

Alliance Residential to build more workforce housing across Orlando



Alliance Residential recently completed Prose Avalon Pointe, shown here in a rendering. (Handout courtesy of Alliance Residential)

PUBLISHED: June 7, 2023 at 3:10 p.m. | UPDATED: June 7, 2023 at 3:13 p.m.

Arizona-based [Alliance Residential](#) — the nation’s largest multifamily development company — is bringing the Orlando area more of its lower-rent product.

Six of the company’s Prose-branded apartment communities totaling 2,006 units are either under construction or in the development pipeline.

Bobby Anderson, the company’s managing director, told **GrowthSpotter** the push to boost supply of less expensive rental options comes at a time when the market is becoming over-saturated with high-end luxury assets that the average resident can’t afford.

“For so long us and our competitors have focused on the ultra-luxury type renter and the missing middle as they call it kind of got left out. This is that piece. It’s not subsidized, it’s not tax-credit it functions like market-rate apartments it’s just that we are able to build it at a lower cost than traditional apartments and that allows us to lease it for rents that make sense to a much larger percentage of the population.”

For its Prose brand, Anderson said the company brainstormed ways to build cheaper without impacting the quality of the product.

“First we looked at finishes. By just going to less expensive finishes, you’ll probably save about 7 or 8 percent on your overall cost. That wasn’t enough to make any kind of difference. So then we started looking at every window, every door, every screw, going, ‘All right, is there a better way to do this? Can we make this building a little more efficient? There’s no magic pill of how to build things cheaper other than every nickel counts. It’s a sum of all the nickels.”

The end result: Alliance can build a Prose community for roughly 25 percent less than its luxury brand, Broadstone.

Asked why more developers don’t adopt this strategy amid an affordability crisis, Anderson said he expects more to do so.

“I think you’ll see a lot more entering the market,” he said. “A number of our competitors have talked with me and are looking at doing this. I think it’s coming, I think we were just lucky enough to identify this as an issue and start working on it before our competitors.”

Alliance recently opened the 300-unit Prose Avalon Pointe in Winter Garden just south of Horizon West near Four Corners. It’s the company’s second Prose product in the Orlando market, [following the 264-unit Prose Stevens Pointe in St. Cloud.](#)



Alliance is able to build a Prose community for about 25% less than the cost of its luxury brand, Broadstone. (Handout courtesy of Alliance Residential)

Designed for residents seeking well-appointed, modern apartment living near major employers, the units at Prose Avalon Pointe offer custom white shaker cabinets, granite countertops, dining-sized kitchen islands, kitchen and linen pantries, Whirlpool stainless steel appliances and chrome plumbing fixtures. Additional features include faux-wood luxury vinyl planks throughout, walk-in closets in all bedrooms, 100% tub/shower combo in all units, and side-by-side washers and dryers in every unit. Units range in size from 835 to 1,180 square feet.

Community amenities include a resort-style pool with sun shelf seating area, a clubhouse with kitchen and entertainment lounge, 24/7 fitness center, co-working areas, a spacious pet park, a package concierge system and parking for more than 520 vehicles.

Rent at Prose Avalon Pointe ranges from \$1,625 to \$2,130, according to Apartments.com.

Alliance Residential is planning a 300-unit second phase on property next door.

The company has five others Prose-branded communities underway for the Orlando market. The 391-unit Prose Lakeland and the 324-unit Prose Winter Haven are under construction in Polk County. Projects in the pipeline the 360-unit Prose Haines City in Polk County, the 320-unit Prose Groveland in Lake County, and the 311-unit Prose Big Sky in Osceola County's St. Cloud.

High rent rates have sent local city and county leaders scrambling for solutions over the course of the past year. In January, the average renter was [paying about \\$600 more per month than they were three years ago](#), the Orlando Sentinel recently reported.

Today, the median rent in Orlando is \$2,125, according to Zillow. And while that rate represents a \$75 decrease to this time last year,

Anderson believes there's still plenty of work to be done when it comes to affordability.

He also added that residents shouldn't have to move into an older apartment to find lower rents.

"The current state of the housing market in Central Florida has opened a unique multifamily development opportunity. Limited single-family supply, rising home prices, increasing construction costs, and almost the entire multifamily supply pipeline consisting of high-end apartments are just a handful of reasons why middle-income renters in the region are running out of workforce housing options," he said. "Market forces are making it nearly impossible to build new housing that the middle class can afford and the gap between subsidized low-income housing and the high-end apartments is wider than ever."

Have a tip about Central Florida development? Contact me at (407)-800-1161 or dwyatt@GrowthSpotter.com. Follow GrowthSpotter on [Facebook](#), [Twitter](#) and [LinkedIn](#).