

HYDROTHERMAL SPAS + NATURAL LANDSCAPES: BEHIND THE SCENES DEVELOPING ALINA RESIDENCES

Mika Tewel • March 16, 2023

As the pandemic has forced many of us to spend more time indoors, the importance of having a home that prioritizes health and wellness has become increasingly apparent. This trend has not gone unnoticed by the luxury real estate market, as many developers are now focusing on creating residential projects that cater to this demand. One such project is ALINA Residences, a luxury community in downtown Boca Raton, Florida, that integrates features and amenities aimed at promoting overall well-being.

In an interview with Noam Ziv, CEO of El-Ad National Properties, the developer for ALINA Residences, we discussed his vision for the project and how they balanced luxurious features with a focus on health and wellness. They shared how they incorporated elements of nature into the building's architecture and amenities, such as the installation of botanical designs by Miami-based Plant the Future. The developers also talked about their approach to creating hydrothermal experiences and ensuring that they met the needs and expectations of residents.

Beyond the physical features of the project, the developers also highlighted their efforts to foster a sense of belonging and connection among residents. ALINA Residences offers on-site concierge services to match new residents with opportunities to network locally with various cultural organizations and community non-profits. They believe that by attracting residents who engage and support these groups, they can create a community that is not only healthy but also socially responsible.

The developers behind ALINA Residences understand that the success of the project goes beyond its initial launch. They have plans in place to ensure that the building's unique character and focus on health and wellness are maintained over time, and they continue to receive positive feedback and recommendations from residents. With its prime location and commitment to providing a luxurious yet healthy lifestyle, ALINA Residences is an excellent example of the intersection of luxury living and wellness.

What inspired you to create a luxury residential project with a focus on health and wellness, and what was your vision for the project?

Buyers are prioritizing lifestyle now more than ever, and health and wellness has become an increasingly important aspect of that. Our goal was to create a community at ALINA Residences, incorporating features and amenities buyers most desire. The outcome and feedback of our phase one building, ALINA 200, has been incredible. ALINA 200 is completed and sold out.

Can you tell us about the design process and how you integrated elements of wellness into the buildings architecture and amenities?

We partnered with Miami-based Plant the Future to install multiple botanical designs in key locations throughout ALINA's phase one building, named ALINA 200, to promote overall well-being through a deep connection with nature and the arts. ALINA 200's lobby features a 47' W by 11' H preserved moss installation along with an additional preserved moss installation to adorn the elevator lobby on the first floor. The amenity corridor features an intricate preserved moss arrangement on the wall resembling a brick pattern made with moss and wood planks.

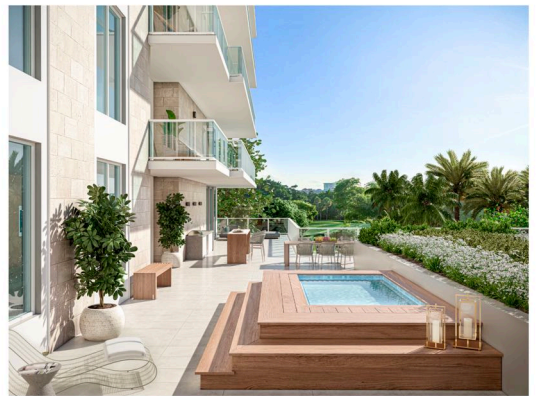
Plant the Future also installed a natural wood trough filled with short moss to garnish the tabletops in the Club Room at ALINA. Additionally, ALINA 200 features "zen" water gardens designed for relaxation, meditation and overall outdoor enjoyment.

How did you approach the challenge of balancing luxurious features with a focus on health and wellness, and what was your thought process behind the inclusion of luxurious spas with hydrothermal experiences?

We wanted to create residences that truly embraced indoor and outdoor living, so health and wellness were always a priority for this project. After the COVID-19 pandemic, we expanded the health and wellness amenities even more. ALINA 220 will feature a two-story wellness retreat designed with niche fitness experiences. The lower level offers a cardio and strength training venue, a private Pilates studio, and a mind-body studio for yoga, meditation and barre.

