



MIDTOWN PARK

BY PROPER

LUXURY RESIDENCES
DESIGNED BY MEYER DAVIS STUDIO





DEVELOPERS
Rosso Development and Midtown Development

LIFESTYLE AND HOSPITALITY
Proper Hospitality

ARCHITECTURE
Arquitectonica

INTERIOR DESIGN
Meyer Davis Design Studio

LANDSCAPE ARCHITECTURE
Naturalficial

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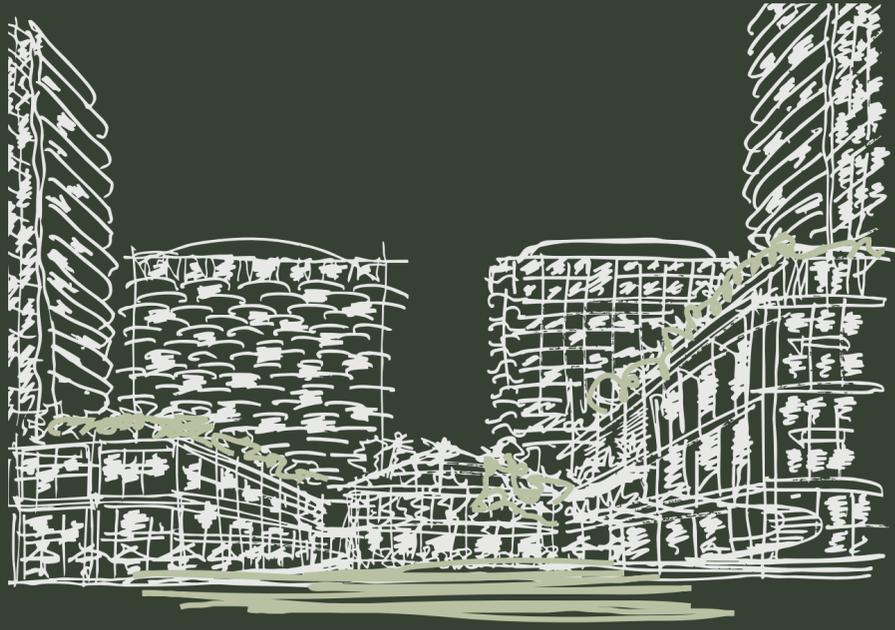
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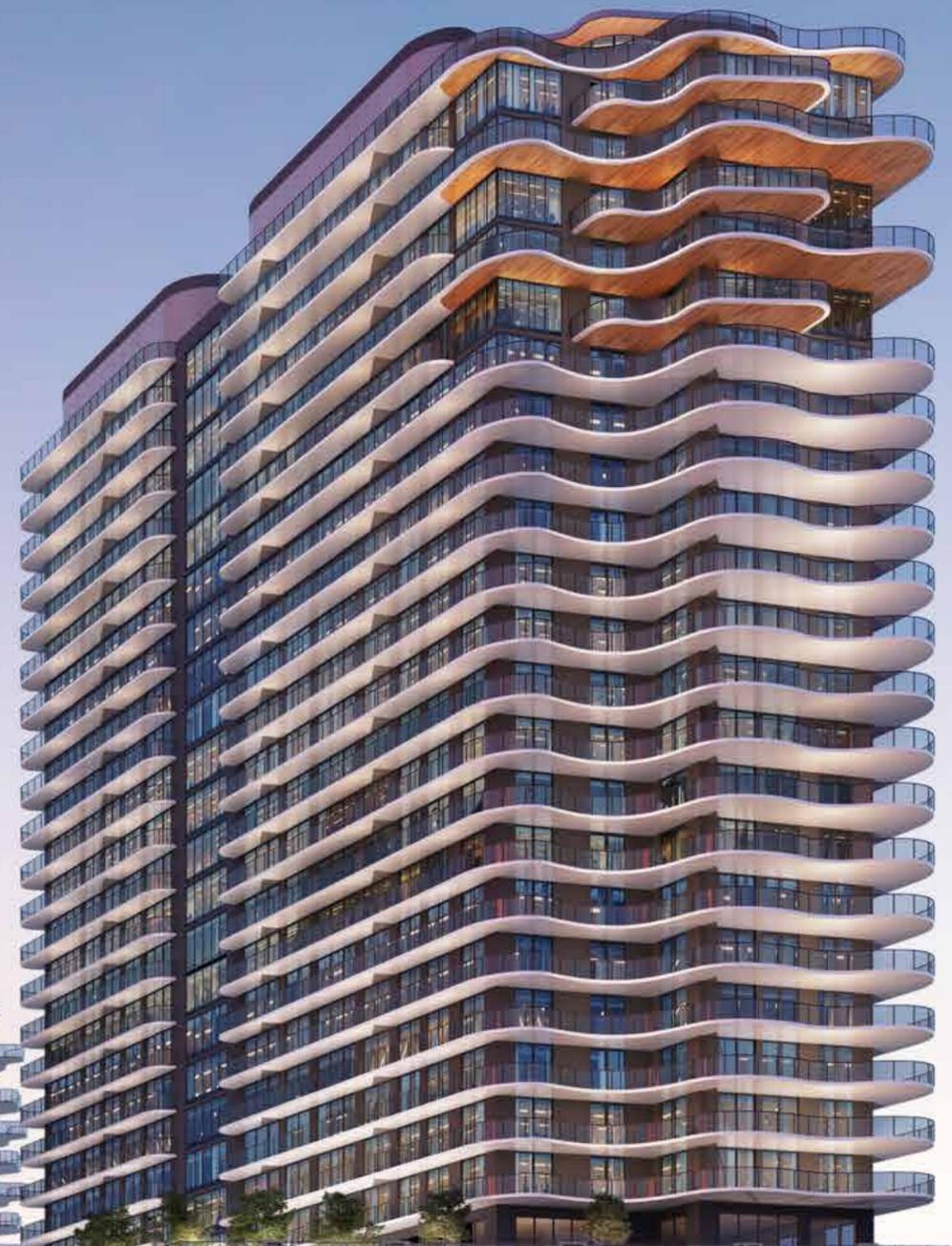
Midtown Park By Proper sits at the intersection of Midtown, the Design District, and Wynwood. Developed by Rosso Development and Midtown Development, this is the first branded residential concept by Proper Hospitality. Following the revival of The Shelborne By Proper on Miami Beach's Millionaire's Row, Midtown Park introduces a signature Arquitectonica tower with interiors by Meyer Davis Design Studio.



THE VISION

The Grass is *Greener Here*

Five thoughtfully programmed acres in the heart of Midtown, connecting the energy of Wynwood, the edge of the Design District, and the calm of Edgewater. With generous green space, inspired architecture, and a dynamic mix of residences, hospitality, and offices, Midtown Park is a new blueprint for city living in Miami.



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





THE BRAND

PROPER

HOSPITALITY

“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, CO FOUNDER / PRESIDENT, PROPER HOSPITALITY

At Midtown Park By Proper, each space embodies our signature balance of expressive design and soulful hospitality. With 12 award-winning destinations across the country, and more on the way, By Proper blends modern luxury with a deep sense of place, creating experiences that feel as local as they do elevated.

PROPER HOSPITALITY

For more than 25 years, Proper Hospitality has been shaping the art of modern lifestyle, creating hotels, residences, and clubs that feel alive with energy, balancing design, wellness, and culture in ways that are both inspiring and effortless. Every destination reflects our belief that luxury should move with you, and that design should deepen how people live, stay, and connect.

12 Current Hotels & Residences

San Francisco Proper Hotel
SAN FRANCISCO, CALIFORNIA

Austin Proper Hotel & Residences
AUSTIN, TEXAS

Santa Monica Proper Hotel
SANTA MONICA, CALIFORNIA

Downtown L.A. Proper Hotel
LOS ANGELES, CALIFORNIA

The Shelborne By Proper
MIAMI BEACH, FLORIDA

Avalon Hotel Beverly Hills
BEVERLY HILLS, CALIFORNIA

Avalon Palm Springs Hotel & Bungalows
PALM SPRINGS, CALIFORNIA

The Culver Hotel
LOS ANGELES, CALIFORNIA

Ingleside Estate
PALM SPRINGS, CALIFORNIA

Montauk Yacht Club
THE HAMPTONS, NEW YORK

Hotel June West LA
LOS ANGELES, CALIFORNIA

Hotel June Malibu
MALIBU, CALIFORNIA

7 Future Hotels & Residences

Lake Tahoe Proper Resort & Casino (2027)
NEVADA, CALIFORNIA

Hotel California (2027)
TODOS SANTOS, MEXICO

Austin, Red Bluff (2029)
AUSTIN, TEXAS

San Jose Cabo Proper Hotel & Residences (2028)
LOS CABOS, MEXICO

Dallas Proper Hotel & Residences (2029)
DALLAS, TEXAS

Comporta Proper Hotel & Residences (2029)
COMPORTA, PORTUGAL

Midtown Park Residences By Proper (2029)
MIAMI, FLORIDA



SANTA MONICA PROPER HOTEL. Santa Monica, CA



SAN FRANCISCO PROPER HOTEL. San Francisco, CA



AUSTIN PROPER HOTEL & RESIDENCES. Austin, TX

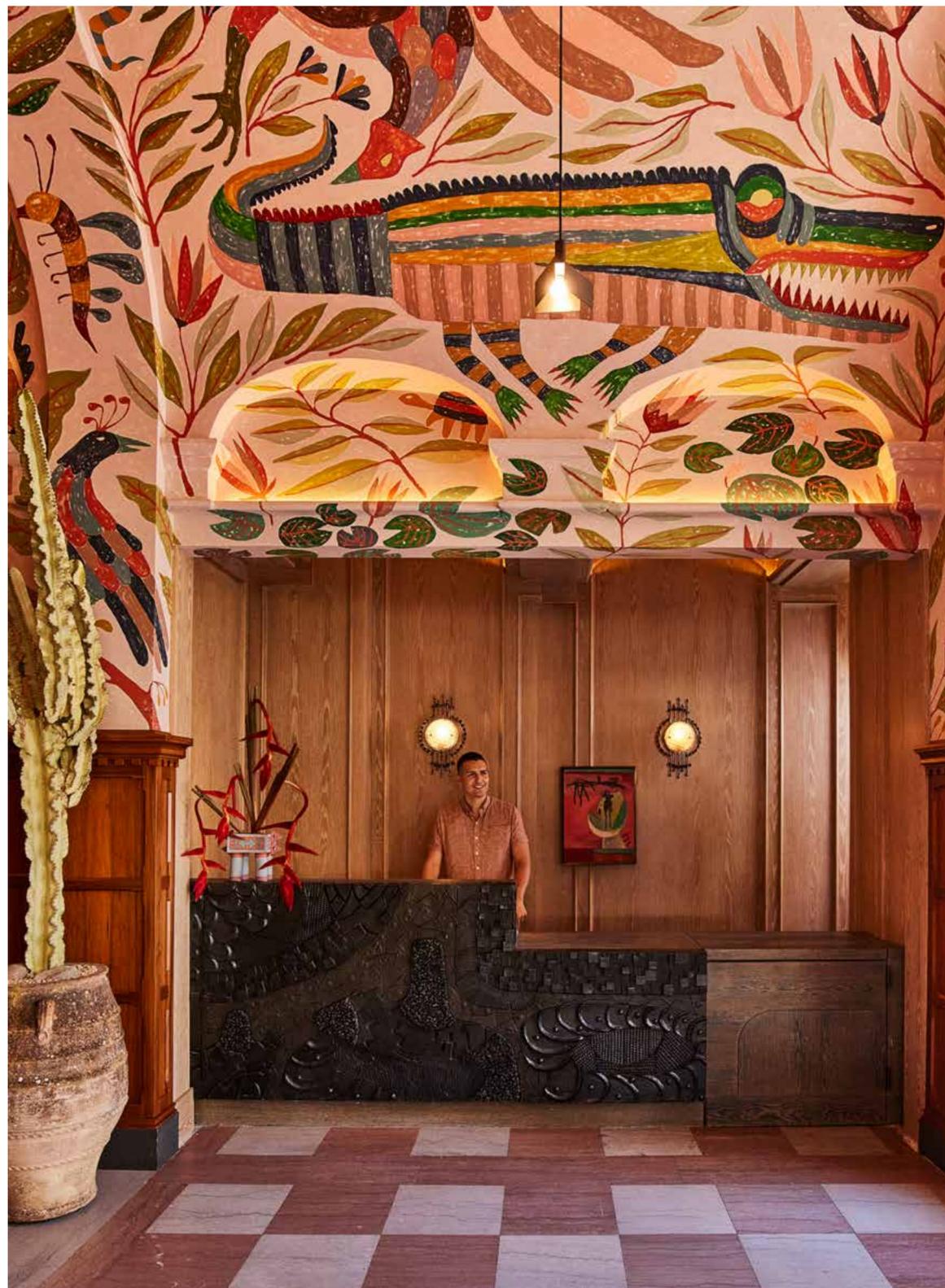


DOWNTOWN L.A. PROPER HOTEL. L.A., CA



THE SHELBORNE BY PROPER. Miami Beach, FL

A brand rooted in design, culture, and connection.



*Crafted Experiences.
Community-Driven.
Properly Delivered.*

Private Amenity Access

Residents have priority access to the building's spa, wellness center, and cutting-edge fitness facilities.

Personalized Concierge Service

A dedicated concierge team to assist with everything from restaurant reservations to event planning and personal requests.

Bespoke Discounts

Tailored discounts on in-house services, such as spa treatments, dining, and wellness programs.

Members-Only Lounge

Access to a private, beautifully designed lounge for relaxation or business meetings.

Partner Perks Across Miami

Special access or discounts at select restaurants, retail outlets, or events in the Miami area, in line with the development's partnerships.

Curated Cultural Events

Invitations to curated cultural events, from music performances to art exhibitions, offering a sense of exclusivity and community.

Wellness Programming

Private or discounted access to fitness classes, wellness workshops, and spa treatments.

Seasonal Living Moments

Special packages or exclusive experiences tied to seasons or holidays, offering residents something unique throughout the year.



THE NEIGHBORHOOD

The Center of Everything

Perfectly placed between Wynwood, the Design District, and Edgewater, Midtown Park puts you at the heart of Miami's creative and cultural pulse.

