



2690 S Escondido Boulevard

Escondido, CA 92025

RARE MULTIFAMILY ZONED DEVELOPMENT SITE

APPROVED 15-UNIT MULTIFAMILY DEVELOPMENT WITH POTENTIAL DENSITY UPSIDE TO ~24 UNITS



CENTRE CITY PARKWAY

CENTRE CITY PARKWAY

* PROPERTY LINES ARE ESTIMATES

CONTACT

Brendan Flynn, VICE PRESIDENT

339.222.3361 DRE# 01933302 flynn@scc1031.com

www.scc1031.com



Executive Summary	03
Property Information	06
Development Opportunity	12
Location Overview	15
Sales Comparables	18
Demographics	23

All materials and information received or derived from South Coast Commercial its directors, officers, agents, advisors, affiliates and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the property, projected financial performance of the property for any party's intended use or any and all other matters.

Neither South Coast Commercial its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. South Coast Commercial will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. South Coast Commercial makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. South Coast Commercial does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property.

Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by South Coast Commercial in compliance with all applicable fair housing and equal opportunity laws.



SOUTH COAST
COMMERCIAL

CORFAC
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

Executive Summary

THE OFFERING



2690 S ESCONDIDO BOULEVARD

STREET ADDRESS



\$1,595,000

LISTING PRICE

2690 S Escondido Blvd is a 19,559 SF vacant parcel with City-approved plans for a 15-unit project*, with immediate potential to expand to 17 units during construction. Following completion of the initial development, two additional units may be added adjacent to the carports, bringing the total potential unit count to 19. The site also benefits from a natural buffer between the property and Centre City Parkway, providing separation from the main thoroughfare while maintaining excellent accessibility and visibility.

The South Escondido submarket has demonstrated resilience, with low multifamily vacancy, steady rental growth, and limited new inventory. Its proximity to Downtown Escondido, nearby amenities, and major transportation corridors enhances connectivity and long-term value, making 2690 S Escondido Blvd a rare, entitlement-ready development opportunity in a high-demand North County submarket.

**The information contained herein has been obtained from sources believed to be reliable but has not been independently verified. No representation or warranty, express or implied, is made as to its accuracy or completeness. Prospective buyers are advised to conduct their own independent investigation and due diligence regarding all aspects of the property.*



19,559 SF

LOT SIZE



\$91.77

PRICE PER SF



262-013-15-00

APN

EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

INVESTMENT HIGHLIGHTS



Rare Infill Commercial Parcel

19,559 SF site with prominent South Escondido Boulevard frontage and strong visibility



Approved Development Plans

Fully entitled with City-approved architectural plans for an initial 15-unit project* with immediate potential to expand to 17 units



Post-Construction Upside

Opportunity to add two additional units after initial construction, bringing the total potential to 19 units



Strategic Site Buffer

Natural buffer between the property and Centre City Parkway, providing separation from the main corridor while maintaining convenient access



Flexible Use Potential

General Commercial zoning accommodates a variety of commercial or mixed-use concepts



Prime Neighborhood Context

Surrounded by established residential neighborhoods, supporting a rent premium for new development



Market Fundamentals Support Demand

South Escondido continues to see low multifamily vacancy and sustained rental demand



Convenient Connectivity

Minutes from Downtown Escondido, Interstate 15, and nearby public transit

**The information contained herein has been obtained from sources believed to be reliable but has not been independently verified. No representation or warranty, express or implied, is made as to its accuracy or completeness. Prospective buyers are advised to conduct their own independent investigation and due diligence regarding all aspects of the property.*



