

L U X U R Y C O N D O S



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P L A Y A 5 2  
L U X U R Y C O N D O S

P L A Y A D E L C A R M E N Q . R O O .

W E L C O M E

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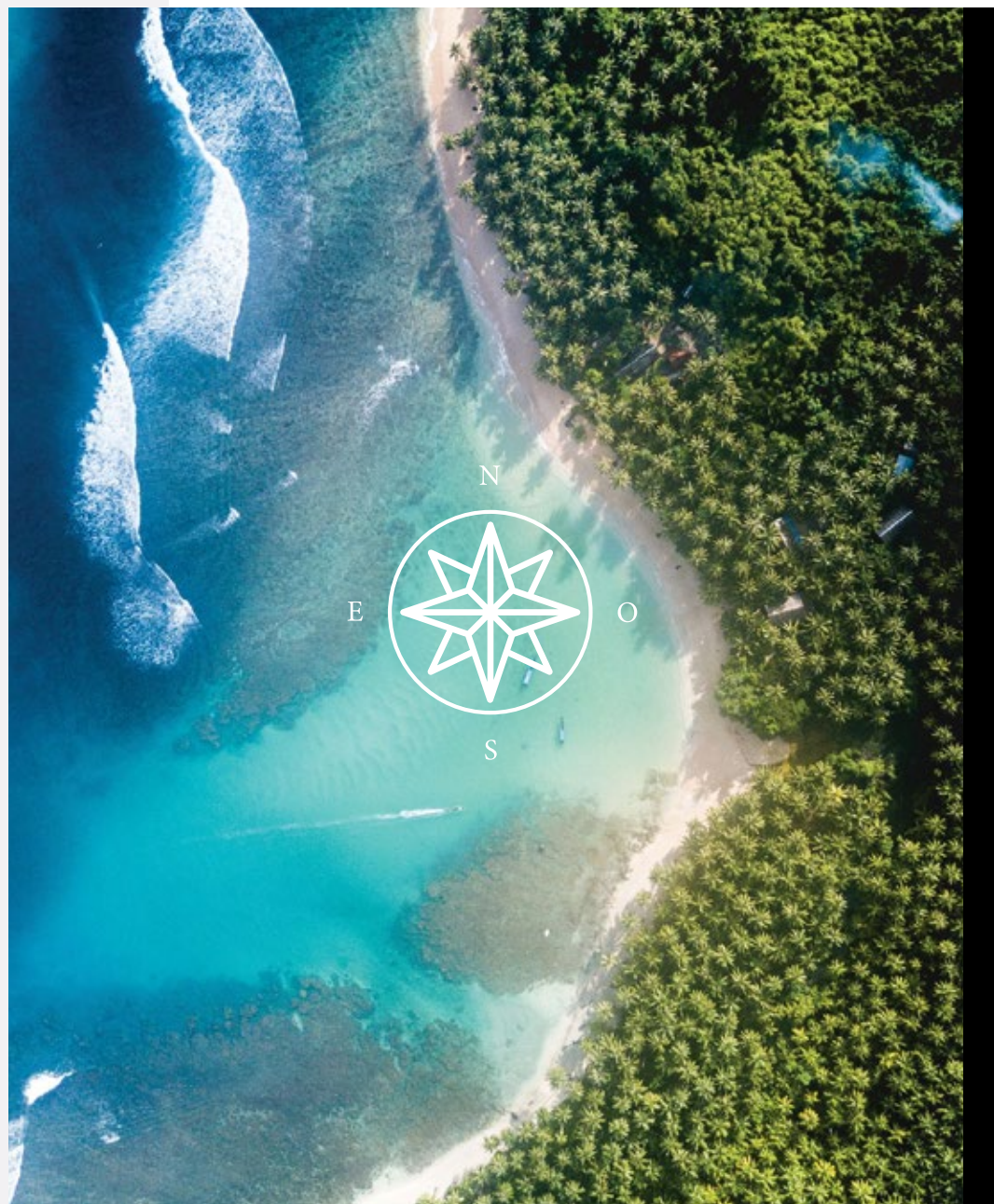
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## PLAYA 52 LOCATED IN PARADISE

THE JEWEL OF THE MAYAN RIVIERA, THE COASTAL CITY OF PLAYA DEL CARMEN IS ONE OF THE WORLD'S FASTEST GROWING CITIES. LOCATED IN THE HEART OF THE MAYAN WORLD, THIS BOHEMIAN CITY IS FAMOUS FOR ITS SPECIAL EVENTS AND INTERNATIONAL FLAVOR. PERHAPS MOST FAMOUS OF ALL IS THE PEDESTRIAN THOROUGHFARE CALLED 5TH AVE LINED WITH SHOPS, BARS AND RESTAURANTS. ONE OF MEXICO'S PREMIER TOURIST DESTINATION.

LA JOYA DE LA RIVIERA MAYA, LA CIUDAD COSTERA DE PLAYA DEL CARMEN ES UNA DE LAS CIUDADES DE MAYOR CRECIMIENTO DEL MUNDO. UBICADA EN EL CORAZÓN DEL MUNDO MAYA ESTA CIUDAD BOHEMIA ES FAMOSA POR SUS EVENTOS ESPECIALES, SU SABOR INTERNACIONAL, Y LA ACLAMADA QUINTA AVENIDA LLENA DE TIENDAS, BARES Y RESTAURANTES. ES UNO DE LOS DESTINOS MAS POPULARES DE TODO MÉXICO.

