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SAN DIEGO, OCEANSIDE EAST

Today, Target is announcing plans to open a new 89,000 square-foot store in Oceanside at the Mission Marketplace shopping center located at 471 College Boulevard along the north side of Highway 76.

Projected to open in November 2017, the Oceanside East Target store will be the company's 22nd store in the San Diego market and one of [30 stores](#) Target plans to open this year.

Target has prioritized new store growth in dense suburban areas as the company focuses on serving more guests with Target's quick-trip shopping experience with a customized assortment mix. The product assortment for the single-level Oceanside East Target store will include:

- Baby, kids, women and men's apparel and accessories
- Kids' and baby care products, as well as toys and sporting good
- A grocery section with fresh produce, grab-and-go items, along with dry, packaged goods
- Home décor and furniture
- Health, personal care and beauty products
- A curated selection of electronics, entertainment and sporting goods
- Services include CVS Pharmacy, Starbucks Target Mobile and Order Pickup

In addition to the new store's robust product assortment, [Target's Order Pickup service](#) – the ability to buy online and pickup in store – will provide guests with the convenience of having their orders ready within one hour for pickup and the security of having online orders shipped to, and held at the store.

If you'd like a quotes from Target, Oceanside's Mayor Jim Wood or from NewMark Merrill Companies within your story, please use the following:

“We're thrilled to join the Mission Marketplace shopping center this fall to serve guests in north San Diego County,” said Mark Schindele, senior vice president, Properties, Target. “We think the community will enjoy the convenient shopping experience with a broad, unique product assortment that only Target can provide.”

“We are very excited to have a second Target store in Oceanside! There is a real need to have more great retailers that provide a variety of products for our residents, said Jim Wood, Oceanside Mayor. “The City of Oceanside is undergoing a renaissance with new restaurants, activities and retail stores like Target expanding in Oceanside. I am proud of the work Mission Marketplace has done to attract retailers to their shopping center and I look forward to having Target open soon.”

“We are excited about Target joining Mission Marketplace,” said John Hickman, Managing Director of the Mission Marketplace San Diego Division for NewMark Merrill Companies. “Target’s plan for Mission Marketplace recognizes the growth along the busy Highway 76 corridor and their desire to serve this tremendous consumer base.”

