

MIAMI

THE FUTURE OF BRICKELL

HABITATGROUP
AYENK



01
BRICKELL
OPPORTUNITY
AREA NOW

02
WHERE
BRICKELL
IS HEADED

03
CONNECTIVITY

04
HABITAT
GROUP
LEGACY



Miami, A Global City

Miami, since the start of the 21st century has become a top global destination. It is one of the world's most desirable places not only to visit, but to live and conduct business.

Since 2010, the population of Greater Downtown Miami has increased more than 38 percent, with a population of 92,000 in 2018 and an expected population of over 109,000 by 2021. The majority of this population are highly educated, young working professionals who enjoy a live, work, play lifestyle.

Brickell is Miami's most desired as well as its fastest-growing neighborhood, and accounts for 45 percent of Greater Downtown Miami's population. The largest financial business district of the South East, with over 50 banks and institutional firms, Brickell is also known for its glamorous nightlife, retail and restaurants. In the last 25 years, over 50 glittering skyscrapers with luxury condos have emerged in Brickell.

The developments, all distinguished by partnerships between renowned architects, interior designers and artists, resulting in awe-inspiring residential properties are recognized world-wide as urban masterpieces.

However, look closer. Brickell has new opportunities on the rise. This area located roughly between I-95 and SW 1st Ave belongs to Brickell and is distinctive because it is the only area where there is still opportunities for development.

Aside from luxury condos and class-A office buildings, this area will additionally cater to the hospitality industry, with over 1,450 hotel rooms coming to the area by 2025. The area also has numerous pedestrian walkways and public transportation, making this area one of Miami's most walkable neighborhoods, creating connectivity to all areas of Brickell and the rest of Greater Downtown.

No 1

CRUISE PORT IN THE WORLD WITH 5 MLN PASSENGERS A YEAR

No 2

LARGEST FINANCIAL HUB OUTSIDE NY(U.S.)

No 2

HOTTEST RETAIL REAL ESTATE MARKET(U.S.)

