ALL OF MIAMI PERFECTLY WITHIN REACH

THE WILLIAM

NORTH MIAMI BEACH

In 1881, Captain William H. Fulford navigated his Coast Guard vessel away from the churning Atlantic and into the calm waters of what was then called Big Snake Creek. Where the open sea raged, here was stillness: mangroves filtering sunlight, wildlife moving through the shallows, a rhythm that felt untouched. He saw what others had missed. Not just shelter, but potential.

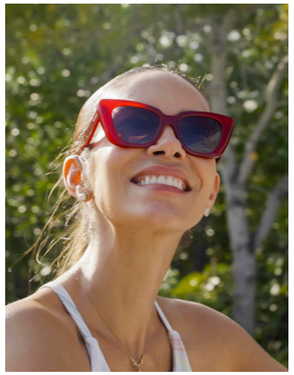
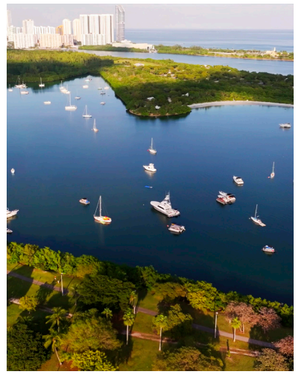
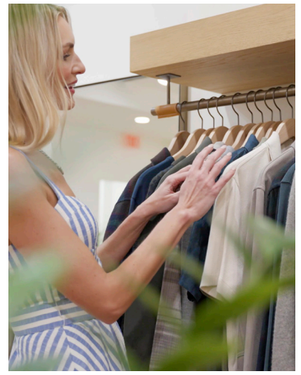
By 1897, Fulford had claimed 160 acres through the Homestead Act, a land patent signed by President Cleveland himself. He built a homestead of natural coral rock while settlers established farms along the river's eastern banks. When Henry Flagler extended the Florida East Coast Railway to Miami in 1896, the first wave of real growth arrived.

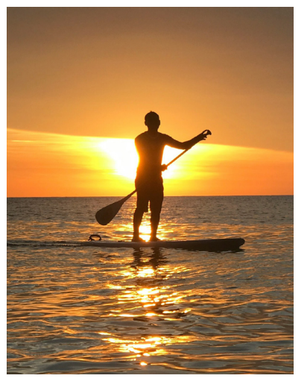
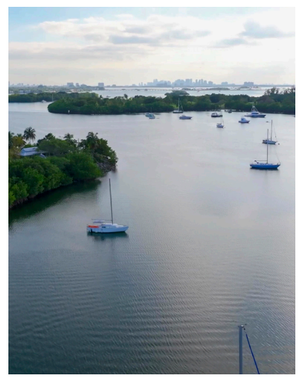
The 1920s transformed everything. Developer Lafe Allen envisioned a "perfect city" with wide boulevards and planned neighborhoods. The Fulford-by-the-Sea Company sold lots as fast as they could survey them. A radio station broadcast from Central Park. Carl Fisher built a wooden speedway, imagining this as the winter racing capital of the world. Then the hurricane of 1926 ended the boom overnight, leveling the speedway and scattering dreams across the marsh.

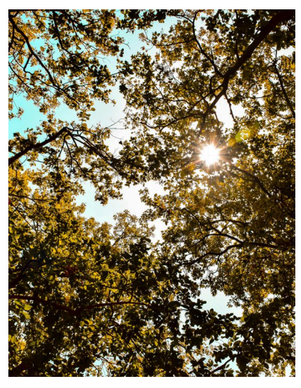
But the community proved resilient. Residents incorporated as the Town of Fulford in 1927, later renamed North Miami Beach. That same pioneering character lives on at The William: independent, forward-looking, and unafraid to see possibility where others see only what already exists.

THE WILLIAM

NORTH MIAMI BEACH



There is a particular quality of light in North Miami Beach that photographers chase and residents come to know intimately. It arrives early, golden and unhurried, spilling across balconies and through floor-to-ceiling windows before the city fully wakes. By evening, it transforms again, painting the sky in gradients of coral and violet as the sun drops behind the Oleta River's mangrove canopy.

