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REAL-ESTATE

World-famous luxury residential brand coming to downtown Sarasota

World-famous luxury residences planned for a prime spot in downtown Sarasota.



Ella Thompson
Sarasota Herald-Tribune

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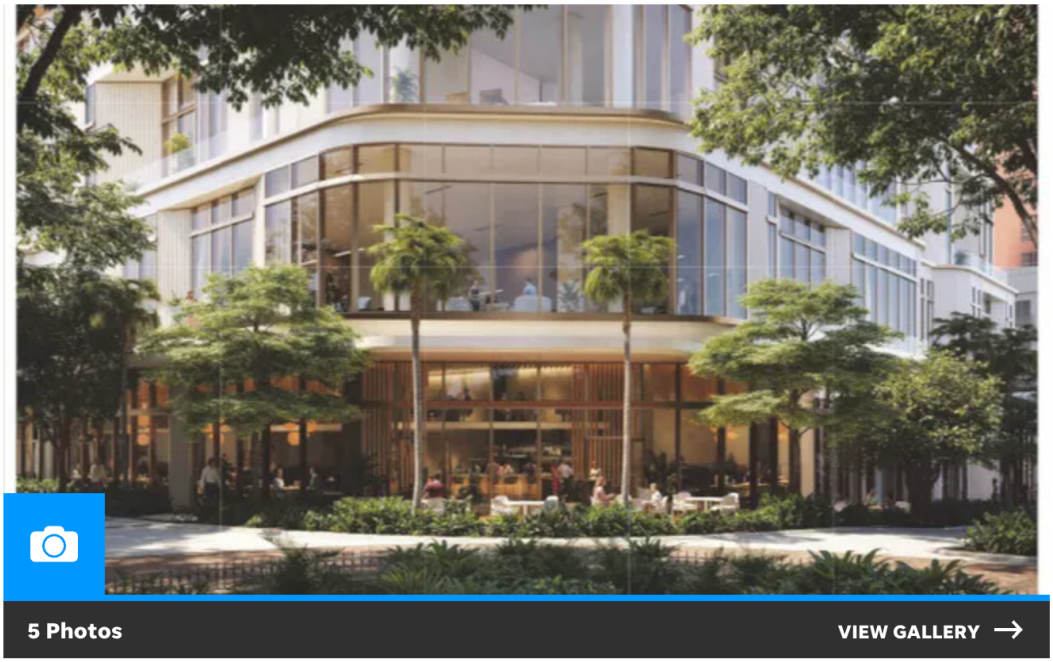


World-famous luxury condo brand coming to downtown Sarasota. Video
World-famous luxury residences planned for a prime spot in downtown Sarasota.

The Waldorf Astoria Residences, an iconic luxury residential brand, is replacing the Zenith in downtown Sarasota, the development's team announced Nov. 18 in a press release.

It will be the first Waldorf Astoria Residences location in Sarasota. Located at the intersection of Main Street, Pineapple Avenue and Central Avenue, the Zenith building is in a key part of downtown known as Five Points, but right now the building currently sits vacant. Construction on the condo and commercial space is expected to begin in late 2026.

Jebcore Companies, a real estate development firm in Sarasota, partnered with WMG Development, a national real estate investment and development company headquartered in Florida, and Hilton, a leading global hospitality company to bring the project to life.



Waldorf Astoria Residences to replace Zenith in downtown Sarasota

See renderings of Waldorf Astoria Residences Sarasota, which will replace the Zenith building in downtown Sarasota.

Waldorf Astoria is owned by Hilton Worldwide. The Sarasota location adds the brand's presence to one of the "world's most desirable coastal settings," strengthening Hilton and Waldorf Astoria's portfolio, said Jonathan Wingo, the global head of residential programs for Hilton in a statement.

“Waldorf Astoria Residences Sarasota marks an exciting new chapter in our residential portfolio, introducing private residences that bring the brand’s legendary service and timeless design to this vibrant coastal downtown," Wingo said.

WMG Development acquired the property in 2023 for $24 million, the Herald-Tribune previously reported. Since then, the Zenith Redevelopment project has undergone the city's routine development process, facing the Development Review Committee multiple times while working closely with the Sarasota community. The team has received positive feedback from the city's downtown residents, with which it held community workshops to discuss the future of the Zenith building.

"The [community] concern ties into our success. We all have to be in it together. We all live in the same town," Jebcore Companies partner Sadek Omar said at a Downtown Sarasota Condo Association workshop in October.

For sale condos hitting the market soon

Both the community and the developers wanted to revive the dead spot that the Zenith currently is. Residents wanted a strong pedestrian experience and an opportunity for shopping and dining. The proposed plans do exactly that.

The 18-story tower will be comprised of 86 for-sale condos and a curated collection of world-class amenities, all complemented by Waldorf Astoria's signature "Sincerely Elegant Service," according to the press release. There will also be seven attainable units for rent, per the original site plans that underwent the review process. The design offers over 50,000 square feet of interior and exterior amenities exclusive to residents.

Some of the residents-only indoor amenities include the brand's signature Peacock Alley lounge, fitness and Pilates studio, a spa, movie theater lounge, golf simulator and guest suites. Outdoors, the site plans include three-quarters of an acre of landscaped park space featuring a resort-style pool, a cold plunge and hot tub, recreational lawns, landscaped gardens and a dedicated grove, according to the press release.

Residencies span from one-bedroom to five-bedroom condos, but pricing is not available yet. Michael Saunders & Company, a top real estate company on the Suncoast, will handle the sales when the time comes.

For residents, there will be two private entrances: one on Main Street and another via a dedicated porte-cochère on Mira Mar Court. Valet will also be available for residents and retail shoppers. Waldorf Astoria residents will also have access to a Rolls-Royce Cullinan house car and private golf cart service, along with a day yacht for exceptional waterfront experiences, the press release said.

An additional 42,000 square feet of commercial space will be open the public. While no businesses have been confirmed yet, Omar said the ground floor of the new building will house high-end restaurants and stores.

“From the outset, our vision for Waldorf Astoria Residences Sarasota has been shaped by a deep appreciation for this extraordinary location, Sarasota’s rare blend of natural beauty, cultural richness and the legacy of one of the world’s most storied hospitality brands,” Omar said.

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