MINI BROCHURE

72 Park

MIAMI BEACH

IN THE MIDDLE OF IT ALL

WELCOME TO A NEW
BEACH LIFESTYLE



72 Park brings casual sophistication to the relaxed beachfront neighborhood of Miami Beach, with 22 stories of modern residences that look out above it all, offering unobstructed panoramic views through gleaming floor-to-ceiling glass of the Atlantic Ocean, Miami Beach, and the downtown Miami skyline.

Delivery Summer 2024





A special place
In the middle of it all

MIAMI BEACH

This Miami Beach neighborhood is a hidden coastline gem packed with attractions for the outdoor enthusiast. From the vast expanse of Miami Beach to North Beach Oceanside Park, Miami Beach Tennis Center, Normandy Shores Golf Club, beach volleyball courts, jet ski and kayak rentals, and the Miami Beach Boardwalk, which stretches from 87th Terrace all the way to South Pointe Park. Restaurants, cafés, bars, parks, and more can be found by bike or a stroll through the palm tree-lined streets. Take in live music under the stars at the Miami Beach Bandshell and visit the farmer's market centered around the historic Normandy Fountain. With all this at your doorstep, the neighborhood is also easily connected to Downtown Miami, Bal Harbour, and everything in between.

72 Park offers an exceptional opportunity to own a remarkable piece of Miami Beach's evolving landscape. Immerse yourself in the allure of this prime location, which redefines life "on the beach."

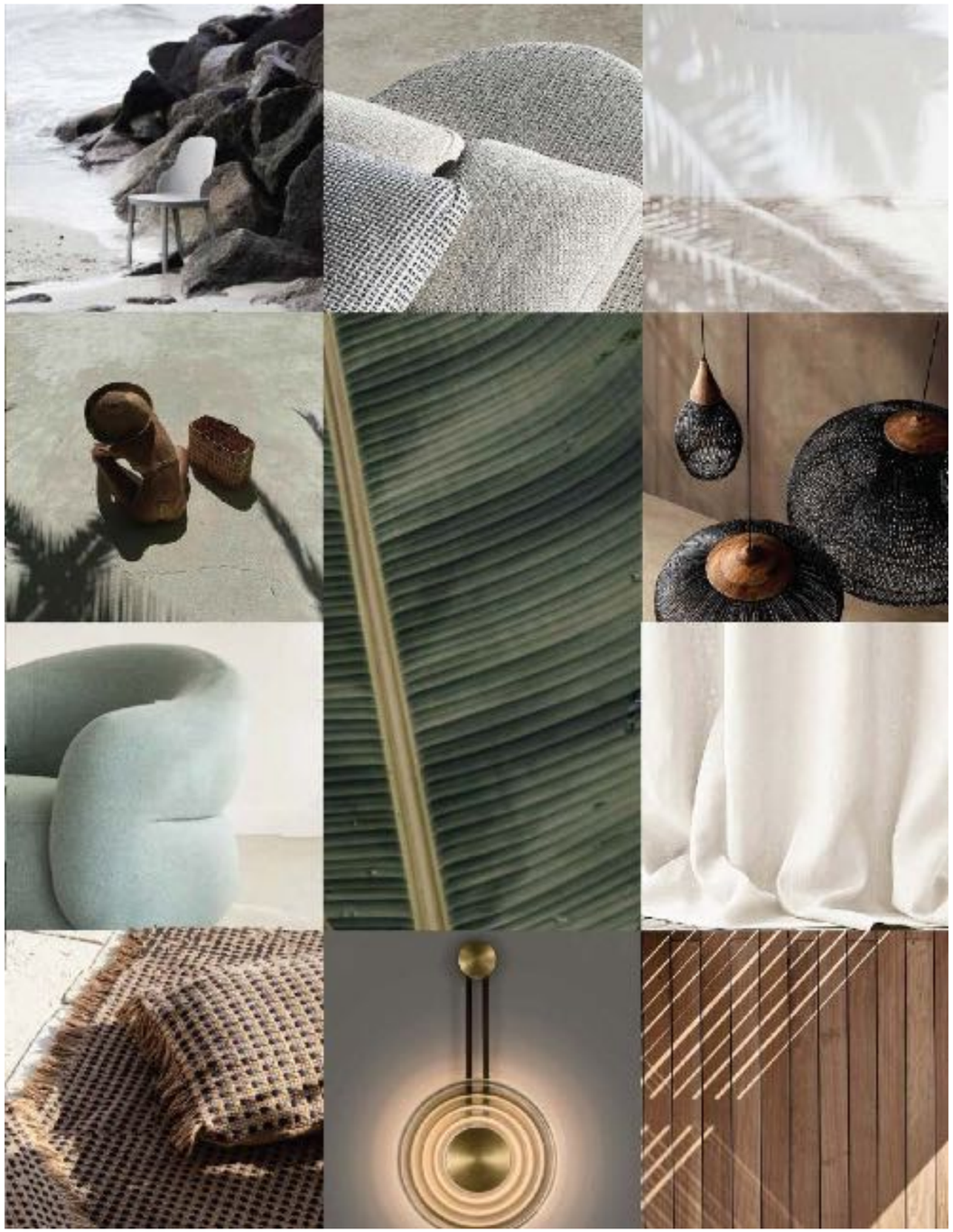




BUILDING AMENITIES

Featuring 64,000 square feet of amenities, including:

- Resort-style pool stretching over 150 feet, accompanied by pool-side cabanas.
- Pool deck with open-air bar nestled under a charming pergola, offering towel service and delectable cocktails.
- Lush landscaping on almost a full acre of the 5th-floor pool deck and amenity space.
- Restaurant, bar, and lounge on the 5th floor (with indoor and outdoor seating), providing service to the pool and offering captivating ocean views.**
- 24/7 co-working lounge, equipped with private pods, caters to your professional needs.
- High-speed fiber-optic wireless internet access throughout common areas and residences.
- Distinctive double-height enclosed glass, fully equipped, state-of-the-art fitness center with Technogym equipment and views of the pool and gardens.
- Unwind in the yoga lounge or on the outdoor terrace, allowing you to immerse yourself in tranquility.
- Kids' playroom ensures endless fun for the little ones.
- Private outdoor grill area with pergola surrounded by tropical landscaping, perfect for intimate group gatherings.
- Lifestyle Concierge grants residents full access to the outdoor lifestyle the neighborhood has to offer. Enjoy access to the nearby Miami Beach Tennis Center and Normandy Shores Golf Club.
- Use the private golf cart shuttle for quick visits to the beach. Borrow kids' beach toys, boogie boards, paddle boards, bikes, and more.
- For owners only, a private rooftop features a sun deck with panoramic views of the beach, ocean, park, Intracoastal, and Miami skyline as well as dining areas and grills. Unwind in the private seating areas, relish in al fresco movie nights, or gather around the large TV for sporting events.
- Even your furry friends are catered to with a ground-level pet spa.



