



Visions at Brickell Station, a boutique condo/hotel community located at 1120 SW 3rd Avenue in Miami .
Courtesy photo

Miami-Based Developer has Plans For \$50M Condo/Hotel in Brickell

“The Visions brand has attracted incredible attention from prospective buyers who recognize the heightened demand of discerning vacation and business visitors looking for an enhanced experience and lifestyle,” said Fernando de Nunez y Lugones, principal of Location3 Investments & UNCG.

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Real Estate Reporter

As hotels geared for business travel are still suffering from low occupancy levels due to fewer business trips as a result of remote work, a Miami-based development group is launching a brand in Brickell for a condo/hotel concept to accommodate more business and leisure visitors.

After Urban Network Capital Group’s success with Visions Orlando Resort & Spa, a 354-unit luxury vacation hotel community, the developer is coming to Miami with a boutique condo/hotel community called Visions at Brickell Station.

Located at 1120 SW 3rd Avenue, it will feature 111 residences ranging from studios to one-bedroom units, There will be no rental restrictions.

The concept is catching the eyes of investors as the leisure trend—a mixture of leisure and business travel—continues to rise. Investors include Peruvian-based V&V Investments, a development company building a footprint in the Florida Market, along with additional private investors.

Fernando de Nunez y Lugones, principal of Location3 Investments & UNCG, says the success of the building's sister property in Orlando is extraordinary.

“The Visions brand has attracted incredible attention from prospective buyers who recognize the heightened demand of discerning vacation and business visitors looking for an enhanced experience and lifestyle,” he said.

The property consists of three parcels at 1130 and 1136 SW 3rd Avenue in Miami for a total acquisition price of \$8.5 million.

According to Robert Thorne, CEO and founder of UNCG, one of the most distinctive aspects of the project is its location in Brickell, as people continue to prefer walkable communities with immediate access to retail, dining, and entertainment options.

“Teeming with cultural significance, Visions guests will benefit from the proximity to Brickell City Centre's high-end boutiques, Brickell Avenue's fine dining destinations, leafy parks, and world-class cultural and arts institutions that lure a well-traveled, sophisticated citizen who wants to live, work and play in Miami's exciting epicenter,” said Thorne.

The developer wants to attract a wide demographic, with prices ranging from \$299,448 for a 321-square-foot studio; to \$413,124 for a 451-square-foot junior suite; to \$501,960 for a 539-square-foot one-bedroom unit.

“Identifying that there was a particularly unique need for this product type in the Brickell market, we have no doubt that the response to Visions Brickell Station will be very compelling,” said de Nunez y Lugones.

Amenities at the eight-story tower will include a gym, rooftop infinity pool and terrace, an onsite restaurant, front desk check-in, laundry service, and a bike-share program. Designed by DTI Architects of Miami Lakes, the residences will feature keyless electronic access, floor-to-ceiling windows with skyline views, wood-like ceramic tile floor, quartz countertops and custom Italian cabinetry, and 75" Smart TVs.

Wellness will also be a focus, with advanced HVAC systems, nontoxic wall coverings, filtered water, aromatherapeutic diffusers, Vitamin C diffusion therapy showers, and lighting aimed at relaxation and mental balance.

The tower is expected to be completed in 2025.