## PLAYA DEL CARMEN





## PLAYA'S BUY-TO-RENT MARKET IS THRIVING

ASSISTED BY AIRBNB AND MORE THAN A DOZEN LOCAL OPERATORS THE RENTAL VACATION MARKET IN PLAYA HAS BEEN GROWING OVER THE PAST FEW YEARS ACHIEVING MORE THAN 80% OCCUPATION RATES THROUGHOUT THE YEAR. THIS TYPE OF VACATION HAS BEEN ATTRACTING A FAIRLY CONSIDERABLE SHARE OF THE MORE THAN 5 MILLION YEARLY VISITORS THE MAYAN RIVIERA RECEIVES EACH YEAR.

EL MERCADO DE COMPRAR PARA RENTAR EN PLAYA ES EL MAS SÓLIDO EN MÉXICO. GRACIAS A AIRBNB Y UNA DECENA MÁS DE OPERADORES LOCALES LA RENTA VACACIONAL ALCANZA NIVELES DE OCUPACIÓN DE HASTA EL 80%. ESTE TIPO DE EXPERIENCIA VACACIONAL HA ESTADO ATRAYENDO UNA PROPORCIÓN CONSIDERABLE DE LOS MAS DE 5 MILLONES DE VISITANTES ANUALES A LA RIVIERA MAYA.

## LUXURY CONDOS

PLAYA 52



THE

COORDINATES

OF A SMART

INVESTMENT

2 0 ° 3 8 ' 1 8 . 8 7 " N

8 7 ° 0 3 ' 4 6 . 1 3 " W

N

# KEY FACTS

01.

#1 AIRBNB MX DESTINATION

5M YEARLY VISITORS

8.5% NET YIELD ON INVESTMENT

10K RENTAL VACATION LANDLORDS

S

# FINANCIAL DETAILS

02.

1-BED APARTMENTS FROM: 104,775 USD

2-BED APARTMENTS FROM: 228,477.50 USD

2-BED PH WITH RG FROM: 583,410 USD

DISCLAIMER: PRICES REFLECTED HERE CORRESPOND TO OUR FAMILY AND FRIENDS LIST PRICE, LIMITED TO ONLY THE FIRST 10 UNITS SOLD, THEREFORE SUBJECT TO INCREASE AND MAY NOT BE AVAILABLE.



1 - B E D

A P A R T M E N T



20° 38' 18.87" N  
87° 03' 46.13" W

## EXAMPLE FINANCIAL PROJECTION OF A 1-BED APARTMENT

### 1-BED APARTMENT

|                        |                |
|------------------------|----------------|
| EST. NET INCOME        | USD 19,278.00  |
| EST. SALES FEES (20%)  | USD (3,885.60) |
| EST. MAINTENANCE HOA   | USD (2,000.00) |
| EST. TAXES & UTILITIES | USD (2,500.00) |
| EST. MANAGEMENT FEE    | USD (1,400.00) |
| EST. NET INCOME        | USD 9,522.40   |
| EST. ROI               | 9%             |



1 - C A M A

A P A R T A M E N T O



20° 38' 18.87" N  
87° 03' 46.13" W

## 2-BED APARTMENT

|                        |                |
|------------------------|----------------|
| EST. NET INCOME        | USD 38,556.00  |
| EST. SALES FEES (20%)  | USD (7,711.20) |
| EST. MAINTENANCE HOA   | USD (3,000.00) |
| EST. TAXES & UTILITIES | USD (3,500.00) |
| EST. MANAGEMENT FEE    | USD (2,400.00) |
| EST. NET INCOME        | USD 21,944.80  |
| EST. ROI               | 9.6%           |

