



# PALMA

MIAMI BEACH RESIDENCES



**PALMA** is immediately an architectural icon in this area of Miami Beach. Exclusive and prestigious, it is designed to be a love letter for those looking for a boutique residence created for a privileged few. From the moment you enter you will experience glamor and romantic interiors by award-winning Studio Ramirez. In your home, you will awaken to the perfection of **PALMA** floorplans that were created to be your Mediterranean sanctuary and place for celebrating life.

DESIGNED for a  
*luxure-life*



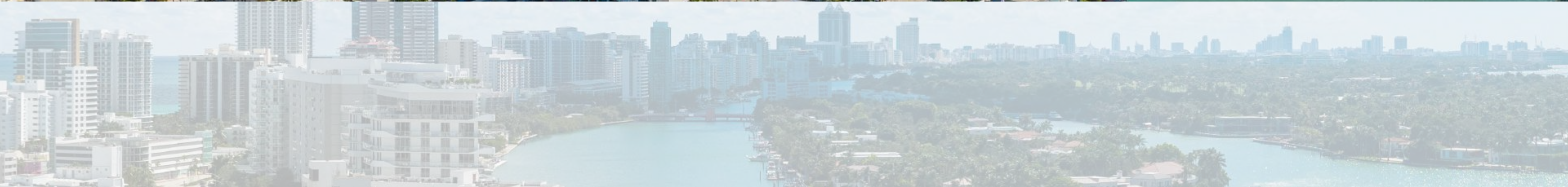


OCEAN

BAY



*Water everywhere the eye can see.*





# PALMA

MIAMI BEACH RESIDENCES





# PALMA

MIAMI BEACH RESIDENCES

BEACH ACCESS

MIAMI BEACH BANDSHELL

AQUATIC CENTER

72 PARK

CARLYLE

MIAMI BEACH TENNIS CENTER

NORTH SHORE PARK YOUTH CENTER

PARKVIEW PADDLEBOARD DOCK







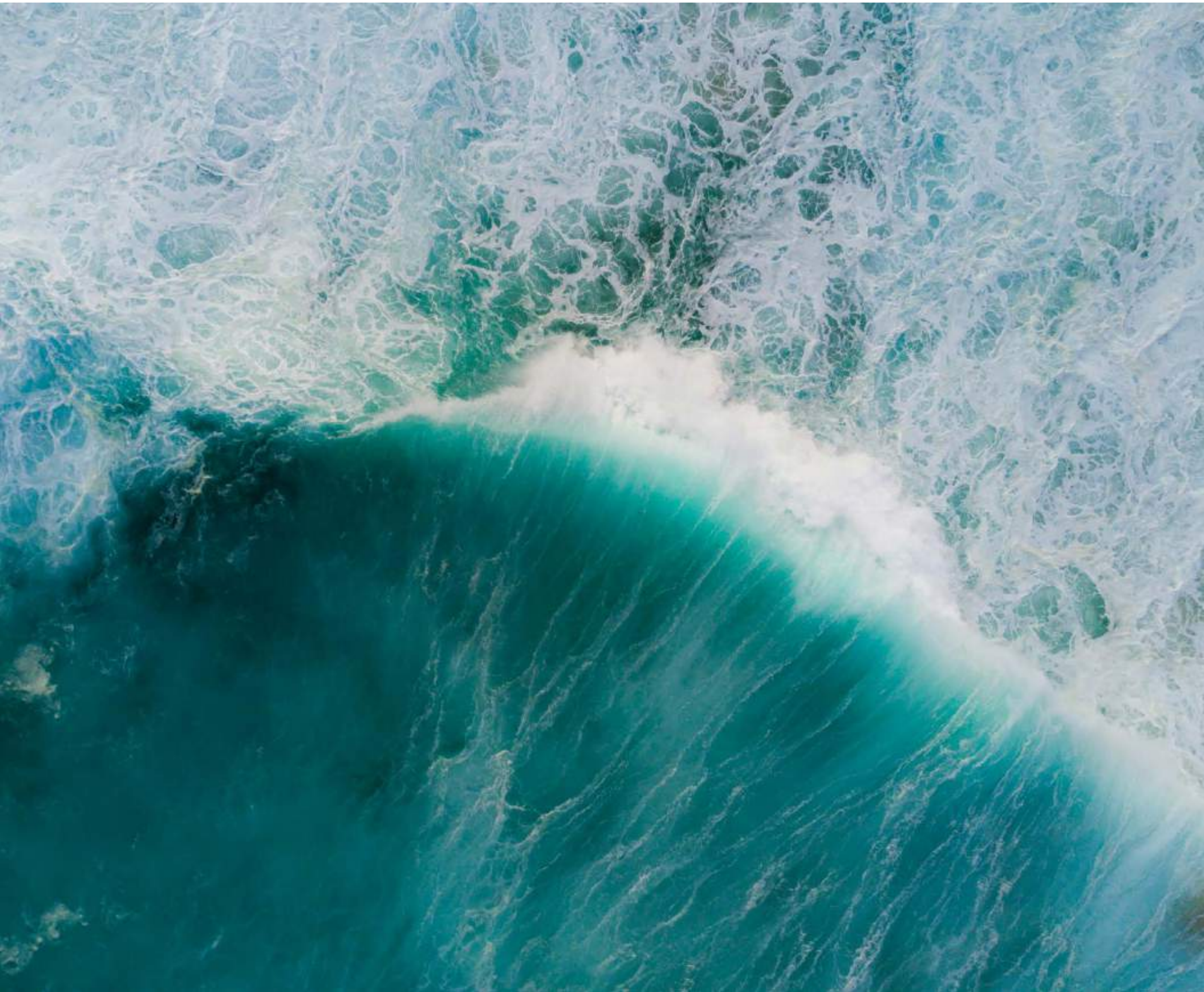
*The luxury of island life*

# PALMA





FALL IN LOVE  
WITH THE MOMENT



AND THE SETTING

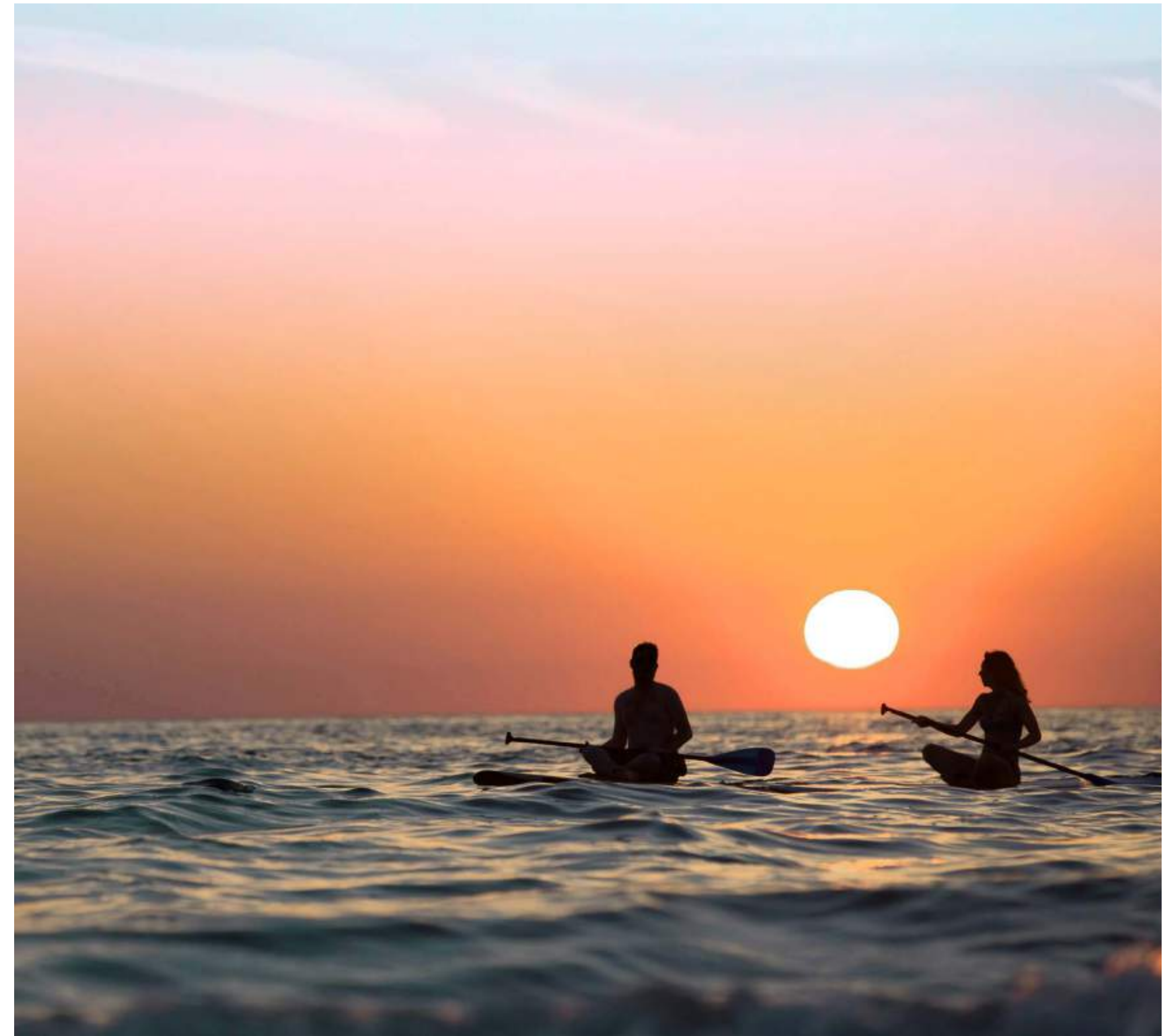


*A beautiful island  
story in your life,  
and you are  
the muse.*





A CELEBRATION  
OF YOUR LIFE



FROM SUNRISE  
TO SUNSET







## BAL HARBOUR SHOPS

Indulge in unparalleled luxury shopping at Bal Harbour Shops, the epitome of sophistication in Miami Beach. A curated collection of world-renowned designer boutiques, exclusive brands, and exquisite dining options are minutes from your home. From high-end fashion to fine jewelry, discover the pinnacle of style and elegance in one of the most prestigious shopping destinations in the world. Here, luxury knows no bounds.





TENNIS  
KAYAKING  
JET SKIS  
SUNBATHING  
GOLF  
PADDLE BOARDING  
BASKETBALL  
RUNNING  
CYCLING  
SWIMMING

**AN ACTIVE LIFE IN YOUR  
NEIGHBORHOOD**

Live an active and vibrant lifestyle at PALMA in Miami Beach. From coastal strolls, beach relaxation, and thrilling water sports like jet skiing and paddle boarding you'll have a world of natural fitness always at your door. The, add the neighboring tennis, golf, and beach volleyball and your every day is an adventure.







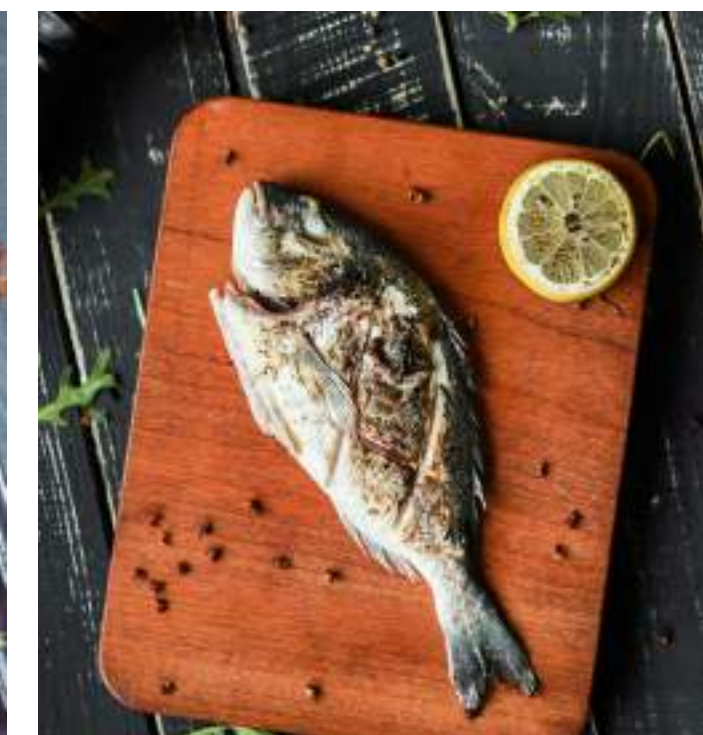
## ONE OF THE NATIONS BEST SPAS

The epitome of indulgence nestled right next door to your home is where you can step into a world of tranquility and rejuvenation. The Carillon Miami Wellness Resort offers an array of luxurious treatments and was named one of the best by Condé Nast Traveller. From soothing massages to invigorating facials, all can be tailored to restore your body and mind.



