

RESIDENTIAL LAND DEVELOPMENT OPPORTUNITY

701 66TH STREET | SAN DIEGO CA 92114

- ±2.12-acre vacant land site positioned for residential development near transit and major transportation corridors
- State Density Bonus may allow development of up to 32 residential lots by right
- Significant additional density potential through state laws, providing flexibility for a wide range of housing product types
- Attractive infill opportunity in a high-demand San Diego submarket with strong housing fundamentals



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San Diego
Trolley

IMPERIAL AVE

AKINS AVE

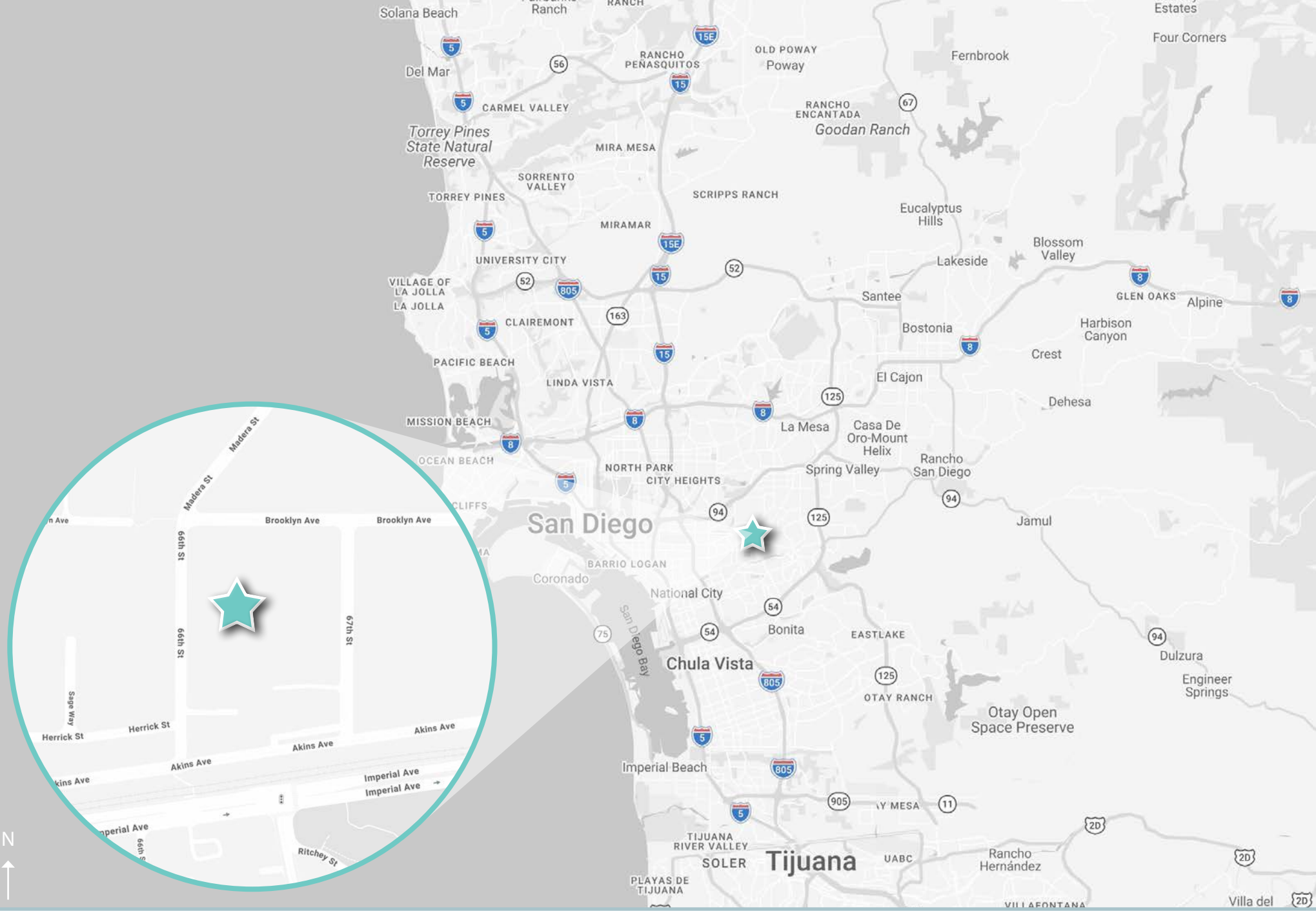
66TH ST

67TH ST

BROOKLYN AVE

MADERA ST

N



location map

property information

6

location:

