

RARE HIGH VISIBILITY, GATEWAY FREEWAY DEVELOPMENT OPPORTUNITY IN SAN DIEGO COUNTY

Lake Jennings Park Rd

RIOS ELEMENTARY SCHOOL

BLOSSOM VALLEY ROAD

SUBJECT
PROPERTY



Ridge Hill Rd



Executive Summary

Rare 16.34-acre, three-parcel visitor-serving commercial assemblage offering prominent I-8 visibility, direct freeway-exit accessibility, approximately 6.5 acres of estimated usable land, existing seasonal-attraction history, on-site parking and public utilities. The property presents a compelling opportunity for experiential retail, family entertainment, destination food and beverage, participant recreation or a regional event-oriented concept, subject to verification of floodplain, grading and land-use entitlements.

Investment Highlights

- Rare freeway frontage site with Interstate 8 visibility
- ±16.34 acres total land area
- ±6.5 acres of usable, developable pads
- Village Core Mixed Use General Plan designation
- Utilities available at or near the site
- High-visibility location in a high-growth corridor



History

- This property was the site of the famous Marshall Scotty's
- A San Diego stapleOpened in **1967**
- The location resurfaces annually as a Haunted Trail
- Tenant open to continued lease of supplemental income or vacate

The Opportunity

- Multiple development paths
- Strong and sustained East County population and employment growth
- Untitled positioning creates compelling value-add upside for experienced developers and land investors

The Investment Thesis

Converging fundamentals



Scarcity

Among the last remaining freeway-visible, large-format development sites in East San Diego County. Comparable infill sites of this scale are virtually unavailable.



Flexibility

The Village Core Mixed Use designation and multi-pad configuration support a wide range of uses.



Upside Options

Capture maximum value through the entitlement process.



Property Overview

A large-format development parcel positioned on the freeway corridor with flexible zoning, available utilities, and contiguous usable pads ready for conceptual planning.

Address 14009–14011 Ridge Hill Road, El Cajon, California	Total Site Area ±16.34 Acres
Usable Pad Area ±6.5 Acres (±283,000 SF)	Zoning C-42
General Plan Designation Village Core Mixed Use	Entitlement Status Unentitled — value-add opportunity



Conceptual Grading & Pad Layout

283,000 SF

Total usable pad area across the site

Multi-Terrace

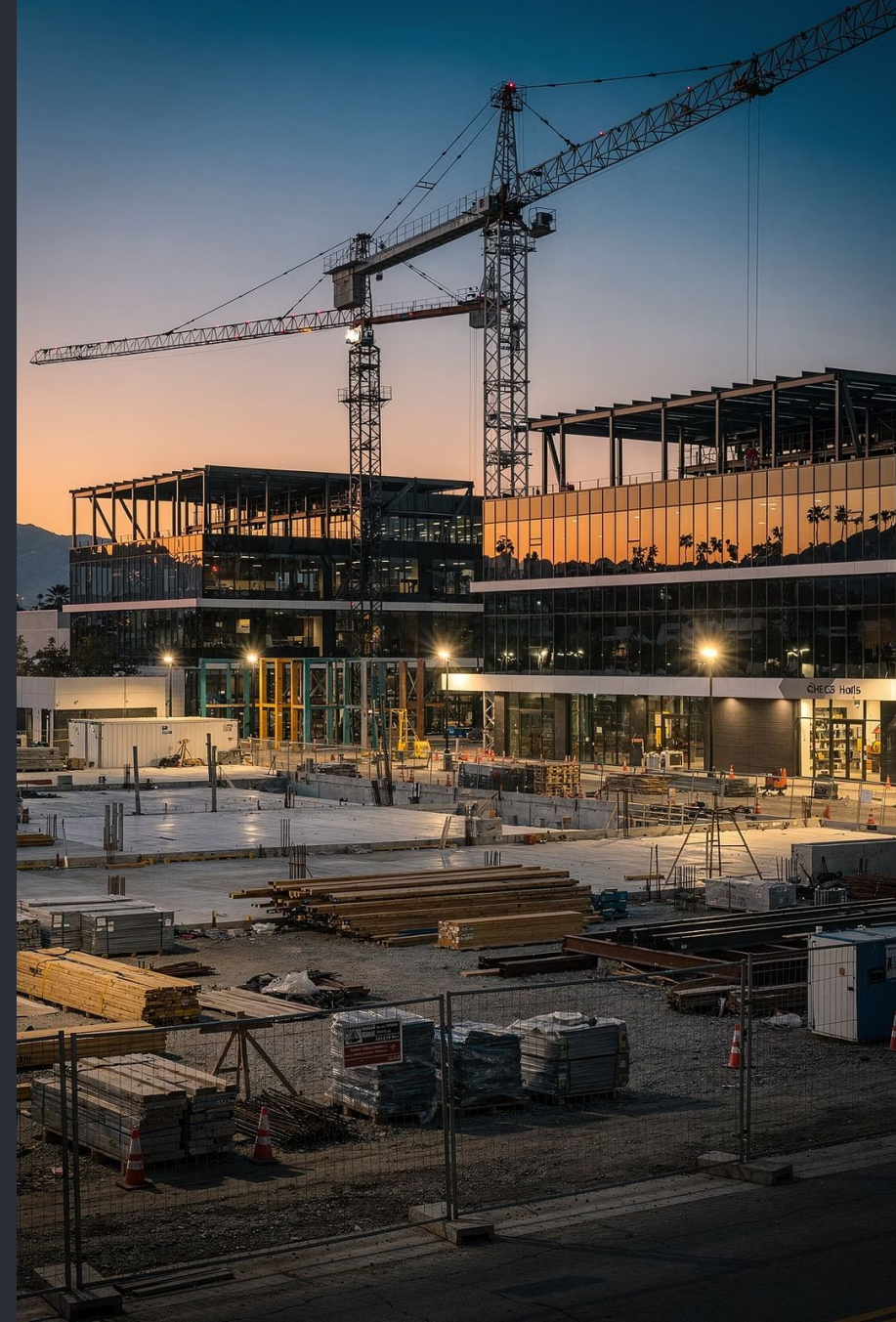
Stepped pad configuration maximizing views and freeway visibility

