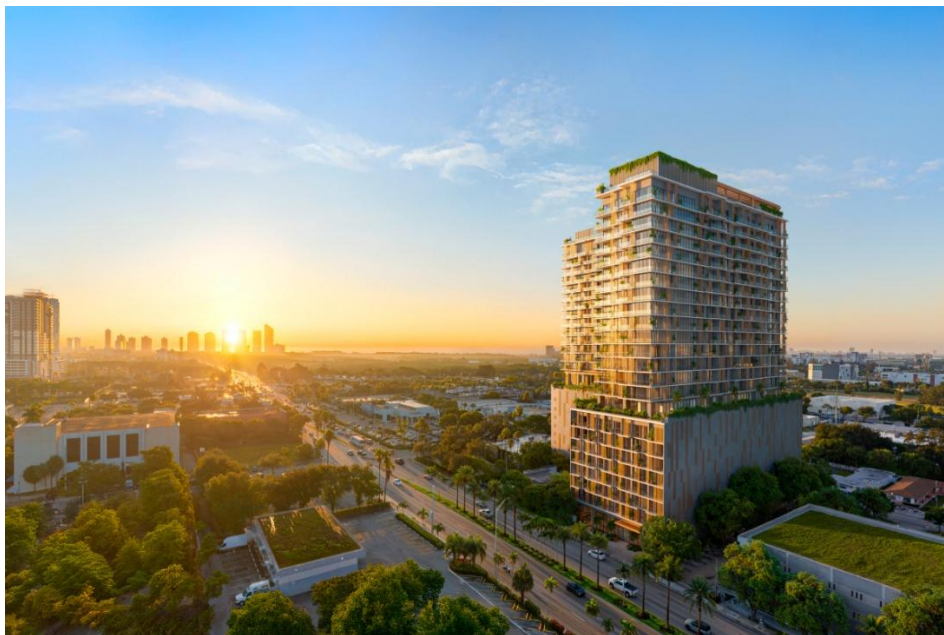




The William Launches Sales in North Miami Beach

The 26-story residential tower honors the city's pioneering past while shaping its next chapter of design, community, and global investment



By Lisa Hay

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North Miami Beach has long been shaped by a pioneering spirit and boundless opportunity. Now a thriving destination, its origins date back more than a century to U.S. Coast Guard Captain William H. Fulford, whose 160-acre homestead laid the foundation for the area. In a nod to those roots, The William has launched as a new residential tower that introduces the city's next chapter. Developed by Blue Road and Ilia Development Group, the project channels their collective vision of discovery and forward-thinking design to celebrate the neighborhood's rich history and shape tomorrow's skyline.

Situated at 2040 NE 163rd Street, The William brings to the market 374 residences amid 26 stories. Designed as more than a place to live, it creates a community that blends design, lifestyle, and long-term value, appealing not only to local buyers but also to international investors through its planned EB-5 opportunities, offering both a home in South Florida and a potential pathway to U.S. residency. Residences are priced from the high \$300,000s, with sales and marketing exclusively represented by Fortune Development Sales.

“The William symbolizes a modern interpretation of North Miami Beach’s heritage by honoring the way people want to live as they move into a vibrant and dynamic future,” said Jorge Savloff, Founder and CEO of Blue Road in a statement. “With a modern aesthetic, lifestyle-driven amenities, and unmatched connectivity, it is poised to become one of the most desirable addresses in the area.”

Residences at The William are available in studio- to three-bedroom floor plans ranging from 552 to 1412 square feet, with expansive balconies framed by glass railings and floor-to-ceiling windows that maximize natural light and views. Interiors offer imported porcelain flooring throughout, setting a refined foundation for daily living. Kitchens bring together form and function with custom Italkraft cabinetry in a warm tobacco walnut finish, accented by tinted glass doors, brushed black chrome fixtures by Hansgrohe, quartz countertops with seamless backsplashes, and a fully integrated suite of Bosch appliances. Bathrooms echo this attention to detail with contemporary Italkraft cabinetry, quartz surfaces, porcelain tile walls and flooring, and Hansgrohe fixtures.

An expansive array of amenities span more than 40,000 square feet, creating a destination as much as a home. On the ninth floor, residents can enjoy lifestyle experiences focused on wellness, connection, and leisure. This includes a resort-style pool and sun deck, alfresco dining stations with BBQ/summer kitchens, an outdoor bar and terrace lounge with firepits, a state-of-the-art fitness center and yoga studio, an outdoor training and recovery zone, locker rooms, and private spa treatment rooms. The floor also offers a co-working lounge with a terrace and library, an indoor café station, and a self-serve market, while families benefit from an interactive children’s playroom and outdoor playground.

Rising to the rooftop, residents are greeted with sweeping views of Biscayne Bay and the Atlantic Ocean. Distinctive spaces for recreation and gathering include a pickleball court and courtside lounge with a game room, hammock grove, sunset terrace, summer kitchen, and the Coral Lounge, a reservable bar and event space for private celebrations. Four-legged companions are also part of the lifestyle, with a dedicated rooftop pet run and grooming station.

Conveniences will make daily life seamless, including high-speed WiFi, a smart package locker system, seven levels of secure parking with EV charging stations, and a professionally staffed reception with 24-hour concierge and security.

“North Miami Beach has quickly become one of the most desirable destinations in South Florida, and The William takes full advantage of its central location,” said Edgardo Defortuna, President and CEO of Fortune International Group. “It creates a community that blends design, lifestyle, and long-term value, appealing not only to local buyers but also to international investors through its planned EB-5 opportunities, which offers both a home in South Florida and a pathway to U.S. residency. These qualities make it one of the most competitive offerings in the market today.”



Architecture by internationally renowned Carlos Ott, in collaboration with Behar Font & Partners, gives The William its striking louvered façade. The design is complemented by lush landscaping that evokes a sense of tranquility and renewal, softening the tower's contemporary lines. Interiors are envisioned by Miami-based Urban Robot, whose multidisciplinary team is known for narrative-driven design that balances form, function, and human connection. Together, the design teams created residences and shared spaces that merge artistry with livability and a modern aesthetic that feels both refined and welcoming.

Positioned between the I-95 and the Atlantic Ocean, The William places residents at the center of it all. Aventura Mall and Bal Harbour Shops, Oleta River State Park, golf courses, marinas, and world-class healthcare are minutes away, while access to I-95, SR-826, two international airports, and the Brightline Aventura station ensure effortless regional and global travel.

The William's sales gallery is located at 16251 West Dixie Hwy, North Miami Beach. For more information, visit www.TheWilliamResidencesMiami.com.

Unique Visitors Monthly: 720,071

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