

Market & 25th



San Diego Development Opportunity

For Sale | ±21,073 SF | Land

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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 (±21,073 SF)
Parcel Size

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

1du/1,000 SF
Density

\$2.65 M
Price

\$126
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 with 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.

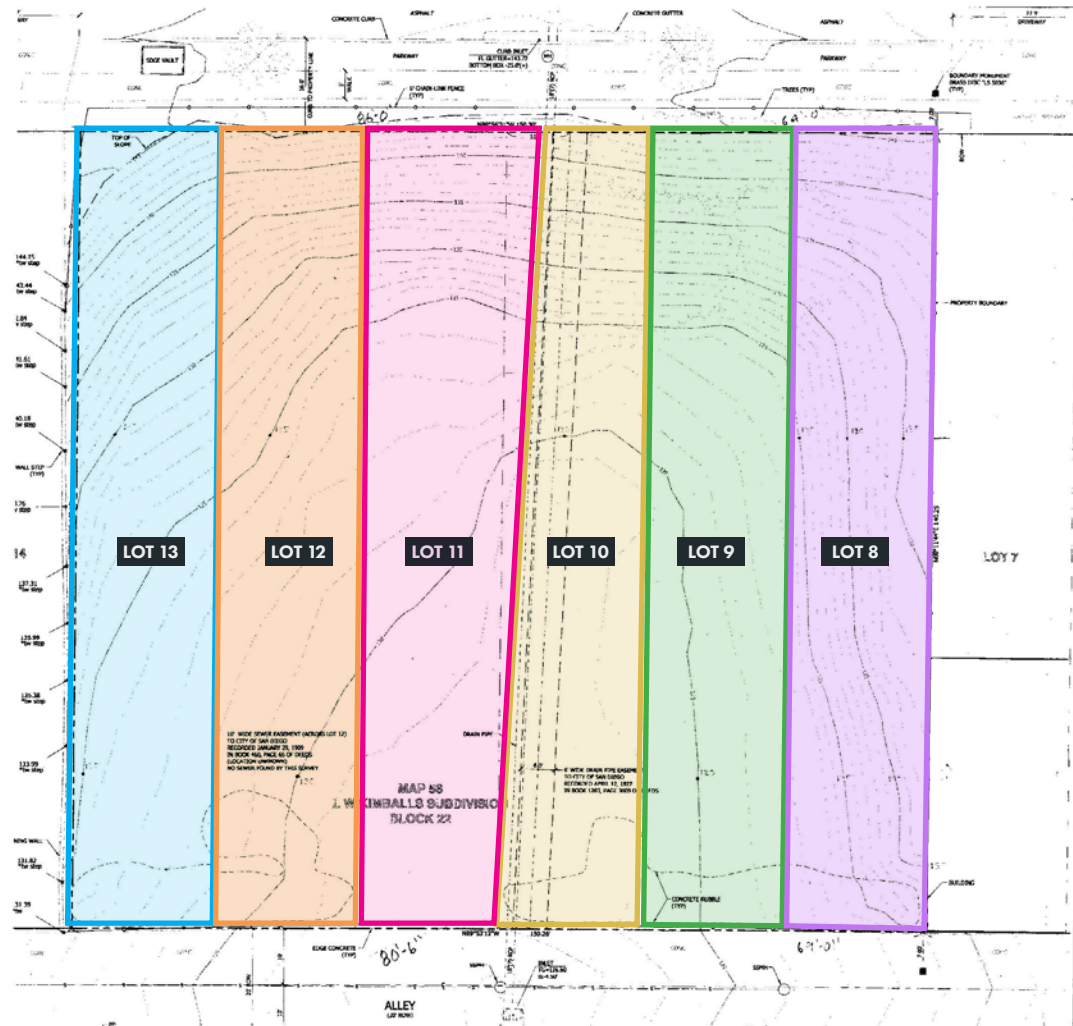
Surrounding Gentrification

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



#	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	0.48

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 7,800 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 (Costar).



*The statistics mentioned pertain to San Diego County.