SOUTH COAST
COMMERCIAL



CORFAC
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

Property Information

THE PROPERTY AT A GLANCE



19,559 SF

LOT SIZE



238-152-16-00

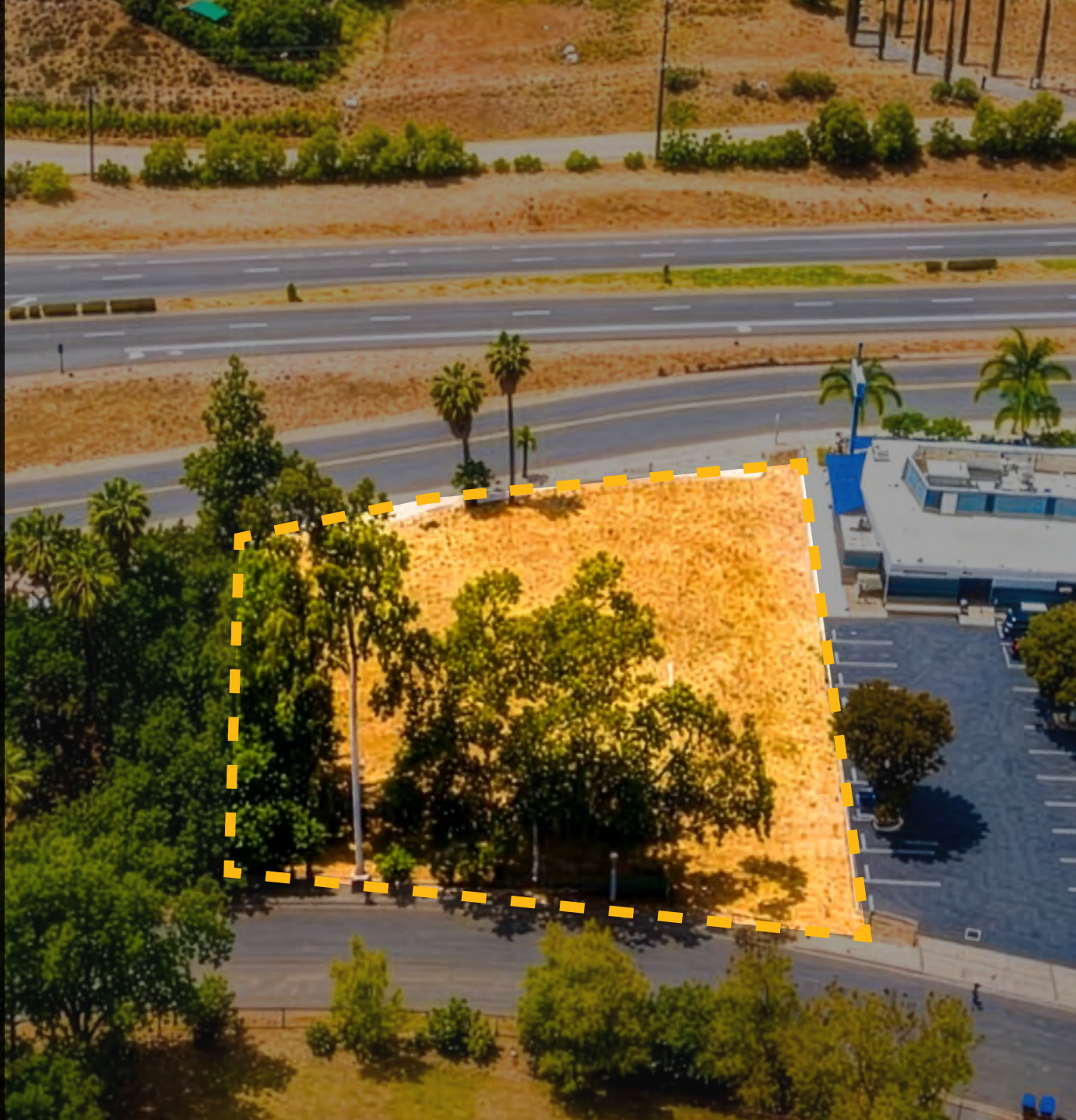
APN



GENERAL COMMERCIAL

ZONING

* PROPERTY LINES ARE ESTIMATES



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

PROPERTY DESCRIPTION



2690 S. Escondido Boulevard is a 19,559 square-foot development parcel well suited for multifamily apartment development, located along a prominent South Escondido corridor. The property offers excellent visibility from S. Escondido Boulevard while benefiting from access via a secondary frontage street, providing a buffer from the main roadway and allowing for convenient entry and potential additional parking.

The site is surrounded by established residential neighborhoods along with nearby retail, dining, and community services that support strong housing demand. Its proximity to Centre City Parkway and Interstate 15 provides convenient regional access throughout North County San Diego while maintaining close connectivity to Downtown Escondido and surrounding amenities.

The property includes city-approved plans for a 15-unit multifamily apartment development. Based on preliminary discussions with City of Escondido planning staff, there may be potential to increase the unit count to approximately 17–19 units through design adjustments during development, subject to city review and approval.

In addition, the parcel may qualify for density bonus provisions, which could allow for increased residential density depending on the inclusion of qualifying affordable housing components. Preliminary guidance from planning staff suggests the base density may be rounded to approximately 16 units, with the potential for up to approximately 24 total units under standard density bonus provisions, subject to applicable development standards and city approval.

The ability to increase residential density through design efficiencies and density bonus programs may provide developers the opportunity to enhance overall project yield and maximize the site's development potential.

With approved plans, potential density upside, strong surrounding residential demand, and convenient access to major transportation corridors, the property represents a compelling opportunity for developers seeking a well-located multifamily development site in the North County San Diego market.

Prospective buyers should conduct their own independent investigation with the City of Escondido regarding development standards, density bonus eligibility, and applicable housing regulations.

