“One of America’s best hipster neighborhoods....home to Craftsmen cottages, cafes and diners, coffee shops, several microbreweries, boutiques and bastions of creativity in the area”
- Forbes

“North Park has all the ingredients for the cool school: It’s culturally diverse and has art galleries, boutiques, trendy bars with handcrafted cocktails and local brews, and foodie-approved eateries”
- Los Angeles Times
TABLE OF CONTENTS

1. PROJECT OVERVIEW
2. PROPERTY RENDERINGS
3. MARKET OVERVIEW
4. MARKET COMPARABLES
5. DEMOGRAPHICS
3104 El Cajon Boulevard

NORTH PARK
SAN DIEGO, CA 92104

The Opportunity

3104 El Cajon Blvd is a 15,747 SF By-Right development opportunity, with 129 or 148 dwelling units. The property is located at the intersection of El Cajon Boulevard and Illinois Street in a Transit Priority Area. Various amenities are within walking distance or a short drive away such as Balboa Park, the Hillcrest Farmer’s market, various award-winning restaurants, and breweries, along with Target, Vons, and Sprouts within a five-minute drive. Penetrating this market while there is a housing shortage and strong demand will allow this opportunity to thrive. Additionally, 3104 El Cajon Blvd comes permit ready, has gorgeous views of downtown San Diego, and is located in San Diego’s hottest Millennial and Gen Z market.

North Park is home of the best breweries in San Diego including Modern Times Flavordome, Belching Beaver Brewery, Mike Hess Brewing Company, Barn Brewery, North Park Beer Co., Fall Brewing Company, Thorn Street Brewery, Second Chance Beer, Eppig Brewing and Kainoa Brewing Company. If you are a foodie then you can enjoy some of the best San Diego has to offer including The Mission, Underbelly Ramen, One Door North, The Smoking Goat, Alexander’s, Porchetta Shack, Louisiana Purchase, Street Side Thai Kitchen and many others.
PROPERTY LOCATION
3104-3120 El Cajon Blvd, San Diego, CA 92104

EXISTING SITE CONDITIONS
Gently sloping with frontage along El Cajon Blvd

BUILDING SITE
15,747 SF

APN #
446-181-10-00; 446-181-11-00

WALK SCORE/BIKE SCORE
95/77

CONSTRUCTION TYPE
Option A: Type III - Modified: 8-Story Multi-Family Building or
Option B: Type I: 9-Story Multi-Family Building

PROJECT CONCEPT
8

Residential
Studio 369-437 SF
1BR /1BA 511-654 SF
2BR/2BA 784 SF
Total Square Footage 60,973 SF
Avg 473 SF

Shared Spaces
Lobby 1,458 SF
Club Room 490 SF
Office 197 SF
Level 3 Courtyard 1,313 SF

Parking
Approximately 134 Stalls

Unit Mix
56 Studio
59 1BR /1BA
14 2BR/2BA
129 Total Units

Option B

Residential
Studio 369-437 SF
1BR /1BA 511-654 SF
2BR/2BA 784 SF
Total Square Footage 72,367 SF
Avg 489 SF

Shared Spaces
Lobby 1,458 SF
Club Room 490 SF
Office 197 SF
Level 3 Courtyard 1,313 SF
Level 9 Rooftop Deck 697 SF

Parking
Approximately 75 Stalls

Unit Mix
65 Studio
68 1BR /1BA
15 2BR/2BA
148 Total Units

*Buyer to verify all numbers and accuracy
AREA INFORMATION

HOUSING SOLUTIONS

Housing Solutions is an optional affordable housing incentive program that will provide new affordable and market rate housing near transit; preserve existing affordable rents; and establish a new way to fund neighborhood amenities. It will also set aside resources for preserving affordable housing and investing in active transportation and park amenities.

Click here for more info: Complete Communities

Floor Area Ratio (FAR) Allowances: October 12, 2020 Draft

- FAR Tier 4: 4.0 FAR
- FAR Tier 3: 6.5 FAR
- FAR Tier 2: 8.0 FAR
- FAR Tier 1: No Limit on FAR

Transit Priority Areas

Coastal Zone and Coastal Height Overlay Zone: 2.5 FAR

Not Applicable
SAN DIEGO JOBS

Downtown

- Centrally located
- Close proximity to the 405 and 805 freeways
- A walkable Uptown location

Hillcrest

- California Home Care Inc
- San Miguel Hospital Association
- Rodgers Police Patrol