Flexible Phasing

Independent pad development may allow phased or vertical delivery strategies

A Platform for Multiple Development Strategies

This is not merely land, it is a scalable, high-visibility development platform positioned at the convergence of infrastructure, demographics, and demand. The site's pad configuration, zoning flexibility, and freeway exposure make it equally compelling for senior housing, hospitality, storage, retreat, multifamily, and mixed-use retail strategies.



CONCEPT 1

Senior Living Campus

A purpose-built senior living campus taking advantage of the site's hillside setting, quiet environment, and contiguous pad acreage. The scale and configuration are ideal for a campus-style design with amenity space and phased delivery.

180–220 Units

3–4 story product type

Why It Works

Aging demographics, tranquil hillside setting, large contiguous pads





CONCEPT 2

Hospitality + Retail Pads

A hotel-anchored development with freeway-visible retail pads capitalizes on Interstate 8's traffic volumes and the site's exceptional regional visibility. This configuration targets both business and leisure travel demand, with ground-floor retail activating the pads at grade.

120–150 Key Hotel

Plus 2–3 freeway retail pad sites

Why It Works

Interstate visibility, regional traffic generators, retail support demand

CONCEPT 3

Multifamily Mixed-Use

A market-rate or affordable multifamily development with a retail ground-floor component addresses East County's persistent housing demand while activating the freeway-facing frontage. Strong fundamentals, proximity to employment centers, and supportive General Plan designation make this concept highly financeable.

180–240 Units

With integrated retail component

Why It Works

Housing demand, growth corridor, proximity to major employment



CONCEPT 4

Wellness Retreat & Experiential Resort

Inspired by the health and longevity model, this concept transforms the property into an exclusive, high-end wellness retreat or experiential resort. Leveraging the site's tranquil hillside environment and natural beauty, it offers a sanctuary for guests seeking rejuvenation, health, and unique immersive experiences.

50–80 Luxury Pods/ Suites/Villas

Thoughtfully designed for privacy
and integration with nature

Why It Works

Appeals to affluent clientele,
utilizes serene landscape, offers
high-value, bespoke experiences



CONCEPT 5

Mortuary & Multi-Use Event Venue

A thoughtfully designed dual-purpose facility that offers compassionate mortuary services alongside elegant event spaces, ideal for weddings, celebrations of life, and community gatherings. This concept leverages the site's tranquil setting and proximity to a church, providing a serene environment for various life events.

Modern Mortuary Facilities

Discreet, respectful, and state-of-the-art facilities for funeral services and family support.

Flexible Event Spaces

Versatile indoor and outdoor areas, including gardens and reception halls, perfect for weddings and memorials.

Synergistic Location

Benefits from a peaceful hillside backdrop and convenient proximity to a local church.