EXECUTIVE SUMMARY

PROPERTY INFORMATION

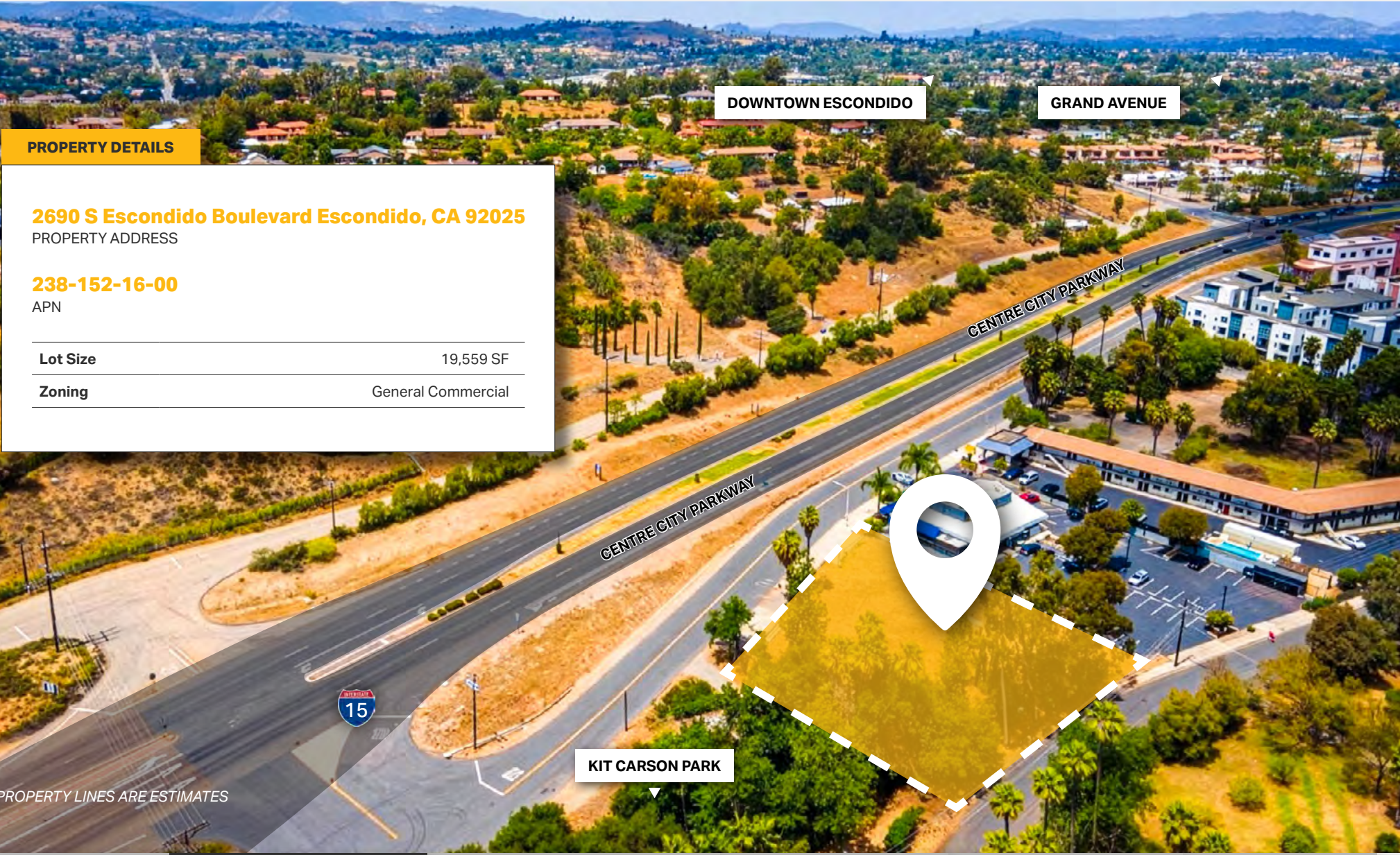
DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

