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Developer files plan for first hotel in Wynwood (renderings)

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The race is on to build the first hotel in Miami's Wynwood neighborhood, which has become increasingly popular with tourists for its art, restaurants and nightlife.

Wyndev Holdings LLC has submitted an application to the Wynwood Design Review Board for a condo hotel at 335 N.W. 28th Street that was designed by MKDA. The WDRB meeting for Nov. 13, which had multiple items on the agenda, was canceled, so the plans will be heard at a later date.



MKDA

[Amanda Hertzler](#), executive managing director of MKDA's Miami studio in Wynwood, said the building would total about 37,000 square feet in eight stories, with 51 condo hotel rooms and 3,000 square feet of ground-floor retail. Because it's designed as a boutique condo hotel, all the rooms would have small kitchens.

The tentative name is the Duos. The design of the building resembles the video game Tetris, with big blocks pieced together.

“Wynwood has always been the epicenter of graffiti,” Hertzler said. “When graffiti had its heyday, that was the same period that these video games and Atari were popular, and now you have a throwback. The idea that Tetris is part of that era goes very well with Wynwood.”

There would be two large mural on the east and west sides of the building by artist Fin Dac, she said.

There would also be a conference center, a business center, and a gym, but no pool. The building would have no onsite parking. Wynwood allows certain projects to buy into the neighborhood parking fund instead of building parking on site. Many hotel guests often use ridesharing, she added.

Wyndev Holdings LLC, a joint venture between Alessandro Ferretti and Virtrium Capital, bought the 7,250-square-foot site for \$2 million in 2017 and recently tore down an industrial building there.

“This was a very small lot,” Hertzler said. “This design proves you can build density on a small lot in Wynwood.”

Having worked in Wynwood during its emergence in recent years, Hertzler has seen many tourists, and even tour buses, flock to the neighborhood. She believes there’s huge demand for its first hotel.

Wynwood attracted 2.06 million out-of-town visitors, according to the Greater Miami Convention & Visitors Bureau, which doubled from a year earlier. Those visitors spent \$488 million in the neighborhood.

The Wynwood Business Improvement District recently released a study that found 1.4 million square feet under construction and another 1.75 million square feet of development proposed in the neighborhood. No hotels are under construction yet.

In addition to the Duos condo hotel, another group has proposed a 182-room hotel in Wynwood.

If visitors keep coming to Wynwood, there might be room for both new hotels.

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