



SHELL BAY



Auberge Resorts Collection



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“

Explore. Dream. Discover.

”

MARK TWAIN



Welcome to Shell Bay

Auberge Resorts Collection's newest destination is a once-in-a-generation ownership opportunity offering refined luxury service, active and enriching experiences, and unparalleled living.

The new vantage point has arrived.

At The Residences at Shell Bay by Auberge Resorts Collection, every moment is thoughtful, and every need is anticipated. With careful attention to detail, unparalleled service, and resort-style amenities, this is a curated enclave for a new kind of elite living.

150 acres

A prestigious community featuring 5 acres of thoughtfully curated outdoor living amenities

108 residences

Exquisite one- to four-bedroom residences with architecture by Kobi Karp and interiors by AvroKO

18 holes

Greg Norman-designed Championship Golf Course with a 12-acre practice facility including a 9-hole par 3 course

18,000 square feet

Shell Bay Clubhouse featuring indoor and outdoor dining, a cocktail lounge, and lobby bar

30,000 square feet

Indoor-outdoor Social Ballroom for private parties and special events

14,000 square feet

Rooftop pool terrace featuring multiple pools, spas, cabanas, and a bar and grill atop the 20-story tower offering golf course views



20 miles

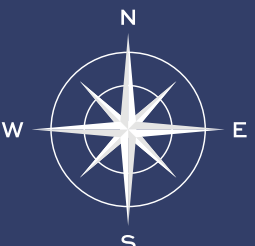
To Downtown Miami

16 miles

To Miami Beach

56 miles

To Palm Beach



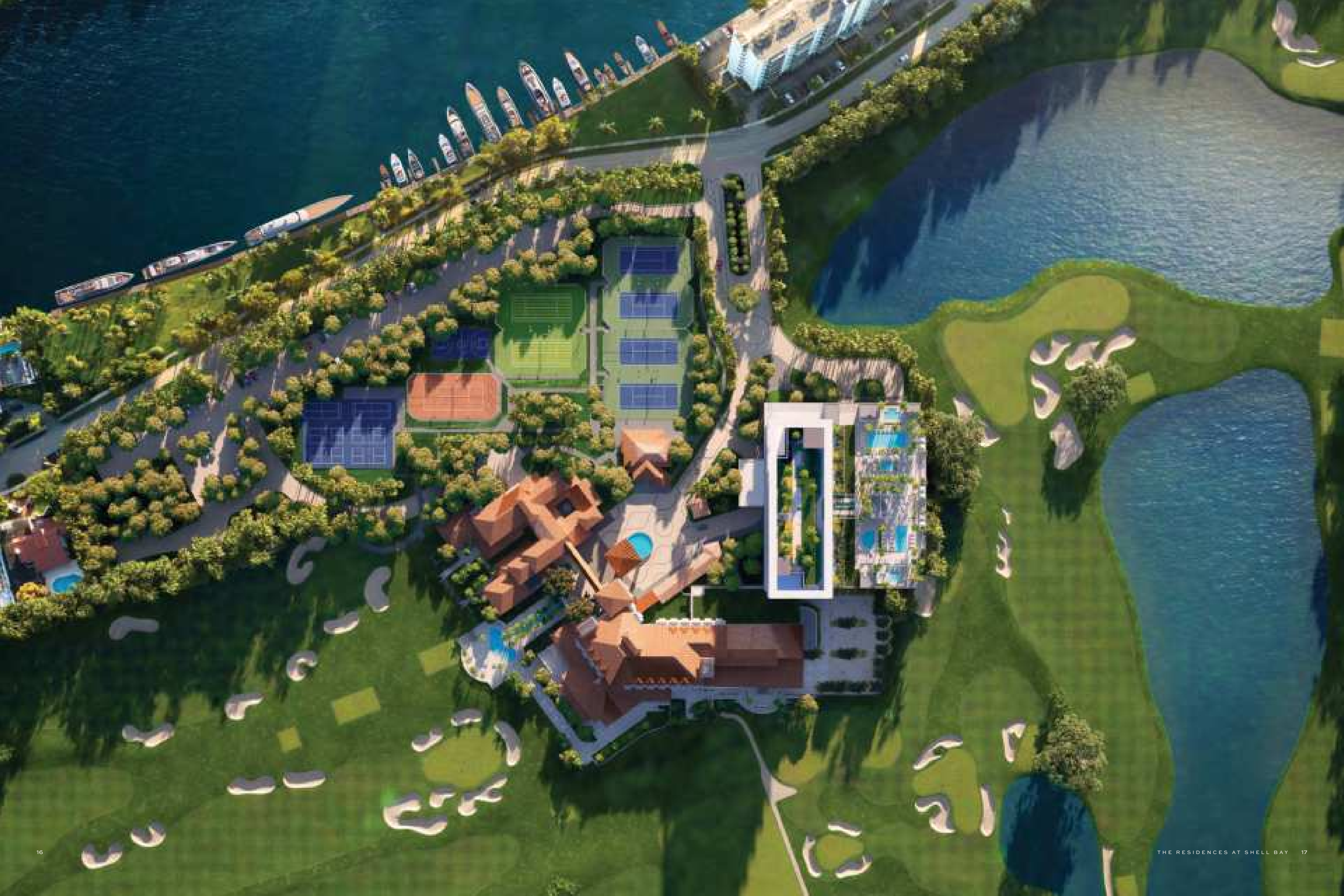


Set within the Mediterranean-inspired grounds of a private 150-acre enclave, Shell Bay is a sanctuary of tranquility and refinement.