PROPERTY DESCRIPTION



PROPERTY DETAILS

2690 S Escondido Boulevard Escondido, CA 92025

PROPERTY ADDRESS

238-152-16-00

APN

Lot Size 19,559 SF

Zoning General Commercial

* PROPERTY LINES ARE ESTIMATES

EXECUTIVE SUMMARY

PROPERTY INFORMATION

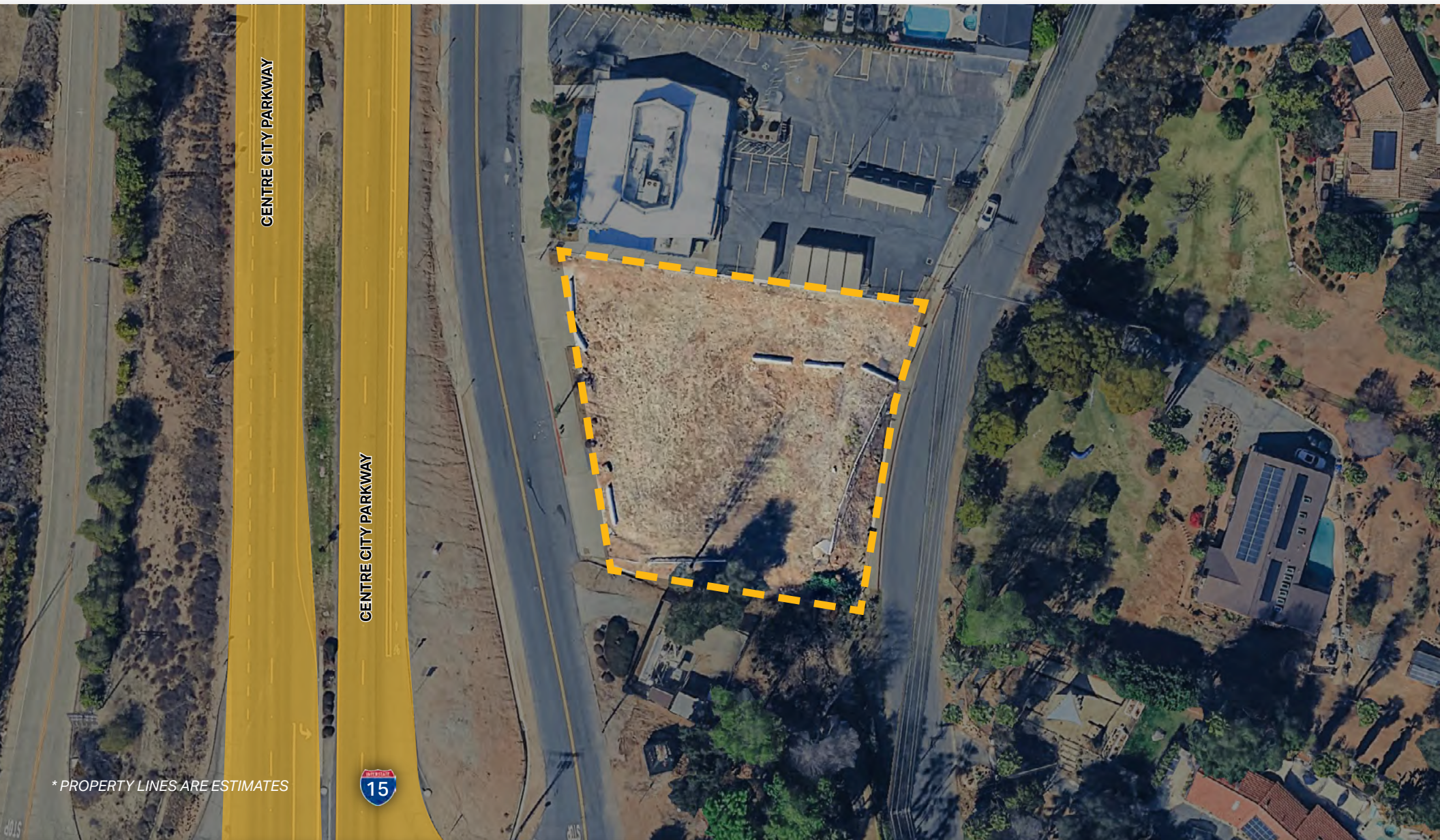
DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

AERIAL VIEW



* PROPERTY LINES ARE ESTIMATES

EXECUTIVE SUMMARY

PROPERTY INFORMATION

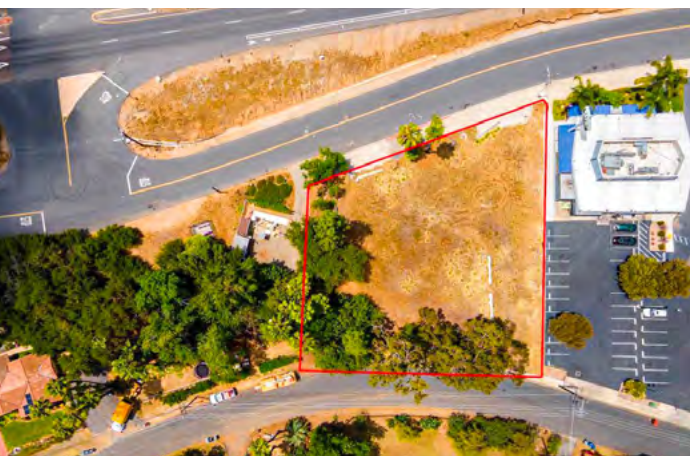
DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

PROPERTY PHOTOS



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS



SOUTH COAST
COMMERCIAL



CORFAC
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

**Development
Opportunity**

DEVELOPMENT OPPORTUNITY

ZONING & ENTITLEMENT POTENTIAL

2690 S Escondido Blvd is a fully entitled, build-ready development site in South Escondido with approvals for a two-story rental community. The vacant parcel includes City-approved architectural plans, site design, approved development contract, and entitlements*.

