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RITZ-CARLTON'S $2.5 MILLION BEACH CONDOS HIT FORT LAUDERDALE'S BAYSHORE STRIP

The Ritz-Carlton is dialing up the luxury on Fort Lauderdale Beach, rolling out a boutique, waterfront condo project at 551 Bayshore Drive that is far smaller than many of its glassy neighbors. The two-tower development is expected to rise about 13 stories and hold just 83 private residences, with reported starting prices near $2.5 million. The pitch is clear: hotel-style service, long-term ownership and Intracoastal views for buyers who do not want to live in a mega-tower.

Project details and pricing

The new project, branded as The Ritz-Carlton Residences, Fort Lauderdale Beach, is planned for 551 Bayshore Drive as a pair of 13-story buildings with 83 residences and six penthouses, with sales and marketing handled exclusively by Douglas Elliman Development Marketing, according to Haute

Residence. Developer partners named in the announcement include MICL and Admire Capital, and residences are reported to start at about $2.5 million.

The finishes list reads like a greatest hits of high-end coastal design: floor-to-ceiling sliding glass doors, wide-plank white oak flooring, and integrated Sub-Zero and Wolf appliance packages. It is a spec lineup clearly aimed at buyers who want a modern, service-heavy beach home without having to lift more than a cocktail glass.

Design and homes

Garcia Stromberg is identified as the architect of record, with residences reportedly ranging from roughly 1,550 to 3,480 square feet. Floor plans lean on two- and three-bedroom layouts with dens, all built around an indoor-outdoor lifestyle that takes advantage of the waterfront site.

The property itself has already lived a few lives on paper. Earlier plans at the address carried the EDITION flag, then resurfaced as an Olakino House concept before shifting again to the current Ritz-Carlton-branded design. Those changes reflect different ownership groups and branding strategies over several years of repositioning on the barrier island. The planning pivots and design history are documented in local development coverage, including Florida YIMBY.

How the site changed hands

The 1.58-acre site at 551 Bayshore Drive changed course after Location Ventures pulled back and a new partnership that includes MICL Global and local investors moved in to acquire the property. That ownership shuffle cleared the way for a rebranded and reworked project under the Ritz-Carlton banner.

Commercial real estate reporting has tracked the sale, the exit of the earlier developer and the leadership change that followed legal and financial scrutiny around the previous plan. For more on how the deal unfolded and why the EDITION-branded concept did not move forward, see Commercial Observer.

Service and owner perks

Ownership is expected to plug buyers into Marriott's ONVIA owner recognition platform, which offers elevated Marriott Bonvoy status, curated partnerships and global owner benefits that stretch beyond Fort Lauderdale. Marriott has positioned ONVIA as a key piece of its overall branded-residences strategy, treating condo owners more like long-stay VIP hotel guests than typical unit owners. Marriott describes ONVIA and its perks in detail in its announcement, available from Marriott.

On site, the Ritz-Carlton flag means 24-hour valet, concierge and lifestyle coordination, backed by a tight amenity package tucked between the two towers. Plans call for landscaped gardens, a lap pool, a separate leisure pool, private cabanas and a limited number of dock slips along the Intracoastal, keeping the scale intimate compared with some of the city's sprawling resort complexes.

What it means for Fort Lauderdale

Fort Lauderdale's beach corridor has become a magnet for branded hospitality residences, and this Ritz-Carlton entry underscores a broader local shift toward high-service, lower-density luxury on the barrier island. Developers appear increasingly willing to trade sheer unit count for brand cachet, amenities and scarcity, betting that affluent buyers will pay more for fewer neighbors and turnkey, hotel-like living near the water.

Local coverage of earlier approvals and launches at the site shows how long this parcel has been in play and documents the entitlements that paved the way for past iterations of the project. For context on those original approvals, see prior reporting from The Real Deal.

So far, there are no firm public dates for a sales gallery opening or a full marketing rollout. The developers and the Douglas Elliman team appear to be gearing up for more targeted, behind-the-scenes outreach before anything splashy hits the broader market. For now, the Ritz-Carlton plan adds one more high-end, branded option to Fort Lauderdale's already competitive waterfront lineup, and it will be one to watch as detailed floor plans, per-plan pricing and a sales timeline are released. This story will be updated when the developer or sales team publishes formal marketing materials and sets a date for the sales center.