

LAND FOR SALE

APPROVED PROJECT

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0.53 acres

LOCATION

47 W. Jefferson St.
Orlando, FL

PARCEL ID

26-22-29-7352-34-031

APPROVED PROJECT

Hotel **240** keys

NO franchise agreement

PARKING

Off-site

CONTACT INFORMATION

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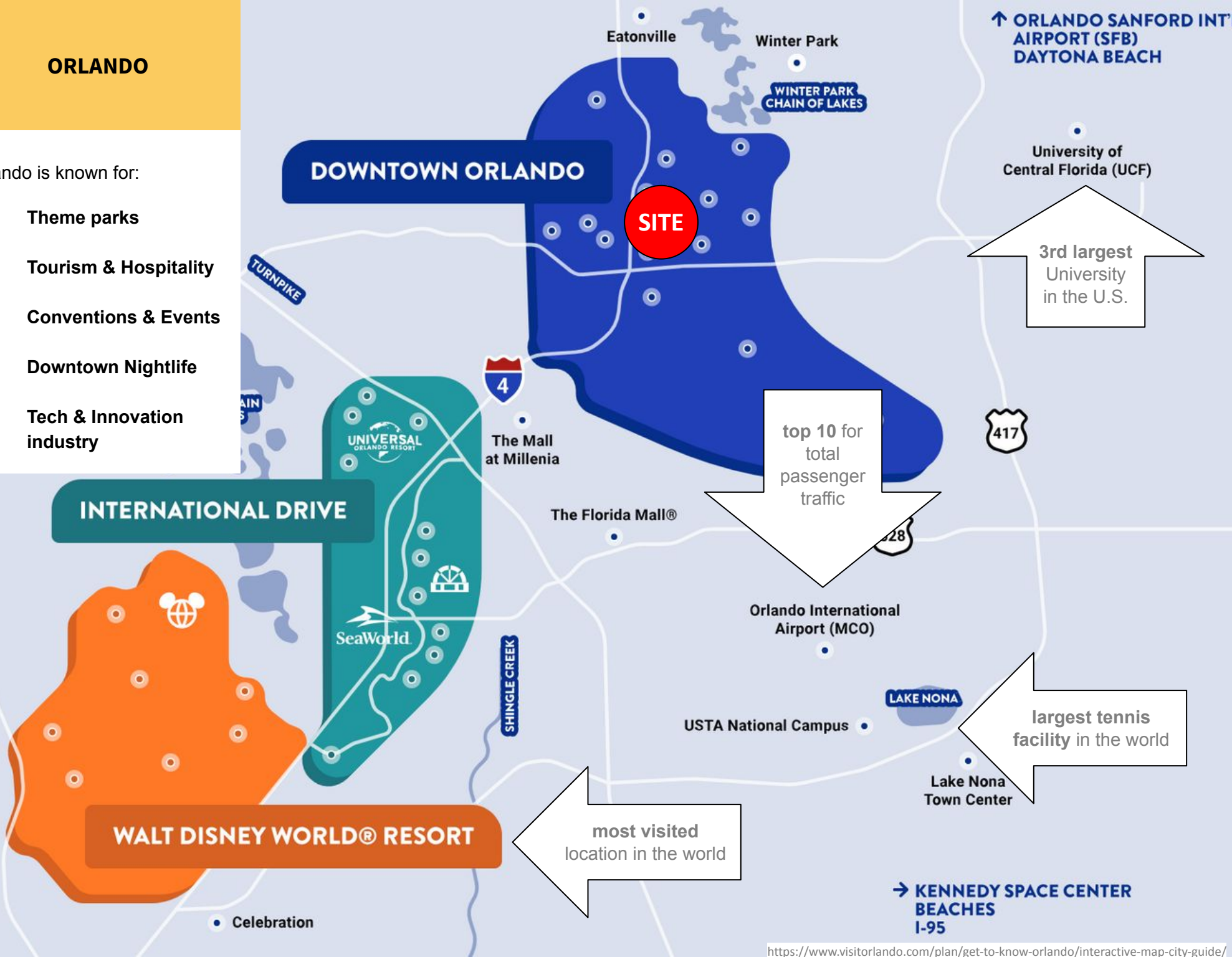
(954)701-5947



ORLANDO

Orlando is known for:

1. Theme parks
2. Tourism & Hospitality
3. Conventions & Events
4. Downtown Nightlife
5. Tech & Innovation industry



UNDER CONSTRUCTION (A, G, H, F, 39)

Downtown Orlando is home to a diverse mix of **young professionals**, creatives, entrepreneurs, and long-time residents who are drawn to its **walkable lifestyle** and vibrant urban energy.

