

# Market 25th



## San Diego Development Opportunity

For Sale | ±21,073 SF | Land

JOE BRADY  
[joe@upgsocal.com](mailto:joe@upgsocal.com)

BILL SHRADER  
[bill@upgsocal.com](mailto:bill@upgsocal.com)

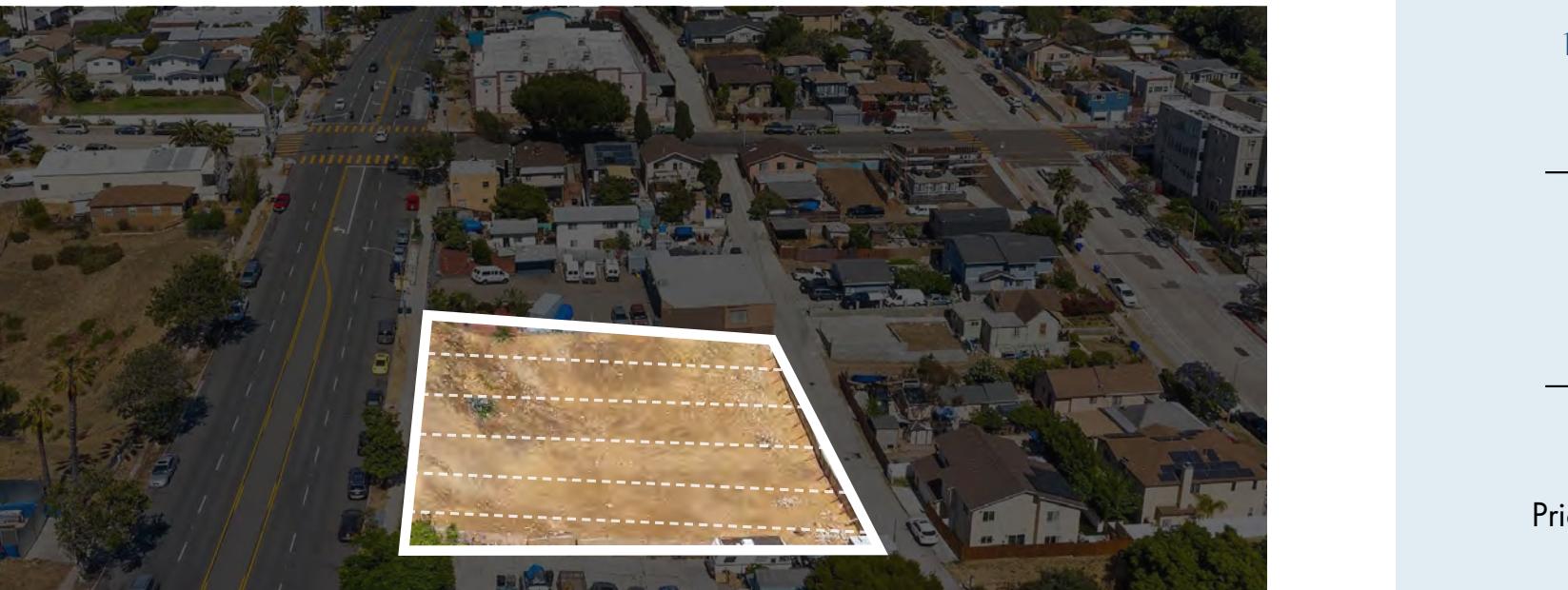
**UPG** URBAN  
PROPERTY  
GROUP est. 1989

