)
Water	City of Escondido
Sewer	City of Escondido
Fire	Escondido Fire Protection District
Police	Escondido Police Department

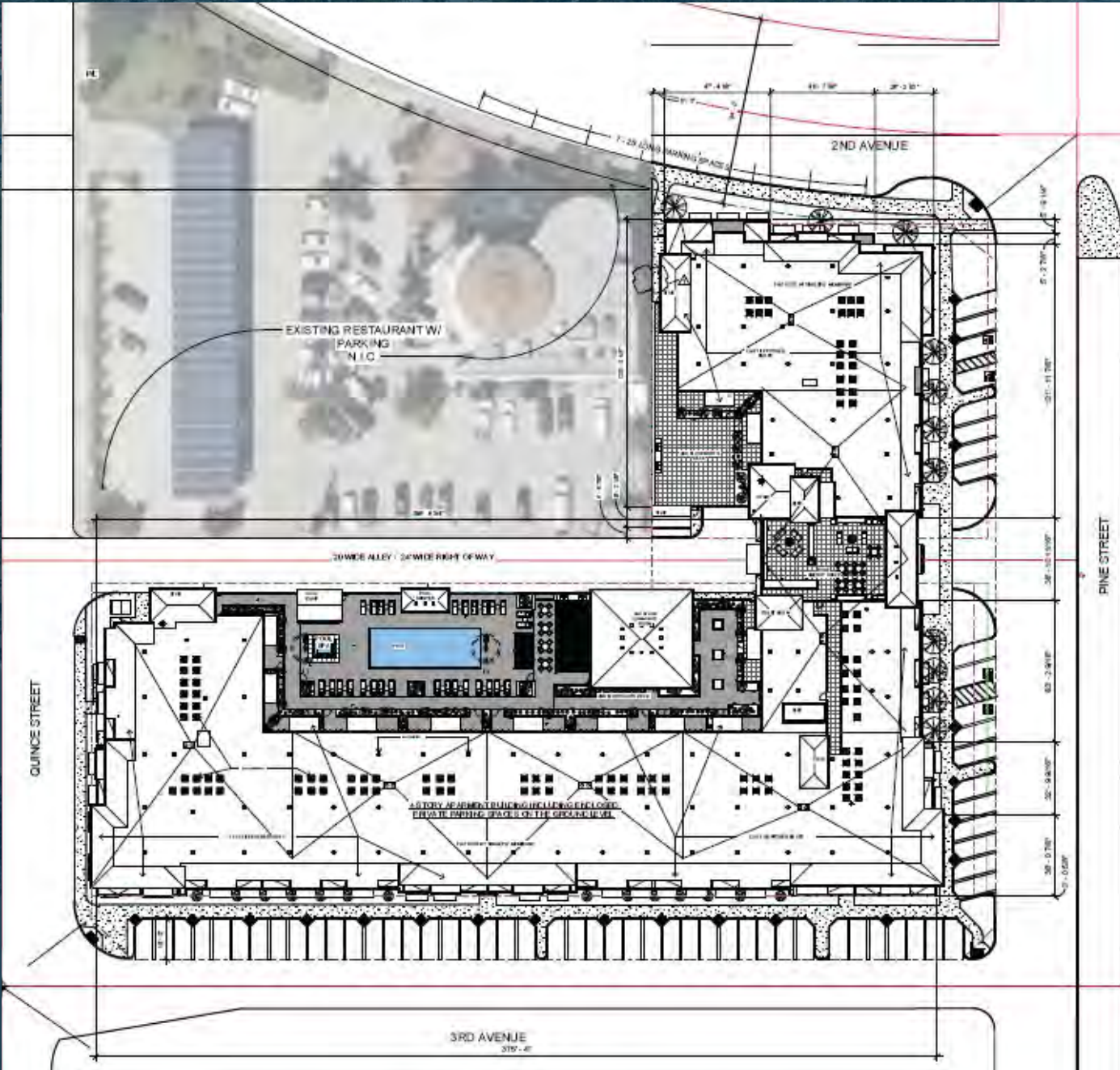
ASKING PRICE:

