

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.

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OCEANSIDE BEACH RESORT

HAPPY NEW YEAR 2019



The Oceanside Beach Resort will break ground on February 6, 2019. Here's a quick timeline of the long awaited hotel project! In March 2004, the City of Oceanside put out an Request For Qualification for a hotel developer for the two city owned blocks at Mission, Myers and Pacific St. Many applicants responded and were narrowed down to four developers. In September 2004, a public workshop was held with the four hotel developers each giving a formal presentation to City Council and public comment was taken. In April 2005, City Council unanimously approved S. D. Malkin 5-0.

Much of the delay was caused by the Great Recession in late 2007, Redevelopment being eliminated by the State in 2011, and a lawsuit won by Malkin, appealed, with Malkin prevailing in January 2017.

S.D. Malkin has partnered with Two Roads Hospitality, an international lifestyle hotel company, to manage the hotels. The hotels will be operated by Joie de Vivre Hotels and Destination Hotels properties, featuring one 226-room full-service hotel on the south block of Pacific Street & Mission Avenue, and one 158-room boutique hotel across the street on the north block. Both hotels will contain multiple restaurants, bars, and more than 22,000 square feet of internal meeting and function space. The historic Graves House, also known as "The Top Gun House," will be moved off-site to be restored and then moved back to the north block as shop space. The Resort is anticipated to open in 2020.

Vital upgrades will be made to storm drains, water lines and sewer mains to ensure the integrity of these systems.

During construction, a block of Mission Ave. will be closed from Myers St to Pacific St. There will be a moratorium on events at the Junior Seau Pier Amphitheater; with some of the annual events will be relocated during construction. Parking will be impacted during construction. Some parking lots will be temporarily closed and will reopen later. After construction there will more parking spaces than before.

Please continue to show your support for local businesses during construction. For construction updates check out the How Do You Oside Campaign on page 2.

News continues on page 2



“Building a Stronger Foundation for Our Downtown,” is a comprehensive public relations campaign that provides positive communications to downtown businesses and visitors. The goal is to keep the public informed and to encourage individuals to continue visiting downtown Oceanside for entertainment, shopping and dining during construction.

MainStreet Oceanside partnered with the City of Oceanside Economic Development Division to launch this campaign to better inform downtown merchants and their consumers about Downtown Oceanside construction.

The project tagline is “Building a Stronger Foundation for our Downtown.” We are asking you to help share the tagline graphics on your social media and websites and encourage consumers/locals to continue to dine and shop as construction is happening. Furthermore, we’ve created a business toolkit for you to use when promoting your business. Please follow us on **Instagram and Facebook @HowDoYouOside** to learn more about what we are doing. Also, post your videos and photos featuring the great experiences you are having in Oceanside.

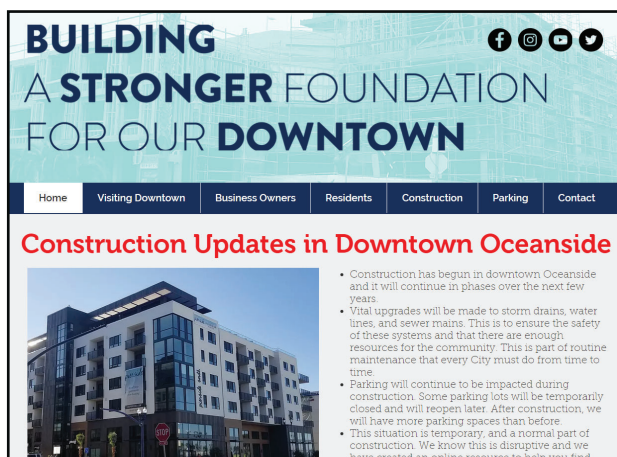
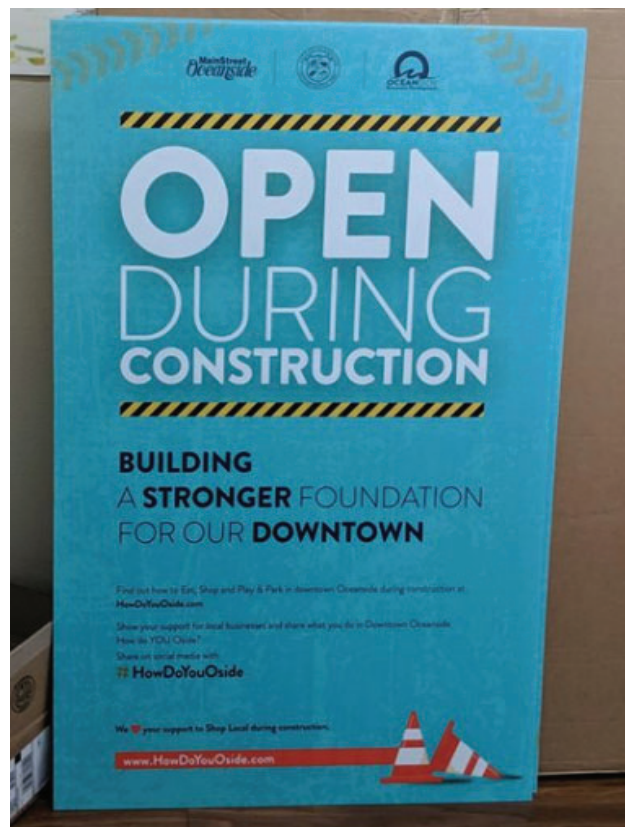
WHAT YOU CAN DO: SIGN UP!

