

An aerial photograph of the Old Town Center property. The main building is a long, single-story structure with a flat roof and a mix of brown and tan siding. To the left of the building is a large parking lot filled with numerous white RVs. To the right is another parking lot with several cars. A multi-lane road runs along the right side of the property. The background features a dry, hilly landscape with sparse vegetation and some distant houses under a clear blue sky.

Old Town Center



JP Equity
Real Estate

29115 Valley Center Road, CA 92082

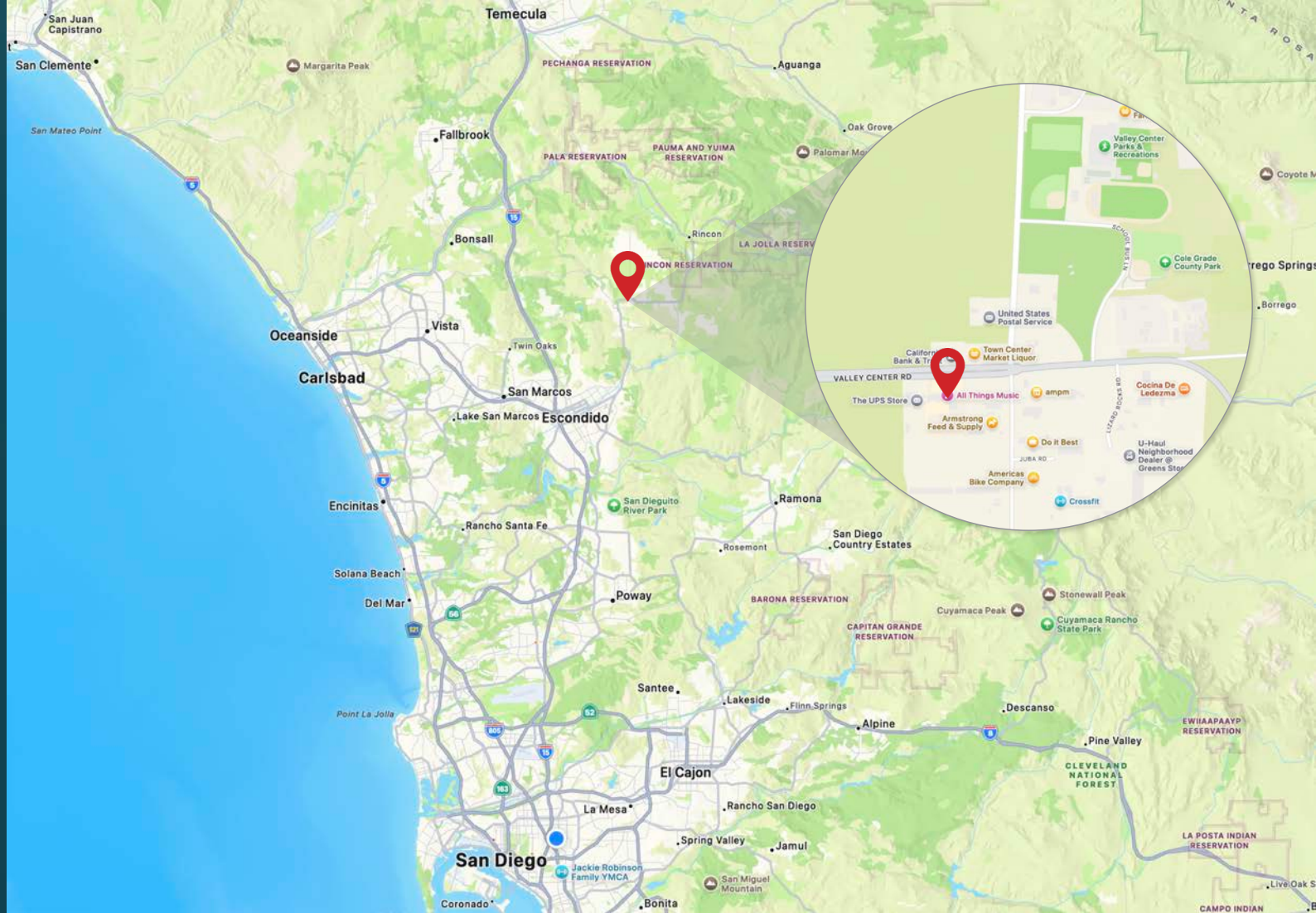


JP Equity
Real Estate

proudly presents
29115 Valley Center Rd
California 92082

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415 Laurel #123
San Diego, CA 92101