~~\$11,500,000~~

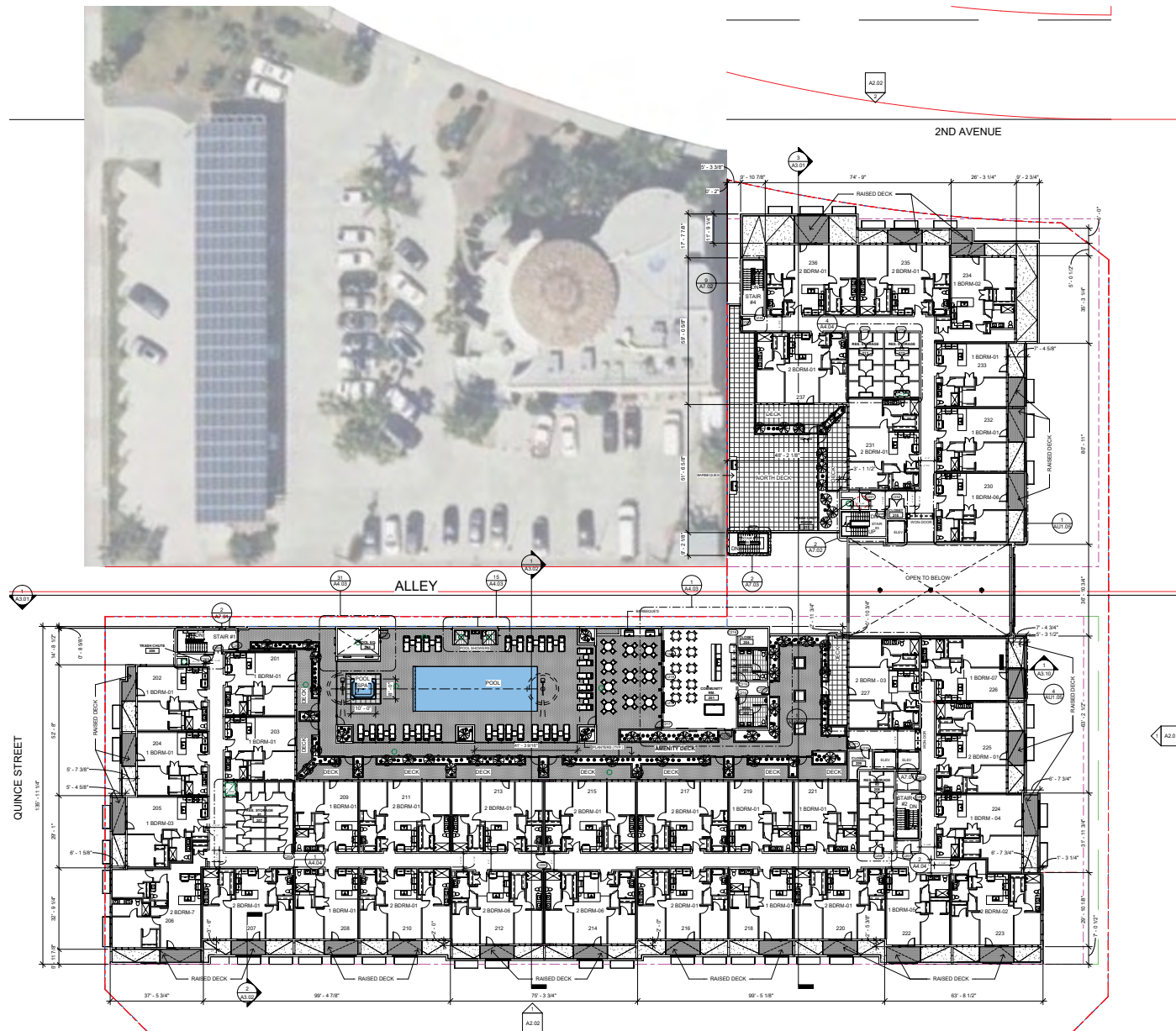
\$9,900,000



site plan



floor plan



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FLOOR PLANS



unit mix

CASA MERCADO APARTMENTS, ESCONDIDO, CA. 509 W, 2ND AVENUE, ESCONDIDO, CA.

