

OWNER-USER OFFICE CONDO SALE

Professional Office Condo in The Historic Metcalf Building

100 S ORANGE AVE, ORLANDO, FL

OFFERING MEMORANDUM

First Capital Property Group, as an exclusive broker, is pleased to offer the opportunity to acquire Professional Office Condos in The Historic Metcalf Building, a well-appointed, recently-renovated office asset located at the epicenter of Downtown Orlando's Central Business District (CBD).



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EXECUTIVE SUMMARY

ORLANDO'S ORIGINAL HIGH-RISE

First Capital Property Group proudly presents The Historic Metcalf Building, an exclusive off-market opportunity to acquire a portion of the newly renovated landmark, via condominium ownership. The current owner-occupant is consolidating operations nearby, providing a unique opportunity to invest in this cornerstone office asset at the vibrant core of Downtown Orlando's Central Business District (CBD).

Occupying the premier corner of Orange Avenue and Pine Street, this ±38,384 SF, ten-story building blends architectural distinction with modern performance. Originally one of Orlando's earliest high-rise office buildings, The Metcalf has been thoughtfully restored and meticulously maintained, offering boutique full-floor office condos with rare features such as private restrooms, break areas, and prominent exterior signage.

Recent capital investments, including elevator modernization, updated lobby and a new TPO roof system (all completed in 2026), ensure operational reliability while preserving the building's historic appeal. One block from the Orlando Magic Arena and the Westcourt Development, with visibility from I-4 and exceptional walkability to key civic, cultural, and transit destinations, The Metcalf provides a unique opportunity to secure a highly visible and historically significant asset within Orlando's most dynamic commercial district and its CBD.

This office condo investment property is ideally positioned for a great return today plus the benefit of the future market growth of tomorrow as nearby Westcourt and Church Street projects come online in the years ahead.



FULL-FLOOR CONDO
3,483 SF



NEW LOBBY
RENOVATIONS
COMING 2026



CAP EXP
\$1.5 Million
in last 36 mths



YEAR BUILT
1923



NEW ROOF
2026

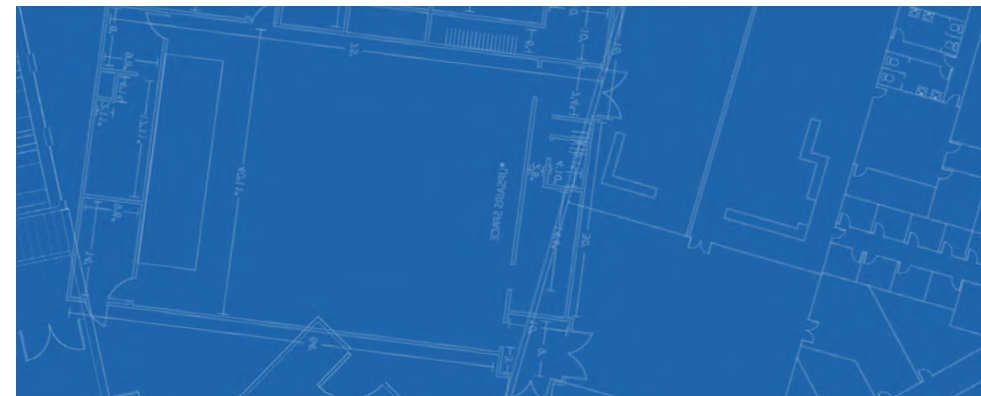


NEW ELEVATORS
2026



BUILDING UNITS & USES

Floor	Tenant
10	LandDesign
9	Vacant: Professional Office
8	Vacant: Professional Office
7	Vacant: Professional Office
6	Vacant: Professional Office
5	Vacant: Professional Office
4	Vacant: Professional Office
3	LandDesign
2	LandDesign
1	Tropix Lounge & Eatery
0	Future Non-Smoking Retail / Bar Concept





OFFERING HIGHLIGHTS

THE HISTORIC METCALF BUILDING

Historic Trophy Asset A legacy high-rise with deep roots in Orlando's skyline, now restored to modern standards.

Premier Corner Location Sits at Orange Avenue & Pine Street—Downtown's most iconic pedestrian intersection, with 27,000+ daily foot and vehicle traffic.

Private Full-Floor Condos Each $\pm 3,483$ SF floor delivers exclusive, self-contained experiences with dedicated lobbies, restrooms, and breakrooms.

Recent Capital Improvements Over 1.5 million dollars in improvements in the past 36 months including full elevator modernization (Q2 2026 (Fully-Funded)), new TPO roof system (Q2 2026 (Fully-Funded)), upgraded HVAC, water source heat pumps, and circulation systems.

Unmatched Signage Visibility Building signage faces I-4 (AADT: 174,000); full-width band signage opportunities along Orange Avenue and Pine Street.

Legacy & Professional Tenancy Anchored by nationally recognized firms and long-term tenants including LandDesign, and new concept Tropix Bar & Eatery.

Unrivaled Urban Connectivity Steps from SunRail, City Hall, Amway Center, Dr. Phillips Center, and Lake Eola—minutes to I-4, SR 408, and the Turnpike.

Versatile Investment Appeal A rare blend of character, scale, and positioning in Downtown Orlando's most sought-after corridor—ideal for strategic hold, repositioning, or adaptive reuse.



**FASTEST GROWING
LARGE REGION IN THE US**

Orlando, 2024



**DAYTIME
POPULATION**

$\pm 56,108$
(3 mile radius)



**EMPLOYMENT
POPULATION**

$\pm 180,201$
(3 mile radius)



**AVERAGE HOUSEHOLD
INCOME**

\$122,291
(3 mile radius)





PROPERTY DESCRIPTION

Address: 100 S Orange Ave
Orlando, FL 32801

County: Orange County

Zoning: AC-3A/T/HP

Land Use Code: 1803-Office High-Rise

Parcel ID: 26-22-29-7352-38-116

Building Size: ±38,384 SF

Stories: 10 Floors, Basement

Year Built: 1923

Renovated: 2021, 2025, 2026

Property Type: Class "B"

Number of Condos: 10 Units

Frontage: ± 50 ft on Orange Ave
± 85 ft on Pine St

Slab/Foundation: Concrete Slab

Parking: Adjacent Surface Parking Lot

BUILDING OVERVIEW

BOUTIQUE FOOTPRINT WITH INSTITUTIONAL FUNDAMENTALS

Strategically positioned at the high-traffic corner of Orange Avenue and Pine Street, The Metcalf Building comprises $\pm 38,384$ SF across ten stories and a basement. Each $\pm 3,483$ SF floorplate offers full-floor autonomy, enabling tenant control, identity, and flexibility rarely found in high-rise environments.

The building's compact urban footprint supports both branding presence and operational efficiency, while its AC-3A/T/HP zoning allows for a range of professional and creative uses. On-site amenities include dual frontages, rare signage exposure, and proximity to structured and surface parking options—essential for tenant accessibility in a downtown setting.

With its rich architectural character, purpose-driven layout, and newly enhanced building systems, The Metcalf is a unique offering that balances old-world charm with forward-looking functionality—delivering a compelling opportunity for investors and end-users alike.



BUILDING HISTORY

ORLANDO'S ORIGINAL HIGH-RISE

The Historic Metcalf Building is a Chicago style brick building built in 1923 as one of Orlando's first trio of 'high rise' buildings. Located in Downtown Orlando, this office building is updated with high-end finishes and open concept suites located at Orange Ave. & Pine St. in the heart of Orlando's CBD. The 10-story building includes 9 stories of office suites, first floor retail and a basement bar.

Originally built for the Orlando Bank & Trust Company, the building earned its name from H.W. Metcalf who purchased the building in the 1930's after the effects of the Great Depression led to the closing of the Orlando Bank & Trust Company.

DISNEY'S 1ST FLORIDA OFFICE / 1994 WORLD CUP

This Historic building is one of exceptional importance to the shaping of the City of Orlando. In addition to being one of the first high rise buildings in the city, the Metcalf Building was once home to The Walt Disney Company and the Orlando / Kissimmee Host Committee for the 1994 World Cup. The Walt Disney Company took residency in the building in the 1960s during the early stages of developing the acreage purchased for Walt Disney World. The Walt Disney Company and Reedy Creek Improvement District (responsible for handling the water, roads and utilities of Walt Disney World) worked on the top floor of the Metcalf Building until their new office was built on site at Walt Disney World.

The Orlando / Kissimmee Host Committee was largely responsible for ensuring the success of bringing the five games of the 1994 World Cup to Orlando. The games brought an estimated \$82 million in economic impact and over 80,000 visitors as well as shone light to the best of Orlando for spectators watching around the world.

