

1523

South Coast Highway

OCEANSIDE, CA 92054

Rare Investment Opportunity
Coastal Commercial Building with Abundant Parking
Flexible C2 Zoning



FOR SALE/FOR LEASE

- 4,961 Sq Ft Building on 24,289 SF Lot
- List Price: \$3,968,800
- Lease Rate: \$3.95/SF + NNN

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DISCLAIMER

This Memorandum contains select information pertaining to the Property and the Owner, and does not purport to be all-inclusive or contain all or part of the information which prospective investors may require to evaluate a purchase of the Property. The information contained in this Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. All information is presented "as is" without representation or warranty of any kind. Such information includes estimates based on forward-looking assumptions relating to the general economy, market conditions, competition and other factors which are subject to uncertainty and may not represent the current or future performance of the Property. All references to acreages, square footages, and other measurements are approximations. This Memorandum describes certain documents, including leases and other materials, in summary form. These summaries may not be complete nor accurate descriptions of the full agreements referenced. Additional information and an opportunity to inspect the Property may be made available to qualified prospective purchasers. You are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent legal and financial advisors, and carefully investigate the economics of this transaction and Property's suitability for your needs. ANY RELIANCE ON THE CONTENT OF THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.

The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions at any time with or without notice to you. All offers, counteroffers, and negotiations shall be non-binding and neither Urban West Ventures, nor the Owner shall have any legal commitment or obligation except as set forth in a fully executed, definitive purchase and sale agreement delivered by the Owner.

CONFIDENTIALITY AGREEMENT

Your receipt of this Memorandum constitutes your acknowledgment that (i) it is a confidential Memorandum solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property, (ii) you will hold it in the strictest confidence, (iii) you will not disclose it or its contents to any third party without the prior written authorization of the owner of the Property ("Owner") or Urban West Ventures, Inc., and (iv) you will not use any part of this Memorandum in any manner detrimental to the Owner or Urban West Ventures, Inc.

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THE OPPORTUNITY

Urban West Ventures, Inc., as Exclusive Listing Broker, proudly presents a *rare commercial real estate investment opportunity* in North County San Diego's single coolest submarket – South "O". The opportunity allows an Owner-Occupant or Investor to acquire a Hwy 101-fronting stand-alone commercial building with abundant parking, industrial-grade power (400 amps) and flexible zoning.

The Subject Property – **1523 S Coast Hwy, Oceanside, CA 92054** – offers a 4,961 Sq Ft commercial building currently built out with high-image office improvements & positioned on a 24,289 Sq Ft lot (0.57 acres) (APN: 153-030-04-00). 22 surface parking spaces are accompanied by a highly attractive rear lot/yard allowing for overflow parking and/or an Occupant's creative uses. An additional 'bonus' metal/steel-construction building on the rear yard compliments the main building with an additional 567 Sq Ft.

New Ownership will find significant value in the building's 5 electronically operated, grade-level, glass rollup doors, the substantial plumbing due to men & women's locker rooms as well as 2 SDGE panels, 250 Amps and 400 Amps, respectively.

This Opportunity seeks a dynamic Owner-Occupant to maximize the property's best & highest potential.



PROPERTY OVERVIEW

Market:	North County San Diego
Submarket:	Coastal South Oceanside
Property Type:	General Commercial
Zoning:	C2 - Coastal Zone
APN:	153-030-04-00
Address:	1523 S Coast Hwy, Oceanside, CA 92054
Main Building:	4,961 Sq Ft
Lot Size:	24,289 Ft (0.57 AC)
Floor Area Ratio:	0.21
Construction:	Masonry
Year Built/Renovated:	1958/2021
Frontage:	73' on Coast Hwy 101
Walk Score:	77 – Very Walkable
Parking:	22 Surface
Power:	2 Panels – 250 Amps / 400 Amps
Loading:	5 Grade Level Rollup Doors
Gas:	Yes
Bonus Building:	567 Sq Ft

Lease Rate: \$3.95/SF + NNN

Sale Price: \$3,968,800 (\$800/SF Building // \$163/SF Land)

Video Tour:

<https://www.youtube.com/watch?v=RVyrh6fFMOo&t=18s>

Matterport Virtual Tour:

<https://my.matterport.com/show/?m=LWL62TDGGPN&brand=0>



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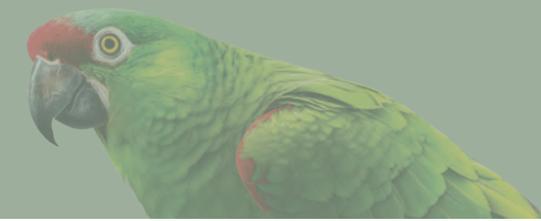
CADRE Lic#: 02100353



ZONING

CITY OF OCEANSIDE C2-COASTAL ZONE // ZONING USES

All Buyers / Tenants shall verify specific uses with City of Oceanside Zoning Department directly.



