

CONCEPTUALLY PLANNED 39 UNIT MULTI-FAMILY DEVELOPMENT OPPORTUNITY

745 S SANTA FE AVE | VISTA, CA 92083



- PRIME CORNER LOT IN DOWNTOWN VISTA
- GENERAL PLAN UPDATE IN PROCESS TO ALLOW 80 DU/AC
- SUBJECT PROPERTY FALLS WITHIN SB79
- QUALIFIED OPPORTUNITY ZONE

Asking Price:
\$1,895,000

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PROPERTY HIGHLIGHTS

Total Site Area:	0.35 Acres or 15,248 Square Feet
Location:	The subject property is located at 745 S Santa Fe Ave in Vista, California. The property is located between two major freeways providing direct access to I-15 and Highway 78.
Property Profile:	The subject property is located off South Santa Fe Ave in the heart of downtown Vista, within the vibrant and well-known Vista Village. Conceptual design studies have been completed by a well-known architect, outlining a plan for 39 dwelling units, including 3 live-work lofts. The current design consists of a single building with an average unit size of 808 square feet. A buyer may choose to leverage the progress already made by the seller and proceed with entitlements for the existing plans, or explore alternative development options.
Jurisdiction:	City of Vista
APN:	179-051-20-00
Zoning:	SPI (Link to Zoning)
Opportunity Zone:	Yes (Link to Opportunity Zones) (Vista's Opportunity Zone City of Vista)
SB79:	(Link to SB79)
Community Plan Area:	Downtown Vista Specific Plan
Subdistrict:	Paseo Santa Fe – Arts & Culture District
General Plan:	Mixed Use

Max Height:	60 Feet Maximum but can be superseded by State Density Bonus Law for qualified housing projects.
Density:	40 du/ac* <i>*The conceptual plans for this project are based on the New General Plan Update, which is expected to be approved in the 4th quarter of 2025 or 1st quarter of 2026 and will permit up to 80 dwelling units per acre.</i>
Projected DIF Fees:	\$35,275 per unit (estimate) based on 808/SF units (Link to Estimated DIF Summary) <i>*Note: Current Plans meet City of Vista's Inclusionary Housing Requirements (9% affordable units), therefore Inclusionary Housing fee is waived.</i>
School District:	Vista Unified School District
Services:	Water- Vista Irrigation District Sewer- The City of Vista and the Buena Sanitation District Gas/Electric- SDG&E Fire- Vista Fire Department Police- San Diego County Sheriff's Department



CONCEPTUAL PLAN HIGHLIGHTS

Conceptual Designs for 39 dwelling units

Unit mix consists of **20 one-bedroom units, 16 two-bedroom units & 3 live-work lofts**
[\(Link to Plans\)](#)

Average unit size is **808 square feet**

Conceptual designs include 26 parking spaces, at 0.67/unit

Walkable to neighborhood shops, restaurants, and grocery stores

Project is in Qualified Opportunity Zone

Located in between two transit stations (0.4 & 0.9 miles from subject property)



RENT COMPARABLES

PICTURE	PROJECT	ADDRESS	BEDS	BATH	RENT	SQFT	\$/SF
	The Rylan Apartments	100 Main St Vista, CA 92083	1	1	\$2,892.00	764	\$3.79
	La Sabila	2357 S Santa Fe Ave Vista, CA 92083	Studio	1	\$1,590.00	435	\$3.66
	Found Lofts	516 S Santa Fe Ave Vista, CA 92084	Studio	1	\$2,491.00	515	\$4.84
	Creekside Apartments	215 Vista Village Dr Vista, CA 92083	1	1	\$2,475.00	767	\$3.23
	Creekside Apartments	215 Vista Village Dr Vista, CA 92083	2	1	\$2,950.00	925	\$3.19