The subject property is located at 701 66th Street in San Diego, California. Situated within the Encanto neighborhood, the property benefits from a transit-oriented location with convenient access to public transportation, major employment centers, schools, parks, and neighborhood-serving retail. The site offers excellent connectivity to Downtown San Diego and surrounding communities via Interstate 805, State Route 94, and nearby trolley and bus routes. Its strategic location, combined with favorable housing legislation and development potential, positions the property as an attractive opportunity for residential development in one of San Diego's supply-constrained housing markets.

property profile:

The subject property consists of approximately ± 2.12 acres of vacant land located in the Encanto neighborhood of San Diego, California. The site presents a rare residential development opportunity in an infill location with convenient access to public transit, major transportation corridors, and neighborhood amenities.

The property is positioned to benefit from California's pro-housing legislation, including State Density Bonus provisions that may allow for the development of up to 32 residential lots by right. Additional density potential may be achieved through SB 1123, providing developers with flexibility to maximize the site's residential yield.

Given its size, location, and favorable development framework, the property is ideally suited for a variety of residential product types, including detached homes, small-lot subdivisions, and other for-sale or rental housing concepts. This offering represents an exceptional opportunity for developers and investors seeking a scalable residential land play in one of San Diego's supply-constrained housing markets.

jurisdiction:

County of San Diego

APNs & acreage:

544-215-02-00 → 0.20 Acres
544-215-03-00 → 0.50 Acres
544-215-04-00 → 0.50 Acres
544-215-05-00 → 0.50 Acres
544-215-10-00 → 0.42 Acres
TOTAL: → 2.12 Acres

current use:

Vacant Land

zoning:

RS-1-6 (Click to View Permitted Uses)

density:

1 dwelling unit per lot

lot size minimum:

6,000 square feet

opportunity zone:

Yes

school district:

San Diego Unified School District

services:

Water: City of San Diego Public Utilities Department

Gas/Electric: SDG&E

Fire: San Diego Fire-Rescue Department (SDFD)

Police: San Diego Police Department (SDPD)

asking price:

