

## SUCCESS STORY

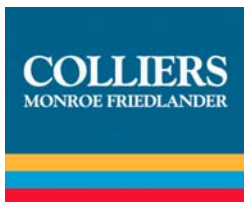
### *Pearlridge Center Uptown II*

PEARLRIDGE CENTER  
UPTOWN II  
98-1025 MOANALUA RD  
HONOLULU, HI  
96701

**BORDERS**<sup>®</sup>  
BOOKS MUSIC MOVIES CAFE

**PRICE BUSTERS**  
*Say Hello To Good Buys*

STATISTICS  
102,911 SF



[www.colliershawaii.com](http://www.colliershawaii.com)

#### INTRODUCTION

JC Penney vacated its store location at Pearlridge Center.

#### CHALLENGE

Demising the space into smaller shop spaces thereby creating a seamless transition for the customer between the Uptown II wing and the center as a whole.

#### SERVICES

Colliers Monroe Friedlander handled the leasing, consulting and property management for the center.

#### RESULTS

Our team developed a plan to accommodate smaller users to better suit the needs of retailers in the marketplace as well as a merchandising plan and budget. We secured credit anchor tenants (Borders on the upper level and Pricebusters on the lower level of the mall) to attract customers to the Uptown II wing which in turn enhanced the balance of the mall (not owned by our client). This location became the flagship for Pricebusters and is now their #1 store in the chain. We also selected tenants from other markets that we felt would perform better in the Pearlridge area – such as Prototype. Prototype had suffered at Windward Mall (previous to its current renovation) but has flourished at Pearlridge Center as evidenced by their expansion into a space slightly more than double their original space within the first 13 months of opening. Furthermore, with the diversification of space sizes, comparable rental rates at Pearlridge Center Uptown II have consistently outperformed the balance of the mall and the initial budget projections.