SIMPLE
SOPHISTICATED
BEACHY
CASUAL
ON YOUR TERMS...



THE RESIDENCES

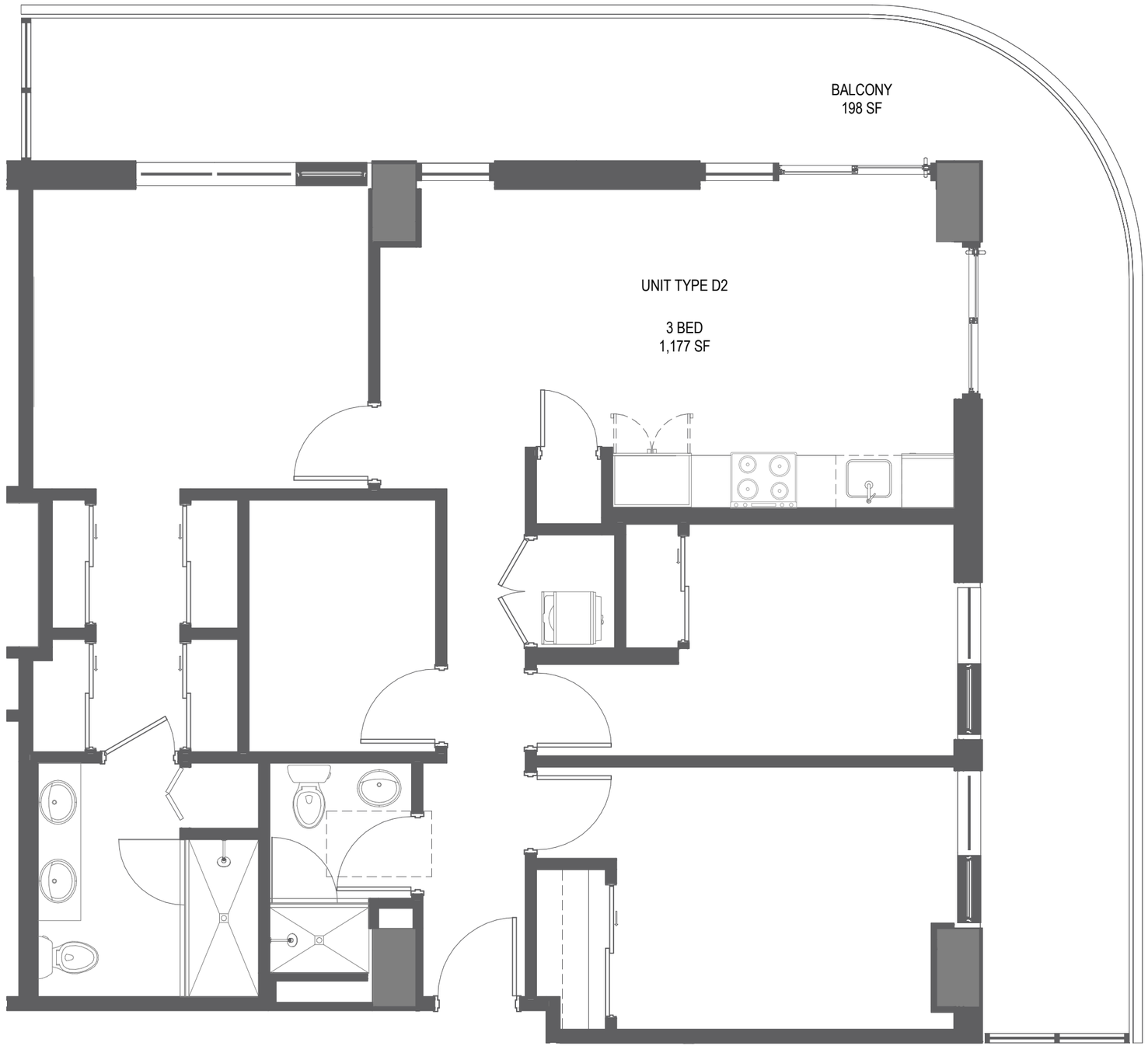
- Modern, open layouts from 470 to 1,177 sq. ft.
- Offering a selection of Jr-1, 1-, 2-, and 3-bedroom residences, each designed to exceed your expectations.
- All residences provide fully furnished options, ensuring that every detail is curated to perfection.
- Panoramic ocean, park, Intracoastal, and Miami skyline views from your own private sanctuary.
- Step out onto the expansive 6 1⁄2-foot-deep private balcony to feel the breeze and take in the breathtaking surroundings.
- Ceiling heights range from 9 to 10 feet, creating an atmosphere of grandeur and spaciousness.
- The floor-to-ceiling sliding glass doors and impact-resistant glass throughout the residences allow for an abundance of natural light while providing a seamless connection to the outside world.
- Advanced smart-building technology offering high-speed fiberoptic wireless internet, HDTV, keyless entry to all residences with SALTO and smart access controls, and telephone/data lines.
- Energy-efficient, individually controlled central air conditioning and heating system.



