



## GOLDEN HILL DEVELOPMENT OPPORTUNITY

2991 Broadway, San Diego, CA 92102

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DRE Lic. 02231420



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## *Golden Hill Development Opportunity*



The seller is open to a creative sale structure which could include seller financing or equity participation in a proposed project.



Outstanding urban infill development opportunity in one of San Diego's most sought after neighborhoods for apartment development.



This ~10,000SF corner lot offers an opportunity to build high-density housing in a centrally located and supply constrained submarket of San Diego.



The site is located within the City of San Diego's Complete Communities Tier 3 Overlay, allowing for a 6.5 FAR.





## Property Features

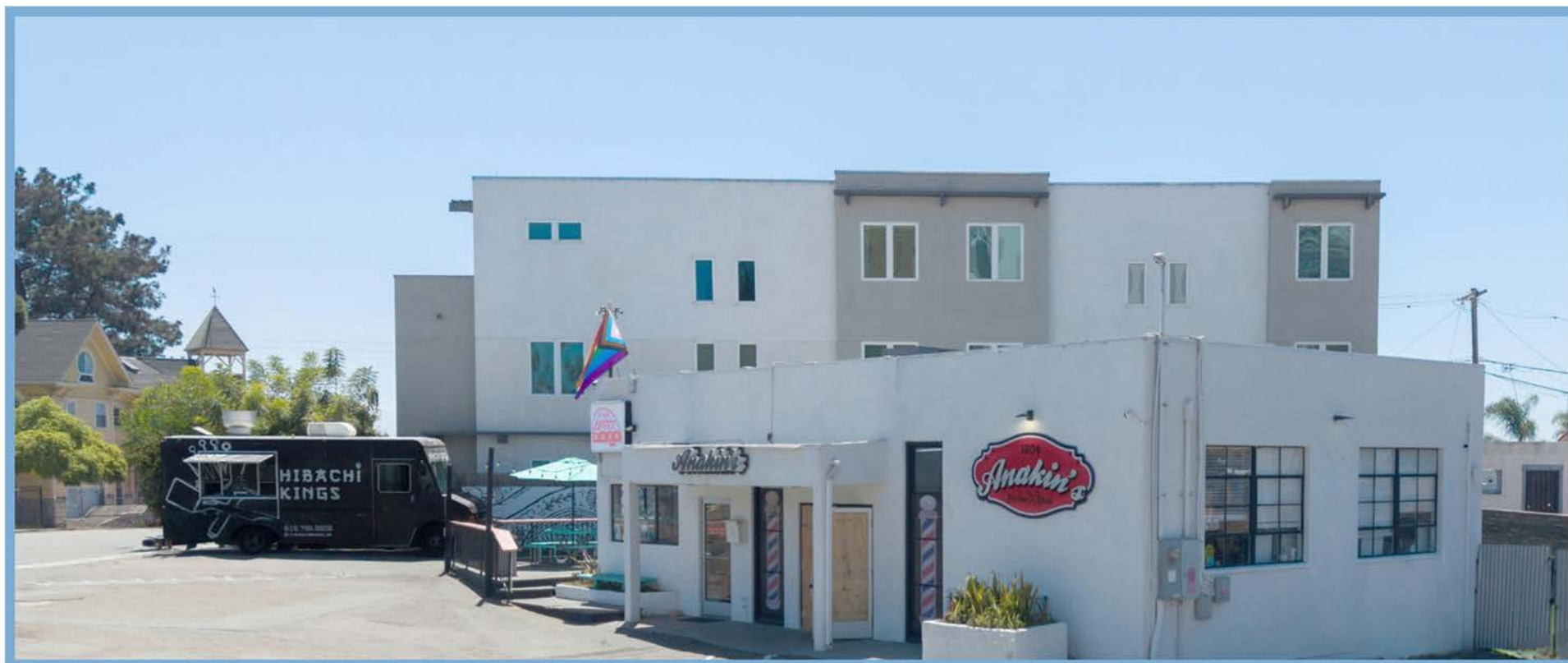
|                            |                                                         |
|----------------------------|---------------------------------------------------------|
| Price                      | \$ 3,300,000                                            |
| Price per SF               | \$330                                                   |
| Address                    | 2991 Broadway, San Diego, CA 92102                      |
| APN                        | 539-591-08-00                                           |
| Lot Size                   | 10,013 SF                                               |
| Building Size              | 1,605 SF                                                |
| Current Businesses on Site | The Coffee Drop<br>Anakin's Barber Shop<br>Birria Kings |

