

# FOR SALE

Barrio Logan Development  
Opportunity



**2032 Newton Ave.**  
**2075 National Ave.**

San Diego, CA 92113



[upgsocal.com](http://upgsocal.com)

# The Investments

Nestled beneath the Coronado Bridge, Barrio Logan is one of San Diego's hidden gems, where vibrant murals, live music, and incredible cuisine showcase the heart and soul of the community.

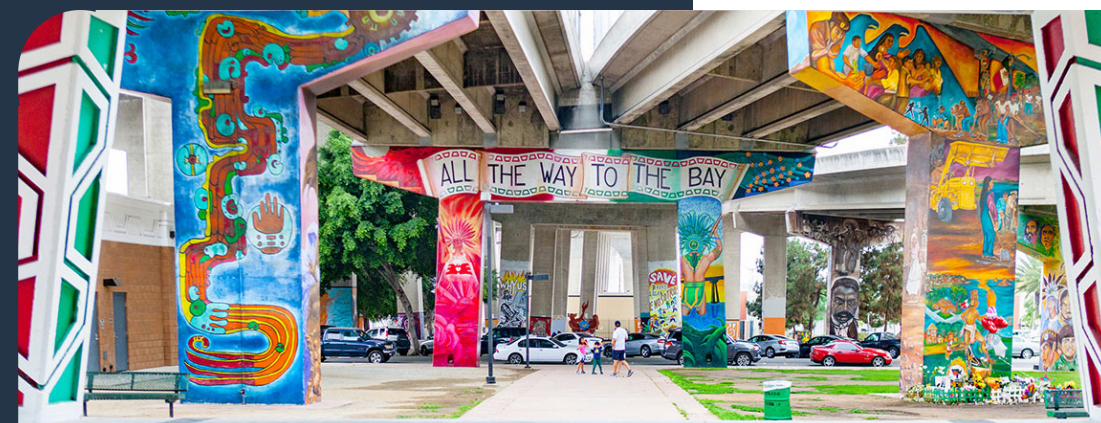
Urban Property Group is pleased to offer for sale the properties located at 2032 Newton Ave. and 2075 National Ave. These projects are located in one of **San Diego's most vibrant and authentic neighborhoods** and is located within an **Opportunity Zone**, offering potential benefits for a long-term hold strategy.

Barrio Logan continues to experience strong demand for development properties, supported by excellent regional connectivity with convenient access to I-5, I-15, and multiple transit options. The site is within walking distance of key neighborhood destinations, including Mercado Del Barrio, Northgate Market, Chicano Park, Logan Avenue restaurants and retail, and Cesar Chavez Park.

*“San Diego is becoming California's coolest city.”*

**TRAVEL+  
LEISURE**

**UPG**  
**URBAN  
PROPERTY  
GROUP**  
EST. 1989



# The Offering

## 2032 NEWTON AVE.

PARCEL TYPE	Land
CURRENT PROPERTY USE	Multifamily
APN	538-530-05
COMMUNITY PLAN AREA	Barrio Logan
GROSS AREA	±6,946 SF
DENSITY	29 DU/Acre
COMPLETE COMMUNITIES HOUSING SOLUTIONS (CCHS)	Coastal Zone and Coastal Height Overlay Zone, FAR 2.5
ASKING PRICE	\$1,100,000 - \$170 PSF

Preliminary designs have been prepared for a 24-unit residential development.

## 2075 NATIONAL AVE.

PARCEL TYPE	Land
CURRENT PROPERTY USE	Car Rental
APN	538-530-21
COMMUNITY PLAN AREA	Barrio Logan
GROSS AREA	±10,165 SF
DENSITY	29 DU/Acre
COMPLETE COMMUNITIES HOUSING SOLUTIONS (CCHS)	Coastal Zone and Coastal Height Overlay Zone, FAR 2.5
ASKING PRICE	\$2,000,000 - \$188 PSF