EXAMPLE FINANCIAL PROJECTION  
OF A 2-BED APARTMENT

A M E N I T I E S



BUSINESS CENTER



STORAGE SPACES



GYM



POOL



ROOFGARDEN



GRILL



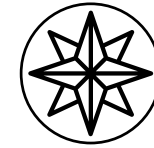
CONCIERGE



LAUNDRY ROOM

AMENITIES

I N S P I R A T I O N



# PLAYA 52 THE COORDINATES TO PARADISE



C O M O D I D A D E S

I N S P I R A C I Ó N

L O C A T I O N

# STREET 52 NORTE PLAYA DEL CARMEN, MX.



02 05 13 10 02 01

ELEVATORS

FLOORS

1 BED

2 BED

PH-RG

ROOFGARDEN



6

L O C A C I Ö N

P L A Y A 5 2



P L A Y A 5 2

P L A Y A 5 2

52

20°38'18.87"N  
87°03'46.13"W



F I V E S T A R S O F L U X U R Y

PLAYA 52  
THE  
COORDINATES  
TO YOUR FUTURE

P L A Y A 5 2

T H E P R O J E C T



E L P R O Y E C T O

## F L O O R S

|                                             |    |        |   |       |           |                                    |
|---------------------------------------------|----|--------|---|-------|-----------|------------------------------------|
| PENTHOUSES                                  | 25 | PH     | A | PH 04 | PH A      | PH 2BDR - 2BTH C / TERRAZA LATERAL |
|                                             | 24 | PH     | A | PH 02 | PH RG     | PH CON ROOF GARDEN                 |
|                                             | 23 | PH     | A | PH 03 | PH A      | PH 2BDR - 2BTH C / TERRAZA LATERAL |
|                                             | 22 | PH     | A | PH 01 | PH RG     | PH CON ROOF GARDEN                 |
| PISO 3                                      | 21 | PISO 3 | B | 404   | 2 BED C   | 2BDR - 2BTH - C/TERRAZA LATERAL    |
|                                             | 20 | PISO 3 | B | 402   | 2 BED B   | 2BDR - 2BTH - C/TERRAZA            |
|                                             | 19 | PISO 3 | A | 403   | 2 BED C   | 2BDR - 2BTH - C/TERRAZA            |
|                                             | 18 | PISO 3 | A | 401   | 2 BED B   | 2BDR - 2BTH - C/TERRAZA            |
| PISO 2                                      | 17 | PISO 2 | B | 206   | 1 BED C   | 1BDR - 1BTH - C/TERRAZA            |
|                                             | 16 | PISO 2 | B | 204   | 1 BED B   | 1BDR - 1BTH                        |
|                                             | 15 | PISO 2 | B | 202   | 2 BED A   | 2BDR - 2BTH - C/TERRAZA            |
|                                             | 14 | PISO 2 | A | 205   | 1 BED C   | 1BDR - 1BTH - C/TERRAZA            |
|                                             | 13 | PISO 2 | A | 203   | 1 BED B   | 1BDR - 1BTH                        |
|                                             | 12 | PISO 2 | A | 201   | 2 BED A   | 2BDR - 2BTH - C/TERRAZA            |
| PISO 1                                      | 11 | PISO 1 | B | 106   | 1 BED C   | 1BDR - 1BTH - C/TERRAZA            |
|                                             | 10 | PISO 1 | B | 104   | 1 BED B   | 1BDR - 1BTH                        |
|                                             | 9  | PISO 1 | B | 102   | 2 BED A   | 2BDR - 2BTH - C/TERRAZA            |
|                                             | 8  | PISO 1 | A | 105   | 1 BED C   | 1BDR - 1BTH - C/TERRAZA            |
|                                             | 7  | PISO 1 | A | 103   | 1 BED B   | 1BDR - 1BTH                        |
|                                             | 6  | PISO 1 | A | 101   | 2 BED A   | 2BDR - 2BTH - C/TERRAZA            |
| PLANTA BAJA                                 | 5  | PB     | B | PB 04 | 1 BED G B | 1BDR - 1BTH - C/DOBLE JARDIN       |
|                                             | 4  | PB     | A | PB 05 | 1 BED G B | 1BDR - 1BTH - C/DOBLE JARDIN       |
|                                             | 3  | PB     | B | PB 02 | 1 BED G A | 1BDR - 1BTH - C/JARDIN             |
|                                             | 2  | PB     | A | PB 03 | 1 BED G A | 1BDR - 1BTH - C/JARDIN             |
|                                             | 1  | PB     | A | PB 01 | 1 BED A   | 1BDR - 1BTH                        |
| NO. ÁREA TORRE UNIDAD PROTOTIPO DESCRIPCIÓN |    |        |   |       |           |                                    |