1925



Midtown Yard 1925, MIAMI, FL

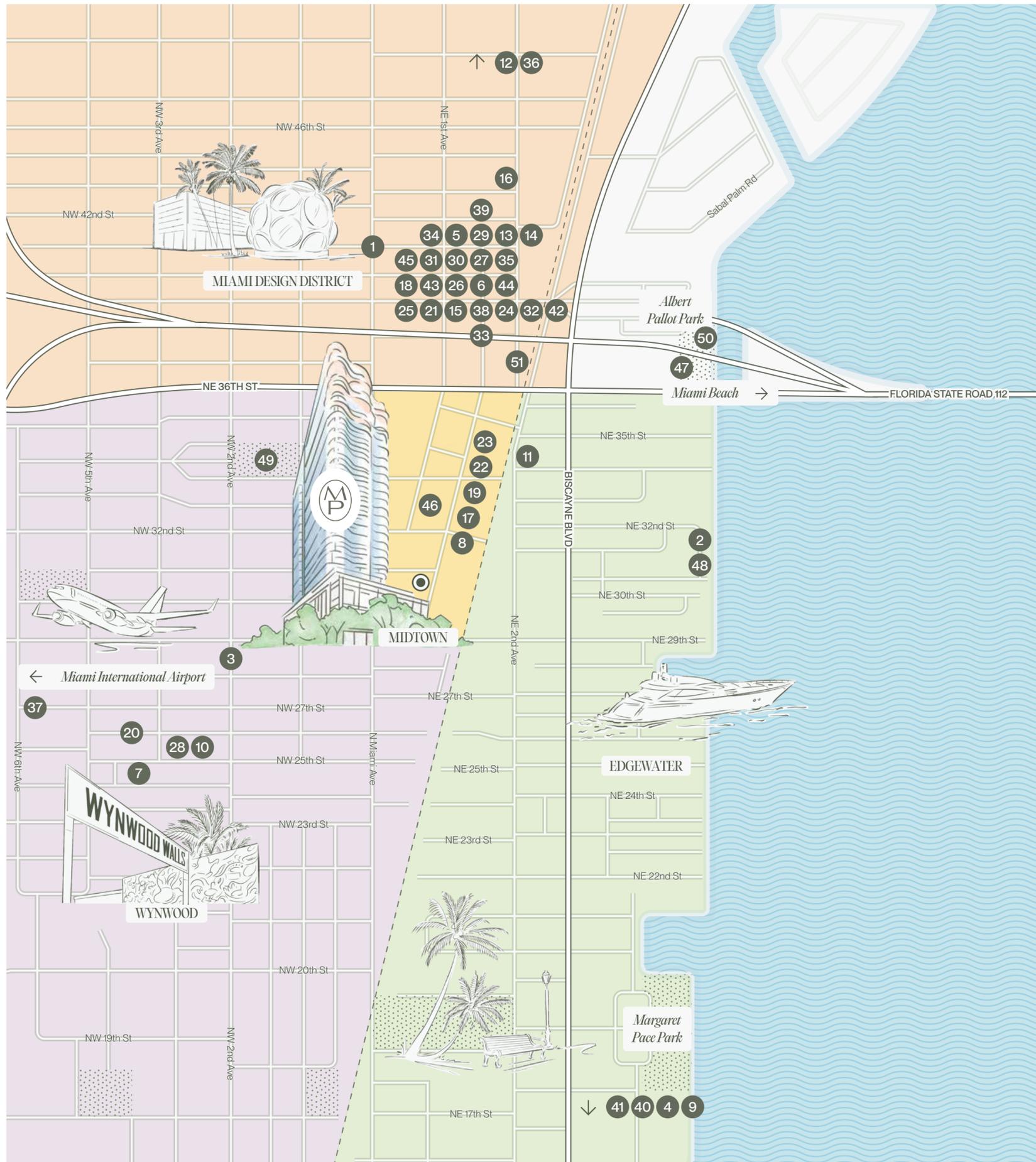
2025



Midtown, MIAMI, FL

1925 — 2025 & The Future

From Midtown Yards to Midtown Park, this site has always moved Miami forward. What was once a hub of rail and industry has evolved into a vibrant, community-centered environment. Today, it connects history with what's next, a space for culture, commerce, and daily life.



Midtown Park By Proper is where Wynwood's creative edge meets the Design District's refined elegance. A vibrant connector between two of Miami's most iconic neighborhoods, it's a space that inspires, invites, and reflects the city's dynamic spirit, blending art, design, and community in one seamless experience.

Luxury & Designer Shopping

1 *Miami Design District*

A creative neighborhood with unmatched access to world-class shopping, home to more than 170 global icons, including Chanel, Louis Vuitton, Loro Piana, Dior, Kith, Supreme, Hermes, Gucci, Burberry, Balmain, Givenchy, Valentino, Pucci, Giorgio Armani, Versace, Miu Miu, Moncler, and more.

Dining

- 2 Amara at Paraiso
- 3 BAKAN
- 4 Casadonna
- 5 Contessa Miami
- 6 COTE Miami
- 7 Doya
- 8 Italice
- 9 Klaw Miami
- 10 KYU Miami
- 11 Lagniappe
- 12 La Màrtola
- 13 Le Jardinier
- 14 L'Atelier de Joël Robuchon
- 15 Maman
- 16 Mandolin Aegean Bistro
- 17 Maty's
- 18 Michael's Genuine
- 19 OL'DAYS
- 20 Pastis Miami
- 21 Pura Vida Miami
- 22 Salvaje | Miami
- 23 Salumeria 104
- 24 Sofia
- 25 Swan
- 26 Tablé by Bachour
- 27 Tacombi
- 28 Uchi Miami
- 29 ZZs Club Miami

Art & Landmarks

- 30 Conscious Actions
- 31 Dale Zine
- 32 David Rosen Galleries
- 33 Fly's Eye Dome
- 34 ICA Museum
- 35 Jade Alley
- 36 Locust Projects
- 37 Margulies Collection
- 38 Netscape
- 39 Opera Gallery
- 40 Pérez Art Museum Miami
- 41 Phillip & Patricia Frost Museum of Science
- 42 Sol Lewitt Garden
- 43 Support System
- 44 The Office

Parks & Recreation

- 45 Design District Dog Park
- 46 M Park
- 47 Stearns Park
- 48 Paraiso Park
- 49 Roberto Clemente Park
- 50 Albert Pallot Park
- 51 Woodson Mini Park



10 Minutes to The Shelborne By Proper

Midtown Park owners enjoy access to The Shelborne By Proper Beach Club*: a historic property with over 300 feet of pristine South Beach shoreline, now reimagined with Proper Hospitality's signature point of view.

*Conditions apply

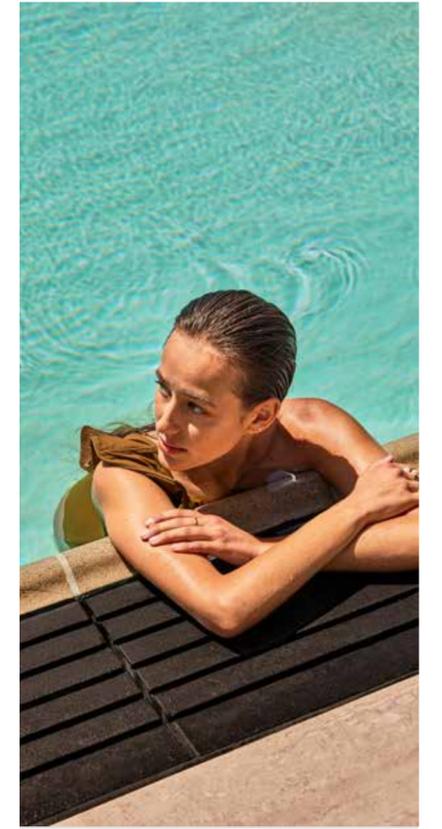


MASTER PLAN

ENJOYABLE SHADED PASEOS
NEIGHBORHOOD PLAZAS & PARKS
MONUMENTAL PUBLIC ART
DESIGNER RESIDENCES
BOUTIQUE OFFICE SPACES
ACCLAIMED CHEF RESTAURANTS
PRIME DESIGNER SHOPPING
CHARMING SIDEWALK CAFES
STATE-OF-THE-ART FITNESS CENTER
PADEL BY ULTRA

Urban Life Reimagined

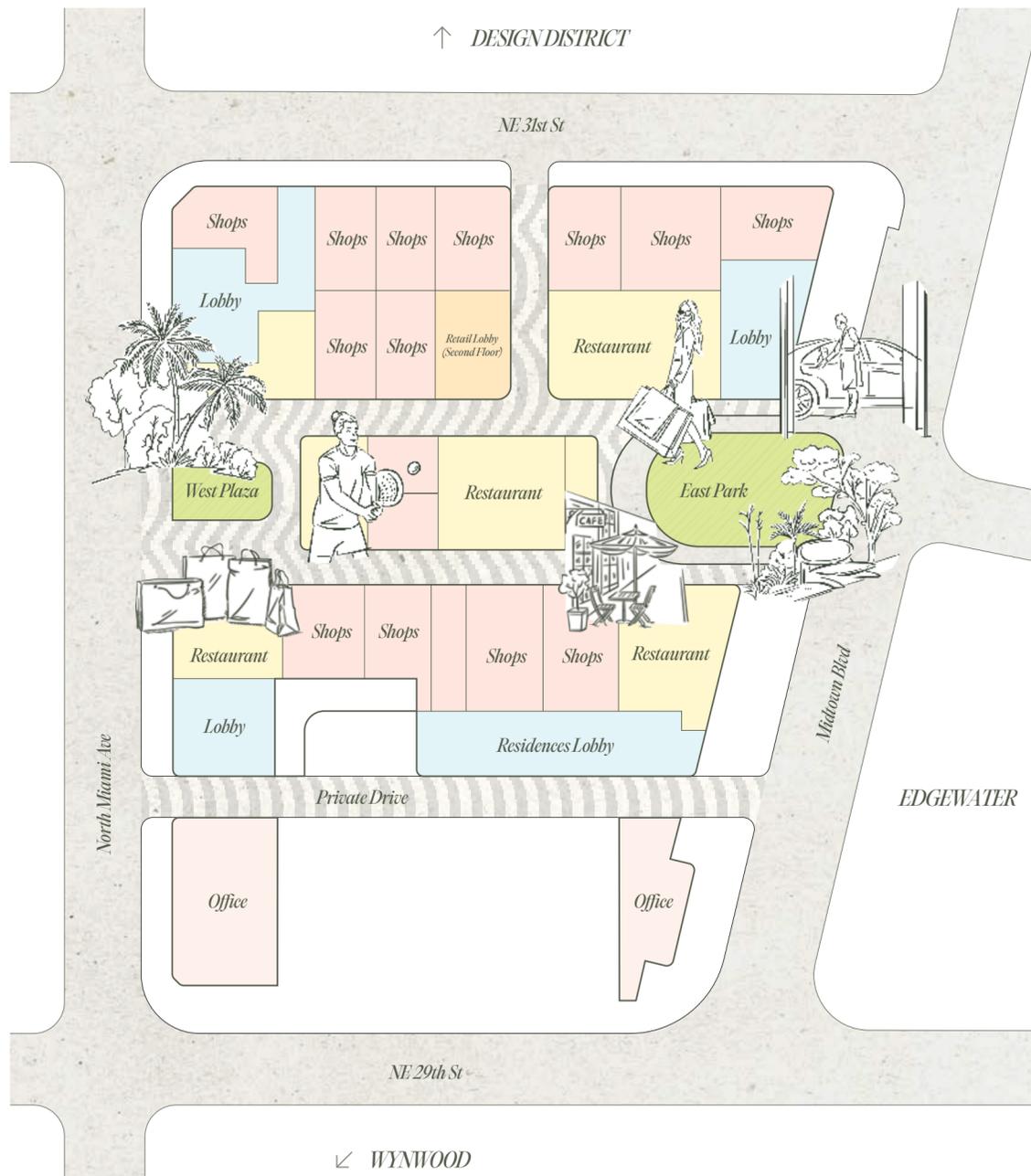
"Midtown Park is designed as a *dynamic mixed-use destination* anchored in *public spaces*, with *open parks* and *pedestrian-friendly paseos* that bring *energy* to the ground floor. *Every element*, from *restaurants* and *cafes* to *boutique shops* and the *racquet club*, is thoughtfully *curated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



A curated mix of culture, commerce, and community designed for movement, connection, and moments that matter.

There is a New Midtown in Midtown

CO-WORKING SPACES, WORLD-CLASS RESTAURANTS, AND DESIGNER STORES CATER TO BOTH PROFESSIONAL AND LEISURE PURSUITS, WHILE A JAZZ AND COCKTAIL LOUNGE PROVIDES THE PERFECT RETREAT. FITNESS ENTHUSIASTS WILL ENJOY A STATE-OF-THE-ART, 20,000-SQUARE-FOOT CENTER, ALONG WITH EXCLUSIVE AMENITIES LIKE PADEL AND PICKLEBALL COURTS. MIDTOWN PARK BY PROPER IS WHERE CULTURE, BUSINESS, AND WELLNESS CONVERGE IN A TRULY VIBRANT SETTING.



