

CARLSBAD

# INNOVATE

Built for a new way of working.

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**AVAILABLE**  
**now**



# PROJECT OVERVIEW

This modern development project is a 4.3 acre corporate campus located in Carlsbad, CA offering one freestanding building totaling 50,150 total square feet of cutting edge modern architecture and a location that is advantageously positioned near the growing coastal Southern California innovation hub in Carlsbad/Bressi Ranch. The location is also in close proximity to the Interstate 5, full service QSRs and retailers.



## USES

Ideal for technology + office + creative uses



## CLEAR HEIGHT

24 feet



## SIZE

50,150 SF divisible 5,655 SF to 8,512 SF



## FINISHES

High-image and adaptive



## LOADING

Oversized glass grade-level roll-up doors



## INGRESS/EGRESS

Easy access to HWY 78, I-15 & I-5 Freeways



## ON-SITE AMENITIES

Outdoor seating and lounge area



## PROPERTY

Elevated panoramic views



## PARKING

3.0/1,000 SF (150 stalls)



## HVAC

100% Climate-controlled building



## DESIGN

Unique and highly collaborative space layouts



## LEASE RATE

Negotiable





## A V A I L A B I L I T Y

SUITE	SIZE	GROUND FLOOR	MEZZ SF
120	6,650 SF	6,650 SF	-
130	8,512 SF	7,385 SF	1,127 SF
140	7,076 SF	7,076 SF	-
150	7,867 SF	6,740 SF	1,127 SF
160	5,655 SF	4,858 SF	797 SF

\*Suites 120, 140 and 160 are offered turn-key and move-in ready

## F E A T U R E S



100% Climate-controlled spaces with exposed ceilings and spiral ducting



High-image creative office finishes



Adaptive open warehouse space for manufacturing, R&D, or open office collaboration space



Professional and cutting-edge architectural layouts



Energy efficient LED lighting, refrigerator, dishwasher, microwave, and conference room TV



