



**FirstTeam.**  
COMMERCIAL

# 801/815/819 W VISTA WAY

VISTA CA 92084

**FREEWAY VISIBLE COMMERCIAL DEVELOPMENT SITE WITH  
POTENTIAL RENTAL INCOME AND PROPOSED MIXED-USE REZONING**



0.87-ACRE PRIME CORNER PARCEL WITH HIGHWAY 78 EXPOSURE -CURRENTLY C-1 ZONED AND PROPOSED FOR MIXED USE CORRIDOR (MU-C) AT 0.02 FAR / 45 DU/AC UNDER VISTA 2050 GENERAL PLAN UPDATE".

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COMMERCIAL DIVISION

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COMMERCIAL

**801/815/819**  
**W VISTA WAY**  
VISTA CA 92084



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# 801/815/819 W VISTA WAY

## INVESTMENT OVERVIEW

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This offering represents a rare opportunity to acquire a highly visible commercial development site at 801, 815, and 819 W Vista Way, along the heavily traveled Highway 78 corridor in Vista, California. Positioned on a corner parcel with strong frontage along West Vista Way, the property benefits from exceptional visibility to both local traffic and regional freeway commuters. Located within a key commercial corridor that connects several major North County communities including Oceanside, Vista, and San Marcos, the site offers convenient regional accessibility and strong commuter exposure.

The property encompasses approximately 0.87 acres (37,897 square feet) of commercially zoned land under APN 164-100-39-00 and currently includes two residential units (a 3-bedroom/2-bath house and a 2-bedroom/1-bath house) along with a storage structure, offering potential rental income of approximately \$7,200 per month in gross revenue (\$3,200 for the 3/2 house, \$2,500 for the 2/1 house, and \$1,500 for the storage unit). This potential income provides investors with a strong interim revenue stream while evaluating long-term redevelopment strategies, allowing for immediate cash flow while preserving optionality for future commercial or mixed-use development.

The site is currently zoned C-1 Neighborhood Commercial, providing flexibility for a wide range of retail, service, and professional office uses that cater to the surrounding residential population and daily commuter traffic. Under the City of Vista's ongoing Vista 2050 General Plan Update, the property is proposed for rezoning to Mixed Use Corridor (MU-C) with a 0.02 Floor Area Ratio (FAR) and up to 45 dwelling units per acre, potentially enabling multi-family residential development above ground-floor commercial spaces. This proposed designation could support approximately 39 dwelling units on the site, subject to final plan adoption, zoning amendments, and entitlements — buyers must verify status and feasibility with the City of Vista Planning Department. With approximately 134,584 vehicles traveling along Highway 78 each day and 10,500 vehicles along West Vista Way (based on CoStar 2025 projections), the property offers significant exposure for future commercial or mixed-use projects, including quick-service restaurants, retail services, medical offices, multi-family housing, or other convenience-oriented businesses.

Surrounded by an established mix of automotive services, hospitality, and neighborhood retail, the property is well positioned to support future development that capitalizes on the area's consistent traffic flow, expanding residential base, and city-driven growth initiatives. The parcel's freeway visibility, prominent corner positioning, flat to gentle sloping topography with mature trees, and reserved easements (including a 12-foot ingress/egress right-of-way and a 10-foot water service easement) create an attractive opportunity for investors and developers seeking high-exposure sites within a mature commercial environment. This offering presents multiple potential investment strategies, including land banking for long-term appreciation, redevelopment into retail or service-oriented commercial uses, or pursuit of mixed-use entitlements under the proposed MU-C designation while operating the existing improvements for interim income. Investors seeking a strategically positioned commercial land asset with both immediate revenue potential and substantial long-term value creation through rezoning and development will find this opportunity particularly compelling.





# PROPERTY HIGHLIGHTS

**0.87 ACRE COMMERCIAL PARCEL:**

A FLEXIBLE FOOTPRINT FOR REDEVELOPMENT, REPOSITIONING, OR LONG TERM INVESTMENT.

**SIGNIFICANT REDEVELOPMENT POTENTIAL:**

PROPOSED MU-C ZONING COULD ALLOW UP TO APPROXIMATELY 39 DWELLING UNITS (45 DU/AC × 0.87 ACRES) WITH LIMITED COMMERCIAL FLOOR AREA, CREATING SUBSTANTIAL LONG-TERM VALUE WHILE THE TWO EXISTING RESIDENTIAL UNITS AND STORAGE BUILDING GENERATE INTERIM RENTAL INCOME.

