

FRA Award Submission

Category: Outstanding New Building

Submission: Oasis



Description:

Oasis in Hallandale Beach is truly creating an oasis in the center of the Hallandale Beach CRA district, it greets residents and guests with graceful greenery as well as water features, ranging from fountains to an epic six-level waterfall. The project consists of 500 multi-family residential units, 34,691 sqft of office space, and 59,219 sqft of retail space. Oasis is exactly the project the CRA has been trying to attract which encourages walkability and prioritizes quality of life by providing residents with plenty of onsite amenities.

Innovation - How the project used new ideas to solve problems or to carry out the project or program*

Oasis in Hallandale Beach has been innovative in the way it approaches the idea of community. Traditional communities were built around the idea of a Main Street but imagine if "Main Street" was a vertical corridor where you lived on the 3rd floor, traveled to the 2nd floor for work, and meet your family and friend on the first floor for dinner and a movie. That's what Oasis has to offer. It provides its residents with the opportunity to live, work and play all within the same space. It takes mixed-use to a whole new level with its luxury amenities, open spaces, and community gathering places.

Community Impact - How the project improved economic, social, design, cultural assets of the community.

Oasis promises to improve the economic, social design, and cultural assets of the community by providing residents with a walkable community right outside their doorstep. Oasis isn't just for its residents, those that live outside of Oasis are invited to take advantage of all the amenities that the development has to offer. In addition, Oasis will be providing jobs in its 59,219 square feet of retail space and offering 34,691 sq ft of much-needed office space.

Funding - How the project leveraged funding and in-kind assistance.

The project did not receive CRA funding.

Problem Solving - How the project used problem-solving to address unique local issues*

Office space growth has been slow in Broward County, and when it is built it tends to be done in Hallandale Beach's neighboring communities of Fort Lauderdale and Aventura. The current lack of construction of Class A office space in Hallandale Beach is partially due to the lack of suitable land to meet the demand. Oasis incorporating 34,691 sq ft of office space into its project will help attract new businesses to the area and assist in furthering the CRA goal of providing job opportunities within the community.

Applicability to Other Communities - Why this project or program could be transferred to other communities.

This project can be applied to other cities that are built out and have a dense urban landscape. Developments like Oasis address the economic needs of the community by incorporating live, work and play all within the same footprint.

Other Things to Tell the Judges - Attached is a promotional Video of Oasis.

http://www.hallandaleoasis.com/en/index.php?gclid=Cj0KCQjwhLKUBhDiARIsAMaTLnH6ie2BVnfnFPn2YG7-8St-3VpZeyWzZgPoYVV_LH_wFrhPKB57hUBYaAhvrEALw_wcB#video

