

City of Oceanside

Office of the City Manager

Memorandum

To: Honorable Mayor and City Councilmembers

From: Peter Weiss, City Manager



BY: Michelle S. Lawrence, Deputy City Manager



Date: December 3, 2012

Re: **STAFF TRANSITION PLANS**

Michael Sherwood, the City's Chief Information Officer (CIO), resigned last week to take a position with the city of Irvine. It is staff's intention to downgrade the CIO position with an Information Technologies (I.T.) Division Manager, which will put this position in line with other Divisions throughout the City. Yukari Krause-Brown has been appointed the Interim I.T. Division Manager effective December 2, 2012. Staff intends to conduct a recruitment for the permanent position as soon as possible.

Kathy Brann, Downtown Development Manager, has also resigned to take a position with the County of San Bernardino. Due to her resignation, along with the State's elimination of Redevelopment, staff will be adjusting workloads as follows:

Responsibility for the Successor Agency, Oversight Board, and downtown planning will become the responsibility of John Helmer (currently the Interim City Planner). Mr. Helmer has been assisting the City since the departure of City Planner Jerry Hittleman, and will continue to do so until the remaining downtown projects are complete. Shan Babick, Associate Planner, will assist Mr. Helmer and will continue to work on downtown projects such as the Mission Avenue improvements, beach restrooms, lot 23 and on-going developments such as the Spring Hill Suites and Belvedere. It is anticipated that the Planning Commission will eventually handle all downtown planning processing and that the Downtown Advisory Committee will be dissolved. Finance Director Teri Ferro will also assist Mr. Helmer with the financial reporting requirements of the Successor

Agency. Redevelopment Property disposition, as appropriate, will be handled by the Property Management Division.

Construction projects in the downtown, such as lot 26 and the storm drain improvements will be handled by Development Services, Engineering Division. Given the importance of the Downtown as the tourism focus and economic generator, Tracey Bohlen, Economic Development Manager, will serve as the business liaison to the downtown, including Main Street Oceanside.

It is anticipated that these changes will allow the City to effectively proceed with winding-down of Redevelopment, and continue to provide support for Downtown development.

**CC: Department Directors
Tracey Bohlen, Economic Development Manager
Shan Babick, Associate Planner**

O'BIZ NEWS

VOLUME I

NUMBER 4

NOV 2012 - JAN 2013

IN THIS ISSUE:

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DEVELOPMENT

BUSINESS VISITATION

DID YOU KNOW?

City of Oceanside
O'Biz News is a publication
of the Economic Development
Department. O'Biz News is dedicated
to a strong partnership with the City
of Oceanside, Economic Development
Commission, SBDC and the Chamber of
Commerce as well as business
& community leaders. We
welcome your input &
newsworthy information
for publication.

President Obama has authorized a new program with \$40 million in funding to encourage companies to make products in America. The program details will be available in early 2013. The funding will support creating American jobs and helping businesses to expand here at home. Visit: www.dol.gov/opa/media/press/eta/ETA20121960.htm

MiraCosta College, in partnership with the City of Oceanside, has developed a Manufacturing Machinist Technology Training program that began in November. The program will teach students specific skills needed by local and expanding companies and will be a boost to the labor force in Oceanside. The program is held at John Landes Recreation Center with preference going to Oceanside Residents. Visit: www.miracostatraining.com/Machinist_Program.html or call 760-795-6820.

MiraCosta College can provide your business with training at your location and around your busy work schedule; days, evening, and weekends. MiraCosta College partners with local businesses, industry, and agencies to develop solutions for your employee training needs. We will assess your concerns and together develop and implement optimum training opportunities for your staff. The MiraCosta College Office of Contract Education and Training specializes in designing and delivering appropriate and comprehensive customized programs

BUSINESS VISITATION PROGRAM

We would like to thank the businesses that participated in our Business Visitation Program last quarter which are discussed below.

