



277 Units | ± 36-Acres | Shovel-Ready

CLICK TO SIGN CA & VIEW OFFERING MEMORANDUM

THE OFFERING

Jones Lang LaSalle Americas, Inc. (“JLL”) is pleased to present the opportunity to acquire Catalina Pointe (the “Property” or “Site”), a ±35-acres, shovel-ready build-to-rent development site located in Deltona, FL, (Greater Orlando) - one of Florida’s most exciting and rapidly expanding markets. Ownership has secured approvals for a 277-unit build-to-rent community (the “Development” or “Project”), which will consist of 56 one-bedroom duplexes, 133 single-story cottages, and 88 two-story townhomes with garages, all with private backyards. The Site contains roughly 1.76 acres of commercial land that is not part of the offering, making the net buildable residential area 34.83 acres.

Deltona is experiencing transformational population and employment growth, driven by significant investment across multiple industries including healthcare, logistics, education, and construction. Furthermore, Deltona has emerged as a value alternative to living in Orlando, where multifamily rents have increased 45% since 2020 - which is forcing the working class to seek more affordable living options.

The Property is located within a 5-minute drive of several large-scale projects, most notably the Howland Job Zone, a major master-planned development that is comprised of the Portland Industrial Park (3 million SF of industrial space anchored by Amazon), Medical Arts District (95-bed, \$152 million Halifax | UF Hospital), and Deltona Village (600,000 SF of retail anchored by EPIC theaters). Additionally, the DeLand Tech Park, located within a short drive from Catalina Pointe, will deliver 1.5 million SF of industrial space as well as 240,000 SF of retail and restaurants. Further adding to the location’s appeal is a renowned school district comprised of top-rated schools (one A-rated and three B-rated), and 5 million SF of retail within a 5-mile radius, including a Winn-Dixie supermarket which is across the street. Additionally, the Property benefits fantastic visibility along Howland Blvd (30,000 VPD) which provides immediate linkage to the I-4 corridor (92,500 VPD). Catalina Pointe is strategically located within a 25-minute drive of both Orlando and Daytona Beach - offering residents the best of both worlds; an opportunity to live within a short-drive of an action-packed international city, with superior connectivity to one of the most beautiful beaches in Florida.

With the combination of high-quality employers, population growth, and strong residential fundamentals, Catalina Pointe offers a rare shovel-ready BTR development opportunity in the thriving Greater Orlando.

INVESTMENT HIGHLIGHTS



Extremely Rare, Shovel-Ready Build-to-Rent Project in Greater Orlando

Catalina Pointe has an approved site plan and permits imminently in-hand, allowing a developer to immediately begin construction on an thoughtfully designed build-to-rent project in thriving Greater Orlando.



Located Within a Highly-Amenitized Neighborhood

The Property benefits from immediate access to Deltona’s major shopping centers, big box retailers, entertainment corridors, and schools. Nearby amenities include Publix, Walmart, Home Depot, Target, Winn-Dixie, Epic Theaters, Deltona Golf Club, Deltona High School, and Daytona State College’s Deltona Campus. Moreover, the Property is located within a short 25-minute drive to the beautiful Florida coastline and beaches.



Booming Employment within Driving Distance to Catalina Pointe

Surging high quality employment opportunities within the medical, logistics and education industries with brand names including Halifax Health | UF Health - Medical Center of Deltona Amazon and Daytona State College. Deltona’s Portland Industrial Park, has already delivered over 2 million SF of industrial space for Amazon with plans for an additional 1 million SF of industrial/manufacturing space in the pipeline for a separate anchor user. The forthcoming DeLand Tech Park will also bring an additional 1.5 million SF of industrial space, as well as 240,000 SF of retail and restaurants.



Rapid Connectivity to Downtown Orlando & Other Major Markets

Catalina Pointe is well-positioned within a quick 25-minute drive from Orlando, Daytona Beach and New Smyrna Beach, and only 80 minutes from both Jacksonville and Tampa.



Strong Multi-Housing Market Fundamentals

Deltona’s outstanding apartment fundamentals have been driven largely by a wave of in-migration and corporate expansions. Rents within the submarket have grown by 45% since 2020 and are projected to grow by another 15% over the next 5 years (Axiometrics).

PROPERTY OVERVIEW

PROPERTY DETAILS	
ADDRESS	2965 Howland Blvd, Deltona, FL 32725
MUNICIPALITY	Volusia County
PARCEL ID(s)	810900000064; 810900000070
GROSS SITE SIZE	± 36 Acres
BUILDABLE RESIDENTIAL LAND	34.83 Acres
COMMERCIAL LAND (NOT INCLUDED)	1.76 Acres
ZONING	RPUD Ordinance No. 24-2022 (Residential Planned Unit Development)
LAND USE	MDR (Medium Density Residential)
APPROVED PROJECT	277-unit build-to-rent horizontal apartments with amenities



INVESTMENT ADVISORY

Max La Cava
Senior Director
+1 917 825 7346
max.lacava@jll.com

Zach Nolan
Managing Director
+1 813 387 9906
zach.nolan@jll.com

Ted Taylor
Director
+1 917 376 7200
ted.taylor@jll.com

Kyle Butler
Director
+1 312 300 7307
kyle.butler@jll.com

Luca Victoria
Associate
+1 786 532 2345
luca.victoria@jll.com

DEBT & STRUCTURED FINANCE

Max La Cava
Senior Director
+1 917 825 7346
max.lacava@jll.com