Palm Court, MIAMI DESIGN DISTRICT



Rome, ITALY



Rome, ITALY



Paris, FRANCE



Manhattan, NEW YORK, USA



Paris, FRANCE



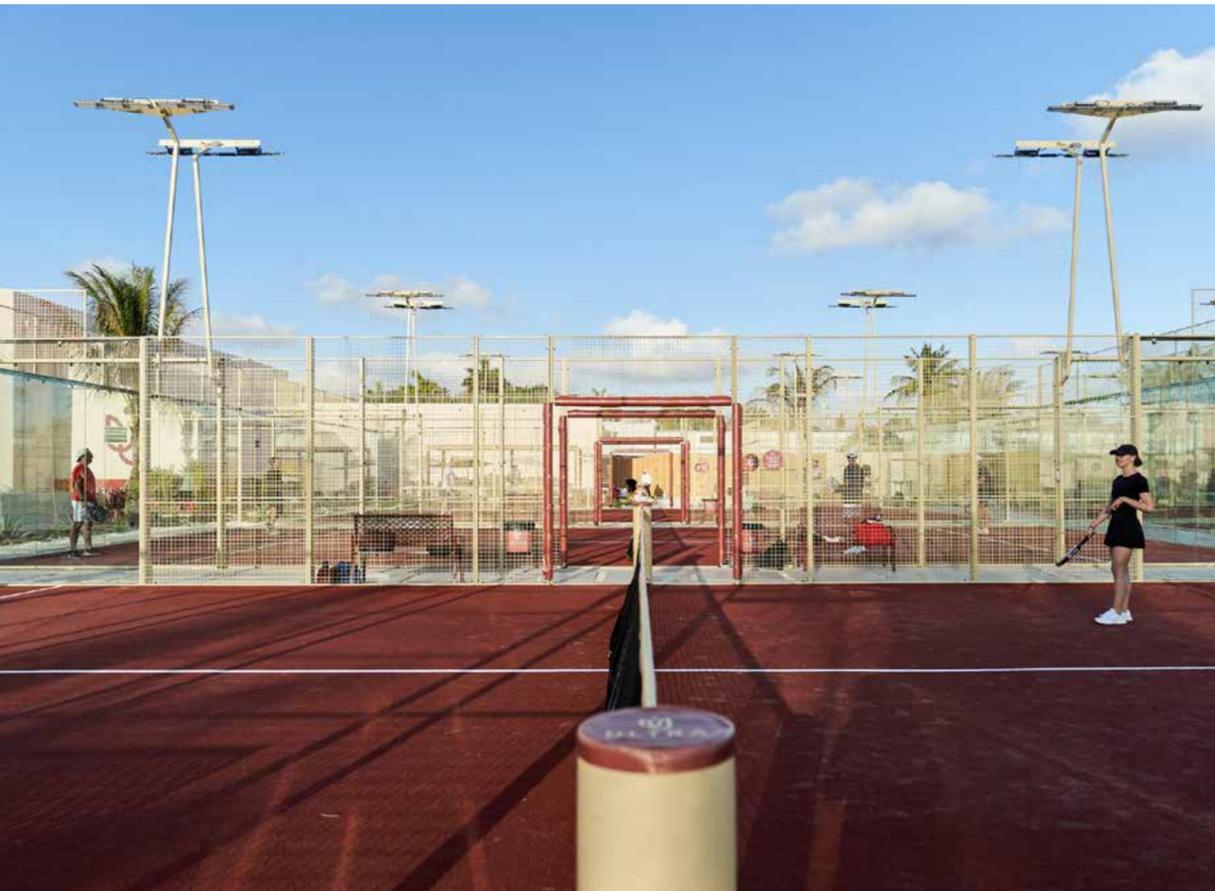
Madrid, SPAIN



Madrid, SPAIN

Midtown Park's public spaces are inspired by iconic destinations worldwide. Neighborhood parks pay direct homage to the elegance of New York's Gramercy Park, adding charm and exclusivity. Sidewalks and paseos reflect the vibrant scale of the Design District, blending accessibility with style. Pathways pay tribute to the lively, shaded streets of Rome, Paris, and New York, celebrating the culture, energy, and connection in every corner. Midtown District offers a world-class public space experience within one extraordinary neighborhood.





*Country Club Living
in the Middle of Midtown.*

Midtown Park's exclusive partnership with ULTRA offers premier padel and pickleball in a lush, design-forward setting. A place for competition, connection, and recovery, with expert coaching and curated programming.





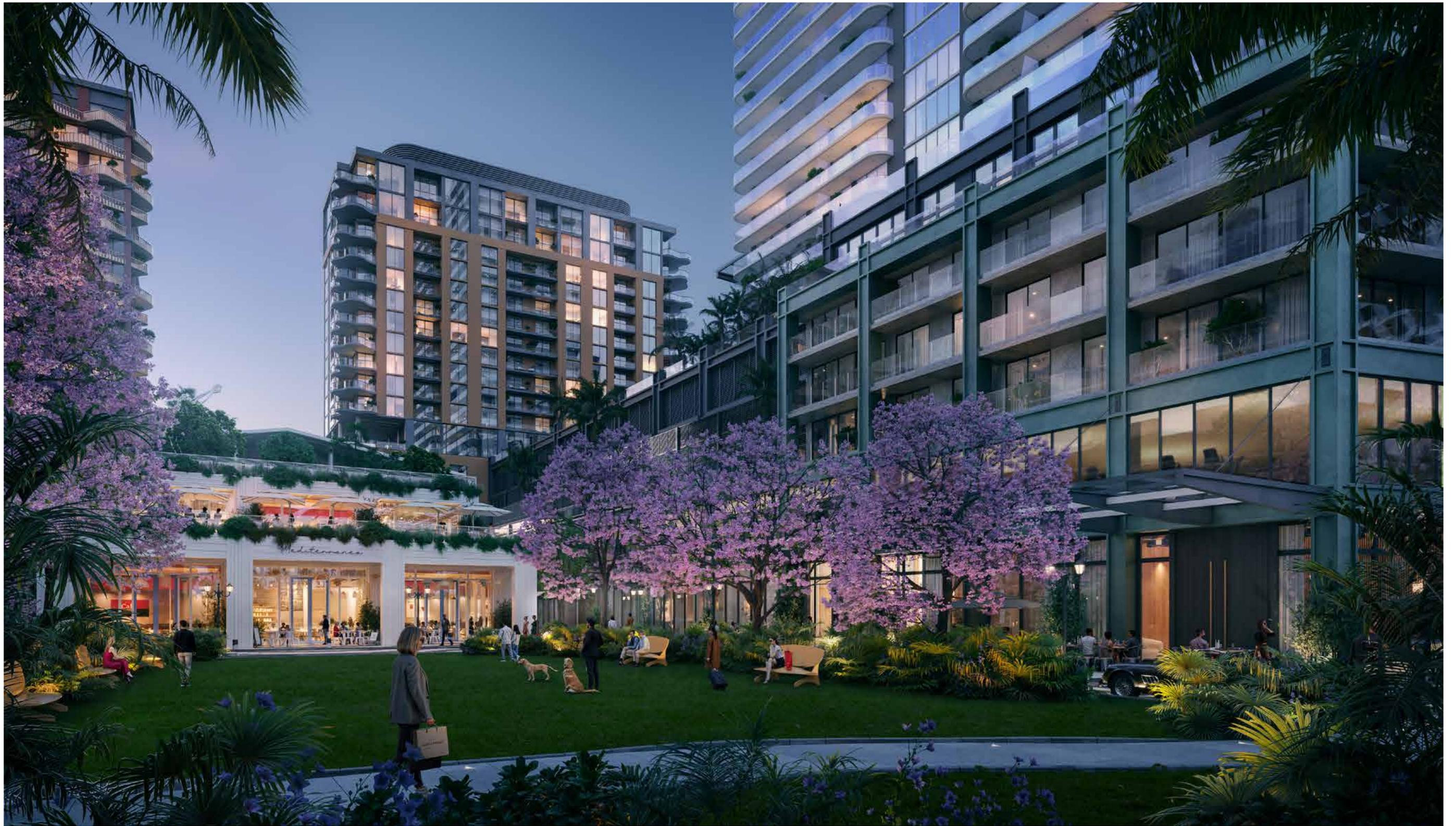
“We are bringing the ULTRA energy to Midtown. This hub will be the Social Country Club of the neighborhood, built around an unparalleled club experience.”

Nico Clero, FOUNDER, ULTRA PADEL



Ultra Padel is redefining the racquet sport experience with world-class courts, expert coaching, and a vibrant social scene that welcomes players of all levels. Founded with the vision of making padel more accessible, dynamic, and community-driven, Ultra Padel blends competitive spirit with a lifestyle approach, where every match is as much about connection as it is about the score. As part of Midtown Park, Ultra Padel brings its signature energy to the heart of the city, creating a hub for sport, wellness, and camaraderie.





East Park

Neighborhood Plazas & Parks

At the heart of Midtown Park lies its expansive, beautifully landscaped plaza, a serene retreat within the urban fabric. These thoughtfully designed open spaces feature shaded walkways, vibrant greenery, and inviting areas for relaxation and community gathering.



West Plaza



Enjoyable Shaded Paseos

More than just pathways, the walkways of Midtown Park are immersive, shaded corridors lined with lush landscaping. These pedestrian-friendly routes offer a quiet, scenic connection between neighborhoods, welcoming the public to wander, pause, and enjoy nature within the rhythm of the city.



THE DOCK
COFFEE & BAR

THE DOCK
COFFEE & BAR

ANNA'S

Mediterranea



Acclaimed Chef Restaurants

Midtown Park brings together a culinary collection curated by some of Miami's most acclaimed chefs. From refined tasting menus to globally inspired street fare, the mix of award-winning restaurants, cozy bistros, and inventive eateries offers both exceptional flavor and neighborhood warmth.

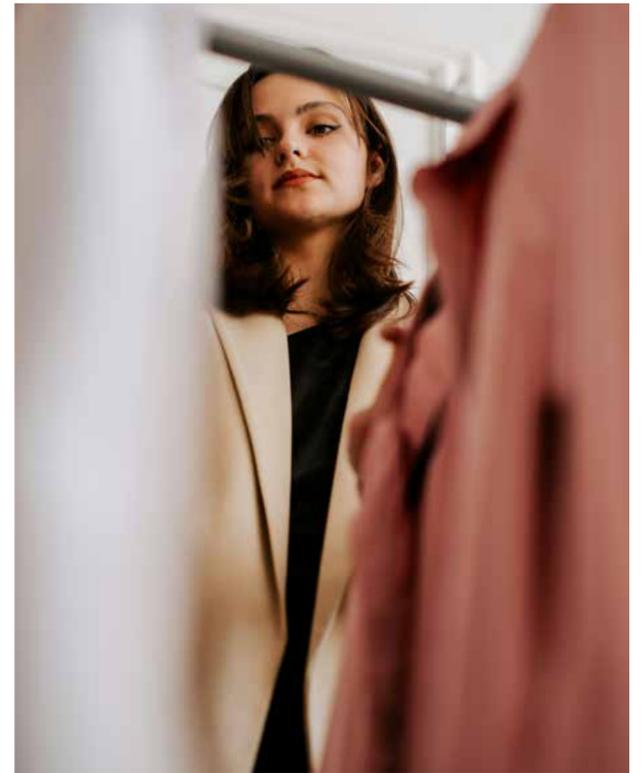


Charming Sidewalk Cafés

Midtown Park's sidewalk cafés invite you to slow down and take it all in. With alfresco seating and a curated mix of local favorites and neighborhood staples, these street-level spots are perfect for a morning coffee, a midday break, or an impromptu gathering. This is city life, vibrant, relaxed, and always within reach.



ARTIST'S CONCEPTUAL RENDERING



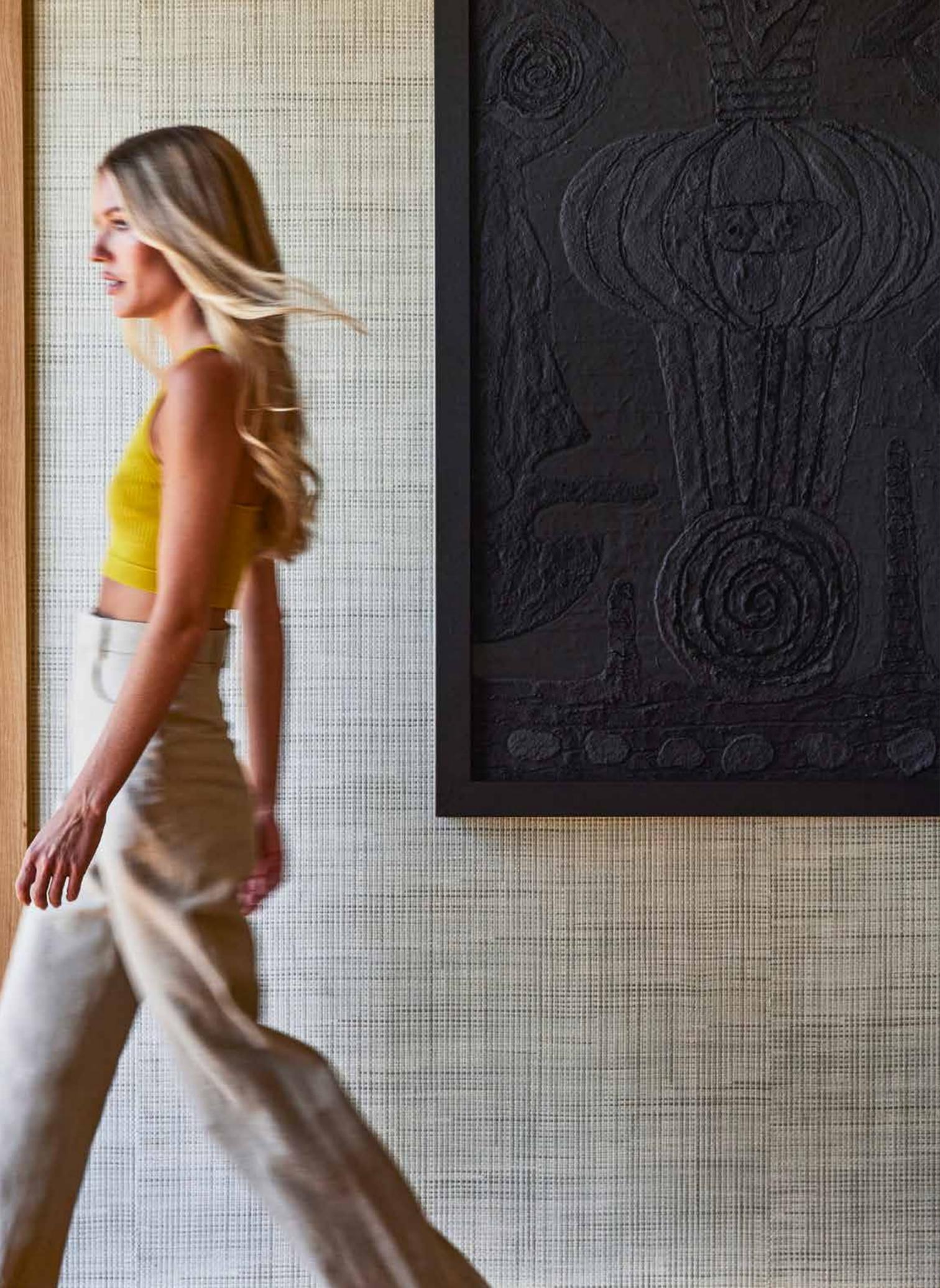
Prime Designer Shopping

With 150,000 square feet of elevated retail, Midtown Park offers a distinct shopping experience. From global fashion houses to local design studios, every boutique is selected for both aesthetic and substance, transforming everyday errands into moments of discovery.



