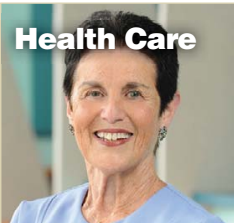


## Health Care



**Roberta Feinberg**, chief executive officer of San Diego Family Care, said Covered California and MediCal expansion brought thousands of new patients to the Linda Vista Health Center, challenging its resources.  
**Page 10**

## Commentary



**Gregory Lucier** of NuVasive Inc. says the Trans-Pacific Partnership will bolster American industries and American ideals while bringing jobs to the San Diego region.  
**Page 77**

## The Lists

Top Commercial Real Estate Sales and Leases  
**Pages 56-65**



# Birth of a Blockbuster?

**PHARMA:** Acadia Prepares To Launch Drug to Treat Parkinson's Psychosis

■ By BRITTANY MEILING

**Acadia Pharmaceuticals Inc.** has earned the greenlight from regulators to sell a valuable antipsychotic drug. The medication, potentially worth billions, quells the hallucinations and delusions experienced by Parkinson's disease patients. And it's the first of its kind.

The drug, called Nuplazid, is Acadia's first medication to be approved by the **U.S. Food and Drug Administration**. It's also the first medicine ever approved to treat Parkinson's disease (PD) psychosis.

"Patients have been waiting forever for a treatment like this to surface," said Dr. **Jason Kellogg**, a physician and psychiatrist who has been treating mental illness for over a decade.

Parkinson's is a disease that affects movement, muscle control, and balance, and its symptoms are caused by a deficiency

of the chemical dopamine in the brain. Drugs that boost dopamine production are often prescribed to treat the disease's motor symptoms (tremors and rigidity), but there's more to Parkinson's than loss of motor function. Half of all patients also develop psychosis.

Delusions and hallucinations are a particularly devastating symptom of the disease, not just for patients but for family and caretakers. One patient in Southern California experienced a progressively debilitating case of PD psychosis, chronicled online by his wife. Several years into his diagnosis, he started seeing black cats traipsing through his house, a creature in his bed, and groups of imaginary people gathering in his living room, particularly at night. He developed paranoia around computers, and had long conversations with his brother when his brother was not there.

➔ *Pharma page 16*

## Can-Do Attitude Sells Coconut Water

**RETAIL:** High Volume and Low Pricing Create Opening

■ By KATIE CALLAHAN

Three surfers went to lunch, put together a business name, designed their business cards and then knocked on the doors of national retailers asking them to carry their new product.

The retailers said yes. That's before **Coconut**

**Beach Food and Beverage LLC** even had product available.

What sounds like a poorly-told joke is actually reality for the founders of Coconut Beach, a Bonita-based company that sells coconut water and chips. From the initial discussion in February 2015 to the company's founding a month later, the founders started making deals without brokers or distributors. They

➔ *Coconut Beach page 18*

## New 'Downtown' Takes Shape in San Marcos

**DEVELOPMENT:** It Aims for Mixed-Use Community Hub

■ By LOU HIRSH



Gary Levitt

Pieces are gradually falling into place for a mixed-use, 200-acre "University District" long envisioned by the city of San Marcos, which in coming years could also become what developers have billed as "North County's Downtown."

After its earlier completion of The Quad, with units containing nearly 900 beds of student housing and adjacent retail near **California State University, San Marcos**, local  
➔ *North page 20*

## Tourism Sector Sees Cons in Convadium

**TOURISM:** Leaders See Plans Ignoring Impact on Visitors

■ By LOU HIRSH

In a sign that battle lines are hardening, tourism and hospitality leaders are warning that plans to hike the city's hotel taxes, potentially to build a \$1.8 billion hybrid downtown **San Diego Chargers** stadium and convention center, could jeopardize the region's competitive standing and ability to attract large conventions, costing millions of dollars in economic impact.