P – Permitted / U-Use Permit / ACUP – Administrative Use Permit / -- Not Permitted

Airports, Heliports, Landing Field	U	Delicatessens	P	Meat market or delicatessens	P	Restaurants, tea rooms or cafes (excluding dancing or entertainment)	P
Ambulance Services	U	Dress or millinery shops	P	Medical professional	P	Restaurants with cocktail lounges (including dance floor)	P
Amusement Parks	P	Drive-in facilities	U	Motor vehicle rental and sales	U	Restaurant fast food	P
Arcades	U	Drug stores	P	Natural mineral resources development	U	w/ drive-thru or drive-up	U
Automobile repairing	P	Dry cleaning	P	Newspaper, printers	P	Retail, wholesale or service businesses catering directly to the consumer	P
Automobile service stations	U	Dry goods or notion stores	P	Office professional	P	Sanitary landfills	U
Bakeries	P	Florist shops	P	Office uses above 1st story	P	Schools and Colleges	U
Barber shops/ beauty parlor	P	Food and beverage kiosk	U	Public parking facilities - Natural mineral resources development (and related uses)	U	Secondhand stores	U
Bars & cocktail lounges (not associated with restaurant)	U	Frozen food locker	P	Parking lots or structures (commercial)	U	Self-service laundromats	U
Bathhouses	U	Gift, sundries, souvenir shops	P	Pawnshops	U	Sewage disposal plants	U
Boat sales, supplies & service	P	Miniature golf courses, driving ranges (separate from standard golf course)	U	Photo engraving	P	Shoe stores or repair stores	P
Book or stationary stores	P	Golf course (public or private)	U	Personal storage facilities	U	Shooting gallery	U
Breweries, Craft Tier 1	A	Greenhouses (no retail sales)	U	Poolrooms and billiard parlors	U	Swap lots	U
Tier 2 and/or abutting residential Zones, churches, or schools	U	Grocery stores (except convenience food stores)	P	Private security agency	P	Tailors, clothing or apparel stores	P
Campgrounds & RV parks	U	Gun shops	U	Public buildings or lands owned and/or operated by Federal, State or City	P	Tattoo parlors	P
Car washes	U	Hardware stores	P	Public utility stations, yards, wells and other similar facilities	U	Theaters – open air, drive-ins	U
Clubs, meeting places, lodges etc.	U	High-rise structures	U	Race tracks (animal or auto) rodeos, fairgrounds and similar facilities	U	Theaters	U
Coastal related uses (other)	P	Hospitals	U	Radio/ television transmitters-commercial	U	Timeshare resorts	P
Columbariums, crematories, mausoleums, mortuaries	U	Hotels, Motels & Tourist Cottages	U	Recreational equipment rental/sales	P	Trade and specialty schools	U
Commercial fishing, diving and sportfishing; supplies and service	P	Institutions (philanthropic/eleemosynary)	P	Recreation facilities (private commercial)	U	Upholstering shops	P
Community buildings and public uses	P	Jewelry stores	P	Religious assembly	U	Wineries, Craft	
Convenience food store	U	Kennels/ vet facilities (within a soundproofed building)	P	Residential 20 units or more less than 20 units (subject to R-3 stds)	U	Tier 1	A
Dance halls	U	Light equipment rental yards	U	Restaurants, cafés and snack bars	P	Tier 2 and/or abutting residential zones, churches, or schools	U
Daycare facilities	U	Liquor store	U				
		Locker clubs	U				
		Massage parlors	U				

