



1051-65 Rosecrans Street

Point Loma, San Diego, CA 92106

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INVESTMENT
OVERVIEW

01



Located in the highly sought-after La Playa submarket of Point Loma.

CBRE is pleased to present 1051-1065 Rosecrans Street, a mixed-use investment opportunity located in the highly sought-after La Playa submarket of Point Loma, San Diego. Situated at the prominent corner of Rosecrans Street and Upshur Street, the property offers strong visibility and a well-balanced blend of retail and residential income streams in one of San Diego's most affluent coastal communities.

The property consists of four (4) ground-floor retail suites and four (4) residential units, totaling approximately 7,600 square feet of rentable area, providing investors with diversified cash flow and long-term stability. The asset has historically maintained strong occupancy across both the commercial and residential components, supported by consistent demand driven by the area's high-income demographics and proximity to coastal amenities.

The retail component is strategically positioned along Rosecrans Street, a primary corridor through Point Loma, offering excellent exposure, foot traffic, and accessibility. The property is currently occupied by a curated mix of neighborhood-serving tenants, including Define Lagree Fitness, Compass, Rose Tattoo, and Max Fitness, which contribute to steady foot traffic and reinforce the property's presence within the local retail landscape.



8 UNITS



7,600 RENTABLE SF



9,956 LOT SIZE



The residential units complement the commercial tenancy by attracting renters seeking a walkable coastal lifestyle near dining, retail, and the waterfront. Residents benefit from immediate access to Shelter Island, local marinas, and Point Loma's established amenities, further supporting long-term occupancy and rental demand.

With its prime coastal location, established tenant base, and mixed-use configuration, 1051-1065 Rosecrans Street presents a compelling opportunity for investors seeking a stable, income-producing asset with long-term upside in one of San Diego's most desirable coastal submarkets.

PROPERTY OVERVIEW

Rentable SF	7,600
Unit Count	4 units and 4 commercial suites
Retail Suites	4
Multifamily Units	4
Lot Size	9,956

Located along Rosecrans Street, the property benefits from excellent connectivity and visibility, with convenient access to Point Loma, Downtown San Diego, and the San Diego International Airport.