The William exists at the intersection of these moments. Rising 26 stories above one of Miami's most connected neighborhoods, The William understands the difference between living somewhere and truly belonging to a place. The architecture, conceived by Carlos Ott and Behar Font, draws the eye upward with a distinctive louvered facade that speaks to both privacy and openness. Inside, Urban Robot's interiors balance warmth with sophistication, creating spaces that feel collected rather than decorated.

Two floors of amenities support the full spectrum of modern life, from rooftop pickleball to poolside retreats to co-working lounges with skyline views. Oleta River State Park begins minutes away. Aventura and Bal Harbour sit just down the road. This is a building designed for people who want to be part of a neighborhood that is still writing its story, connected to everything Miami offers yet grounded in a vision entirely its own.

WELCOME TO THE WILLIAM

ALL OF MIAMI.
ALL YOUR OWN.

THE WILLIAM IS A LIFESTYLE SHAPED BY ENDLESS CHOICES… THE RHYTHM OF MIAMI, THE PEACEFULNESS OF NATURE, ENTERTAINMENT AND LEISURE AT YOUR DOORSTEP, AND A GATEWAY TO INTERNATIONAL EXPLORATION.

THE FUTURE OF NORTH MIAMI BEACH.

THE WILLIAM

ALL OF MIAMI.
AT YOUR DOORSTEP.

In the heart of one of the city's most connected neighborhoods, close to world-class shopping and dining destinations, pristine Atlantic beaches and waterways for boating, business and commerce, airports, sporting venues, concerts, and more, this is a home in a prime location made accessible to every kind of buyer. Each day is a chance to enjoy beautiful sunrise and sunset views, delight in favorite activities with friends and family, and connect with all that Miami has to offer. Or, you can just as easily live life on your terms, filled with the pure satisfaction of contemporary residences and thoughtfully appointed amenities designed just for you.

A NEW WAY TO LIVE IN MIAMI

EXPRESS YOUR STYLE. FOLLOW YOUR INSTINCTS. SPEND TIME WITH ALL THE PEOPLE WHO MATTER MOST, DOING EXACTLY WHAT YOU LOVE TO DO. THE WILLIAM IS WHERE IT ALL COMES TOGETHER.

BUILDING FEATURES

- 26 stories with 374 thoughtfully designed residences
- Sleek louvered exterior design by renowned architect Carlos Ott
- Two full floors with a combined 40,459 sq ft of amenities and lifestyle experiences
- Lush landscaping that evokes a sense of tranquility and renewal
- 24/7 valet service
- Arrival lobby and gallery space
- Curated artwork throughout common areas
- High-Speed WiFi throughout common areas
- Smart package locker room for convenient deliveries
- Seven floors of secure parking with EV charging stations
- Pet-friendly design with rooftop pet station
- Professionally staffed reception area with concierge service
- 24-hour security

