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## The William Introduces a New Era of Living in North Miami Beach



By Upscale Living Magazine Staff

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North Miami Beach has always moved with a sense of possibility. More than a century ago, U.S. Coast Guard Captain William H. Fulford saw the same potential when he settled his 160-acre homestead here. Today, that spirit returns with The William, a new residential tower that brings together design, community, and long-term value.

Developed by Blue Road and Ilia Development Group, the 26-story tower marks a new moment for the city. It honors its past while shaping a modern future. With 374 residences and a full suite of lifestyle amenities, The William introduces a refined way to live in one of South Florida's most connected neighborhoods.

### **A Collection Designed for Modern Living**

Located at 2040 NE 163rd Street, the tower offers studio to three-bedroom floor plans ranging from 552 to 1,412 square feet. Each residence features floor-to-ceiling windows, generous balconies with glass railings, and interiors that feel bright and welcoming.

Porcelain flooring flows throughout the homes. The kitchens pair Italkraft cabinetry in a tobacco walnut finish with tinted glass doors. Quartz countertops and Bosch appliances complete the space. Bathrooms follow the same thoughtful approach with quartz surfaces, porcelain tile walls, and Hansgrohe fixtures.

Every detail supports comfort, style, and daily ease.

## **Amenities That Elevate Everyday Life**

The William offers more than 40,000 square feet of indoor and outdoor amenities, giving residents many ways to relax, connect, or work.

On the ninth floor, a resort-style pool and sun deck create a true leisure zone. There are BBQ and summer kitchen areas, an outdoor bar, and firepits. Wellness amenities include a modern fitness center, yoga studio, outdoor training lawn, spa treatment rooms, and recovery zones. A co-working lounge, café station, self-serve market, and library support remote work and social life. Families also enjoy a children's playroom and an outdoor playground.

The rooftop level offers sweeping views of the Atlantic Ocean and Biscayne Bay. Residents can enjoy a pickleball court, game lounge, hammock grove, sunset terrace, and a summer kitchen. The Coral Lounge, a reservable bar and event space, allows for private celebrations. Pets also benefit from a dedicated rooftop run and grooming station.

Daily life flows smoothly thanks to high-speed WiFi, smart package lockers, EV charging stations, seven levels of secure parking, and 24-hour concierge and security.

## **Architecture Rooted in Story and Style**

The William's louvered façade comes from the vision of Carlos Ott, working with Behar Font & Partners. The design feels modern, yet it still softens into the neighborhood with lush landscaping that brings a sense of calm.

Inside, Miami-based Urban Robot created warm and contemporary spaces that balance design with comfort. Their work blends sculptural forms, soft materials, and thoughtful details that encourage connection and ease.

## **A Location at the Center of It All**

The William sits between the I-95 corridor and the Atlantic Ocean, placing residents minutes from top destinations. Aventura Mall, Bal Harbour Shops, Oleta River State Park, golf courses, marinas, and world-class healthcare are all close by. Access to major highways, two international airports, and the Brightline Aventura station makes travel simple and efficient.

Because of its planned EB-5 opportunities, The William also appeals to international buyers seeking both a home in South Florida and a path toward U.S. residency.



Edgardo Defortuna, President and CEO of Fortune International Group, notes, “The William offers the design, lifestyle, and value that today’s buyers want. Its location and amenities place it among the most competitive offerings in the market.”

Unique Visitors Monthly: 8,836

[The William Introduces a New Era of Living in North Miami Beach](#)