



EXCLUSIVE OFFERING MEMORANDUM



**RETAIL IN A 1930 LANDMARK
ON ICONIC COLLINS AVENUE
MIAMI BEACH**

**727 COLLINS AVE
MIAMI BEACH, FL 33139**

\$50/SF NN | 50 FT OF COLLINS FRONTAGE
DELIVERED VACANT | 25 KEYS ABOVE

EXCLUSIVELY LISTED BY

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01

INVESTMENT & ASSET OVERVIEW

Investment Summary

Investment Highlights

Unit Mix & Interiors

Ground-Floor Retail

Access & Operations

Aerial View



INVESTMENT SUMMARY

THE OFFERING

Fausto Commercial is pleased to present the ground-floor retail opportunity at Collins Avenue, 4,800 square feet of ground-floor space in a 1930 landmark building on South Beach's lower Collins corridor, delivered vacant and ready for a signature concept.

The space occupies the entire ground floor of a fully renovated four-story historic building, with original architectural detail preserved through the restoration. Twenty-five hospitality keys operate on floors two through four under a ten-year master lease, generating built-in daily foot traffic directly above the storefront.

Asking rent is \$50 per square foot on a NN basis, with the tenant responsible for a pro-rata share of real estate taxes and property insurance. The plate runs the full depth of the lot with a dedicated service entrance, retail trash room, and storage already in place.

Zoned MXE and sited one block from Ocean Drive and two from the Atlantic, the space sits within the corridor's primary walking path — alongside Everlast, Vivienne Westwood and LSPACE, all within two blocks.

DELIVERED VACANT | FULL-DEPTH PLATE
25 HOSPITALITY KEYS ABOVE



\$50/SF NN

ASKING RENT

4,800 SF

GROUND-FLOOR RETAIL

VACANT

DELIVERY CONDITION

28.3M

ANNUAL VISITORS

Ground-Floor Retail

4,800 SF Delivered Vacant

The single largest lever in the offering. A clearspan, open plate with original architectural details carried through the restoration — including a period fireplace no new construction on the island can replicate.

Architectural Character

Period fireplace and restored detail — a natural focal point for a curated concept.

Underwritten Upside

Priced conservatively at \$50/SF NN to give businesses an affordable market entry.

RENT COMPARABLES

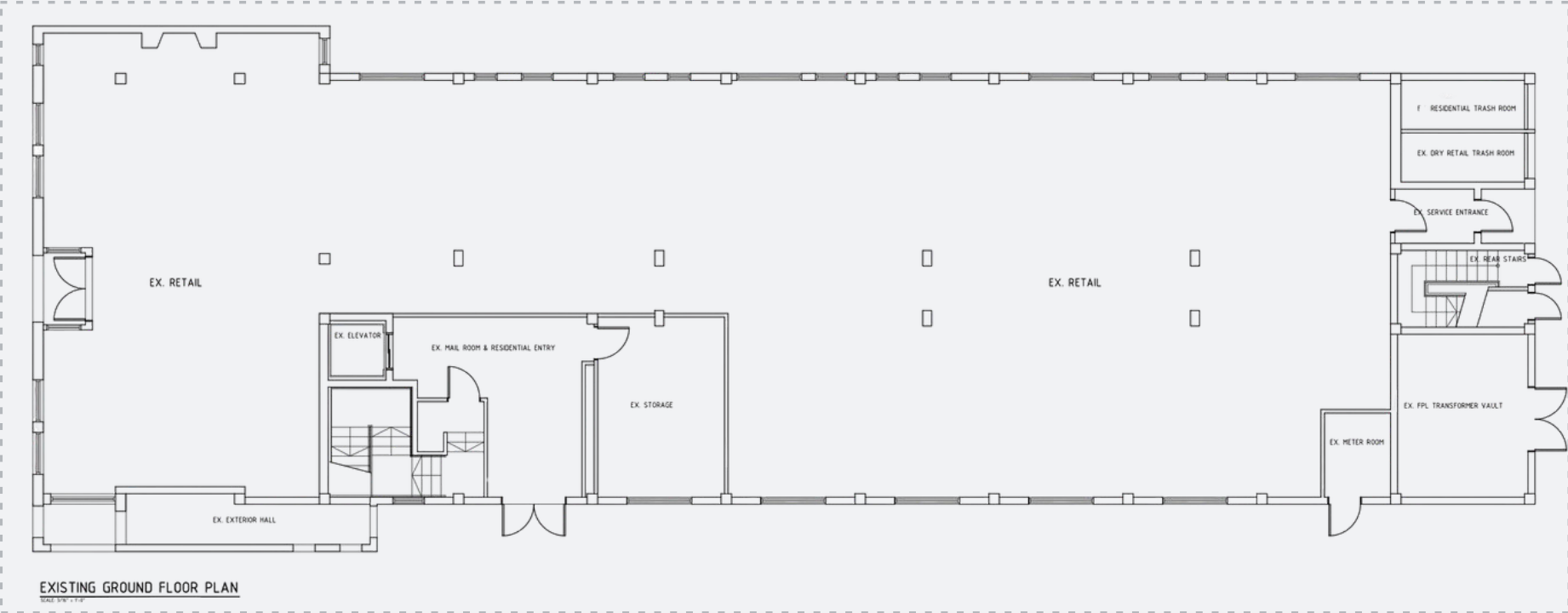
ADDRESS	BUILDING SIZE	LEASED PRICE
1680 Meridian Ave	4,200 SF	\$85/SF
1769 Purdy Ave	3,004 SF	\$90/SF NNN
700 LinconIn Rd	5,000 SF	\$185/SF NNN
Subject Property	4,800 SF	\$50/SF NN