Rarely does a retail center of this standing surface after more than 25 years of single ownership, a testament to the asset's enduring performance and the loyalty it commands in its trade area. Now under new stewardship, the property could bring fresh vision to a proven foundation, with Commercial Zoning unlocking a meaningful runway for value-add improvements, repositioning, and expanded uses. Strong current tenant businesses provide a steady cash flow and the breathing room to plan thoughtfully, moving forward when the time is right. The timing could not be more compelling: new residential projects currently under consideration are poised to reshape the surrounding market, bringing increased population and purchasing power that would directly benefit a fully optimized retail center. For the investor who recognizes a generational opportunity, this is one.

29115-37 Valley Center Road, Valley Center CA, 92082

Main/Intersection Valley Center Road and Cole Grade Road

Price **\$3,550,000**

Retail Center / Community Hub

10 Retail and Office Suites plus Exterior Back Lot Leases

Standalone Building Single Story

Improvements - Tax Assessor Source 11,480

Price Per SF Improvement \$309.23/sf

CAP rate 4.11

Year Built Est. 1973

Open Parking 73 Spaces

Sewer 7 EDUs Available

Broker advised buyer to contact Valley Center Water District for status

Property currently on Septic

Valley Center Rd Frontage 268'

Two Monument Signs

Retail Building

Combined Lot Size **98,881 SF, 2.27 Acres**

APN 188-260-47

29115 Valley Center Road 55,321 Esf (Front Lot) 1.27 Acres

APN 188-260-33

29127 Valley Center Road 43,560 Esf (Back Lot) 1.0 Acres

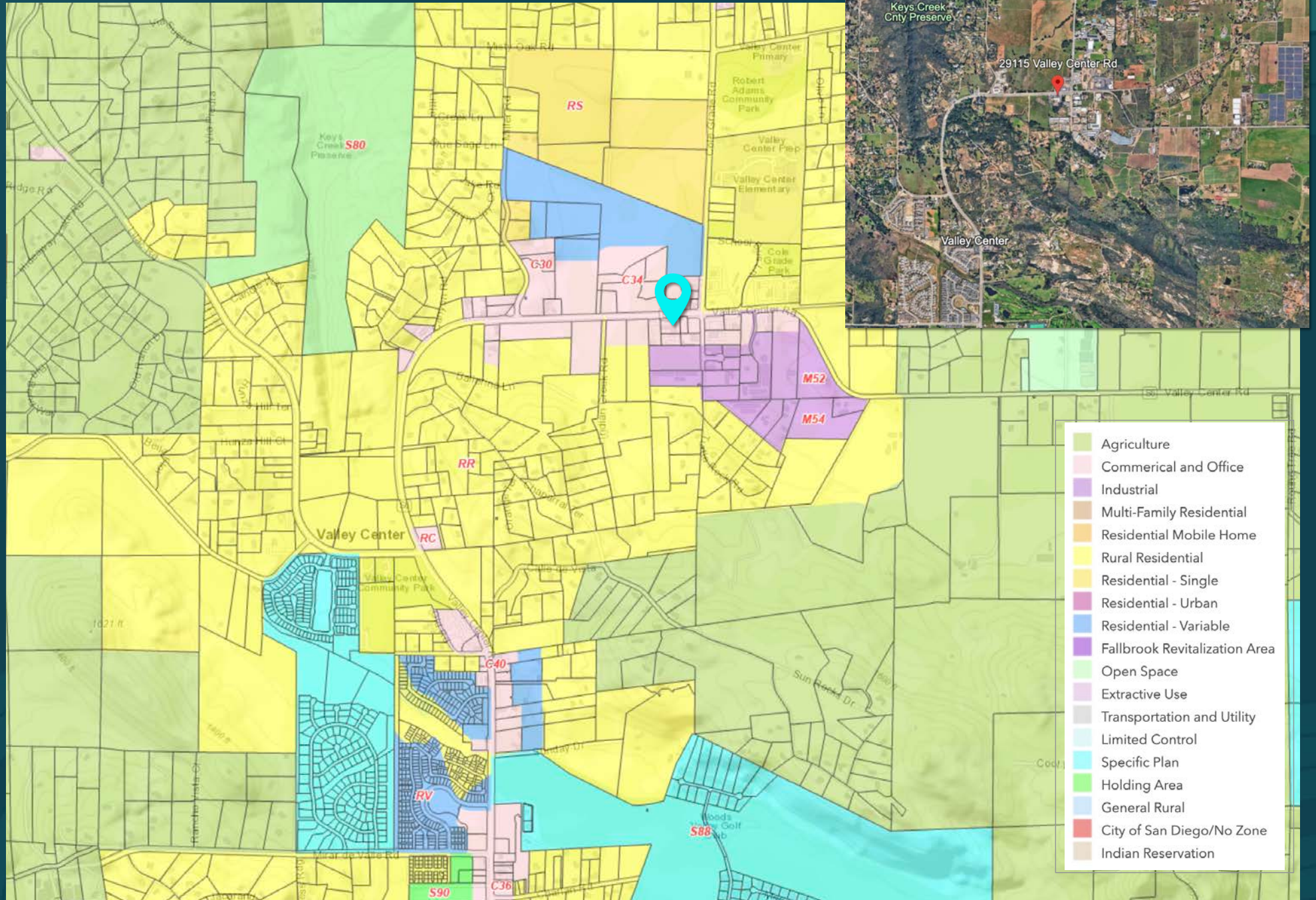




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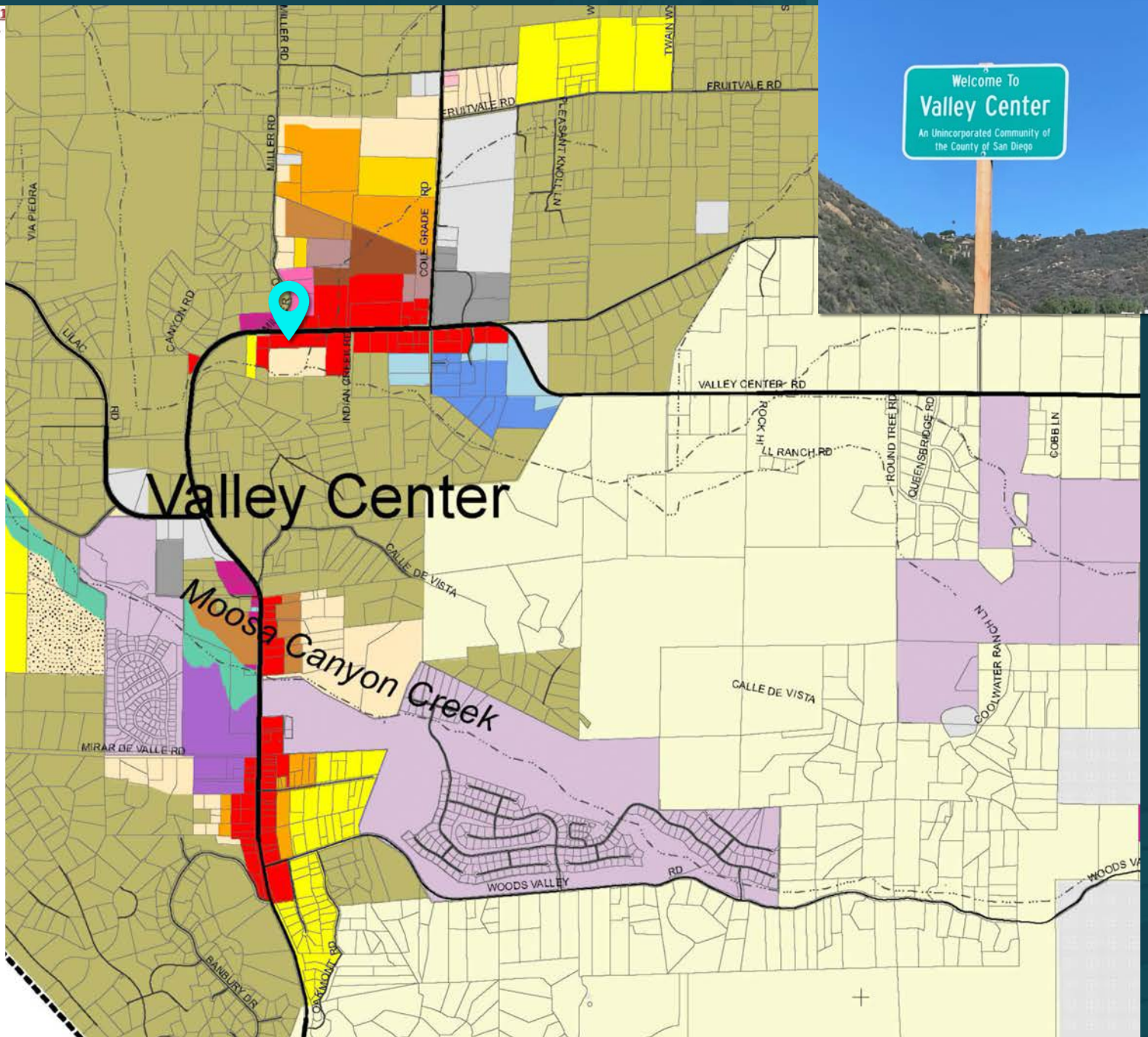
Residential and Business Zoning Map



