

So|Ce FLATS

Naples, FL – April 2019 / Newsmaker Alert / The principals of Collier County’s most respected developers, architects, interior design firms and real estate professionals came together recently for the official groundbreaking of their newest combined project, [So|Ce Flats](#) (South of Central).

Located at 101 Eighth Street South, four blocks from 5th Avenue South, So|Ce Flats is a boutique mixed-use property that combines 18 condo/hotel residences and 4,200 square feet of commercial space in downtown Olde Naples. Completion of construction and owner occupancy is expected in the summer of fall of 2020. With sales prices between \$575,000 and \$900,000, the residences have been approved for short term rental.



The project is the creation of the combined skills of [Waterside Builders](#) and [MHK Architecture & Planning](#). Added Mike Assaad of Waterside Builders, “This property will reflect a luxurious, urban chic style preferred by today’s buyers. We are delighted to begin construction on this very exciting development in the heart of downtown Naples.”

[Joe Belz](#), a founding agent with Compass Naples, will guide the sales of So|Ce Flats with partners Kaleena Figaro, Shannon May, Gina Nigmatullina and Nik Ahola.

The first floor of So|Ce Flats will feature commercial development and a lobby servicing the residents. The second and third floors will be dedicated to condos with an amenity area on the third floor. This high-tech building will include electric car charging and concierge services “on demand.”

[Clive Daniel Home](#) Interior Designer Ann M. Del Pero, Allied ASID, IDS, CAPS is creating interiors for three diverse models for the residences. The one bedroom, 676squarefoot plan will feature a Transitional Elegance design concept. The two bedroom 867square foot plan highlights a Coastal Breeze design. The 880squarefoot one bedroom/study residence will showcase a Modern Chic style.



L-to-R: Joe Belz, Gina Nigmatullina, Kaleena Figaro, Shannon May, Niklas Ahola, Joe Blancato, Mike Assaad, Johnny Webb, Scott Tackett, Glenna Webb and Ann Del Pero

“Most condo hotels require that every unit is finished and furnished the same,” explained Belz. “Not this one. Buyers will have choices in flooring, cabinets, countertops, interior paint, and they can furnish as they desire. Preconstruction enables buyers to make their own color and finish selections. Ownership will provide buyers with a unique revenue-generating opportunity.”

Prospective buyers are invited to take a custom designed virtual presentation of interior finishing options while selecting wall colors, cabinet colors, countertops, and flooring to their own preferences. “Potential buyers will enjoy a clear vision of what their residence could look like when completed,” shared Belz.

The So|Ce Flats sales center is located next door to the project site at 201 8th Street South, Suite 106 and is open from 10 am to 4 pm Monday to Saturday or by appointment. Contact [Joe Belz](mailto:Joe.Belz@soceflats.com) at 2398253646 for additional information.