

# VENICE

FORT LAUDERDALE'S MAGAZINE

Spring 2022 Issue



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**FORMULA 1**  
FORT LAUDERDALE  
GAINS POLE  
POSITION

**ALEKSANDER  
BARKOV  
KEEPS HIS  
COOL**

**KISSING BOOKS**  
THE SECRET LIVES  
OF HOUSEWIVES

**PALM BEACH  
ART WEEK**  
THE SHOWS,  
THE GALLERIES,  
THE ARTISTS

**HOLLY  
BLUE**  
PRAISEWORTHY  
CUISINE

*Spring Fling*  
STYLE IN FULL BLOOM

**PLUS**  
JEDD NOVATT  
KOBI KARP  
THE COLLECTIVES  
SANDY LIGHTERMAN

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SPRING 2022

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PUTTING

ON

THE

RITZ

THE ARRIVAL OF THE RITZ-CARLTON RESIDENCES IS THE LATEST PUSH FOR LUXURY HOUSING IN VENICE.

ERIC KARTON

The Ritz-Carlton Residences Pompano Beach front view. © City Development Group. Photo: Robert Owen.

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"THE NORTHERN COAST IN SOUTH FLORIDA IS WHERE WE SEE THE FUTURE OF DEVELOPMENT MOVING." —EDGARDO DEFORTUNA

**E**dgarDO Defortuna remembers a time years ago when, like a lot of people from Miami, he'd drive north only for Palm Beach. Pompano Beach was an exit that he never took.

Not long ago, however, Defortuna heard about a tract of land in Pompano, and it was unlike anything he'd seen as a longtime developer of major South Florida projects. The land included waterfront on both the intracoastal and the beach, and he started imagining the possibilities.

"The northern coast in South Florida is where we see the future of development moving," says Defortuna, president, CEO and founder of Fortuna International Group. "It is increasingly difficult to get waterfront, and especially oceanfront, properties in Miami, and there are some opportunities in some towns that haven't been developing these types of properties."

That piece of land he happened upon is now under development as the Ritz-Carlton Residences, Pompano Beach. Just as Defortuna imagined, it's unlike anything else on the market these days. It's include two towers, one facing a wide swath of ocean, the other an equally expensive section of the intracoastal.

The project, at 1380 South Ocean Boulevard, is expected to be completed in 2025, with 200 units starting at \$1 million and surpassing \$3.6 million. The 32-story beach tower will hold 117 residences that will range from one-to-five bedrooms and span from 3,200 to 6,800 square feet. The 14-story marina tower has 89 residences that will range from one-to-four bedrooms and from 900 to nearly 4,000 square feet. Sales went online early this year, and while the developers figured on selling 20 percent of the units quickly, Defortuna says they surpassed that mark almost immediately.

Harvey Daniels, who has amassed more than \$2 billion in sales during his 20-year real-estate career, took over as the sales director of the project after working on the Calix Heald-designed One Thousand

Museum in Miami. He says one of the big draws for buyers of the Ritz-Carlton, Pompano has been the 35,000 square feet of amenity space. "It's one of the most highly amenitized developments on the coast," Daniels says. "If you're looking for developments from Palm Beach to South Beach, we have a very unique level of amenities."

That begins with the 250 square feet of beach and 250 feet of intracoastal, meaning the project will be perhaps the only building in South Florida with both a beach club and marina as part of the property. There will also be an array of bars, lounges and sports courts in addition to underground parking, which will allow for waterfront views from the ground floor.

Residents will also have access to three furnished suites that they can rent for their guests. It's an amenity also available at the Ritz-Carlton Residences, Sunny Isles, and it's become very popular with owners there, Daniels says.

The Ritz in Pompano has employed Pierre Lisonni's firm, Lisonni & Partners, to handle the interior design and landscape architecture. With offices in Milan and New York City, Lisonni will work with owners to pick out finishes and decor so that units are ready to move into at closing. "It's nice to complete the work so that once a buyer closes, they can move right in," Daniels says.

A majority of buyers so far have come from a 20-mile radius of the site, with others largely coming from Canada and the Northeast. That's a change from previous years, when many projects in South Florida attracted an international clientele. Defortuna says that's a change he's seeing across projects in South Florida, and it's even more pronounced in Pompano, an area where he says buyers have shown to be attracted to these days. The city's beach redevelopment helped spur a new round of building that's bringing in high-end projects, and the Ritz represents the rising demand for luxury buildings. Developers are searching for new spots for projects in Pompano, and based on the early success of the Ritz, Defortuna says he's looking for other land, as well.

"The city itself is really ready to take the reins to the next level," Defortuna says. "I think you'll see that this project is the start of a real shift for luxury in Pompano Beach."



The Marina tower overlooks 250 feet of intracoastal, including ocean slips. © City Development Group. Photo: Robert Owen.

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The project, at 1380 South Ocean Boulevard, is expected to be completed in 2025, with 205 units starting at \$1 million and surpassing \$3.5 million. The 32-story beach tower will hold 117 residences that will range from one-to-five bedrooms and span from 1,300 to 6,800 square feet. The 14-story marina tower has 88 residences that will range from one-to-four bedrooms and from 900 to nearly 4,000 square feet. Sales went online early this year, and while the developers figured on selling 20 percent of the units quickly, Defortuna says they surpassed that mark almost immediately.

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