

MARA
REAL ESTATE

OFFERING MEMORANDUM

702 · 710 · 716

CIVIC CENTER DRIVE

Three-Parcel Mixed-Use Redevelopment Assemblage

Vista, California 92084 · San Diego County



OFFERED AT **\$2,650,000**



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REAL ESTATE

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A Rare Three-Parcel Assemblage on Civic Center Drive

Mara Real Estate is pleased to present the combined sale of 702, 710, and 716 Civic Center Drive — three contiguous parcels totaling ±1.05 acres (45,884 SF) of land along one of Vista’s established commercial corridors in North San Diego County.

Offered together under single ownership, the assemblage delivers a consolidated development footprint with frontage on Civic Center Drive and existing improvements — a 2,350 SF retail building and two single-family residences — that provide interim holding income while a buyer pursues entitlements.

The Civic Center Drive corridor is addressed by the City of Vista’s Mixed-Use (M-U) zone, and conceptual plans by Kirk Moeller Architects illustrate a four-story mixed-use building. The site also lends itself to alternative commercial concepts — each explored in the Development Potential section that follows.

OFFERED AT

\$2,650,000

TOTAL LAND AREA

45,884 SF / ±1.05 AC

PARCELS

3 Contiguous

ZONING / CORRIDOR

Mixed-Use (M-U)

PRICE / LAND SF

≈ \$57.76

Why 702–716 Civic Center Drive



Contiguous Assemblage

Three adjoining parcels under one owner — a development footprint rarely available on Civic Center Drive.



±1.05-Acre Site

45,884 SF of combined land area offering meaningful scale for a consolidated project.



Corridor Frontage

Direct frontage and visibility along Civic Center Drive, an established Vista commercial corridor.



Multiple Development Paths

Mixed-use, multifamily, single-tenant retail, or self-storage — flexibility for a range of buyers.



Interim Income

Existing retail building and two residences can generate holding income during entitlement.



78-Corridor Location

Positioned in fast-growing Vista, minutes from SR-78 and the wider North County market.

Parcel Detail

702

CIVIC CENTER DR

Retail / Commercial

LOT AREA

19,603 SF · 0.45 AC

BUILDING

2,350 SF Retail

YEAR BUILT

1954

APN

179-060-26-00

USE / CORRIDOR

Mixed-Use (M-U)

710

CIVIC CENTER DR

Single-Family Residence

LOT AREA

13,717 SF · 0.32 AC

BUILDING

915 SF · 2BR / 1BA

YEAR BUILT

1953

APN

179-060-55-00

USE / CORRIDOR

Mixed-Use (M-U)

716

CIVIC CENTER DR

Single-Family Residence

LOT AREA

12,564 SF · 0.29 AC

BUILDING

895 SF · 2BR / 1BA

YEAR BUILT

1953 · 1-car garage

APN

179-060-10-00

USE / CORRIDOR

Mixed-Use (M-U)

Conceptual Mixed-Use Redevelopment



710 Civic Center Mixed-Use — Conceptual West Elevation. Kirk Moeller Architects, Inc. (2023).



Ground-Floor Commercial

Conceptual design places active retail / commercial uses at street level along Civic Center Drive.



Residences Above

Upper levels illustrate multifamily residences over the commercial podium in a four-story massing.



A Starting Point

One of several viable concepts. Three scenarios are quantified on the following pages.

Zoning & Entitlement Framework

The assemblage fronts Civic Center Drive, a corridor specifically addressed by the City of Vista’s Mixed-Use (M-U) zone. The M-U zone is designed for combinations of commercial and residential — or stand-alone residential or commercial — giving the site unusual flexibility.

California’s housing framework adds meaningful upside for residential concepts: the State Density Bonus Law, the ministerial corridor-housing pathway of AB 2011, and parking-reduction provisions can expand yield and streamline approvals.



State Density Bonus

Up to +50% density (more with deeper affordability), parking cuts & concessions.



AB 2011 / SB 6

Ministerial, by-right multifamily on commercial corridors meeting affordability & labor standards.



AB 2097

Eliminates parking minimums within ½ mile of major transit (verify transit distance).

