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New Renderings Unveiled for The William, a 26-Story Tower in North Miami Beach



By Traded Staff

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Key Points

- New renderings revealed for The William, a 26-story tower with 374 residences at 2040 NE 163rd St., North Miami Beach
- Studios to three-bedrooms priced from the high \$300Ks, backed by planned EB-5 investor options
- Developed by Blue Road and Ilia Development Group, with sales handled by Fortune Development Sales

Fresh renderings are out for The William, a new condo tower aiming to transform North Miami Beach's skyline. The 26-story development, now in pre-sales, offers 374 units starting in the high \$300,000s. Developed by Blue Road and Ilia Development Group, the project marries luxury design, lifestyle-focused amenities, and international investment appeal.

New Renderings Spotlight Tower's Design Vision

- The newly unveiled images highlight a modern, louvered façade by architect Carlos Ott with Behar Font & Partners
- Interiors, by Urban Robot, show floor-to-ceiling windows, glass railings, and expansive balconies aimed at maximizing light and views
- Landscaping and rooftop visuals reveal features like pickleball courts, firepit lounges, and a dedicated dog run, setting a high bar for lifestyle-driven design

Central Location with Value Play

- The tower is located at 2040 NE 163rd Street, positioned between I-95 and the Atlantic Ocean, minutes from Aventura Mall, Bal Harbour, and Oleta River State Park
- Investors should note: easy access to airports, Brightline, and regional connectors makes this a high-convenience rental or resale product

Residences and Pricing

- 374 condos: studio to 3-bedroom layouts ranging from 552 to 1,412 square feet
- Starting prices in the high \$300Ks, potentially under \$700 per square foot, depending on unit type
- High-end finishes include imported porcelain floors, custom Italkraft cabinetry, Bosch appliances, and Hansgrohe fixtures

Investor Angle: EB-5 and Long-Term Play

- The William is structured with planned EB-5 investment opportunities, appealing to global buyers seeking U.S. residency
- Developers have signaled a no short-term rental policy, potentially reducing turnover and vacation-rental competition
- For landlords, this means potential for more stable, longer-term tenancy, especially attractive in a tightening rental market

Amenities to Rival High-End Rentals

- Over 40,000 square feet of amenities, including:
 - Resort-style pool, co-working spaces, spa rooms, BBQ kitchens
 - Rooftop pickleball, Coral Lounge event space, dog grooming station
 - Gym, yoga studio, outdoor recovery zone
- Smart building features include Wi-Fi throughout, EV charging, 24-hour concierge, and secure parking

Value & Design-Focused

The unveiling of new renderings for The William confirms what North Miami Beach investors hoped: this is a value-focused, design-forward tower with upside. With developer-grade finishes, serious amenities, and a location with regional appeal, it's built for stability, not just speculation.

Unique Visitors Monthly: 99,511

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