With sport and wellness offerings conceptualized by world-renowned experts, Shell Bay is a playground for peak performance and boundless potential.

Shell Bay

Club



Shell Bay



INDOOR FACILITIES

- A. **THE RESIDENCES**
Modern living brought to life by Auberge Resorts Collection
- B. **SHELL BAY CLUBHOUSE**
The nexus of it all, where dining meets sport, entertainment, and leisure alike
- C. **CLUBHOUSE DINING**
Indoor and outdoor dining, cocktail lounge, and lobby bar
- D. **BALLROOM**
Social ballroom with event terrace
- E. **MEMBERS' PAVILION**
A sanctuary for relaxation

OUTDOOR FACILITIES

- F. **EVENT TERRACE**
Outdoor event terrace overlooking the golf course
- G. **ROOFTOP POOLS**
14,000-square-foot rooftop with multiple pools, spa tubs, a children's splash pool, cabanas, and a 2,500-square-foot pool bar and grill
- H. **GOLF COURSE**
Greg Norman-designed Championship golf course
- I. **YACHT CLUB**
Private 48-slip marina
- J. **RACQUET CLUB**
Seven tennis courts, four pickleball courts, two padel courts, a basketball court, batting cages, and a children's discovery playground
- K. **GOLF ACADEMY**
State-of-the-art golf academy allying technology and passion



Sports & Wellness Offering

GOLF CLUB

The Greg Norman-designed Championship Golf Course features a 12-acre practice facility, including a 9-hole par 3 course. The Championship tees will measure 7,300 yards—making this one of the longest golf courses in South Florida.

RACQUET CLUB

The Racquet Club offers a wealth of unparalleled amenities and activities, including seven tennis courts, four pickleball courts, and two padel courts.

YACHT CLUB

The private 48-slip marina features a comfort station for boating provisions and a dockside cocktail bar.

MEMBERS' PAVILION

Experience 23,000 square feet of wellness and fitness amenities, with indoor-outdoor spaces to work out and unwind, and a dedicated team of specialists to rejuvenate body and mind.



An aerial photograph of a golf course, showing several sand traps and a central green area. The lighting is dramatic, with long shadows cast across the grass. The text 'Shell Bay' is overlaid on the left side of the image.

Shell Bay

Golf Club

18 holes

Greg Norman-designed
Championship golf course

7,300 yards

One of the longest golf courses
in South Florida

12 acres

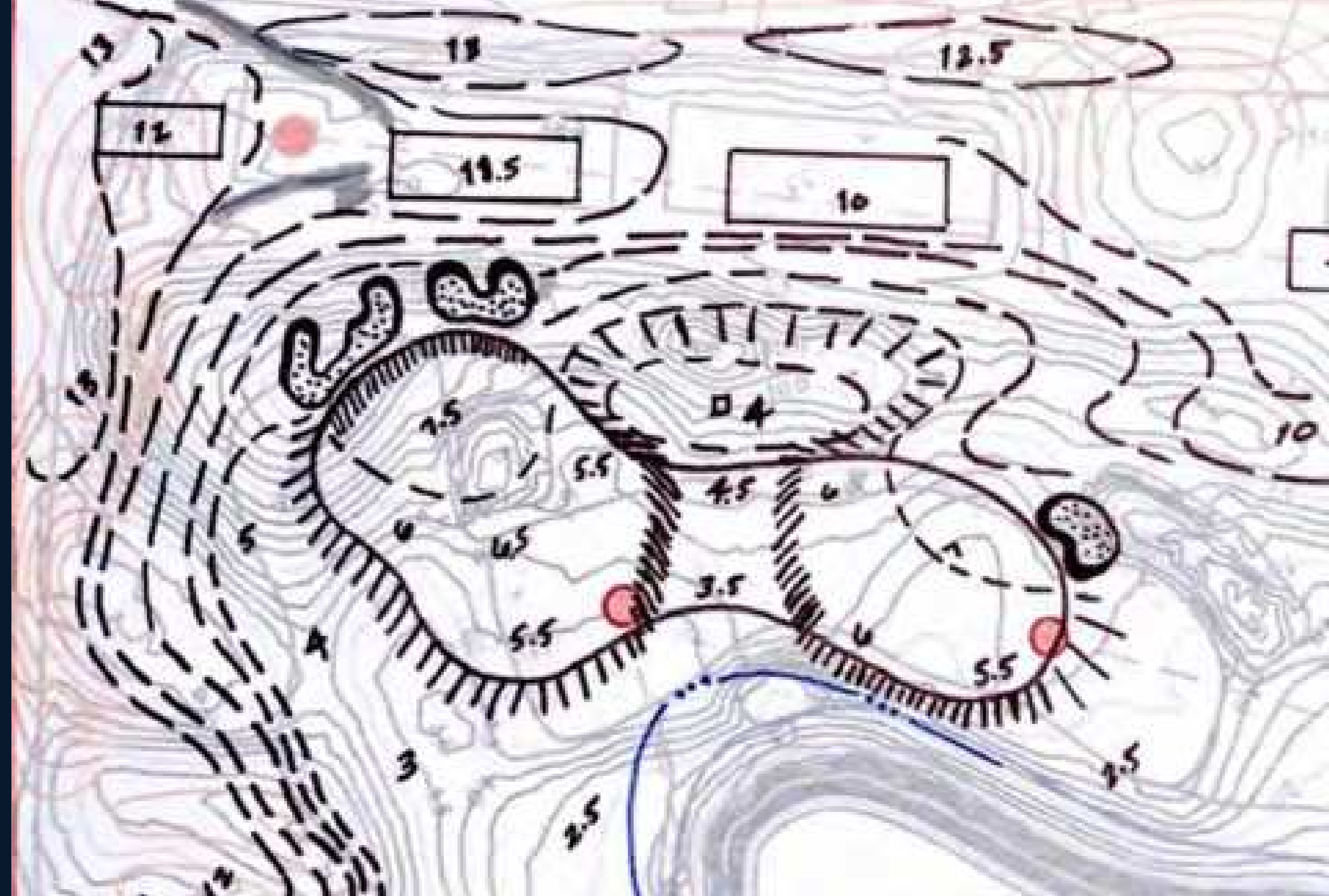
Professional practice facility including
a 9-hole, par 3 practice course