Veridiam, located on North Avenue in Oceanside, manufactures specialized parts for the medical, aerospace and engine components. Veridiam uses a patented metal that is durable and very strong to make pacemakers, dental implants, and medical devices, including DeVinci system parts. Veridiam employs 180 people in Oceanside. If your business needs specialized parts contact Veridiam at (866) 466-6584.

Waste Management is the disposal provider for Oceanside businesses. Waste

Management has programs for businesses to help reduce waste in the landfills. If most of your businesses waste is plastic, cans, bottles or paper and cardboard, Waste Management can work with your business to provide the recycling bins needed. Take a look at the website: www.northcounty.wm.com/index.asp or contact the customer service center at (760) 439-2824 to discuss your waste and recycling needs.

Herca Solar, located on Airport Rd. in Oceanside, sells and installs state-of-the-art solar systems in residential, commercial and governmental locations. They work with customers to install solar at little or no out-of-pocket cost, and provides the customer with a full-service experience, including in-house federal and state tax incentives and rebate management. This Oceanside company employees 51 people and is growing. Contact Herca Solar at 1-855-55-HERCA to inquire about installing solar at your business.



DID YOU KNOW?

City of Oceanside's Economic Development Division can provide you with information about specific sites and help with the entitlement, tenant improvement and business license processes. For site searches or site specific information call Patricia Mosher, Economic Development Specialist at 760-435-3357. For help with expansion opportunities and assistance with entitlement processing, contact Tracey Bohlen, Economic Development Manager at 760-435-3351.

The City of Oceanside's Green Oceanside team can help you green your business by recommending ways to reduce waste, recycle, and purchase in a sustainable manner. To schedule an appointment call 760-435-5015 to make your establishment an eco-friendly place. Also, call us if you would be interested in some free recycling containers for your business to help you get started on the path towards Zero Waste in Oceanside.

OCEANSIDE CITY OF NEWS

VOLUME 16

NUMBER 3

OCTOBER 2012

Economic Development



IN THIS ISSUE:

News

Office/Industrial

Retail

Did you Know?

City of Oceanside
News is a publication of the
Oceanside Economic Development
Division. Oceanside Broker News is
dedicated to a strong partnership with
the City of Oceanside, brokers and
developers, as well as business and
community leaders. We welcome
your input and your newsworthy
information for publication.

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NEWS



Artist rendering of 1010 Oceanside

1010 Oceanside, the former Belvedere project located on Mission Ave. and Horne St., across from Oceanside High School, was approved by the City Council on October 17. The project is a mixed-use project consisting of 124 hotel rooms and 90 live/work lofts. The project will also have a 22,000 sq. ft. deck, a 4,600 sq.-ft. meeting room and a rooftop pool with ocean views. The developer is Hamid Nikkho of the Los Angeles-based Amidi Real Estate Group. Construction could start by summer 2013.



The Oceanside Marriot Springhill Suites, the newest downtown project, held its groundbreaking ceremony on September 18. The project is located at the southeast corner of Mission Ave. and Myers St. The hotel will consist of 149 rooms, with a 9,000 sq. ft. second story deck for entertaining and a pool located on the sixth floor of the hotel. In addition to the hotel, Sage Restaurant Group will be building a 4,000 sq. ft. restaurant specializing in seafood cuisine.

NEWS

Precision One has purchased a 42,500 sq. ft. facility located at 3923 Oceanic Dr. Precision One manufactures dental and medical parts.

Computer Geeks has leased 4,575 sq. ft. at 2455 Vista Way, and Great Clips has leased 1,140 sq. ft. at 2515 - 2535 Vista Way in the El Camino North shopping center.

Everything's a Deal has leased 11,281 sq. ft. at the Mission Square shopping center.

Brickhouse Cardio has leased 1,925 sq. ft. at 4750 Oceanside Blvd. in the Oceanside Square shopping center.