Boutique Office Spaces

At Midtown Park, work flows with life. Sixty thousand square feet of modern, sunlit workspace anchors a professional hub at the heart of a mixed-use community. Surrounded by cafés, green space, and culture, these offices balance productivity with presence, offering a fresh take on the modern workday.



THE RESIDENCES

Proper Living *in the Heart of Midtown*

From the art-filled lobby to the rooftop retreat, Midtown Park By Proper delivers a refined, residential experience grounded in both design and intention. With elevated amenities and signature service, every detail is designed to meet you where you are, and move with the way you live.



MIDTOWN PARK

BY PROPER



ARTIST'S CONCEPTUAL RENDERING

Building Features & Amenities

Grand lobby with Meyer Davis interiors and residents lounge

Screening room with cinematic AV

Curated museum-quality art installations

Virtual golf simulator

Business center with conference and workspaces

Private dining via on-site catering

Resort-style 7th-floor amenities deck: pool, spa, and cabanas

On-site café, yoga lawn, and garden walks

Summer kitchen and outdoor dining pavilion

Pet-friendly paths and landscaped walkways

Membership and beach privileges at The Shelborne By Proper*
*Conditions apply

We have designed a *refined experience* at Midtown Park By Proper, seamlessly blending public and private spaces. From the moment you enter the lobby, you'll feel a *deep connection to the city's vibrant energy*. The residences offer *private retreats with expansive views*, while the public areas, like the serene 7th-floor pool deck, provide a perfect spot for socializing or unwinding. *Here, the harmony between private and communal spaces creates a seamless flow, offering a lifestyle that blends urban sophistication with the tranquility of home.*



A Proper Arrival

Designed to welcome and inspire, the grand lobby at Midtown Park By Proper offers a striking mix of elegance and warmth. Curated art, rich materials, and expressive details shape a space that transitions effortlessly from the city's pulse to your personal retreat. It's your first impression and a lasting one.





Your Lobby, Your Art Gallery

Designed by Meyer Davis Studio, the lobby is more than an entrance, it's a living gallery. A space where art and architecture merge, it blurs the boundaries between public and private, embodying Midtown's creative spirit while offering an intimate, welcoming sense of arrival. At its heart, the front desk stands as a sculptural work of art, crafted with exquisite materials and graceful lines, inviting every guest to feel both inspired and at home.



The lobby is a study in understated elegance, a warm, welcoming space where modern design meets timeless luxury.





Residences Features

Spacious, fully finished open floor plans with 9-foot-plus ceilings

Oversized wraparound balconies with seamless glass railings

Impact-resistant, floor-to-ceiling tinted windows and sliding doors

Imported wood porcelain flooring throughout

Studio to three-bedroom layouts, plus penthouses with rooftop terraces, private pools, and double-height living rooms

Kitchens by Meyer Davis with Italian cabinetry, quartz countertops, brass accents, and built-in Sub-Zero and Wolf appliances

Primary baths with walk-in wet rooms, Hansgrohe brass fixtures, and freestanding soaking tubs in select homes

Three-bedroom and penthouse residences include full laundry rooms





Corner Residence

The residences at Midtown Park By Proper offer a serene escape above the city. Framed by floor-to-ceiling windows, each home is bathed in natural light and opens to unobstructed views of the city.







Single-Bedroom Residence

A warm, refined palette sets the tone for interiors finished with exquisite detail, from richly textured materials to elegantly crafted surfaces. Every element is considered, creating spaces that feel timeless, livable, and deeply personal.

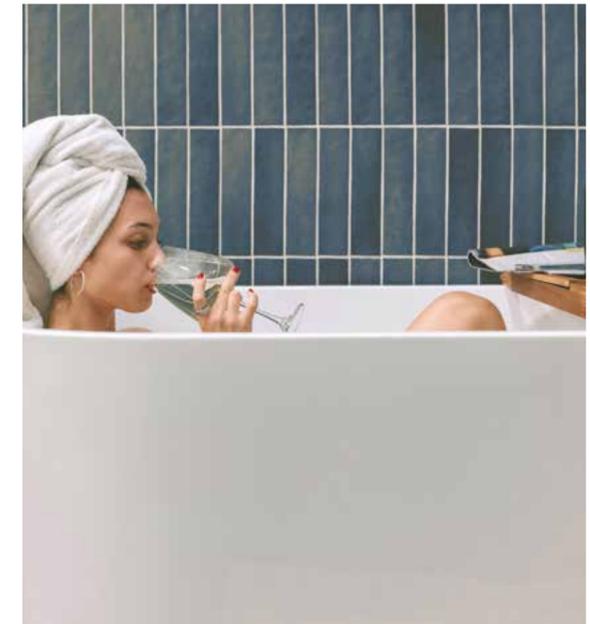




Gourmet Kitchens

The kitchens at Midtown Park By Proper are crafted for the way we live now, with spaces to cook, gather, and connect. Custom Italian cabinetry, expansive quartz countertops, and premium Sub-Zero and Wolf appliances set the tone for effortless hosting and elevated everyday rituals. Designed by Meyer Davis, each kitchen blends utility with quiet sophistication.



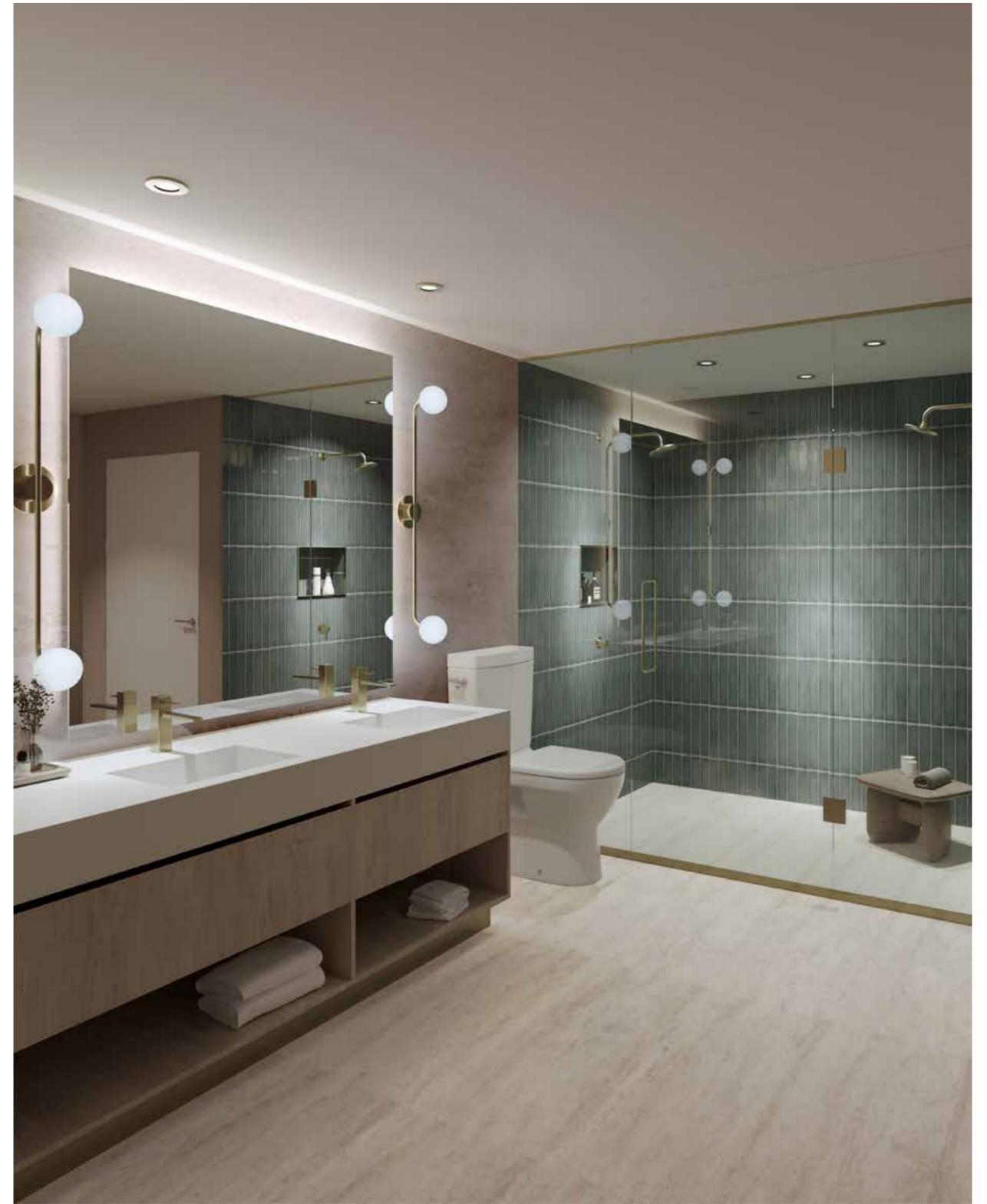


Primary Bathrooms

A sanctuary within the home, the primary bathrooms are spa-like retreats with modern fixtures, expressive finishes, and calming proportions. Every element, from brass hardware to walk-in wet rooms, is designed to evoke tranquility and elevate the everyday.



1



2

1 Three-bedroom and Private Collection residences include wet rooms By Proper, and freestanding bathtubs.

2 Primary bathrooms featuring glass-enclosed double showers.

(See unit plan for reference)



THE PENTHOUSE COLLECTION

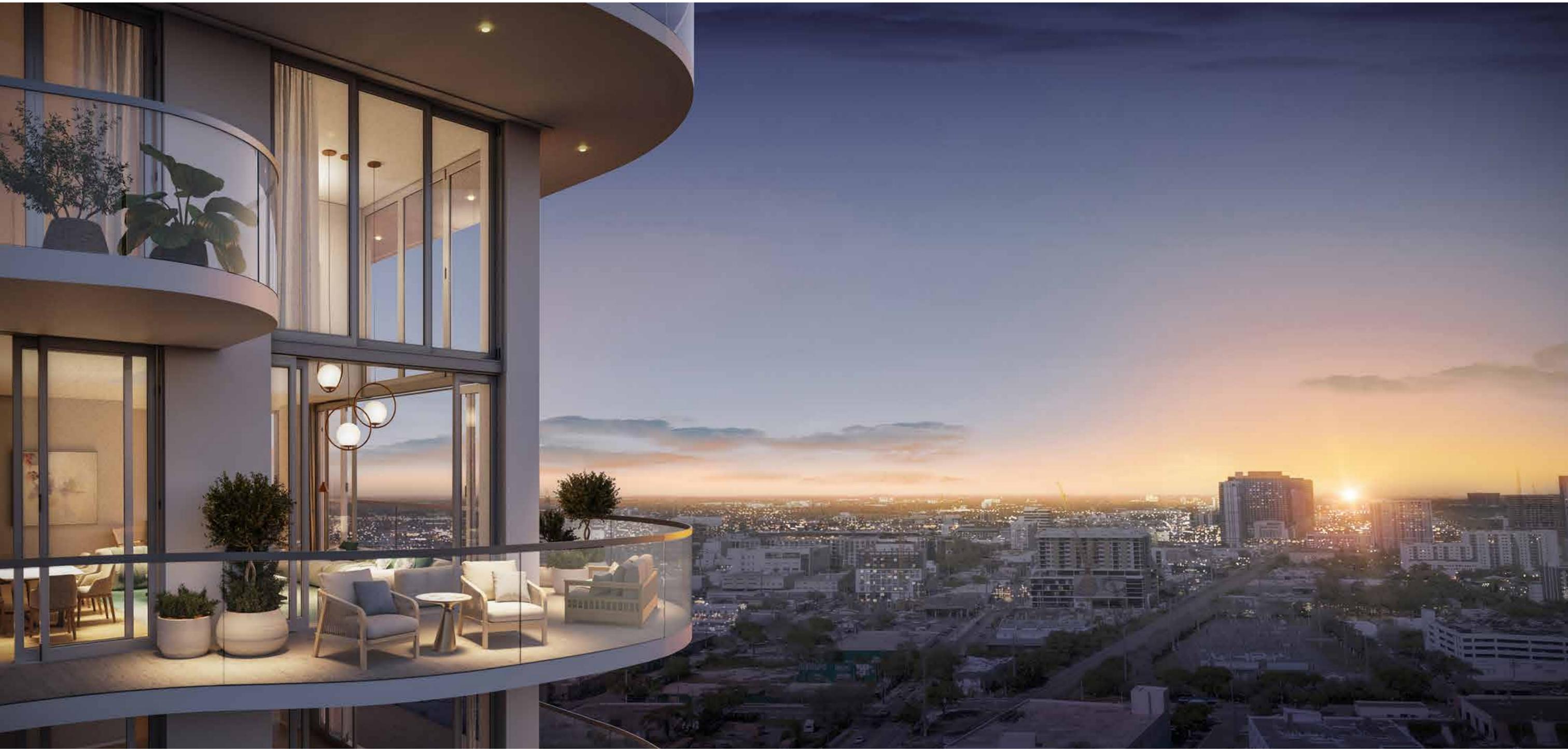
The Pinnacle of *Proper Living*

A retreat in the sky, the Penthouse Collection offers space to breathe, light to inspire, and design that elevates everyday living into something extraordinary.



Elevated by Design

The Penthouse Collection at Midtown Park By Proper is a rare expression of vertical living. Expansive floor plans and double-height ceilings amplify light and space, while panoramic views frame Miami in every direction. Thoughtfully finished and exquisitely appointed, each residence is a private retreat in the sky, with access to exclusive services and amenity privileges that reflect a Proper way of life.





