



Potential Streetscapes

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PRICE REDUCTION!

~~\$1,100,000~~ \$788,000

Improved Vacant Lot & Owner-User/Development

927 W Main Street, El Cajon, CA 92020



Contact Information

LESHA MONTOYA

Associate Director - Sales & Leasing
D (619) 992-5863
Lesham@PacificCoastCommercial.com
Lic. 02007808

PACIFIC COAST COMMERCIAL

Office (619) 469-3600
10721 Treena St., Suite 200
San Diego, CA 92131
www.PacificCoastCommercial.com
Lic. 01209930



PROPERTY FEATURES & SUBSEQUENT ACQUISITION

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927 W. Main Street

927 W. Main is an IMPROVED VACANT LOT with connected SEWER to mainline with recent upgrades from the City to increase commercial flow of water and sewer in front of property, WATER (Old Abandoned Meter), ELECTRIC (having past electric meter), CURB CUTS, A LEGAL DRIVEWAY, FULLY FENCED LOT, and FRONTAGE ON W. MAIN ST WITH LEGAL ADDRESS CONSISTING OF .13 +/- AC LOT OR 5,582 +/- SF. The vacant lot sits two blocks off both HWY 8 onramps and EL Cajon's trolley/bus hub within the transit district. City of El Cajon has recently improved the frontage to this lot with added sidewalks, shrubs and designer lights for added visibility and security. Sitting between both major signals of Marshall and Johnson this roadway is used as a major thoroughfare into the main downtown area.

This parcel has a long time tenant paying \$1,000/month which could help with expenses during the entitlement period for this parcel or a collection of parcels. Seller has all four parcels on the market AS PORTFOLIO SALE for \$3,388,888.

City is reinvesting into its downtown area. From the City to Seller: "We're thrilled to announce a major revitalization of downtown El Cajon! The Downtown El Cajon Business Partners have teamed up with New City America – a nationally recognized urban revitalization firm – to re-energize our city's historic heart. Leading the charge is Marco Li Mandri, the visionary best known for transforming San Diego's Little Italy into a vibrant destination as well as the Third Avenue Village in Chula Vista. With over 30 years of experience revitalizing communities, Marco will serve as the new Executive Director for downtown El Cajon, bringing fresh ideas and proven expertise to Main Street. The vision is a **bustling hub of culture and commerce** that reflects El Cajon's unique spirit – a place where families stroll the sidewalks, friends meet up for coffee, and entrepreneurs thrive. [\(VIEW LINK\)](#)

DEVELOPER INCENTIVES from the City under 3.12 pg. 22 of EL CAJON TRANSIT DISTRICT SPECIFIC PLAN. [\(VIEW LINK\)](#)

PROPERTY FEATURES

- **Investment Type:** Vacant Lot and Owner-User/Development Possibility
- **Parcel Size:** Approx. 5,582 SF
- **APN:** 487-282-28-00
- **Zoning:** Commercial
- **Sale Price:** \$788,000 (\$141.17/SF)

PROPERTY HIGHLIGHTS

- Improved Lot with Sewer connected to Mainline, Electric (previous electric meter)
- Helix Water (Old Abandoned Meter)
- Curb Cuts and Legal Driveway with Legal Address
- Fully Fenced Lot Sitting on Frontage Road W. Main St.
- 2 Blocks from Highway Access
- 2 Blocks from Trolley Hub
- Sitting Between Signals at Marshall and Johnson
- Possible Assemblage of 4 Parcels



PROPERTY SUMMARY

Address	Property Type	Size	APN	Sale Price
927 W Main Street El Cajon, CA 92020	Vacant Land or Development Opportunity	Approx. 5,582 SF (0.13 AC)	487-282-28-00	\$788,000 \$141.17/SF

This area is primed for redevelopment as part of the "Green Street Gateway" and "Commercial Village." The parcel is easily accessible and within 2 short blocks of HWY 8 onramps, the major signal at Marshall and Main Street, around the corner from El Cajon's transit hub and Trolley stop known as the El Cajon Transit Center, and in blocks of several major car dealerships including Mossy Nisan, Mercedes and Toyota of El Cajon. "The area immediately surrounding the transit station is an aging industrial and heavy commercial area which interfaces with residential neighborhoods comprised of single and multi-family residences. The Planning Area contains a diverse mix of uses but lacks the appropriate infrastructure, public amenities, and commercial services to function as a complete neighborhood that promotes alternative mode of transportation and that is a desirable and attractive place to live, walk, bike, work or shop." Pg. 14. p 2.3 El CAJON TRANSIT DISTRICT SPECIFIC PLAN.

