



## Turning a frog into a prince takes more than a kiss...

When the NewMark Merrill Companies acquired the 345,000 square foot Mission Marketplace (Oceanside, CA) in 2001, it was well aware of the intimidating shadow cast by the thriving shopping center directly across the street. Anchored by Walmart—retail royalty of the time, the competing center also boasted a newer Vons grocery store plus better access, signage and visibility.

By comparison, Mission Marketplace was significantly challenged. It had a tired Kmart, underperforming Ralphs, aging exterior, declining traffic, and the entire property was below grade causing poor visibility to traffic at the intersection. The unappreciated center had cycled in and out of foreclosure.

But like the fabled frog, what Mission Marketplace had going for it was potential — lots of potential — in the right hands. Commencing on their very first day of ownership, NewMark Merrill's lease team embarked on their quest to transform the Mission Marketplace into a prince.



## NewMark Merrill saw something different...



### OBSTACLE:

Turn a challenged community center with declining traffic and an aging exterior into the dominant retail destination despite being located directly across the street from the newer, better positioned competition.

NOI   
**301%**

Occupancy   
**19.31%** Increase from 2006 to 2022

Foot Traffic   
**33%** Visitor increase from 2.69M to 3.58M

### BEFORE:

The shopping center was acquired in 2001 for \$30 million. During the first several years of ownership, turnover and poor sales performance was the norm for its tenants. HomeTown Buffet, Hancock Fabrics, Cinemastar Theaters and Kmart all filed for bankruptcy; Ralphs, Rite Aid and Mission Fitness all closed their doors.

## Before



### AFTER:

When Ralphs closed at Mission Marketplace, NewMark Merrill seized the opportunity to commence upgrading the center's tenant mix and immediately began courting its successor. In October 2006, **Henry's Market** (which became **Sprouts**) opened alongside **PetSmart** in the former Ralphs space. With these new crown jewels in place, Mission Marketplace sounded the trumpets to the Oceanside community that its days of living in the shadow of the competing center across the street were numbered.

Following in quick succession, Mission Marketplace added more treasured tenants, including **Ross Dress for Less**, **Regal Cinemas**, **Fitness 19**, **Five Below** and **Golden Corral**, replacing Rite Aid, CinemaStar, Mission Fitness, Fallas Paredes and HomeTown Buffet.

Still, the best was yet to come! These significant tenant upgrades set the course for a move that would solidify Mission Marketplace's position on the retail throne in east Oceanside for years to come — replacing Kmart with **Target** in November 2017. Recent additions of **El Pollo Loco** and **Chipotle** add more might to the revamped and revitalized tenant mix, bringing the center to a 95% occupancy. *It's good to be king.*

## A Dynamic Destination



NewMark Merrill understands how to turn adversity into opportunity. This is the key message of the Mission Marketplace case study. The company guided the center through very tough times to its remarkable position today as the dominant center in the market. NewMark Merrill will continue its active style of management at Mission Marketplace to achieve superior outcomes for our partners, merchants and neighbors.



Looking for a **stunning transformation** of your own? Contact us:

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