

CITY OF OCEANSIDE

ECONOMIC DEVELOPMENT

NEWS

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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.

**CITY OF OCEANSIDE
ECONOMIC DEVELOPMENT DIV.
300 NORTH COAST HIGHWAY
OCEANSIDE, CA 92054-2885
FOR NOTEWORTHY NEWS
pmosher@oceansideca.org
direct: 760.435.3357
www.osidebiz.com**

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EUCALYPTUS GROVE PUTS A FRESH FACE ON A FAMILIAR CENTER



ARTIST RENDERING



Construction has officially begun on **Eucalyptus Grove**, formerly known as South Coast Center, the neighborhood retail center located at 1112–1126 South Coast Highway along the iconic Highway 101 corridor. The new ownership, JLH Capital, is undertaking a major transformation of the center, creating a more cohesive and modern identity, including exterior renovations and updated signage. Construction is anticipated to be completed by December 2026, with several suites currently available for lease. Ideally situated near some of Oceanside's most popular dining destinations—such as Valle, Matsu, The Taco Stand, Heritage Barbecue, and Tanner's Prime Burgers—Eucalyptus Grove is positioned to become a vibrant destination for both locals and visitors.

FRAZIER FARMS MARKET CENTER

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



Frazier Farms Market Center is a well-established neighborhood retail destination located along Oceanside Boulevard, anchored by the iconic [Frazier Farms Market](#). Known for its high-quality organic and specialty grocery offerings, Frazier Farms draws steady daily traffic from surrounding neighborhoods, creating a strong foundation for the center's mix of service and convenience-oriented businesses.

Because it is centrally located and easy to reach, the center is a dependable place for residents to shop, eat, and handle daily errands all in one visit.

The center offers a variety of shops and services to meet the community's daily needs. Along with Frazier Farms Market, you'll find local favorites such as [Oceanside Antiques and Collectibles](#), [Alkaline + Purified Water](#), [Alpha Graphics](#), the [Assistance League of North Coast Thrift Shop](#), [Coin + Card Laundry](#), [Palomar Medical Supplies](#), [212 Barber Lounge](#), [Bella Salon](#), [Ocean Glow Spa](#), [Unique Nails and Spa](#), and [Vila Massage](#). Local eatery [Café Rosarita](#) is celebrating its 30th Anniversary. National Chains include [IHOP](#), [Hertz Rent-A-Car](#),

[Subway](#), and [Panda Wok](#). Coming soon to the center is [Habitat Fitness](#).



This blend of dining, retail, and personal services creates a convenient, community-oriented shopping experience, making Frazier Farms Market Center a consistent and active hub for Oceanside residents.

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NEW BUSINESSES-



Forbidden Fiction Bookshop at 528 S. Coast Hwy. in Downtown Oceanside is a woman-owned bookstore offering a curated selection of bold, imaginative, and boundary-pushing reads..



Kung Fu Tea at 605B Mission Ave. in Downtown Oceanside serves Taiwanese bubble tea, milk tea, boba drinks and slushies.



Bub's Studio at 709 Pier View Way is a sewing studio offering beginner classes, specialty workshops, We also have classes for kids and offer open studio



Afterglow Pilates Studio at 212 N. Coast Hwy., Ste F, a boutique Pilates studio offering low-impact, high-burn pilates classes.

COMING SOON-

Krak Boba at 4121 Oceanside Blvd. in the Del Oro Marketplace serves boba teas.

Napoli Pizza at 610 Redondo Dr. Ste F

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 or (760) 435-3351.



True Nature Yoga Collective at 2131 S. El Camino Real, Ste 201 offering yoga teacher training and classes.

IN THE SPOTLIGHT-



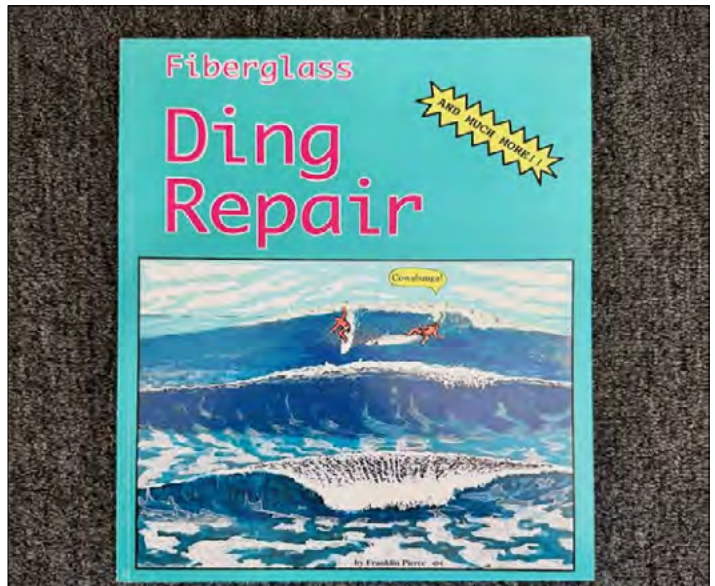
Impulse Surf, led by experienced craftsman Franklin Pierce, is recognized for reliable surfboard repair and custom board building. With decades of experience, Franklin has repaired thousands of boards for local and international surfers, earning a reputation for precision.



In addition to repairs and shaping, Franklin shares his expertise through his long-running book, "**Fiberglass Ding Repair**," first published in 1986 to help surfers repair their own boards. Impulse Surf is guided by values of collaboration, transparency, and customer trust, emphasizing open communication, shared decision-making, and quality service. This approach, combined with decades of craftsmanship, ensures a welcoming, dependable environment where surfers can trust that their boards are in expert hands.



Impulse Surf also produces specialty surfboards and partners with respected retailers, including Hobie Surf and Sport, Wind and Sea Surfboards, Surfside Sports, and Jack's Surf Shop. These partnerships make Impulse Surf a trusted resource for individuals and industry professionals.



Impulse Surf
3830 Industry St.
760-433-3600
www.impulsesurf.com



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