Please sign up to receive notification’s by text message and/or email by following this link:

<https://www.howdoyouoside.com/sign-up>

If you have any questions, please don’t hesitate to contact us by emailing us at:

Construction@MainStreetOceanside.com.



- Construction has begun in downtown Oceanside and it will continue in phases over the next few years.
- Vital upgrades will be made to storm drains, water lines, and sewer mains. This is to ensure the safety of these systems and that there are enough resources for the community. This is part of routine maintenance that every City must do from time to time.
- Parking will continue to be impacted during construction. Some parking lots will be temporarily closed and will reopen later. After construction, we will have more parking spaces than before.
- This situation is temporary, and a normal part of construction. We know this is disruptive and we have created an online resource to help you find

NOW OPEN...



Pho Ha Grill & Bar is now open at 3905 Mission Ave. in the Mission Douglas Plaza.



Otterlei Coastal is now open at 250 Mission Ave., in the Pierside South Building in downtown Oceanside.



Exhale is now open at 236 South Coast Hwy. in downtown Oceanside.



Winco Foods is now open at 2225 El Camino Real in the Camino Town and Country shopping center.



Orfila Vineyards & Winery tasting room is now open at 221 N. Cleveland St. in downtown Oceanside.



Coming soon... Sandy Toes, a gift store has leased 511 Mission Ave. in downtown Oceanside.



Rosaria Pizza is now open at 209 North Tremont St. in downtown Oceanside.



Coming soon... Fugu Ice Cream & Taiyaki is coming soon to 410 Mission Ave. in downtown Oceanside.



Coming soon... **Senor Grubby's** has leased 311 N. Tremont in downtown Oceanside.

OCEANSIDE NEWS

The City of Oceanside saw many new businesses open in 2018, with over **237,344 sq. ft.** of space leased. Approximately **243,995 sq. ft.** of new construction was completed in 2018 and a total of **277,793sq. ft.** has started construction. Over **4,468** building permits were issued in 2018.

City of Oceanside looks forward to helping you in this new year! #2019!

GREATER DOWNTOWN RESTAURANTS & RETAIL



Pierside South, 117 North Cleveland St., a 7-story mixed-use project with a 110 residential units, a club house, a pool on the sixth floor, and 12,138 sq. ft. of retail on the first floor. **School of Hard Locks Escape Room**, 212 North Coast Hwy., Ste F, in Artist Alley. **The Bunker House**, 322 North Cleveland St. **Monroe Boutique**, 301 Mission, Suite 101A in Oceanside Terraces. **Fat Joe's Restaurant**, 424 South Coast Hwy. **Bella Lengua**, 509 Sportfisher Dr. **Honey's Bistro**, 608 Mission Ave. **Ramen Memna**, 502 Mission Ave. **Stay Golden Coffee Company**, 110 North Myers St. in the lobby of Oceanside Springhill Suites Hotel. **Benito's Cafe**, 610 Mission Ave. **Orflia Winery and Restaurant** opened in PierSide North at 221 N. Cleveland Ave. **Pacific Coast Spirit** will be opening at 404 S. Coast Hwy. **St. Tropez Bistro & Beyond**, 524 S Coast Hwy. **Royalie** has relocated to 403 Wisconsin Ave., #F.

SOUTH OCEANSIDE NEW RESTURANTS & RETAIL

Anita's Mexican Restaurant and Cantina relocated to 1714 S. Coast Hwy. in South O. **Sonora Refillery**, 1012 S Coast Hwy.

Nerd Sports Center, 1523 S. Coast Hwy. **Tambo Cafe**, 1904 South Coast Hwy.