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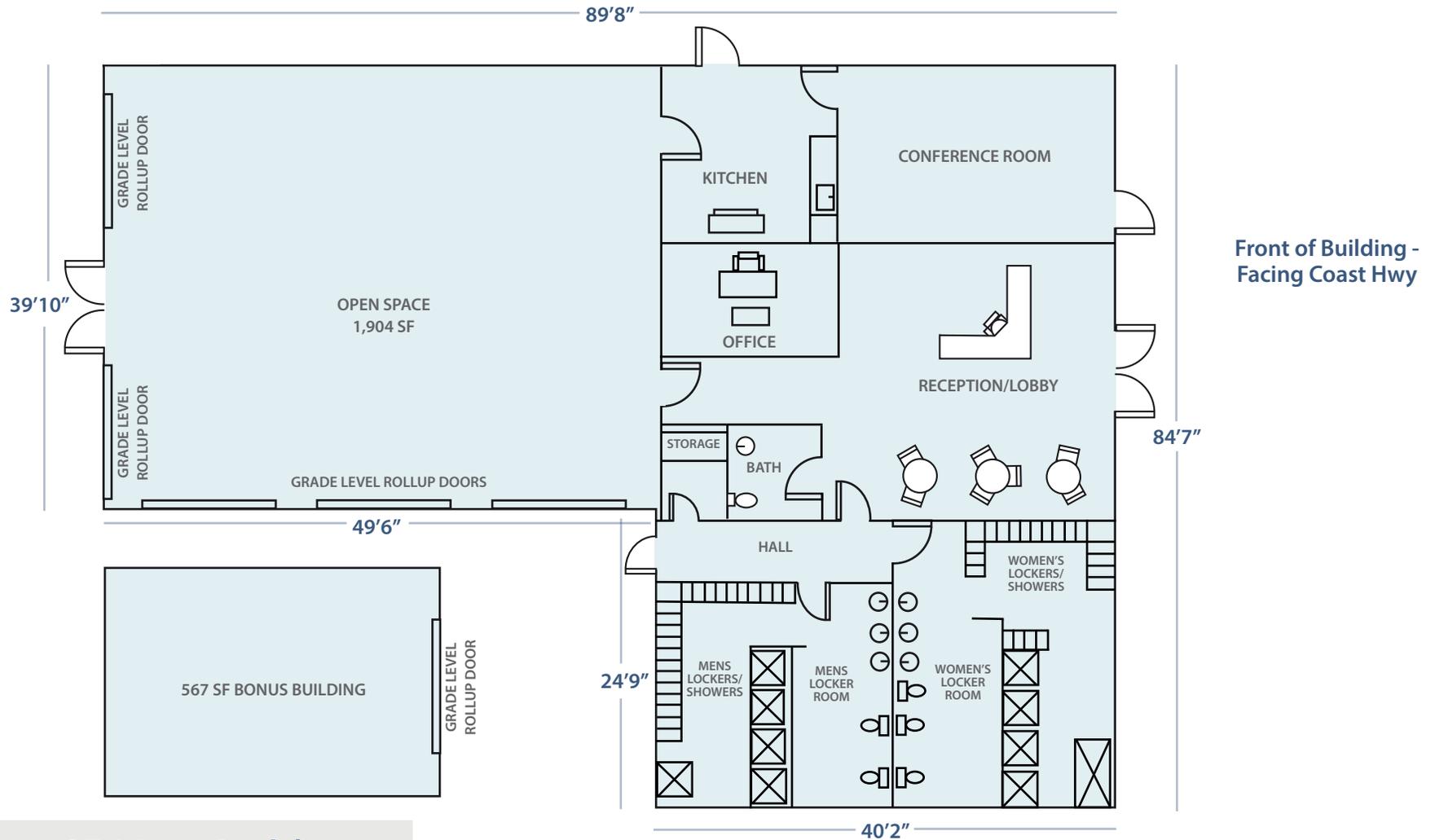
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FLOOR PLAN

