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Luxury boom in Sunny Isles Beach continues with new condo project

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A rendering of the proposed Turnberry Ocean Club in Sunny Isles Beach TURNBERRY ASSOCIATES

A new luxury tower is planned for Sunny Isles Beach, a city known as a [playground for the wealthy](#).

The 54-story Turnberry Ocean Club will offer 154 units starting at \$4 million with views of both the ocean and the bay. A three-story "SkyClub" starting on the waterfront building's 30th floor will include amenities such as a private restaurant and a deck with an outdoor gym and two cantilevered, infinity pools jutting out over the water.

"We're targeting high-net-worth individuals who will want to make a home with this project, not investors," said Daniel Riordan, head of residential development for Turnberry Associates. "Because of their wealth, we see our buyers as being insulated from the market, which makes it a lower risk proposition for us."

The project is located at 18501 Collins Avenue and will be completed in 2018.