NEW RESTAURANTS & RETAIL THROUGHOUT OCEANSIDE



Camino Town & Country shopping center, 2245 S. El Camino Real welcomed **Winco Foods**, **Board and Brew**, **Auto Zone**, **Sleep Number**, **Valerie's Taco Shop**, **Phenix Salon Suites**, **Gymboree Play & Music**, and **Nutrishop**. Coming in 2019, **Donut Bar** will open in the spring. **Pro Body Warehouse** opened at 1006 Mission Ave. and **Auto Zone** has relocated to 1028 Mission Ave. in the Mission Square shopping center. **Legree Fit**, 515 Vista Way. **Moonglade Brew**, 102 Copperwood Way, Ste E. **Starbucks**, 3521 Cannon Rd. in the Palm Tree Plaza. In the El Camino Real North shopping center, **Korean BBQ** will soon open at 2693 in the former El Torito's site, **Everbowl**, 2535 Vista Way, Ste B., **Amazing Lash Studio**, 2515 Vista Way, Ste B. **Pho Ho Cali** has leased the old Coco's at 3905 Mission at the southeast corner of Mission and Douglas. **Crunch Fitness** opened at 1767 Oceanside Blvd. in the Oceanside Town and Country shopping center. Coming in 2019, **Popeye's Chicken** is proposed to replace the demolished Pizza Hut in the Oceanside Town and Country shopping center at Oceanside Blvd. and I5. **M. BBQ** opened at 2216 S. El Camino Real in the North County Place shopping center. The new format **Big Lots** opened at 1702 Oceanside Blvd. in Best Plaza. **Eclectic Vintage Design**, 4259 Oceanside Blvd. in the Oceanside Marketplace shopping center. **Homestyle Hawaiian**, at 1950 Oceanside Blvd. in the Greenbrier Square center. **Mangia e Bevi**, 3613 Ocean Ranch Blvd. in the Ocean Ranch Plaza Center. **The Learning Experience**, 4170 Avenida de la Plata in the Rancho del Oro Technology Park. **Arroyo Verde**, a 27,200

commercial retail center at the northeast corner of Oceanside Blvd and Rancho del Oro, was approved by both the Planning Commission in October and the City Council in December. **Golden Corral** opened at 491 College Blvd. in the Mission Marketplace shopping center. At Pacific Coast Plaza, **Staples** relocated to 2180 B Vista Way, **Five Below** opened at 2154 Vista Way and **Old Navy** at 2150 Vista Way. In addition, the center received approvals to construct a drive thru **Starbucks** and additional retail space in 2019. **Hobby Lobby**, 3514 College Blvd. in the College Plaza shopping center. **The Poke Café**, at 3910 Vista Way adjacent to the Home Depot. **Dollar Tree** has leased the former Fresh & Easy at 4908 N River Rd. and should open by spring 2019. **Zephyr Investors LLC** purchased the 90 acre former drive-in site at 3480 Mission Road near Fousat and 76 in late July, 2018. In September, the developer filed for a two year extension of the time for the Pavilions project which was originally approved in 2008 for a 950,000 sf lifestyle shopping center, which was approved by City Council in November 2018. Zephyr has not met with staff to discuss their current plans for the site beyond the extension of time and grading activities to import dirt to raise the pads out of the flood plain.

NEW HOTELS AND HOTELS IN THE PIPELINE



The new **Fin Hotel** opened in May 2018 at 133 S. Coast Highway with a modern, urban looking 27 room boutique hotel. **Fairfield Inn** (Oceanside Blvd. /west of Vine – 99 rooms): City Council approved the project on May 9, 2018. **408 Pier View Way Hotel** received approval to renovate the old Jeannette's Cleaners into a 10 room boutique hotel with a small restaurant/café on the ground floor. The developer anticipates beginning renovations in early 2019. Redevelopment of Rodeway Inn (37 net new rooms): Application for a Revised Development Plan were submitted on March 8 for a 117 room **Marriott Residence Inn** with studio, one and two bedroom units, parking garage, restaurant and three meeting rooms. The project will seek City Council approval in early 2019. Super 8 (Net change in rooms 17): The current owner is proposing to remodel and upgrade the existing 107 room Super 8 (3240 Mission Avenue) into a **Candlewood Suites** with 120 rooms. **Inns at Buena Vista** (426 rooms): Draft EIR public review period closed on January 31, 2017. The consultant team is working to resolve a final concern from the City of Carlsbad regarding flood control and maintenance of the channel in Buena Vista Creek.