1523 S Coast Hwy, Oceanside, CA 92054



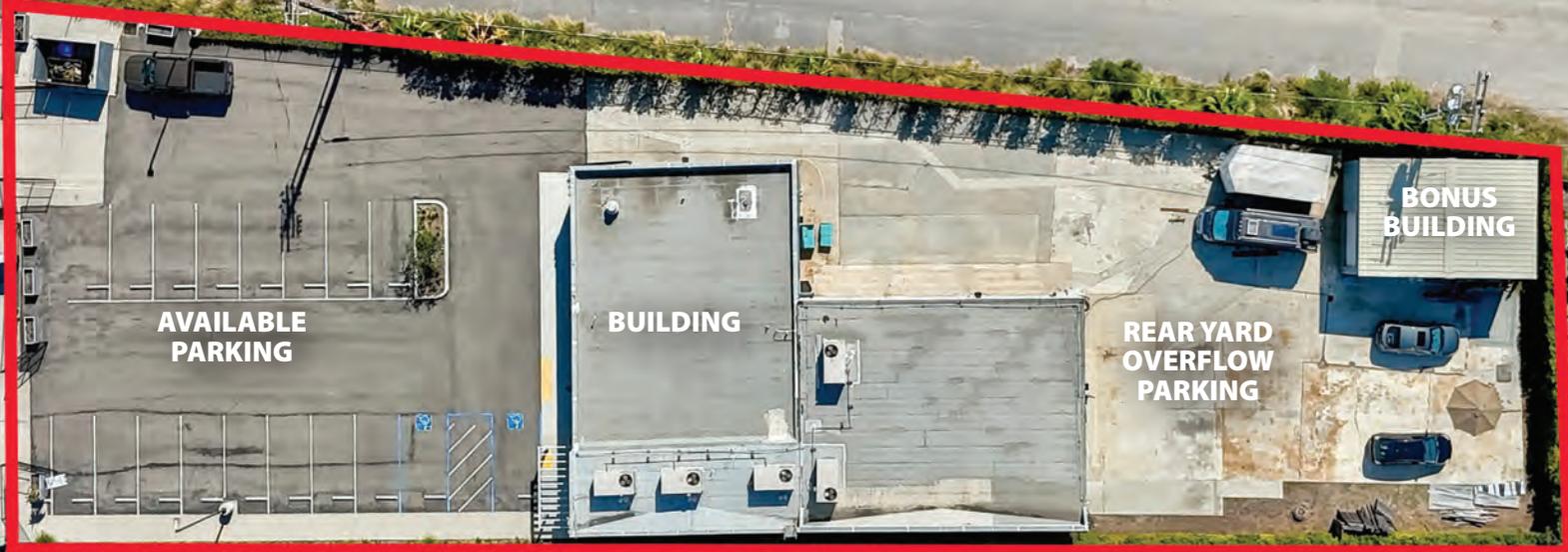
Floor plan not drawn to scale

- 4,961 SF Main Building
- 567 SF Bonus Building
- 24,289 SF Lot Size

VIRTUAL TOUR



SOUTH COAST HWY



AVAILABLE
PARKING

BUILDING

BONUS
BUILDING

REAR YARD
OVERFLOW
PARKING

Estimated



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CoreOfficeGroup.com

INVESTMENT OVERVIEW



- List Price: \$3,968,800
- \$/Sq Ft Pricing: \$800/SF on Building / \$163/SF on Lot Size
- Lease Rate: \$3.95/SF/MO + NNN
- Projected Y1 NOI: \$235,151
- Going-In Cap Rate: 5.9%
- AVG Cap Rate (10yr term): 6.8%
- Term Cap Rate: 8.4%

INVESTMENT HIGHLIGHTS



- Ideal 1031 Replacement Property
- Desirable South Oceanside Coastal Asset
- Rare Stand-Alone Commercial Building WITH PLENTIFUL PARKING

PROPERTY HIGHLIGHTS



- 24,289 Sq Ft Lot (0.57 Acres)
- 73' Frontage of Historic Coast Highway 101
- Upscale/Modern Interior Improvements
- 5 Grade Level Glass Rollup Doors - Electronic
- RARE - Heavy Power – 2 Panels Offering 250 & 400 Amps
- M & W Locker Rooms = Significant In-Place Plumbing
- Rear Lot/Yard – Revenue Generating, Parking, Storage, Etc.
- 567 Sq Ft 'Bonus' Metal Building
- Fully Fenced & Secured Property

MARKET FUNDAMENTALS – SOUTH OCEANSIDE – NON-APARTMENT COMMERCIAL



- Inventory Sq Ft: 1,409,562 SF
- Existing Buildings: 279
- Vacancy Rate: 6.7%
- 2025 Sales Volume: \$54.7M
- 2025 Sales Transactions: 16
- Current Sale Listings: 5 (March 2026)



SALE COMPS

COASTAL OCEANSIDE / 2025 & 2026 TRANSACTIONS

SALE COMPS – TRANSACTED

Commercial Buildings 1,500 SF – 10,000 SF

10 Sale Comps | High - \$1,034/SF | Low - \$624/SF | Median - \$848/SF | Average - \$816/SF



407 Minnesota Ave.
Sale Price: \$2,230,232
COE: 3/26/25
RBA: 2,156 SF
\$/SF: \$1,034/SF



103 S Tremont St
Sale Price: \$3,850,000
COE: 7/10/25
RBA: 4,298 SF
\$/SF: \$895/SF



610-612 Mission Ave
Sale Price: \$2,700,000
COE: 7/23/25
RBA: 4,070 SF
\$/SF: \$663/SF



510 Vista Way
Sale Price: \$5,504,685
COE: 3/26/25
RBA: 5,643 SF
\$/SF: \$975/SF



1940 S Freeman St
Sale Price: \$4,470,465
COE: 3/26/25
RBA: 5,578 SF
\$/SF: \$801/SF



602 S Tremont St
Sale Price: \$1,799,656
COE: 3/26/25
RBA: 2,830 SF
\$/SF: \$635/SF



101-103 S Coast Hwy
Sale Price: \$1,800,000
COE: 1/26/26
RBA: 1,860 SF
\$/SF: \$967/SF



603-609 Vista Way
Sale Price: \$2,900,000
COE: 1/20/26
RBA: 4,298 SF
\$/SF: \$674/SF



818 Mission Ave
Sale Price: \$1,250,000
COE: 7/28/25
RBA: 2,001 SF
\$/SF: \$624/SF



302-306 Wisconsin Ave
Sale Price: \$2,400,000
COE: 11/4/25
RBA: 2,650 SF
\$/SF: \$905/SF



