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A First Look At The Penthouses At W Pompano Beach Hotel And Residences

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Pompano Beach's popularity has been quietly heating up over the years as luxury clients seek an alternative to more populated neighboring South Florida cities, like Fort Lauderdale, Miami, and Boca Raton, that still offer a range of lifestyle options. The latest luxury project to land in Pompano Beach is the W Pompano Beach Hotel and Residences, backed by real estate developers Related Group and **BH Group** in collaboration with Marriott International. This

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project is among the first co-located W Hotel and Residences in the Western Hemisphere. It also is a direct reflection of W Hotels' multi-year brand evolution.

The W Hotel opened in New York City in 1998 and reshaped the city's nightlife. The hotel brand quickly became known for its nightlife-focused programming, avant-garde architecture and design, and bold branding. Its new chapter will retain W's innovative spirit that has always focused on contemporary luxury with slight shifts that speak to today's luxury buyer through a refreshing and light color palette and sleek, timeless design and more extensive wellness, cultural, social, and family-friendly programming.

"It's not the W that your parents went to, it's the W that your parents want to go to now," Patrick Campbell, EVP of Related Group, tells Forbes. "It's about the evolution of bringing that luxury to the active lifestyle and modern buyer."

Not only is W Pompano Beach a major milestone for the W brand itself, but will help solidify Pompano Beach as a luxury destination on par with other South Florida cities. In addition to the 296-key hotel, there will be 77 luxury residences and nine penthouses set within the 24-story waterfront tower. The brand recently unveiled its nine bespoke penthouse suites, which range in price from \$6.5 million to over \$15 million.

Set on the highest levels of the tower, the penthouses feel like single-family residences in the sky. Layouts range from 3,250 square feet to more than 6,200 square feet of interior space. There are 11-foot-high ceilings throughout, east-to-west windows, sunlit interiors, and sweeping outdoor terraces overlooking the ocean. From nearly every room, the panoramic ocean views take center stage. Interior details include bronze finishes, creamy white furnishings, beautiful stonework, and wood. Clean lines and a modern, minimalist style make each residence feel warm and inviting.

"W offers that outdoor Florida living combined with the prestige and prominence of a penthouse," Campbell says. "Our building has upgraded finishes, chef's kitchens, and added luxury features that can be tailored to the buyer so they can choose the ultimate bespoke luxury home."

Of the nine penthouses available, there are three Premier Penthouses that represent the pinnacle of the collection. These three sprawling residences each span two stories and have a private rooftop terrace with more than 2,800 square feet of space that includes climate-controlled lounges, state-of-the-art summer kitchens, pools, lounge deck, alfresco dining, and landscaped areas. Building amenities exclusively for residents include a 12,000-square-foot outdoor pool deck, fitness center, resident-only lobby, and an owner's club lounge. Residents will also have access to the hotel's restaurants and bars and spa. Campbell explains that while



other branded residential projects in Pompano Beach like the Waldorf Astoria Residences Pompano Beach by Related Group that was announced in 2023, this is the only branded residence where you have true 24/7 service due to the hotel component.

Related Group tapped Nichols Architects, who worked in collaboration with Kora Architects, to create the grand tower, while interiors were completed by award-winning Meyer Davis Studio. The penthouses are currently for sale.