“

The course at Shell Bay will be one of the most unique, pure golf experiences I have ever designed. Completely isolated from its surroundings, the walkable layout will capture the true essence of the game with immaculately conditioned fairways, sweeping sandbelt-style bunkers and contoured greens that test every club in your bag. It will be a place where you can totally immerse yourself in the game.

”

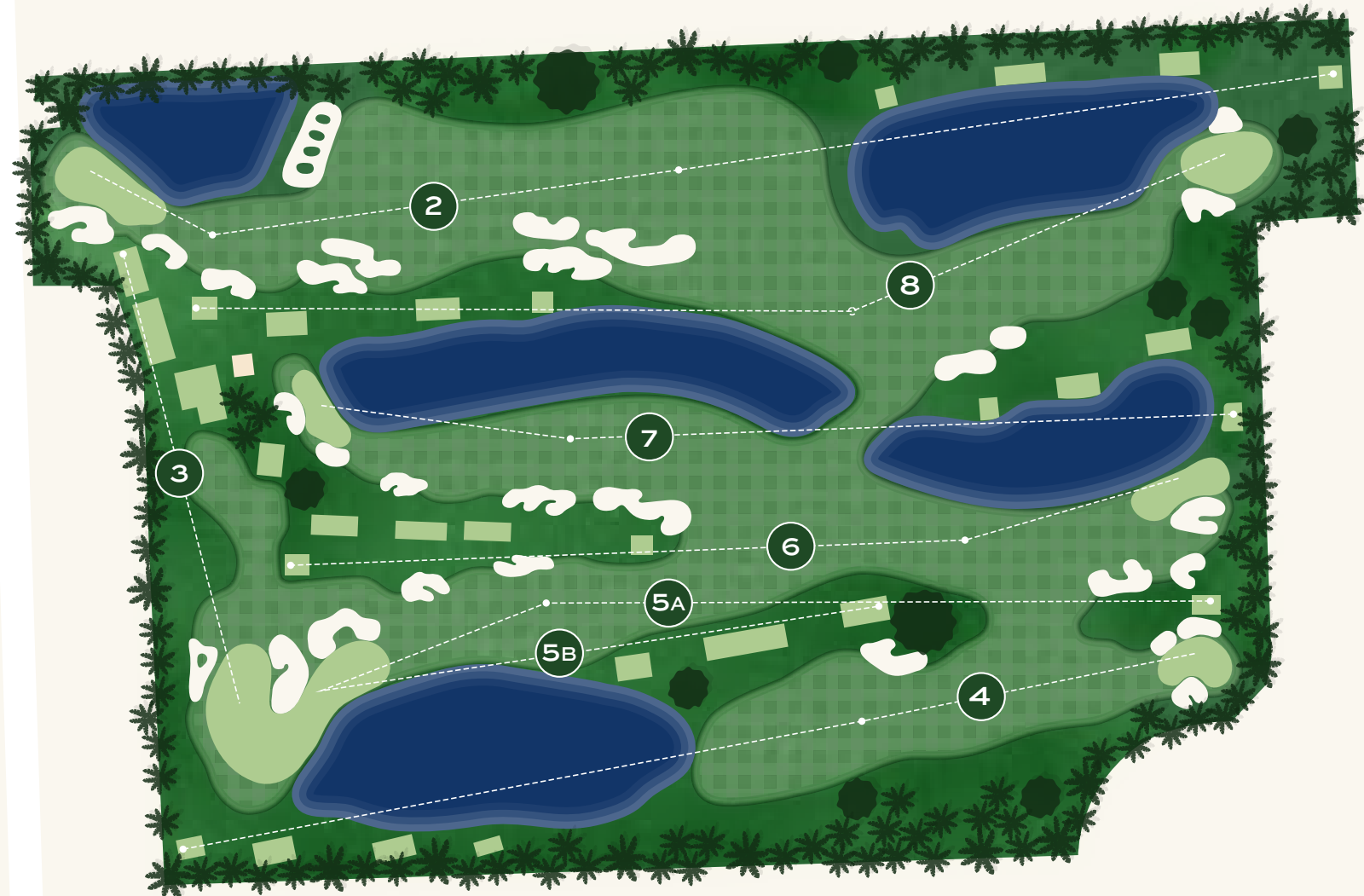
Greg Norman

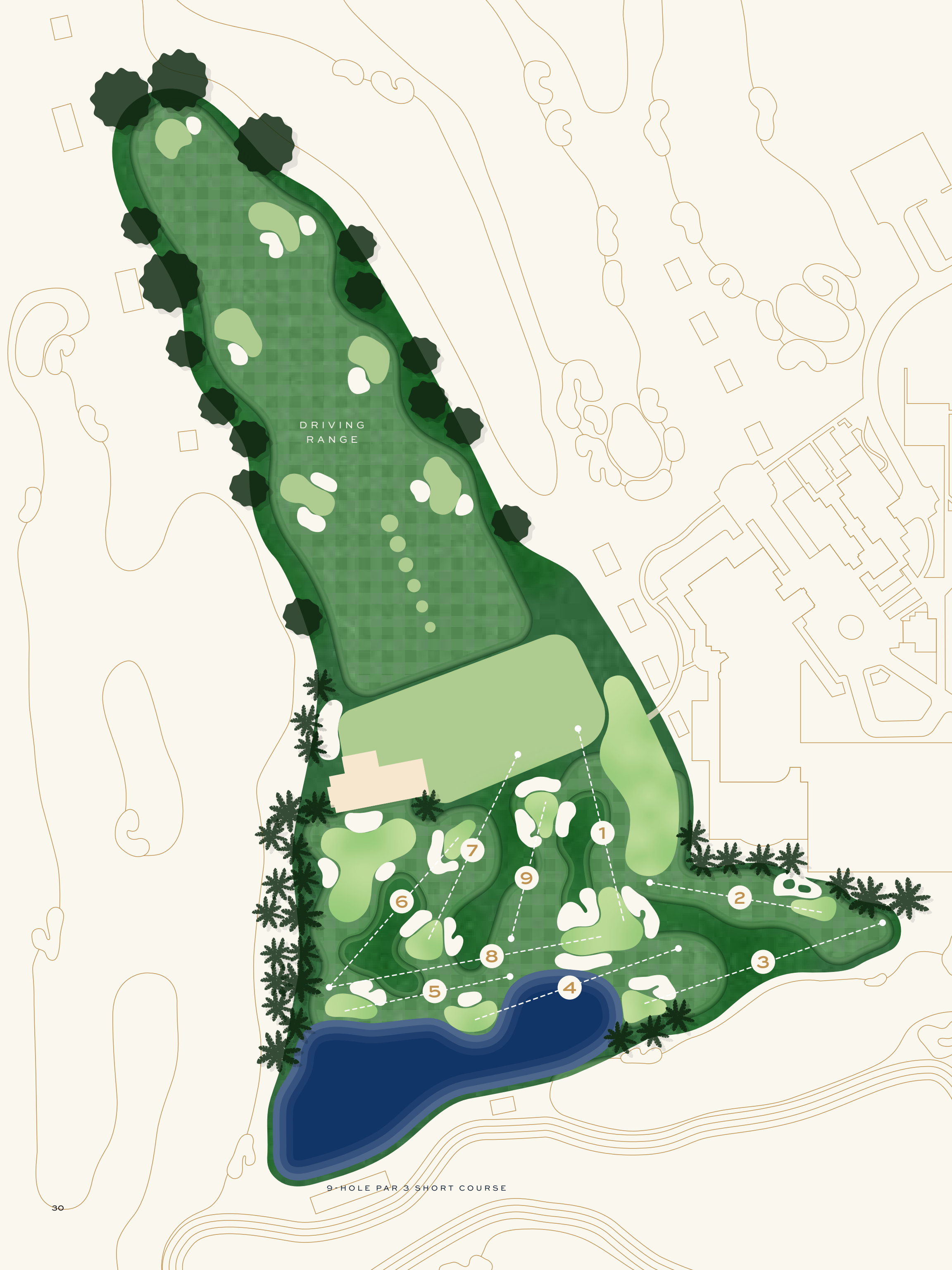


GREG NORMAN — GOLF LEGEND

18-Hole Championship Golf Course

The championship course will measure 7,300 yards, making it one of the longest golf courses in South Florida.





