

Townhome Development Opportunity High Growth Market | 15 Units

326 Plumosa Avenue, Vista, CA 92083



Rendering

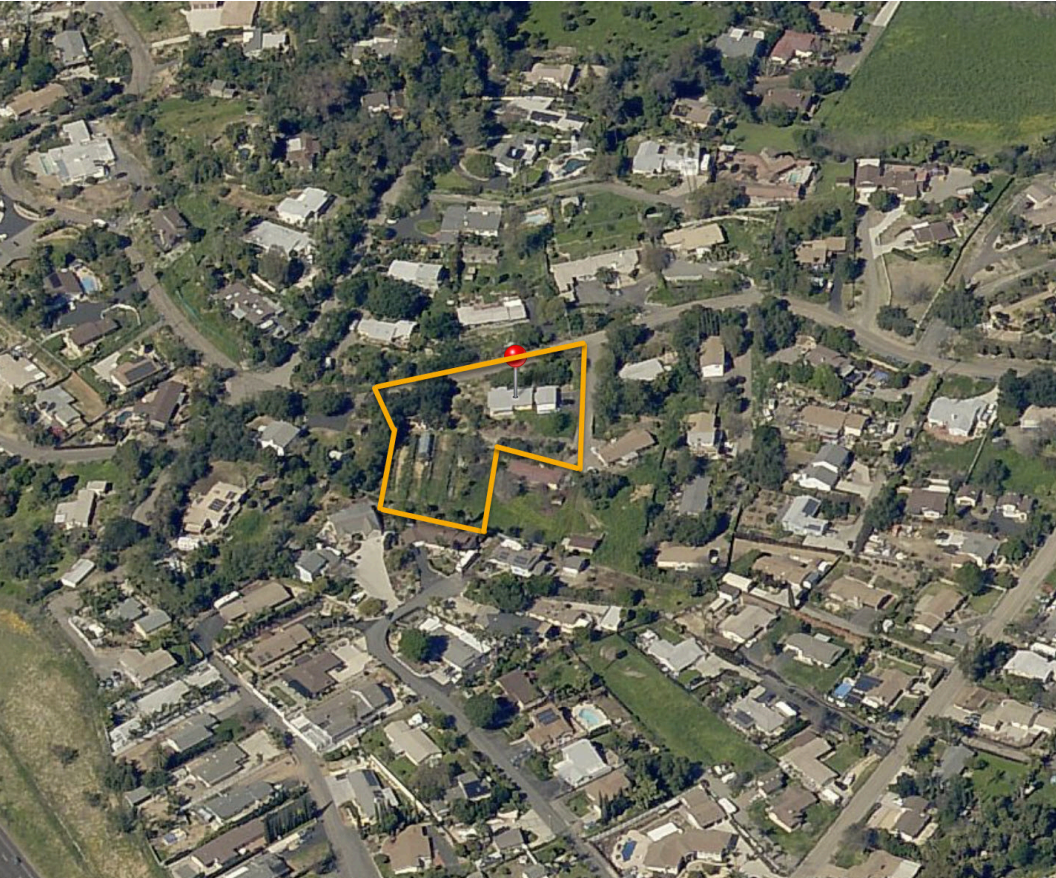


KWC CARMEL VALLEY / DEL MAR

12750 High Bluff Drive, Ste. 300
San Diego, CA 92130

ELIZABETH BRIGNON, MBA, MSRE, CCIM

Director of Commercial Services
C: (619) 540-4208
ebrignon@kwcommercial.com
01899405, CA



Property Highlights

- Proposed 15-Unit Townhome Site in Vista, CA
- VR-15 Zoning (County of San Diego) with sewer service available through the City of Vista
- Growth market with strong rental demand and limited supply, while just 7 miles from the Pacific Ocean.
- Transit-oriented site less than 1 mile from the Sprinter Rail Line, linking Oceanside to Escondido.
- Close proximity to downtown Vista, area retail and commercial services as well as direct access to SR-78 Freeway.
- Considered one of San Diego's strongest craft beer hubs!
- Call Broker for Access to Plans and Reports.