Floorplans

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01 LINE



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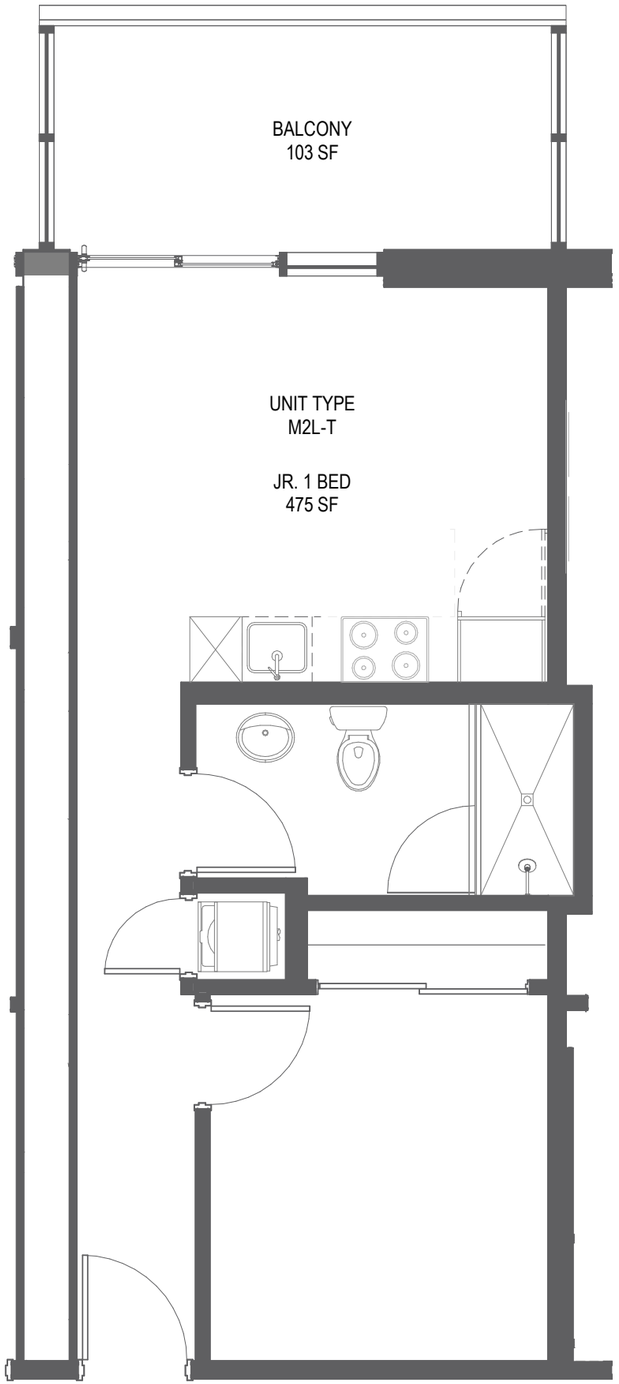


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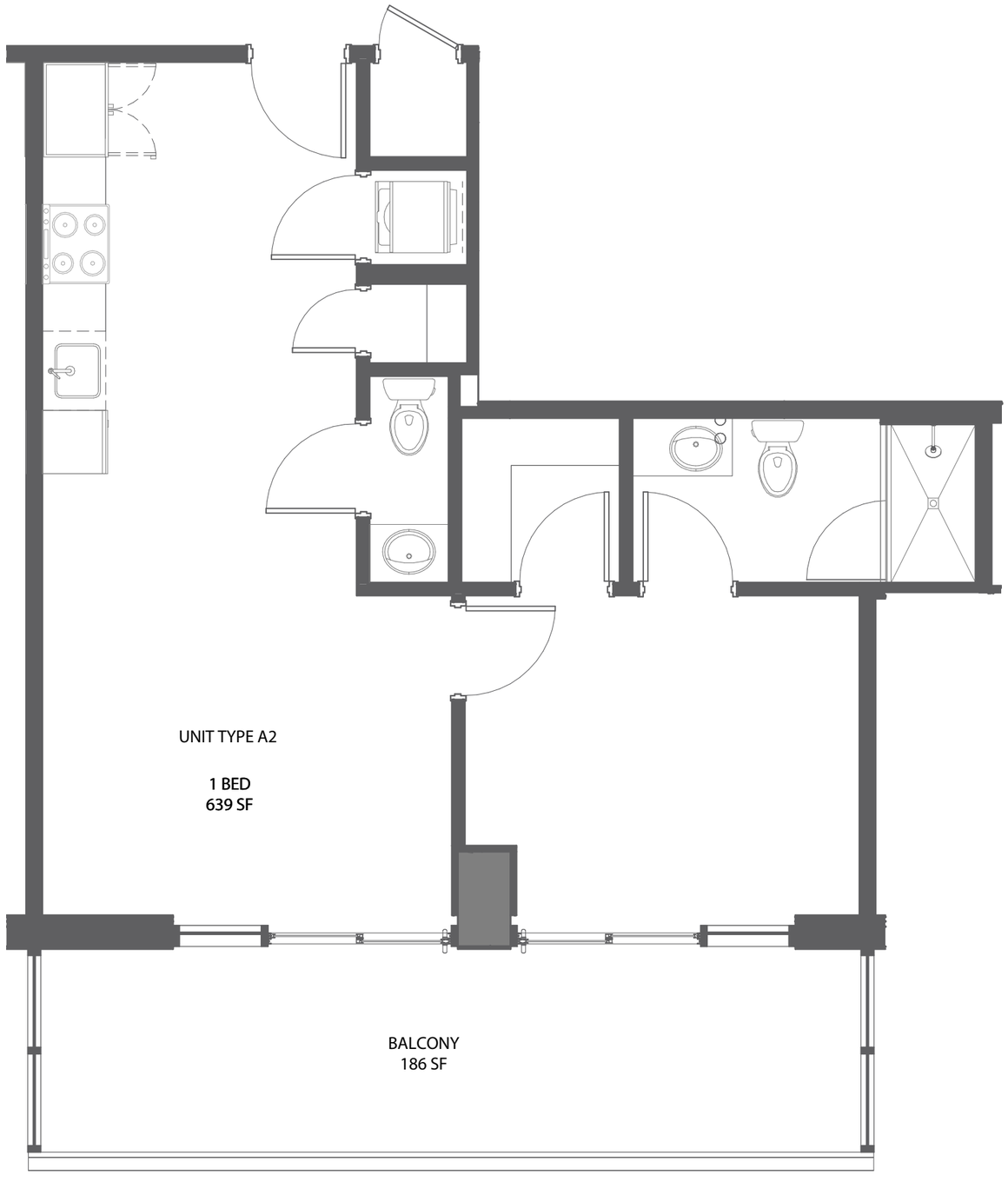