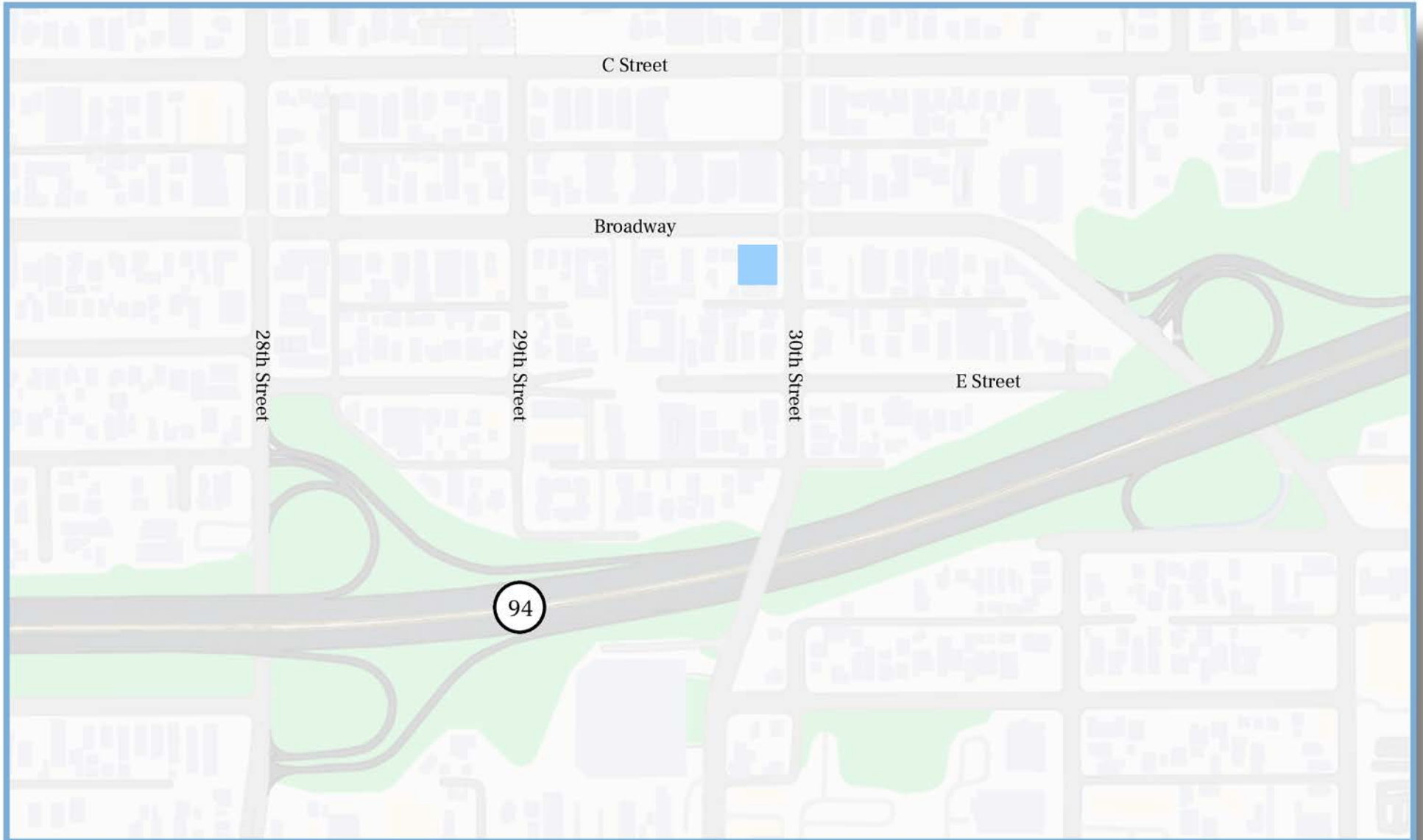
## Zoning & Planning Designations

|                                     |                        |
|-------------------------------------|------------------------|
| Community Plan Area                 | Greater Golden Hill    |
| Sustainable Development Area        | Yes                    |
| CCHS                                | Tier 3: 6.5 FAR        |
| Base Zoning                         | CN-1-3                 |
| Transit Area Overlay Zone (TAOZ)    | Yes                    |
| Qualified Opportunity Zone (OZ 1.0) | Yes- Designated (2018) |

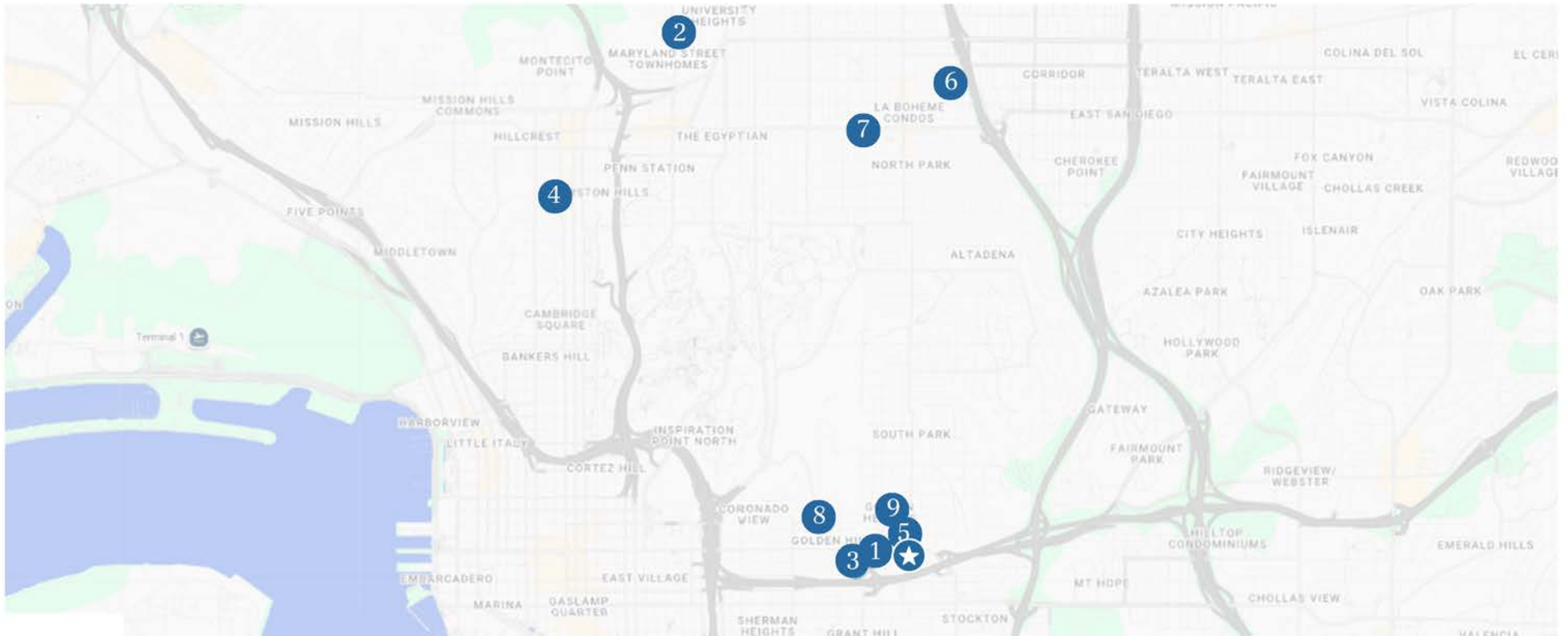
| Tenant                | Suite              | SF  | Lease Start | Lease End      | Monthly Rent       | \$/SF/MO | Lease Type     |
|-----------------------|--------------------|-----|-------------|----------------|--------------------|----------|----------------|
| The Coffee Drop       | Suite B            | 800 | 9/20/2025   | Month-to-Month | \$ 2,700.00        | \$ 3.38  | Modified Gross |
| Birria Kings          | Food Truck Parking | 500 | 12/8/2025   | Month-to-Month | \$ 2,000.00        | \$ 4.00  | Modified Gross |
| Anakin's Barber Shop* | Suite A            | 800 | N/A         | N/A            | \$ 2,800.00        | \$ 3.50  | N/A            |
|                       |                    |     |             |                | <b>\$ 7,500.00</b> |          |                |

