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Florida East Coast Realty To Renovate Their Office Towers At 1101 Brickell Avenue To Meet Growing Demand



1101 Brickell Avenue. Photo courtesy of Florida East Coast Realty.

BY: OSCAR NUNEZ 7:30 AM ON MARCH 23, 2022

[Florida East Coast Realty](#) (FECR) is planning to invest \$12 million in renovations to its office towers at [1101 Brickell Avenue](#) in Miami's [Financial District](#), including a new grand lobby, flagship restaurant, extensive fiber optic connectivity, and 24-hour security. Located immediately West of [Miami's](#) currently tallest skyscraper – the 85-story [Panorama Tower](#) also owned and built by FECR – the office towers are bound by Brickell Avenue on the West, Southeast 11th Street on the South and Southeast 10th Street on the northern end of the city block.

“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.