CoStar Group. (2026).



Architectural Floor Plan

Ground-Floor Retail — Existing Conditions



Ground Floor Components	
Front Retail Area	Collins frontage
Rear Retail Area	Depth of lot
Retail Storage	Dedicated
Retail Trash Room	Separate
Service Entrance	Rear access
Total Retail Area	4,800 SF

Configuration Scenarios	
Fashion Flagship	Open selling floor + rear fitting rooms
Beauty & Treatment	Front counters + partitioned service rooms
Showroom / Gallery	Full-depth open plan, minimal partition

Space Specifications	
Total Area	4,800 SF
Frontage	50 ft, Collins Ave
Delivery	Vacant, as-is
Zoning	MXE
Ceiling Height	—
Restrooms	—
Available	—



■ Conceptual Rendering



"A Flagship Address"

Reimagining the historic ground floor as a designer destination.

Vision Concept A

Fashion Flagship & Concept Store

■ THE PROGRAM

Open selling floor with perimeter racking; existing columns absorbed into display bays.

Fitting rooms set at the rear against the existing back-of-house wall.

Full-height Collins Avenue glazing as year-round window display.

■ TARGET TENANT

Designer Apparel

Resort & Swim

Accessories

Multi-Brand

Corridor Advantage

"Vivienne Westwood, Everlast and LSPACE all sit within two blocks — the tenant pool and the rent evidence are already on the street."



"Retail Meets Ritual"

A selling floor and service suite under one historic roof.



■ Conceptual Rendering

Vision Concept B

Beauty & Cosmetics

Retail + Treatment

■ THE PROGRAM

Display and testing counters along the frontage, where daylight is strongest.

Treatment and service rooms partitioned at the rear of the plate.

Historic street-facing elevation left undisturbed by the build-out.