\*Anakin's Barber Shot is owned and operated by the seller and is not a tenant. The rental amount shown for its suite is the estsimated market rent





|   | Address                                               | Sale Price    | \$/Lot SF | Lot SF | Date Sold  |
|---|-------------------------------------------------------|---------------|-----------|--------|------------|
| 1 | 2827-2829 Broadway, San Diego, 92102                  | \$ 1,375,000  | \$ 158.28 | 8,687  | 9/9/2025   |
| 2 | 4314-4326 & 4314-4318 Cleveland Ave, San Diego, 92103 | \$ 3,850,000  | \$ 272.24 | 14,142 | 5/26/2025  |
| 3 | 2772 & 2778 Treat St, San Diego, 92102                | \$ 1,700,000  | \$ 156.48 | 10,864 | 12/2/2024  |
| 4 | 3577 Third Ave, San Diego, 92103                      | \$ 1,860,000  | \$ 268.01 | 6,940  | 11/8/2024  |
| 5 | 2967 C St, San Diego, 92102                           | \$ 14,800,000 | \$ 424.70 | 34,848 | 10/31/2024 |
| 6 | 4080 32nd St, San Diego, 92104                        | \$ 3,700,000  | \$ 352.45 | 10,498 | 9/5/2024   |
| 7 | 2747 University Ave, San Diego, 92104                 | \$ 6,050,000  | \$ 526.09 | 11,500 | 7/18/2024  |
| 8 | 2630 B St, San Diego, 92102                           | \$ 1,500,000  | \$ 215.24 | 6,969  | 6/2/2023   |
| 9 | 2935 A St, San Diego, 92102                           | \$ 3,300,000  | \$ 128.60 | 25,661 | 4/1/2023   |
|   | AVERAGE                                               | \$ 4,237,222  | \$ 278.01 | 14,457 |            |



| Name                   | The Minn      |         |         |         | Chenore Ridge Apartments |         |         | South Park Place |         |         |
|------------------------|---------------|---------|---------|---------|--------------------------|---------|---------|------------------|---------|---------|
| Units                  | 91            |         |         |         | 12                       |         |         | 46               |         |         |
| Address                | 1905 Broadway |         |         |         | 3093 Broadway            |         |         | 2915 E St        |         |         |
| Delivery Year          | 2026          |         |         |         | 2024                     |         |         | 2024             |         |         |
| Beds                   | Studio        | 1       | 2       | 3       | 1                        | 2       | 3       | 1                | 2       | 3       |
| Units                  | 8             | 14      | 66      | 3       | 1                        | 6       | 5       | 18               | 5       | 23      |
| Avg SF                 | 524           | 859     | 1018    | 1237    | 541                      | 1045    | 1480    | 522              | 602     | 1427    |
| Asking Rent/Unit       | \$3,010       | \$3,475 | \$4,265 | \$5,710 | \$2,195                  | \$3,110 | \$4,023 | \$2,345          | \$2,745 | \$3,495 |
| Total Avg SF           | 957           |         |         |         | 1184                     |         |         | 983              |         |         |
| Total Asking Rent/Unit | \$4,081       |         |         |         | \$3,414                  |         |         | \$2,963          |         |         |

