

CALL FOR OFFERS!



For Sale

**San Diego Opportunity Zone
Development Opportunity**

±21,073 SF Land



Market & 25th

upgsocal.com | 619-354-8525

THE OFFERING

Market & 25th is a rare opportunity for a developer or investor in a rapidly evolving area, offering excellent potential for growth and return on investment.

This infill development site, situated within an opportunity zone, features main street and potential alley access and is conveniently located close to the trolley line, granting easy access to major job centers such as Downtown, the Naval Base, and The Mesa (UCSD & UTC). The site is also within the Transit Priority Zone, eliminating parking requirements, and is adjacent to neighborhoods that are undergoing significant transition and gentrification.

Market & 25th is comprised of six parcels and situated in a mixed-use commercial zone allowing multi-family residential development over ground floor commercial spaces.



\$1,400,000

Asking Price



\$66

Price Per SF

Complete Communities
The current zoning of the parcels is CC-3-6, which allows for a range of commercial and residential uses under the Complete Communities program, with a 6.5 FAR

Infrastructure Improvements
Future sewer infrastructure improvements planned by the City are expected to unlock greater development capacity for the site, with construction currently scheduled for 2030

Opportunity Zone Benefits
Located in an opportunity zone, providing benefits with a 10-year hold

Accessibility
Infill development site with Main Street frontage and potential alley access

Connectivity
Near the trolley line with direct access to Downtown, Naval Base, UCSD & UTC

Transit Priority Zone
Located in a Transit Priority Zone with no parking requirements

Surrounding Gentrification
Bordering gentrifying neighborhoods with strong appreciation potential

Strategic Location
Minutes from Downtown, I-5, Hwy 94 & I-15 for excellent regional access



MARKET STREET
(EAST OF 25TH STREET)