12-Acre Professional Practice Facility

320 yards

Driving range with six covered bays for practice during rain or shine

806 yards

9-hole, par 3 course with Golf Academy featuring green complexes that include Biarritz, Double Plateau, Punchbowl, and Redan

15,000 square feet

Our expansive short game area will include a replica of the world-famous St. Andrews Road Hole bunker

	1	2	3	4	5	6	7	8	9	TOTAL
PAR	3	3	3	3	3	3	3	3	3	27
SHORT	90	78	114	97	82	99	95	133	64	850





The Bays: Golf Performance Lab

WHERE TECHNOLOGY MEETS PASSION

Unprecedented in South Florida, the Shell Bay Golf Performance Lab boasts the most cutting-edge technology available alongside an unmatched level of instruction from PGA and LPGA tour instructors daily. With a comprehensive package of amenities and services, the Golf Performance Lab delivers personalized coaching with nationally renowned golf instructors, custom fitting, an indoor putt studio, a custom build workshop, and a stretch and activation zone.



The 320-yard driving range includes five USGA-rated target greens, while the short game practice facility provides a challenging setting in which to refine your technique. From three-foot putts to full-wedge and long bunker shots, you'll learn to execute from any scoring position.

Private Members' Pavilion

Shell Bay's thoughtfully curated array of premier amenities includes a 23,000-square-foot private Members' Pavilion that caters to health and wellness while also offering elegantly designed spaces to socialize with friends.

STATE-OF-THE-ART FITNESS CENTER

SAUNA AND STEAM ROOM

MASSAGE ROOMS

MEN'S AND WOMEN'S LOCKER ROOMS

CARDROOMS

PRO SHOP

PRIVATE BOARD ROOMS





Shell Bay

Racquet Club

7

Tennis courts

4

Pickleball courts

2

Padel courts

1

Basketball court

1

Batting cage

Racquet Club

The Shell Bay Racquet Club features Grand Slam Tour-inspired tennis courts as well as pickleball and padel courts, and more. Dedicated amenities include instruction under esteemed player Bob Ryan, a market with refreshments served in an outdoor lounge, and a pro shop with top-of-the-line gear.

1 EUROPEAN RED CLAY COURT

1 GRASS COURT

1 HARD COURT

4 HAR-TRU GREEN CLAY COURTS

4 PICKLEBALL COURTS

2 PADEL COURTS

1 BASKETBALL COURT

BATTING CAGES

CHILDREN'S DISCOVERY PLAYGROUND

INSTRUCTION

PAVILION / MARKET

PRO SHOP



Shell Bay

Yacht Club

48

A 48-slip marina for private vessels

2

Two 65-foot HCB boats for fishing excursions

1

Private dock with a lounge and marketplace



Yacht Club

The perfect dockside setting for pre- and post-outing refreshments and a comfort station stocked with boating essentials.

48-SLIP PRIVATE YACHT CLUB

COMFORT STATION FOR ESSENTIALS

DOCKSIDE COCKTAIL BAR



Shell Bay

Pools

1

Full-length lap pool

1

Residential pool and hot tub

1

Resort pool and hot tub

1

Children's splash pool

1

Pool bar and grill



Rooftop Pools

Atop the 20-story tower, surrounded by sweeping golf course views, members enjoy an expansive 14,000-square-foot pool terrace designed for all-day enjoyment and relaxation.

FULL-LENGTH LAP POOL

RESIDENTIAL POOL AND HOT TUB

RESORT POOL AND HOT TUB

CHILDREN'S SPLASH POOL

POOLSIDE CABANAS

POOLSIDE BAR AND GRILL





The Residences at Shell Bay by Auberge Resorts Collection

Brought to life by Auberge Resorts Collection, The Residences at Shell Bay is an inspired enclave for today's visionaries, and an oasis for those who live exceptionally.



Refined residences float
above an oasis of green.

Open Living Spaces

Residences designed to celebrate an alluring tropical lifestyle are sensuous yet understated. Living, dining, and entertainment spaces with high ceilings transition invisibly to private wraparound terraces for seamless indoor-outdoor living.

FLOOR-TO-CEILING WINDOWS

NATURAL STONE AND WOOD FINISHES

PRIVATE WRAPAROUND TERRACES



Open-concept layouts with expansive living, dining, and entertaining areas.

Gourmet Custom Kitchens

Designed by AvroKO, the custom kitchens at Shell Bay bring high-performance, chef-caliber Gaggenau appliances together with exquisite craftsmanship. Open and airy, they offer the perfect setting for everything from everyday living to preparation of holiday feasts to enjoy with family and friends.