North Park

- Kindred
- San Miguel Hospital Association
- Vons

Mission Valley

- NORDSTROM
- TEG Staff Track
- Miim Holdings

- Close proximity to the 163, and 805 freeways
- A walkable Uptown location
DRIVE TIMES

- Balboa Park: 6 minutes
- Sea World: 14 minutes
- Ocean Beach: 15 minutes
- UCSD Medical: 11 minutes
- Downtown: 13 minutes
- Fashion Valley Mall: 10 minutes
- USD: 14 minutes
- Airport: 14 minutes
- SD Zoo: 9 minutes
- Little Italy: 10 minutes
- Point Loma: 20 minutes
- Little Italy: 10 minutes
- North Park: 5 minutes

- 805: 38 minutes
- 805: 64 minutes
- 41 minutes
- 46 minutes
- 21 minutes
- 46 minutes
- 58 minutes
- 30 minutes
- 21 minutes
- 19 minutes
- 36 minutes
- 41 minutes
1. BARCELONA
326 Juniper St
San Diego, CA 92101

2. BROADSTONE
3288 5th Ave.
San Diego, CA 92103

3. THE CONTINENTAL
320 W Cedar St.
San Diego, CA 92101

4. 2730 1st Ave.
San Diego, CA 92103

5. MAPLETON
148 W Maple St.
San Diego, CA 92103

6. 2355 Curlew St.
San Diego, CA 92103

7. STRAUSS ON 5TH
3334 5th Ave.
San Diego, CA 92103

8. SECOYA
3D67 5th Ave.
San Diego, CA 92103

9. OLLIE NORTH PARK LOFTS
4333 Illinois St.
San Diego, CA 92104

10. THE PALOMAR
526 Maple St.
San Diego, CA 92103

11. TRU
2001 4th Ave.
San Diego, CA 92104

12. JUNIPER HILL
234 Juniper St.
San Diego, CA 92104

13. 610 W Laurel
San Diego, CA 92104

14. 2943 Reynard Way
San Diego, CA 92101

15. THE FORT
1011 Fort Stockton
San Diego, CA 92103

16. THE WARWICK
606 Washington St.
San Diego, CA 92103

### Rates (PSF)

- **El Cajon Blvd**
  - 3104
  - $4.60
  - $4.24
  - $5.07
  - $4.14

- **North Park**
  - 3104
  - $4.87
  - $5.20
  - $5.32

- **San Diego**
  - 3104
  - $4.47
  - $4.72
  - $3.61
  - $4.84
  - $4.03

- **Mission Valley**
  - 3104
  - $3.79

### Addresses
- **3067 5th Ave.**
  - San Diego, CA 92103
- **536 Maple St.**
  - San Diego, CA 92103
- **234 Juniper St.**
  - San Diego, CA 92104
- **2001 4th Ave.**
  - San Diego, CA 92104
- **2730 1st Ave.**
  - San Diego, CA 92103
- **148 W Maple St.**
  - San Diego, CA 92103
- **2943 Reynard Way**
  - San Diego, CA 92101
- **1011 Fort Stockton**
  - San Diego, CA 92103
- **606 Washington St.**
  - San Diego, CA 92103
- **4333 Illinois St.**
  - San Diego, CA 92104
- **526 Maple St.**
  - San Diego, CA 92103
- **4333 Illinois St.**
  - San Diego, CA 92104
# Apartment Rental Comparables

## The Barcelona

<table>
<thead>
<tr>
<th>Type</th>
<th>Rent</th>
<th>Rent/SqFt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$2,072</td>
<td>$4.60</td>
</tr>
<tr>
<td>1 BD</td>
<td>$2,315</td>
<td>$4.49</td>
</tr>
</tbody>
</table>

### Completed Date: 2022

- Vacuum: 0%
- Vacancy: 0%
- Stories: 5
- Completed Date: 2022
- San Diego, CA 92103

## The Continental

<table>
<thead>
<tr>
<th>Type</th>
<th>Rent</th>
<th>Rent/SqFt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$1,869</td>
<td>$4.60</td>
</tr>
<tr>
<td>1 BD</td>
<td>$2,082</td>
<td>$4.46</td>
</tr>
</tbody>
</table>

### Completed Date: 2022

- Vacancy: 0%
- Stories: 5
- Completed Date: 2022
- San Diego, CA 92103

## 3 The Continental

<table>
<thead>
<tr>
<th>Type</th>
<th>Rent</th>
<th>Rent/SqFt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>$1,843</td>
<td>$4.60</td>
</tr>
<tr>
<td>1 BD</td>
<td>$2,267</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