While the approved plans call for 15 units, the project has the immediate potential to expand to 17 units during construction. Additionally, two more units may be added adjacent to the carports following completion of the initial development, bringing the total potential unit count to 19. The property also benefits from a natural buffer between the site and Centre City Parkway, providing separation from the main thoroughfare while maintaining convenient access to the surrounding area.

**The information contained herein has been obtained from sources believed to be reliable but has not been independently verified. No representation or warranty, express or implied, is made as to its accuracy or completeness. Prospective buyers are advised to conduct their own independent investigation and due diligence regarding all aspects of the property.*



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

DEVELOPMENT OPPORTUNITY

DEVELOPMENT HIGHLIGHTS



IMMEDIATE AREA

Surrounded by low-density residential, commanding premium rents



TRANSIT ACCESS

Multiple nearby public transportation options



PRIME LOCATION

Approximately 3 miles from Downtown Escondido



WALKABILITY

Walk Score of 94 – considered a walker's paradise, where daily errands can be completed without a car



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS



SOUTH COAST
COMMERCIAL



CORFAC
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

Location Overview

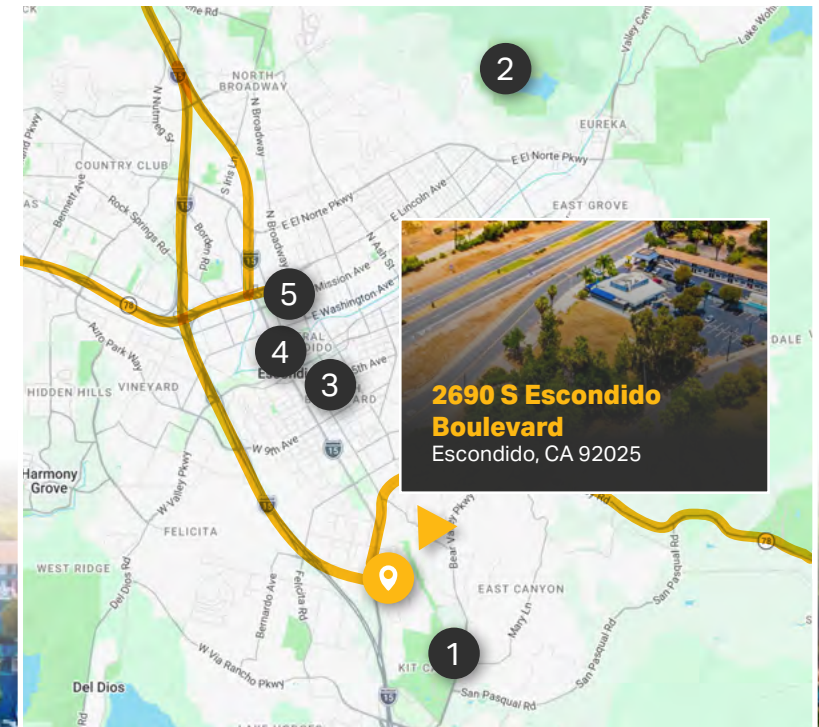
LOCATION OVERVIEW

ONE OF SOUTH ESCONDIDO'S MOST ESTABLISHED ENCLAVES – KIT CARSON NEIGHBORHOOD

Positioned in South Escondido, the Kit Carson neighborhood offers a compelling mix of established residential character and everyday convenience. The community is anchored by the 285-acre **1 Kit Carson Park**, where **2 Dixon Lake**, trail systems, and active recreation create a built-in lifestyle amenity that strengthens long-term tenant appeal and supports consistent rental demand.

Just minutes north, **3 Downtown Escondido**, and the **4 Grand Avenue** corridor provide a vibrant mix of dining, retail, and neighborhood services, along with cultural programming at the **5 California Center for the Arts, Escondido**. This proximity allows residents to enjoy the energy and convenience of the city center while returning home to a quieter, park-oriented setting.

