

DOWNTOWN AT-A-GLANCE

DEMOGRAPHICS			
	1 Mile	3 Miles	5 Miles
Population	18,861	71,447	152,762
Projected Population (2020)	20,073	75,474	162,731
Households	7,321	23,747	52,278
Average Household Size	2.7	2.7	2.6
Median Age	36.4	34.0	36.6
Average Household Income	\$74,461	\$76,934	\$83,220
Median Home Value	\$528,200	\$479,110	\$456,887

TRAFFIC COUNTS	Avg. Daily Traffic Counts
N Coast Highway & Mission Avenue	20,434
N Coast Highway & Pier View Way	17,931
S Coast Highway & Seagaze Drive	16,300
Mission Avenue & Nevada Street	13,778

2016 VISITOR SPENDING BY COMMODITY	(\$ Million)
Dining: 34%	100.6
Accommodations: 30%	87.7
Retail Sales: 16%	48.5
Arts and Entertainment: 13%	37.9
Groceries: 4%	11
Transportation: 3%	8.6

*Overall Destination Spending \$294 Million



YOUR PARTNERS IN DEVELOPMENT



www.mainstreetoceanside.com



www.ci.oceanside.ca.us



www.visitoceanside.org



www.oceansidechamber.com



www.innovate78.com

FOR MORE INFORMATION

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*The information on this brochure was combined from different data sources. Although deemed reliable, the content is not guaranteed and is subject to change without notice.



Downtown District

DIVERSE
COMMUNITY





UNPRETENTIOUS
VIBE

ENTREPRENEURIAL
SPIRIT





Total Population
180,110



Employee
Population
49,628



Avg Household
Income
\$84,344



Median Home
Value
\$557,500



Average Age
36



Walk Score
94 out of 100

Life in OCEANSIDE, CALIFORNIA

Where commerce meets the coast. The innovative energy, cultural expression and flourishing food & brew scene are being recognized as economic drivers in this SoCal hotspot.

Proud locals and year-round visitors flock to this beachfront commercial district and revitalizing downtown scene. We invite you to join our collaborative culture and be inspired by our coastal lifestyle - where you can grow your business and immerse yourself in oceanfront living full of family-friendly recreation. Coming soon – 58,000 sq ft of retail and restaurant space in development!



ACTIVE LIFESTYLE

Our quality of life, location, and ideal weather attract an active lifestyle which supports action sports and adventure industries.

Bike to work? The City of Oceanside is recognized by the League of American Bicyclists as a Bicycle Friendly Community.

- Cameron Fitness
- Endurance House
- iFly Indoor Skydiving
- Goat Hill Park
- Linksoul
- MERIC Spearfishing + Freediving
- Muscle Max
- Pure Watersports
- Vital Climbing Gym
- Wheel Fun Rentals

CULINARY SCENE

The flourishing and diverse culinary scene ranges from fast-casual to “flip-flop fine dining”. It’s a draw for family-owned, creative gastro pubs attracting popular Chefs creating coastal-inspired, farm fresh fare.

- 333 Pacific
- Bagby Beer Company
- Barrel Republic
- Breakwater Brewing
- Flying Pig Pub + Kitchen,
- Holme Estate Cellars Tasting Room
- Local Tap House & Kitchen
- Miller’s Table
- Petite Madeline French Bakery
- Rim Talay
- Ty’s Burger House

BUSINESS COMMUNITY

Oceanside is a leader in the collaborative culture of San Diego North County; combining a diverse, disciplined workforce with the support of local government and business support agencies. We welcome businesses of all sizes into the downtown region to supply the demand of year-round consumers and join the region’s fastest growing business sectors including:

- Action Sports
- Craft Brewing
- Hospitality & Tourism
- Biotechnology
- Restaurants & Retail
- Agribusiness
- Manufacturing
- Life Sciences

ARTS AND CULTURE

Recently awarded a California Cultural District distinction, Downtown Oceanside offers a diverse blend of classic and modern space; a mix of museums, live theatres and cultural venues, along with the community’s Oceanside Mural Initiative program, gives artisans and collectors a welcoming space to create, exhibit and retail.

- Artist Alley
- Cadence Dance Project
- California Surf Museum
- Farmer’s Market
- Linksoul Lab
- Oceanside Museum of Art
- Sea Hive Marketplace
- Sunset Market
- Sunshine Brooks Theater
- Star Theatre



“Our success is owed to our locals making LTH a destination for vibrancy and unique creations from chef, Daniel Elliott”

- Gabe Hogan, Owner
Local Tap House &
Kitchen

“I credit Harney Sushi, 333 Pacific, and Ty’s Burger House for starting the food movement and we came in and pulled it further south down Coast Hwy. Oceanside is the last affordable coastal community in Southern California. The beaches are beautiful, the people are very supportive of small businesses and the weather speaks for itself. Our first investment was paid back within 1 year.”

-Roddy Rogers, Owner
The Flying Pig Pub &
Kitchen

“We decided to open our first Ace store in downtown Oceanside because it is an up and coming area. There are still reasonable leases available and it’s bringing new and interesting business to the area. The locals and other small businesses are very supportive and enthusiastic for new places to shop. The new building projects are bringing more tourism, more shoppers and more walkers to Downtown.”

-Michelle Pike, Owner
Ace Hardware