## A CHARMING DINING SCENE MEDITERRANEAN STYLE.

From **PALMA** you can embark on a culinary journey through a vibrant Mediterranean-type neighborhood. Meander small streets lined with quaint cafes, bustling bistros, and cozy trattorias. Find fragrant seafood paella to mouthwatering kebabs, each offering their own flavor of living on an island and near the sea. Here, you can explore and discover deliciousness at every corner.





# FAMOUS NEW YORK CHEF OPENS NEXT DOOR



Roberta's

POPULAR NYC PIZZERIA  
ROBERTA'S ANNOUNCES A  
PERMANENT MIAMI LOCATION  
- EATER/MIAMI

ROBERTA'S WILL MAKE ITS LONG-  
AWAITED MIAMI COMEBACK  
- TIMEOUT

ICONIC NEW YORK PIZZERIA  
ROBERTA'S SET TO RETURN TO  
MIAMI WITH PERMANENT  
LOCATION AT 72 PARK  
- PROFILE MIAMI

ICONIC NEW YORK PIZZERIA  
ROBERTA'S SET TO ELEVATE MIAMI  
BEACH DINING EXPERIENCE AT  
72 PARK  
- FLORIDA YIMBY





NEW YORK MEETS  
MIAMI BEACH





## REVITALIZATION HELPS MIAMI BEACH ENTER A NEW REALM OF POSSIBILITIES *BETTER THAN EVER BEFORE*

The North Miami Beach Oceanside Park is being referred to as the Central Park of this area. Voters have approved a new town center and this monumental transformation. A total of \$53.8 million will be invested in a multipurpose facility located on a four acre site just blocks away from PALMA and feature a competition aquatic center, an innovation center, a library, a parking garage and added green spaces that are manicured and beautifying the area.



# AQUATIC CENTER



# REVITALIZATION







*A Mediterranean experience  
that begins in Miami Beach*





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#### OUR TEAM

DEVELOPER  
**Lefferts**

ARCHITECTURE  
**Built Form**

INTERIOR DESIGN  
**Studio Ramirez**

LANDSCAPE ARCHITECT  
**Keith**

#### THE DETAILS

FULLY FURNISHED RESIDENCES  
& NO MINIMUM RENTAL  
RESTRICTIONS

#### RESIDENTIAL MIX

**1 Bedroom**  
405-573 SF | 38 - 53 M<sup>2</sup>

**2 Bedroom**  
620-889 SF | 58 - 83 M<sup>2</sup>

**Penthouses**  
414-1342 SF | 38 - 125 M<sup>2</sup>



14  
STORIES

126  
RESIDENCES



## THERE'S NO OTHER PLACE LIKE IT.

Welcome to **PALMA**, where coastal charm meets the excitement of Miami Beach. Discover a hidden gem along this coastline, bursting with attractions for the avid outdoor enthusiast. Picture yourself strolling along the stunning Miami Beach or soaking up the sun at North Beach Oceanside Park. Swing into action at the Miami Beach Tennis Center or tee off at the prestigious Normandy Shores Golf Club. Dive into adventure with beach volleyball, jet skis, paddle boards, and kayak rentals readily available. And don't miss the iconic Miami Beach Boardwalk, your gateway to a world of dining, cafes, bars, and parks, all nestled beneath the shade of swaying palm trees.

Imagine the magic of live music under the stars at the Miami Beach Bandshell, or exploring the vibrant energy of a farmer market surrounding the neighboring Normandy Fountain. With seamless access to Downtown Miami and the upscale shopping of Bal Harbour, every moment in **PALMA** is infused with possibility.

Life on the beach has never looked so enticing, and now, with **PALMA**, it's yours to embrace.





## BUILDING FEATURES

- 14-story landmark building designed by Built Form
- Prime Miami Beach location just steps from the beach
- Cutting-edge green building with SMART technology LEED Gold certification
- Curated retail tenants on ground level











# THE AMENITIES







## RESORT-STYLE POOL

### AMENITIES

- Double-height lobby with floor-to-ceiling windows
- Reception Desk
- 24-hour secure access to building, amenities, garage and private residential areas
- Resort-style pool with private daybeds and luxe cabanas
- Outdoor summer kitchen with bar and pool deck event area
- Resident lounge on pool level with indoor and outdoor seating for private resident events
- State-of-the-art fitness center fully-equipped with Technogym and view of resort pool area
- Wellness hot tub and arctic cold-plunge pools
- Advanced technology SMART building with high-speed fiber-optic internet access
- WiFi throughout all common areas

















# THE RESIDENCES





# PALMA BEACH CLUB

Welcome to “luxury beach”, where indulgence meets relaxation in the heart of Miami Beach. Picture yourself lounging in our sumptuous beach chairs, where every detail is tailored to your comfort and enjoyment. Our attentive staff anticipates your every need, ensuring seamless service with a smile.

Craving Mediterranean flavors? Our on-demand food service brings the taste of the Mediterranean straight to your cabana. Finally a beach club that is curated to perfection.







## RESIDENTIAL FEATURES

- Beach-luxe residences with modern open layouts
- All residences are fully finished and furnished by award-winning Studio Ramirez
- Panoramic ocean and bay views in select units residences
- Private balconies for outdoor enjoyment from your home
- Luxurious 9-10 ft ceilings giving space and light to the feeling of your residence
- Floor-to-ceiling sliding glass doors with impact-resistant glass
- Advanced technology Smart Building
- Residences are pre-wired for high-speed internet and Wi-Fi
- Energy efficient central air conditioning and heating system
- Conveniently stacked washer and dryer included
- Spacious closets for your beach-chic wardrobe

## KITCHEN

- Imported European-cabinets with premium fittings
- Bosch appliance package with refrigerator, oven, cooktop, microwave, and dishwasher
- Premium stone countertops & backsplashes for the ultimate culinary experience
- Contemporary stainless steel under-mounted sink
- Elegant faucet with integrated spray handle

## MASTER BATHROOM

- Imported European cabinets with premium hardware and drawer pulls
- Premium stone countertops and backsplashes
- Rectangular trough porcelain sinks with dual elegant faucets (in select residences)
- Custom-finished porcelain floors and walls in wet areas
- Glass shower enclosures
- Premium European-style fixtures and accessories









ARTIST CONCEPTUAL RENDERING. DEVELOPER MAY CHANGE WITHOUT NOTICE.

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## YOUR “SOMETIMES” ISLAND HOME, WHERE FLEXIBILITY IS FREEDOM.

PALMA offers owners the ultimate flexibility in either creating a full-time residency or renting their homes full-time or part-time.

We believe the greatest ownership is one you can enjoy when visiting and otherwise enjoy revenue when away. Nothing could compare to the freedom you get in ownership at PALMA.



### MIAMI BEACH VISITOR STATISTICS

<b>10.9M</b> VISITORS	<b>75%</b> STAY IN HOTELS	<b>\$100K+</b> INCOME OF 44%
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### REASONS FOR VISIT

<b>73%</b> VACATION LEISURE	<b>34%</b> FRIENDS & FAMILY	<b>15%</b> BUSINESS
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### TOP AREAS FOR VISITORS:

<b>44%</b>	MIAMI BEACH
<b>22%</b>	DOWNTOWN/BRICKELL
<b>9%</b>	NORTH DADE
<b>7%</b>	SOUTH DADE
<b>4%</b>	SUNNY ISLES

### MIAMI BEACH, FL AIRBNB DATA

<b>Occupancy Rate</b>	<b>61%</b>	<b>18% YOY</b>
<b>Average Daily Rate</b>	<b>\$199</b>	<b>21% YOY</b>
<b>Average Monthly Revenue</b>	<b>\$3,642</b>	<b>20% YOY</b>

- DATA BY MASHVISOR 2024

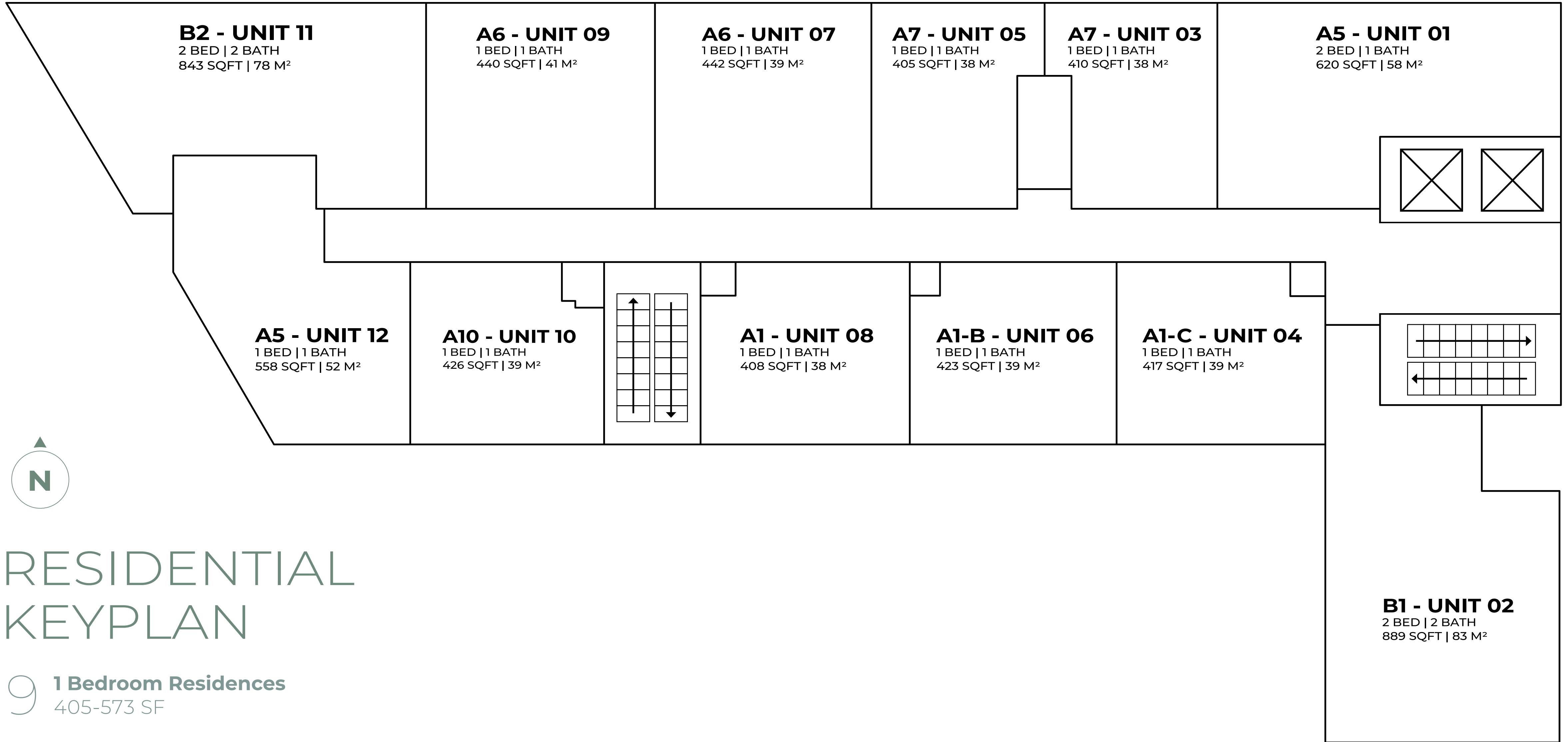
STATISTICS ARE NOT THE OPINION OF THE DEVELOPER AND ONLY SERVE TO SHOW THIRD PARTY OPINIONS. FOR YOUR OWN FORECASTING IT IS ALWAYS RECOMMEND YOU DO YOUR OWN RESEARCH AND DUE DILIGENCE.