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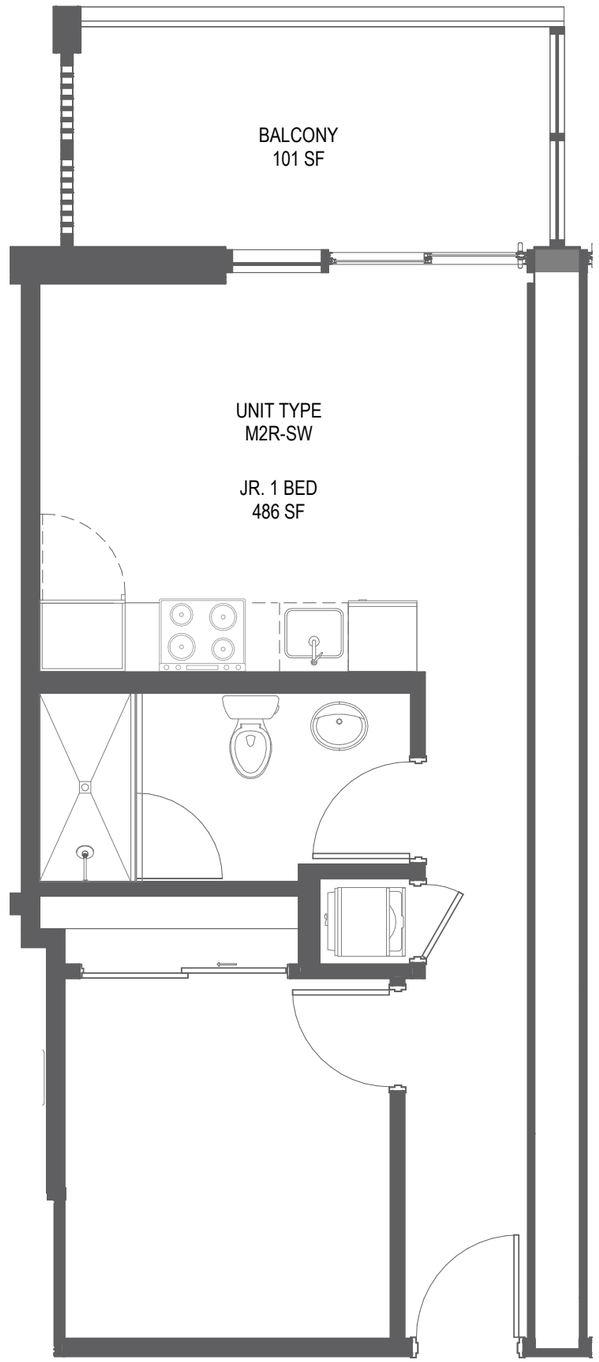


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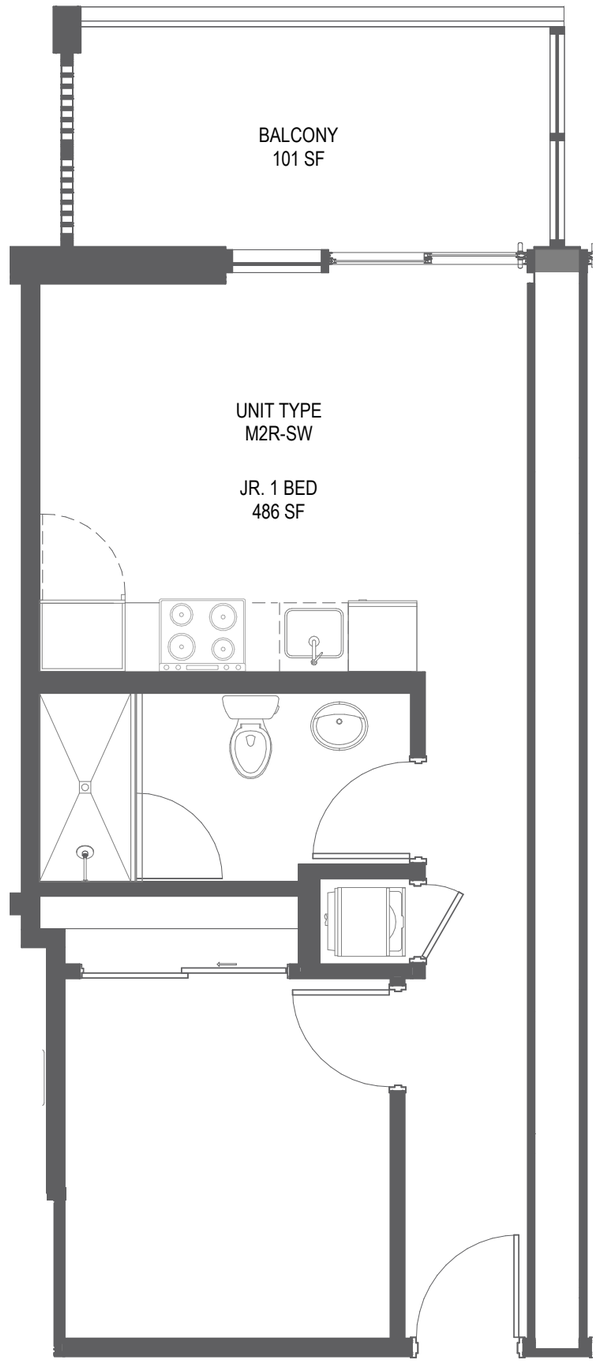


