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Fit City Comes to Aventura

With the sales launch of **Aventura ParkSquare**, Miami developer Integra Investments is betting the **next big thing** in South Florida mixed-used is going to be **health and wellness**. The project is a “fit city” designed by urbanist **Bernard Zyscovich** based on *Active Design Guidelines*, a manual published by the NYC Health Department to **promote physical activity** and combat obesity.



Aventura’s best known these days for shopping, but Integra principal **Victor Ballestas** tells us the project will create a **sense of place** with its health

activities, besides the more standard entertainment, dining and nightlife options. Ultimately, the project will include a 131-unit luxury **condo tower**; 55k SF of **retail space** complete with upscale boutiques and restaurants; a hotel; a 100k SF office building with outdoor event space; and a 45k SF **wellness medical center** with specialty healthcare tenants.



The design fosters the use of **stairways** instead of elevators to encourage natural fitness, with stairways **in clear sight** and in central locations on the property, and it **promotes walking** rather than driving, with extra-wide sidewalks and landscaping to provide **shade and rain protection**. There's green space to bring people outdoors, specific programming such as community yoga to keep fitness top-of-mind, and space for **vegetable gardening** to encourage **healthy eating**.

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