

HIGH-DENSITY RESIDENTIAL DEVELOPMENT OPPORTUNITY - SDSU COLLEGE AREA

6010 EL CAJON BOULEVARD | SAN DIEGO, CA 92115

- 1.01 Acres of Prime Multifamily or Off Campus Student Housing Development Land
- Increase residential density to 218 du/ac
- Recently adopted College Area Community Plan (2025)
- Existing +/- 12,656 Square Foot Retail Building



Asking Price:
\$6,995,000



El Cajon Blvd
(19,203 EDT)

College Ave
(26,020 EDT)



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Located along the highly traveled El Cajon Boulevard corridor, this site offers exceptional visibility and accessibility in the heart of San Diego's Mid-City submarket. Positioned between Interstate 8 and Interstate 15, the property provides seamless regional connectivity and convenient access to major employment hubs, universities, and Downtown San Diego.

The surrounding neighborhood is characterized by a dynamic blend of residential, retail, and commercial uses, including a diverse selection of dining options, neighborhood services, and educational institutions—most notably San Diego State University. Continued revitalization throughout the Mid-City corridor has accelerated investment activity and strengthened demand for quality housing and mixed-use environments.

With its walkable urban setting, proximity to transit, and strong surrounding demographics, the site is ideally positioned for redevelopment in one of San Diego's most active and evolving urban markets.

Property Summary:

The offering includes an existing commercial building that was previously approved for demolition, though those approvals have since expired. Prior plans submitted an 8-story, 235-unit multifamily residential development, creating a repositioning opportunity for a new development consistent with current land use policy and zoning allowances.

Given its prime boulevard frontage, established development momentum, and adjacency to key regional destinations, the property represents a compelling opportunity to deliver new residential product within a rapidly transforming urban environment.

Jurisdiction: City of San Diego

APN: 466-610-11-00 0.90 AC | 39,204 SF
467-411-12-00 0.11 AC | 4,812 SF
Total 1.01 AC | 44,016 SF

Zoning: CC-3-10 ([Link to Zoning](#))

Community Plan Area: College Area

Base Land Use: Commercial Employment, Retail & Services, and Residential

Complete Communities: Yes, Tier 3. 6.5 FAR

Density: Base 5-10 du/ac (Community Plan 218 du/ac)

Building Height Max: No Maximum

Community Plan Update: Provide for a variety of commercial uses, such as retail, financial services, hotels, and office, and provides space for shopping with residential uses as part of a mixed-use development. ([Link to Plan](#))


Community Plan Land Use: Community Commercial

School District: San Diego Unified School District

Services: Water/Sewer - City of San Diego Public Utilities Department
Gas/Electric - SDG&E
Fire - San Diego Fire-Rescue Department
Police - San Diego Police Department