M-U ZONE SNAPSHOT (CH. 18.35)

By-right density	40 du / net acre
Max height (by-right)	3 stories / 45 ft
4th story	Special Use Permit / bonus
Civic Center Dr setback	15 ft
Landscaping	15% of site
Min lot size	10,000 SF (site: 45,884)

Multifamily / Mixed-Use Residential

PRIMARY SCENARIO






Illustrative massing per the KMA conceptual elevation.

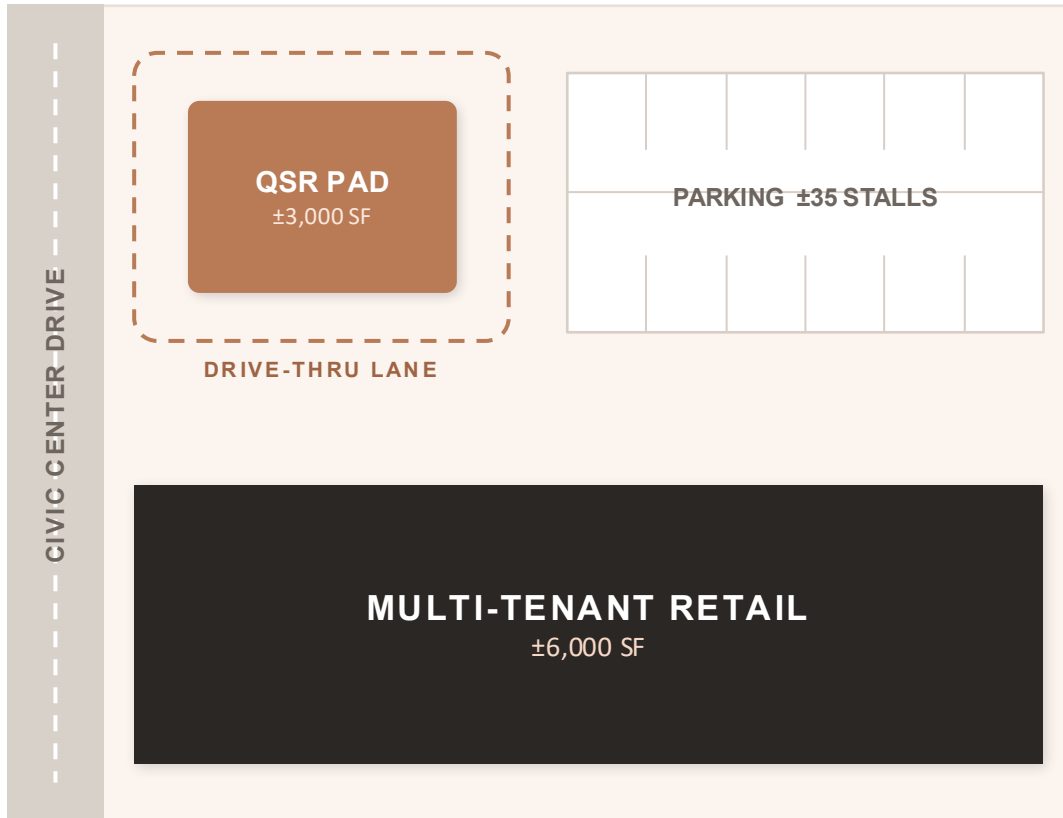
PROGRAM & YIELD

UNITS (BY-RIGHT)	±42 (40 du/ac × 1.05 ac)
UNITS (W/ DENSITY BONUS)	±60 – 63+
BUILDING HEIGHT	3 stories / 45 ft (4th via SUP/bonus)
RESIDENTIAL GBA	±36,000 – 55,000 SF
PARKING	Podium; ±2/unit, reducible by state law

WHY IT WORKS

-  Residential is a by-right use on the M-U corridor — the cleanest entitlement path.
-  AB 2011 + State Density Bonus can add density and streamline approvals (ministerial).
-  Matches the existing KMA four-story mixed-use concept shown above.

Drive-Through Restaurant + Retail



Illustrative site plan — conceptual, not to scale.