This City of El Cajon is screaming for developers to come in and revamp the area within the new Commercial Village overlay. Contact me to learn more about this property. City of El Cajon has advised developers to look into the application of new state laws AB2011 and SB6 which may help you to up-zone the residential component of this proposed redeveloped mixed-use. This area is just east of the 8 freeway with frontage on W. Main St. as you enter El Cajon and walking distance to Trolley Line. City is anxious to see this area redeveloped into a "North Park" of the east with tons of walking traffic, restaurants, retail, office and some upper units. This area is just primed for your developers looking for a new mixed-use project with very low parking requirement.

Buyer to investigate AB 2011 and SB6 for increased housing to see if this industrial area and any conversions to residential units will allow for any variances in approval for additional units above the required mixed-use zoning set into place by City of El Cajon.

The seller owns the neighboring three parcels to the west also shown in this drone to be sold separately to allow for a developer to acquire four parcels for a larger mixed-use development. Other parcels shown in drone are 925 W. Main Street, an office/work/live offered at \$898,800 and 935 W. Main Street, a mechanics shop offered at \$1,388,580, and 939 W. Main Street, a vacant warehouse offered at \$1,498,800.

Seller is interested in a possible portfolio sale from corner of W. Main Street/Millar Avenue to the first dirt lot with the right buyer looking for a larger project totaling just over 21,000 SF with all four lots combined. Portfolio is offered at \$3,388,888.

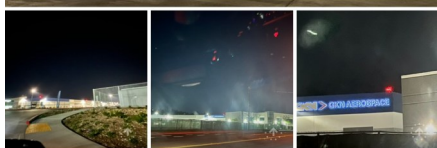
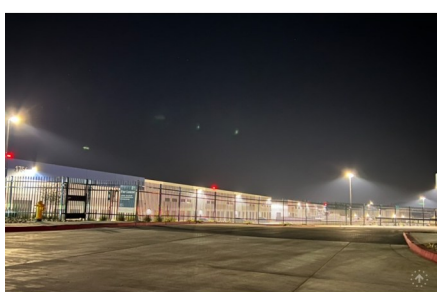
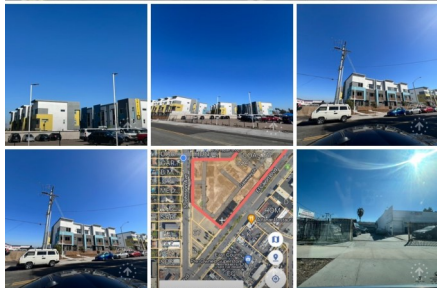
The four lots are backing an older residential neighborhood and near trolley by 2 blocks. For more info. Call Lesha Montoya 619-992-5863; LIC#02007808 Lesha@PacificCoastCommercial.com.



COMING TO EL CAJON

4

927 W. Main Street



CARmax®

The newest CarMax coming across the street from the Mercedes dealership in El Cajon is a used car retailer that buys and sells cars from customers who are selling or trading in their cars. CarMax inspects and reconditions the cars they sell to ensure they meet their condition standards.

The new location is part of CarMax's nationwide expansion in response to increased demand. In National City the project was expected to create about 85 new jobs and generate approximately \$1 million in sales taxes each year. El Cajon City Manager Doug Williford.

El Cajon has enjoyed a great relationship over many years with the new auto dealership industry and we continue to emphasize this industry in our city for several reasons," Williford said. "It creates many new jobs, brings thousands of customers into the city each year, and creates revenue that (we) can utilize for police, fire, parks and other important city priorities."

El Cajon also has car dealerships selling Jaguar/Land Rover (1100 Wagner Drive), Mercedes-Benz, Honda, Lexus, Mazda/Subaru, Nissan, Volkswagen, BMW, Ford, Mitsubishi, Kia and Toyota.

