



# KEY TOURIST AREA DEVELOPMENT SITE

## ADJACENT TO SEAWORLD

11101 INTERNATIONAL DRIVE, ORLANDO, FLORIDA



528

4

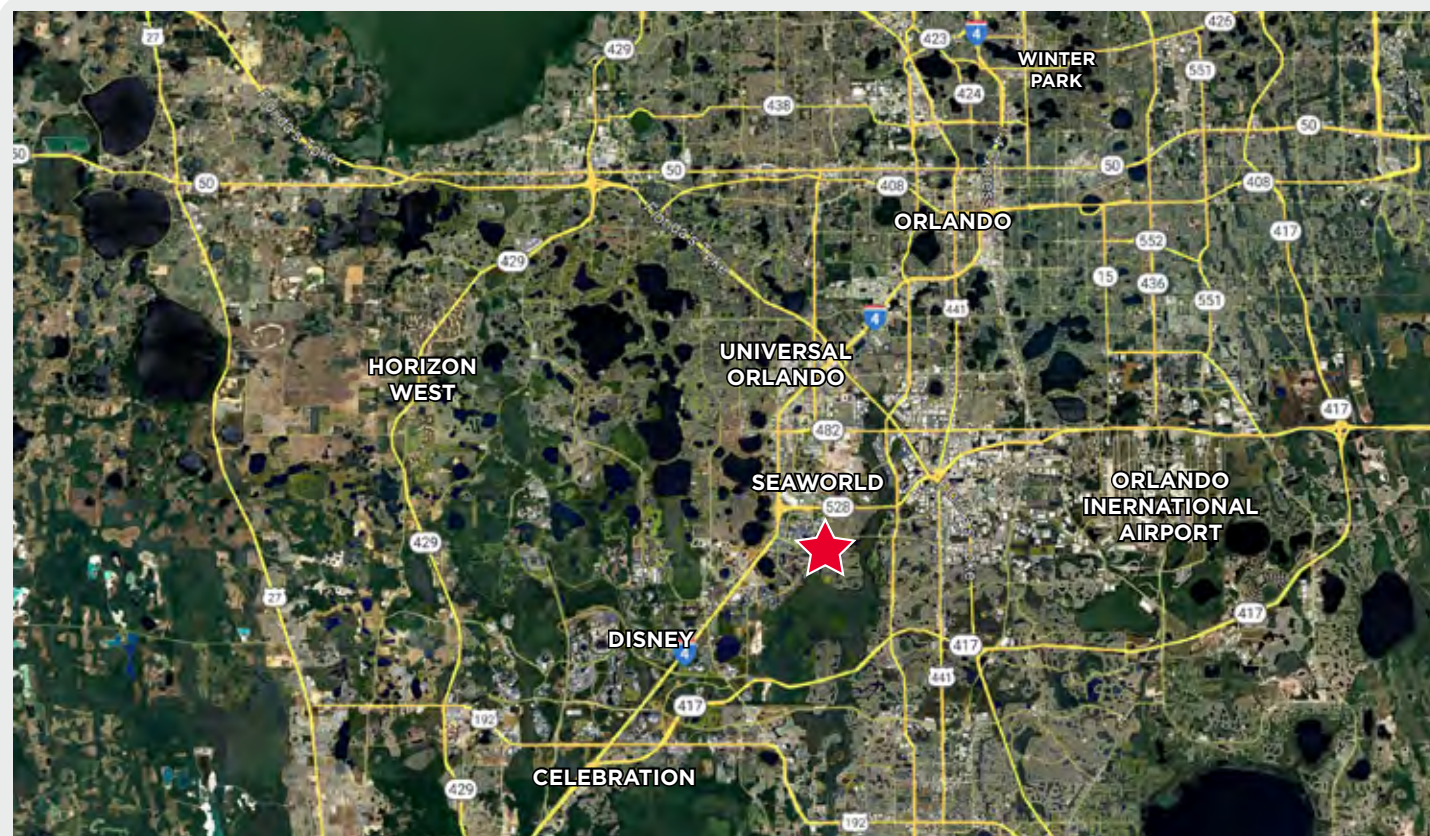
International Dr



Entitled & Mitigated.

# 11101 INTERNATIONAL DRIVE, ORLANDO

DUBBED "TREASURE COVE"



**PERFECTLY POSITIONED NEAR THE REGION'S MOST ICONIC DESTINATIONS.**

Approved for 500 units + 60,000 SF of retail, fully mitigated.