## P I S O S

## B U I L D I N G



## E D I F I C I O



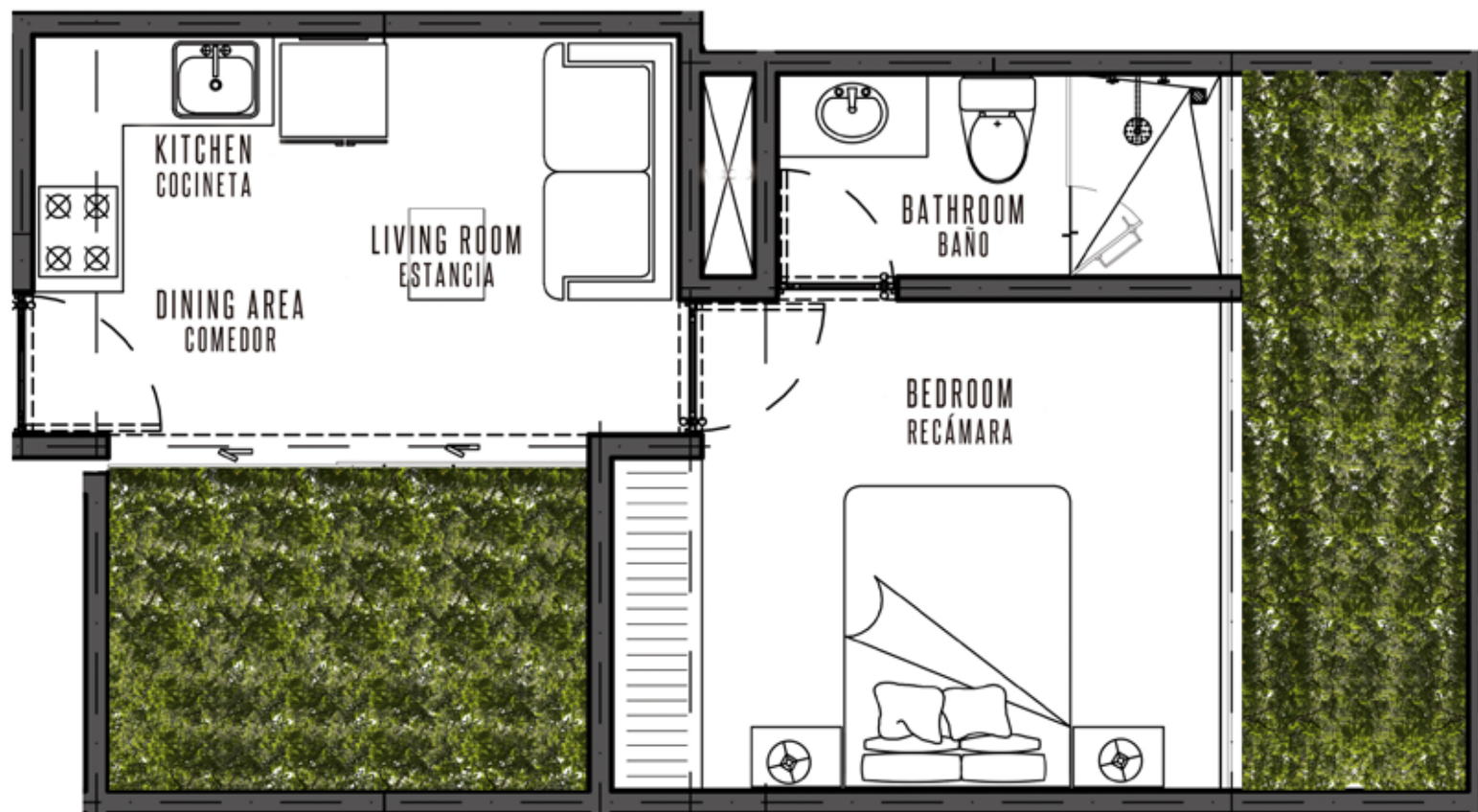
# 1 BEDROOM GARDEN



## INTERIORS

- KITCHEN
- DINING/LIVING AREA
- PRIVATE GARDEN
- PRIVACY GLASS
- 1 BED / 1 BTH

ENJOY OUR GROUND LEVEL RESIDENCES WITH PRIVATE GARDEN. SOME UNITS HAVE A SECOND LATERAL GARDEN. THE MASTER BEDROOM AND ACCOMPANYING BATHROOM HAVE A PANORAMIC GARDEN VIEW WITH DIGITAL PRIVACY GLASS.



DISFRUTA DE ESTE ESPACIO RESIDENCIAL CON JARDÍN PRIVADO. DISPONIBLES SOLO EN PLANTA BAJA. EN ALGUNAS UNIDADES CON OPCIÓN A UN SEGUNDO JARDÍN. LA HABITACIÓN MASTER Y SU BAÑO OFRECEN UNA VISTA PANORÁMICA DEL JARDÍN A TRAVÉS DE UNA VENTANA DE PRIVACIDAD DIGITAL.

- 48 M<sup>2</sup> AVERAGE
- 2 GUESTS

STARTING FROM \$128,466 USD



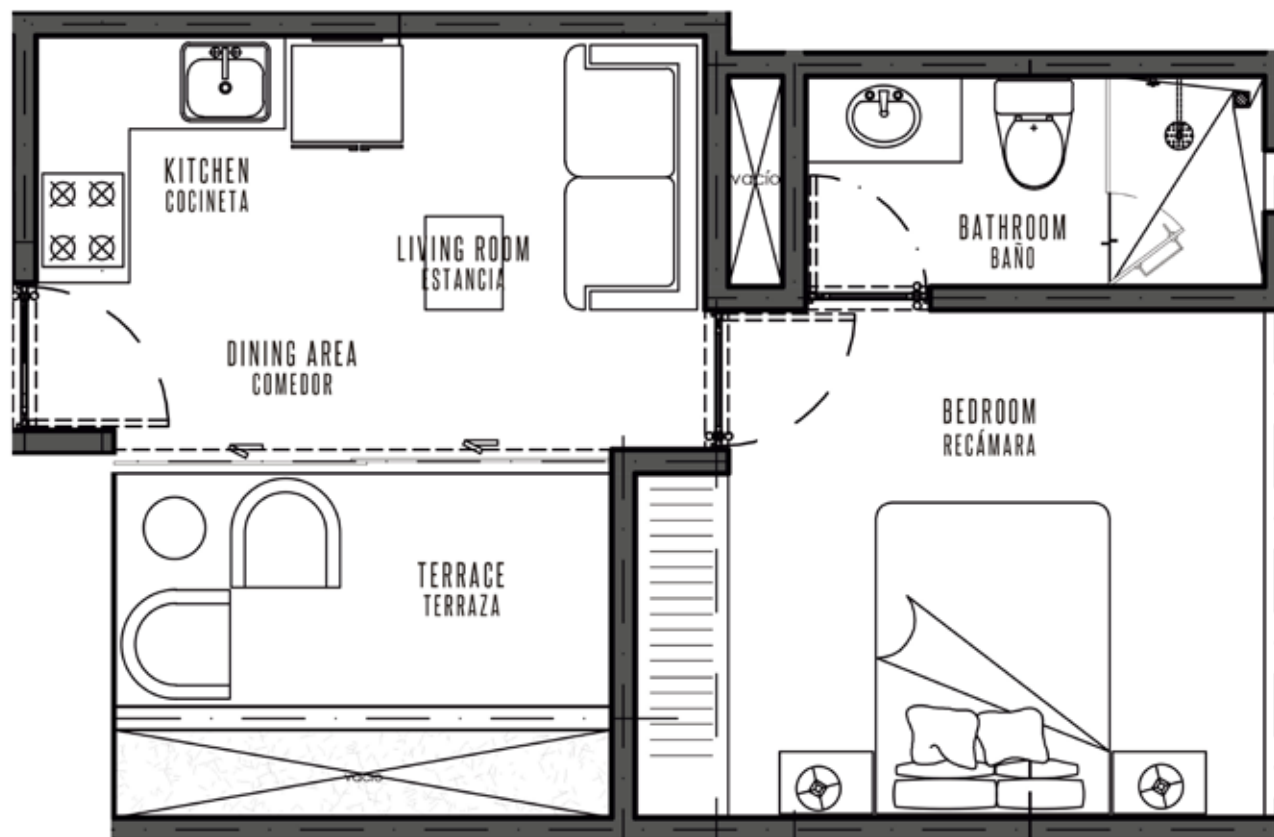
# 1 BEDROOM



## INTERIORS

- KITCHEN
- DINING AREA
- LIVING ROOM
- 1 BED / 1 BTH

THERE ARE THREE DIFFERENT VERSIONS FOR OUR 1 BEDROOM RESIDENCES WHICH ARE LOCATED AT THE GROUND LEVEL, FIRST AND SECOND FLOOR. ALL THE UNITS INCLUDE KITCHEN AND DIFFERENT OPTIONS OF DINING AND LIVING ROOM AREA CONFIGURATIONS, AS WELL AS BALCONY.



