

960 S Santa Fe – Co Anchor Retail for Sale

960 S Santa Fe Vista, CA 92084

OFFERING MEMORANDUM



Presented By

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American Real Estate Group



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EXECUTIVE SUMMARY

960 S Santa Fe Retail Building for Sale



HIGHLIGHTS

- Best \$PSF for a retail building in North County San Diego! Investors take advantage for big upside.
- Located in a convenient shopping center on two main streets in Vista, CA.
- Huge shared parking lot
- Great daily traffic count
- Co-Anchor Opportunity!
- C-2 Zoning
- Excellent visibility, signage and frontage.

PRICE | \$4,299,000

PROPERTY OVERVIEW

960 S Santa Fe Retail Building for Sale

Address:	960 S Santa Fe, Vista, CA 92084
County:	San Diego
Sale Price:	\$4,299,000
Zoning:	C-1, Vista
Lot Size:	2.27 AC
Building Size:	28,500 SF
Parcels:	179-080-46
No. Stories:	1
Parking Ratio:	Big Shared Parking Lot
Year Built:	1977
Year Renovated:	2005
Amenities:	Big shared parking lot, signage, great visibility, storage space, easy freeway access, Co-Anchor Building



PHOTOS

960 S Santa Fe Retail Building for Sale



PHOTOS

960 S Santa Fe Retail Building for Sale



PHOTOS

960 S Santa Fe Retail Building for Sale



The City of Vista, a Charter Law city, was officially incorporated on January 28, 1963. Situated just seven miles inland from the pristine Pacific Ocean in the northern part of San Diego County, Vista enjoys an enviable Mediterranean climate. The city's idyllic location amidst gentle rolling hills and charming rural surroundings provides an excellent backdrop for a diverse array of outdoor activities that can be enjoyed year-round.

With an area spanning approximately 19 square miles and a population of 100,291 as per the California Department of Finance's 2021-2022 figures, Vista is a vibrant and welcoming community. The city manages its sewer utilities and collaborates with the Vista Irrigation District to provide water services. For public safety, Vista operates its own Fire Department and maintains a contractual partnership with the San Diego Sheriff's Department to ensure law enforcement services.

Today, Vista stands as a thriving and evolving community, continually introducing new activities and attractions for its residents. Notable cultural offerings include the Moonlight Amphitheatre, AVO Playhouse, and the Wave Waterpark, providing diverse entertainment options. Vista's Business Park has become home to over 800 companies, attracting global businesses that relocate their headquarters, manufacturing, distribution, and marketing facilities to this dynamic hub.

Furthermore, Vista Village has brought a revival to the city's downtown area, featuring a rich tapestry of dining, entertainment, shopping, and public amenities. This growth and development illustrate Vista's commitment to fostering a thriving community and its appeal as a place where residents and businesses can enjoy a high quality of life in a picturesque California setting.

Vista Shopping Center

960 S Santa Fe Ave, Vista, CA 92084

Radius	1 Mile		3 Mile		5 Mile	
2023 Population By Race	15,456		125,263		238,716	
White	13,090	84.69%	104,076	83.09%	193,538	81.07%
Black	572	3.70%	4,857	3.88%	9,355	3.92%
Am. Indian & Alaskan	368	2.38%	2,538	2.03%	3,899	1.63%
Asian	567	3.67%	6,870	5.48%	18,362	7.69%
Hawaiian & Pacific Island	101	0.65%	1,030	0.82%	1,988	0.83%
Other	759	4.91%	5,892	4.70%	11,574	4.85%
Population by Hispanic Origin	15,456		125,263		238,716	
Non-Hispanic Origin	7,917	51.22%	64,661	51.62%	138,101	57.85%
Hispanic Origin	7,539	48.78%	60,602	48.38%	100,615	42.15%
2023 Median Age, Male	35.70		35.40		36.10	
2023 Average Age, Male	36.90		36.90		37.60	
2023 Median Age, Female	36.70		37.00		38.50	
2023 Average Age, Female	38.00		38.50		39.80	

Vista, CA

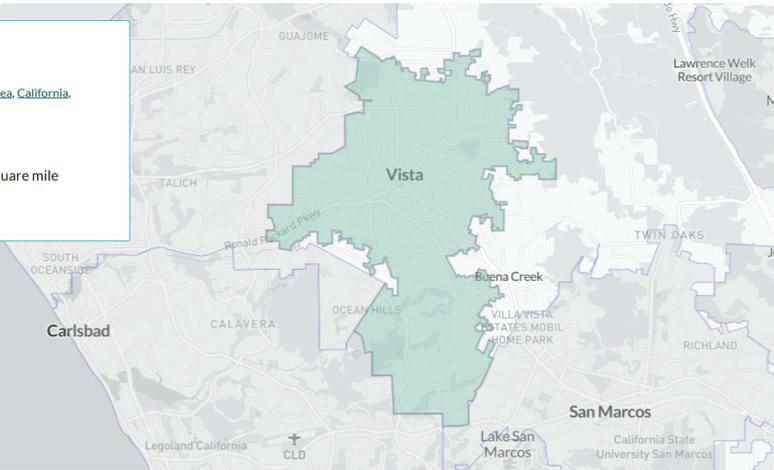
Place in: [San Diego County, CA](#), [San Diego-Chula Vista-Carlsbad, CA Metro Area](#), [California](#), [United States](#)

99,330 Population

18.7 square miles

5,298.6 people per square mile

Census data: ACS 2024 1-year unless noted



Find data for this place

Hover for margins of error and contextual data.

