

August 1, 2025

DEVELOPMENT SOUTH FLORIDA

Nora developers plan 122 condos, 350 apartments at West Palm Beach district

Projects mark the first ground-up resi construction at the 40-acre mixed-use development



Place Projects' Joe Furst, NDT Development's Ned Grace and Wheelock Street Capital's Merrick ?...

Nora District developers plan a 122-unit condo building and a 350-unit apartment building, marking the first residential development at the mixed-use downtown West Palm Beach district.

Place Projects, NDT Development and Wheelock Street Capital are redeveloping a 40-acre portion of downtown West Palm — between Palm Beach Lakes and Quadrille boulevards, and between Dixie Highway and the Florida East Coast Railway tracks — into [Nora](#). Zach Young, a developer and CEO of Young Capital Ventures, manages ground-up development, design and construction for Nora. The developers so far have been working on developing a hotel and adaptive reuse of a row of aging warehouses into retail, restaurants and offices.

The 11-story condo building with 19,700 square feet of ground-floor commercial space is proposed for the 5.2-acre site at 1105 North Dixie Highway, according to city records.

The apartment building, which also will be 11 stories, will consist of 291 market-rate rentals, 52 units at workforce rents and seven for-rent townhouses, according to the developers' spokesperson. The

project, slated to rise between 10th and 11th streets, also will have 18,300 square feet of ground-floor retail and 65,000 square feet of amenities. Denver-based multifamily property manager Sentral will manage the building.

For Nora's first phase, Miami-based Place Projects, West Palm-based NDT and Greenwich, Connecticut-based Wheelock are working to retrofit the warehouses along Railroad Avenue into 150,000 square feet of retail and restaurants, and 55,000 square feet of offices. The first phase is expected to be completed this year.

The three developers, in partnership with BD Hotels and Sean MacPherson, also are developing the 201-key Nora Hotel. It is expected to be completed next year.

Place Projects is led by Joe Furst. NDT is led by Ned and Sam Grace, as well as Damien Barr. Merrick "Rick" Kleeman and Jonathan Paul are managing partners at Wheelock.

The [Nora project](#) dates back to at least 2019, when Furst and Grace approached the city with a vision of transforming the long-overlooked portion of [downtown West Palm](#). The city approved changes to the development regulations for the Nora District in 2022.

Billionaire [Steve Ross](#) has been the main investor and developer in the rest of downtown West Palm, where he owns [eight office towers](#), including those purchased, developed, under construction and planned.

Through his [Related Ross](#), which he [launched](#) last year after stepping back from New York-based Related Companies, Ross also is developing condos and completed an apartment project.