EXISTEN TRES PROTOTIPOS PARA NUESTRAS RESIDENCIAS DE UNA RECÁMARA Y SE UBICAN EN PLANTA BAJA PRIMER Y SEGUNDO NIVEL. TODOS LOS DEPARTAMENTOS INCLUYEN COCINA Y DIFERENTES CONFIGURACIONES DE ESTANCIA COMEDOR ASÍ COMO TERRAZA.

- 39 M<sup>2</sup> AVERAGE
- 2 GUESTS

STARTING FROM \$104,775 USD



# 2 BEDROOM

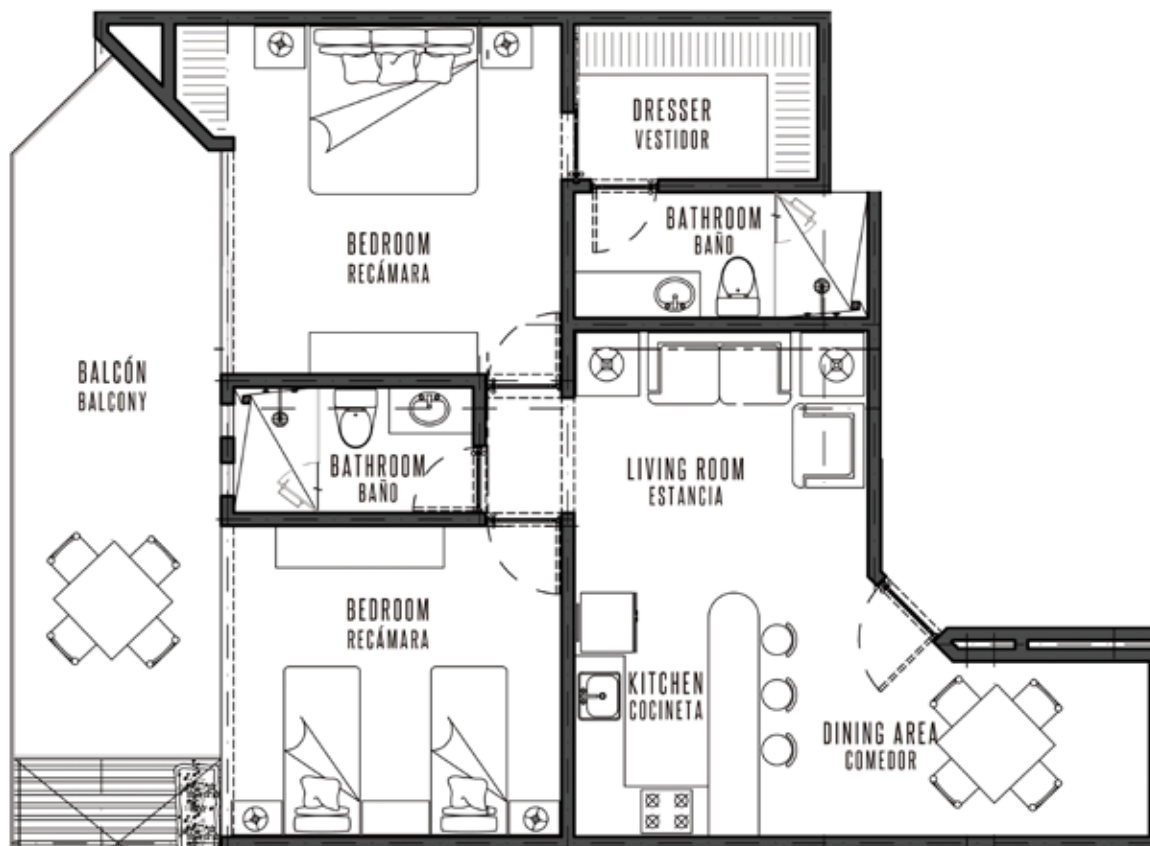


## INTERIORS

- KITCHEN
- DINING ROOM
- LIVING ROOM
- 2 BED / 2 BTH
- WALK-IN CLOSET\*

\* Available in most configurations

THERE ARE THREE DIFFERENT VERSIONS FOR OUR 2 BEDROOM RESIDENCES WHICH ARE LOCATED AT THE FIRST, SECOND AND THIRD FLOOR. ALL THE UNITS INCLUDE KITCHEN, DINING AND LIVING ROOM AREAS AS WELL AS BALCONY. BOTH THE MASTER AND SECOND BEDROOM HAVE THEIR RESPECTIVE BATHROOMS AND IN MOST UNITS, WALK-IN CLOSET.