CONCEPT 6

Container & Vehicle Storage

This concept leverages the expansive, accessible pad areas of the site for a high-demand, low-overhead solution: secure storage for containers, vehicles, RVs, and boats. Capitalizing on strong local demand, this use case offers rapid deployment and significant income potential with minimal initial investment.

Low Initial Investment

Minimal infrastructure requirements lead to quicker setup and profitability.

High Market Demand

Caters to a strong, underserved market for secure vehicle and container storage.

Secure & 24/7 Access

Robust fencing, surveillance, and round-the-clock availability for tenants.

Phased Growth

Ability to expand capacity incrementally based on market uptake and cash flow.



CONCEPT 7

Paid Storage Facility

A modern, secure self-storage facility designed to meet growing demand in urban and suburban areas — offering a high-yield, low-management investment with strong market appeal.



Steady Income Stream

Predictable, recurring revenue from a diverse tenant base with minimal vacancy risk.



Operational Efficiency

Lower maintenance and staffing needs versus traditional commercial properties.



Robust Market Demand

Capitalize on growing personal and business storage needs in expanding population centers.



Advanced Security

24/7 access, surveillance cameras, and perimeter fencing for tenant peace of mind.



Premium Options

Climate-controlled units attract higher-value clients protecting sensitive belongings.



CONCEPT 8

Annual Haunted Hotel & Outdoor Activity Park

This concept capitalizes on the site's unique history as a Halloween destination (Marshall Scotty's Haunted Trail) and transforms it into a seasonal haunted attraction alongside a year-round outdoor activity park. The flexible site allows for dedicated spaces for a themed hotel, seasonal haunted experiences, and permanent activity zones, creating diversified revenue streams.

Seasonal Haunted Destination

Leverages existing brand recognition from the Haunted Trail, attracting high demand during the Halloween season with a themed hotel and immersive experiences.

Year-Round Activity Park

Offers diverse outdoor activities like archery, axe throwing, paintball, mini go-kart racing and other outdoor activities to engage families and groups throughout the year.



Development Considerations



Grading Required

The hillside topography necessitates grading and infrastructure work to create the usable pads. Cost estimation and geotechnical review are recommended early in due diligence.



Pad Configuration & Density

The final pad layout and grading plan will directly impact achievable density and unit count. Conceptual plans are available for review only as part of the offering materials.



Entitlement Timeline

The site is currently unentitled. Budget estimated entitlement timeline depending on use type and jurisdictional review requirements.