SALE COMPS

COASTAL OCEANSIDE / 2025 & 2026 TRANSACTIONS

CURRENTLY ON MARKET

Commercial Buildings 1,500 SF – 10,000 SF

6 Sale Comps | High - \$1,267/SF | Low - \$555/SF | Median - \$833/SF | Average - \$897/SF



1434 S Coast Hwy
RBA: 3,550 SF
List Price: \$4,500,000
\$/SF: \$1,267/SF
Lot Size: 22,651 SF
Yr Built: 1985



302 Oceanside Blvd
RBA: 5,000 SF
List Price: \$4,500,000
\$/SF: \$900/SF
Lot Size: 10,019 SF
Yr Built: 1969



110 S Freeman St
RBA: 2,700 SF
List Price: \$2,000,000
\$/SF: \$740/SF
Lot Size: 4,792 SF
Yr Built: 1965



612 S Coast Hwy
RBA: 1,034 SF
List Price: \$1,195,000
\$/SF: \$1,155/SF
Lot Size: 4,792 SF
Yr Built: 1918



1221 Vista Way
RBA: 4,891 SF
List Price: \$3,750,000
\$/SF: \$766/SF
Lot Size: 60,113 SF
Yr Built: 1972



525 S Coast Hwy
RBA: 8,550 SF
List Price: \$4,750,000
\$/SF: \$555/SF
Lot Size: 14,091 SF
Yr Built: 2000



SALE COMPS

COASTAL OCEANSIDE / 2025 & 2026 TRANSACTIONS

SALE COMPS – TRANSACTED

Land-Development Deals 10,000 SF – 30,000 SF

6 Sale Comps | High - \$227/SF | Low - \$88/SF | Median - \$190/SF | Average - \$180/SF



