



REAL ESTATE

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Photo courtesy of Stok

Salesforce Tower in San Francisco is among the projects Brummitt Energy worked on in collaboration with the company it's joining, Stok of San Francisco

Solana Beach Co. Brummitt Energy Merges With Stok

Cos. Worked Together on Two of State's Biggest Net Zero Energy Buildings

■ By RAY HUARD

A Solana Beach firm that advises developers and others on energy efficient construction has merged with a San Francisco company that provides related services.

Brummitt Energy has joined **Stok**.

The combined company will operate under the Stok name.

Formed in 1999 by **Beth Brummitt**, the company that carried her name collaborated with Stok on over two dozen projects prior to the merger.

They included two of California's biggest net zero energy buildings — Salesforce Tower and the Chase Center, both in San Francisco.

Net zero energy means a building produces all or more of the energy it uses on site from renewable sources, such as solar.

"We had focused on higher performance, energy-efficient buildings," said **Charlie Christenson**, who was a principal and project manager of Brummitt Energy and now leads the San Diego team for the merged company.

"We really had the niche down on energy efficiency, mostly new projects, mostly new construction projects," Christenson said. "A lot of our projects had some LEED certification or energy conservation clients. That's kind of what we became known for in town (San Diego), sort of helping people to get to net zero. We wound up working with practically every architect, every engineer in town."

Local Projects

Brummitt Energy has worked on a number of projects for **Qualcomm** and for the County of San Diego, including consulting work on the County Operations Center campus in Kearny Mesa and "everything from libraries to their juvenile detention center — all across the board," Christenson said.

The company also was the lead in producing the San Diego County Zero Net Energy Portfolio Plan.

The plan lays out steps for the county can take to cost effectively cut its energy footprint in half by 2030, according to Brummitt Energy.

All new structures and most major renovations would be designed to achieve zero net energy. Existing

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Charlie Christenson

Upgraded Theater, New Amenities Keep Retail Center Energized

Plan is to Create Ties To Community As Well As Experiential Offerings



Photo courtesy of JLL

Improvements to Mission Marketplace shopping center included the November opening of a movie theater renovated by Regal Cinemas.

■ By RAY HUARD

An Oceanside shopping center — Mission Marketplace — is being spruced up with the \$9 million renovation of a movie theater and the addition of new amenities in a move by its owners to stay ahead of competition from e-commerce.

Regal Cinemas took over a 40,000 square-foot theater that had been leased to **AMC Theaters** in the center at 427 College Blvd. owned by **NewMark Merrill** based in **Woodland Hills**.

Under AMC, the theater had 13 screens.

Regal cut that to 10, and installed recliner seating.

"They completely revamped the inside of the theater," said **John Hickman**, managing director of NewMark Merrill's San Diego division.

One Super Screen

"They expanded the restaurant and food service offerings. Instead of having the box office essentially outside the building, they brought it inside. They installed essentially one super screen," Hickman said.

"They had to raise the roof of the building to do that. They've installed a new sound system."

Renovating the theater was part of what Hickman said was "an ongoing transition at the shopping center" that opened in 1992.

"When the shopping center was first built, it was a **Ralph's** grocery store, a **Rite Aid** and a **K-Mart**."

When some of those early tenants closed, NewMark Merrill brought in **Sprouts Farmers Market** and **Target** to backfill the big spaces.

The firm also redid the landscaping, upgraded the outdoor furniture, improved the Wi-Fi service, added digital directories.

The firm also turned a 950 square-foot former retail shop into a community room outfitted with flat screen televisions, conference tables and comfortable furniture.

It's all part of trying to establish a connection with the community that will keep people coming back to the shopping center and staying longer to shop and dine.

"Down the road, I'm sure we will do additional things," Hickman said. "It used to be many years ago, you could build a shopping center and it would just run itself," Hickman said.



John Hickman

Those days ended with the advent of the internet and e-commerce.

The renovations at Mission Marketplace have paid off.

"At a time when retail get so much bad press — brick-and-mortar retail anyway — this shopping center continues to perform well," Hickman said.

Craig Killman, an executive vice president and retail expert with the commercial brokerage **JLL**, said Mission Marketplace's Oceanside location helps.

A Very Stable Market

"Oceanside is a very stable market," Killman said.

Mission Marketplace in particular has "a lot of approachable retail."

"They're doing a lot of experiential or place-making where you create an environment the primary community can call home," Killman said. "They're certainly going in the right direction."

Updating the movie theater is part of that.

"The movie theaters pull people from their couches, pull people from their (television) screens and bring people to a retail environment," Killman said.

The one downside in Mission Marketplace is that it has a lot of individual shop space to keep filled, Killman said.

Chad Iafrate, a senior director for retail properties with the commercial real estate brokerage **Cushman & Wakefield**, said backfilling big-box spaces with theaters and other entertainment options is a growing trend.

"Landlords are playing an active role in reprogramming some of these centers so they have a good balance of users," Iafrate said.

"There's a lot of theater operators that are active now," Iafrate said.

A Corona shopping center that he's representing as the leasing agent that already has a theater is bringing in a trampoline park and a bowling alley.

"It just kind of speaks to the whole entertainment category," Iafrate said. "If you can put entertainment in there and drive people to the center, that's kind of a win-win." ■



Craig Killman



Chad Iafrate