\$2,095,000

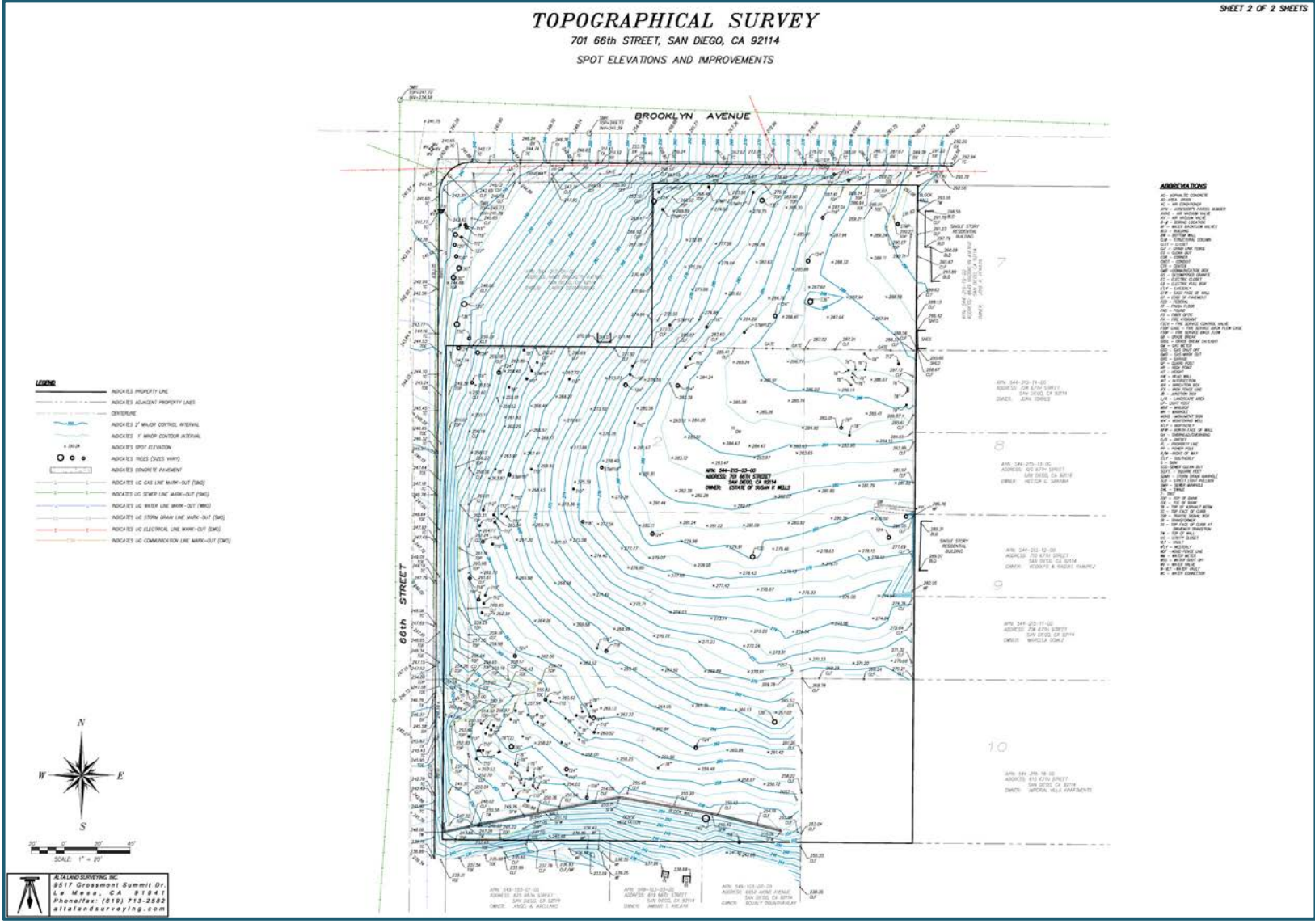