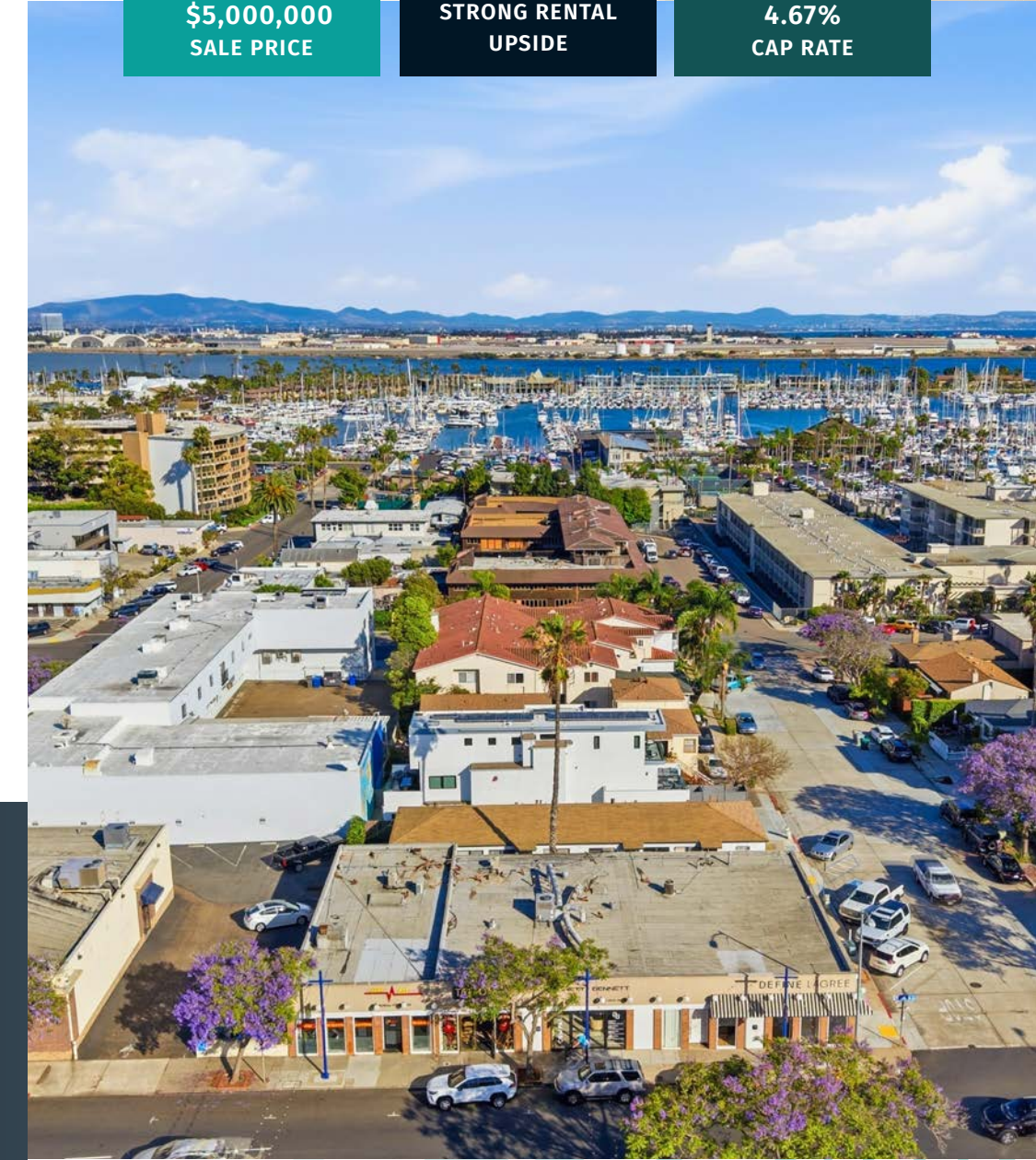
\$5,000,000 SALE PRICE



STRONG RENTAL UPSIDE



4.67% CAP RATE



• Prime Coastal Location in La Playa, Point Loma

Located in one of San Diego’s most affluent and supply-constrained coastal submarkets, just moments from the waterfront, marinas, and Shelter Island.

• Mixed-Use Asset with Diversified Income Streams

Comprised of four (4) retail suites and four (4) residential units, providing stable, balanced cash flow.

• High-Visibility Retail Frontage on Rosecrans Street

Positioned along a primary corridor with strong traffic counts, excellent exposure, and accessibility.

• 100% Leased with Proven Occupancy History

Stabilized asset with a track record of consistent tenancy across both retail and residential components.

• Strong Demographics & High-Income Tenant Base

Located in a high-barrier-to-entry market supported by affluent households and limited available inventory.

• Walkable Coastal Lifestyle with Amenity Access

Tenants benefit from proximity to dining, retail, marinas, and waterfront recreation.



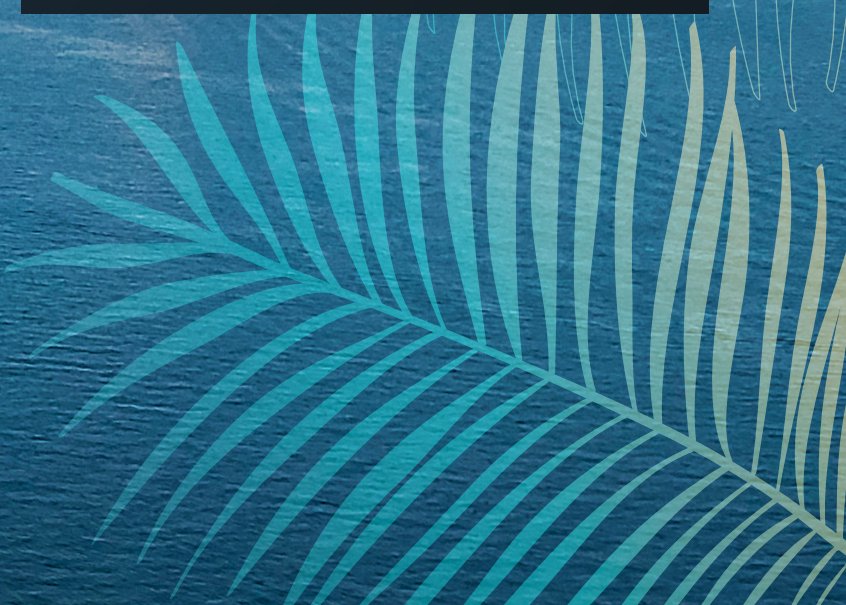
Market	Point Loma
Parking	Off Street
Zoning	CC-4-2 CC-2-4 accommodates community serving Commercial services, retail uses, and limited industrial uses of moderate intensity and small to medium scale. It is intended to accommodate development with a pedestrian orientation.
Parcel Number	531-373-09
# Parcels	1 Parcel