Asking Price: **\$6,995,000**



 **Pendleton Elementary School**
(0.8 miles)

CVS

Smart & Final



POPEYES
COLD STONE
EVERYTABLE
YOGURTLAND
STARBUCKS
BURGER KING
CRISPOLE
WOODSTOCK PIZZA
STARBUCKS
JERSEY MIKE'S

College Ave

Soria Dr
Adams Ave

El Cajon Blvd

60th St

60th St

Esther St



 **Rolando Park Elementary School**
(1.9 miles)


  **POPEYES**
  **COLD STONE**


 
 **CHUCK E. CHEESE**
 **sam's club**
 **24 FITNESS**


College Ave

60th St

El Cajon Blvd

60th St

Esther St







60th St

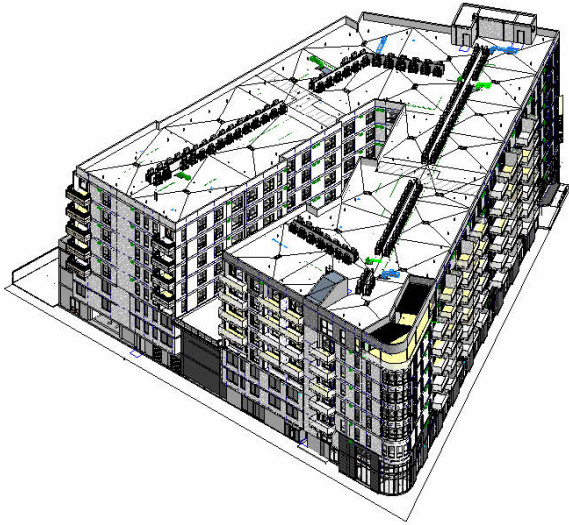
El Cajon Blvd



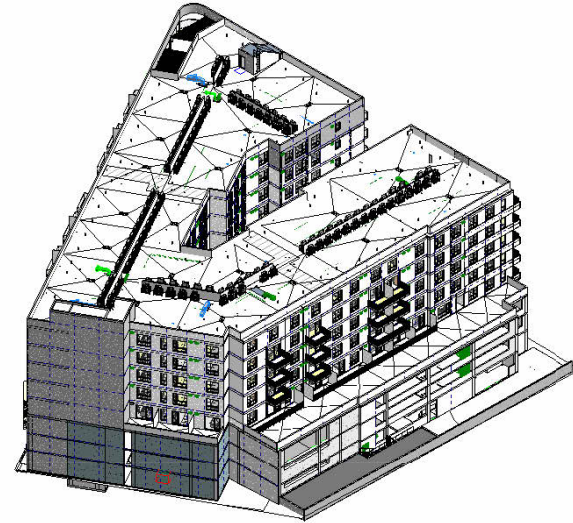




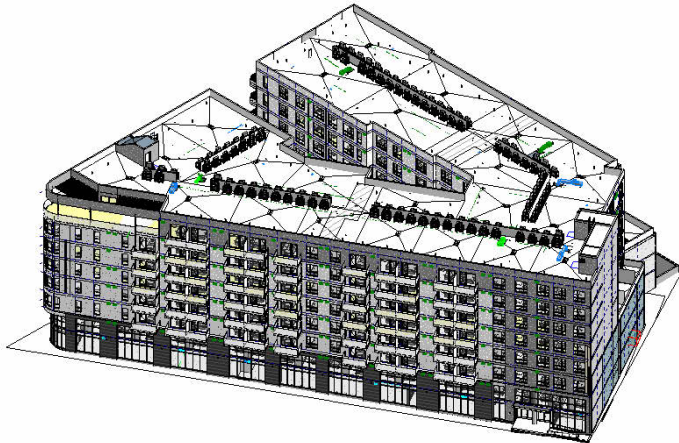




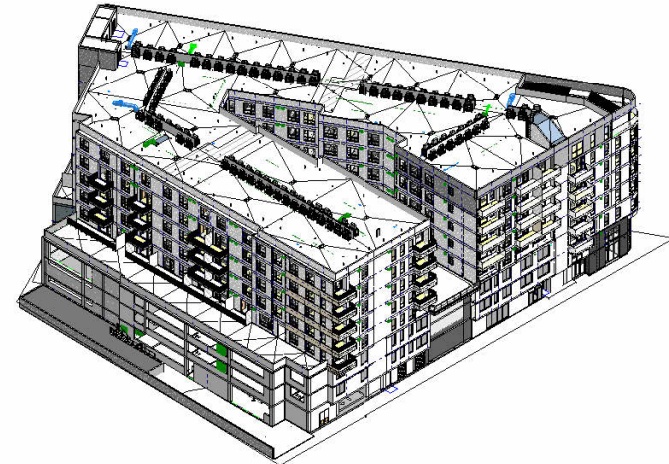
SOUTHWEST



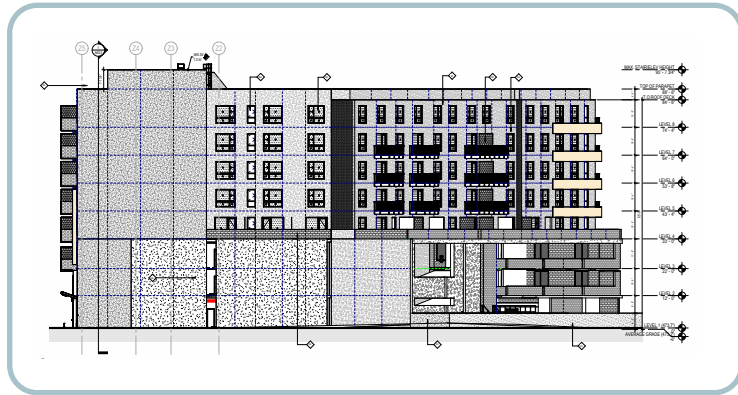
NORTHEAST



SOUTHEAST



