



# 2690 S Escondido Boulevard

Escondido, CA 92025

RARE MULTIFAMILY ZONED DEVELOPMENT SITE

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



\* PROPERTY LINES ARE ESTIMATES

CONTACT

**Brendan Flynn, VICE PRESIDENT**

339.222.3361    DRE# 01933302    flynn@scc1031.com

[www.scc1031.com](http://www.scc1031.com)



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**SOUTH COAST**  
COMMERCIAL



**CORFAC**  
INTERNATIONAL

2690 S ESCONDIDO BOULEVARD

# Executive Summary

# THE OFFERING

**2690 S ESCONDIDO BOULEVARD**  
STREET ADDRESS

**\$1,795,000**  
LISTING PRICE



**19,559 SF**  
LOT SIZE

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.

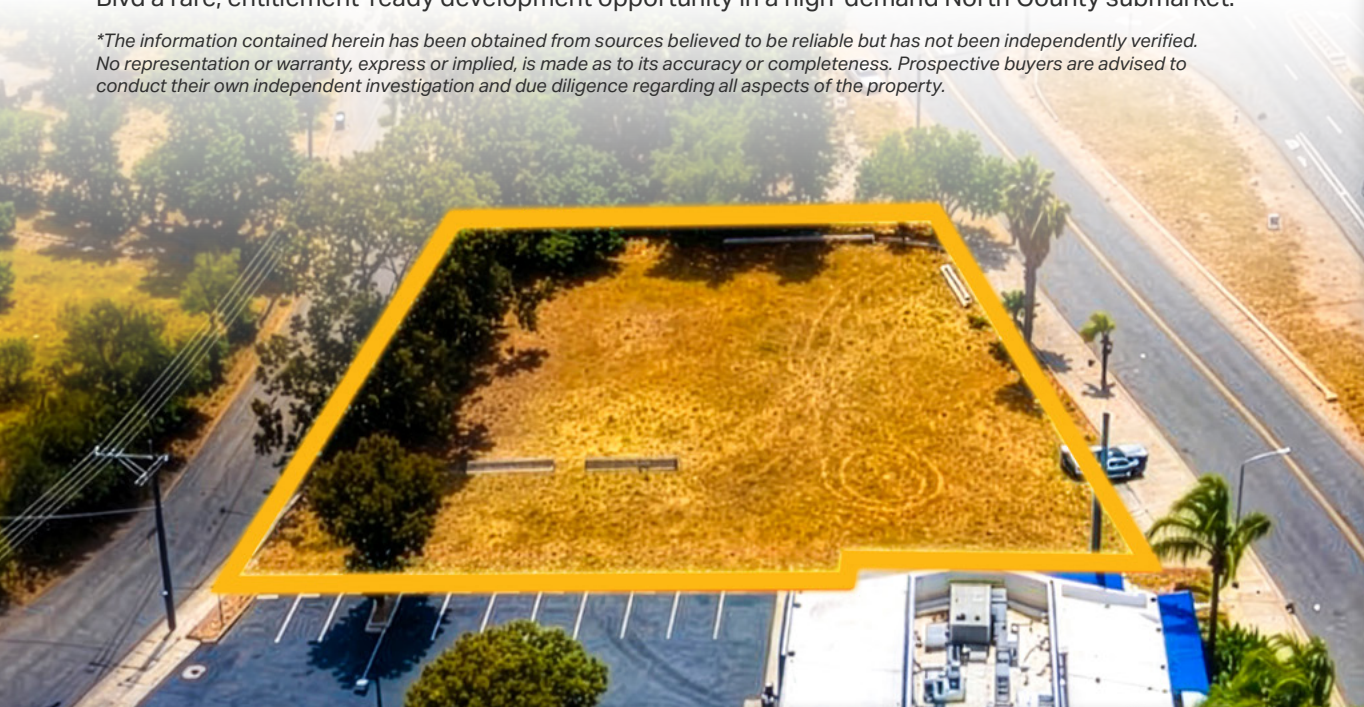
*\*The information contained herein has been obtained from sources believed to be reliable but has not been independently verified. No representation or warranty, express or implied, is made as to its accuracy or completeness. Prospective buyers are advised to conduct their own independent investigation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



**\$91.77**  
PRICE PER SF



**262-013-15-00**  
APN



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# 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