KBHOME

Gateway is a new townhouse community by KB Home currently under construction at 302 El Cajon Boulevard, El Cajon.

Available units range in price from \$672,490 to \$747,780. Gateway has 7 quick move-in homes currently for sale. Sizes range from 1,448 to 1,709 square feet.

Gated community, planned swimming pool, planned park, planned walking paths, commuter friendly location, close to popular restaurants.

No Mello Roos and Low HOA, twenty-two guest parking spaces, access to I-8, Hwy. 67 and I-125, short drive to Sharp Grossmont Hospital, near San Diego State University, University of San Diego and Cuyamaca College, only a 10-minute drive to downtown San Diego and the Mexican border

GKN AEROSPACE

GKN Aerospace focuses on engine fan blades as the aviation repair unit that is working with both commercial airlines and the military with facilities all over the US and in 12 countries.

The company already employs close to 400 employees in San Diego county, and is looking to hire more as they get settled into their new home here in El Cajon.

"The aerospace industry contributed to over \$100 billion to California's economy", says State Senator Brian Jones, who represents this area, and this success is trickling down into other industries.

SOLD COMPARABLES

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927 W. Main Street

Subject Address: 927 W Main St El Cajon, CA 92020	Address: 530 42nd St San Diego, CA 92102	Address: 6290-640 S Marshall Ave El Cajon, CA 92020	Address: 4709 Nogal San Diego, CA 92102	Address: 10527 Prospect Ave Santee, CA 92071	Address: 8121 Wing Ave El Cajon, CA 92020
Property Type: Vacant Land	Property Type: Vacant Land	Property Type: Vacant Land	Property Type: Vacant Land	Property Type: Industrial Land	Property Type: Auto Service
Lot Size: 5,582 SF	Lot Size: 12,196 SF	Lot Size: 25,700 SF	Lot Size: 26,210 SF	Lot Size: 24,393 SF	Lot Size: 8,276 SF
Sale Price: N/A	Sale Price: \$969,000	Sale Price: \$2,725,500	Sale Price: \$3,323,922	Sale Price: \$1,275,000	Sale Price: \$1,126,361
Sale Date: 788,000	Sale Date: 1/21/2026	Sale Date: 11/18/2024	Sale Date: 11/13/2024	Sale Date: 11/15/2024	Sale Date: 11/19/2025
Asking Price/SF: \$141.17	Price/SF: \$79.45	Price/SF: \$106.03	Price/SF: \$126.82	Price/SF: \$52.27	Price/SF: \$341.32

Address: 500 Front St El Cajon, CA 92020	Address: 800 El Cajon Blvd El Cajon, CA 92020
Property Type: Manufacturing	Property Type: Service
Lot Size: 17,424 SF	Lot Size: 14,375 SF
Sale Price: \$2,070,000	Sale Price: \$2,100,000
Sale Date: 4/9/2025	Sale Date: 5/27/2025
Price/SF: \$118.81	Price/SF: \$146.09



FOR SALE COMPARABLES

6

927 W. Main Street

Subject Address: 927 W Main St El Cajon, CA 92020	Address: Market St @ 25th St San Diego, CA 92113	Address: 4301 Market St San Diego, CA 92102	Address: 8069 Mission Gorge Rd Santee, CA 92071	Address: 3236 National Ave San Diego, CA 92113
Property Type: Vacant Land	Property Type: Vacant Land	Property Type: Vacant Land	Property Type: Vacant Land	Property Type: Vacant Land
Lot Size: 5,198 SF	Lot Size: 20,909 SF	Lot Size: 7,405 SF	Lot Size: 19,166 SF	Lot Size: 3,484 SF
Sale Price: \$788,000	Sale Price: \$2,550,000	Sale Price: \$795,000	Sale Price: \$798,000	Sale Price: \$1,200,000
Price/SF: \$141.17	Price/SF: \$121.96	Price/SF: \$107.36	Price/SF: \$136.26	Price/SF: \$344.43