No 2

HIGHEST HOTEL OCCUPANCY IN THE U.S. 76 % +

No 3

MOST POPULOUS STATE

1000+

CORPORATE HEADQUARTERS

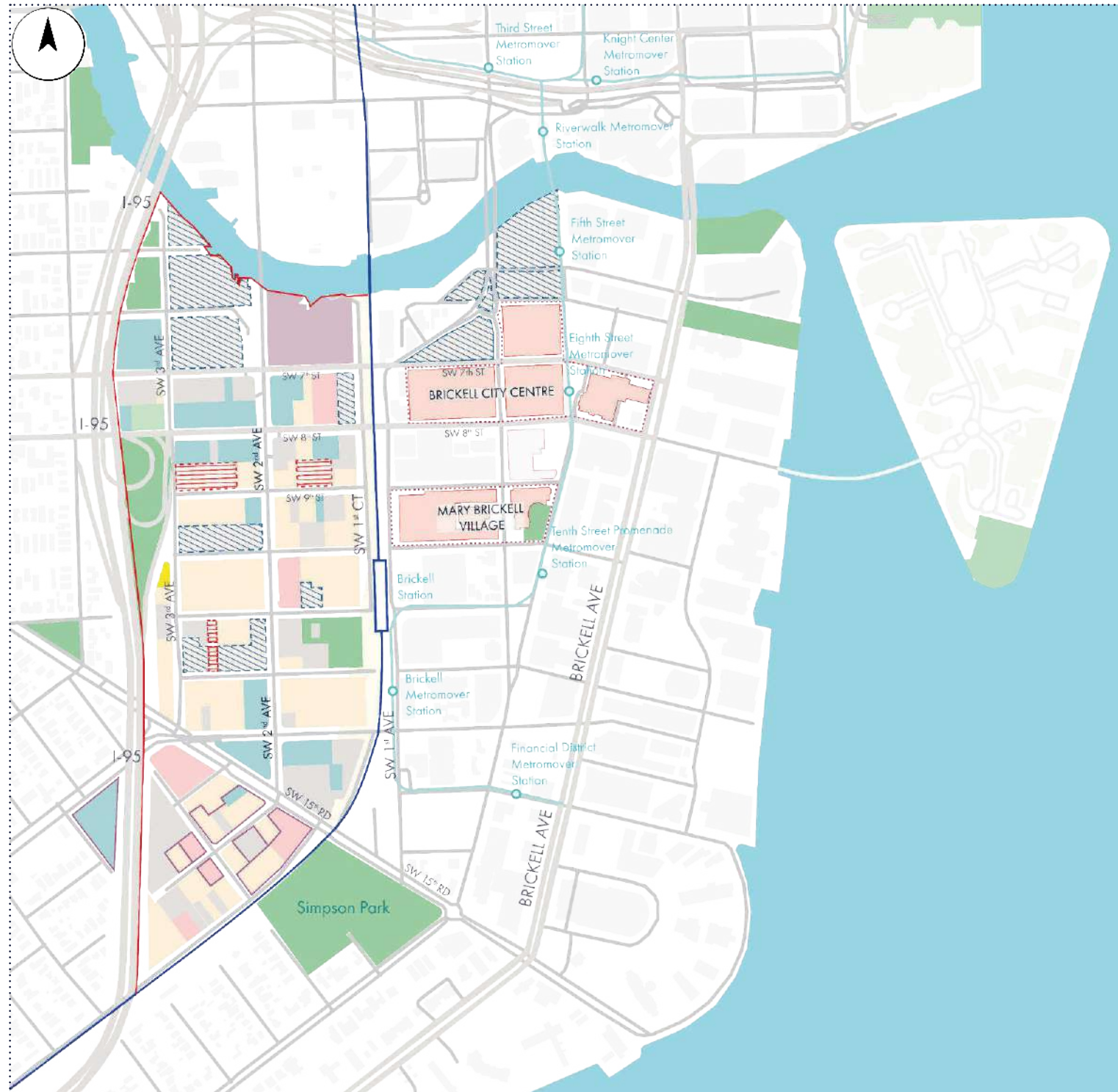
15M

VISITORS PER YEAR

THE FUTURE OF BRICKELL

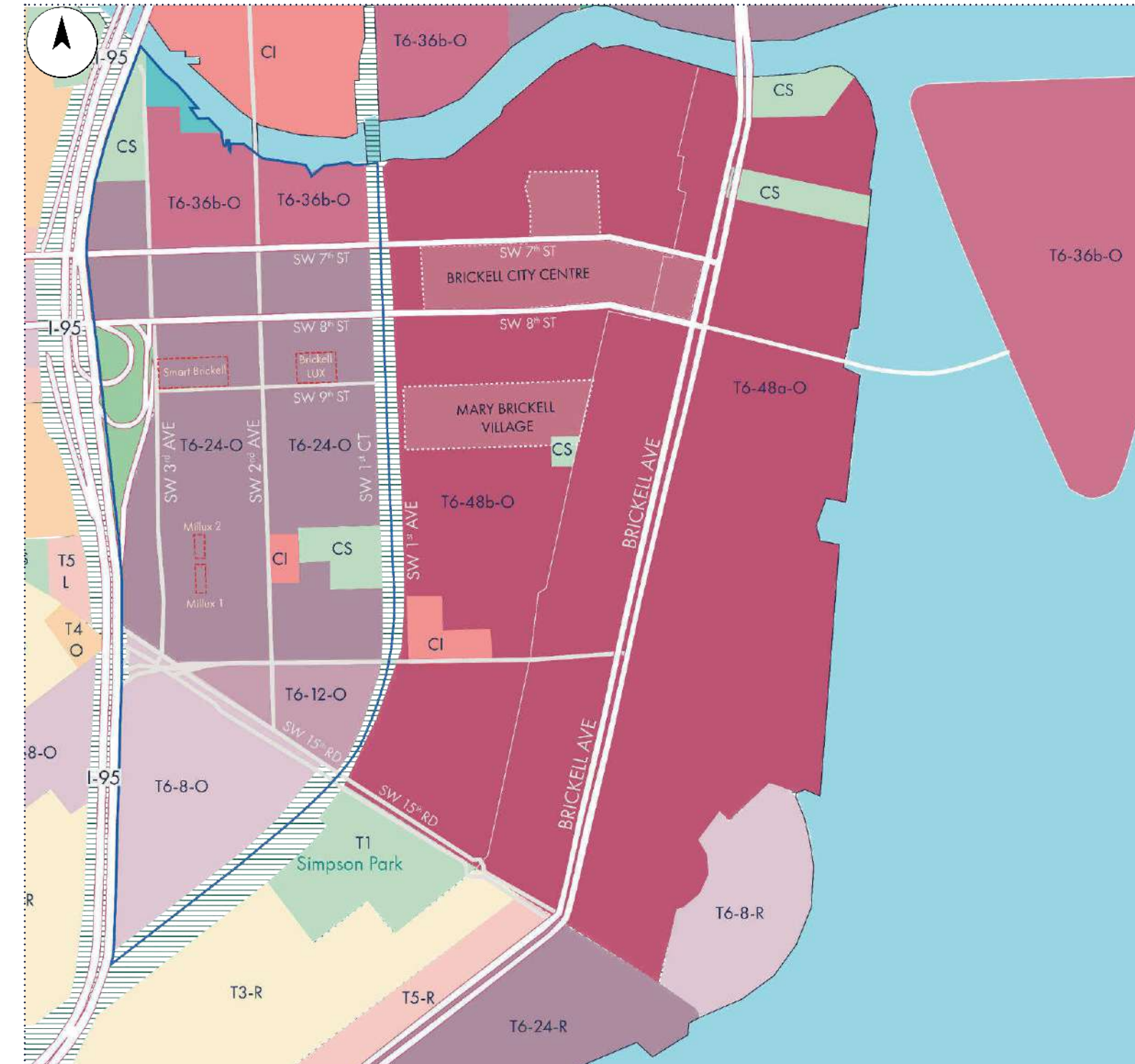
BRICKELL NOW





Map Of West Brickell

- METRORAIL STOP
- METRORAIL LINE
- METROMOVER STOP
- METROMOVER LINE
- MIXED-USE DEVELOPMENT
- RETAIL/ SUPERMARKETS/ COMMERCE
- HOTELS
- SCHOOL
- PARKS
- UPCOMING HABITAT GROUP PROJECTS
- UPCOMING PROJECTS
- HABITAT GROUP FOOTPRINT



Zoning

- T3 SUB-URBAN
 - T4 GENERAL URBAN
 - T5 URBAN CENTER
 - T6-8* URBAN CORE
 - T6-12* URBAN CORE
 - T6-24* URBAN CORE
 - T6-36* URBAN CORE
 - T6-48* URBAN CORE
 - CS CIVIC SPACE/PARKS
 - CI CIVIC INSTITUTION
 - T1 NATURAL
- R - RESTRICTED
L - LIMITED
O - OPEN
- *NUMBER OF STORIES