324 S Tremont St
Sale Price: \$3,550,000
COE: 10/15/25
Lot Size: 15,582 SF
\$/SF: \$227/SF



716 Seagaze Drive
Sale Price: \$3,000,000
COE: 4/24/25
Lot Size: 15,246 SF
\$/SF: \$196/SF



310 S Tremont St
Sale Price: \$1,750,000
COE: 9/18/25
Lot Size: 10,454 SF
\$/SF: \$167/SF



1111 S Coast Hwy
Sale Price: \$3,650,000
COE: 11/12/25
Lot Size: 16,553 SF
\$/SF: \$220/SF



901 N Coast Hwy
Sale Price: \$8,971,428
COE: 1/20/26
Lot Size: 48,352 SF
\$/SF: \$185/SF



815 N Coast Hwy
Sale Price: \$2,378,572
COE: 1/20/26
Lot Size: 27,007 SF
\$/SF: \$88/SF

CURRENTLY ON-MARKET

Land-Development Deals Under 50k SF Lot Size

4 Sale Comps | High - \$508/SF | Low - \$100/SF | Median - \$200/SF | Average - \$200/SF



215-217 S Myers St
List Price: \$4,995,000
Lot Size: 9,829 SF
\$/SF: \$508/SF



1434 S Coast Hwy
List Price: \$4,500,000
Lot Size: 22,651 SF
\$/SF: \$198/SF



1009 Coast Hwy
List Price: \$1,585,000
Lot Size: 7,840 SF
\$/SF: \$202/SF

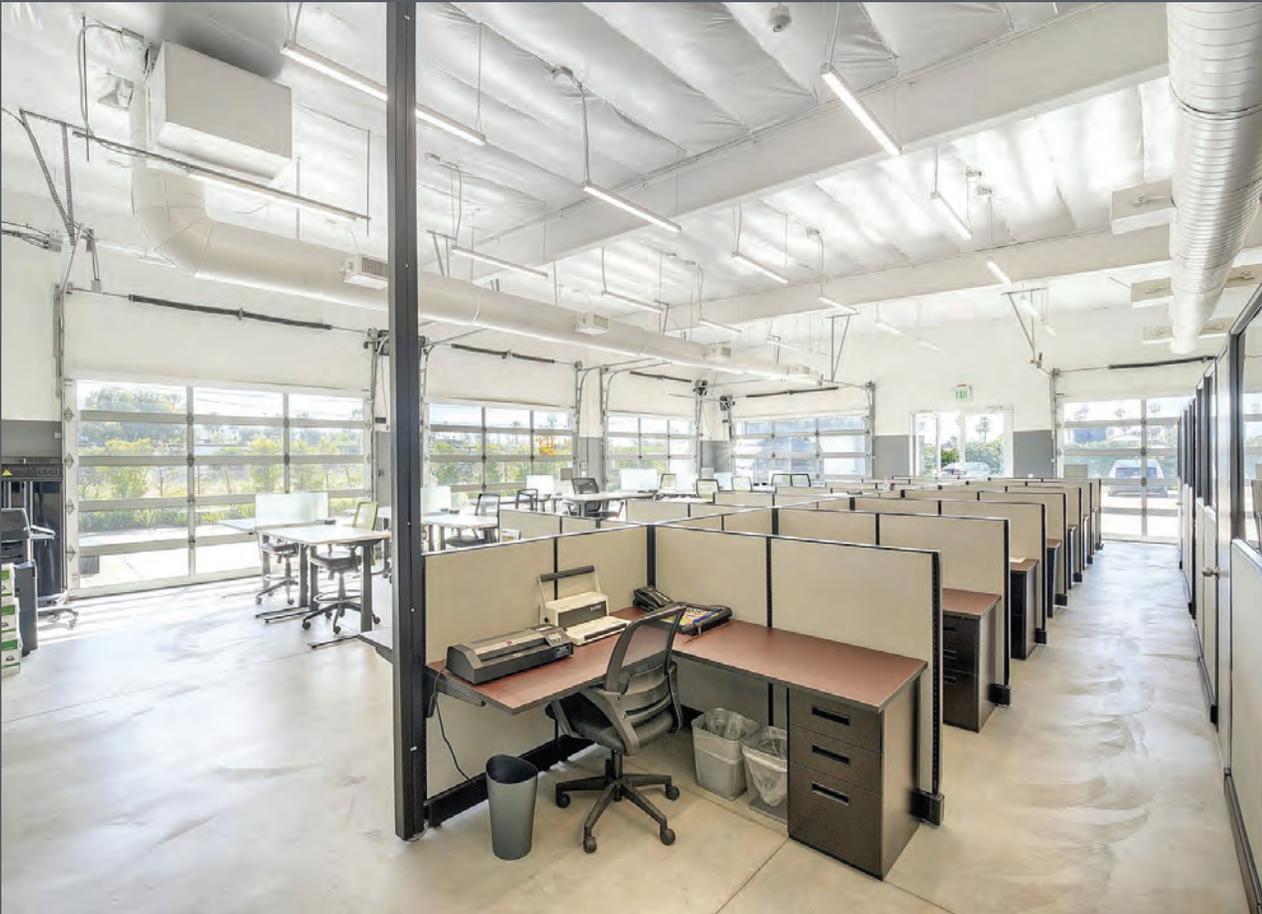
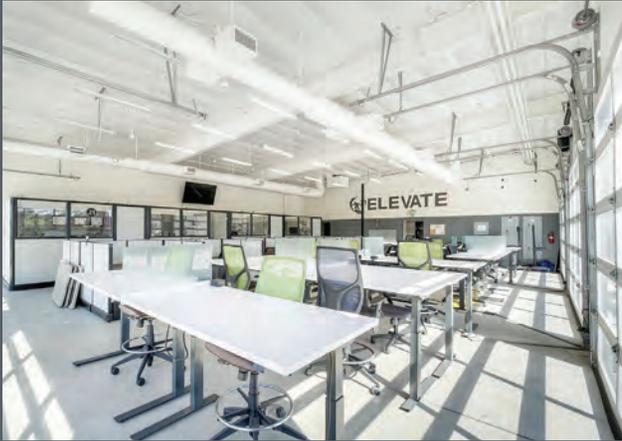