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2690 S ESCONDIDO BOULEVARD

# Property Information

THE PROPERTY AT A GLANCE



**19,559 SF**  
LOT SIZE

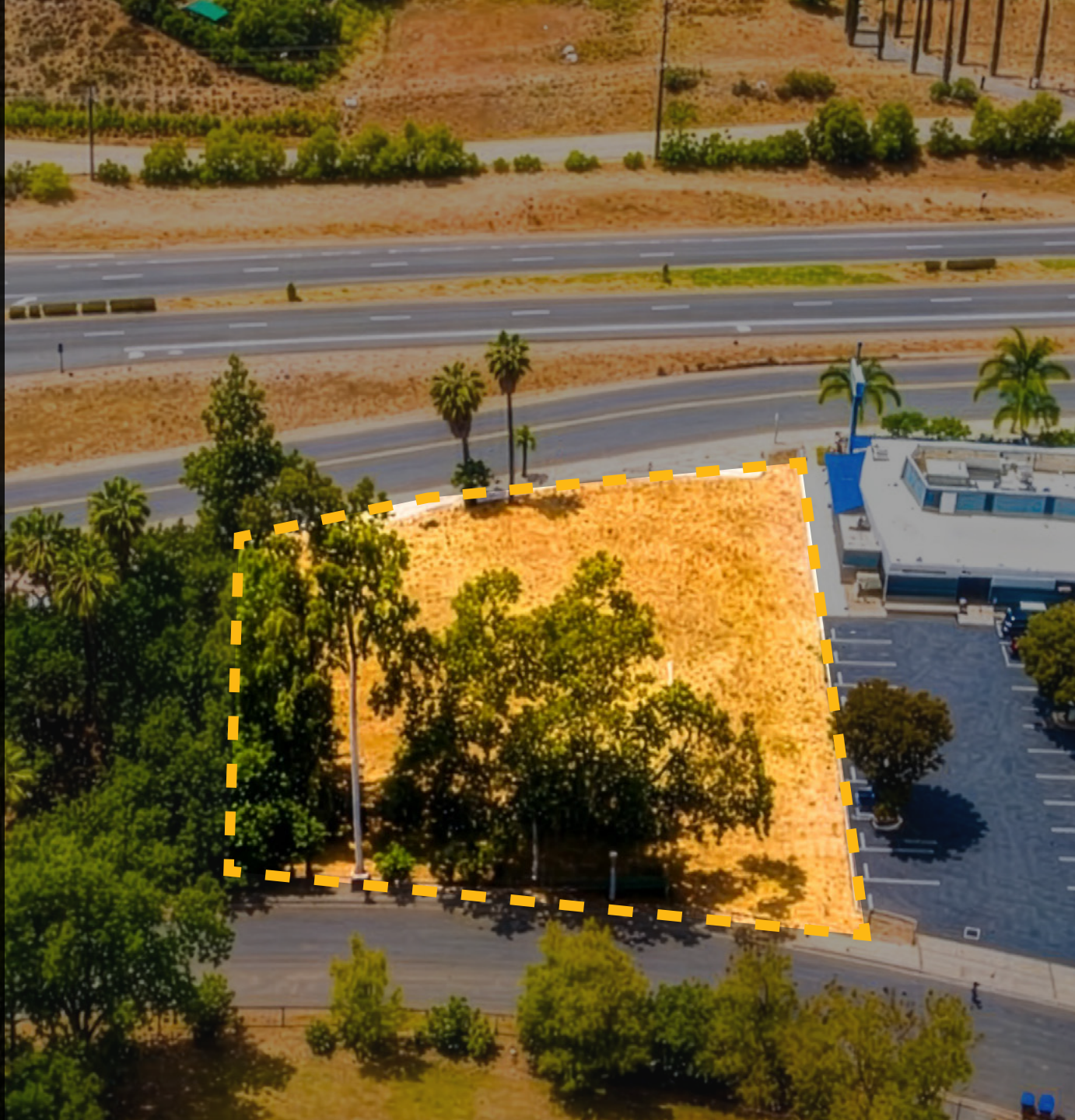


**238-152-16-00**  
APN



**GENERAL COMMERCIAL**  
ZONING

\* PROPERTY LINES ARE ESTIMATES



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# PROPERTY DESCRIPTION



2690 S ESCONDIDO BOULEVARD

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.

