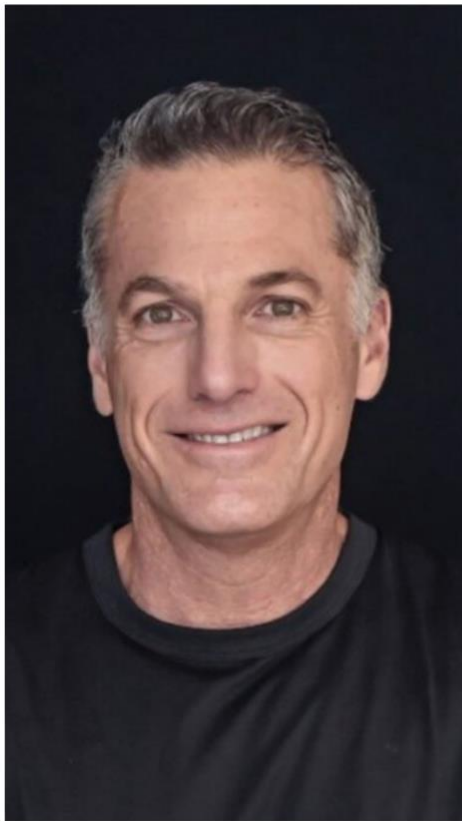


May 27, 2026

DEVELOPMENT SOUTH FLORIDA

Robert Finvarb launches short-term rental condo project in North Beach

Unit prices will range from \$570K to \$2M



Robert Finvarb Companies' Robert Finvarb and a rendering of the NoBe Parc Miami Beach project (Abbott Avenue Partners, LinkedIn)

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By Katherine Kallergis

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Key Points

- Robert Finvarb Companies is launching sales for NoBe Parc Miami Beach, a new 15-story, 232-unit condo building in North Beach that is designed to be short-term rental friendly.
- The units, which range from studios to three-bedroom plus den condos, are priced between \$570,000 and \$2 million. The project is expected to be completed by the end of 2028 and features amenities like a pool deck, rooftop deck, co-working spaces, and a beach club.
- The NoBe Parc project is part of a larger trend of developers zeroing in on North Beach with flexible ownership condos, joining other developments like Lefferts' 72 Carlyle and Northlink Capital's project at 7200 Collins Avenue.

Robert Finvarb Companies is the latest developer to zero in on North Beach and join the flexible ownership condo craze, *The Real Deal* has learned.

The Aventura-based firm, led by CEO Robert Finvarb, is launching sales of NoBe Parc Miami Beach, a 15-story, 232-unit short-term rental-friendly condo building planned for the site at 7140 Abbott Avenue in Miami Beach, according to a press release. The units will be furnished by Crate & Barrel and designed by V Starr.

Finvarb, who said he grew up in the neighborhood, tapped Peggy Olin's OneWorld Properties to lead sales and marketing of the development. Prices will range from \$570,000 to \$2 million, and the units will range from studios to three-bedroom condos.

Arquitectonica designed the building alongside TAG, the architect of record. The building will have an amenity deck on the fifth floor with a pool, sauna, steam room, treatment room and cold plunge, according to the release. A rooftop deck will have space for yoga, cabanas, lounges and a relaxation area, and other amenities will include co-working spaces, outdoor kitchens, a fitness center, storage rooms and a beach club. Commercial space is planned for the ground floor.

NoBe Parc is expected to be completed by the end of 2028.

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It was previously pitched as a co-living project. In 2019, Finvarb secured a land swap agreement with the city of Miami Beach, allowing the site to include an alleyway.

Nearly a decade ago, Miami Beach residents voted to increase density in the neighborhood. Other developers have targeted North Beach since then, including Mendy Chudaitov's Lefferts and Russell Galbut's family office, GFO Investments.

Last year, Lefferts launched sales of its North Beach condo project in its pipeline, called 72 Carlyle. The 20-story, 134-unit tower is planned for 600 72nd Street, with prices ranging from \$1.8 million to \$10 million. Lefferts completed its first North Beach development, a short-term rental-friendly condo building called 72 Park, last year.

At 7200 Collins Avenue, the site of a former Denny's restaurant, Northlink Capital plans a 12-story, 222-unit project that also allows for short-term rentals. Sales launched last year, with prices that started at \$600,000.