## PROPERTY OVERVIEW

**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.



### Market Street (East of 25th Street)

Address

**0.48 AC ( $\pm 21,073$  SF)**

Parcel Size

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

APN

**1du/1,000 SF**

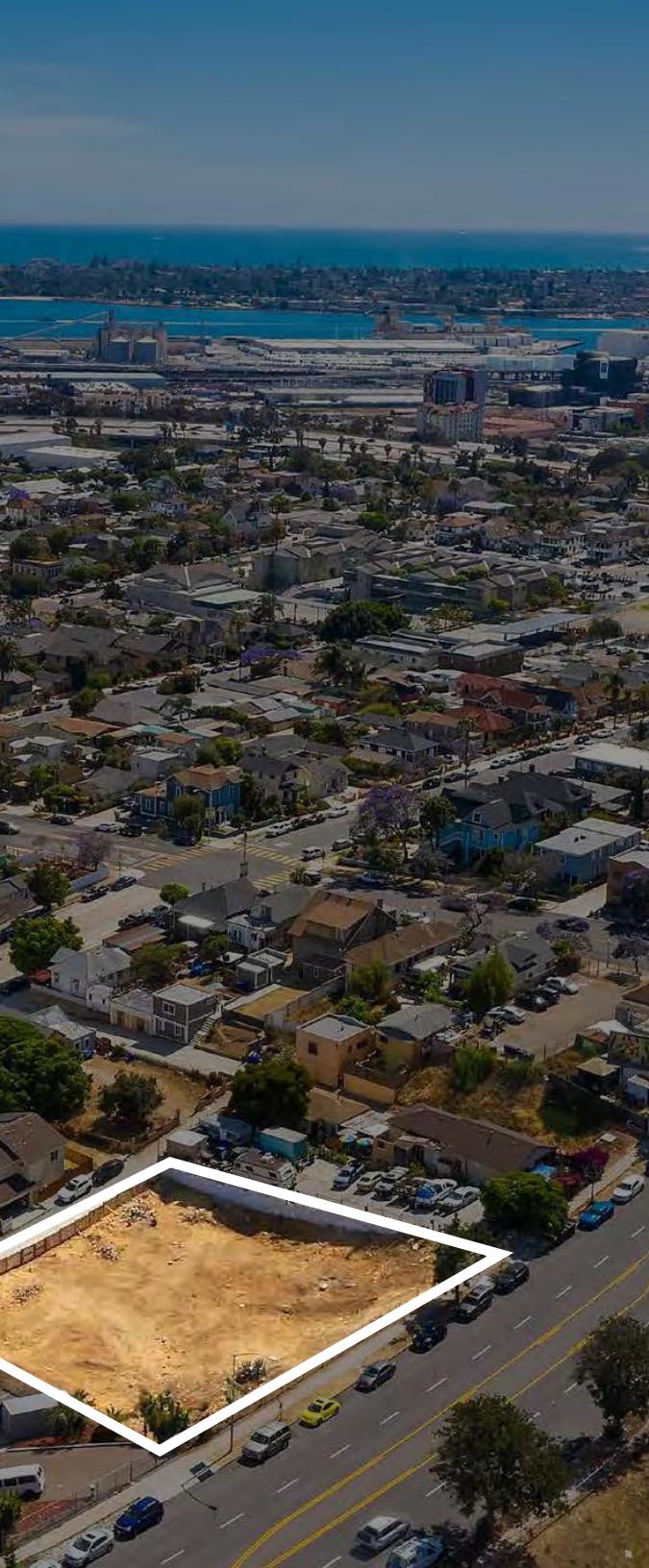
Density

**\$2.55 M**

Price

**\$121**

Price Per Square Foot



### 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.

### Opportunity Zone Benefits

Located in an opportunity zone, providing benefits within a 10-year hold.

### Accessibility

This site offers excellent infill development potential with main street frontage and potential alley access, enhancing its overall accessibility and appeal.

### Connectivity

Situated close to the trolley line, this property provides excellent connectivity to major job centers including Downtown, the Naval Base, and The Mesa (UCSD & UTC).

### Transit Priority Zone

Located within the Transit Priority Zone, this property benefits from no parking requirements, allowing for more flexible and cost-effective development options.