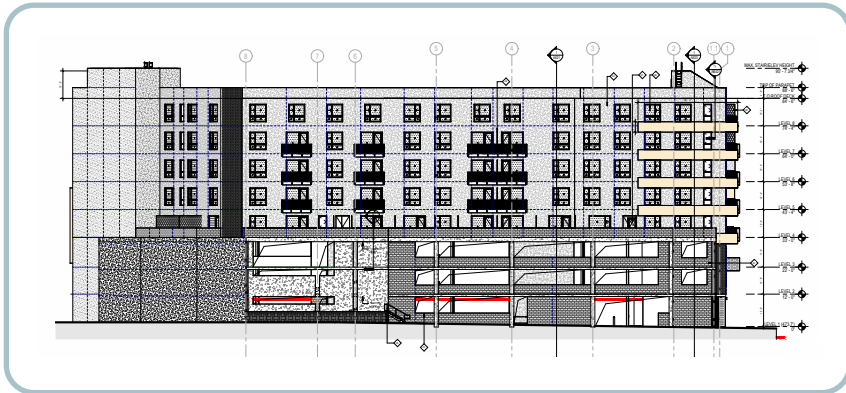
NORTHWEST



EAST



SOUTH



NORTH



WEST

STABILIZED MULTIFAMILY SALES COMPARISON

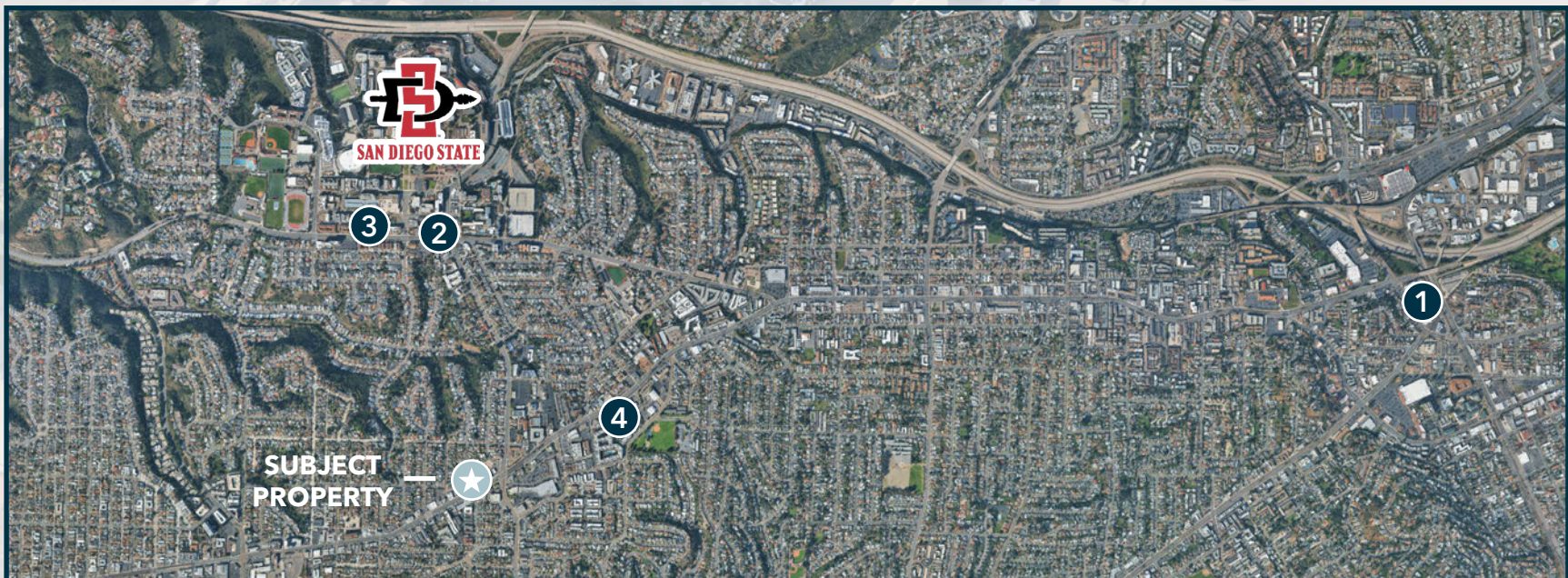
6010 El Cajon Boulevard, San Diego, CA | 14

ARRAY LA MESA	
4949 Baltimore Dr San Diego, CA 91942	
	
Price	\$111,000,000.00
Land Size (SF)	217,800
Building Size (SF)	363,000
Year Built	2022
Price/SF	\$305.79
# of Units	230
Price/ Unit	\$482,608.70
Sale Date	8/10/2023
<i>Notes: JPI sold this property to R&V Management Corporation.</i>	

VIVA 5750	
5750 Montezuma Rd San Diego, CA 92115	
	
Price	\$38,000,000.00
Land Size (SF)	23,840
Building Size (SF)	80,000
Year Built	2021
Price/SF	\$475.00
# of Units	42
Price/ Unit	\$904,761.90
Sale Date	4/19/2023
<i>Notes: This was a Student Housing sale and was bought by an affiliate to SDSU.</i>	

