

FOR LEASE | RETAIL/OFFICE COASTAL OCEANSIDE

UPG **URBAN**
PROPERTY
GROUP est. 1989



106 S Freeman St

OCEANSIDE, CA 92054

THE PROPERTY

RETAIL/OFFICE IN HIGHLY DESIRED OCEANSIDE

106 S Freeman is a rare opportunity to join one of North County's highly desirable coastal communities. Located at the northernmost end of San Diego's coastline, Oceanside is home to some of Southern California's widest beaches, historical landmarks, and a distinct Southern California surf culture. A classic Southern California beach town, the city serves as a major transportation hub with multiple public transportation options, along with convenient highway access.

Oceanside boasts 3.5 miles of wide, sandy beaches as well as a picturesque 1,000-slip harbor with shops and restaurants. With year-round events and attractions, the city hosts a significant amount of annual visitors.



TURN
THIS



INTO
THIS



FENCED IN YARD



COVETED LOCATION

Located in coveted Downtown Oceanside and one block from S Coast Hwy - San Diego's main coastal thoroughfare

PRIME SIGNAGE & PARKING

Prime signage opportunity on S Freeman St and dedicated parking

SPACE FEATURES

Space features open interior layout, restroom, and a fenced in yard at the rear of the property

SYNERGYSTIC NEIGHBORS

Surrounding tenants include Blade 1936, Camp Coffee, Masters Kitchen, and many more!

NEW DEVELOPMENTS

Three blocks to the Oceanside Transit Center - NCTD redevelopment will bring over 750 units to this location

COASTAL LOCATION

Minutes to the beach, pier, and Oceanside Harbor

106 S FREEMAN ST

Oceanside, CA 92054

±360 SF

Available Space

RETAIL/OFFICE

Space Use

AVAILABLE NOW

Timing

CONTACT BROKER

Lease Rate

THE NEIGHBORS

TO THE SOUTH

Coastal Oceanside blends walkable streets with local shops, cafés, and everyday services, all anchored by close beach access. The area sees steady activity from residents, travelers, and downtown visitors moving between the shoreline, transit, and nearby commercial corridors, creating a lively coastal setting.



OCEANSIDE IS A COASTAL GEM WHERE SURF, SUNSHINE, AND GREAT FOOD MEET

- | | | | | | |
|---|--------------------|----|--------------------|----|--------------------|
| 1 | USPS | 8 | Acai Republic | 15 | James Brand |
| 2 | Evolve Skateboards | 9 | Little Fawn | 16 | Fat Joe's |
| 3 | Blade 1936 | 10 | Flowers by Azalea | 17 | High Tide Coffee |
| 4 | The Hair Parlour | 11 | La Cocina de Ely | 18 | Local Tap House |
| 5 | Banana Dang Coffee | 12 | Carillo Pottery | 19 | The Jazzy Wishbone |
| 6 | Clutch Cuts | 13 | Landmark Plant Co. | 20 | Dija Mara |
| 7 | Allmine Pizza | 14 | Sound by the Sea | 21 | Senor Pancho |

THE NEIGHBORS

TO THE NORTH

The coastline shapes much of the community rhythm here—morning surf sessions, daytime markets, craft cafés, and relaxed dining that stretches into the evening. Within a compact network of streets, the neighborhood offers easy access to the beach, local businesses, hotels, and public spaces, making it an active, well-used hub.

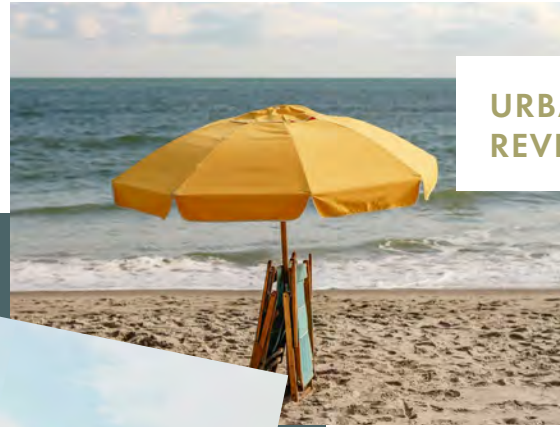


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|---|------------------|----|--------------------|----|------------------|
| 1 | CVS | 8 | Swami's Cafe | 15 | The Space Pad |
| 2 | Flying Pig Pub | 9 | The Original Kebab | 16 | Kilowatt Brewing |
| 3 | Ignite Coffee Co | 10 | Peet's Coffee | 17 | Pier Pizza |
| 4 | Whitlock Surf | 11 | PB Poke House | 18 | Haunted Head |
| 5 | Coomber Wines | 12 | Petite Madeline | 19 | Stone Brewing |
| 6 | Rosewood Kitchen | 13 | Eat Crispy Burger | 20 | The Dollhouse |
| 7 | 1022 Cafe | 14 | Fugu Icecream | 21 | Succulent Coffee |

PATH OF DEVELOPMENT

THE NEW VIBE OF O'SIDE

Oceanside is undergoing a vibrant downtown revitalization driven by transformative mixed-use projects, upgraded transit, and new luxury hotels. These investments are redefining the coastal city as a dynamic hub for residents, visitors, and businesses alike. With fresh housing, modern office space, retail destinations, and entertainment venues, Oceanside is solidifying its place as a premier coastal destination between Los Angeles and San Diego.