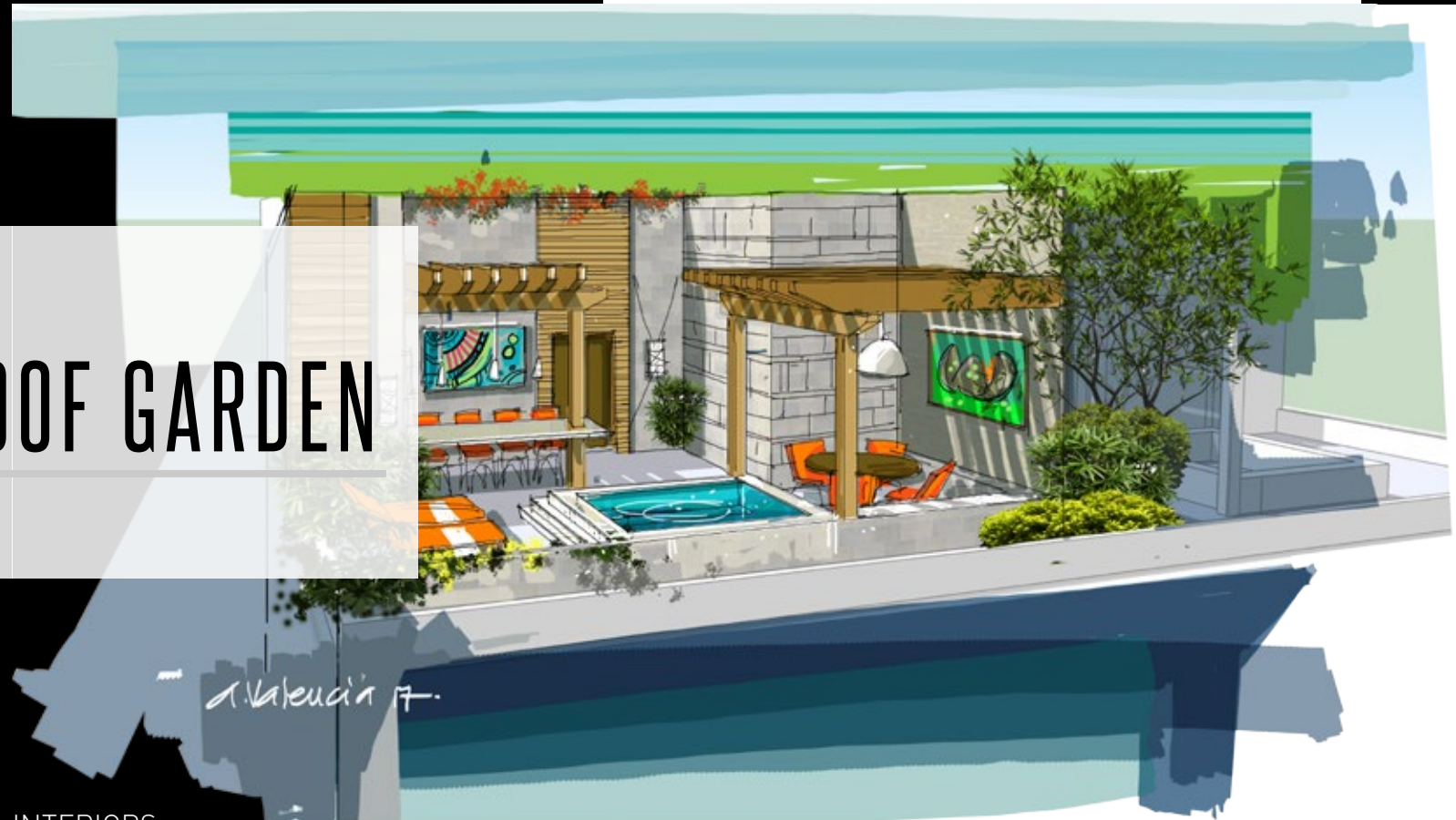
EXISTEN TRES PROTOTIPOS PARA NUESTRAS RESIDENCIAS DE DOS RECAMARAS Y SE UBICAN EN EL PRIMER, SEGUNDO Y TERCER NIVEL. TODOS LOS DEPARTAMENTOS INTEGRAN UN ÁREA DE COCINA, ESTANCIA, COMEDOR, SALA Y TERRAZA. CADA HABITACIÓN ESTÁ DISEÑADA CON UN BAÑO INDIVIDUAL Y SEGÚN EL NIVEL EN EL QUE SE ENCUENTRE LA RESIDENCIA EN LA HABITACIÓN MASTER UN WALK-IN CLOSET.

- 77 M<sup>2</sup> TO 114.03 M<sup>2</sup> RANGE
- 4-6 GUESTS
- 8 GUESTS CONFIGURATION AVAILABLE