PROGRAM

QSR PAD	±2,500 – 3,500 SF w/ drive-through
MULTI-TENANT RETAIL	±5,000 – 8,000 SF shop building
PARKING	±30 – 45 surface stalls
DRIVE-THRU STACKING	±10 – 12 vehicles



Entitlement Note

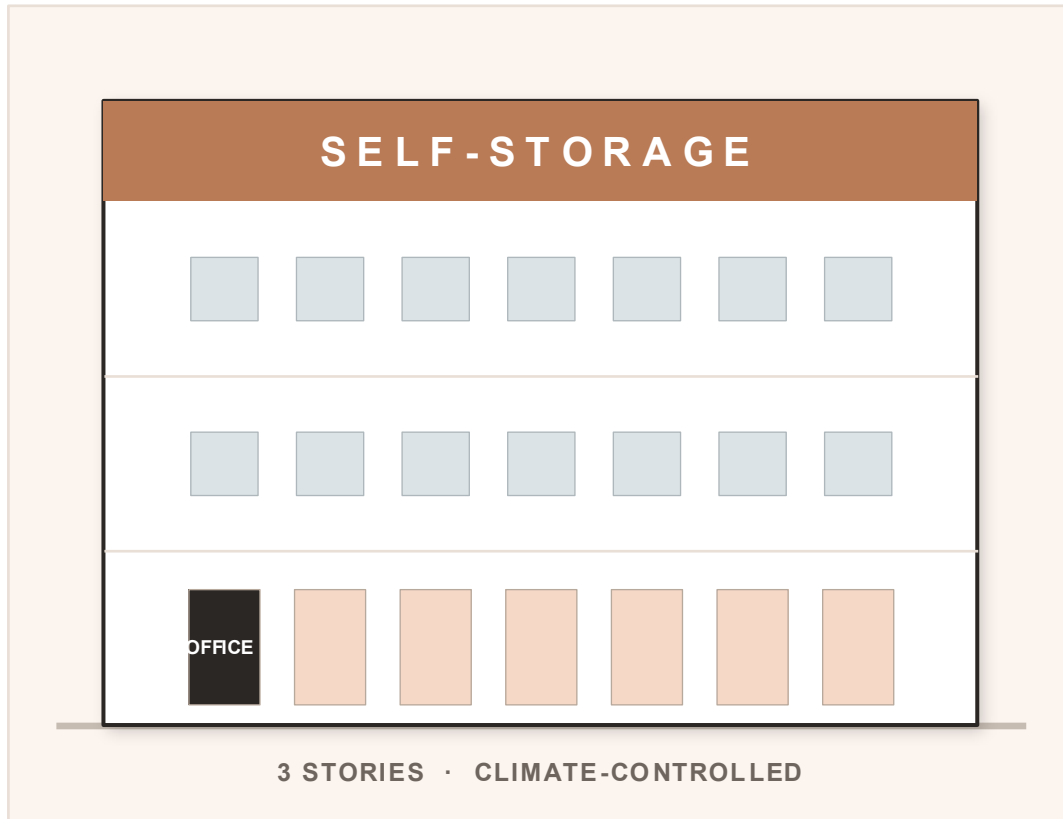
Drive-through restaurants are not a permitted use in the M-U zone. This concept requires commercially-zoned status and a Conditional / Use Permit — confirm with the City of Vista.



Investor Profile

High-visibility corridor frontage and strong daily traffic support credit-tenant, net-lease (NNN) retail income.

Self-Storage



Illustrative massing — conceptual, not to scale.

PROGRAM

STORIES 3 (climate-controlled, elevator)

GROSS BUILDING AREA ±85,000 – 100,000 SF

NET RENTABLE AREA ±62,000 – 75,000 SF

STORAGE UNITS ±600 – 750



Entitlement Note

Self-storage typically requires commercial / industrial zoning and a Conditional Use Permit. Its very low traffic generation can ease review relative to higher-intensity uses — confirm with the City of Vista.



Investor Profile

Low-management, recession-resilient income with strong North County storage demand and minimal parking needs.

