

±56,412 SF DEVELOPMENT OPPORTUNITY OR OWNER-USER/INVESTMENT | NATIONAL CITY, CA 91950

PROPERTY OVERVIEW

NATIONAL CITY DEVELOPMENT OPPORTUNITY

Lee & Associates & Allied Commercial Properties are pleased to present the unique opportunity to acquire an approximately ±56,412 SF development site in the heart of the National City Downtown Redevelopment Zone. The site boasts the highest development density in the downtown redevelopment zone with a maximum footage allowed of 338,472 SF and height limit of 250 feet. The site is zoned mixed use and detailed information on zoning and allowed uses can be found in the Land Use, Zoning, And Development Standards included in this package. The site is currently occupied by several month to month light industrial and auto related tenants providing cash flow and flexibility for a new owner. This site is almost a complete city block and a potential buyer has a high likelihood of acquiring the entire block for a total of 62,510 SF.



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OFFERING HIGHLIGHTS

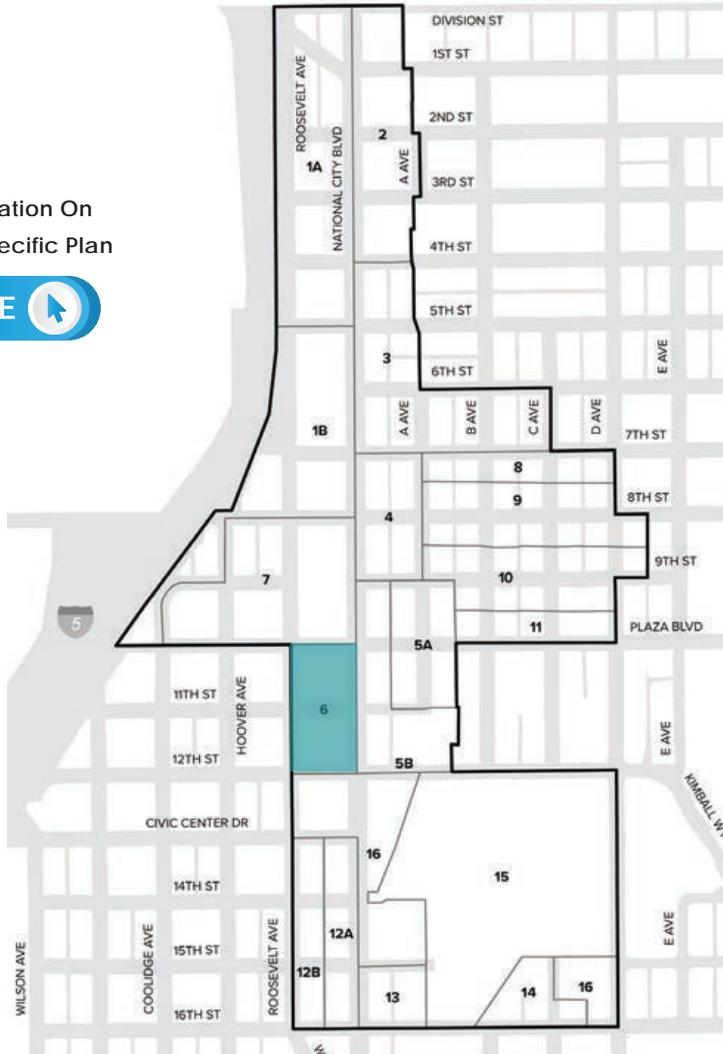
- **Land Size:** ±56,412 SF
- **Addresses included:**
1010-1040 National City Blvd
1031 Roosevelt Ave
40 West Plaza Blvd
25 West 11th St
- **APN'S:**
555-113-04 | 555-113-05
555-113-11 | 555-113-12 | 555-113-13
- **Zoning:** MXC-2
- **FAR:** 6:1 maximum / 3:1 minimum
- **Maximum Units:** 263
- **Views:** Potential for panoramic ocean views with future development
- **Permitted Uses:** Mid-rise multi-family residential, street-oriented retail, office, and/or hospitality (retail uses should not exceed 20 percent of the total development).



DEVELOPMENT ZONE 6

For More Information On
The Downtown Specific Plan

[CLICK HERE](#)



DEVELOPMENT INTENSITY

- Floor Area Ratio: 6:1 maximum/3:1 minimum
- Maximum Height: 250'
- Unless otherwise stated, the development standards of the Major Mixed Use Corridor (MXC-2) zone shall apply.
- Maximum Number of Units: 263

If maximum number of units is exceeded per zone, a traffic analysis and/or CEQA review may be required. Project would require discretionary review, unless otherwise indicated by the Municipal Code or the California Code.

GENERAL GUIDELINES

This zone, currently occupied by a mix of residential, commercial, and light industrial uses, is proposed for higher density mid-rise multi-family residential, hotel or professional office development, with ground floor pedestrian-oriented retail and/or office along National City Boulevard and along Roosevelt Avenue. These parcels are farther from the pedestrian-scale shopping activity on 8th Street and from the adjacent single-family neighborhoods, so greater density and height is encouraged. These development sites also offer the potential for long views to the bay from upper floors. Primary uses envisioned for these parcels are multi-family residential, but the parcels may also be developed as mixed-use, with a combination of residential, office, and hospitality uses.

PERMITTED USES

Mid-rise multi-family residential, street-oriented retail, office, and/or hospitality (retail uses should not exceed 20 percent of the total development).

POTENTIAL DEVELOPMENT

The Waypoint Project is a proposed 342-unit mixed-use multifamily development in National City, strategically located within walking distance of Naval Base San Diego to serve strong and growing military and workforce housing demand. The project is designed to deliver modern, efficient units in a supply-constrained submarket, supported by strong fundamentals, long-term rental demand, and proximity to major employment drivers.



NATIONAL CITY

Multi Family Market Overview

National City, located in San Diego County's South Bay submarket, benefits from its proximity to downtown San Diego and direct access to Naval Base San Diego and the region's shipbuilding industry. The area offers relative affordability compared to central San Diego, supporting strong renter demand and continued investor interest.

Approximately 66% of households are renter-occupied, and the Mid-City–National City submarket maintains a low 2.7% vacancy rate, well below the county average. With roughly 16,200 units and limited new construction underway, the market remains supply-constrained with strong long-term fundamentals.

COMPETITION

Class A (luxury) apartments in National City are limited, with key properties like The Kimball, Harborview, and The Commodore representing high-end options. Based on current listings, average asking rents are as follows:

1 BEDROOM

Approximately \$2,550 (e.g., starting at \$2,500–\$2,575 across properties like The Kimball and The Commodore).

2 BEDROOM

Approximately \$3,000 (e.g., \$2,995–\$3,100 at Harborview and The Kimball).

3 BEDROOM

Approximately \$3,600 (e.g., upper range of \$3,495–\$3,695 at The Kimball and larger units at Harborview).

NATIONAL CITY / URBAN GROWTH CORRIDOR



87,191

NATIONAL CITY
POPULATION



73,890

DAYTIME
EMPLOYEES

2

OLDEST CITY
IN THE COUNTY

5

MINUTE
DRIVE FROM
DOWNTOWN SD



23,964

2024 HOUSEHOLDS



\$68,721

AVERAGE HH INCOME



SUBJECT PROPERTY

±56,412 Sf Development Opportunity



LOCATION HIGHLIGHTS

WALKING DISTANCE
to Kimball Park

3 MINUTE DRIVE
to I-5 Freeway

1.9 MILES
to San Diego
Naval Base

6.3 MILES
to Downtown
San Diego

8.9 MILES
to San Diego
International Airport

12 MILES
to Tijuana Border

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