Many work in sectors like tech, healthcare, hospitality, and the arts, taking advantage of the **area's proximity to major employers**, public transportation, and cultural venues.

The community is known for being inclusive and dynamic, with **people who value convenience, connection, and a modern city atmosphere**. Families, students, and retirees also find a place here, adding to the rich, well-rounded character of the neighborhood.



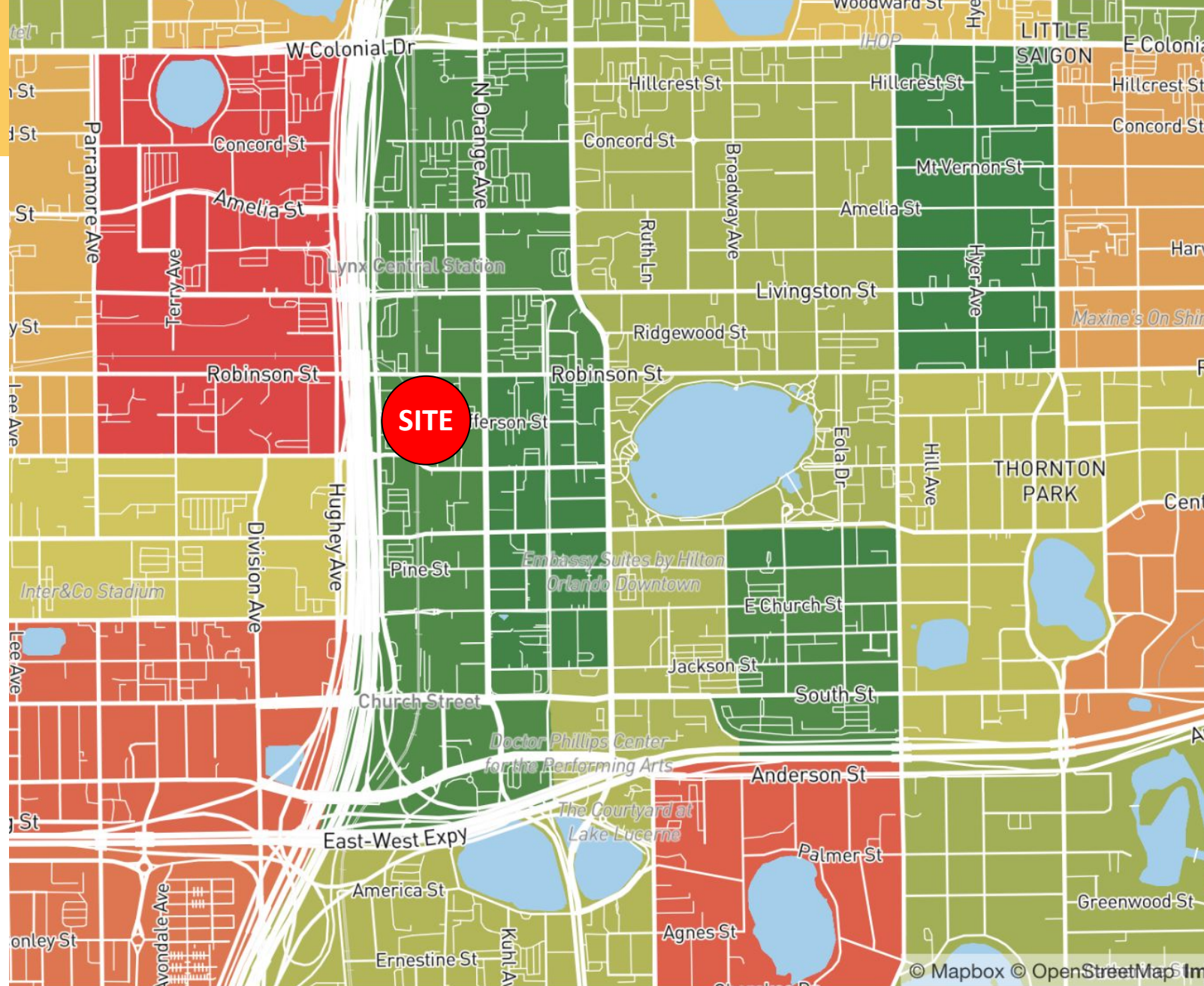
NEIGHBORHOOD FEEL

Downtown Orlando **rents are among the highest in the city**, averaging around \$2,000/month for a one-bedroom—driven by proximity to jobs, nightlife, and cultural spots.

It's more expensive than neighborhoods like Conway, Metrowest, or Pine Hills, where rents can be \$300–\$600 lower.

Thornton Park and Lake Eola Heights, **adjacent to downtown**, also trend high due to charm and location. In contrast, areas like East Orlando or South Semoran offer more affordable options, ideal for families or students.

Renters pay a premium downtown for convenience and urban lifestyle, but more budget-friendly choices exist nearby.