Demographics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

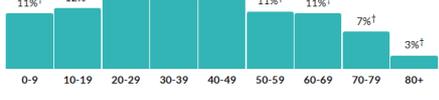
Age

37.9 Median age

about the same as the figure in the San Diego-Chula Vista-Carlsbad, CA Metro Area: 37.8

about the same as the figure in California: 38.4

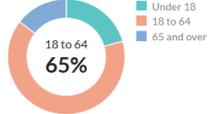
Population by age range



Age Range	Percentage
0-9	11%
10-19	12%
20-29	16%
30-39	16%
40-49	14%
50-59	11%
60-69	11%
70-79	7%
80+	3%

Show data / Embed

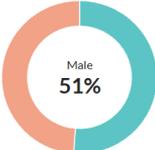
Population by age category



Age Category	Percentage
Under 18	17%
18 to 64	65%
65 and over	18%

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Sex



Sex	Percentage
Male	51%
Female	49%

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Race & Ethnicity



Race & Ethnicity	Percentage
White	35%
Black	3%
Native	0%
Asian	5%
Islander	1%
Other	0%
Two+	4%
Hispanic	51%

Show data / Embed

*Hispanic includes respondents of any race. Other categories are non-Hispanic.

👤 Population & Diversity

Vista, CA is home to a population of 98.6k people, from which 88.5% are citizens. As of 2023, 23% of Vista, CA residents were born outside of the country (22.7k people).

In 2023, there were 1.67 times more White (Non-Hispanic) residents (36.2k people) in Vista, CA than any other race or ethnicity. There were 21.7k Two Races Including Other (Hispanic) and 13.4k White

(Hispanic) residents, the second and third most common ethnic groups.

POPULATION & DIVERSITY

Citizenship

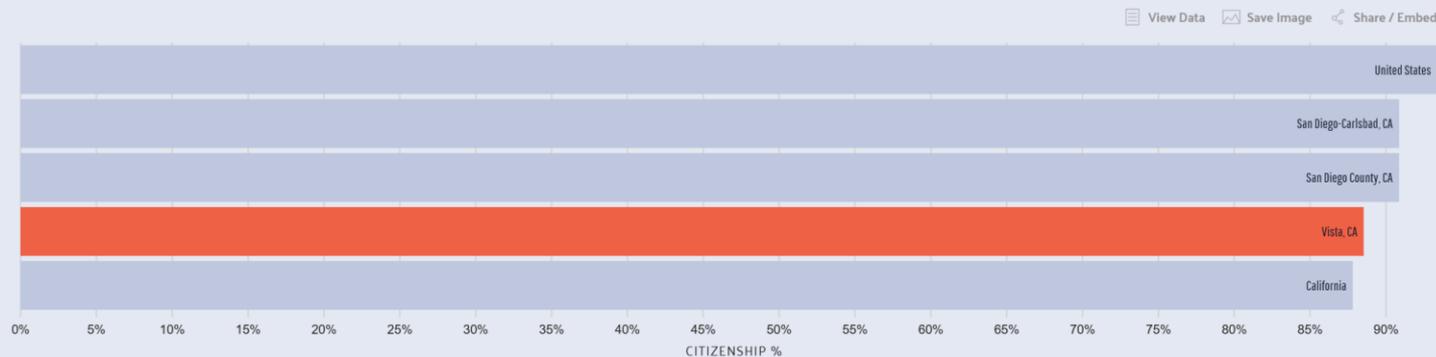
88.5%
2023 CITIZENSHIP

89.3%
2022 CITIZENSHIP

As of 2023, 88.5% of Vista, CA residents were US citizens, which is lower than the national average of 93.4%. In 2022, the percentage of US citizens in Vista, CA was 89.3%, meaning that the rate of citizenship has been decreasing.

The following chart shows US citizenship percentages in Vista, CA compared to that of its neighboring and parent geographies.