PASEO PLACE	
5665 Lindo Paseo San Diego, CA 92115	
	
Price	\$26,531,000.00
Land Size (SF)	20,038
Building Size (SF)	50,000
Year Built	2013
Price/SF	\$530.62
# of Units	46
Price/ Unit	\$576,760.87
Sale Date	10/8/2019
<i>Notes: This was a Student Housing sale and had older appliances inside. There was retail below as well.</i>	

THE RIVE	
6345 El Cajon Blvd San Diego, CA 92115	
	
Price	\$145,764,000.00
Land Size (SF)	358,499
Building Size (SF)	564,272
Year Built	2014
Price/SF	\$258.32
# of Units	332
Price/ Unit	\$439,048.19
Sale Date	10/5/2022
<i>Notes: Student Housing bought by Core Spaces.</i>	



64 FORTY

Address	6440 El Cajon Blvd
City, State, Zip	San Diego, CA 92115
Total Units	324
Year Built/Renovated	2025



RENT COMPARISON

Unit Mix	Rent	Unit Size (SF)	\$/SF
Studio	\$2,050	345	\$5.94
1-Bedroom	\$2,150	467	\$4.60
2-Bedroom	\$3,175	815	\$3.90
3-Bedroom	-	-	-

ATLAS ALVARADO

Address	6535 Alvarado Rd
City, State, Zip	San Diego, CA 92120
Total Units	339
Year Built/Renovated	2025



RENT COMPARISON

Unit Mix	Rent	Unit Size (SF)	\$/SF
Studio	\$2,191	529	\$4.14
1-Bedroom	\$2,466	639	\$3.86
2-Bedroom	\$3,008	999	\$3.01
3-Bedroom	\$3,825	1,345	\$2.84

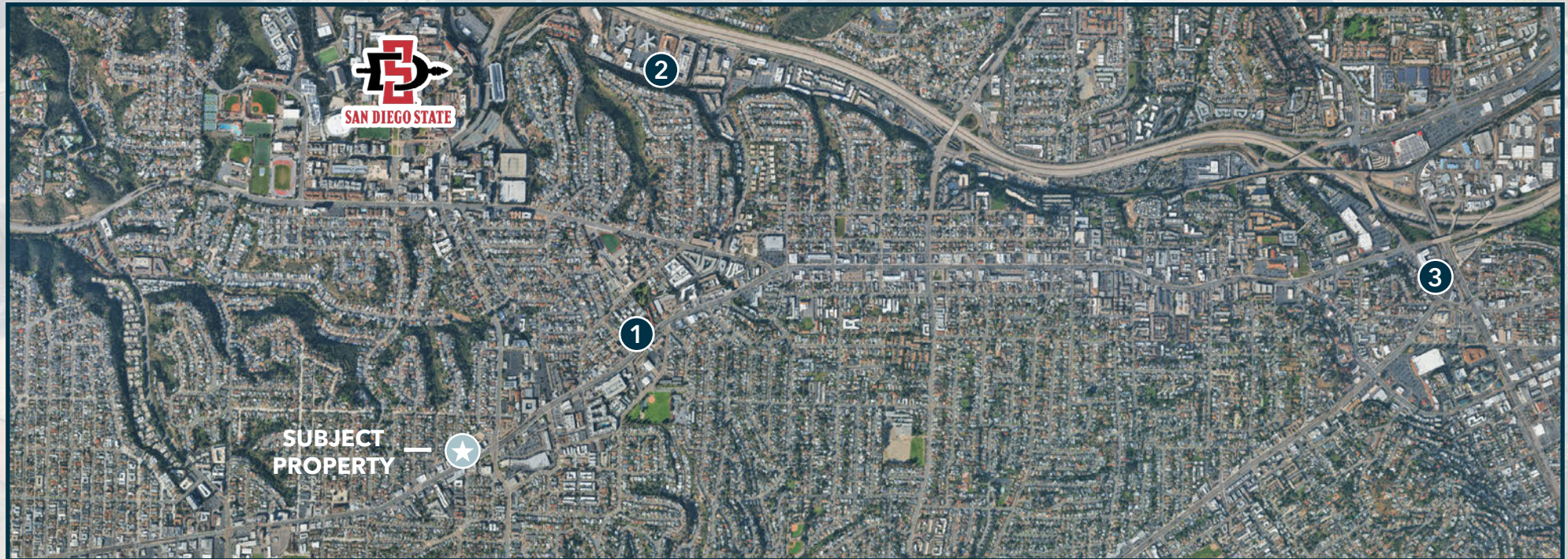
ARRAY LA MESA


Address	4949 Baltimore Dr
City, State, Zip	La Mesa, CA 91942
Total Units	230
Year Built/Renovated	2022