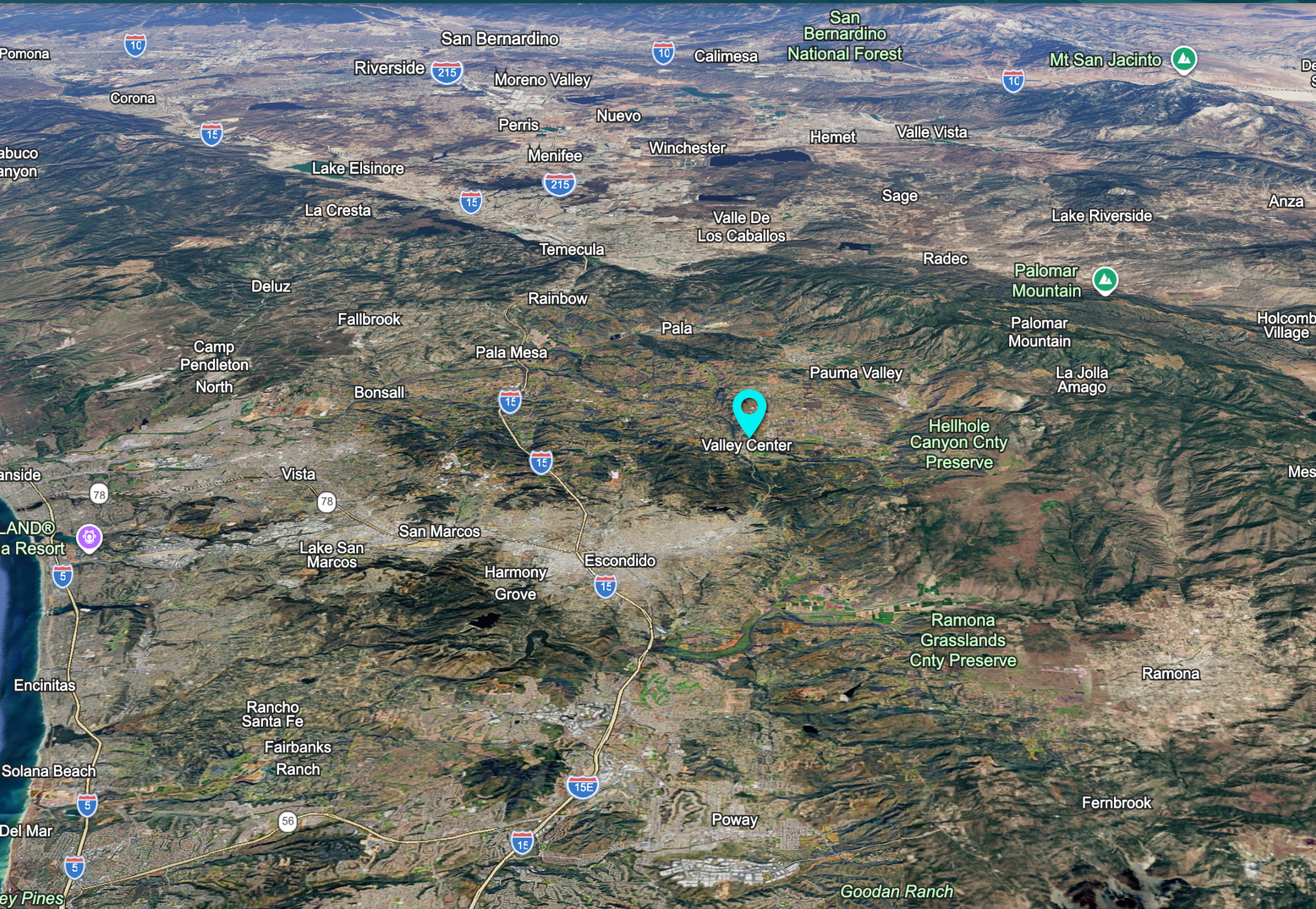
Valley Center - Community Planning Area

General Plan Land Use Designations³

- Village Residential (VR-30)
- Village Residential (VR-24)
- Village Residential (VR-20)
- Village Residential (VR-15)
- Village Residential (VR-10.9)
- Village Residential (VR-7.3)
- Village Residential (VR-4.3)
- Village Residential (VR-2.9)
- Village Residential (VR-2)
- Semi-Rural Residential (SR-5)
- Semi-Rural Residential (SR-1)
- Semi-Rural Residential (SR-2)
- Semi-Rural Residential (SR-4)
- Semi-Rural Residential (SR-10)
- Rural Lands (RL-20)
- Rural Lands (RL-40)
- Rural Lands (RL-80)
- Specific Plan Area⁴
- Office Professional³
- Neighborhood Commercial³
- General Commercial³
- Rural Commercial³
- Limited Impact Industrial³
- Medium Impact Industrial³
- High Impact Industrial³
- Village Core Mixed Use
- Public/Semi-Public Facilities³
- Public/Semi-Public Lands (Solid Waste Facility)
- Public Agency Lands
- Tribal Lands
- Open Space (Recreation)
- Open Space (Conservation)
- County Water Authority Boundary
- Planning Area Boundary



29115 Valley Center Road, CA 92082



Valley Center: Rolling Hills, Deep Roots, Small-Town Spirit

