



Downtown condo plan aims to take advantage of improvements

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FORT MYERS, FL -

Allure Condos, a new project in downtown Fort Myers, is hoping to take advantage of all the improvements coming to the area.

But the new condos were born from an impatience and the demand for housing downtown.

The location and price per square foot were two of the many reasons Andy Heygate of Fort Myers didn't hesitate to purchase a condo at Allure.

"One of the key factors is waterfront and being downtown," Heygate said. "Where you can just walk to the restaurants here."

The bustling downtown scene is what Heygate believes will attract even more future buyers.

It took two months of brainstorming by Barbara Bengochea-Perez and her team to develop the idea of One Allure.

"We're going to only have two units per floor so every unit will be a quarter unit," Bengochea-Perez said. "The best thing of all, you're only going to have 24 neighbors."

That's compared to the 140 units per tower of the original Allure plan.

"This just the perfect boutique product that does not exist in the river district," said Bengochea-Perez. "So we're trying to fill that void."

For 10 years the site has been vacant.

“With the river district becoming a destination point,” Bengochea-Perez added. “And the events center becoming a convention center, we’re trying to get that inventory.”

"We now also have jobs here, so we have a lot of young professionals moving in, so I'm dealing now with a younger crowd than I've dealt with in years past."

Condos at One Allure will run more than the original Allure project. One condo is expected to begin around \$500,000 while condos for the two towers will begin at just under \$270,000.