



NEWGARD DEVELOPMENT GROUP BREAKS GROUND ON DOWNTOWN MIAMI'S CENTRO CONDOMINIUM

On schedule for delivery in 2015, 37-story tower becomes the first condo project to rise in Downtown Miami's Central Business District since 2008.

MIAMI, FL – December 19, 2013 – With Downtown Miami thriving as a 24-7 residential neighborhood and buyers from around the world recognizing the value of living in the center of Miami's urban core, construction has begun on the first condominium to break ground in the City's Central Business District since the 2008 economic downturn. [Centro](#) – a 352-unit loft-style condo tower set to rise at 151 SE 1st Street – is located in the heart of Downtown Miami, which has come to life in recent years as a bustling metropolis filled with young professionals, world-class cultural arts and entertainment offerings, high-end shops, restaurants, and luxury hotels.

[Newgard Development Group](#), the project's developer, and The Tilia Family of Companies, commemorated the occasion with an official groundbreaking ceremony held the morning of Thursday, December 19, 2013, at site of the future 37-story mixed-use tower.

"As the first project to break ground this cycle in the heart of Downtown Miami, Centro is revolutionizing the future of urban living in Miami," said Centro developer Harvey Hernandez, managing partner of Newgard Development Group.

Underscoring Downtown Miami's emergence as a pedestrian-friendly district with an array of transit links and alternative modes of transportation, Centro is Miami's first residential building to have a fleet of on-site Smart Cars through a partnership with the [Car2Go](#) vehicle sharing program. Also, a variety of efficient and cost-effective transportation options are within walking distance of the development, including the Miami Trolley, Metromover and Metrorail, which provides access throughout Miami-Dade with frequent direct service to and from Miami International Airport.

A perfect complement to Centro's urban location and hip, edgy appeal, Newgard has selected designer [Yves Béhar](#), founder of San Francisco-based design agency [fuseproject](#), to create the project's interior design concept. As the mastermind behind forward-thinking consumer product designs that are famous for changing the way people live, Béhar's vision for Centro combines visually-striking, sustainable designs with a modern, efficient, integrated lifestyle. Some of his most notable design projects include Jawbone's JAMBOX Bluetooth speaker; the

SodaStream Source home soda maker; the LEAF light and other furniture projects for Herman Miller; and footwear brand PUMA's Clever Little Bag.

"The innovative design, cutting edge features, and prime location of Centro has enabled our sales team to get the attention of buyers both locally and abroad," said Cervera Real Estate Managing Partner Alicia Cervera Lamadrid. "As the tower moves full steam ahead to vertical construction, we still have premium units available for buyers seeking an urban lifestyle in the heart of Miami's vibrant downtown neighborhood."

Building amenities will include a two-story penthouse recreation area featuring a rooftop pool with 360 degree views; health club and spa facilities; and resident's Skylounge. Additional perks include full-service valet parking; exclusive outdoor pet area with access controlled entry/exit; 24-hour reception desk; multiple fully-wired shared workspaces; and ground-floor anchor restaurant and retail space.

Designed by Miami-based architecture firm Sieger Suarez Architectural Partnership and constructed by Tutor-Perini Building Corp., Centro's loft-style residences will include one- and two-bedroom units with open-concept floor plans; dramatic 10-foot ceilings; floor-to-ceiling windows with energy-efficient, sound-reducing glass; and balconies with views of the city lights. Contemporary interiors will feature finished concrete floors; oversized closets; modern Italian kitchens, bathroom and light fixtures; Italian cabinetry; and stainless-steel, energy-smart appliances.

Multiple attractions within close proximity from the building include the American Airlines Arena; the Adrienne Arsht Center for the Performing Arts; and Museum Park's newly-completed Perez Art Museum Miami and the Patricia and Phillip Frost Museum of Science, which is slated for completion in 2015. Just blocks away, construction has begun on a 37,000-square-foot Whole Foods Market and entertainment block that will include upscale theater Silverspot Cinema.

Preconstruction prices start in the low \$200,000s and top out in the mid-\$400,000s. For more information, please contact Cervera Real Estate at (305) 938-5321 or visit the Centro Sales Gallery at 96 NE 2nd Avenue in Downtown Miami. Learn more at www.centromiami.com.

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About Centro:

Centro is a 37-story, 352-unit loft-style residential condo tower under development by Newgard Development Group located at 151 SE 1st Street in the heart of Downtown Miami. Combining modern designs by world-renowned designer Yves Béhar, leading-edge technology, and a prime location, Centro brings a new standard of accessible, urban living to one of the world's most dynamic downtown districts. The project broke ground in late 2013, and is scheduled for completion in early 2015. For more information, please visit www.centromiami.com.

About Newgard Development Group:

Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 50 years of combined experience in development, design, marketing and construction. Hallmarks of the Newgard approach to forward-thinking development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles and cutting edge amenities. Property designs reflect a commitment to relevant architectural detailing and the attitudes of residents and business tenants. The Newgard dedication to quality extends to its professional construction team, insuring superior attention to detail, exceptional finishes and timely completion. Newgard's recent projects include BrickellHouse, Solaris at Brickell, Gallery Art in the Miami Arts District, and City Palms in Downtown West Palm Beach. Learn more at www.newgardgroup.com.

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