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MICL and Admire Capital Launch Ritz-Carlton Residences on Fort Lauderdale Beach With Homes From $2.5M

Key Points

- MICL and Admire Capital unveil a boutique, dual-tower luxury residential project
- 83 residences priced from $2.5M, positioned between the Atlantic Ocean and Intracoastal Waterway
- Branded under The Ritz Carlton, with full service ownership and ONVIA membership

A Boutique Take on Branded Living

Rising 13 stories at 551 Bayshore Drive, the project delivers just 83 private residences, positioning it firmly at the top end of Fort Lauderdale's luxury inventory. The dual tower layout is shaped by its rare ocean-to-Intracoastal site, maximizing light, airflow, and water views. Residences include two and three-bedroom homes with dens, ranging from approximately 1,550 to 3,480 square feet, along with six

penthouses featuring ceiling heights up to 11 feet. Select homes offer dual water views, expansive private terraces, and private elevator lobbies.

Design Anchored in Place

Architecture is led by Garcia Stromberg, with interiors by Dan Fink Studio, creating a refined coastal aesthetic that leans modern without losing warmth. Homes feature wide plank white oak flooring, floor-to-ceiling sliding glass doors, and kitchens outfitted with Sub-Zero and Wolf appliances. Primary suites include spa-style bathrooms with freestanding tubs and Waterworks fixtures, reinforcing the project's hospitality-driven DNA.

Resort Style Amenities, Elevated

Amenities are positioned as a core value driver rather than an afterthought. Between the towers, landscaped gardens frame a lap pool and leisure pool, private cabanas, an outdoor bar pavilion, and limited dock slips along the Intracoastal. Indoor amenities include a resident lounge with a catering kitchen, screening room, multi-sport simulator, conference room, and children's playroom. Wellness is a major focus, with a spa featuring steam, sauna, and cold water plunges, a garden retreat, state of the art fitness center, and a dedicated wellness consultant.

Ritz Carlton Service as the Differentiator

Beyond physical design, the project leans heavily into service. Owners will have access to a dedicated on-site Ritz-Carlton team, providing 24-hour valet, concierge, and lifestyle coordination. Ownership also includes membership in ONVIA, Marriott's global owner platform, offering elevated travel status, bespoke experiences, and access to curated yacht, golf, and cultural programming worldwide.

Why Fort Lauderdale, Why Now

According to Diana Ulis, Fort Lauderdale is emerging as a national luxury coastal market as buyers prioritize waterfront living, privacy, and service-driven residences. Vatsal Shah echoed that sentiment, pointing to design choices that emphasize light, openness, and connection to the water. Sales and marketing are being led by Douglas Elliman Development Marketing, reflecting confidence in demand at the $2.5M plus price point.

Bottom Line

The Ritz Carlton Residences, Fort Lauderdale Beach, signals the next phase of South Florida luxury: boutique scale, branded service, and irreplaceable waterfront locations. As branded residences continue to outperform traditional condos, this project positions Fort Lauderdale firmly on the global luxury radar