



***Building a Modern Cultural Icon:***  
**At Home in The Californian at Town Center**

The Costa Mesa Theater and Arts District is growing up.

Fueled by the city's visionary designs for an inviting urban location to live, work, shop, eat and play, the area's unique development is coming to fruition. And its most important structures embrace the past, present and future of culture and art in Orange County.

At the focal point of the OC's burgeoning cultural epicenter is The Californian at Town Center.

The Fifield Companies, a nationally recognized commercial and residential developer, is building this sleek and sophisticated ultra-luxurious residential high-rise at the northeast corner of Anton Boulevard and Avenue of the Arts.

"This community has such a distinctive and dynamic location," says Tim O'Brien, Vice President of Fifield.

"We view Costa Mesa's Town Center as the ultimate place for a high-rise community. Its existing urban setting and the surrounding high-end shopping, restaurants and cultural centers create all the elements for a vibrant lifestyle and successful project."

***Lifestyle Elegance***

Fifield's signature upscale amenities and esthetic excellence are on full display in the new community. The Californian's modern twin towers will offer 250 units of finely appointed residences of varying sizes.

A state-of-the-art business center and fitness and meeting rooms are among the residents' amenities. Two pools and a spa will contribute to the five-star-hotel experience that Fifield has devised for condo owners.

One exclusive personal service slated for The Californian is a 24-hour valet staff for use by residents and their guests. It is the only high-rise community in the area offering this convenience.

"People will be tempted to stay home and soak up the relaxation and peacefulness of their surroundings," explains O'Brien. "The deck bridging the two towers will offer lounges and cabanas, creating a Ritz Carlton resort-style atmosphere."

## *Design Excellence*

World renowned architect Richard Keating is the creative force behind The Californian. Critical to his plan for the new community was the role the high-rise plays as an area landmark and modern icon.

“The Californian will be an important addition to the ongoing culture of the city,” says Keating, AIA, Principal of Keating/Khang Architecture. “The property, the surrounding areas and the interaction of the community and the towers are tremendous collective influences.”

Keating designs with an eye towards value and timelessness. His architectural plans are keenly aware of the place The Californian occupies in the new historic chapter of the culturally-rich area.

Inspired by a design philosophy of creating “art from the essence of construction and finesse of the details and materials,” The Californian will gracefully reflect and define the revitalized Theater and Arts District.

Landscaping will further contribute to the progressive design statement. Glowing kiosks will add vibrancy and promote a sense of community as they advertise events at the Orange County Performing Arts Center. A lively water feature, always an engaging center point, is planned. A quaint coffee shop will drive foot traffic and steer residents to the public areas, contributing to the mixed-use purpose of the neighborhood.

Landscape architect David Larkins, whose background includes private residential and hotel projects throughout Los Angeles, believes that The Californian’s outdoor architecture will beautifully extend the environment into existing street scenes around Town Center.

The maturation and development of the Theater and Arts District heralds an exciting and inspiring period for Costa Mesa. As the South Coast Plaza has set a global standard for shopping and the Performing Arts Center is hailed for excellence in cultural entertainment, The Californian at Town Center will establish new heights in luxury high-rise living in Orange County.

The Californian’s sales center will open later this summer.