CUSTOM WHITE OAK CABINETS

HONED MARBLE COUNTERTOPS

FULL SUITE OF GAGGENAU APPLIANCES

BURNISHED BRASS HARDWARE, FITTINGS, AND FIXTURES









Spa-Inspired Bathrooms

Each calming primary bathroom offers an elegant and restorative retreat for at-home pampering. For ultimate relaxation, slip into a deep-soaking bathtub with a view through floor-to-ceiling windows.

CUSTOM AVROKO-DESIGNED WHITE OAK
AND LIMESTONE VANITIES

HONED MARBLE FLOORS AND WALLS

FREESTANDING SOAKING TUBS

SEPARATE SHOWERS

BURNISHED BRASS FIXTURES AND ACCESSORIES





Resort Lifestyle at Shell Bay by Auberge Resorts Collection

Services by multi-award-winning
Auberge Resorts Collection elevate every
moment and enhance every experience.



Discover beautiful spaces where luxury and leisure coalesce. Personalized service, the hallmark of Auberge Resorts Collection, allows guests to make the club their own.

Shell Bay Club

CULINARY EXPERIENCES

World-class F&B program led by our renowned executive chef with offerings spanning from in-residence dining to on-premise locales including bars, restaurants, and productive garden

INDOOR AND OUTDOOR SPA

Full-service medical day spa offering signature treatments and immersive experiences in spaces that connect beautiful built spaces with the natural setting

STATE-OF-THE-ART FITNESS CENTER

Destination fitness center with indoor and outdoor facilities and private spaces for personal or small-group training

SOCIAL BALLROOM

A 30,000-square-foot indoor-outdoor space in which to host everything from corporate galas to intimate gatherings, all with the help of our Auberge events team and catering director

FAMILY ENTERTAINMENT AMENITY SUITE

Children's play lab and creation studio, gaming lounge, screening room with candy bar, game room with bowling alley, and signature bar



Indoor & Outdoor Spa

A sanctuary for relaxation and rejuvenation, the multi-level indoor-outdoor spa offers a holistic, well-curated menu of experiences envisioned by experts in sports, medicine, nutrition, and wellness.

INDOOR AND OUTDOOR RELAXATION ZONES

VITALITY POOL AND POOL DECK

HAMMAM

SAUNA ROOMS

STEAM ROOMS

EXPERIENCE SHOWERS AND LYMPHATIC SHOWERS

PRIVATE BEAUTY AND WELLNESS TREATMENT ROOMS





State-of-the-Art Fitness Center

Outfitted with future-forward technology and programmed to accommodate private personal or small-group training sessions, the fitness center enables residents to pursue their most ambitious health and wellness goals.

BOXING, YOGA, AND PILATES REFORMERS

FUNCTIONAL TRAINING AREA

OUTDOOR TERRACE FOR OPEN-AIR TRAINING

DEDICATED MOTION STUDIO

ZONED FOR PRIVATE PERSONAL TRAINING SESSIONS

Entertainment Suite

Residents of all ages will find something to enjoy in the Entertainment Suite, which is designed with dedicated indoor and outdoor spaces for gaming and playtime. Treats are available at the honor and candy bars.

BOWLING ALLEY

SCREENING ROOM

CHILDREN'S INDOOR-OUTDOOR PLAY LAB
AND CREATION STUDIO

PLAYGROUND

GAMING LOUNGE

BILLIARDS AND ARCADE GAME ZONES







Social Ballroom

Host unforgettable moments in our unrivaled ballroom and pre-function spaces opening to an elevated private terrace. The panoramic views over the evergreen golf course and short game and driving range areas complete the captivating and unique backdrop. Our events coordinator and catering director will be a personal resource for you, whether planning a gala, wedding, or an intimate party.

A second private terrace can be a supportive space to the ballroom or used on its own to host al fresco events, allowing for boundless creativity and celebration.

Auberge Resorts Collection Residential Services

A dedicated Shell Bay Director of Residences is on hand to cater to your every need, ensuring only the highest level of tailored service down to the smallest detail.

CONCIERGE SERVICES

- Dedicated Director of Residences and Concierge
- Package receiving
- Contactless deliveries and pickups
- Dining and entertainment reservations and ticket procurement

IN-RESIDENCE SERVICES

- Butler Service
- Housekeeping services including daily service, turndown service, trash service and towel delivery, and deep cleaning
- Engineering services including electrical, painting, and plumbing services
- In-home plant care
- Grocery shopping and pantry stocking services
- In-residence chef services and catering
- In-room dining

AUBERGE RESORTS COLLECTION VIP

- Membership to Auberge Resorts Collection's Global Privileges Program with benefits including 15% discount on room rates at all Auberge properties worldwide (maximum two guest rooms)

TRANSPORTATION SERVICES AND AMENITIES

- Round-trip private airport transportation
- Houseboat
- Club car
- On-demand fuel delivery
- Car wash and vehicle detailing

ADDITIONAL SERVICES

- Personalized fitness and wellness services
- Guest room equipment including rollaway beds, cribs, and pet amenities
- Dry cleaning services
- Child care services
- Itinerary planning for activities and experiences
- Dog walking and other pet care coordination
- Party planning
- Move-in and move-out services



*select services at additional fee

Our Partners





Auberge Resorts Collection

Auberge Resorts Collection is a portfolio of extraordinary hotels, resorts, residences, and private clubs. While each property is unique, all share a crafted approach to luxury and bring the soul of the locale to life through captivating design, exceptional cuisine, innovative spas, and gracious yet unobtrusive service. With 22 one-of-a-kind hotels and resorts, Auberge invites guests to create unforgettable stories in some of the world's most desirable destinations.