**CURRENTLY C-1 NEIGHBORHOOD COMMERCIAL:**

PROPOSED REZONING TO MIXED USE CORRIDOR (MU-C) – 0.02 FAR / 45 DU/AC UNDER THE CITY OF VISTA'S ONGOING GENERAL PLAN UPDATE (VISTA 2050). THIS DESIGNATION WOULD SUPPORT MULTI-FAMILY RESIDENTIAL ABOVE GROUND-FLOOR COMMERCIAL USES.

**HIGH VISIBILITY FROM HIGHWAY 78:**

PROMINENT VISIBILITY FROM HIGHWAY 78 PROVIDING STRONG EXPOSURE AND LONG TERM BRANDING VALUE.

**146,000+ VEHICLES PER DAY:**

LOCATED ALONG A MAJOR CORRIDOR WITH TRAFFIC COUNTS EXCEEDING 139,000 VEHICLES DAILY.

**ESTABLISHED COMMERCIAL CORRIDOR:**

SURROUNDED BY ESTABLISHED BUSINESSES, DRIVING CONSISTENT ACTIVITY.

**DEVELOPMENT UPSIDE WITH FREEWAY EXPOSURE:**

FREEWAY VISIBILITY AND COMMERCIAL ZONING CREATE STRONG LONG TERM DEVELOPMENT POTENTIAL.

# PROPERTY DESCRIPTION

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List Price \$1,400,000

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## PROPERTY

PROPERTY ADDRESS	801/815/819 W VISTA WAY, VISTA CA
APN / PARCEL ID	164-100-39-00
ZONING	C-1 COMMERCIAL
YEAR BUILT	1958
LOT SIZE	37,897 SF/.87 ACRES
PROPERTY TYPE	RESIDENTIAL / LAND

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## PRICING INFORMATION

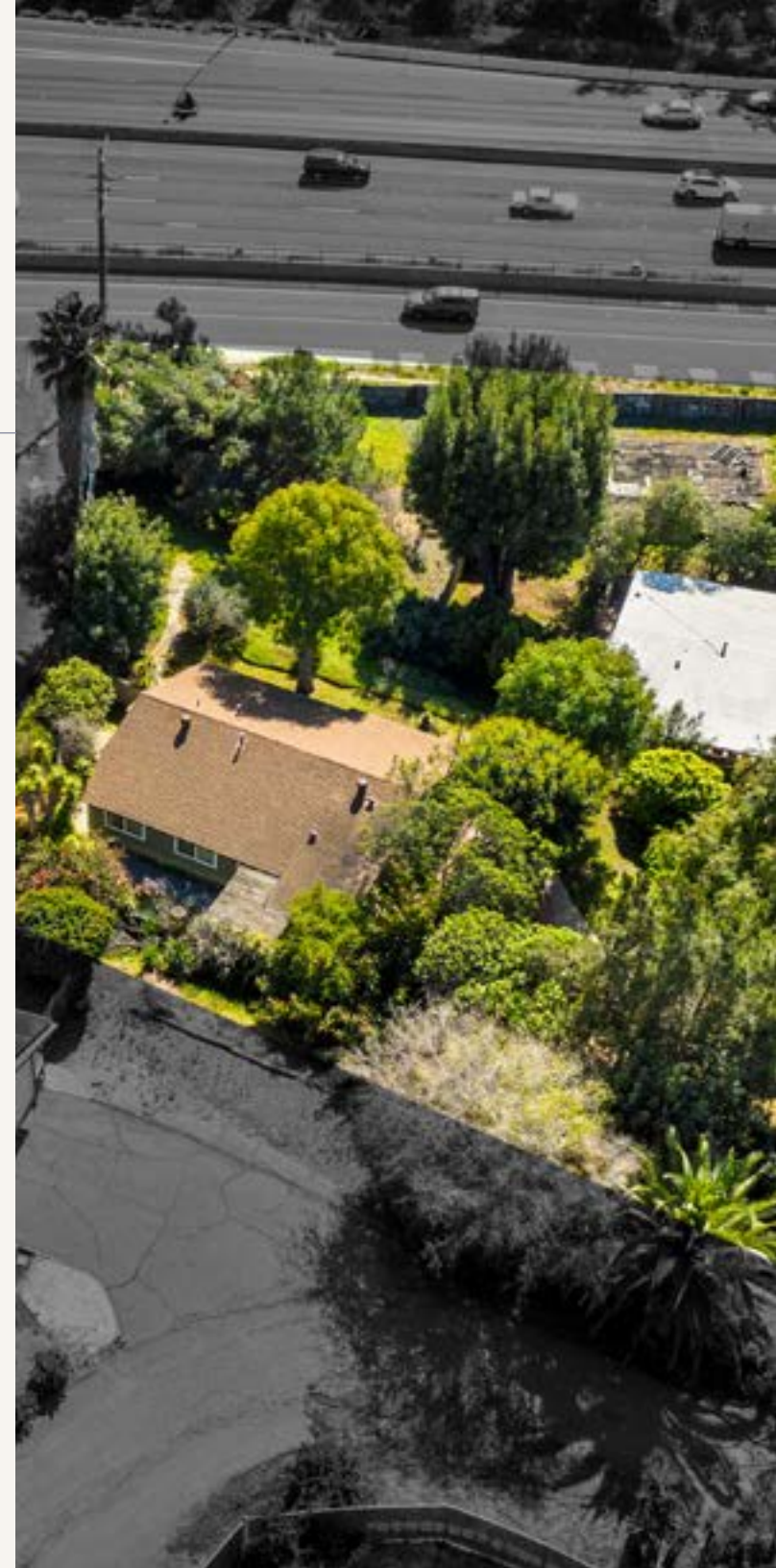
SALE PRICE	\$1,400,000
PRICE PER SF LAND	\$36.94