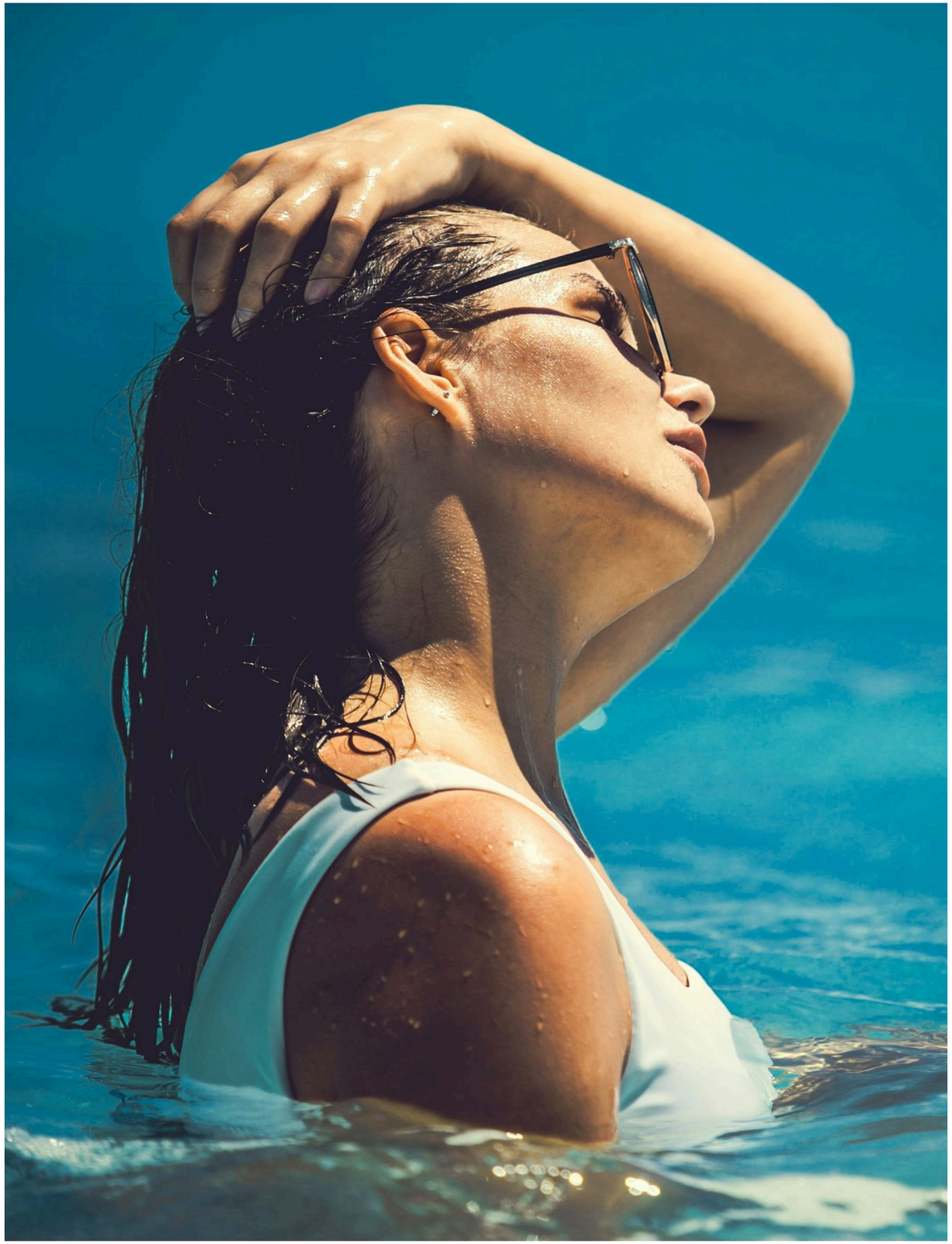
- STUDIOS, 1-, 2-, AND 3-BEDROOM RESIDENCES
- ARCHITECTURE BY CARLOS OTT & BEHAR FONT
- INTERIOR DESIGN BY URBAN ROBOT
- EB-5 INVESTMENT OPPORTUNITIES PLANNED

PORTE-COCHÈRE

Arrival becomes an experience. The covered porte-cochere welcomes you with 24/7 valet service, lush landscaping, and a seamless transition from car to lobby. First impressions matter, both for you and for your guests.

LOBBY

Step into a lobby designed to make every return home feel significant. Natural materials, curated artwork, and warm lighting create a welcoming atmosphere where professionally staffed reception and concierge services ensure your needs are always met.



THE WILLIAM

WHERE EVERY MOMENT FEELS CONSIDERED

Over 40,000 square feet of amenities across two dedicated floors transform daily routines into moments worth savoring. From morning workouts and afternoon swims to rooftop sunsets and evening gatherings, The William gives you space to live fully, without ever leaving home.

TWO FLOORS OF AMENITIES. ENDLESS WAYS TO UNWIND.

RESORT-STYLE LIVING MEETS MIAMI'S MOST CONNECTED ADDRESS. WHERE HOME BECOMES YOUR FAVORITE. DESTINATION. WELLNESS, WORK, AND PLAY IN PERFECT BALANCE.