**MAJOR DEMAND GENERATORS:**



# HIGHLIGHTS



## LOCATION

11101 International Drive, south of Central Florida Parkway



## SIZE

± 7.41 acres gross; ± 5.95 acres net



## MUNICIPALITY

Orange County



## PARCEL ID

18 24 29 6275 01 000



## ZONING

Transects T6 General & T6 I-Drive, per Vision 2050; existing ORG-PD. **Multifamily** under vision 2050 (up to 50-70 units per acre)



## ACCESS

Full right and left turns; I-Dr Trolley stops at site



## ZONED FOR:

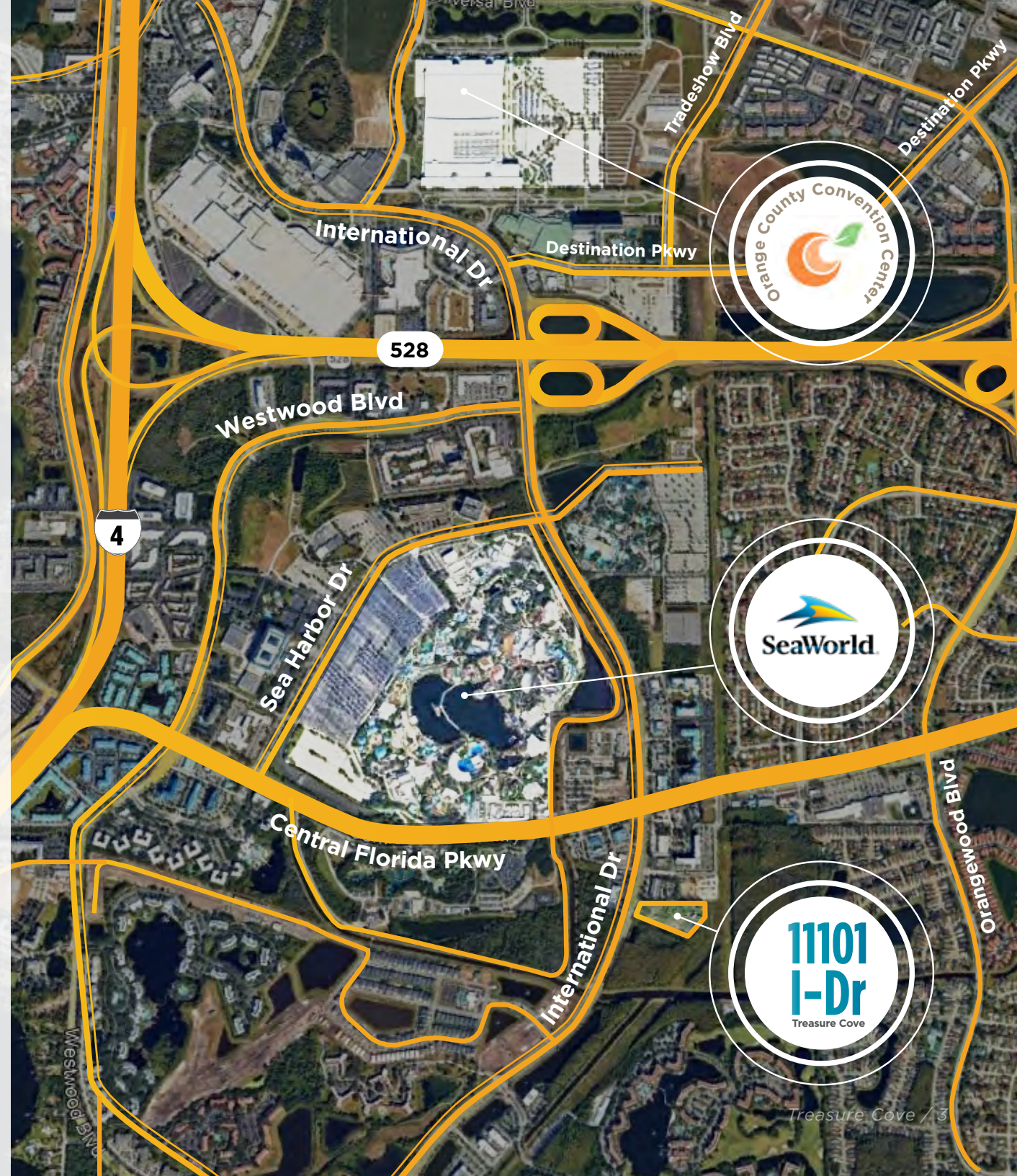
Virtually all tourist commercial uses; "Treasure Cove"



## ZONING NOTES:

Updates to a municipality's comprehensive land use map (LUP) are required every 10 years and must be approved by the state. Orange County's new Vision 2050, which moves to a form-based rather than land use code, was rejected by the state on relatively narrow grounds and appeared amenable to correction. Orange County has now initiated a lawsuit against the state to move forward with Vision 2050. In any event, the Treasure Cove site could be developed for hospitality under either existing or new land use and zoning codes. The existing PD can be modified if a buyer so desires.