AREA
OVERVIEW



02





AREA DEMOGRAPHICS

DEMOGRAPHIC COMPREHENSIVE	1 MILES	3 MILES	5 MILES
POPULATION			
2025 Population	12,562	65,774	199,638
2030 Population - Projection	12,400	67,190	209,356
2020 Population - Census	12,628	67,006	192,705
GENERATIONS			
Generation Alpha	9.2%	7.7%	5.6%
Generation Z	20.8%	27.6%	21.7%
Millennials	22.8%	29.0%	33.5%
Generation X	18.1%	16.3%	17.5%
Baby Boomers	22.7%	15.9%	17.5%
Greatest Generations	6.5%	3.6%	4.2%
HOUSEHOLD INCOME			
Average Household Income	\$187,498	\$158,965	\$146,984
Median Household Income	\$129,993	\$112,708	\$107,190
HOUSING VALUE			
Median Home Price	\$1,423,159	\$1,316,819	\$1,273,449
Average Home Price	\$1,507,789	\$1,367,461	\$1,347,823
HOUSING UNITS			
Owner-Occupied Housing	54.8%	37.7%	28.4%
Renter-Occupied Housing	37.0%	53.0%	57.5%



AREA OVERVIEW

Point Loma – A Premier Coastal Community in San Diego

Nestled along the scenic coastline of San Diego, Point Loma stands as one of the city’s most desirable coastal communities—offering a unique blend of maritime heritage, upscale residential living, and vibrant commercial activity. Known for its breathtaking views of the Pacific Ocean and San Diego Bay, Point Loma provides a lifestyle that seamlessly combines coastal tranquility with urban accessibility.

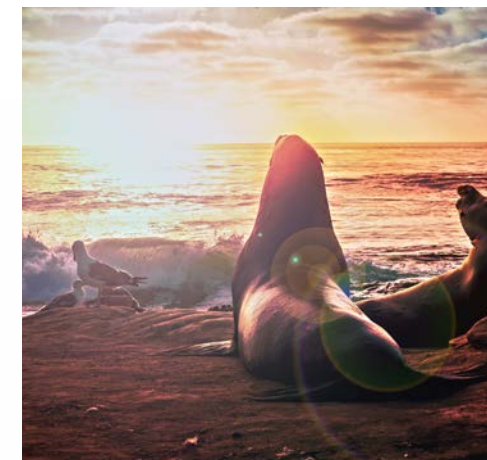
Positioned just minutes from Downtown San Diego, the San Diego International Airport, and major employment hubs, Point Loma benefits from excellent regional connectivity via Rosecrans Street, North Harbor Drive, and Interstate 5. The neighborhood’s strategic location supports both residential and commercial demand, with convenient access to surrounding areas including Mission Bay, Ocean Beach, and Liberty Station.

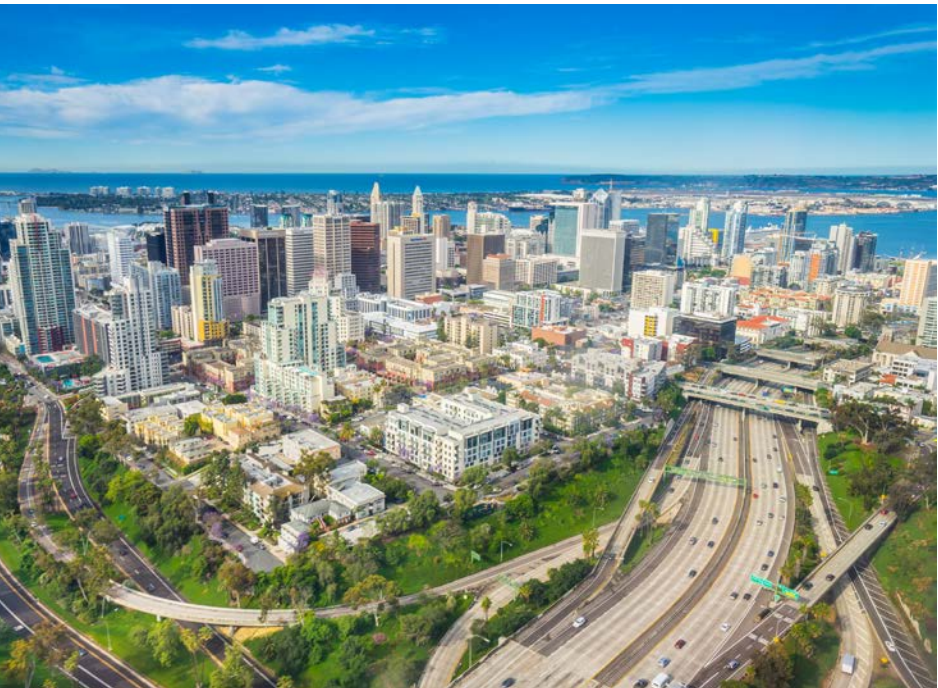
Point Loma offers a rare blend of coastal lifestyle, strong demographics, and long-term investment stability in one of San Diego’s most desirable waterfront communities.