### BASE ZONES

#### ZONE DESIGNATION (OZM)

- RT-1-5, O-21413

#### ZONING ACTION INDEX (ZAI)

- BLPD-REDEVL-P-SUBD, O-17746 N
- BLPD-SUBD-A, O-16001 N
- M-2, O-12942 O

### OVERLAY ZONES

#### AIRPORT LAND USE COMPATIBILITY OVERLAY ZONE (ALUCOZ)

- NAS North Island
- San Diego International Airport

#### COASTAL OVERLAY ZONE (COZ)

- N-APP-2

#### COMMUNITY PLAN IMPLEMENTATION OVERLAY ZONE (CPIOZ)

- CPIOZ-A

#### TRANSIT AREA OVERLAY ZONE (TAOZ)



Transaction Timetable and Procedure: Prospective buyers should contact the listing broker to schedule a tour of the property, and twenty-four-hour notice is appreciated. The seller reserves the right to sell the property at any time during the marketing period without prior notice. All offers will be considered on this basis, and the seller may accept an offer at any point during the marketing process.

Disclaimer: The property is being sold on an "as-is" basis. The buyer is responsible for independently verifying the accuracy and completeness of all material information prior to completing any purchase.

## Investment Highlights

### STRATEGIC URBAN INFILL LOCATION

Positioned along National and Newton Avenue in one of San Diego's fastest-transforming neighborhoods, the property benefits from immediate access to Downtown San Diego, Barrio Logan, the Port of San Diego, and major transportation corridors.

### IN THE PATH OF SIGNIFICANT REDEVELOPMENT

The surrounding area continues to attract public and private investment, fueled by infrastructure improvements, housing demand, and continued growth throughout the urban core. New mixed-use, residential, and commercial projects are reshaping the neighborhood.

### EXCELLENT CONNECTIVITY

Convenient access to Interstate 5, State Route 75, Downtown San Diego, and the San Diego Bay waterfront provides exceptional accessibility for residents, businesses, and future development opportunities.

### VALUE-ADD AND REPOSITIONING POTENTIAL

The property presents an opportunity for investors to enhance value through renovation, adaptive reuse, or redevelopment, allowing ownership to capitalize on the area's ongoing transformation and increasing demand.

### STRONG DEMOGRAPHIC AND EMPLOYMENT DRIVERS

Located near major employment centers including Downtown San Diego, Naval Base San Diego, and the Port of San Diego, the property benefits from a growing workforce and sustained housing demand.

### LONG-TERM GROWTH MARKET

The Central Urbanized Planned District and surrounding communities continue to experience increased investment and population growth, positioning the area for long-term appreciation and continued economic expansion.

### RARE OPPORTUNITY IN AN EMERGING SUBMARKET

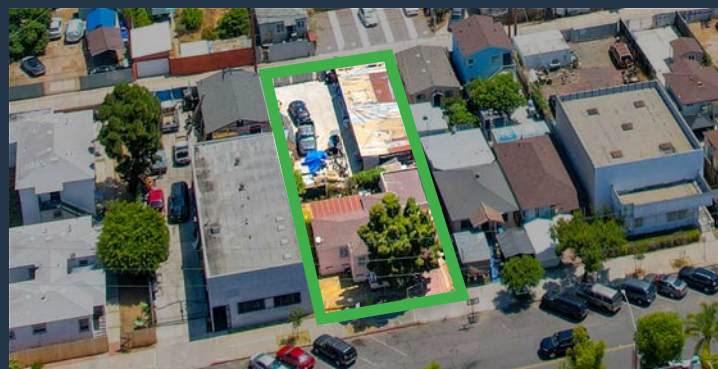
With limited available development sites and increasing barriers to entry, 2032 Newton Avenue offers investors a chance to establish a presence in one of San Diego's most dynamic and evolving neighborhoods.

### STRONG MULTIFAMILY DEMAND

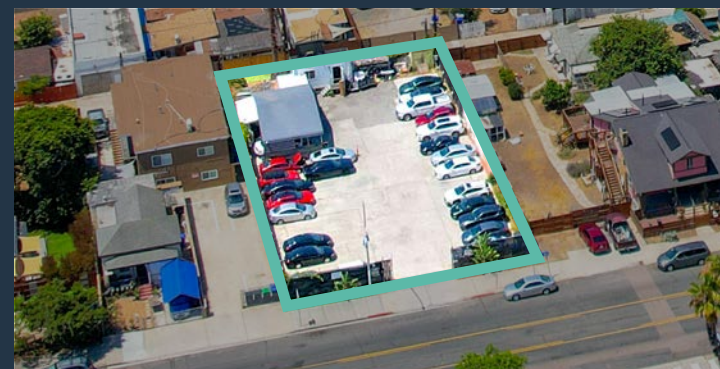
Average monthly rents in Barrio Logan are approximately \$1,798 for a studio apartment and \$2,027 for a one-bedroom unit, highlighting the neighborhood's growing residential demand and supporting future housing development opportunities.

