

# CITY OF OCEANSIDE

## ECONOMIC DEVELOPMENT

# NEWS

APRIL  
2026

## OCEANSIDE ECONOMIC DEVELOPMENT NEWS

OCEANSIDE NEWS IS A PUBLICATION OF THE CITY OF OCEANSIDE'S ECONOMIC DEVELOPMENT DIVISION. OCEANSIDE NEWS IS DEDICATED TO BEING A STRONG PARTNER WITH BROKERS, DEVELOPERS, BUSINESSES, AS WELL AS BUSINESS LEADERS AND COMMUNITY LEADERS. WE WELCOME YOUR INPUT AND YOUR NEWSWORTHY INFORMATION FOR OUR PUBLICATION.

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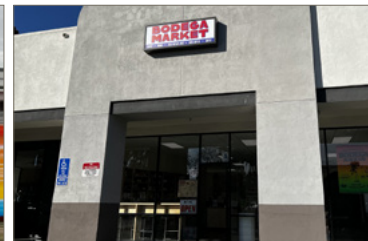
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### PERCEPTION VS. REALITY: OCEANSIDE'S BUSINESS LANDSCAPE

When a longtime business closes, it can create the perception that there is a trend of businesses leaving Oceanside. The city continues to see steady business growth activity, with new businesses opening, existing businesses expanding, and ongoing investment across multiple sectors. Like most healthy economies, Oceanside's business landscape is constantly evolving, reflecting a dynamic and growing local marketplace.

Recent openings highlight strong momentum. New restaurants and cafés such as [Tierra Mia Coffee](#) (1420 Mission Ave.), [Oceanside Fish Shop](#) (236 S. Coast Hwy.), [Kahlo Cafe](#) (2035 Mission Ave.), [Guahan Grill](#) (515 Mission Ave.), [The Brew Inn Tavern](#) (1910 Oceanside Blvd.), and [Little Fawn Bistro & Bar](#) (131 S. Coast Hwy.), energize the local dining scene. [Biergarten Oceanside](#) (201 N. Cleveland Street), recently opened as the brand's second location, adds to this vitality. Retail and service concepts like [Bodega Market](#) (3529 Cannon Rd.), [OG Juice](#) (403 Wisconsin), and [Rastar Oceanside](#) (321 S. Coast Hwy.) diversify the city's unique business mix. Fitness and wellness businesses such as [Gracie Jiu-Jitsu](#) (3529 Cannon Rd., Unit 2A) and [CrossFit Counter Culture](#) (1838-1840 S. Coast Hwy.) expand local exercise options. Creative and innovative spaces such as [Oceanside Art Collective](#) (427 S. Coast Hwy.), [Bradley Collective](#) (1922 S. Coast Hwy.), and [TailoredSpace Oceanside](#) (3605 Ocean Ranch Blvd., Ste 202) show Oceanside's growing entrepreneurial ecosystem. New entertainment venues like [Slick City Action Park](#), an indoor, waterless slide park opening late spring at 4241 Oceanside Blvd., and Oceanside [Ace Hardware](#), expanding with a second location at 4181 Oceanside Blvd., highlight ongoing investment. Looking ahead, more businesses are on the way, including [Copper Kings Burgers](#) (326 N. Horne St.), [Forbidden Fiction Books](#) (528 S. Coast Hwy.), [Key & Clever](#) (101 N. Coast Hwy.), [Fisherman's Society](#) (1850 Rancho del Oro Rd.), [Blade Shanghai](#) (405 Seagaze Dr.), [Kettle on Coast](#) (223 N. Coast Hwy.), and a new concept from [An's Gelato](#) (An's Gate D5) in the historic Top Gun house—signaling continued confidence in Oceanside's economy.



## NORTH COUNTY PLACE

Discover Oceanside's diverse retail centers in a monthly spotlight series that showcases what each one has to offer.



