



Southpoint Plans \$38M, 117-Unit Strada 315 Condo

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(60,000 visitors per day)

By Marita Thomas

FORT LAUDERDALE, FL—Southpoint Realty Development unveiled plans for Strada 315, a \$38-million, 117-unit condominium here at 315 NE Third Ave. at the corner of Fourth Street. Residential units in the 20-story building will begin on the eighth floor above approximately 9,000 sf of office space on the first floor, a five-story parking garage and seventh-floor amenity deck.

Residential units range from 607-sf studios to 1,579-sf two-bedroom, 2.5-bath floor plans. Prices begin in the low \$200,000s and reach to nearly \$600,000. The target market is young professionals who want to live close to their jobs and suburban homeowners who are tapping into what Thomas D. Laudani, Southpoint principal, sees as Fort Lauderdale's urban renaissance.

"Fort Lauderdale is evolving before our eyes into an energetic urban village where people can live close to their worksites and the many attractions the city has to offer," he says. Strada 315 won unanimous approval from the city commission and will break ground this summer. It is scheduled for occupancy in spring 2007.

Amenities include a free-form heated outdoor pool with a waterfall effect and Jacuzzi. A glass-enclosed space will encompass a fitness center, jogging track, walking trail, plasma TVs, stereo system, coffee and juice bar, and clubroom with kitchen facilities.

The architect, Falkanger, Snyder, Martineau & Yates, and interior design firm Steven G. Inc., are based here. Construction is being handled by Vercon Construction Management Inc. Vercon's VP, Alan Macken, is Southpoint's director of operations. Locally based Galleria Collection of Fine Homes, headed by Paul McRae, is handling marketing and sales.

Delray Beach-based Southpoint is the South Florida counterpart of Andover, MA-based Northpoint Realty Development, of which Laudani and Louis P. Minicucci Jr. are principals. Among Southpoint's developments are Ocean City Lofts, Bella Vista, Renaissance Village and Marina Bay, all in Delray Beach.