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New York developer snaps up former Wynwood Rubell site for apartment/office project



Labeled one of the hippest neighborhoods by TripAdvisor, Wynwood will have new office buildings, apartments, and even parking. BY CHRISTIAN COLÓN

[BY REBECCA SAN JUAN](#)

The New York firm behind the Sir Norman Foster-designed 425 Park Avenue and Chelsea's newly approved Terminal Warehouse is coming to [Wynwood](#).

L&L Holding is joint-venturing with private equity and development firm Carpe Real Estate Partners to develop a mixed-use office / apartment development. The companies have signed a contract for the three acres located at the northeast corner of NW First Avenue and NW 29th Street, according to a company release. The site incorporates the former location of the Rubell Family Collection, now the Rubell Museum in Allapattah.

Carpe also is developing Oasis Wynwood, a 72,000-square-foot mixed-use development Oasis retail, entertainment and office complex that will be the new South Florida headquarters for Spotify.

The office and apartment project will be on three acres; area zoning allows up to 800,000 square feet of development.

"When we entered the Wynwood submarket we were immediately attracted to its character — to the intangible buzz and energy you feel when walking the streets of the neighborhood," said

David Weitz, co-founder of Carpe Real Estate Partners via a release. “Our goal with this project on 29th Street and the Oasis is to preserve that character, and let it inspire our projects’ design and ethos.”

L&L Holding confirmed the deal but declined to comment.

Twenty-year-old L&L Holding is known for high-profile commercial and residential real estate projects in Manhattan, including Terminal Warehouse, 425 Park, 390 Madison, the hotel TSX Broadway near Times Square.

The Wynwood project marks L&L Holding’s first initiative outside of Manhattan.

Several [office](#) and residential projects are in the Wynwood pipeline. Office developments include [545Wyn](#) and the [Gateway at Wynwood](#). Experts predict it will take [years to fill](#) the slew of new office developments. New living facilities are also growing in the former warehouse neighborhood.