

West Palm in Midst of High-End, Branded Residence Boom



It's a brand new world these days in West Palm Beach residential living.

West Palm Beach (and Palm Beach) isn't only making a name for itself. Some of the biggest names in high-end luxury branded residences are bringing their name and brands here and to South Florida as part of a branded residence boom from Ritz-Carlton Residences to the Related Companies.

Attracted by everything from eateries to entertainment and entrepreneurs, wealth as well as weather and Florida's absence of income taxes, these residences with amenities are growing in or coming to South Florida and West Palm Beach at a rapid rate.

Mr. C Residences, a hotel and condominium complex affiliated with the Cipriani family, the Ritz Carlton Residences and various Related development properties are all part of a South Florida residential Renaissance.

They're joining properties such as ALBA Palm Beach, 55 residences designed to provide "a rare glimpse of South Florida waterfront living the way it should be." A "limited collection of modern condominium and townhome residences," Alba Palm Beach boasts of "blissful mornings in the sun, chic evenings of world-class culture and entertainment, and an unmatched sense of serenity can be yours like never before.

"Construction crews are a common sight in downtown West Palm Beach these days, as tower after tower rises out of the ground," an article in the Palm Beach Post described residential high-rises.

Figures such as Henry Flagler, Charles Newcomb, and Paris Singer may have been here first, seeing the region as one with a bright future, but a new generation of residential development is taking the region to new heights with the future arriving now.

A BRANDED BOOM

Real estate research firm Savills in a global study said "2025 has been another resounding year for branded residences globally" with the total expected to rise from 764 last year to 910 by the end of 2025, "reflecting a staggering year-on-year growth of 19%." There were only 323 branded residential developments worldwide in 2015 or a little more than a third of today's number.

"The momentum shows little sign of slowing," according to Savills, which said another 837 projects are scheduled to come to market by 2032, resulting in a total of 1,747 branded residences.

The concept of a branded residence developed as far back as the late 1920s, but only began to "emerge as a subset for the residential market" in the 1980s, according to Savills.

Today, North America accounts for one-third of the total supply, led by Marriott followed by YOO and Four Seasons. The biggest hotel brand names in the sector are Four Seasons, The Ritz-Carlton, and St. Regis., according to Savills. What's driving the momentum?

"Associations of quality, luxury, and service which accompany brand affiliation can encourage premium pricing compared to other comparable non-branded stock in the market," according to Savills.

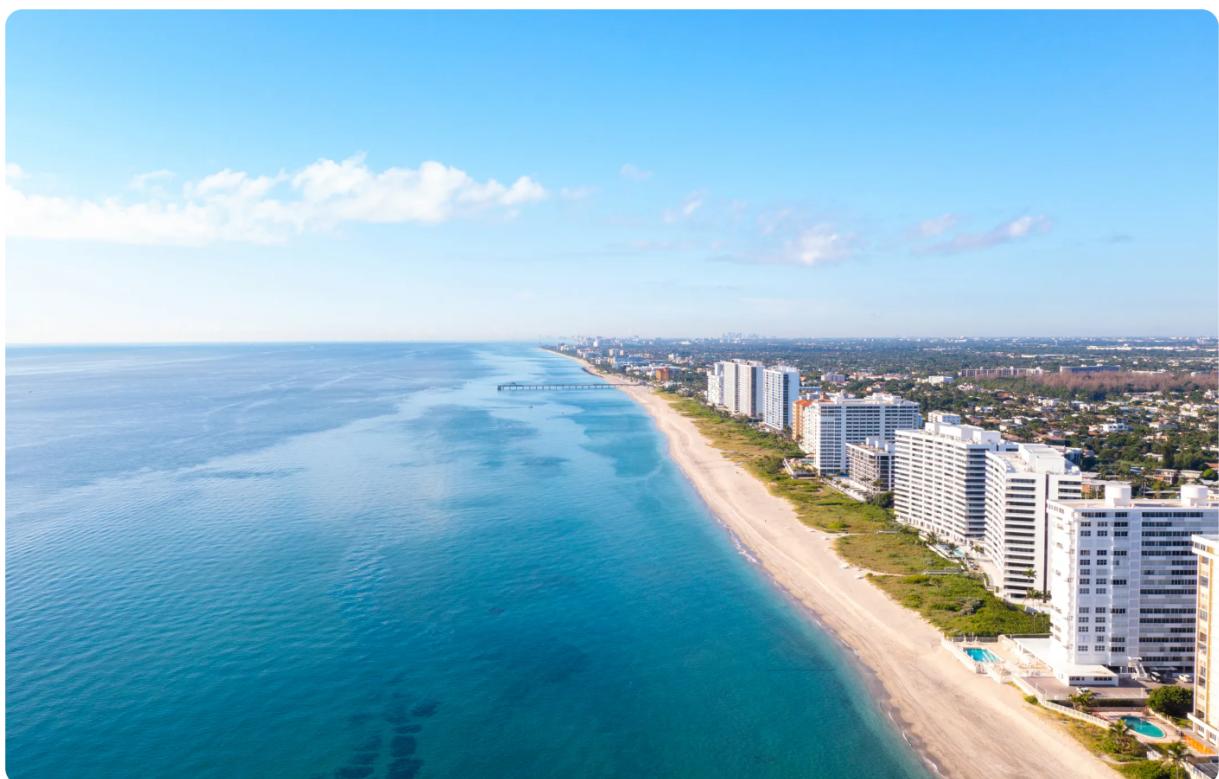
Savills said “the branded residential and hospitality sectors remain intrinsically linked” to this residential development, as Marriott and Accor have hundreds in the pipeline. “Hotel brands continue to dominate delivery, both in completed stock and in the future pipeline,” Savills continued.