Rental Price Key

High-end

Mid-tier

Most affordable

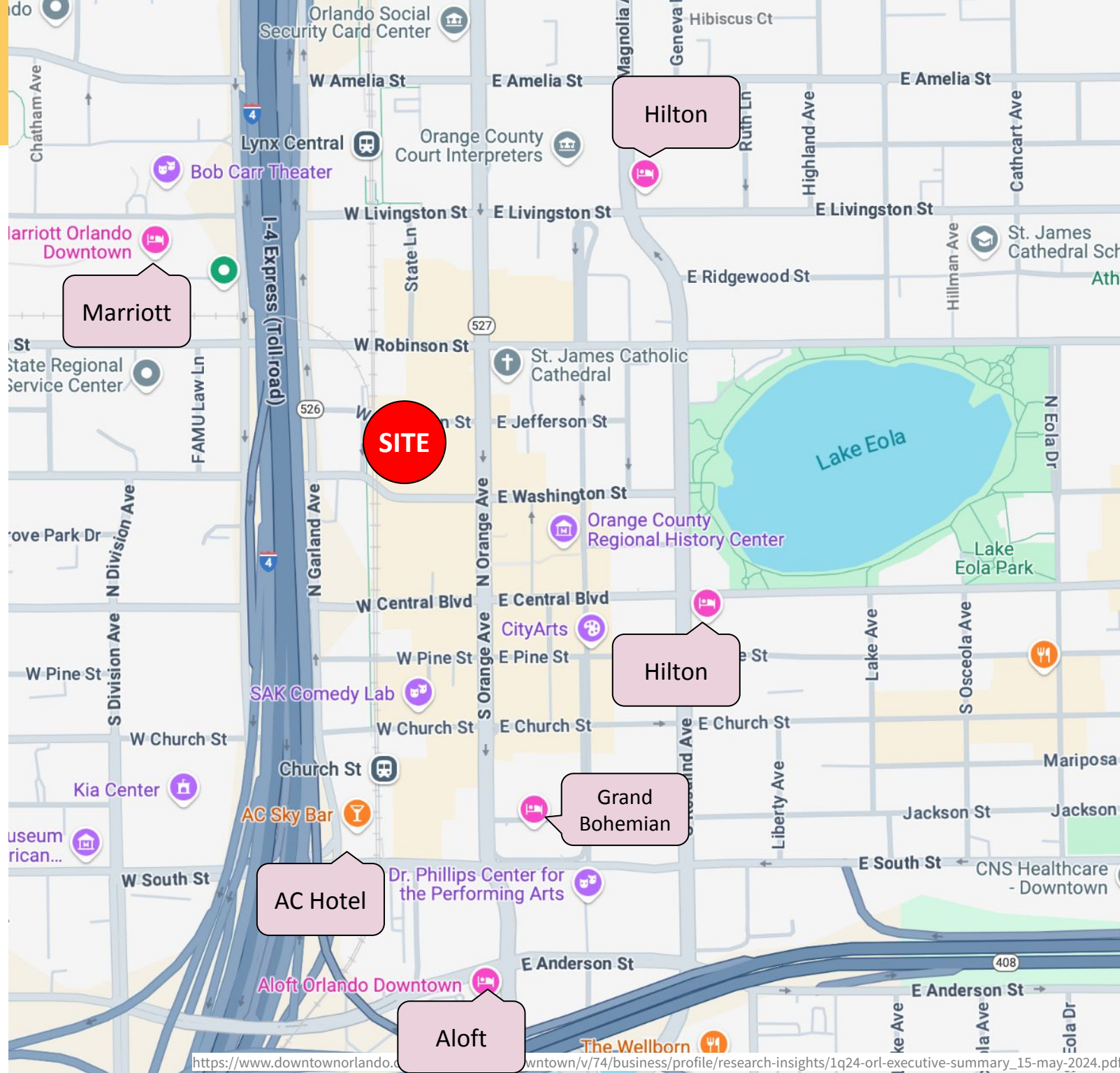
HOTELS

According to the Downtown Orlando CRA 1Q24 Market Report, the average daily rate (ADR) for hotels in Downtown Orlando was **\$207.59** as of the first quarter of 2024 .

This figure is higher than the city's overall average ADR of **\$179.72**, indicating that Downtown Orlando hotels command premium rates due to their central location and proximity to business hubs, events, and nightlife.