# OPPORTUNITY ZONE ADVANTAGE

2032 Newton Avenue and 2075 National Avenue are located within federally designated Opportunity Zones, providing investors with **access to potential federal tax incentives** through Qualified Opportunity Fund (QOF) investments.



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# POTENTIAL TAX BENEFITS

THROUGH QUALIFIED OPPORTUNITY FUND INVESTMENTS



## DEFERRAL OF CAPITAL GAINS TAXES

Investors with capital gains from the sale of stocks, businesses, real estate, or other assets may be able to defer those gains by reinvesting through a Qualified Opportunity Fund (QOF) into an eligible project associated with the property.



## POTENTIAL TAX-FREE APPRECIATION

The most powerful benefit is that appreciation generated by the Opportunity Zone investment itself may be excluded from federal capital gains taxes if the investment is held long term and structured properly through a Qualified Opportunity Fund.



## ATTRACTS MORE EQUITY CAPITAL

The opportunity Zone designation can attract a broader pool of equity capital seeking tax-advantaged investment opportunities.



## ENHANCED PROJECT ECONOMICS

For developers, the Opportunity Zone designation can make a project more attractive to equity investors seeking tax-efficient returns. This often expands the pool of potential capital sources and can improve overall project feasibility.



## STRATEGIC LOCATION. STRONG FUTURE

Both sites are in Barrio Logan - one of San Diego's most dynamic redevelopment areas. Close to Downtown, major transit corridors, and ongoing public and private investment.



The opportunity zone program is defined to encourage long-term investment in low-income communities while providing incentive for investors to reinvest capital gains into projects that drive economic growth and community revitalization.



Prospective investors should consult with their legal, tax, and financial advisors regarding Opportunity Zone eligibility, Qualified Opportunity Fund requirements, and current federal regulation.

# Sales Comps



# Multifamily Rental Comps

	Address	Year Built	Number of Units	Avg SF
1	3167 Market Street	2024	34	512
2	421 25th Street	2022	16	388
3	454 13th Street	2021	46	276
4	330 15th Street	2019	91	261

	Address	Year Built	Number of Units	Avg SF
5	1776 National Avenue	2022	49	554
6	2551 Commercial Street	2025	71	399
7	2283 Ocean View Boulevard	2025	18	451
8	2428 Highland Avenue*	2023	17	613
9	4142-4158 Nordica Avenue*	2020	8	800