# FLOORPLANS + KEYPLANS





# RESIDENTIAL KEYPLAN

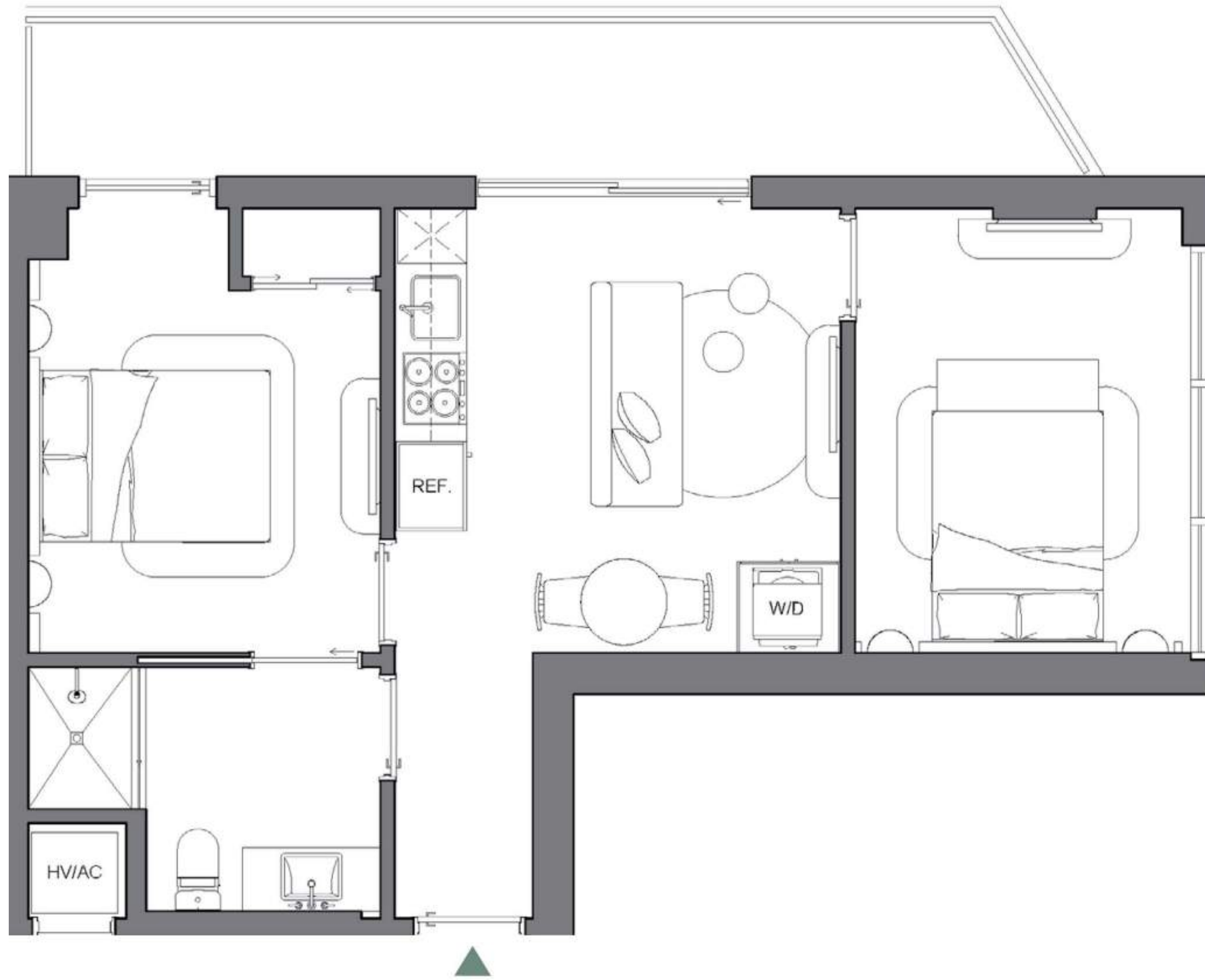
**9 1 Bedroom Residences**  
405-573 SF

**3 2 Bedroom Residences**  
620-889 SF



# PALMA

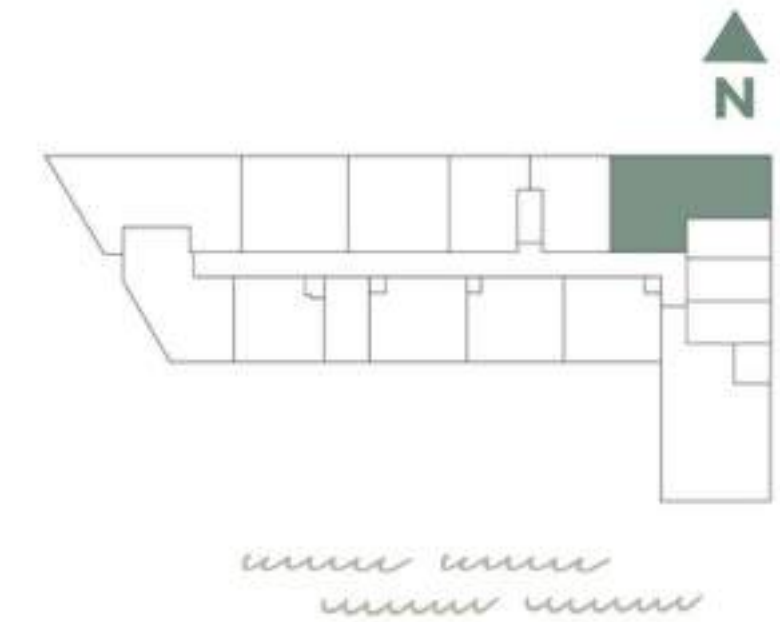
MIAMI BEACH RESIDENCES



A5/01

**TWO BED / ONE BATH**

INTERIOR	620 SQFT		58 M2
EXTERIOR	149 SQFT		14 M2
<b>TOTAL</b>	<b>769 SQFT</b>		<b>71 M2</b>



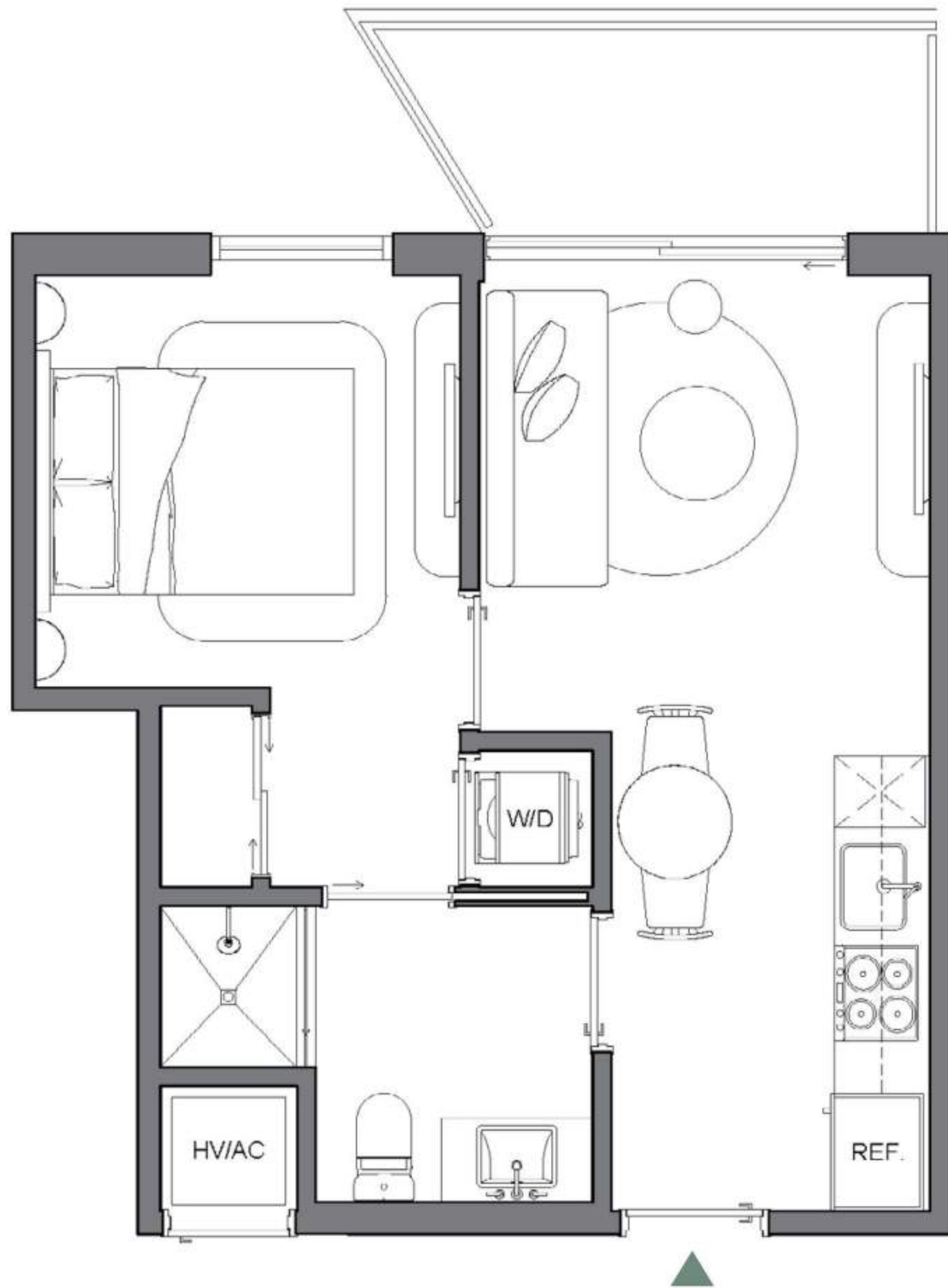
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The sketches, renderings, graphic materials, plans, specifications, terms, conditions and statements contained herein are proposed only, and the Developer reserves the right to modify, revise or withdraw any or all of same in its sole discretion and without prior notice. They should not be relied upon as representations, express or implied, of the final detail of the residences or the Condominium. All stated dimensions and ceiling heights are approximate and all floor plans and development plans are subject to change. All residence features and finishes and building amenities are subject to change, including, without limitation, changes in manufacturers, brands, amenities, services and/or the design team. The views from units at the Condominium will vary depending on the unit purchased. Any view from any unit of from other portions of the property may in the future be limited or eliminated by future development or circumstances or events beyond our control, and the Developer in no manner guarantees the continuing existence of any view. Short term rental of units require each owner to obtain a certificate of use from the applicable governing agency and are otherwise subject to issuance at the discretion of the City of Miami Beach and applicable laws. While short term rentals are permitted as of the date hereof, there is no guarantee that this will always be the case. The project graphics, renderings and text provided herein are copyrighted works owned by the Developer. © 2023 Palma Miami Beach LLC or © 2023 Lefferts Investments LLC, or their respective affiliates or licensors. All rights reserved. Unauthorized reproduction, display or other dissemination of such materials is strictly prohibited and constitutes copyright infringement. No real estate broker is authorized to make any representations or other statements regarding the Condominium, and no agreements with, deposits paid to or other arrangements made with any real estate broker are or shall be binding on the Developer.