Valley Center is a thriving rural community tucked into the foothills of Palomar Mountain, in inland North San Diego County — north of Escondido and east of Oceanside. Rolling hills, open farmland, and sweeping mountain views give it a lifestyle that blends small-town warmth with natural beauty.

A Storied Past

The area's roots run deep, going back to the Luiseño people. Its Native American heritage remains vibrant today, anchored in part by the San Pasqual Band of Mission Indians, who are headquartered locally.

One of the region's most remarkable landmarks is Rancho Guejito, an 1845 Mexican land grant — the only one of roughly 800 original ranchos in California still intact within its original boundaries.

Homesteaders began arriving after the 1862 Homestead Act, and the growing settlement took on a memorable name: Bear Valley, in honor of a 2,200-pound grizzly killed nearby in 1866, reportedly the largest California grizzly on record.

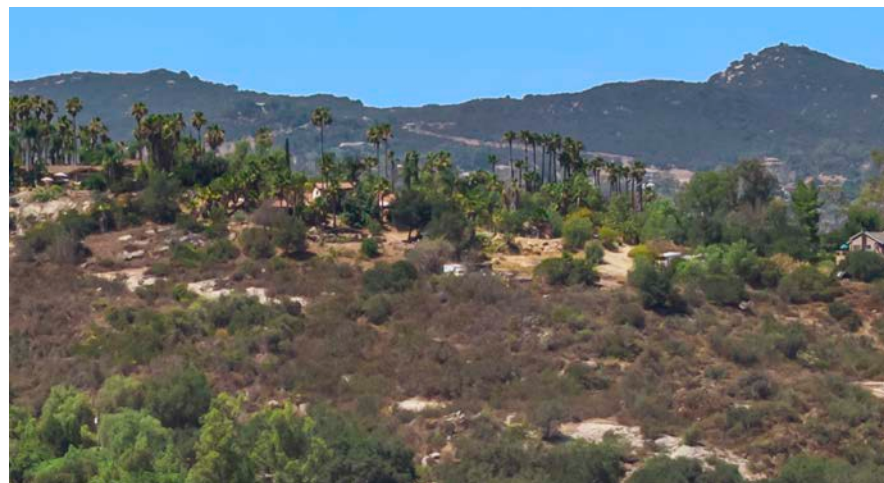
The name evolved over the following decades before settling on Valley Center in 1887. Water service arrived in 1955, launching the agricultural boom — citrus, avocados, and nursery crops — that still defines the landscape today.

