

DESIGN DESTINATION

SOCO BECOMES O.C.'S DESIGN MECCA

Even though it's tucked away in a niche near the 405, South Coast Collection has become a destination in Orange County, and a distinctly Southern California one at that. Here you can meet a friend for an al fresco glass of wine and pick up something for your home as well. Now, about seven years after a major revamp breathed new life into it with restaurants, boutiques and outdoor space, it's coming into its own and expanding, with several newcomers on the horizon.



South Coast Collection 3313 Hyland Ave.

FROM NORTH: Exit Harbor Blvd., turn left on Coast Dr., right on Hyland Ave.

FROM SOUTH: Exit South Coast Dr./Fairview, Harbor Blvd. exit, turn right on Harbor Blvd., turn left off Coast Dr., turn right on Hyland Ave.

*Coming fall 2016

South Coast Collection

- 1 Brown Jordan
- 2 Deco Home
- 3 Robert Westley
- 4 Famosa
- 5 The Sliding Door Co.
- 6 KE Design Studio
- 7 Mod Shop
- 8 Vacant
- 9 The Shade Store
- 10 Lightopia
- 11 Farrow & Ball
- 12 The Vintage Wood Floor Co.
- 13 Drifter
- 14 SusieCakes
- 15 ST Patisserie Chocolat & Pastry School

- 16 The Guild
- 17 Restaurant Marin
- 18 Arc Restaurant
- 19 The Iron Press
- 20 Pueblo
- 21 Greenleaf Gourmet Chopshop
- 22 Chuck Jones Center for Creativity
- 23 LCA Wine
- 24 UNI Home Store
- 25 Granola Babies
- 26 Gear Co-Op
- 27 Calligaris

- Food
- Fashion & Design

DINE AND DESIGN

It's not just the place for home furnishing shopping. SoCo is also foodie heaven. With a farmers market each Saturday, cookware shop, wine boutique and a host of restaurants, it's a special spot to linger over coffee, lunch or dinner. Here's a list of highlights.

Taco Maria: A critic's favorite, this is no taqueria but a fresh take on authentic Mexican cuisine.

Bistro Papillote: Chef Laurent Brazier treats diners to traditional French dishes such as Croque Monsieur, and he does his own décor, changing the wallpaper and other fixtures regularly.

The Mixing Glass: Mixologist Gabrielle Dion offers classes, stemware and everything for sophisticated cocktails including hard-to-find cordials and spirits. Absinthe, anyone?

Savory Spice Shop: Barbecue rubs, exotic dried

Farmers Market
Saturday 9 a.m.-2 p.m.

OC Mix

Mexican chilies, vanilla bean paste and more.

Surfas Culinary District:

Pots and pans, juicers, heavy-gauge dishes and other specialty items, along with chocolate and other provisions and a cafe.

The Cheese Shop at the Mix: Imported and domestic cheeses with hip accoutrements - join the Speak Cheesy Club and get a discount.

Portola Coffee Lab: Trendy coffee bar serving pour-overs and siphons as well as espresso drinks. Theorem, nearby, serves coffee mocktails.

LCA Wine: Boutique hosts tastings and classes taught by Peter Neptune.

Arc Restaurant: The all-wood-fired menu makes even a burger extraordinary. Owners expanded with the recent opening of Restaurant Marin, a "modern diner," and The Guild Club, a members-only restaurant.

Even more: SusieCakes, Greenleaf, We Olive & Wine Bar, Pueblo, Iron Press, Shuck Oyster Bar.

- Anne Valdespino

Dynamic destination

By **ANTONIE BOESSENKOOL**
STAFF WRITER

In the aftermath of the Great Recession, the grouping of home decor stores just off the 405 in Costa Mesa was a somewhat empty, not entirely welcoming space called the South Coast Home Furnishings Center.

"It was not a place that you would have wanted to spend time," said Scott Burnham of Burnham Ward Properties. It lacked life, and customers.

In 2009, Burnham and Byron Ward bought the struggling center, completed only two years earlier, out of foreclosure. They set about transforming it with a new vision.

"We recognized that it was a location that we had to create as a destination. It had to be a place that you wanted to go," Burnham said.

Seven years later, South Coast Collection is a mix of big home design stores, independent clothing boutiques, and restaurants that are some of the best in Southern California.