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PROPERTY INFORMATION

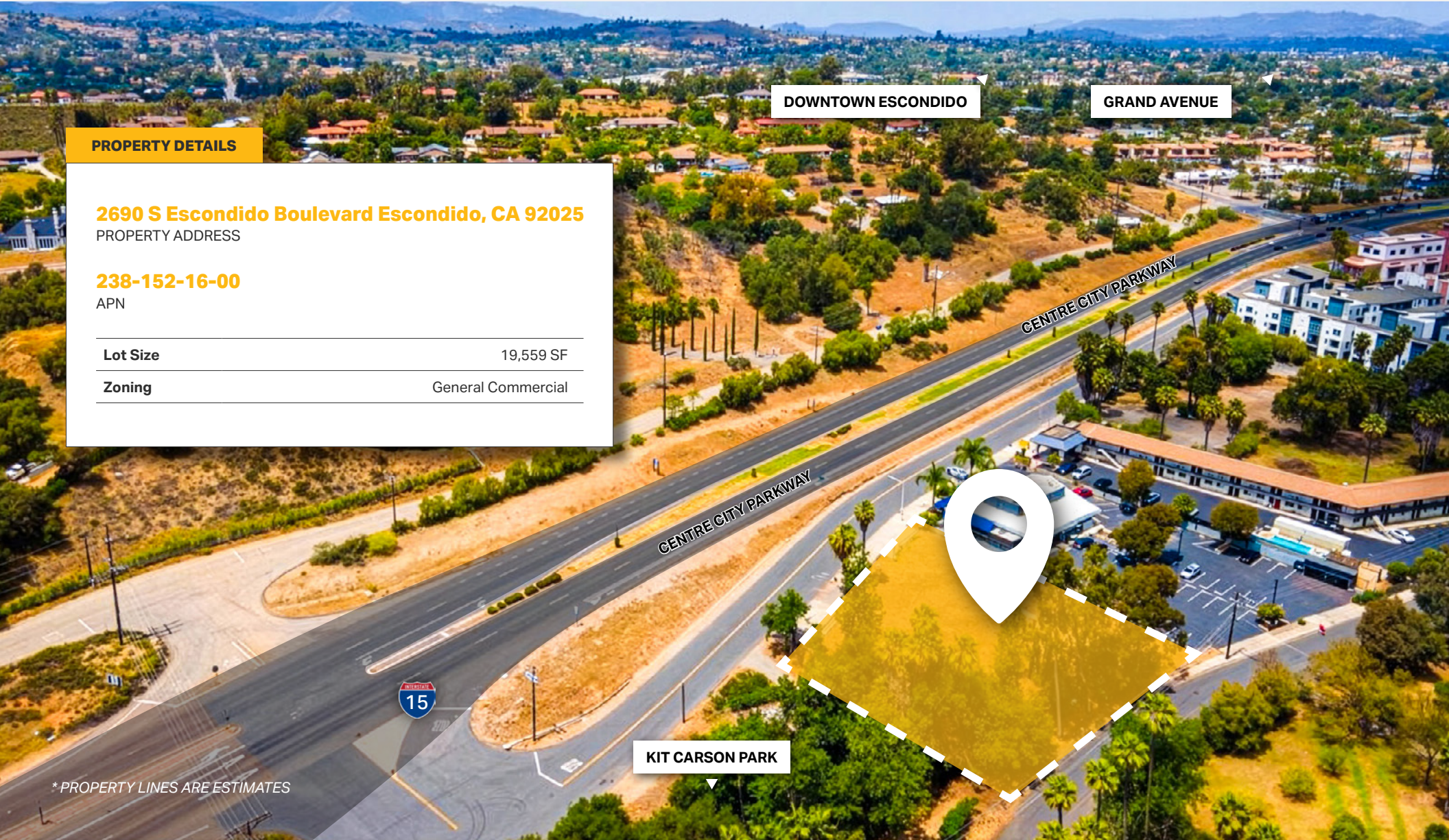
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# PROPERTY DESCRIPTION