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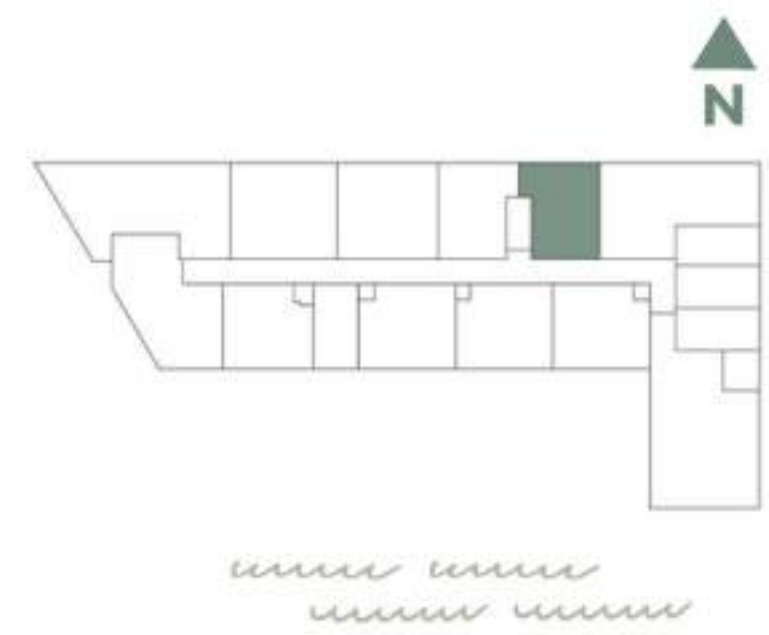
MIAMI BEACH RESIDENCES



A7/03

**ONE BEDROOM / ONE BATH**

INTERIOR	410 SQFT   38 M2
EXTERIOR	58 SQFT   5 M2
<b>TOTAL</b>	<b>468 SQFT   43 M2</b>



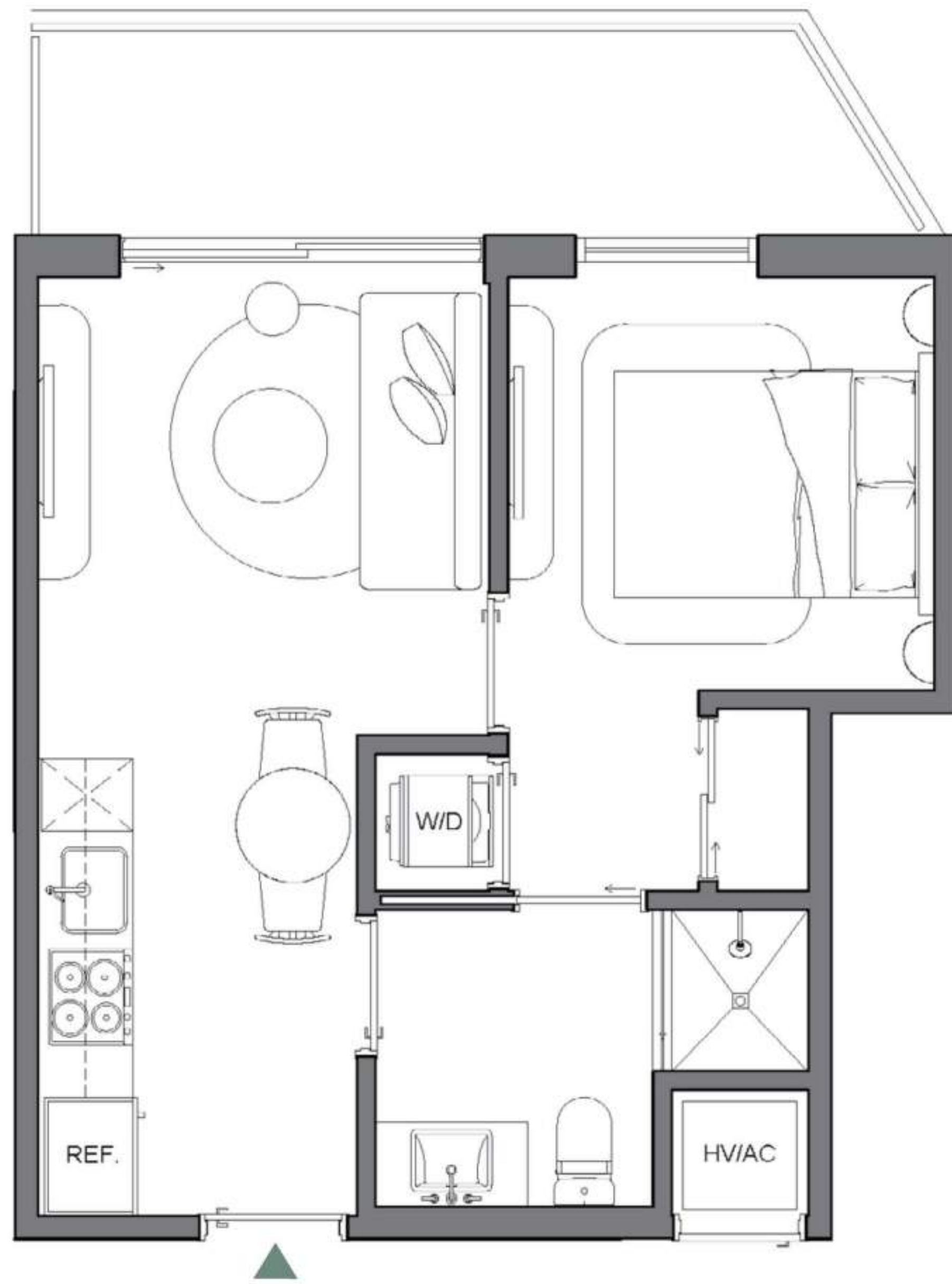
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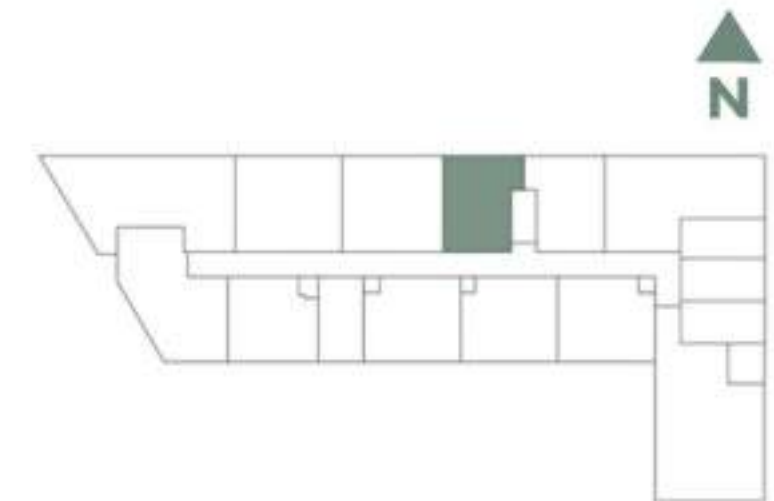
MIAMI BEACH RESIDENCES



A7/05

**ONE BED / ONE BATH**

INTERIOR	405 SQFT   38 M2
EXTERIOR	90 SQFT   8 M2
<b>TOTAL</b>	<b>495 SQFT   46 M2</b>



www.lefferts.com



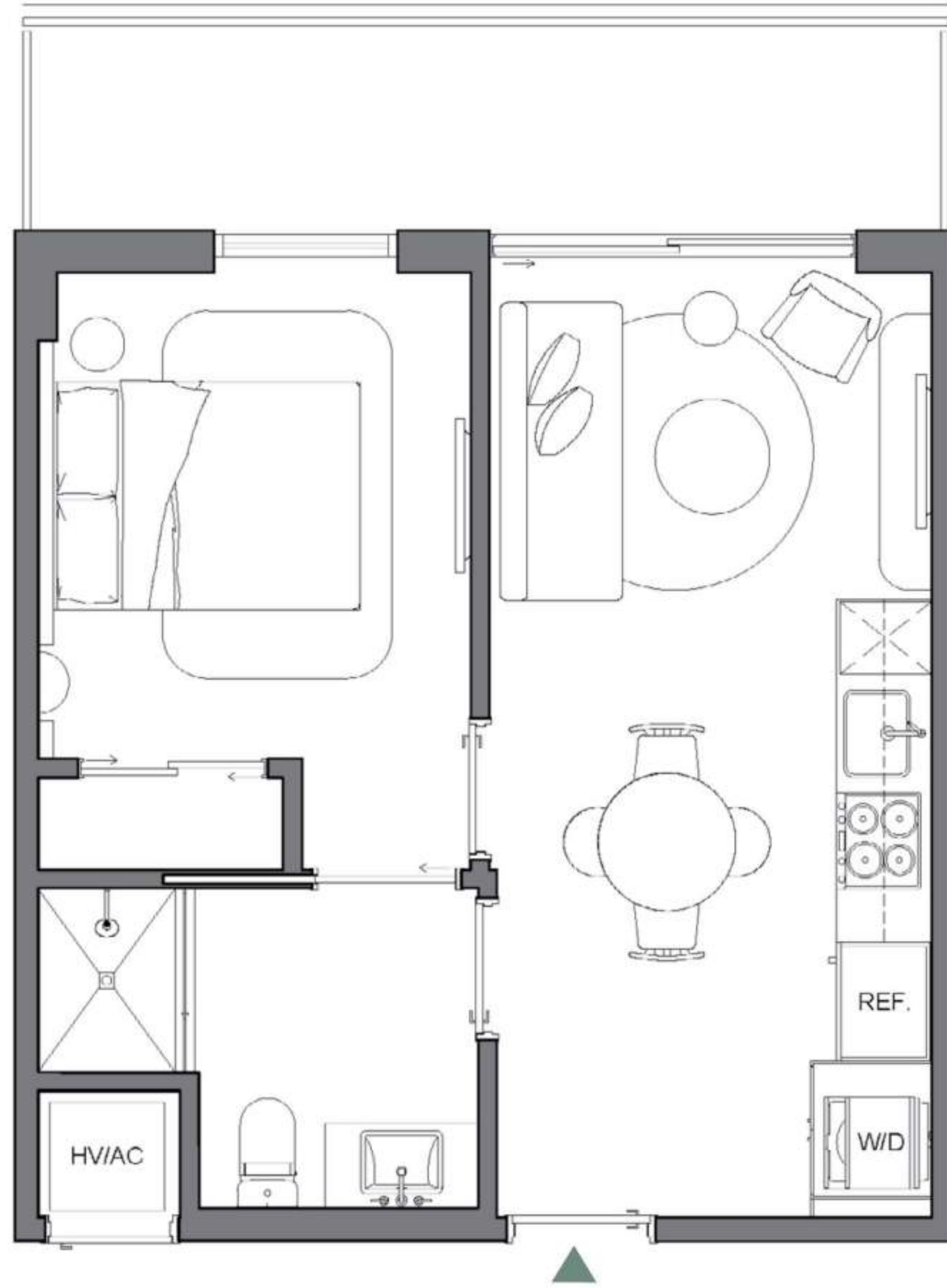
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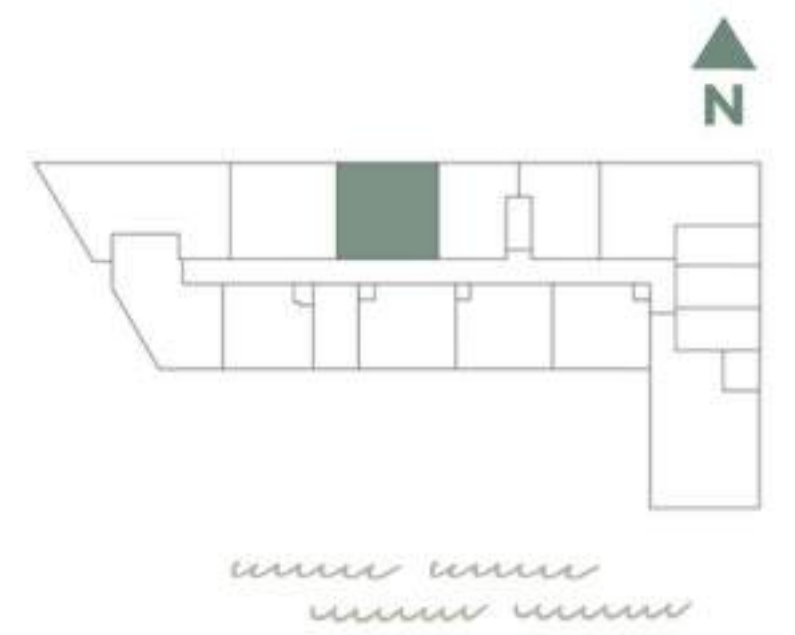
MIAMI BEACH RESIDENCES



