



Allen Morris Co. breaks ground on its landmark Coral Gables project

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Coral Gables just took a major step forward as construction officially began on Ponce Park, a long-awaited mixed-use development set to reshape one of the city's most prominent corridors.



Image courtesy of Allen Morris Co.

Allen Morris Co. marked the groundbreaking of Ponce Park at 3000 Ponce de Leon Blvd., launching a nearly five-year vision that blends boutique luxury residences, curated retail, and meaningful public-realm improvements in the heart of the City Beautiful. Designed to honor Coral Gables' Mediterranean heritage through a refined, contemporary lens, the project is positioned to become a lasting landmark at the intersection of Ponce de Leon Boulevard and University Drive.



Image courtesy of Allen Morris Co.

The milestone was celebrated at the [Ponce Park Sales Gallery](#) with a series of events that brought together city leadership, top brokers, and community members. A morning ceremony set the tone with intimate remarks from W.A. Spencer Morris, President of Allen Morris Co.; W. Allen Morris, Chairman and CEO; Daniel de la Vega, President of ONE Sotheby's International Realty; and Javier Bellon, Sales Director at Ponce Park—each reflecting on the long road to bringing the project to life.

Later that evening, city officials and leading brokers from Coral Gables, Coconut Grove, and Key Biscayne returned for a cocktail reception featuring curated wines by Maison Mura, bites from Michelin-star chef Sebas Vargas, live jazz, and a first look at the residences and amenities planned for the site. Coral Gables Mayor Vince Lago and Vice Mayor Rhonda Anderson highlighted the project's importance to the city and its long-term impact on the surrounding neighborhood.



Image courtesy of Allen Morris Co.

Rising 11 stories, Ponce Park will feature 58 bespoke two- to five-bedroom residences ranging from approximately 1,900 to more than 6,500 square feet. Architecture is led by John Cunningham of Zyscovich Architects, with interiors by Meyer Davis, bringing together European-inspired detailing and modern refinement. Homes will include 11- to 12-foot ceilings, private elevators, Italian-crafted kitchens, expansive terraces with summer kitchens, and thoughtfully layered interiors.



Image courtesy of Allen Morris Co.

Residents will have access to a rooftop pool and sky bar, a private rooftop lounge with sweeping Southeast Gables views, a spa and meditation courtyard, a fitness studio, and an artisanal café. At street level, the project introduces 25,000 square feet of curated retail anchored by a signature restaurant, all within walking distance of Miracle Mile and The Plaza Coral Gables.



Image courtesy of Allen Morris Co.

Beyond the building itself, Allen Morris Co. is committing \$11 million toward improvements to the adjacent Ponce Circle Park, working alongside the City of Coral Gables to enhance green space and strengthen the public realm for the broader community.



Image courtesy of Allen Morris Co.

With construction now underway, Ponce Park is expected to deliver in early 2028. Sales are exclusively represented by ONE Sotheby's International Realty, with residences starting at \$3.1 million.



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