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A First Look At Waldorf Astoria's First-Ever Standalone Residences In Pompano Beach, Florida

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Developer [Related Group](#), the powerhouse behind some of Florida's most significant developments, and [Merrimac Ventures](#) are partnering with

hospitality brand [Hilton](#) to launch [Waldorf Astoria](#) Residences Pompano Beach.

Through the partnership with Hilton, Miami-based Related Group, led by Jorge Pérez and his sons, Jon Paul and Nick, and Merrimac Ventures, helmed by Dev and Nitin Motwani, will help launch Waldorf Astoria's first-ever purely residential tower. Not only is it Waldorf Astoria's first-ever standalone residential project, but it's also the first Waldorf Astoria flag in Broward County.



“Pompano Beach is unique in that it's a city that has all the infrastructure and amenities you want in your hometown, with close proximity to the excitement of Fort Lauderdale, Boca Raton, and Miami,” says Merrimac Ventures managing partner, Dev Motwani. “But it still has that quaint beach town vibe and energy that allows residents to relax and enjoy the sun, surf and sand like being on vacation all the time.”

Pompano Beach is located along the coast just north of Fort Lauderdale and will be home to other luxury developments in the near future, including a Ritz-Carlton-branded tower. Waldorf Astoria Residences Pompano Beach will

be set on a two-acre oceanfront site with a 28-story tower housing 92 luxury residences, as well as a private 19-slip marina—a rarity in the region.



“We have been paying particular attention to emerging markets and where we see the Waldorf Astoria customer living and traveling,” Dino Michael, SVP and global head of Hilton Luxury Brands tells *Forbes*. “Our growth plan across luxury at Hilton is to keep our eye on the pulse of travelers and find destinations that are interesting in what they can offer in terms of landscape, amenities, food and beverage, and lifestyle. Pompano Beach is very much considered that type of growing market, poised to grow and rival neighboring locations like Miami and Fort Lauderdale as far as appeal to live and own a home.”



Standalone [branded residential projects](#) from [luxury hospitality brands](#) are nothing new, but Nick Pérez, president of condominium development at Related Group, tells *Forbes* they allow for more freedom and flexibility where the focus is purely on the residents, not an influx of temporary guests. This helped Related, Merrimac, and Hilton hone in on how they wanted to design the tower's communal spaces, from the lobby to the hotel-like amenities. Residents will have full, private access to a 20,000-square-foot oceanfront pool deck with a lap pool; 200 feet of beachfront access; a beachside cafe; and wellness-focused amenities like a full-service spa, cutting-edge fitness center; and dedicated movement studios. Other amenities include a ground-floor restaurant, billiards lounge, children's entertainment room, multi-sport simulator, and more.



Operating like a hotel, there will be pool-side service, a personal concierge, and in-resident dining. The property will also feature an assortment of museum-quality art from the world-renowned Jorge M. Perez Contemporary Art Collection. The project will be managed by Waldorf Astoria and will celebrate Waldorf Astoria's illustrious history through many traditional nods that fans of the brand will immediately recognize.

“We spent months going over the history of the Waldorf Astoria brand, speaking with its brand ambassadors and visiting its top locations around the world—all with the goal of capturing every nuance, every subtlety, and every whisper of the brand's timeless essence,” Pérez says. “One example I'm particularly proud of is the tower's Peacock Alley. Built as a homage to the Peacock Alleys that grace many Waldorf Astoria properties around the world, this private, resident-only space will be the heart of the property. The resident-only space will also include an updated interpretation of the iconic Waldorf Astoria clock. The hotel brand has made it a tradition to incorporate a unique clock in each one of their locations and we were thrilled to honor such a well-known and beloved landmark.”



The world-class design is spearheaded by Nichols in collaboration with BAMO, Enea Landscape Architecture, and KORA. The floorplans will range from two- to five-bedroom residences varying in size from 2,100 square feet to 6,100 square feet. Only the best-in-class brands and features will be available, like Wolf and Sub-Zero appliances, large balconies, and custom Italian cabinetry.

“The quality of design and amenities will be second to none, elevating the market and the type of resident coming to the Pompano Beach market,” Motwani says. “The level of service that will be provided by Waldorf and their team is really the differentiating factor, from the in-house concierge to the marina services and amenities, the project will really offer all of the enhanced lifestyle benefits of being a guest of a Waldorf Astoria, but in your own home.”

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