Address: Railroad Ave Santee, CA 92071	Address: 7921 & 7931 Winter Gardens Blvd El Cajon, CA 92021
Property Type: Vacant Land	Property Type: Auto/Retail
Lot Size: 27,878 SF	Lot Size: 25,332 SF
Sale Price: \$1,299,000	Sale Price: \$1,800,000
Price/SF: \$46.60	Price/SF: \$71.06





DISCLAIMER: This document is intended solely as a technical overview of the provisions of AB 2011 (2022) and SB 6 (2022). It is not intended to serve as legal advice regarding any jurisdiction's specific policies or any proposed housing development project. Local staff should consult with their city attorney or county counsel when adopting an ordinance to implement the provisions of AB 2011 and/or SB 6 or when determining the applicability of these provisions to any proposed housing development project in their jurisdiction.

AB 2011 and SB 6 Summary of Key Details

Introduction

AB 2011 and SB 6 are intended to permit residential development on sites currently zoned and designated for commercial or retail uses. Both bills were signed into law by Governor Gavin Newsom on September 29, 2022, and will go into effect on July 1, 2023.

AB 2011 creates a CEQA-exempt, ministerial approval process for multifamily housing developments on sites within a zone where office, retail or parking are the principally permitted use. The law provides for slightly different qualifying criteria depending upon whether the project is (1) for 100-percent affordable projects or (2) for mixed-income projects located in "commercial corridors." AB 2011 projects must pay prevailing wages to construction workers, among other labor standards.

SB 6, on the other hand, does not create any new approval process. Rather, the legislation provides that projects meeting SB 6 criteria may invoke SB 35 and the Housing Accountability Act. A project proposed under SB 6 may be either a 100-percent residential project or a mixed-use project where at least 50 percent of the square footage is dedicated to residential uses. SB 6 projects are not exempt from CEQA but need not provide any affordable housing. SB 6 projects are required to pay prevailing wages and utilize a "skilled and trained workforce." The provisions of both laws are applicable to local jurisdictions without an implementing ordinance, although if a jurisdiction decides to adopt such an ordinance, the ordinance would be exempt from CEQA. (Government Code Sections 65852.24(h); 65912.114(o); 65912.124(o).)

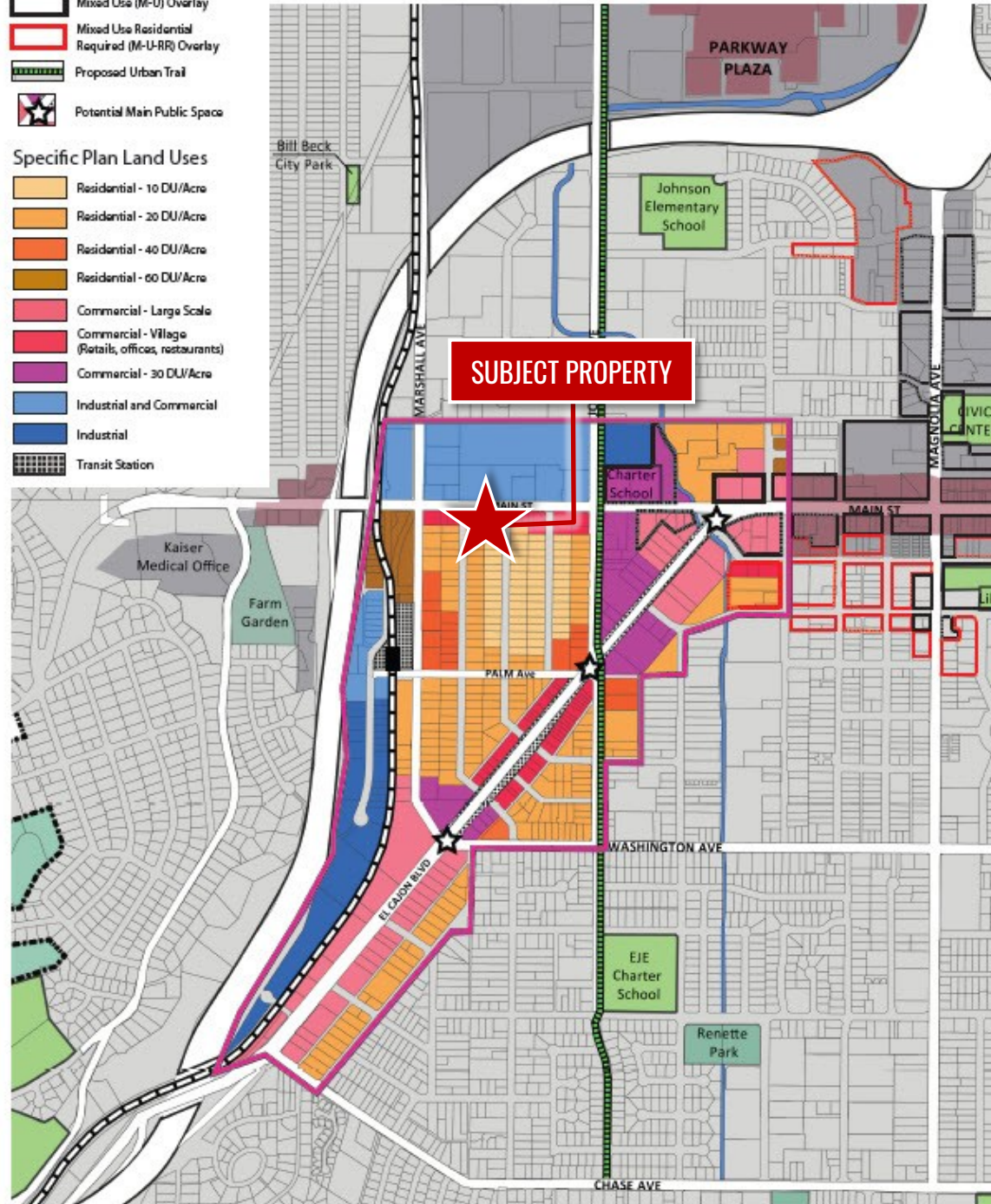
The charts on the following pages present a summary of key details.