\*Not shown on map



**92.4%**  
AVG. LEASED



**\$1,798**  
AVG. STUDIO MONTHLY RENT



**\$2,027**  
AVG. 1 BDRM MONTHLY RENT

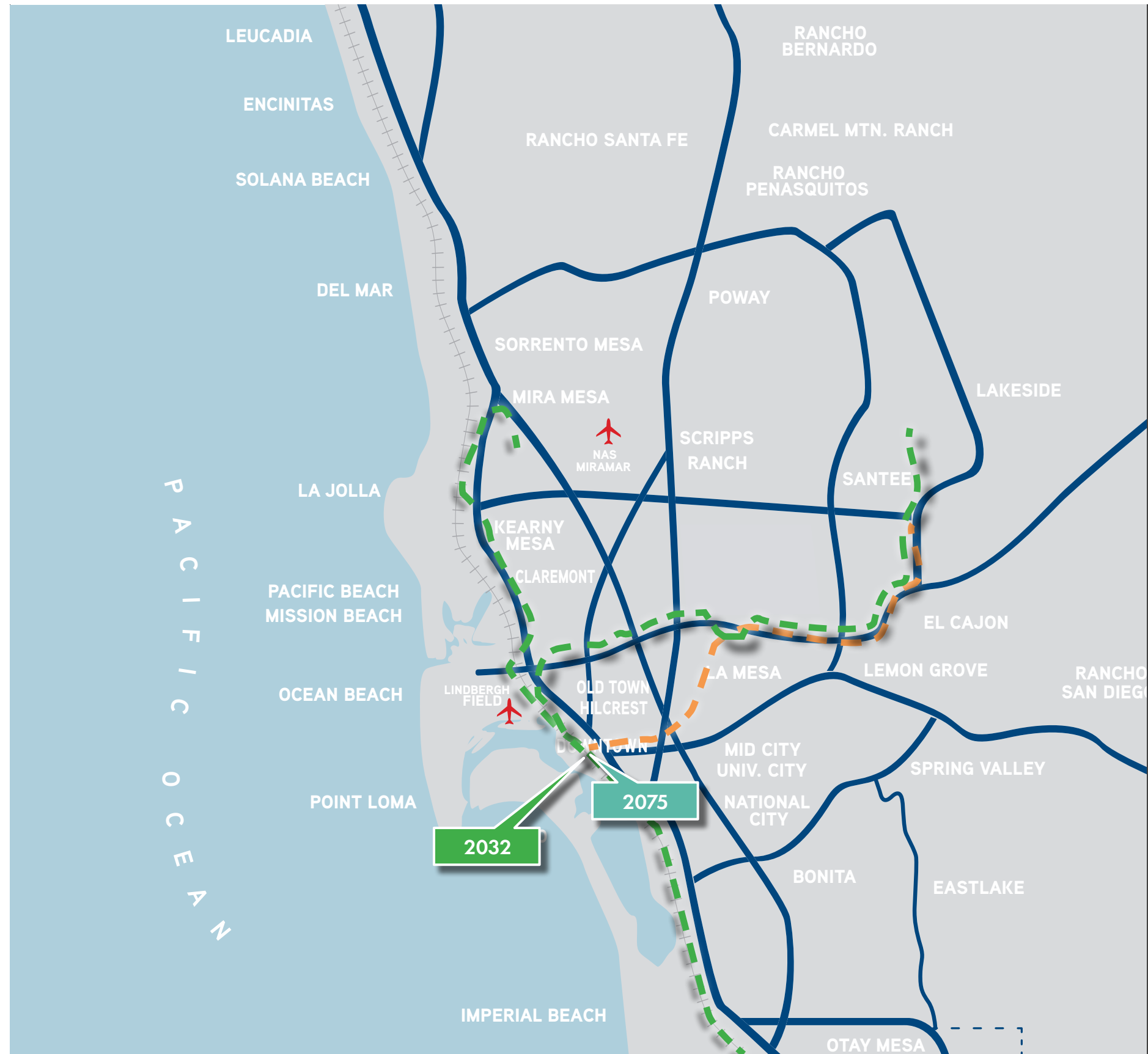
# Citywide Connectivity

Barrio Logan is situated in the heart of San Diego, making it a highly desirable location. It offers **convenient access to major highways** and is centrally located between Downtown and other prominent areas like South Bay, and the beach communities. This central location enhances 1864 National Ave. accessibility and makes it attractive for residents seeking to live in a convenient location.

1864 National Ave. benefits from convenient access to restaurants, shopping, Balboa Park, SDSU Mission Valley, Riverwalk, and much more. It provides immediate access to I-5, I-15, Hwy 94, and the trolley line, which serves over 40 million annual riders.

The San Diego Trolley offers a wealth of opportunities for people, **linking San Diego's most vibrant communities together** and providing job opportunities, education, healthcare, shopping, and entertainment. The Mid-Coast extension of the Blue Line Trolley has proved especially popular, with a 73% increase in ridership since its opening in 2021.