Immediate access to Interstate 15 (I-15) and California State Route 78 (SR-78) connects the neighborhood to key employment hubs across North San Diego County. Abundant open space, downtown accessibility, and commuter efficiency positions the Kit Carson neighborhood as a highly desirable location within greater Escondido.



IMMEDIATE MAP



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS



SOUTH COAST
COMMERCIAL

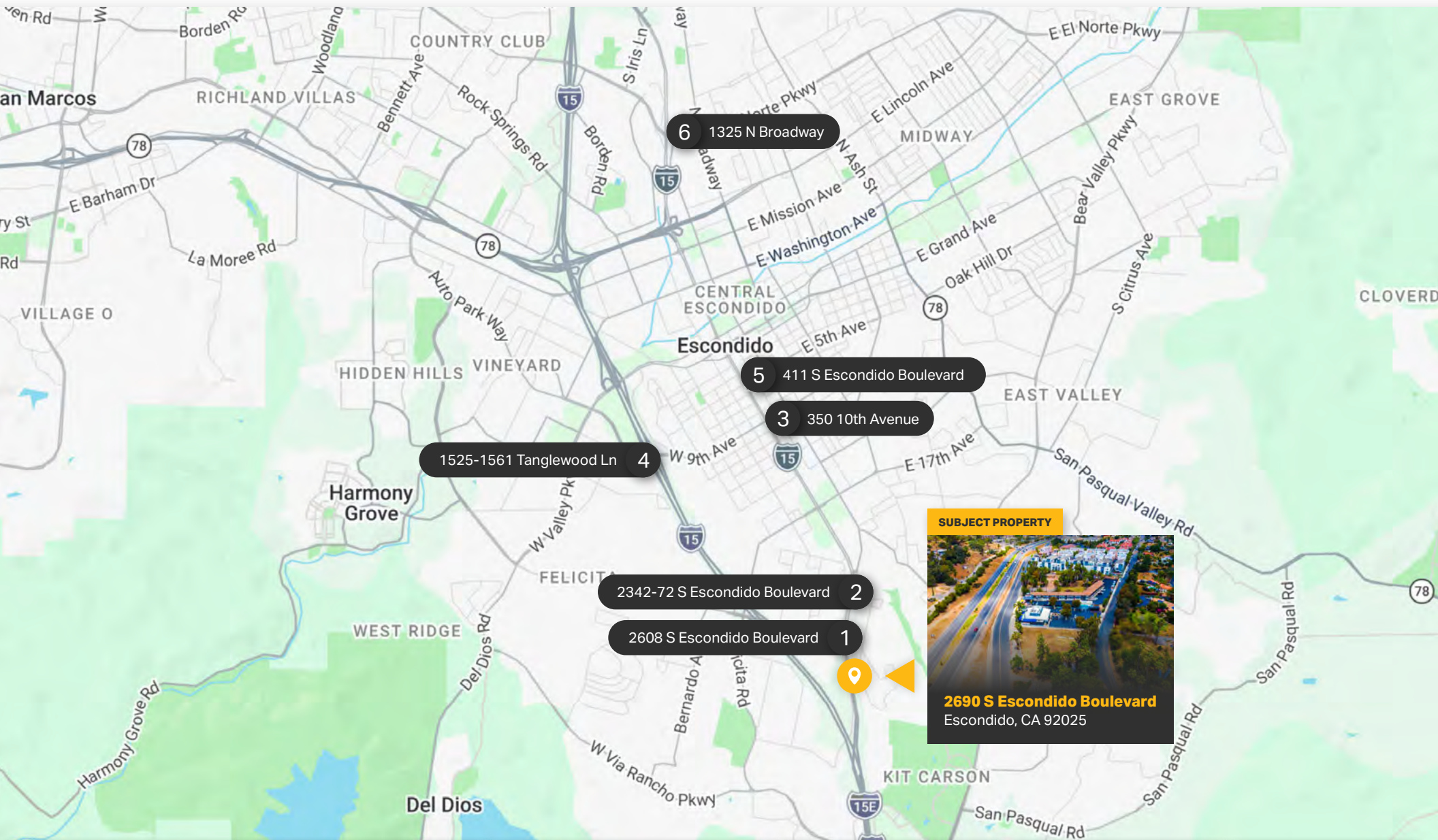


CORFAC
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

Sales Comparables

SALE COMPARABLES MAP



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

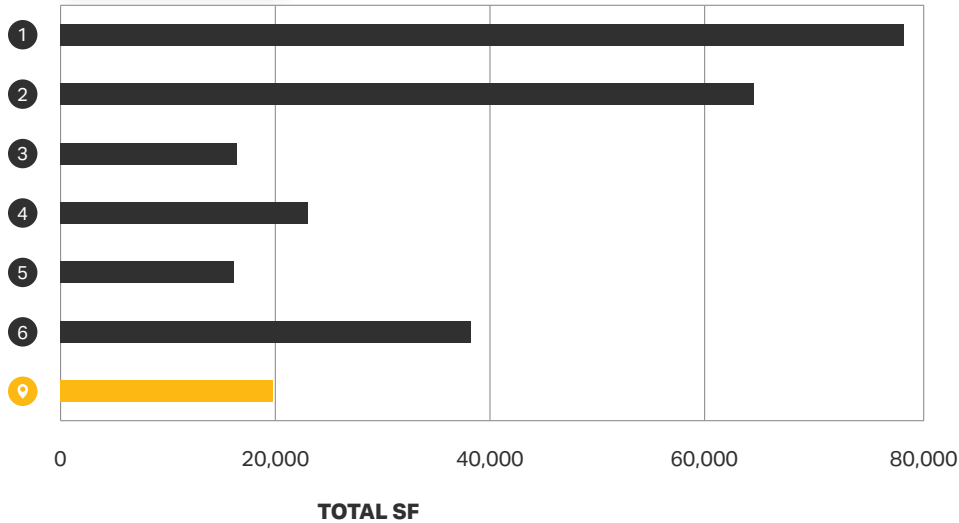
LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

SALE COMPARABLES SUMMARY

SF OVERVIEW



SALE PRICE/SF OVERVIEW



