

# MISSION PACIFIC

201 N MYERS ST, OCEANSIDE, CA 92058

**UPG** **URBAN**  
PROPERTY  
GROUP est.  
1989

DO NOT DISTURB EXISTING TENANT

**SIGNATURE RETAIL  
FOR LEASE**

**±1,014 SF**

**COMING SOON!  
SUMMER 2026.**

*An's* 

OCEANSIDE, CA 92054

upgsocal.com | 858-874-1989

# THE PROPERTY

**PLACE YOUR BUSINESS INSIDE ONE OF SOUTHERN CALIFORNIA'S TOP OCEANFRONT DESTINATIONS. BENEFIT FROM STRONG FOOT TRAFFIC, HIGH VISIBILITY, AND A STEADY FLOW OF RESORT GUESTS AND BEACH VISITORS YEAR-ROUND.**

**Address :** 201 N Myers St, Oceanside, CA

**Space Type :** Retail

**Available Space :** ±1,014 SF

**Timing :** Available Now

**Lease Rate :** Contact Broker

Highly visible ground-floor corner coastal retail space at the corner of Myers St and Mission Ave — Oceanside's primary coastal thoroughfare

Located within Mission Pacific Beach Resort, recipient of prestigious national hospitality awards

Retail and hospitality can create a seamless coastal lifestyle experience that drives awareness, engagement, visitation, and long-term brand affinity.

Positioned beneath 161 guest rooms and suites, providing built-in, year-round clientele

Strong co-tenancy with Valle, The Rooftop Bar, Ozone, and High Low

Surrounded by top dining and nightlife destinations such as 333 Pacific, The Shore Room, The Surf Club Oceanside, Parlor Doughnuts, and Pier View Coffee Company

Steps from the beach and pier, surrounded by hotels, restaurants, and entertainment driving consistent pedestrian traffic

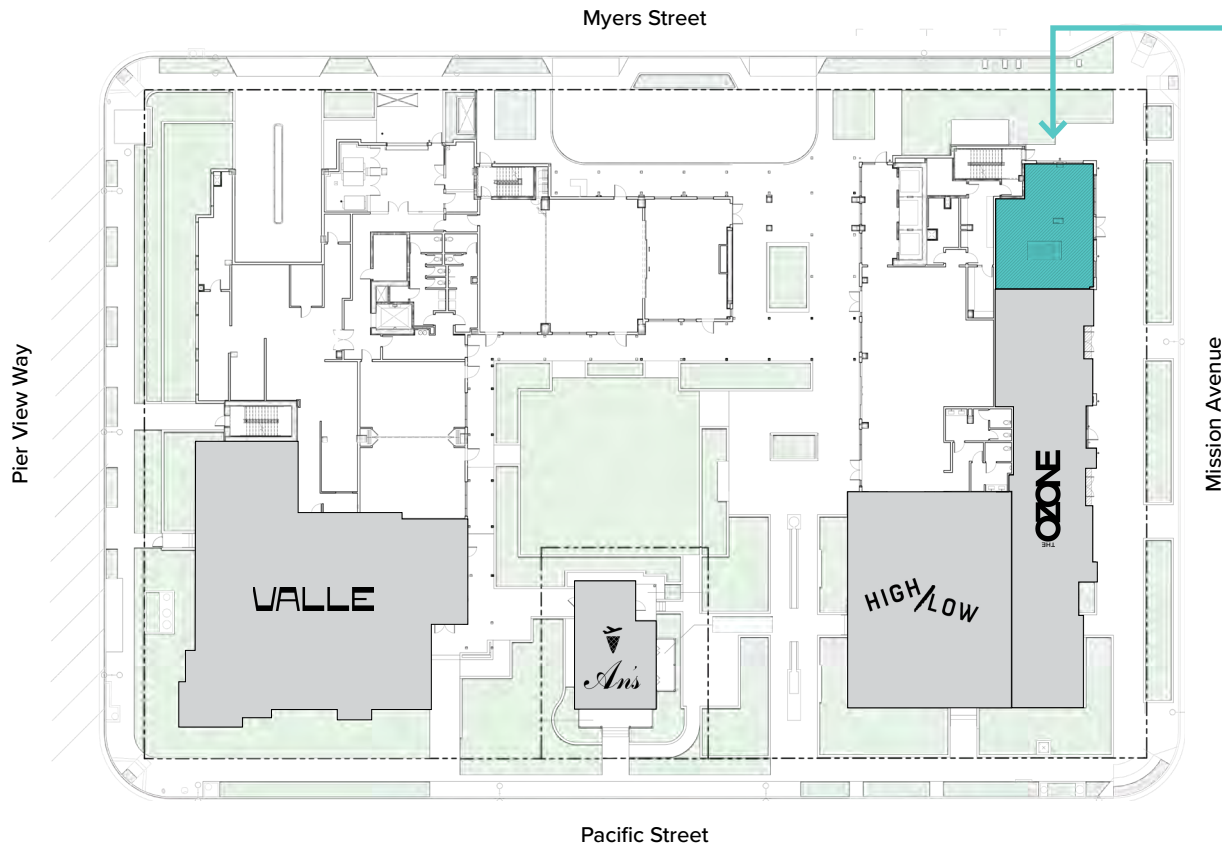
Located in Oceanside, one of Southern California's fastest-growing coastal cities, fueled by new developments, expanding tourism, and an affluent residential base

