



**Media Contact**

Heather Kon, Delucchi Plus

[hkon@delucchiplus.com](mailto:hkon@delucchiplus.com)

202-248-5867

**FOR IMMEDIATE RELEASE**

**New Silver Spring Apartment Building Invites Residents to “Live Wisely”**

*The Pearl, artfully designed with 30,000 square feet of amenities*

**Rockville, MD – May 16, 2017-** Washington, D.C.-based real estate developer, The Tower Companies, is pleased to announce the delivery of 284 brand new residential units at The Pearl, Silver Spring's newest artfully designed luxury apartment building – providing a restorative oasis to residents in an urban landscape.

The Pearl offers residents a unique living experience starting with light-filled communal spaces and hallways featuring one-of-a-kind local art. Individual units are designed with open-concept floor plans, floor-to-ceiling windows, custom-designed Italian kitchen cabinets, high-end finishes, stainless steel GE appliances, smart home technology with keyless entry in all units, and additional upgrades for penthouse units. Prospective residents can choose from a junior flat, one bedroom, one bedroom plus den, two bedrooms, and three bedrooms units.

With 30,000 square feet of amenities, The Pearl residents will enjoy access to an extensive array of indoor communal spaces surrounded by a 12,000 square-foot courtyard, blurring the lines of the inside and outside. The premium amenities include a two-story floating state-of-the-art fitness center with towel service, a WorkLab with flexible and rentable workspace, an entertainment kitchen and indoor lounges with uniquely sourced furniture. The outdoor communal spaces include courtyards offering fire pits and a Tuscan-inspired communal dining table, a lush rooftop terrace with a kitchen, and a resort-style pool that overlooks Rock Creek Park. The Pearl has a belowground garage, with preferred parking for low-emitting and fuel-efficient vehicles, more than 100 racks for bike storage and a dog grooming station. Additionally, residents will have access to Sonny’s Green, an expansive private two-acre park that includes a programmed amphitheater, a 5,000 square-foot dog run, 5,000 square-foot organic urban farm, shaded children’s playground, and outdoor running paths and fitness equipment.

In addition to the building's features and amenities, The Pearl offers a high level of hospitality for its residents. The Pearl residents will benefit from a 24-hour full-service concierge and free-of-charge services, fitness classes, healthy cooking classes, and start-to-finish moving services and coordination. Additionally, several services are available through a preferred vendors program with special pricing, such as car detailing, dog walking and grooming, design consultations, chef-prepared meals, and access to a farm-share – grown right in their backyard.

The Pearl was thoughtfully designed to align with Tower's leadership role in the green building industry, inspiring innovative sustainable practices, operational efficiency and encouraging wellbeing practices for staff and residents. In pursuit of LEED Gold Certification, the notable green features of the property include electricity generated from on-site solar PV panels, offsite renewable energy purchases to offset common area energy usage, 5,000 square feet of Vegetated Green Roof Space with landscaping and irrigation systems to reduce water consumption by 60 percent, and electric vehicle charging stations. Additional green features extend into the design of individual units and educational green guidelines are included in resident leases, allowing each resident to live wisely throughout the entire building.

"Our company's vision is deeply rooted in the belief that buildings should inspire and enrich the lives of our residents," said Jeffrey Abramson, partner at The Tower Companies. "The Pearl is a unique environment that will create a restorative place for your wellbeing. It's a new perspective on living that will inspire to simply enjoy every moment."

Prices for junior flats apartments at The Pearl start at \$1,770, one-bedrooms from \$2,000, one-bedroom plus den from \$2,300, two-bedrooms from \$2,800 and three-bedrooms from \$3,500. The Pearl is Red Line Metro accessible at the Silver Spring stop and has 50+ restaurants, shops and entertainment destinations within a 10-minute walk. Plus, residents are only minutes away from enjoying an active lifestyle in Rock Creek Park.

The Pearl is one of the first in the D.C. market to use virtual reality and oculus technology, allowing prospective residents to remotely tour the building and visualize life at The Pearl. For more information and a virtual tour, please visit [www.liveatthepEARL.com](http://www.liveatthepEARL.com).

#### **About The Tower Companies:**



For three generations, the family-owned Tower Companies has maintained a commitment to responsible development and continues to envision a world where buildings inspire and enrich the lives of their occupants and create positive social change. The sustainable building leader owns, develops, and manages over 5 million square feet in the Washington, D.C. metropolitan area consisting of office buildings, office parks, lifestyle centers, regional malls, eco-progressive live-work-play communities and hotels, with an additional 8 million square feet in the development pipeline. In 2004, The Tower Companies was the first in the United States to certified LEED® a multi-family community, Blair Towns, and since then, 90% of commercial and multi-family residential properties are LEED® and ENERGY STAR® certified. In addition, Tower publically reports GHG emissions to The Climate Registry and offsets 100% by purchasing renewable energy and carbon credits. Looking to the future, through a partnership with the Department of Energy, The Tower Companies has pledged to reduce energy and water consumption by 20% by 2020. The Tower Companies has been acknowledged as an international authority in the industry, and has been recognized for its commitment to sustainability and energy independence by numerous national organizations and federal agencies, including US Green Building Council, US Department of Energy (DOE) and the US Environmental Protection Agency and more.