



Developer Scores Final Approval For South Florida's Biggest Live Local Act Project

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Answering the call to Miami's immediate need for attainable housing, **The HueHub** offers a transformative solution with a significant vision for the missing middle class.

The HueHub is a landmark mixed-use project responding directly to Miami's urgent housing crisis. Spanning 509,447 square feet on approximately 12 acres, The HueHub will feature seven striking 35-story towers comprised of 4,032 thoughtfully designed and furnished residential units. The community will also include nearly 200,000 square feet of interior amenities, as well as a two-acre park with additional amenities.

Located at **8395 NW 27th Avenue**, the development's location in the city's West Little River community conveniently places residents within proximity to essential amenities and transit. Multiple universities, colleges and technical institutions less than 20 minutes away from The HueHub, and world-class hospitals only minutes away. Designed as a Transit-Oriented Development (TOD), nearby transit options include the Northside Metrorail Station and the Tri-Rail located approximately one block away, providing direct access to Miami International Airport, Downtown Miami, and all of South Florida.

"The HueHub is of course a real estate development, but that is actually secondary in my mind to helping solve our community's biggest challenge – access to attainable housing," said Pablo Castro, The HueHub's developer. "We want individuals and families to live in a purpose-driven environment that is a true community, with every conceivable amenity. The intent of this project is to elevate quality of life in multiple ways, where residents can easily travel to work, return home to their community, have an abundance of amenities that alleviate their day-to-day tasks, and give back the most finite resource they have: time. We want residents to spend time with their families, friends and their loved ones to build authentic, stronger communities that are resilient and add to Miami's rich character."

Focusing on four key pillars, The HueHub will address the day-to-day needs of Miami's workforce in an innovative ecosystem designed to elevate the quality of life for the middle class.

1. Thoughtful, Community-Centric Design

The HueHub prioritizes a pleasing aesthetic that comforts and inspires residents, creating an environment that feels like home from the moment they walk in. Designed by the renowned firm Arquitectonica, the facade will immediately greet and inspire residents and guests as they step onto a beacon of modern living in the center of Miami. Thoughtful design elements—from natural lighting and green spaces to modern, functional interiors—will contribute to a serene, welcoming atmosphere. Every detail, from the color palettes to the layout of communal areas, will be carefully curated to promote relaxation and a sense of belonging. By combining beauty with functionality, The HueHub ensures that residents feel both physically and emotionally at ease in their living spaces.

2. Self-sustainable from Concept to Completion

Self-sustainability is woven into every aspect of The HueHub, from initial design to long-term residential living. The project will include eco-friendly materials and energy-efficient systems in its construction, ensuring minimal environmental impact. Green building practices such as water conservation systems and sustainable landscaping will create a model for responsible urban development. Beyond the physical structures, The HueHub will encourage sustainable living among residents, encouraging practices like recycling, shared and reduced energy consumption, especially with its location near important public transit options. This comprehensive approach ensures that The HueHub not only serves the current community but also preserves resources for future generations.

3. Healthy Life and Community Living

At the heart of The HueHub is a commitment to fostering a vibrant, healthy lifestyle, community, and elevating quality of life—an urgent need for Miami's middle class residents who often face long commutes, limited access to wellness services, and a lack of communal support. By integrating essential amenities and thoughtfully designed spaces, The HueHub aims to make daily life easier, allowing residents to focus on themselves, rebalance their priorities, and thrive. Amenities addressing this include:

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- **Communal areas** – such as a show kitchen, a library, gardens, and relaxation lounges— that will foster a sense of connection, allowing residents to build meaningful relationships with their neighbors.

- A dedicated **Arts and Culture Space** designed to educate and inspire residents, hosting art exhibitions, cultural workshops, and creative classes, offering opportunities for artistic expression and cultural enrichment that nurtures creativity and promotes lifelong learning.
- An onsite **Learning Center** providing a vital resource for both children and adults. This space will create a productive environment to complete homework activities and excel academically, as well as opportunities for adults to continue their education, attend skill-building workshops, and access online courses, empowering residents to further their personal and professional development.
- **Dedicated workspaces** supporting remote workers and entrepreneurs, providing a productive environment that eliminates the need for long commutes.
- **Urgent care facility** to ensure that healthcare is not a distant luxury but an accessible, integral part of daily life that can be attained immediately.
- Recognizing the time constraints faced by many in the workforce, The HueHub will offer a variety of day-to-day services designed to reduce the burden of routine tasks. These services include:
 - **Dog walking and pet care** to ensure that even the busiest residents can provide the best care for their furry companions.
 - **Childcare services** that offer peace of mind to working parents, with safe, engaging environments for children.
 - **Laundry services** to free up valuable time for relaxation and self-care.
 - **Meal preparation courses** featuring healthy, locally-sourced ingredients to promote balanced nutrition without any hassle.
 - **Wellness programs** like guided meditation sessions, nutrition counseling, and fitness classes to support holistic health.
 - **Fractional housekeeping services** to assist with light tasks, providing an enhanced quality of life atmosphere.

4. **Making It Attainable for Middle Class Members**

Attainability and accessibility are critical to The HueHub's mission. Recognizing the financial challenges faced by Miami's middle class residents, the development seeks to bridge socioeconomic gaps and create a truly inclusive community where residents can enjoy high-quality living standards. By reducing housing expenses, residents will have

the freedom to live fulfilling lives. Whether it's saving for the future, investing in personal passions, or immersing themselves in Miami's rich cultural and recreational offerings, The HueHub elevates the notion of what attainable housing should be.

Future plans include the establishment of a school serving residents in The HueHub and the surrounding community. The community, which is also within a five-minute drive from Miami-Dade College North Campus, will serve as an educational beacon that trains the next generation of leaders.

By addressing these everyday needs, The HueHub will alleviate the pressures that often weigh heavily on middle class individuals. This ecosystem is designed not just for convenience but to improve overall well-being, allowing residents to reclaim their time, focus on personal growth, and build a balanced, fulfilling life.

Residences will be move-in ready and fully furnished, with rents starting at approximately \$1,300 for a studio, \$1,600 for a one-bedroom unit, and \$1,900 for two-bedroom units.

Miami-Dade County is amid a severe crisis in housing affordability, with more than 60% of renters spending over a third of their income on housing – the highest percentage in the nation – and even some spending more than 50% of their income on housing. The HueHub directly addresses these challenges by offering competitively priced options in a thoughtfully designed community. As part of efforts to meet Miami-Dade's projected need for 200,000 new housing units by 2030, The HueHub presents a modest yet important contribution to alleviating this crisis.

“By addressing the region’s housing challenges head-on, this project serves as a groundbreaking example of meaningful urban development,” added Castro. “We’ve brought together the best minds in design, construction, and community planning to create a purpose-driven community that will set a new standard for attainable housing. This carefully curated team of experts was brought together with the common goal of delivering an exceptional model for housing, because everyone deserves an opportunity to experience an unparalleled living environment.”

The HueHub's realization is the result of a dedicated team of Miami-based partners, each of which are highly regarded in their respective fields. The exceptional team includes Coastal Construction; award-winning architecture firm Arquitectonica; Bilzin, Greenberg Traurig LLP; Franyie Engineers; and a strongly curated in-house team.

The HueHub is scheduled to break ground toward the end of 2025. The project exemplifies a transformative approach to urban development, offering a sustainable, attainable, and community-centered model that can inspire similar initiatives nationwide.