**STARTING FROM \$228,477.50 USD**



# PH ROOF GARDEN



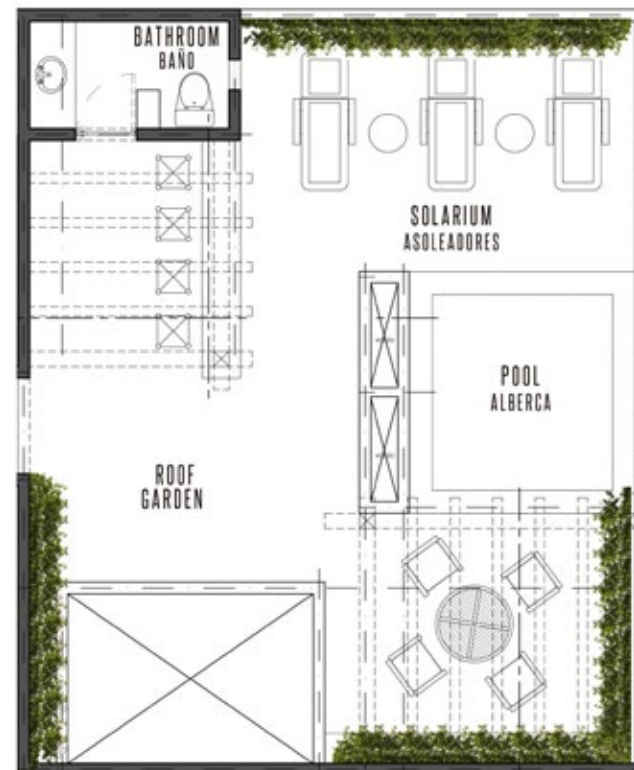
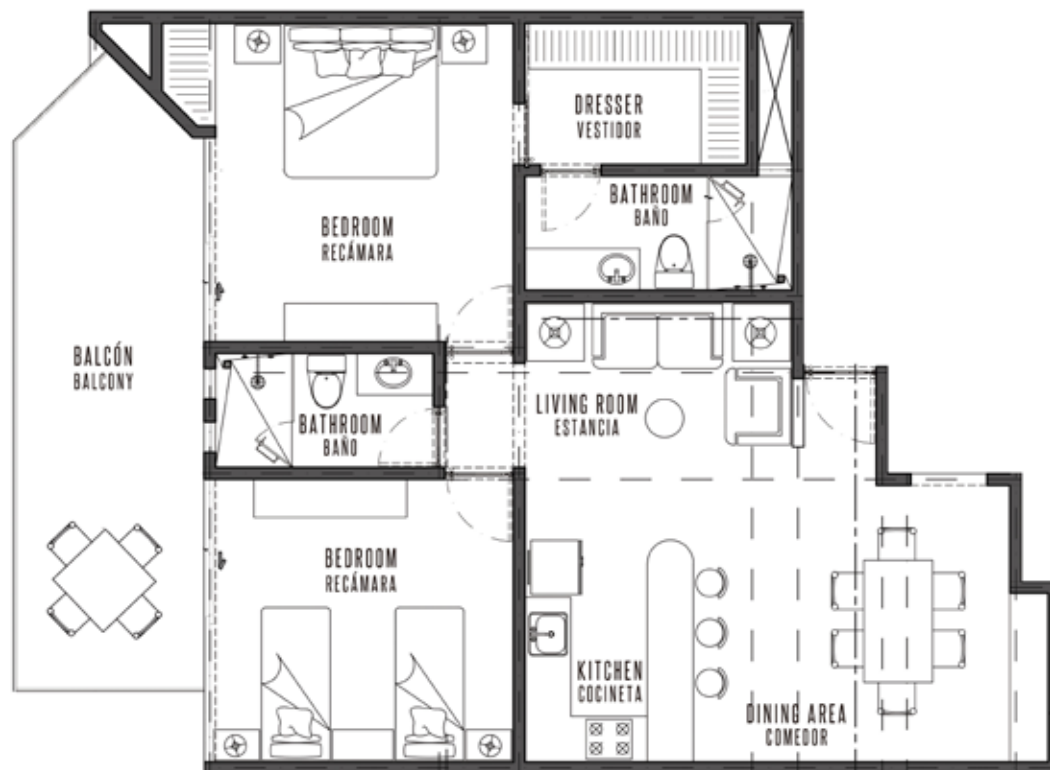
## INTERIORS

- KITCHEN
- DINING / LIVING ROOM
- PRIVATE ROOF GARDEN
- 2 BED / 3 BTH
- POOL / SOLARIUM
- GRILL/ OUTSIDE DINING

E S P A C I O S

ONLY TWO PENTHOUSES WITH PRIVATE ROOF GARDEN AREA ARE AVAILABLE AT THE FOURTH LEVEL. THIS COME WITH EVERYTHING A 2 BEDROOM APARTMENT OFFERS BUT ADDS A PRIVATE ROOF GARDEN FULLY EQUIPPED WITH GRILL, OUTDOOR DINING AREA, A POOL AND SOLARIUM.

H A B I T A C I Ó N



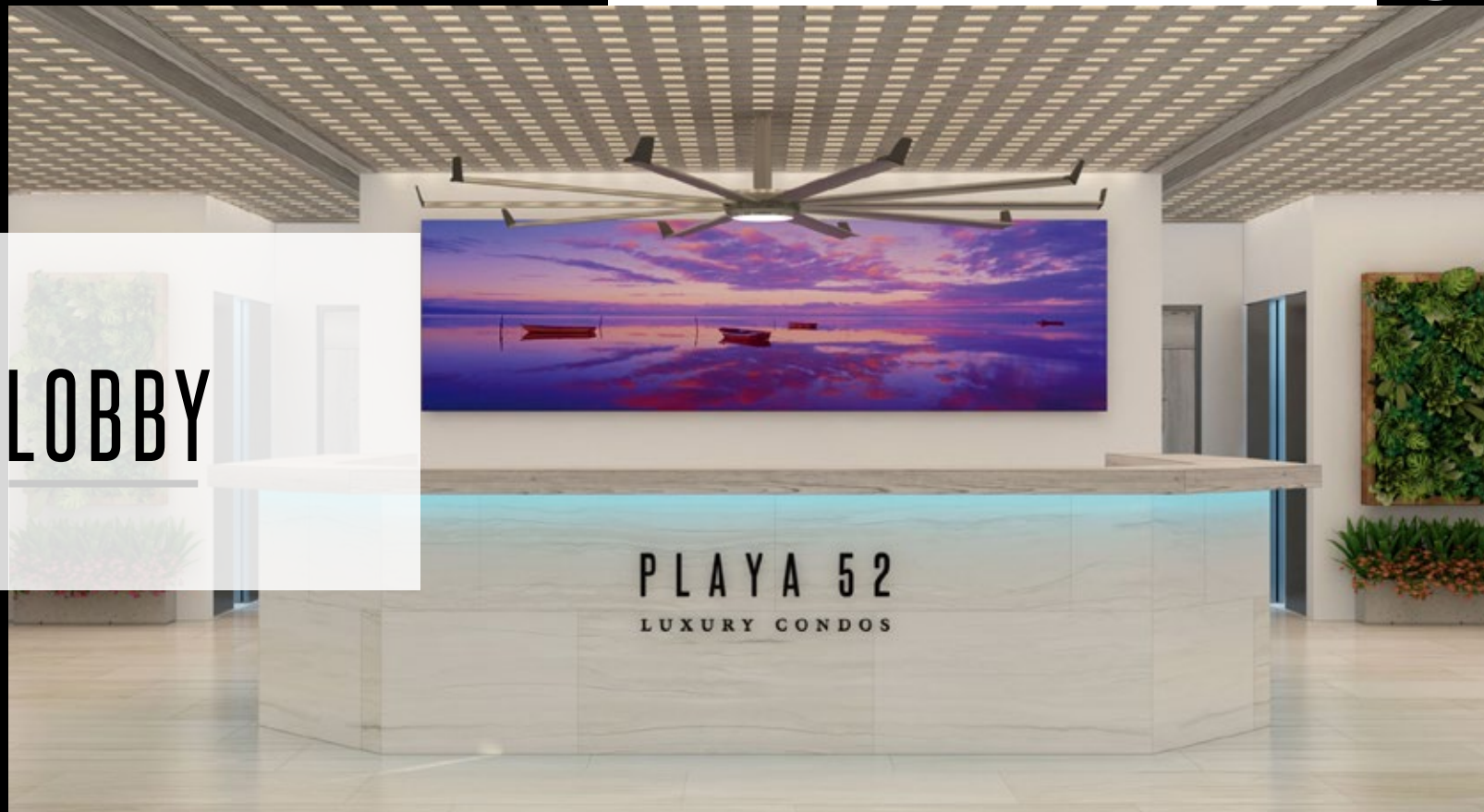
ROOM ÚNICAMENTE DOS PENTHOUSE CON ROOF GARDEN SE ENCUENTRAN EN EL CUARTO NIVEL. INTEGRANDO UN ÁREA DE COCINA, ESTANCIA, COMEDOR, SALA Y TERRAZA EN LA PLANTA BAJA CON UN ACCESO A SU ROOF GARDEN PRIVADO DONDE EXISTE UN ÁREA DE ASOLEAMIENTO, COMEDOR EXTERIOR -BAR Y ALBERCA.

