



Insignia to Focus on Premier Land Locations

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NEWPORT BEACH, CA—Locally based homebuilder **City Ventures** has launched a luxury boutique **development** and **homebuilding** division that will focus on premier land locations in California. **Insignia** is dedicated to creating “profoundly personal residences” focusing on superior architecture, amenities and interior design, according to the firm.

Mark Buckland, CEO of City Ventures, says, “Insignia homeowners have an opportunity to own a highly personalized, designer residence within California’s most desirable locales. Every aspect of the home, from gourmet kitchens to customized art on the walls, is intended to make a statement about that owner’s individual living aspirations and desires.”

Insignia is currently composed of five California communities: the **Ambassador Gardens** in Pasadena, **Mainhouse** in Encinitas, **Anson Pointe** in Moorpark, **Waterhouse** in Carlsbad and a future development in **Alhambra**. The flagship project—the Ambassador Gardens—opened in Fall 2013 with its first collection of homes: 10 Craftsman-style townhomes and flats called the **Bungalows**. Prices for the latter begin in the \$1.5 millions. The Ambassador Gardens is scheduled to begin pre-sales on its second enclave, the **Grove**, this spring.

Customization opportunities at each residence begin at the **Studio**, Insignia’s custom design program that connects homeowners with the most experienced consultants in the industry, according to the firm. In working with Insignia’s director of design, homeowners have access to current trends and selection of a variety of furnishings, materials, amenities and features on the market. Other special amenities include an original-art program created for each Insignia neighborhood.

GlobeSt.com was unable to reach Buckland prior to deadline to discuss whether we can expect other California homebuilders to create luxury boutique homebuilding divisions.

As GlobeSt.com **reported earlier this month**, locally based public homebuilder **William Lyon Homes** recently acquired an infill portfolio of residential land from **City Ventures LLC** for an aggregate purchase price of approximately \$174.5 million. The acquisition includes approximately 540 lots in eight new home communities located in Orange, Los Angeles and Santa Clara counties. William Lyon believes these markets represent three of the most land-constrained markets in the Western US and also demonstrate strong **homebuyer** demand.

http://www.globest.com/news/12_843/orangecounty/development/Insignia-to-Focus-on-Premier-Land-Locations-345220.html