That history comes alive at the Valley Center History Museum, home to a Civil War-era stagecoach and a preserved California grizzly bear, both on permanent display.

The Heart of Town

At 29115 Valley Center Rd, the Old Town Center is a genuine local hub — home to All Things Music, A Cat's Veterinarian, Country Junction Deli, CJ Gift Shoppe, Vision Care Optometry, Road Runner Publications, VC Sports & Apparel, Blue 9 Design, Valley Center Auto & RV Sales, and Valley Center Nursery.

Families are drawn to the excellent schools of the Valley Center-Pauma Unified School District, and the community stays close-knit with year-round fairs, festivals, and farmers' markets.



Outdoor Recreation

Outdoor enthusiasts have nearly 40 miles of combined trails to explore across Daley Ranch and Hellhole Canyon Preserve, plus serene wildlife ponds and easy access to Palomar Mountain for hiking.

Wine, Dining, and Entertainment

Wine lovers can visit Hill Top Winery and Triple B Ranches for tastings, along with Rancho Guejito Vineyard, which produces estate Cabernet Sauvignon, Viognier, and Chenin Blanc.

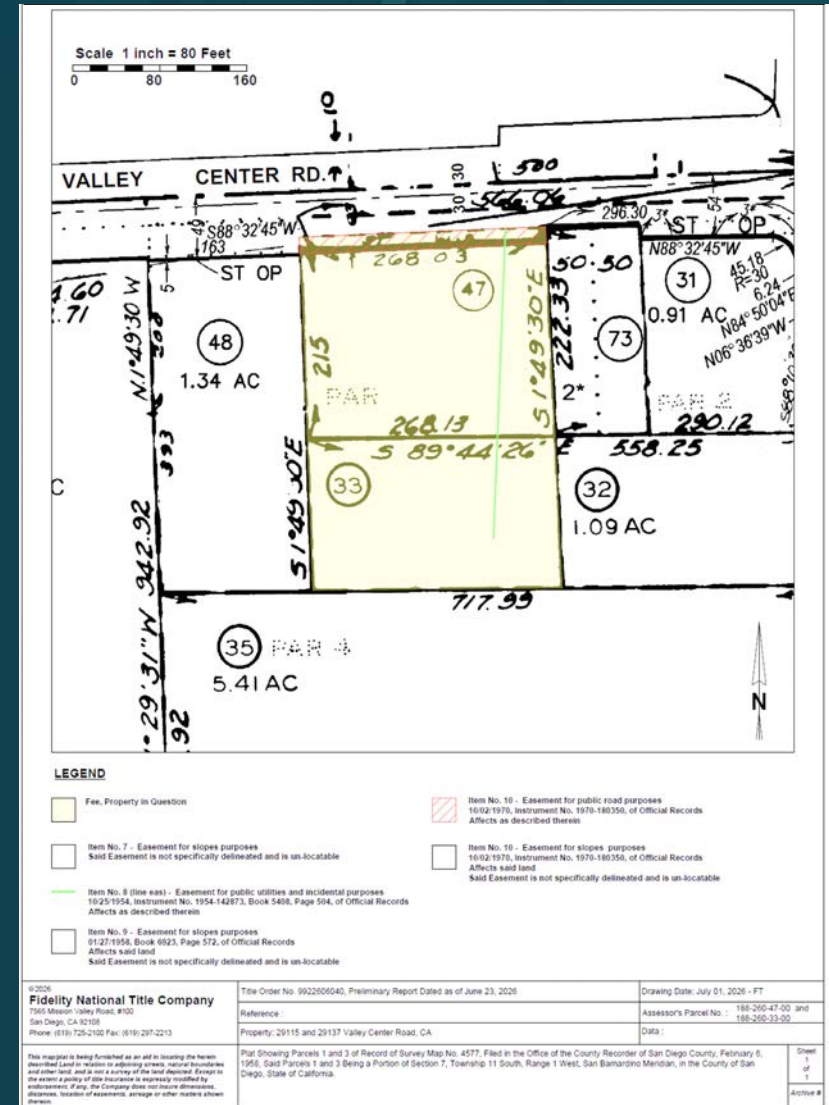
For entertainment, Valley View Casino & Hotel offers gaming, dining, and live shows right in town, while Harrah's Resort Southern California — with its casino, spa, and resort amenities — is just minutes away.