Penthouses Features

Panoramic views of the skyline and the ocean

9-foot-plus ceilings and oversized wraparound balconies

Sound-insulated walls for enhanced privacy

Primary suites with dual walk-in closets and solid-core doors

Smart-home readiness

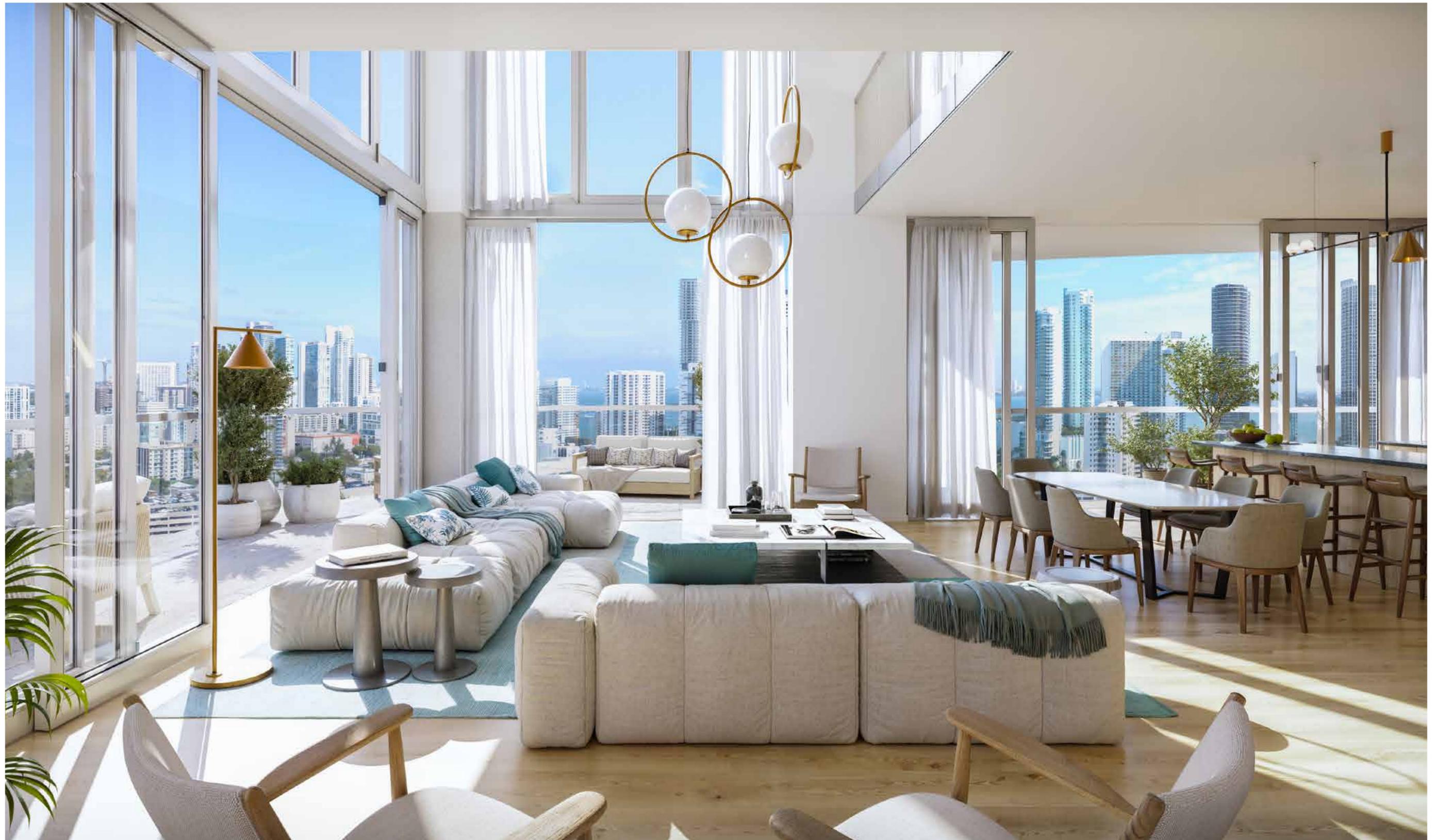
Italkraft Italian kitchen cabinetry and porcelain countertops

Sub-Zero and Wolf appliance packages

Quiet, front-load washer and dryer

Frameless glass showers and European-style bath fixtures

Wet rooms and soaking tubs in select primary baths











SERVICES AND AMENITIES

Hospitality-Led Living, *the Proper Way*

Designed by Meyer Davis, the amenities at Midtown Park By Proper offer a thoughtful mix of energy and ease. Whether you're reconnecting at the spa, unwinding by the pool, or gathering with neighbors in a garden lounge, each space elevates daily life. Sophistication meets soul in every square foot, bringing By Proper's signature hospitality home.

Pool Deck and Amenities

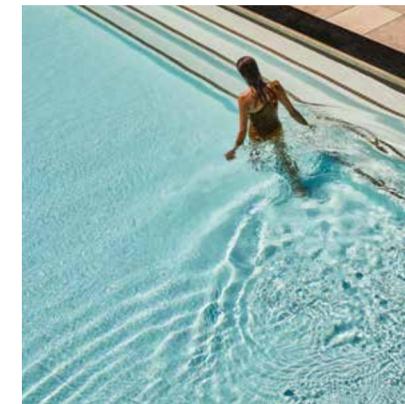
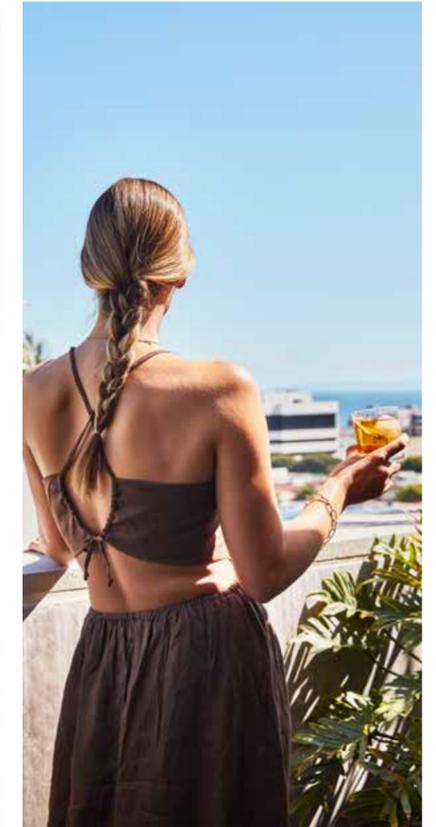
On the 7th floor, a landscaped pool deck becomes your personal sanctuary. Surrounded by lush plantings, shaded cabanas, and views across the skyline, this elevated retreat redefines what it means to unwind. Here, relaxation, recreation, and community all find space to breathe.

Outdoor

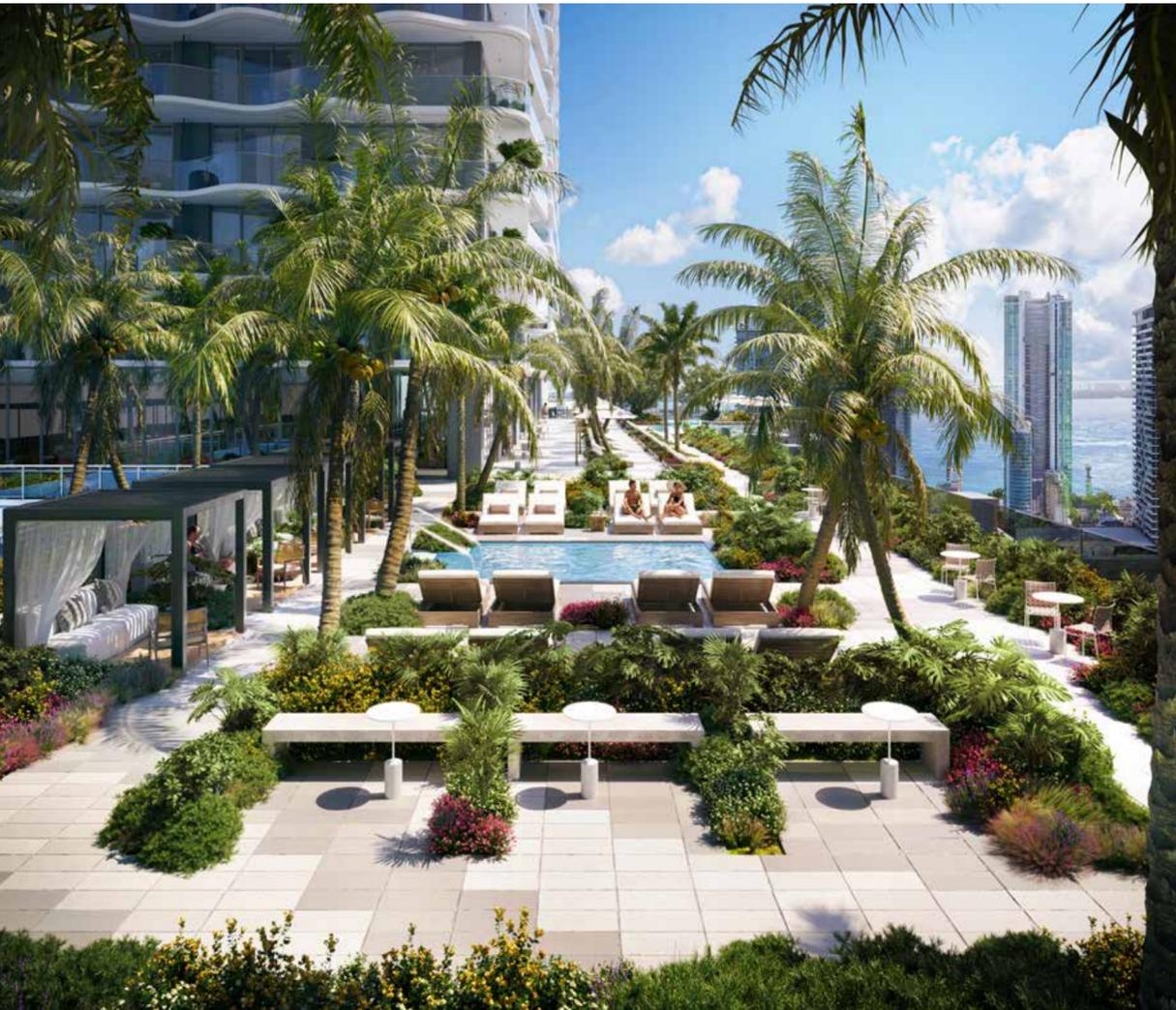
- 1 Main pool
- 2 South sundeck
- 3 Pickleball court
- 4 Summer kitchens
- 5 Adult pool and cabanas
- 6 Padel courts
- 7 North paseo
- 8 Central retail bldg
- 9 Private cobbled driveway / East park
- 10 West park

Indoor

- 11 North lounge room and private terrace
- 12 South lounge room and private terrace
- 13 Coworking space
- 14 Game room
- 15 Gym
- 16 Virtual golf
- 17 Pilates/yoga room
- 18 His and hers spa rooms with sauna & steam rooms
- 19 Sports bar



Every amenity at Midtown Park has been thoughtfully conceived to bring the vibrancy of the city into the comfort of home. From serene pools and lush paseos to inspiring workspaces, wellness sanctuaries, and lively social venues, each space forms part of a complete ecosystem, one that lets you experience the best of urban life without ever stepping beyond your front door.



*Double the Serenity:
Two Pools, One Elevated Oasis*

Whether you're after restorative calm or an energizing swim, Midtown Park By Proper offers the best of both. Choose between a serene adult spa pool or an expansive 60-foot heated pool, each framed by lush gardens and designed for complete relaxation.





Private Pickleball Courts

For playful afternoons or spirited matches, Midtown Park's private pickleball courts offer a fresh-air outlet just steps from home.





Gardens by Naturalficial

Designed by landscape studio Naturalficial, Midtown Park's herb and vegetable garden infuses the property with color, flavor, and life. Steps from the pool deck, the garden provides seasonal ingredients for cocktails, small bites, and wellness rituals across the building.



*Charmaines, San Francisco Proper Hotel,
SAN FRANCISCO, CA*



Cara Cara, Downtown Los Angeles Proper, LOS ANGELES, CA

Garden Lounge & Bar

Perched on the 7th floor, the Garden Lounge & Bar carries the signature By Proper rooftop spirit. Lush greenery, refined seating, and skyline views set the stage for an effortless indoor-outdoor rhythm. Like the iconic terraces at By Proper's celebrated hotels, this is where poolside days give way to cocktails, conversation, and unforgettable evenings.



Lounge & Private Event Room

An elegant space made for celebration, the lounge and event room at Midtown Park brings together soft lighting, refined materials, and state-of-the-art amenities.



Whether hosting a dinner, meeting, or any meaningful moment, the lounge and event rooms are designed for occasions both grand and intimate.





Coworking

The coworking spaces are designed for focus, flow, and modern flexibility. Warm tones, natural light, and curated design details create an atmosphere that feels both elevated and grounded, the ideal setting to think, meet, and make progress.



By Proper Kids' Room

Thoughtfully designed for creativity and play, the By Proper Kids' Room is a bright, interactive haven for little ones. From colorful features to imaginative spaces, it offers both fun for kids and peace of mind for parents.



The Gym & Spa

The wellness experience at Midtown Park balances high performance with deep restoration. The gym is fully equipped for serious training, while the spa invites you to slow down, reset, and recenter, all just an elevator ride away.