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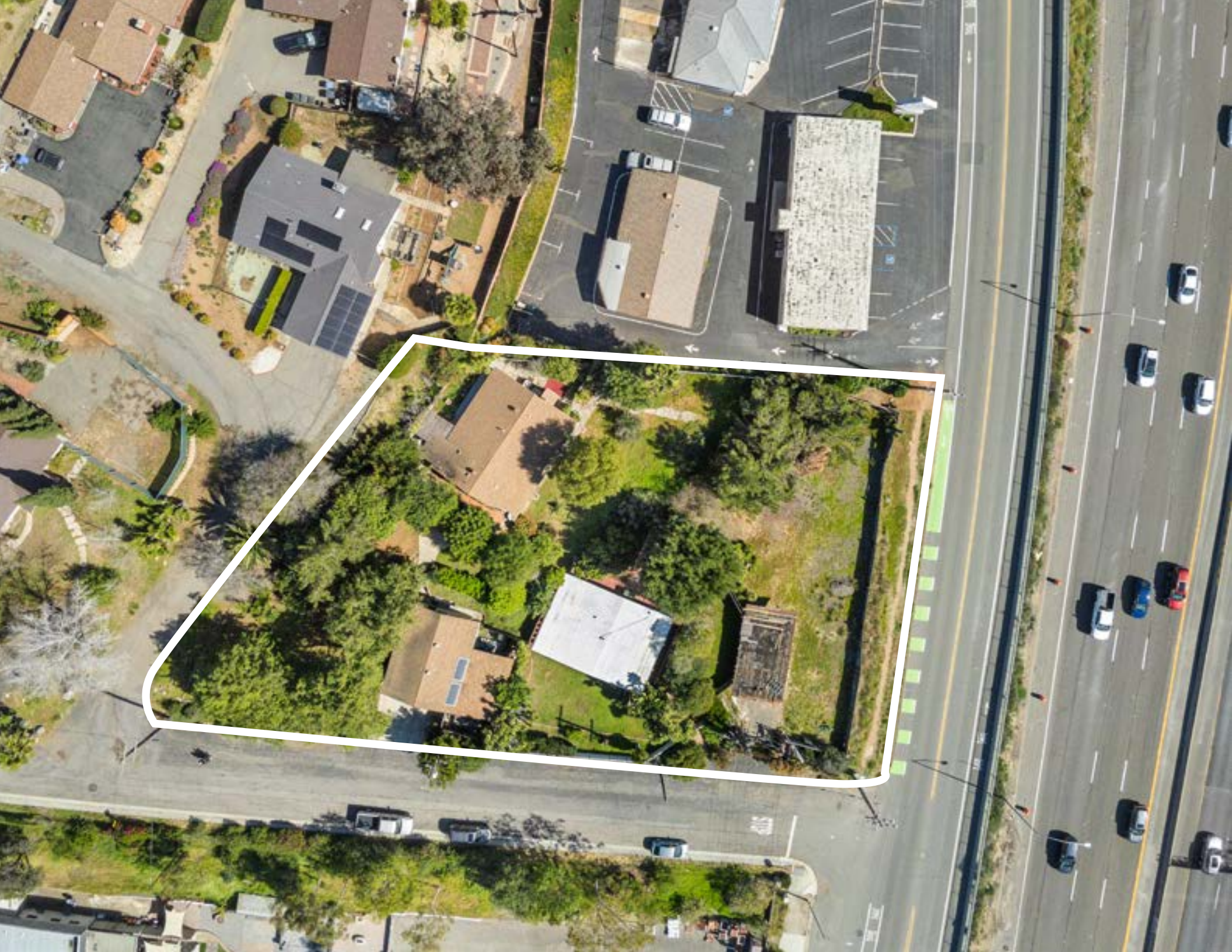
## TRAFFIC COUNTS