9TH FLOOR LIFESTYLE AMENITIES

- Resort-style pool and sun deck
- Alfresco dining station with BBQ/summer kitchen
- Outdoor bar and terrace lounge
- Firepit lounge
- Clubroom
- Fitness center
- Yoga Studio
- Outdoor training & recovery zone
- Spa treatment rooms available for private booking
- Locker rooms
- Co-working lounge, terrace and library
- Indoor lounge and café station
- Self-serve market
- Interactive kids playroom and playground

26TH FLOOR ROOFTOP RETREAT

- Sunset lounge
- Pickleball court
- Courtside lounge and games room
- Coral Lounge and indoor bar
- Pet run
- Pet grooming station
- Alfresco dining station with BBQ/summer kitchen

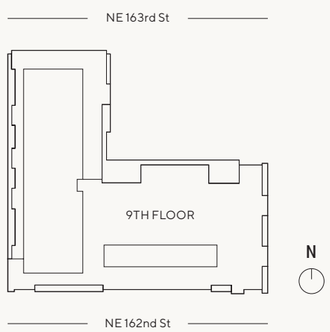
LIFESTYLE AMENITIES

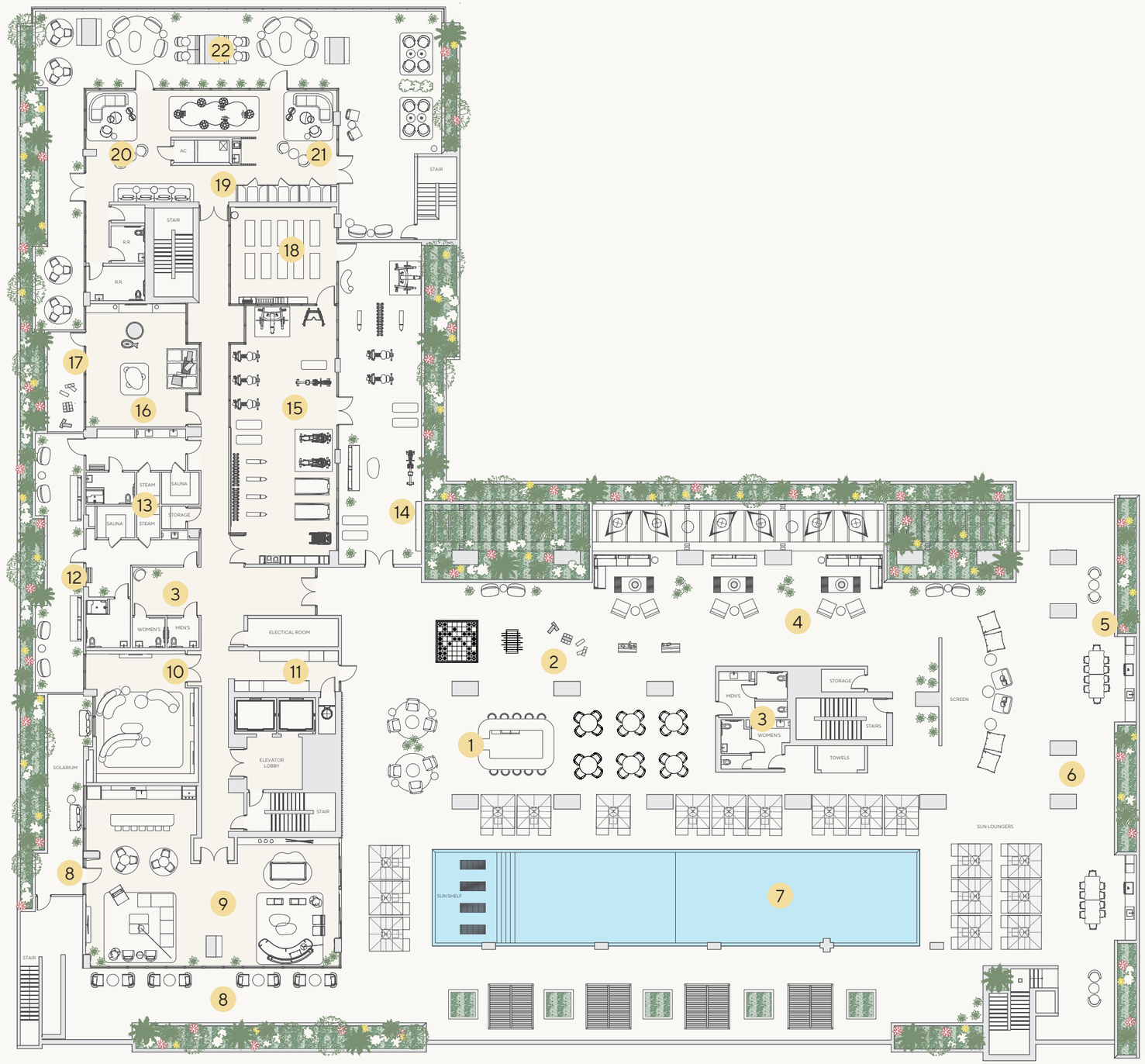
FLOOR PLAN

9th FLOOR

AMENITY PLAN

1. Outdoor Bar
2. Game Area
3. Restroom
4. Terrace Lounge with Firepits
5. Alfresco Dining Area with BBQ
6. Summer Kitchen
7. Resort Style Edgeless Pool
8. Club Terrace
9. Club Room
10. Library
11. Self-serve Market
12. Outdoor Recovery Zone
13. Spa Treatment Rooms (Private Booking)
14. Outdoor Training
15. Fitness Center
16. Kids' Playroom
17. Kids' Playground
18. Yoga Studio
19. Lounge
20. Café Lounge
21. Co-working Lounge
22. Co-working Terrace





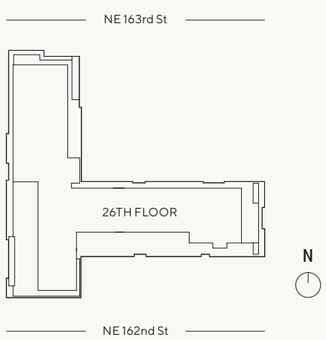
ROOFTOP RETREAT

FLOOR PLAN

26th FLOOR

AMENITY PLAN

1. Lounge Bar
2. Clubroom
3. Pickleball Court
4. Exterior Lounge
5. Summer Kitchen and Alfresco Dining Area
6. Coral Lounge
7. Exterior Party Area
8. Sunset Lounge and Hammock Grove