Retail Center Highlights

History Rich Valley Center

County Route S6 (Valley Center Road) is a scenic 30-mile corridor stretching from Escondido through Valley Center to Palomar Mountain. It serves as the gateway to North County's agricultural heartland, offering rolling hills, local farms, and sweeping views of the Southern California landscape

- Site Location North Village/Key Business Intersection
- Valley Center Road and Cole Grade Road
- Subject Site Exposure 22,900 Cars Per Day
- High-Visibility Retail Frontage
Active Retail Center Positioned along a primary corridor with strong traffic counts, excellent exposure, and accessibility.
- 100% Leased with Proven Occupancy History
- Zoning C36 - General Commercial
- Site Topography Flat
- Valley Center is in unincorporated Jurisdiction San Diego County
- Valley Center Community Plan
- Valley Center Municipal Water District
- Valley Center-Pauma Unified School District
- Valley Center Fire Protection
- San Diego Gas & Electric



Valley Center: Events Calendar

Spring

Western Days Parade

Saturday of Memorial Day weekend, along Valley Center Road. A beloved main-street parade celebrating the town's Western heritage. Established in 1950.

Valley Center Stampede Rodeo

Friday-Saturday Memorial Day weekend, Star Valley Park. Draws 10,000+ attendees for rodeo action (broncs, bulls, barrel racers).

Western Days Festival

Friday-Saturday Memorial Day weekend at the Community Park/Lilac Road grounds. Features: Pancake Breakfast, 5K Fun Run, Guns & Hoses Chili Cook-Off, and a classic car show.

Wylde Horses Golf Tournament & Barn Party

Late May at Native Oaks Golf Club. Annual fundraiser supporting Wylde Horses Therapeutic Riding Facility.

Summer



Downtown Farmers Market

1st and 3rd Thursdays, May through September. Local vendors, fresh seasonal produce, handmade crafts, and live music fill downtown Valley Center with a lively small-town evening atmosphere each date.

Annual Community Yard Sale

Held on a few select Saturdays each year — recent dates have included June, August, and September — at Bates Nut Farm. Free admission and parking; buyers and sellers gather for deals and community connection.

Winter



Christmas in Valley Center

December 11-12 at Bates Nut Farm. The Valley Center Marching Band performs, Santa makes his arrival, and free hayrides carry families through the festive grounds, closing out the community's calendar year.

VC Country Farmers Market

Every Thursday, year-round, at the Valley Center Community Center & Pavilion. Fresh produce, artisan goods, live country music.

Fall

Bates Nut Farm Pumpkin Patch

September 17 – October 31. A Valley Center institution since 1921. Families pick pumpkins, enjoy fall festivals, and take hayrides across the historic farm grounds throughout the six-week season.

Howl-o-ween Doggie Costume Contest & Parade

October, at Bates Nut Farm, alongside the Pumpkin Patch. Pets in costume parade and compete for prizes in one of Valley Center's most charming and lighthearted annual traditions, free and open to all.

Valley Center Jaguars Football

Regular season runs August through November, with Friday night games at Valley Center High School drawing full stands. The 2025 Jaguars capped a stirring turnaround by winning the school's first-ever CIF state football championship.

