

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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HAPPY NEW YEAR!

As we close the chapter on 2025, we saw a wave of new business openings that added fresh energy to the community. We're heading into the New Year with several impactful projects on the horizon that will continue to shape Oceanside's growth and vibrancy. We're also proud to see the fully electric g'Osider shuttle continuing to connect residents and visitors to downtown destinations—keeping mobility, sustainability, and community at the forefront in 2026.

NOTABLE PROJECTS IN 2025

Genentech's newest building in Oceanside is a next-generation biologics manufacturing facility at its Antibody Way campus, designed to produce commercial-scale medicines more quickly, flexibly, and sustainably. Part of an approximately \$450 million investment, the facility uses advanced technologies such as automation and single-use systems to support small-batch and personalized biologic therapies while reducing energy and water use, and it is expected to create about 150 new full-time jobs, further strengthening Oceanside's growing biotech hub. A ribbon-cutting celebration is expected soon.

Fire Station 9 at **North River Farms**, recently opened, is a new facility built and funded by Lennar to enhance emergency response for the city's northern communities. The growing neighborhood also features newly built residential homes, offering a range of modern housing options, along with plans for a maker space and artisan hub in the Village Core to support local creativity, small businesses, and community activity as the area continues to develop.



A 25,500 sq. ft. **HomeGoods** at 2120 Vista Way in the Pacific Coast Plaza opened this year, which offers an ever-changing selection of unique merchandise.



South Oceanside Bungalows, a newly renovated 12-unit boutique hotel in South Oceanside at 2034 South Coast Hwy also opened this year. Just two blocks from the beach and centrally located, this charming destination is only steps away from **Hill Street Barbeque & Beer Company**, **Freeman Collective**, **Merenda Wine Bar**, and other vibrant restaurants nearby.



Frontwave Arena marked its first anniversary, celebrating one year since the state-of-the-art venue opened in September 2024. In its inaugural year, Frontwave Arena welcomed major concerts, family shows, and hometown sports, including home games for the **San Diego Clippers** and the 16-time champion **San Diego Sockers**. The milestone underscores the arena's growing role as a regional hub for entertainment and community events in Oceanside and across San Diego County.



gO'side Shuttle-

The **G'OSIDE EV SHUTTLE** continues into 2026. Thanks to contributions from longtime contributor **Visit Oceanside**, the **Oceanside Arts and Cultural District**, and the **Downtown Oceanside Property and Business Improvement District (PBID)**, the fully electric g'Osider EV shuttles provide a fun, safe, and energy-efficient way to travel around Downtown Oceanside. A low fare of \$3 per rider is charged, with a maximum charge of \$6 for groups of more than two riders.

New Hours of Operation: Wednesday through Sunday, 2 p.m. to 10 p.m. year-round.

Projects On The Horizon- Approved In 2025

The **Oceanside Transit Center** redevelopment will transform the downtown station into a modern, mixed-use transit hub with housing, retail, a boutique hotel, and public spaces. Led by **NCTD** and **Toll Brothers Apartment Living**, the project adds new residential units, improved transit connections, and pedestrian-friendly infrastructure. The goal is to reduce car dependence while supporting long-term economic growth in downtown Oceanside.

810 Mission Avenue, NCTD's current headquarters, will be redeveloped into 206 residential units with ground-floor commercial space.

901 Mission - eight-story building featuring 273 apartments.

712 Seagaze - affordable housing project featuring 179 studio units.

801 Mission - 230-unit apartment with 5,400 SF of commercial space.

401 Mission Avenue - mixed-use project consisting of 332 apartments (34 units reserved for low-income households), approximately 19,400 square feet of commercial area, and public plazas.

Modera Neptune - 815 N. Coast Hwy., a mixed use development consisting of 360 apartments with 36 units reserved for low-income households and a 62-room hotel.