9. Pet Run
10. Restroom
11. Pet Wash



POOL & SUN DECK

The resort-style pool and sun deck create an escape without leaving home, where morning coffee by the water gives way to afternoon gatherings and evening conversations that stretch long into the Miami night.

Morning matches give way to afternoon escapes. Two floors of amenities offer endless ways to spend your day.

OUTDOOR BAR & POOL

Vacation without the travel. The poolside bar anchors lazy weekend afternoons and spontaneous after-work escapes. Order a drink, claim a lounger, and let the Miami sun remind you why you chose to live here. This is resort-style living, every single day.

FIRE-PIT LOUNGE

Where afternoons drift into unforgettable evenings. The outdoor bar serves as your social anchor while firepit seating creates intimate circles for conversation. Hammocks beckon for quieter moments, and lush landscaping softens the boundary between built and natural.

MULTI-PURPOSE CLUBROOM

A space that adapts to the moment. The multi-purpose clubroom moves effortlessly from morning coffee to game night, from casual conversation to celebration. Multiple seating zones accommodate groups of every size, while the integrated bar makes entertaining feel effortless.

CO-WORKING LOUNGE & LIBRARY

Leave your apartment but stay home. The co-working lounge blends professional workspace with inspiring views. Private working booths handle focused calls, communal tables welcome creative sessions, and the terrace offers fresh air when new ideas need room to breathe.

