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NewMark Merrill Companies Adds 10-Plex Regal Cinemas to Mission Marketplace in Oceanside, California

The Company also embarks on aggressive plan to add technology and amenities to the shopping center

San Diego, CA. (Nov. 21, 2019) – NewMark Merrill, a Woodland Hills, California-based retail shopping center development company, announced the planned opening of a new 10-Plex Regal Cinemas in 40,000 square feet at their Mission Marketplace shopping center, a 348,320-square-foot retail center located at 427 College Boulevard in Oceanside, California. The \$9 million renovation of the theater will feature the latest state-of-the-art technology in 10 screens and will open on November 22nd. The completely redesigned theatre will feature a bar and lounge including a full selection of domestic, import and craft beer along with a wide selection of fine wines. The addition of Regal Cinemas now brings the shopping center to over 95 percent leased.

The addition of Regal Cinemas isn't the only major change happening at the shopping center. The firm recently embarked on a multi-million-dollar effort to apply new lifestyle design and public amenities to the shopping center to energize the public areas and give consumers another reason to extend their visit. The shopping center recently added new pedestrian digital directories, enhanced Wi-Fi and other security camera technologies to provide a first-class shopping experience for the community. To provide another amenity for the community, the firm also opened Rspace, a 950-square-foot space within the center that provides merchants, nonprofits, and community groups with a complimentary, convenient and central place to meet, socialize or hosts groups of up to 30 people.

“We continue to implement capital improvements to ensure Mission Marketplace and its merchants are positioned to be successful,” said John Hickman, NewMark Merrill’s Managing Director in San Diego. “These improvements will help increase the connection with our consumers, implement creative marketing efforts and then measure our success.” The project is well known within the community as having very creative and successful marketing efforts, including recent Oceanside’s Got Talent and the annual Jingle Bell Jump where Santa parachutes into the shopping center to kick off a day-long event. This year, Jingle Bell Jump is planned for November 29th.

The transformation of Mission Marketplace began several years ago with the addition of several notable retailers including Sprouts, Ross Dress for Less and most recently, a 90,000 square foot Target store which took over a building formerly leased by Kmart. Now, with a new Regal Cinemas, the center has completely been transformed.

“These improvements at Mission Marketplace are part of the overall plan give something back to the community,” said Sandy Sigal, Chief Executive Officer. “Though technology, marketing and experience, we will continue to look for ways to enhance the center and make it something positive for our merchants and the

community.” Evidence of the firm’s success is how the stores perform in contrast to other North County locations. In many cases, the stores at Mission Marketplace are the Number 1 performing location for their chain in this area.

Mission Marketplace is ideally located at the northwest corner of State Route 76 and College Boulevard, adjacent to the Vandergrift Camp Pendleton entrance. It features a strong mix of national and regional tenants including Target, Sprouts, Ross, Petsmart, Big Lots, Fitness 19, Chipotle, McDonald’s and El Pollo Loco. The center is near several master-planned communities with thousands of homes planned or currently being developed.

About NewMark Merrill Companies

NewMark Merrill Companies, LLC owns or manages a portfolio of over 70 shopping centers valued at more than \$2 billion. Since 1987 President and Chief Executive Officer Sandy Sigal has led the company of shopping centers representing over 1,500 tenants and 10 million square feet in California, Colorado and Illinois. The Company has founded and invested heavily in BrightStreet Ventures, its technology company, which is working on leading edge solutions for landlords and tenants to succeed in today’s retail environment. For more information, visit NewMarkMerrill.com.

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