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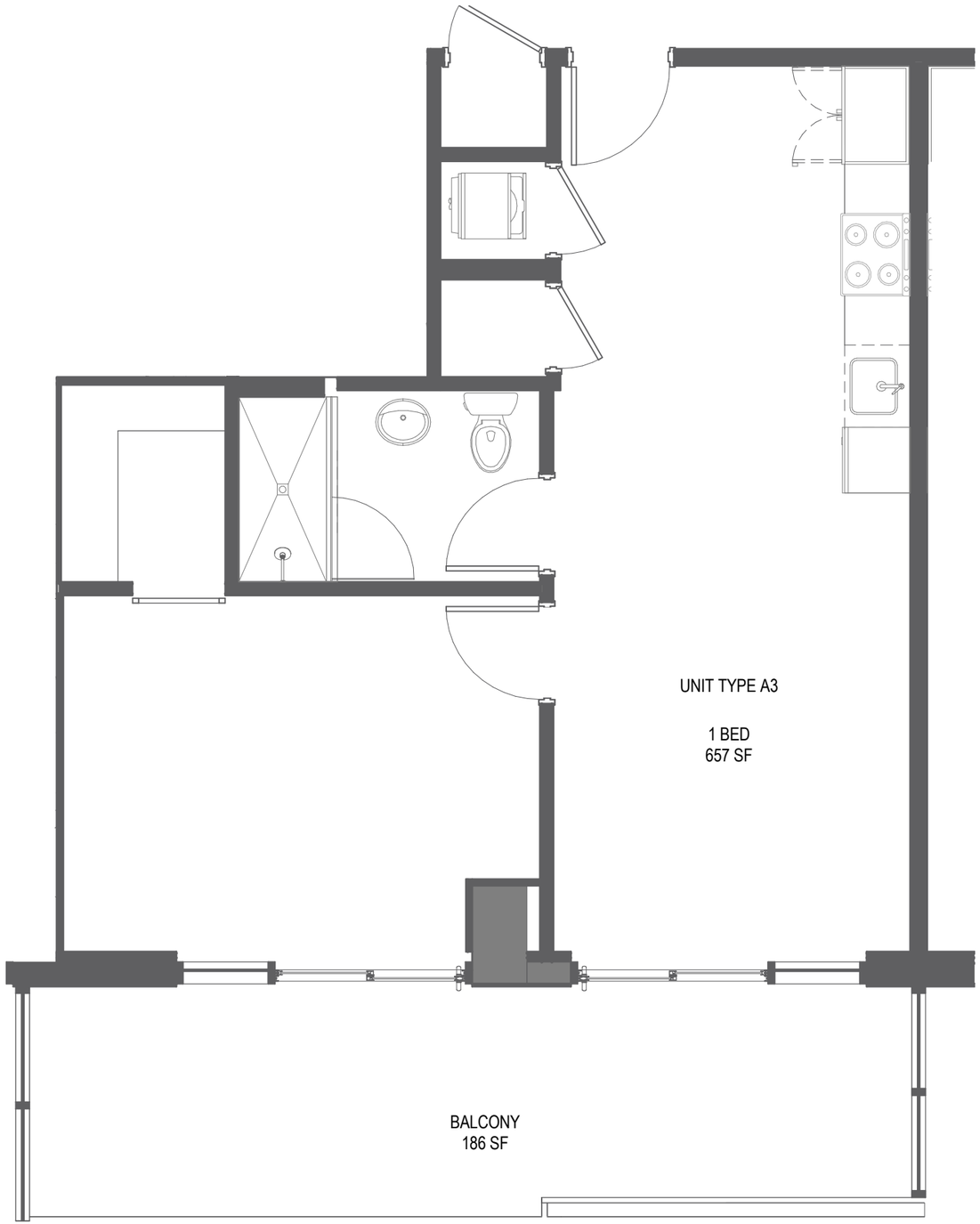


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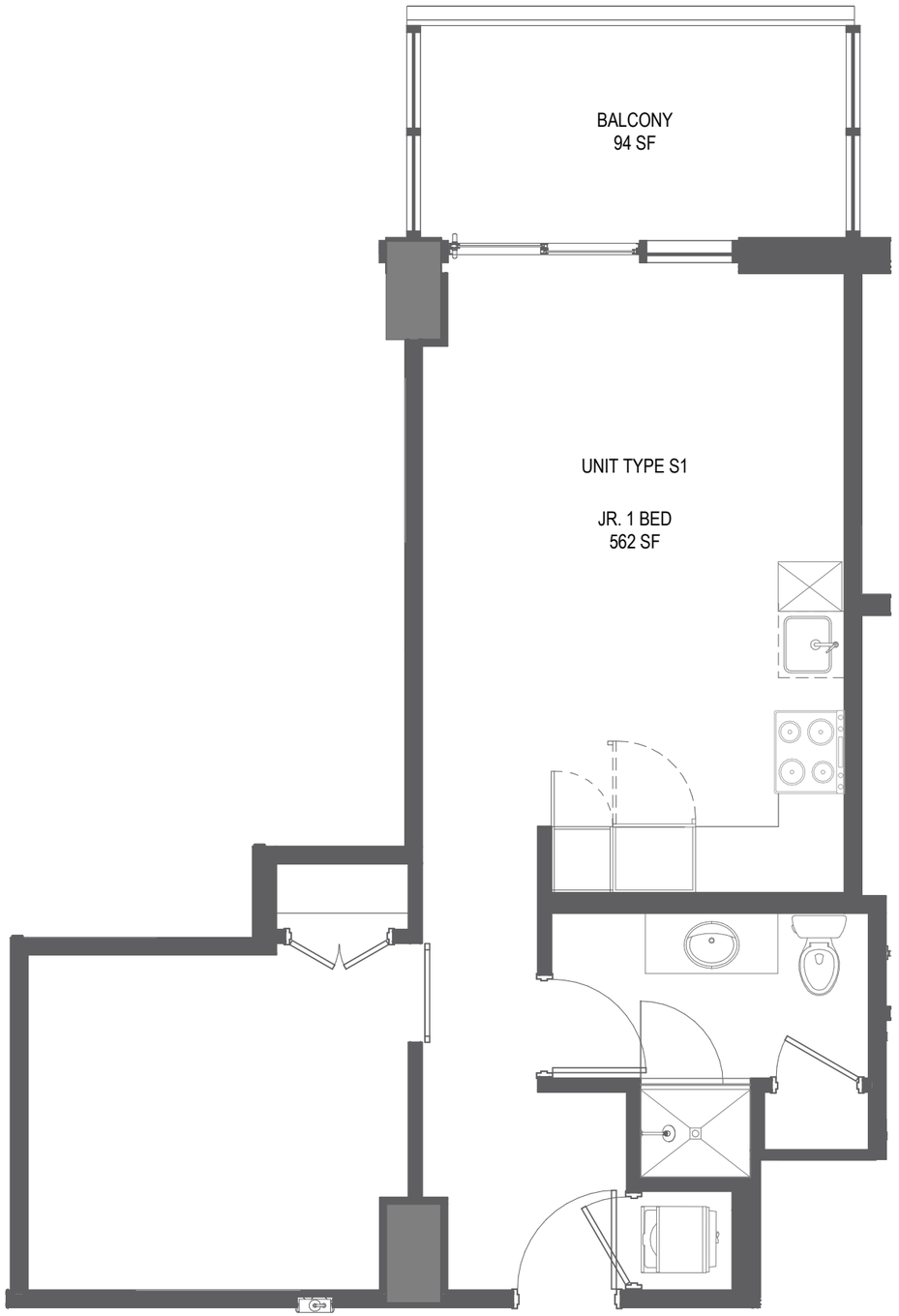