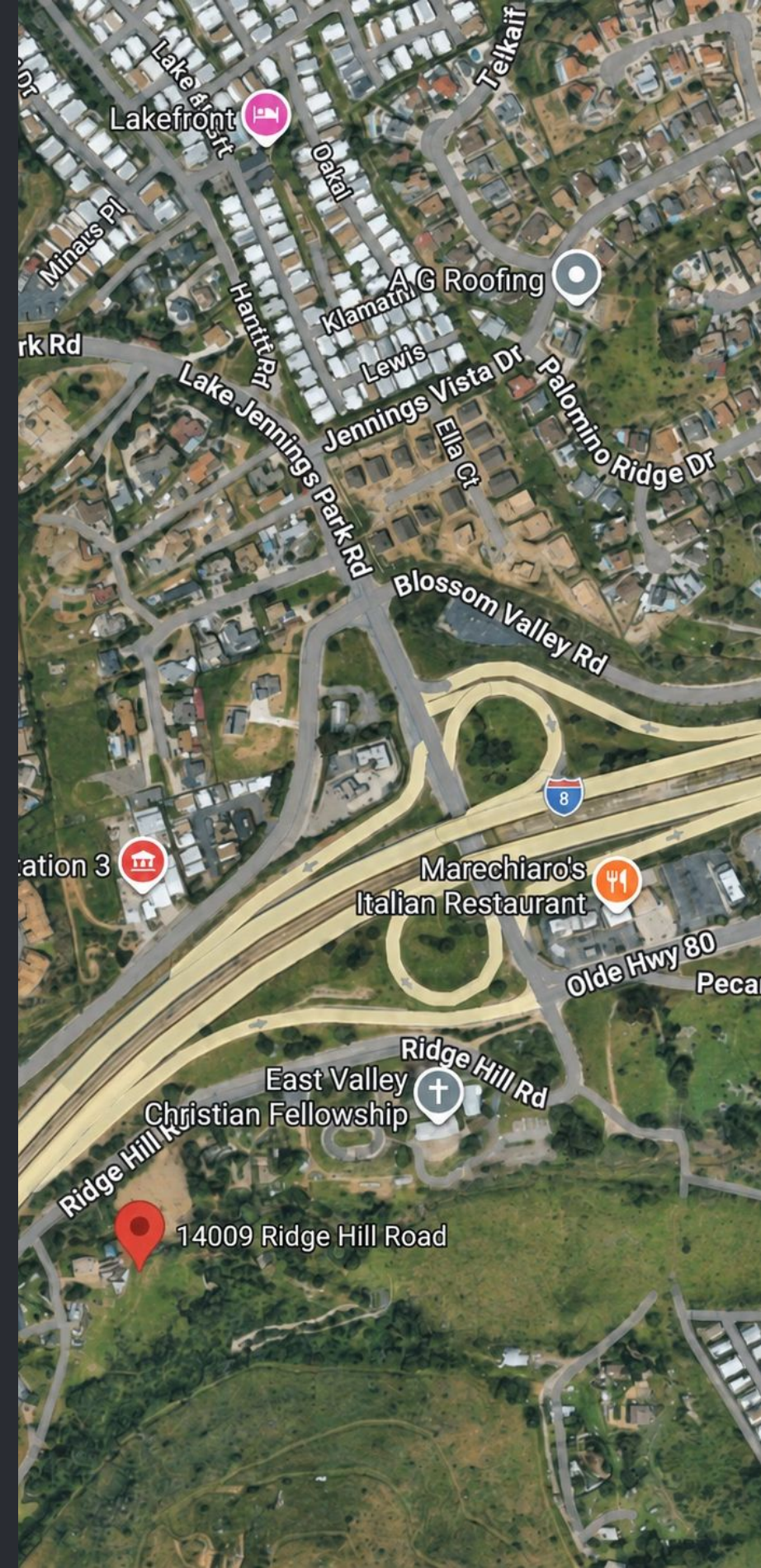


Access Improvements Pending

On- and off-site access improvements may be required as conditions of approval. Coordination with Caltrans and the County will be part of the entitlement process.

Key Features and benefits

- **Immediate I-8 freeway visibility:** Exceptional branding and signage potential for a regional destination.
- **Direct freeway-exit accessibility:** Off-ramp connects directly to Ridge Hill Road.
- **Rare 16.34-acre assemblage:** Large freeway-oriented visitor-serving parcels are difficult to assemble in San Diego County.
- **Approximately 6.5 usable acres:** Sufficient potential area for a substantial attraction, experiential-retail project, destination restaurant cluster, family-entertainment venue or phased commercial project, pending approvals.
- **Three separate parcels:** Allows phased construction, separate financing, ground leases, pad development or a future parcel disposition, subject to access and utility rights.
- **Visitor-serving commercial zoning:** C-42 is aligned with tourism, recreation and destination-oriented concepts.
- **Existing attraction history:** The haunted attraction, go-kart track, parking and existing structures demonstrate that the property has physically accommodated public entertainment activity (former Marshall Scotty's site).
- **Existing parking and disturbed areas:** Previously improved portions may reduce some initial clearing and site-preparation requirements.
- **Utilities available at the site:** A meaningful advantage over remote recreational land, subject to confirming capacity.
- **Mostly level eastern and central portions:** Substantial areas suitable for development despite the constrained portions.
- **Natural topography creates separation:** Slopes and irregular areas can become buffers, trails, themed environments, landscaping or visual screening.
- **Strong regional draw:** The site can serve East County while remaining freeway-accessible to the broader San Diego market.



Demographics Snapshot

The 5-mile trade area surrounding the site reflects a dense, growing, and income-qualified consumer base, supporting demand across multiple development concepts.