### Completed Date: 2019

- Vacancy: 0%
- Stories: 5
- Completed Date: 2019
- San Diego, CA 92103

## 4 2730 1st Ave.

### Completed Date: 2022

- Vacancy: 0%
- Stories: 2
- Completed Date: 2022
- San Diego, CA 92103

## 5 Mapleton

### Completed Date: 2019

- Vacancy: 0%
- Stories: 8
- Completed Date: 2019
- San Diego, CA 92103

## 6 2355 Curlew St.

### Completed Date: 2022

- Vacancy: 0%
- Stories: 1
- Completed Date: 2022
- San Diego, CA 92103

## 7 Stamos on 5th

### Completed Date: 2015

- Vacancy: 0%
- Stories: 5
- Completed Date: 2015
- San Diego, CA 92103

## 8 Story by the Park

### Completed Date: 2022

- Vacancy: 0%
- Stories: 8
- Completed Date: 2022
- San Diego, CA 92103

---

**Convenient Amenities**

- Controlled Access, Laundry Facilities, Total Parking - 7

**Floor Plans**

- Apartment Amenities
- Functional Characteristics
- Unit Amenities

### 2428 5th Ave.

### Completed Date: 2010

- Vacancy: 0%
- Stories: 2
- Completed Date: 2010
- San Diego, CA 92103
### Apartment Rental Companions

**The Palomar**
- 24 Units
- 236 Maple St, San Diego, CA 92103
- Completed Date: 2017
- Stories: 4

#### Apartment Amenities
- Fireplace, Hardwood Floors, Laundry Facilities, Gated

<table>
<thead>
<tr>
<th>Unit Count</th>
<th>Type</th>
<th>Size (SqFt)</th>
<th>Market Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>1 BD</td>
<td>603</td>
<td>$2,695</td>
</tr>
</tbody>
</table>

**Ollie North Park Lofts**
- 44 Units
- 4333 Illinois St, San Diego, CA 92104
- Completed Date: 2022
- Stories: 6

#### Apartment Amenities
- Elevator, Multi Use Room, Lounge Area, Conference Area, Open Air Deck, BBQ Picnic Area, Package Service, Media Center, Covered Parking Lot

**Juniper Hill**
- 17 Units
- 234 Juniper St, San Diego, CA 92104
- Completed Date: 1989
- Stories: 2

#### Apartment Amenities

<table>
<thead>
<tr>
<th>Unit Count</th>
<th>Type</th>
<th>Size (SqFt)</th>
<th>Market Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>1 BD/1BA</td>
<td>536</td>
<td>$2,595</td>
</tr>
</tbody>
</table>

**TRU**
- 2001 4th Ave, San Diego, CA 92101
- Completed Date: 2021
- Vacancy: 9%

#### Apartment Amenities
- Heating: Electric, Air Conditioning, Heating Fuel: Electric, Dishwasher, Disposal, Microwave, Refrigerator, Gated Entry, Barbecue Area, Patio

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (SqFt)</th>
<th>Market Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td></td>
<td>$2,550</td>
</tr>
</tbody>
</table>

### Common Area Amenities

- Clubhouse, Grill, Controlled Access, Public Transportation, Elevator, Rooftop Terrace

**The Fort**
- 80 Units
- 505 Washington St, San Diego, CA 92103
- Completed Date: 2020
- Stories: 5

#### Apartment Amenities
- Located in the heart of Banker’s Hill, remodeled unit with stainless steel appliances, hardwood flooring, gas fireplace and faces the harbor and airport, just a few blocks from Balboa Park or Little Italy. Centrally located and convenient to wonderful restaurants, shopping and public transportation. Gated building and garage parking. Common area laundry on site and communal patio/lounge area.

<table>
<thead>
<tr>
<th>Unit Count</th>
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### Common Area Amenities

- Clubhouse, Grill, Controlled Access, Public Transportation, Elevator, Rooftop Terrace

**The Warwick**
- 80 Units
- 505 Washington St, San Diego, CA 92103
- Completed Date: 2020
- Stories: 5

#### Apartment Amenities
- In All Units, High Speed Internet Access

<table>
<thead>
<tr>
<th>Unit Count</th>
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**The Warwick**
- 80 Units
- 505 Washington St, San Diego, CA 92103
- Completed Date: 2020
- Stories: 5