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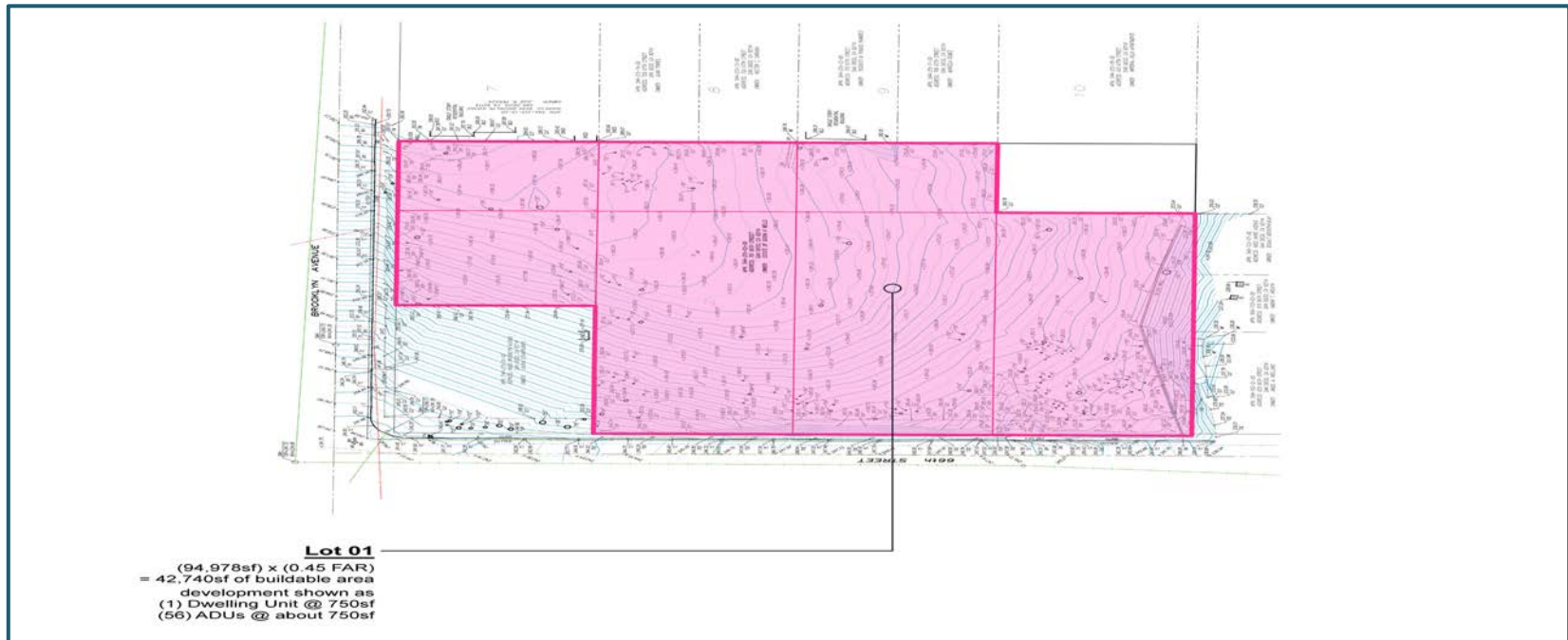