Polished concrete floors



Extensive natural light



## SITE PLAN



*The first of its kind in North County- join the innovation.*



# SPEC SUITE

Suites 140 is offered turn-key and move-in ready

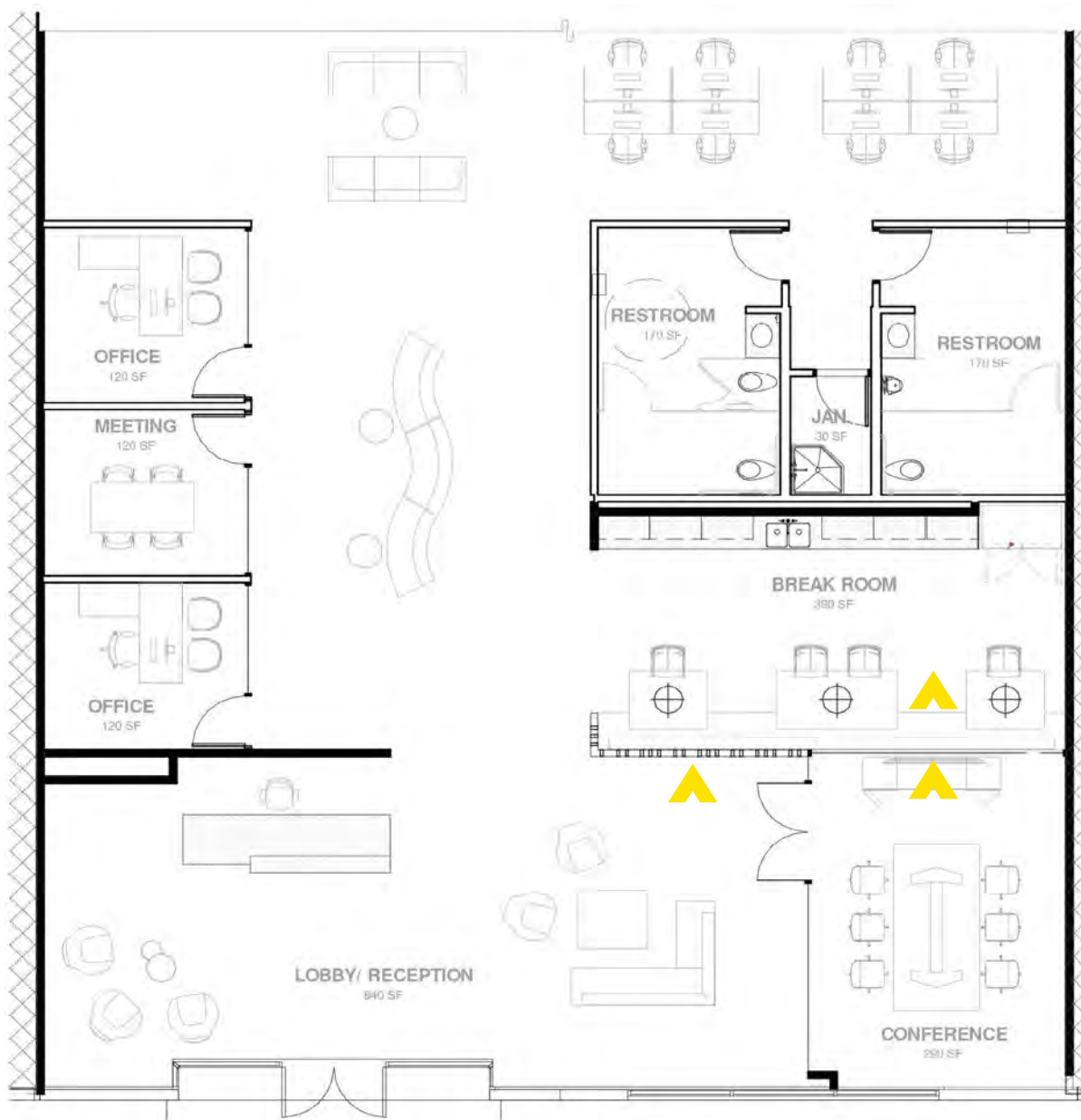


SUITE 140  
7,076 SF

VIEW TOUR







**TV**  
wall mounted



**PARTIAL HEIGHT WALL**  
with 2x4 wood and cable screen



**DECORATIVE**  
pendant lighting





➤ Large-scale open space allows for a layout that helps conserve resources used for focus and provides cues to employees that they are valued.

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➤ Natural light contributes to an overall ambient work environment.

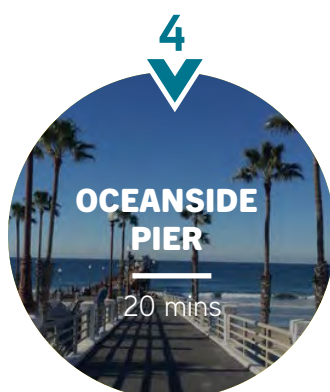
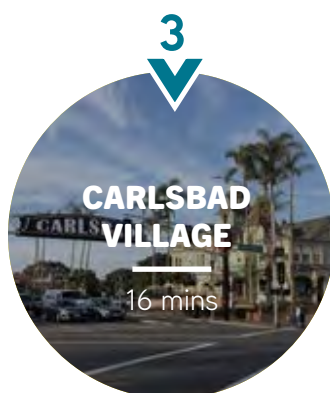
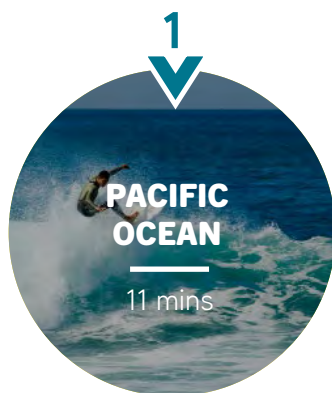
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➤ Amenities, outdoor areas, recreation and open space provide a simpler way to balance work/life bringing out a more holistic version of employees.





