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L&L Holding & Carpe Real Estate Announce 1-Million-Square-Foot Project Following The Acquisition Of A 3-Acre Development Assemblage In Wynwood



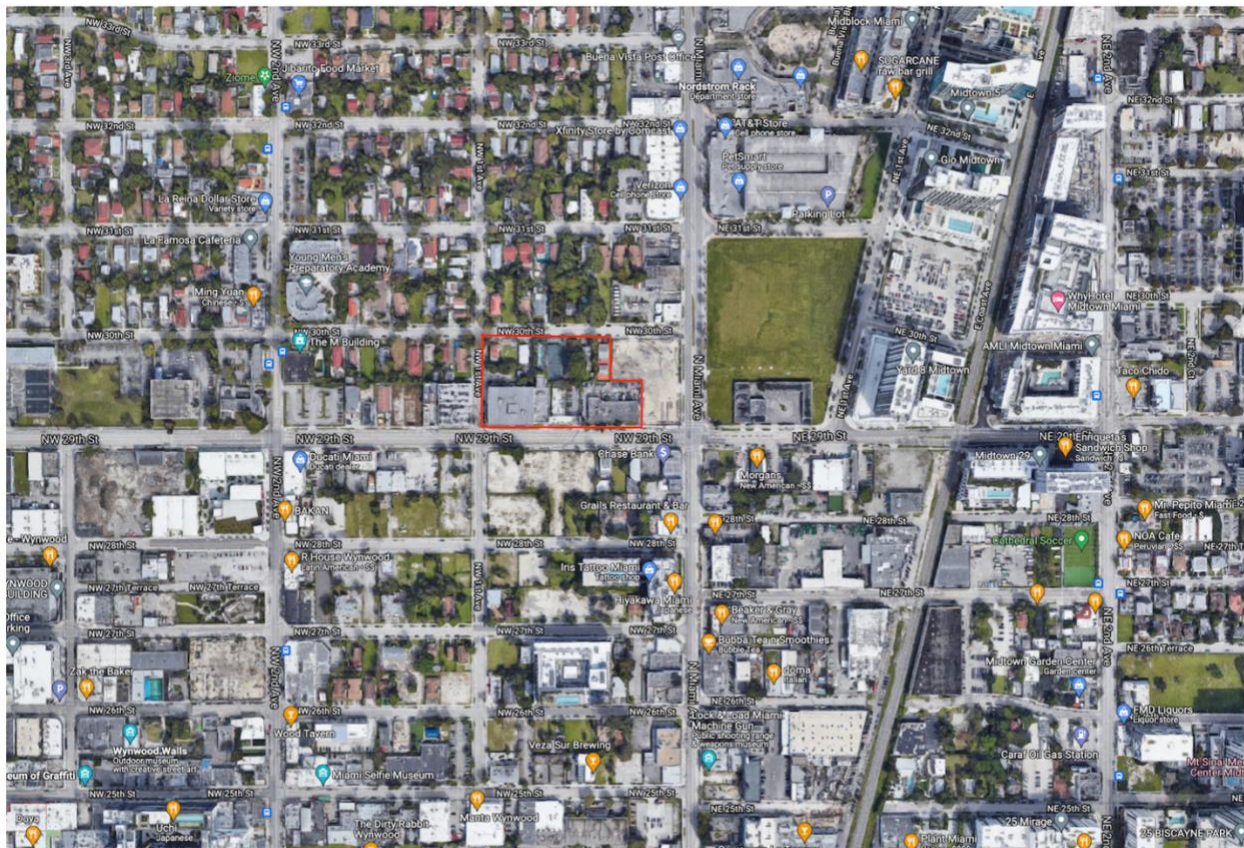
The Wynwood Plaza. Rendering courtesy of Gensler & Brick Visual.

By [OSCAR NUNEZ](#)

[L&L Holding Company](#) (L&L) and [Carpe Real Estate Partners](#) (CREP) have announced that they have successfully completed the acquisition of a 3-acre assemblage for the creation of [The Wynwood Plaza](#), a one-million square-foot multi-building mixed-use development that will bring new office, residential, retail and outdoor space to Miami's booming [Wynwood Arts District](#). Formerly known as 29N, the project is designed by world-renowned architecture firm [Gensler](#) and will become a major attraction and destination for Wynwood.

Plans for projected to yield 260,000 square feet of office space, 509 residential units, array of indoor and outdoor dining and shopping options, a beautifully landscaped 25,000 square-foot outdoor public plaza and a parking garage with 668 car spaces and 954 bike spaces

The assemblage is located on the same block as The Gateway at Wynwood developed by R&B Realty Group, bound by Northwest 1st Avenue on the west, Northwest 30th Street on the north, Northwest 29th Street on the south and North Miami Avenue on the eastern end of the block. The Wynwood Plaza will rise on the former site of the Rubell Family Art Museum Building and include the addresses 31, 51, 71, 73, 81 and 95 Northwest 29th Streets; 2925 Northwest 1st Avenue; 40, 42, 48, 54, 64, 72, 76, 78, 84, and 94 Northwest 30th Streets. Demolition permits were filed for most of the remaining structures between August and September of 2021.



Development assemblage and site map. Photo from Google Maps.



Former site of the Rubell Family Art Museum at 95 Northwest 29th Street with Northwest 1st Avenue (February 2021). Photo from Google Maps.

“With its eclectic blend of art, architecture, landscaping and amenities, The Wynwood Plaza will serve as a celebration of the neighborhood’s distinct character and unique style,” said Adam Metzger, Senior Vice President at L&L Holding Company. “We look forward to working with the local community to produce a lively new destination that honors and enhances the vibrancy of the Wynwood Arts District.”

“The Wynwood Plaza will be defined by its cutting-edge design, eclectic boutiques, artisanal restaurants and art galleries,” said Erik Rutter, Managing Partner at Carpe Real Estate Partners. “This project is already generating a tremendous level of excitement. A number of the world’s most creative companies have already expressed strong interest in establishing Miami offices here.”

Below are renderings revealed from when the project was first submitted for review when it was known as 29N.



Rendering courtesy of Gensler.



Rendering courtesy of Gensler.



Rendering courtesy of Gensler.



Rendering courtesy of Gensler.



Rendering courtesy of Gensler.



Rendering courtesy of Gensler.



Rendering courtesy of Gensler.

According to the developer's representative, L&L and CREP are collaborating with local artists on multiple large-scale art mural designs that will further enrich and animate the community experience. The planned outdoor public plaza will feature a pedestrian paseo with direct connections to Northwest 29th Street, Northwest 30th Street and Northwest 1st Avenue. The paseo, which will be landscaped with large palm trees, plants and flowers, will form a central pedestrian thoroughfare that connects the greater Wynwood community.

The Wynwood Plaza is a major component of L&L's on-going expansion into Florida. The firm recently opened up a new office in West Palm Beach, and is steadily focused on acquiring both new development sites and existing multifamily, office and mixed-use assets across the state to increasingly diversify their portfolio. L&L formed a joint venture partnership with Wexford Real Estate Investors (WREI) and 13th Floor Investments back in September for the development of a luxury apartment tower with street-level shops and restaurants near the Brightline high-speed rail station in downtown West Palm Beach. In 2020, L&L's principals purchased Central Gardens Grand, a class A, multi-building apartment community in Palm Beach Gardens.

While the developers await the city's approval, The Wynwood Plaza is scheduled to break ground within the next few months and reach completion by 2024.