

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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CITY OF OCEANSIDE ECONOMIC DEVELOPMENT - 2022 YEAR IN REVIEW

HAPPY NEW YEAR!

2022 once again proved to be a successful year for economic development in Oceanside. Dozens of new businesses, including the long-awaited Carmax, opened; and other notable projects, including the Frontwave Arena, made significant progress toward completion.

Over the last year over 497,782 sq. ft. of space was leased, approximately 416,665 sq. ft. of new construction completed and a total of 99,746 sq. ft. of new construction started.

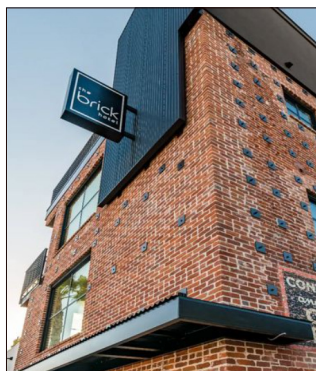
We look forward to continuing to serve the Oceanside business community in 2023 and wish everyone a safe and prosperous year.

NOTABLE PROJECTS IN 2022 -

The Brick Hotel, a ten-guest-room boutique hotel that includes **Q&A Restaurant and Oyster Bar**, **CocoCabana Rooftop Bar**, **Frankie's Cocktail Lounge**, and coming soon is the Succulent Cafe located at 408 Pier View Way. This historic building, once known as the Schuyler Building, was built in 1888.

The **CarMax Auto Superstore** opened at 3853 Plaza Dr., west of Thunder Dr., next door to the Oceanside DMV. Carmax has over 290 cars for sale at the Oceanside location. CarMax generated over 80 new jobs in Oceanside!

Beachfront Improvement Project Phase 1 project included a new, wider staircase from N. Pacific St. to the sand, landscaped viewing areas, 14 new restrooms, a new sewer lift station, and a new Police Substation.



NEW BUSINESSES OPENED IN 2022 - DOWNTOWN, THE HARBOR, AND SOUTH OCEANSIDE -

[Toasted Gastrobrunch + Dinner](#) - 339 N. Cleveland St., [Ryes and Grind Oceanside](#) - 236 S. Coast Hwy., [Bungalow 102](#) - 609 Vista Way, [Textur](#) - 923 South Coast Hwy., [Naegi](#) - 1902 S. Coast Hwy., [KNVS](#) - 127 S. Coast Hwy., [Mopa Lounge](#) - 325 South Coast Hwy., [Plantology Cafe Coffee Shop](#) - 913 S. Coast Hwy., [Art Cafe Oceanside](#) - 1920 S. Coast Hwy., [Mare Amicus Art Gallery](#) - 1850 N. Harbor Dr., [Luna Grace Photography Studio and Art Gallery](#) - 409 Mission Ave., Ste C125, [Curry & More](#) - 600 Mission Ave., [Ben & Esther's Vegan Jewish Deli](#) - 1904 S. Coast Hwy., [Allmine Oceanside](#) - 119 S. Coast Hwy., [Jane & Evie's Used Bookstore](#) - 232 N. Coast Hwy., [Goblin Shark Emporium](#) - 109 S. Coast Hwy., [Street Corner Urban Market](#) - 115 N. Cleveland St., [Beer Town](#) - 507 North Coast Hwy., [Century 21 Real Estate](#) - 1523 S. Coast Hwy., [Share Tea Oceanside](#) and [Jerry's Street Churros](#) - 1006 Mission Ave., [The Verve Studio](#) - 602-612 S. Tremont St., [The Lab Collaborative](#) - 201 North Cleveland St.

NEW BUSINESSES OPENED IN 2022 - GREATER OCEANSIDE -

[1Heart Caregiver Services](#) - 3355 Mission Ave., Ste 113, [Veterinary Urgent Care by Ethos](#) - 2455 Vista Way, Ste K, [Elam's Hallmark](#) - 2134 Vista Way, [Art Magic](#) - 2101 El Camino Real, [Tesla Collision Service Center](#) - 1825 Corporate Centre Dr., [Petco/Vetco](#) - 2130 Vista Way, [Crab Pub](#) - 3766 Mission Ave., #111, [CarMax Auto Superstore](#) - 3853 Plaza Dr., [Rockstar Games](#) - 3156 Vista Way, [Gaja Korean BBQ](#) - 2693 Vista Way, [Fusion Hydration Oceanside](#) - 1444 Mission Ave., [Kimy Gets Skinny "Doatnut"](#) - 2530 West Vista Way, [Local Canes](#) - 4170 Oceanside Blvd., [Dunkin'](#) - 1906 Oceanside Blvd., [Hangar76/Tipping Pint Brewing Co./Carruth Cellars Wine](#) - 3229 Roymar Rd., [Devil Mountain Nursery](#) - 5708 North River Rd.