Having been completely renovated from the ground up, the Historic Metcalf Building continues to be one of Downtown Orlando's few boutique office buildings. The unique suites and history associated with the building draw users who are seeking a high-character space in the heart of the World Class City.



BUILDING SUMMARY

FULL-FLOOR SUITES

One of the building's most unique characteristics are its ±3,483 SF full floor suites which provide small to mid-sized firms a rare opportunity to obtain private full floor suites in the heart of the city as opposed to sharing floors and restrooms with other firms. Elevators open into each suite's own lobby / reception area. Each floor has its own restrooms and break room with kitchen. Additionally, the internal center staircase allows tenants that need more than 1 floor the opportunity to stay connected.

SIGNAGE

Prominent band signage spans the full width of the Pine Street and Orange Avenue facades, enhanced by a corner blade sign for added street-level visibility, with additional rear-facing band signage visible to I-4 traffic.

LOCATED ON MAIN & MAIN

One of downtown Orlando's highest profile properties, the Historic Metcalf is located on Main and Main at the very epicenter of Downtown Orlando's rapidly expanding CBD. The intersection of Orange Ave and Pine Street is the busiest intersection for pedestrian traffic in the Downtown Core. The corner also sees a high AADT of 11,850.

The area continues to see billions of dollars in new development, including the introduction Creative Village, the University of Central Florida's Downtown campus. Creative Village will bring over one billion dollars in new development with its education and transit focused site. Showcasing responsible and sustainable development practices, it will be one of the largest LEED-ND developments in Florida. Creative Village, in conjunction with the other infrastructure and improvement projects will continue to propel Downtown Orlando forward.

SURROUNDED BY AMENITIES

Immediately accessible from the Historic Metcalf Building are a wide array of amenities including high-end top-rated restaurants and food halls, as Orlando is increasingly becoming known as a "foodie" town. The Church Street Exchange with its focus on Technology & Innovation is just a block away. Hotels, fitness clubs, and hundreds of new luxury apartments surround the Building.

The Dr. Phillips Center for the Performing Arts, Amway Center, the Orlando City Soccer Stadium and walking trails round scenic Lake Eola are all within a half mile radius. With the strategic positioning in Downtown Orlando, the building is located near access to major transportation outlets including I-4, SR 408, Florida Turnpike, Lynx bus terminal, and the Church Street SunRail Station.





CAPITAL EXPENDITURES

ROOF RECOVERY – FULLY ADHERED 115MIL FLEECEBACK TPO SYSTEM

Anticipated Completion: Q2 2026 (Fully Funded)

A full roof recovery will be completed, including installation of a new 115mil fully adhered Fleece-back TPO roofing system. The project also included new flashings, insulation, drainage components, walk pads, and the replacement of an existing barrel skylight with a Velux Barrel Vault Low-Rise Double-Glazed Skylight. The chiller roof area was cleaned and coated with high-solids silicone.

Warranties Issued:

- 20-Year Manufacturer No Dollar Limit (NDL) Labor & Materials Warranty
- 2-Year Baker Roofing Contractor Warranty
- 2-Year Roof Assurance Package with annual inspections and repair reports

COMPLETE ELEVATOR REPLACEMENT

Anticipated Completion: Q2 2026 (Fully Funded)

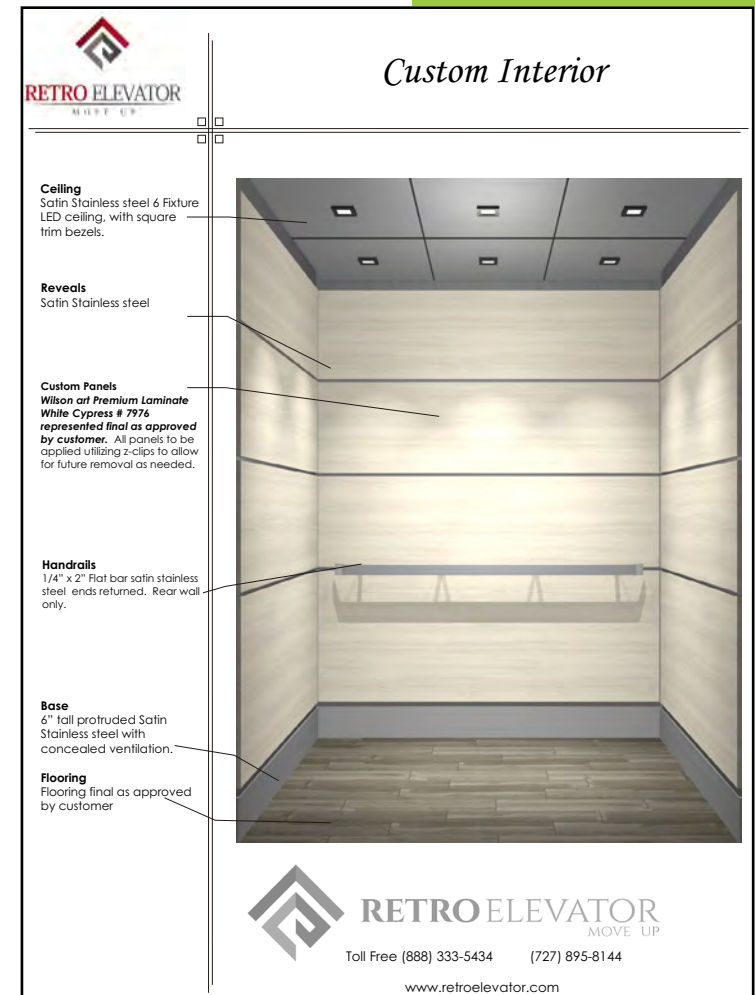
Both elevators will be modernized with a KONE MX gearless machine and the KONE ReGenerate DX control system. The project included installation of new motors, controllers, door operators, car slings, fire-rated stainless steel door panels, safety devices, hoist and governor ropes, buffers, guide shoes, fixtures, and traveling cables. A battery backup and card reader interface logic were also provided. Elevators now serve 11 and 10 floors respectively, with updated systems for improved safety, reliability, and energy efficiency.

Warranties:

- Equipment and system components are covered under KONE's standard manufacturer warranties

ADDITIONAL MAJOR CAPITAL EXPENDITURE PROJECTS

- August 2022 - Elevator landing brought up to code on 2, 4, 9 and 10
- August 2023 – New chemical controller for cooling tower installed
- May 2023 – HVAC – 6, 7 & 9 Replace Water Source (heat pump)
- May 2024 – Replaced Tower Circulation Pump
- April 2025 – Replaced 1st floor Water Source heat pump (air handler)
- April 2025 – Replaced 3rd floor Water Source heat pump (air handler) Unit 1
- May 2025 – Replaced 3rd floor Compressor replaced Unit 2
- May 2025 - Replaced cooling tower motor



BUILDING LOBBY IMPROVEMENTS

DESIGNED TO WELCOME AND IMPRESS

The building is undergoing major lobby renovations (alongside elevator upgrades) as the 1st floor restaurant space is coming to life. The Office access will be separated from the restaurant access and be access controlled for the tenants. New fixtures, paint, and décor will lift the presence of the space and create a welcoming atmosphere for all building guests and occupants.



A HISTORIC CONDO FOR THE FUTURE

CONDO OVERVIEW

The building is being transitioned to a condominium style ownership, with 10 total units on the property. A condominium association is being established to handle oversight of the properties operation and upkeep. Below is an outline of how the condo structure will operate.

BOUNDARIES

Each floor owner will own everything except the exterior windows & walls and the vertical penetrations (elevator & stairwells). The 1st floor lobby and service rooms will be common area to all.

UTILITIES

Each floor is separately metered so each unit owner or tenant will be responsible for power. Water and Sewer service is a shared building expense, so it will be part of the condominium dues. Telephone and Internet are also an expense of the unit owner.

HVAC

The Condo association will be responsible the maintenance of the HVAC chiller system on the roof, and each unit owner will be responsible for the maintenance, repair, and replacement of the air handler on their floor.