IN THE PATH OF DEVELOPMENT



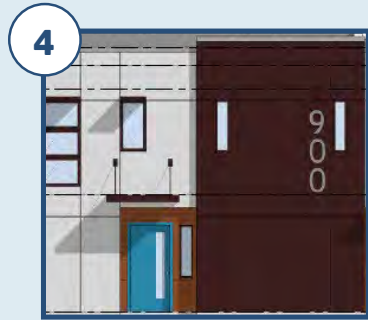
2985 C St | 213 Units



1452 K St | 259 Units



25th & C St | 114 Units



729 S 32nd St | 50,647 SF



3180 Imperial Ave | 26 Units



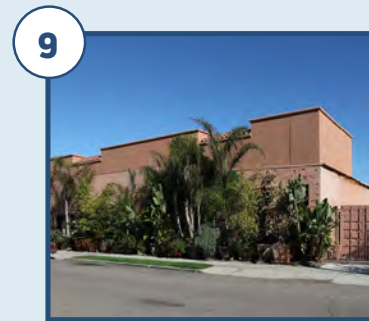
1701 Imperial | 101 Units



1950 Kearney Ave | 26 Units



Logan Yards | 900 Units



1905 Broadway | 91 Units



CA94
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

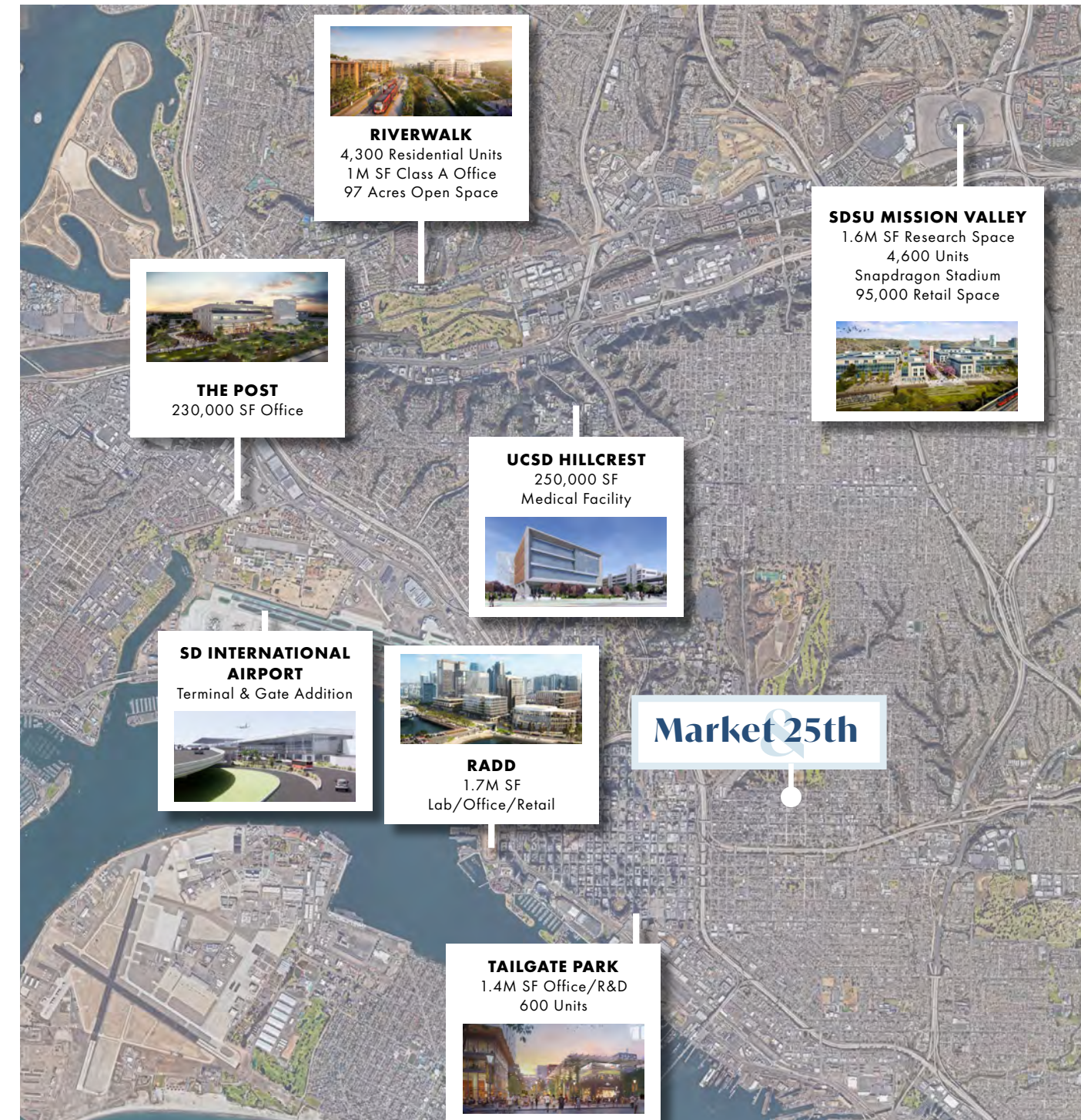
San Diego International Airport
 Port of San Diego
 15,894 Hotels
 San Diego Zoo
 San Diego Safari Park
 Balboa Park

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



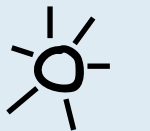
1.3 M

Population
 (San Diego County)



21 M

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.



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.



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.

3.3 M

Total Population

\$105,247

Median Income

1.35 M

Total Employees

\$14.3 B

Total Consumer Spending

511,000

Renter Occupied Households

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