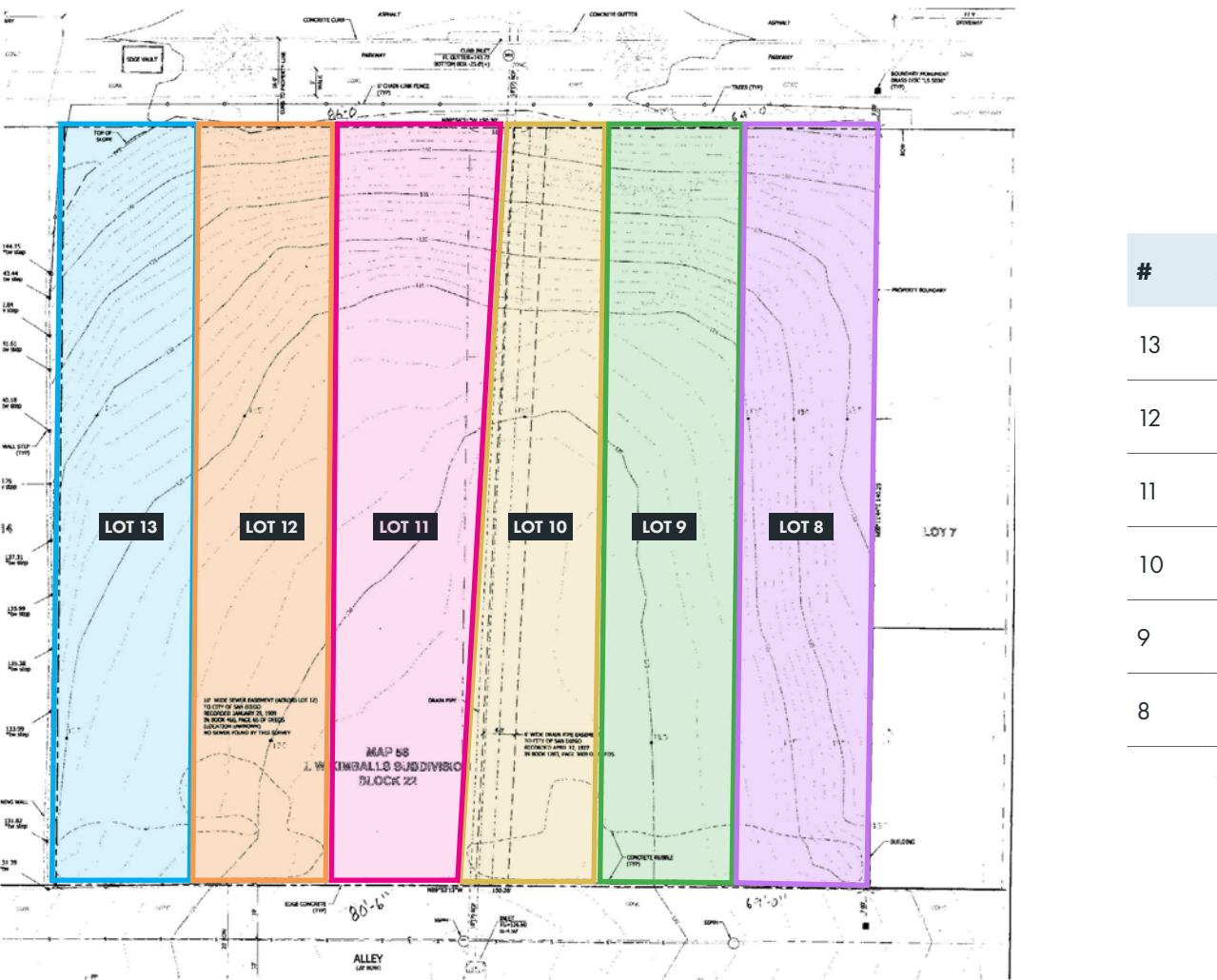
### Surrounding Gentrification

Adjacent gentrifying neighborhoods enhance the potential for increased property values and vibrant community development, making this an attractive investment.