Other Notable Business Openings In 2025

Downtown -

Artist Alley- Annica Collective -206 N. Coast Hwy., **Beach City Smoothies** - 212 N. Coast Hwy., **The Flower Chapel** - 212 North Coast Hwy., **Moonlight and Sage** - 707 Mission Ave., **Freeman Street Surf Studio** - 208 N. Freeman St., **Guahan Grill** - 515 Mission Ave., **Odie's Pizza Co.** - 121 N. Cleveland St., **Rad Juice Bar** - 318 N. Cleveland St., **Eat Crispy Burger Oceanside** - 207 N. Coast Hwy., **Natty Bella Bridal Couture** - 401 N. Coast Hwy., **Cats and Crystals Cat Café** - 510 North Coast Hwy., **Venezia Italian Cuisine** - 608 N. Coast Hwy., **Little Fawn Restaurant & Cocktail Bar** - 131 S. Coast Hwy., **High Tide Coffee** - 332 S. Coast Hwy., **Fiore Paper Company** - 420 S. Coast Hwy., **Oceanside Art Collective** - 427 S. Coast Hwy., **OG Juice Company** - 403 Wisconsin Ave., Ste H

Tremont Collective- Bueno Wines and Goods - 602 S. Tremont St., Unit 103, **Adobe by Jess Vargas** - 407 Minnesota Ave., Ste 106, **Lifeline Animal Urgent Care** - 1024 S. Coast Hwy.

Mission Square Shopping Center- Better Buzz - 1004 Mission Ave., **Main Chick Hot Chick** - 1006 Mission Ave., Ste D

South O-

The Taco Stand - 1722 South Coast Hwy., Ste A-4, **Esthetics by Melanie** - 1930 S. Coast Hwy., Ste 206, **Hill Street Brewing Co** - 2002 S. Coast Hwy., **Blue Bowl** - 1940 S. Freeman St., Ste 103, **Vista Bean Company** - 1227 Vista Way

East of the I - 5

Arroyo Verde Center - Roostr Yard - 1810 Rancho del Oro Rd., Ste 100, **Alohana Acai Bowls** - 1830 Rancho del Oro Rd., **Pizza Guys** - 1830 Rancho del Oro Rd., Ste 145, **The Great Greek Mediterranean Grill** - 1830 Rancho del Oro Rd., Ste 150, **Dirty Dough Cookies** - 1850 Rancho del Oro Rd., Ste 160, **Reflect Co. Salon** - 1850 Rancho del Oro Rd., Ste 165.

Blue Kangaroo Packoutz - 4040 Calle Platino

Dayon Coffee Company - 3186 Vista Way.

24 Suns - 3375 Mission Ave., Ste J, **CHIIM Local Thai Kitchen** - 3753 Mission Ave., Ste 106, **Children's Choice Dental Care** - 3805 Mission Ave., **Robata X Sushi & Izakaya** - 3919 Mission Ave., **Torta Time** - 3935 Mission Ave.

Pokeport Oceanside - 4635 Frazee Rd., **Dalu Hawaiian BBQ** - 125 Old Grove Rd., **Valerie's Tacos** - 125 Old Grove Rd., Ste 8, **The Brew Inn** - 1910 Oceanside Blvd., **Pho Ocean Garden** at 4111 Oceanside Blvd., Ste 102

Coming in 2026-

dd's Discounts will open at 449 College Blvd. in the Mission Marketplace.

Dirty Birds at 1001 N. Coast Hwy will open in the **Alta Oceanside Apartments**.

Tierra Mia Coffee at 1420 Mission Ave., serving Latin-inspired coffee and house-made pastries.

The Whiskey Bear Tavern, a Dungeons & Dragons-inspired bar and eatery, is coming soon at 4263 Oceanside Blvd., Ste B107.

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

Key and Cleaver is a new pop-up restaurant concept at 101 N. Coast Hwy. in Downtown Oceanside.

Kung Fu Tea at 605 Mission Ave. in Downtown Oceanside.

NEW BUSINESSES-



Amalfi Cucina Italiana at 221 N. Cleveland St. has reopened, serving authentic Italian handcrafted pizzas, handmade pastas, seafood, and shareable plates.



Bodega Market at 3529 Cannon Rd. in the Palm Tree Plaza offers cold-pressed juices, smoothies, coffee and chef-prepared grab-and-go meals made with locally sources ingredients.



OG Juice at 403 Wisconsin Ave. serves organic cold-pressed juices, wellness shots, sea moss, kombucha, dog treats, and more.



Ratstar Oceanside at 321 S. Coast Hwy. in Downtown Oceanside is a vintage clothing store offering one-of-a-kind pieces and stylish treasures.



Tailored Space at 3605 Ocean Ranch Blvd. is a modern coworking and flexible office space offering turnkey workspaces and meeting rooms for professionals and growing businesses.

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 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 or (760) 435-3351.