***Attractively priced!***



# OVERVIEW: HEART OF ORLANDO VISITATION



**Theme parks are the premier attraction for visitors to Orlando. (Shopping is #2.)**

The parks, like most tourist venues, were hit hard by the restrictions of the Covid pandemic in 2020, but rebounded in 2021 and were essentially normalized by 2022. SeaWorld had floundered somewhat in the decades prior to the pandemic; it has now recovered its previous luster—and then some with new thrill rides, expanded themed events and seasonal entertainment, new dining venues, now going well beyond being primarily animal-focused. The result has been higher visitor spending and more repeat visitors.

**Universal opened its latest park, Epic Universe, near the Convention Center in May 2025.**

Visitors enjoy an immersive design and attractions and the overall beauty of the park. Mixed with the praises have been operational concerns, often with the high-tech nature of the park, which are expected to resolve as the park moves past its first year. Bloomberg estimates that visitation could be as high as 9.5 million in 2026 and up to 13 million in future years.

Based on past experience with the opening of new parks and attractions, rather than cannibalizing existing venues, Epic is expected to broaden the appeal of Orlando as a tourist destination and also extend the length of the average stay, boosting rather than harming Disney.



## Other Attractions

Visitors to Orlando can find numerous venues for less than a full day activity, such as the Fun Spot park, at ICON park, the Eye (Great Wheel), Sea Life aquarium and thrill rides, Ripley's Believe It or Not and WonderWorks also on International Dr, numerous places for dining and shopping, all convenient to the Treasure Cove site.

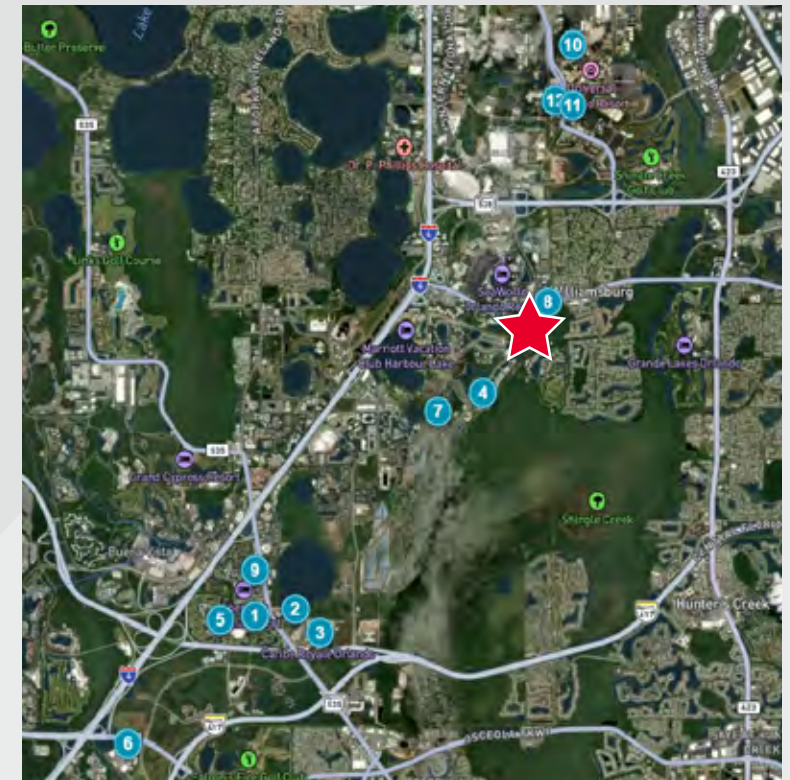


In December 2025, the Orlando Convention Center broke ground on a major \$560 million expansion of its Grand Concourse which will add a 100,000 sq ft flexible grand ballroom, 44,000 sq ft of meeting space, and improved entry and connectivity. Completion anticipated by 2029. Long term plans for additional expansion include another 1-1.5 million sq ft. Even without these expansion, the center host almost 200 events annually with over 2 million attendees. Industry observers point to the trend of combining business with leisure, Orlando is ideally suited for that.