Point Loma residents and visitors enjoy a highly walkable and amenity-rich environment, anchored by destinations such as Shelter Island, Liberty Station, and the La Playa waterfront. The area offers a diverse mix of restaurants, boutique retail, marinas, and recreational amenities, along with proximity to beaches, parks, and coastal trails that define the Southern California lifestyle.

The community is further supported by strong demographics, high household incomes, and a stable tenant base, including professionals, military personnel, and long-term residents. Nearby institutions such as Point Loma Nazarene University and the presence of major naval facilities contribute to consistent demand across both residential and retail sectors.

With its coastal setting, limited supply, strong fundamentals, and enduring appeal, Point Loma continues to stand out as a premier investment location within San Diego—offering a compelling combination of lifestyle, stability, and long-term growth potential.





San Diego Metro: A High-Growth Market

San Diego, California, is one of the most dynamic and resilient metropolitan markets in the United States, offering investors a unique blend of economic stability, innovation-driven growth, and lifestyle appeal. With a population exceeding 3.3 million in the metro area, San Diego boasts a diversified economy anchored by biotech, defense, tourism, and technology, creating strong fundamentals for long-term investment success.

Market Highlights:

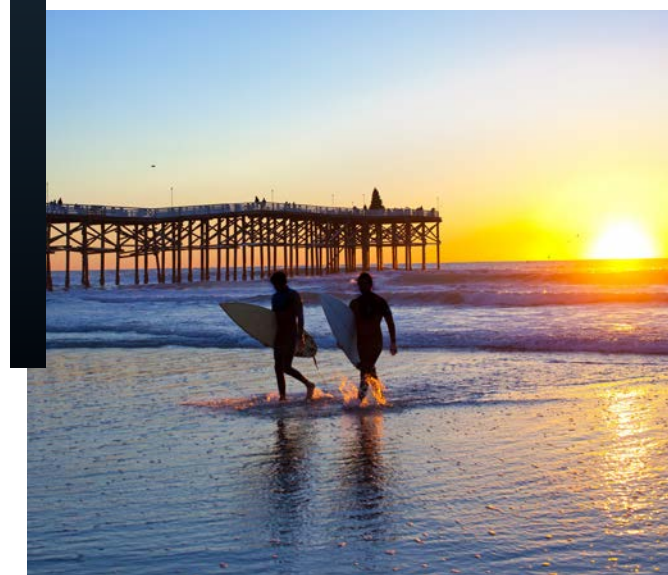
Robust Economy: San Diego ranks as one of the top U.S. metros for biotech innovation and defense contracting, supported by institutions like UC San Diego, Scripps Research, and major military installations including Naval Base San Diego.

High Demand, Low Supply: Limited land availability, strict zoning laws, and strong population growth contribute to consistently high demand for housing and commercial real estate—creating a favorable supply/demand dynamic.

Tech & Innovation Hub: With a growing startup ecosystem and increasing venture capital flows, San Diego is a rising tech center. The city saw over \$5 billion in VC funding in 2023, especially in life sciences and clean tech.

Strategic Location: Proximity to the U.S.-Mexico border, the Pacific Rim, and major California cities makes San Diego a key logistics and trade hub, enhancing business appeal and global connectivity.

Lifestyle Magnet: World-class beaches, year-round sunshine, and a high quality of life continue to attract talent and capital. The city is also one of the top destinations for remote and hybrid professionals.