- Specific Plan Area
- Mixed Use (M-U) Overlay
- Mixed Use Residential Required (M-U-RR) Overlay
- Proposed Urban Trail
- Potential Main Public Space

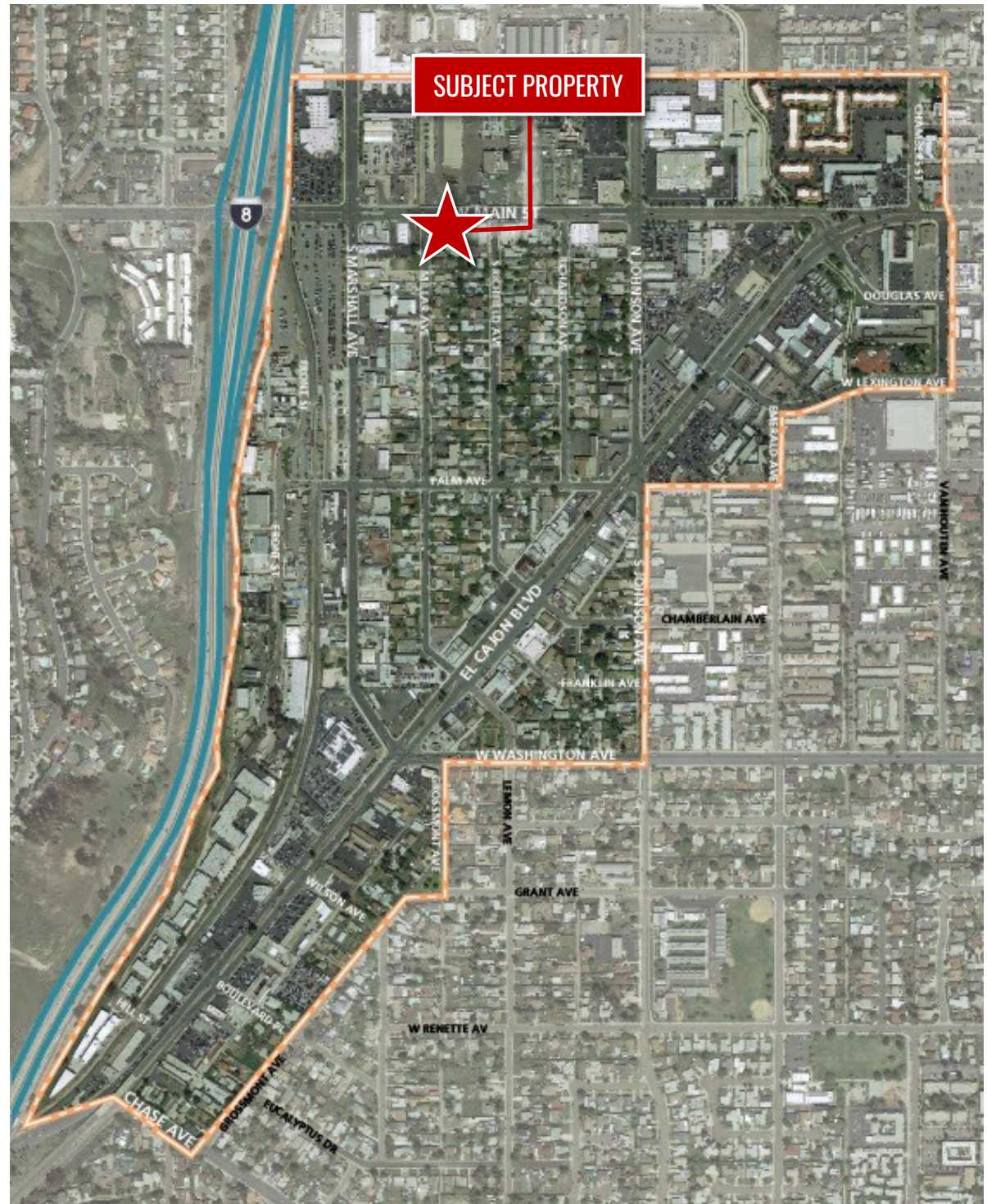
Specific Plan Land Uses

- Residential - 10 DU/Acre
- Residential - 20 DU/Acre
- Residential - 40 DU/Acre
- Residential - 60 DU/Acre
- Commercial - Large Scale
- Commercial - Village (Retail, offices, restaurants)
- Commercial - 30 DU/Acre
- Industrial and Commercial
- Industrial
- Transit Station



1.1 SCOPE pg.6

The Transit District Specific Plan (TDSP) provides the framework for future development of a 259-acre district within the City of El Cajon. The Specific Plan, which has been developed in accordance with existing environmental conditions, City planning policies, input from City staff, decision-makers, community members, and landowners, provides a comprehensive land use program and design guidelines for the area along with goals and policies to guide the future public and private actions relating to the area's development. In addition, the Specific Plan includes a strategy for its implementation and mechanisms to ensure that development proposed by area landowners will be coordinated and will meet the intent of the Plan.



