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Real Estate

Amenities at Strada 315 provide exciting view of metropolitan life

FORT LAUDERDALE — Strada 315 is an exciting new condominium development planned for the Las Olas area of downtown Fort Lauderdale.

This project will feature a dramatic seventh-floor amenities deck where residents can work out, socialize or spend some quiet moments in a beautiful setting.

Southpoint Realty Development, the developer, has designed the deck with indoor and outdoor components to give residents a wide variety of recreational options. It will include a pool, a walking and jogging track, a business center, a lounge, state-of-the-art exercise facilities, a kitchen area and a juice bar.

The developer designed the deck to meet the needs of the young professionals and "empty nesters" who are being attracted to high-quality urban projects such as Strada 315, said Alan Macken, Southpoint director of operations.

"People who are moving back to an urban environment don't want to sacrifice any of the amenities they might have had in another setting, but they also don't want the maintenance hassles," said Macken, who is also a vice president with Vercon Construction Management, the general contractor of Strada 315.

"We've created a dramatic amenity deck that suits their lifestyle. The response has been overwhelmingly positive," he noted. Macken gave other details:

Delray Beach-based Southpoint plans to break ground on Strada 315 in July. Reservations for unit purchases have been brisk since city commissioners unanimously approved the project in January. Construction is expected to be finished in 2007.

Strada 315 will feature 117 stylish, cosmopolitan residences on 13 floors. Choices will include studios, one- and two-bedroom units with prices starting in the low \$200,000s.

In addition to the amenities deck, the 20-story mixed-use development will include security/concierge services, valet park-

ing, video monitoring services, office space, and a completely enclosed, gate-secured, multi-level parking garage.

Currently in its final stages of design, the amenities deck will include an oval-shaped, enclosed interior space surrounded by a spacious outdoor deck area.

The inside portion will be fully enclosed by floor-to-ceiling, blue-tinted glass, giving users the ability to watch the outdoor activity and look out over Fort Lauderdale's bustling downtown landscape. It will consist of three walled-off rooms: the business center, the lounge, and an exercise/aerobics area with an adjoining juice bar.

The business center can be used as a conference room or gathering area for residents' functions. It will offer high-speed Internet connections and other office capabilities.

The lounge also can be used as a function room or a casual gathering place for as many as 80 guests. It will include a number of plasma TVs — perfect for watching sports and movies — and an adjoining kitchen area and bar with granite countertops will give Strada residents the ability to store and retrieve snacks at their convenience.

The state-of-the-art exercise facility will feature a wide array of treadmills, weight machines and bikes, and an adjoining pilates/aerobics area offers an open space for additional exercise.

Outside, a walking and running track will meander along the edge of the deck, around the pool area, hot tub and seating areas and through a landscaped setting. There will be an outdoor bar next to the pool, with seats and small tables. Low-level music will waft through overhead speakers, adding to the ambiance offered by the outdoor deck.

The pool itself, set on one side of the interior glassed-in space, is being designed by Rhett Roy, one of the most well-known landscape architecture and pool de-

signers in Fort Lauderdale.

Roy is designing the pool in a curvilinear shape, to complement the exterior of the building. It will include freeform water features along an adjoining wall, and a spectacular lighting array.

"Amenities decks are a very important facet for urban projects," Macken said. "It sets the tone for people who live there. It enhances their lifestyle. We didn't cut corners. We understand who our buyers are, and we've succeeded in creating the kind of project that they desire."

The units themselves come fully appointed with stainless steel appliances, granite countertops and flooring.

Southpoint officially launched the project on Feb. 17 at a kickoff party hosted at Fort Lauderdale's Riverside Hotel, just blocks away from the actual development location.

In excess of 250 potential buyers, brokers, and city officials attended the company's kickoff party to get an advanced look at artistic renderings of the building, interior design elements and the "look and feel" of the property.

That evening Southpoint also donated \$5,000 to Habitat for Humanity of Broward as a show of commitment to the city of Fort Lauderdale.

Construction for the project is being performed by Vercon, a respected builder in the area for more than two decades. The architect is Falkanger Snyder Martineau & Yates of Fort Lauderdale, one of the premier architecture firms in the area.

Strada 315 is being marketed by the Galleria Collection of Fine Homes, a Fort Lauderdale realty group which specializes in new construction projects in the east Fort Lauderdale area, luxury oceanfront and prime city condominium residences, deluxe town homes and exclusive waterfront properties.

Southpoint also has enlisted the services of the well-known design firm Interiors by Steven G. Inc., also of Fort Lauderdale.

TO CALL OR VISIT

See the **WEB SITE:** www.strada315.com or call Southpoint's sales office at 954-769-9979.