

Aloft to fill hotel component of Aventura ParkSquare development in Miami

Miami-based Integra Investments has announced that the leading-edge Aloft Hotel brand, a vision of W Hotels, will serve as the signature hotel component at Aventura ParkSquare, one of the United States' most forward-thinking projects with health and wellness as the cornerstone of its design.

With more than 100 hotels world-wide, Aloft delivers a fresh approach to the traditional hotel landscape, with tech-forward offerings and modern style for the next generation traveller.

Developed by an affiliate of Norwich Partners and designed by Zyscovich Architects, Aloft Hotel at Aventura ParkSquare will feature 207 spacious rooms with a cutting-edge design to complement the upscale project, as well as Aloft's chic W XYZ Bar and an oversized pool deck. Construction on the hotel is scheduled to begin in the autumn, with a grand opening to be held in Spring 2017.



Norwich Partners is also developing the planned AC Hotel by Marriott in Aventura, located directly across the street from Aventura ParkSquare.

"The Aloft brand embodies the buzzing atmosphere and lifestyle we are cultivating at Aventura ParkSquare. We couldn't be more thrilled to welcome them to our growing list of brand partners as they will surely bring to life our vision for Aventura's new central hub of activity," said Victor Ballestas, Principal of Integra Investments. "We see great synergy with their innovative brand and the vibrant community we are creating at Aventura ParkSquare."



Photo: Courtesy of ADD Inc

Establishing a new direction for healthy living, Aventura ParkSquare is the first project of its kind in South Florida with wellness as the cornerstone of its design. The near 7.5-acre, mixed-use development will stand apart due to its metropolitan feel that promotes an active lifestyle. Extra-wide sidewalks for enhanced walkability; open staircases that support less use of elevators; and the elimination of curbs for greater accessibility will give patrons rewarding health benefits, while shopping, dining, living, working and playing.

In addition to Aloft, Aventura ParkSquare will encompass 55,000 square feet of retail space complete with upscale boutiques, fine dining, and restaurants with outdoor seating; a 131-unit luxury condo tower; a 100,000-square-foot Class A office building with outdoor event space; and a 45,000-square-foot, state-of-the-art wellness medical center with specialty healthcare tenants.