Project resubmittal under review. Community meeting to be scheduled. Planning Commission hearing date anticipated in early 2019. **1010 Oceanside/Belvedere** (124 rooms): Building plans are approved to construct the project. A two year extension of time, to October 17, 2019, was approved by the City Council on February 7, 2018. The applicant continues to pursue funding and is optimistic construction can commence soon. **Motel 6/Miramar restaurant site** at 901 N Coast Highway (138 rooms – net increase of 77 rooms): The owner of the Motel 6 and Miramar restaurant has proposed to develop a 138 room 2 story hotel with subterranean parking. The project was reviewed at Developer's Conference on October 3, 2018. A portion of the Motel 6 would be retained with the new, separately branded three star hotel constructed in front of and adjacent to the Motel 6.

INDUSTRIAL NEWS



Thornton Technology Corporation has leased 18,920 sf at 2555 Jason Court Thornton is a Certified Repair Station with manufacturing capability for Aviation Life Support Systems including Flotation Devices and Cargo Restraints. **Pirch**, a fixture and appliance retailer for kitchen, bath and outdoor products has consolidated their operations into their Oceanside facility, including their corporate headquarters. They are located at 3817 Ocean Ranch Blvd., Suite 115. **Salis International** has moved into 3921 Oceanic, Suites 801/802. Salis creates liquid watercolors, inks and other color products under the Dr. Ph. Martin label. **Sadie Rose Bakery** has purchased 2614/2616 Temple Heights and will be relocating their bakery and headquarters to Oceanside. Plans were submitted to the building department in October for tenant improvements. **Texcel** has leased 21,635 sf at 4654 North Avenue. The site will be used to distribute industrial hose, fluid sealing, and hydraulic products. Oceanside business **Lamvin**, a maker of premium acoustical products, has been awarded \$150,000 in California Competes tax credits. Phase 1 of **Pacific Coast Collection** completed construction, was sold for \$19.93M to a unit of Magnaflow Exhaust. Magnaflow purchased the building for future expansion and will lease it out initially. **Solecta Membranes** is consolidating operations and moving their corporate headquarters and all manufacturing into Oceanside at 4113 Avenida de la Plata. Solecta manufacturers microfiltration membranes most commonly used in the production of dairy, sugar and sweetener, and industrial bioprocessing industries.



OCEANSIDE BUSINESS SPOTLIGHTS...

Masa Tool is a manufacturer of a unique clamping tools for CNC Machines called Microconic System which is designed for small diameter, high tolerance part machining. Based here in Oceanside. Masa Tool serves the automotive, aerospace, defense, medical, electronics, energy, composites and other industries.



The Microconic system replaces existing sub-spindle collets with their game changing workholding product used for extremely small parts allowing for machining at extreme accuracy. The Microconic system is the only patented system that guarantees unsurpassed rigidity when manufacturing small fragile parts allowing them to be held safely and firmly without damage. The tool in an ever-increasing number of CNC and swiss machine tool OEM's worldwide by providing 5µm (0.0002") clamping concentricity. Masa Tool developed the Microconic™ system specifically for holding work pieces from Ø0.15mm to 10mm (Ø0.006"to 0.390") in any machine that has a collet-type chuck. The system consists of two major components: The Microconic™ cartridge, which transforms the work spindle for miniature work-holding, and the "right-sized" Microconic collet, which fits in the cartridge. Using the MASA Microconic™ System allows machining creatively more than ever before. Finally, with

the precision, strength and new overgrip capabilities of MASA Microconic™ System, there is a whole new world of time saving opportunities awaiting. Oceanside is excited that Masa Tool opened in Oceanside! If you are interested in their products contact the office at 760-732-1422 or visit the website at www.masatool.com



SMP-Superior Machined Products is a Swiss Screw Machine Shop specializing in high end, tight tolerance products with unsurpassed quality and reliable delivery at a competitive prices. SMP manufactures products from customer supplied blueprints to create medical grade screws, clamps, and other precision titanium parts using the Masa Tool Miroconic system to create these products. If the customer needs engineering/design assistance, SMP will work with the customer to create a blueprint to create the best quality product that can be manufactured.

The foundation of Superior Machined Products is its employees. Employees are encouraged to both continually improve and contribute new innovative ideas. The success of their company insures the success of every employee. By achieving all of this, SMP may remain the top manufacturer in the industry. Oceanside is thrilled to have such an innovative company operating in the City. If you would like to connect with them call their office at 760-208-4228 or visit the website at www.superiormachinedproducts.com