Data from the Census Bureau ACS 5-year Estimate



Economics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Income

\$46,837

Per capita income

about 90 percent of the amount in the San Diego-Chula Vista-Carlsbad, CA Metro Area: \$53,674

a little less than the amount in California: \$49,934

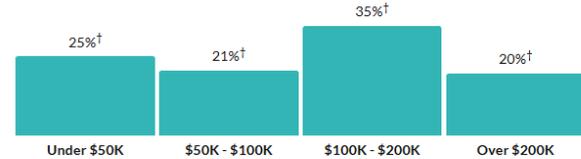
\$105,671

Median household income

a little less than the amount in the San Diego-Chula Vista-Carlsbad, CA Metro Area: \$109,132

a little higher than the amount in California: \$100,149

Household income



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† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Poverty

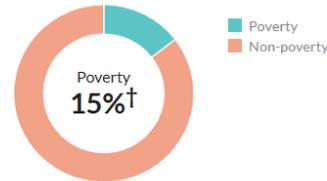
9.6% ±2.7% (9,370 ±2,621)

Persons below poverty line

a little less than the rate in the San Diego-Chula Vista-Carlsbad, CA Metro Area: 10% 320,137 (±0.6% / ±19,219)

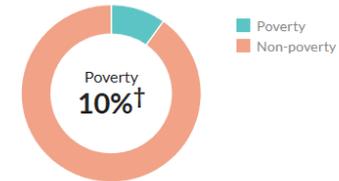
about 80 percent of the rate in California: 11.8% 4,567,967 (±0.2% / ±68,831)

Children (Under 18)



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Seniors (65 and over)



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† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Transportation to work

26.7 minutes

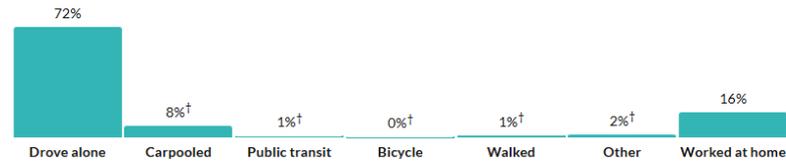
Mean travel time to work

* ACS 2024 5-year data

a little higher than the figure in the San Diego-Chula Vista-Carlsbad, CA Metro Area: 25.5

about 90 percent of the figure in California: 28.7

Means of transportation to work



* Universe: Workers 16 years and over

Show data / Embed

Economy

The economy of Vista, CA employs 48.8k people. In 2023, the largest industries in Vista, CA were Manufacturing (5,725 people), Retail Trade (5,684

people), and Health Care & Social Assistance (5,286 people), and the highest paying industries were Utilities (\$112,625), Professional, Scientific, &

Technical Services (\$93,069), and Public Administration (\$76,648).

EMPLOYMENT

Occupations

All

Workforce

Value

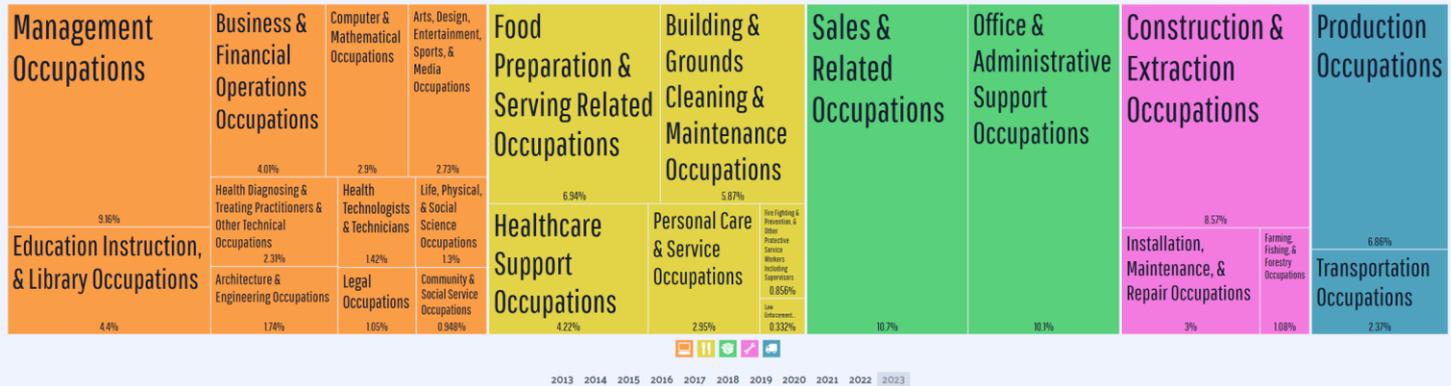
48.8k
2023 VALUE
± 1,845

-0.582%
1 YEAR DECLINE
± 527%

From 2022 to 2023, employment in Vista, CA declined at a rate of -0.582%, from 49.1k employees to 48.8k employees.

The most common job groups, by number of people living in Vista, CA, are Sales & Related Occupations (5,249 people), Office & Administrative Support Occupations (4,953 people), and Management Occupations (4,475 people). This chart illustrates the share breakdown of the primary jobs held by residents of Vista, CA.

Data from the Census Bureau ACS 5-year Estimate.



INDUSTRIES

Employment by Industries

Workforce

All

Value

48.8k
2023 VALUE
± 1.84k

-0.582%
1 YEAR DECLINE
± 5.27%

From 2022 to 2023, employment in Vista, CA declined at a rate of -0.582%, from 49.1k employees to 48.8k employees.