■ TARGET TENANT

Cosmetics Flagship

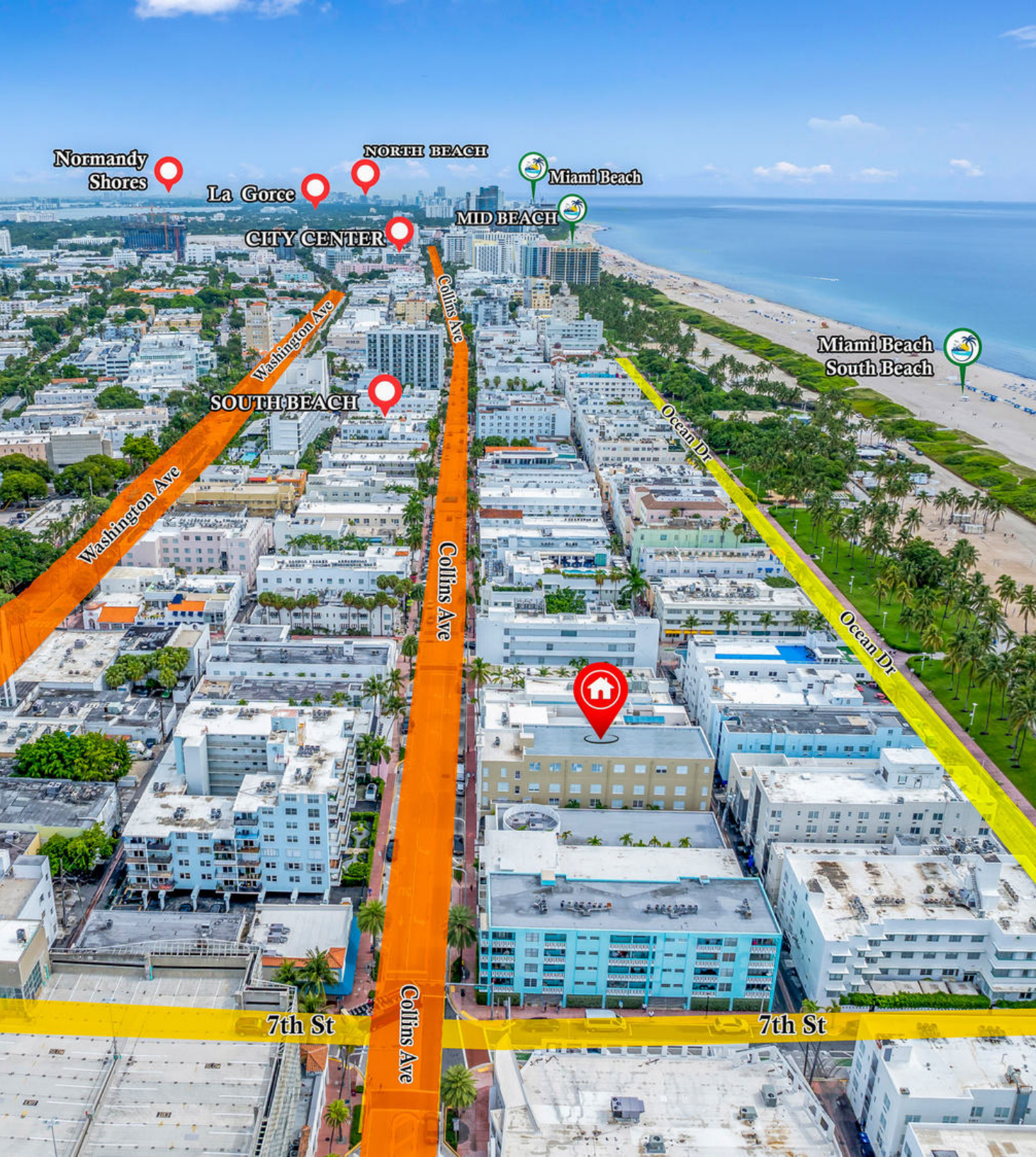
Skincare Brand

Fragrance House

Retail + Spa

Built-In Clientele

"Twenty-five hospitality keys operate directly above the storefront, and Ocean Drive is one block east — walk-in discovery traffic arrives without paid acquisition."



