

# CITY OF OCEANSIDE ECONOMIC DEVELOPMENT NEWS

JANUARY  
2025

## 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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### HAPPY NEW YEAR!

We hope you are as excited as we are here in the City of Oceanside's Economic Development Division about the impressive list of notable new projects and new business openings this year. From the game-changing Frontwave Arena, to cozy new eateries and eclectic retail shops, we are grateful for all the hard-working business owners and employees across industries who keep Oceanside's economy bustling with activity. Wishing everyone a healthy and prosperous 2025!



### NOTABLE PROJECT IN 2024-

The **Frontwave Arena**, a state-of-the-art facility with a seating capacity of 7,500, opened in September and serves as the new home for the San Diego Sockers and the San Diego Clippers. With excellent sightlines from every seat, the arena also hosts various shows, concerts, and special events for visitors of all ages. For upcoming events, visit [www.frontwavearena.com/events](http://www.frontwavearena.com/events). Frontwave Arena is located at 3475 Hero Drive.

**Alta Oceanside** a mixed-use project located at 1015 North Coast Hwy. opened in July. The project has 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 Flats** is a three-story boutique mixed-use project in South Oceanside that opened in July. It comprises 18 apartments plus two affordable units and a ground-floor commercial with two tenants, Merenda Wine Bar and Coastal Core Pilates. The project also includes a 20-car at-grade garage. All units have outdoor patios and open-air corridors.

**Crackheads Oceanside**, a food court crafted from shipping containers, opened in October. This outdoor food hub and cocktail garden, located at 502-510 South Coast Highway in Downtown Oceanside, offers a dog-friendly environment and features a full bar. It is home to various culinary delights, including Tacos 1975, T.S.K. Thai Style Kitchen, Smash'd Burger SD, and Sidelines Social. Guests can enjoy their meals at picnic tables, partake in yard games, and experience live entertainment.

## NOTABLE PROJECTS IN 2024



alta Oceanside



The Flats



Crackheads Oceanside

[Coastal Academy High School](#) officially opened its new campus in September at 1305 - 1320 Union Plaza Court. This new facility features modern classrooms, collaborative spaces, and advanced amenities to support its hybrid learning model. The expanded space offers students an excellent opportunity to learn and grow. For more information about CAH, visit [www.classicalacademy.com](http://www.classicalacademy.com).

## PROJECTS ON THE HORIZON-

The [Oceanside Transit Center \(OTC\)](#) redevelopment project includes approximately 589,121 SF of residential space with 547 apartment units, committing to 10% low-income and 5% moderate-income housing, totaling 83 reserved units. Additional features include a 160,657-SF boutique hotel with 173 rooms, a 64,085-SF NCTD headquarters, a 5,438-SF intermodal transportation center, retail, and food spaces totaling 29,196-SF, and 1,834 parking stalls for public and private use. The project is currently under review.

The **Ocean Kamp** mixed-use project at the former drive-in site has new entitlements, including 35 acres of commercial use with a 300-room hotel, 130,000 sf of retail and office space, a surfing wave pool, and a fitness center; 35 acres for 700 residential units; and 20 acres of open space. On October 19, 2022, the City Council approved the project with a 5-0 vote. Final grading and improvement plans are under review, and potential modifications to the commercial component are being discussed.

**Ocean Creek** is a mixed-use transit-oriented development located at the intersection of Crouch St. and Oceanside Blvd. The project comprises five four-story buildings featuring 295 residential units, 3,000 square feet of double-volume retail space, and 7,000 square feet of amenities. Grading activities have already commenced at the project site.