Address



0.48 AC
(±21,073 SF)

Parcel Size



535-272-08,
09,10,11,12,13

APN



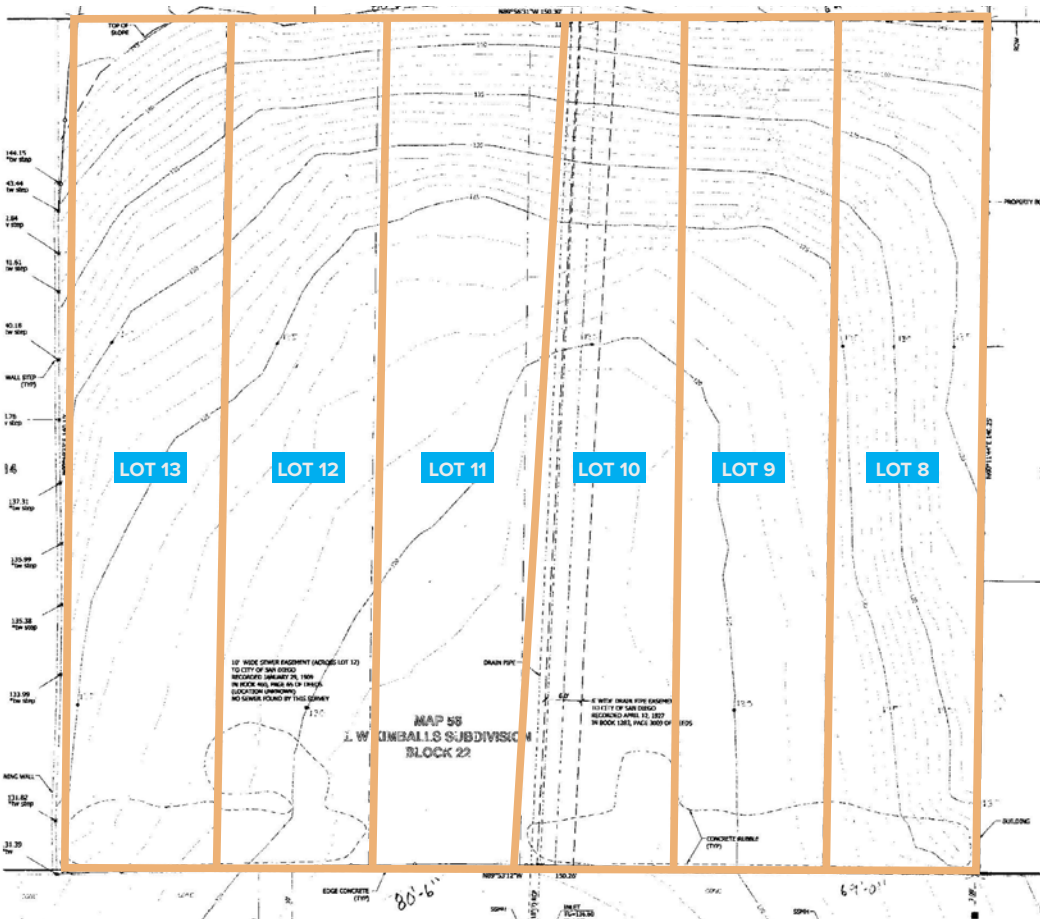
1DU/
1,000 SF

Density



SCENARIO SUMMARY

#	APN	Parcel SF	Parcel AC
13	535-272-13	3,510	0.08
12	535-272-12	3,511	0.08
11	535-272-11	3,512	0.08
10	535-272-10	3,513	0.08
9	535-272-09	3,513	0.08
8	535-272-08	3,514	0.08
Total (Gross)		21,073 SF	0.48 AC



6
CONTIGUOUS
PARCELS

SITUATED IN
OPPORTUNITY
ZONE

2030 PLANNED
SEWER
IMPROVEMENT

DEVELOPMENT SUMMARY

- Zoning:** CC-3-6
- Height Limit:** 65 feet
- Density:** 1DU/1,000 SF
- Complete Communities:** Up to a 6.5 FAR with affordable housing incentives
- Opportunity Zone:** Potential federal capital gains tax incentives
- Parking:** Reduced or eliminated parking requirements

A rare opportunity
to capitalize on tax
benefits and enhanced
development capacity

Opportunity Zone

The property is situated within a federally designated Opportunity Zone, offering potential tax advantages for qualifying real estate investments. Designed to encourage long-term investment and community revitalization, the program provides capital gains tax incentives for eligible development projects based on the investment structure and holding period.

Complete Communties

Located within San Diego’s Complete Communities Program, the property benefits from development incentives including increased density, reduced parking requirements, and enhanced flexibility for transit-oriented projects. Combined with its central Grant Hill location, sweeping views, and proximity to Downtown, the site presents an exceptional opportunity for a wide range of residential or mixed-use developments.

Market Fundamentals

San Diego continues to experience strong long-term housing demand driven by its innovation economy, major universities, defense industry, and thriving tourism sector. Continued rent growth and ongoing investment throughout Downtown have increased developer interest in surrounding urban neighborhoods such as Golden Hill. Thousands of residential units remain under development across the region, underscoring continued confidence in San Diego’s multifamily market and supporting the long-term value of well-located infill development sites.

IN THE PATH OF DEVELOPMENT

By 2050, the San Diego region is projected to add approximately 1 million residents, 500,000 jobs, and 330,000 new housing units (SANDAG), fueling continued investment and redevelopment across the urban core.

Golden Hill has become one of San Diego’s most desirable urban neighborhoods, known for its historic character, vibrant dining scene, and prime location near Downtown, Balboa Park, and major employment centers. Strong housing demand, ongoing investment, and improved transit continue to drive the neighborhood’s growth.

Blending historic charm with modern momentum, Golden Hill remains an attractive destination for residents, businesses, and developers, offering strong long-term investment potential.



Development Pipeline

- Home 2 | 130 Rooms Under Construction
 - Tru by Hilton | 133 Rooms Under Construction
 - Andia | 389 Units Under Construction
 - The Lawson | 180 Units Under Construction
- Logan Yards | 900 Units Proposed
 - 7th & A | 401 Units Proposed
 - Pinnacle Pacific Heights | 445 Units Proposed
 - 304 C St | 282 Units Proposed

**Partial List*

7,000+ multifamily units under construction and proposed within 2 miles of site.

ECONOMIC DRIVERS

Employment

- Naval Base San Diego
- San Diego Central Courthouse
- UCSD
- San Diego County
- Sharp Healthcare
- Qualcomm
- Scripps
- Illumnia

Tourism

- San Diego International Airport
- Port of San Diego
- 15,894 Hotels
- San Diego Zoo
- San Diego Safari Park
- Balboa Park

Entertainment

- Petco Park
- Gaslamp Quarter
- Convention Center
- Seaport Village
- Embarcadero
- Balboa Theatre

Education & Arts

- University of San Diego
- UC San Diego
- San Diego State University
- Point Loma Nazarene
- USS Midway Museum
- Maritime Museum
- San Diego Military Advisory
- National Defense

