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Miami Investor Enters Central Florida Office Market

Black Salmon Targeting Booming Areas With Major Universities



111 N. Orange Ave. in Orlando, Florida, is near the University of Central Florida. (Black Salmon)

A Miami-based investment firm has acquired its first property in the Orlando, Florida, area as part of a larger strategy to invest in high-growth markets with major universities.

Black Salmon Capital acquired **111 N. Orange Ave.** in downtown Orlando for \$67.75 million, or about \$276 per square foot, from DRA Advisors LLC and Tower Realty Partners.

The sellers paid \$51 million, or about \$208 per square foot, in 2015, according to CoStar data.

The 21-story, 245,201-square-foot building is surrounded by more than 500,000 square feet of retail and multifamily construction, according to the firm. The building is 94% leased to tenants such as Regions Bank, Geico and Regus.

Vacancies are up over the past year across the downtown Orlando office market, but they remain below the long-term trend, according to the latest report from CoStar Market Analytics. While rent growth has softened, asking rates are still on the rise, the report noted.

Black Salmon, founded in 2017, cited the region's booming professional and business services sectors as key factors in the firm's decision to invest there. Job growth in Central Florida has slowed in the past 12 months, but the area has led the nation in new jobs over the past four years, according to Brian Alford, CoStar's director of market analytics for Central and West Florida.

What's more, the building is about 15 miles east of the 69,000-student University of Central Florida, the largest university in the Sunshine State and one of the largest in the country.

"Downtown Orlando has been on our radar since the firm's inception," Grant Peterson, vice president of acquisitions with Black Salmon, said in a statement.

The firm said it has properties in the San Francisco Bay Area, Phoenix and Indianapolis.

For the Record

Ronald Rogg of CBRE represented the seller in the deal. The buyer did not have broker representation.