

5 PARCELS | MIXED-USE PROPERTY

FOR SALE ±2.32 ACRES

N. MIDWAY DRIVE & E. EL NORTE
ESCONDIDO | CA

- 1 1935 E. EL NORTE PRKWAY
1,200 SF HOUSE ON .86 ACRES
- 2 1945 E. EL NORTE PRKWAY
6,935 SF STORE ON .51 ACRES
- 3 VACANT LAND
.36 ACRES
- 4 1237 N. MIDWAY DR.
820 SF HOUSE ON 3.4 ACRES
- 5 1227 N. MIDWAY DR.
940 SF HOUSE ON .25 ACRES

FOR MORE INFORMATION, CONTACT:

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DAUM
COMMERCIAL REAL ESTATE SERVICES



EXECUTIVE SUMMARY

This offering consists of five contiguous parcels located at the signalized southwest corner of E. El Norte Parkway and N. Midway Drive in Escondido, California.

Together, the parcels total approximately 2.3 acres and include:

- Three single-family homes
- A 6,335 sq. ft. market/liquor store
- A 0.36-acre parcel of vacant land

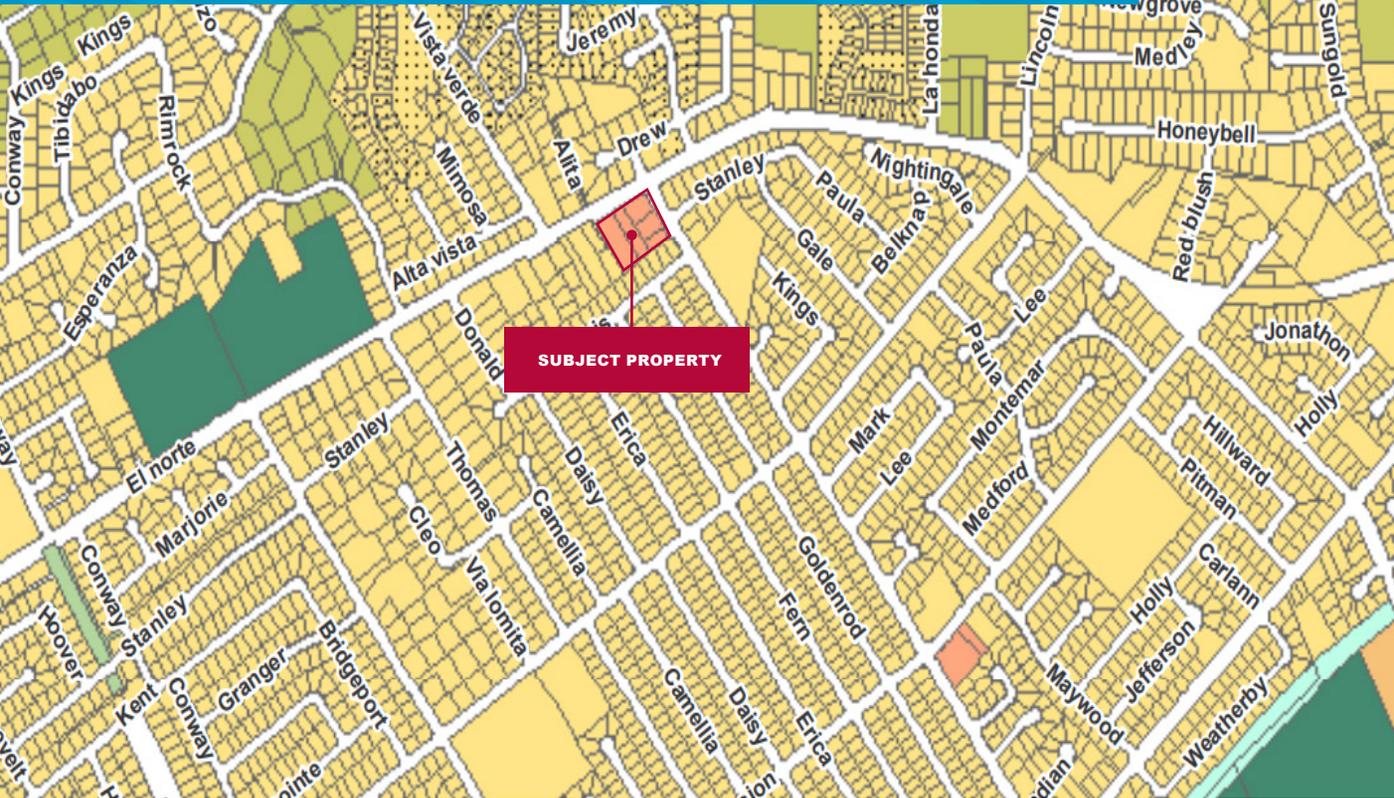
The properties are situated within the Commercial Neighborhood (CN) zoning district. The existing residential units are classified by the City as legal, non-conforming uses, meaning new residential construction would require a zone change.

The four rented units currently generate approximately \$14,700 per month in gross income, providing strong interim cash flow.

This site occupies a unique position as a standalone commercial enclave surrounded by residential neighborhoods, giving it a near-monopoly advantage for local retail and service businesses within the immediate trade area.

Additionally, the vacant parcel offers future development potential, and the scarcity of commercial zoning in this area positions the property for strong long-term appreciation.

