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RAF Pacifica Plans Ground-Up Creative Space in Carlsbad

| By [David Phillips](#)

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CARLSBAD, CA—**RAF Pacifica Group** has acquired 4.43 acres of land in Carlsbad, on which the firm plans to build the first true creative office campus in **North San Diego County** since 2008, according to **Adam Robinson**, principal of the firm.



The developer says the project will feature a new level of architecture for the market.

“This is the first ground-up creative office development in this decade,” said Robinson. “While we’ve seen many developers convert outdated facilities into creative office space formats, we are the first to build a completely new creative office campus in Carlsbad that will attract businesses seeking a true work/play lifestyle. Our new development, in-sti-gate, will be approximately 50,000 square feet, and will integrate unparalleled amenities, delivering an innovative creative office aesthetic and a user-friendly experience that will revolutionize the way people work in this market.”

RAF Pacifica acquired the parcel for a total consideration of \$4.8 million from **Cruzan**. The development site is located at the intersection of **Palomar Airport Road** and **Innovation Way**.

According to Robinson, this state-of-the-art creative office development will feature a new level of architecture for the market, as well as rooftop decks, resort-style facilities, an on-site fitness center, indoor/outdoor meeting areas, onsite high end restaurants, loft style buildings with clam shell glass walls, open exposed HVAC, outdoor BBQ areas, communal quad atmosphere and loft-style buildings with clam-shell glass walls for a coastal vibe.

Located in the thriving market of Carlsbad, recognized by **Google** as the “digital capital of California” and home to a cluster of innovative tech companies, in-sti-gate will be well-positioned to leverage the demand for creative office spaces, according to Robinson.

“Carlsbad’s reputation as a hub for innovation continues to draw users across all industries, especially in the tech, life sciences, and action sports manufacturing sectors,” added Robinson. This market’s well-diversified economy and entrepreneurial spirit make this the perfect location for creative startups to grow and prosper. Based on these fundamentals, we plan to capitalize on the growing demand for high-quality workspaces, delivering a creative office experience like no other in the market.”

Arik Starck, senior managing director of **Cushman & Wakefield**, adds: “Carlsbad companies largely consist of biotech, action sports, and technology. These companies thrive on creativity and innovation and represent a new generation of office users. The atmosphere at in-sti-gate is a departure from the typical office building and will foster collaboration and novel ideas.”

Additional features will include outdoor meeting hubs with shade canopies, multipurpose lawns with movable furniture and festoon lighting, a fire room lounge and amphitheater, and outdoor dining areas. The development will also feature bike-friendly pathways and innovative landscaping for a campus look and feel. RAF hopes to break ground on in-sti-gate in August 2017.

Starck of Cushman & Wakefield represented both the buyer and the seller.

Recently formed RAF Pacifica Group is a privately held, full-service commercial real estate investment firm that acquires, owns, and develops industrial and office properties throughout San Diego County. The firm is spearheaded by Adam Robinson, who was previously a principal of **SR Commercial** where he directed the firm’s acquisition of 68 properties totaling approximately two million square feet and more than \$250 million in commercial properties. With Robinson and **Steve Leonard** at the helm, RAF Pacifica Group oversees a portfolio of 2.65 million square feet of real estate, with a niche focus in office and industrial product. The firm has an additional one million square feet of speculative development in the pipeline, and continues to actively seek value-add investment and ground-up development opportunities in San Diego County.