



The Hangar Group. When the garage becomes a country club for collectors

An entrepreneur, an aviation hangar in Florida, and a seemingly simple question: what if the space where you keep your most precious belongings was also the place where you wanted to spend your time?



The Hangar Group has transformed private garage space into the new frontier of luxury real estate in the United States. Photographs © The Hangar Group

It all started in a private aviation hangar in Florida. Scott Cunningham, an entrepreneur and motor enthusiast, was visiting a friend who not only kept airplanes in his hangar, but also had cars, motorcycles, and memorabilia on the walls, a bar, a sofa, and the television always on. That afternoon, as the sun set over the tarmac, Cunningham had a vision that would change his career path. If such a space existed organically in a private hangar, why not create it deliberately, in a replicable way, and make it accessible to serious collectors?



No sooner said than done. In 2016, he founded The Hangar Group with the goal of creating a new category of high-end real estate: the private condominium garage. It wasn't a luxury storage unit or a simple premium parking space. It was something entirely different.

The first stone: Riviera Beach, 2019

Cunningham acquired a plot of land in Riviera Beach, Florida, and built 41 individual units designed to house not only cars, but also motorcycles, art, wine, and collectibles of various kinds. It sold out completely in less than a year. Demand not only validated the concept, but simply exceeded it.





The Hangar Lounge. Photographs © Allula Collections



Each unit was delivered as a blank canvas, with ceilings up to six meters high, motorized doors certified for Miami-Dade hurricanes, individual temperature and humidity control, a private bathroom, and 24-hour access. But what truly distinguished The Hangar from any other storage solution was its social dimension. By acquiring a unit, the owner not only purchased a real estate asset but also gained access to a club membership among like-minded peers.





Some owners invested over a million dollars just in the interior design of spaces around 200 square meters, including six-figure wine cellars, before even introducing a single vehicle or piece of memorabilia. The garage ceased to be a functional space and became a statement of identity.

Scale and ambition: Heading to Palm Beach International Airport

The success of Riviera Beach paved the way for a second project of considerably greater ambition. The Hangar at Palm Beach International Airport was developed on 12 acres with 68 customizable units ranging from 148 to 418 square meters, in a strategic location next to the international airport.



A third of Riviera Beach's owners also purchased units in this new location, a clear indication of the loyalty generated by the model. And according to the press release issued by The Hangar Group announcing the closing of sales, all units were sold in just six months after opening.



The value proposition of this second location substantially enhances the club experience, featuring a rooftop terrace for watching the sunset, an exclusive owners' lounge with a fully stocked bar, golf simulators, meeting rooms, and private boardrooms. And a detail that reveals the mindset of its clientele: a private chauffeur service connected in real time to the airport's flight tracking system, dispatching the vehicle the moment the owner lands.

A business model as solid as its concrete walls

The Hangar Group primarily sells ownership, exclusivity, and, increasingly, a real estate asset with proven appreciation. The price per square meter in its facilities is the highest in the country for privately owned parking spaces.



The ecosystem is completed by The Collective, an invitation-only program of experiences for owners at all locations. The program offers private rallies, the annual Hangar Crawl—where each owner opens their doors to share their collection—and international trips that combine alpine routes through the Dolomites or Lake Garda with five-star accommodations and Michelin-starred cuisine.

The expansion: from Florida to the Hamptons and beyond

Cunningham already has new locations on its radar in Boca Raton, Fort Lauderdale, Miami, Sarasota, and the Hamptons, the latter being an invitation-only site, reinforcing the brand's ultra-exclusive profile. The waiting list of interested international collectors is steadily growing, with inquiries coming in from all over the world.



The Hangar Group has undoubtedly created a new asset category—the condominium garage as a living destination—and has taken it to the stage where the product sells itself, not because it is expensive, but because it represents something that did not exist: a place where a person's most precious belongings find the environment they deserve, and where their owners find a community that understands them.

And in the world of luxury, few proposals achieve that.