Property
WEBSITE

Rare opportunity to develop 15 units by right on 1.05 acres of previously developed land in one of North County's most diverse and growing submarkets. Ideally positioned just 7 miles from the coast, minutes from the Sprinter Rail transit and major employment corridors, the site offers strong appeal for residential development in a high demand market.

This transit-oriented site provides immediate access to the 78 Freeway, area retail and commercial services, while maintaining the privacy and tranquility of a quiet suburban neighborhood. The area features parks, golf courses, equestrian facilities, and botanical gardens with family-friendly amenities and strong recreation attracting long-term residents.

Take advantage of SB 684, streamlining approvals for select small-lot subdivision developments, or pursue ministerial approval for the 15-unit project significantly reducing the development timeline. Seller has submitted an application for the 15 unit project with the County of San Diego, and all plans and reports are available for review.

The two parcel property includes an existing single-family home (3BR/2BA) currently renting for \$2,700/month, providing immediate income throughout the planning and approval process. All utilities are available on-site. With planning in process and an income-generating asset in place, don't miss an ideal opportunity to secure a well-positioned property with minimized approval risk.

Property Overview

Potential for 15 Townhomes

Sale Price \$1,175,000

Proposed Units 15 Townhomes

Land Area 1.05 AC

Price Per Door \$78,000 / Unit

Zoning VR 15- County of San Diego

Existing Improvements 1,500 SF Single Family Home
3br/ 2ba

Community Planning Area North County Metro

APN 217-092-49 and 50



Location

Vista is a diverse submarket in northern San Diego County, about 7 miles inland from the Pacific Ocean and 35 miles north of downtown San Diego. It is located in North County San Diego, bordered by Oceanside, Carlsbad, and San Marcos, with convenient access to all via Highway 78 (the “SR-78 Corridor”).

Known for its mild Mediterranean climate, rolling hills, and a blend of suburban and semi-rural neighborhoods, Vista offers a mix of residential areas, light industrial parks, and retail centers, along with strong community amenities. It maintains a balance of family-oriented suburban living and economic activity, with both large employers and small businesses present.

Vista has a diverse local economy, with concentrations in manufacturing, biotech, craft brewing, and specialty food production. It is home to over 20 craft breweries, giving it a reputation as one of San Diego County’s most active beer hubs. With a population of about 100,000 residents (2023 estimates), the median household income is roughly \$82,000, which is higher than the U.S. average.

The area is comprised of single-family neighborhoods, apartments and townhomes, and has a strong demand for rental housing due to proximity to job centers, schools, and coastal communities. It is served by Vista Unified School District plus nearby colleges like California State University San Marcos and Mira Costa College.



