

March 20, 2022

Brickell Avenue Office Tower To Undergo \$12 Million Renovation

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Florida East Coast Realty (FECR) is investing \$12 million in renovations to its **1101 Brickell** office towers, including a new grand lobby, flagship restaurant, extensive fiber optic connectivity, and 24-hour security.

“Brickell has become a destination for financial services, LATAM businesses, law firms, and newly minted entrepreneurs,” said Jerome Hollo, Executive Vice President of the 60-year-old real estate development company. “FECR is committed to elevating the building to be one of Brickell’s best.”

The company also announced it has hired **CBRE** as its new leasing agent for the 300,000 square foot twin tower project it acquired in 2009. CBRE’s team consists of **Kevin Gonzalez**, Vice President, **Jake Freeman**, Associate and **Gordon Messinger**, Executive Vice President.

“1101 Brickell is in the epicenter of the most coveted office market in Miami,” said Gonzalez, who will be leading the new leasing team. “With these improvements, 1101 is positioned to be the premier boutique office offering on Brickell Avenue.”

FECR also announced that it will be moving its corporate headquarters to the 17th floor at 1101 Brickell in anticipation of the redevelopment of its current **100 South Biscayne Blvd.** asset that will be replaced by a new, 1,049-foot-tall mixed-use luxury tower, branded — **One Bayfront Plaza.**