±2.32 ACRES | 5 PARCELS | MIXED-USE PROPERTY



Residential Zoning		Planned Development Zoning	
R-1: Single-Family Residential	C-P: Professional Commercial	PD-I: Planned Development- Industrial	C-N: Commerical Neighborhood
R-2: Light Multiple Residential	H-P: Hospital Professional	PD-MU: Planned Development- Mixed Use	
R-3: Medium Multiple Residential		PD-C: Planned Development- Commercial	
R-4: Heavy Multiple Residential		PD-R (Planned Development- Residential)	
R-5: Very Heavy Multiple Residential		PD: Planned Development	
R-T: Mobile Home Park		Miscellaneous Zoning	
R-E: Residential Estates		S-P: Specific Plan	
R-A: Residential Agriculture		OS: Open Space/Parks	
Industrial Zoning		P-Z (Pre-Zone)	
M-2: General Industrial		FCC: Flood Control Channel	
M-1: Light Industrial		Railroad	
I-P-O: Industrial Park/Office			
I-P: Industrial Park			
Commercial Zoning			
C-G: General Commercial			



PROPERTY HIGHLIGHTS

- Total Size: ±2.32 Acres (5 Parcels)
- Total Rent: \$14,702/month
- Location: N. Midway Drive & E. El Norte Pkwy, Escondido, CA
- Opportunity: Mixed-Use Development or Investment Property

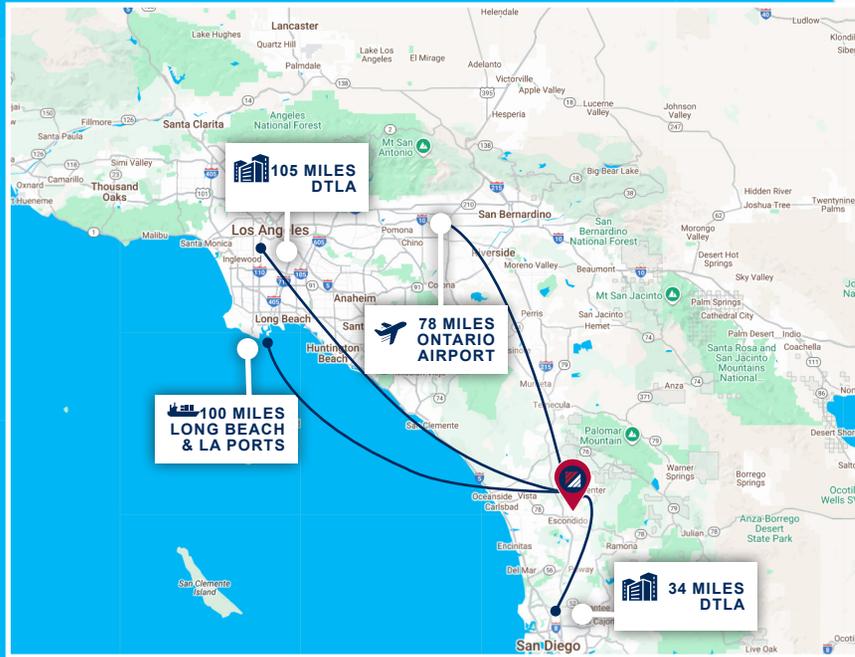
Parcel	Address	Details	Lot Size	Rent
1	1935 E. El Norte Pkwy	1,200 SF house	0.86 acres	\$2,300/mo.
2	1945 E. El Norte Pkwy	6,335 SF store (3 small tenants)	0.51 acres	\$8,652/mo. + \$500/mo.
3	Vacant Land		0.36 acres	
4	1237 N. Midway Dr.	820 SF house	0.34 acres	\$1,700/mo.
5	1227 N. Midway Dr.	940 SF house	0.25 acres	\$1,550/mo.

LOCATION



TRAFFIC COUNTS				
Collection Street	Cross Street	Traffic Volume	Count Year	Distance from Property
N Midway Dr	Iris Way NW	4,637	2025	0.13 mi
E el Norte Pkwy	Ent Glen E	9,638	2025	0.21 mi
E el Norte Pkwy	Donald Way E	16,538	2025	0.24 mi
Vista Verde Way	Vista Verde Dr NW	2,419	2025	0.25 mi
E Lincoln Ave	Gale St SW	4,637	2025	0.33 mi
E Lincoln Ave	Camellia St SW	11,576	2025	0.35 mi
N Midway Dr	Lee Dr SE	9,374	2025	0.37 mi
Ia Honda Dr	Via Hondita N	1,814	2025	0.38 mi
Sheridan Ave	Rimrock Dr SW	3,204	2018	0.48 mi
N Rose St	Granger Ave NW	3,012	2025	0.48 mi

LOCATION



DEMOGRAPHICS	3 MI.	5 MI.	10 MI.
2020 Population	119,623	185,390	389,369
2024 Population	115,493	179,810	378,463
2029 Population Projection	114,049	177,728	374,243
2020 Households	37,208	59,848	130,273
2024 Households	35,604	57,620	125,957
2029 Household Projection	35,081	56,849	124,376
Total Specified Consumer Spending (\$)	\$1.2B	\$2.1B	\$5.1B
Avg Household Income	\$89,442	\$102,812	\$122,567
Median Household Income	\$69,188	\$77,620	\$95,964