elevations & improvements

8



conceptual development - option A



conceptual development - option B



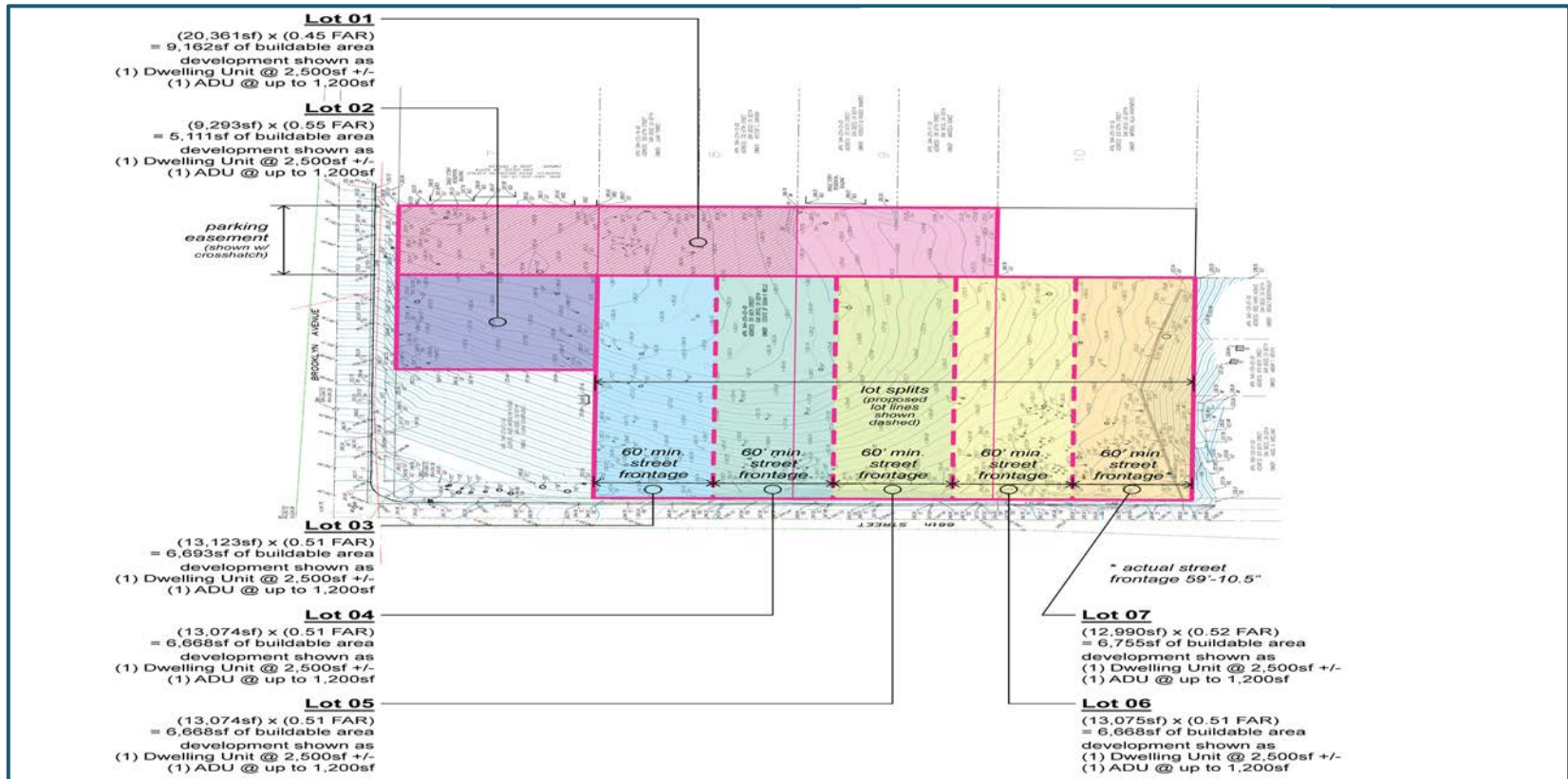
conceptual development - option C



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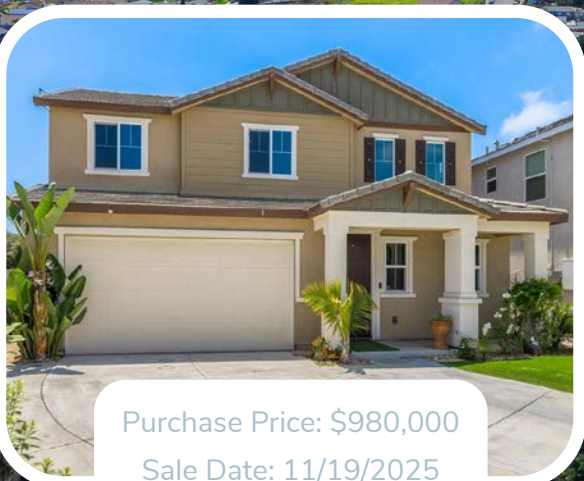
conceptual development - option E



