

Aloft Hotel at Aventura ParkSquare Announced for 2017

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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 this Fall, 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 on Northeast 207th Street.

"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."

The announcement of Aloft at Aventura ParkSquare comes on the heels of record-breaking interest and sales for the project's office tower, ParkSquare Signature, which reached 100 percent sold after just a few short months on the market. Other sought-after retail brands that

have recently signed on to the project include Icebox Cafe, greenmonkey® yoga, and Barry's Bootcamp.

"We are very excited to be part of this area's ongoing transformation as we deliver Aloft to Aventura ParkSquare, in conjunction with our other planned hotel offerings," said David Leatherwood, CEO and Managing Member of Norwich Partners. "Aventura ParkSquare and its unique lifestyle are the perfect fit for the Aloft brand as we continue to expand our footprint in South Florida."

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 nearly 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 what is to become the new center of Aventura.

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.

Located on the corner of 2900 Waterways Boulevard and Northeast 207th Street, Aventura ParkSquare boasts a prime, central location just minutes from Aventura Mall and Gulfstream Park, and is in close proximity to Biscayne Boulevard and I-95, offering direct access to Miami and Fort Lauderdale. With residences exclusively marketed and sold by Crescendo Real Estate, the project is slated for completion in early 2017.