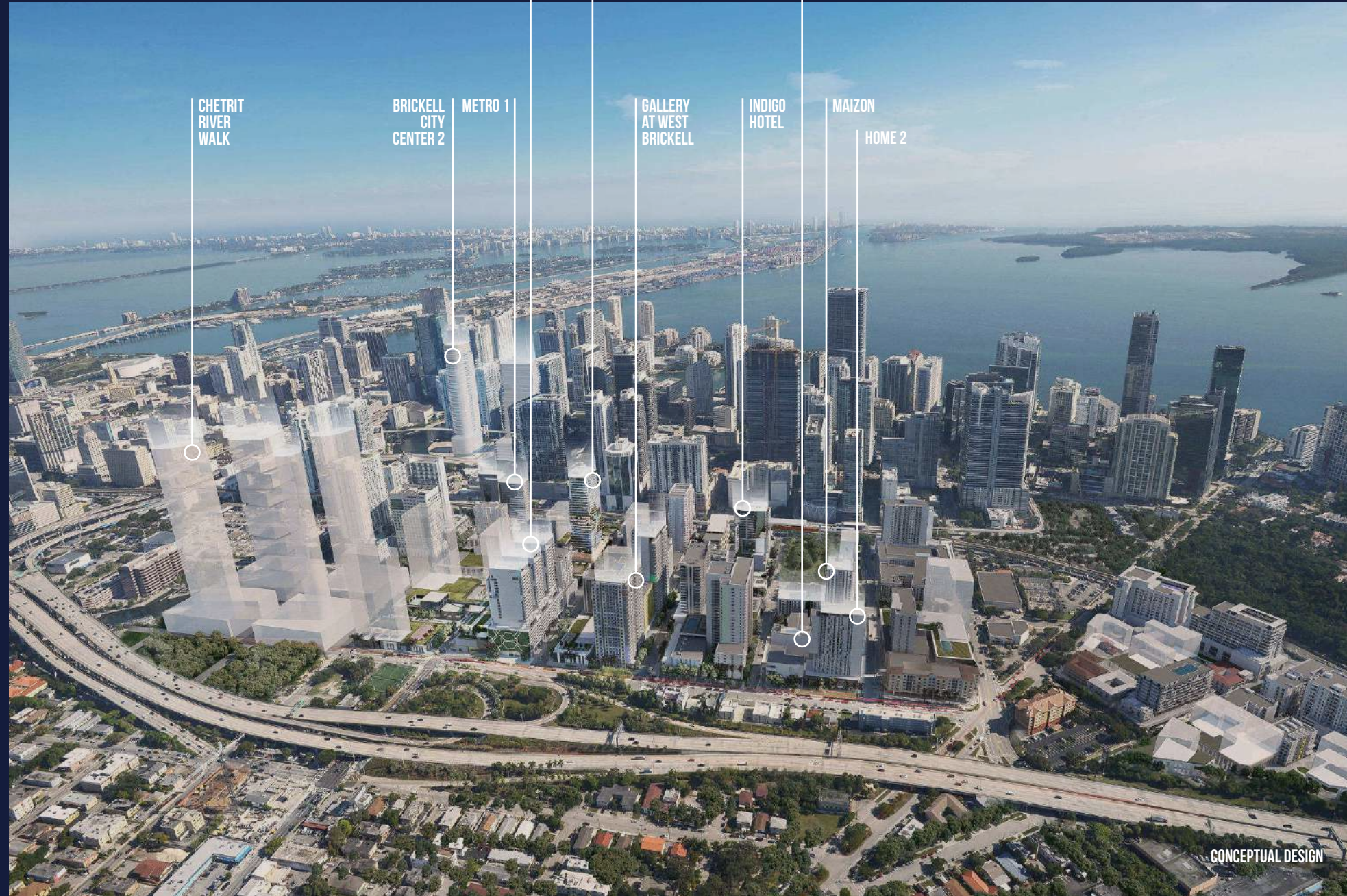
WHERE BRICKELL IS HEADED



Smart Brickell

Brickell LUX

Millux 1,2



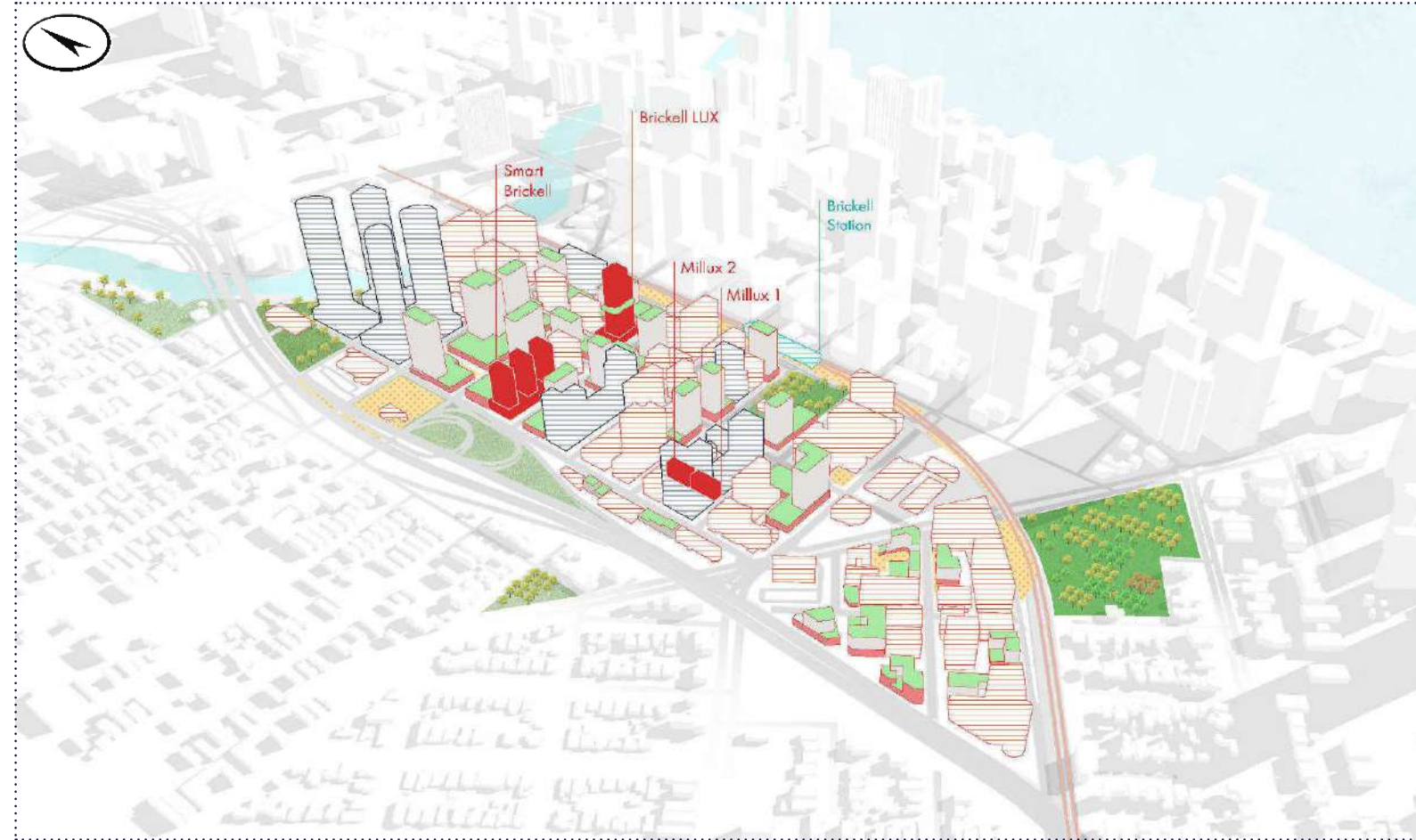
Upcoming Projects

- PARKS
- UPCOMING HABITAT GROUP PROJECTS
- UPCOMING PROJECTS
- HABITAT GROUP FOOTPRINT



Upcoming Projects

- UPCOMING PROJECTS
- HABITAT GROUP PROJECTS
- EXISTING BUILDINGS



Development Potential

- HABITAT GROUP PROJECTS
- EXISTING BUILDINGS
- UPCOMING PROJECTS
- POTENTIAL DEVELOPMENT
- building tower
- commercial floors



HABITAT GROUP PROJECTS

01

*Smart
Brickell*

The First Smart Building in Miami

Inspired by Habitat Group's Smart Living Philosophy, where every aspect is designed to enrich and energize your lifestyle. Smart Brickell has a vision that separates it from the rest, a smart integration of flexible usage, modern design and the latest trends in technology. A place for working professionals, seasonal residents and smart owners, designed to express the future of urban living.

The mixed-use project is comprised of three towers. The first and second towers are composed of 100 residences and 100 hotel rooms. The third tower is comprised of 97 residential rental units. The project also includes approximately 12,000 square feet of commercial space that will be used for a café, restaurant and retail.



Home 2

Millux
Hotel 1

Maizon



HABITAT GROUP PROJECTS

02

Millux Hotel

Moments. Experiences. Luxury

Millux Hotel, meaning Millennial Luxury, was designed to create moments that form lasting experiences, becoming a space for locals as well as guests to enjoy. Millux Hotel is redefining the boutique hotel experience, with impeccably designed, Instagram-worthy hotel rooms and shared space created with the utmost attention to detail and luxury finishes, inspired by the city and scenes that surround us.

The project caters to the modern and stylish consumer and has been created using the latest trends in the market. Comprised of 2 hotels, the project includes 114 hotel rooms, each with an independent rooftop bar and lounge as well as a pool deck.