The most common employment sectors for those who live in Vista, CA, are Manufacturing (5,725 people), Retail Trade (5,684 people), and Health Care & Social Assistance (5,286 people). This chart shows the share breakdown of the primary industries for residents of Vista, CA, though some of these residents may live in Vista, CA and work somewhere else. Census data is tagged to a residential address, not a work address.

Data from the [Census Bureau ACS 5-year Estimate](#).



Median Earnings by Industry

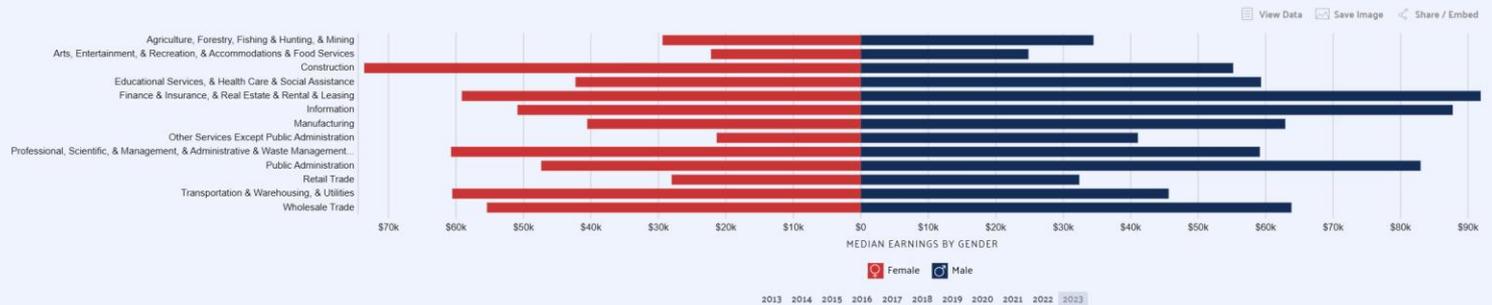
\$49,923
MEDIAN EARNING MEN = \$2,995

\$37,399
MEDIAN EARNING WOMEN = \$2,129

The industries with the best median earnings for men in 2023 are Finance & Insurance, & Real Estate & Rental & Leasing (\$91,875), Information (\$87,734), and Public Administration (\$82,975).

The industries with the best median earnings for women in 2023 are Construction (\$73,611), Professional, Scientific, & Management, & Administrative & Waste Management Services (\$60,737), and Transportation & Warehousing, & Utilities (\$60,562).

Data from the [Census Bureau ACS 5-year Estimate](#).



