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Related Group ramps up apartment development with groundbreaking in South Florida

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The [Related Group](#) will soon break ground on the Town Southern apartment community in Royal Palm Beach, one of six rental projects in Florida and Georgia the developer will commence construction on in the next two months.

The Miami-based developer is best-known for its condominium towers in Miami-Dade County, but it has shifted significant resources to multifamily rental projects in recent years. The company will break ground on more apartments in 2017 than it did in 2016, said [Steve Patterson](#), president of Related Group's multifamily and mixed-use division.



The Town Southern apartments... [more](#)



The Town Southern apartments in Royal Palm Beach by the Related Group will have 392 units.

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Located on the 29-acre site on the south side of Southern Boulevard just west of U.S. 441, Town Southern will have 392 garden-style apartments totaling 381,986 square feet. The 15 buildings will be two and three stories, said [Max Cruz](#), Related Group's development executive for the project.

“The suburban markets, in general, in South Florida are all under supplied,” Patterson said. “It’s more difficult to find good suburban development property in South Florida than good infill properties.”

Units in Town Southern will range from 720 square feet with one bedroom, to 1,300 square feet with three bedrooms, Cruz said. Some apartments will include garages. They will rent from \$1,370 to \$2,000. Amenities will include a clubhouse with a movie theater, spinning room, gym, sauna and bocce ball, plus a volleyball court, a pool pavilion and an outdoor grilling area.

Town Southern will break ground in the next two months and the first units should be ready by the second quarter of 2018, Cruz said. The general contractor is Verdex Construction.

The developer acquired the property for \$12.5 million in July 2016.

The other apartment communities the Related Group will break ground on within the next two months are the 399-unit tower at the Tampa Tribune site, the 390-unit Apogee Midtown with a Whole Foods Market in Atlanta, the 362-unit Apogee Buckhead in Atlanta, the 350-unit Town Maitland at Trelago, and the 396-unit Town Westshore Marina District in Tampa.

In South Florida, Patterson said [Related Group](#) has just started leasing apartments in the new CityPlace Flat in Doral and it's continuing construction of Icon Fort Lauderdale. It's finishing the design for another rental tower in West Palm Beach.

"All the major trends are leaning towards rental," Patterson said. "The idea of home ownership isn't the American Dream anymore. It's about flexibility."

Meanwhile, Related Group plans to close out sales on a handful of condo projects in 2017, but slower condo sales in Miami-Dade have made it more difficult to launch new for-sale projects. That's why it has invested more of its funds into rentals, Patterson said.

"The demand for condos is driven by things that don't have a lot to do with Miami and South Florida," Patterson said. "It has a lot to do with international economy and it's pretty hard to predict. If things continue as we are now, our multifamily rental production will become the biggest activity in the company on the market-rate side over the next couple years."

Brian Bandell covers real estate, foreclosures and health care. Get the latest news with our free daily newsletter. [Click here to subscribe.](#)