INDUSTRIAL/OFFICE



Rancho del Oro Business Center

Bob Willingham and John Witherall of Cushman & Wakefield have a total of 12,364 sq. ft. of space located at 4079-4095 Oceanside Blvd. in the Rancho del Oro Business Center. Suites range from 1,622 sq. ft. - 4,353 sq. ft. 3 phase, 120/208 volt power. Grade level loading, 16' clear height. The center has been renovated with fresh paint, new landscaping and refreshed common areas. For more information call Bob Willingham at 760-517-5846 or John Witherall at 760-517-5836.

RETAIL



Marketplace del Rio

Courtney Brodie and Steve Erhard of Retail Opportunity Investments Corporation have a total of 9,496 sq. ft. of retail space available for lease located at 3762-3744 Mission Ave. in the Marketplace del Rio shopping center. Spaces range from 1,300 - 3,255 sq. ft. Anchor tenants are Stater Bros., Ace Hardware, Walgreens, Chase, Bank of America, Blockbuster Video, Starbucks, Verizon, Subway, McDonalds, and Burger King. For more information call Courtney Brodie at 858-243-1951 or Steve Erhard at 425-273-0952.

DID YOU KNOW?

President Obama has authorized a new program with \$40 million in funding to encourage companies to make products in America. The program details will be available in early 2013. The funding will be support creating American jobs and helping businesses to expand here at home. Click here to read more. <http://www.dol.gov/opa/media/press/eta/ETA20121960.htm>

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LA Fitness, has started rehabbing their 75,000 sq. ft. facility at 2335 Vista Way in the El Camino North shopping center.

INDUSTRIAL/OFFICE



Oceanic Business Park South

Rusty Williams and Gordon Mize of Lee & Associates have a total of 11,312 sq. ft. available for lease located at 3915 Oceanic Dr. in the Oceanic Business Park South. Approximately 1,629 sq. ft. of office. One dock high door and two rear-position grade level doors. 22' minimum clear height. 600 amps, 120/280 volt power. Signage visibility from Oceanside Blvd. Close proximity to Hwy. 76. For more information call Rusty Williams at 760-448-2453 or Gordon Mize at 951-445-4504.



2201 Mission Ave.

Karla Edwards of Transcontinental Management, Inc. has an 18,693 sq. ft. medical office available for lease located at 2201 Mission Ave. in the Mission Medical Park. Formerly known as Scripps Coastal Medical Center, this suite has 37 exam rooms, 17 offices, 11 prep stations, 8 reception areas, 7 waiting rooms, 3 x-ray rooms, 2 lab areas and a conference room. Mission Park Pharmacy is a current tenant on site. 85 parking spaces and at a signalized intersection of Mission Ave. and Carey Rd. For more information call Karla Edwards at 760-859-5923.

RETAIL



Mission Square Shopping Center

Bill Barnett and Doug Hogan of Colliers International have a 6,100 free standing building located at 326 Horne St. in the Mission Square shopping center. Tenants also in the center are Harbor Freight Tools, Team Quest, 99 cent store, AutoZone, Panda Express, Wendys and Subway. For more information call Bill Barnet at 760-930-7934 or Doug Hogan at 760-930-7935.

SHERMAN: Family businesses stand test of time in Oceanside

SEPTEMBER 04, 2012 10:00 PM • BY LOLA SHERMAN FOR THE NORTH COUNTY TIMES

The family-owned Anita's Restaurant on El Camino Real recently relocated from its longtime spot in the Camino Town and Country Center to the high-profile corner of El Camino Real and Vista Way.

The busy corner ---- which previously held a Fuddrucker's restaurant ---- represents an exciting new adventure for the Ceja family, which had owned and operated Anita's for 29 years in the nearby shopping center.

Alan Ceja, who manages the restaurant, said people are finding their way into the new site and business is good. That is thanks, no doubt, to the many loyal customers who have enjoyed Anita's food for decades.