*Voted a top resort hotel in California*

-TRAVEL + LEISURE



±1,014 SF AVAILABLE NOW!



*Join the Lineup!*

An's Gelato Coming Soon! Summer 2026.



# LIFESTYLE DESTINATION



## EXTENDING THE GUEST JOURNEY BEYOND THE RESORT

Mission Pacific Beach Resort offers fashion and lifestyle retailers a unique opportunity to connect with an affluent, experience-driven audience through immersive retail experiences and direct access to luxury travelers visiting Southern California's coast.

Located steps from the Pacific Ocean in the heart of Oceanside, the resort is a premier destination for dining, wellness, and lifestyle-focused travel, attracting guests who value elevated hospitality, design, fashion, and entertainment.

# ABOUT THE RESORT

## A CREATIVE BEACHSIDE ESCAPE IN NORTH COUNTY SAN DIEGO, DESIGNATED FOR EFFORTLESS CALIFORNIA COOL

- Named the #1 Resort in the United States in the 2024 Travel + Leisure World's Best Awards; #1 Resort in Southern California in the 2025 Condé Nast Traveler Readers' Choice Awards
- 161-room beachfront resort opened in 2021 — Oceanside's most stylish expression of modern SoCal coastal living, blending earthy textures, artisan craftsmanship, and a relaxed, bohemian spirit
- A fashionable, camera-ready property with award-winning interiors (EDG & Value Retail design team) and a vibrant art collection curated in partnership with the Oceanside Museum of Art, spotlighting local surf, nature, and abstract works
- Elevated amenities include an expansive rooftop pool deck with private cabanas, The Rooftop Bar with beach-club energy, and a vintage 1940s restored Beach Rambler on the sand
- The anchor to Oceanside's food scene, featuring Valle — the city's first and only MICHELIN-starred restaurant — plus The Café, coastal cocktails at The Rooftop Bar, and the iconic Top Gun House with Gate D5 serving An's Gelato
- Steps from the Oceanside cultural district and historic pier — a naturally photogenic setting that resonates with travel, fashion, lifestyle, and design audiences

# WHERE BRANDS BELONG

## THE RESORT CAN SUPPORT RETAIL PARTNERS THROUGH

### AUDIENCE ALIGNMENT

- Style-conscious travelers, design-minded couples, and experience-driven millennials/Gen Z
- Guests who value creativity, culture, and aspirational coastal lifestyle moments
- Naturally aligns with fashion-forward, artful, and social-first audiences

### SHARED AESTHETICS & VALUES

- Effortless, sun-washed Southern California sensibility
- A design ethos rooted in craftsmanship, texture, and sculptural forms
- Emphasis on creativity, self-expression, and immersive, memory-making experiences

### STRONG STORYTELLING POTENTIAL

- Endless content opportunities across the rooftop pool, beach Rambler, art-filled public spaces, Top Gun House, MICHELIN-star dining, and Oceanside's cultural district
- Highly photogenic, narrative-rich setting that supports fashion, travel, lifestyle, and design storytelling
- Built-in PR horsepower with The Point PR and Mission Pacific's marketing team to amplify coverage and creator engagement

- Curated fashion and lifestyle pop-up activations
- Seasonal branded experiences at The Rooftop Bar
- Retail installations and rotating showcases within the OZONE boutique
- Influencer and media programming
- VIP shopping and concierge-driven experiences
- Hotel guest offers and booking packages tied to retail tenants
- Cross-promotional marketing campaigns and social amplification
- Experiential events tied to music, art, wellness, culinary, and entertainment programming

**SERENA PATTERSON**

serena@upgsocal.com

Lic No 01721040

**ASHLEY TIEFEL**

ashley@upgsocal.com

Lic No 01984741



**SIGNATURE RETAIL  
FOR LEASE**

**±1,014 SF**

**MISSION PACIFIC**  
161 ROOMS

**THE SEABIRD**  
226 ROOMS