In contrast, areas like Kissimmee or International Drive offer more budget-friendly options, often between **\$80–\$150** per night, catering to tourists visiting theme parks.

With higher demand and a vibrant urban setting, **downtown** hotels have the opportunity to offer unique experiences and generate **higher revenue**.



MAXIMUM DENSITY ZONING

Zone: AC-3A/T

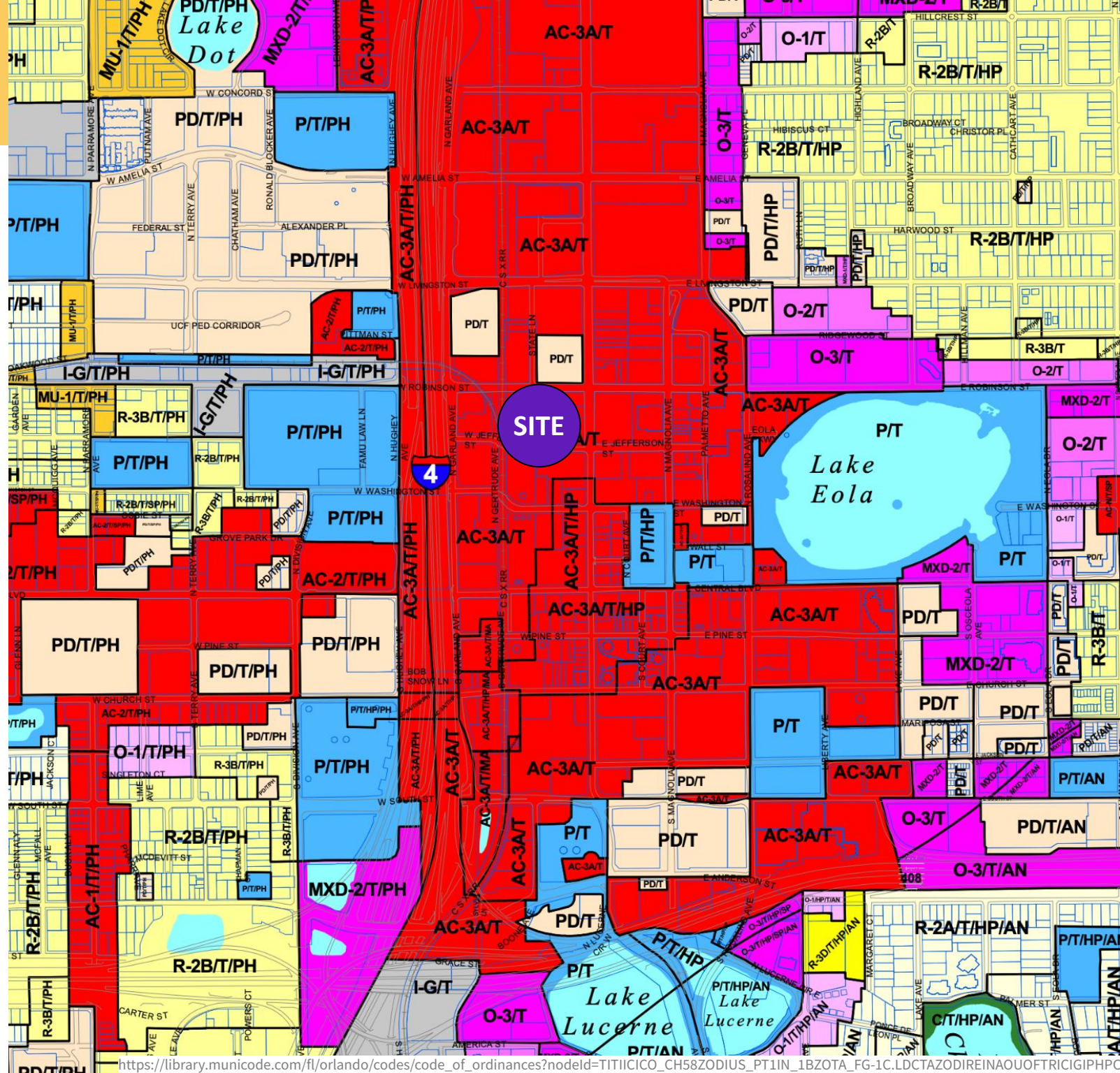
AC-3A: Downtown
Metropolitan Activity Core
Center District.