# LOCATION



## DRIVE TIMES

**Highway 78** - 4.0 Miles | 8 Mins.

**Interstate 5** - 4.5 Miles | 8 Mins.

**Interstate 15** - 9 Miles | 13 Mins.

**Highway 76** - 10 Miles | 15 Mins.

**Highway 56** - 18 Miles | 20 Mins.

**Interstate 805** - 20 Miles | 23 Mins.

**Highway 163** - 30 Miles | 31 Mins.

**Interstate 8** - 34 Miles | 36 Mins.



## CAFFEINE

- 1 Revolution Roasters/ Succulent Cafe/ Cafe Topes/Baba Coffee
- 2 Steady State Roasting Co/Vinaka
- 3 Starbucks
- 4 Starbucks
- 5 Leap Coffee
- 6 La Costa Coffee Roasting
- 7 Starbucks
- 8 Skybound Coffee & Dessert Lounge
- 9 Starbucks
- 10 Starbucks
- 11 Starbucks
- 12 Old California Coffeehouse
- 13 Better Buzz Coffee
- 14 Perk's Coffee House



## GRUB

- 1 Wrench & Rodent / Urge
- 2 Campfire
- 3 Craft Burger/Compass/Land & Water Co
- 4 Park 101/Pizza Port/Board and Brew
- 5 Vigilucci's
- 6 In N Out
- 7 Island Restaurant Carlsbad
- 8 Benihana/Sushi Kuchi
- 9 In N Out
- 10 Vivace
- 11 Notorious Burger
- 12 Vue
- 13 Ignite!
- 14 Connie's
- 15 Decoy Dockside
- 16 Mama Kat's
- 17 The Bellows



## BREWSKI

- 1 Karl Strauss Brewing Co
- 2 Arcana Brewing Co
- 3 Burgeon Brewing Co
- 4 Rowleur Brewing Co
- 5 Iron Fist Brewing
- 6 Battle Mage Brewing Co
- 7 Latitude 33 Brewing Co
- 8 Barrel Harbor Brewing
- 9 RIP Current Brewing



