

# OCEANSIDE ECONOMIC DEVELOPMENT NEWS

JUNE  
2023

## 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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### ALTA OCEANSIDE UPDATE



**Alta Oceanside** continues construction on the residential component of its mixed-use project located at 1015 North Coast Hwy. in Downtown Oceanside.

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.

Alta Oceanside has many amenities, including four separate courtyards, an indoor/outdoor fitness center with yoga equipment, a lap pool for swimming and poolside lounging, a public plaza, and a fifth-floor viewing deck. Tenants will have access to an on-site library with conference and co-working spaces, a BBQ area, and on-site storage for bikes, surfboards, and paddleboards.

There will be 283 market-rate and 26 affordable apartments and a second building on the property's south side containing ten residential units. The Commercial/retail piece will be fronting North Coast Hwy.



**NOW OPEN-**



**The Comics Stronghold** recently opened at 1906 Oceanside Blvd., Unit G in the Oceanside Village Square center, offering comics and collectables.



**Tengu Ramen** is open at 2183 Vista Way, Ste B2, in the Pacific Coast Plaza, serving ramen, appetizers, and more.



In the Fire Mountain shopping center, **NuSpine Chiropractic Oceanside** at 2530 Vista Way, Ste P provides affordable, convenient, quality chiropractic care.



**China Fusion** recently opened a second restaurant at 2530 Vista Way, Ste J, in the Fire Mountain shopping center, serving fresh Chinese cuisine.



**Corner Pizza** at 1940 S. Freeman St. in the Freeman Collective, serving Brooklyn-inspired pizzas, beer and wine.



**Boot Barn** opened at 2555 Vista Way in the El Camino North shopping center, offering a wide selection of cowboy boots, work boots, western wear, workwear, and outdoor gear.

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## NOW OPEN-



**Chemistry Hair Lab Oceanside** is open at 865 S. Coast Hwy., offering a range of styling services and products.



**Bungalow 102** reopened at 609 Vista Way in South Oceanside. Bungalow 102 offers a curated selection of vintage and lifestyle goods.

## COMING SOON-

**JimmyJohns** at 3480 Marron Rd. in the Quarry Creek shopping center.

**Bread & Cheese Eatery, And Breakfast Burritos,** and **Pineapple Crush** at 1904 S. Coast Hwy., Unit 101 in South Oceanside.

**Sound by the Sea** at 325 S. Coast Hwy. in Downtown Oceanside. New listening bar concept in the former Mopa Lounge.

Coming in 2024, **Merenda** at 1935 S. Coast Hwy. in South Oceanside. A wine shop serving housemade snacks and more.

## IN THE SPOTLIGHT



**Outpost Vans** is a full-service custom van builder and campervan rental company.



They specialize in Mercedes Benz Sprinter conversions, upgrades, and gear installations. In addition to the Sprinter platform, their team converts and works with the Ford Transit and RAM Promaster. They have decades of experience in the automotive, architecture, woodworking, design, tech, and business, to deliver a genuinely collaborative and customer focused process and experience.



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](mailto:mgeller@oceansideca.org) or (760) 435-3351.



## IN THE SPOTLIGHT



Their goal is to take your vision and their expert experience and bring to life a fully custom one-of-a-kind van build. Outpost Vans are designed and built to last, so you can “Make Camp Anywhere!”



Outpost Vans is passionate about helping people connect with mother nature and the open road. Check available rental dates and start planning your next adventure!  
[www.outpostvans.com/vanrentals](http://www.outpostvans.com/vanrentals)



Contact them at 760-643-7896 or [INFO@OUTPOSTVANS.COM](mailto:INFO@OUTPOSTVANS.COM)

Outpost Vans is located at 105 Copperwood Way, Ste. D  
(By appointment only)



The [Beach Break Cafe](#) has been family-owned and operated since 1988 by Gary and Zell Dwelley; the Dwelleys have recently retired. Their son Harrison Dwelley and long-time friend Gary Blair have taken over. They recently celebrated their 35th Anniversary in Oceanside! Beach Break Cafe has become an essential part of the Oceanside community! Congrats!



This surf-inspired diner serves American fare with a California twist. People taking a break from the beach or wanting a pre-ocean meal flock here for their cinnamon-laced coffee cake drizzled with frosting and the giant inventive four-egg omelets and scrambles. The Banana Crunch French Toast is a favorite, dipped in honey bunches of oats for the crunch and then topped with bananas and a healthy dose of whipped cream.







While dining, you can check out the colorful surfboards, the surfboard-inspired ceiling fans, and surf photos that decorate this breakfast-and-lunch-only spot. The weekend wait can be long, but the Dwelleys set up an honor-system coffee station.



Beach Break is located at 1802 South Coast Hwy. in South Oceanside.

<https://beachbreakcafe.net/>

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