FITNESS CENTER

Our Fitness Center is designed to be your ultimate sanctuary for health and high performance, featuring state-of-the-art cardio, strength, and free weight equipment in a light-filled space where sweeping bay views become part of your routine.

INTERACTIVE KIDS PLAYROOM AND PLAYGROUND

A world designed just for them. The interactive kids playroom sparks imagination with creative play zones, climbing features, and space to be wonderfully loud. When energy needs an outlet, the adjacent playground offers fresh air and age-appropriate equipment, all while parents stay comfortably close.

PICKLEBALL COURT AND COURTSIDE GAMES ROOM

Watch the action from courtside or shift to board games and conversation—the gathering space where rooftop community naturally happens.

SUNSET LOUNGE

Comfortable lounge seating facilitates spontaneous gatherings, providing the perfect backdrop for afternoons that drift into unforgettable evenings.

CORAL LOUNGE

Reserve it for the moments that matter. The Coral Lounge offers a private, climate-controlled retreat for birthdays, anniversaries, family gatherings, or any celebration that deserves its own dedicated space. The indoor bar and flexible seating ensure every event feels perfectly yours.

THE WILLIAM

HOMES THAT FEEL LIKE YOU

From studios to three-bedroom layouts, every residence at The William reflects a commitment to quality craftsmanship and purposeful design. Floor-to-ceiling windows invite natural light and frame sweeping views. Custom finishes by Italkraft and fixtures by Hansgrohe bring refinement to every room. These are homes built to support your life, today and for years to come.

WHERE QUALITY MEETS COMFORT

A FRESH NEW TAKE ON RESIDENTIAL LIVING IN A PRIME LOCATION. DESIGNED FOR THE WAY YOU ACTUALLY LIVE. QUALITY YOU CAN FEEL. DESIGN YOU CAN SEE.

Studios: Approximately 530-590 sq ft
One-Bedroom: Approximately 690-890 sq ft
Two-Bedroom: Approximately 1,020-1,340 sq ft
Three-Bedroom: Approximately 1,380-1,520 sq ft

RESIDENCE FEATURES

- Studios to three-bedroom layouts
- Floor-to-ceiling windows for natural light and views
- Expansive balconies with glass railings
- Imported porcelain flooring throughout
- Washer and dryer in every unit

KITCHENS

- Custom Italkraft cabinetry in a tobacco walnut finish, accented with tinted glass doors
- Brushed black chrome fixtures by Hansgrohe
- Quartz countertop and seamless backsplash
- State-of-the-art kitchen featuring an integrated suite of Bosch appliances

BATHROOMS

- Contemporary Italkraft cabinetry, crafted for elegance and enduring functionality
- Brushed black chrome fixtures by Hansgrohe
- Imported porcelain tile flooring and walls
- Quartz countertop and seamless backsplash

LIVING ROOM

Floor-to-ceiling windows meet expansive balconies in residences designed around natural light, thoughtful details, and the way you actually live.

KITCHEN

Custom Italkraft cabinetry, lustrous quartz countertops, and state-of-the-art Bosch appliances meet in kitchens designed for weeknight dinners and weekend entertaining alike.

PRIMARY BEDROOM

Airy, tranquil, and impeccably proportioned, the bedroom elevates everyday comfort. It is a sun-filled haven, defined by openness, that balances sophistication with cozy, effortless ease.

BATHROOM

Imported porcelain tile and brushed chrome fixtures create bathroom sanctuaries where daily rituals feel like true renewal.

THE WILLIAM

A PRIME LOCATION THAT CONNECTS IT ALL

The William sits at the center of one of Miami's most connected neighborhoods. Sunny Isles beaches stretch along the Atlantic eleven minutes east. Aventura Mall and Bal Harbour Shops offer world-class shopping within a short drive. The creative energy of Wynwood and the Design District are both accessible in under twenty minutes.

CONNECTED TO MIAMI'S BEST

ALL OF MIAMI. PERFECTLY WITHIN REACH.

Framed by the shimmering waters of Biscayne Bay and the charm of North Miami Beach, The William is surrounded by moments waiting to be savored. Spend the morning kayaking or cycling through Oleta River State Park, enjoy an afternoon of world-class dining at Aventura Mall or shopping in the Miami Design District.