Retail Map

OCEANSIDE



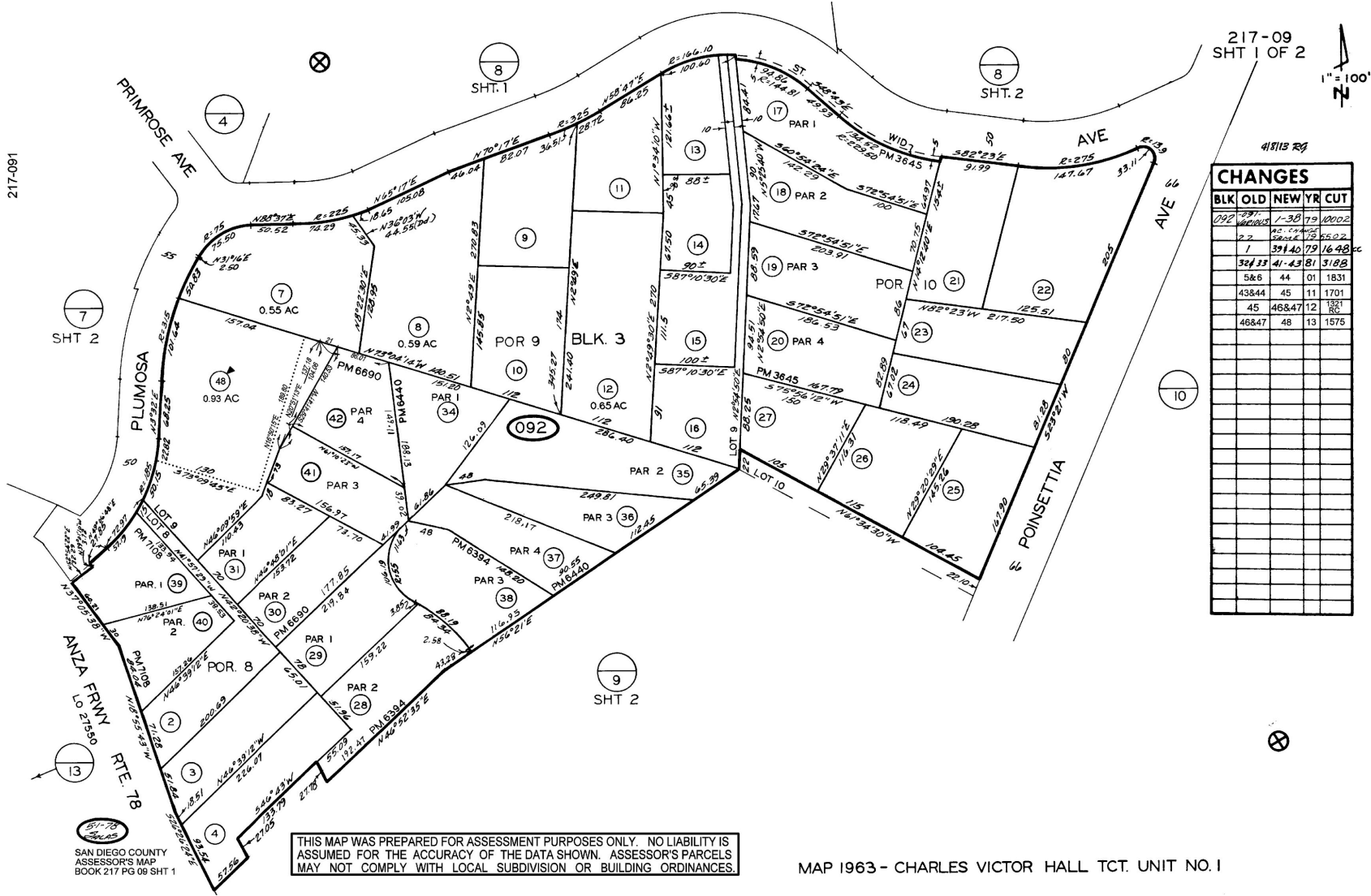
Site Plan

Proposed



15 Townhomes with 21,450 SF Floor Area