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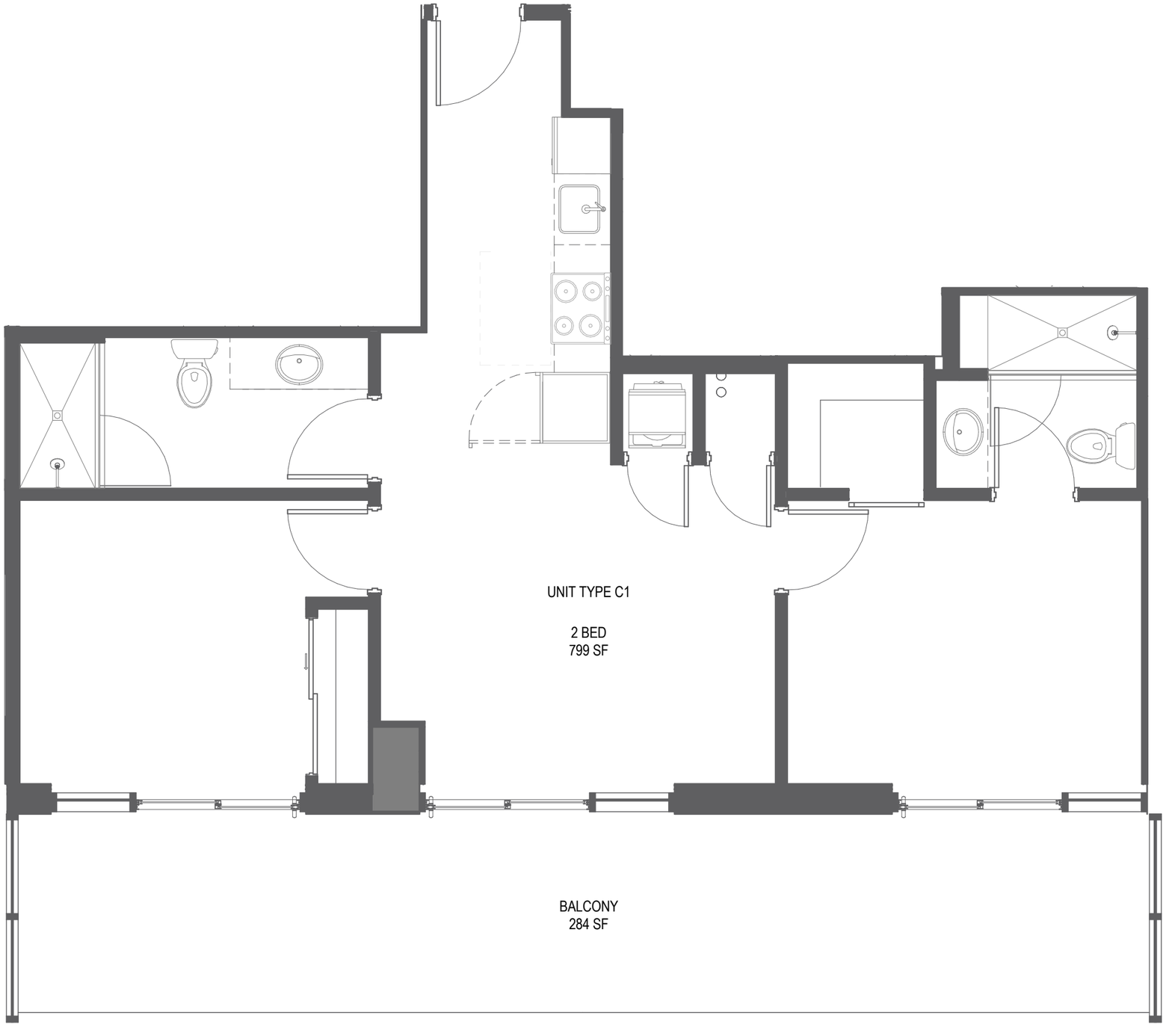


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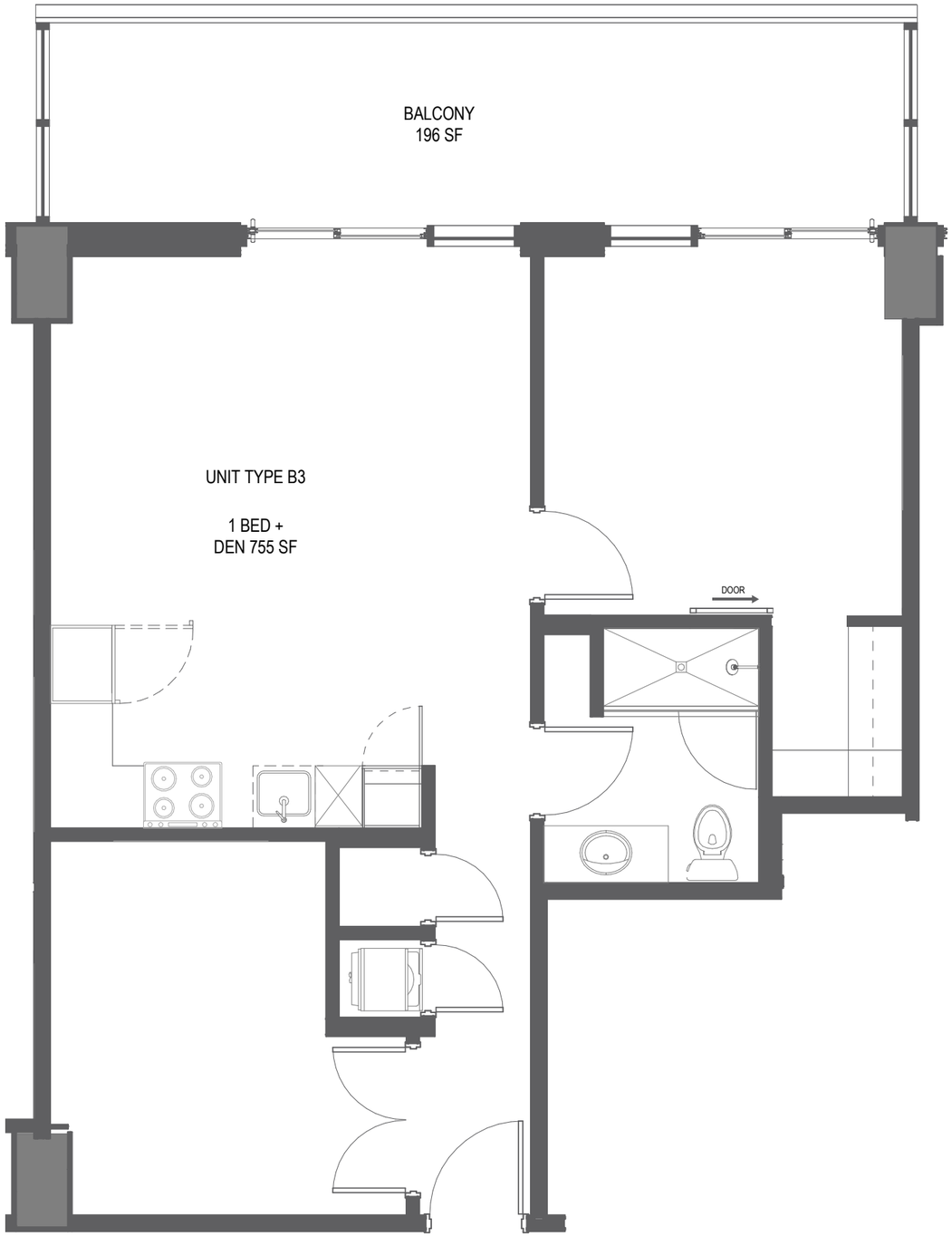