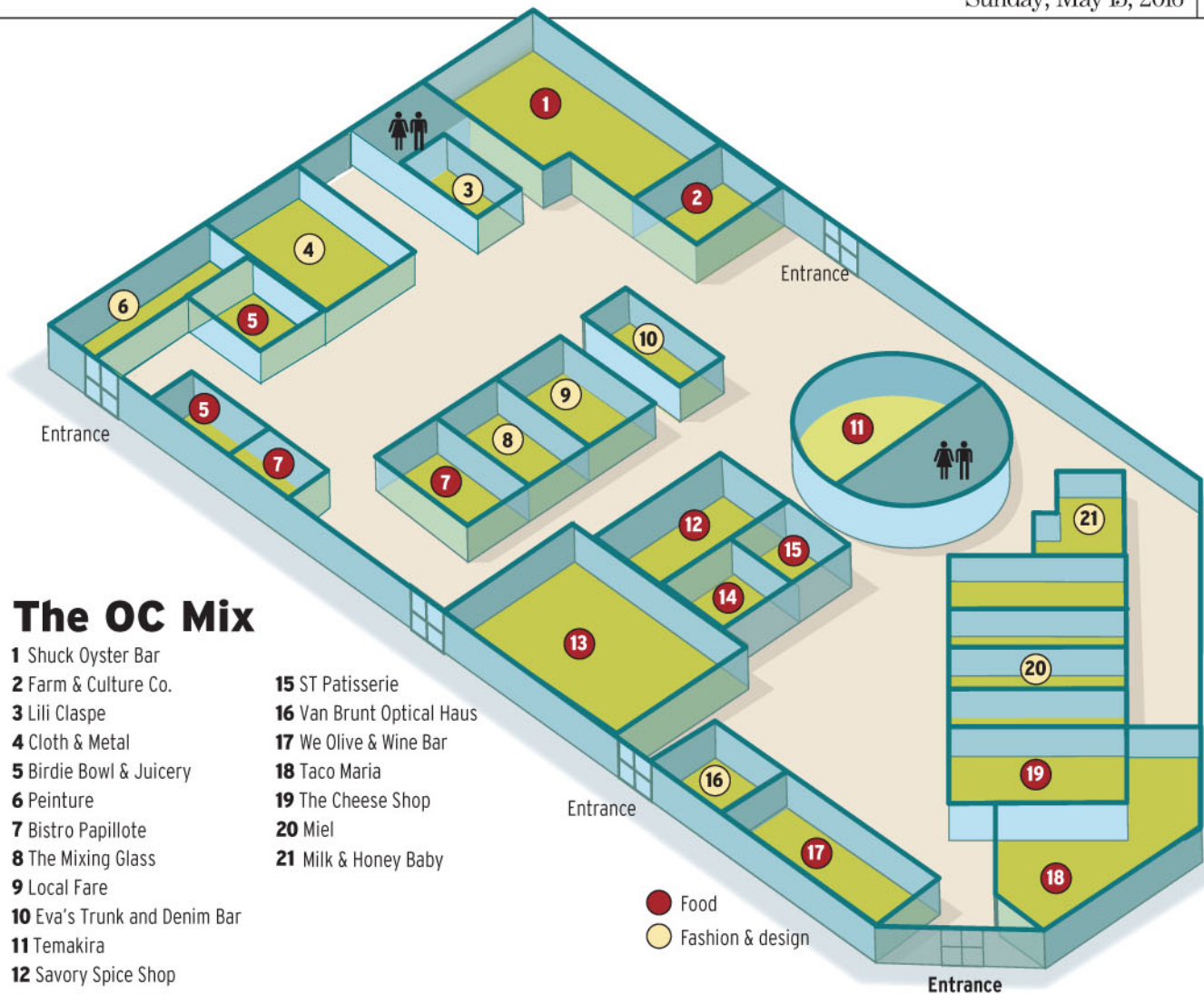
"It has now become part of people's daily ritual, whether they're having a cup of coffee at Portola Coffee Lab or lunch at Greenleaf and shopping in between," Burnham said.

That transformation created a social atmosphere, he said.

That meant rethinking the mix of stores and restaurants and adding communal areas and more attractive landscaping. In other words, inventing a place that encouraged more hanging out.

"We recognized that if we really wanted to pursue our vision, we were going to have to start from scratch," Burnham said. To attract the right tenants, they redesigned the entire place, removing stone from walls, replacing roofs, remaking landscapes and adding communal areas where shoppers would be enticed to linger. They replaced low ceilings and fluorescent lighting with open ceilings and softer, halogen lighting.

With some of the tenants brought in by Burnham Ward, the move to South Coast Collection was a major step. Surfas, the professional kitchen-supply store that's also open to the home cook, had had just one location since its founding in 1937 - until it opened in South Coast Collection. Pirch opened its interactive kitchen and bath design store at SoCo as a concept store. Now Pirch has re-created that model in other locations around the country, Burnham said.



The OC Mix

- | | |
|------------------------------|---------------------------|
| 1 Shuck Oyster Bar | 15 ST Patisserie |
| 2 Farm & Culture Co. | 16 Van Brunt Optical Haus |
| 3 Lili Claspe | 17 We Olive & Wine Bar |
| 4 Cloth & Metal | 18 Taco Maria |
| 5 Birdie Bowl & Juicery | 19 The Cheese Shop |
| 6 Peinture | 20 Miel |
| 7 Bistro Papillote | 21 Milk & Honey Baby |
| 8 The Mixing Glass | |
| 9 Local Fare | |
| 10 Eva's Trunk and Denim Bar | |
| 11 Temakira | |
| 12 Savory Spice Shop | |
| 13 Portola Coffee Lab | |
| 14 Theorem | |

Source: Kitchen Table Marketing & PR, Orange County Register

Those big decor stores such as Design Within Reach, HD Buttercup and Cisco Home are complemented by the OC Mix. In creating that space, the developers took a cue from marketplace-food halls like the San Francisco Ferry Building and Brentwood Country Mart in Santa Monica. They turned what was one store into boutiques and restaurants interspersed with places to gather and pleasant outdoor walkways. Now shoppers meet friends, surf the web at common tables, or dine al fresco on the patio at Pueblo restaurant.

Unlike the early days, when Burnham and Ward were trying to court new tenants, sometimes with not much more than concept renderings, South Coast Collection is a coveted destination, Burnham said.

Home furnishings store Room & Board is set to move in soon, along with lighting fixtures company Lightopia. Furniture store Robert Westley will double in size, and Italian furniture store Calligaris recently opened [See story, Page 8].

"We've refined it over the years," Burnham said.

"It just becomes better and better."



NICK KOON, STAFF PHOTOGRAPHER

The small shops and restaurants in the OC Mix, outdoor seating areas and inviting landscaping helped transform SoCo into a shopping and dining destination.