What's in the nearby Community | 3-5 Mile Radius



Demographics | 3-5 Mile Radius



12,078

Population



2.85

Average Household Size



46.0

Median Age



40.0%

% College Educated



15.7%

% Children (Under 15)



4.6%

Unemployment Rate



25.8%

% Seniors (Age 65 +)



\$1,010,926

Average Home Value



\$176,680

Average Household Income

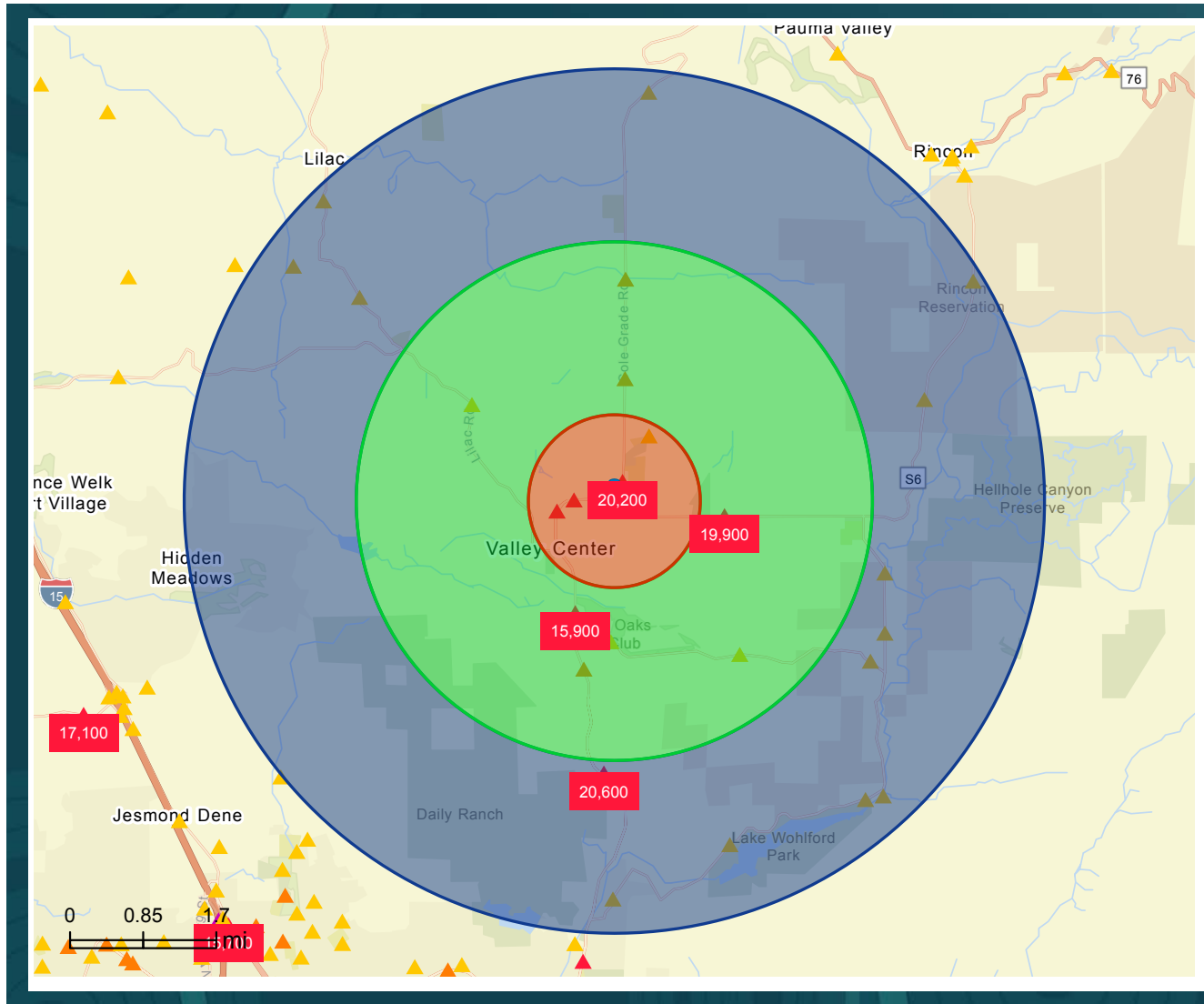


83.6%

% Home Owners

This infographic contains estimates provided by Esri. The vintage of the data is 2026. © Esri 2026

Traffic Count Map | 1-5 Mile Radius



Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day





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Disclaimer and Confidentiality Agreement

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