MANAGEMENT & MAINTENANCE

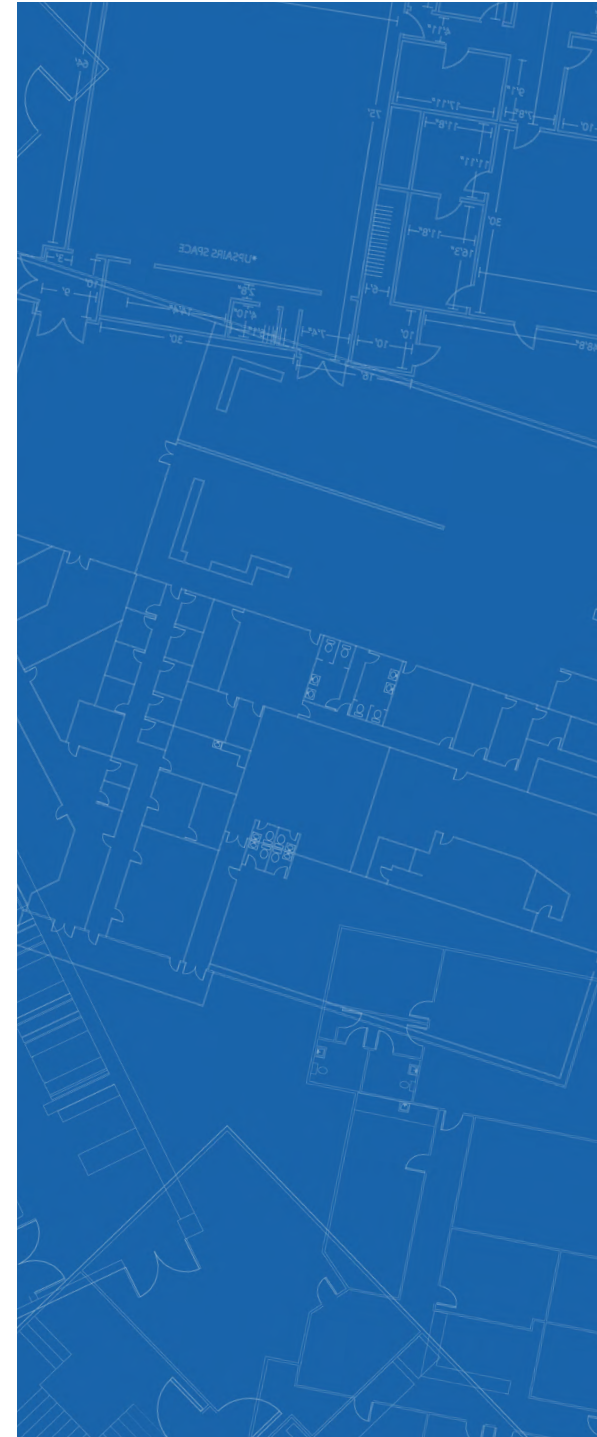
The association will contract for the management and maintenance of the condo association and common areas. The association will maintain the elevators, utility service connection to each floor, fire pump system, HVAC chiller, roof, exterior walls and windows.

PARKING

The Seller has access to multiple long-term parking options available at below current market parking rates within a 1 block radius

SIGNAGE

The building has multiple signage opportunities that could benefit an occupant. The association would be allowed to the set the signage rates and terms and all the proceeds would stay with the association to help offset dues and capital reserves.



BUILDING SIGNAGE

UNMATCHED SIGNAGE VISIBILITY

The Metcalf Building offers an extraordinary range of signage opportunities, a feature that has become increasingly rare in Downtown Orlando. Prominent façade signage on the Orange Avenue frontage, along with full-width band signage across both Pine Street and Orange Avenue, provides tenants with exceptional exposure at the most recognizable corner in the CBD.

Extensive and highly visible signage zones across three key frontages deliver rare brand exposure in the heart of Downtown Orlando.

Prominent band signage spans the full width of the building's eastern and northern facades, positioned above the second floor along Orange Avenue and Pine Street. These continuous, high-mounted sign bands provide impactful visibility to both vehicular and pedestrian traffic at one of the city's busiest intersections.

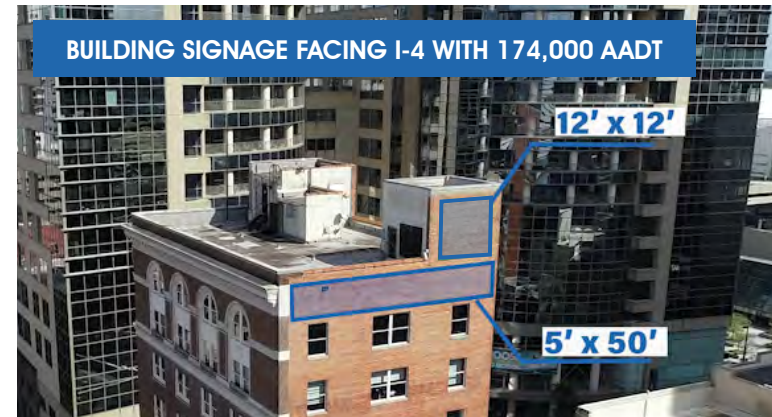
A secondary band signage zone is located on the rear (western) façade of the building, directly facing Interstate 4. This large-scale signage is visible to over 174,000 vehicles per day, offering tenants a powerful marketing opportunity with regional reach—something uncommon within the urban core.

Corner blade signage further enhances vertical visibility at street level, making the building instantly recognizable from multiple approach angles.

Together, these signage elements position tenants for maximum brand presence across both local and regional traffic corridors.

Located at Downtown Orlando's most heavily trafficked signalized intersection, the building benefits from extended dwell times for both vehicular and pedestrian traffic. With more than 11,850 vehicles passing through daily and exposure to Interstate 4 (AADT: 174,000), the reach extends far beyond the immediate downtown environment. Very few downtown properties can offer this level of visual prominence from both street-level and regional vantage points.

In a market where signage is highly regulated and increasingly constrained, The Metcalf's signalized corner location and visibility from I-4 provide a strategic advantage rarely available in legacy office assets.



CO-TENANT SUMMARY

BASEMENT: Future Non-Smoking Retail / Bar Concept

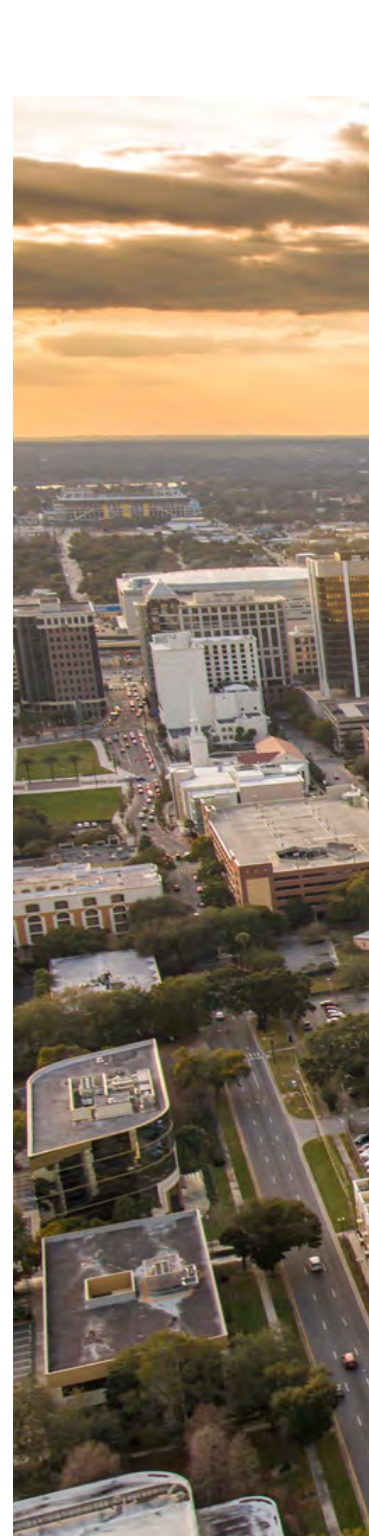
1st FLOOR: Tropix

A premier Caribbean dining concept is set to debut in the heart of Downtown Orlando, activating the prominent corner of Orange Avenue and Pine Street with an elevated culinary experience. This full-service restaurant will deliver a refined yet vibrant ambiance, inspired by the rich flavors, music, and hospitality of the Caribbean. The operator is an established restaurateur with 5 additional concepts and over 20 years of experience. Lease Expires: 2/2035
Operator Group Sample Concept: <https://www.eatnegrills.com/>

2nd, 3rd & 10th FLOOR: LandDesign

LandDesign provides urban planning, landscape architecture, civil engineering, and branding to clients across the globe. Offices in Charlotte, NC; Washington DC; Dallas Tex.; Orlando, Fla. and San Francisco, Calif., comprised of 140+ professional staff. Lease Expires 7/2029 <https://landdesign.com/>

