

March 12, 2005  
(Cir: 141,000)

## Strada 315 residents can laud thoughtful architect

**FORT LAUDERDALE** — Architect Jiro Yates didn't design the Strada 315 condominium complex with a specific architectural style.

Rather, the design partner with Falkanger Snyder Martineau & Yates departed from historical mimicry and stylistic architecture to create a project responsive to the site and honest in its expression.

He avoided superfluous decorative features and made sure that the 20-story project that Southpoint Realty Development is planning just north of Broward Boulevard projects a quiet elegance and offers residents the comforts they crave.

"There was a conscious effort to create a building that first and foremost addresses the context of the area and responds to the needs of the final user, the resident," Yates said. "This was accomplished by providing a pedestrian friendly ground level, a large open air amenities deck and a tower with an abundance of glass and terraces."

Delray Beach-based Southpoint Realty Development 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. Studios, one bedroom and two-bedroom units have prices starting in the low \$200,000 range.

The 20-story development will include office space, a completely enclosed and secure parking garage and a first-class amenities deck with a pool, gym, juice bar and lounge.

Enlivening the tower, a variety of terrace designs were incorporated to provide a visual texture to the façade. The terraces recess and cantilever from the tower and are also designed with a variety of railing treatments from glass to horizontal rails.

The large open terraces not

only extend the usable living space for the unit dramatically, but also give residents ample opportunities to experience spectacular views of the Atlantic Ocean and Fort Lauderdale's bustling nightlife along Las Olas Boulevard.

"For a Florida environment, a terrace is simply another room that allows outdoor dining, reading, etc, while providing dramatic, sweeping views," Yates said. "It is especially important in an urban environment to create this outdoor connection."

Terraces range from 72 square feet for a 607-square-foot studio to 514 square feet for the 1,579-square-foot, two-bedroom, two-and-one-half-bath deluxe corner property.

The building itself will be predominantly white. Yates used this color for a variety of reasons.

"White performs better in a Florida environment," he said. "It is reflective for energy efficiency purposes, it does not fade, and it provides the wonderful contrast of a clean, brilliant face against the vibrant, blue sky, as well as presenting vivid shade and shadows".

As for the full height, blue-tinted glass windows, Yates said they also complement the sky, and provide the building a layer of color to accent the whites and grays.

Strada 315 will stand out as the most distinctive, creatively designed and fully equipped residential project in a market that has come to demand both functionality and flair. It sports a full-featured amenities deck set on the seventh floor, high above the city.

It will include an outdoor, heated free form pool with a waterfall feature, a hot tub and a jogging track/walking trail with lush landscaping and pockets of space for lounging.

In the glass-enclosed, air-conditioned spaces are a state-of-the-art fitness center, an aerobic/Pilates area, plasma TV's, high fidelity stereo systems, a coffee and juice bar, and a relaxation

room with kitchen facilities.

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.

Attended by about 200 potential buyers, brokers, and city officials, the company highlighted

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 Con-

### **TO CALL OR VISIT**

See the **WEB SITE:** [www.strada315.com](http://www.strada315.com) or contact Southpoint's sales office when you **CALL:** 954-769-9979.

struction Management Inc., a respected builder in the area for more than two decades.

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 unique waterfront properties.

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