URBAN REVIVAL

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LIFESTYLE APPEAL

Fueled by Michelin-recognized restaurants, national media buzz, and the lively Sunset Market, the city is rapidly emerging as a cultural and culinary destination. With new galleries, murals, and creative events adding to the momentum, it is redefining itself as a cool, coastal hub that rivals San Diego's trendiest neighborhoods.



TRANSIT & ART

Through investments in transit and public art, the city is elevating livability and identity. The Sprinter rail line—called “California’s best-kept transit secret”—offers affordable connectivity with planned upgrades, while new downtown murals celebrating surf culture and creativity reinforce a vibrant, connected community.



REGAL CINEMAS REDEVELOPMENT



OCEANSIDE TRANSIT CENTER

150+
ROOMS

*Under Construction
& Proposed*

**Within 1 mi. of site*

950+
UNITS

*Under Construction
& Proposed*

BY THE NUMBERS

THE PULSE OF OCEANSIDE

Tourism in Oceanside remains strong, driven by consistent growth in visitor spending and a broad demographic of leisure travelers ages 25–44 from Los Angeles, Orange County, and Arizona. Adding to its vitality, the city is home to more than 175,000 residents, including military families, young professionals, and multi-generational households that embody Oceanside’s cultural richness and diversity.



150+
ROOMS

*Under Construction
& Proposed*

950+
UNITS

*Under Construction
& Proposed*

OCEANSIDE SUNSET FARMERS MARKET

10,000+ visitors per week!
0.3 mi. from site



20+ CITYWIDE EVENTS

Oceanside International Film Festival
IRONMAN 70.3 Oceanside
Asian & Pacific Islander Festival
Manchester City Soccer Tournament
Beach Soccer Championships
USYS Elite National Girls Finals
Pride by the Beach
Race Across America / Race Across the West
USA Surfing Championship
Plein Air Festival (bi-annual)
Surf Cup Soccer Tournament
Oceanside Longboard Club Contest
Heiva
World Bodysurfing Championships
San Diego Senior Games – Pickleball
SoCal Blues Soccer Tournament
Super Girl Surf Pro Championships
US Open Adaptive Surfing Championships
Dia De Los Muertos
Girls Academy League Regional West
Bike the Coast
O’side Turkey Trot
Surf Cup Soccer Tournament
Valley Arts Festival
Cardiff Socker’s Club

#1

AMONG BEST
BEACHES IN
SOCAL

\$586M

Visitor Spending

\$266

Avg. Spending per Day

35M

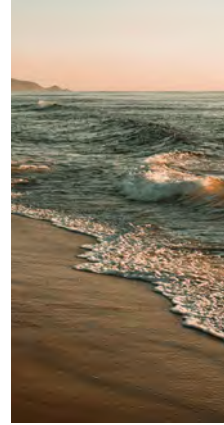
Overnight Visitors to O’side

DISCOVER OCEANSIDE

CALIFORNIA'S COSATAL PLAYGROUND

Oceanside is a vibrant coastal city at the northern tip of San Diego County, known for its wide sandy beaches, rich surf culture, and walkable downtown. With a booming culinary scene, award-winning breweries, boutique hotels, and endless coastal charm, Oceanside has become one of Southern California's most exciting beach destinations.

**Oceanside is among the
happiest cities in the country**



**LOCAL
TRADE**



Highway 101, the town's main strip, is lined with antique shops, beachy boutiques, surf stores, and eateries. Visitors can browse trendy designer pieces, local brands, unique souvenirs, seashells, and other coastal finds.



**OCEANSIDE
MUNICIPAL PIER**

1 mi. from site



**COASTAL
ATTRACTIONS**



With over three miles of wide sandy beaches, a 1,000-slip harbor, diverse dining and shopping, and the West Coast's longest wooden pier, Oceanside shines as one of Southern California's most dynamic coastal cities.



**YEAR ROUND
EVENTS**



Oceanside hosts iconic events like the World Bodysurfing Championships, Ironman races, surf contests, festivals, and outdoor markets, making it a lively year-round destination.



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