## NEW BUSINESSES OPENED IN 2024 - DOWNTOWN, AND SOUTH OCEANSIDE-

[Acai Republic](#) - 125 S. Coast Hwy., [Always Hungry Grocery & Goods](#) - 110 Myers St., [Amalfi Cucina Italiana](#) - 221 N. Cleveland St., [Better Buzz Coffee](#) - 1050 S. Coast Hwy., [Blackmarket Bakery](#) - 510 Vista Way, Ste 102, [Coastal Core Pilates](#) - 1931 S. Coast Hwy., Ste. 101, [Covet Art Gallery](#) - 1922-A South Coast Hwy., [Earth's Elements](#) - 409 Mission Ave., [Finney's Crafthouse](#) - 212 N. Tremont St., [Fisherman's Market](#) - 320 Harbor Dr., [Green Cheek Beer Co.](#) - 601 S. Coast Hwy., [Lore Fine Jewelry](#) - 314 Wisconsin St., [Merenda Wine Bar](#) - 1931 S. Coast Hwy., Ste 102, [Municipal](#) - 1722 S. Coast Hwy., [Northside Shack](#) - 631 S. Coast Hwy., [Padel California](#) - 222 S. Coast Hwy., [PB Poke House](#) - 216 N. Coast Hwy., [Raw Rhythm Ceramics Studio](#) - 607 Vista Way, [Rose Cafe](#) - 1902 S. Coast Hwy., [Rooted Ritual Skincare](#) - 909 S. Coast Hwy., [Sheisgraciellou - Cowboy Pillows](#) - 1617 S. Coast Hwy., [Strawberry Shack](#) - 211 N. Tremont St., [Tandoori Guys](#) - 127 S. Coast Hwy., [Tanner's Prime Burgers](#) - 510 Vista Way, [The Coast](#) - 250 Mission Ave., [The James Brand](#) - 425 S. Coast Hwy., [The Oceanside Gym](#) - 505 Mission Ave., [The Surf Club Oceanside](#) - 211 Mission Ave., [Uncle Anthony's Local Market](#) - 700 N. Coast Hwy., [Zito Hat Co.](#) - 609 Vista Way

## NEW BUSINESSES OPENED IN 2024 - GREATER OCEANSIDE-

[24 Suns](#) - 3375 Mission Ave., [85°C Bakery Cafe](#) - 3762 Mission Ave., [Al Toque Peruvian Kitchen & Tap Room](#) - 1906 Oceanside Blvd., Ste E-F, [Bricks & Minifigs](#) - 2178 Vista Way, [Cocina del Mar](#) - 650 Douglas Dr., [Dreamruns](#) - 3038 Industry St., Ste 108, [European Food Market](#) - 4171 Oceanside Blvd., [Everything Wine & Spirits](#) - 4161 Oceanside Blvd., [Four Tunas](#) - 41 Douglas Dr., [Georgie's Mediterranean Cuisine](#) - 1950 Oceanside Blvd., Unit R, [Haus of Fitness](#) - 4263 Oceanside Blvd., 103 - 106, [Joyee's Dumpling House](#) - 3460 Marron Rd., Ste 107, [Marco's Pizza](#) - 1779 S. Coast Hwy., [Mayweather Boxing + Fitness](#) - 4171 Oceanside Blvd., [Mom Amore Kids Club](#) - 4259 Oceanside Blvd., [Nordstrom Rack](#) - 2168 Vista Way, [Oside Power Yoga](#) - 3784 Mission Ave., Ste 152, [Rubio's Fresh Mexican Grill](#) - 4201 Oceanside Blvd., [Sands Coffee Roaster](#) - 2601 Oceanside Blvd., [Sixes & Sevens Skateshop](#) - 4170 Oceanside Blvd., [Surf Salutations](#) - 4225 Oceanside Blvd., [Tacos Don Paco](#) - 1850 Rancho del Oro Rd., [Tandoori Corner](#) - 158 Roymar Rd., [Thai Hut Restaurant](#) - 3753 Mission Ave., [The Latin Chef Peruvian Cuisine](#) - 4259 Oceanside Blvd., [Torrid Clothing](#) - 2665 Vista Way, [Urbane Café](#) - 2183 Vista Way, Unit B-1, [Veterinary Emergency Group Oceanside](#) - 2224 S. El Camino Real, [West Coast Sourdough](#) - 1870 Rancho del Oro Rd., Ste 190.

## NEW BUSINESSES- DECEMBER



**85°C Bakery Cafe** at 3762 Mission Ave., Unit 102. Serving Taiwanese pastries, bread, coffee and milk teas.



**The Oceanside Gym** at 505 Mission Ave. in Downtown Oceanside. They offer workouts year-round, featuring state-of-the-art machines, cardio equipment, free weights, stretching areas, and infrared saunas.

## COMING SOON-2025



**Roostr Yard** at 1810 Ranch del Oro Rd., Ste 100, in the Arroyo Verde Center. Serving fresh grilled chicken, salad and sandwiches.



**The Great Greek Mediterranean Grill** is at 1830 Rancho del Oro Rd., Ste 150, in the Arroyo Verde Center. It offers modern takes on Greek, Mediterranean, and Middle Eastern dishes, including grilled skewers, souvlaki, salads, and wraps.

**Dirty Dough Cookies**, known for its messy cookies coming soon to 1850 Oceanside Blvd., Ste 160 in the Arroyo Verde Center.

Would you like your business featured in a weekly Oceanside Business Spotlight? Each week we will spotlight an Oceanside business on our @oceansidebiz social media accounts. Contact us at: [osidebiz@oceansideca.org](mailto:osidebiz@oceansideca.org) if you would like to be featured.

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