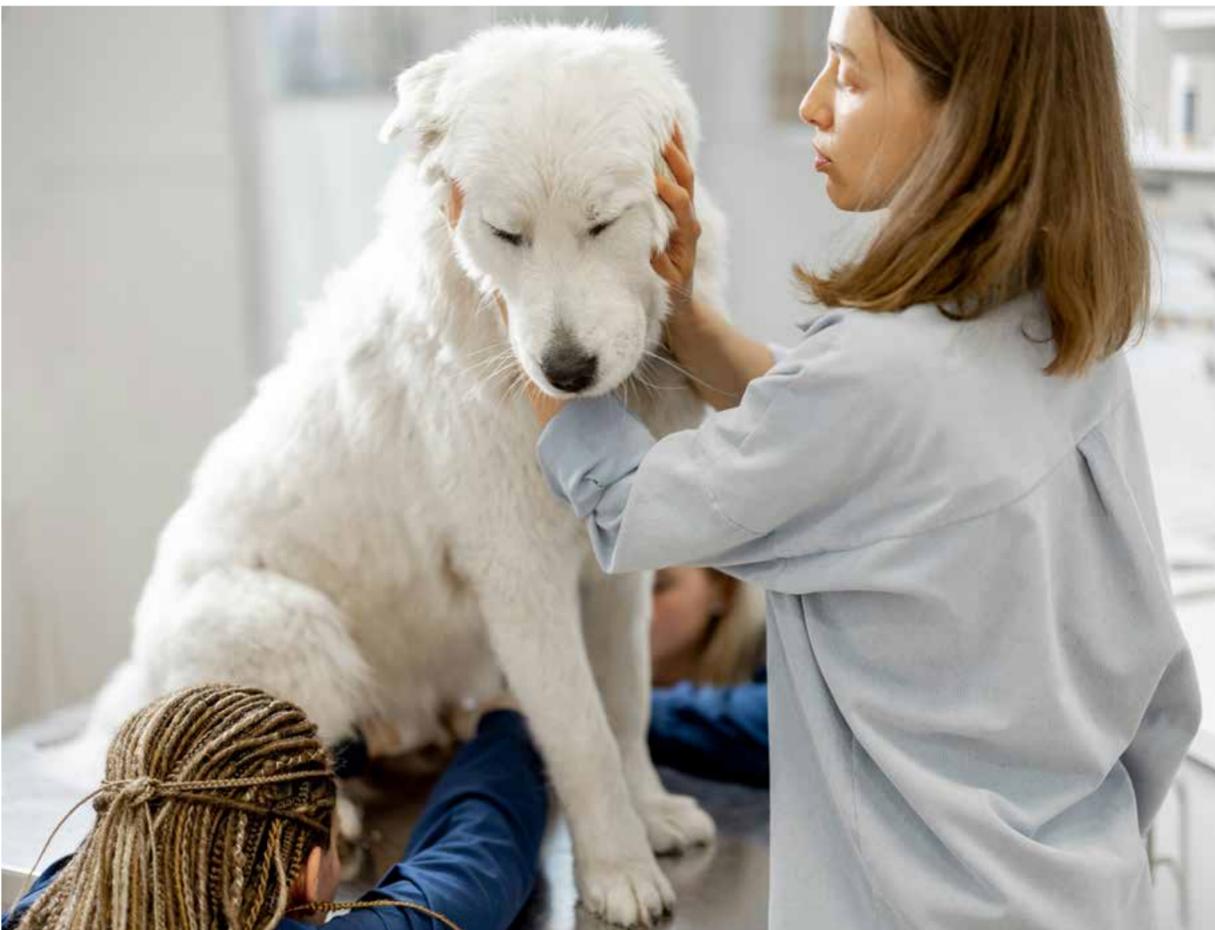


The spa at Midtown Park is a quiet retreat just steps from home. With his-and-hers treatment rooms, calming interiors, and a focus on deep restoration, it's a space to truly reset.



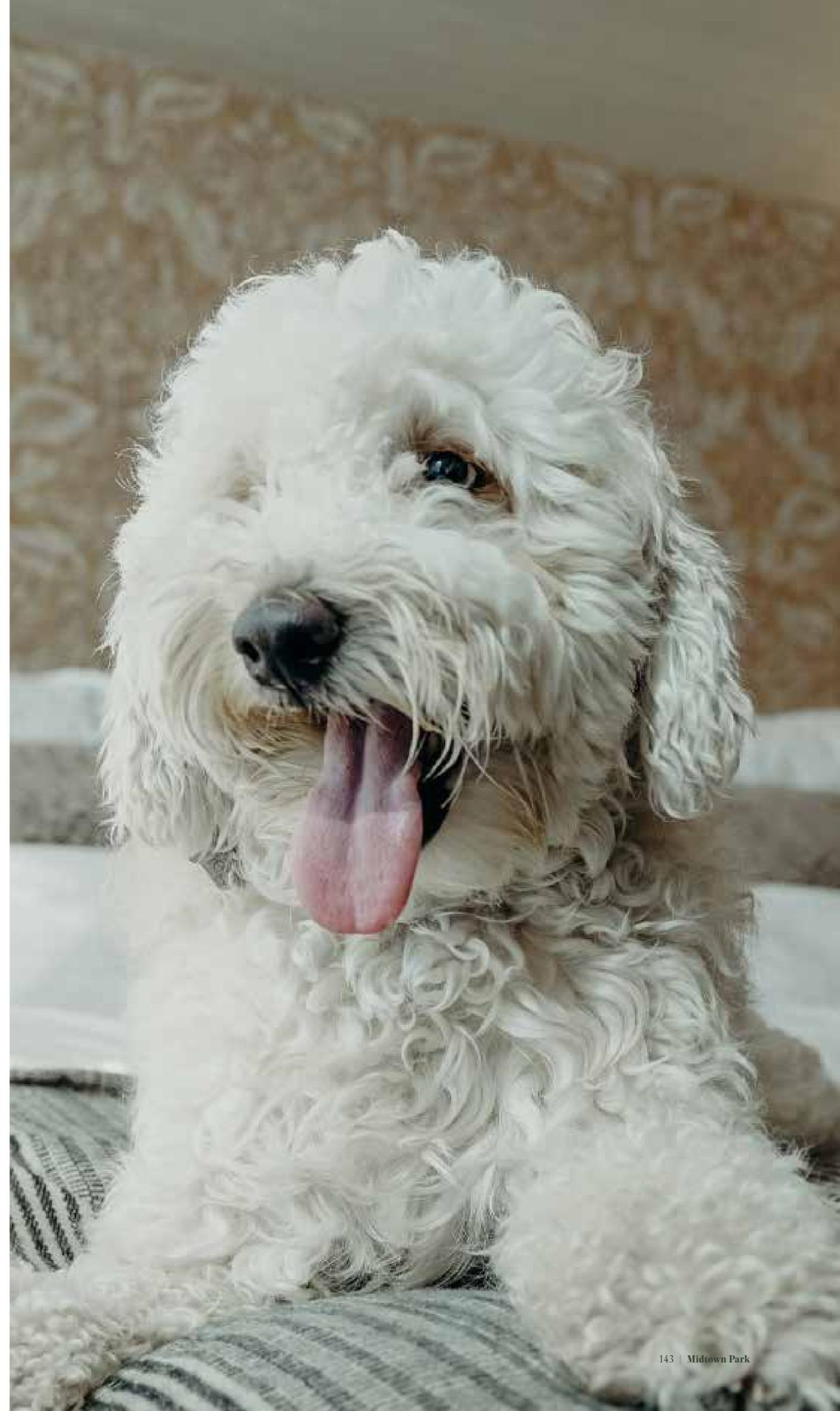
Virtual Golf

No commute, no clubs, just you and the course. The high-tech virtual golf suite lets residents practice their swing or take on the world's most iconic holes, all within reach of home.



Pet Spa

At Midtown Park By Proper, every member of the household is cared for. The dedicated pet spa offers a calm, well-appointed space for grooming, bathing, and pampering your pet with ease. Thoughtfully designed for comfort and convenience, it's just one more way Proper Hospitality makes home feel complete.

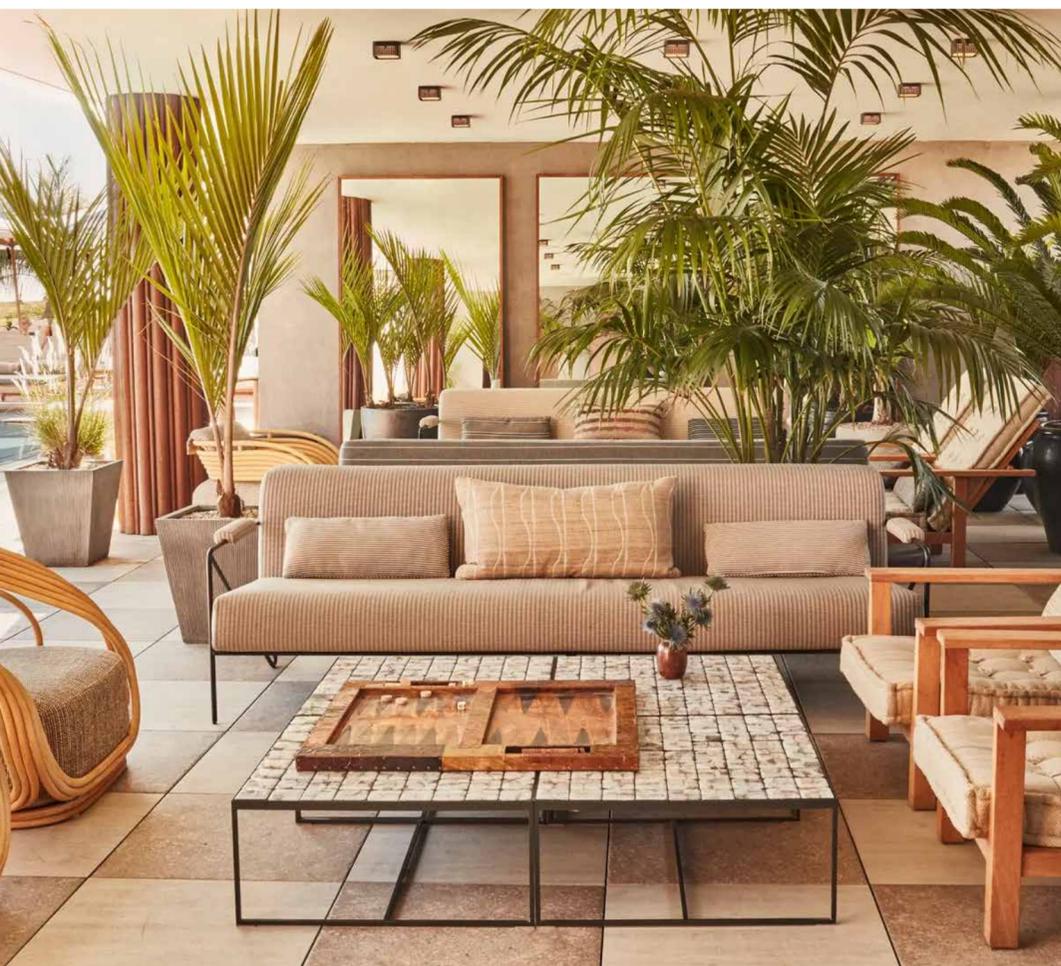




Beach Club Access

Residents of Midtown Park By Proper enjoy access to the Beach Club at Shelborne By Proper*, an iconic oceanfront retreat on Millionaire's Row. With over 300 feet of prime beachfront, it's your personal escape to sun, sand, and South Beach sophistication.

*Conditions apply



*Beach Club Privileges**

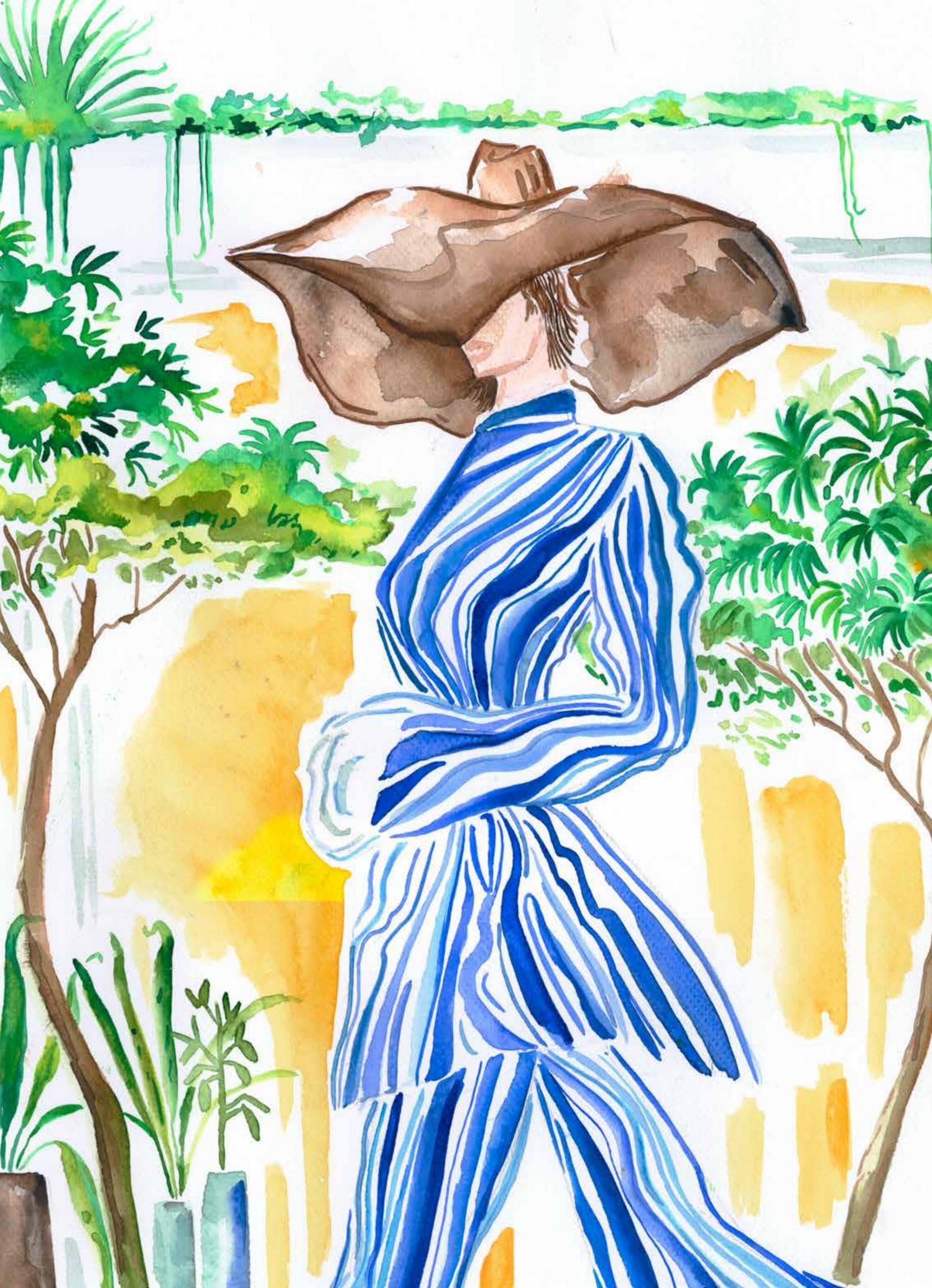
Beach and pool chair setup

Full towel service

By Proper Concierge beach service

Access to Shelborne's food and beverage venues

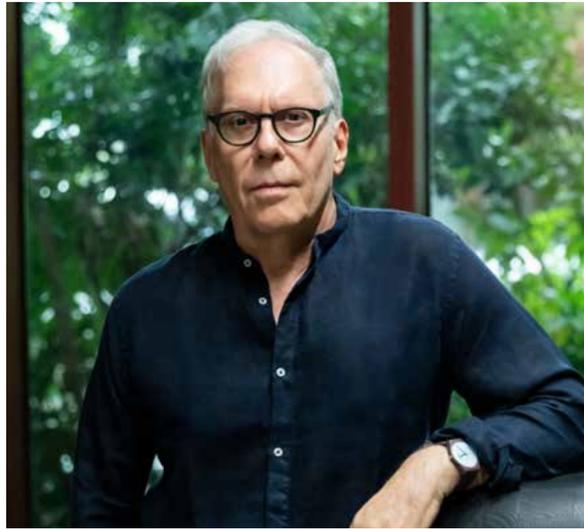
**Conditions apply*



THE DESIGNERS AND ARTISTS

A Fusion of Visions

Midtown Park features a dynamic collection of art, including striking sculptures, interactive installations, original illustrations, and captivating public art displays. These works invite engagement and creativity, transforming the space into a vibrant, ever-evolving gallery that fosters connection and inspires the imagination.

