

New condo tower planned in downtown Fort Myers



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A preliminary concept drawing shows the 15-story boutique condos announced Tuesday by JAXI, CMD to be built on the downtown Fort Myers waterfront at 2583 First Street. The project, called ONE ALLURE, is expected to start construction in mid-2017 and be completed in 2018, ahead of the developer's two 32-story ALLURE towers planned next door. (Photo: Courtesy Behar Font & Partners)

Downtown Fort Myers is acquiring a certain allure if condo towers are any indication.

JAXI, CMD, which announced plans last year for ALLURE, a pair of luxury riverfront condominiums on First Street, is mounting another project next door.

ONE ALLURE, as it's to be called, will be a smaller tower of 15 stories compared with its two, 32-story neighbors, JAXI announced Monday. Among the amenities: a fitness center, pool,

natural gas cooking and private entrance elevators with concierge.

“Several interested buyers at ALLURE communicated to us that they were looking for a spacious riverfront residence in a boutique building that would be completed and ready for occupancy sooner than ALLURE,” Managing Member Eduardo Caballero said. “So we listened to them, and decided to develop ONE ALLURE to meet their needs.”

JAXI entered the Fort Myers market in 2015 with the purchase of the old Cypress Club, whose high-rise plans were stopped cold by the housing crash in 2006. Such was the city’s hope of jump-starting a new wave of condos that it gave the developer a \$15 million tax-increment incentive to revive the club’s plans, which were rebranded ALLURE.



Miami-based developer JAXI, CMD announced Tuesday plans for ONE ALLURE, a new 15-story condo tower at 2583 First Street in downtown Fort Myers. The preliminary concept sketch shows one of the top-floor penthouses with a cantilevered pool. (Photo: Behar Font & Partners)

ONE ALLURE’s 24 residences will be priced from \$500,000 to \$2.7 million for two- and three-bedroom units ranging from 1,624 to 3,900 square feet. The first of two penthouses has been spoken for, and construction is expected to begin mid-2017 with a late 2018 completion, Caballero said.

Located about a quarter mile east of downtown, the address at 2583 First Street is the former site of the historic Kinsey home that once belonged to former charter pilot Phil Kinsey, who also used to own most [North Captiva Island](#). The house was demolished and site cleared last week to make way for ONE ALLURE.

The boutique project is so new that architect Behar Font & Partners, whose signature is all over Miami, has yet to design most of the floor plans, says Barbara Bengochea-Perez, who oversees sales and marketing for all ALLURE projects.

One of two penthouses has already been reserved, however, Perez said. It has a cantilevered, rooftop pool.

What about the original ALLURE towers that were supposed to break ground at 2601 First Street in 2017?

The two 32-story buildings, each with 140 condos starting in the high \$300,000s, could be completed in 2020, Perez said. Construction of the first tower will begin as soon as 70 units have been sold.

“They will be like brother and sister, with their own personalities and amenities,” Perez said of the tall and small towers. “ONE ALLURE will be a little more expensive. I think we will have new buyers for the boutique tower.”

A scale model of the new tower will be installed at the sales office in the Fort Myers City Pier building at 1300 Hendry Street in 60 to 90 days.

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