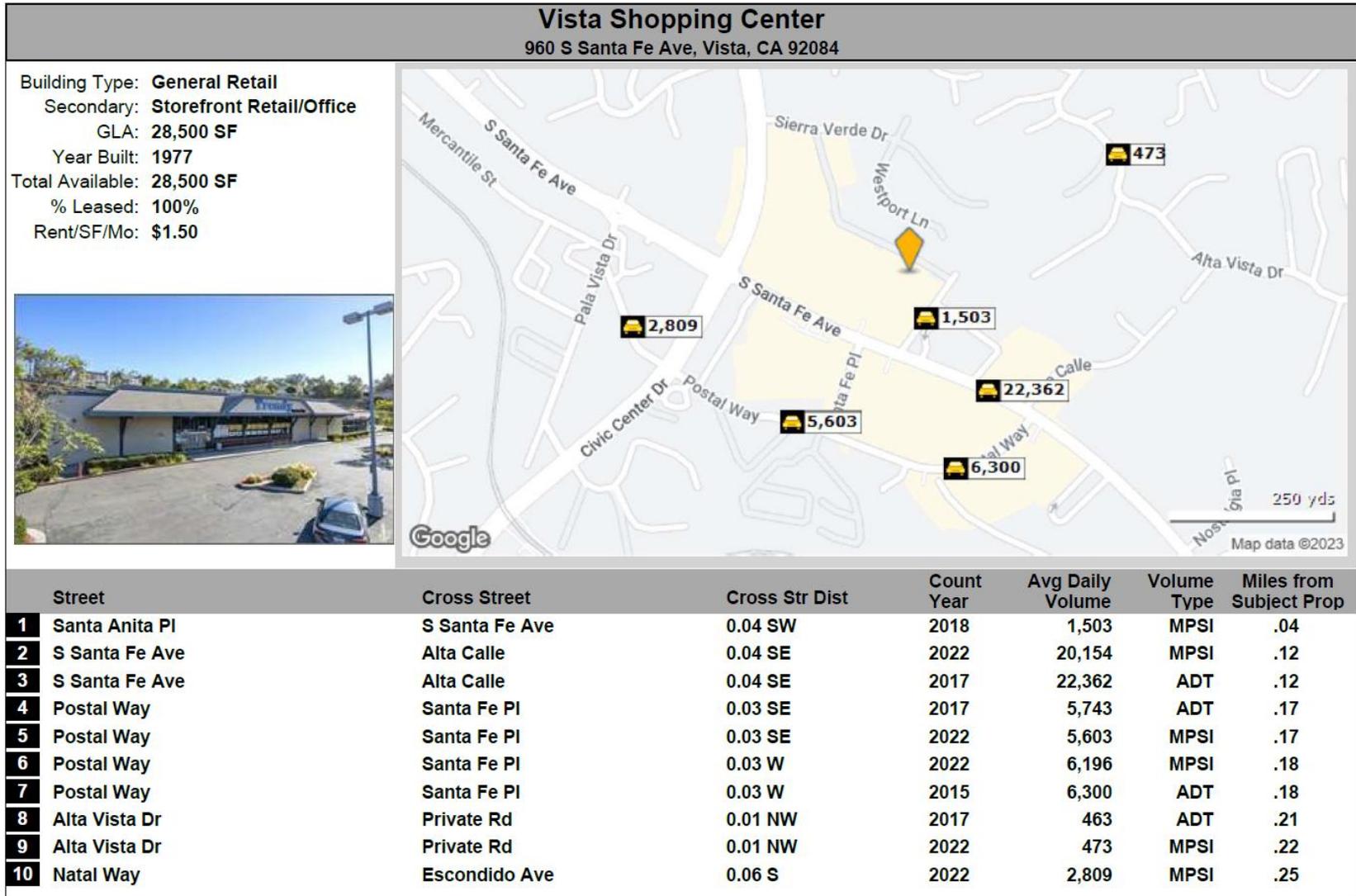
CONSUMER SPENDING REPORT

960 S Santa Fe Retail Building for Sale

2023 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$181,597	\$1,535,682	\$3,114,469
Total Apparel	\$9,392	\$78,633	\$155,984
Women's Apparel	3,565	29,995	60,368
Men's Apparel	1,978	16,565	32,897
Girl's Apparel	671	5,591	10,897
Boy's Apparel	494	4,173	8,042
Infant Apparel	452	3,795	7,205
Footwear	2,232	18,515	36,575
Total Entertainment & Hobbies	\$25,988	\$219,565	\$449,421
Entertainment	4,987	40,703	80,953
Audio & Visual Equipment/Service	5,041	42,906	86,812
Reading Materials	378	3,273	6,963
Pets, Toys, & Hobbies	4,210	35,929	74,321
Personal Items	11,372	96,753	200,373
Total Food and Alcohol	\$48,206	\$407,015	\$813,214
Food At Home	25,639	213,296	422,775
Food Away From Home	19,378	166,340	334,926
Alcoholic Beverages	3,190	27,379	55,513
Total Household	\$28,890	\$248,630	\$522,901
House Maintenance & Repair	5,390	45,612	99,520
Household Equip & Furnishings	10,549	91,328	190,250
Household Operations	9,224	79,358	164,329
Housing Costs	3,726	32,332	68,801