PROJECT DESCRIPTION:

A FOUR STORY, 109 UNIT APARTMENT PROJECT. ENCLOSED PARKING ON THE FIRST FLOOR, UNDER A TYPE A CONSTRUCTED PODIUM ON GRADE, WITH THREE STORIES OF RESIDENTIAL UNITS ABOVE OF TYPE V-A CONSTRUCTION W/ FULL 13 AUTOMATIC SPRINKLER SYSTEM. THERE ARE TWO AMENITY AREAS, ONE ON THE SECOND LEVEL AND ONE ON THE ROOF OF THE BUILDINGS.

GROSS LAND AREA:	2.12 ACRES
TOTAL UNITS:	109 UNITS
DENSITY:	51 DU/AC

EXISTING/ PROPOSED USES

EXISTING USE:	COMMERCIAL/ LIGHT INDUSTRIAL
PROPOSED USE:	RESIDENTIAL (109 UNITS)

CODE SUMMARY

CODE	YEAR	TITLE
BUILDING CODE	2019	CALIFORNIA BUILDING CODE 1 & 2
FIRE CODE	2019	CALIFORNIA FIRE CODE
ENERGY CODE	2019	BUILDING EFFICIENCY STANDARDS FOR RESIDENTIAL AND NON-RESIDENTIAL BUILDINGS
MECHANICAL CODE	2019	CALIFORNIA MECHANICAL CODE
PLUMBING CODE	2019	CALIFORNIA PLUMBING CODE
ELECTRICAL CODE	2019	CALIFORNIA ELECTRICAL CODE
POOL CODE	TITLE 24	AB 2077, EMC SEC. 22-1109, INTERNATIONAL SWIMMING POOL AND SPAA CODE, AND THE SWIMMING POOL SAFETY ACT
CALIFORNIA CODE OF REGULATIONS TITLE 24		
2010 ADA STANDARDS FOR ACCESSIBILITY DESIGN (APPLIES TO PUBLIC SPACES)		
1998 PHADM & ANSI A117.1-1996 (APPLIES TO TENANT COMMON USE SPACES)		
1998 PHADM (APPLIES COVERED DWELLING-BUILDINGS)		

PARKING SUMMARY

REQUIRED PARKING	COUNT	SPACES/UNIT	TOTAL SPACES
ONE BEDROOM UNITS	54	1.5	81
TWO BEDROOM UNITS	55	1.75	97
TOTAL UNITS	109		178
GUEST PARKING - 1 PER 4 UNITS			28
TOTAL PARKING SPACES REQ'D			206

PROVIDED PARKING	Quantity	Percentage
PAVING TYPE		
OPEN ON BRD	42	19.8%
OPEN ON PINE	14	6.8%
HANDICAP OPEN ON PINE	3	1.5%
GRPS POSTAL ON PINE	1	0.5%
OPEN ON 2ND	7	3.3%
STANDARD GARAGE	118	56.1%
HANDICAP GARAGE	6	2.8%
TOTAL PARKING SPACES PROVIDED	217	106.0%

ACCESSIBLE PARKING SUMMARY

RESIDENTIAL & GUEST PARKING	STALLS	FACTOR	REQ'D SPACES	PROVIDED
RESIDENTIAL (Assigned)	178	2%	CBC 1109A.4	4
GUEST PARKING (Unassigned)	28	5%	CBC 1109A.5	2
TOTAL ACCESSIBLE PARKING SPACES				6
VAN ACCESSIBLE PARKING SPACES		1 IN EVERY 8 ILIC SPACES	CBC 1109A.6	1

4 IN STREET
1 ON PINE STREET

REQUIRED ELECTRIC VEHICLE STALLS

RESIDENTIAL & GUEST PARKING	STALLS	FACTOR	REQ'D SPACES	PROVIDED
RESIDENTIAL	178	10%	CBC 11B-B12	18
GUEST	28	10%	CBC 11B-B12	3
TOTAL EV PARKING STALLS				21
EV STANDARD ACCESSORY PARKING SPACES		5 to 25 SPACES	CBC 11B-228.5.2	1
EV VAN ACCESSIBLE PARKING SPACES		5 to 25 SPACES	CBC 11B-228.5.2	1