Tropix
Lounge + Eatery





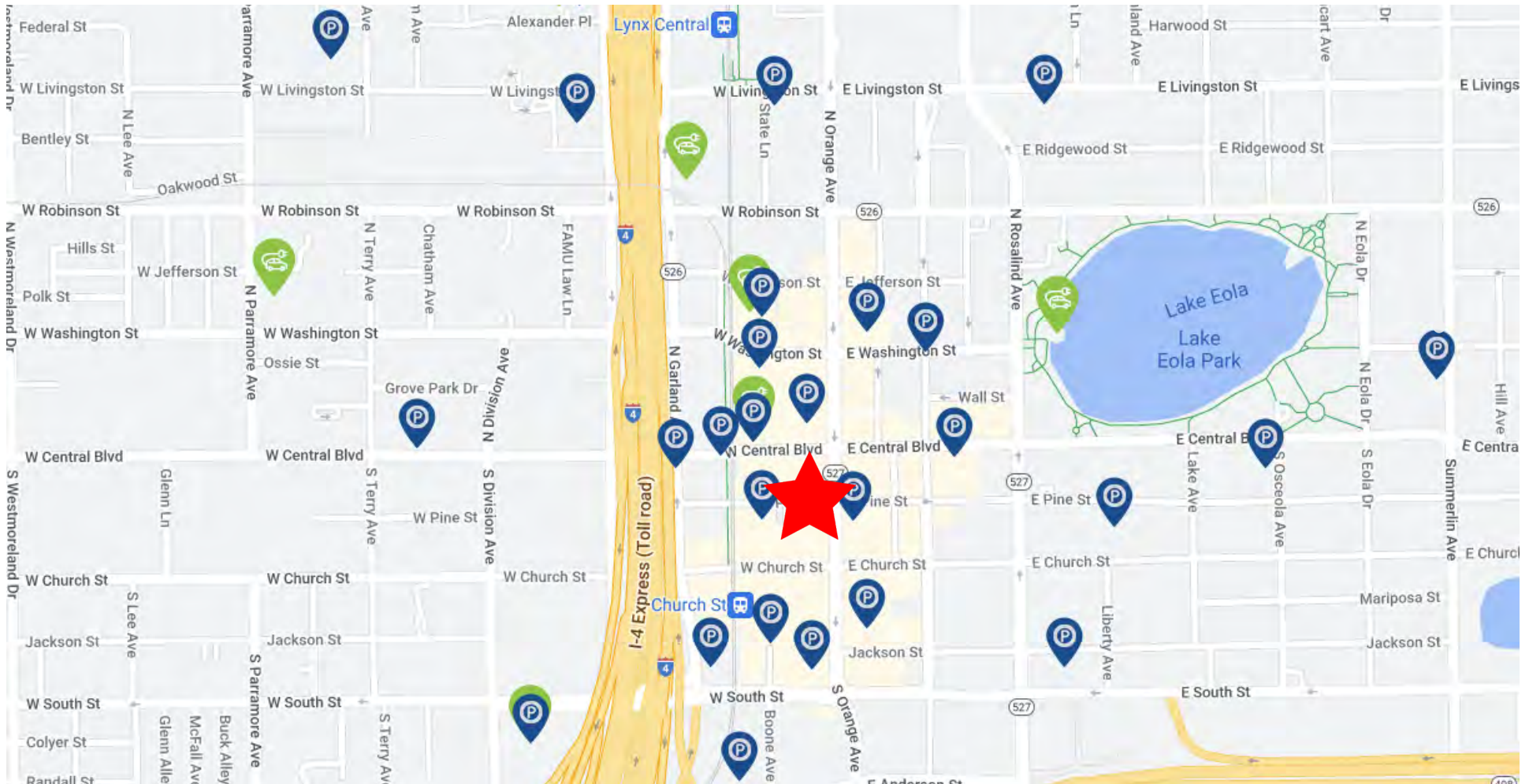
PARKING

SURFACE PARKING

The Seller has access to multiple long-term parking options available at below current market parking rates within a 1 block radius. This includes the surface lot at 22 W Pine St. and two nearby parking garages. This convenience is especially valuable for senior executives and key personnel who benefit from immediate, walk-up access to the building. The availability of on-site parking enhances overall tenant experience and adds to the building's leasing appeal.

SURROUNDING PARKING

In addition to Seller Controlled leasing options, the building benefits from abundant surrounding parking resources, including nearby public garages and metered street parking. The upcoming 2-way road changes on Orange Avenue will also create additional public street parking for tenants and their clients alike. This layered parking ecosystem ensures flexibility for tenants, clients, and visitors alike, bolstering accessibility within a high-density urban environment.





SURFACE PARKING LOT

TRANSPORTATION

LYMMO FREE BUS SYSTEM

The convenient free bus transit circulator, [LYMMO](#), runs 7 days a week with 4 designated lines and over 20 stops strategically dispersed throughout Downtown Orlando. Each of the 4 LYMMO lines; Orange-Downtown, Lime, Grapefruit, and Orange-North provide service to each stop every 15 minutes during evenings, weekends, and holidays, and every 7-10 minutes during office hours. These buses operate in their own right of way with dedicated lanes and intersection signals, providing a non-congested route downtown.

SUNRAIL

The [SunRail](#) is Central Florida's commuter rail that runs through 4 counties with 17 different stations, 2 of which are located downtown. Running Monday through Friday, the SunRail is a convenient and affordable option for daily commuters.

LYNX CENTRAL STATION

[LYNX Central Station](#) is an intermodal transit station near Creative Village. With over 68 local routes, the LYNX buses run in 15, 30, and 60 minute intervals. Commuters and visitors alike can conveniently take the Lime or Orange LYMMO lines to Central Station and connect to the SunRail or the LYNX bus service.

TAXIS / PRIVATE CARRIERS

[Taxis](#) provide a convenient alternative to and from the downtown area. Six different companies offer premium taxi services available downtown.

CAR SHARE (ZIPCAR)

[Car sharing](#) is a modern short-term car rental. Cars are available by the hour or day, and gas and insurance are included. Car sharing options are available by Zipcar, the world's leading car sharing network. Users can enjoy the convenience of a car without the monthly payment.

O-CARTZ

An eco-friendly transportation alternative, [O-Cartz](#) is a clean, affordable and efficient shuttle service. Each vehicle is able to accommodate up to six passengers, and services the entirety of downtown.

RIDE DTO MICROTRANSIT PROGRAM

Ride DTO is a city-operated, on-demand downtown shuttle service that offers flexible, eco-friendly transportation within the core of Downtown Orlando. Resembling a modern rickshaw, the service connects riders to key destinations with convenience and ease, supporting pedestrian flow and mobility across major corridors.



INFRASTRUCTURE IMPROVEMENTS

Downtown Orlando continues to benefit from significant infrastructure investment that enhances regional connectivity, supports long-term growth, and reinforces its role as Central Florida's urban core.

Interstate 4 (I-4) Corridor Enhancements

- I-4 Ultimate Project (\$2.3B): Completed in 2022, this 21-mile reconstruction from Kirkman Road to SR 434 added four tolled express lanes, rebuilt 15 major interchanges, and replaced over 140 bridges. The improvements enhanced capacity, safety, and travel times through Downtown Orlando.

- I-4 Express Lanes: These dedicated managed lanes, operational since 2022, have improved commuter reliability, reduced crashes by over 40 percent, and generated more than \$71 million in toll revenue. They provide a faster option for longer-distance travel into Downtown from the broader region.

- Beyond the Ultimate and Accelerated Relief Projects: FDOT continues phased expansion of the I-4 corridor through additional lanes and interchange improvements. Recent segments, including near ChampionsGate and Daryl Carter Parkway, have opened ahead of schedule, with other upgrades advancing toward completion in 2025.

Downtown Mobility and Placemaking Initiatives

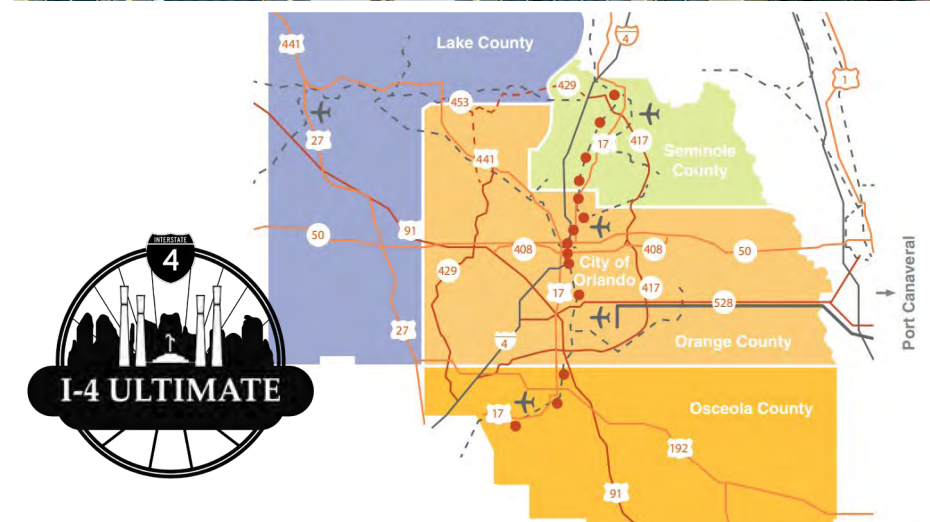
- The Canopy Project (\$25–30M): Currently under construction beneath I-4 between West Church and West Washington Streets, this 10-acre urban park will add pedestrian walkways, event space, public art, and 150 new parking spaces. Completion is targeted for summer 2027.