HIGHWAY 78	134,000+ VEHICLES PER DAY
WEST VISTA WAY	12,000+ VEHICLES PER DAY

This offering highlights the property's current C-1 zoning and its proposed rezoning to Mixed Use Corridor (MU-C) under the City of Vista's Vista 2050 General Plan Update; all buyers are strongly encouraged to independently verify proposed land use designations, adoption timelines, and entitlement feasibility with the City of Vista Planning Department. Demographics, traffic, and consumer spending data sourced from CoStar (3/13/2026) and subject to verification.







# OPPORTUNITY

## EXISTING STRUCTURES

The property currently includes multiple structures that can provide rental income.

### Potential Rental Income:

**3 Bedroom / 2 Bathroom House**  
Proposed Rent: \$3,200 Monthly

**2 Bedroom / 1 Bathroom House**  
Proposed Rent: \$2,500 Monthly

**Storage Structure**  
Proposed Rent: \$1,500 Monthly

**Total Gross Monthly Income**  
**\$7,200**

**Total Annual Income**  
**\$86,400**

## CURRENT ZONING

The property is zoned **C-1 Neighborhood Commercial**, which allows a range of commercial uses designed to serve surrounding residential communities.

### Permitted uses may include:

Retail stores  
Professional offices  
Medical offices  
Personal service businesses  
Financial institutions  
Convenience retail

*Additional uses such as drive-through restaurants, service businesses, and certain commercial operations may be permitted subject to city approval.*



# OPPORTUNITY

## PROPOSED REZONING (MU-C)

### **Mixed Use Corridor**

– 0.02 FAR / 45 du/ac under the City of Vista’s ongoing General Plan Update (Vista 2050). This designation would support multi-family residential above ground-floor commercial uses.