## HANG 10

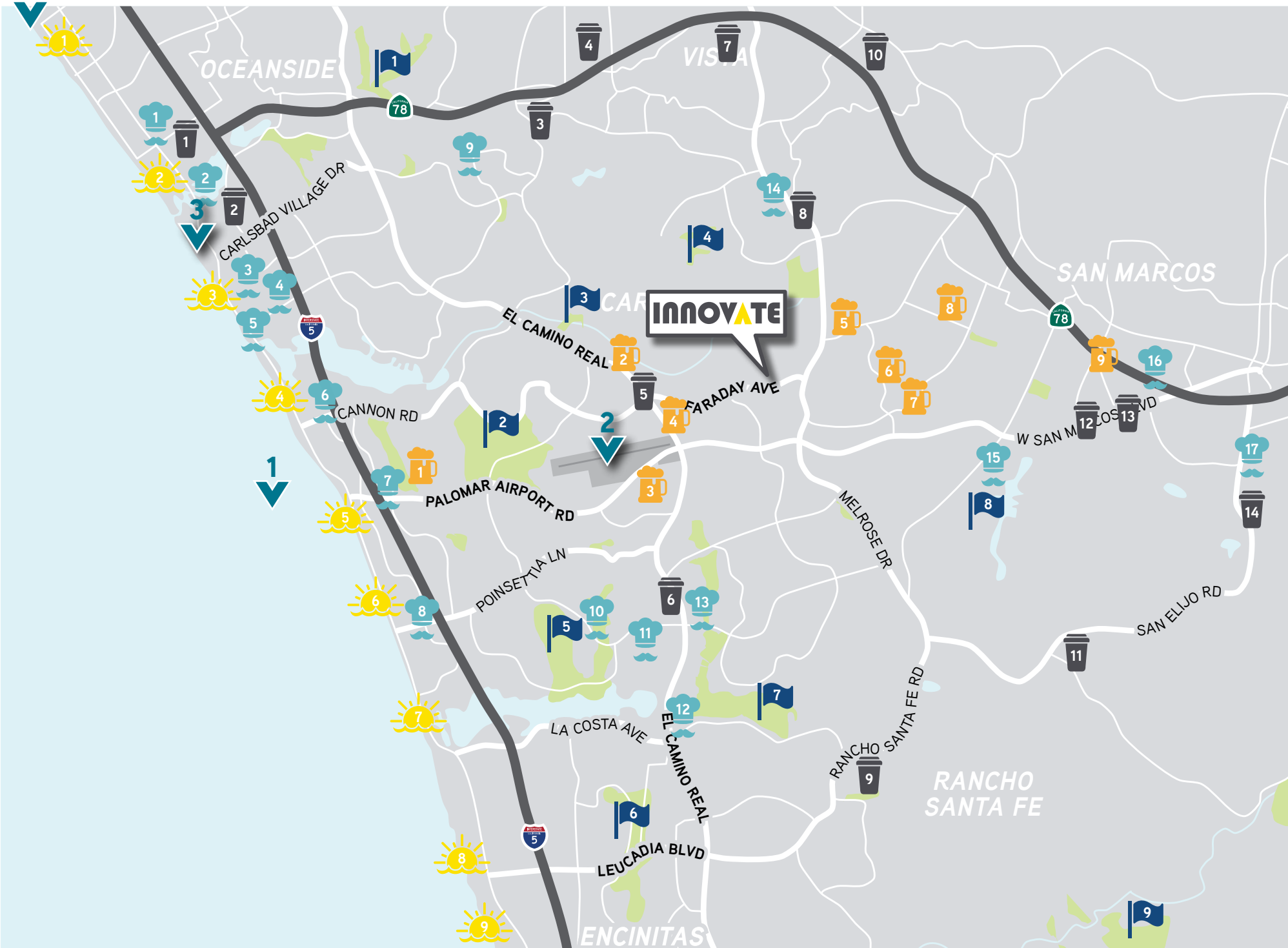
- 1 Oceanside City Beach
- 2 Grand Ave Beach
- 3 Tamarack Beach
- 4 Carlsbad State Beach
- 5 North Ponto Beach
- 6 South Carlsbad State Beach
- 7 Ponto State Beach
- 8 Grandview Surf Beach
- 9 Leucadia State Beach



## FORE!

- 1 El Camino Country Club
- 2 The Crossings at Carlsbad
- 3 Rancho Carlsbad
- 4 Ocean Hills Country Club
- 5 Aviara Golf Club
- 6 Encinitas Ranch Golf Course
- 7 Golf at Omni La Costa
- 8 St. Mark's Golf Club
- 9 The Bridges Golf Club





The background image shows a modern, open-plan interior space. On the left, there are large glass doors and windows looking out onto a cityscape. The ceiling features exposed silver ductwork and several cylindrical pendant lights. In the center, a large window looks out onto a city. To the right, there is a red wall, a kitchen area with a sink and refrigerator, and a staircase with a red metal railing. The floor is a light-colored concrete.

# THE REASONS

WHY



# NORTH COUNTY

North County continues to grow into a robust, vibrant, and increasingly independent and diversified economic region. This means the region's economy reflects the unique conditions and factors that are somewhat independent of activities and events to the south. Similarly, the North County office market is less dependent on the leasing decisions of large business service firms, and more driven by smaller startups and smaller professional service companies. Innovation is at the heart of North County's economy. Venture Capital and R&D spending continue flowing into the region at record-breaking levels, fueling new company creation and productivity of the regional economy. Innovation is measured by several metrics, such as venture capital raises, the ratio of business births and deaths, R&D funding, and patent approvals by inventors living in North County.