TRAFFIC COUNT REPORT

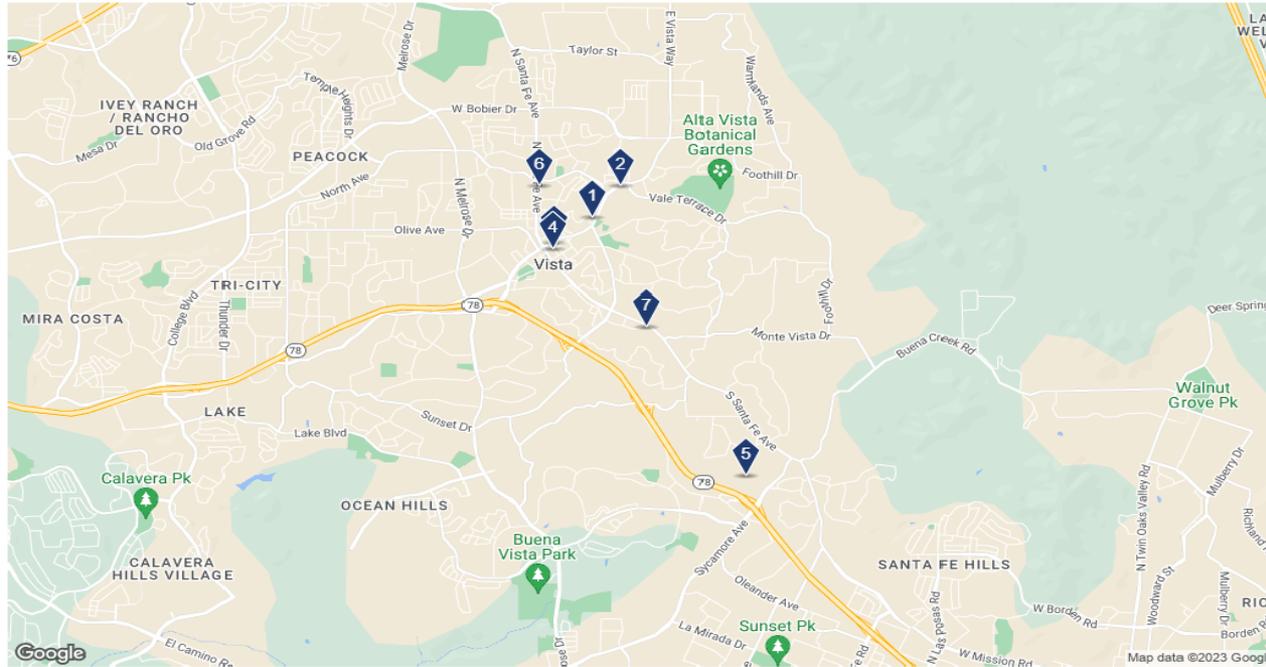
960 S Santa Fe Retail Building for Sale



Sale Comps Map & List Report

Sale Comparables	Avg. Cap Rate	Avg. Price/SF	Avg. Vacancy At Sale
7	5.1%	\$434	-

SALE COMPARABLES LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$1,110,000	\$2,568,571	\$2,650,000	\$4,750,000
Price Per SF	\$242	\$434	\$490	\$631
Cap Rate	5.1%	5.1%	5.1%	5.1%
Time Since Sale in Months	4.0	7.5	7.0	11.0

COMPS CONTINUED

Property Name - Address	Property					Sale			
	Type	Yr Built	Size	Vacancy	Sale Date	Price	Price/Area	Cap Rate	
1 600 E Vista Way Vista, CA 92084	Restaurant ★★★★★	-	1.2 AC	-	5/24/2023	\$2,650,000	\$2,208,333/AC	-	
2 865 E Vista Way Vista, CA 92084	Freestanding ★★★★★	1970	6,987 SF	-	3/24/2023	\$1,690,000	\$242/SF	-	
3 202-206 Main St Vista, CA 92084	Storefront ★★★★★	1940	6,839 SF	-	2/21/2023	\$2,700,000	\$395/SF	-	
4 127 Main St Vista, CA 92084	Storefront ★★★★★	1954	2,125 SF	-	2/17/2023	\$1,110,000	\$522/SF	-	
5 North County Square 1810 University Dr Vista, CA 92083	Bank ★★★★★	1999	5,942 SF	-	12/5/2022	\$3,750,000	\$631/SF	-	
6 807 N Santa Fe Ave Vista, CA 92084	Freestanding ★★★★★	1975	2,628 SF	-	11/9/2022	\$1,330,000	\$506/SF	-	
7 Sante Fe Center 1031 S Santa Fe Ave Vista, CA 92083	Freestanding ★★★★★	1991	18,886 SF	-	-	\$4,750,000	\$252/SF	5.1%	

RENTAL COMPS

960 S Santa Fe Retail Building for Sale

INVENTORY SF 608K +0% Prior Period 608K	UNDER CONSTRUCTION SF 22.3K +0% Prior Period 22.3K	12 MO NET ABSORPTION SF (14.8K) +5.1% Prior Period (15.6K)	VACANCY RATE 22.6% +2.5% Prior Period 20.1%	MARKET RENT/SF \$2.48 +3.0% Prior Period \$2.40	MARKET SALE PRICE/SF \$385 +2.8% Prior Period \$374	MARKET CAP RATE 5.4% +0.1% Prior Period 5.3%
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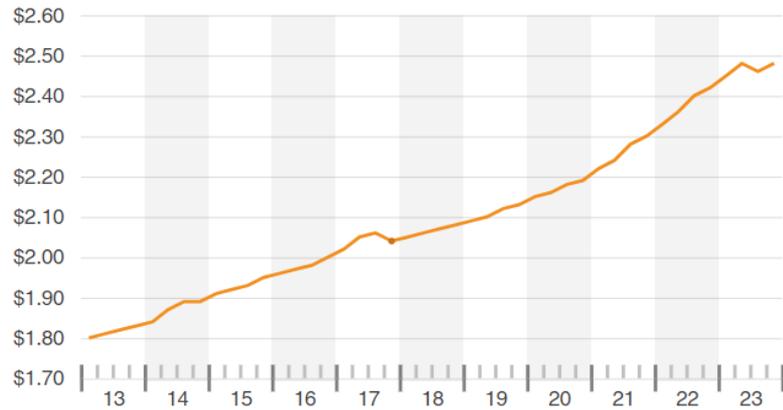
Key Metrics

Availability		Inventory	
Vacant SF	137K ↓	Existing Buildings	38 ↓
Sublet SF	7.9K ↓	Under Construction Avg SF	22.3K ↓
Availability Rate	30.6% ↑	12 Mo Demolished SF	0 ↓
Available SF Total	193K ↑	12 Mo Occupancy % at Delivery	-
Available Asking Rent/SF	\$1.84 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	77.4% ↑	12 Mo Delivered SF	0 ↓
Percent Leased Rate	77.5% ↑	12 Mo Avg Delivered SF	-
Sales Past Year		Demand	
Asking Price Per SF	-	12 Mo Net Absorp % of Inventory	-2.4% ↑
Sale to Asking Price Differential	-	12 Mo Leased SF	5.6K ↓
Sales Volume	\$72.5M ↑	Months on Market	21.6 ↑
Properties Sold	1 ↓	Months to Lease	68.3
Months to Sale	-	Months Vacant	19.3
For Sale Listings	3 ↑	24 Mo Lease Renewal Rate	35.5%
Total For Sale SF	36.9K ↑	Population Growth 5 Yrs	-1.4%

Rental Comps Cont...

