

COMMERCIAL REAL ESTATE RESILIENCE

A cycle on the upswing is a cause for 2025 optimism among CRE executives

It wasn't a banner year for Tampa Bay commercial real estate by any means, but several asset classes showed signs of life.

There was development and investment sales activity in apartments, long the darling of Tampa Bay commercial real estate. The apartment market had been quiet since 2022, crippled under the weight of rising insurance costs and interest rates. This year saw a few banner sales – including a 32-acre riverfront site in Temple Terrace that will be home to over 300 apartments. In May, one of Florida's largest multi-family sales of the year closed in Tampa – The Pointe on Westshore, which sold for \$144 million.

In Westshore, the long-awaited development of apartments in MetWest International began. ZOM



Greg West
is CEO of
ZOM Living

Living formed a joint venture with MetLife to develop MetWest Residential, an eight-story, 375-unit apartment building with 3,000 square feet of retail space and a six-story parking garage.

"I personally believe we've already hit bottom, and we're starting to rise off the bottom," ZOM Living CEO Greg West told the Tampa Bay Business Journal in May. "When we are leasing up roughly two years from now, there will be very little new supply to compete with, so we are very excited about that prospect."

The office market, which had been quiet in 2022 and 2023, also showed promising signs in 2024. Several deals, large by Tampa Bay standards, were completed this year, including Masonite Inc.'s 128,000-square-foot lease in Ybor City. Downtown office tower 100 North Tampa sold for \$151 million in June, making it the largest office deal in the Southeast in 2024.

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