ACCESSIBLE PARKING SPACE SIZE REQUIREMENTS

SINGLE SPACE			
SINGLE SPACE USE		ACCESS ASIDE	
WIDTH	LENGTH	WIDTH	LENGTH
9	18	5	18
DOUBLE SPACES			
DOUBLE SPACE EACH		ACCESS ASIDE BETWEEN	
WIDTH	LENGTH	WIDTH	LENGTH
9	18	5	18
VAN SPACES			
SINGLE SPACE SIZE		ACCESS ASIDE	
WIDTH	LENGTH	WIDTH	LENGTH
9	18	5	18
OPTION ONE	12	12	12
OPTION TWO	12	12	12

COMMON AMENITY SPACES	
AMENITY TYPE	SF
OUTDOOR 2ND FLOOR DECK	7,720.00
OUTDOOR ROOF TOP	2,700.00
INDOOR	3,510.00
TOTAL	13,930.00

PRIVATE UNIT OPEN SPACES	
LEVEL	SF
2ND FLOOR DECKS	7,525.00
3RD & 4TH FLOOR BALCONIES	3,456.00
TOTAL	10,981.00

TOTAL STORAGE SPACE	
80 CF STORAGE PER UNIT	QUANTITY
1ST FLOOR	0
2ND FLOOR	39
6.33 PER FLOOR 3-4	86
TOTAL STORAGE PROVIDED	125
TOTAL STORAGE REQUIRED	109

UNIT SUMMARY			
PER FLOOR			
UNIT TYPES - LEVEL 2			
ONE BEDROOM UNIT TYPES	# OF UNITS	NET RENTABLE AREA	TOTAL UNIT AREAS
1-01	11	707	7,777
1-02	1	940	940
1-03	1	858	858
1-04	1	945	945
1-05	1	733	733
1-06	1	767	767
1-07	1	802	802
1-08	1	1,135	1,135
SUB TOTAL	18		12,020
TWO BEDROOM UNIT TYPES			
2-01	13	1,009	13,117
2-02	1	1,110	1,110
2-03	1	998	998
2-04	0	1,109	0
2-05	0	1,005	0
2-06	2	1,041	2,082
SUB TOTAL	17		17,307
TOTAL LEVEL 2	35		29,327

UNIT TYPES - LEVEL 3			
ONE BEDROOM UNIT TYPES	# OF UNITS	NET RENTABLE AREA	TOTAL UNIT AREAS
1-01	12	707	8,484
1-02	1	940	940
1-03	1	858	858
1-04	1	945	945
1-05	1	733	733
1-06	1	767	767
1-07	0	802	0
1-08	1	1,135	1,135
SUB TOTAL	18		12,727
TWO BEDROOM UNIT TYPES			
2-01	14	1,009	14,126
2-02	1	1,110	1,110
2-03	0	998	0
2-04	1	1,109	1,109
2-05	1	1,005	1,005
2-06	2	1,041	2,082
SUB TOTAL	19		19,432
TOTAL LEVEL 3	37		32,159

UNIT TYPES - LEVEL 4			
ONE BEDROOM UNIT TYPES	# OF UNITS	NET RENTABLE AREA	TOTAL UNIT AREAS
1-01	12	707	8,484
1-02	1	940	940
1-03	1	858	858
1-04	1	945	945
1-05	1	733	733
1-06	1	767	767
1-07	0	802	0
1-08	1	1,135	1,135
SUB TOTAL	18		12,727
TWO BEDROOM UNIT TYPES			
2-01	14	1,009	14,126
2-02	1	1,110	1,110
2-03	0	998	0
2-04	1	1,109	1,109
2-05	1	1,005	1,005
2-06	2	1,041	2,082
SUB TOTAL	19		19,432
TOTAL LEVEL 4	37		32,159

TOTAL 1-BEDROOM	54
TOTAL 2-BEDROOM	55
GRAND TOTALS	109

93,645

UNIT OCCUPANCY		
PER UNIT OCCUPANCY	SF 200	TOTAL PER UNIT TYPE
4		48
5		5
5		5
5		5
5		4
4		4
5		5
6		6
6		72
6		78
6		6
5		5
6		6
6		6
6		12
6		101
TOTAL LEVEL 2		172

UNIT OCCUPANCY		
PER UNIT OCCUPANCY	SF 200	TOTAL PER UNIT TYPE
4		48
5		5
5		5
5		5
5		4
4		4
5		5
6		6
6		72
6		78
6		6
5		5
6		6
6		6
6		12
6		114
TOTAL LEVEL 3		185

