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Breathing new life into downtown condo towers

55 West, the Paramount and 101 Eola leasing out units to surviveOrlando Business Journal - by [Anjali Fluker](#)

Looking for a nice downtown Orlando apartment? You soon may be able to add the 55 West condo tower on Church Street to your list of possibilities.

The condo bust in 2007 left the 32-story building shell sitting empty, with the developer scrambling to find a way to salvage it. Previous ideas included turning it into a hotel or office space.

But now, Fort Myers-based Grosse Pointe Development Co. has brought on Zom Inc. to manage and lease out the planned condos as rental units.

Grosse Pointe Development and Dutch lender SNS Property Finance still plan to develop and register the project with the state as condos, but will hold onto the real estate until the condo market rebounds, said property director Rowland Hand.



Jim Carchidi

55 West's developer will lease out residential units until the condo market recovers.

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