 <b>4 Mins</b> BALBOA PARK <small>2.1 MILES</small>	 <b>8 Mins</b> FASHION VALLEY <small>5.5 MILES</small>	 <b>11 Mins</b> RIVERWALK <small>4 MILES</small>
 <b>11 Mins</b> SNAPDRAGON STADIUM <small>8.8 MILES</small>	 <b>6 Mins</b> DOWNTOWN <small>1.5 MILES</small>	 <b>15 Mins</b> MISSION BEACH <small>9.5 MILES</small>
 <b>1 Min</b> I-5 <small>0.3 MILE</small>	 <b>6 Mins</b> TROLLEY STOP <small>0.3 MILE</small>	 <b>14 Mins</b> SD INT. AIRPORT <small>5.1 MILES</small>



# Neighborhood Connectivity

- Grocery Store — 0.3 mi / 4 min walk
- Cafe — 0.3 mi / 4 min walk
- Naval Base — 1.8 mi / 6 min drive
- Coronado — 2.2 mi / 4 min drive
- Chicano Park — 0.2 mi / 4 min walk
- Bread & Salt — 0.3 mi / 12 min walk
- Petco Park — 1.3 mi / 7 min drive

# Market Fundamentals



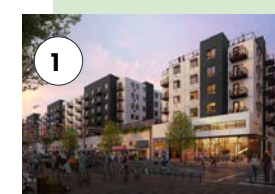
Year over year, San Diego’s rent growth has oscillated around 3.4%, and still has **the strongest growth** out of all significant west coast markets. Downtown’s transient population has pushed many households to surrounding neighborhoods. Rent growth in Barrio Logan & National City neighborhoods has outperformed the South Bay submarket’s overall performance in the last year. These areas are notable for their mature, more established naturally occurring affordable housing options.

Barrio Logan’s **community plan updated the growth blueprint to triple housing** (from 1,300 to 4,000) and the number of residents (from 4,000 to 12,000), and increase the number of jobs by 30%. Community plans intend to encourage new development, more specifically close to transit centers, by making zoning faster and more predictable to get approved.

\*Costar



## In the Path of Development



1  
LOGAN YARDS  
900 UNITS



2  
METRO CENTER  
426,800 SF



3  
1430 NATIONAL  
290,000 SF



4  
BARRIO BARNs  
7 UNITS



5  
LA ESQUINA  
9 UNITS



6  
LOS PATIOS  
44 UNITS

## Discover Barrio Logan

For years, the Barrio Logan neighborhood has been **one of San Diego's best kept secrets**. An epicenter of the city's Mexican-American culture, this neighborhood is quickly becoming a hotspot for cutting-edge art and authentic local culture.

Barrio Logan's transformation into an art-centric neighborhood began as far back as the 1960s. When the construction of the Coronado Bridge encroached on a local park, Barrio Logan residents re-claimed the park by painting enormous, colorful murals on the bridge's pillars. The murals depict the life and struggles of San Diego's Mexican community. Today, this art-filled park is known as Chicano Park, and it houses the largest collection of Chicano murals in the world.

Based on its richly vibrant and authentic concentrations of art, culture and creativity, **Barrio Logan has been designated as one of 14 California Cultural Districts**, which showcase some of the unique artistic identities that drive California's culture.

*Barrio Logan Ranked 6th on List of World's 'Coolest Neighborhoods'*

*-Time Out Magazine*



BREAD & SALT




CHICANO PARK

## DEMOGRAPHICS

  
**107,423**  
TOTAL POPULATION

  
**107,360**  
AVG INCOME

  
**85,916**  
TOTAL EMPLOYEES

  
**78%**  
RENTER OCCUPIED UNITS

  
**2.3**  
AVG HOUSEHOLD SIZE

  
**37.6**  
AVG AGE

  
**89**  
WALK SCORE

  
**65%**  
POP. WITH COLLEGE DEGREE

All demographics taken within a 2 mile radius except walk score. Demographics and market information produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

One of San Diego's most dynamic historic neighborhoods, Barrio Logan **blends a deep-rooted community with a thriving creative scene.** It is home to generations of families alongside emerging artists and designers, all set within its industrial seaport backdrop. Renowned as a center of Chicano art, culture, and activism, Barrio Logan has also become **a destination for galleries, shopping, and dining.** As one of San Diego County's three official California Cultural Districts, the neighborhood stands as a powerful example of a multicultural community where rich history meets contemporary energy.