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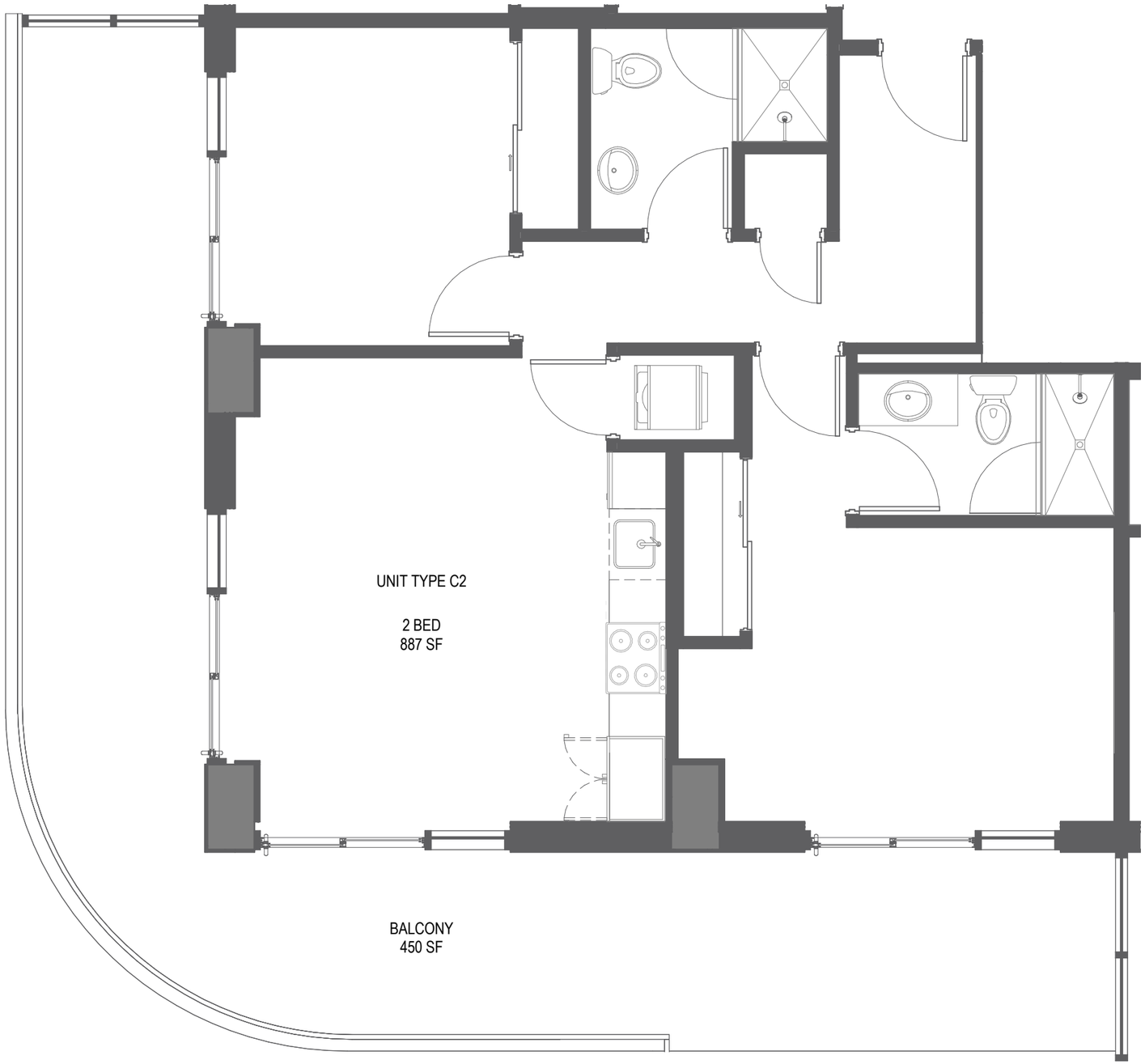


