



MIDTOWN PARK

BY PROPER





Sketch by Raymond Fort  
Principal, Arquitectonica

# The Grass is *Greener Here*

Midtown Park is a vibrant five-acre, 24/7 master-planned destination at the heart of Midtown, Miami, seamlessly connecting the dynamic neighborhoods of the Design District, Wynwood, and Edgewater. This mixed-use development is anchored by thoughtfully designed public spaces and features a unique blend of office spaces, hospitality, upscale residences, and more—a hub of creativity, community, and modern living.

"There is a New Midtown in Midtown".

Raymond Fort

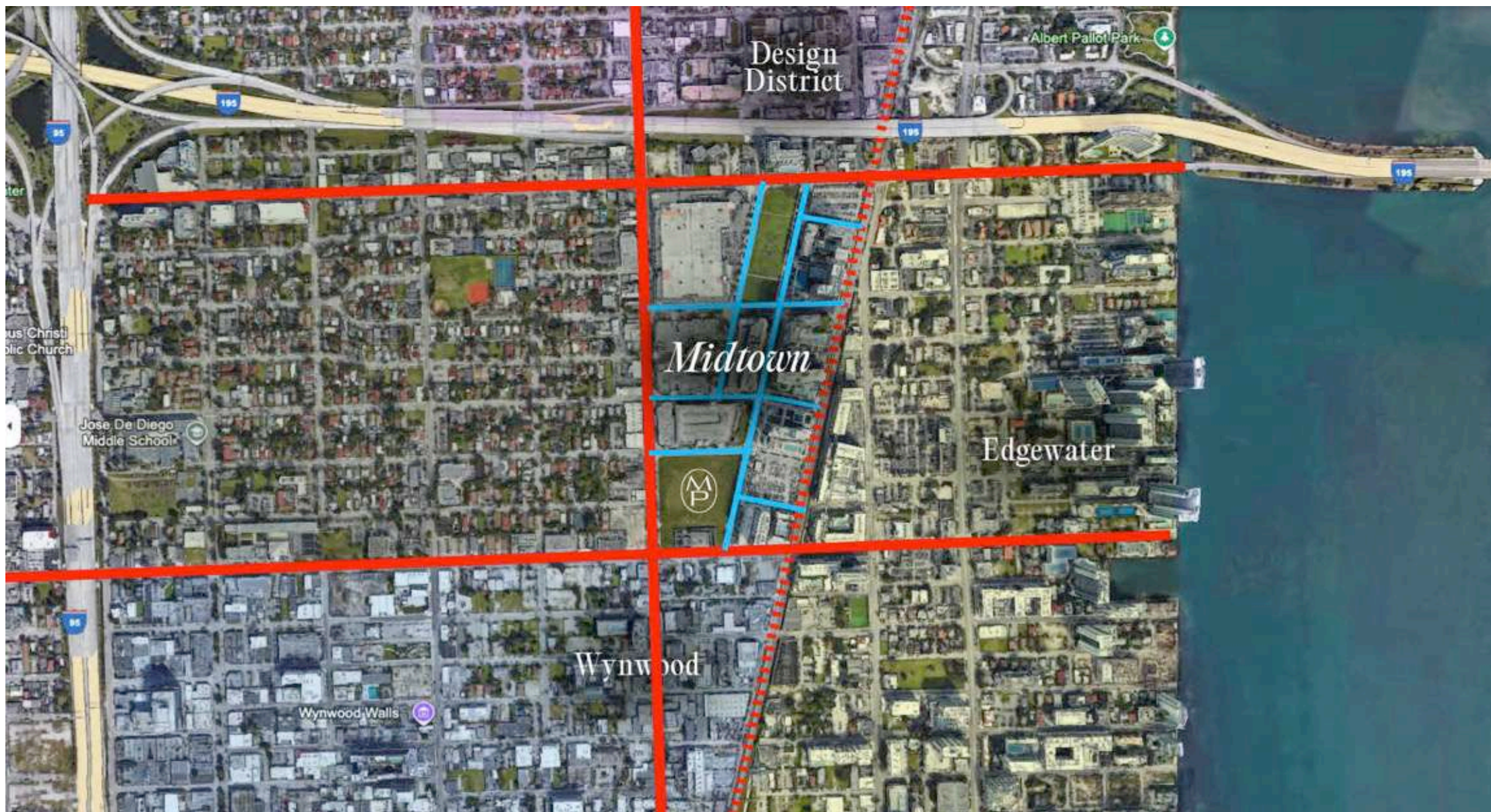


A large, faint, light-gray logo is centered in the background. It consists of a circle containing the letters 'M' and 'P' in a stylized, serif font. The 'M' is positioned above the 'P', and they are both centered within the circle.

