



# THE BOCA RATON observer

2025  
**BEST  
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MAGAZINE**  
SOUTH FLORIDA  
RESIDENTIAL  
MAGAZINE

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## POWER players

Noam Ziv

### RESIDENTIAL DEVELOPMENT

With years of experience in construction, management, design, entitlement, permits and asset management of large projects across many markets, Noam Ziv, CEO and partner of 280 E. Palmetto Park Road LLC, the developer of Glass House Boca Raton, and principal of RED-C Group, headed to Boca Raton for his next endeavor. "I fell in love with Florida," he says. "I like the weather, I like the lifestyle, I like the people and I like the business culture."

After working on ALINA Residences Boca Raton for more than seven years while serving as CEO of El-Ad National Properties, Ziv has now embarked on his next project: Glass House Boca Raton. Located at 280 E. Palmetto Park Road, near Mizner Park, the Intracoastal Waterway and the beach, the nine-story property will feature 28 residences ranging from approximately 2,504 to 3,865 square feet.

For Ziv, this move was a natural progression in his career. "I'm very familiar with this niche of high-end condominiums in downtown Boca," he says. "I looked into the project, and loved the location. I have the market knowledge and I like the team that started the project, so it was a perfect fit for me."

As downtown Boca Raton's first modern glass building, Glass House Boca Raton already is positioned as a unique offering in the high-end luxury condo market. But Ziv and his team plan to elevate the property even more.

"It's truly boutique," he says. "It gives us the ability to really curate every corner and make it very special and private and exclusive. It comes down to the details, the design, the layout. We are the only one in Boca Raton with a true rooftop oasis featuring a pool, Jacuzzi, cabanas, fire-pit lounge and outdoor catering kitchen."

Ziv's passion for the project clearly comes through as he discusses the project. "After over 30 years of working in every asset class including office, industrial, retail, residential and hospitality, I find my passion in high-end luxury condos," he says. "The South Florida market is a great location for that. I'm trying to stay very focused on one asset class so I can be the best at it."

It looks like he's off to a very good start.

**GLASS HOUSE BOCA RATON, 221 E. Palmetto Park Road, Boca Raton, 561-448-1343, [glasshouseboca.com](http://glasshouseboca.com)**