HABITAT GROUP PROJECTS

03

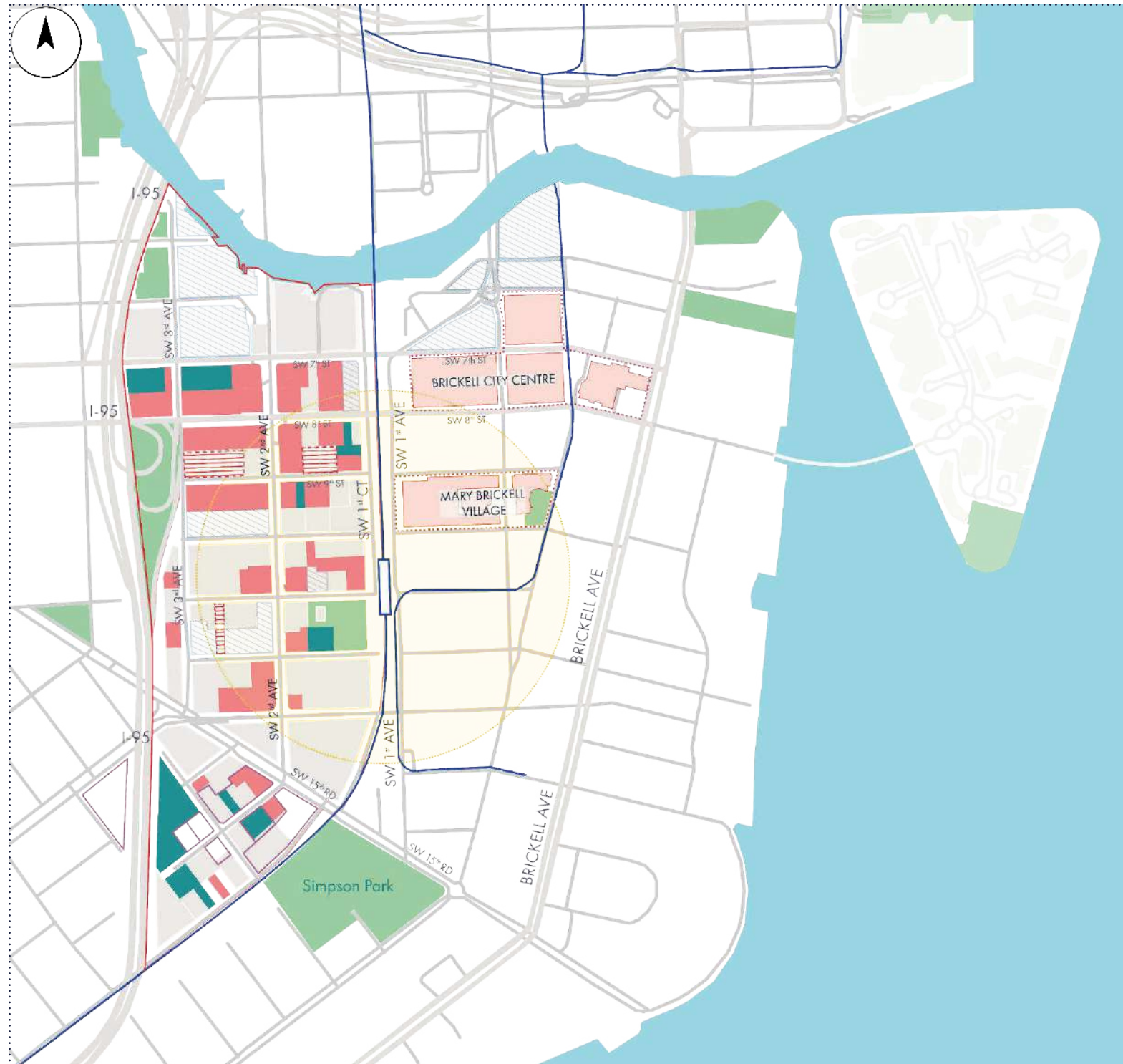
Brickell LUX

The newest luxury project in the heart of Brickell

Elegant and organic, its strong presence positions Brickell LUX as a powerful and poised statement for the Brickell skyline. Proudly situated next to Brickell City Centre, the extraordinary creative collaboration will result in an architectural paradigm for the city. With its sophisticated residences embodying nature, Brickell LUX will reinvent the classic Brickell Luxury residence, delivering a distinctive living experience.

The mixed-use project will feature 108 residences, 60 hotel rooms and commercial space. At Brickell LUX, residents will have ultimate access to an oasis of exclusive privileges. An exquisite and chic lobby, private amenities designed to indulge with sophisticated and elegant finishes throughout.





Development Potential

Transportation Hub

- POTENTIAL REDEVELOPMENT LOTS
- VACANT LOTS
- DEVELOPED PROJECTS
- METROMOVER & METRO RAIL LINES
- ▨ UPCOMING HABITAT GROUP PROJECTS
- ▨ HABITAT GROUP FOOTPRINT
- ▨ UPCOMING PROJECTS
- PARKS
- TRANSPORTATION HUB IMPACT ZONE
0.2 MILE RADIUS



Everything You Need

All in One Place.

