



FOR IMMEDIATE RELEASE

A Pearl Comes to Silver Spring

The first phase of a 20-year master plan redevelopment of The Blairs

Rockville, MD. (April 20, 2015) – The Tower Companies broke ground today for The Pearl, a new high-rise residential building in downtown Silver Spring. Elected officials, community leaders and project team members celebrated together with a ground breaking ceremony. The apartment building will be a 14 story complex made up of three buildings, 284 rental units, with 30,000 SF of indoor/outdoor amenity spaces including a floating wellness center, private courtyards and a rooftop pool terrace overlooking Rock Creek Park.

This project is the first phase of a 20-year master plan redevelopment that will reinvent the historic Blairs community, which has been owned and managed by Tower since 1958. This all-encompassing redevelopment will include 200,000 SF Class A office, 125,000 SF high-end food/beverage retail, 200 key hotel, 2,800 luxury high-rise residential, interconnecting 5 acres of parks, playgrounds, dog parks and much more. Across the street from the Red Line and MARC stations and future Transit Center and Purple Line, the Blairs redevelopment is a model for transit-oriented and smart-growth development that connects the community, promotes business, creates a 24/7 lifestyle and you can give up your car.

The project team is pursuing LEED Gold Certification for The Pearl and has designed various innovative features that speak to the vision and well-known sustainability leadership by The Tower Companies. The company envisions a world where buildings inspire and enrich the lives of their occupants, and create positive social change. In this world, people seek out buildings that better their health and well-being, connect them to thriving communities, and help sustain the environment.

The Pearl delivers a unique living experience: a place for balance with room to grow and breathe, connected to the urban world but rooted in the natural world. With a focus on natural daylight, The Pearl's design will provide daylight saturating living spaces. In addition, the project team focused strongly on health and wellness; resulting in a floating 2-story wellness center in the courtyard to include a yoga and cycling studio, cardio center, juice bar, cross-fit zone, and outdoor cool-down pavillion. Residents will discover over 20,000 SF of open space at The Pearl; with a variety of areas to play with their children, dine with their neighbors and friends and reflect in the quiet spaces and gardens to rebalance their life. The Pearl will be a cornerstore within the existing Blairs community.

“Our family is privileged to have 30 acres of land at Metro in an urban environment with which to create a singular community within a community” said Jeffrey Abramson, Partner in The Tower Companies. “We plan for the long-term to make thoughtful investments for future generations, be trendsetters, and develop unique places for people to thrive, grow in their neighborhood and come home.” Mr. Abramson added, “This project has been designed in a very thoughtful and responsible manner to add to the economic development goals of the area by attracting more residents and businesses to the community while integrating with the existing Blairs community.”

County Executive Isiah Leggett, who is scheduled to attend the groundbreaking, said: “The Blairs redevelopment is a great sign of the energy and vitality of Silver Spring and Montgomery County as a whole. The project will attract residents who are drawn to the area by the ever-increasing opportunities here. Its location is ideal, near mass transit and walking distance from downtown Silver Spring with all of its restaurants, shops and entertainment venues.”

The architect is Design Collective (DCI) and general contractor is Clark Construction. The Pearl is scheduled to be substantially complete by December 2016.



The Pearl Photo Rendering

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About The Tower Companies:

[The Tower Companies](#) is a family-owned and privately held real estate development and Property Management Company with properties located in the Washington, D.C. metropolitan area and was founded in 1947 by Albert Abramson. Tower owns, develops, and manages over 5 million square feet of office buildings, office parks, lifestyle centers, regional malls, eco-progressive live-work-play communities and hotels with over 8,000,000 SF in the development pipeline and is known among peers and the entire industry to be a green building pioneer and leader. In 2004, The Tower Companies certified the first LEED® multi-family apartments in the U.S. called Blair Towns and now 90% of commercial and multi-family residential properties, which are both owned and directly managed by Tower, are LEED® certified and 85% are ENERGY STAR® certified. In addition, Tower publically reports GHG emissions to The Climate Registry and offsets 100% by purchasing renewable energy and carbon credits to support wind farms and other related projects around North America. Today, Tower Companies is humbled to be recognized as an international authority in the industry, and to have been honored for its commitment to sustainability and energy independence by numerous national organizations and federal agencies, including US Green Building Council, US Department of Energy and the US Environmental Protection Agency.

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