Auberge creates unforgettable experiences for travelers inspired by the magnificent beauty, culture, and adventure of storied destinations around the globe.

Auberge Du Soleil
NAPA VALLEY, CALIFORNIA

Solage
NAPA VALLEY, CALIFORNIA

Mayflower Inn & Spa
WASHINGTON, CONNECTICUT

The Vanderbilt
NEWPORT, RHODE ISLAND

White Barn Inn
KENNEBUNK, MAINE

Commodore Perry Estate
AUSTIN, TEXAS

Esperanza
LOS CABOS, MEXICO

Chileno Bay
LOS CABOS, MEXICO

Étéreo
RIVIERA MAYA, MEXICO

Mauna Lani
HAWAII ISLAND, HAWAII

Malliouhana
ANGUILLA, BRITISH WEST INDIES

Grace Santorini
SANTORINI, GREECE

Auberge Beach Residences
FORT LAUDERDALE, FLORIDA

The Lodge At Blue Sky
PARK CITY, UTAH

Hotel Jerome
ASPEN, COLORADO

Madeline
TELLURIDE, COLORADO

Element 52 Residences
TELLURIDE, COLORADO

Primland
MEADOWS OF DAN, VIRGINIA

Bishop's Lodge
SANTA FE, MEXICO

Hacienda Altagracia
PÉREZ ZELEDÓN, COSTA RICA

Goldener Hirsch
DEER VALLEY, UTAH

Stanly Ranch
NAPA VALLEY, CALIFORNIA

Susurros Del Corazón
PUNTA DE MITA, MEXICO

Wildflower Farms
HUDSON VALLEY, NEW YORK

Coming soon...

Inn At Mattei's Tavern
LOS OLIVOS, CALIFORNIA

Hearst Hotel
SAN FRANCISCO, CALIFORNIA

The Dunlin
KIAWAH ISLAND, SOUTH CAROLINA

Collegio Alla Querce
FLORENCE, ITALY

Knox District
DALLAS, TEXAS



Chileno Bay Resort & Residences

LOS CABOS, MEXICO

Nestled along a protected cove, the most desirable beach in Los Cabos has long been known for its tranquil, swimmable waters and pristine coral reefs, where a short venture out to sea unveils a hidden underwater world of tropical fish and sea turtles. Chileno Bay was created with a distinct vision to bring a contemporary take on the classic Baja escape with an airy, open aesthetic that blurs the line between indoor and outdoor with private terraces in each guest room.

Auberge du Soleil

NAPA VALLEY, CALIFORNIA

Showcasing breathtaking views, Auberge du Soleil is the dream of French restaurateur Claude Rouas. In 1981, with business partner Bob Harmon, Rouas opened Napa Valley's first fine-dining restaurant, designed to reflect a taste of Provence in California wine country. The immediate success prompted the addition of "The Inn of the Sun" five years later. Nestled within a terraced, sun-kissed hillside amid 33 acres of heritage olive and oak trees, the hotel's 50 contemporary guestrooms and suites effortlessly blend relaxed sophistication with understated elegance, earning a long-standing reputation as wine country's most iconic luxury property.





Hotel Jerome

ASPEN, COLORADO

Hotel Jerome has been the social hub of Aspen since its opening in 1889 at the height of the town's silver boom, known as the place where all great stories were born and are told. As the only Aspen hotel to survive the silver crash, the long pre-ski-resort winters, and the Depression, we've seen cowboys ride through our doors, 10th Mountain Division soldiers gather round over pints after training on the slopes, and Hunter S. Thompson holding court during his run for sheriff. You can't experience Aspen, without experiencing Jerome.





AUBERGE DU SOLEIL, NAPA VALLEY, CALIFORNIA



HACIENDA ALTAGRACIA, COSTA RICA



GRACE HOTEL, SANTORINI, GREECE



CHILENO BAY, CABO SAN LUCAS, MEXICO



ESPERANZA, LOS CABOS, MEXICO



HOTEL JEROME, ASPEN, COLORADO



MAYFLOWER INN & SPA, WASHINGTON, CONNECTICUT



SUSURROS DEL CORAZON, PUNTA DE MITA, MEXICO



STANLY RANCH, NAPA VALLEY, CALIFORNIA

The Witkoff Group

Witkoff is a privately held, global real estate development and investment firm headquartered in Miami. Founded by Steven Witkoff in 1997, the firm is a market leader in the ownership and development of premier residential, hospitality, office, retail, and mixed-use projects in major cities both in the United States and abroad. The company prides itself on identifying and acquiring undervalued properties in CBD locations and repositioning assets in emerging markets. Through affiliate companies they have in-house management, leasing, and construction capabilities.