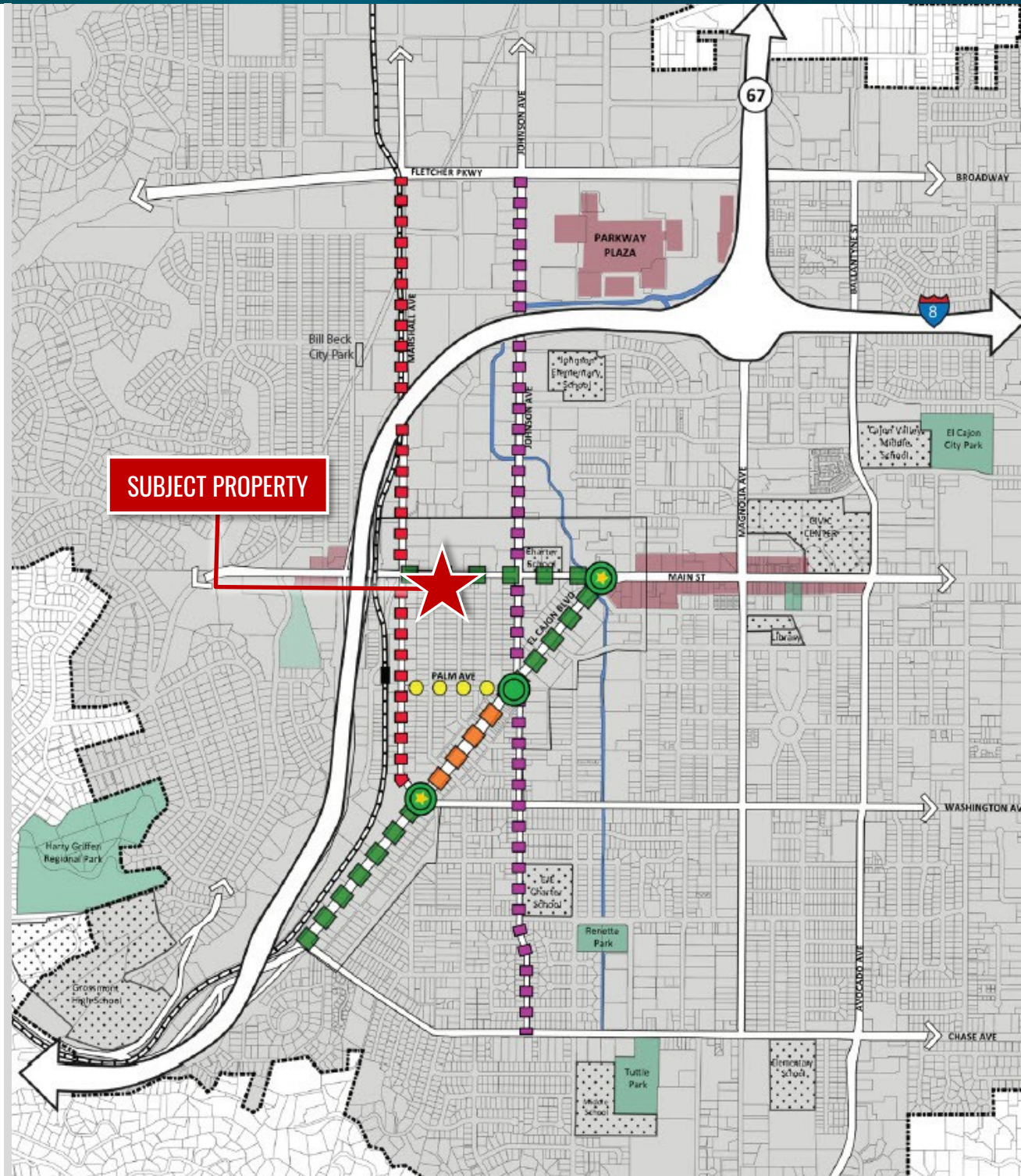


CIRCULATION GOALS & CONSIDERATIONS

- + Enhancing multi-modal access to and from the Transit Station
- + Establishing synergies with future land uses
- + Reinforcing a “sense of place” and identity authentic to El Cajon
- + Fostering community sustainability by enhancing the urban forest and implementing green
- + Infrastructure elements (green streets, bioswales, flow through planters, permeable paving).

LEGEND

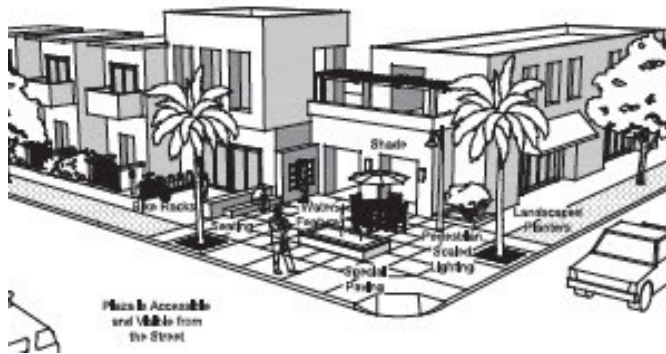
- Green Street “Gateway”
- Village Retail Streetscape
- Neighborhood Trail Streetscape
- Multi-modal Streetscape
- Neighborhood Streetscape
- Gateway Roundabout
- Neighborhood Roundabout





COMMUNITY DESIGN PRINCIPALS:

- + Enhance Pathways to Transit
- + Highlight Activity Nodes and Gateways
- + Develop a Village with Unique Identity and Character
- + Encourage Gathering Spaces, Courtyards and Plazas
- + Make Parking Unobtrusive to Pedestrians
- + Provide Buffers and Transitions
- + Support Positive Street Frontages and Land Use Interfaces