02 LOCATION & MARKET

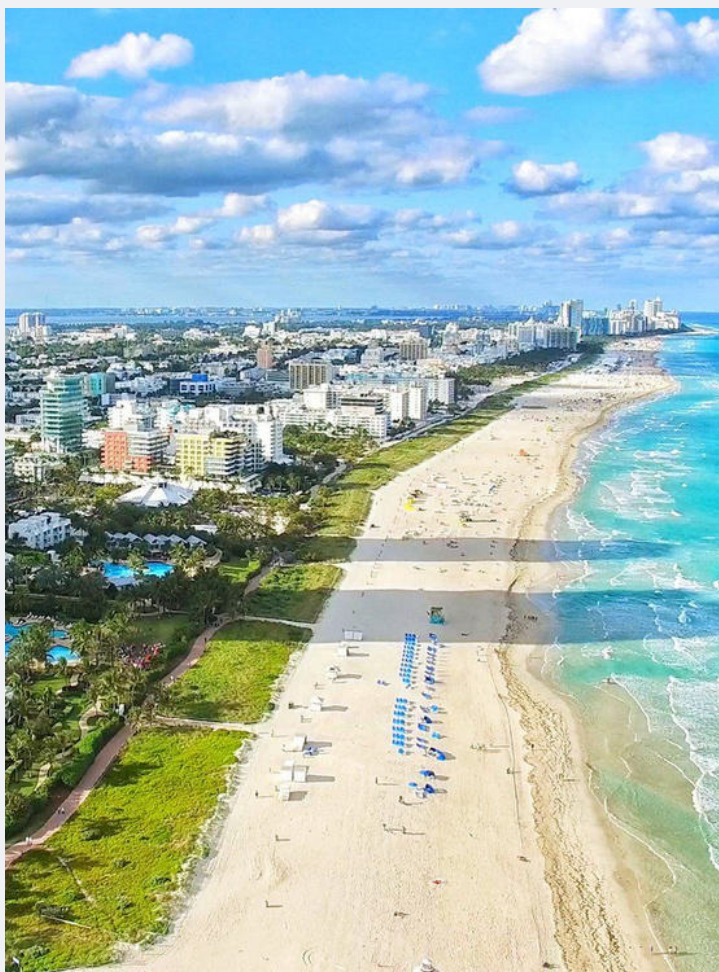
Local Neighborhood Profile
Neighborhood Connectivity
Neighborhood Mobility
Nearby Retail & Hospitality



LOCAL NEIGHBORHOOD PROFILE

NEIGHBORHOOD

Collins Avenue is entering its next evolution. The lower Collins corridor is consolidating into what Miami Beach has long lacked a curated, walkable destination where retail, hospitality, fashion, and culture converge. Emerging designers, independent fashion, beauty, home, art, books, music, cafés, and distinctive hospitality concepts are moving in alongside new ownership and institutional capital, positioning the corridor as a destination for residents and visitors alike.



CULTURE & RECREATION

The corridor's momentum is led by brands choosing Collins as their South Beach address, drawn by pedestrian volume, architectural character, and proximity to the beach. The appeal is not only what operates here today but what is under way — an ownership and tenancy turnover cycle that is reshaping the street block by block and establishing pricing power for well-located ground-floor space.

Everlast, the Frasier Group lifestyle brand, at 735 Collins Avenue — directly across from the subject

Vivienne Westwood at 736 Collins Avenue, anchoring the corridor's designer fashion presence

LSPACE at 660 Collins Avenue — the premium California brand's first East Coast retail pop-up

Walkable access to the beach, Ocean Drive, Lincoln Road, and the Art Deco Historic District

A barrier-island retail market with virtually zero net new commercial supply

Collins Avenue's global recognition, historic fabric, and accelerating brand migration support durable rent growth and a deep tenant pool for ground-floor space.

471K+

MIAMI'S
POPULATION

92K+

MIAMI BEACH
POPULATION

\$95K+

HOUSEHOLD
INCOME (AVG)

Source: CCIM Institute / Esri Business Analyst (2025)

VISITOR DEMAND

THE DEMAND ENGINE

South Beach is the most-visited destination in Greater Miami, and 727 Collins sits inside its highest-traffic corridor. That volume is what underwrites both sides of this offering — the hospitality demand supporting the master lease, and the pedestrian counts supporting ground-floor retail rents.