### **Permitted uses may include:**

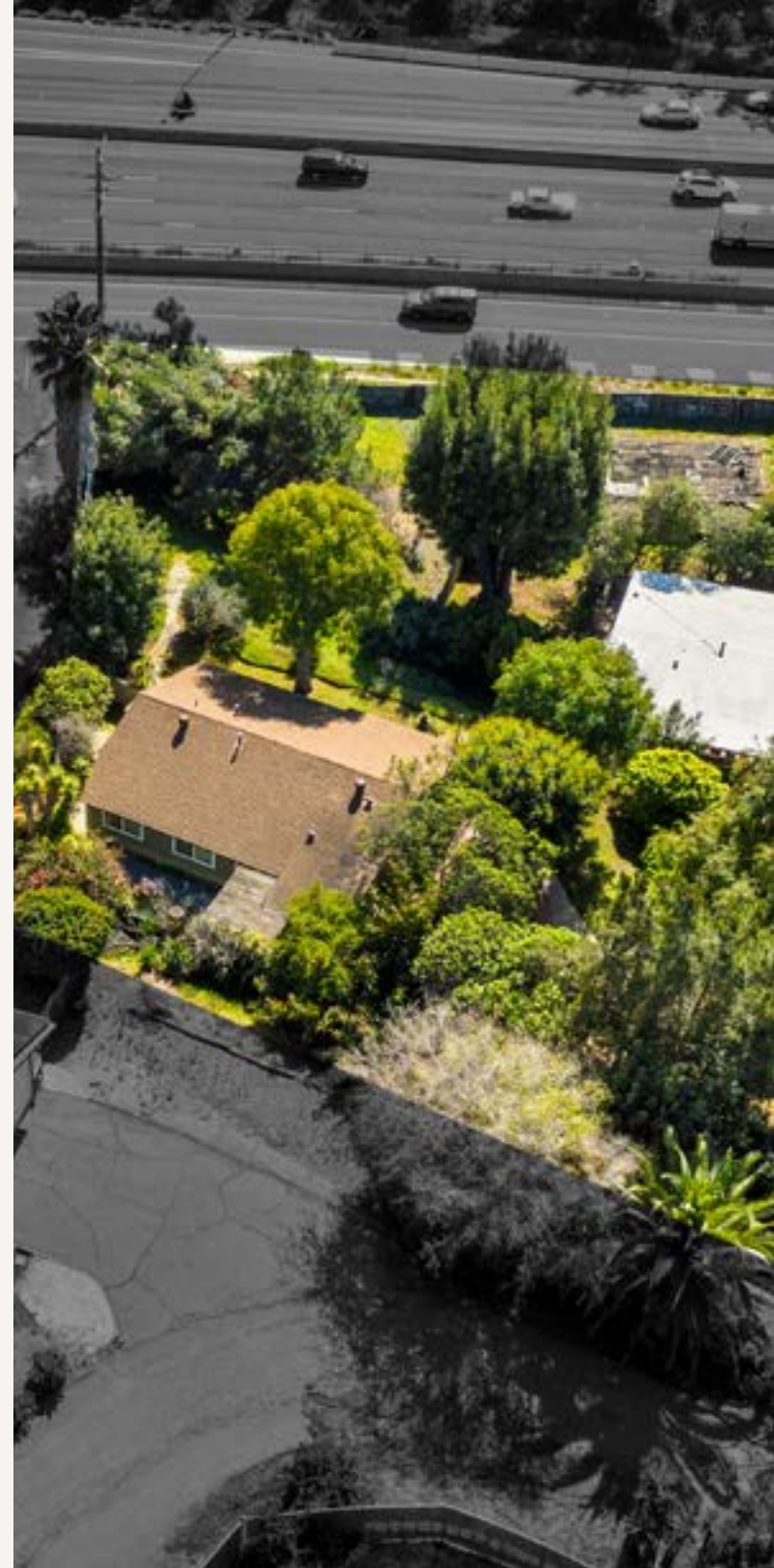
Proposed MU-C zoning may allow up to approximately 39 dwelling units (45 du/ac × 0.87 acres).

Zoning also permits limited commercial floor area, supporting a mixed-use development concept.

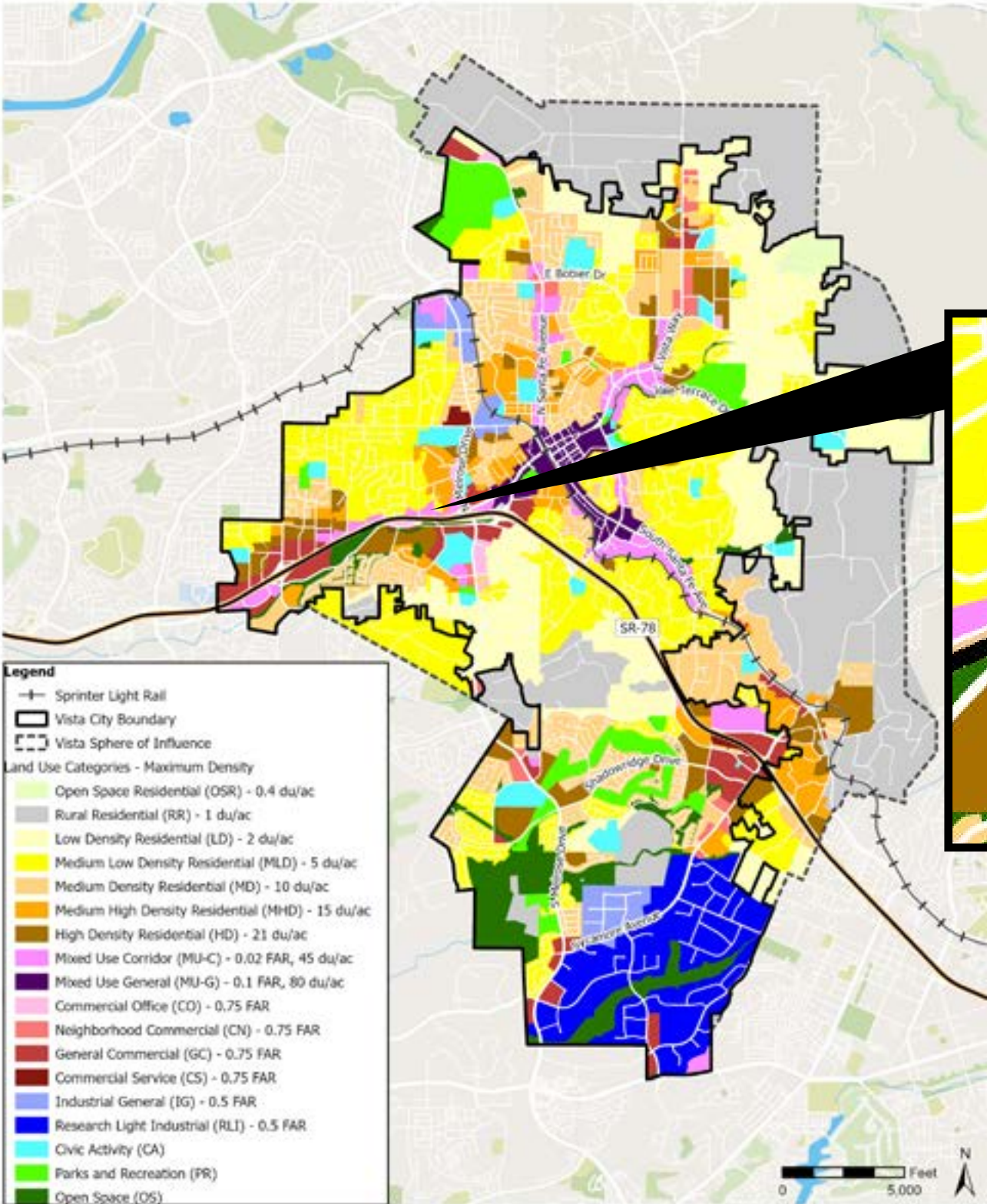
*The property currently includes two residential units and a storage building, providing rental income while entitlement or redevelopment plans are pursued.*



