

Three New Luxury Home Developments In The Desert To Tempt Westside Buyers

By Laura Coleman

A unique partnership between Beverly Hills-based developer Alta Verde Group and local architectural firm Poon Design, both located at 315 S. Beverly Dr., has yielded three very unique upscale Palm Springs area developments now underway.

"These are the dream homes of today's generation," Alta Verde CEO Andrew Adler said, referring to the 50-plus demographic that seeks efficiency, privacy and a modern architecture aesthetic.

Adler said the basic theory behind Escena Golf Resort and Monte Sereno in South Palm Canyon in Palm Springs, and Coral Mountain in La Quinta at PGA West, is to marry large dramatic contemporary space with efficient private space.

"They're buying a work of art," Poon founder Anthony Poon said.

The product-focused collaboration between the developer and the architect blossomed 4 years ago with the underlying thesis to bring a new style of contemporary architecture to the desert area.

"Our vision distills production architecture to the essence of modern design: proportion, light, scale, space, authenticity, and flexibility," Poon said. "The desert culture inspires our elementally modern designs."

By democratizing high-end architecture, Adler said he was able to offer high-end architecture at an affordable price. Each of the 3 communities avoids evoking a "sea of sameness" by using dramatic high quality materials for construction and offering buyers several different home styles within the three unique communities, Adler said.

Escena, which broke ground this month and fronts the Nicklaus-designed golf course, offers homes priced from the mid-\$400,000s to \$600,000s. The 130 "this century modern" residences are

designed to reflect glamorous modernism, Adler said. Monte Sereno, surrounded by mountains on three sides, will offer 60 homes in the "mission modern" style with contemporary interiors and classic mission-style facades. Pricing for homes within the exclusive South Palm Canyons gated



Escena Golf Resort Facade



Escena Golf Resort Backyard

community beside the Indian Canyons Golf Course will start at \$1 million.

Coral Mountain in La Quinta offers resort architecture that draws inspiration from Bali and the Pacific Rim. Long reflecting pools are in the "Cali-Bali" style, Adler described. The 70 homes will be

priced from mid-\$600,000s to mid-\$700,000s.

All homes are one-story and are designed to be as energy efficient as possible. In addition, landscaping will feature drought tolerant native species and all garages are wired with car charging stations.

Adler anticipated that the "glamorous communities" would be particularly appealing to Beverly Hills residents looking to escape for a weekend without having to drive more than 2 hours.

"Palm Springs is becoming a cooler place to live again," he said.

Last month, Alta Verde announced that Beverly Hills-based celebrity go-to designer Mike Valles would be the lead interior design decorator for the three new projects in the desert.

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