Population

**1.2m**

From 2015-2021 the population grew by about 2.3%, which higher than the rest of SD (1.6%) and OC (2.1%).



Household Income

**\$101,000**

North County's median household income is about \$12k higher than the rest of SD and \$25K higher than LA County.



Jobs

**593,000+**

The total number of jobs in North County has continued to grow, just 2.8% below its 2017 pre-pandemic employment levels

## AN INNOVATION LEADER

North County's innovation ecosystem has grown in recent years. The 2017 Kauffman Index Startup Activity report ranked the San Diego Metropolitan Area as the fourth-highest, only behind Miami, Austin, and Los Angeles. Looking at metrics such as startup density, rate of new entrepreneurs, and the origins of those entrepreneurs, the San Diego Metropolitan Area, and subsequently North County, is increasingly a hub for innovation and entrepreneurial activity.

### INNOVATION FUNDING

Innovation funding is a metric frequently employed to evaluate a region's inventiveness ranging from grants that support early stages of experimenting prototyping to later-stage development and commercialization funded through IPOs and venture capital. Innovation funding in North County quadrupled between 2013 and 2018. In all, North County attracted more than \$2 billion in innovation funding between 2013 and 2018. The Coast regions tended to draw the most innovation funding.

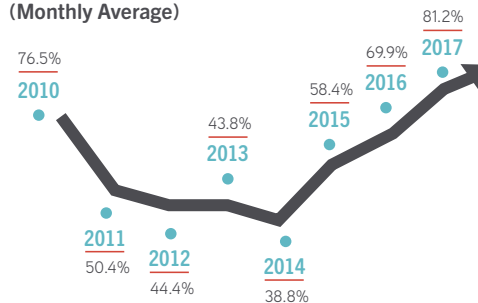
> Carlsbad attracted more than \$1.3 billion in innovation funding.



### STARTUPS & ENTREPRENEURIALISM

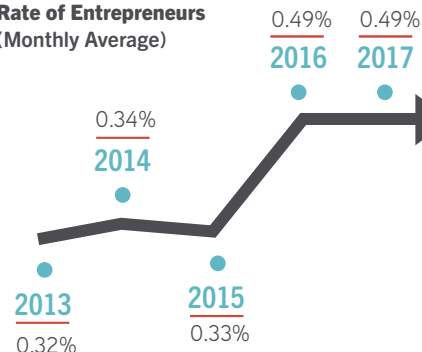
The San Diego-Carlsbad-San Marcos Metropolitan Area has increasingly become an attractive location for entrepreneurs.

**Startup Growth**  
(Monthly Average)



The quantity of entrepreneurs also increased dramatically-about one in every 200 adults in the San Diego area is an entrepreneur.

**Rate of Entrepreneurs**  
(Monthly Average)



### COMMERCIAL REAL ESTATE

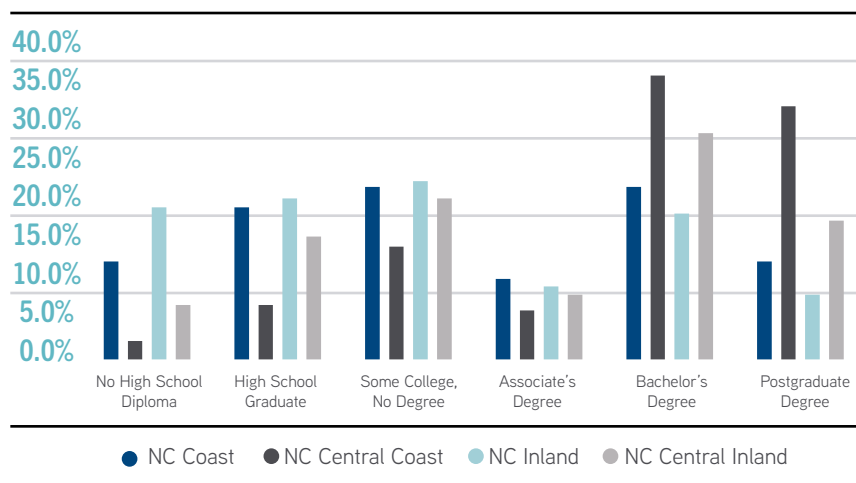
Commercial real estate metrics are a critical indicator of economic competitiveness. Increasing rents and absorption rates in North County reflects optimism.