➔ *Hospitality page 12*



Joe Terzi

## Special Report: Commercial Real Estate

### Paying the Price

Low vacancy rates and high demand continue to push rents higher, and that trend may continue for some time.

➔ *Apartments page 49*



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# North:

from page 1

developer **Urban Villages San Marcos** recently landed its first significant office tenant at the multiphase development known as North City.

Developers said health care education provider **Pima Medical Institute** signed a long-term lease, valued at more than \$16 million, to occupy two-thirds of a 60,000-square-foot building in early stages of development off Campus Way near state Route 78, set for completion in 2017.

It will be the second local campus for Arizona-based Pima, which has 16 U.S. locations including one in Chula Vista. The new San Marcos campus is expected to create approximately 90 jobs and serve an active population of 600 students.

**Gary Levitt**, who with **Michael McDonald** is a principal in Urban Villages San Marcos, said the developer later this year plans to begin construction on a mixed-use project at North City called Block C, with about 300 apartments and condos and ground-floor retail spaces.

Also in the works in the district, with building plans under review by the city, is the conversion of a former industrial building on Redel Road into a restaurant and brewery, with around 26,000 square feet of indoor/outdoor spaces and eventually its own bowling alley.

## A Sense of Place

"It's about giving this development a sense of place," Levitt said. "It could be used by the college students, but it's really meant to serve all of the residents in San Marcos."

San Marcos has long sought to develop a central community hub, along the lines of a downtown area, that would



Rendering courtesy of Safdie Rabines Architects

**Developers of North City plan to move forward later this year on Block C, a new multifamily complex with retail elements.**



Rendering courtesy of Pacific Cornerstone Architects  
**Pima Medical Institute will occupy two-thirds of this office building, set for completion next year at North City in San Marcos.**

serve as a gathering spot with a distinct local flavor, attractive to multiple demographics in a growing population.

At North City, where construction began in 2013, developers and the city have sought to serve new residents of developments built in recent years along Route 78. Goals have also included catering to the needs of the growing student and faculty population at Cal State San Marcos and other smaller, private colleges operating in the area.

Levitt said the coming arrival of Pima Medical Institute fits the original aim of having North City also complement the operations and training needs of major health care providers operating nearby, including **Kaiser Permanente** and **Palomar Health**.

Elements of North City are intended to carry out a University District specific plan approved by the city in 2009. The district spans approximately 200 acres near the Cal State San Marcos campus and is generally located on both sides of

Twin Oaks Valley Road, between state Route 78 to the north and East Barham Drive to the south.

The city has projected that at full buildout over several phases, North City could include 2,600 multifamily residential units, 800 student housing units, 450 hotel rooms, 652,000 square feet of general office space and 700,000 square feet of other commercial and mixed-use space. It could also eventually have 300,000 square feet of medical offices and 30,000 square feet of civic and community spaces.

Developers have said North City is expected to entail more than \$1 billion in new projects over the next decade by various builders, adding about 4 million square feet of new residential and commercial amenities to the San Marcos market.

According to the city, other current projects not far from North City, overseen by other developers, include **Corner@2 Oaks**, calling for office, retail and restaurant spaces and a 118-room

**Fairfield Inn & Suites** hotel in its first phase, which has been approved. The project, at the Southwest corner of Twin Oaks Valley Road and San Marcos Boulevard, would include residential townhome condominiums proposed for a later second phase.

To the north of Route 78, **University of St. Augustine**, which provides graduate programs for physical therapy students, has plans under city review for a new administration building with classrooms, after it previously completed three other buildings at the Windy Pointe development off Windy Point Drive.

Among other commercial projects in the works, developers of the mixed-use **Palomar Station**, at Mission and Las Posas roads, have plans for 44,000 square feet of new retail, currently being marketed. The residential component of the transit-friendly **Palomar Station**, located near the **Sprinter** train line north of Route 78, has been completed with 370 apartments.


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