1635 Minnesota Ave
List Price: \$799,000
Lot Size: 7,969 SF
\$/SF: \$100/SF

VIRTUAL TOUR





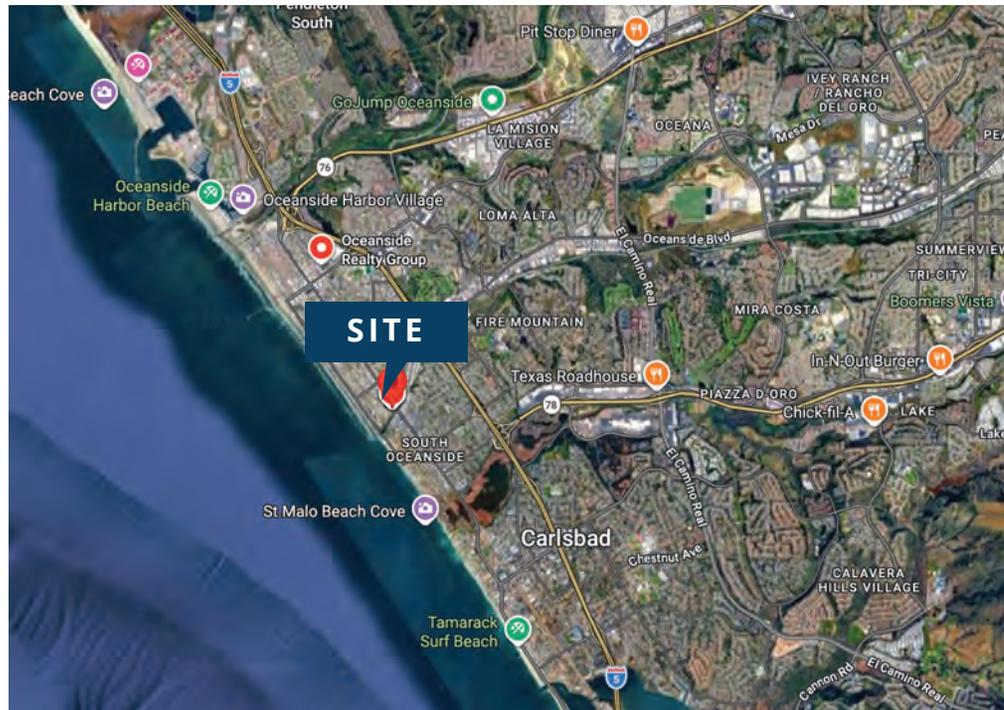
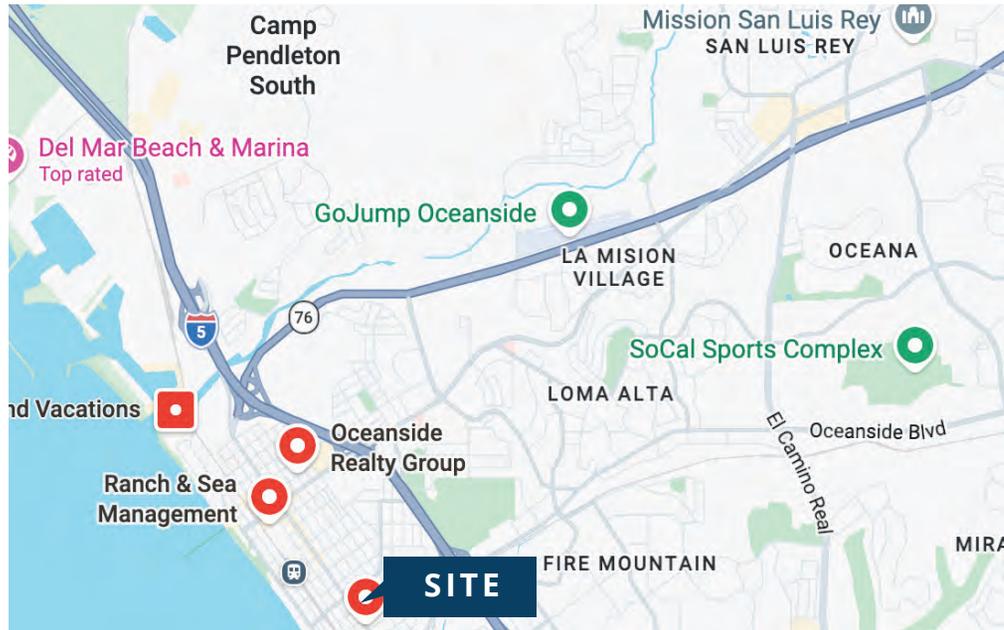




Exterior



LOCATION OVERVIEW



TRAVEL TIMES



Walk & Bike Proximity - Oceanside

- Breeze Bus Stop N/B – 75 feet
- South O Brewing & Vigilante Coffee – 1 block
- Surf Bowl(ing) – 1 block
- Sprinter Train Stop – 1+ blocks
- Buccaneer Beach Access – 2 blocks
- Breeze Bus Stop S/B – 2 blocks
- Primo's Market – 2 blocks
- Privateer Pizza & Wine Bar – 2+ blocks
- Beach Break Café – 3+ blocks
- Wrench & Rodent Seabrasstropub – 4+ blocks
- Cassidy Sreet Beach – 6 blocks
- Oceanside Transit Center – 7 blocks
- Oceanside Pier – 12 blocks

Area Attractions

- Carlsbad Village – 1.4 Miles
- Goat Hill Golf Course – 1.7 Miles
- Oceanside Harbor – 2.6 Miles
- Camp Pendleton Marine Corps Base – 2.8 Miles
- Oceanside Municipal Airport – 3.5 Miles
- El Camino Country Club – 3.5 Miles
- Frontwave Arena – 5.1 Miles
- Mission San Luis Rey – 5.4 Miles
- Legoland California – 5.8 Miles
- McClellan-Palomar (Carlsbad) Airport – 8 Miles

