

December 3, 2024

# Viceroy-branded condos coming to Fort Lauderdale











Image: Hayes Davidson



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Naftali Group has proposed the Viceroy Residences Fort Lauderdale. Expand to read more  
Hayes Davidson

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Dec 3, 2024

### STORY HIGHLIGHTS

- Naftali Group launched sales of Viceroy Residences Fort Lauderdale condos.
- The project includes 824 condos in two high-rise towers.
- Prices start at \$520,000, with groundbreaking planned for 2025.

Naftali Group has launched sales of a Fort Lauderdale condo with branding from the Viceroy hospitality company.

The Viceroy Residences Fort Lauderdale would be located on the 1.52-acre site at 201 N. Federal Highway. The property is slated for 824 condos in towers of 47 and 45 stories. New York-based Naftali Group recently launched sales of the east tower, with 370 condos in 45 stories under the Viceroy brand.

The developer [acquired the property](#), which previously had a Tire Plus store, for \$21 million in 2022. It [filed development plans](#) with the city in 2023.

This would be the second Viceroy-branded condo in South Florida and the first in Broward County. There's currently a Viceroy condo in Miami's Brickell Financial District.

"Our partnership with Viceroy is a natural fit, as we share a commitment to creating extraordinary living experiences for our residents," Naftali Group stated. "Viceroy Residences Fort Lauderdale will embody

this collaboration by offering a meticulously crafted building with high-quality residences and world-class amenities in Downtown Fort Lauderdale's Flagler Village neighborhood."

Condos in the Viceroy Residences Fort Lauderdale will range from studios to four bedrooms, but square footage wasn't immediately available. Prices start at \$520,000.

The developer plans to break ground on the project at some point in 2025. Since they are connected by a podium, the two towers need to be constructed simultaneously.

Miami-based Arquitectonica is the architect of the project and New York-based Rockwell Group crafted the interior design. The developer tapped Douglas Elliman as its exclusive sales broker.

The Viceroy Residences Fort Lauderdale would have more than 25,000 square feet of amenities, including a pool deck, a spa, a fitness center, a juice bar, a game room, a karaoke room, a kid's room, co-working space, and a Port Lounge & Bar.

"Viceroy is committed to crafting unique experiences that provide owners with access to exclusive offerings in the Fort Lauderdale area," stated Mark Keiser, president of Development at Viceroy. "Our goal is to fully immerse owners in the local culture, offering everything from adventure and sports to wellness and culinary experiences, all designed to enrich the lives of our owners."

There's been a development boom in downtown Fort Lauderdale in recent years, but it's mostly been apartment rentals. However, more developers have opted for condos in the city this year as they cater to wealthy residents relocating to Fort Lauderdale.