Verification of proposed Vista 2050 land use designation (MU-C) and any associated overlay or specific plan requirements; review latest CoStar demographics, traffic, and spending data (dated 3/13/2026)



# PROPOSED REZONING (MU-C)



Source: Esri, USGS, SanGIS, City of Vista

Verification of proposed Vista 2050 land use designation (MU-C) and any associated overlay or specific plan requirements; review latest CoStar demographics, traffic, and spending data (dated 3/13/2026)





Photos of 3 Bedroom / 2 Bathroom



Photos of 2 Bedroom / 1 Bathroom

## AREA DEMOGRAPHICS

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<b>Radius</b>	<b>Population (2024)</b>	<b>Households (2024)</b>	<b>Median HH Income (2024)</b>	<b>Avg HH Income (2024)</b>
1 Mile	20,270	6,683	\$83,264	\$102,569
3 Miles	146,618	49,015	\$89,842	\$111,406
5 Miles	278,813	95,159	\$92,373	\$116,552

***Daily Traffic Counts (CoStar 2025 Projections): ~134,584 vehicles on Hwy 78; ~10,500 on W Vista Way.***

# 2024 ANNUAL CONSUMER SPENDING

Radius	1 Mile	3 Miles	5 Miles
<b>Total Spending</b>	<b>\$245,806</b>	<b>\$1,893,521</b>	<b>\$3,781,979</b>
Apparel	\$12,581	\$96,785	\$189,680
Entertainment	\$34,599	\$272,925	\$549,038
Food	\$65,956	\$504,898	\$996,517
Household	\$39,025	\$313,137	\$636,278
Transportation	\$67,271	\$488,182	\$967,697
Healthcare	\$10,685	\$86,914	\$175,762
Education/Day Care	\$15,689	\$130,680	\$267,008