NEIGHBORHOOD



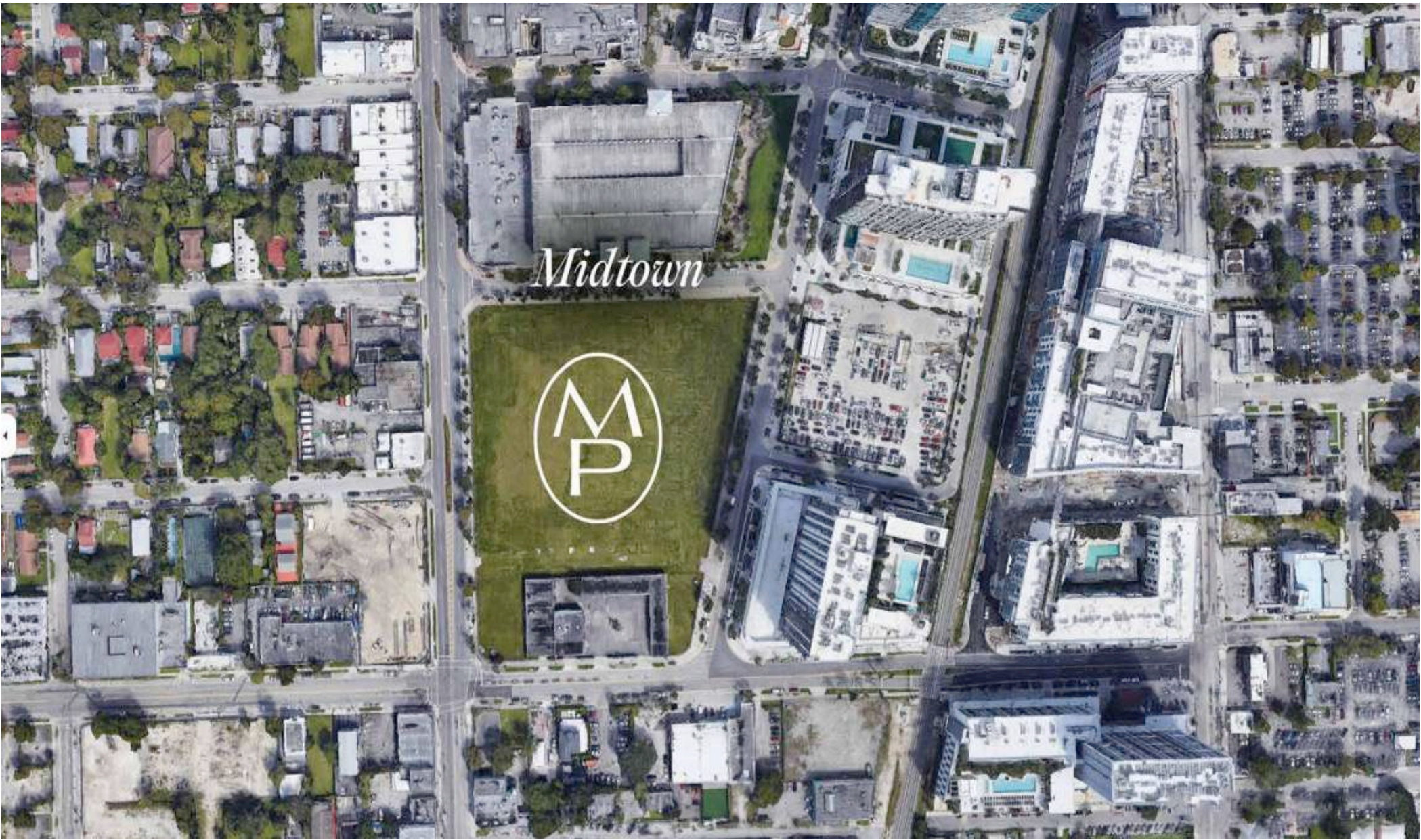














"Midtown Park, is Miami's the most *significant* urban development , *connecting* Design District and *Wynwood* through Midtown. This is a new *green* pedestrian *paradise with retail, restaurants, offices, and luxury residences.*"

Bernardo Fort Brescia, Principal, Arquitectonica



*In 1925*



*2025 & The Future*







# PROPER

HOTELS & RESIDENCES

“Passion fuels our pursuit of exceptional spaces—places that bring people together, inspire creativity, and embody modern living. Midtown Park is more than a destination; it’s a community designed for connection, discovery, and a life well-lived. Anything less just wouldn’t be proper.”

Brian De Lowe, President and Co-Founder,  
of Proper Hospitality

Proper Hotels ensures that every corner of Midtown Park is designed to reflect their distinctive ethos and coveted style, a hallmark of all their properties across the U.S. With a commitment to blending luxury with a sense of place, Proper Hotels elevates every space it inhabits. Founded by Brad Korzen, a veteran in the hospitality sector, Proper Hotels operates 20 award-winning locations, with more on the horizon. The brand carefully curates each property, selecting only those locations that align with its vision for sophisticated, forward-thinking design and unparalleled guest experiences.





# PROPER

*Midtown Park Residences by Proper is the company's second residential project, building on the success of Austin Proper Residences, which sold out at record prices, solidifying the company's reputation for cultivating exceptional, design-driven living. This is also a milestone as we introduce By Proper—a new extension of the Proper brand. While Proper Hotels remain defined by the signature design vision of Kelly Wearstler, By Proper brings together a curated mix of the world's leading designers, each shaping distinct, elevated spaces that remain true to our ethos of uncommon luxury, seamless service, and rich cultural connection. At the same time, we are preparing to welcome guests to the Shelborne by Proper, our soon-to-reopen luxury hotel in Miami Beach. Together, these properties extend our signature approach to design, culture, and hospitality, inviting Owners and guests alike to be part of a truly Proper way of life in Miami.*





## Tailored Benefits for *Proper Residents*

As a Proper residence owner, you're part of an exclusive community with access to signature experiences, cultural moments, and thoughtful comforts that define living Proper.

A Culture Concierge with offering preferred access to local sports, fashion, art, and other high-profile events.

A full calendar of social gatherings, fitness, wellness, and more.

On-demand in-residence services like grocery delivery, catering, personalized culinary service, housekeeping, laundry service, and more.

While-you're-away services, including pet care, plant care, and routine home maintenance\*.

A la carte massage and spa treatments, personalized training and yoga classes.

