

# OCEANSIDE

## ECONOMIC DEVELOPMENT NEWS

JANUARY  
2020

### 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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### HAPPY NEW YEAR!

### CITY OF OCEANSIDE ECONOMIC DEVELOPMENT - 2019 YEAR IN REVIEW

Dozens of new Oceanside businesses opened in 2019, with over **519,459 sq. ft.** of space leased, approximately **421,206 sq. ft.** of new construction completed and a total of **2,192,461 sq. ft.** of new construction started. Over **3,700 building permits** were issued in 2019, a record annual total.

### NOTABLE PROJECTS IN 2019

#### OCEANSIDE BEACH RESORT

The much-anticipated **Oceanside Beach Resort** broke ground in 2019. The developer, S.D. Malkin, has partnered with Two Roads Hospitality, an international lifestyle hospitality company, to create a destination resort featuring two unique hotel properties. The hotels will be operated by Joie de Vivre Hotels and Destination Hotels and will feature a 226-room, full-service hotel on the south block of Pacific St. and Mission Ave., and a 158-room boutique hotel on the north block. Both hotels will feature restaurants, bars and more than 22,000 sq. ft. of meeting and event space. As part of the project, the historic Graves



House, also known as the Top Gun House, is going through an extensive restoration at its temporary home on S. Myers St., and will move back to the north block as retail space early in 2020. The resort is anticipated to be completed in late 2020.

#### MORE PUBLIC PARKING DOWNTOWN

A new public pay parking structure opened at 371 N. Cleveland St., made possible through a public-private partnership between the City and the developer of the adjoined **SALT** apartment project. The six-story structure adds 340 new public parking spaces downtown. SALT was completed in 2019 and includes 52 luxury apartments, a rooftop deck and 9,434 sq. ft. of fully-leased retail/restaurant space. A new public art piece was installed at the pedestrian entrance to the parking structure as well as a mural at the entrance to the leasing office.



## NEW INDUSTRIAL



**Pacific Coast Collection Phase II** completed construction on a three-building project totaling 278,000 sq. ft. in the Pacific Coast Business Park.

## NEW BUSINESSES OPENED IN 2019 - DOWNTOWN AND SOUTH O

**Otterlei Coastal** - 250 Mission Ave., **Orfila Tasting Room** - 221 N. Cleveland St., **Señor Grubby's** - 311 N. Tremont St., **Sandy Toes** - 511 Mission Ave., **Coomber Craft Wines** - 611 Mission Ave., **Fugu Ice Cream & Taiyaki** - 410 Mission Ave., **Axe Ventures** - 206 North Coast Hwy., **Mr. Bibi's** - 208 North Coast Hwy., **Sancho's Tacos** - 400 Mission Ave., **Verizon** - 201 N. Coast Hwy., **Rosaria Pizza** - 209 North Tremont St. - **Kilowatt Brewing** - 406 Mission Ave., **Exhale** - 236 South Coast Hwy., **Rosewood Kitchen** - 608 Mission Ave., **EVE** - 507 North Coast Hwy., **Mindful Rejuvenation** - 717 Pier View Way, **Ikigai Artifacts** - 212 Artist Alley, Ste. D, **Blade 1936** - 401 Seagaze Dr., **Camp Coffee** - 101 N. Cleveland St., **Landmark Plant Co.** - 321 S. Coast Hwy., **Pacific Coast Spirits** - 404 South Coast Hwy., **The Rising Co.** - 332 S. Coast Hwy., **Purple Heart Originals** - 518 Oceanside Blvd., **Ransack** - 1639 S. Coast Hwy.

## NEW BUSINESSES OPENED IN 2019 - GREATER OCEANSIDE

**Sunshine Kitchen** - 1006 Mission Ave., **Valerie's Taco's** - 1006 Mission Ave., Ste B, **Auto Zone** - 1028 Mission Ave., **Chase Bank** - 1040 Mission Ave. in the Mission Square Center, **Western Dental** - 3805 Mission Ave. in the Mission Plaza Real Center, **Pacific Dental** - 2484 Vista Way in the Fire Mountain Center, **Regal Theatre** - 431 College Blvd. in the Mission Marketplace Center, **Burlington Coat Factory** - 2425 Vista Way in the El Camino North Center, **Pho Ha Grill & Bar** - 3905 Mission Ave. in the Mission Douglas Plaza, **Breakfast Mug** - 1401 S. El Camino Real in Loma Alta Station, **Aldi** - 4251 Oceanside Blvd. in the Rancho del Oro Gateway Center. **Arrowood Fairways Kitchen & Bar** - 5201 Village Dr. at the Arrowood Golf Course.