A6/07

**ONE BED / ONE BATH**

INTERIOR	442 SQFT   41 M2
EXTERIOR	99 SQFT   9 M2
<b>TOTAL</b>	<b>541 SQFT   50 M2</b>



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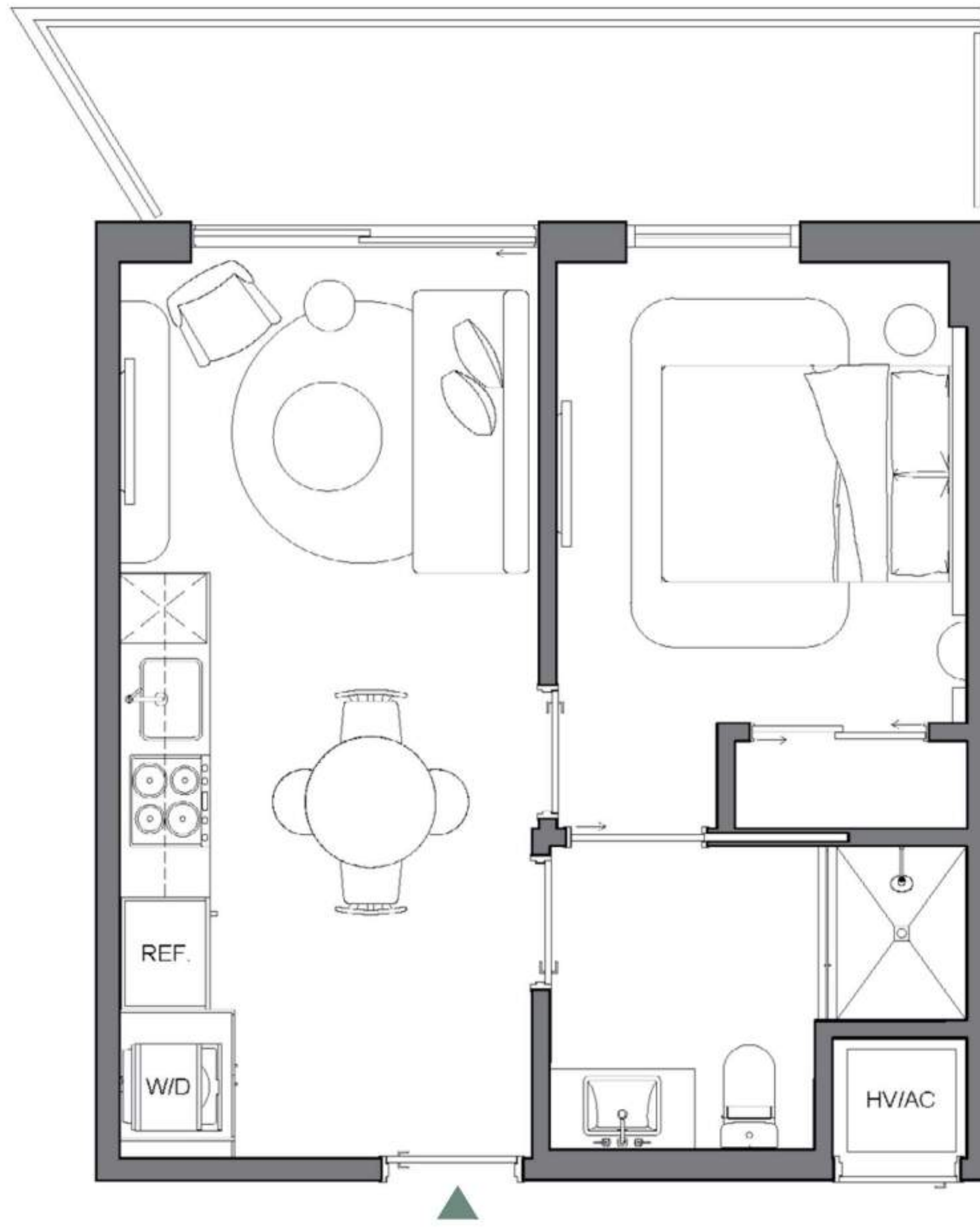
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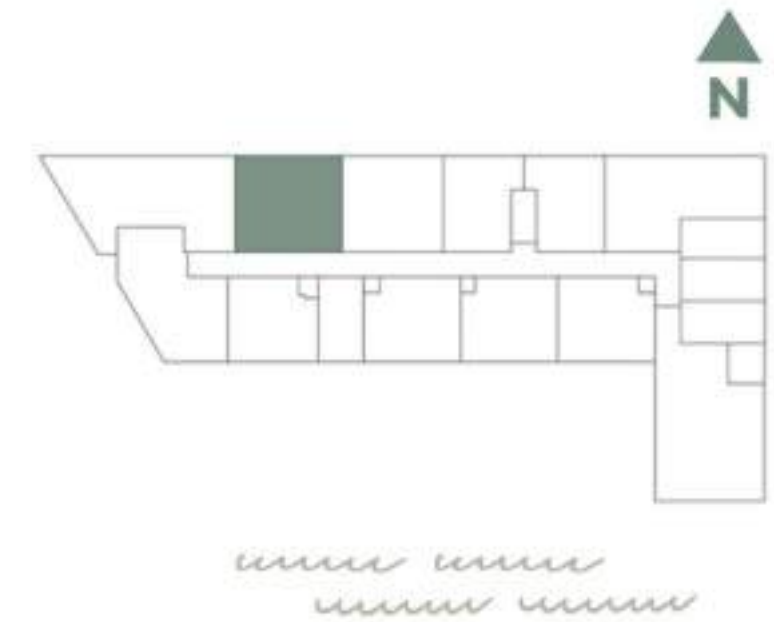
MIAMI BEACH RESIDENCES



A6/09

**ONE BED / ONE BATH**

INTERIOR	440 SQFT   41 M2
EXTERIOR	102 SQFT   9 M2
<b>TOTAL</b>	<b>542 SQFT   50 M2</b>



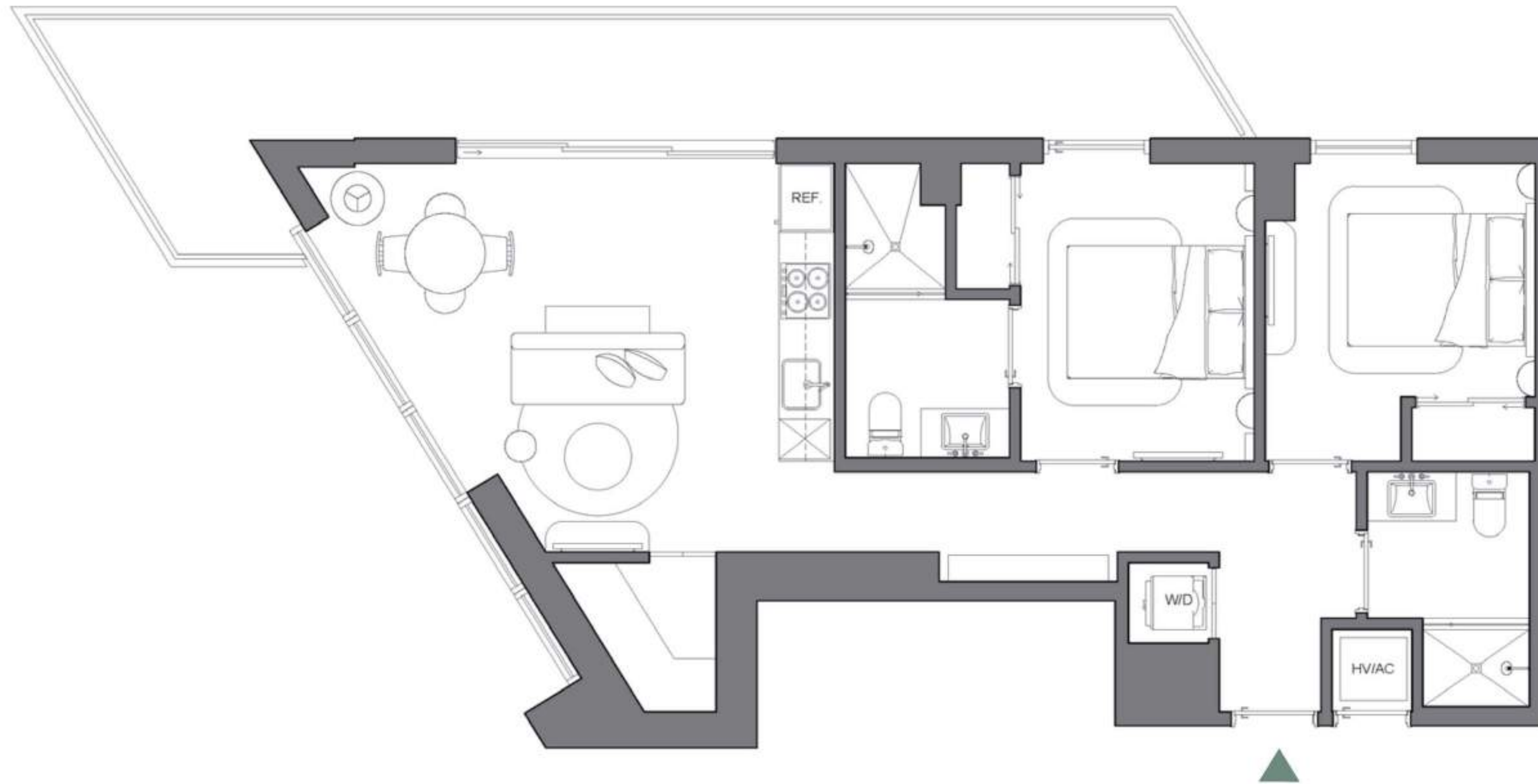
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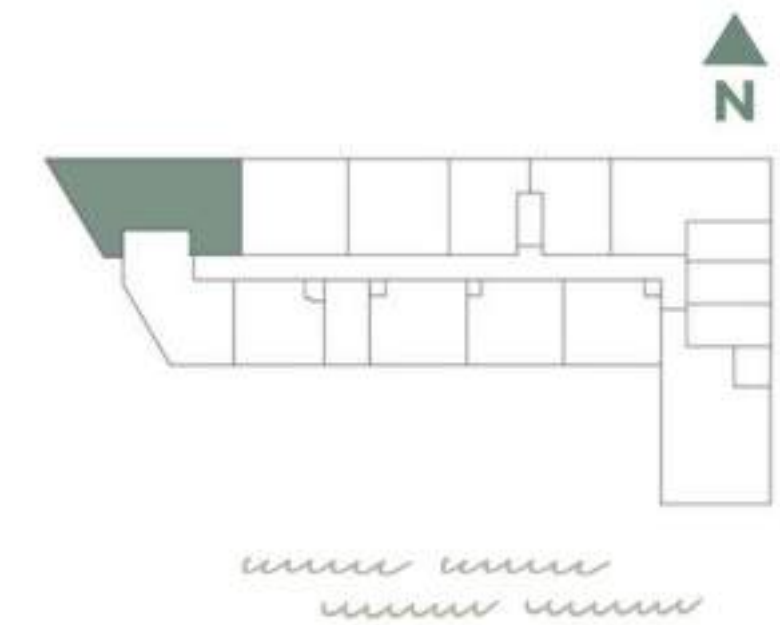
MIAMI BEACH RESIDENCES