## Neighborhood Amenities

*Partial List*

### ENTERTAINMENT

Chicano Park Museum & Cultural Cntr  
 PETCO Park Stadium  
 San Diego Children's Discovery Museum  
 Barrio Logan College Institute Cultural Cntr  
 San Diego Convention Cntr  
 The Rady Shell at Jacobs Park  
 Lyceum Theatre  
 Cesar Chavez Park & Pier  
 Bread & Salt Art Gallery  
 Tenth Avenue Arts Cntr  
 Logan Heights Community Art Gallery  
 Beyond Babel Immersive Theatre

### MARKETS

Mercado Barrio Logan  
 Northgate Market  
 BJV Produce

### RESTAURANTS

MishMash Burgers  
 Por Vida Cafe  
 Ryan Bros Coffee  
 Cafe Moto  
 Cafe Virtuoso  
 Chikita Cafe  
 Barrio Dogg  
 El Carrito Restaurant  
 ¡Salud!  
 Mariscos El Pulpo  
 Border X Brewing  
 Fish Guts  
 Todo Pa La Gruda  
 Starbucks  
 Liberty Call Distilling  
 Fonda Del Barrio  
 Oi Asian Fusion  
 Ciccia Osteria

### TRANSPORTATION HUBS

Barrio Logan Trolley Station  
 12th & Imperial Transit Center

### CULTURAL INSTITUTIONS

Our Lady of Guadalupe Church  
 Ohr Shalom Synagogue  
 Serra Centre of Our Lady of Angels  
 Barrio Logan College Institute  
 Masonic Lodge #10

### LODGING

Omni San Diego  
 Hard Rock Hotel  
 Pendry San Diego  
 Hilton San Diego  
 MargaritaVille Hotel  
 Hard Rock Hotel San Diego

### INDUSTRIAL BUSINESSES

Standard Drywall  
 CEMCO Steel Framing & Metal Lath  
 New Leaf Biofuel  
 Orbis Plastic Solutions  
 Diamond Environmental Services  
 Pacific Steel Group  
 Mitchell International

### BANKS

Navy Federal Credit Union  
 Bitcoin ATM  
 Bank of America

### SERVICES

USPS Logan Heights Post Office  
 AIM Mail Center  
 Angelo's Towing  
 EVgo Charging Station  
 Tesla Supercharger

### SCHOOLS & LIBRARIES

Perkins Elementary School  
 San Diego City College  
 Logan Elementary School  
 Barrio Logan College Institute  
 San Diego Central Library  
 Logan Heights Library

# The Gaylord Pacific Resort and Convention Center

*Nation's second-largest hospitality property to debut in the past five years and the largest to open so far in 2025*

\*Costar



Opened on May 15, 2025 - The Gaylord Pacific Resort & Convention Center is a **landmark \$1.3 billion development** anchoring the Chula Vista Bayfront. As the first Gaylord property on the West Coast, the 22-story destination features 1,600 guest rooms, nearly 500,000 square feet of premier meeting and convention space, and a full suite of resort amenities. Its scale, waterfront location, and national brand presence position Chula Vista as a **major hub for conventions, tourism, and long-term economic growth.**

Expected to generate \$475 million in annual new economic impact for an area of Chula Vista.



Expected to generate 4,000 permanent jobs and contribute an estimated \$14 billion in economic impact to the region.