Metro 1

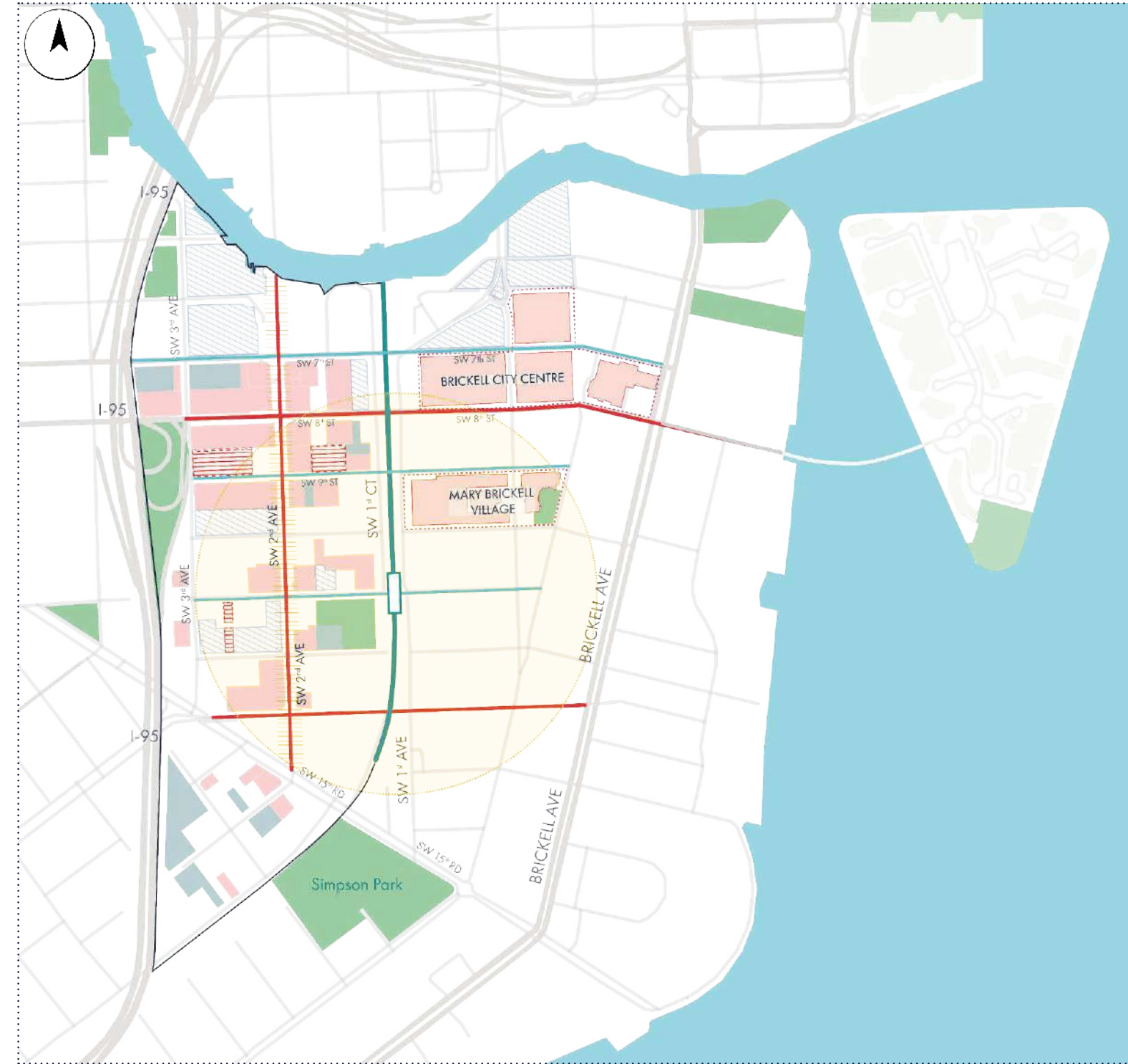
Brickell City Center

Brickell Heights

Brickell LUX

Smart Brickell

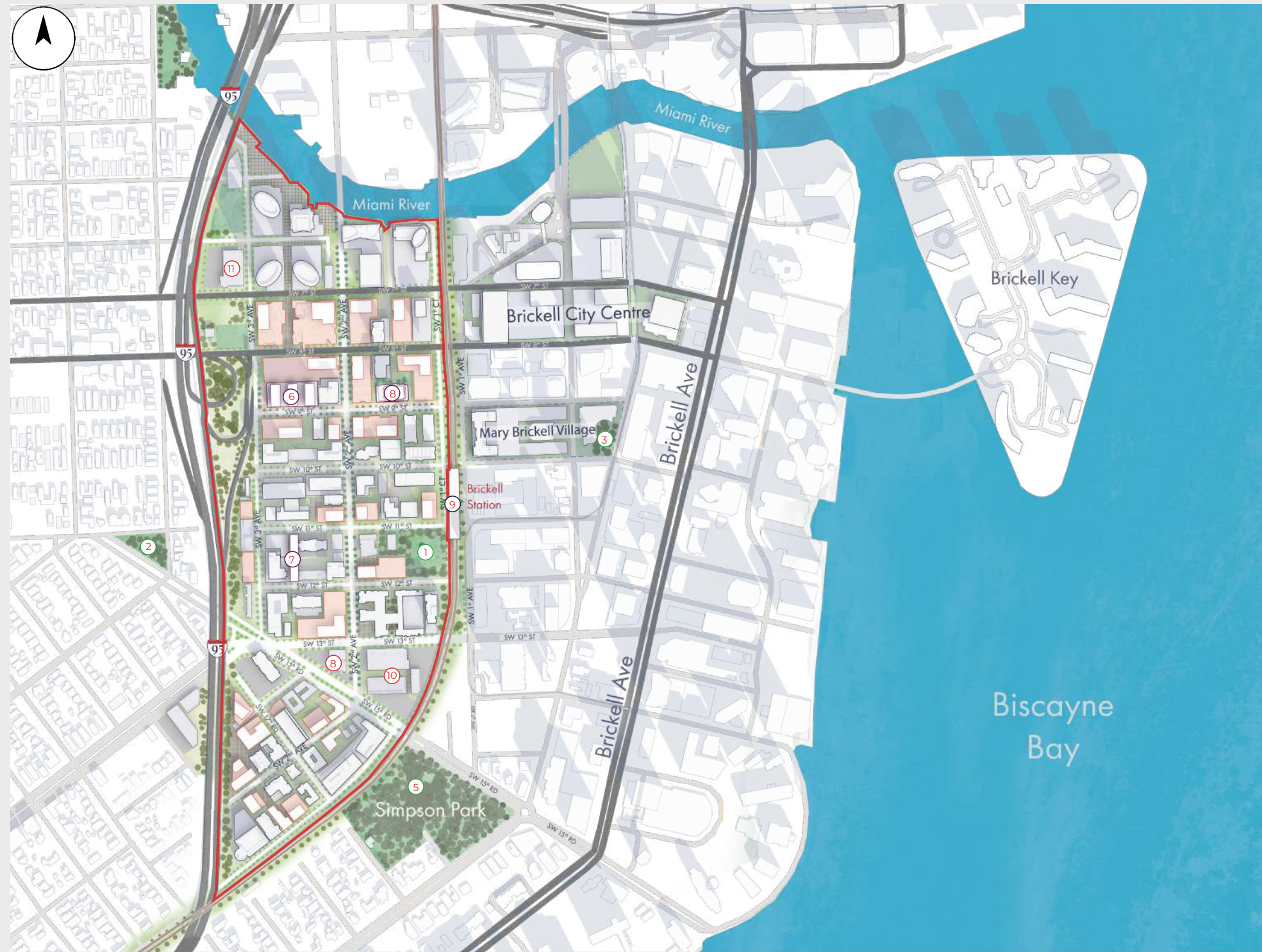
Gallery At West Brickell



Development Potential

Transportation Connection

- POTENTIAL REDEVELOPMENT LOTS
- VACANT LOTS
- UPCOMING PROJECTS
- UPCOMING HABITAT GROUP PROJECTS
- UNDERLINE REGENERATION ZONE
- METRO RAIL STATION
- PLANNED ROAD IMPROVEMENTS
- ACTIVE FACADE STREETS AND CONNECTION
- 2ND AVE, WEST BRICKELL'S MAIN RETAIL STREET
- PARKS
- TRANSPORTATION HUB IMPACT ZONE 0.2 MILE RADIUS



 *Potential Development Site*

 *Developed Projects*

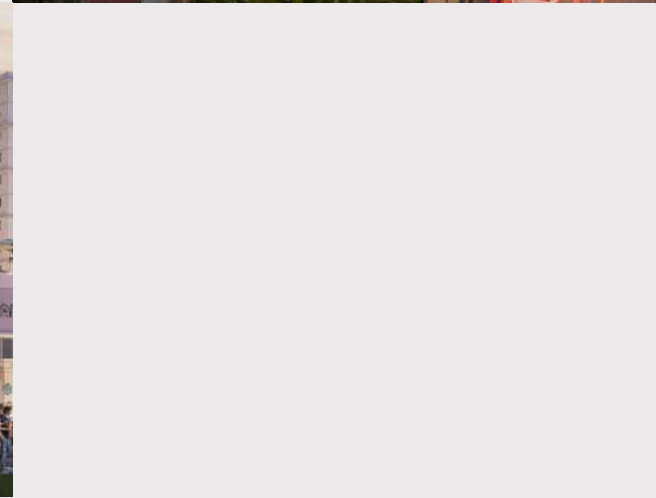
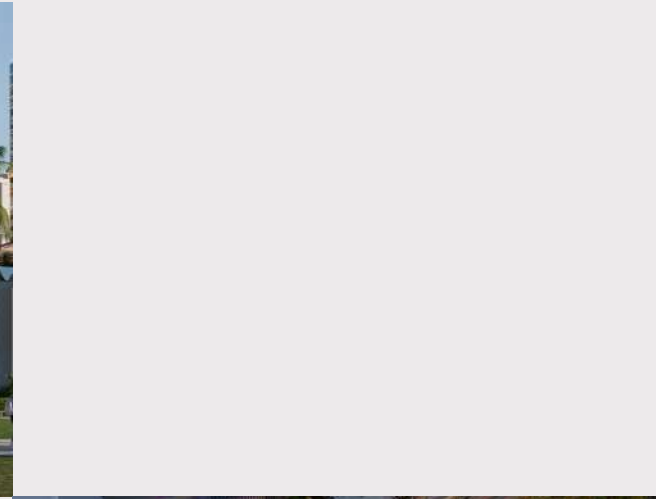
-  SOUTHSIDE PARK
-  TRIANGLE PARK
-  ALLEN MORRIS BRICKELL PARK
-  JOSE MARTI PARK
-  SIMPSON PARK