B2/11

**TWO BED / TWO BATH**

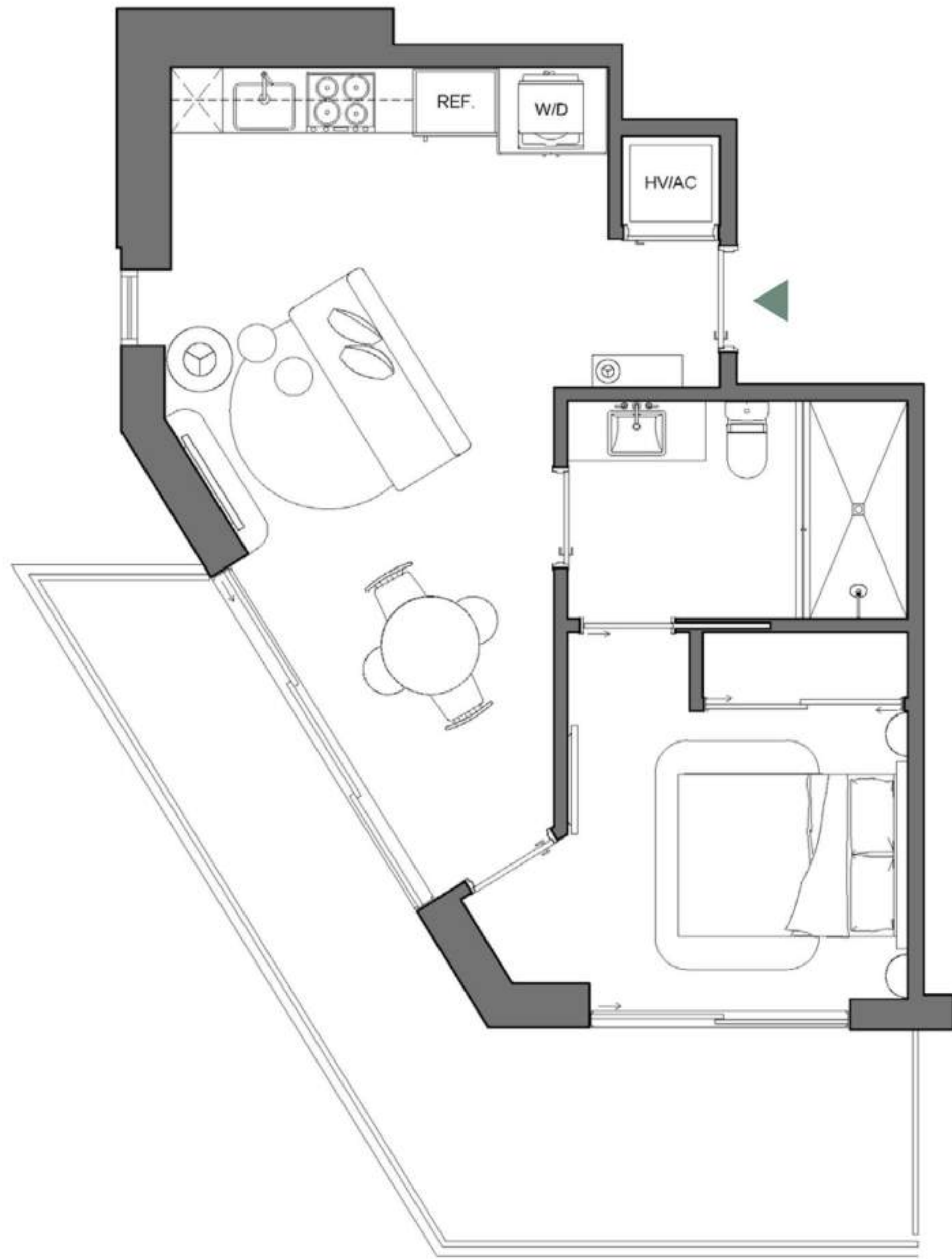
INTERIOR 843 SQFT | 78 M2  
 EXTERIOR 243 SQFT | 23 M2  
**TOTAL 1,086 SQFT | 101 M2**



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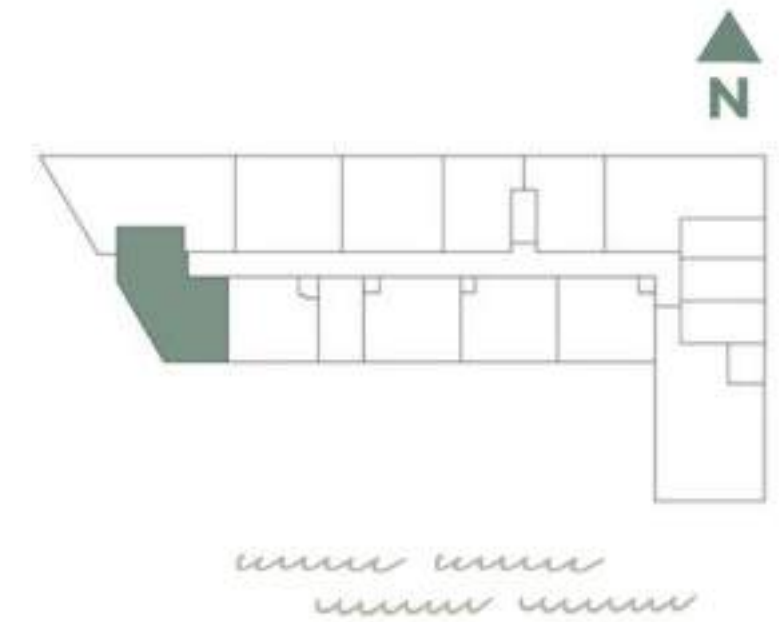
# PALMA

MIAMI BEACH RESIDENCES

A4/12

**ONE BED / ONE BATH**

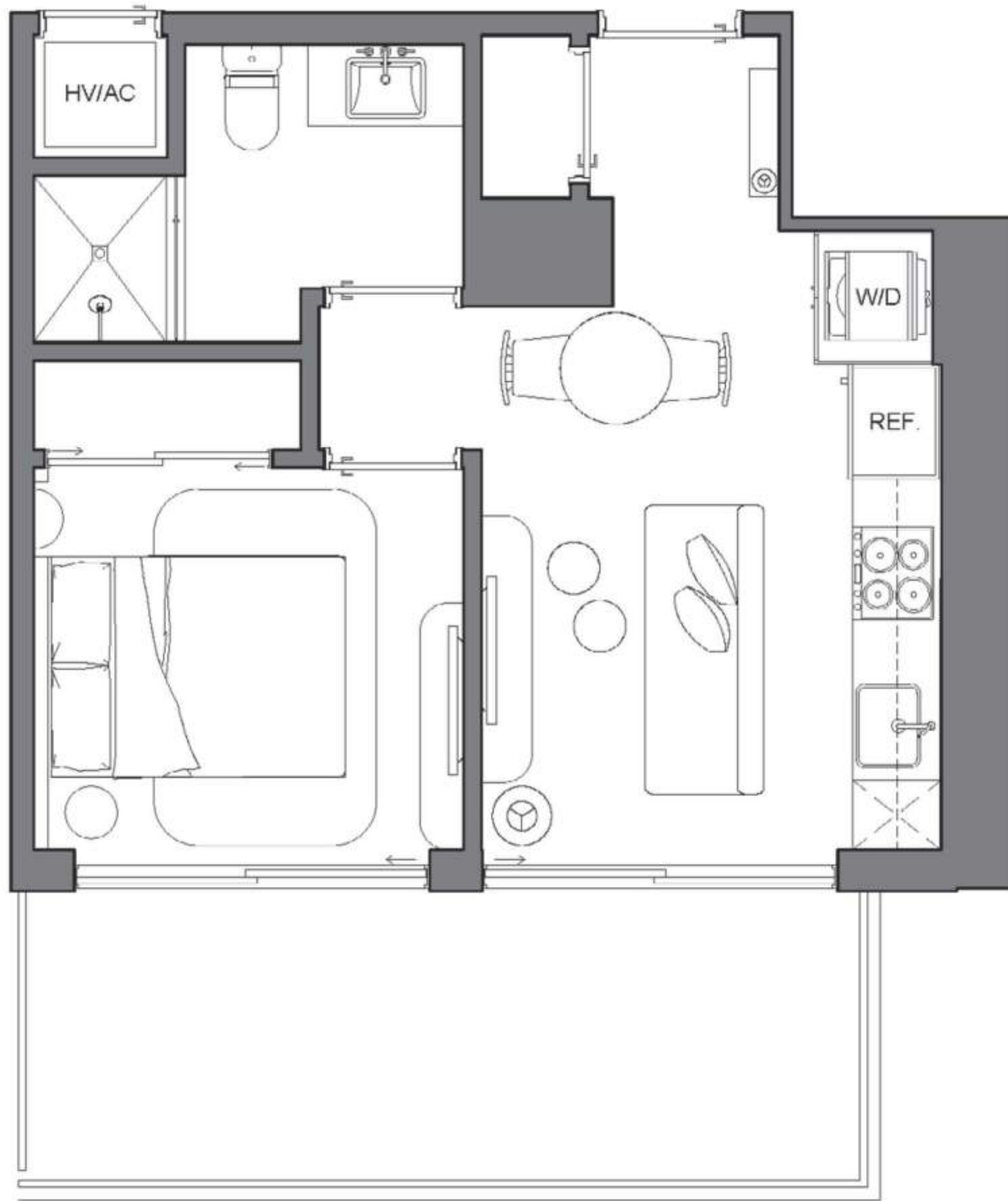
INTERIOR	558 SQFT   52 M2
EXTERIOR	201 SQFT   19 M2
<b>TOTAL</b>	<b>759 SQFT   71 M2</b>



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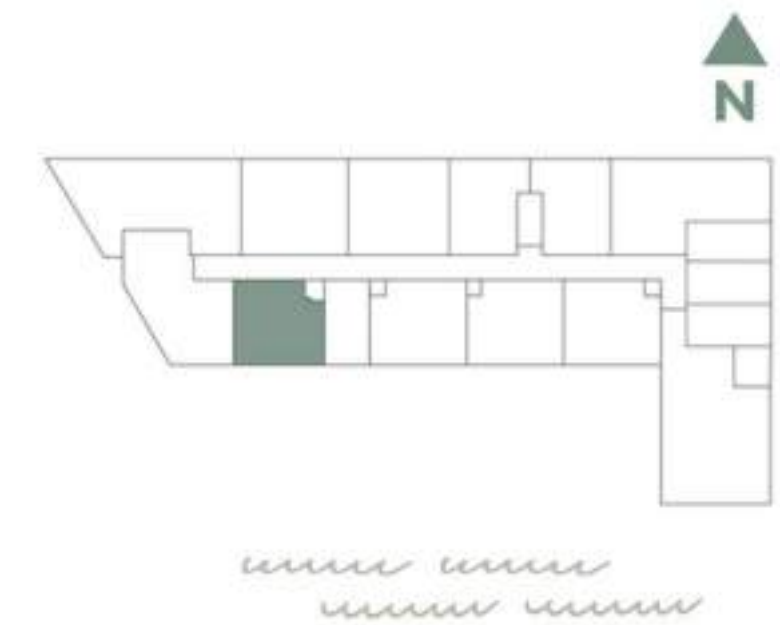
# PALMA

