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SOUTH FLORIDA



Related, BH launch sales for Viceroy Residences Aventura

Prices at 28-story, 274-unit tower start at \$900K



Frequent development partners Related Group and BH Group are launching sales for Viceroy Residences Aventura, one of the city's first planned condo towers in years.

Related, led by Jorge Pérez and his sons Nick and Jon Paul, and **Isaac and Liat Toledano's BH** are planning the 28-story, 274-unit tower for the site at 2999 Northeast 191st Street, according to a press release. The partners bought the 4.5-acre property for \$51 million in 2022, and the tower was originally planned as a 26-story, 308-unit Icon Aventura project.



Renderings of the Viceroy Residences Aventura (BH Group, Related Group)

Cervera Real Estate is leading sales and marketing for the Viceroy project, with prices starting in the \$900,000s. Nick Pérez said Viceroy has been designed with the Aventura community in mind, noting the city's large Latin American and Jewish populations.

“We really think our buyer here is coming from within Aventura,” he said, adding they expect the Viceroy will appeal to younger families who are first-time condo buyers. “They want to still be close to their families.”

He also expects some buyers will come from Latin America, he said.

One-, two-, three- and four-bedroom units will range from 860 square feet to 2,000 square feet, according to the release. The design team includes Arquitectonica and interiors firm DesignAgency. Viceroy will have 36,000 square feet of amenities, including a pool, spa facilities, a fitness center, a rock climbing wall, basketball half-court, pickleball courts, children's room, teen lounge, a pet spa and a Hemingway Rooftop Bar & Terrace. Viceroy will also operate a cafe open to the public on the ground floor, Pérez confirmed. The tower will also feature art from the personal collection of Jorge Pérez.

Construction is expected to begin in 2026, a spokesperson confirmed.

The project marks Viceroy's third branded condo project in South Florida. In April, Related announced it was converting a Brickell multifamily project in Miami to a Viceroy-branded luxury condo tower. Last month, Naftali Group launched sales for a Viceroy-branded luxury condo tower in Fort Lauderdale.

Highgate Hotels bought the hospitality brand in 2022, according to published reports. Since then, the firm has been working to overhaul and elevate its brand, according to HotelDive. Nick Pérez said the "excitement" around the rebrand was partly why the developers chose to partner with the firm for the Aventura project.

Branded residences, a trend across South Florida, appear to be on the rise in Aventura. Vertical Developments is planning a 22-unit Fendi Casa-branded condo project on the city's waterfront, according to a press release.

There could be more from Related on the horizon as well. Pérez said, "We are exploring other opportunities within the market."