Plat Map



Floor Plans

Proposed



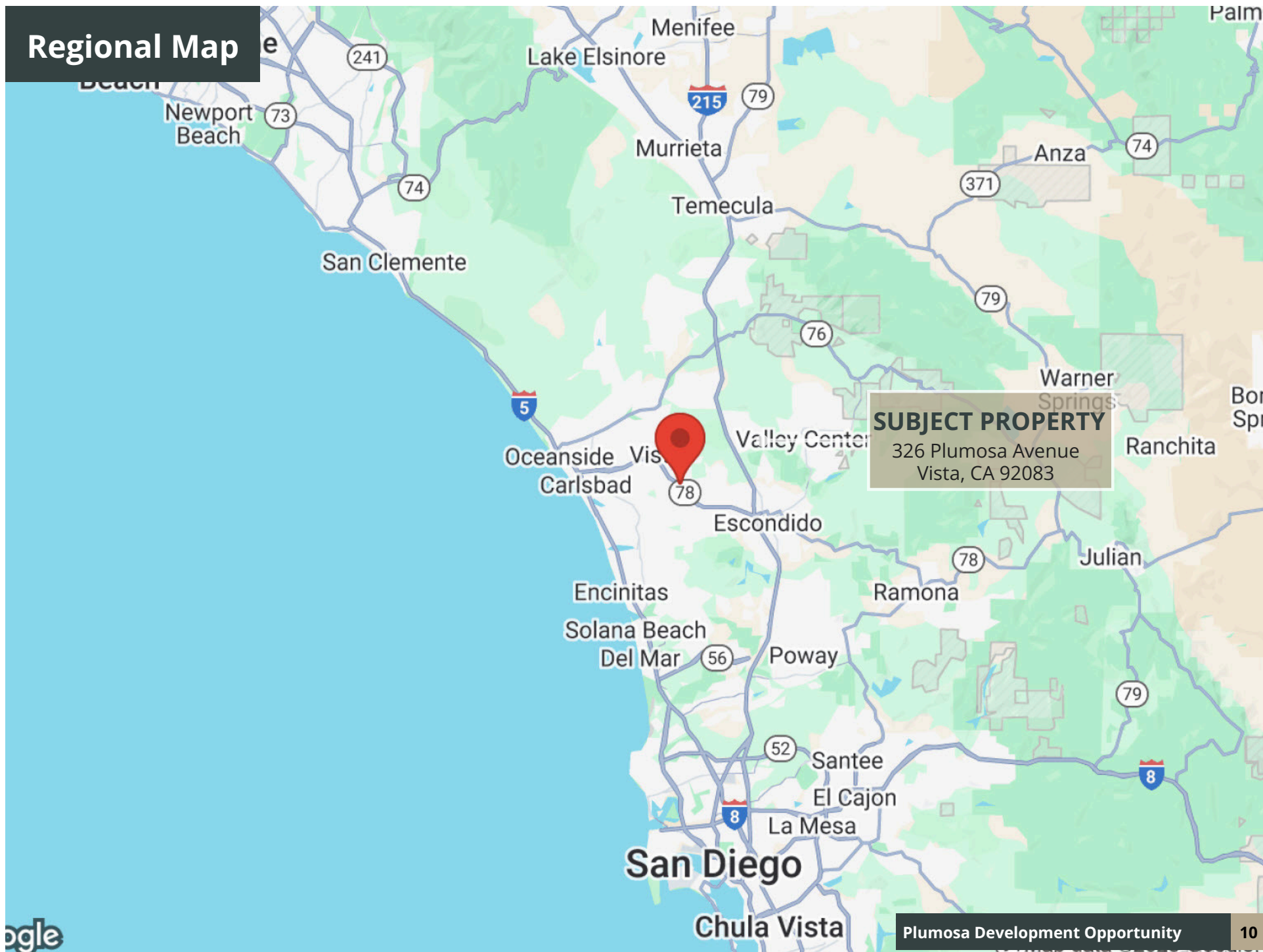
Transit Map | North County Transit District



