

360 Via Vera Cruz

upgsocal.com | 858-874-1989



**DIRECTLY ADJACENT TO
THE ROW DEVELOPMENT!**

San Marcos Owner-User Opportunity

Restaurant For Sale

± 8,148 SF

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The Offering

UPG is pleased to present the opportunity to acquire **360 Via Vera Cruz**, a prime owner-user offering in the heart of a dynamic and rapidly growing corridor of San Marcos. This fully fixturized restaurant space is turnkey and ready for an operator to step in and capitalize on the area's strong momentum. The property features on-site parking and benefits from its proximity to The Row development, which is set to deliver over 200 new residential units, further enhancing built-in demand. Ideally located near California State University San Marcos, the site offers excellent access to a strong and consistent consumer base.

The Seller reserves the right to sell the property at anytime during the marketing period without prior notice. The property will be sold on an "as-is" basis. It is the Buyer's responsibility to independently confirm the accuracy and completeness of all material information before completing any purchase.



Address	360 Via Vera Cruz, San Marcos
Current Build-Out	Restaurant
Building Area	±8,148 SF
Lot Area	±52,272 SF 1.2 AC
Zoning	Mixed-Use-1
GP Neighborhood	Business/Industrial
Permitted Uses	Restaurant/Retail/Office/Medical
APN	219-200-40
Asking Price	Contact Broker

Turnkey Restaurant Opportunity

Fully fixturized and ready for an operator, this space is ideal for an owner-user, allowing for a streamlined opening with minimal buildout costs and reduced downtime

Growing San Marcos Corridor

Located just off a main San Marcos thoroughfare, the property benefits from strong traffic counts, surrounding residential growth, and an expanding commercial presence

On-Site Parking

Dedicated on-site parking provides convenient access for customers and employees, enhancing overall accessibility

Convenient Connectivity

Conveniently accessible via Highway 78, connecting the site to surrounding North County communities and commuter traffic

Path of Development

Positioned next to The Row development, which will deliver over 200 residential units, creating built-in foot traffic and long-term customer demand

Strong Co-Tenancy

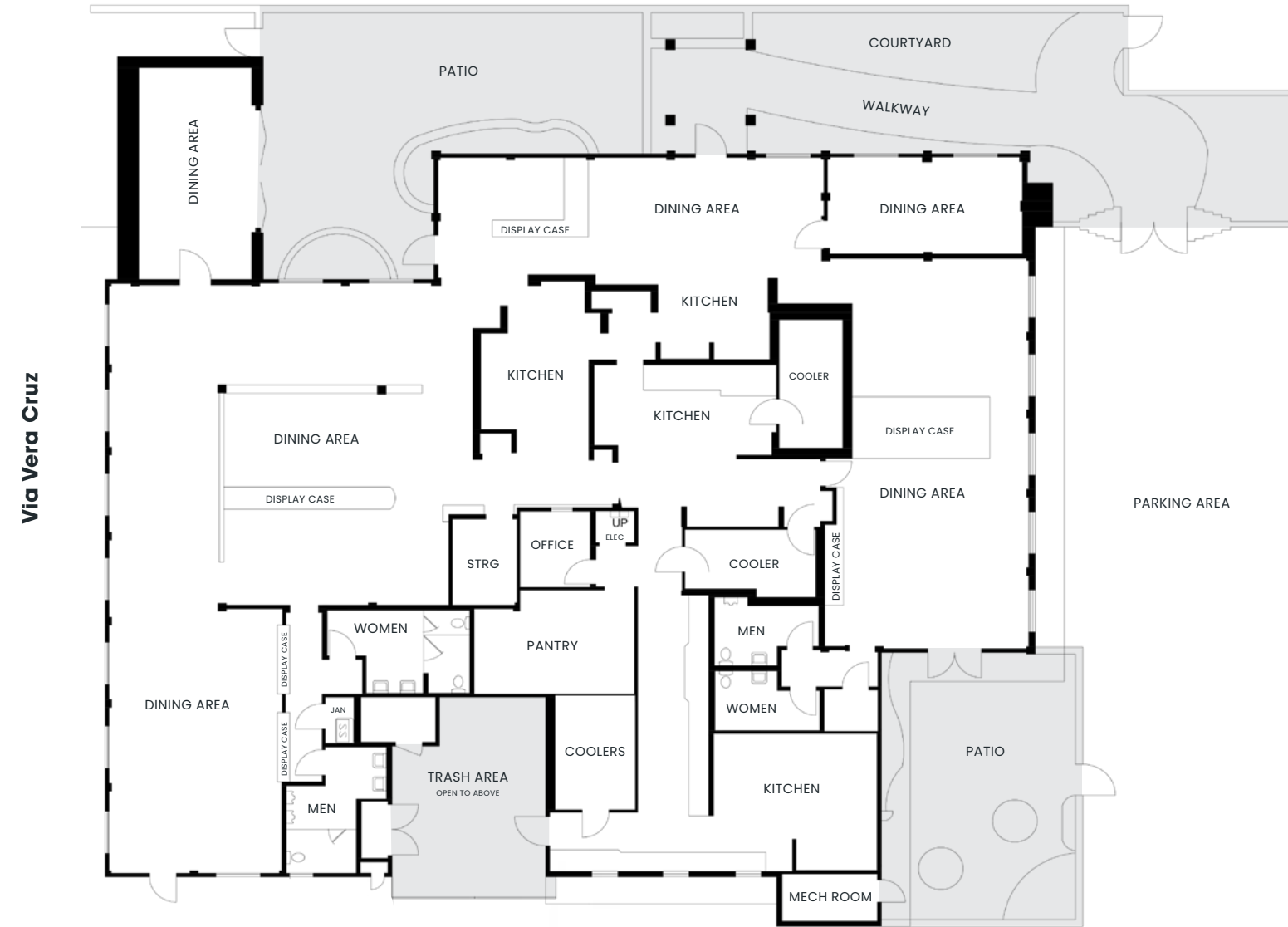
Situated alongside well-known national, regional, and local tenants