The William—where life moves effortlessly between coastal tranquility and cosmopolitan energy, placing you at the heart of everything, yet in a world entirely your own.

HISTORIC & CULTURAL SITES

1. Ancient Spanish Monastery

PARKS, NATURE, AND RECREATION

2. Arch Creek Park & Nature Center
3. Greynolds Park
4. Oleta River State Park
5. Enchanted Forest Elaine Gordon Park
6. Haulover Park
7. Senator Gwen Margolis Amphitheater

SHOPPING & DINING

8. Aventura Mall
9. The Village at SoLé Mia
10. Fresh Market
11. Whole Foods Market
12. Bal Harbour Shops
13. Lincoln Road Mall
14. Brickell City Centre
15. Miami Design District

SPORTS

16. Hard Rock Stadium
17. Marlins Park
18. Kaseya Center
19. Snyder Tennis Center
20. Turnberry Isle Country Club
21. Miami Shores Country Club
22. Greynolds Golf Course
23. La Gorce Country Club
24. Indian Creek Country Club
25. Normandy Shores Golf Course
26. Miami Beach Golf Course
27. Orangebrooks Golf & Country Club

ENTERTAINMENT

28. Hard Rock Casino
29. Tidal Cove
30. Las Olas Boulevard
31. Ninja Lounge at Dezerland Park Miami
32. IPIC Theaters

ARTS & MUSEUMS

33. Adrienne Arsht Center for the Performing Arts
34. Perez Art Museum Miami
35. Frost Museum of Science
36. ABRA Gallery
37. MOCA, Museum of Contemporary Art

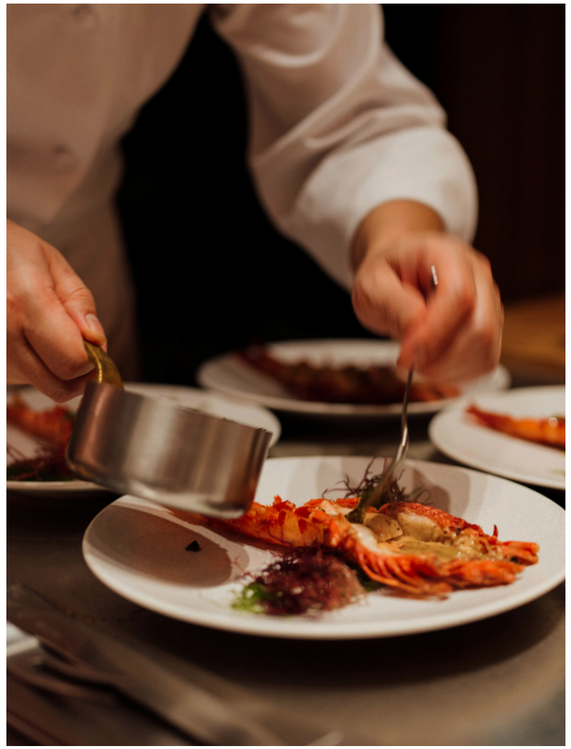
EDUCATION

38. Florida International University (FIU) North Campus
39. University of Miami Health System Campus at SoLé Mia (coming soon)
40. Nova University
41. Barry University

PUBLIC TRANSPORT & TRAVEL

42. Brightline Rail Miami
43. Brightline Rail Aventura
44. Brightline Rail Fort Lauderdale
45. Miami International Airport
46. Fort Lauderdale-Hollywood International Airport
47. Opa-Locka Executive Airport
48. Haulover Marina
49. Hi-LIFT Marina in Aventura

SG The William Sales Gallery



MINUTES FROM BAL HARBOUR, AVENTURA, DESIGN DISTRICT & SUNNY ISLES BEACH. WHERE COASTAL EASE MEETS URBAN ENERGY. MIAMI UNFOLDS FROM HERE.

