

FOR SALE

VALUE ADD MIXED-USE + ADU/
MULTI-FAMILY DEVELOPMENT

5045-5049 Brooks Huffman Plaza
5044-5046 Holly Rd
SAN DIEGO, CA 92113



WAYFINDER
COMMERCIAL
REAL ESTATE

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INVESTMENT SUMMARY

INVESTMENT OVERVIEW

This offering is an opportunity for a value-add investor to acquire 5045-5049 Brooks Huffman Plz and 5044-46 Holly Rd, a mixed-use property with street front retail and detached residential units on a large lot with excess land for ADU's.

The improvements on the property consist of 1,104 SF of street front retail, a single-family residence (3bd/1ba) and two detached 2bd/1ba units on a 18,141 SF lot. All units are currently vacant.

This property is located in a high-traffic intersection of Imperial Ave and Euclid in the Lincoln Park neighborhood blocks away from Lincoln High School. The property falls within Complete Communities House Solutions, Transit Priority Area, and Opportunity Zone 2.0

*Note that property has deferred maintenance that will be required before occupancy. It will be sold as-is. Inquire with broker for details.

PROPERTY SUMMARY

Sale Price: \$1,800,000

Building Area: 4,084 SF

Lot Area: 18,141 SF

Year Built: 1957

APN: 548-250-03-00

Zoning: CN-1-3

<https://shorturl.at/guh68>

Average Daily Traffic:

Imperial Ave: 31,863

Euclid: 17,914

Unit Mix

- Retail: 1,104 SF
- 3bd/1ba: 1,188 SF
- 2bd/1ba: 896 SF
- 2bd/1ba: 896 SF

Parking:

5 spaces retail

4 spaces residential (tandem)



THE PROPERTY



Euclid Ave



Holly Rd

Brooks
Huffman
Plz

5047-5049 Brooks Huffman Plz
1,104 SF Retail (2 units)

5047

5045 Brooks Huffman Plz
3 Bd/1ba
1,188 SF

5044 Holly Dr
2bd/1ba
896 SF

5046 Holly Dr
2bd/1ba
896 SF

THE PROPERTY



Street Front Retail 5047-5049 Brooks Huffman Plz



3bd/1ba SFR 5045 Brooks Huffman Plz



Rear 2bd/1ba Unit – 5046 Holly Rd



Rear 2bd/1ba Unit – 5046 Holly Rd

08

SAN DIEGO COUNTY
ASSESSOR'S MAP
BOOK 548 PG 25



1"=100'
N

6/17/14 RG

[illegible]

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

MAP 283 - HORTONS PURCHASE

LOCATION



LOCATION



- ❖ Centrally located 10 min to Downtown San Diego
- ❖ Access to I-805 and SR-94
- ❖ Complete Communities Tier 3 FAR 6.5
- ❖ Transit Priority Area
- ❖ Opportunity Zone 2.0

1. Downtown San Diego
2. San Diego Intl Airport 
3. San Diego State University 
4. University of California San Diego 
5. Tijuana

5047 -49 Brooks Huffman Plz

Google Earth

Image Landsat / Copernicus

Data USGS

Data LDEO-Columbia, NSF, NOAA

Data SIO, NOAA, U.S. Navy, NGA, GEBCO

DEVELOPMENT INCENTIVES

COMPLETE COMMUNITIES HOUSING PROGRAM

Complete Communities includes planning strategies that work together to create incentives to build homes near transit, provide more mobility choices & enhance opportunities for places to walk, bike, relax & play. These efforts ensure that all residents have access to the resources & opportunities necessary to improve the quality of their lives.

SUBJECT PROPERTY: Tier 3

ALLOWANCE: FAR Tier 3 / 6.5 FAR

Source: <https://www.sandiego.gov/complete-communities>



OPPORTUNITY ZONE 2.0

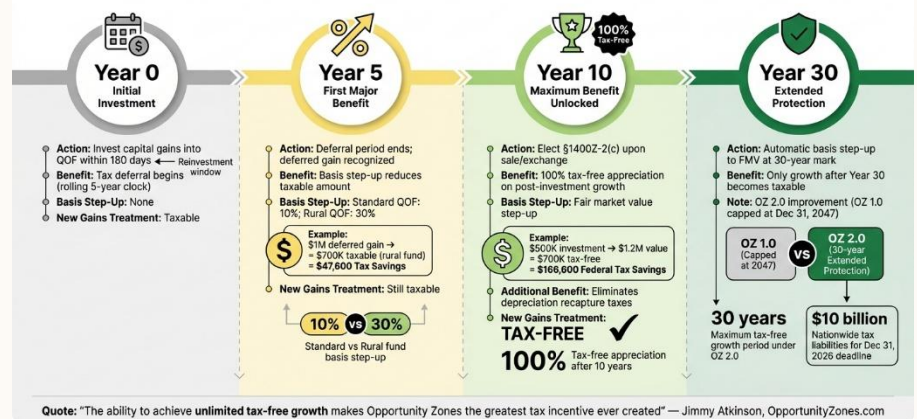
A rolling five-year deferral tied to investment date; basis step-up of 10% at five years (or 30% if using a QROF that invests in a rural area OZ); and exclusion of new gains if held 10 years or longer. If held beyond 30 years, full stepped-up basis at the 30th anniversary.

SUBJECT PROPERTY ZONE: 06073003305

*infographic source:

<https://phoenixstrategy.group/blog/opportunity-zone-tax-deferral-rules>

Opportunity Zone Investment Tax Benefits Timeline



SALES COMPAREBLES



SUBJECT PROPERTY

5047 - 5049 Brooks
Huffman Plz
Bldg: 4,084 SF
Lot: 18,141 SF
Price: \$1,800,000
Price PSF: \$440
Price PSF Lot: \$99



COMP 3

5020-5036 Imperial Ave
Bldg: 9,446 SF
Lot: 58,471 SF
Price: \$4,700,000
Price PSF:
Price PSF Lot: \$80
Sold Date: 03/09/26
Sold for Land Value



COMP 1

5053-5061 Brooks
Huffman Plz
Bldg: 3,920 SF
Lot: 8,744 SF
Price: \$1,424,000
Price PSF: \$363
Price PSF Lot: \$163
Sold Date: 12/16/2025



COMP 4

5020-5036 Imperial Ave
Bldg: 528 SF
Lot: 12,040 SF
Price: \$999,000
Price PSF:
Price PSF Lot: \$80
Sold Date: 03/09/26
Sold for Land Value



COMP 2

3794 National Ave
Bldg: 2,017 SF
Lot: 10,709 SF
Price: \$999,000
Price PSF: \$495
Price PSF Lot: \$99
Sold Date: 06/05/2026



COMP 5

627 60th St
Bldg:
Lot: 8,715 SF
Price: \$845,000
Price PSF:
Price PSF Lot: \$99
Sold Date: 07/01/24
SFR with permits for 4 ADU

Contact



Luke Nguyen

Luke Nguyen specializes in the sale and leasing of retail properties throughout San Diego. With over 20 years of experience spanning commercial real estate finance, investment, and brokerage, he brings a practical, deal-focused perspective to every assignment.

Luke has represented investors and business owners in acquisitions, dispositions, and leasing transactions, with a focus on positioning assets to maximize value and long-term performance. His approach combines local market insight with a deep understanding of deal structures— helping clients make informed decisions and avoid costly missteps.

He holds an MBA from the UCLA Anderson School of Business Administration with a concentration in Real Estate and Finance.

Wayfinder Commercial Real Estate

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