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Posh tenants sought for new condo tower in Miami Beach



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NoBe Parc is scheduled to open in late 2028.

NoBe Parc Miami Beach, an under-construction, 15-story, 232-residence development from Robert Finvarb Companies in North Beach, has launched leasing efforts for six ground-floor retail spaces of luxury retail in a neighborhood where listings for condos average \$1,029 per square foot.



Inhouse Commercial has been appointed to lead the leasing effort of 11,000-plus square feet of retail across six spaces. Each is built with floor-to-ceiling glazing and frontage along 72nd Street, Abbott Avenue and Byron Avenue.

The announcement comes as North Beach's residential growth continues to outpace the retail available to serve it-- a gap NoBe Parc is designed to help close, according to developer Robert Finvarb.

"This neighborhood is where I grew up, and the ground floor matters to me as much as the residences above it," Finvarb said. "We want operators who actually understand this neighborhood, and I think North Beach will feel the difference when these doors open."

Finvarb's leasing strategy is built around curating a retail mix that serves the community's daily rhythms while drawing destination visits from Miami Beach's affluent northern corridor.

Inhouse states it will be targeting categories that build "a cohesive, elevated retail environment." Under consideration are wellness and med-spa concepts; boutique fitness studios; salons and personal care services; specialty grocers, and chef-driven restaurants and cafes.

"It's a breath of fresh air to work on a project in a neighborhood that is genuinely underserved," said Jared Robins, Inhouse's commercial leasing lead. "The residential density already surrounding North Beach--combined with the new developments underway--far outpaces the retail currently available to serve it."

The project sits within a trade area anchored by some of Miami Beach's most affluent residential enclaves, including Indian Creek Bal Harbour, La Gorce, Normandy Isles and Biscayne Point.

More than 1,261 residential units are under construction across the broader North Beach pipeline, while adjacent North Bay Village carries more than \$2 billion in planned public and private investment and some 600 units under construction.

A high-performing retail base already surrounds the NoBe Parc site, including Ezio's Steakhouse, La Sandwicherie, Sazón Cubano, and Carrot Express.

Each residence at the luxury project is sold fully furnished with interiors curated by V Starr and furnishings by Crate & Barrel. The project is scheduled for completion in late 2028.