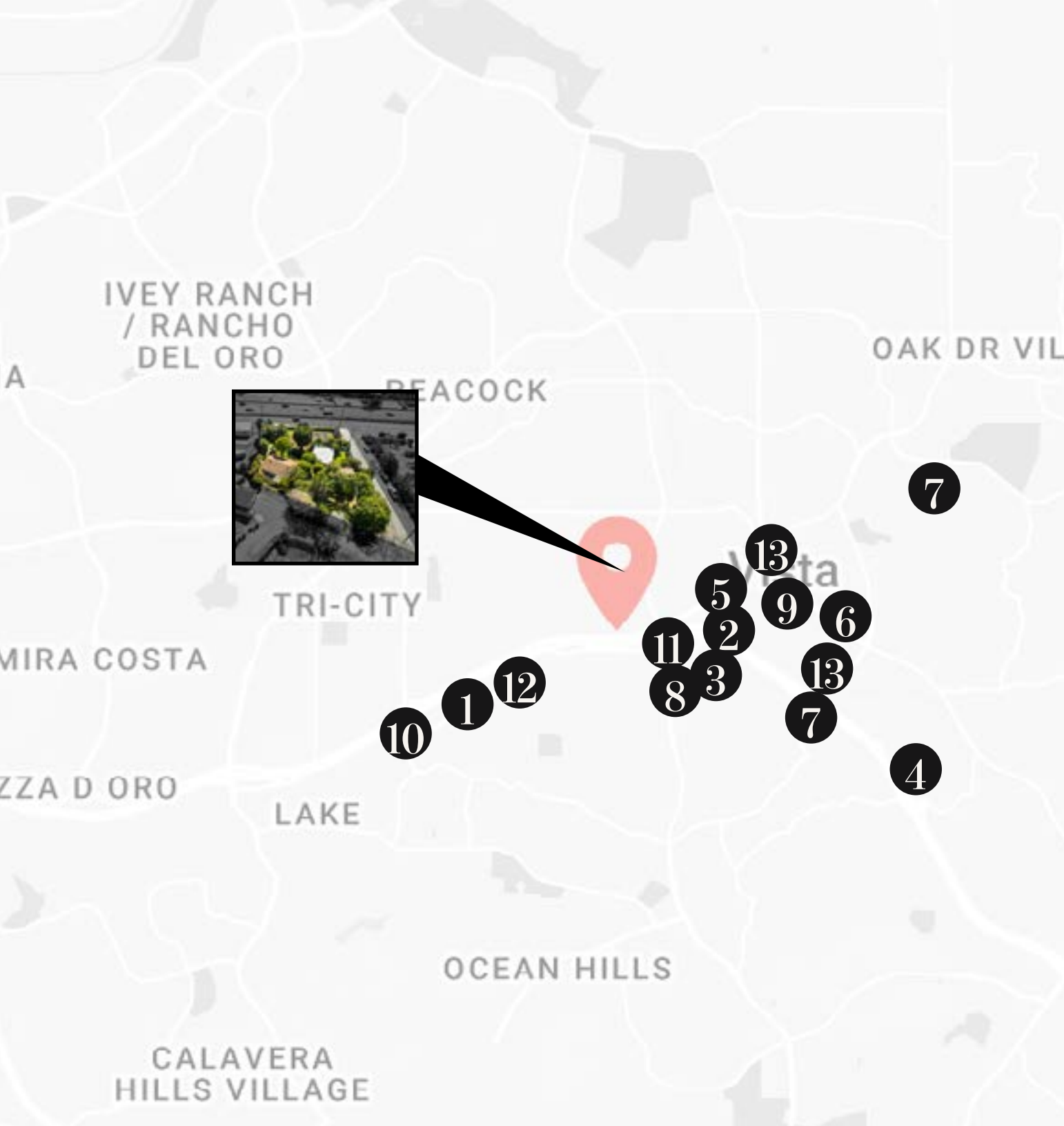
# VISTA

Located in North San Diego County, the city of Vista sits along the highly traveled California State Route 78 corridor, approximately seven miles inland from the Pacific Ocean. The city provides convenient access to nearby coastal employment centers including Oceanside, Carlsbad, and San Marcos. With a population of roughly 100,000 residents, Vista continues to experience steady growth and expanding commercial activity.

The subject property is positioned along W Vista Way, a primary commercial corridor that connects directly to California State Route 78 and provides regional access to Interstate 5. The corridor supports strong commuter traffic and serves surrounding residential neighborhoods and retail centers.

Vista's economy is supported by a diverse mix of industries including advanced manufacturing, technology, healthcare, and food and beverage production. Combined with continued residential growth and strong regional connectivity, Vista remains an attractive North County submarket for investors and businesses seeking visibility and long term growth.

