

## JMH Development's Aloft South Beach to open next month

JMH is also developing Three Hundred Collins, which has sold eight of 19 units, and 2901 Indian Creek Boulevard

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By Ina Cordle

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Rendering of Aloft South Beach and Jason Halpern

Aloft South Beach — developed by Jason Halpern's New York-based JMH Development, Madden Real Estate Ventures and Starwood Hotels & Resorts, announced Tuesday that it will open on May 28.

The hotel, at 2360 Collins Avenue, will have 235 rooms and will feature a Stephen Starr restaurant, Continental Miami.

"We're excited about it. Obviously it's an excellent location," Halpern told *The Real Deal*. "We think that we're building a unique product because we have been working with a powerful flag and brand, Starwood Hotels."

Built on the site of the historic 1954 Ankara Motel, the project has aimed to preserve its Art Deco architecture, incorporating classic brick walls in the "historic wing," refurbished Ankara Motel signage and the original pool shape. The hotel's lobby will feature a series of black-and-white images of 1970s beach scenes and near the entrance, a large-scale aerial view photograph of models in vintage swimsuits.

Halpern, together with partner RCG, whose principal is Michael Boxer, bought the Aloft site in June 2005 for \$12.85 million, with plans for a residential project. "When the recession hit we allowed the project to sit, and we went back and got approvals for what you now see, and started construction 15 months ago," Halpern told *TRD*.

Aloft South Beach is the first South Florida project for JMH, [which is developing Three Hundred Collins, a 19-residence luxury condominium in the South of Fifth neighborhood of Miami Beach](#).

The five-story property, at 300 Collins Avenue, is being designed by [Thomas Juul-Hansen](#), marking his first project in Miami. In New York, the famed designer-architect has designed the interiors of One57, and is currently the architect on 11 Beach Street in Tribeca, as well as 505 West 19th Street.

[Sales for Three Hundred Collins launched in March](#), and eight units are reserved even before a sales office has opened, Halpern told *TRD*. ONE Sotheby's International Realty is the exclusive sales and marketing firm.

Plans call for units on floors two through five, with a lobby and amenity area on the first floor, and parking behind the building. One- to- four-bedroom units, including four two-story "duplex" condos and three penthouses, are priced from \$1.2 million to \$9 million. Construction is expected to begin in September, Halpern said.

After founding JMH Development in 2000, Halpern primarily focused on development projects in New York, before he turned his attention to South Florida. He was among the pioneers in Williamsburg, developing 184 Kent Avenue, a 337-unit rental building that was completed in 2010.

Already, a third South Florida project is in the works. JMH purchased 2901 Indian Creek Boulevard for \$1.2 million in July 2013, and is planning a 30,000-square-foot residential development, Halpern told *TRD*. The project will go before the Miami Beach Historic Preservation Board on May 12.

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