960 S Santa Fe Retail Building for Sale

Market Rent Per SF



Market Rent Growth (YOY)



Market Rent & Asking Rent Per SF



Asking Rent Per SF



Rental Comps Cont...

960 S Santa Fe Retail Building for Sale

Address or Location <input type="text"/> For Lease <input type="button" value="v"/> Retail <input type="button" value="v"/> Available Space <input type="button" value="v"/> ☆☆☆☆☆														
Clear <input type="button" value="v"/> Filters <input type="button" value="v"/> Sort <input type="button" value="v"/> Save <input type="button" value="v"/> Reports <input type="button" value="v"/> More <input type="button" value="v"/>														
Properties	Spaces	Lease Comps	Sale Comps	Owners	Demographics	Changes	News							
Address	Building Name	Type	Star Rating	Green Rating	Class	Status	RBA/GLA	SF Avail	Rent/SF/mo	Secondary Type	Market	Submarket	Location Type	
⊙	931 Anza Ave		Office	★★★★★		B	Existing	6,460	2,675	\$1.90	Office Live/Work Unit	San Diego	Vista	Suburban
⊙	201-203 E Broadway		Retail	★★★★★		B	Existing	3,100	2,100	\$1.88	Storefront	San Diego	Vista	Suburban
⊙	640 Hacienda Dr		Retail	★★★★★		B	Existing	5,332	5,332	\$2.92	Bank	San Diego	Vista	Suburban
⊙	828 N Santa Fe Ave	Townsite Plaza	Retail (Strip Ce...	★★★★★		B	Existing	9,000	550	\$2.55		San Diego	Vista	Suburban
⊙	325 S Santa Fe Ave		Retail	★★★★★		B	Existing	3,939	3,939	\$1.85 - 2.00	Storefront	San Diego	Vista	Suburban
⊙	960 S Santa Fe Ave		Retail (Neighb...	★★★★★		B	Existing	28,500	28,500	\$1.50	Storefront Retail/Office	San Diego	Vista	Suburban
⊙	1033 S Santa Fe Ave		Retail (Strip Ce...	★★★★★		C	Existing	3,391	2,000	\$1.75	Freestanding	San Diego	Vista	Suburban
⊙	830 E Vista Way	Del Mar Plaza	Retail	★★★★★		B	Existing	14,968	1,078	\$1.65 - 2.00	Storefront Retail/Office	San Diego	Vista	Suburban
⊙	1050-1090 E Vista Way		Retail (Neighb...	★★★★★		C	Existing	43,638	1,500	\$1.75		San Diego	Vista	Suburban
⊙	1279-1295 E Vista Way		Retail (Commu...	★★★★★		C	Existing	7,666	3,950	\$1.95	Freestanding	San Diego	Vista	Suburban
⊙	410 Vista Village Dr		Retail	★★★★★		B	Existing	3,200	3,000	\$1.90	Freestanding	San Diego	Vista	Suburban
⊙	3501-3555 Cannon Rd	Palm Tree Plaza	Retail (Commu...	★★★★★		A	Existing	60,448	2,800	\$3.00 - 3.67 (Est.)		San Diego	Oceanside	Suburban
⊙	500-530 Hacienda Dr		Retail (Neighb...	★★★★★		C	Existing	136,672	10,700	\$2.41 - 2.94 (Est.)	Freestanding	San Diego	Vista	Suburban
⊙	100 Main St	The Rylan	Multi-Family	★★★★★		A	Existing	137,645	5,960	Not Disclosed	Apartments	San Diego	Vista	Suburban
⊙	905 S Santa Fe Ave		Retail	★★★★★		C	Existing	3,600	3,012	\$2.08 - 2.54 (Est.)	Bank	San Diego	Vista	Suburban
⊙	940 S Santa Fe Ave	Vista Shopping Center	Retail (Neighb...	★★★★★		B	Existing	27,300	27,300	\$2.47 - 3.01 (Est.)		San Diego	Vista	Suburban
⊙	1861 University Dr	Chuck E. Cheese	Retail (Power ...	★★★★★		B	Existing	13,433	13,433	\$2.69 - 3.29 (Est.)	Restaurant	San Diego	Vista	Suburban
⊙	1280-1350 E Vista Way	Vista Terrace Marketplace	Retail (Neighb...	★★★★★		B	Existing	28,440	2,396	\$0.90 - 1.10 (Est.)		San Diego	Vista	Suburban
⊙	573 W Vista Way		Retail (Strip Ce...	★★★★★		B	Existing	8,551	1,032	\$1.86 - 2.27 (Est.)	Freestanding	San Diego	Vista	Suburban
⊙	235 Vista Village Dr	Staples	Retail (Commu...	★★★★★		B	Existing	20,387	12,145	\$1.74 - 2.13 (Est.)	Freestanding	San Diego	Vista	Suburban
⊙	Vista Way & Monte Mar Rd	NEC Monte Mar Rd & E Vi...	Retail	★★★★★		B	Under Constr...	22,280	4,275	\$1.76 - 2.15 (Est.)	Freestanding	San Diego	Vista	Suburban
⊙	1021 N Santa Fe Ave		Retail (Strip Ce...	★★★★★		C	Existing	7,164	830	\$1.50		San Diego	Vista	Suburban
⊙	721-723 S Santa Fe Ave		Retail	★★★★★		C	Existing	3,000	3,000	\$2.25	Restaurant	San Diego	Vista	Suburban
⊙	1250 S Santa Fe Ave	South Santa Fe Mercado	Retail (Strip Ce...	★★★★★		B	Existing	16,910	2,830	\$2.80		San Diego	Vista	Suburban
⊙	1750-1762 University Dr		Retail (Power ...	★★★★★		B	Existing	36,605	7,926	\$1.75	Freestanding	San Diego	Vista	Suburban