Gourmet chef services to host private dinners and events on the 7th floor.

Preferred Rates on guest rooms, spa treatments, and dining across the Proper Hospitality Portfolio VIP Recognition with personalized courtesies throughout your stay Insider Access to Proper Presents—our exclusive, invite-only cultural event series







## THE SHELBORNE BY PROPER BEACH CLUB







MASTERPLAN



"Midtown *Park* is designed as a *dynamic mixed-use destination* anchored in *public spaces*, with *open parks* and *pedestrian-friendly paseos* that bring *energy* to the ground floor. Every *element*—from *restaurants* and *cafes* to boutique *shops* and the Racquet Club—is thoughtfully *curated to celebrate* the *vibrant, urban lifestyle* that makes *Midtown* so unique. This is *city living* at its finest—*connected, lively, and full of possibility.*"

Carlos Rosso, CEO and Founder Rosso Development





West Park

Padel Club

Raquet Club

Acclaimed Restaurants

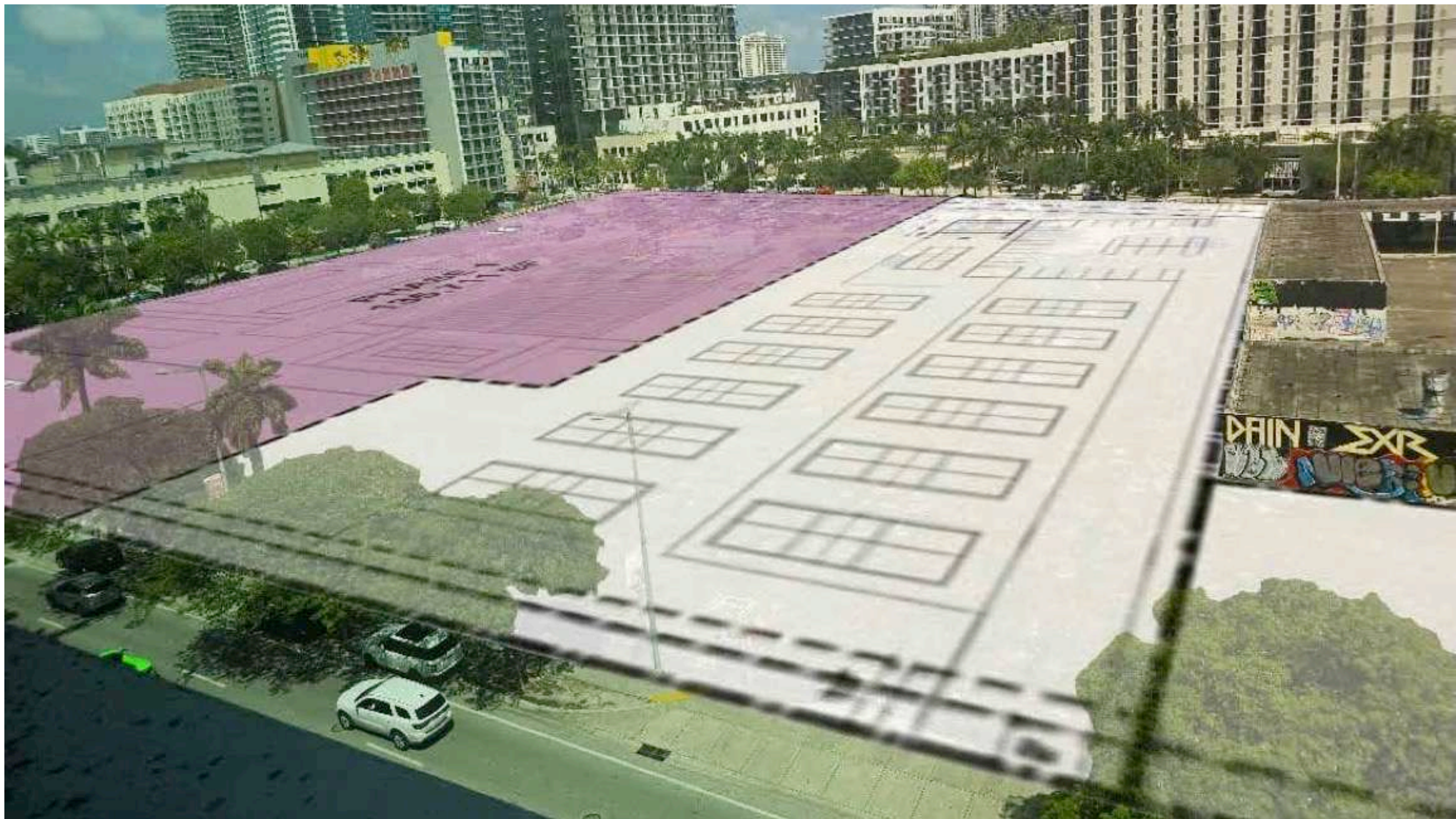
Prime Designer Shopping

Sidewalks Cafes

East Park

Residential Lobby













*Padel and Raquet Club*



Artists conceptual rendering. Subject to change.





East Park

## *Neighborhood Plazas & Parks*





Artists conceptual rendering. Subject to change.