Large Surrounding Student Base

Located near California State University San Marcos and Palomar College, offering access to a combined student population of approximately 46,000



Site Plan



Photos



Path of Development

San Marcos is undergoing an exciting transformation, highlighted by the redevelopment of former Restaurant Row and the thriving North City district. With new restaurants, retail spaces, and residential projects, these areas are quickly becoming premier destinations for dining, shopping, and community life.



Former Restaurant Row Undergoes Vibrant Redevelopment

Once a well-known San Marcos dining destination, the area is evolving into a dynamic mixed-use community featuring new housing, retail, and restaurant spaces.

Directly adjacent to site!

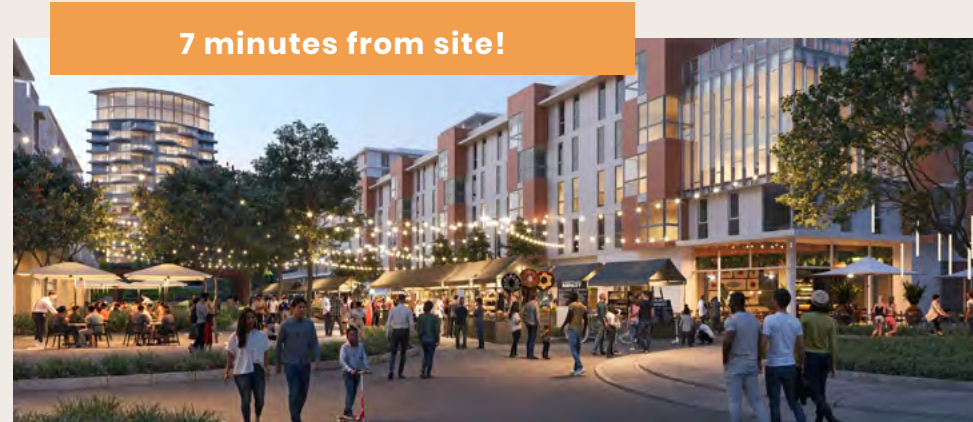


261
Residential Units

13,300 SF
Commercial Space

1 Acre
Neighborhood Park

17,000 SF
Designated for Outdoor Dining



North City Emerges as San Marcos' Urban Core

Once a vision for a university district, North City is transforming into a vibrant mixed-use destination with new residential towers, retail, dining, office space, and community gathering places adjacent to Cal State San Marcos.

200
Acres

3,400+
Residential Units

345,000+
Retail SF

1.1M
Office SF

250
Hotel Rooms



On the Rise

San Marcos Surpasses Housing Targets

San Marcos is emerging as one of the strongest housing performers in San Diego County, delivering thousands of new homes through smart, intentional planning. With developments like North City creating a true downtown core, the city has not only built vibrant, mixed-use spaces but is also on track to meet state housing goals in nearly every category—and has already exceeded its moderate-income target. San Marcos is proving that thoughtful planning can drive both community growth and real housing results.

“San Marcos isn’t just growing, it’s transforming.”