Regional and Statewide Infrastructure Funding

- FDOT Statewide Transportation Plan: The Florida Department of Transportation has committed \$15.1 billion in FY 2025–26 to projects across the state, including \$1.7 billion for I-4 improvements focused on reducing congestion.

- CFX Capital Investment: The Central Florida Expressway Authority plans to invest \$4.2 billion through 2030 to expand toll roads, modernize interchanges, and improve mobility across five counties in the region.

These improvements reduce commute times, improve regional access, and increase the value and performance of Downtown assets. The investment in transportation and placemaking continues to drive new development, enhance the pedestrian experience, and position Downtown Orlando for long-term growth.

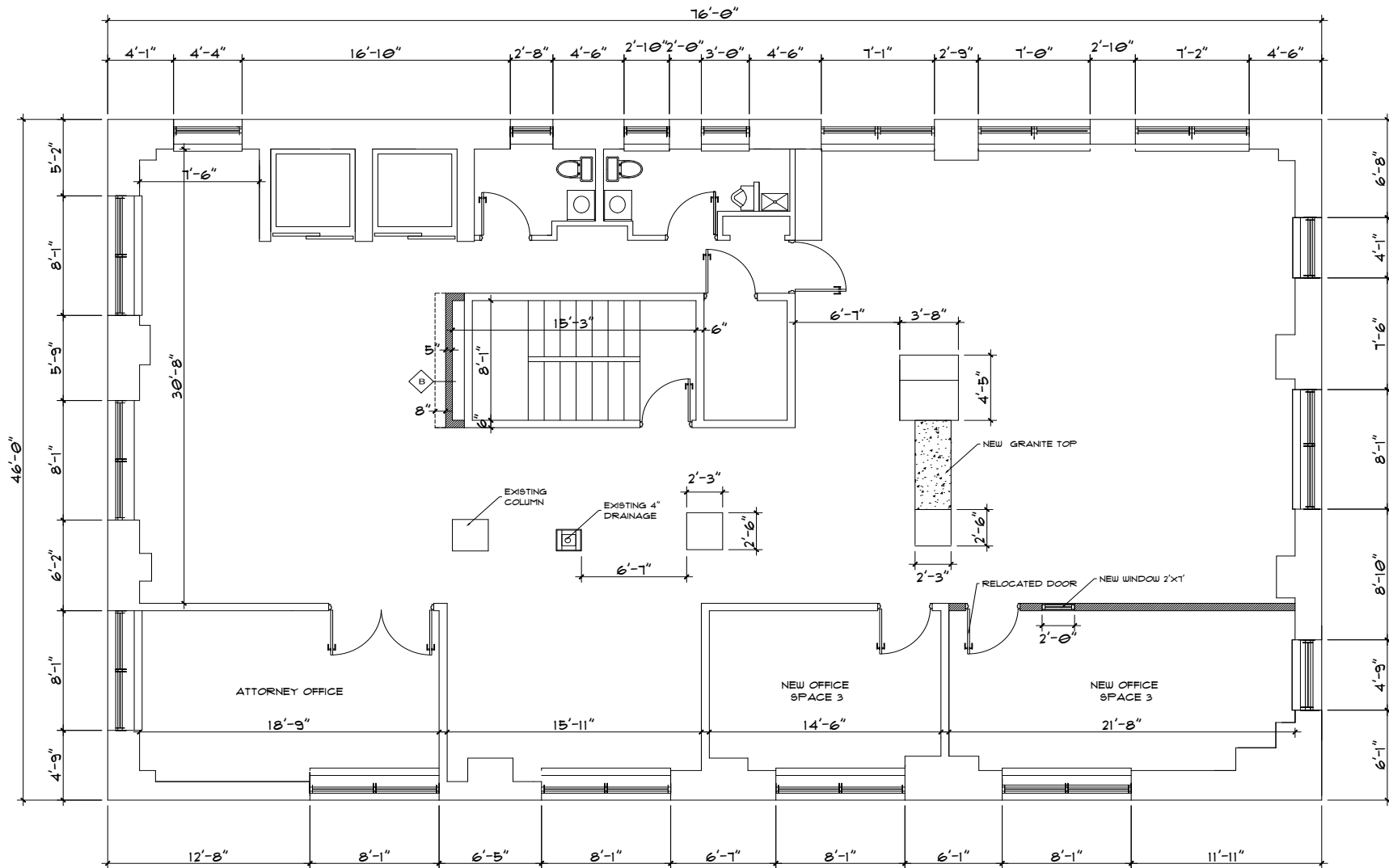


CONDO OPTIONS





FOURTH FLOOR



SUITE FEATURES

- In Suite Lobby
- 3 Executive Offices
- Large Open Collaborative Space
- In Suite Breakroom Kitchen