Scenario Comparison

Concept	Building Program	Approximate Scale	Entitlement Path	Investor Profile
A · Multifamily / Mixed-Use	1–2 BR apartments; optional ground-floor retail	±42 units by-right; ±60+ with density bonus; 3–4 stories	Strongest — M-U corridor; AB 2011 & density-bonus streamlining	Multifamily developer / merchant builder
B · Drive-Through + Retail	QSR pad + multi-tenant retail shops	QSR ±3,000 SF + retail ±6,000 SF; ±35 stalls	Needs commercial zoning + Use Permit (drive-thru excluded from M-U)	Net-lease (NNN) / retail investor
C · Self-Storage	3-story climate-controlled storage	±90,000 SF GBA; ±650 units	Needs commercial / industrial zoning + CUP	Storage operator / income investor

Preliminary planning estimates based on published City of Vista standards (M-U Zone, Ch. 18.35) and current California housing law. Illustrative only — not entitlements or a guarantee of approvals. Buyer to independently verify zoning, density, height, parking and feasibility with the City of Vista and qualified consultants.

Site & Surroundings



Established Vista Corridor

The parcels front Civic Center Drive, a connective commercial corridor in eastern Vista within San Diego County’s North County region.



Regional Access

Minutes from State Route 78, linking Oceanside and the I-5 to the west with San Marcos, Escondido and I-15 to the east; served by NCTD transit.



Surrounding Uses

Neighboring commercial, multifamily and institutional uses — including nearby learning centers and preschools — anchor steady daytime activity.



Coastal Proximity

Approximately seven miles inland from the Pacific, with Carlsbad, Oceanside and San Marcos all within roughly five to six miles.

Aerial — subject parcels on Civic Center Drive near Sierra Verde Dr.

Vista, California

Located along North San Diego County's SR-78 corridor and roughly seven miles inland from the Pacific, Vista is a charter city of approximately 100,000 residents. The City reports growth of about 8% since 2010 — outpacing the San Diego region — making it one of North County's faster-growing communities.

Vista pairs a relatively young population (median age near 32) with a deep employment base: more than 21 million square feet of commercial, retail and industrial space, high-tech manufacturing and R&D, and a nationally recognized craft-beer cluster — the City bills itself as San Diego's craft-beer capital.

Public investment has reshaped the urban core: the Paseo Santa Fe corridor project transformed nearly a mile of downtown into a walkable, mixed-use street of restaurants and housing — reinforcing local momentum for the kind of infill, mixed-use development envisioned for Civic Center Drive.



≈100K

City population



+8%

Growth since 2010



#1

Craft breweries per capita, CA



7 mi


Inland from the Pacific

Pricing & Valuation


OFFERING PRICE

\$2,650,000

≈ \$57.76 / land SF
 ≈ \$2.52M / acre




45,884 SF
 Total land area (±1.05 AC)



4,160 SF
 Existing improvements

2025 ASSESSED VALUE & PROPERTY TAXES

Parcel	Assessed Value	Annual Taxes
702 Civic Center Dr	\$742,844	\$8,997
710 Civic Center Dr	\$570,398	\$7,470
716 Civic Center Dr	\$570,398	\$7,469
COMBINED	\$1,883,640	\$23,936



Interim Holding Income

The 2,350 SF retail building (702) and two single-family residences (710 & 716) can provide interim income while a buyer pursues entitlements. In-place rents are not warranted and should be independently verified.

CONFIDENTIALITY & DISCLAIMER

Important Notice

This Offering Memorandum has been prepared by Mara Real Estate for the sole purpose of assisting prospective purchasers in evaluating the properties located at 702, 710, and 716 Civic Center Drive, Vista, California 92084. It is delivered on a confidential basis and is intended solely for your limited use in determining whether you wish to pursue acquisition of the properties.

The information contained herein has been obtained from sources believed to be reliable — including third-party property reports, public records, and conceptual architectural materials — but has not been independently verified. All square footages, lot dimensions, acreages, assessed values, taxes, and other figures are approximate and presented “as is” without representation or warranty of any kind.

Development scenarios, unit counts, building sizes, heights, parking, zoning designations, and references to state housing law are preliminary, conceptual, and illustrative only. They are planning estimates — not entitlements, approvals, or guarantees of development feasibility. Prospective purchasers must independently verify all information and consult their own legal, financial, tax, and land-use advisors, and confirm all matters with the City of Vista.

The owner and Mara Real Estate reserve the right, at their sole discretion, to reject any or all expressions of interest or offers and to terminate discussions at any time. No binding obligation shall arise except under a fully executed definitive purchase and sale agreement. Any reliance on the content of this memorandum is solely at your own risk.

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