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High School Friendship Leads to Property Management Co.

REAL ESTATE: Urban Coast Now Manages 2,500 Units Countywide

BY RAY HUARD - OCTOBER 15, 2026

SAN DIEGO – A North Park property management company founded in 2016 by high school friends Joe Brady and John Henry Winter-Nolte has grown to manage more than 2,500 apartments, with a staff of 60.

"We specialize in new construction lease-ups, particularly buildings with 20 to 150 units, alongside stabilized properties and urban in fill commercial space," Brady said. "Our affordable housing arm manages over 400 units."

Based in Normal Heights, Urban Coast Properties focuses on projects in North Park, Hillcrest, Oceanside, Carlsbad Village, South Park, University Heights, Normal Heights Bankers Hill, Barrio Logan and Point Loma, according to Brady.

"We engage clients early because managing a new building starts before the first resident arrives," Brady said.

Among the company's recent projects are 8th and U, with 90 apartments in Hillcrest and The Flats in Oceanside, which is one of Urban Coast Properties' smaller projects.

"A lot of our clients that we partner with are trying to hit that middle as far as rent, not true affordable, but market-rate affordable. They're still expensive rents, don't get me wrong," Brady said, but the rents tend to be lower than those of some high-rise towers downtown and elsewhere.

Leaning into AI

After graduating from Saint Augustine High School in 2004, Brady earned a bachelor's degree in economics from Villanova University and a master's degree in real estatedevelopment from New York University. He worked for Morgan Stanley before starting his career in real estate, working for Colliers and Cushman & Wakefield.

Also graduating from Saint Augustine High School in 2004, Winter-Nolte earned a bachelor's degree from Gonzaga University and worked in broadcasting, and retail and personalreal estate investing.

"We were high school friends that kept in touch through college and started Urban Coast Properties more than 10 years ago," Brady said. The two reconnected to work on various real estate projects. "We had friends and relatives that wanted us to manage their property," Brady said. "We just wanted to own and manage."

In 2016, they formed Urban Coast Properties. "We didn't' have a ton of experience. I got the acquisition finance side down. He was a businessman," Brady said, adding that, "We've always been interested in real estate. "We had this idea, kicked it off and here we are today," Brady said.

At the start, Urban Coast Properties had a staff of four – Brady, Winter-Nolte, a maintenance technician and an operations manager, according to Brady. "It was very, very challenging," Brady said. As the company grew, "We had to get up to speed and understand how a large business functions," Brady said. While he wants the company to continue growing, Brady said that he doesn't have a specific goal in mind. "We're going to keep growing as it makes sense," Brady said.



Joe Brady, Principal Urban Coast Properties

Right now, we've got so many projects in the pipeline, we're stretched pretty thin." With many new apartment projects opening over the past two years, Brady said that San Diego is a "challenging leasing market."

"The Uptown area is pretty affected right now. Mission Valley is pretty affected right now," Brady said. "We all thought 2027 would kind of be the evening out." Rising interest rates "makes our life a lot harder," Brady said.

"San Diego is still a really good market, and we still have job growth, we still have people who want to live here," Brady said. "I'm hoping we see some more stabilization in 2027. I think 2028 is going to be more normal."

With many property owners competing for tenants, "every new construction property offers concessions," Brady said, typically one or two months of free rent and even cash bonuses in some cases.

Like many companies, Urban Coast Properties is integrating Artificial Intelligence (AI) into its work.

"We're leaning into it probably a lot more than others," Brady said. On the leasing side, the company uses AI to schedule property tours. "AI can respond at 1 a.m. That's not physically possible for us to do," Brady said. "On the maintenance side, now, with AI, you can kind of trouble shoot a little bit better."

URBAN COAST PROPERTIES
FOUNDED: 2016
FOUNDERS: Joe Brady and John Henry Winter-Nolte
HEADQUARTERS: Normal Heights
BUSINESS: property management and development
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CONTACT: info@urbancoastproperties.com; 619-797-6733
NOTABLE: From retail to office and everything in between, Urban Coast Properties provides such commercial management services as collecting rent, monthly reporting/accounting, Community Association Management Services (CAMS) and handling maintenance or projects that may arise.