



Related Ross goes vertical on its flagship condominium project in West Palm Beach

South Flagler House is one of many developments from the company in South Florida



Vertical construction has started at South Flagler House, Related Ross' first luxury condominium in West Palm Beach, Florida. (Related Ross)

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Related Ross, the latest venture from the billionaire developer behind New York's Hudson Yards, is going vertical on the company's first condominium project in West Palm Beach, Florida.

In fact, the company [founded earlier this year](#) when Stephen Ross decided to shift his focus to South Florida, spinning off the southeastern division of Related Cos. into its own company, has several developments in the works in West Palm Beach.

Similar to other parts of South Florida, West Palm Beach has seen an influx of high-net-worth individuals and new companies, mostly from the finance, technology and professional service industries, who flocked to the state thanks to favorable taxes and warm weather.

“We think the trajectory is limitless in terms of the growth potential for us,” said Jordan Rathlev, a senior vice president of development at Related Ross, in an interview with CoStar News.

The company has acquired or developed what Rathlev calls a "core portfolio" of about 1.6 million square feet of office space as well as multifamily and retail properties throughout downtown West Palm Beach since the pandemic.

But Related Ross' [ground-up projects](#) currently under development are what is keeping the team busy today, Rathlev said.

One of those projects is South Flagler House. The flagship luxury condominium is Related Ross' first in West Palm Beach and “similar to any of the top-quality projects” potential buyers might find in any of Related Cos.' New York portfolio, Rathlev added.



Residences at South Flagler House range from 2,200 square feet to 15,750 square feet of space.

(Related Ross)

Plans for the new condo in the heart of downtown West Palm Beach at 1355 S. Flagler Drive call for 108 two- to five-bedroom units between two Robert A.M Stern Architects-designed 28-story towers, called Park Tower and Lake Tower.

Units range from 2,200 square feet to 15,750 square feet. Prices begin at \$6 million and go up to \$73 million, with Corcoran Group's Suzanne Frisbie and Corcoran Sunshine Market Group leading sales.

With an expected completion in 2027, residents can expect interiors designed by Pembroke & Ives, landscapes by SMI Landscape Architecture, and oceanfront views. A wide array of amenities are planned, including pickleball courts, a golf simulator, a fitness lounge, a 25-meter lap pool, an indoor children's playroom, a kid's lounge, an outdoor butterfly garden, private offices, a business center and private suites.

It's the first of many projects from the company in West Palm Beach, Rathlev said. Related Ross is currently performing initial site work for 10 and 15 CityPlace, two new lifestyle office towers he says will be the "next iteration" of West Palm Beach office space, following a [string of new leases](#) at the recently opened [One Flagler](#) and the opening of [360 Rosemary](#) in 2021.

The two new offices will add nearly 1 million square feet of space to the group's existing office portfolio in the city.

"I think a lot of people just didn't realize what was happening here and the opportunities that existed ... Today, I think 99% of the companies we're talking to, if they're not thinking about South Florida, they're already behind the ball," he said.

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