

design  
develop  
construct  
JOURNAL

"The main production line tends to be the focus of guests when they visit the plant, but in designing a new facility, the devil's in the details regarding the off-line support areas," says Justin Humphreys, COO for Airstream. "I think the architects have done a great job of addressing these important details by gathering ground-up feedback from our associates along the way."

**AIRSTREAM**

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**ELLCOTT DEVELOPMENT**

Development firm brings creative projects to its home city, with a focus on continued growth

**HINES INTERESTS CHICAGO**

Renowned developer builds luxury residential tower on the Chicago Riverwalk



eTown Exterior



CODA Fitness



Isla Antigua Unit Living Room



Isla Antigua Front

# Ahead of the Curve

Development and acquisitions firm breaks ground on apartments in smart living community

New technology and shifting renter demographics are forcing real estate developers to change the ways they provide value to residents. It's something Catalyst Development Partners is emphasizing in its latest apartment offering.

Earlier this year, the firm broke ground on a 332-unit luxury apartment community in Jacksonville, Florida. The property will offer residents distinct, value-added amenities and innovative smart home technologies.

The \$55 million multifamily development, named The Menlo, will be located in the Village Center of eTown, a brand-new smart living community developed by the PARC Group. The Menlo will feature seven apartment buildings situated on 13.5 acres.

Approximately 125,000 square feet of restaurants and shop space, with a grocery anchor, is planned as a first phase of retail development on the southeast side of eTown, just northeast of The Menlo.

## ALWAYS INNOVATING

One of Catalyst's specialties is offering top-of-the-line amenities. The firm focuses on introducing innovative and disruptive ideas to the marketplace to provide the greatest value possible.

"We try to push the envelope on what not only meets the needs of today's renters, but also what might exceed their expectations," says Rob Meyer, Founding Partner of Catalyst. "We spend a lot of time trying to make our products innovative and to add amenities to the market that no one has seen before."

## Catalyst Development Partners

FOUNDING PARTNER  
Rob Meyer

LOCATION  
Atlanta, Georgia

Previous unique amenities by Catalyst include a rotating rock-climbing wall, in-unit beverage refrigerators, fitness centers that resemble high-end fitness clubs and ultra-functional co-working and business center spaces.

The Menlo luxury apartment community will offer residents access to a grand clubhouse, a resort-style swimming pool with outdoor lifestyle amenities such as a summer kitchen and fire pit, a high-end fitness center, a full-scale business center with gourmet coffee station and enclosed conference room, an indoor dog spa and a walking trail offering lakefront views.

Additionally, Catalyst will make its initial move into the realm of comprehensive multifamily smart home technology, thanks to the implementation of community-wide Wi-Fi via light pole antennas implemented by the PARC Group.

"We think the trend emerging now will be smart apartments, and eTown will be the first project we tackle in which we aim to incorporate it into the interior of the units," Meyer says. "We are

confident in saying that we are going to end up with a solution that will incorporate a combination of electronic keyless entry into your home, with voice and smartphone control of the heating and air conditioning, lighting and possibly music within the apartments."

Using this smart home technology, Catalyst also plans to provide residents with keyless entry into controlled access areas of the community, such as the pool, fitness area and clubhouse.

Crews led by Summit Contracting Group broke ground on the apartments in February. First move-ins are projected for spring 2020, and completion is expected by late summer 2020.

#### A SUPERIOR STRATEGY

Since its inception in 2010, Catalyst has been at the forefront of multifamily real estate trends by adapting and implementing a range of strategies to remain effective.

The firm initially focused on the acquisition of multifamily apartment communities after the

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We are proud to be a trusted advisor to Catalyst Development Partners. Our team takes an integrated approach to help clients buy, sell, lease, develop, manage, finance and joint venture projects on a national scale.

## Practical business sense for real estate deals



Nelson Mullins pairs a practical business approach with creative solutions to help clients get their deals done the right way. We are proud to partner with Catalyst Development Partners for real estate solutions that make sense.

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economic downturn in 2008 caused dislocation in the market. The firm itself was launched out of the belief that great opportunities would come shortly after the Great Recession.

As the market began to turn, Catalyst jumped started its development platform and shifted away from acquisitions. The firm finished its first ground-up luxury development deal in 2013.

Catalyst's current focus reflects its team's core strengths and passions. Its leadership team is intimately involved in development meetings and consistently strives to bring new ideas to market.

Thanks to its team's prior experience, the firm has made numerous contacts in the industry and is well-connected throughout its major markets. One of the ways it leverages these connections is through its construction efforts.

Catalyst leverages a superior outsourcing strategy to minimize risk while capitalizing on its expertise. The firm connects with large, national contracting companies to build its properties.

It can perform its own estimating in house, comparing those estimates to what its general contractors offer to find the most appropriate pricing for each development.

"What we get is a big contractor that can attract top-shelf talent, and then we can work with them on pricing by bringing our own expertise to the table," Meyer says. "That has enabled us to have the best of both worlds, and we really like that model of productivity. We can build multifamily with these big national contractors at a lower [cost] basis than our competitors."

This strategy also allows Catalyst to continue innovating. Meyer says he is particularly excited to explore new ways to incorporate technology into the firm's developments.

"We have built a reputation in the multifamily real estate world as a leading innovative boutique developer, and it has really helped us," he says. "The products we enjoy building are known for being cutting edge and at the forefront of what is being offered in our space. I'm very proud of what we deliver in each unique market." ■