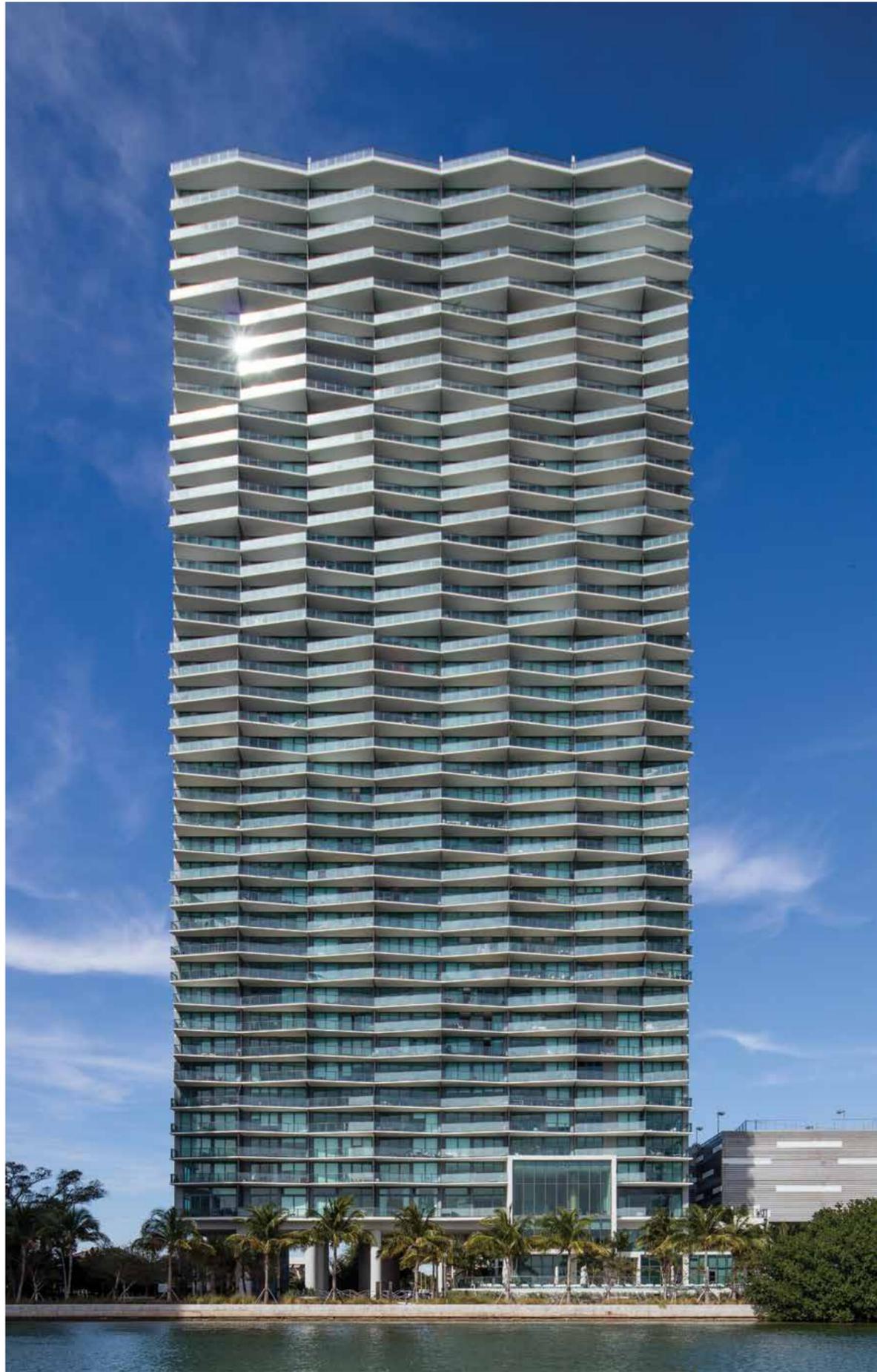


Bernardo Fort-Brescia, ARQUITECTONICA

Architecture by Arquitectonica

Founded in 1977 by Bernardo Fort-Brescia and Laurinda Spear, Arquitectonica is a Miami-based firm known for reshaping skylines with bold geometry, artful expression, and unmistakable identity. From cultural landmarks to luxury towers, their portfolio spans continents and always begins with place.





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- 1 *Icon Bay, EDGEWATER, MIAMI, FLORIDA, USA*
- 2 *Solaria and Aria, MILAN, ITALY*
- 3 *Mr. C Residences, MIAMI, FLORIDA, USA*



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Gray Davis and Will Meyer, MEYER DAVIS STUDIO

Interiors by Meyer Davis Studio

Led by Will Meyer and Gray Davis, Meyer Davis is known for layered interiors that evoke elegance without excess. Their work tells stories through light, space, and materiality, making the familiar feel extraordinary. At Midtown Park By Proper, their vision translates into interiors that move, evolve, and connect.





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1 Hotel, MIAMI BEACH, FL
2 Four Seasons Astir Palace Hotel, ATHENS, GREECE



Landscaping by Naturalficial

Founded by Andrés Arcila, Naturalficial creates immersive landscapes that blend the built and natural worlds. Their design philosophy is rooted in emotion, movement, and balance, resulting in environments that uplift the spirit and ground the senses.





1 *Roystonea regia*
 This ornamental tall palm with large fronds and thick trunk lines the streets of Midtown providing scale and a tropical feel to the urban district.

2 *Tabebuia impetiginosa*
 Establishing a distinct view at the park entrance, this pink and visually striking tree of the Americas welcomes residents and visitors to Midtown Park.

3 *Jacaranda mimosifolia*
 With violet-colored flowers and a thin, feathery lime-color canopy, this tree lines the edges of the upper level amenity terraces providing, when in bloom, mesmerizing views from above for the residences.

4 *Libidibia ferrea*
 Also known as the Leopard Tree for its attractive smooth trunk with whitish, gray, and dark patches that peel off as the bark ages, this tree has a light delicate canopy that allows dappled shade to filter through, creating beautiful patterns.

5 *Pimenta racemosa*
 Native to the Caribbean and used for essential oils, this upright tree has leaves that bring aromatic pleasure to the senses.

6 *Quercus virginiana*
 Accentuating the entry to the paseos, and as a favored native tree, this resilient and majestic tree embodies the iconic charm of old Florida.

7 *Tabebuia caraiiba*
 Crowned with a dazzling canopy of golden yellow blossoms in spring, this tree transforms the plaza into a radiant memorable space.

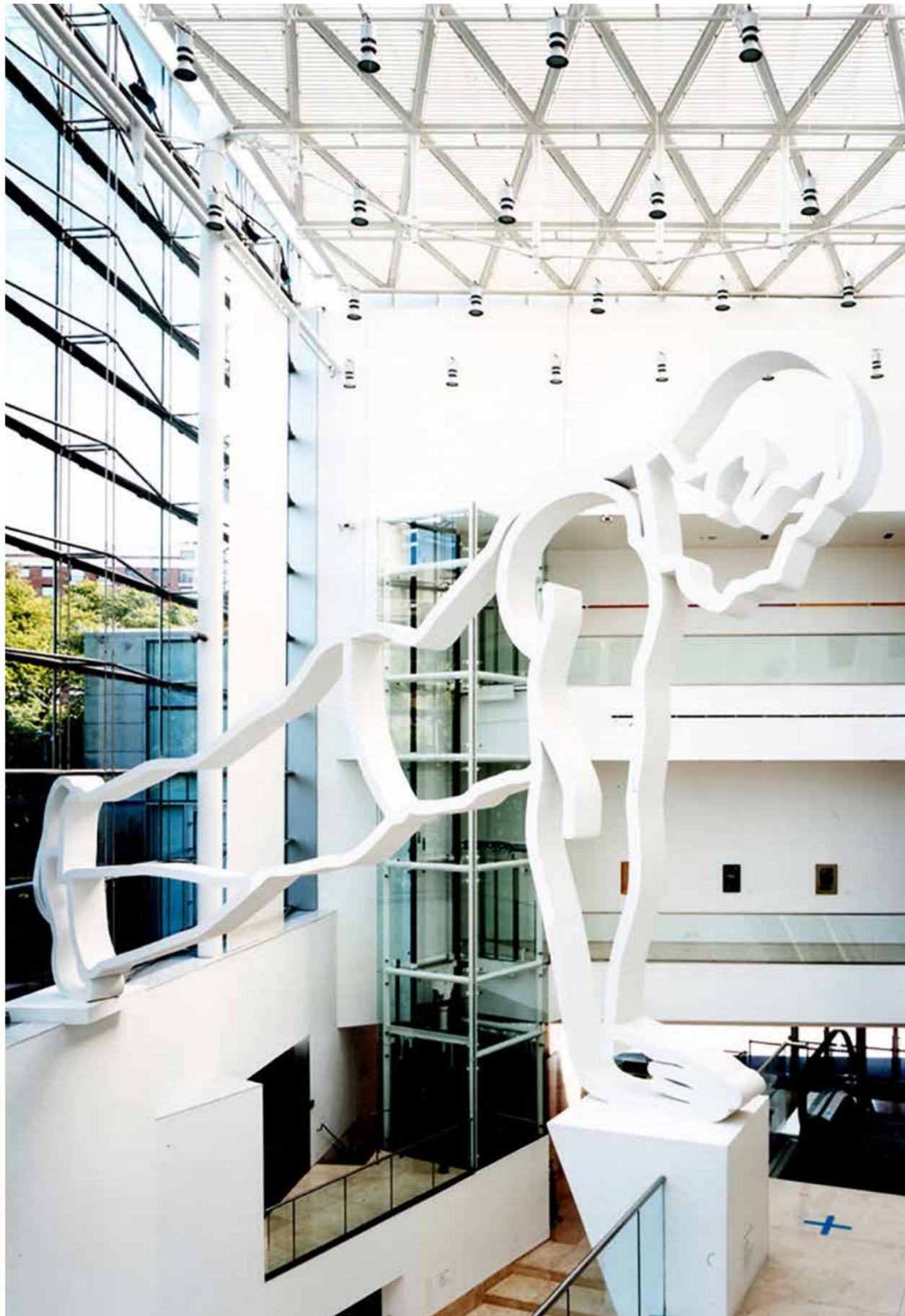
8 *Tabebuia bahamensis*
 With its subdued character, this tree's slender, sculptural branches and gentle white blooms add a subtle grace to the paseos.

9 *Tamarindus indica*
 Providing an instant tropical feel at the amenity pool deck, this tree offers a graceful form and generous shade.

10 *Terminalia ivorensis*
 With its tall, stately form and wide, symmetrical canopy, this tree brings natural elegance to the paseo.

A Landscape Designed to Breathe Life into the City

At Midtown Park, nature is not an afterthought, it's the soul of the community. Every plant and tree has been carefully selected by the experts at Naturalrificial, chosen for its beauty, resilience, and ability to thrive in harmony with the environment. This vision comes alive in shaded paseos, layered greenery, and gardens that nourish both body and soul. At the heart of it all lies an expansive landscaped plaza, a green escape within the city's rhythm, where shaded walkways, monumental art, and open lawns invite you to gather, explore, and reconnect with the outdoors.

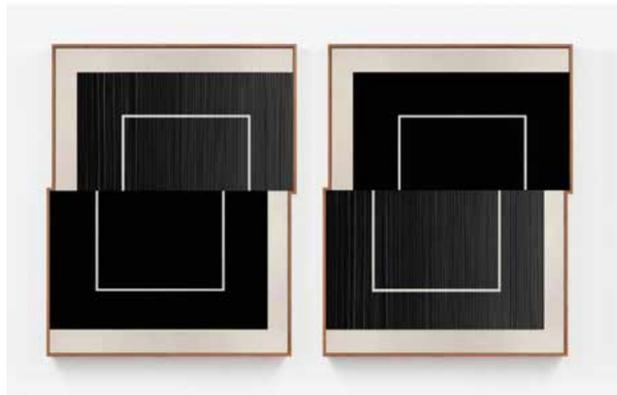


MONUMENTAL PUBLIC SCULPTURE, ORIGINAL ILLUSTRATIONS & ART INSTALLATIONS



*Museum-Quality Moments,
Everywhere You Look*

At Midtown Park By Proper, every corner is considered, with museum-quality works seamlessly woven into everyday life. Sculptures, installations, illustrations, and paintings by artists such as Rubén Rodrigo, Jessica Trossman, Tiziana Pierri, Guillermo García Cruz, Hernan Marina, Sebastian Marc Graham, Colin Selig, Julieta Tarraubella, António Faria, and Mariano Calezado bring texture, color, and dialogue to the property, creating an enriching experience for residents and visitors alike.