*Acclaimed Chef Restaurants*

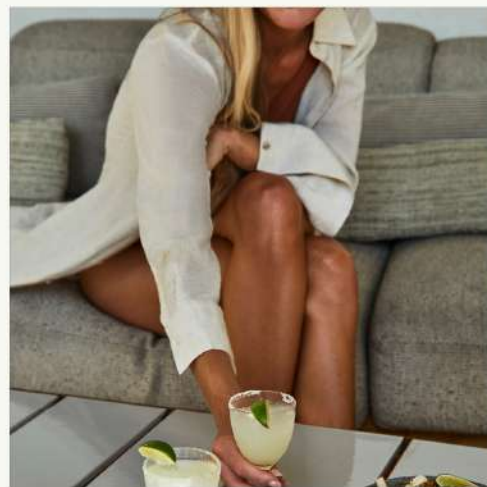


Artists conceptual rendering. Subject to change.





Artists conceptual rendering. Subject to change.



## *Charming Sidewalk Cafes*









Artists conceptual rendering. Subject to change.

*Enjoyable Shaded Paseos*









## *Prime Designer Shopping*

150,000 SF of curated high-end retail  
space including fashion and home decor



Artists conceptual rendering. Subject to change.









## *Boutique Office Spaces*

Midtown Park's office tower offers 60,000 SF of workspace, creating a new hub for innovation and productivity.







28-Stories

288 Residences

*Studios, one-, two-, three bedroom residences*  
with 9' ceilings and wrap around balconies  
*588 - 1,710 SF*

*Private Collection of four- and five-bedroom Penthouses*  
with 20' ceilings, outdoor rooftop level with gardens,  
summer kitchens and private pools  
*Averaging 3,150 SF*





# AMENITIES





Artists conceptual rendering. Subject to change.





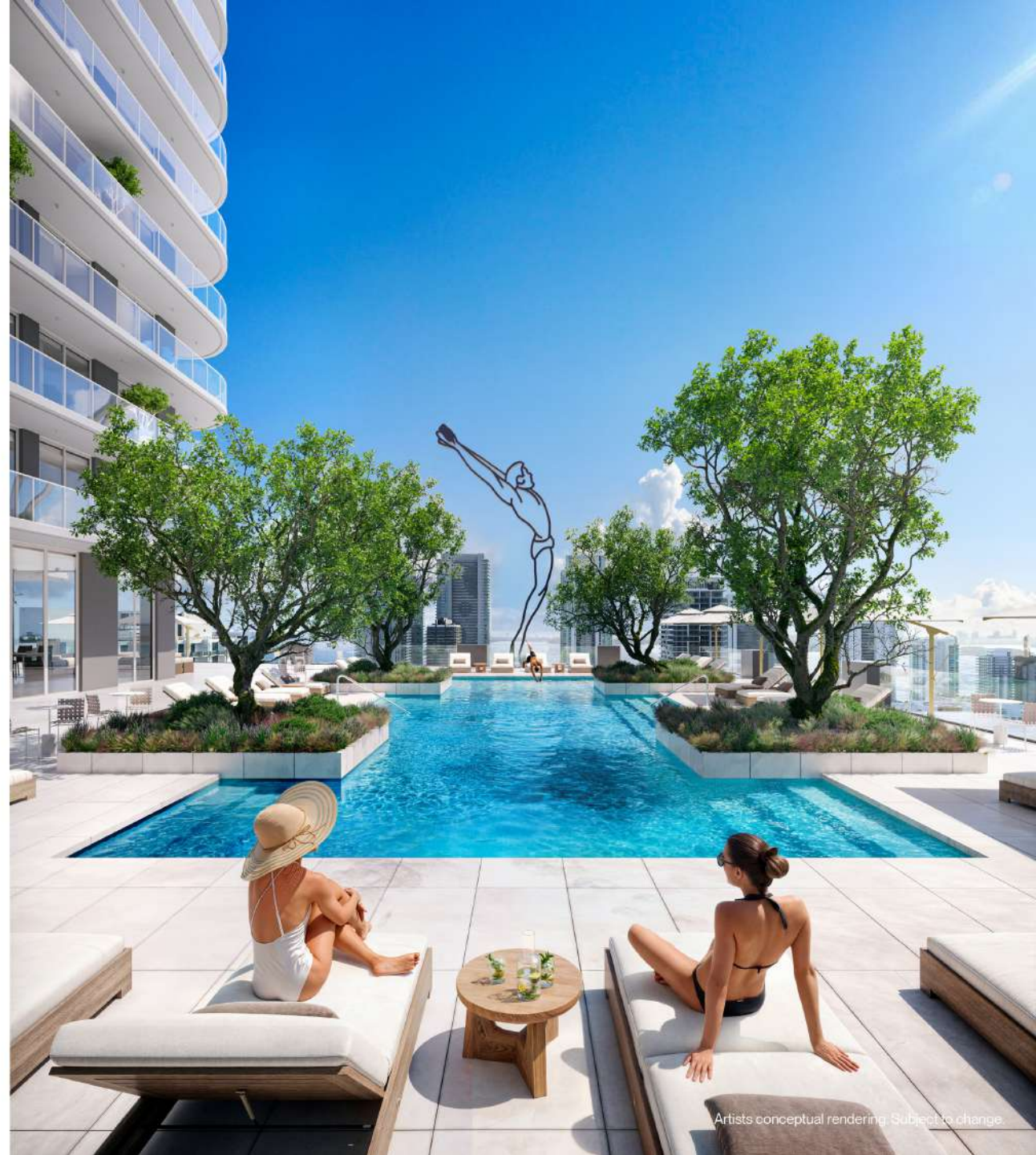
Artists conceptual rendering. Subject to change.





## *Your Trôpical Pool Deck*

Whether you're lounging with a cocktail or enjoying a refreshing dip, the rooftop pool is the perfect setting to unwind under the Miami sun.



Artists conceptual rendering. Subject to change.





*Garden Lounge & Bar*





Artists conceptual rendering. Subject to change.