THE MINN



CHENORE RIDGE APARTMENTS

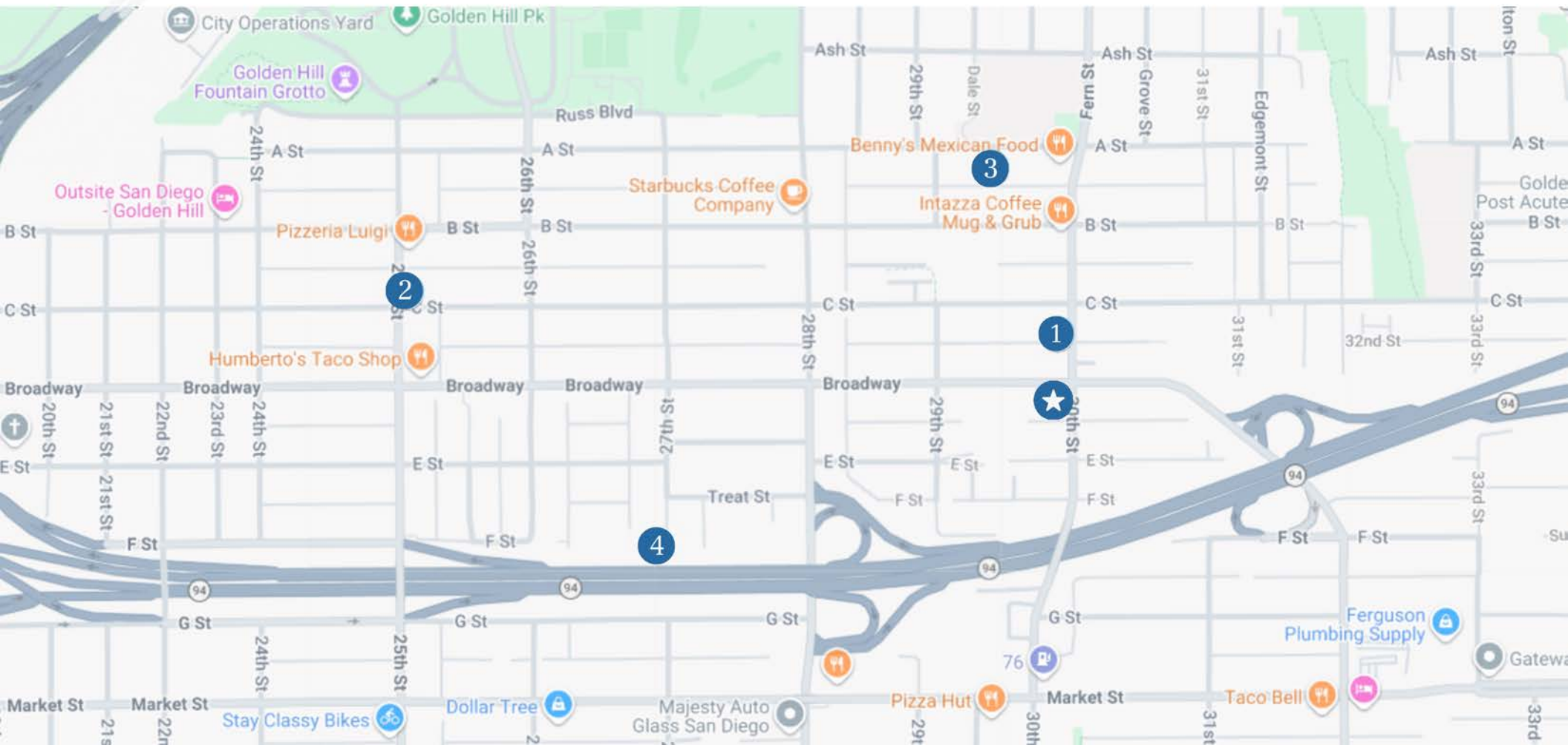


SOUTH PARK PLACE



\*Data is accurate as of September 17, 2026

|   | Name of Project | Units | Address        | Construction Status | Developer          | Anticipated Completion |
|---|-----------------|-------|----------------|---------------------|--------------------|------------------------|
| 1 | ALARA           | 213   | 2985 C St      | Under Construction  | Ledcor Group       | 2027                   |
| 2 | ALÜM            | 114   | 2504 C St      | Under Construction  | Cast Development   | 2026                   |
| 3 | The Lawson      | 180   | 2935-2961 A St | Under Construction  | CEDARst Companies  | 2027                   |
| 4 | Goldilocks      | 70    | 806 27th St    | Under Construction  | Starcon Industries | 2026                   |



## *Historic Character*

### *Central Connectivity*

Golden Hill is one of San Diego's most established urban neighborhoods, celebrated for its historic architecture, hillside setting, and eclectic mix of local restaurants, cafés, shops, and community gathering spaces. Positioned at the corner of Broadway and 30th Street, the property sits at the neighborhood's eastern gateway, where Golden Hill's residential character meets the energy of nearby South Park.

The location offers convenient access to Downtown San Diego, Balboa Park, North Park, and major employment and entertainment centers throughout the region. Nearby freeway connections place residents within easy reach of the city's beaches, cultural attractions, and employment hubs.

With its tree-lined streets, distinctive homes, neighborhood parks, and strong sense of community, Golden Hill delivers an appealing balance of historic charm and modern urban living.

For investors, the neighborhood's central location, enduring character, and proximity to San Diego's most desirable destinations support lasting renter appeal.





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### PROFESSIONAL BACKGROUND

Eric Lowe is the owner and founder of Pierson Post, a San Diego based commercial real estate brokerage specializing in the sale of commercial and multifamily investment properties.

Eric started his career in real estate as a lawyer. In that role, he navigated the successful closings of complex commercial real estate transactions in Southern California. He earned a degree in Economics from the University of California, Irvine, and a law degree from Loyola Law School, Los Angeles.