**North County Place** is a well-positioned neighborhood retail center located at 2216–2224 S. El Camino Real in Oceanside, at the highly trafficked intersection of El Camino Real and Vista Way. This approximately 47,000-square-foot center benefits from strong visibility, convenient access, and close proximity to Highway 78, making it a prime destination for both local residents and regional visitors. Surrounded by major national retailers and daily commuter traffic, the center plays an important role in supporting Oceanside's central commercial corridor.

The center features a diverse mix of retail, dining, service, and health-focused tenants, including [Rookies Restaurant & Sports Bar](#), [El Camino Barbershop](#),

[Primal Graphics](#), [All Access Insurance](#), [Crystal Rose Nails](#), [Supreme Sports Nutrition](#), [Korean M. BBQ](#), [SalonCentric](#), [Doctor's Weight Loss Clinic](#), [Luv Threading Studio](#), [Dippity Dog Self-Serve Pet](#), [Teri Café](#), [VEG ER for Pets](#), [Rady Children's Health Services](#), [Leidos QTC Health Services](#), [Play Del Sol Travel Agency](#), [Annie Cleaners](#), [Scintillement Couture](#), [Booty by Barbells](#), [Indigo Honey Aesthetics](#), [SolFlo Oceanside](#), and [Freebird Beauty Bar](#). This variety of uses creates a convenient, one-stop destination for everyday needs while supporting a strong base of local and regional businesses.

The Economic Development staff is available to assist with site selection, market data and other resources to help businesses locate, stay and grow in Oceanside. For more information, contact Michelle Geller, Economic Development Manager, at [mgeller@oceansideca.org](mailto:mgeller@oceansideca.org) or (760) 435-3351.

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## NEW BUSINESSES-



**Ace Hardware** at 4181 Oceanside Blvd. is a locally owned and operated store with a wide selection of tools, home improvement supplies, paints, and lawn/garden items.



**Side Street Bowls and Smoothies** at 631 S. Cleveland St., serving fresh acai bowls, smoothies, and light snacks.



**Biergarten Oceanside** at 201 N Cleveland St. is their second location, serving craft beer and SoCal-inspired fare.



**Second Nature Trading** at 206 N. Coast Hwy., in Artist Alley, is a curated secondhand shop. second location, serving craft beer and SoCal-inspired fare.



**The Pearl Head Spa** at 1745 S. Coast Hwy. is a head spa that analyzes your scalp to deliver personalized treatments that cleanse, restore balance, and promote healthier hair.



**Tacos La Union** at 1943 S. Coast Hwy. serves tacos with handmade corn tortillas, rich Oaxacan-style mole rojo, and fresh Baja-style tacos and burritos crafted with wild-caught cod.

## COMING SOON-

**Kettle on Coast** at 223 N. Coast Hwy in Oceanside, taking over the longtime home of Petite Madeline Bakery, bringing globally inspired flavors rooted in African diasporic traditions. With a soft opening in early April and a grand opening this summer.

**An's Gelato** is bringing its signature flavors to Oceanside's iconic Top Gun House (250 N. Pacific St.), with an anticipated opening in early summer 2026.

## IN THE SPOTLIGHT-



**US Plumbing Services Inc.**, located at 1833 Oceanside Blvd., Unit G, is a trusted local plumbing company serving Oceanside and surrounding communities. The licensed and insured team offers professional plumbing services for both residential and commercial clients, including leak detection, sewer camera inspections, pipe repairs, water heater installation, fixture upgrades, and plumbing support for remodeling projects and accessory dwelling units.



US Plumbing Services emphasizes customer service, transparent pricing, and modern diagnostic tools to accurately identify and repair plumbing problems. Their experienced technicians are equipped to handle everything from routine maintenance to emergency repairs, helping keep homes and businesses running smoothly across the community.



With an emphasis on dependable workmanship and quick response times, the company helps homeowners and businesses resolve plumbing problems quickly and efficiently.



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