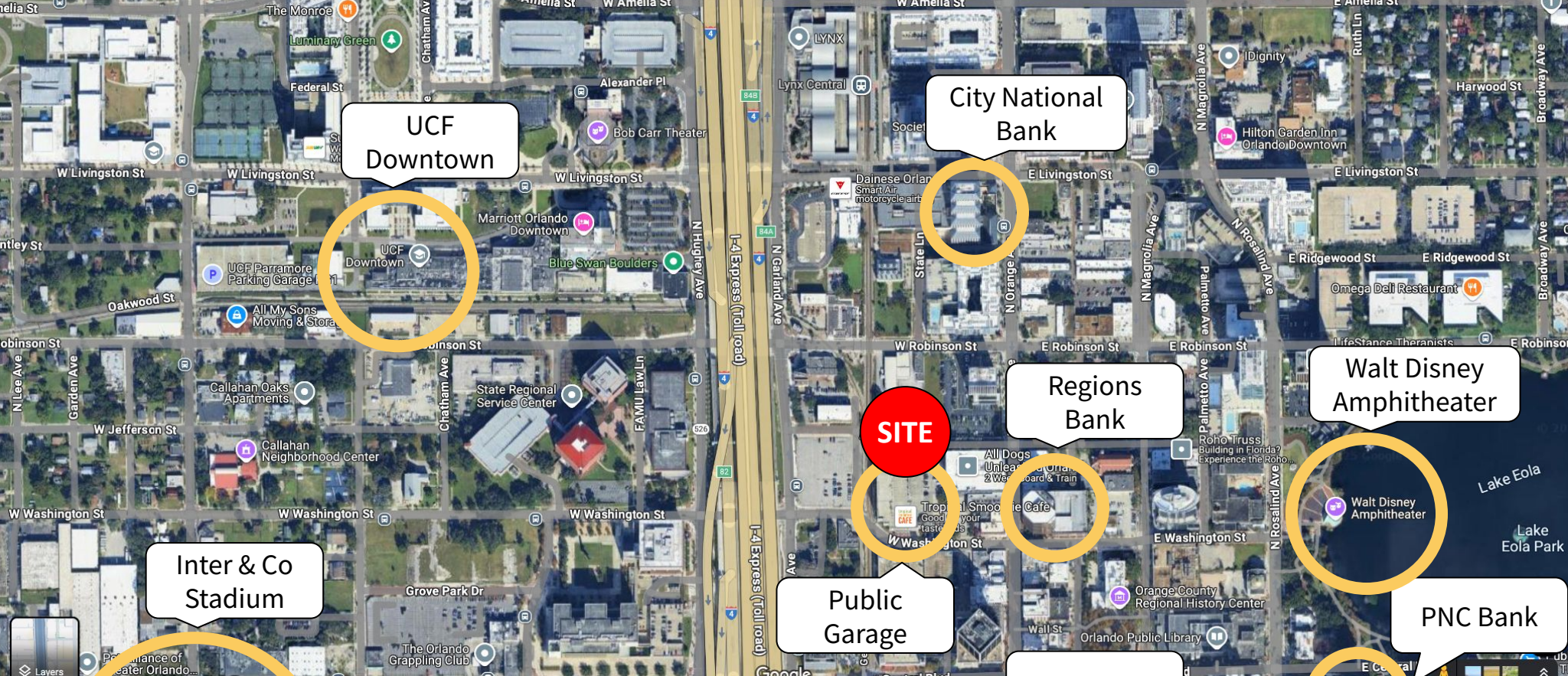
This is the zoning district with
the **highest maximum density
and intensity** under the City's
Land Development Code.
Density and intensity bonuses
are appropriate and available.

