

What's being built there? More rentals in Hallandale, including some with capped rents for 'workforce' housing

By Lisa J. Huriash



The location? 2000 W. Pembroke Road in Hallandale Beach, which is east of Dixie Highway and west of Federal Highway. It's immediately next to the Big Easy Casino, on land that the casino once used as part of its parking lot.

What's planned? Parks at Hallandale will be a 398-unit multifamily development, named because the buildings will be connected by green, open spaces. "It's a quite beautiful site plan that we're very proud of," said Yair Wainberg, the vice president of 13th Floor Investments, which is the project developer.

The 15.5-acre property will include a mix of market-rate and "workforce" apartments across a series of seven, five-story buildings.

Will there be a commercial element? There will be about 6,500 square feet of ground floor retail. "We haven't nailed down the tenants yet," Wainberg said, but the commercial features are anticipated to be retail that becomes an "extension of the amenities for the residents ... that our residents can walk over and enjoy those retail uses."

That is likely to include a cafe, or "something along those lines," and a covered outdoor terrace will

be constructed in preparation.

What will the apartments cost to rent and what are the amenities? Apartments at Parks at Hallandale will include studios, one-, two- and three-bedroom units ranging from about 600 to 1,400 square feet in size. Amenities include a clubhouse, fitness center, resort-style pool and deck, an outdoor pavilion and seating areas with barbecue grills, tennis and pickleball courts, two dog parks (one for small dogs and one for large dogs), and a children's playground.

Wainberg said no rent information is available yet since it will be based on the market at the time the units become available. But 10% of the units, a number set by the city, will be put aside for "workforce" housing, with lower rental rates, based on family size and income.

Broward County, which is not involved in any workforce housing assistance programs, considers workforce housing as households earning 140% of area median income. For a family of four that would mean an income of \$134,400, so they would qualify for a rental of \$3,360 based on a calculation, said Ralph Stone, Broward County's director of the Housing Finance Division.

"Workforce" generally applies to households earning a higher wage than the designation of "affordable" housing, which is for low-income households earning \$84,000 for a family of four. It's critical because one out of two employees in Broward County can spend only \$1,000 on housing, Stone said, because they earn an average of \$40,000 a year.

The average two-bedroom rental countywide in Broward costs \$2,800 a month, demanding a salary of \$80,000 "or else you are spending more than 30% of your wages on housing which means you are cost-burdened," Stone said.

How long will construction take? Construction is now underway and is slated for completion in 2026.

What's being replaced? In addition to the casino parking lot, Wainberg said the area used to be a mix of commercial outlets such as a Marathon gas station, bowling alley, a towing business and storage that ran along Northeast First Avenue. Those buildings have been torn down.

13th Floor first acquired the land in 2021.

Wainberg said his company remains "very bullish" on Hallandale Beach, located in just the perfect sweet spot to accommodate workers who need to get to both Miami-Dade and further north in Broward.

And this spot is considered a "prime location" and land this size is "very hard to find."

"We feel very good about the location and about the product that we are building here. Most development around this area tends to be in smaller lots and we're very excited (for) a parcel of this

size, (space for) outdoor amenities and green spaces for the enjoyment of the tenants,” he said.

More housing is needed: “We see a big demand for multi-family housing in the tri-county area,” he said.

And there are figures to back that up.

Broward County officials said last week that an estimated new 218,000 homes are needed to help meet the growing population, projected to add another 294,000 people by the year 2050.

The Bureau of Economic and Business Research at the University of Florida also estimates the county’s population could peak as high as nearly 2.7 million by 2050.

And that means the eventual redevelopment of commercial areas, including big box retail, to find the space to create “higher density residential.”