Over the last 30 years, Witkoff has completed over 100 transactions totaling ~30 million square feet, various hotels and over 12,000 residential units, representing a total cost exceeding \$30 billion. Witkoff has a proven track record executing ground-up and large renovation projects in major urban markets, including the Park Santa Monica, West Hollywood EDITION Hotel & Residences, Hilton Cabana Miami Beach, 150 Charles Street (NYC), 111 Murray (NYC), 10 Madison Square West (NYC), and 10 Hanover Square (NYC).



111 MURRAY STREET, TRIBECA, NEW YORK



THE RESIDENCES AT THE WEST HOLLYWOOD EDITION, WEST HOLLYWOOD, LOS ANGELES



150 CHARLES STREET, WEST VILLAGE, NEW YORK



215 CHRYSTIE STREET, LOWER EAST SIDE, NEW YORK



PUBLIC HOTEL, LOWER EAST SIDE, NEW YORK



THE ALTAIR HOTEL, BAY HARBOR, FLORIDA

PPG Development

PPG Development is a commercial and residential real estate developer focused on the South Florida market. PPG focuses on multi-family, condominium, hotel/resort, as well as marina and golf course developments. Ari Pearl is the Founder and Chief Executive Officer of PPG. Prior to founding PPG, Ari was involved in the development of over 3MM square feet of real estate in South Florida since 2001.

PPG is currently in various stages of development on over 2,500 residential units as well as various hospitality projects in South Florida. The PPG Development team prides itself on a visionary approach with a diverse set of capabilities focusing on acquisitions, planning, development, management, operations, and financing. The team focuses on ground-up and value add development in prime locations in order to maximize investment returns. The PPG team is also involved in all aspects and oversight from the time of purchase to the time of disposition or throughout the operation and execution of the business plan.



THE CLUB AT EMERALD HILLS, HOLLYWOOD, FLORIDA



BAY HARBOR TOWERS, BAY HARBOR ISLAND, FLORIDA



SLATE, HALLANDALE BEACH, FLORIDA



AvroKO

Over the last two decades, AvroKO has earned a reputation as one of the most impactful and influential design firms in the hospitality field. Founded in 2001 by four partners - Kristina O'Neal, William Harris, Greg Bradshaw, and Adam Farmerie - the group is now operating with offices in New York City, San Francisco, London, Bangkok and Miami with over 200 employees. Their significant portfolio of critically-hailed interior design work expresses a humming conversation between the ideals of the past and off-beat sensibilities that point to the future, between cultural memory and social interaction, and between the physical, emotional, and psychological realms.

AvroKO is known for its award-winning, concept-driven projects that resonate with guests by providing a unique combination of narrative-driven and environmental psychology. Their work maximizes innovative hospitality experiences through their trademarked process coined Hospitable Thinking®, which addresses core human needs through design.

Through the Partners combined spirit of adventure and entrepreneurship, they have also founded additional companies under the AvroKO World umbrella, including: AvroKO Hospitality Group, which conceptualizes, owns, operates and licenses restaurants and bars both domestically and abroad; AvroKO Makery, which designs hospitality-driven custom product and furniture lines; and Brand Bureau, a creative agency rooted in hospitality that focuses on strategy, branding and visual design.



CENTARA RESERVE, KOH SAMUI, THAILAND



LENNON'S, BANGKOK, THAILAND



TRI VANANDA, PHUKET, THAILAND



ZOU ZOU'S, HUDSON YARDS, NEW YORK



THE SCOTT, SCOTTSDALE, ARIZONA



1 HOTEL, CENTRAL PARK WEST, NEW YORK



ASTER HALL, CHICAGO, ILLINOIS



FOUR SEASONS, FORT LAUDERDALE, FLORIDA

Kobi Karp

For over two decades, Kobi Karp Architecture and Interior Design, KKAID, provides unique, creative and innovative design solutions to renowned clients internationally and domestically in Hospitality, Retail and highrise Residential developments. To date KKAID and Interior Design has designed over 36 billion in mixed-use Commercial, Residential and Multifamily properties worldwide from the Caribbean, to the Far East, to the Black Sea region, throughout the Gulf.



PALAZZO DELLA LUNA, FISHER ISLAND, FLORIDA



FOUR SEASONS HOTEL AT THE SURF CLUB, SURFSIDE, FLORIDA



HALLANDALE BEACH, FLORIDA 1- TO 4-BEDROOMS PRICED FROM \$2M PENTHOUSES PRICED FROM \$3.8M

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Witkoff

DEVELOPER



DEVELOPER



Auberge Resorts Collection

RESIDENCE & HOSPITALITY MANAGER