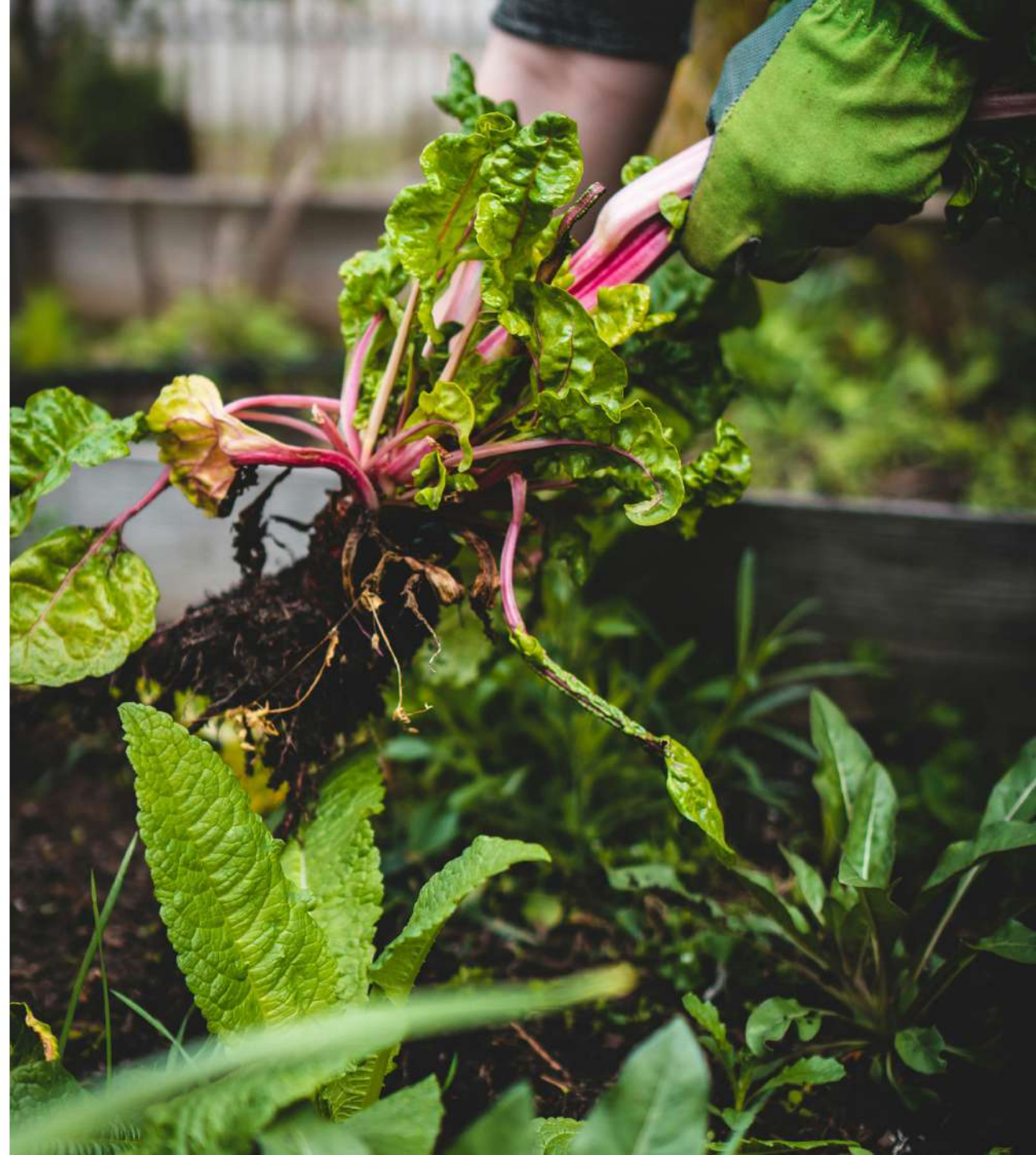


Artists conceptual rendering. Subject to change.





*Vegetable Gardens  
by Naturartificial*







*The Gym and Spa*





*Private Pickleball Court  
and Virtual Golf*







Artists conceptual rendering. Subject to change.