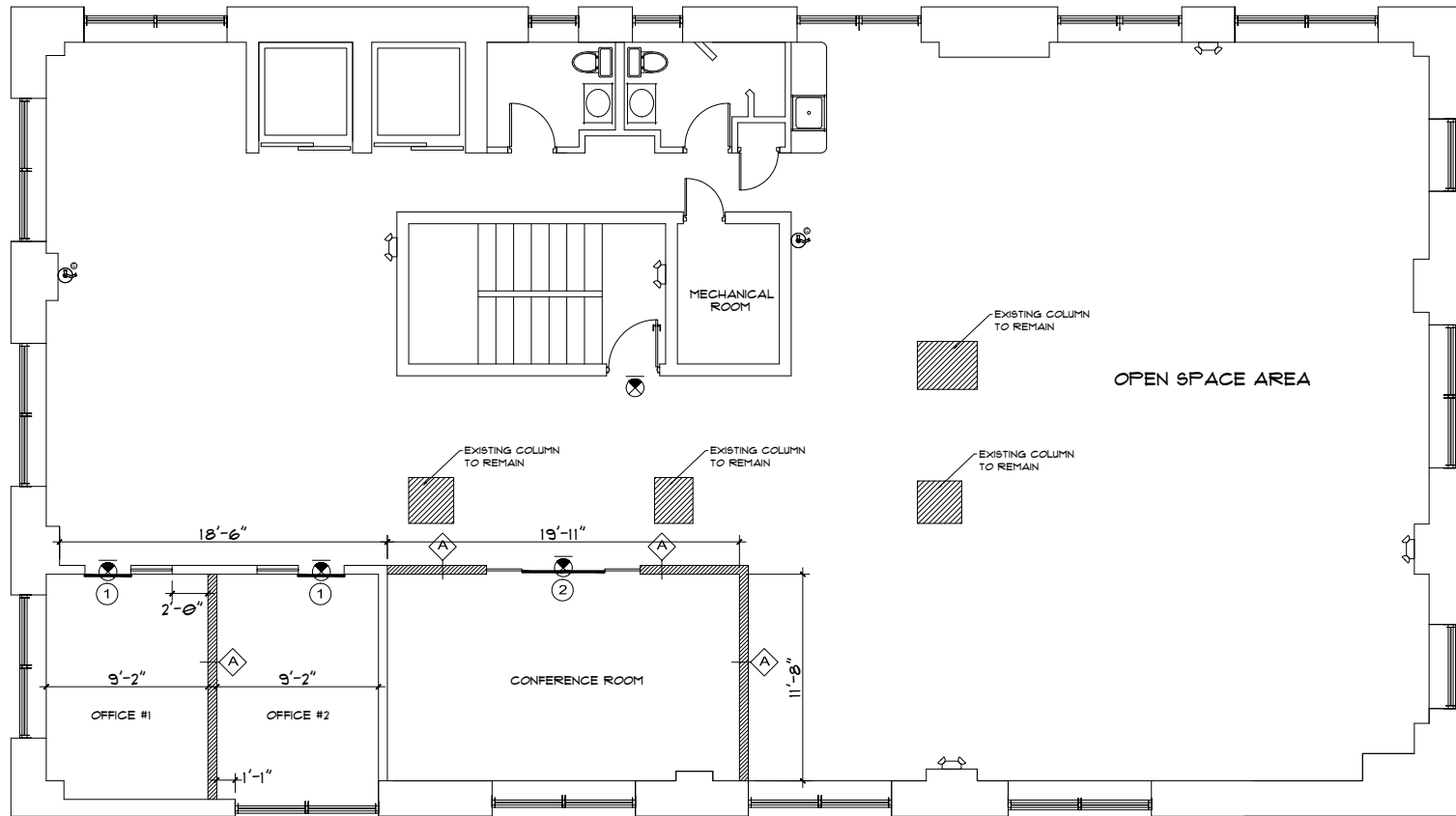
3 LARGE OFFICES



BREAK ROOM & KITCHEN



NINTH FLOOR

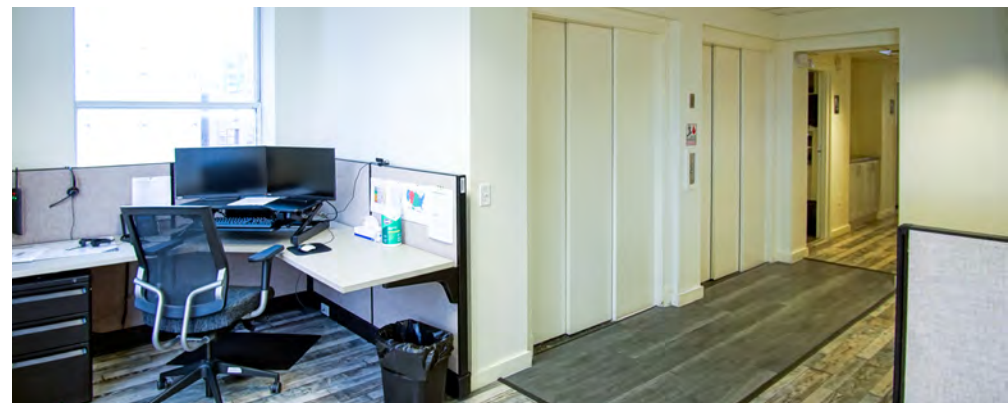


SUITE FEATURES

- In Suite Lobby
- 2 Executive Offices
- In Suite Break Room Kitchen
- Large Open Collaborative Space
- Large Conference Room



LARGE
CONFERENCE ROOM



ORLANDO EXECUTIVE AIRPORT

FL 408

ORANGE COUNTY COURTHOUSE

LAKE EOLA

SITE

LYNX

INTERSTATE 4
(174,000 AADT)

FAMU LAW SCHOOL

FEDERATION

CREATIVE VILLAGE
UCF/VALENCIA/EA SPORTS





DR. PHILLIPS CENTER FOR
THE PERFORMING ARTS

CITY HALL

SUNRAIL

KIA CENTER

WESTCOURT ORLANDO

ORLANDO COURTHOUSE

ORLANDO MAGIC &
ADVENTHEALTH
TRAINING CENTER

LOCATION SUMMARY

LOCATION HIGHLIGHTS

- **A Corner That Commands Attention:** The Metcalf Building occupies a location that is not only central but symbolic. Positioned at the high-identity corner of Orange Avenue and Pine Street, this signalized intersection sits at the pulse point of a downtown that continues to define itself through walkability, cultural vibrancy, and sustained capital investment.
- **Walkable to Power and Culture:** This stretch of Orange Avenue is no longer just a throughway; it is a statement corridor. With walkable access to Orlando City Hall, the Amway Center, Dr. Phillips Center for the Performing Arts, and Lake Eola, tenants operate within a live, work, and play ecosystem that supports recruiting talent, attracting clients, and hosting meaningful experiences just steps from their front door.
- **Connected to the Region's Future:** The proximity to the SunRail Station, I-4, and SR 408 positions The Metcalf at a convergence of major regional mobility routes, offering unmatched accessibility for both urban and suburban users. While billions in surrounding development continue to transform the skyline, The Metcalf remains rooted as one of the few properties that offers a true sense of authenticity in a city embracing both its past and its future.

NEIGHBORING ATTRACTIONS

- Orlando City Hall - .3 miles / 5 min. walk
- Amway Center - .4 miles / 7 min. walk
- Dr. Phillips Center for the Performing Arts - .4 miles / 8 min. walk
- Exploria Stadium - .5 miles / 11 min. walk
- Lake Eola - .5 miles / 10 min. walk
- Orange County Courthouse - .5 miles / 11 min. walk
- Creative Village / UCF Campus - .8 miles / 15 min. walk

ONE BLOCK FROM
SUNRAIL STATION



TWO BLOCKS
FROM I-4



THREE BLOCKS
FROM LYNX STATION



PEDESTRIAN TRAFFIC COUNT

Orange Ave & Pine St
WEEKDAY AVG. WEEKEND AVG.
11,128 **16,546**

Surrounding Businesses

2025	5 Mins	10 Mins	15 Mins
Retail	253	1,289	3,669
Food & Drink	270	780	2,033

Average Annual Daily Trips

2024	
Pine Street & Orange Ave	11,850
I-4 (Building Signage Visible to)	174,000

STRATEGIC LOCATION ADVANTAGE

PRIME CBD LOCATION

Positioned in the heart of Orlando's CBD, the property enjoys exceptional access to transit (SunRail, Brightline, Lymmo), structured and surface parking, and major demand drivers including government buildings, corporate headquarters, and cultural institutions like the Dr. Phillips Center and Lake Eola. With thousands of residential units and consistent daytime foot traffic, the area supports a high-performing environment for office, retail, and hospitality users.



CRA INCENTIVE PROGRAMS

As part of Orlando's CRA district, the property qualifies for a wide array of financial incentives that support capital improvements, tenant attraction, and long-term value creation. These include:

Façade & Building Improvement Grants

- Covers up to 50% of eligible exterior improvements, with a standard cap of \$100,000
- Properties in historic or priority areas may receive up to 80% reimbursement, with awards of \$250,000–\$300,000
- Eligible projects include new windows and doors, exterior lighting, painting, masonry repair, roofing, and site work

Retail & Restaurant Tenant Support

- DTO Restaurant Program: Up to \$475,000 in support for qualified food and beverage operators
- DTO Retail Program: Up to \$200,000 in assistance for retail build-outs and early rental support
- Designed to reduce barriers to entry for high-quality concepts and drive ground-floor activation

Additional CRA Tools

- Code compliance assistance
- Tenant improvement funding
- Streetscape and placemaking enhancements

WHY IT MATTERS

Reduces Capital Burden: Incentives lower upfront costs for both ownership and tenants

Accelerates Lease-Up: Programs directly support experiential leasing and activation of ground-floor spaces

Enhances Asset Value: Strategic building upgrades can be completed with limited equity exposure

Strengthens Market Position: Few assets in the core offer such comprehensive access to public incentive programs

TRANSFORMATIVE PROJECTS & URBAN ENHANCEMENTS

CREATIVE VILLAGE

The [Creative Village](#) vision is to transform the former Amway Arena into an 86-acre mixed-use, transit oriented, urban infill neighborhood. This high quality, sustainable neighborhood development will support a diverse and dynamic mix of uses including up to 1,200,000 SF of office/creative space, 750,000 SF of higher education space, 1,500 residential units, 1,500 student housing beds, 150,000 SF of retail/commercial space and 225 hotel rooms.

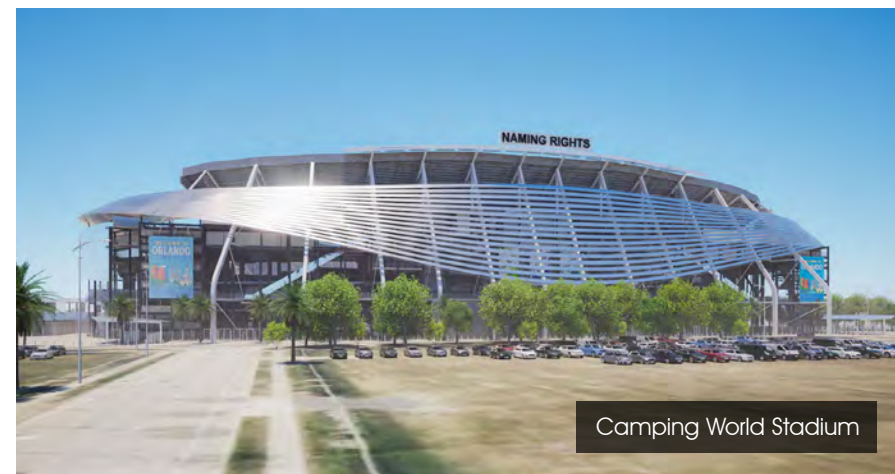
Creative Village supports a “live, work, learn and play” lifestyle, while bringing new exciting opportunities. This is the largest transit-oriented project in Central Florida, and is projected to take 15-20 years to reach completion.