HOTEL ROOMS

1,600

TOTAL STORIES

22

CONVENTION CENTER SF

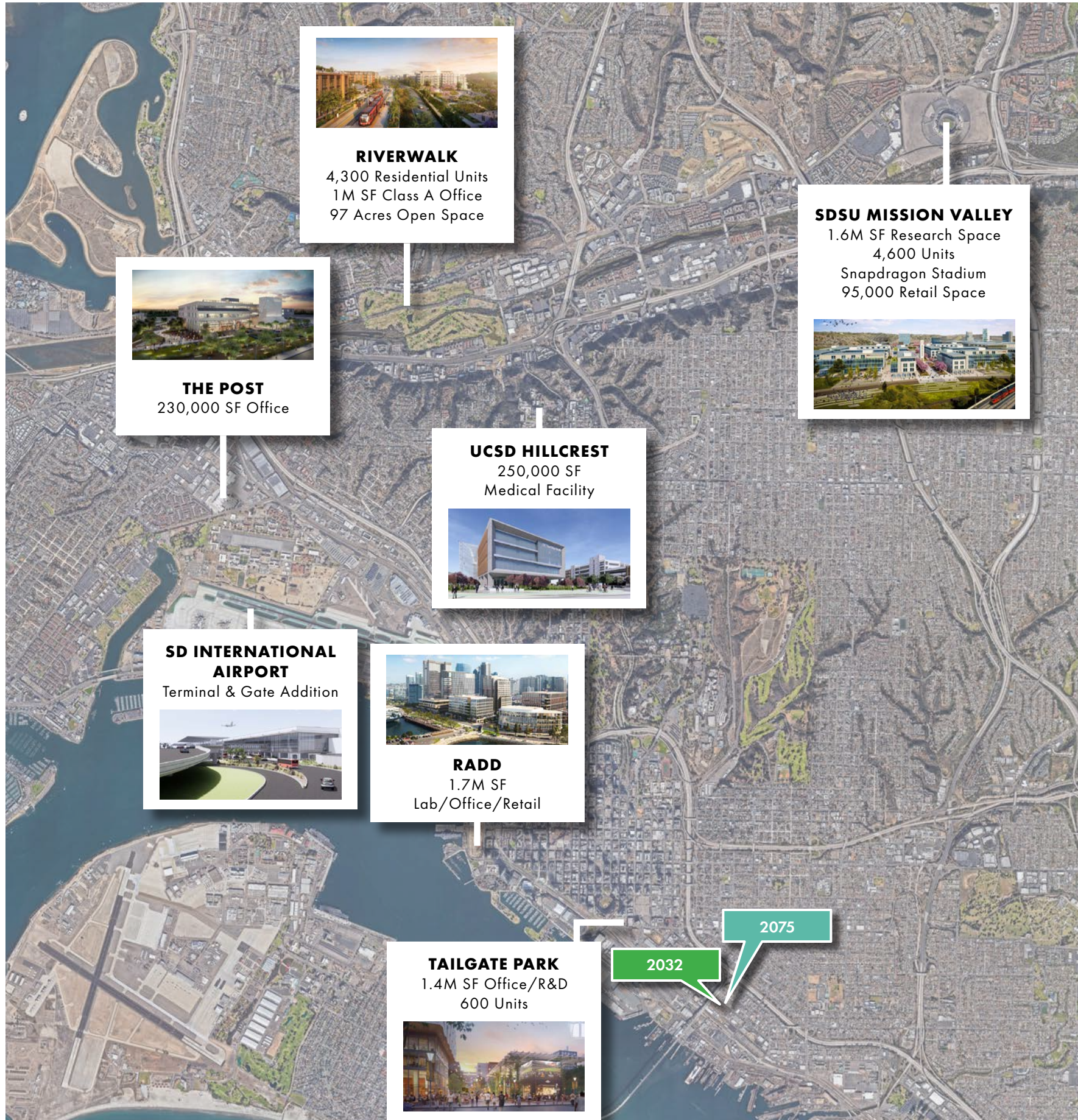
447,000

WATER PARK

4.25 Acres

- Powerful example of how public access and economic development can go hand in hand
- Several residential towers are now in the works near the resort
- Expected to generate an estimated \$14 billion in economic impact to the region
- Over 80% of the workforce was sourced locally, reinforcing the project's commitment to community development
- 57% of the organizations booking meetings at the hotel have never before booked such events in Southern California, meaning new business for the region's hotel market

\*Costar



# 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.

Barrio Logan is currently experiencing significant development and has **earned a reputation for its dynamic and diverse culture**, as well as its trendy atmosphere, attracting both locals and tourists. The area is witnessing a wave of new businesses, including stylish cafes, boutiques, and restaurants, making it a go-to spot for food enthusiasts and innovators. Adjacent communities have also taken on roles as both regional employment hubs and burgeoning epicenters for innovative startups, all while advancing public transportation hubs.

As Barrio Logan and **adjacent neighborhoods continue to evolve**, the identity remains strong while embracing a more modern and progressive outlook. This continuous growth strengthens it's status as one of San Diego's most up-and-coming neighborhoods, promising an exciting future for the neighborhood and property.

## Economic Drivers

### 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
- Maritime Museum
- San Deigo Military Advisory
- National Defense

### EMPLOYMENT

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

### TOURISM

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

**FOR SALE**

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