



MULTIFAMILY REPORT

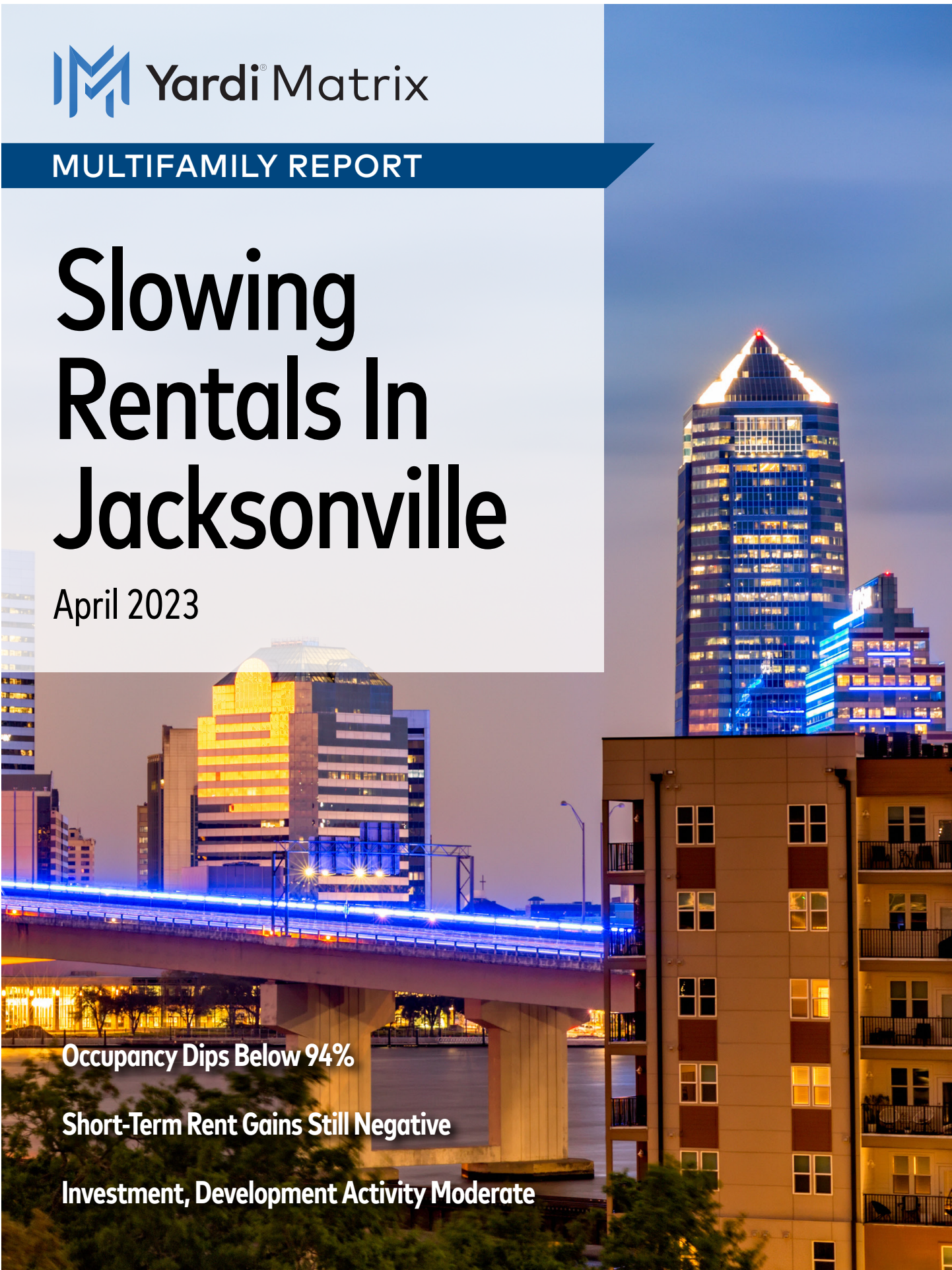
# Slowing Rentals In Jacksonville

April 2023

**Occupancy Dips Below 94%**

**Short-Term Rent Gains Still Negative**

**Investment, Development Activity Moderate**



# JACKSONVILLE MULTIFAMILY



## Seasonal Slowdown In Full Swing

Following almost two years of unprecedented growth, the Jacksonville multifamily market began to cool down at the end of 2022, mirroring nationwide trends. On a trailing three-month basis through February, rents contracted 0.2%, to an average of \$1,526, while the U.S. figure inched down 10 basis points, to \$1,702. The occupancy rate in stabilized properties also slipped from its 96.3% peak in July 2021, to 93.9% in February, marking the lowest rate among large Florida metros.

Jacksonville unemployment was 2.5% as of January, 10 basis points below the state figure. In 2022, the metro added 43,400 jobs, with professional and business services accounting for a third of them. Due to several large projects under construction or planned, the job market has good prospects, with developers particularly busy along the waterfront area, which is getting a significant overhaul. Preston Hollow Capital is expected to begin construction this year on its \$535 million RiversEdge project on a 30-acre Southbank tract of riverfront land. The Northbank area is also on the cusp of a significant makeover, as SouthEast Development Group and its partners moved forward with plans to remodel a 25-acre city-owned parcel.

As in most parts of the country, both new development and investment activity in Jacksonville have been on a downward trend since the end of 2022, not only because of the seasonal slowdown but also as a result of tightening lending standards.

## Market Analysis | April 2023

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### Recent Jacksonville Transactions

#### Magnolia Point



City: Jacksonville, Fla.  
Buyer: Fincapital Investments  
Purchase Price: \$38 MM  
Price per Unit: \$167,333

#### River City Landing



City: Jacksonville, Fla.  
Buyer: KODA  
Purchase Price: \$31 MM  
Price per Unit: \$96,500

#### Westgate



City: Jacksonville, Fla.  
Buyer: Related Group  
Purchase Price: \$20 MM  
Price per Unit: \$117,934

#### Rosalind Villas



City: Jacksonville, Fla.  
Buyer: Hallmark Co.  
Purchase Price: \$11 MM  
Price per Unit: \$91,667