UNIT OCCUPANCY		
PER UNIT OCCUPANCY	SF 200	TOTAL PER UNIT TYPE
4		48
5		5
5		5
5		5
5		4
4		4
5		5
6		6
6		72
6		78
6		6
5		5
6		6
6		6
6		12
6		114
TOTAL LEVEL 4		185

TOTAL RES. OCCUPANCY:	542
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UNIT SUMMARY				
LEVEL 2 - 4				
ONE BEDROOM UNIT TYPES	# OF UNITS	NET RENTABLE AREA	TOTAL UNIT AREAS	UNIT %
1-01	35	707	24,745	32.1%
1-02	3	940	2,820	2.8%
1-03	3	858	2,574	2.8%
1-04	3	945	2,835	2.8%
1-05	3	733	2,199	2.8%
1-06	3	767	2,301	2.8%
1-07	1	802	802	0.9%
1-08	3	1,135	3,405	2.8%
SUB TOTAL	54		37,474	49.5%
TWO BEDROOM UNIT TYPES				
2-01	41	1,009	41,369	37.6%
2-02	3	1,110	3,330	2.8%
2-03	1	998	998	0.9%
2-04	2	1,109	2,218	1.8%
2-05	2	1,005	2,010	1.8%
2-06	6	1,041	6,246	5.5%
SUB TOTAL	55		56,172	50.5%
TOTAL LEVEL 2 - LEVEL 4	109		93,645	100.0%

RESIDENTIAL BUILDING SUMMARY

ONE BEDROOM UNIT TYPES	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	TOTAL	%
1-01	0	11	12	12	35	32.1%
1-02	0	1	1	1	3	2.8%
1-03	0	1	1	1	3	2.8%
1-04	0	1	1	1	3	2.8%
1-05	0	1	1	1	3	2.8%
1-06	0	1	1	1	3	2.8%
1-07	0	1	0	0	1	0.9%
1-08	0	1	1	1	3	2.8%
TWO BEDROOM UNIT TYPES						
2-01	0	13	14	14	41	37.6%
2-02	0	1	1	1	3	2.8%
2-03	0	1	0	0	1	0.9%
2-04	0	0	1	1	2	1.8%
2-05	0	0	1	1	2	1.8%
2-06	0	2	2	6	10	5.5%
TOTAL	0	35	37	37	109	100.0%

elevations



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ELEVATIONS



Estimated Development Impact Fees Per Approximate 859 SF Unit

Item	Amount
School Fee (\$4.46/SF)	\$3,831
Park Fee	\$6,663
Drainage Facilities Fee	\$469
RTCIP Traffic Fee	\$2,742
Traffic Fee Local	\$2,095
Water Connection	\$4,690
Wastewater Connection	\$5,625
SDCWA Capacity Fee- System	\$6,364
SDCWA Capacity Fee- Water Treatment	\$178
Public Facility Fee	\$4,970
APPROXIMATE TOTAL PER SFD	\$37,627

*Assumes ¾ inch meter.

due diligence documents

CLICK LINKS BELOW TO DOWNLOAD DUE DILIGENCE DOCUMENTS



- [2023 Entitlement Set Plans](#)
- [2023 Floor Plans](#)
- [2023 Foundation Plan](#)
- [2023 Mechanical Layout](#)
- [Plumbing Plans](#)
- [2023 Structural Plans](#)
- [Casa Mercado APN Numbers](#)
- [City of Escondido Lots - No Taxes Assessed](#)
- [Final - Casa Mercado Color Rendering](#)
- [Illustrative Landscape Concept Plan](#)
- [Landscape and Amenity Options](#)
- [Overall Landscape Concept Plan](#)