"We're pretty much homegrown locals," said Alan's brother, Daniel Ceja, who manages the family's Ceja's Restaurant on Oceanside Boulevard.

Daniel Ceja notes that he was born in Tri-City Hospital and raised in Oceanside. He also was raised in the family's business, beginning as a busboy in the family's El Camino Real restaurant at the age of 13.

(The first Anita's remains downtown, after starting out at what then was Hill Street at Mission Avenue, then moving to a little house on what is now North Coast Highway. It is owned by Keyla Ceja's former partner, Francisco Alvarez, and isn't part of the Ceja holdings.)

The Ceja brothers are emblematic of Oceanside's history of families staying in business and passing the baton from generation to generation.

Here is just a small sampling:

- The Spano family is into its fourth generation running Red & White Markets in south Oceanside and on North Coast Highway. "We're generation-owned," said Damian Spano, grandson of J.C. Spano who opened the Vista Way store in 1958 shortly after arriving from Watertown, N.Y. "The kids working there are fourth-generation," Spano said. He and his brother, Anthony own the Vista Way store. An uncle, also named Anthony, owns the North Coast Highway store.
- David Kiss has taken over North County Printers, started in 1960 by his late father, Ernest. Kiss said the company is still growing, and he's just acquired another old firm, Dwyer Signs, also dating back to 1960.
- John Hartman works at Fullerton Mortgage, founded by his grandfather in that city in 1949. Hartman said the Oceanside firm "has morphed" into a real-estate company.

- Helgren's Sportfishing, established by the late Dick Helgren in 1958, is run by the second generation.
- Williamson Insurance is multigenerational, but with a twist. Sharon Williamson said her husband, Sam Jr., started the business and then was joined by his father, Sam Sr., a former Oceanside city councilman.
- David Ransom and John Daley, graduates of Oceanside High School, have operated the 101 Cafe for almost 25 years, and before that, Daley worked with his father in the real estate business. He said his and Ransom's families came to Oceanside in the early 1900s.
- The Regakis family runs Angelo's three burger houses in Oceanside and one in Encinitas.
- Zell and Gary Dwelley started their Beach Break Cafe in South Oceanside in 1988, and recently opened a second Beach Break in the harbor area.
- Steve Dugan and Rusty Russell met at Oceanside High and have run S & R Towing for years.
- Another towing company, TOWizard, has been run by two generations of the Inderrieden family since 1975, and the family of Harold and Mary Lou Carpenter operated a towing company in Oceanside for decades.

And then there are the families whose names are synonymous with long-running Oceanside establishments. Even though they're not still active in that business, they are still active in the community.

Those folks include Larry Hatter, Jim Schroder and Mary Steiger.

- Hatter's family operated a longtime insurance company in town that was founded in 1947 by Gen. W.W. Rogers. Hatter's dad, Wally, arrived in August 1949, and his son joined the company in 1967, eventually adding an investment brokerage business. Bruce Williams merged his agency with the Hatters in 1970. Wally Hatter retired in 1975, Williams ran the company until his death in 1985 and then Larry Hatter took the helm until he sold the company in 1999. He sold the investment business in 2006 and it still operates in downtown Oceanside.
- Schroder's family started its first Oceanside business in April 1946 with Marty's Coffee Shop on Mission Avenue. "In 1947, Marty's Steak House opened in downtown Oceanside at 206 N. Hill St, where it operated until 1964. And then from 1955 to 1978, we had Marty's Valley Inn, the restaurant, and from 1960 to 2003, Best Western Marty's Valley Inn. In all, we were 57 years in business in Oceanside."
- Mary Steiger said her late husband, John, also a former councilman, started his real estate business about 1950, His building on Pier View Way still bears his name although the family isn't still active there.

CORRECTION: Ceja's Restaurant is on Oceanside Boulevard. The initial version of this story said there was an Anita's on Oceanside Boulevard. We apologize.