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Macken Cos. Breaks Ground on Fort Lauderdale Townhouses



By Dees Stribling, Contributing Editor

Fort Lauderdale, Fla.—Macken Cos. has started construction of Parallel 1, a townhouse project at 1307 SE 2nd Court, which is a block from Fort Lauderdale’s Las Olas Blvd. VCM Builders, an affiliate of Macken Cos., is constructing Parallel, with completion slated for the second quarter of 2016. Parallel 1, the first of two new developments in the Colee Hammock neighborhood, will include two two-story townhouses, each measuring almost 3,000 square feet. Each townhouse will feature three bedrooms, four

full baths, a library, two-car garage and a private swimming pool. The property has been designed by Randall Stofft Architects and Marc-Michaels Interiors.

"A new project has to include features that will enhance the overall community and afford purchasers a unique experience," Macken Cos. principal Alan S. Macken told *MHN*. "We make a dedicated effort to deliver projects that meet today's design criteria and offer interior living spaces that will meet or exceed our buyer's expectations."

For example, he explains, when it came to Parallel, the company looked at the Colee Hammock neighborhood and recognized that it had "very good bones." That is, the overall area includes a multitude of residential property types, including single family, townhouses and mid-rise condominiums. "Over the years, the area has seen a variety of product delivered, but most new product stalled prior to the downturn in the real estate economy," Macken said.

"Since that time, buyer demands in product design have changed in a dramatic fashion," he noted. Accordingly, the company is delivering two-story contemporarily designed townhouse units complete with two-car garages, designer kitchens and quartz countertops.

Macken Realty, another of Macken Cos.' affiliates, is the sales agency. One unit has already been sold; the second is priced at just over \$1 million. Parallel is one of several residential projects by Macken Cos. in downtown Ft. Lauderdale this year. The company also recently developed and sold two multi-million-dollar waterfront estates, and a third, 440 Royal Plaza Dr. near Las Olas, is offered for sale at a bit more than \$5 million.