## 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

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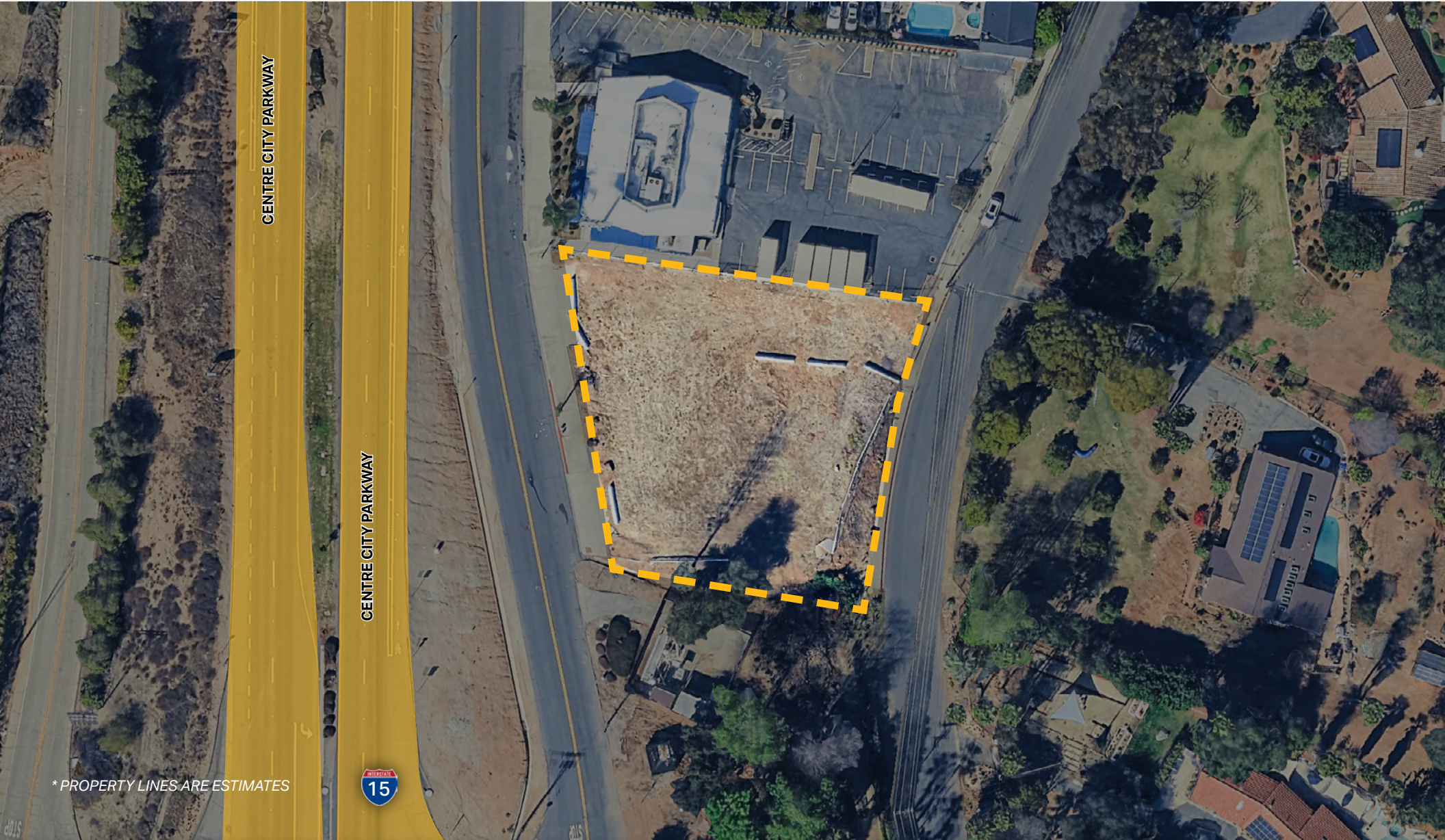
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# AERIAL VIEW



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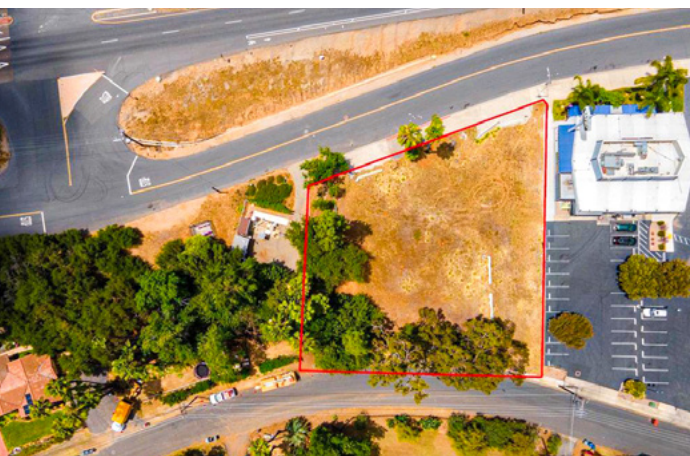
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# PROPERTY PHOTOS