#### Apartment Amenities
- In All Units, High Speed Internet Access

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### Common Area Amenities

- Clubhouse, Grill, Controlled Access, Public Transportation, Elevator, Rooftop Terrace

**The Warwick**
- 80 Units
- 505 Washington St, San Diego, CA 92103
- Completed Date: 2020
- Stories: 5

#### Apartment Amenities
- In All Units, High Speed Internet Access

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**The Warwick**
- 80 Units
- 505 Washington St, San Diego, CA 92103
- Completed Date: 2020
- Stories: 5

#### Apartment Amenities
- In All Units, High Speed Internet Access

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<th>Unit Count</th>
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### Common Area Amenities

- Clubhouse, Grill, Controlled Access, Public Transportation, Elevator, Rooftop Terrace
### ZONING INFORMATION

**Chapter 13: Zones**

<table>
<thead>
<tr>
<th>Development Regulation</th>
<th>Zone Designator</th>
<th>Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>(See Section 131.0530 for Development Regulations of Commercial Zones)</td>
<td>1st &amp; 2nd &gt;&gt;</td>
<td>2</td>
</tr>
<tr>
<td>3rd &gt;&gt;</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>4th &gt;&gt;</td>
<td>10(2)</td>
<td></td>
</tr>
</tbody>
</table>

**Max permitted Residential Density**

- 1.50/1,000
- 800
- 600
- 400

**Supplemental Residential Regulations**

<table>
<thead>
<tr>
<th>Lot Area</th>
<th>Applies</th>
<th>Applies</th>
<th>Applies</th>
<th>Applies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Lot Area (sq. ft.)</td>
<td>2,500</td>
<td>2,500</td>
<td>2,500</td>
<td>2,500</td>
</tr>
</tbody>
</table>

**Lot Dimensions**

<table>
<thead>
<tr>
<th>Max Lot Width (ft)</th>
<th>25</th>
<th>25</th>
<th>25</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Street Frontage (ft)</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
</tbody>
</table>

**Setback Requirements**

<table>
<thead>
<tr>
<th>Min Rear Setback (ft)</th>
<th>10(2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max Front Setback (ft)</td>
<td>10(2)</td>
</tr>
</tbody>
</table>

**Visibility Area**

- [See Section 131.0543(b)]

**Loading Dock and Overhead Door Screening**

- [See Section 113.0273]

**Refuse and Recyclable Material Storage**

- [See Section 131.0530 for Development Regulations of Commercial Zones]

**Parking Lot Orientation**

- [See Section 131.0554]

**Refuse and Recyclable Material Storage**

- [See Section 131.0530 for Development Regulations of Commercial Zones]

**Development Regulation**

- [See Section 131.0530 for Development Regulations of Commercial Zones]

**Visibility Area**

- [See Section 113.0273]

---

### Floor Area Ratio

- Floor Area Ratio Bonus for Residential Mixed Use
  - 2.0

**Pedestrian Paths**

- [See Section 131.0550]

**Transparency**

- [See Section 131.0552]

**Building Articulation**

- [See Section 131.0554]

**Packing Lot Orientation**

- [See Section 131.0556]

**Visibility Area**

- [See Section 113.0273]
HILLCREST OVERVIEW

HOUSING
existing shortage
young professionals
growing community

WORKABILITY
health & wellbeing

CONNECTIVITY
relationships
expanding neighborhoods
social productivity

OPPORTUNITY
multi family
Hilcrest
development

restaurants and shops
neighbors
health & wellbeing
North Park

North Park is the home to over 54,000 residents and a primarily young population: around 40% are Millennials and Gen X. The population is projected to grow to 54,637 by 2026.

North Park serves as the Uptown gateway to San Diego, a central district for arts and culture attracting high-tech startups with the increasing availability of creative workspace in the market.
OPTION B: TYPE I-9 STORY/149 UNITS/75 PARKING STALLS

SOUTH GROUND FLOOR

SOUTH GROUND FLOOR

SOUTHWEST ELEVATION

SOUTHWEST ELEVATION

NORTHWEST ELEVATION

NORTHWEST ELEVATION

SOUTHEAST ELEVATION

SOUTHEAST ELEVATION
“One of America’s best hipster neighborhoods,...home to Craftsman cottages, cafes and diners, coffee shops, several microbreweries, boutiques and bastions of creativity in the area”

– Forbes

“North Park has all the ingredients for the cool school: It’s culturally diverse and has art galleries, boutiques, trendy bars with handcrafted cocktails and local brews, and foodie-approved eateries”

– Los Angeles Times