The upper level offers a dedicated functional training and immersive cardio area for private or small-group training. The Recovery Studio offers stretching, rolling, percussive, and compression technology.

The two new spas in ALINA 210 and ALINA 220 complement the already completed spa at ALINA 200 by adding new, unique amenities that are a result of the feedback and requests by residents in phase one. By creating spaces infused with health and wellness opportunities, the how, when, and where of the spa rituals and fitness experiences becomes a big part of the overall lifestyle.



What research and planning went into creating the hydrothermal experiences, and how did you ensure that they would meet the needs and expectations of residents?

Utilizing well-respected fitness and spa consultants with high-end hospitality experience who are well-versed in best practices and industry standards. They work with some of the top resorts in the country in creating well-crafted amenity spaces. They know what's on trend, and what has sticking power with luxury purchasers.

Can you share your vision for the community that will reside in the building, and what steps are you taking to foster a sense of belonging and connection among residents?

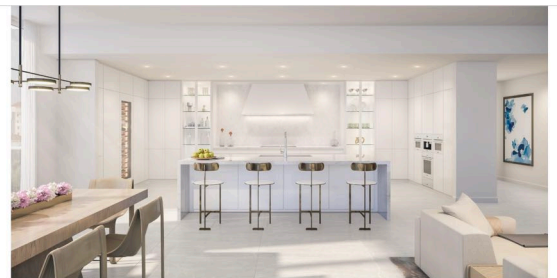
We put a focus into attracting residents to engage and support cultural institutions and community nonprofits. ALINA Residences is located in the heart of downtown Boca Raton, which puts our residents in close proximity to various activities that support local cultural organizations and community non-profits. We have hosted and sponsored numerous events to provide and promote resident engagement with these groups.

ALINA also offers on-site concierge services to continue involvement with the local community by matching new residents with opportunities to network locally with a variety of worthwhile organizations.

How did you choose the location for the building, and what was your criteria for selecting a site that would support your vision for health and wellness?

The uniqueness and value of ALINA Residences' location is hard to ignore. ALINA is in the heart of the vibrant, growing downtown in Boca Raton. ALINA buyers are familiar with the location and recognize the value of living in close proximity to restaurants, shopping, museums, and more.

ALINA Residences is beautifying the area, transforming the aging Mizner on the Green townhomes to a luxury, lushly landscaped residential asset that better fits the brand image of what one envisions of Boca Raton while maximizing the best use of this prime location.



Can you talk about the role that nature and the surrounding environment will play in promoting health and wellness for residents, and what steps are you taking to ensure that the building and its surroundings are environmentally sustainable?

The site's characteristics were the inspiration for the overall project, maximizing views and indoor/outdoor living. The site provided us the opportunity to incorporate the large indoor and outdoor spaces that buyers desire. Many residences at ALINA feature private terraces that overlook the iconic The Boca Raton golf course, some with ocean views.

How do you plan to maintain the buildings unique character and focus on health and wellness over time, and what steps are you taking to ensure that it remains a desirable place to live in the future?

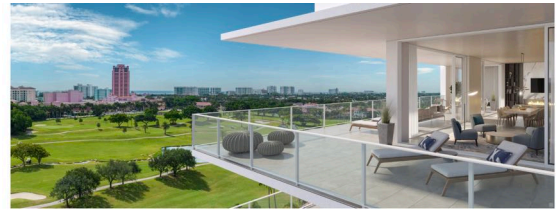
The residents who are choosing to live the ALINA lifestyle have shown an interest in working together to maintain that lifestyle of health and wellness. They have continued to support this through recommending friends and family members to purchase at ALINA.

Can you tell us about the resident experience and what kind of services and amenities you will offer to support their health and wellness goals?

Once ALINA 210 and ALINA 220 are completed in late 2024, residents will be able to experience over three acres of private outdoor amenity space, outdoor yoga spaces, top-of-the-line fitness centers, lavish green spaces, two private rooftop pools, outdoor dining and entertainment areas, two dog parks, generously sized club rooms, and His and Hers Spas with dry saunas, steam rooms, treatment rooms and indoor and outdoor relaxation rooms.