	PROPERTY ADDR#SS		DISTANCE	LAND SF	COE DATE	SALE PRICE	PRICE PSF
1	2608 S Escondido Blvd, Escondido, CA 92025	SOLD	0.1 mi	77,537 SF	12/20/2024	\$7,650,000	\$98.66
2	2342 S Escondido Blvd, Escondido, CA 92025	SOLD	0.4 mi	65,340 SF	04/10/2025	\$12,800,000	\$195.90
3	350 10th Avenue, Escondido, CA 92025	SOLD	1.8 mi	14,375 SF	02/29/2024	\$530,000	\$36.87
4	1525-1561 Tanglewood Ln, Escondido, CA 92029	SOLD	2.0 mi	23,958 SF	01/27/2026	\$1,000,000	\$41.74
5	411 S Escondido Blvd, Escondido, CA 92025	SOLD	2.2 mi	13,939 SF	04/04/2025	\$700,000	\$50.22
6	1325 N Broadway, Escondido, CA 92026	SOLD	3.8 mi	36,590 SF	07/16/2025	\$1,350,000	\$36.90
	Average of Comps		1.7 mi	38,623 SF	03/18/2025	\$4,005,000	\$103.69
9	2690 S Escondido Blvd, Escondido, CA 92025		0.0 mi	19,559 SF	TBD	\$1,595,000	\$91.77

EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS

SALE COMPARABLES





2690 S Escondido Boulevard

Escondido, CA 92025

\$1,595,000

PRICE

19,559 SF

LOT SIZE

\$91.77

PRICE/SF

SOLD 12/20/2024

1

2608 S Escondido Boulevard

Escondido, CA 92025

\$7,650,000

PRICE

77,537 SF

LOT SIZE

\$98.66

PRICE/SF

SOLD 04/10/2025

2

2342 S Escondido Boulevard

Escondido, CA 92025

\$12,800,000

PRICE

65,340 SF

LOT SIZE

\$195.90

PRICE/SF

SALE COMPARABLES

SOLD 02/29/2024



3

350 10th Avenue
Escondido, CA 92025

\$530,000	14,375 SF	\$36.87
PRICE	LOT SIZE	PRICE/SF

SOLD 01/27/2026



4

1525-1561 Tanglewood Ln
Escondido, CA 92029

\$1,000,000	23,958 SF	\$41.74
PRICE	LOT SIZE	PRICE/SF

SOLD 04/04/2025



5

411 S Escondido Boulevard
Escondido, CA 92025

\$700,000	13,939 SF	\$50.22
PRICE	LOT SIZE	PRICE/SF

SOLD 07/16/2025



6

1325 N Broadway
Escondido, CA 92026

\$1,350,000	36,590 SF	\$36.90
PRICE	LOT SIZE	PRICE/SF



SOUTH COAST
COMMERCIAL



CORFAC
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

I Demographics

DEMOGRAPHICS

191,075

2024 POPULATION

\$111,107

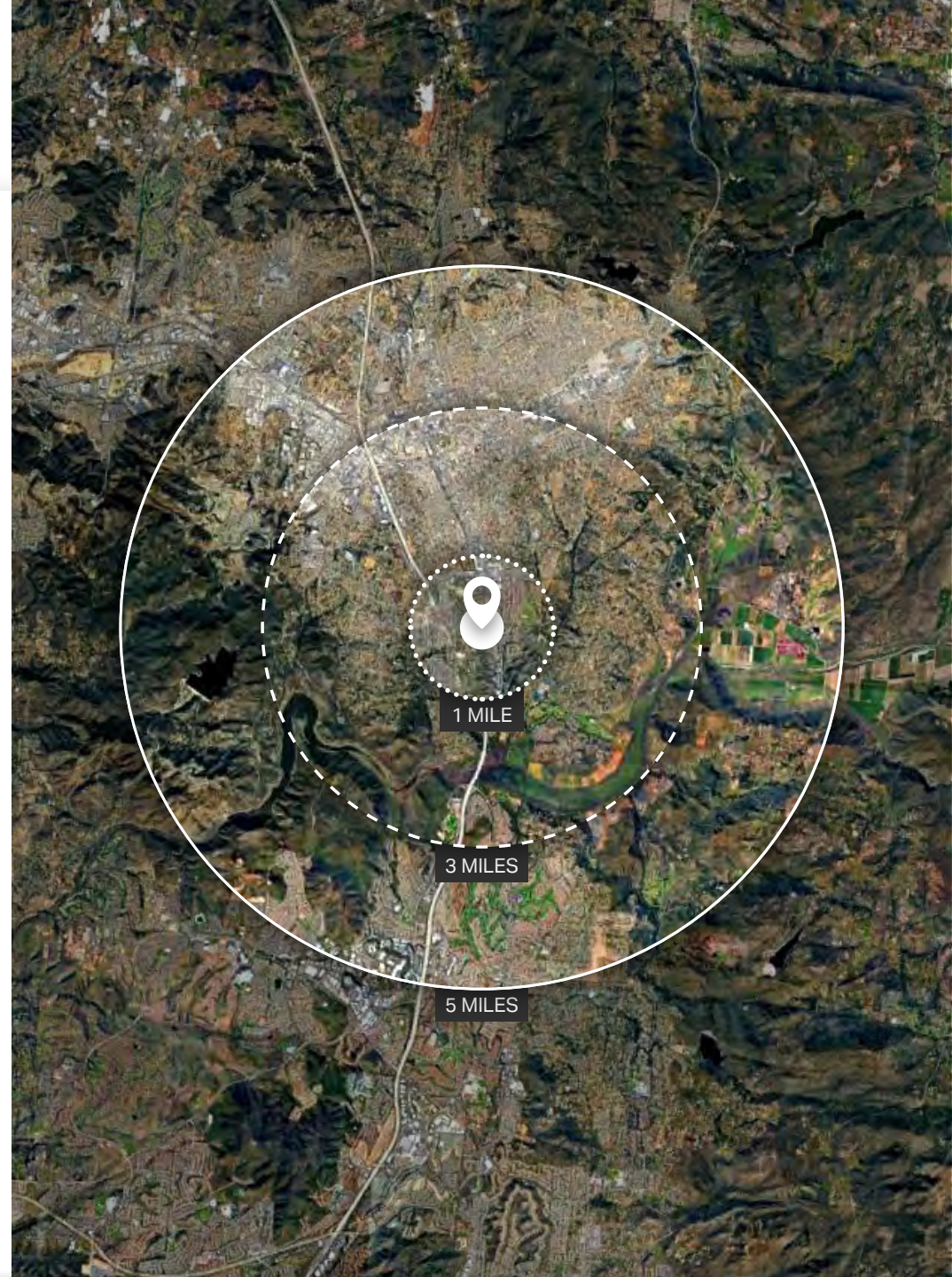
MEDIAN HH INCOME

\$716,081

MEDIAN HOME VALUE

	1-MILE	3-MILE	5-MILE
POPULATION			
2024 Population	7,791	70,925	191,075
2029 Population Projection	7,699	70,020	188,886
Median Age	41.4	38.2	38.8
HOUSEHOLDS			
2024 Households	2,611	23,657	63,348
2029 Household Projection	2,576	23,307	62,533
Owner Occupied Households	1,846	12,336	36,321
Renter Occupied Households	730	10,971	26,212
Avg Household Size	2.9	2.9	2.9
Avg Household Vehicles	2	2	2
INCOME			
Avg Household Income	\$128,867	\$113,690	\$111,107
Median Household Income	\$102,902	\$79,859	\$83,510
HOUSING			
Median Home Value	\$751,697	\$757,815	\$716,081
Median Year Built	1979	1980	1979

SOURCE: CoStar



EXECUTIVE SUMMARY

PROPERTY INFORMATION

DEVELOPMENT OPPORTUNITY

LOCATION OVERVIEW

SALES COMPARABLES

DEMOGRAPHICS