1051-65 Rosecrans Street

Point Loma, San Diego, CA 92106



FINANCIAL
ANALYSIS

03



RENT ROLL SUMMARY

Unit Type	# of Units	Avg Sq Feet	Rental Range	Current		Market Stabilized		Post Renovation	
				Avg Rent	Monthly Income	Avg Rent	Monthly Income	Avg Rent	Monthly Income
1-Bedroom / 1-Bath	4	500	\$1,972-\$2,400	\$2,218	\$8,872	\$2,400	\$9,600	\$2,525	\$10,100
Commercial *	4	1,400	\$3,300-\$5,900	\$4,473	\$17,892	\$4,681	\$18,724	\$4,681	\$18,724
Totals / Weighted Avg	8	7,600			\$26,764		\$28,324		\$28,824
Gross Annualized Rents					\$321,168		\$339,888		\$345,888

RENT ROLL DETAIL

Unit	Unit Type	Square Feet	Expiration Date	Current		Market Stabilized		Post Renovation	
				Rent / Month	Rent / SF / Month	Rent / Month	Rent / SF / Month	Rent / Month	Rent / SF / Month
1053	Lagrec Fitness*	2,000	May 2028	\$5,900	\$2.95	\$6,200	\$3.10	\$6,200	\$3.10
1055	Compass Real Estate*	1,000	Dec 2028	\$3,300	\$3.30	\$3,450	\$3.45	\$3,450	\$3.45
1057	Rose Tattoo*	1,000	May 2026	\$3,500	\$3.50	\$3,675	\$3.68	\$3,675	\$3.68
1065	Z-Max Fitness*	1,600	May 2029	\$5,192	\$3.25	\$5,399	\$3.37	\$5,399	\$3.37
2934	1-Bedroom / 1-Bath	500	Nov 2026	\$2,300	\$4.60	\$2,400	\$4.80	\$2,525	\$5.05
2936	1-Bedroom / 1-Bath	500	Mo/Mo	\$2,400	\$4.80	\$2,400	\$4.80	\$2,525	\$5.05
2938	1-Bedroom / 1-Bath	500	Mo/Mo	\$1,972	\$3.94	\$2,400	\$4.80	\$2,525	\$5.05
2940	1-Bedroom / 1-Bath	500	Sept 2026	\$2,200	\$4.40	\$2,400	\$4.80	\$2,525	\$5.05
Total		7,600		\$26,764	\$3.52	\$28,324	\$3.73	\$28,824	\$3.79

*Commercial units are on gross leases

LEASE DETAILS ON COMMERCIAL TENANTS

•1053 Rosecrans — Lagrec Fitness

Original Five Year Lease Term Commenced May 1, 2023
Rent Schedule:

May 1, 2026 – April 30, 2027 — \$5,900.00 monthly
May 1, 2027 – April 30, 2028 — \$6,200.00 monthly

No option to extend the term.

•1055 Rosecrans — Compass Real Estate

Original Three Year Lease Term Commenced January 1, 2024
Term Extended through December 31, 2028
Rent Schedule:

January 1, 2026 – December 31, 2026 — \$3,300.00 monthly
January 1, 2027 – December 31, 2027 — \$3,450.00 monthly
January 1, 2028 – December 31, 2028 — \$3,600.00 monthly

•1057 Rosecrans — Rose Tattoo

Original Three Year Lease Term Commenced June 1, 2023
Term Extended Through May 31, 2028
Rent Schedule:

June 1, 2026 – May 31, 2027 — \$3,500.00
June 1, 2027 – May 31, 2028 — \$3,675.00

•1065 Rosecrans — Max Fitness

Original Five Year Lease Term Commenced June 1, 2024
Rent Schedule:

June 1, 2026 – May 31, 2027 — \$5,192.00
June 1, 2027 – May 31, 2028 — \$5,399.00
June 1, 2028 – May 31, 2029 — \$5,615.00

OPERATING STATEMENT

		Current	Market Stabilized	Post Renovation	
INCOME					
Gross Scheduled Rent		\$321,168	\$339,888	\$345,888	
Less: Vacancy / Deductions	3%	\$9,635	\$10,197	\$10,377	3%
Total Effective Rental Income		\$311,533	\$329,691	\$335,511	
Effective Gross Income		\$311,533	\$329,691	\$335,511	
Less: Expenses	25.00%	\$77,877	\$94,362	\$94,653	28.21%
Net Operating Income		\$233,656	\$235,330	\$240,859	
Cash Flow		\$233,656	\$235,330	\$240,859	
Debt Service		\$185,865	\$185,865	\$185,865	
Net Cash Flow After Debt Service	1.99%	\$47,790	\$49,464	\$54,993	2.29%
Principal Reduction		\$35,741	\$35,741	\$35,741	
Total Return	3.48%	\$83,531	3.55%	\$85,205	3.78%