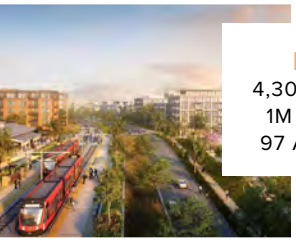
THE POST

230,000 SF Office



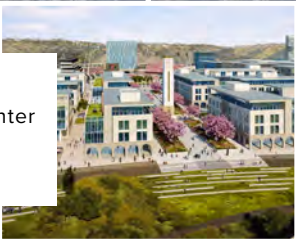
RIVERWALK

4,300 Residential Units
1M SF Class A Office
97 Acres Open Space



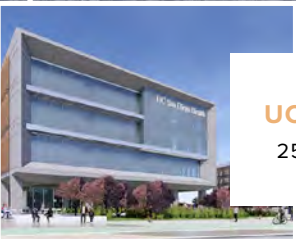
SDSU

1.6M SF Research Center
4,600 Units
95,000 SF Retail



UCSD HILLCREST

250,000 SF Medical



RADD

1.7M SF Lab/Retail/Office



SD INTERNATIONAL

Terminal & Gate Addition



TAILGATE PARK

1.4M SF Office
600 Units



SD BUS LINE

MARKET & 25TH

MARKET & 25TH

CONVENIENT URBAN CONNECTIVITY

Grant Hill offers exceptional connectivity to Downtown San Diego and the region’s major employment, entertainment, and transportation hubs. With immediate access to I-5, I-15, and State Route 94, along with nearby trolley stations and bus routes, residents and businesses enjoy seamless travel throughout the county. Just minutes from Downtown, Balboa Park, Petco Park, Naval Base San Diego, and the San Diego International Airport, Grant Hill’s central location continues to drive demand and enhance its long-term appeal.



GRANT HILL

Nestled in the heart of Golden Hill, San Diego, lies the charming neighborhood of Grant Hill, a hidden gem waiting to be discovered. As you explore Grant Hill, you’ll be captivated by its picturesque tree-lined streets, featuring a mix of architectural styles from elegant Victorian homes to contemporary townhouses. This diverse real estate landscape caters to various preferences, making it an ideal destination for families, professionals, and individuals seeking an enriching living experience.

One of the main attractions of Grant Hill is its central location. Situated just minutes from downtown San Diego, residents enjoy easy access to a wide range of cultural hotspots, dining options, and entertainment venues. Whether it’s exploring museums, attending concerts, or indulging in eclectic culinary delights, Grant Hill places the best of urban living at your doorstep.



THE
DEMOGRAPHICS

	1 Mile	2 Mile	3 Mile	5 Mile	10 Mile
Population (2025)	50,589	117,790	231,951	508,594	1,338,093
Population (2030)	51,524	119,419	234,314	512,479	1,344,632
Median Home Value	\$742,934	\$840,884	\$863,464	\$816,087	\$814,455
Households (2025)	21,484	51,907	98,202	199,300	496,402
Household Projection (2030)	21,946	52,788	99,410	201,165	499,271
Owner Occupied Households	3,608	13,287	28,018	62,418	210,755
Renter Occupied Households	18,338	39,501	71,392	138,748	288,517
Average Household Size	2.1	2	2.1	2.4	2.5
Total Consumer Spending	\$584.2M	\$1.6B	\$3.1B	\$6.3B	\$17.3B
Average Househould Income	\$98,225	\$113,541	\$116,061	\$111,932	\$121,128
Businesses	2,330	12,543	19,761	39,417	85,385
Employees	15,363	105,649	154,756	312,810	658,070

Grant Hill has the best view of the San Diego Bay
City of San Diego

WHY SAN DIEGO?

Known for its thriving biotech and telecommunications industries, San Diego provides a robust economic environment that fosters innovation and growth. The city's diverse neighborhoods and upscale amenities cater to both businesses and their employees, making it an ideal location for companies seeking to attract top talent. The city's continuous growth and development further underscore its potential as a premier investment destination.

Year-round sunshine and a picturesque coastline define San Diego's exceptional quality of life.

2ND

Largest City
in CA

\$14.4B

Visitor Spending
(2025)

8TH

Largest City
in the U.S.



Beyond its economic advantages, San Diego boasts an enviable lifestyle that seamlessly blends work and leisure. World-renowned beaches, cultural attractions like Balboa Park, and a vibrant dining scene offer endless opportunities for relaxation and entertainment. In San Diego, you can enjoy the perfect balance of professional success and personal well-being, making it a truly exceptional place to invest and grow your business. Seize the opportunity to be part of San Diego's rapid growth and dynamic market today.

Over 3.2 million residents in the region and approximately 1.6 million jobs, providing a deep employment base.

Infill development sites command a premium because there are few remaining opportunities.

San Diego continues to experience long-term housing demand driven by its strong job base and high quality of life.

Known as "America's Finest City," San Diego enjoys nearly 266 sunny days each year.

San Diego, anchored by life sciences, biotech, defense, military, technology, tourism, healthcare, and higher education.

CALL FOR OFFERS!



Joe Brady

joe@upgsocal.com

Lic No 01908072



Market & 25th

upgsocal.com | 619-354-8525