Close Proximity to Sprinter and Coaster



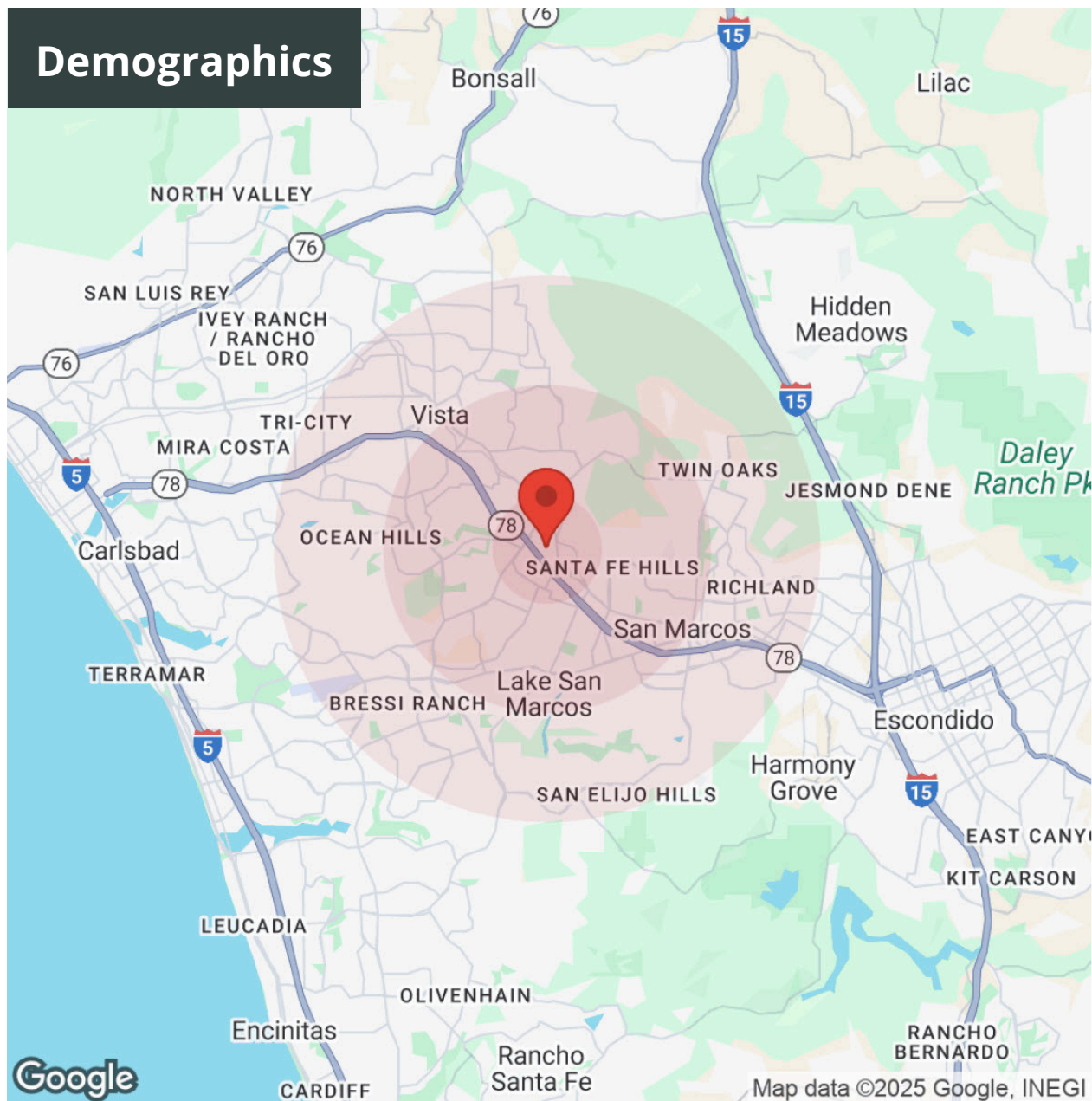
Regional Map



SUBJECT PROPERTY

326 Plumosa Avenue
Vista, CA 92083

Demographics



Population	1 Mile	3 Miles	5 Miles
Male	8,035	46,746	125,446
Female	7,867	46,946	125,415
Total Population	15,902	93,691	250,861

Race	1 Mile	3 Miles	5 Miles
White	5,826	41,805	112,637
Black	475	2,577	7,200
Am In/AK Nat	40	215	577
Hawaiian	56	234	803
Hispanic	7,507	36,530	95,979
Asian	1,476	8,854	24,108
Multi-Racial	501	3,279	8,906
Other	21	187	627

Housing	1 Mile	3 Miles	5 Miles
Total Units	5,417	34,184	89,796
Occupied	5,091	32,121	84,456
Owner Occupied	2,421	18,451	51,284
Renter Occupied	2,670	13,670	33,172
Vacant	326	2,063	5,340

Age	1 Mile	3 Miles	5 Miles
Ages 0-4	905	5,224	14,329
Ages 5-9	1,037	5,725	15,975
Ages 10-14	1,065	5,831	16,226
Ages 15-19	1,169	6,288	17,262
Ages 20-24	1,114	5,621	15,695
Ages 25-29	1,310	6,540	16,545
Ages 30-34	1,335	7,006	18,283
Ages 35-39	1,245	6,951	18,516
Ages 40-44	1,152	6,356	17,656
Ages 45-49	973	5,626	15,625
Ages 50-54	1,016	5,744	15,335
Ages 55-59	898	5,580	14,303
Ages 60-64	811	5,521	14,217
Ages 65-69	693	4,917	12,523
Ages 70-74	519	4,009	10,533
Ages 74-79	315	2,921	7,915
Ages 80-84	170	1,812	4,812
Ages 85+	174	2,020	5,110

Plumosa Ave Development Opportunity

326 Plumosa Avenue, Vista, CA 92083

ELIZABETH BRIGNON, MBA, MSRE, CCIM, CCIM

Director of Commercial Services

C: (619) 540-4208

ebrignon@kwcommercial.com

01899405, CA



KWC CARMEL VALLEY / DEL MAR

12780 High Bluff Drive Suite 130

San Diego, CA 92130

