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All Throttle | Build the Building Around the Technology



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An observation on the question that separates serious AI real estate development from everything else.

Part 1 of this article series focused on introducing AI into existing real estate portfolios. It was inspired by time on stage at BOMA International and conversations had with a very smart room of people all seeking to develop and implement AI strategies in all vintages of buildings, many of which had no foresight or planning for the technology of today.

My week ended at BOMA, but it had started with a cocreation meeting for a project starting from a completely different place for its AI journey.

RJ Hunt, Chairman and Founder of Fast Town Motor Clubs, said something in that cocreation meeting that I kept coming back to:

"This is going to be a legacy project. Something that lasts and generates awareness internationally. We want the technology now, and we want to build the building around it. Not adapt technology later."

Most developers say versions of that. Very few mean it because meaning it requires you to make hard, expensive, and effectively irreversible technology decisions before a single structural drawing is finalized. The developers who actually follow through on that commitment are rare. And the gap between saying it and doing it is where most "AI-enabled" projects quietly fall apart.

I've been working through exactly what that commitment requires at Fast Town's Daytona Beach flagship. 14.31 acres on the Halifax River, directly across from Daytona International Speedway. One million square feet. A luxury private members club, marina, automotive vault, personal museums,

and residences all on one site. Active development. I'm not going to tell you it's done. What I can tell you is what RJ's statement actually demands technically, why it's harder than it sounds, and why it matters well beyond this project.

The invisibility problem.

LVMH currently has one of the most sophisticated AI programs in luxury. Their leadership describes their philosophy as technology that is "everywhere, but visible nowhere." Aman Resorts pre-loads guest preferences before arrival. Emirates' First-Class Lounges learn and adapt across interactions. The principle is the same in each case: the technology disappears, and what remains is an experience that feels effortless.

Fast Town is pursuing exactly that standard. The vision calls for a Smart Building Management System — the SBMS, conceived by CTO Stephen Remondini — designed as a full AI-driven integration layer across every physical and digital system on the property. HVAC, lighting, access control, security, robotics, member experience, energy management. A digital twin running continuously, updated in real time by an IoT sensor network across all nine zones.

Upon arrival, a limited-edition timepiece worn exclusively by Chairman's Roundtable members could trigger a preference pre-load. Room temperature, lighting, music, personal environment configured automatically from prior visits. No check-in. No friction. The building reconfigures around the person.

Here's the difference between Fast Town and the LVMH and Aman examples: those implementations work within a single-use environment. A hotel. A lounge. A boutique. Fast Town is attempting to deliver that standard of invisible personalization across a million square feet that simultaneously operates as a marina, a robotic vehicle vault, a private museum, a residential community, and a full members club. I am not aware of a direct operational analog for that combination. That's not marketing. It's a statement of genuine technical complexity.

The global market for digital twin platforms in intelligent building management was valued at \$4.4 billion in 2024, projected to reach \$8.3 billion by 2032. The technology is proven. Deploying it across this many use types, from scratch, at luxury performance standards is a different problem than what the market benchmarks describe.

What "build the building around it" actually requires.

The technology framework for this property spans 48 distinct systems across four domains: workplace and staff technology, safety and security, facilities and building systems, and digital networks and integration. Twenty-two of those fall within Siemens' portfolio. The remaining systems include Dasher Lawless, whose AutoParkit and AutoDockit platforms handle robotic storage for 1,200 collector cars and 280 boats.

Every one of those systems has to talk to the others. Reliably. In real time.

I've worked on complex integrations before. When I mapped the full systems picture at Fast Town Daytona, the scope was genuinely arresting — not because any single system is exotic, but because the integration

surface across use types is unlike anything I've encountered in a single-site project.

The core engineering problem is IT/OT convergence. Operational technology — the building's physical control systems, HVAC, fire suppression, access control, robotics — has to communicate continuously and securely with the digital layer: the network, the member experience platform, the cloud. These two worlds were built on different protocols, different security models, different assumptions about lifecycle. OT infrastructure is designed to run for decades. IT is redesigned every few years. Stitching them together across 48 subsystems isn't configuration work. It's architecture. And it has to be decided before construction begins.

That's the piece most AI-enabled developments skip. A building gets specified. A technology integrator gets called in afterward. By then the structural decisions are locked, the mechanical systems are specified, and the utility service interconnect process, which takes 12 to 18 months at this scale, hasn't started. The technology ends up adapting to the building. Exactly what RJ said he didn't want.

Solving it requires open integration standards from the foundation. Desigo CC, Siemens' integrated building management platform, supports BACnet/IP as the manufacturer-neutral protocol — one of the first platforms certified to the BACnet B-XAWS cross-domain profile enabling this kind of multi-vendor integration at scale. That matters for Fast Town specifically because 26 of the 48 systems come from outside Siemens' portfolio. A proprietary architecture locks you into a single vendor stack for everything. For a portfolio planning 20 or more global locations, that's an expensive constraint to build into the foundation of the first site.

What early engagement actually surfaces.

The co-creation work at Wendell, North Carolina, Siemens' EA Customer Experience Center, covered a nine-zone space framework, 35 distinct spaces, and 135 personas whose experience the technology has to serve simultaneously and invisibly. Security, member experience, building environment systems, network architecture.

What that process produces is unglamorous but consequential. The fire suppression specification for a robotic vault storing 1,200 collector cars is a different engineering problem than a standard parking structure and the answer affects structural design. The cloud architecture for the SBMS needs to be decided at Daytona, not after, because retrofitting a standalone system into a 20-location global portfolio is significantly more expensive than designing for scale from the start. Current digital twin deployments in large-scale hospitality environments have demonstrated 25 to 40 percent faster fault diagnosis and 15 to 35 percent energy savings in continuous commissioning. Fast Town's ambition runs beyond those benchmarks the SBMS is not primarily an efficiency tool. It is the product. The member experience is the return on that investment.

Compare that to what best-in-class single-use looks like. The Porsche Experience Center in Atlanta is purpose-built, immersive, brand-defining — and it operates one use type. Fast Town is attempting to stack automotive, marina, residential, hospitality, and museum into a single integrated operation and make them function as one. The integration surface area is categorically different. Nobody has done exactly this before,

which is part of what makes it worth watching and part of what makes the early technical decisions so consequential.

Why this matters beyond Fast Town Daytona.

The BOMA conference I was on stage at represents the norm. Retrofit, phase, adapt. That's a legitimate response to real constraints — existing portfolios don't get to start over.

But the gap between "AI adapted to the building" and "building designed for AI" is going to widen. The developers who make the hard early commitments — locking technology architecture before structural drawings, starting utility interconnect before groundbreaking, designing the cloud platform for a global portfolio on day one — will operate differently than those who don't. The member experience will show it. The operating economics will show it.

RJ Hunt put it plainly. Build the building around the technology, not the other way around. What I've learned working through the execution is that the instinct only pays off if you're willing to do the technical work before it feels necessary. Most projects reach that decision point and flinch. The complexity is real, the costs are front-loaded, and the pressure to move fast is constant.

Fast Town Daytona has its vision for AI. ***All Throttle***.

-Rich Madeira

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Chief Technology Officer

Thank You Rich ! - Siemens approach to designing the building to be AI compliant, sets a new standard for the 21st century. We are all looking forward to the journey with Siemens.

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