# RETAILERS & AMENITIES



## RETAILERS

- 1 COSTCO
- 2 FOOD 4 LESS
- 3 VISTA FARMERS MARKET
- 4 TARGET
- 5 LOWE'S
- 7

## RESTAURANTS

- 6 MCDONALD'S
- 7 STARBUCKS
- 8 EINSTEIN BROS. BAGELS
- 9 CHICK-FIL-A
- 10 IN-N-OUT

## MISCELLANEOUS

- 11 VISTA VILALGE
- 12 DELAMO MOTORSPORTS
- 13 WAVE WATERPARK

# SURROUNDING COMMUNITIES



1

OCEANSIDE



2

CARLSBAD



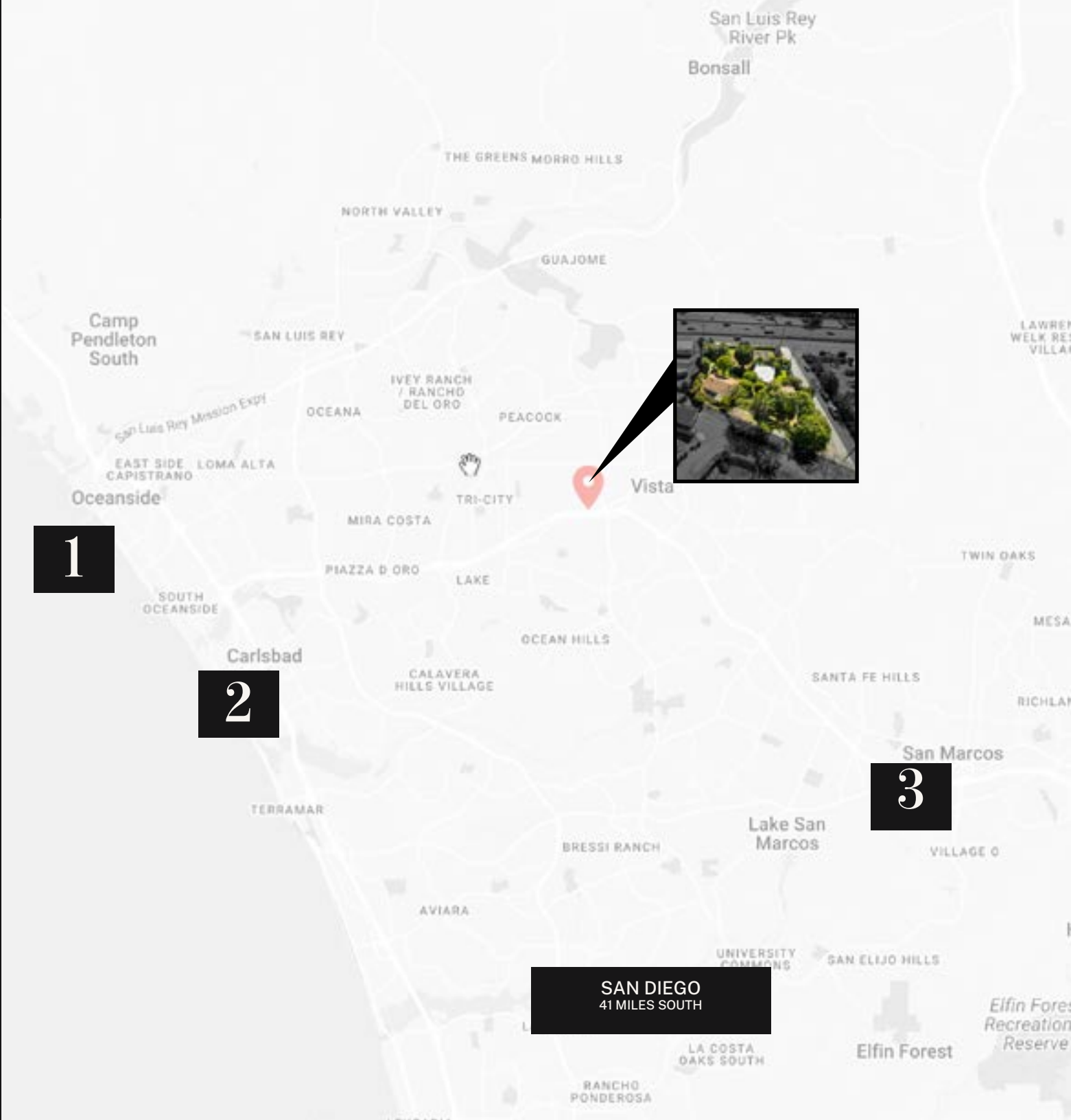
3

SAN MARCOS



4

SAN DIEGO  
41 MILES SOUTH





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