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2690 S ESCONDIDO BOULEVARD

# Development Opportunity

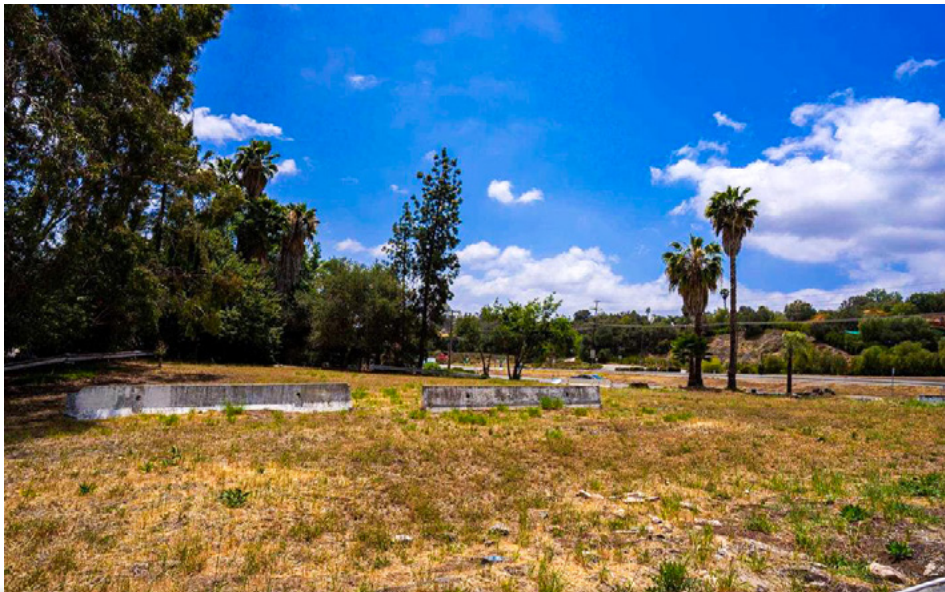
# DEVELOPMENT OPPORTUNITY

## 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.

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# 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**



