

Look Ahead: Badiee Development Making Right Moves in Right Market

By [Ray Huard](#)

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Photo courtesy of Badiee Development An Escondido industrial building leased to an Atlanta-based company is one of Badiee Development's many projects in North County.

San Diego — Badiee Development, led by founder and CEO Ben Badiee, has found fertile ground in North County as one of the regions primary developers of commercial real estate.

Badiee said he acquired land while it was still available, betting that the North County would continue to grow as space became scarce elsewhere.

Badiee Development was formed in 2003 and the company began buying North Count land anticipating growing demand in 2015.

His timing couldn't have been better.

With companies looking for modern buildings with more room than conventional structures, they found little to offer in central San Diego County.

"Given that the cost of construction is going higher every day and given that there is ample demand in the market, developers like us take a chance in anticipation of attracting tenants," Badiee said. "The vacancy rates have constantly dropped in North County, and the vacancy rates are just about at an all-time low."

Among Badiee Development's ongoing projects is construction of what's been billed as the largest industrial distribution building in Escondido — a 212,088 square-foot structure at 2005 Harmony Grove Road.

The building was leased in mid-December to Veritiv, an Atlanta-based business-to-business packaging company. Construction is expected to be completed in summer 2018.

The company also has several other projects in the works, including a 52,000 square-foot building and a 50,000 square-foot building in Carlsbad and a 78,000 square-foot building in Vista.

Badiee said North County is attractive to prospective tenants because, “The talent that’s available in North County is quite wonderful.”

“The accessibility to the freeway system — mostly (state Route) 78, (Interstate) 5 and (Interstate) 15 — is another important factor,” Badiee said.