

## The William launches sales in North Miami Beach



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A new 26-story residential tower, The William, has launched sales in North Miami Beach, introducing 374 units and marking a new phase of development interest in the area.

A new residential tower, The William, has officially launched sales in North Miami Beach, adding a 26-story development to the city's growing real estate landscape. Developed by Blue Road and Ilia Development Group, the project introduces 374 units to the market and reflects continued domestic and international investment interest in South Florida's residential sector.

Located at 2040 NE 163rd Street, the development is positioned between the Atlantic coastline and major transport corridors, providing access to I-95, SR-826, two international airports and the Brightline Aventura station. The project incorporates design and communal elements intended to support long-term residential living, and includes potential EB-5 investment opportunities for international buyers.

Residences range from studio to three-bedroom units, between 552 and 1,412 square feet. Features include floor-to-ceiling windows, balconies, and interior specifications such as porcelain flooring, custom cabinetry, quartz surfaces and integrated kitchen appliances.

The building offers more than 40,000 square feet of shared facilities. Amenities span wellness, co-working, family and leisure spaces, including a pool and sun deck, fitness and yoga areas, spa rooms, children's playroom, co-working lounge, and rooftop recreation zones. Rooftop features include a pickleball court, gathering spaces and designated areas for pets.

Design has been led by architect Carlos Ott in collaboration with Behar Font & Partners, with interiors by Miami-based Urban Robot. Landscaping and communal spaces are incorporated into the project to support a sense of community for residents.

Sales and marketing are represented by Fortune Development Sales. The project's location places residents within proximity of retail centres, parks, marinas, healthcare and leisure facilities across North Miami Beach and the wider South Florida region.

For real estate and hospitality professionals, The William reflects continued demand for residential developments supported by lifestyle-driven amenities, connectivity and international buyer appeal.

Unique Visitors Monthly: 14,541

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