## MORE PROJECTS ON THE HORIZON: 2020 & BEYOND

**408 Pier View**, a 10-room boutique hotel located at 408 Pier View Way will include a rooftop lounge and

restaurant with access to the adjacent Stone Brewing tasting room. The historic building, once known as the Schuyler Building, was built in 1888. Next door, the former Fire Water Saloon is undergoing major interior renovations to become an upscale cocktail lounge. The cocktail lounge is anticipated to open late spring 2020 and the hotel is expected to be open later in the year.

A new **Scripps Health facility** is under construction at 2205 Vista Way, which will include physicians' offices, urgent care, comprehensive imaging, outpatient surgery and GI labs. A separate, three-tier, 298 space parking structure will be connected to the facility by a pedestrian bridge. The new facility will expand the availability of healthcare resources in Oceanside and is expected to open in late 2020.

**Kite Pharma** has announced plans for a new 67,000 sq. ft. facility for biologics on the existing Gilead site at 4010 Ocean Ranch Blvd.

**Zephyr** has submitted a formal application for an active sports-oriented mixed-use development at Fousat Rd. and Hwy. 76 called **OceanKamp**. The project will consist of a 300-room hotel, 100,000 sq. ft. of commercial space, 20,000 sq. ft. of office space and a variety of recreational uses including a wave lagoon, rock climbing walls, bike path trails, fitness center, yoga pavilion and spa. The plan also includes a proposal for 700 multi-family residential units, with 20 acres of the project site preserved as open space.

The City recently held a groundbreaking event for the **El Corazon Aquatics Center**, a world-class complex which will provide competition-level amenities to serve Oceanside residents and school districts and host regional meets. Construction is scheduled to be completed June, 2021. Main components will include a 56-meter competition pool, diving boards, instructional pool, splash pad, administrative offices, meeting rooms, large multi-purpose hall, locker rooms and outdoor recreational and viewing areas. **Arena Califino**, an indoor 8,000 attendee capacity multi-use sports arena, is also planned for El Corazon. The center and arena will add to the active synergy already taking place within El Corazon Park with the SoCal Sport Complex, El Corazon Senior Center, and future residential and commercial development.

The **City of Oceanside** looks forward to helping more businesses open and expand in 2020. Economic development staff are 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.

**NOW OPEN...**



**Pacific Coast Spirits** is now open at 404 South Coast Hwy. in Downtown Oceanside. <https://paccoastspirits.com/>



**The Breakfast Mug** is now open at 1401 S. El Camino Real in the Loma Alta Station. Serving breakfast and lunch. Open: 7am - 3pm daily. <https://www.breakfastmug.com/>



**Landmark Plant Co.** is now open at 321 S Coast Hwy. in Downtown Oceanside. <https://www.landmarkplantco.com>.



**Booze Brothers Brewing Co.** tasting room is now open 606 Mission Ave. in downtown Oceanside. <https://boozebros.com/>

**COMING SOON...**



**The Rising Co.**, a co-operative retail shop is now open at 332 S. Coast Hwy. in downtown Oceanside. Retailers are: **Rais Case, Wild Habit, Indigo Sun Crystals, Adobe by Jess Vargas, Soul Shapers, Mar Y Lana, Mr. B's Necessities, Ornamental Plant Boutique** and **Vipaka Jewelry**. Seasonal Residency: **Vandevort**. See website at: <https://www.risingco.co/>



**Municipal Taco** coming soon to 2002 S. Coast Hwy. in the former Urge site in South Oceanside.

**Burn Boot Camp** at 125 Old Grove Rd., Ste 1 in the Old Marketplace shopping center. <https://www.burnbootcamp.com>