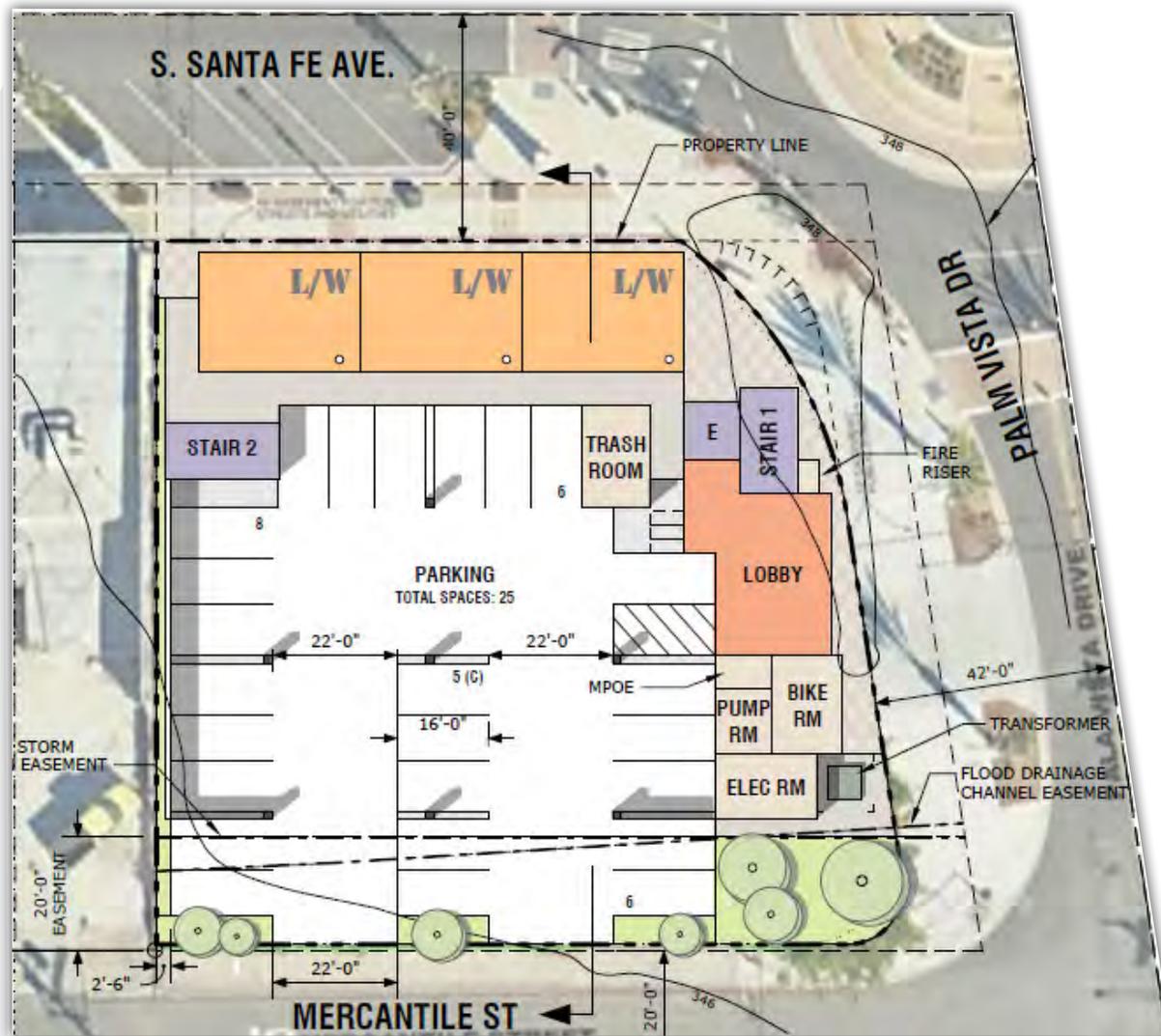


Pala Vista Dr

Mercantile St

S Santa Fe Ave

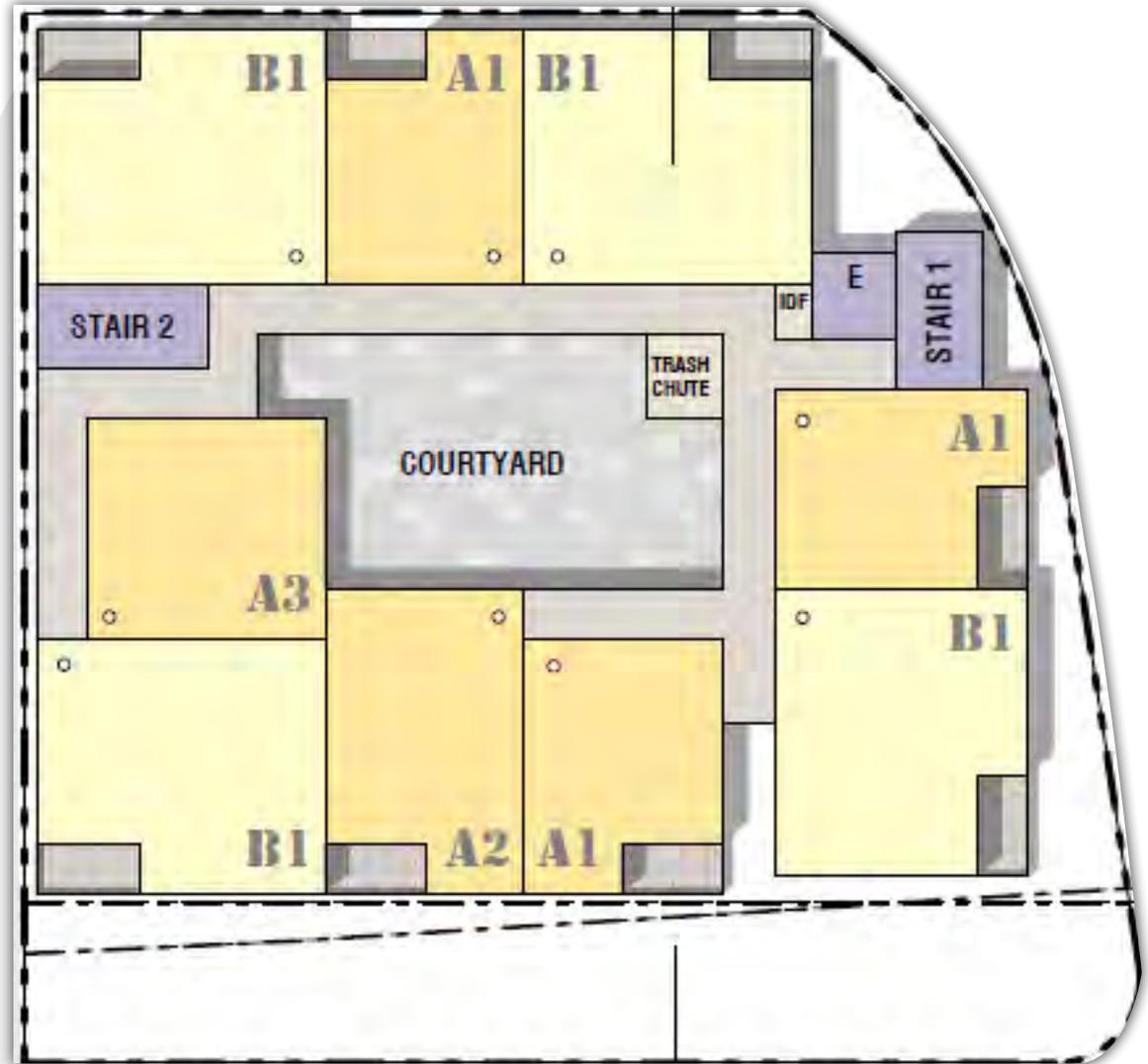
CONCEPTUAL DESIGN



LEVEL 1 - SITE PLAN



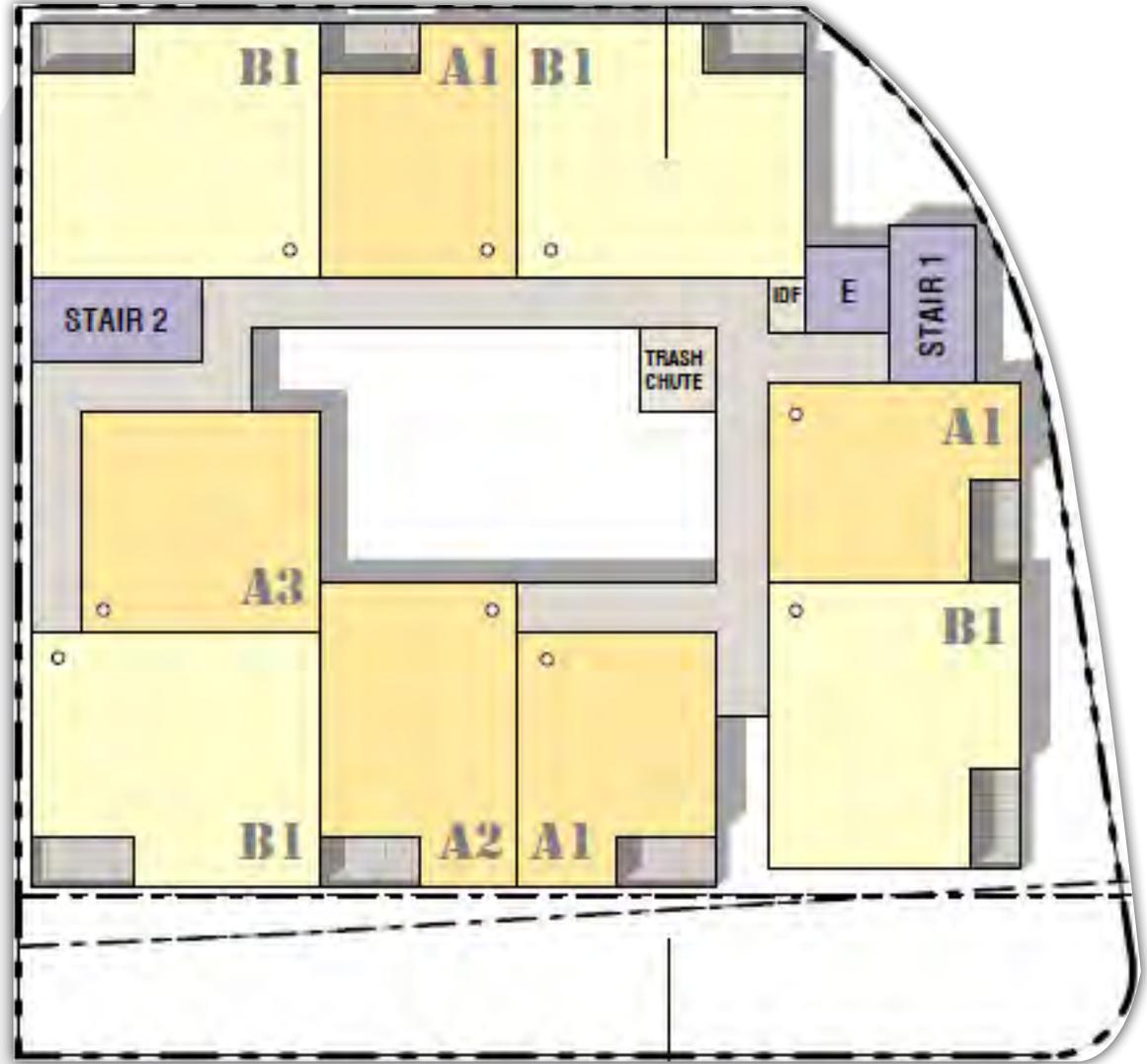
CONCEPTUAL DESIGN



LEVEL 2 - SITE PLAN



CONCEPTUAL DESIGN



LEVEL 3-5 - SITE PLAN



CITY OF VISTA OVERVIEW

The City of Vista is home to over 6,000 businesses and a workforce of more than 40,000 people. Strategically located in North County San Diego, Vista is a key hub for manufacturing, clean technology, and the craft beer industry—earning recognition as one of the top cities for small business in the region.

Vista is known for its balance of business-friendly policies and high quality of life. With a walkable historic downtown, award-winning breweries, and a growing arts and culture scene, the city attracts both residents and investors. Vista remains highly supportive of responsible development, with ongoing revitalization efforts focused on areas like Paseo Santa Fe and the downtown corridor, offering expanded opportunities for mixed-use, residential, and commercial growth.

VISTA EMPLOYMENT

Situated in the heart of Vista, just off West Vista Way, this community is surrounded by a dynamic employment environment with strong presence in education, healthcare, manufacturing, retail, and consumer goods. Major local employers—including Vista Unified School District, Cue Health Inc, Watkins Manufacturing, Costco Wholesale, and Dr. Bronner’s Magic Soaps, provide a wide range of career opportunities and contribute to a stable local economy. With nearby workforce resources and strong connections to regional training programs, Vista supports sustained job growth and quality employment options for residents.



VISTA DEMOGRAPHICS (2024)



92K

POPULATION



\$133K

AVG HH INCOME



4K

BUSINESSES



40K

EMPLOYEES

Demographic Source: Applied Geographic Solutions 11/2024, TIGER Geography - RS1

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