Initial investment of \$4,299,000 (\$150.84/SF). Well below market value. Lowest price per square foot on the market!

ROI Projection:

According to the sale comps, the lowest price per square foot sold was at **\$242psf** and the average is **\$434psf**.

Using these two figures, any investor can see clearly the strong return on investment. If the Buyer sells this building in a strong economy, the return has even greater potential.

28,500 SF x \$242psf = **\$6,897,000**

28,500 SF x \$434psf = **\$12,369,000**

This space holds significant appeal for a variety of businesses, and once the Buyer secures a tenant, the rental income becomes a valuable asset.

Revenue Projections: The rental market in San Diego County is strong and the rental rates are attractive to Owners.

Analyzing the retail rental comps, you will find the average for the area is around \$2.48psf. The lowest would be around \$1.50psf and the highest \$2.92psf.

Using these rental rates, the owner would make a good rental income.

Monthly income for lowest rental rate: \$1.50psf

$28,500 \text{ SF} \times \$1.50\text{psf} = \$42,750 / \text{mo}$

Annual Income:

$28,500 \text{ SF} \times (12\text{mos} \times \$1.50) = \$513,000 \text{ Gross}$

Monthly income for average rental rate: \$2.48psf

$28,500 \text{ SF} \times \$2.48\text{psf} = \$70,680 / \text{mo}$

Annual Income:

$28,500 \text{ SF} \times (12\text{mos} \times \$2.48\text{psf}) = \$848,160 \text{ Gross}$

Operating Expenses Est.

Property Taxes:	\$56,237.5
Insurance Costs:	\$32,000
Utilities:	\$3,200
Property Management Fee:	\$48,000
Maintenance Costs:	\$12,000
Other:	\$16,000
Total:	\$167,437.5

BUYER REGISTRATION AND CONFIDENTIALITY AGREEMENT

Prospect, as identified below, is interested in the below named Property and has engaged _____ as the Selling Broker for this transaction. Prospect understands that Selling Broker is working with American Real Estate Group, (the Listing Broker), and Selling Broker will be compensated by Prospect unless otherwise agreed in separate written agreement between Listing and Selling Brokers.

It is further agreed that information on the Property described below has been or will be supplied by the Listing Broker to the Selling Broker and Prospect. Selling Broker and Prospect agree that its contents are confidential, that you will hold it in the strictest confidence, and that you will not disclose, discuss, duplicate, reproduce, share, make aware or divulge, directly or indirectly, any of its contents to any other entity or person other than that mentioned above without the prior written authorization of the Listing Broker. PHOTOCOPYING OR OTHER DUPLICATION IS STRICTLY PROHIBITED.

Prospect represents that it will continue to rely only upon information related to the Property (written or oral) supplied by the Listing Broker. Prospect shall not rely upon other information supplied by the Selling Broker unless confirmed in writing by the Listing Broker. Upon review of any delivered information, if you no longer have any further interest or you do not wish to pursue this acquisition, you will return all information in its original form to American Real Estate Group.

Prospect and Selling Broker agree that any information provided will not be used to compete against the below listed business(es) in any way now or in the future by the undersigned, associates, or its affiliated entities. Prospect and Selling Broker agree that all inspection appointments and contact with the Seller(s) will be made through American Real Estate Group. DO NOT DISCUSS ANY POTENTIAL SALE WITH THE ON-SITE STAFF.

PROPERTY NAME & LOCATION	
PROSPECT'S FULL NAME	SELLING BROKER'S FULL NAME
COMPANY	COMPANY
ADDRESS	ADDRESS
CITY, STATE, ZIP	CITY, STATE, ZIP
TELEPHONE	TELEPHONE

Prospect Acknowledgment

Prospect's Signature

Date

Selling Broker Acknowledgment

Selling Broker's Signature

Date

We have received this Buyer Registration and Confidentiality Agreement and accept the registration of Prospect as listed above.

Listing Broker's Signature

Date