recent new home sale comparables

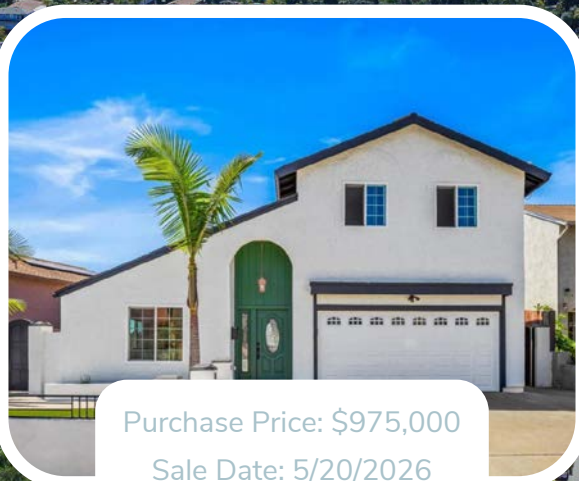
14

2910 Lucia Jade Loop



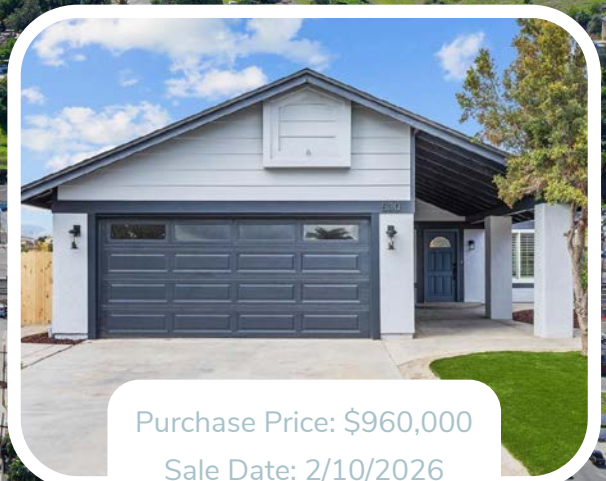
Purchase Price: \$980,000
Sale Date: 11/19/2025
Living Area: 2,507 SF
Year Built: 2018

3070 Dardaina



Purchase Price: \$975,000
Sale Date: 5/20/2026
Living Area: 2,034 SF
Year Built: 1973

530 Zest Court



Purchase Price: \$960,000
Sale Date: 2/10/2026
Living Area: 1,685 SF
Year Built: 1984

due diligence

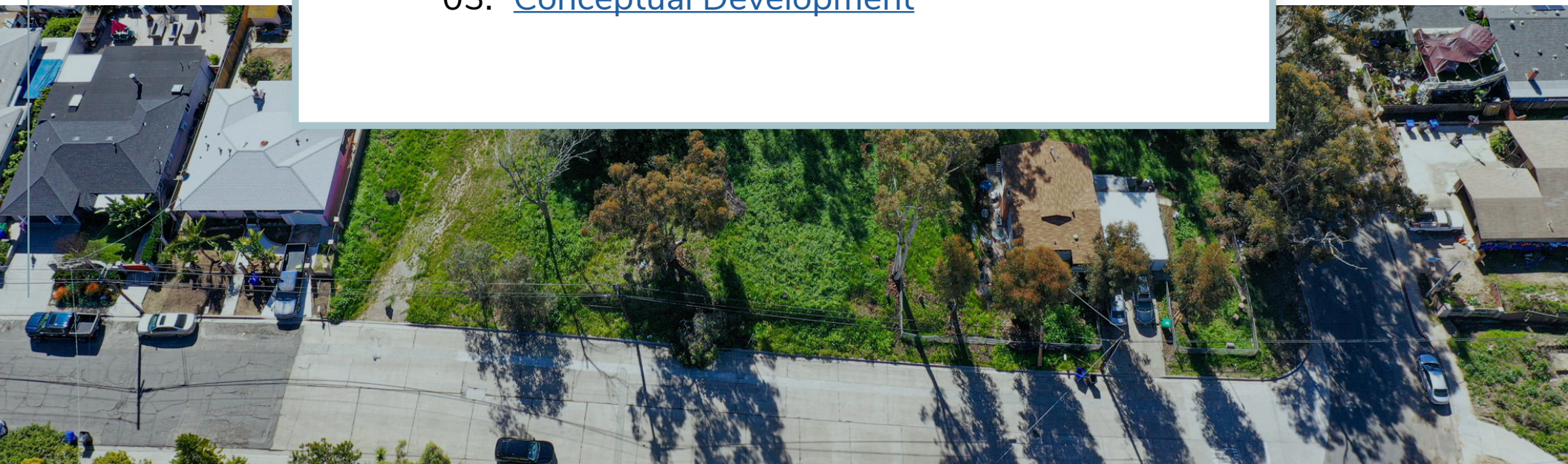
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>>> Click the Links Below to View Documents <<<

01. [Topo - Boundary's & Easement](#)

02. [Topo - Elevations & Improvements](#)