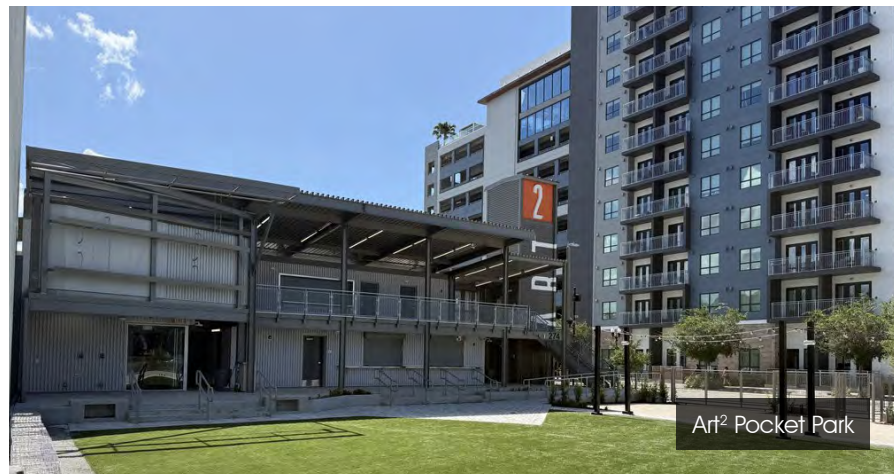
[EA \(Electronic Arts Inc.\)](#), an American video game company, moved from their office in Maitland, FL to the Creative Village in Downtown Orlando. Their new 175,000 SF office will bring 800 high-wage employees to the CBD. EA employ over 1,000 people at their downtown office.

Another reason EA's move was so valuable to Downtown Orlando and the Creative Village specifically is its promising growth trajectory. The president of Ustler Developer Inc. and head of the master developer entity Creative Village Development LLC., Craig Ustler, said [“talk about companies that have benefited from the pandemic: video game companies.”](#)

WESTCOURT

Within [Westcourt](#) is a mixed-use development unparalleled to anything else in Central Florida. The district is a \$500 million project located on an 8.5 acre site across from the Kia Center, formerly the Amway Center. The development includes a plaza encompassing a 260 room full-service hotel with 16,000 SF of indoor meeting space, 65,000 SF live events venue with capacity for 3,500 people, 270 unit high-rise residential tower with 10 attainable housing units, 300,000 SF office space, 125,000 SF of retail space, a festival plaza area, and a 1,140 stall parking garage. Residents will be able to enjoy a high-tech plaza with immersive audio and digital experiences, along with state of the art security and transportation. This district is home to the Orlando Magic Basketball Team, Orlando City Soccer and the Orlando Predators. Within the Kia Center, the arena that houses the Orlando Magic and the Orlando Predators, is 20,000 seats that see more than 1.3 million patrons for roughly 225 events annually.





Art² Pocket Park

ART² POCKET PARK

Art² Pocket Park is a 0.28-acre creative urban space underway at the corner of Orange Avenue and Robinson Street, steps from the Metcalf Building. Backed by the City's CRA and operated by À La Cart, the park will include a café, rotating food vendors, shaded seating, digital signage, and signature public art by Sitki Dogan. Designed to activate the streetscape and attract daily foot traffic, Art² enhances visibility, vibrancy, and pedestrian flow in a key Downtown corridor. The park is slated to open fall 2025, supporting long-term value and tenant appeal for adjacent properties.

THE CANOPY

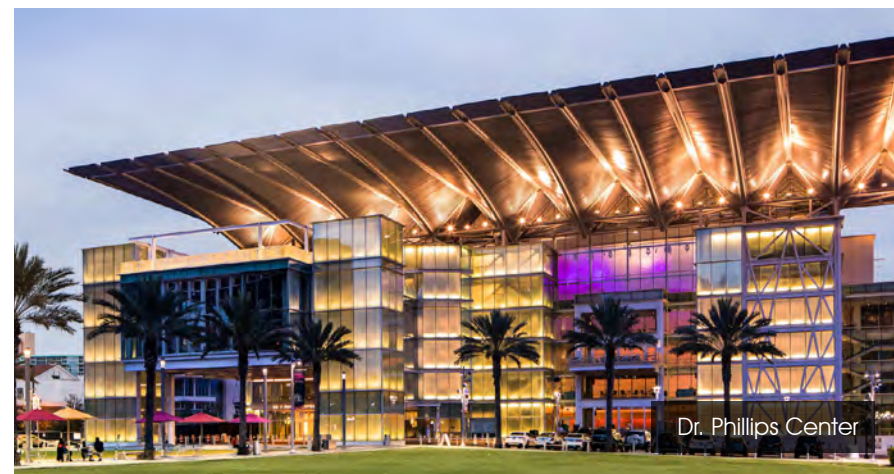
[The Canopy](#) is projected to be a transformative 10-acre urban park built beneath I-4 between West Church and West Washington Streets. Led by Whiting-Turner following city approval, the project will feature walking paths, shaded seating areas, public art, performance and play spaces, and pedestrian and bike-friendly infrastructure; all aimed at reconnecting Downtown Orlando, Parramore, and Creative Village. Construction is underway with a projected completion by summer 2027.



The Canopy

THE DR. PHILLIPS CENTER

The Dr. Phillips Center for the Performing Arts is a performing arts center situated in Downtown Orlando. The venue was the replacement for what was formerly the Bob Carr Theater. The center's grand opening was held on November 6, 2014. The venue was approved along with a new Amway Center, which replaced the Amway Arena (now the Kia Center), and improvements to the Camping World Stadium. The venue cost \$514 million and features a 2,700-seat amplified hall (Walt Disney Theater) for Broadway musicals and multi-genre concerts as well as a 300-seat venue (Pugh Theater) for smaller shows and events. A third theater, [Steinmetz Hall](#), was completed in November 2021 and seats 1,700 in the acoustic hall for ballet, operas, orchestral performances, and banquets. The hall cost about \$240 million.



Dr. Phillips Center

CAMPING WORLD STADIUM

[Camping World Stadium](#) is slated for a \$400 million upgrade, with construction anticipated for January 2026 through Summer 2027 to allow the venue to bid as a temporary home for the NFL's Jacksonville Jaguars during their stadium renovation in 2027. Orange County approved the funding in 2024. Improvements include enhanced suites, updated building codes and safety features, hurricane reinforcements, a retractable stage pocket, and expanded seating capacity of 65,000. Naming rights for the stadium are also up for grabs, as Camping World's sponsorship agreement expired in 2024 and has not been renewed.

DEMOGRAPHIC PROFILE

	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	24,347	104,828	307,015
DAYTIME POPULATION	91,467	255,793	466,719
MEDIAN AGE	36.2	38.4	37.3
MALE POPULATION	51.2%	50.7%	50.0%
FEMALE POPULATION	48.8%	49.3%	50.0%
TOTAL HOUSEHOLDS	13,326	49,797	127,980
AVERAGE # OF PERSONS PER HH	1.68	2.03	2.33
AVERAGE HH INCOME	\$109,741	\$122,291	\$105,701
AVERAGE HOUSE VALUE	\$605,831	\$561,033	\$519,020
TOTAL BUSINESSES	4,993	13,236	24,900
TOTAL EMPLOYEES	73,894	180,201	283,181



