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Photo by Maxine Usdan

The 243-unit, \$80 million Palace at Coral Gables is rising at 83 Andalusia Ave. near city's Miracle Mile.

50 units already reserved in Gables in rising rental senior living complex

BY PATRICIA HOYOS

With over 50 units already reserved, construction of a luxury senior living community in Coral Gables is underway and expected to open in early 2013.

The Palace at Coral Gables will be the first of its kind in the area, said Adam Rosenblum, vice president of marketing and sales for The Palace Group. There is no other upscale, rental senior living community in Coral Gables, he said.

The \$80 million project at 83 Andalusia Ave. near Miracle Mile will house 243 luxury residences with retail stores on the ground level and include an adjacent 535-space parking garage.

Ground was broken Aug. 1. The basic structures of the nine-story building and the garage are currently being built.

The Palace Group, which owns numerous retirement homes in South Florida, always wanted to expand its reach to Coral Gables, Mr. Rosenblum said.

"About 25% of our clients come from Coral Gables," he said, "and the residents are very attached to Coral Gables. And this affords them to be very close to home, close to their doctors, close to their family."

Just over a month after beginning to accept deposits for apartments, The Palace Group already has about 20% of the units reserved. Mr. Rosenblum said the company is doing very well in attracting future residents.

The Palace at Coral Gables has already been recognized for its design despite still being over

a year away from opening. It has received two awards from the National Association of Home Builders and an Aurora Award for having the best retirement community conceptual design.

The general contractor is Coastal Construction, with the Fullerton Group Architects, Mariano Corral Landscape Architects and the Howard Design Group being part of the development team.

John Fullerton, president of the Fullerton Group Architects, said the exterior will have a Mediterranean revival structure because that is what the City of Coral Gables wanted. It was important to the owners that the building be beautiful and be in accord with the wants of the city, he said.

Mr. Fullerton's firm worked with The Palace Group nearly three years designing the facility. He said full scale mockups of each unit were built to ensure the design would be perfect, which he said was a unique approach to the designing process.

Amenities will include an indoor swimming pool, an English-styled library, a theater, a beauty salon and a wellness center with doctors and nurses, among many other features. Also, The Palace Group plans on offering 150 social and recreational activities a month for residents.

The monthly fee of around \$4,000 will include access to all amenities and services such as transportation, 24-hour security and housekeeping.

"I think it's going to be a nice addition to the Coral Gables skyline," Mr. Fullerton said. "I think it is something that Coral Gables needed."