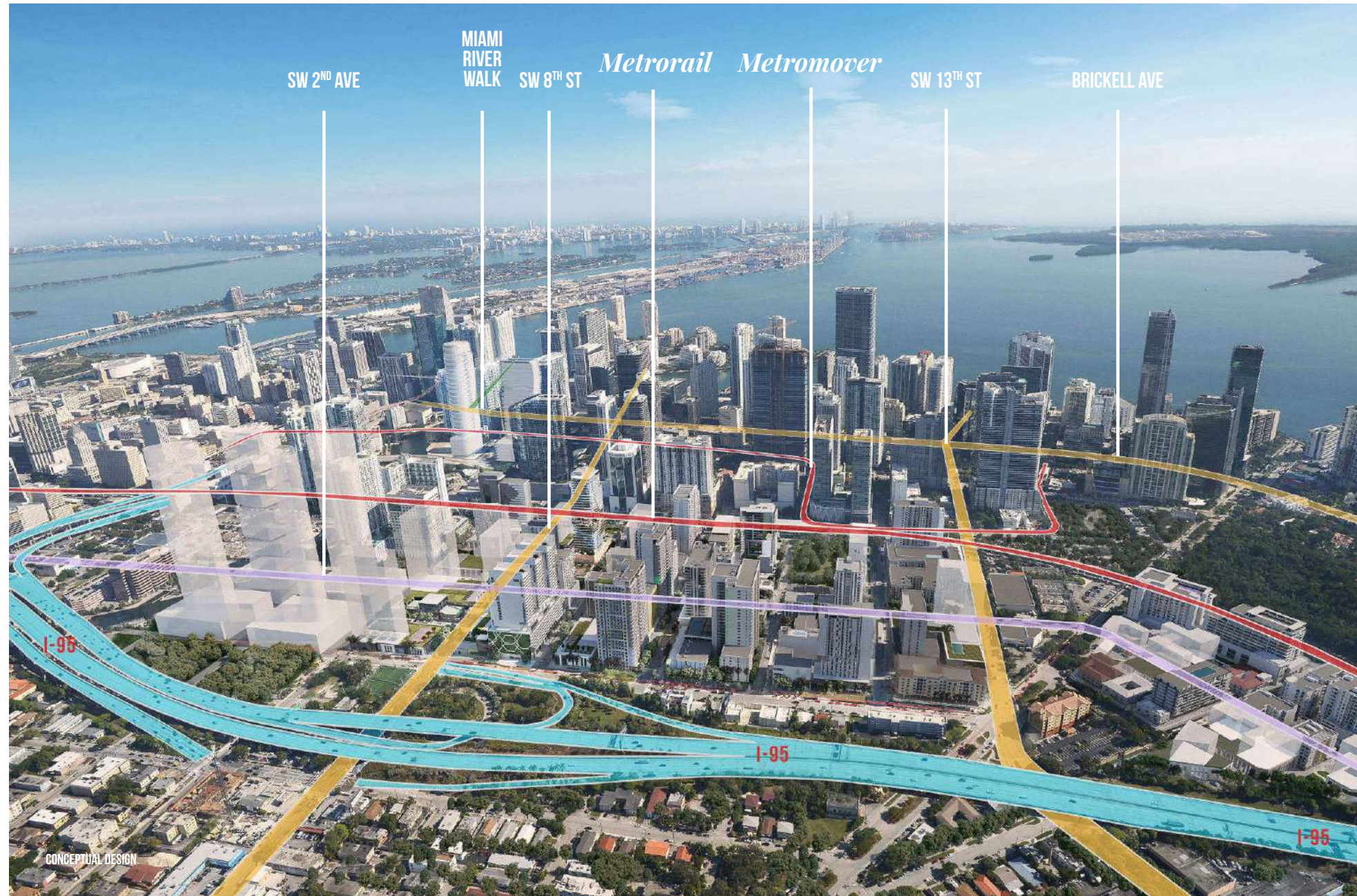
-  SMART BRICKELL
-  MILLUX 1, MILLUX 2
-  BRICKELL LUX

-  WALGREENS
-  PUBLIX SUPERMARKET AT BRICKELL VILLAGE
-  PUBLIX SUPERMARKET AT MIAMI RIVER

-  BRICKELL METRORAIL STATION

CONNECTIVITY





Brickell Opportunity Area

Unparalleled Access To All Of Miami

Just minutes away from the cultural, financial and commercial center of Miami, seek the cities best parks, shopping centers and museums.