### Strategic Location

Close to Downtown, I-5, and Hwy 94, and I-15, this property offers excellent commuting, accessibility, and connectivity.

## SCENARIO SUMMARY

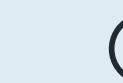


## MARKET FUNDAMENTALS

San Diego's market has shown resilience with positive net absorption in Q2 2024, despite overall market challenges. This reflects a better performance compared to other major U.S. cities. Construction activity remains stable, with approximately 7800 market-rate units in the pipeline and significant new developments like the Campus at Horton and RaDD adding 2.4 million square feet of space. Long-term drivers, such as the county's status as an innovation hub, its robust university system, large defense industry employment base, and appeal as a tourism destination, continue to keep San Diego in high demand for housing.

Year over year, San Diego's rent growth has continued to grow. Downtown's transient population has pushed many households to surrounding neighborhoods, such as Golden Hill, which have garnered attention from developers. Areas around Balboa Park have seen positive year-over-year absorption, notable for their urban housing options in historically charming areas (Costa).

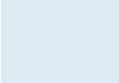
#	APN	PARCEL SF	PARCEL AC
13	535-272-13	3,510	0.08
12	535-272-12	3,511	0.08
11	535-272-11	3,512	0.08
10	535-272-10	3,513	0.08
9	535-272-09	3,513	0.08
8	535-272-08	3,514	0.08
<b>Total (Gross)</b>		<b>21,073</b>	<b>0.48</b>



**7.3%**  
Vacancy Rate



**3.1%**  
Rent Growth



**4.2 M**  
Square Feet  
Under Construction



**20,000**  
Units Built  
Within 5 Years

## IN THE PATH OF DEVELOPMENT



2985 C St | 213 Units



1452 K St | 259 Units



25th &amp; C St | 114 Units



729 S 32nd St | 50,647 SF



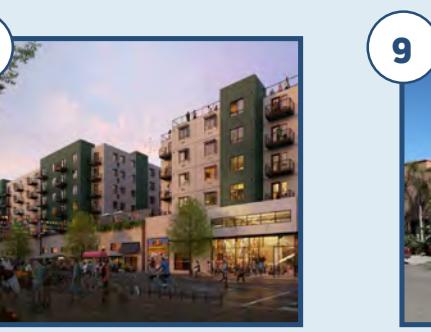
3180 Imperial Ave | 26 Units



1701 Imperial | 101 Units



1950 Kearny Ave | 26 Units



Logan Yards | 900 Units



1905 Broadway | 91 Units



**CA 94**  
0.4 mi / 2 min drive

**I-5**  
0.5 mi / 3 min drive

**Grocery Store**  
1 mi / 5 min drive

**Cafe**  
0.2 mi / 4 min walk

**Coronado**  
4 mi / 10 min drive

**Downtown**  
1.6 mi / 7 min drive

**SD Airport**  
4.7 mi / 8 min drive

**Trolley Stop**  
0.6 mi / 12 min walk

**Naval Base**  
3.3 mi / 7 min drive

## SAN DIEGO GROWTH

By 2050, the region is expected to grow by roughly 1 million residents, 500,000 jobs, and 330,000 housing units (SANDAG). As the population increases, new growth and development will continue to cluster around and concentrate within the existing urbanized areas. Grant hill stands to benefit significantly from this regional growth, becoming a hub for both residential and commercial development.