REGIONAL & SUBMARKET VOLUME

Greater Miami and Miami Beach welcome approximately 28.3 million visitors annually

Lincoln Road Mall draws about 5 million visitors per year; Art Deco District tours exceed 300,000 participants

Miami Beach records roughly 10.9 million overnight visitors across some 250 hotel and lodging properties

Ocean Drive — one block east — sees on the order of 50,000 visitors per day

A visitor base of this scale, sustained year-round, is what allows a master-lease operator to underwrite ten years of fixed rent — and what a ground-floor tenant is paying for.

60%

DOMESTIC
U.S. VISITORS

21%

FLORIDA
RESIDENTS

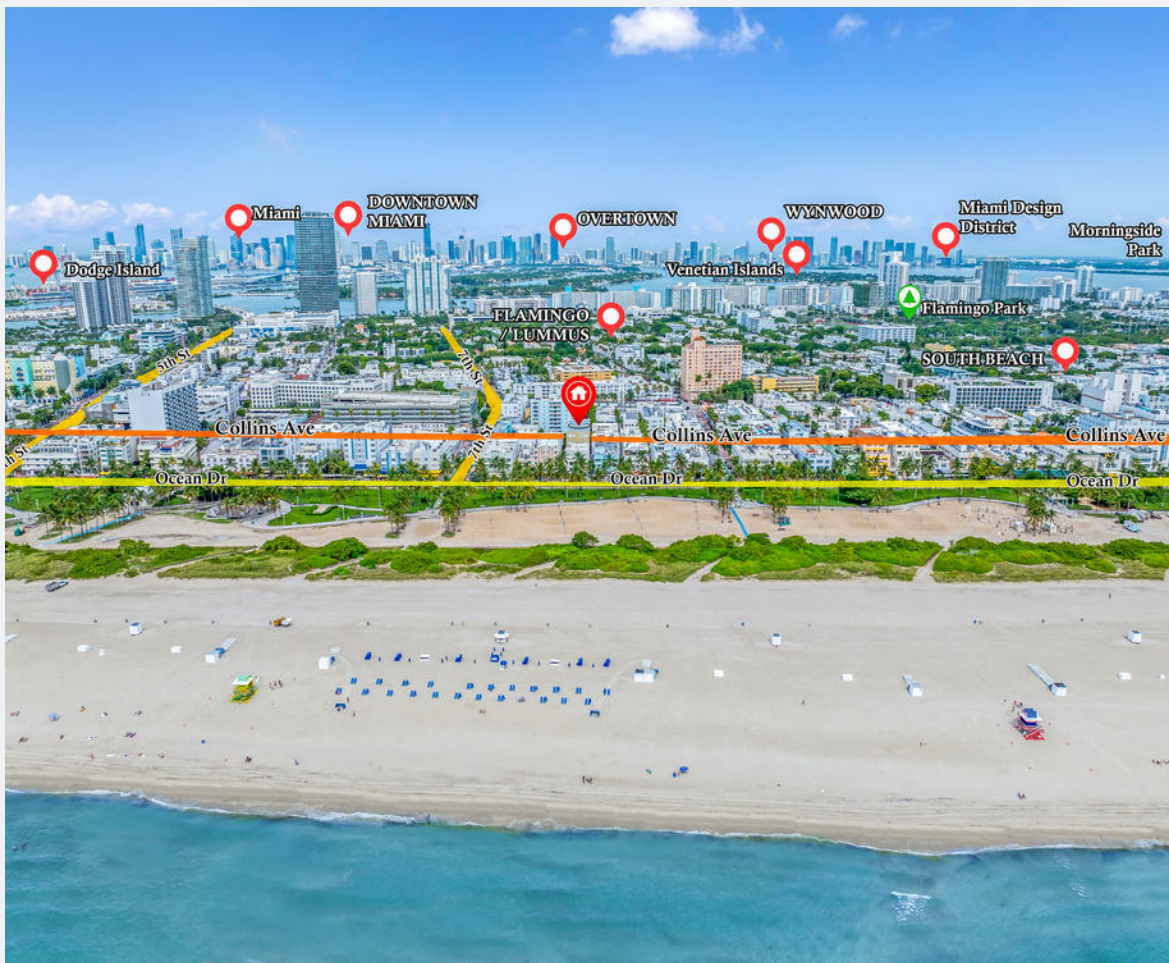
19%

INTERNATIONAL
VISITORS

Source: Greater Miami Convention & Visitors Bureau; City of Miami Beach

NEIGHBORHOOD CONNECTIVITY

727 Collins Avenue sits in the heart of South Beach's lower Collins corridor, between 7th and 8th Streets — a location that pairs continuous pedestrian volume with direct causeway access to the mainland. The building holds 60 feet of unobstructed Collins Avenue frontage, placing the ground-floor retail directly in the corridor's primary walking path.



NEIGHBORHOOD CONNECTIVITY

- One block from Ocean Drive and Lummus Park; two blocks from the Atlantic
- Direct access to Washington Avenue and Alton Road, the island's principal north-south arterials
- MacArthur Causeway and I-395 place downtown Miami, Brickell, and MIA within a short drive

PEDESTRIAN & VISITOR TRAFFIC

