



## **Luxury Homebuilder Insignia Announces a New Collection of 17 Homes in Carlsbad, CA**

*A rare collection of 17 ocean-inspired estates that blend French Country and Spanish architecture designs with modern day conveniences.*

**CARLSBAD, Calif.** – March 17, 2015 – Newport Beach-based Insignia, City Ventures has announced the opening of a new luxury collection of 17 homes called Insignia Carlsbad. The architecture builds on the classic French Country inspiration of Carlsbad Village and the traditional designs drawn from Southern California history and the coastal scenery. Homeowners are offered the opportunity of personalized residences and are given access to Insignia’s exclusive design studio to fully customize their interiors.

“We were drawn to Carlsbad, known as ‘the village by the sea,’ as the ideal setting for our homeowners to live relaxed elegance,” said Mark Buckland, Chief Executive Officer of City Ventures. “Insignia Carlsbad is a rare collection that brings refreshing new home designs to an area with classic California character. Insignia is very intentional in selecting areas like Pasadena, Encinitas, and now Carlsbad. Each of these areas has its own authentic personality that we incorporate into the homes.”

Insignia prides itself on tailoring homes to fit the specialized high-end demands of its residents. Insignia Carlsbad offers an extensive list of architectural features such as wine galleries, gathering rooms, and gourmet kitchens. The four plan options available include both two and single-story options ranging from 3-5 bedrooms and up to approximately 4,350 square feet. Gracious living spaces are intentional throughout and outdoor living is emphasized with courtyards and patios seamlessly integrating the coastal environment into the atmosphere of the home. With the foundation of representative architectural styles, Insignia Carlsbad maintains the charm of the area while providing modern conveniences and enhancements. The site is ideally located just down the street from Carlsbad Village and the beach.

Construction is well underway and first move-ins are anticipated for Fall of 2015. Insignia Carlsbad opens its onsite sales on Saturday, March 21st, located at 1643 Frazier Avenue, Carlsbad, and is scheduling private appointments; pricing begins in the low \$1 millions. To learn more, please visit [InsigniaCarlsbad.com](http://InsigniaCarlsbad.com) or call 800.243.6169.

### **About Insignia**

Insignia is a new luxury boutique development and homebuilding division by Newport Based homebuilder City Ventures. Insignia features inspired new residences in some of the most desirable settings in California while offering homeowners exceptional personalization and customization opportunities. Dedicated to creating profoundly personal residences, the vision for every Insignia home begins with superior architecture, amenities and interior design. The ability to personalize a home from beginning to end is at the core of the Insignia buyer experience. True 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. In working with Insignia’s Director of Design, homeowners have access to the latest trends, and selection of the finest quality furnishings, materials, amenities and features on the market. Other special amenities include an Original Art Program created for each Insignia neighborhood.

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