MIAMI BEACH RESIDENCES

A10/10

**ONE BED / ONE BATH**

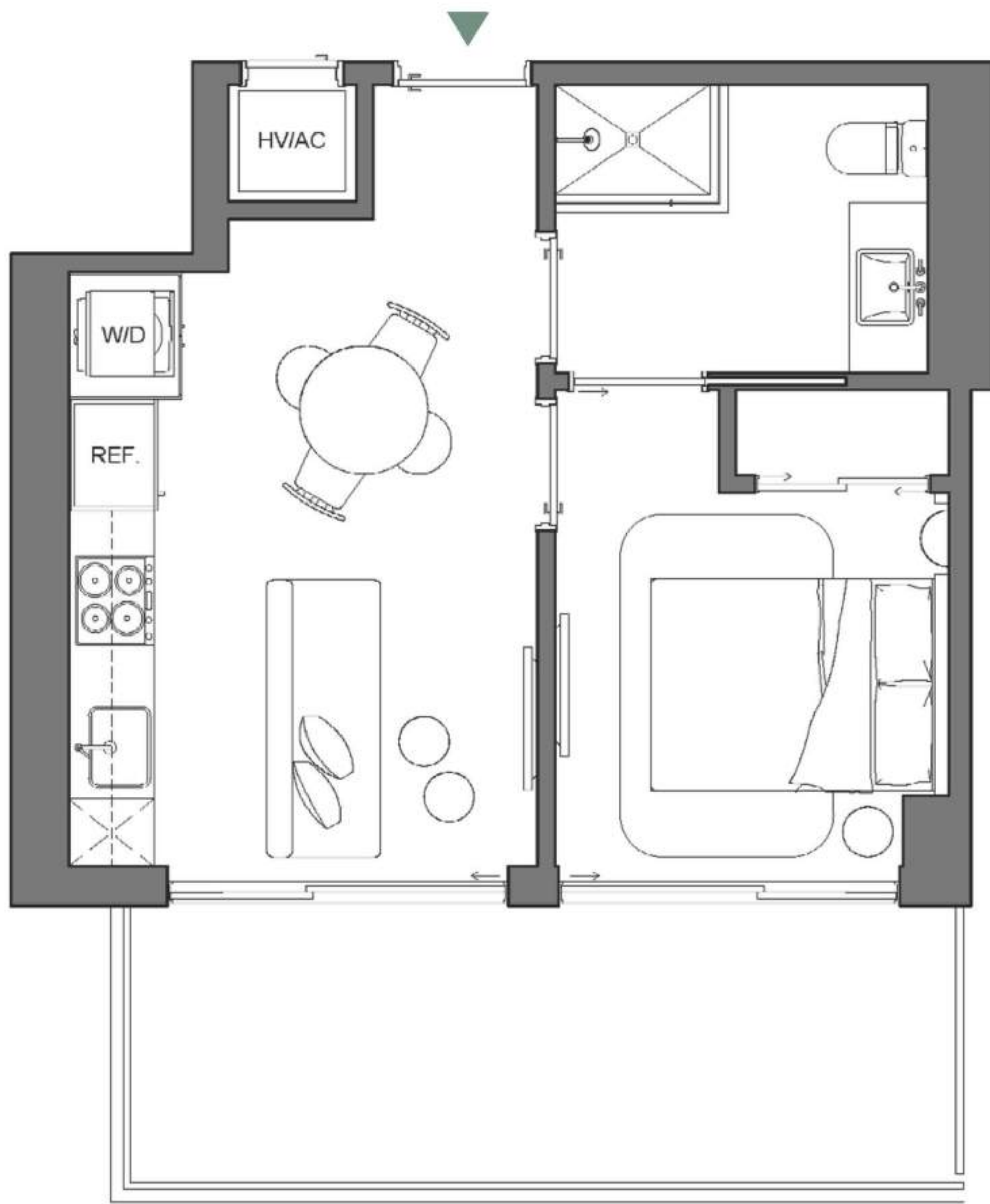
INTERIOR:	426 SQFT   40 M2
EXTERIOR:	135 SQFT   12 M2
<b>TOTAL</b>	<b>561 SQFT   52 M2</b>



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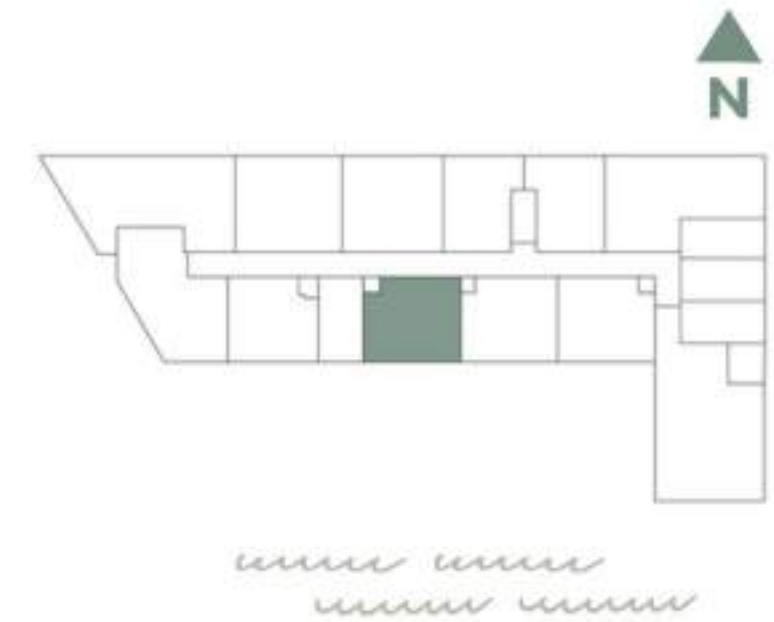
# PALMA

MIAMI BEACH RESIDENCES

A1/08

**ONE BED / ONE BATH**

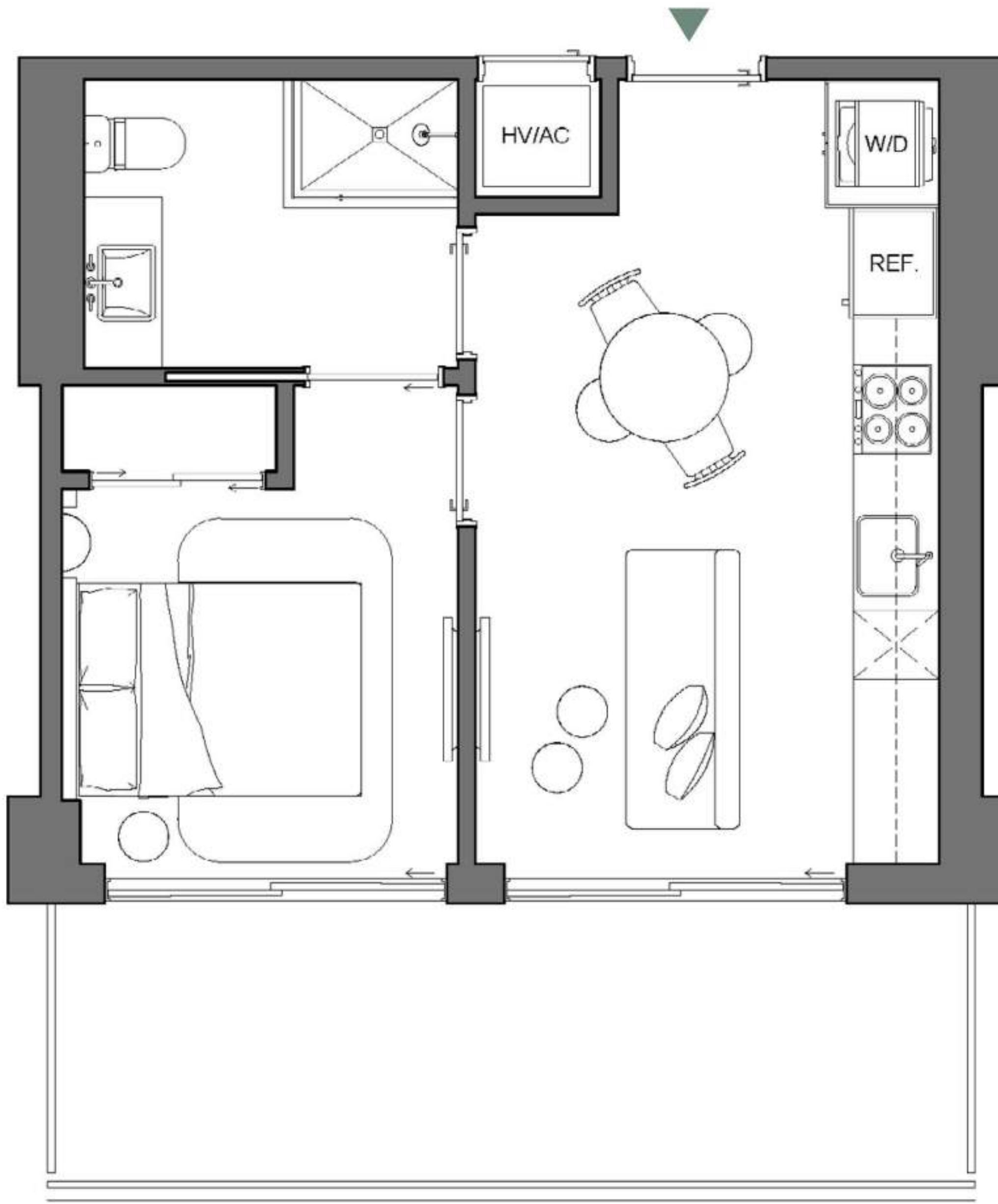
INTERIOR	408 SQFT   38 M2
EXTERIOR	140 SQFT   13 M2
<b>TOTAL</b>	<b>548 SQFT   51 M2</b>



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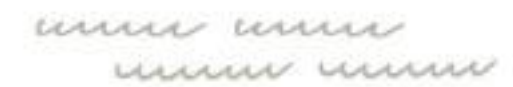
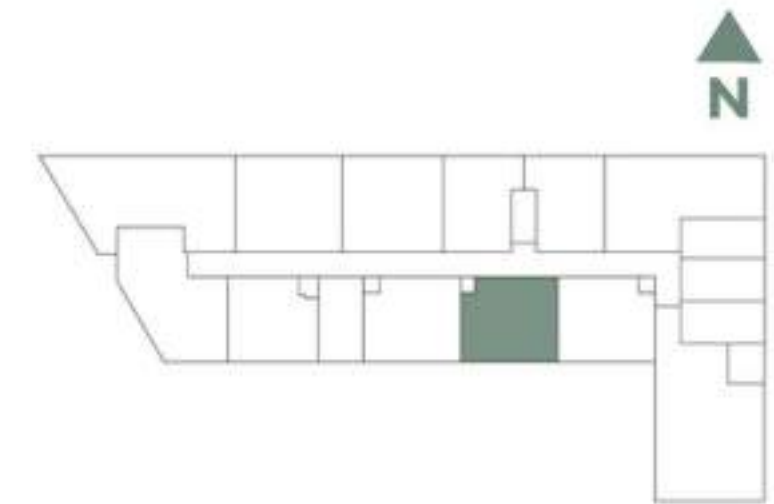
# PALMA