- 194.47 M<sup>2</sup>
- 4-6 GUESTS
- 8 GUESTS CONFIGURATION AVAILABLE

**STARTING FROM \$583,410.00 USD**



## LOBBY



LA RECEPCIÓN, EL GIMNASIO Y EL ROOF GARDEN CON ALBERCA SON PARTE DE LAS AMENIDADES DE PLAYA 52. UN ESPACIO CONTEMPORANEO QUE TE DA LA BIENVENIDA DESDE LA ZONA DE MAYOR CRECIMIENTO EN PLAYA DEL CARMEN.

S P A C E S

G Y M



GYM

PLAYA 52  
LUXURY CONDOS

E S P A C I O S

G Y M



# PHOTO GALLERY









S P A C E S

P H O T O   G A L L E R Y



E S P A C I O S

G A L E R Í A   D E   F O T O S

S P A C E S

P H O T O   G A L L E R Y



E S P A C I O S

G A L E R Í A   D E   F O T O S



S P A C E S

P H O T O   G A L L E R Y



E S P A C I O S

G A L E R Í A   D E   F O T O S





# DESIGN PROCESS

PLAYA 52 LUXURY CONDOS IS DESIGNED AROUND A VERY IMPORTANT PREMISE: "ARCHITECTURE AS AN ART FORM". BEYOND PRAGMATIC ELEMENTS SUCH AS BUILDING CODES, BUDGETS AND TIMETABLES OUR APPROACH HAS BEEN THAT OF PURPOSEFUL AESTHETICS. WITH THIS IN MIND AN ARTISTIC PROCESS WAS INVOLVED IN CONCEPTUALIZING THE PROJECT.

EL DISEÑO DE PLAYA 52 LUXURY CONDOS GIRA EN TORNO A UNA PREMISA: "ARQUITECTURA COMO ARTE". MAS ALLÁ DE CONCEPTOS PRAGMÁTICOS COMO REGLAMENTOS DE OBRA, PRESUPUESTOS Y CRONOGRAMAS NUESTRO ACERCAMIENTO FUE DE ESTÉTICA CON PROPÓSITO. CON ESTO EN MENTE LLEVAMOS A CABO UN PROCESO ARTÍSTICO PARA LA CONCEPTUALIZACIÓN DEL PROYECTO.



## JAVIER GONZÁLEZ JIMÉNEZ ARQUITECTO

ARQUITECTO MEXICANO CON ESTUDIOS EN LA UNIVERSIDAD IBEROAMERICANA, APASIONADO DE LA ARQUITECTURA DESDE LA INFANCIA.

EL DESARROLLO INICIAL DE SU CARRERA ARTÍSTICA Y PROFESIONAL SE DESEMPEÑO POR QUINCE AÑOS POR EL DESPACHO "ARTIGAS ARQUITECTOS";

POSTERIORMENTE INICIO SU PROPIA FIRMA EN MÉXICO Y EN USA, DONDE RADICA DESDE HACE 11 AÑOS.

ES MIEMBRO DEL AMERICAN INSTITUTE OF BUILDING DESIGN "AIBD" Y DEL TEXAS INSTITUTE OF BUILDING DESIGN" TIBD:

EL PODER PLASMAR LA ARQUITECTURA MEXICANA EN TODAS LAS OBRAS ES SU PRINCIPAL ASPIRACIÓN.



01.



ESTRATEGIA  
COMERCIAL Y VENTAS  
GRUPO LUMIXIA

02.

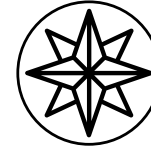


DESARROLLADOR  
RIVIERA CAPITAL

03.



CONSTRUCCIÓN  
CONSTRUCTORA  
DALGO



PLAYA 52  
TEAM  
DEVELOPERS

04.



ARQUITECTO  
JAVIER GONZÁLEZ  
JIMÉNEZ



PLAYA 52  
LUXURY CONDOS

O P P O R T U N I T Y

# CONTACT US

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M A U R I C I O R O V I R O S A

P H O N E + 5 2 1 5 5 5 5 7 7 8 8 9 9

E - M A I L C O N T A C T O @ P L A Y A 5 2 . M X

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F I V E S T A R S O F L U X U R Y

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