Drive Time Proximity – Major Vehicular Arteries

- I-5 Access – 0.9 Miles
- CA-78 Access – 1.2 Miles
- CA-76 Access – 2.1 Miles
- I-15 Access – 17.6 Miles
- I-8 Access – 34.6 Miles

Drive Time Proximity – Surrounding Areas

- Encinitas – 11.1 Miles
- Del Mar – 16.7 Miles
- scondido – 19.1 Miles
- San Clemente – 22.4 Miles
- La Jolla Village – 26.5 Miles
- San Diego International Airport – 36.7 Miles
- Downtown San Diego – 36.6 Miles
- US/MEX Border – 51.6 Miles
- Los Angeles – 92.2 Miles





BUCCANEER BEACH

NCTD COASTER LINE

1523 S COAST HWY



LOMA ALTA FOOTPATH TO BUCCANEER BEACH

COAST HWY

LOCATION

AREA HIGHLIGHTS - WEST FACING



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**1523 S COAST
HWY**

COAST HWY

**LOMA ALTA
FOOTPATH TO
BUCCANEER
BEACH**



LOCATION

AREA HIGHLIGHTS - EAST FACING

VIRTUAL TOUR 



SOUTH OCEANSIDE

A Coastal Submarket Defined by Authenticity, Walkability, and Strategic Repositioning

South Oceanside represents one of Southern California's most compelling coastal infill submarkets — a rare combination of rooted surf culture, accelerating commercial reinvestment, strong residential demand drivers, and highly constrained supply.

Located along the southern corridor of Oceanside, just north of Carlsbad and within North County San Diego, South Oceanside ("South O") has evolved from a historically blue-collar beach enclave into a design-forward, lifestyle-oriented community — without losing the authenticity that made it desirable in the first place.

Unlike master-planned coastal developments, South O's growth has been organic and incremental. Its character was not manufactured. It was built over decades by surfers, military families, small business owners, and local entrepreneurs. That cultural foundation has created a resilient identity — one that continues to attract capital, residents, and experiential retail operators seeking something real.

Today, South Oceanside stands at the intersection of lifestyle and investment opportunity: a surf-rooted neighborhood experiencing thoughtful commercial repositioning, growing foot traffic, and sustained residential demand in a supply-constrained coastal environment.

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DEMOGRAPHICS

Radius	2 Mile		5 Mile		10 Mile	
Population						
2029 Projection	42,592		160,085		450,563	
2024 Estimate	42,351		160,420		453,307	
2020 Census	39,873		157,512		454,391	
Growth 2024 - 2029	0.57%		-0.21%		-0.61%	
Growth 2020 - 2024	6.21%		1.85%		-0.24%	
2024 Population by Hispanic Origin	15,092		52,364		158,822	
2024 Population	42,351		160,420		453,307	
White	24,043	56.77%	91,743	57.19%	248,576	54.84%
Black	1,101	2.60%	5,648	3.52%	13,535	2.99%
Am. Indian & Alaskan	523	1.23%	1,820	1.13%	5,575	1.23%
Asian	1,480	3.49%	9,696	6.04%	29,857	6.59%
Hawaiian & Pacific Island	319	0.75%	1,431	0.89%	3,529	0.78%
Other	14,886	35.15%	50,082	31.22%	152,235	33.58%
U.S. Armed Forces	663		10,918		21,373	
Households						
2029 Projection	17,971		59,442		157,183	
2024 Estimate	17,816		59,528		158,231	
2020 Census	16,477		58,125		158,743	
Growth 2024 - 2029	0.87%		-0.14%		-0.66%	
Growth 2020 - 2024	8.13%		2.41%		-0.32%	
Owner Occupied	6,685	37.52%	28,575	48.00%	89,801	56.75%
Renter Occupied	11,131	62.48%	30,954	52.00%	68,430	43.25%
2024 Households by HH Income						
Income: <\$25,000	3,116	17.49%	9,090	15.27%	18,854	11.92%
Income: \$25,000 - \$50,000	2,841	15.94%	8,981	15.09%	21,810	13.78%
Income: \$50,000 - \$75,000	3,127	17.55%	10,372	17.42%	24,237	15.32%
Income: \$75,000 - \$100,000	2,088	11.72%	7,127	11.97%	18,669	11.80%
Income: \$100,000 - \$125,000	1,848	10.37%	6,211	10.43%	17,426	11.01%
Income: \$125,000 - \$150,000	1,440	8.08%	4,724	7.94%	13,390	8.46%
Income: \$150,000 - \$200,000	1,413	7.93%	5,661	9.51%	18,798	11.88%
Income: \$200,000+	1,945	10.92%	7,363	12.37%	25,046	15.83%
2024 Avg Household Income	\$100,469		\$106,873		\$120,642	
2024 Med Household Income	\$73,572		\$79,635		\$94,033	



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