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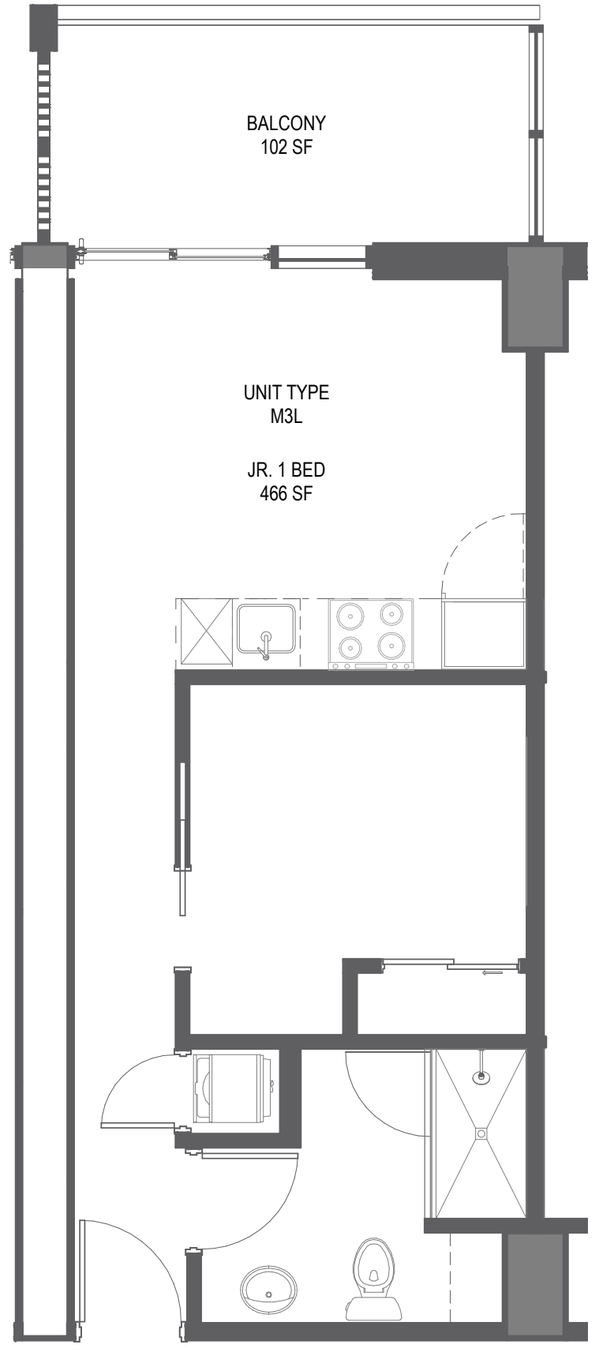


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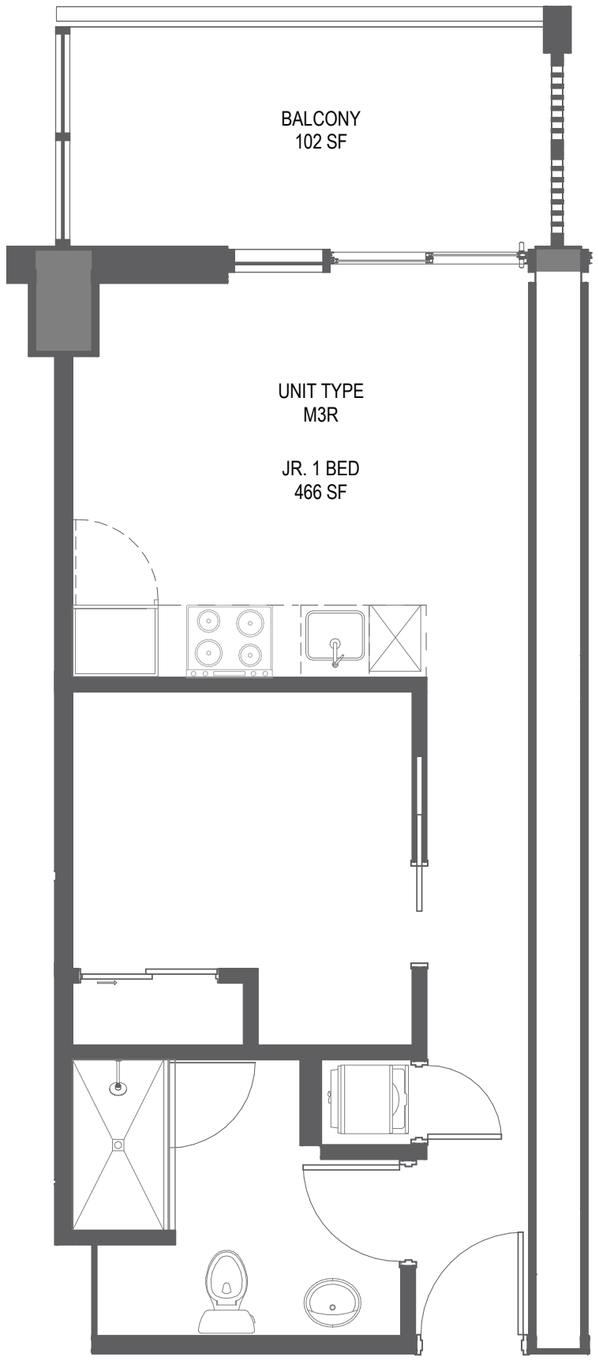


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The Team

Developed by Lefferts

Founded in New York City and with more than twenty years of experience in the industry, Lefferts stands as an unrivaled force in privately owned real estate development. With an unwavering commitment to excellence and sustainability, Lefferts creates extraordinary residential and commercial properties that redraw the boundaries of innovation, quality, and inclusive living. Its portfolio includes luxury condominium buildings, dynamic mixed-use developments, and high-end retail spaces in New York and South Florida.



Architecture by Built Form

Built Form, LLC is a full service architectural firm with offices located in Chicago, North Carolina and Miami. For the past 16 years, the principals of Built Form have built a practice that combines the creative
energies of a boutique design firm with the technical capabilities of a larger firm to create an organization that has executed projects of varying scale, type and complexity. Our project types include non-for-profit community based projects, retail, commercial, hotels and a full range of multi-family housing types including mixed-use, co-living, historical and government funded.

The firm is founded on an approach that incorporates intensive research into the specifics of each project. In addition to common design parameters such as the client's goals, building program and site restrictions the project research provides a framework that further guides the design of each project, which results in the best possible architectural solution.



Interior Design by Urban Robot Associates

Urban Robot Associates is a full-service design collective that specializes in architecture and interior design. The team collaborates to develop a multidisciplinary approach for all projects in order to generate a unique vision and create meaningful, memorable, and functional experiences. The team members' diverse design backgrounds lead to unique narratives that are faithful to the concept and adapted to each project.