T: Traditional City Overlay
District

The T Overlay District assists in
the **implementation of the
GMP** (Growth Management
Plan), which require regulation
the design, scale and
appearance of development
within the Traditional City.

The proposed project **has been
approved** by the city.





Inter & Co
Stadium

UCF
Downtown

City National
Bank

Regions
Bank

Walt Disney
Amphitheater

SITE

Public
Garage

PNC Bank

Chase Bank

Kia Center

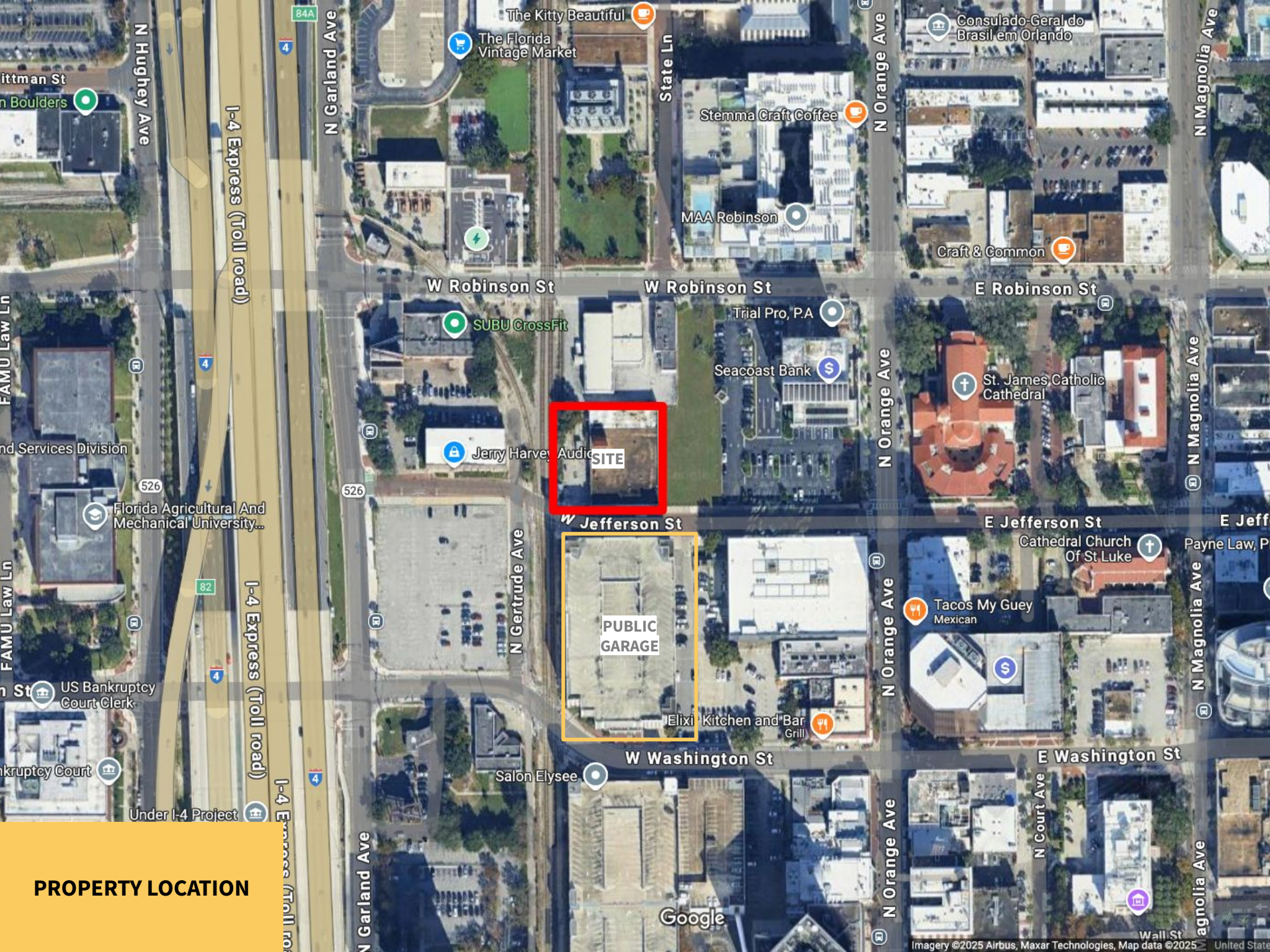
AC Hotel

Orange
County Admin

Dr. Phillips
Center for the
Performing Arts

City Hall

DEMAND GENERATORS



PROPERTY LOCATION



PROPERTY LOCATION

Image Landsat / Copernicus
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image © 2025 Airbus

Google Earth

Imagery Date: 11/4/2023 28°32'44.29" N 81°22'52.55" W elev 0 ft eye alt 405 ft

COMPARABLES

Hotel Name	Rooms	Year Opened	Estimated Annual Revenue	Meeting Space	Notable Amenities
Crowne Plaza Orlando Downtown	227	1972 (renovated 2008)	\$6.3 million	8,832 sq ft	8 meeting rooms, 14 floors, business center, fitness center, outdoor pool
Grand Bohemian Hotel Orlando	247	2001	\$10.6 million	9,600 sq ft	Art gallery, rooftop pool, Bösendorfer Lounge, AAA Four Diamond rating
Aloft Orlando Downtown	118	2013	\$10-25 million	7,000 sq ft	LEED Gold-certified, adaptive reuse of former utility building, modern design
