

Fast-growing coastal city in Broward has 24 projects approved or proposed



A look at the projects and players behind the development boom in the fast-growing coastal city.
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Broward County’s Hallandale Beach has seen a building boom in recent years, with businesses and residents attracted to its relative affordability, retail offerings and entertainment venues, including restaurants, casinos and racetracks. Proximity to the busy Aventura Mall and a Brightline passenger rail station also serve as big draws.

As of the end of June, the City of Hallandale Beach counted 12 major developments that have been approved or under construction, plus another 12 that have been proposed. The municipality defines “major developments” to include any projects containing 10 or more residential units or 4,000 or more square feet of retail.

Hallandale Beach’s pro-growth local government also plays a role, according to Alejandro Chaberman, CEO of Kadima Developers, which has a string of projects in the coastal city.

“The ordinances and the codes allow them to attract developers to the city, and you can see it by the quality of developments these days in Hallandale,” [Chaberman told the Business Journal](#). “You have all of the big players in South Florida already vested in this city.”

Other major developers with projects in Hallandale Beach include 13th Floor Investments, BH Group, Grupo Eco, PPG Development, Prime Group and Two4 Group.

Atlantic Village

Atlantic Village, a 308,000-square-foot mixed-use project by Mexico City's Grupo Eco at 601-801 N. Federal Highway, exemplifies Hallandale Beach's growth to become a work-live-play destination in its own right. The International Basketball Federation made headlines in July when it [purchased three Class A office condo units at the development](#), relocating its Americas headquarters from a previous location in Miami's Coconut Grove neighborhood.



Phase four of Atlantic Village in Hallandale Beach is a 12-story office condo.
ATLANTIC VILLAGE

Oasis Hallandale

Another massive mixed-use development coming to town is Oasis Hallandale at 1000 E. Hallandale Beach Blvd. by developer Giuseppe Iadiserchia. The 10-acre complex comprising two high-rise luxury condo towers, plus 59,000 square feet of retail, is set for completion in 2027. Condos are priced from \$675,000 to \$4.4 million, while [the commercial portion is already 100% sold](#).



The Oasis Hallandale will rise at 1000 E. Hallandale Beach Blvd.

ARQUITECTONICA

Shell Bay

Also under development is Shell Bay, a 150-acre project by Miami's PGG Development that [includes luxury condos, a resort hotel and country club](#), all set for completion in 2027. The hotel will be under the brand of Auberge Resorts Collection, a Bethesda, Md.-based ultra-luxury resort operator. The Shell Bay Club will be the most expensive country club in the United States, with a \$1.35 million buy-in, PPG CEO [Ari Pearl told the *Business Journal*](#).

Earlier this year PPG [filed plans to build a high-rise, Class A office tower](#) at 1800 E. Hallandale Beach Blvd., across the street from Shell Bay. As planned the nearly 236,000-square-foot building would offer residential-style amenities even beyond what is typical for a Class A building. It would be the only major office space currently under construction in Broward County outside of downtown Fort Lauderdale.

PPG, together with Fort Lauderdale's BH3 Management, is also [converting a nearby apartment tower to condos](#). The 250-unit high-rise at 101 Diplomat Parkway will be the first stand-alone condo under the **Mondrian** brand.



The golf course at Shell Bay Club, with the Slate apartments in the background.

BRIAN BANDELL

Seven Park

On the relatively more affordable side, Aventura's Kadima Developers drew the attention of South Florida real estate watchers in July when it [launched sales at its latest \\$70-million project](#), Seven Park at 218-220 S.E. Seventh St. Prices for the project's 121 condos start at \$375,000, making it one of the few new construction condo projects in the tri-county region priced below \$400,000.

Most recently Chaberman, alongside Jonathan Eisenband, Asher Abadi and Arie Abadi, [filed plans for a 1.54-acre office condo](#) at 411 and 415 N.W. First St., plus 23 N.E. Fourth Ave. It would offer nearly 120,000 square feet of office space, plus almost 15,000 square feet of retail. The office condos would range from 250 to 400 square feet, with prices from \$700 to \$750 per square foot. That means a prospective buyer could obtain an office condo in the \$200,000-\$300,000 range, a price point much lower than residential condos in the area.



The Seven Park condo at 218-220 S.E. Seventh Street, Hallandale Beach.

SKLARCHITECTURE

The Parks at Hallandale

Last year Miami's 13th Floor Investments [broke ground on the The Parks at Hallandale](#), a 15.5-acre future apartment complex at 106 and 2002 Pembroke Road, plus 700 and 1000 N.E. First Ave. It will offer nearly 400 apartments across seven mid-rise buildings, with 10% of the units set aside as workforce housing. The site is near the Big Easy Casino, a major draw.



The Parks at Hallandale is under development by 13th Floor Investments.

13TH FLOOR INVESTMENTS

Blue Park

The Blue Park apartment project is hitching its wagon to a major entertainment venue. The nearly 1.5-acre site at 216, 220 and 228 S.E. Eighth St. and 221 S.E. Ninth St. sits one block south from the baseball and soccer fields of Peter Bluesten Park and two blocks west of the Gulfstream Park lifestyle center, racecourse and casino. Aventura-based developer Two4 Group [assembled the property last year for \\$5.4 million](#). The site is slated for 173 apartments, including 28 workforce units.



Gulfstream Park, Hallandale Beach, Florida.

PHOTO COURTESY OF MARK FREERKS

Homewood Suites by Hilton

Aventura's BH Group and Hollywood's Prime Group [plan to develop a 361,000-square-foot lot](#) at 804 S. Federal Highway. The dual-branded Homewood Suites and Tempo hotel would offer 246 rooms in 15 stories. The partnership acquired the property last year for \$6.47 million.



BH Group and Prime Group proposed a 15-story hotel in Hallandale Beach.
PRIME DESIGN ASSOCIATES