RENT COMPARISON

Unit Mix	Rent	Unit Size (SF)	\$/SF
Studio	\$2,585	483	\$5.35
1-Bedroom	\$2,817	811	\$3.47
2-Bedroom	\$3,578	1,188	\$3.01
3-Bedroom	\$4,153	1,348	\$3.08



6181 MONTEZUMA RD	
6181 Montezuma Rd San Diego, CA 92115	
	
Price	\$3,800,000.00
Land Size (SF)	11,761
Price/ Square Feet	\$323.10
Potential # of Units	-
Price/ Unit	-
DU/AC	-
Sale Date	10/31/2024
<i>Notes: Property had a building on site but was sold for land value.</i>	

6505 EL CAJON BLVD	
6505 El Cajon Blvd San Diego, CA 92115	
	
Price	\$1,750,000.00
Land Size (SF)	13,974
Price/ Square Feet	\$125.23
Potential # of Units	-
Price/ Unit	-
DU/AC	-
Sale Date	9/22/2023
<i>Notes: Land is planned to be used for multifamily development near SDSU.</i>	

VICTORY ON PASEO	
5505 Lindo Paseo San Diego, CA 92115	
	
Price	\$12,575,000.00
Land Size (SF)	15,411
Price/ Square Feet	\$815.98
Potential # of Units	226
Price/ Unit	\$55,641.59
DU/AC	646
Sale Date	8/9/2022
<i>Notes: Property had a building on site but plans for Class A Student housing complex.</i>	

TOPAZ	
5824 Montezuma Rd San Diego, CA 92115	
	
Price	\$5,400,000.00
Land Size (SF)	16,801
Price/ Square Feet	\$321.41
Potential # of Units	52
Price/ Unit	\$103,846.15
DU/AC	133
Sale Date	2/22/2022
<i>Notes: Property had a building on site but plans for 52 unit Student Housing project with 12,000 square feet of retail.</i>	







- [El Cajon Prior Plans](#)
- [El Cajon Prior Architectural](#)
- [Phase 1 ESA -2.10.21](#)
- [Phase 1 ESA-6.13.22](#)
- [ALTA Land Survey](#)
- [AGS Geotechnical Study](#)

ABOUT SDSU COLLEGE AREA

The College Area is a dynamic residential community situated south of the Interstate 8, just west of the City of La Mesa. Focused development of the area was stimulated during the 1930s, when San Diego State College (San Diego State University) relocated to its current location. The College Area is comprised of a portion of the historic El Cajon Boulevard commercial district, Alvarado Hospital, and countless charming and historic neighborhoods. It reflects both tradition and change, and is home to a diverse mix of long-time residents and SDSU students, an evolving commercial corridor featuring new and established businesses catering to families and students alike.

Source: <https://www.sandiego.gov/citycouncil/cd9/communities/college>

COLLEGE AREA DEMOGRAPHICS (2025)

1 MILES



36,443
POPULATION



12,652
HOUSEHOLDS



\$114,278
AVE INCOME



1,109
BUSINESSES

3 MILES



237,298
POPULATION



88,299
HOUSEHOLDS



\$118,980
AVE INCOME



8,315
BUSINESSES

5 MILES



561,397
POPULATION



213,205
HOUSEHOLDS



\$125,060
AVE INCOME



19,941
BUSINESSES

ABOUT SAN DIEGO STATE UNIVERSITY

San Diego State University is a nationally ranked public research university that empowers students to make an impact. For over 128 years, SDSU has been rooted in one of the nation's most dynamic and diverse regions. Located 30 minutes from the U.S.–Mexico border on Kumeyaay land, our university is defined by cultural connection, curiosity and a strong sense of community.

As a top Hispanic-Serving Institution and an Asian American Native American Pacific Islander-Serving Institution, SDSU welcomes students from every background. Here, students discover new possibilities, broaden their perspectives and prepare for a future with purpose.

With more than 200 undergraduate and graduate academic programs and dozens of research centers, SDSU helps students turn ideas into measurable impact. Internships, fieldwork and faculty-led research connect what's learned in class with hands-on experiences across industries like biotech, education, health, media and engineering, giving students a head start on their careers.

Source: <https://www.sdsu.edu/about>



95,000+
APPLICANTS



40,000 +
ENROLLED



56%
FEMALE



43%
MALE

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