*Proper Kids Room*





*Co-working Lounge  
with Meeting Rooms*

*Pet Spa*







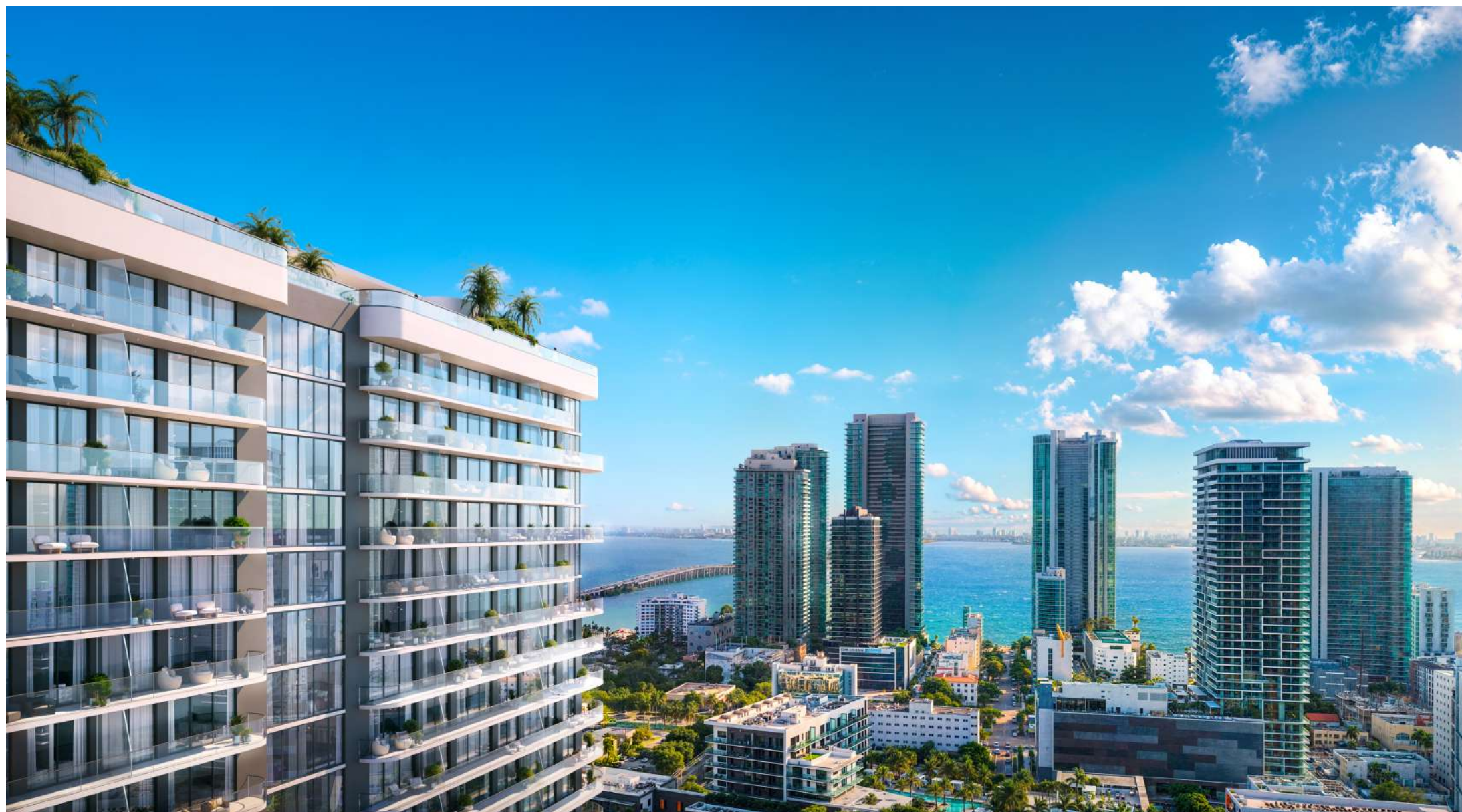
RESIDENCES





Artists conceptual rendering. Subject to change.













Artists conceptual rendering. Subject to change.





Artists conceptual rendering. Subject to change.











