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Once Overlooked, Two Florida Beach Gems Gain Attention

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The Hillsboro Inlet separating the city of Pompano Beach to the south and Lighthouse Point community ... [+] GETTY

With land in Miami and Fort Lauderdale at a premium, developers intent on creating new properties with views of the blue are more and more inclined to look northward for opportunities in the Broward County oceanside cities of Hillsboro Beach and Pompano Beach. Just a half dozen miles apart, the two beach destinations are situated less than 15 miles from Fort Lauderdale and just two miles from Boca Raton.

Broward Country has tripled its ultra-luxury sales since the start of the decade, with a sales volume of \$175.3 million and a dozen sales in the \$12 million-and-up strata.

Single-family homes in Hillsboro Beach have fetched prices in the eight-figure range, particularly for mansion-class properties. While Hillsboro Beach has long been an under-the-radar combination of small town and luxury resort area, its appeal has not escaped notice by the very well-heeled, earning it the moniker “Millionaire’s Mile.”

Beach reborn

A tide of transformative developments has similarly energized Pompano Beach, a city that recently poured \$80 million into revitalizing its beach area through the addition of a new fish-shaped pier and a modern parking garage.

Developer Related Group's 105-unit luxury condominium tower Solemar helped put the city on the map in summer 2020. The developer then launched Casamar, reaping \$293 million in sales to this date. Situated in the center of Pompano Beach, Casamar Residences delivers 118 living units, and offers architecture by Arquitectonica and interiors by The Rockwell Group.

The success of Solemar and Casamar led Related and partner Merrimac Ventures to unveil Waldorf Astoria Residences Pompano Beach last November. That represented the celebrated brand's introductory thrust into a residential-only approach, as well as its official entry into Broward County. The Waldorf Astoria Residences Pompano Beach sweeps across a two-acre site and incorporates 92 residences. The exclusive address was designed by Nichols Architects, in collaboration with KORA, BAMO and Enea Landscape Architecture. Among its trademarks is a wellness-driven amenity package offering sunrise and sunset pools, fitness center with his-and-hers saunas, golf simulator, regulation-size pickleball court and a range of aquatic activities.

"Pompano Beach's transformation has been extraordinary," says Dev Motwani, CEO of Merrimac Ventures, adding it's been "the result of many years of careful, thoughtful development and public investment in the community, which we've witnessed in the last decade since we've owned the site."

Developed by Related Group, Rosewood Hotels & Resorts and Dezer Development, the property features an amenity suite with exclusive touches that range from multiple fitness centers to private boat slips.

Arriving soon

A number of other notable properties are also in the pipeline in Hillsboro Beach and Pompano Beach. In a deal facilitated by Centennial Bank, Related Group and BH Group recently purchased for \$28.5 million a Pompano Beach site destined to house a planned W Residences. That development will stand near The Ritz Carlton Residences, Waldorf Astoria Residences and other major developments currently underway.

"We are witnessing a remarkable influx of opportunities in a city that was once considered somewhat sleepy but is very awake today," says J.C. de Ona, president of Centennial Bank Southeast Florida Division. "People recognize the potential and favorable pricing compared to its neighbors, Palm Beach and Miami. The pipeline of luxury high-rises is poised to spur economic activity, making a transformative phase in Pompano Beach's narrative."

Another property, the 10-story, 40-unit Salato Residences, by U.S. Development, is destined to rise 100 feet from the waterfront at 305 Briny Avenue in Pompano Beach. The development will include a half dozen penthouses designed by Randall Stofft Architects, featuring interiors by Steven G.