		Current	Market Stabilized	Post Renovation	
EXPENSES					
Real Estate Tax		\$62,557	\$62,557	\$62,557	
Insurance		\$6,800	\$6,800	\$6,800	
Gas & Electricity		\$640	\$640	\$640	
Water & Sewer		\$2,880	\$2,880	\$2,880	
Repairs & Maintenance		\$3,800	\$3,800	\$3,800	
Landscaping		\$1,200	\$1,200	\$1,200	
Management Fee	0%*	\$-	\$16,484.57	\$16,775.57	5%
Total Expense		\$77,877	\$94,362	\$94,653	
Expense as a % of EGI		25.00%	28.62%	28.21%	
Net Operating Income		\$233,656	\$235,330	\$240,859	

*Owner self manages at no fee

PRICING DETAIL

SUMMARY	
Price	\$5,000,000
Number of Units	8
Price Pr Unit	\$625,000
Price Per SF	\$657.89
Rentable SF	7,600
Lot Size	9,956
Approx. Year Built	1960

RETURNS	CURRENT	MARKET STABILIZED	POTENTIAL
Cap Rate	4.67%	4.71%	4.82%
GRM	15.57	14.71	14.46
Cash-on-Cash	1.99%	2.06%	2.29%
Debt Coverage Ratio	1.26	1.27	1.30

FINANCING	1ST LOAN
Down Payment	\$2,400,000
Loan Amount	\$2,600,000
Loan Type	Proposed New
Interest Rate	5.85%
Amortization	30 Years
Term	5 Years




SALE
COMPARABLES













04

Multifamily Sales Comparables

	PROPERTY ADDRESS	BUILDING SF	# OF UNITS	SALE DATE	SALE PRICE	SALE PSF BUILDING	COMMENTS
1	 1268-74 Locust St San Diego, CA 92106	3,814	4	12/9/2025	\$2,500,000	\$655	
2	 3023 - 3029 Jarvis San Diego, CA 92106	8,925	4	6/5/2023	\$2,000,000	\$224	
3	 3045 Emerson San Diego, CA 92106	4,430	4	2/21/2023	\$2,060,000	\$465	
4	 3136-3140 Emerson St San Diego, CA 92106	2,416	3	12/3/2025	\$1,605,000	\$664	
5	 4831-35 Brighton Ave San Diego, CA 92107	2,422	3	4/16/2026	\$2,100,000	\$867	
6	 2322-28 Chatsworth Blvd San Diego, CA 92106	2,600	4	2/19/2026	\$1,800,000	\$692	
7	 5012 Del Monte Ave San Diego, CA 92107	1,907	4	6/30/2025	\$2,450,000	\$1,284	

Retail Sales Comparables

	PROPERTY ADDRESS	BUILDING SF	PARCEL SF	SALE DATE	SALE PRICE	SALE PSF BUILDING	COMMENTS
1	 2810-2832 Canon St San Diego, CA 92106	18,630	25,003	3/21/25	\$8,200,000	\$440	100% Leased, with parking
2	 2802-2804 Canon St San Diego, CA 92106	5,520	6,852	8/28/25	\$2,500,000	\$453	Owner User
3	 1101-1111 Scott St San Diego, CA 92106	3,848	7,501	3/21/25	\$2,223,374	\$440	Restaurant
4	 3026-3030 Canon St San Diego, CA 92106	2,989	4,792	12/7/23	\$1,550,000	\$519	100% leased, 2 story
5	 2830 Shelter Island Dr. San Diego, CA 92106	4,500	14,810	9/7/23	\$3,000,000	\$667	Storefront
6	 1004 Rosecrans St San Diego, CA 92106	5,181	19,602	4/12/23	\$3,786,750	\$731	Vacant, corner building
7	 2608 Shelter Island Dr San Diego, CA 92106	3,234	29,621	11/28/22	\$1,755,000	\$543	Mixed use project
8	 1221 Rosecrans St San Diego, CA 92106	3,270	23,958	9/27/22	\$3,230,000	\$988	Storefront building
9	 1075 Rosecrans St San Diego, CA 92106	4,209	10,001	5/6/22	\$3,525,000	\$837	Bank building
10	 2805 Canon St San Diego, CA 92106	7,800	7,405	5/4/22	\$3,185,000	\$408	2 Story building

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