Imagine spending your morning kayaking through the mangroves at Oleta River and your evening grabbing dinner under the lights of Bal Harbour. The William gives you the best of both worlds: a quiet place to call home that's still connected to the energy of Miami. Your "backyard" stretches from the sunny beaches of Sunny Isles to the nearby hubs of business and sports. It's a neighborhood where getting around is easy and having everything you need is the standard. Whether you're looking for a peaceful afternoon by the water or the fast pace of city life, The William puts it all within reach. You aren't just moving into a new building—you're getting the keys to the entire coast.

GUIDED BY INNOVATION AND GROUNDED IN EXPERTISE, OUR TEAM BRINGS TOGETHER DESIGN, STRATEGY, AND CRAFTSMANSHIP TO CREATE EXCEPTIONAL MODERN LIVING EXPERIENCES.

BLUE ROAD
CO-DEVELOPER

With an eye toward longevity and livability, Blue Road approaches development as both craft and strategy. The Florida-based team manages every phase in-house—from acquisition to construction and marketing—with an emphasis on delivering lasting value. Their portfolio reflects a commitment to future-focused, thoughtfully positioned properties across commercial and residential sectors.

ILIA DEVELOPMENT GROUP
CO-DEVELOPER

Ilia Development Group is a South Florida-based development firm backed by the strength of a business group with more than 50 years of experience in power generation, mining and infrastructure projects, and ownership of financial companies in Latin America. With a growing real estate portfolio that includes residential, medical, hospitality, and retail assets, Ilia brings deep capital resources and a global perspective to the U.S. market. Led, among others, by seasoned investment banker Germán Osorio, the firm combines disciplined execution with long-term vision to create high-impact developments across Florida.

CARLOS OTT
DESIGN CONSULTANT

An internationally recognized figure in architecture, Carlos Ott brings over four decades of experience to landmark projects around the world. Known for his sculptural, forward-looking designs, Ott leads a Toronto-based practice with a deep portfolio across five continents. His work merges artistry with functionality, delivering iconic structures that reflect both setting and ambition.

BEHAR FONT & PARTNERS
ARCHITECT OF RECORD

As an award-winning organization with more than thirty-five years of expertise in architecture, planning, and interior design, Behar Font & Partners is globally respected for delivering creative, functional, flexible, and efficient spaces across a broad range of property types. Their complete architectural services encompass feasibility, zoning studies, environmental performance standards, master planning, programming, and more, and are further enhanced by interior design services that seamlessly integrate interior spaces with exterior architectural designs.

URBAN ROBOT
INTERIOR DESIGN

Miami-based Urban Robot blurs the lines between interior design, landscape architecture, and urban planning—creating environments that feel as good as they function. Their interdisciplinary team approaches each project as a narrative, grounding bold creative gestures in purpose and human connection.

FORTUNE DEVELOPMENT SALES
SALES & MARKETING

Fortune Development Sales has been the premier, exclusive on-site sales and marketing representative for more than 80 of South Florida's most successful projects. It is an affiliate of Fortune International Group, founded in 1983 by industry visionary, Edgardo Defortuna. Fortune has 21 offices around the world with over 1,000 associates and worldwide brokerage network, reaching prospective buyers in markets as diverse as South Florida, Manhattan, Buenos Aires, São Paulo, Hong Kong and Paris.

GREENBERG TRAURIG
LEGAL COUNSEL

Greenberg Traurig, LLP (GT) is the largest firm in the USA. It has more than 2,750 attorneys and 48 locations on four continents. It has been recognized for its philanthropic giving, diversity, and innovation. It is consistently among the largest firms in the U.S. on the Law360 400 and among the Top 20 on the Am Law Global 100. It is also recognized by rankings like Chambers & Partners Guides in jurisdictions and practices around the world. In addition, Greenberg Traurig is proud to have more lawyers listed in The Best Lawyers in America© than any other law firm, a position they have held since 2008.

Project Address
2040 NE 163rd Street, North Miami Beach, FL 33162
786.550.6685

blue road

ILIA
DEVELOPMENT GROUP

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THE WILLIAM

NORTH MIAMI BEACH