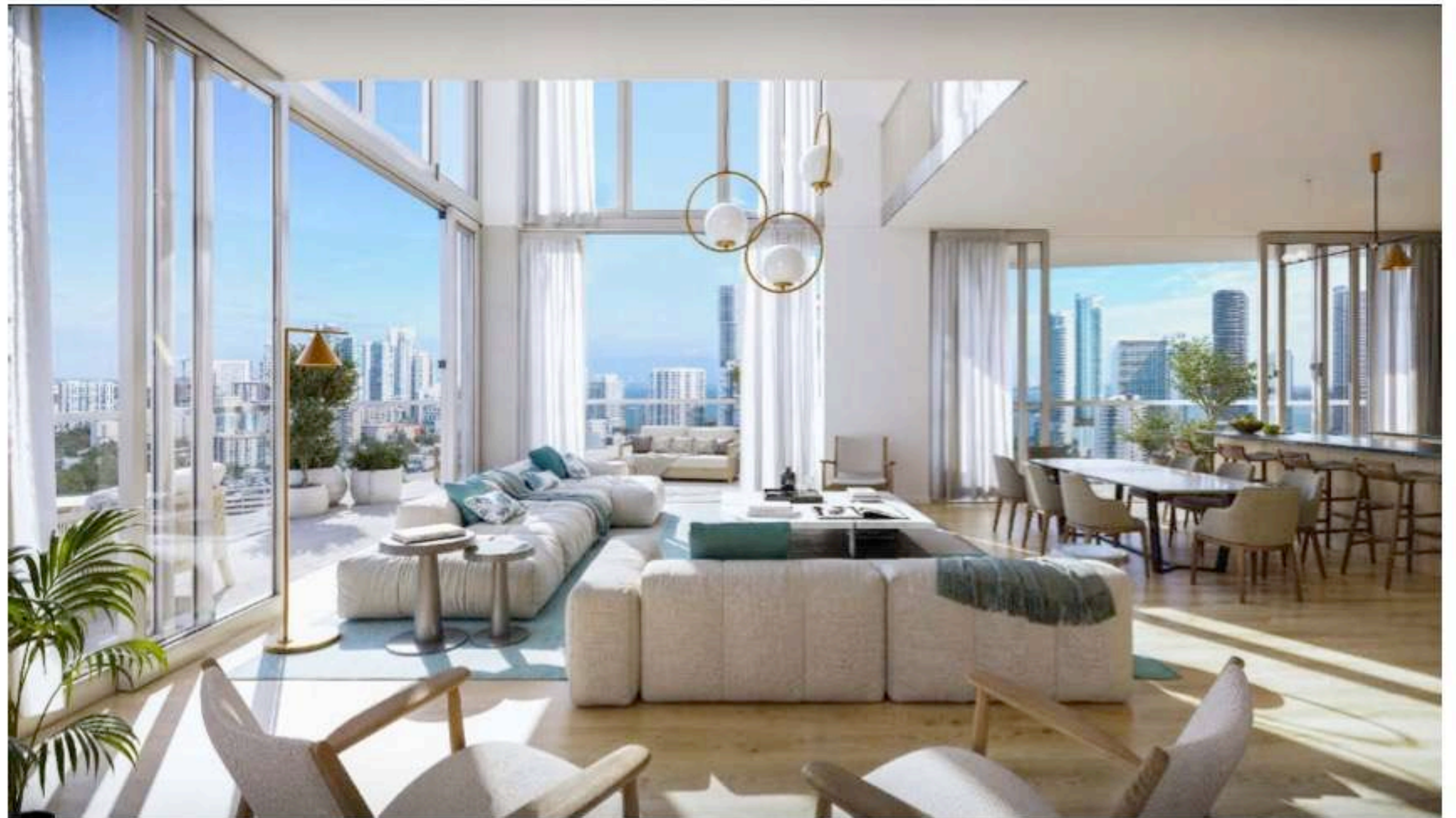


Artists conceptual rendering. Subject to change.

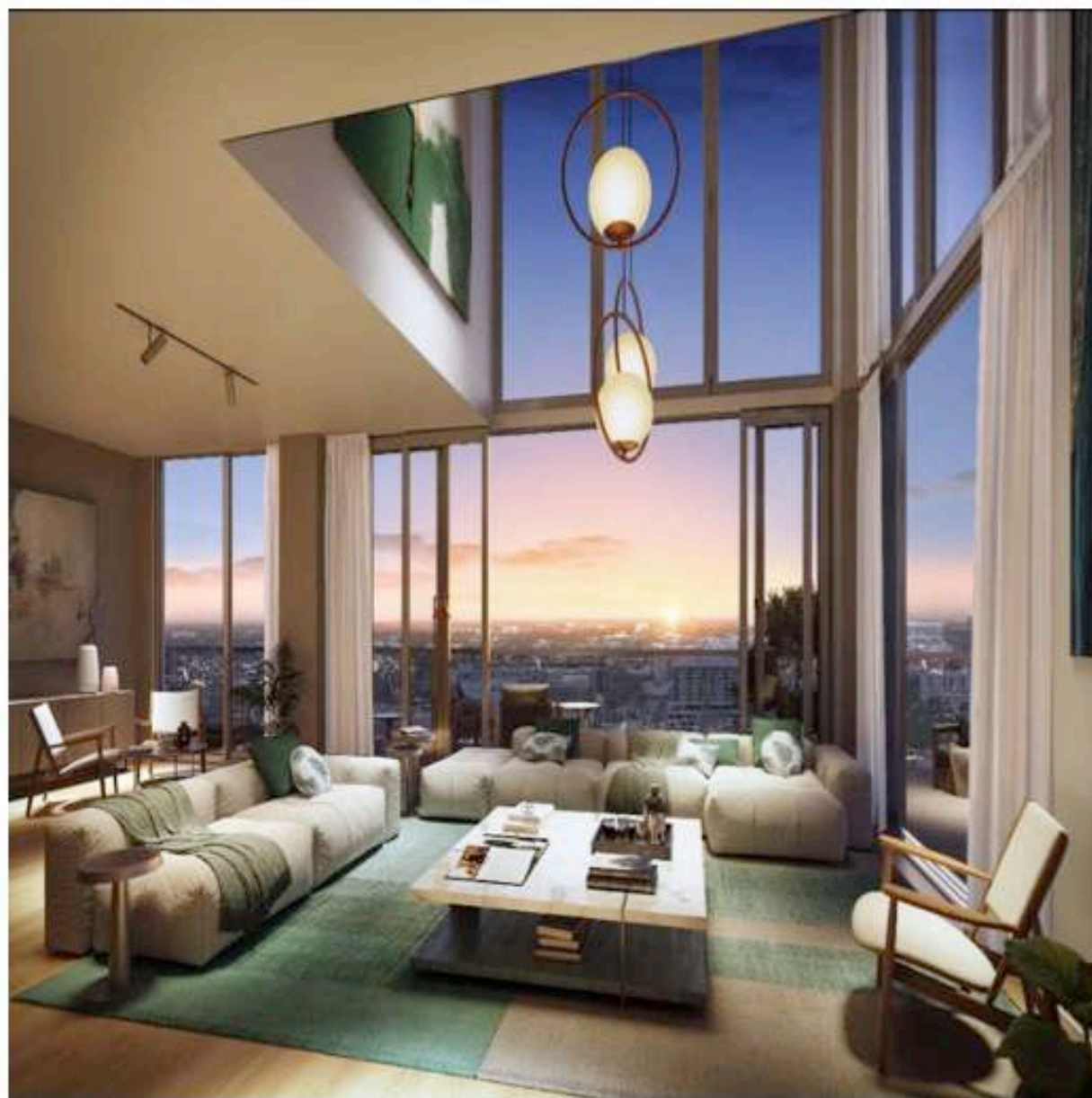
## *Gourmet Kitchens*

Italian cabinetry, quartz countertops, and spacious islands, Sub-Zero and Wolf appliances, Hansgrohe faucets and brass details.





















*Bernardo Fort Brescia, ARQUITECTONICA*

## *Architecture by Arquitectonica*

Our vision for Midtown Park was to create architecture that serves as both a landmark and a living, breathing part of the city. By blending bold, modern design with lush, inviting spaces, we've crafted buildings that connect people to their surroundings and to one another, celebrating the vibrancy and energy of Miami.