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# Location Overview

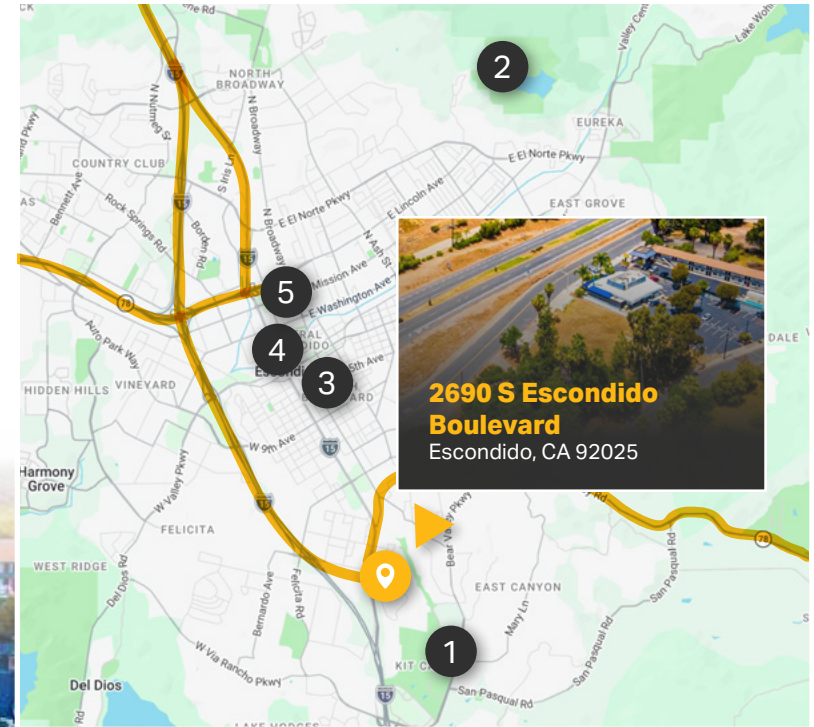
# LOCATION OVERVIEW

## 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.



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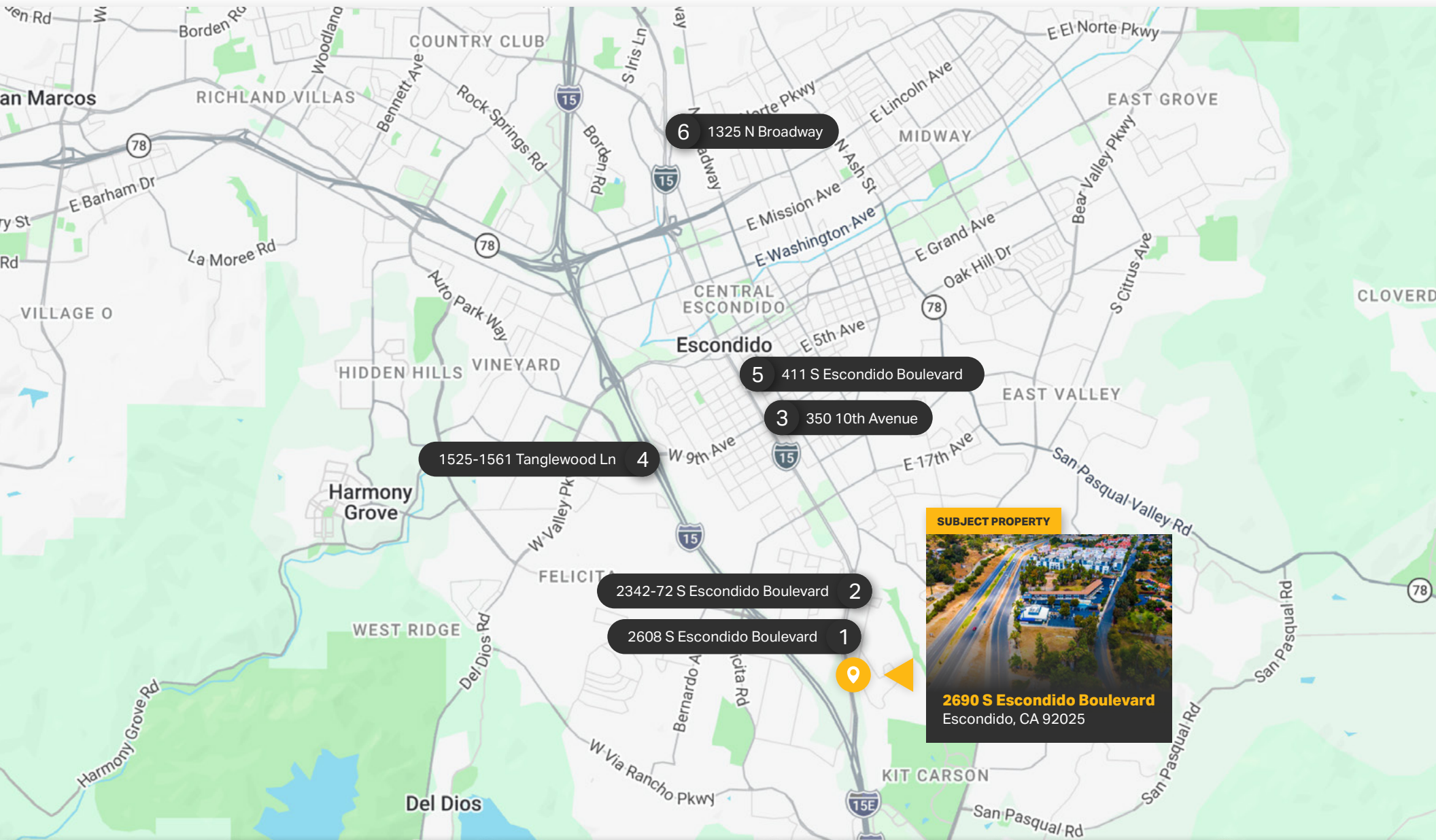
# IMMEDIATE MAP



2690 S ESCONDIDO BOULEVARD

# Sales Comparables

# SALE COMPARABLES MAP



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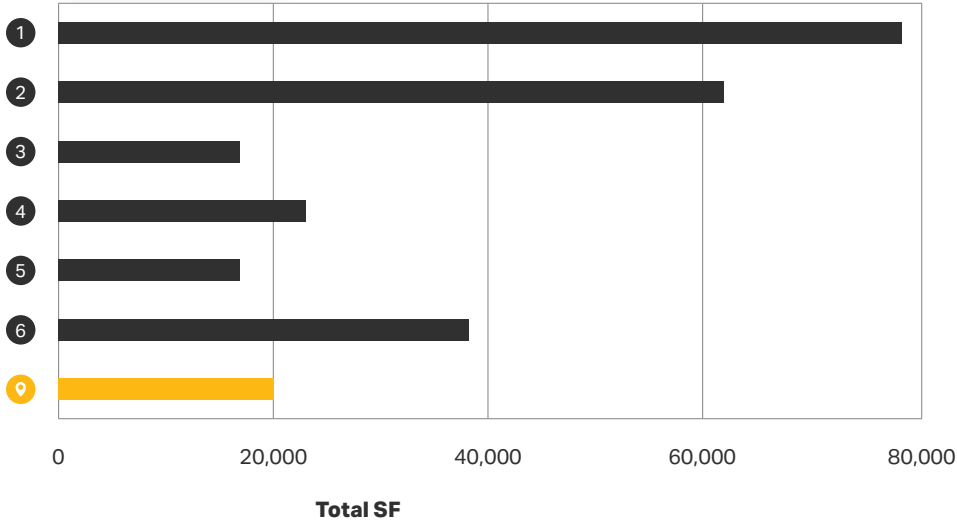
LOCATION OVERVIEW