03. [Conceptual Development](#)

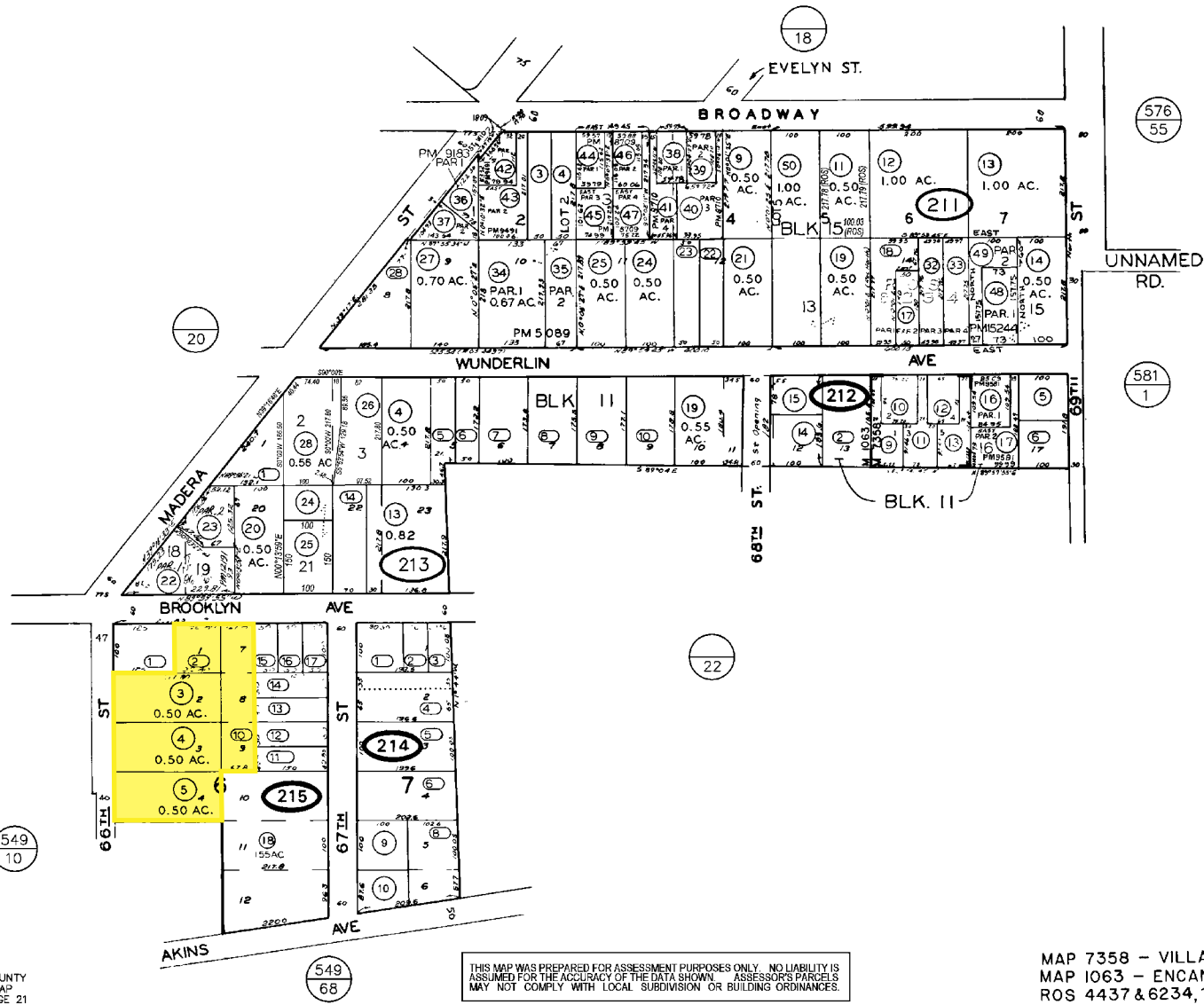


tax map

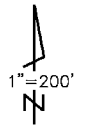
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08