Artists' conceptual rendering. Subject to change.





Artists conceptual rendering. Subject to change.



## *Interiors by Meyer Davis*

The interior design of Midtown Park, crafted by the acclaimed Meyer Davis studio, embodies a refined yet approachable aesthetic that perfectly complements the vibrancy of Miami. With an emphasis on warmth and elegance, the interiors feature a sophisticated palette of materials, from rich wood accents to luxurious textiles, creating spaces that feel both inviting and upscale. Each room is thoughtfully designed to foster comfort and connection, while maintaining an air of modern sophistication.





## *Landscaping by Naturalficial*

Naturalficial's vision incorporates innovative, sustainable elements that foster moments of relaxation and reflection while engaging with the surrounding urban environment.





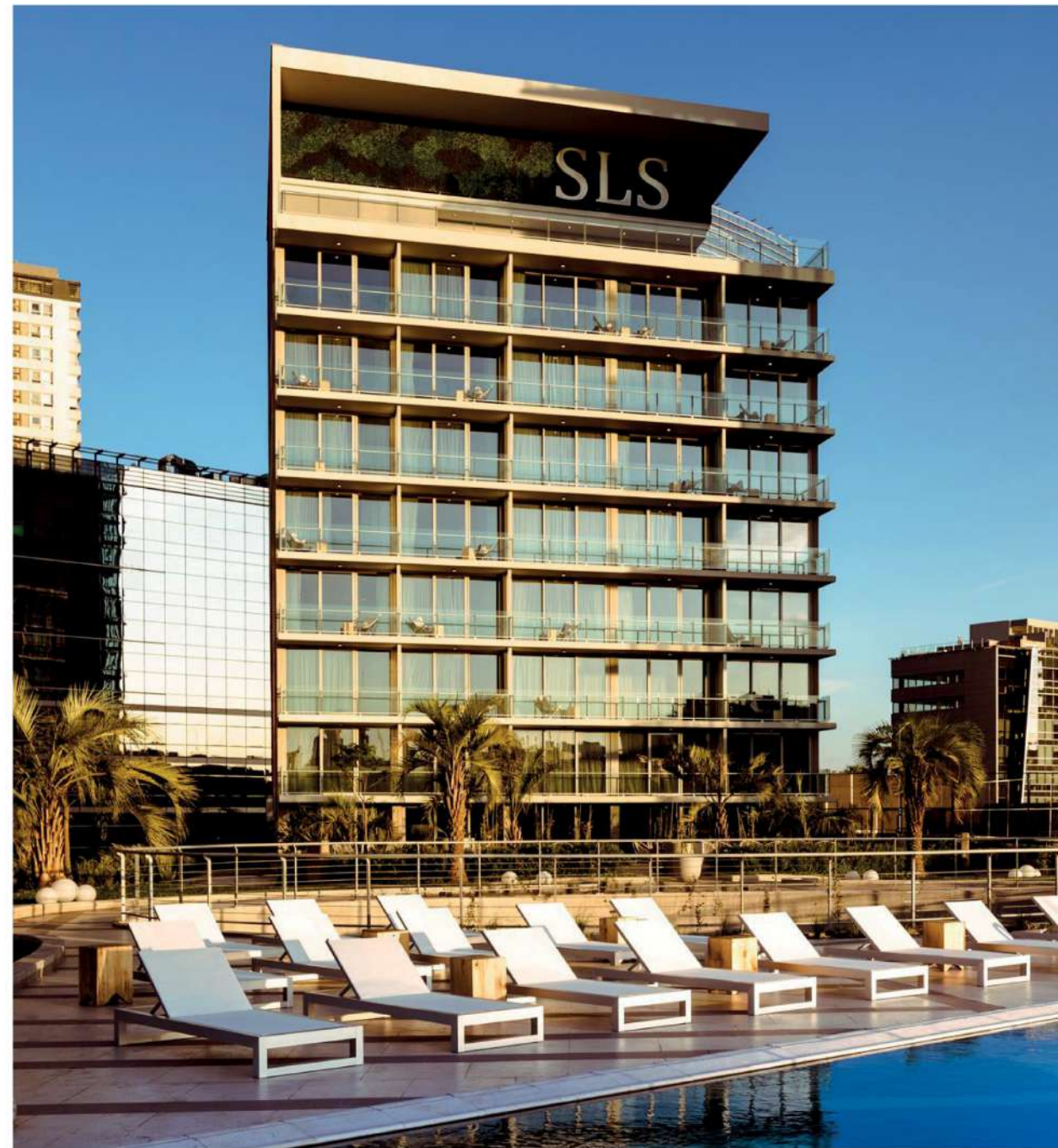


CARLOS ROSSO

## *Rosso Development*

After nearly twenty years at the Related Group, Carlos Rosso formed Rosso Development in November 2020. Since then, Rosso has pursued several opportunities focusing on high-end boutique developments. Rosso was a driving force behind the Related Group's condominium operations since joining the company in the early 2000s. As the president of the condominium and international development divisions, he oversaw all facets of domestic condominium development as well as internationally in countries like Mexico, Colombia, Brazil, Argentina, Uruguay, and Panama.









Artists conceptual rendering. Subject to change.



EDGARDO DEFORTUNA

## *Fortune* Development Sales

Fortune Development Sales is the premier, exclusive on-site sales and marketing representative for third-party development projects in South Florida, having represented more than 80 of South Florida's most successful projects. Led by visionary founder Edgardo Defortuna, Fortune has 21 offices around the world with over 1,000 associates and worldwide brokerage network.