

The Celino South Beach is coming to Ocean Drive

Opening in the fall

BY JOSH BAUMGARD | MAR 8, 2017, 3:25PM EST



Rendering of [The Celino South Beach](#)

Expected to debut this fall on Ocean Drive is [The Celino South Beach](#), a luxury boutique hotel complex led by Optimum Development USA.

Located at 640 Ocean Drive, the property was acquired for \$51 million in 2013, and includes the historic Park Central Hotel, Imperial Hotel, Heathcote Apartments and the plot that will house a new five-story atrium structure.

A collaboration between Highgate, ICONINK, Space4Architecture (design architect), Borges + Associates Architects (executive architect), and Navigate Design (interior design), the new development will transform a chunk of South Beach amid a \$40 million renovation that will unveil 132 guest rooms, 26 suites, three restaurants and bars, a ground-level pool, and a rooftop glass-bottom pool and sun deck.

“The Celino South Beach, the largest development coming to Ocean Drive, is set to answer a demand in the city and bring a luxurious guest experience to help revive the street as an authentic destination. Our vision is to provide a memorable guest experience that pays tribute to Miami’s vibrant, illustrious history from the 1940s with a modern and sophisticated twist,” says Ricardo Tabet, CEO of Optimum Development. “Our guarantee to the local community and travelers is that The Celino will bring unparalleled accommodations, globally influenced dining options, and vibrant entertainment to the street and Miami’s hospitality scene.”