Hilton Garden Inn Orlando Downtown	123	2021	Not disclosed	3,200 sq ft	Rooftop pool, Starbucks café, dual-brand with Home2 Suites, 8 floors
AC Hotel Orlando Downtown	180	2021	\$500K-\$1 million	3,793 sq ft	Rooftop SkyBar, European-inspired design, located in SunTrust Plaza
Courtyard Orlando Downtown	200	Not specified	Not disclosed	Not specified	Business-focused, modern amenities, near Thornton Park
Hampton Inn & Suites Orlando Downtown	126	2016	Not disclosed	1,145 sq ft	Outdoor pool, free breakfast, proximity to medical centers

<https://www.crowneplaza.com/hotels/gb/en/orlando/mcooa/hoteldetail>, <https://compworth.com/company/crowne-plaza-orlando-downtown>,
<https://www.marriott.com/en-us/hotels/mcoak-grand-bohemian-orlando-autograph-collection/overview>, <https://www.buzzfile.com/business/AC-Hotels-By-Marriott-407-316-0300>,
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<https://www.hilton.com/en/hotels/mcosmhx-hampton-suites-orlando-downtown-south-medical-center>, <https://www.travelweekly.com/Hotels/Orlando/Hampton-Inn-Suites-Orlando-Downtown-p50905331>

FRONT FACADE

Over the course of the past fifty years, **Adache Group Architects** has become one of the world's leading design consultants for the hospitality, leisure, and multifamily housing industries.

Adache Group offers integrated design services comprising of Strategy, Programming, Planning, Architecture, and Interior Design.

