

Your first look at new 24-story luxury tower, the W Pompano Beach Hotel & Residences



Related Group and BH Group announced plans for the development of W Pompano Beach Hotel & Residences. (ArX Creative/Courtesy)

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A new 24-story tower under the luxury W Hotels brand is coming to one of Pompano Beach's most prominent beachside locations, a team of developers announced Wednesday. It's one of the many new developments that will redefine the city's skyline.

It'll be called the W Pompano Beach Hotel & Residences, at 20 N. Ocean Drive, at the northeast corner of Atlantic Boulevard and State Road A1A.



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Related Group and BH Group announced plans for the development of W Pompano Beach Hotel & Residences. Seen in a rendering, the 24-story tower will have 74 condominium residences, three penthouse residences with private rooftops, and 296 fully furnished, move-in ready condo-hotel suites. (ArX Creative/Courtesy)

“Obviously, Pompano is attracting a lot of development,” Pompano Beach Mayor Rex Hardin said. “We have been discovered.”

It already was known that a high-rise was planned for that land. But the team of developers, the Related Group and BH Group, on Wednesday gave the most details yet about what’s to come: There will be 296 condo-hotel suites, along with 74 condominium residences and three penthouse residences with private rooftops.

“W Pompano Beach Hotel & Residences arrives at a pivotal moment when discerning buyers and travelers are seeking meaningful, authentic experiences,” said Nick Perez, president of Related’s condominium group in a prepared statement Wednesday. “This new property will help cement Pompano Beach among South Florida’s most sought-after waterfront destinations.”

Many newly released renderings illustrate the tower right by the beach, with many landmarks in sight, including city’s pier and the Hillsboro Inlet Lighthouse. The tower will be branded under W Hotels, a hotel chain owned by Marriott International.

Many plans ahead

It is just one of the [plans for high-rises](#) announced for Pompano Beach’s oceanfront.

Other examples include [Armani/Casa Residences Pompano Beach](#), which will be two designer luxury condo buildings, each 19 stories. That project is billed as the first residences in Broward County named after the famed Italian designer Giorgio Armani.

The [Waldorf Astoria Residences Pompano Beach](#) will be a 92-unit beachfront condominium tower expected to open in 2027.

And there's also the [Ritz-Carlton Residences](#) will be two buildings, on both sides of State Road A1A with 205 move-in-ready homes and 14 private boat slips.

"The developers are talking about Pompano in such a way that we're different from Fort Lauderdale. That's what attracts the upscale projects," Hardin said.

The city is "smaller and more individualized, a more conducive atmosphere for just enjoying yourself, less crowds, less activity, but enough activity to make us attractive," Hardin said. He added that the city is "not some hole-in-the-wall retirement village any longer."

Some residences start at \$3.1 million

At W Pompano Beach Hotel & Residences, the condominium residences are referred to as "The Residences" and will have two- to four-bedroom floor plans, ranging from 2,400 to 3,400 square feet. Features include dens, powder rooms, walk-in laundry, and bathrooms with a view.

Owners at The Residences will have access to valet services and private elevator access to each home, as well as hotel amenities and a "selection of exclusive spaces" such as a resident-only pool and deck with an outdoor barbecue area, a club lounge, workspace, private fitness center, and individual wine lockers.

The condo-hotel suites, called “The Suites,” will include studio, one- and two-bedroom layouts ranging from 580 to 1,860 square feet.

Homes at The Residences starts at \$3.1 million, and The Suites start at \$775,000. Sales for The Residences will start Jan. 6.

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