

# CITY OF 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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### MISSION SQUARE SHOPPING CENTER



Discover Oceanside's diverse retail centers in a monthly spotlight series that showcases what each one has to offer.

**Mission Square Shopping Center** is a prominent retail hub located just west of Interstate 5 on Mission Avenue. Covering approximately 163,400 SF, it is anchored by national stores like [Walmart Neighborhood Market](#), [AutoZone](#), and [Chase Bank](#), benefiting from high visibility and foot traffic due to its proximity to freeway ramps and [Oceanside High School](#), with over 250,000 vehicles passing daily on I-5. The center offers a variety of services, shops, and eateries, including a gym, hair and nail salons, and quick-service restaurants such as [Sunshine Kitchen](#), [Valerie Tacos](#), [Pho Bowl and Grill](#), [Subway](#), [Tasty Pot](#), [Michoacana Mia Oceanside](#), [Panda Express](#), and [Wendy's](#). Tenants include: [Harbor Freight](#), [MetroFlex Gym](#), [Madstrange](#), [Happiness Nails & Spa](#), [Probody Warehouse](#), [Craft Party Supply](#), [Teresa's Hair Salon](#), [Metro by T-Mobile](#), [Coastal Music](#), [Posh Wash Coin Laundry](#), and [LOL-Life of Liberty, Inc.](#)

Recently, the center has undergone renovations, improving its façade and landscaping, and it has nearly full occupancy with below-market lease rates. Mission Square also features 20 new [Tesla](#) charging stations and has welcomed [Better Buzz](#) as a new tenant. Coming soon to the center is [Main Chick Hot Chick!](#)

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**NEW BUSINESSES-**



**Better Buzz** at 1004 Mission Ave. in the Mission Square shopping center, serving crafted coffee, tea, smoothies, bowls, sandwiches and wraps.



**Rad Juice Bar** at 318 N. Cleveland St. in Downtown Oceanside, serving fresh-pressed juice, superfood bowls, wellness shots, and plant-based smoothies.



**Jitters Coffee Pub** Grand Re-Opening at 510 N. Coast Hwy. in Downtown Oceanside, serving up handcrafted coffee, pastries, and vegan food.



**Freeman Street Surf Studio**, located at 208 N. Freeman St. in Downtown Oceanside, specializes in surfboards crafted by local shapers.

**COMING SOON-**



**The Brew Inn**, a sports bar, is set to open this summer at 1910 Oceanside Blvd., Suite F, in the former location of 1910 Tap House.



**The Whiskey Bear Tavern**, a Dungeons & Dragons-inspired bar and eatery, is set to open in late September 2025 at 4263 Oceanside Blvd., Ste B107.

**Pacific Beach Fish Shop** is opening a new location at 236 South Coast Highway in Downtown Oceanside.

## IN THE SPOTLIGHT- OCEANSIDE ADVENTURES



**Oceanside Adventures**, a luxury whale and dolphin watching company, based in Oceanside Harbor near the historic lighthouse at 256 Harbor Drive South, offers a premier way to explore the Pacific Ocean with elegance and comfort. Their fleet includes a 50-foot catamaran and the brand-new 63-foot NALA, complete with stunning Wyland marine-themed artwork and clear 360-degree viewing decks. These wheelchair-accessible vessels cater to families, couples, corporate groups, and private charters, all narrated by expert captains and certified naturalists.



Oceanside Adventures recently celebrated its 10th anniversary on July 1, 2025, marking a decade of unforgettable whale watching and harbor cruises in the local community.



Year-round, these two-hour luxury cruises take guests just minutes to reach prime marine life zones. Guests can expect sightings of humpback, minke, fin, and majestic blue whales, in addition to playful dolphins, sea lions, and mola mola—enhanced by engaging onboard narration from US Coast Guard-licensed captains and naturalists.



From November to April, whales such as gray, humpback, fin, and minke whales, as well as all four species of Pacific dolphins, are frequently spotted. Between May and October, blue whales make stunning appearances alongside orcas, sea lions, turtles, sharks, and seabirds. With free harbor parking, easy boarding, and daily tours, plus the celebratory energy of a 10 year legacy, Oceanside Adventures makes for a perfect summer outing or special occasion to cherish.

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