Additional Projects

Project	Scope	Status	Distance
Capalina Apartments	119 Units	Under Construction	1.6 Mi. 7 Mins.
1023 Grand Ave	102 Units	Under Construction	0.7 Mi. 3 Mins.
CNR@2Oaks	8,641 SF Retail/Office	Under Construction	1.7 Mi. 1.7 Mins.
200 N Las Posas Rd	5,200 SF Retail	Proposed	1.2 Mi. 7 Mins.
1005 Grand Ave	56,924 SF Retail	Proposed	0.8 Mi. 3 Mins.
2972-82 S Santa Fe Ave	41 Units	Proposed	1.9 Mi. 7 Mins.
Peak 59	48 Units	Proposed	1.6 Mi. 7 Mins.

*Distance from site to project.



9,000+
Units
within 2 mi.
of site!

360
Via
Vera
Cruz

Palomar College
29,000+ Enrollment

Mission Hills High
2,800+ Enrollment

Kaiser Permanente
Medical Center

CSU San Marcos
17,000+ Enrollment

What's Nearby?

Surrounded by vibrant housing, popular dining, retail destinations, and local breweries, 360 Via Vera Cruz places you in the center of San Marcos' growing live-work-play community.

1	Peak 59	48 Units Proposed
2	222 N City Dr	459 Units Proposed
3	North City	263 Units
4	Benchmark	118 Units
5	Mission Terrace	93 Units
6	Twin Oaks Valley	190 Units
7	971 Borden Rd	171 Units
8	Whispering Oaks	92 Units
9	El Dorado II	84 Units
10	Paseo Del Oro	120 Units
11	Villa Serena	148 Units
12	Estrella	96 Units
13	Alora	100 Units
14	Marc	416 Units
15	Palomar Station	386 Units
16	1023 Grand Ave	102 Units
17	RSF Village	120 Units
18	Meadow Creek	168 Units
19	Elan Northwood	138 Units
20	Coral Tree	135 Units
21	Mariposa	264 Units
22	Fairway Knolls	107 Units
23	The Colony	123 Units
24	Rancho Carillo	116 Units
25	6042 Paseo Acampo	85 Units

The Location

San Marcos is a vibrant city offering a dynamic mix of dining, retail, and fitness options, alongside top-notch medical facilities and a strong educational presence with California State University San Marcos and Palomar College. From trendy restaurants and cafes to boutique shopping and wellness centers, the city provides amenities for every lifestyle. Its family-friendly neighborhoods, coupled with excellent schools and recreational opportunities, make San Marcos a hub for both living and doing business.



Draft Republic



Body Fit Training

San Marcos offers the perfect balance of community and opportunity. Its family-friendly neighborhoods, coupled with excellent schools and recreational amenities, make San Marcos a hub for both living and doing business—offering unmatched potential for growth and investment.



Brickmans

Vibrant.
Convenient.
Thriving.



Buona Forchetta



Kaiser Permanente

There's something for everyone to enjoy



Craft Coast



Cal State San Marcos

Discover San Marcos

Once a region of ranches and dairy farms, San Marcos has grown into a vibrant North County Inland community. It's home to California State University San Marcos, thriving business and retail centers, and diverse suburban neighborhoods. With scenic hills, recreational trails, and a strong sense of community, the city offers both opportunity and quality of life.



Population

1 Mile	10,166
2 Miles	56,212
3 Miles	93,306



Household Income

1 Mile	\$98,835
2 Miles	\$110,176
3 Miles	\$124,294



Daytime Employees

1 Mile	14,790
2 Miles	30,170
3 Miles	53,182



Consumer Spending

1 Mile	\$123.8M
2 Miles	\$685.9M
3 Miles	\$1.2B

Location

Just 35 miles from Downtown San Diego and minutes from the Pacific Ocean, San Marcos is perfectly positioned to access all of Southern California.

Strong Work Force

With a diverse base spanning higher education, manufacturing, technology, and craft food and beverage, San Marcos is a thriving place to do business.

Education

Home to Palomar College and California State University San Marcos, the City has also become the heart of education in North County San Diego.

Why North County?



85%

of businesses agreed that it is an **excellent place to do business**

97%

of residents approve of **quality of life**

95%

of businesses thought that North County offers the **highest life fulfillment**

San Marcos

94,100
Population

3

Major Universities

Palomar College
Cal State San Marcos
University of St. Augustine for Health Sciences

44,900+
Total Employees

San Clemente

Oceanside

Vista

360 VIA VERA CRUZ

Carlsbad

San Marcos

Encinitas

Cardiff

Rancho Santa Fe

Solana Beach

Del Mar

*Demographics and market information produced using private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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