



How Coachella Is Fueling a Building Boom in Palm Springs



An Alta Verde Escena home.

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The annual music festival in April is driving entertainment industry demand in the desert oasis, which offers modern homes by prized architects for a fraction of the L.A. price.

Andrew Adler, CEO of Century City-based Alta Verde Group, seconds that notion. The developer of two Palm Springs communities with homes designed by L.A.-based architect Anthony Poon (Chaya, Din Tai Fung and Rick Caruso are among past clients) says a \$2.5 million house in his Linea community “resembles a \$15 million Hollywood Hills home.” Adler’s other community, Escena (a 20-minute drive from Coachella), includes 132 homes. When they hit the market in 2013, they went in the high-\$400,000s; now they sell for nearly twice that amount. Overall, the median home price in Palm Springs has risen 30 percent since 2013, according to Trulia. During the past year, the city’s home sales have increased by more than 11 percent, according to CoreLogic.

The rental market also is riding the Coachella wave. For the past two years, Soho House has staged a buyout of the 39-acre Merv Griffin Estate (a block south of the festival site), hosting events for the likes of Coach that draw such stars as Rosie Huntington-Whiteley, Dylan Penn, Zoe Kravitz and Katy Perry. The 13- bedroom compound usually rents for \$5,000 to \$6,000 a night, says property manager William Sayegh; during Coachella, the price explodes to “something astronomical,” he adds.



“Buyers coming from major cities no longer want Rancho Mirage country-club living,” says Adler of homes like this in his Linea community. “They want Palm Springs’ history, cool stores and its urban downtown that is revitalizing fast.”