## ECONOMIC DRIVERS

### EMPLOYMENT

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

### 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
- 100+ Restaurants

### EDUCATION & ARTS

- University of San Diego
- UC San Diego
- San Diego State University
- Point Loma Nazarene
- USS Midway Museum
- Museum of Contemporary Arts
- Wonderspaces
- Design Thinking Education Center



1.3M

Population  
(San Diego County)



21M

Annual Passengers through  
San Diego International Airport



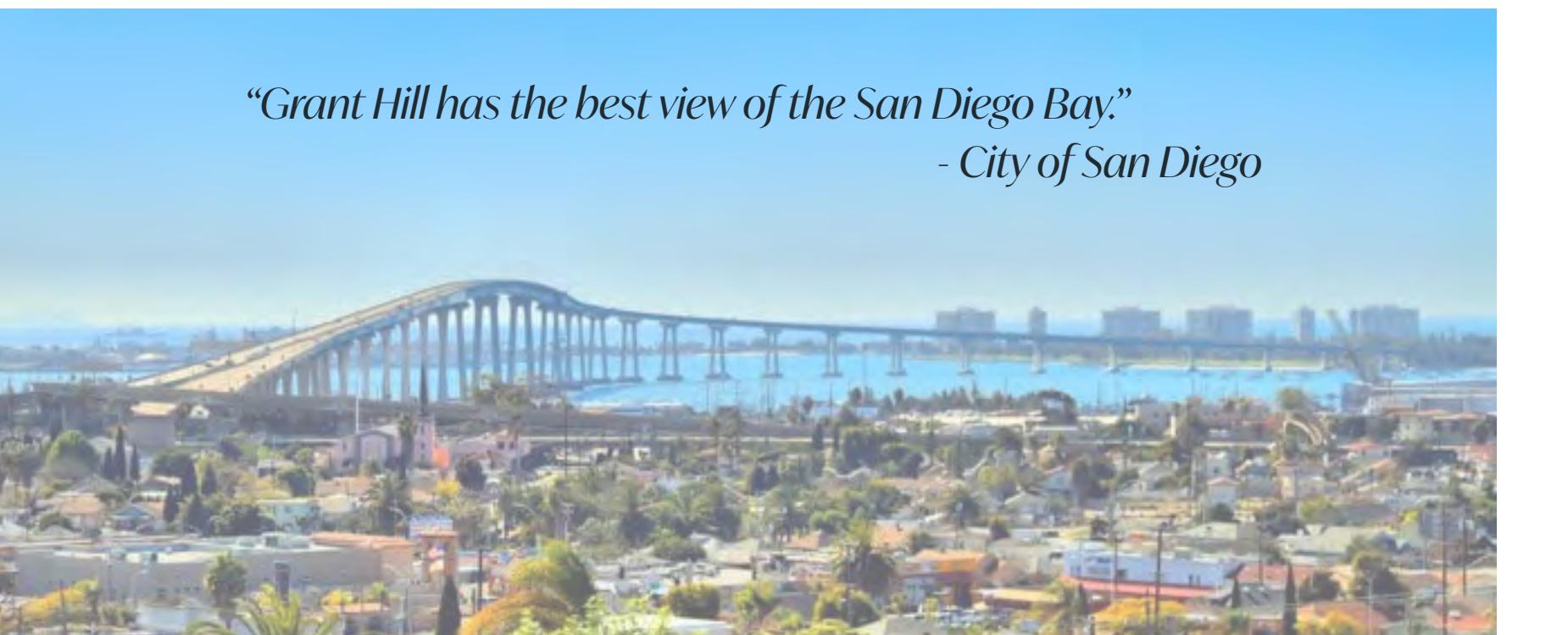
266

Sunny Days  
a Year

## 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.



*“Grant Hill has the best view of the San Diego Bay.”*  
- City of San Diego

## 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.



*San Diego, with its picturesque coastline and year-round sunshine, is a city that offers an unbeatable quality of life.*

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.



# Market 25th



## San Diego Development Opportunity

For Sale | ±21,073 SF | Land

---

JOE BRADY

joe@upgsocal.com  
Lic No 01908072

BILL SHRADER

bill@upgsocal.com  
Lic No 01033317

**UPG** URBAN  
PROPERTY  
GROUP est.  
1989

upgsocal.com  
858-874-1989