

# Global firm marketing Research Campus

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By Emily Ford

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KANNAPOLIS—The N.C. [Research Campus](#) is officially available for lease.

CB Richard Ellis, a world leader in real estate services, has begun advertising the [Research Campus](#) online and on billboards in Kannapolis, where the biotech hub is under construction.

To lease space at the campus, tenants will pay between \$20 and \$50 per square foot annually, according to the CB Richard Ellis Web site.

One million square feet of research space will be available May 1, as well as 360,000 square feet of office and medical space. In June 2009, 300,000 square feet of retail space will become available.

Campus developer Castle & Cooke chose CB Richard Ellis after a "very competitive selection process," said Phyllis Beaver, the campus marketing director. "This is a good thing for them and a good thing for us."

The company's worldwide connections are especially valuable to the [Research Campus](#), Beaver said.

"So many people who are potential tenants here are located not only in this country but around the world," she said.

While CB Richard Ellis recruits tenants for retail, research and office space, Castle & Cooke itself will market the 1,500 homes, townhomes and apartments being built in connection with the campus, Beaver said.

CB Richard Ellis has opened an office in Kannapolis, and account executive Karen Mankowski is there several days a week, Beaver said.

The company's Web site also lists brokers for medical/professional, retail and life sciences space at the campus.

The "CB" in CB Richard Ellis refers to Coldwell Banker, although the company hasn't been connected to the residential brokerage firm since 1989.

CB Richard Ellis leases, sells and operates commercial properties. With 400 offices and 24,000 employees worldwide, the company brokered \$224.6 billion in property transactions last year.

Billionaire David H. [Murdock](#), who owns Castle & Cooke as well as Dole Food Co., is building the N.C. [Research Campus](#) where the former Cannon Mills once stood.

[Murdock](#), who owned the mill for a short time in the 1980s and has a home near Kannapolis, wants the campus to focus on health and nutrition.

Key tenants already signed include Lab Corp., Angiogen, BioMarker Group and Red Hat.

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