544-211-215



544-21



4/30/2007 AJR

CHANGES					
BLK	OLD	NEW	YR	CUT	
211	31	32,33	67	3482	
213	15-17	20,21	69	4475	
212	7,8	9-13	73	130	
215	7-9	18	73	2299	
212	1	14,15	77	583	CC
211	26	34,35	77	2120	
215	6	54,103	80	20	
211	1	36,37	80	1691	CANC
211	7,8	38-41	80	2203	
211	2	42,43	80	1789	
212	4	16,17	80	1788	
211	5,6	44-47	80	2515	
213	18	23,23	83	2672	
211	39	41,42	83	5797	
211	15	48,49	89	1394	
211	10,20	50	96	1720	
214	7	9,10	00	1518	
213	21	24,25	06	1948	
213	3	26,27	07	1133	
213	2&27	28	07	1787	

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

MAP 7358 - VILLA AUSTIN
MAP 1063 - ENCANTO HEIGHTS
ROS 4437 & 6234, 18794, 19263

SAN DIEGO COUNTY
ASSESSOR'S MAP
BOOK 544 PAGE 21

2026 demographics

1 mile



population

21,402



estimated households

6,022



average household income

\$135,157



median household income

\$103,234



total businesses

295

3 miles



population

224,397



estimated households

68,016



average household income

\$119,291



median household income

\$96,853



total businesses

4,032

5 miles



population

583,055



estimated households

194,218



average household income

\$121,680



median household income

\$97,894



total businesses

15,492

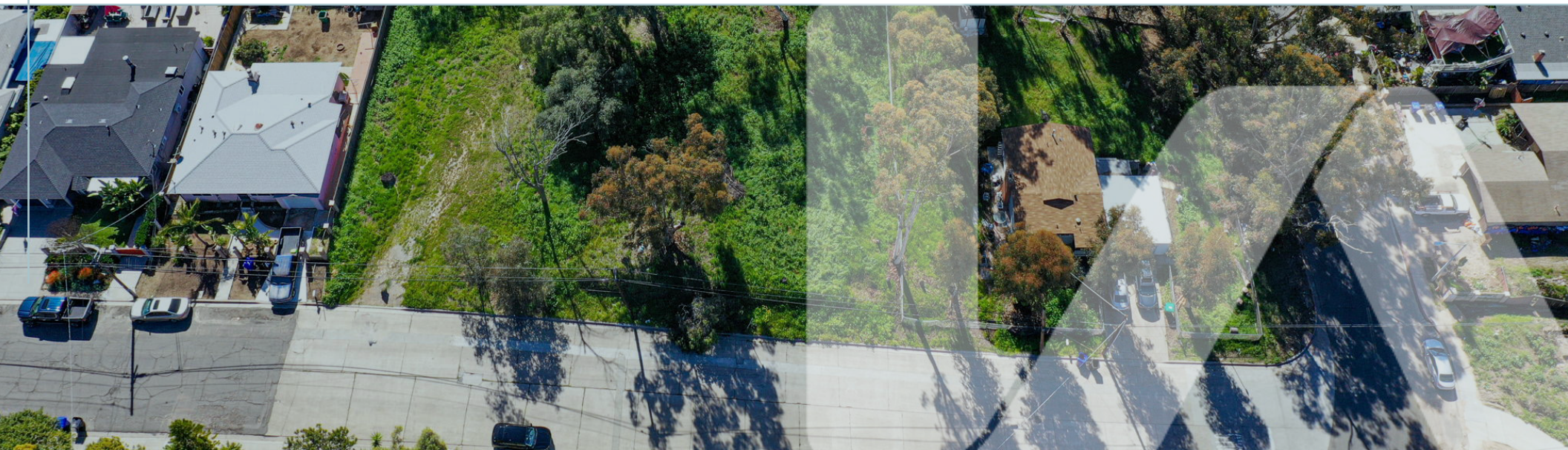
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