

MAGAZINE

# BRICKELL<sup>®</sup>

## Welcome to the *Neighborhood*

Our ever-evolving skyline ushers in talented residents from all over the world who arrive in our Magic City with big ideas and even bigger dreams

# SKY-HIGH TRIUMPH

As the tallest building in the State of Florida and the tallest residential building south of Manhattan, Panorama Tower quite literally towers above all other properties in Miami. Developer Florida East Coast Realty created the tower with an overabundance of amenities, totaling an astounding 100,000 sq. ft., so that residents never need to leave the building.

WORDS BY SANDY LINDSEY



*Panorama Tower Two-Story Grand Lobby; Private Dining Room. Opposite: Model Unit # Master Bedroom w/ View*

Renting is appealing for everyone now – not just millennials. And the marketplace is responding with a new breed of luxury developments that are all-inclusive, secretive, convenient, carefree and offer an unsurpassed lifestyle, led by Miami's own Panorama Tower. "Millennials who are starting families and settling down, see the ease and convenience in living in a full-service building with turnkey maintenance and amenities," says Jerome Hollo, Executive Vice President of Florida East Coast Realty. "At Panorama Tower, we have a kid's playroom and splash pad on our pool deck to appeal to the families that live in our building."



They have also responded to the on-demand nature of millennials who are used to services such as Uber and Instacart. "We purposely built Panorama Tower with this in mind where residents really never need to leave the building," says Hollo. The building offers a full, private floor with over 45,000 square feet of residential amenities and recreational facilities. Residents enjoy a wide array of extraordinary amenities, including three movie theaters, a wine tasting room, and state-of-the-art fitness center complete with yoga, Pilates, spinning studios, a soundproof "Muse Room" for live music and recording sessions and two large social lounges. Additionally, Dogtown



Brickell is the newest pet hotel and spa, with facilities for grooming services, daycare and overnight boarding in the Brickell neighborhood. "With the on-the-go nature of our residents, Dogtown will serve a convenient everyday need and provide a trusted and safe haven for our four-legged friends," he says.

Another forward-thinking feature of Panorama Tower is the Panorama Perks program. In partnership with neighboring participating businesses in the Brickell area, Panorama Perks is a specially curated program for residents to enjoy the best of Brickell area living. Offering a wide array of incentives, Perks partners include: Baby Jane, Barsecco, Brightline, Caña Restaurant, Caudalie, CVLTVRA Kitchen & Lounge, Dogtown, DC Pie Co., Fleming's, Latin Café Brickell, Luke's Lobster, Rik Rak, STITCHED, Tacology and Velocia. With a dedicated Resident Benefits Card, Hollo says Panorama residents will receive access to the privileges and respective offers with new perks and partners set to be added on an ongoing basis. "Panorama Perks is a specially curated program for tower residents to enjoy the best of Brickell area living where our residents receive access to the privileges and respective offers from a wide array of local restaurants and other establishments," he says.

This revolutionary development is the brainchild of Florida East Coast Realty, a family business run by Tibor Hollo, his sons Jerome Hollo and Wayne Hollo, and grandson Austin Hollo.

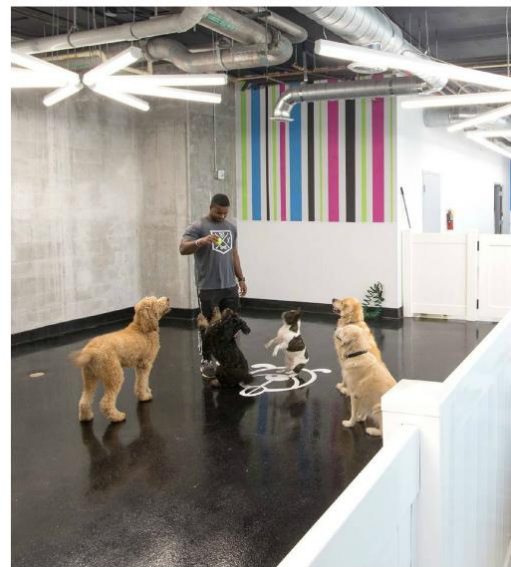
Tibor Hollo is highly regarded by his peers as a pioneer and one of Miami's true visionaries. Over 60 years ago, he forged a path for the future by constructing the very first high-rise building on Brickell Avenue. The concept of living, working and playing in the urban core long has been his dream, brought to life through his many developments, especially in the Omni/Venetia area and the Brickell corridor. His vision now is truly taking shape on a large scale, as evidenced by the growth and excitement permeating the areas around Downtown Miami.

Since that first office tower, FECC has built in excess of 60 million square feet of construction, consisting of single-family homes, landmark residential and commercial high-rises, government buildings, marinas, high-end retail centers, warehouse complexes and telecommunications centers.

Throughout their extensive history, the company has built, owned and managed a wide array of properties. Their strategy for the future includes steady, continued growth in several real estate industries. With new ideas and ambitious projects on the drawing board, Mr. Hollo, his sons and grandson are eager and ready to venture well into the 21st Century. "In building Panorama Tower, we studied the current cycles and saw a shadow market among other condos being built that were being rented out by the individual unit owners," says Jerome Hollo. "With this development, we've created the ease of working directly with our management and maintenance teams, so that residents don't have to wait a week on a third-party condominium owner to assist with fixing any needs within the unit. We've seen a very strong, steady rental rate since launching and our renters are responding to everything that the development offers."

Panorama Tower recently partnered with another "towering figure in Miami" – the Miami HEAT. The three-year deal includes prominent signage for Panorama Tower throughout the arena. But what is sure to be of most interest to residents is the plan to host exclusive Miami HEAT events on-site at Panorama Tower in the coming months to celebrate the partnership. "Panorama Tower represents the height of luxury," says Hollo. "Our residents love the proximity to the American Airlines Arena and the best of Miami's cultural and entertainment venues, and it was a natural fit to partner with a world-class organization like the Miami HEAT that is also at the top of their game."

The key hallmarks of Panorama Tower are service and design – and the




Sports Room & Billiards; Private Wine Room; Fitness Center w/ Cardio & Aerobics. Opposite: Private Residential Theatre; Dogtown Brickell



*Panorama Tower Sky Deck Pool and expansive balconies offer stunning bay, sky and ocean vistas*

incomparable amenity package. From the poolside sundeck to the 85th Floor penthouses, over 90% of the 821 residences have breathtaking water views, and all have spacious terraces. The building also offers residents the largest apartments, the best finishes and appliances, and the most amenities in Miami. In addition to the residential portion, the Panorama Campus features multiple components that benefit the community and attract tourism, including the 208-room Hyatt Centric Brickell Miami Hotel, 378,000 sq. ft. of high-end office space, and 75,000 square feet of upscale retail space.

Panorama Tower will leave an enduring legacy and lasting influence on our city and skyline with its record-breaking height, unparalleled views and incomparable amenity package. It is a positive impact on our community and public/private cooperation and is a landmark of resiliency, sustainability, environmental consideration, healthy building standards, outstanding design, creativity and land use.

*Panorama Tower is located at 1100 Brickell Bay Drive, Miami, FL 33131. For more information, call 305.882.9837 or visit [PanoramaTower.com](http://PanoramaTower.com). *

**Brickell Magazine**

Brickell Magazine showcases and influences the passions, pastimes and purchases of the individuals who work and play in Brickell.

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