BRICKELL CITY CENTRE

1 block 

DOWNTOWN & AAA ARENA

5 min

WYNWOOD & MIAMI DESIGN DISTRICT

15 min

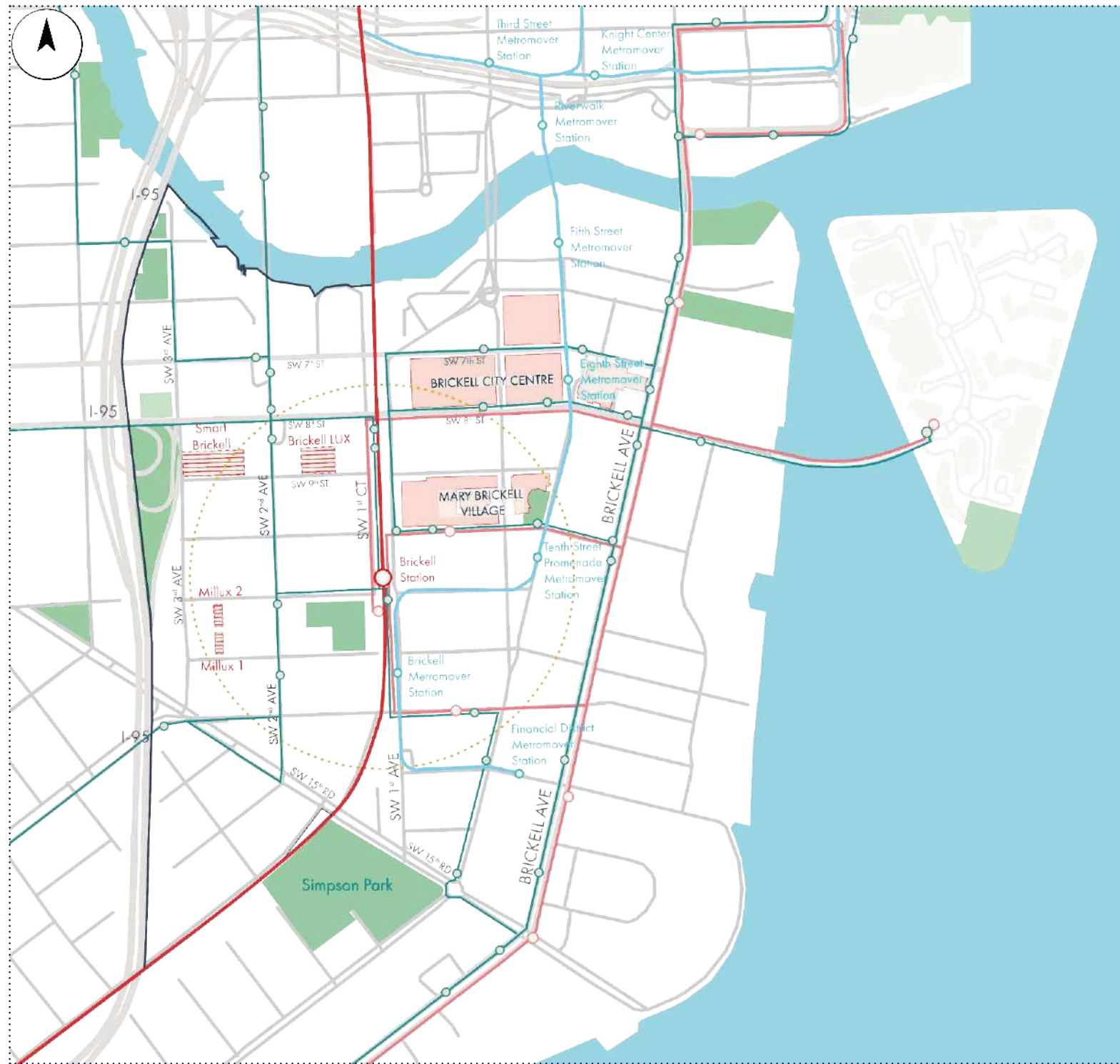
MIAMI BEACH

15 min

MIAMI INTERNATIONAL AIRPORT

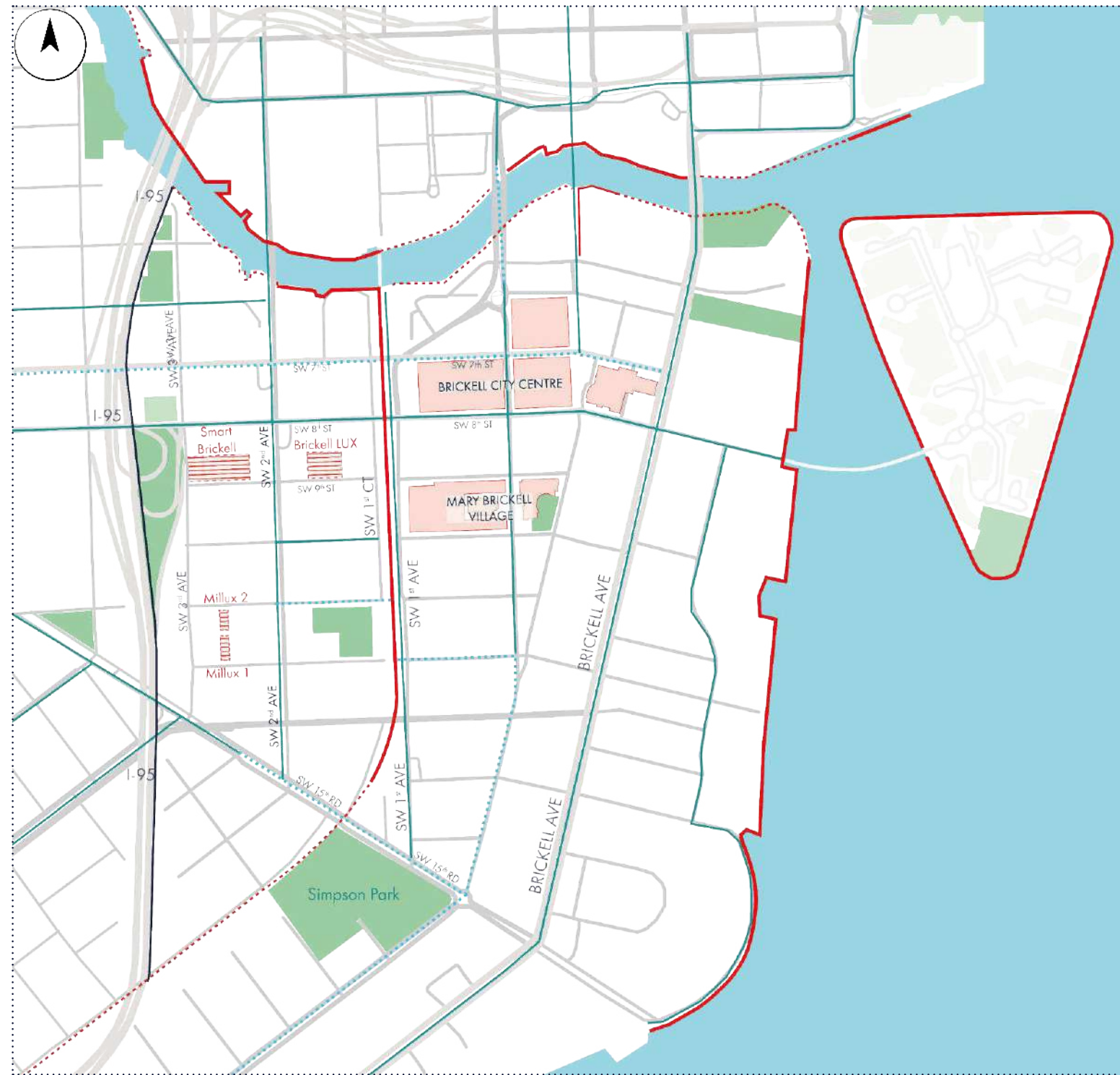
15 min





Transportation

- METROMOVER STOP
- METROMOVER LINE
- METRORAIL STOP
- METRORAIL LINE
- TROLLEY STOP
- TROLLEY LINE
- BUS STOP
- BUS ROUTE
- PARKS
- ▨ UPCOMING HABITAT GROUP PROJECTS
- TRANSPORTATION HUB IMPACT ZONE 0.2 MILE RADIUS



Pedestrian

- SHARED CAR AND BICYCLE ROADS
- ⋯ PROPOSED BICYCLE LANES
- APPROVED RIVERWALK, BAYWALK, UNDERLINE, AND GREENWAY MASTERPLANS AREAS, SHARED BETWEEN PEDESTRIANS AND BICYCLISTS.
- ⋯ PROPOSED EXTENSIONS FOR THE RIVERWALK, BAYWALK, UNDERLINE, AND GREENWAY MASTERPLANS.
- ▨ UPCOMING HABITAT GROUP PROJECTS

Smart
Brickell

Chetrit
River
Walk

Metro 1
Hotel

THE FUTURE OF BRICKELL

The neighborhood, a playground

At the height of Cosmopolitan Living, Brickell offers its residents and guests unparalleled access to a wide array of amenities.

From food to wellness, shopping and rooftop bars, Brickell is the center of all that is happening in Miami.

A Walk-Around Haven

In the heart of the burgeoning South Florida destination, Brickell is where picturesque sidewalks and cafés meet fine dining and glamorous shops.

For those who enjoy on-the-go living, Brickell gives you everything you need to enjoy a world-class lifestyle.





*Brickell
City Center 2*

*Brickell
City Center*

*Brickell
LUX*

*Smart
Brickell*

*Gallery
At West
Brickell*

*Brickell
Heights*

Metrorail

HABITAT GROUP LEGACY

Since 2005, Habitat Group has focused its expertise in developing projects in West Brickell, with a footprint of over 350,000 square feet in this area alone. In early 2005, president and CEO Santiago Vanegas opened the first condo-hotel in the area, Habitat Residence 1 & 2.

Since then, Mr. Vanegas has seen the immense potential that West Brickell has to offer and has focused his expertise here, with 6 current projects to be completed by 2025. Habitat Group has led the way for creating West Brickell's most unique and cutting-edge projects, including Milllux Hotel, the first Millennial driven hotel brand in Brickell, Smart Brickell, the first Smart project in Miami and Habitat's latest Brickell LUX project.

Habitat Group is committed to creating innovative developments that enrich and energize lifestyles, creating communities that bring people together. The firm's portfolio includes luxury condominiums, hotels, retail shopping centers, office space and multifamily apartments.