How do you balance the creative and financial aspects of real estate development, and what metrics do you use to evaluate the success of a project?

One typically feeds into the other. Well-conceived, well-executed developments take on a momentum of their own. The velocity in which they sellout speaks to their appeal. That and referrals from satisfied residents are a gauge of growing a community and not just simply building a development.



How do you evaluate potential real estate markets and choose the best locations for your projects?

Real estate markets are always growing and changing. Maintaining a nimble, well-connected team is a priority in recognizing and making the most of opportunities as they come along.

What role does community engagement play in your development process, and how do you build relationships with local stakeholders and residents?

One major factor which has made the development of ALINA Residences so successful has been our commitment to the neighborhood. During the early planning phases of the project, we ended up filing a change to ALINA's initial construction plan to better suit area residents after it had already been approved, as the new approach would be less disruptive to the neighborhood.

We have formed a partnership with the Boca Museum of Art, Habitat for Humanity of Palm Beach County, the Boca Raton Historical Society, and more.

ALINA Residences has sponsored and participated in a variety of events in support of the Boca Raton Historical Society including their notable annual event, Boca Bacchanal. In 2020, ALINA Residences hosted and sponsored the Bubbles & Burgers event at The Boca Raton to kick off Boca Bacchanal 2020. ALINA has also supported the Boca Raton Historical Society's annual Toasts, Tastes & Trolleys event.

ALINA supports the Boca Raton Historical Society's mission to collect, preserve and present information and artifacts relevant to the past and evolving history of Boca Raton.

Additionally, we have supported the Boca Museum of Art by hosting museum events at ALINA Residences. Our ongoing support of the museum includes displaying outdoor sculptures curated from the museum at ALINA Residences' phase one, ALINA 200. We plan to continue this public art concept at ALINA's phase two, which recently broke ground in March 2022.

We also forged a partnership with Habitat for Humanity of South Palm Beach County to yield charitable giving, community enrichment and environmental sustainability. The developers have donated all repurpose-worthy items from over 200 rental units at Mizner on the Green prior to planned demolition.

What are some of the key trends and changes you've seen in the real estate industry over the past few years, and how have they impacted your approach to development?

While ALINA Residences has always had a focus on expansive indoor/outdoor living, ever since the COVID-19 pandemic, we have seen even more increased interest in larger living spaces and larger private outdoor spaces because people are spending more time at home working and entertaining friends and family. We've designed both indoor and outdoor spaces ideal for socializing. Our floor plans are intentionally made larger to meet this growing trend.

What do you think sets successful real estate developers apart from those who struggle, and what traits or qualities do you think are essential for success in this field?

You must pay attention to detail – that's what makes a difference between successful and unsuccessful projects. It's important to recognize that it is a marathon, not a sprint. You must make sure things are done the right way, and always be honest. Having a team of professionals overseeing project execution and open communication with current and future residents are important ingredients.

Can you tell us about a particularly challenging project you have worked on, and what lessons you learned from it?

ALINA has successfully overcome several challenges to gain full, unanimous approval which allowed us to build and develop at such a great pace since breaking ground on ALINA 200 in early 2019. The initial challenge we had to overcome when developing ALINA was filing a change to the original construction plan after it had been approved.

The original plan was to build four nine-story buildings all at once, but we decided to split up construction into two phases (three residential buildings total) as we were concerned that developing the project all at once would cause traffic congestion downtown.

We worked with neighbors and the city to scale back plans and the new site plan was approved. Through community outreach and dedicated efforts to work with the city to create a better project for everyone, ALINA was unanimously approved and building at a steady pace.

Another challenge that ALINA Residences had to navigate was the COVID-19 pandemic. From lockdowns and travel restrictions to supply chain delays, we were able to maintain a safe working environment for both the sales team and construction personnel while also delivering ALINA 200 on time so that residences were able to move in.