Branded developments in cities command an average premium of 30%, while resort destinations average a 39% premium, up from 34% in 2024, Savills said.

Florida remains a hotbed for branded residential, offering much more than warm weather all year long, including financial incentives, attracting businesses and residents.

Savills in last year’s “Spotlight: Branded Residences – The Americas” called South Florida “the regional leader” with 42 completed developments, noting branded residences are catching on in New York City, Los Cabos, São Paulo, and the Caribbean.

Savills noted that Florida’s absence of a state-income-tax “is a huge draw (amongst others), especially for those coming from high-tax states or countries.” Waterfront living and yachting also attract residents to places like Florida.



Aerial photograph of Boca Raton, Florida, showcasing the pristine Atlantic Ocean coastline, golden sandy beaches, and luxury oceanfront condominiums. The panoramic view captures the serene turquoise waters, bright blue sky, and peaceful coastal lifestyle, highlighting South Florida's scenic beauty and upscale beachfront living. (Getty Images)

THE WEST PALM BEACH WAY

West Palm Beach is getting more than its share of this pie, including Mr. C. Residences, a 27-story West Palm Beach building with 146 residences and 110 hotel rooms, well under way. So are the Ritz-Carlton Residences, built under a licensing agreement with Marriott, designed by Arquitectonica and Rockwell Group. And Related is in the middle of its own residential renaissance in the region.

"West Palm Beach is the new beacon of innovation, culture, and community, all converged in one remarkable place," said Related Chairman and CEO Stephen Ross. "We're proud to play a role in shaping the next chapter of this city."

Related already has been a big part of the building boom with residences coming on line as part of the reimagining of West Palm Beach residential living. "Whether seeking a vibrant city lifestyle or a serene waterfront retreat, our residences provide the perfect balance of comfort, style, and accessibility," according to Related.

Related partnered with architecture firm Roger Ferris + Partners to create Shorecrest residences, a condominium complex being built on North Flagler Drive. The company says the "striking residence will feature an intricate mosaic design and an unprecedented amenity suite, offering an exceptional waterfront lifestyle."

Meanwhile, Related's South Flagler House will be Florida's first luxury high-rise residence designed by Robert A.M. Stern Architects. It will include private member clubs, programming and amenities across sports and fitness, swim and spa, entertainment, business and more.

The Laurel, developed by Related, is located in CityPlace. Described "as a private resort in the city," The Laurel offers 38,000 square feet of amenities and what the company calls a "one of a kind living experience beyond anything West Palm Beach has ever seen."

PUTTING ON THE RITZ

Many, but not all branded residences in the region, include a hotel as well as condominiums, such as Ritz Carlton and Mr. C , a \$300 million project that will include 146 luxury condominiums and 110 hotel rooms. Mr. C will be a 25-story tower on a 1.3 property at 320 Lakeview Avenue, on the east side of South Dixie Highway from Lakeview to Okeechobee Boulevard. The Morrison family partnered with Miami-based Terra Group, which has developed Mr. C projects in locations such Coconut Grove.

The Ritz-Carlton Residences, Palm Beach Gardens, meanwhile, says it will offer “coastal calm, sweeping waterfront views and a tropical landscape” on 14 acres of Intracoastal waterfront “anchored by a 28-boat slip marina.”

The property, being developed by Catalfumo Companies, says it will offer everything from fresh flowers to pet care, as well as dinner and spa reservations. The company says “momentum is building at the Residences,” where windows were installed at the North and East Buildings, interior drywall is nearly done, exterior painting is progressing and finishes are being installed such as tiling.

The project, including 20,000 square feet of indoor amenities, will include a waterfront lobby lounge and private waterfront clubhouse with a yacht club lounge, event kitchen, coffee bar and game room.

“With each milestone, we’re moving closer to delivering a community that blends world-class design, unmatched craftsmanship, and an extraordinary waterfront lifestyle,” according to the Ritz-Carlton Residences, Palm Beach Gardens. “The best is yet to come – and it’s coming soon.

Other big projects are in the works as part of a revisioning of local lifestyles. The Berkeley, which just secured a \$62.5 million pre-construction loan from New York-based JVP Management, boasts of a design with the “largest terraces” in West Palm Beach. It is being built at 500 South Australian Avenue, after The Bristol (2019).

And construction is nearing completion at Forté on Flagler, 41 residences with views of Worth Ave, the Intracoastal Waterway and the Atlantic Ocean.

With architecture by Bernardo Fort-Brescia and interiors by Jean-Louis Denot, the development boasts of “incomparable ambiance, lavish amenities and phenomenal views.”

A joint venture between Two Roads Development and Alpha Blue Ventures, Forté on Flagler recently topped off the approximately 300-foot-tall structure.