\$55,616

Average Disposable Income
1 Mile Radius



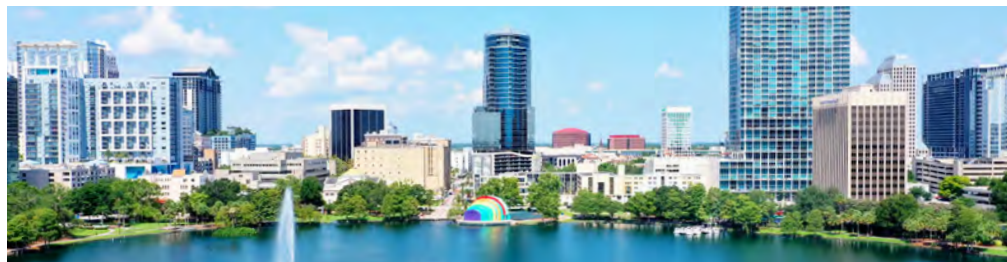
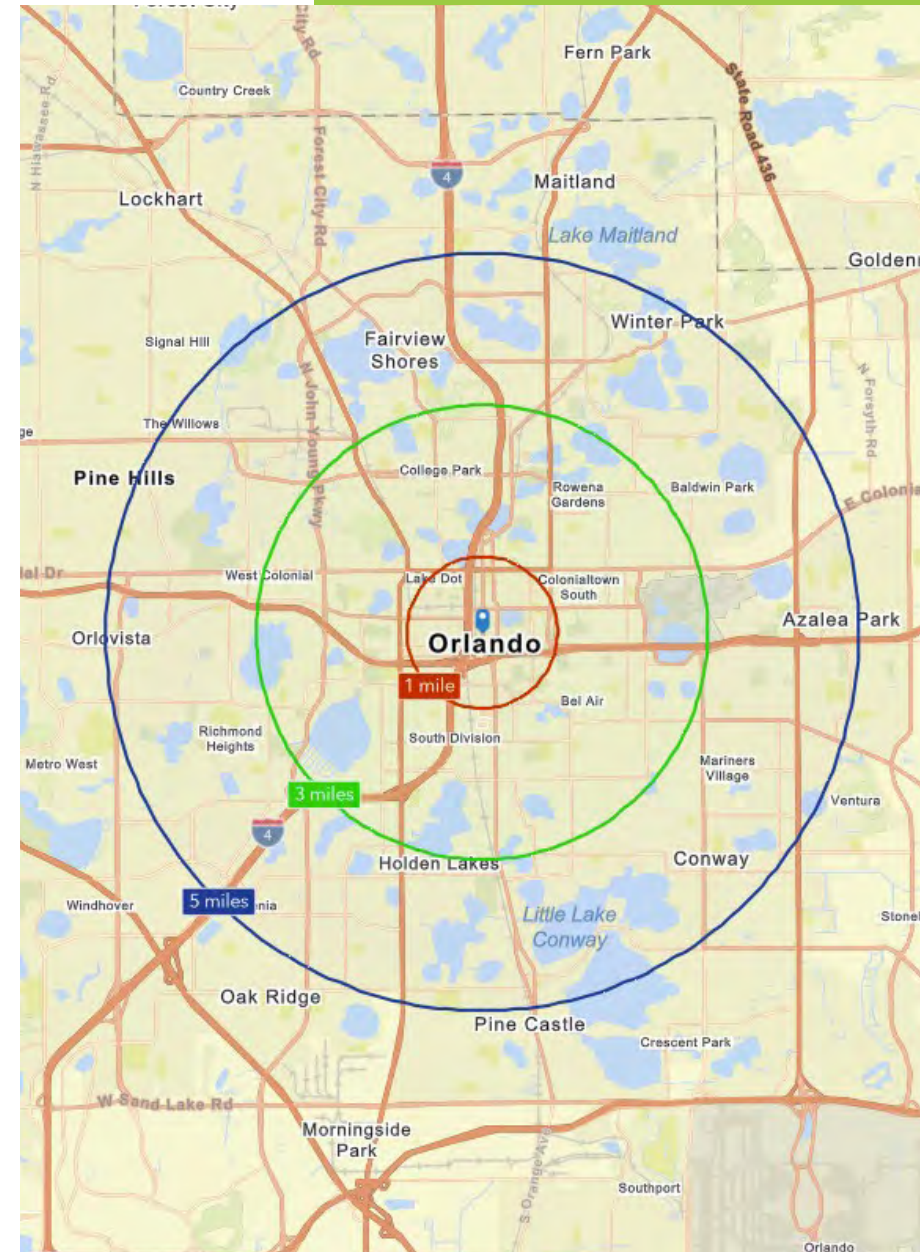
\$88,167,587

Average Amount Spent on Health Care
1 Mile Radius



3,949

Number of Families
1 Mile Radius



THE NEIGHBORHOOD



DEMOGRAPHICS
0.5 Mile Radius

52,161
2025 DAYTIME POPULATION

8,681
2025 POPULATION

2.07%
PROJECTED POPULATION GROWTH
OVER NEXT FIVE YEARS

9,618
2030 PROJECTED POPULATION

\$134,259
2025 AVERAGE
HOUSEHOLD INCOME

5,581
2025 HOUSEHOLDS

6,196
2030 PROJECTED HOUSEHOLDS

BANKS

- 1 City National Bank of Florida
- 2 Seacoast Bank
- 3 Wells Fargo Bank
- 4 Regions Bank
- 5 Fifth Third Bank
- 6 First Horizon Bank
- 7 SouthState Bank
- 8 State Bank of Orlando and Trust Co
- 9 PNC Bank

- 10 TD Bank
- 11 Trustco Bank
- 12 Chase Bank
- 13 Sunrise Bank
- 14 American Momentum Bank
- 15 Seaside Bank and Trust
- 16 Truist
- 17 Cogent Bank Downtown Orlando
- 18 Bank of America Financial Center

CREDIT UNIONS

- 1 Fairwinds Credit Union
- 2 VyStar Credit Union
- 3 Orlando Credit Union - City Hall

EMERGENCY CARE CENTERS

None

HOTELS

- 1 Marriott Downtown Orlando
- 2 Hilton Garden Inn Orlando Downtown
- 3 Home2 Suites by Hilton Orlando Downtown
- 4 Eo Inn
- 5 Embassy Suites by Hilton Orlando Downtown
- 6 Grand Bohemian Hotel Orlando
- 7 AC Hotel by Marriott Orlando Downtown
- 8 Aloft Orlando Downtown
- 9 Sonder Wellborn

RESIDENTIAL

- 1 Amelia Court Apartments
- 2 The Julian Apartments
- 3 Modera Creative Village
- 4 Central Station on Orange
- 5 Society Orlando
- 6 Radius Apartments
- 7 MAA Robinson
- 8 The Vue at Lake Eola
- 9 Metropolitan at Lake Eola
- 10 Aspire Luxury Apartments
- 11 Mondrian on Lake Eola
- 12 The Solarie at the Plaza
- 13 55 West Apartments
- 14 Waverly on Lake Eola
- 15 Paramount on Lake Eola
- 16 MAA Parkside
- 17 St. Regis Apartments
- 18 Eola South
- 19 Sanctuary Condominium
- 20 101 Eola Condominiums
- 21 Camden Lake Eola Apartments
- 22 The Jackson
- 23 Osceola Brownstones
- 24 Star Tower Condominiums
- 25 Camden Thornton Park Apartments
- 26 Windsor Place
- 27 Westminster Plaza
- 28 The Grande
- 29 Magnolia Towers



FL 408

DR. PHILLIPS CENTER FOR
THE PERFORMING ARTS

SITE



LAKE EOLA



KIA CENTER

WESTCOURT ORLANDO

INTERSTATE 4
(174,000 AADT)

FINANCIAL ANALYSIS

**FOR FULL OFFERING MEMORANDUM,
PLEASE FILL OUT THE CONFIDENTIALITY
AGREEMENT OR CONTACT BROKERS**

■ 615 East Colonial Drive, Orlando, FL 32803 ■ Phone: 407.872.0209 ■ www.FCPG.com ■

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SURROUNDING MARKET INFORMATION



WHY DOWNTOWN ORLANDO - FLORIDA
MARILEE VEGHESOUY

First Capital Property Group / CORFAC International, is a full service commercial real estate company serving all of Central Florida from the Gulf Coast to the Space Coast since 1985. FCPG has experience in acquisition, disposition, leasing, property management & consultation for commercial clients & investors.




LEARN MORE IN OUR “WHY DOWNTOWN ORLANDO” PACKET

www.FCPG.com/Why-Downtown-Orlando



ORLANDO, FLORIDA
MARILEE VEGHESOUY

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LEARN MORE ABOUT THE ORLANDO MARKET IN OUR “WHY ORLANDO” PACKET

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West Orlando Market - Florida
WINIFER WARE, OCCEE, WINTER GARDEN, CLERMONT, LAKE COUNTY

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LEARN MORE ABOUT THE SURROUNDING MARKET IN OUR “WHY WEST ORLANDO” PACKET

www.FCPG.com/Why-West-Orlando



Seminole County - Florida
ALMONTA SPRINGS, CASELBERY, LAKE MARY, LONGWOOD, OVIEDO, SANFORD, WINTER SPRINGS

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LEARN ABOUT SEMINOLE COUNTY MARKET IN OUR “WHY SEMINOLE COUNTY” PACKET

www.FCPG.com/Why-Seminole-County



Why Southeast Orlando
LAKELAND, BOWENHURST PARKWAY, SOUTHSHORE, NEVADY, NARROWCREEK, UNIVERSITY OF CENTRAL FLORIDA

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LEARN MORE ABOUT THE SURROUNDING MARKET IN OUR “WHY SOUTHEAST ORLANDO” PACKET

www.FCPG.com/Why-Southeast-Orlando

The Historic Metcalf Building

Rare Downtown Offering | Walkable Core Location | Rare Signage Visibility
Presented Exclusively by First Capital Property Group

\$1,045,000 per Condo



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