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Robert Finvarb Launches Sales for NoBe PARC



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Florida Development Site Multifamily Mixed Use

- Robert Finvarb Companies launched sales for NoBe PARC Miami Beach, a new 15-story residential project in North Beach.
- The development will feature 232 fully furnished residences with short-term rental flexibility.
- Prices range from roughly \$570,000 to \$2 million, with completion targeted for late 2028.

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What NoBe PARC Miami Beach Will Include

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A new hospitality-driven residential project is coming to Miami Beach as Robert Finvarb Companies officially launches sales for NoBe PARC Miami Beach in the city's growing North Beach neighborhood. The 15-story development will bring 232 fully finished and furnished residences designed around flexible ownership, allowing buyers to live, lease, or seasonally occupy their units with fewer restrictions than many competing Miami Beach properties. The project will include studio, one-bedroom, two-bedroom, and three-bedroom layouts, all delivered turnkey with interiors curated by V Starr and furnishings from Crate & Barrel.



What Makes the Project Different in Miami Beach

NoBe PARC is entering the market at a time when short-term rental-friendly residential inventory remains limited across Miami Beach. Developers are leaning heavily into flexibility as buyer preferences continue shifting toward hospitality-style living. The project is specifically targeting residents and investors looking for second-home options that can also generate rental income when not in use. Amenities will include a resort-style pool deck, spa and wellness facilities, co-working lounges, rooftop cabanas, yoga areas, valet services, and a Beach Club experience designed to extend the lifestyle beyond the building itself.

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What This Means for North Beach Development

The launch reflects the broader evolution happening across North Beach, which has increasingly become a target for new luxury and mixed-use development. Compared to South Beach and other mature Miami Beach submarkets, North Beach still offers relatively lower pricing, walkability, and redevelopment opportunities that continue attracting both developers and buyers. The project is located near the Miami Beach Bandshell, North Beach Oceanside Park, and Collins Avenue's retail corridor, positioning it within one of the city's fastest-changing waterfront neighborhoods.

What Investors and Buyers Are Watching

For investors, the combination of furnished units, flexible rental policies, and hospitality-style amenities continues driving demand in South Florida's condo market. Developers across Miami-Dade have increasingly blended hotel-style operations with residential ownership models as buyers prioritize convenience, income potential, and lifestyle-driven amenities. NoBe PARC also reflects the continued strength of Miami Beach's luxury residential pipeline despite higher interest rates and ongoing supply growth throughout South Florida.

What the Project Could Mean for Miami Beach

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As North Beach continues evolving, projects like NoBe PARC are helping reshape the area into a more active live-work-play district tied closely to wellness, tourism, and flexible living trends. For landlords, brokers, and investors, the development highlights how hospitality-focused residential products continue gaining momentum across South Florida's coastal markets.