

COMMERCE

Hilton signs on for Waldorf Astoria Residences Pompano Beach

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Located in the coastal community of Pompano Beach, the opening will officially mark Waldorf Astoria's first stand-alone living concept. Image credit: Hilton

By LUXURY DAILY NEWS SERVICE

American multinational hospitality company Hilton is taking to South Florida for a major opening.

Partnering with Related Group and Merrimac Ventures, the brand is signing on the dotted line to develop Waldorf Astoria Residences Pompano Beach. Located on the edges of the coastal community, this officially marks the subsidiary's first stand-alone, long-term living concept.

"Waldorf Astoria has been committed to offering sincerely elegant service, culinary excellence and unforgettable experiences since its inception," said Dino Michael, senior vice president and global head at Hilton Luxury Brands, in a statement.

"With the announcement of Waldorf Astoria Residences Pompano Beach, we are thrilled that the reputation and expectations associated with our luxury brand will reach new audiences and buyers with our evolved approach to the real estate space."

Suite life

Throughout its interiors, Waldorf Astoria Residences Pompano Beach makes nods to the company's luxury hospitality heritage via a variety of amenities.

Upon opening Hilton has yet to go public with these details residents will gain access to recreational spaces such as a billiards lounge, multisport simulator and children's entertainment room.

Those drawn to creative works will be able to indulge at the Waldorf Astoria's Jorge M. Perez Contemporary Art Collection.

The property features views of the Atlantic Ocean, and 19 boat slips are provided on-site at an adjoining private marina. The design of the Pompano Beach plot itself will aim to visually represent the Waldorf Astoria identity.



Residents at the Waldorf Astoria can expect Atlantic views and many options for swimming. Image credit: Hilton

Waldorf Astoria Residences Pompano Beach's tower holds Peacock Alley, a lounge found across the hotel name's international footprint.

Individual residences are to boast floor plans ranging from two to five bedrooms, 2,100 square feet to 6,100 square feet in size. Each home will have a private elevator foyer and panoramic windows.

Spanning 92 units, the two-acre site plans to host a beachfront cafe and allows for direct access to the sand, as well as perks room service and a personal concierge. A private spa, lap pool, outdoor bar and dining lounge, jacuzzi and cabanas with poolside dining will also appear on-site.

Amid the signing, wellness remains a priority. A residents-only treatment room, fitness center, movement studio, spin room and sauna steam rooms all align with current luxury trends, as American affluents are spending \$200 billion annually within the industry ([see story](#)).

"We set out to distill the timeless elegance and exclusivity of the Waldorf Astoria brand into a purely residential format," said Nick Perez, president of condominium development at Related Group, in a statement.

"From the design and architecture to the resident services, we've pulled out all the stops to ensure this property fully embodies the Waldorf Astoria brand," Mr. Perez said. "There is no compromise in our approach and we are so excited to see how the market reacts to this incredible development."