The **Adache firm** has a global reputation as a leading international design firm, having clients and projects in dozens of states, in over forty-five countries and on five continents.



WEST ELEVATION



CONTEXT



ENTRANCE



DROP-OFF



FRONT ELEVATION





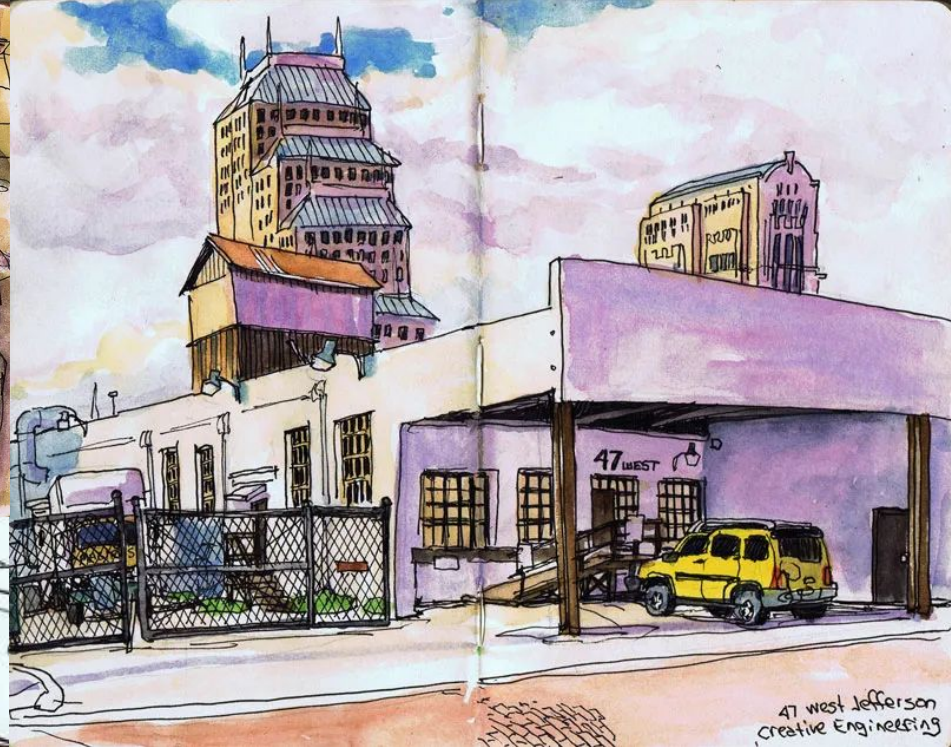
NIGHT VIEW

ANIMATRONICS

This warehouse was home to **Creative Engineering, Inc.**, founded by inventor **Aaron Fechter** in the late 1970s. The site became a hub for **animatronics innovation**, most famously producing the *Rock-a-fire Explosion*, the robotic band featured in Showbiz Pizza Place restaurants.

The facility housed **design and fabrication** studios where animatronic characters and prototypes were built and tested. Though industrial in form, the building is remembered for its surreal atmosphere, with dormant machines and partially completed set pieces scattered throughout.

Today, the (**non-historic**) property is for sale, offering a rare opportunity to own a **landmark of American animatronics history**.



FLEXIBLE BRANDING

This ±0.53-acre parcel offers a prime opportunity for vertical hotel development in one of Orlando's most dynamic downtown districts. The site is **unrestricted by brand or franchise agreements**, enabling developers to pursue a branded affiliation or introduce an independent hospitality concept aligned with evolving market trends.

Multiple international hotel chains—including Marriott, Hilton, IHG, and Choice have shown preliminary interest in this location, recognizing its strategic position and alignment with current expansion plans within the Orlando central business district. As such, the site may support favorable franchise licensing terms, including potential brand-backed development incentives, subject to negotiation.

This strategic interest offers **future owners flexibility** to collaborate with globally recognized hotel groups, leveraging their loyalty programs and global distribution systems, or to establish a unique, market-responsive offering that maximizes creative control and positioning.

A well-structured brand or management agreement could serve as a **value-enhancing lever**, optimizing operational efficiency and long-term profitability.

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