- Walkable to Lincoln Road, Española Way, and the Art Deco Historic District
- Served by the free South Beach Local circulator and Miami Beach bus routes
- Year-round event calendar sustaining visitor volume outside peak season

LOCATION ADVANTAGE

- Irreplaceable Collins Avenue address in a landmarked historic district
- Virtually zero net new commercial supply on a fully built-out barrier island
- Brand migration along lower Collins supporting ground-floor rent growth
- MXE zoning permitting the mixed hospitality-and-retail use already in place

NEIGHBORHOOD MOBILITY



MIAMI BEACH TRANSIT & MOBILITY

Miami Beach offers residents convenient, no-cost local transit through the South Beach Local and Miami Beach Trolley, a free circulator system connecting key destinations throughout the island. The service links Collins Avenue directly to Lincoln Road, Washington Avenue, Ocean Drive, and the Miami Beach Convention Center, providing residents with easy access to daily amenities without reliance on a personal vehicle.

The trolley connects with Miami-Dade Transit bus routes and the MacArthur Causeway corridor for broader regional access to downtown Miami, Brickell, and Miami International Airport.

Ridership has grown steadily in recent years, reflecting the system's ongoing use by residents, workers, and visitors alike. Additional route expansions continue to improve connectivity across the island.

Miami Beach Trolley providing free, convenient neighborhood connectivity and walkable access to key destinations.