> The region has a demand from companies interested in flexible space and industrial uses that are, in fact, offices.





**Educational Attainment for Working Aged Adults**  
(Aged 25-64 | 2017)



## TALENT

Over 40% of North County's adult-aged residents (25–64 years old) have a bachelor's degree or higher as their highest level of education. This is a higher proportion than San Diego County, California, or the United States. North County's Central Coast is one of the most educated communities in the nation, with 70% of its working-aged adults having a bachelor's degree or higher. This is a core economic development advantage and it is one of the reasons we believe the region has seen robust investment inflows and start-up activity over the past decade. Businesses increasingly look to locate and grow where talent is located, and North County's high quality of life has served to attract highly-educated and talented workers. Nearby institutions also provide recent graduates that are eager to enter the workforce.

## INDUSTRY CLUSTERS

Higher-skill, higher-paying jobs (Tier 1) outpaced the growth seen in both middle-skill, middle-wage and lower-skill, lower-wage occupations (Tiers 2-3) by at least 8%.

Two clusters that have considerably shaped North County include Biotechnology & Biomedical Devices and Defense, Aerospace & Transportation Manufacturing.



### BIOTECHNOLOGY & BIOMEDICAL DEVICES

Since 2009 this cluster has grown by more than 6,000 workers in in 2018 provided an annual average earning over \$100,000.



### DEFENSE, AEROSPACE & TRANSPORTATION MANUFACTURING

Since 2009 this cluster has grown by more than 150%, with average annual earnings exceeding \$85,000.

# CARLSBAD

Located in the heart of southern California in North County San Diego County, the city of Carlsbad takes full advantage of its coastal location, providing beach community character along with a diverse, forward-thinking economy and a strong tourism and hospitality industry. Carlsbad has been named as one of the most desirable places to live.

*A place for personal fulfillment:  
a career that could change the world,  
a healthy and active lifestyle, and  
a stunning environment.*

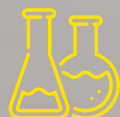


## KEY INDUSTRIES



Hospitality and Tourism  
Employees

9,179



Life Sciences  
Employees

6,657



Action Sports  
Employees

1,804



Clean Technology  
Employees

872



Information Communications  
Technology Employees

9,008

## THE INNOVATORS







Nearly 2 million visitors per year visit nearby Legoland and Flower Fields at Carlsbad Ranch.



Carlsbad has been named as one of the top 100 places in the U.S. to launch a business and is a regional leader in San Diego's action sports manufacturing industry.



Home to world-renowned spa destinations, the Park Hyatt Resort Aviara and La Costa Resort & Spa and known as 'The Golf Capital of the World'.



Carlsbad is 35 miles north of downtown San Diego and 54 miles south of the John Wayne Airport in Orange County with convenient public transit via the Sprinter commuter light rail train system.



The city covers 39 square miles, nearly 40 percent of which is dedicated to open space, including 3 lagoons, 46 miles of hiking trails, and over 7 miles of coastline on the Pacific Ocean.



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At Badiee Development, our goal is to create amazing opportunities for the people who come in contact with our brand – from investors and tenants to the municipalities, communities and business partners who are vital to our growth – through the development of Class – A Industrial, Retail and High Tech Office Real Estate projects.

Our strengths enable us to select suitable sites and provide hands-on construction, oversight and asset management to position our properties for sale or lease.

With over 30 years of experience in Southern California we offer a proven track record of success and are committed to our vision of creating projects that create value and opportunities, so that you can achieve your goals.



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