OPENING IN 2023 -

Arroyo Verde shopping center, a 27,020 SF project located at NEC of Oceanside Blvd. and Rancho del Oro Dr. Tenants signed are [The Habit Burger Grill](#), [Allen Orthodontics](#), and [Tacos Don Paco](#).

The [Freeman Collective](#) by Fabric Investments has transformed two buildings, one at 510 Vista Way and the other at 1940 S. Freeman St. in South Oceanside. Signed tenants at 510 Vista Way are [Homestate](#), [Swagyu Chop Shop](#), and [Blackmarket Bakery](#). Signed tenants at 1940 S. Freeman are [Corner Pizza](#), [Artifex Brewing](#), and [Northside Shack](#).

From the makers of [Crackheads](#). Inside two shipping containers, a new restaurant at 502 South Coast Hwy.

[Alta Oceanside](#) is a mixed-use project located at 1015 North Coast Hwy. The project includes 309 apartments with 5,615 sq. ft. of ground-floor commercial/retail wrapped around a five-level above-grade parking garage with 569 parking spaces for residents, commercial/retail, and residential guest parking.

The [Classical Academies High School](#) will move to its new location at 1305 -1320 Union Plaza Ct. The Classical Academies purchased four buildings totaling 99,968 SF in July 2022.

PROJECTS ON THE HORIZON -

[Ocean Kamp](#) is a mixed-use project at the former drive-in theatre site. The project with new entitlements. With 35 acres of commercial use, including a 300-room hotel, 130,000 SF retail, office, a surfing wave pool, fitness center & spa, and 35 acres of residential with 700 residential units. Located at the northeast corner of Foussat Rd. and Hwy. 76.

[The Flats](#) is a boutique mixed-use project in south oceanside. The project consists of 18 apartments + two affordable units, two commercial spaces, and a 20-car at-grade garage. All units have outdoor patios and open-air corridors. The project is a 3-story podium ground-up development.

[The Frontwave Arena](#), is a 170,000 sq. ft. Multi-Purpose Sports Arena and events facility. The arena will support 5,951 seats for sporting events and 7,285 seats for concerts. In addition, a 36,000 sq. ft. outdoor plaza will be located on the southwest corner of the site.

[Ionis Pharmaceuticals](#) and [Sudberry Properties](#) are partnering on a 533,700 SF development project with 497,900 SF of R&D facilities and 35,800 SF of commercial space.

Tri City Behavioral Health Facility provides 16 beds and will be open 24/7 to help individuals with psychiatric issues during short-term inpatient stays.

IN THE SPOTLIGHT -



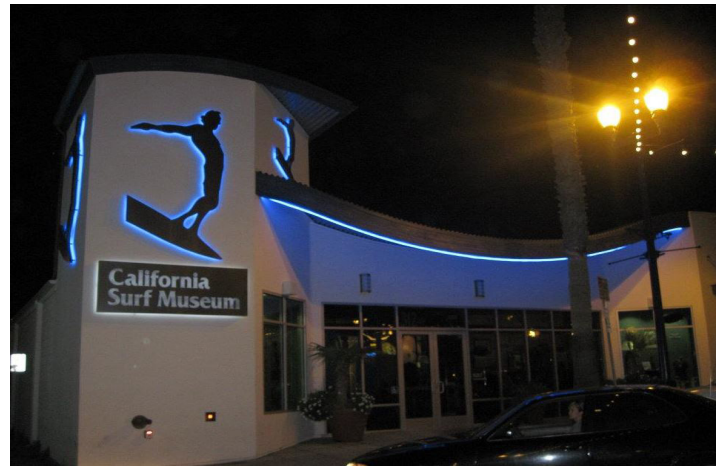
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IN THE SPOTLIGHT -



At the turn of the century, Stay Covered had grown enough to warrant its warehouse and therefore rented a little room from Gary Linden of Linden Surfboards. At this time, Stay Covered continued to manufacture leashes at their Oceanside location. Gary Linden, a regular at the infamous Todos Santos surf break in Baja, Mexico, pushed them to make thicker, stronger leashes that could handle the giant waves. It took a good amount of trial and error, and a few balsa boards on the rocks, until they had it perfected. Now, Stay Covered is the go-to leash in waves of consequence.

Stay Covered Surf Accessories was started by Mark Cappa in his garage in the early 90s, making board bags for friends and family. It was originally a way for his wife to make extra income while staying home to care for their two young kids. In the mid-'90s, Stay Covered ventured into manufacturing leashes.



Today Stay Covered still makes all their leashes in Oceanside, at the same location next to Linden Surfboards. They still make hand-tied big wave leashes and small wave-molded double swivel leashes. All products get the same quality materials and professional craftsmanship, bringing Stay Covered to where it is today.

www.staycovered.com

3820 Oceanic Drive, Suite 311

Still in his garage, all leashes were made by hand, tying the urethane and stitching them together with the same machines used to sew the board bags.



The City of Oceanside looks forward to helping more businesses open and expand in 2023. 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.