Eric combines his extensive real estate experience with a boutique brokerage practice focused on helping property owners evaluate a future sale and executing it successfully as part of their broader financial goals.

### WHY SELLERS WORK WITH ERIC

- He brings expert-level clarity to contracts, due diligence, and negotiation
- He executes creative, targeted marketing campaigns to sell real estate (no passive listing plans)
- He identifies challenges early and keeps clients ahead of them
- He works directly with every client: no junior agent handoffs, no bureaucracy

### PROFESSIONAL AFFILIATIONS

- California Department of Real Estate, licensed real estate broker
- State Bar of California (not currently practicing law)
- Business Network International, Bonita Chapter
- Apartment Owner Association of California, article contributor

### PERSONAL LIFE

- Eric lives in San Diego with his wife and their two children
- Outside of real estate, Eric enjoys spending time with his family, competing in endurance sports, and training Brazilian jiu jitsu

### CLIENT TESTIMONIALS & SUCCESS STORIES

Scan this QR code to review  
client testimonials and  
5-star Google Reviews



## DISCLAIMER



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Prospective purchasers must conduct their own independent investigations and due diligence, including, without limitation, verification of income and expenses, review of leases and legal documents, physical inspections, square footage, building records, and evaluation of environmental and regulatory matters. Any reliance on this Offering is solely at the recipient’s own risk.

All financial projections are for illustrative purposes only and are based on assumptions that may not materialize. Actual results may differ materially.

Owner expressly reserves the right, at its sole discretion, to accept or reject any offer, to terminate negotiations at any time, and to negotiate with one or more prospective purchasers without obligation to others. No legal commitment or obligation shall arise unless and until a definitive purchase agreement has been fully executed by Owner.

Exclusively listed by:

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