

Atelier ~ the new chic in urban dwelling

Joanne M. Anderson / jmawriter.com

San Diego urbanites who value contemporary ideals and ultra high quality workmanship in a city setting have a new choice in the premier collection of row homes called *Atelier*. Like all things French, the word itself, meaning workshop or studio, conjures up images of intrigue and romance in an enchanting style. Each upscale abode boasts its own foundation and walls to keep you autonomous but close, independent yet proximate.

Boasting three levels of classy living, residents quite conveniently park in their own garages or walk to each front door on their own sidewalks. Vehicular access is creatively arranged off-street in a center, courtyard-like section. The interiors embrace thoughtful designs and meticulously-sourced materials, upscale appliances, flooring and wall finishes. The entire little enclave of *Atelier* exudes elegance and sophistication unparalleled in the Hillcrest-Mission Hills-Bankers Hill region near downtown, affectionately known as uptown.

Lifestyle here embraces the very best of active and passive, cool and hip, trendy and timeless. Surrounded by art galleries, interesting boutiques, quaint coffeeshops, superb dining, posh personal services and entertainment, one can walk around, work out and socialize on a whim. *Atelier* is one of the upwardly mobile communities that beckons rising young professionals and seasoned executives.

The more quiet habit of life might transport you a few blocks to Balboa Park museums or just a few steps up to your own private, rooftop patio. Here, you can curl up with a good book and a chilled glass of smooth California chardonnay. Or fire up your grill, invite a few good friends up and let someone else select and bring the wine. It's totally up to you when you connect with your pals and when you recharge and relax in solitude at your fashionable *Atelier* row home.

For the driving commuter, *Atelier* is comfortably nestled in a triangle created by I-8, I-5 and Route 163. Public transportation travelers find easy access to myriad options for moving about the city, and the telecommuter can hunker down comfortably and productively in a home office filled with natural daylight and technical amenities unsurpassed in urban living privilege.

Food trends come and go. Fashions change often. This color is in, gray is the new black, and another color has fallen out of favor. But San Diego, often referred to as America's Finest City for beauty, climate and culture, has remained a magnet for the adventurous and amorous for centuries. Juan Rodriguez Cabrillo claimed the area around San Diego Bay for Spain in 1542, and Alonzo Horton, the father of San Diego, upon coming ashore in 1867, exclaimed: "I have been nearly all over the world, and this is just the prettiest place for a city I ever saw."

The appeal of *Atelier* and attraction of San Diego are parallel for chic urban spirit, state-of-the-art technology, contemporary design, modern amenities, beauty, prestige and high-end workmanship. The sensational charm and vibrant mix of demographics throughout the city are just as evident in the eclectic neighborhoods that surround *Atelier*. Everywhere, there is small-town hospitality comfortably coexisting with big city luxury and grandeur. *Atelier* breaks the barrier in upscale city living and raises the bar to a new, all-time high.