demographics

1 mile



population
26,180



estimated households
8,120



average household income
\$93,289



median household income
\$74,692



total employees
15,125

3 miles



population
137,850



estimated households
44,735



average household income
\$114,007



median household income
\$92,286



total employees
46,773

5 miles



population
200,694



estimated households
66,423



average household income
\$130,389



median household income
\$103,682

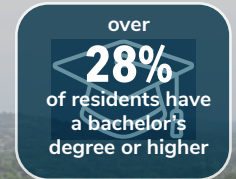


total employees
61,225

ABOUT THE AREA

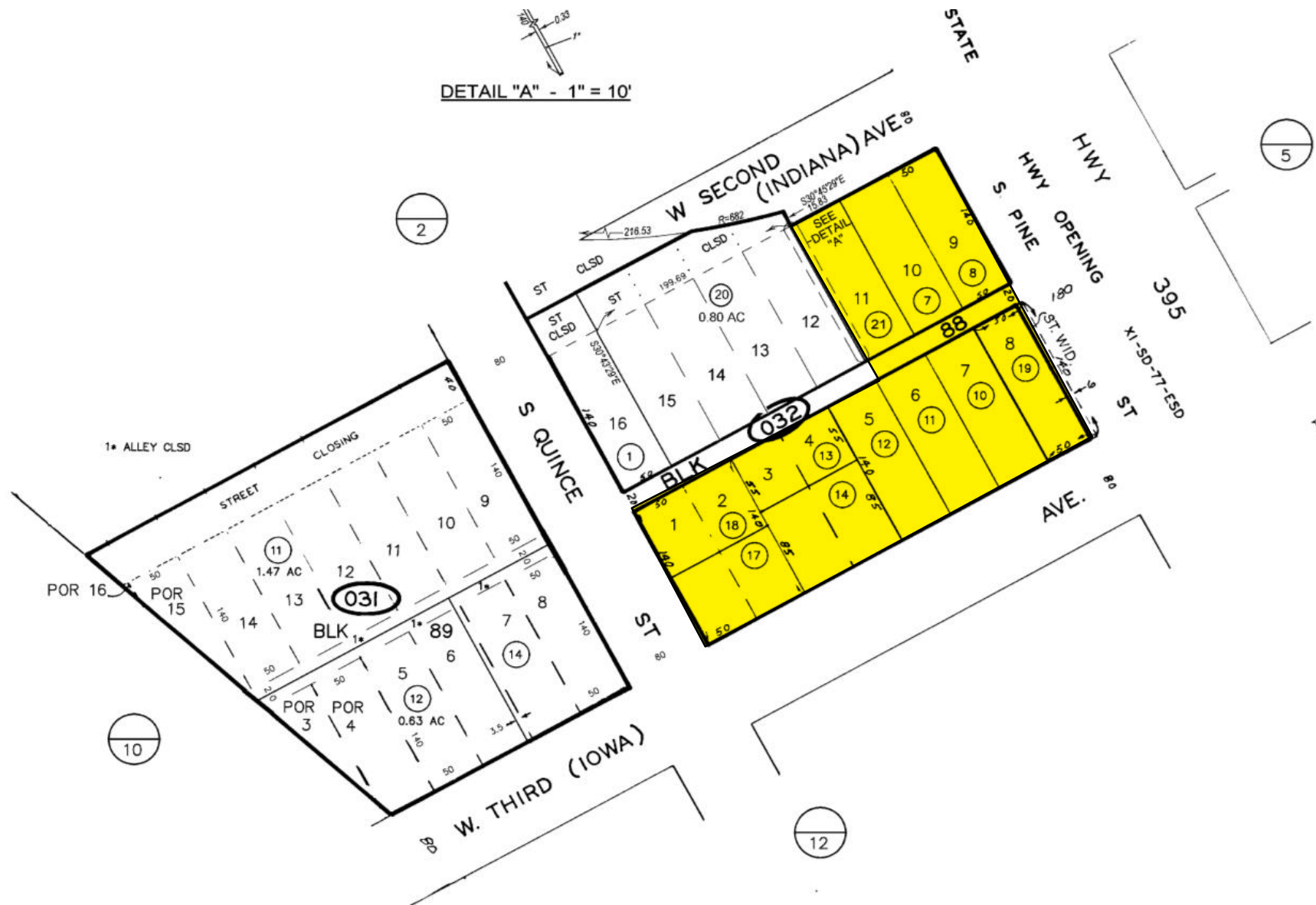
Escondido

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.



plat map

233-03



An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with various buildings, streets, and green spaces. In the background, a range of mountains is visible under a clear blue sky with some light clouds. The image is used as a background for the text overlay.

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