



Miami's second Standard-branded condo tower gets underway

The Standard Residences Brickell to open in 2027 along Miami River





February 20, 2025 | 9:51 AM

Newgard Development Group and Two Roads Development have sold 10% of the units at newly under construction The Standard Residences Brickell, after opening a sales gallery for the \$1.5 billion project that is expected to include three towers on the Miami River.

The developers opened the sales gallery at 115 SW 8th St., just steps away from the 45-story condo tower at 690 SW 1st Ave. The project is part of a larger three-tower development called [One Brickell Riverfront](#) spearheaded by Newgard that includes Lofty Brickell, a 44-story condo tower with 362 units that is under construction, and a third, unannounced project.

The Standard Residences Brickell, designed by Arquitectonica, is the second tower of the bunch, as well as the second branded residential project in the country from the Hyatt-owned Standard brand. The Standard Residences Midtown Miami topped off in September about three miles north of the Brickell project.

The Standard Residences Brickell will offer 422 units ranging from 500-square-foot studios to 1,100-square-foot two-bedroom residences

with interior design led by New York studio Good Rich.

“We always wanted to curate this particular tower with a product that didn’t exist” in Brickell, said Harvey Hernandez, Newgard’s CEO, in an interview with CoStar News.

Branded residences have exploded in popularity in South Florida over the past few years. Although the trend has existed for decades, the current generation of projects are finding eager buyers from the Northeastern U.S. and California, who are drawn to familiar brands offering high-end luxury, as well as South Florida’s more traditional base of Latin American buyers.

“It’s never just the design. It’s never just the music. It’s never just the food and beverage. It’s this collaboration of all of it that makes you feel super comfortable, a little bit edgy,” said Reid Boren, founder and managing partner of Two Roads, in an interview.

About 10% of The Standard Residences Brickell’s units are “already spoken for,” Hernandez said. Sales launched in December and are being led by One Sotheby’s International Real Estate. Prices begin at \$600,000, but have averaged \$1 million, Hernandez told CoStar News.

The developers said they have seen buyers from “everywhere,” ranging from investors who simply want a piece of Miami real estate to foreign buyers from Europe and Latin America, and residents who want to live there full time.

“The Standard answers a lot of questions for a wide swath of buyers ... it fills a lot of voids. And you’re still in a luxury product in a luxury location in the hottest part of Miami. That seems like a good recipe to me,” said Boren.



The Standard Residences Brickell is already under construction. (Joshua S. Andino/CoStar News)

The property is situated on what was one of the last remaining waterfront parcels in Brickell, which Hernandez called the “heartbeat of Miami,” steps away from the open-air Brickell City Centre mall, dozens of restaurants and shops, and two blocks from the Brickell Metrorail station.

When it opens in 2027, The Standard Residences Brickell will come equipped with a rooftop pool, sun-care kiosk, private dining summer kitchens, club lounge and coworking spaces with meeting and Zoom rooms.

On the 10th floor, a spa, plunge pools, steam and sauna rooms, fitness center and yoga spaces are planned alongside a bowling alley, lounge, pet spa and screening room.

Hernandez declined to share what was planned for the ninth-floor restaurant, saying that would be announced at a later date. A second restaurant, Avra Estiatorio, is planned on the riverfront.

For the record

Construction at One Brickell Riverfront, where The Standard Residences Brickell is being built, is led by G.T. McDonald.

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