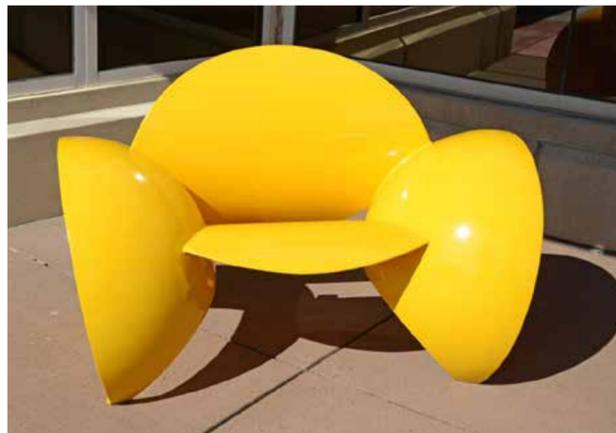
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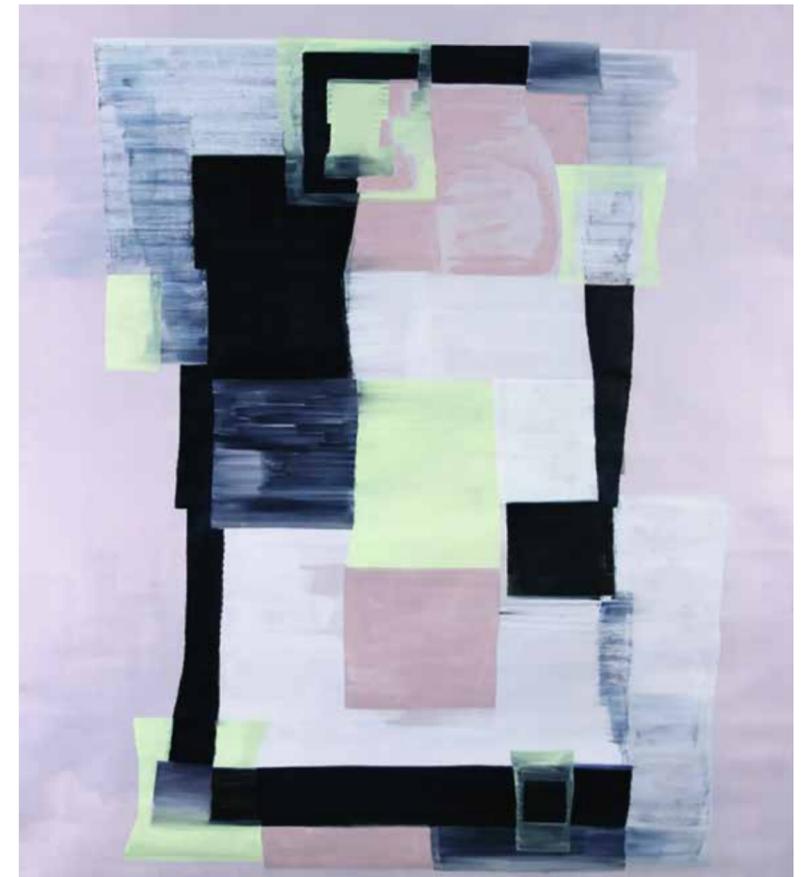
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11

1. HERNÁN MARINA
2. GUILLERMO GARCÍA CRUZ
3. JULIETA TARRABELLA
4. RUBÉN RODRIGO
5. COLIN SELIG
6. JESSICA TROSSMAN
7. ANTÓNIO EARLA
8. HERNÁN MARINA
9. MARIANO CALEZADO
10. TIZIANA PIERRI
11. SEBASTIAN MARC GRAHAM



THE TEAM

Proven Vision. *Bold Collaboration.*

Midtown Park By Proper brings together two of Miami's most future-facing development teams: Rosso Development and Midtown Development. Their shared ethos of community-building, design integrity, and long-term vision has shaped neighborhoods and skylines alike. This is the culmination of decades of experience, elevated, intentional, and made for the way people live now.



ROSSO DEVELOPMENT



Carlos Rosso, FOUNDER AND CEO, ROSSO DEVELOPMENT

Creating places with thoughtful design, community energy, and a lifestyle that feels both elevated and deeply connected.

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.

Under his leadership, Related successfully delivered iconic projects including the 1,600 unit Paraiso Dis-

trict in Miami, the company's largest project to date; Auberge Beach Residences and Spa in Fort Lauderdale, the first entirely residential project for the revered hospitality brand; SLS Cancun & Residences in Mexico, which sold out less than 24 months after launching; and V:HOUSE in Brazil, a luxury boutique property in the up-and-coming financial district, to name a few. The next batch of projects to complete includes Residences by ARMANI/CASA designed by Cesar Pelli, Hyde Beach House, and Park Grove by OMA/Rem Koolhaas.

Prior to his time at Related, Rosso held a number of positions across global development firms, having served as vice president of real estate development for Investment

Properties Ltd. in Boston and ten years as project director for Besix International, overseeing the development and construction of over ten million square feet of multifamily, hotel, and office buildings in Europe, the Middle East, and Africa. Rosso graduated *summa cum laude* from the Universidad de Buenos Aires with a master's degree in architecture. He also earned a master's degree in real estate development and finance, with the highest honors, from the Massachusetts Institute of Technology (MIT).



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1 Paraiso District, EDGEWATER, FL
2 SLS Puerto Madero, BUENOS AIRES, ARGENTINA



Charmantes, San Francisco Proper Hotel

PROPER HOSPITALITY



Brad Korzen and Brian De Lowe, CO-FOUNDERS, PROPER HOSPITALITY

“Passion is what pushes us to find, create, and operate one-of-a-kind properties that we, as travel lovers, want to experience and share with friends and family.”

We founded Proper Hospitality with a simple idea: to create places that feel alive with design, culture, and connection. For more than 25 years, our work has been about shaping a modern way of living, one where wellness is woven into daily life, design is intentional, and each property reflects the character of its surroundings.

Every Proper project is meant to feel dimensional and human. Hotels, residences, and clubs that are polished but never sterile, spaces where people can move naturally between rest and play, solitude and community, creativity and care.

For us, real luxury is about freedom, not formality. It's about creating environments that meet people where they are while inspiring them to discover something new.

Midtown Park By Proper is the next step in that vision: bringing the essence of Proper into homes designed to be lived in fully, with the same spirit of connection and cultural depth that has defined our brand from the beginning.

—Brad & Brian



Midtown Development

Founded in 2009, Midtown Development is a real estate investment firm specializing in community-focused developments, with ongoing projects in major metro areas throughout Florida. These include a 22-acre, mixed-use neighborhood in downtown Orlando and the cornerstone Miami neighborhood, Midtown Miami. Following the acquisition of a site, Midtown pursues one of two routes: development, or creation of joint-ventures with preferred partners for development. In both cases, Midtown assumes an active role in curating the community, building neighborhoods, or enabling others to build them, in line with a vision for walkable, connected districts that raise the value of the entire area while unlocking business opportunities.

Fortune Development Sales

Fortune Development Sales division, led by Edgardo Defortuna, is the premier, exclusive on-site sales and marketing representative for third-party development projects in South Florida, having sold more than 31,000 units and currently representing some of South Florida's most successful projects such as: The Residences at Mandarin Oriental, Miami, Cipriani Residences, Bay Harbor Towers, Pagani Residences, Onda, Missoni Baia, Una Residences, Baccarat Residences Miami and Casa Bella Residences, among others. Synonymous with excellence, quality, customer service and unwavering commitment to the highest standards of luxury, Fortune has been a recognized leader in development, sales, and marketing since 1983. The firm's real estate brokerage division, Fortune Christie's International Real Estate, is the exclusive Christie's affiliate in Miami-Dade and Broward counties. Fortune International Group has 21 offices around the world with over 1,000 associates. Fortune's international broker network reaches legions of prospective buyers from South Florida to Buenos Aires, Hong Kong to São Paulo, and Manhattan to Paris.

Arquitectonica

With offices in Miami, New York, Los Angeles, Paris, Hong Kong, Shanghai, Manila, Lima, and Sao Paulo, Arquitectonica is a major presence on the international stage. From its inception in 1977, the firm received almost instant attention and acclaim from critics and the public alike, due to a bold modernism that was immediately identified with a renaissance in Miami's urban landscape. Led by Principals Bernardo Fort-Brescia and Laurinda Spear, Arquitectonica continues to push the limits of design with its innovative use of materials, geometry, pattern, and color to introduce a new brand of humanistic modern design to the world.

Meyer Davis Studio

Meyer Davis is a globally recognized New York City-based design boutique specializing in residential, hospitality, retail, and workplace environments. Founded in 1999 by Will Meyer and Gray Davis, the firm has established itself at the forefront of high-end commercial and residential design practices throughout the U.S. and abroad. Meyer Davis designs seamless physical experiences tailored to its clients' individuality, combining principles of great design with a clear vision for the experience it seeks to create. The designers consider each new project an opportunity to bring a unique and powerful story to life. Playing with space, form, texture, and light, they develop a visual experience that seeks to compel and inspire. Meyer Davis believes that great design works on multiple levels, weaving together bold design moves and striking details to ensure that when completed, each project makes an immediate and lasting impact. Meyer Davis enjoys seeking new and unexpected solutions, values lasting impact over flash, and believes in the power of restraint. Its work proves that intelligent subtraction often yields the greatest results.

Naturalficial

Founded in 2009 by Andrés Arcila, NATURALFICIAL, Inc. is a landscape architecture and design practice, dedicated to the exploration and manifestation between natural and artificial environments that reconnect us with nature, provide a setting for social activities, and lift the human spirit. The firm's portfolio is composed of various project types and scales including master planning, urban interventions, museums / art galleries, boutique hotels, and high-end multi-family and single family residential.



MIDTOWN PARK

BY PROPER

Sales Gallery
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Miami, FL 33137

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MidtownParkByProper.com

ROSSO Development



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ARQUITECTONICA



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DEVELOPMENT
SALES

 ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, REFERENCE SHOULD BE MADE TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER.

The Condominium, which is also known as Midtown Park Condominium, is being developed by RMMP DEV VENTURE, LLC, a Delaware limited liability company ("Developer") which has a limited right to use the trademarked names and logos of Proper Hotels. The license may be terminated or may expire without renewal, in which case Midtown Park by Proper will not be identified as a Proper branded project and the Developer will not have any rights to use Proper trademarks. Additionally, neither Rosso Development nor Midtown Developments is the project Developer. Any and all statements, disclosures and or representations shall be deemed made by Developer and not by Rosso Development, Midtown Developments or Proper Hotels, and you agree to look solely to Developer (and not to Rosso Development, Midtown Developments or Proper Hotels or any of their affiliates) with respect to any and all matters relating to the marketing and or development of the Condominium. This offering is made only by the prospectus (offering circular) for the Condominium and no statement should be relied upon if not made in the prospectus. This is not intended to be an offer to sell nor a solicitation of offers to buy in any jurisdiction where prohibited by law, and your eligibility for purchase will depend upon your state of residency. The sketches, renderings, graphic materials, plans, specifications, terms, conditions and statements contained in this brochure 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. All improvements, designs and construction are subject to first obtaining the appropriate federal, state and local permits and approvals for same. These drawings and depictions are conceptual only and are for the convenience of reference and including artists renderings. They should not be relied upon as representations, express or implied, of the final detail of the residences or the Condominium. The Developer expressly reserves the right to make modifications, revisions, and changes it deems desirable in its sole and absolute discretion. The photographs contained in this brochure may be stock photography or have been taken off site and are used to depict the spirit of the lifestyles to be achieved rather than any that may exist or that may be proposed, and are merely intended as illustrations of the activities and concepts depicted therein. All depictions of appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish and decoration, are conceptual only and are not necessarily included in each Unit. The floor plan, unit layout, locations of windows, doors, closets, plumbing fixtures, mechanical equipment, appliances, architectural design elements, views and the uses, configurations, and entries to rooms may change based on final approved plans, permitting, and completed construction. The furniture plan and the uses of space illustrated are suggested uses only and not intended to guarantee or represent any specific use of space. All residence features and building features and amenities are subject to change, including, without limitation, changes in manufacturers, brands, amenities, services and or the design team. Certain finishes, furnishings and services, may not be included with the purchase of a unit, and if provided, may be upgrades or extras and require additional payments. Consult the Developer's prospectus and the Agreement for a description of those features/items which are to be included in the units. Dimensions and square footages and ceiling heights are approximate and may vary based on final permitting and actual construction. Additionally, ceiling heights are measured from top of slab to top of slab and exclude areas where any soffits, moldings, drop and/or suspended ceilings and/or light fixtures may be installed. As such, the referenced ceiling height may not represent actual ceiling clearance. There may be finishes available to purchase as an upgrade to your Unit. All residence features and building amenities are subject to change, including, without limitation, changes in manufacturers, brands, amenities, services and or the design team. The Condominium views will vary depending on the Unit purchased. No view is guaranteed. Rooftop terrace and other food and beverage experiences, bars, retail and other business establishments and/or any operators of same referenced herein are subject to change at any time, and no representations regarding restaurants, bars, clubs, businesses and or operators within the Condominium may be relied upon. Restaurants, culinary experiences, bars, retail, fitness facilities and or other business establishments are anticipated to be operated from the commercial components of the Condominium which will be offered for sale to third parties. Determination regarding use of the commercial components will be in the discretion of the purchasers of those spaces and there is no assurance that they will be used for the purposes, and or with the operators, named herein. The racquet club, including paddle court, yoga lawn and private gardens, is operated by a third party and is intended to be made available to the public. Use is granted at the discretion of the racquet club owner and may require a separate membership and or fees, all as determined by the racquet club owner in its sole discretion. Neighborhood restaurants, shopping and attractions referenced herein are off site and not controlled by the Developer. They are accurate as of the date of this publication, however there is no guarantee that they will continue to exist or that there won't be changes and or substitutions of same. The beach club referenced in this brochure is not located onsite at the Condominium. It is to be located off site and is anticipated to be provided through a separate agreement with a third party and may for a limited term. Sheet rental of units will require each owner to obtain a certificate of use from the applicable governing agency and is otherwise subject to zoning and other applicable laws. The project graphics, renderings and text provided herein are copyrighted works owned by the developer. 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 projects, and no agreements with, deposits paid to or other arrangements made with any real estate broker or shall be binding on the developer.

All prices are subject to change at any time and without notice, and do not include optional features or premiums for upgraded units. From time to time, price changes may have occurred that are not yet reflected on this brochure. Please check with the sales center for the most current pricing.

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