Framework Plan

- Stable Residential
- Village Area / Commercial Node
- Proposed Village Area / Commercial Node
- Park-Recreation-Community Center
- School - Administration - Civic
- Connector
- Bus Transit
- Trolley Station and Rail
- Node
- Gateway
- Buffer
- Proposed Transit Core (soft modes, active use, streetscape, pedestrian friendly)



SUBJECT PROPERTY



LOCATION MAP

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927 W. Main Street



DEMOGRAPHICS

As the sixth largest city in San Diego County, El Cajon is recognized as a wonderful location to live, work and play. El Cajon boasts a diverse and vibrant community, safe and attractive neighborhoods, global and nationally known corporations, many parks and recreation centers, award-winning schools, libraries, and other amenities. The city is located in a valley surrounded by beautiful mountains and is only 17 miles east of Downtown San Diego, makes it attractive and accessible to small investors and entrepreneurs, which enhances the City's many business districts.



POPULATION	3 MILE	5 MILE
Population (2024)	168,738	375,499
Population (2029)	161,511	356,581
Median Age	38.3	39.1

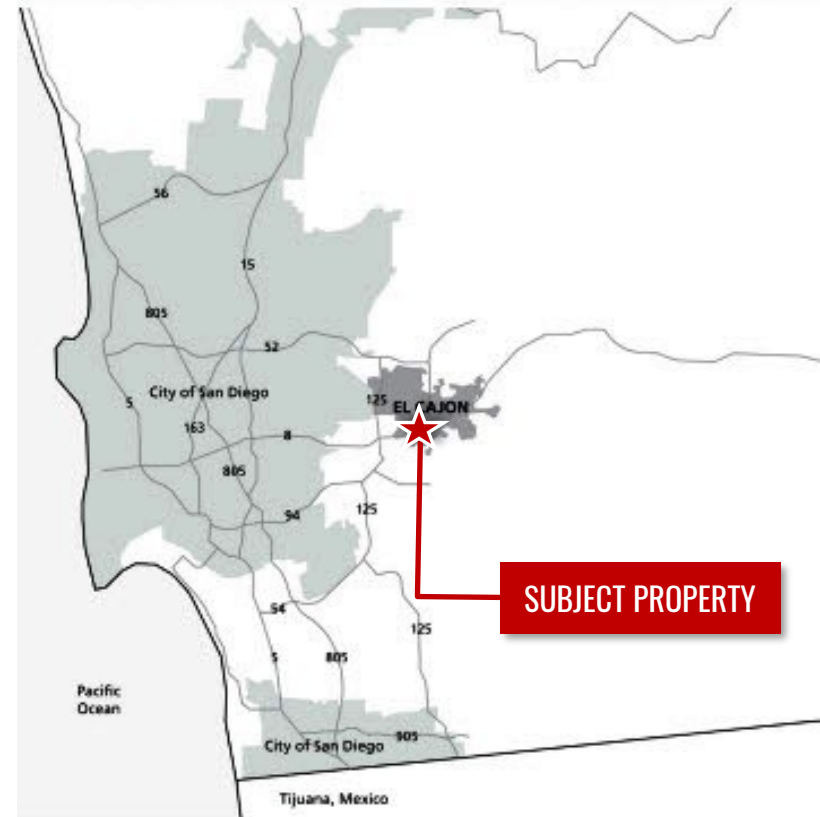


HOUSEHOLDS	3 MILE	5 MILE
Total Households (2024)	56,754	128,610
Median Home Value	\$685,656	\$692,346
Avg. Household Income	\$97,271	\$106,627
Renter Occupied	29,903	58,404
Owner Occupied	26,069	68,413



ECONOMY	3 MILE	5 MILE
Businesses	9,469	17,684
Employees	75,067	131,245
Consumer Spending	\$1.9B	\$4.7B

* demographics source: costar



Contact Information

927 W. MAIN STREET
Vacant Lot & Owner-User/Development Possibility

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The information contained herein has been given to us by the owner of the property or other sources we deem reliable, we have no reason to doubt its accuracy, but we do not guarantee it. All information including zoning and use should be verified prior to completing a purchase.