*Smart
Brickell*

*Brickell
LUX*



CONCEPTUAL DESIGN

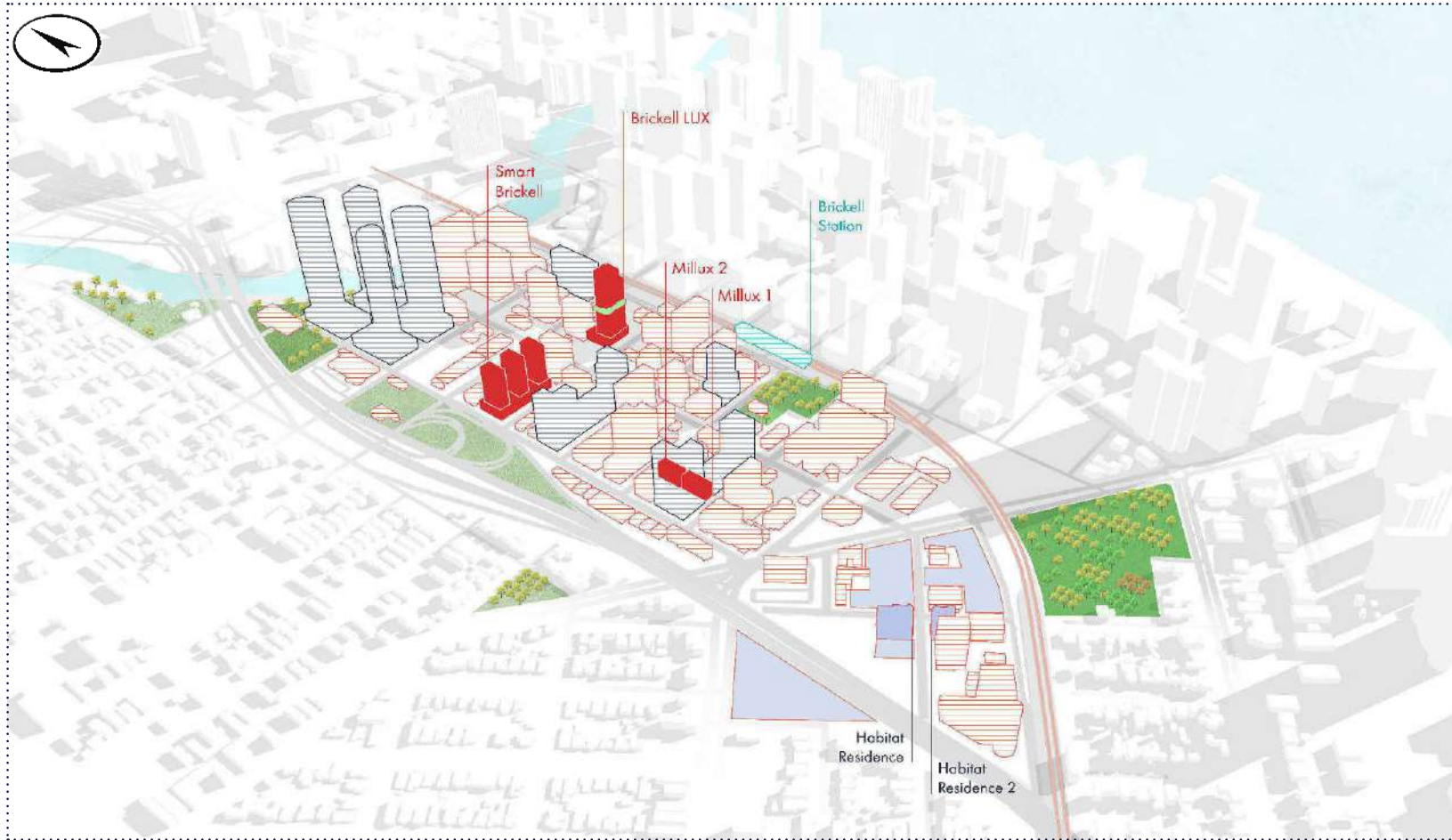
*Smart
Brickell*

*Brickell
LUX*

Millux

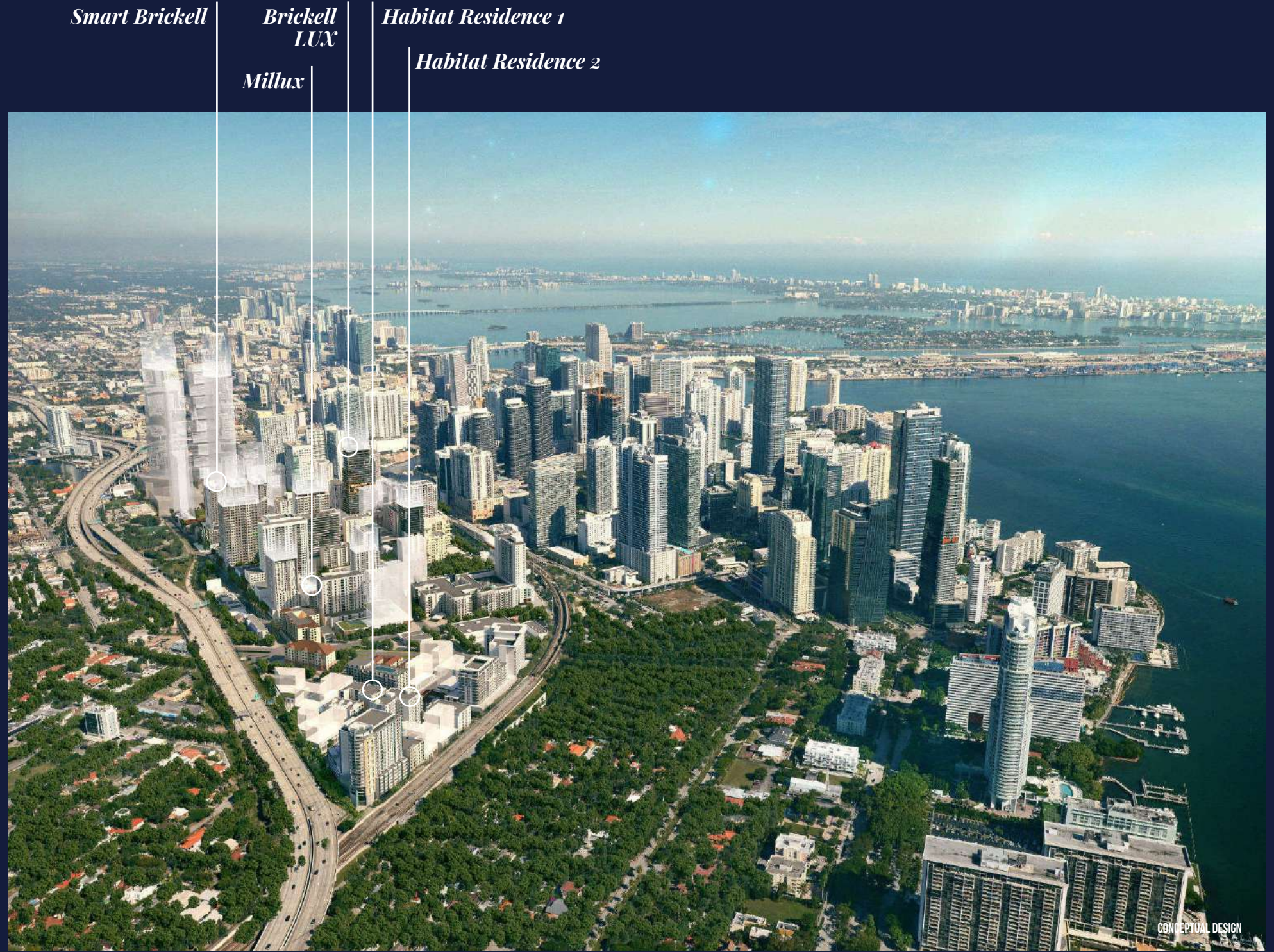


CONCEPTUAL DESIGN



Habitat Projects

- HABITAT GROUP FOOTPRINT
- HABITAT GROUP PROJECTS
- EXISTING BUILDINGS
- UPCOMING PROJECTS



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