148K+

Population

Within 5-mile radius, with continued household formation growth projected

\$84K

Avg. HH Income

Average household income supporting retail, hospitality, and housing demand

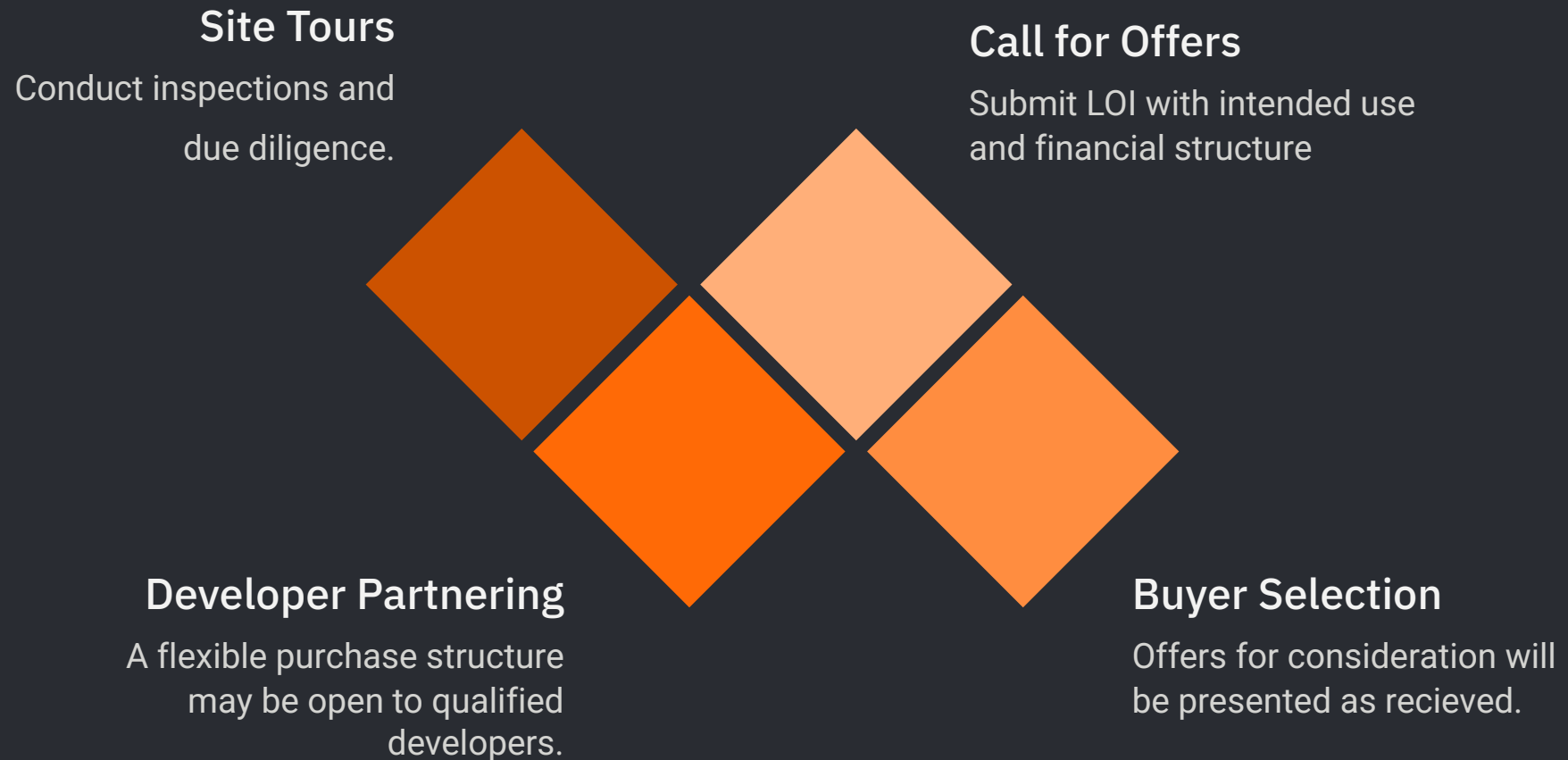
I-8

Freeway Access

Direct Interstate 8 visibility connecting to regional employment and commercial centers

Transaction Process

All qualified buyers are encouraged to conduct independent due diligence prior to submitting offers.



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 MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

DETAIL "A" 1"=80'

INTERSTATE

398-11
SHT 1 OF 4

1"=200'

N

SHY 2

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IN OPEN SPACE
BAND ACCESS
SOURCES FOR PUT ST

14
SHT 1

SAN DIEGO COUNTY
RECORDER'S MAP
BOOK 308 PAGE 11 SAT 1 OF 3

MAP 13034 - CO OF SD TCT NO. 4359
DB 170-PG 71 - RHO EL CAJON SUB OF TRACT S - POR BLKS 41 & 45
ROS 1674,4798,6345,8013,9732,11252,11348,16076,21873



Rios
Elementary School

Subject
property

Olde Hwy 80

Blossom Valley Rd

Lake Jennings Park Rd

Ridge Hill Rd

Hwy 8 Business



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 All inquiries are held in strict confidence. Contact for further details and discussion