**SALES COMPARABLES**

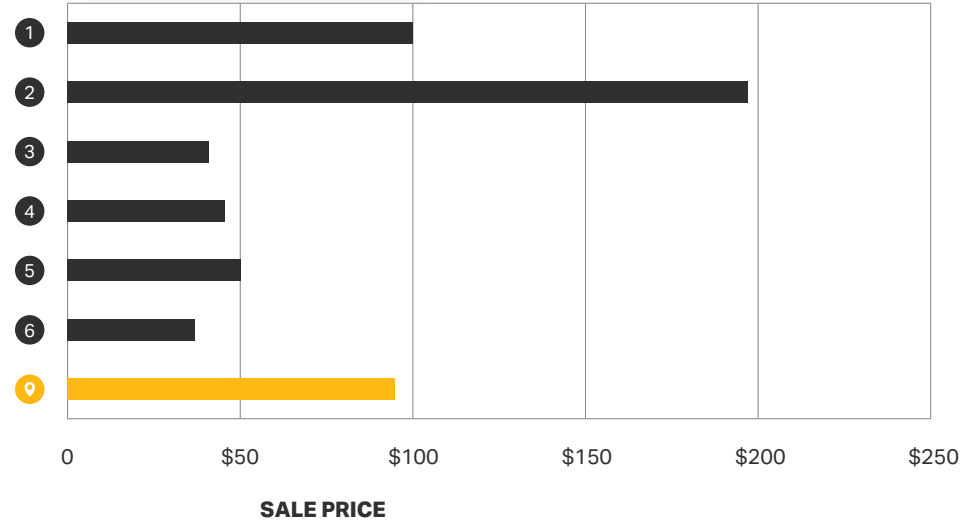
DEMOGRAPHICS

# 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 <b>SOLD</b>	0.1 mi	77,537 SF	12/20/2024	\$7,650,000	\$98.66
2 2342 S Escondido Blvd, Escondido, CA 92025 <b>SOLD</b>	0.4 mi	65,340 SF	04/10/2025	\$12,800,000	\$195.90
3 350 10th Avenue, Escondido, CA 92025 <b>SOLD</b>	1.8 mi	14,375 SF	02/29/2024	\$530,000	\$36.87
4 1525-1561 Tanglewood Ln, Escondido, CA 92029 <b>SOLD</b>	2.0 mi	23,958 SF	01/27/2026	\$1,000,000	\$41.74
5 411 S Escondido Blvd, Escondido, CA 92025 <b>SOLD</b>	2.2 mi	13,939 SF	04/04/2025	\$700,000	\$50.22
6 1325 N Broadway, Escondido, CA 92026 <b>SOLD</b>	3.8 mi	36,590 SF	07/16/2025	\$1,350,000	\$36.90
<b>Average of Comps</b>	<b>1.7 mi</b>	<b>38,623 SF</b>	<b>03/18/2025</b>	<b>\$4,005,000</b>	<b>\$103.69</b>
<b>9 2690 S Escondido Blvd, Escondido, CA 92025</b>	<b>0.0 mi</b>	<b>19,559 SF</b>	<b>TBD</b>	<b>\$1,795,000</b>	<b>\$91.77</b>