2014
YEAR
LAUNCHED

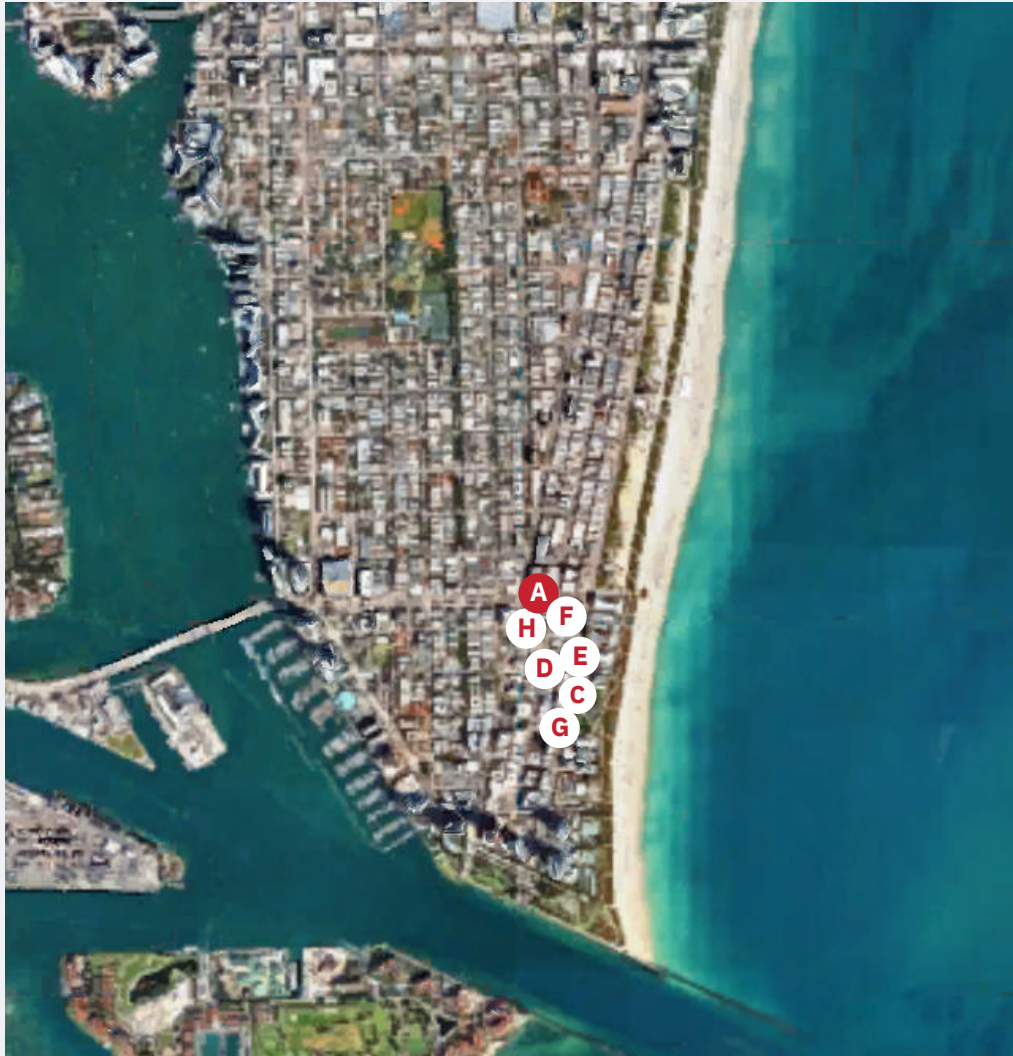
5M+
PASSENGERS
PER YEAR

6 ROUTES
SERVING MIAMI
BEACH

Source: City of Miami Beach

NEARBY RETAIL & HOSPITALITY ACTIVITY

A SUBJECT BUILDINGS 727 COLLINS AVE



More than **\$1 billion of institutional capital** is actively repositioning Collins Avenue hospitality assets within a mile of the subject.



EVERLAST

The Frasier Group lifestyle brand directly across Collins from the subject, bringing a national name to the block and anchoring the corridor's shift toward branded flagship retail.



VIVIENNE WESTWOOD

The British designer house on the same block, establishing lower Collins as a legitimate address for luxury fashion and validating rents for well-configured ground-floor space.



LSPACE

The 660 Collins frontage sits steps from Ocean Drive and the beach, surrounded by fashion, lifestyle, and hospitality brands and carrying constant tourist and local foot traffic. The premium California label chose it for its first East Coast retail pop-up.



673 COLLINS AVE

Marketed as a corner position in the Collins Avenue retail corridor, across from a 500-space parking garage, with restaurant infrastructure, 16-foot ceilings, and multiple hotels within walking distance. Two blocks south of the subject.



THE RALEIGH & ROSEWOOD

SHVO's roughly \$750M redevelopment of the Raleigh, Richmond, and South Seas hotels, will deliver 60 hotel suites and a 17-story, 44-residence Rosewood tower.



W SOUTH BEACH

Reuben Brothers paid over \$400 million in 2024 for the oceanfront property and is pursuing preservation-board approval for a members-only social club, a French bakery activating the Collins frontage, and a new beachfront restaurant. The hotel closes in August 2026 for the work.



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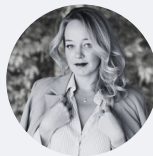


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