MIAMI BEACH RESIDENCES

A1B/06

**ONE BEDROOM / ONE BATH**

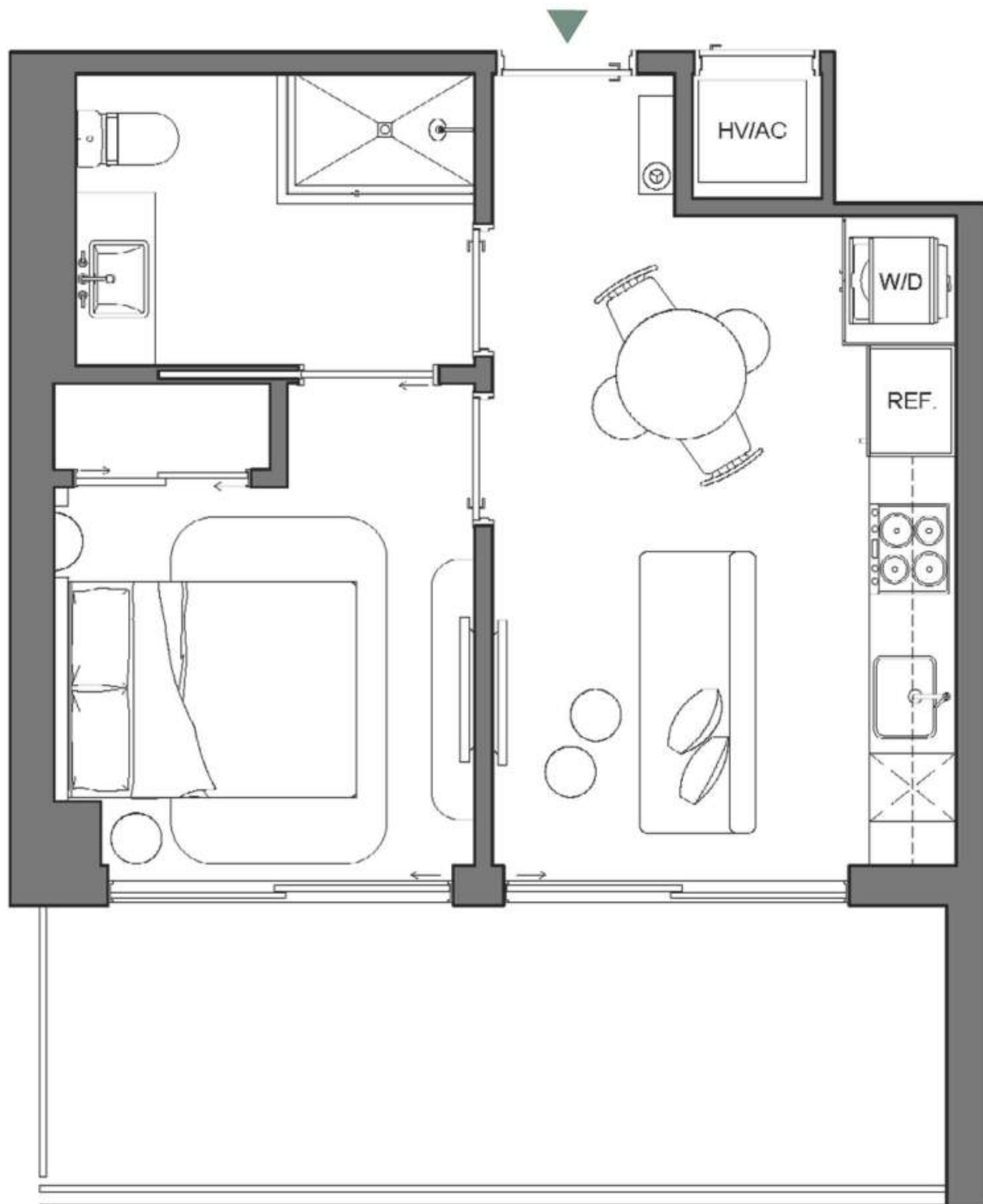
INTERIOR	423 SQFT   39 M2
EXTERIOR	151 SQFT   14 M2
<b>TOTAL</b>	<b>574 SQFT   53 M2</b>



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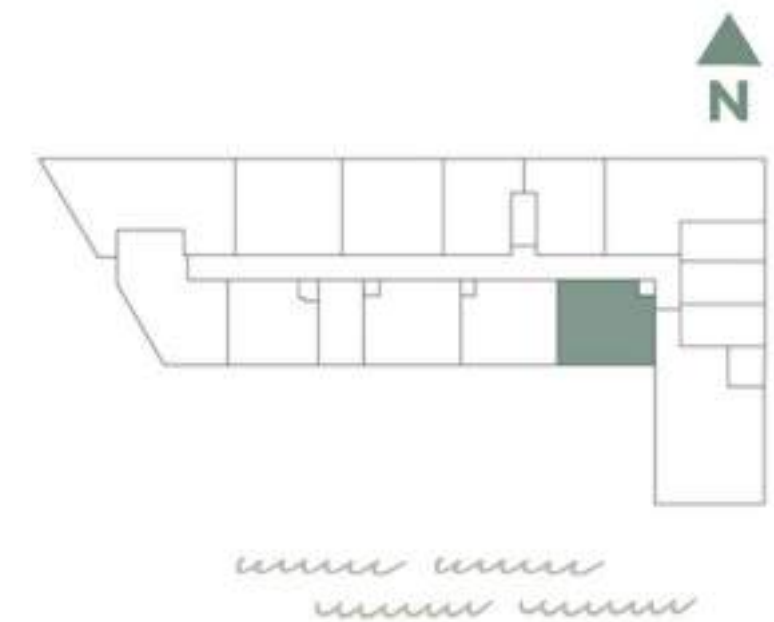
# PALMA

MIAMI BEACH RESIDENCES

A1C/04

**ONE BED / ONE BATH**

INTERIOR	413 SQFT		39 M2
EXTERIOR	150 SQFT		14 M2
<b>TOTAL</b>	<b>563 SQFT</b>		<b>52 M2</b>



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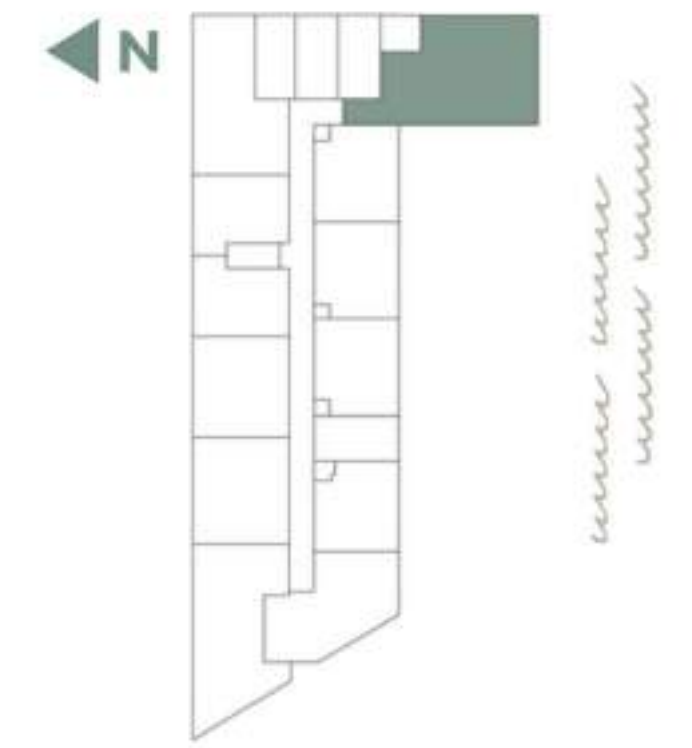
# PALMA

MIAMI BEACH RESIDENCES

B1/02

**TWO BED / TWO BATH**

INTERIOR 889 SQFT | 83 M2  
 EXTERIOR 291 SQFT | 27 M2  
**TOTAL 1,180 SQFT | 110 M2**



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# THE TEAM

## DEVELOPER | **LEFFERTS**

Lefferts is an unrivaled force in the realm of privately owned real estate development in New York and South Florida. Established in the vibrant landscape of New York City, Lefferts emerges as a preeminent force in the domain of privately owned real estate development, boasting a rich legacy spanning over two decades. With a steadfast dedication to excellence and sustainability, Lefferts crafts exceptional residential and commercial properties that transcend conventional boundaries, embodying innovation, quality, and inclusivity.

## ARCHITECT | **BUILT FORM**

Built Form provides uncompromising residential design that graces the skylines of many great cities and feature interior residences that are a perfect blend of both form and function.

## INTERIOR DESIGN | **STUDIO RAMIREZ**

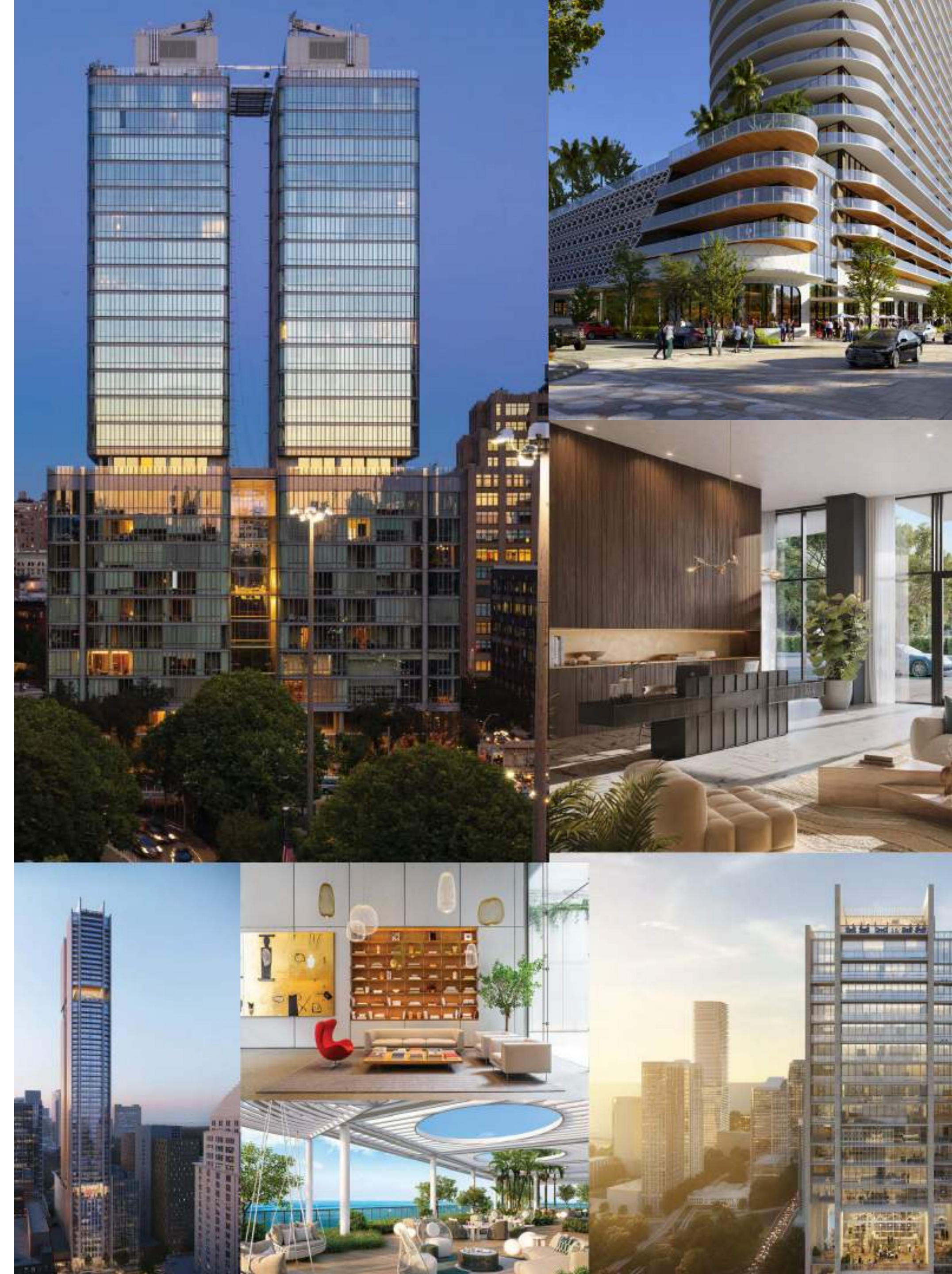
Studio Ramirez defines a new era of luxury interiors with their fresh iteration of a 20+ year history in interior design. The studio's growing portfolio is a tribute to their ability to welcome design challenges and create poignant solutions.

## LANDSCAPE ARCHITECT | **KEITH**

For more than six decades, KEITH has been providing design solutions throughout the State of Florida and the Caribbean creating tropical oasis' and lush gardens that are both elegant and inviting.

## SALES & MARKETING | **ONEWORLD PROPERTIES**

With over 20 years of experience, OneWorld Properties is an international leader in luxury real estate marketing and sales reaching markets in Asia, Europe, North America and South America.







# PALMA

MIAMI BEACH RESIDENCES



ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE.



LEFFERTS

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