# SALE COMPARABLES



## 2690 S Escondido Boulevard

Escondido, CA 92025

<b>\$1,795,000</b>	<b>19,559 SF</b>	<b>\$91.77</b>
PRICE	LOT SIZE	PRICE/SF

**SOLD 12/20/2024**



1

## 2608 S Escondido Boulevard

Escondido, CA 92025

<b>\$7,650,000</b>	<b>77,537 SF</b>	<b>\$98.66</b>
PRICE	LOT SIZE	PRICE/SF

**SOLD 04/10/2025**



2


## 2342 S Escondido Boulevard

Escondido, CA 92025

<b>\$12,800,000</b>	<b>65,340 SF</b>	<b>\$195.90</b>
PRICE	LOT SIZE	PRICE/SF

# SALE COMPARABLES

**SOLD 02/29/2024**

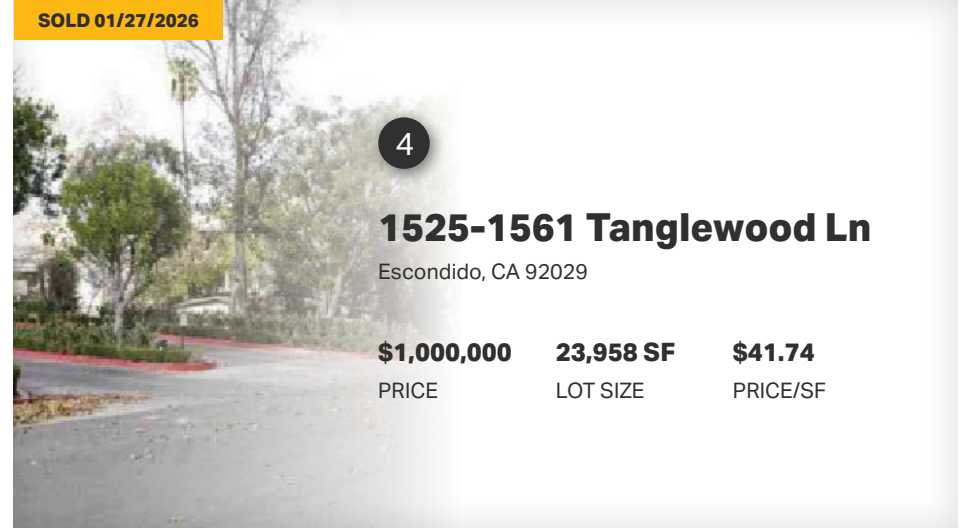


**3**

**350 10th Avenue**  
Escondido, CA 92025

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

**SOLD 01/27/2026**



**4**

**1525-1561 Tanglewood Ln**  
Escondido, CA 92029

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

**SOLD 04/04/2025**

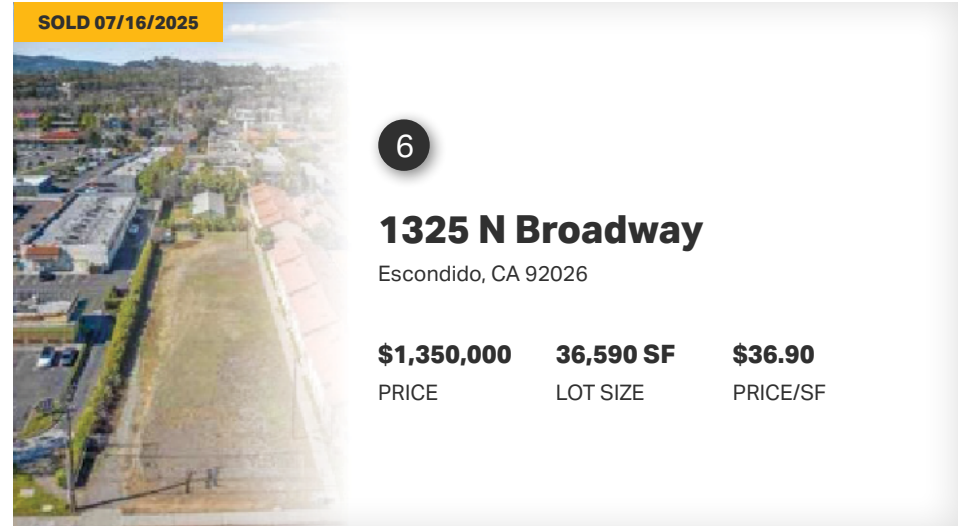


**5**

**411 S Escondido Boulevard**  
Escondido, CA 92025

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

**SOLD 07/16/2025**



**6**

**1325 N Broadway**  
Escondido, CA 92026

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

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
<b>POPULATION</b>			
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
<b>HOUSEHOLDS</b>			
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
<b>INCOME</b>			
Avg Household Income	\$128,867	\$113,690	\$111,107
Median Household Income	\$102,902	\$79,859	\$83,510
<b>HOUSING</b>			
Median Home Value	\$751,697	\$757,815	\$716,081
Median Year Built	1979	1980	1979

SOURCE: CoStar