# AREA LODGING CHART

	1 <b>Marriott</b> INTERNATIONAL	2 <b>Hilton</b>	3 <b>CARIBE ROYALE</b> ORLANDO	4 <b>WOODSPRING SUITES</b>	5 <b>Marriott</b> INTERNATIONAL	6 <b>GAYLORD PALMS</b> RESORT & CONVENTION CENTER Florida
<b>Name</b>	<b>Marriott's Royal Palms</b>	<b>Hilton Vacation Club Grand Beach Orlando</b>	<b>Caribe Royale Orlando</b>	<b>WoodSpring Suites Orlando International Dr</b>	<b>Orlando World Center Marriott</b>	<b>Gaylord Palms Resort &amp; Convention Center</b>
<b>Address</b>	8404 Vacation Way, Orlando, FL 32821	8317 Lake Bryan Beach Blvd, Orlando, FL 32821	8101 World Center Dr, Orlando, FL 32821	11781 International Dr, Orlando, FL 32821	8701 World Center Dr, Orlando, FL 32821	6000 Osceola Pkwy, Kissimmee, FL 34746
<b>Year Built</b>	Built in 1988 & renovated in 2014	Built in 1996 & renovated in 2011	Built in 1996 & renovated in 2024	2019	Built in 1986 & renovated in 2013	Built in 2002 & renovated in 2009
<b>Rooms</b>	123	156	1,337	138	2,009	1,718
<b>Type</b>	Villas	Resort	Full Service	Extended Stay	Resort	Resort
<b>Rate quote per night (2/16/2026)</b>	\$229.00	\$302.00	\$392.00	\$75.00	\$396.00	\$644.00
<b>Comments</b>	"Villa accommodations with fully equipped kitchens; located 3 miles from Walt Disney World; 15 miles from MCO airport."	"Florida style architecture & landscaping, family environment - Close to Disney World, Universal Studios, Sea World."	"Family-oriented hotel housed in 3 ten-story towers set on 23 acres, 1.5 mi from Walt Disney World, 10 mi from Universal Studios."		"Sprawling convention and resort hotel with 28-story tower, multistory tropical atrium lobby and recent 500-room addition."	Old World Grand Floridian hotel - Signature glass dome, 4 acres of themed experiences with restaurants, shops, live entertainment.

	7 <b>MONUMENTAL HOTEL</b>	8 <b>element</b> BY WESTIN	9 <b>SHERATON VISTANA</b>	10 <b>LOEWS</b> HOTELS • RESORTS	11 <b>LOEWS</b> HOTELS • RESORTS	12 <b>LOEWS</b> HOTELS • RESORTS
<b>Name</b>	<b>Monumental Hotel Orlando</b>	<b>Element Orlando International Drive</b>	<b>Sheraton Vistana Resort Villas, Lake Buena Vista/Orlando</b>	<b>Universal Helios Grand Hotel, a Loews Hotel</b>	<b>Universal Stella Nova Resort</b>	<b>Universal Terra Luna Resort</b>
<b>Address</b>	12120 International Dr, Orlando, FL 32821	5750 Central Florida Pkwy, Orlando, FL 32821	8800 Vistana Centre Dr, Orlando, FL 32821	8505 S Kirkman Rd, Orlando, FL 32819	4500 Epic Blvd, Orlando, FL 32819	5500 Epic Blvd, Orlando, FL 32819
<b>Year Built</b>	Built in 2003 & renovated in 2014	2,021	Built in 1980 & renovated in 2011	2025	2025	2025
<b>Rooms</b>	94	140	1,682	500	750	750
<b>Type</b>	Select Service	Select Service	Villas	Full Service	Full Service	Full Service
<b>Rate quote per night (2/16/2026)</b>	\$255.00	\$247.00	\$230.00	\$1,160.00	\$387.00	\$434.00
<b>Comments</b>	Comfortable Mid-rise hotel with casual Caribbean atmosphere, 2 miles from Sea World, 7 miles from Disney and Universal Parks	Eco-focused hotel near SeaWorld Orlando and Discovery Cove	Villa Resort located 1 mile from Walt Disney World Theme Park.	The hotel is a full-service luxury property with 500 guest rooms, on-site dining, resort-style pool amenities, meeting space, and direct pedestrian access to nearby theme parks.	Full-service resort property with modern guest rooms, casual on-site dining, resort-style pool amenities, and pedestrian access to nearby theme parks.	Full-service resort featuring contemporary guest rooms, on-site casual dining, a resort-style pool, and convenient pedestrian access to nearby theme parks.



# LOCATION BIRD'S EYE VIEW

North View



# LOCATION BIRD'S EYE VIEW

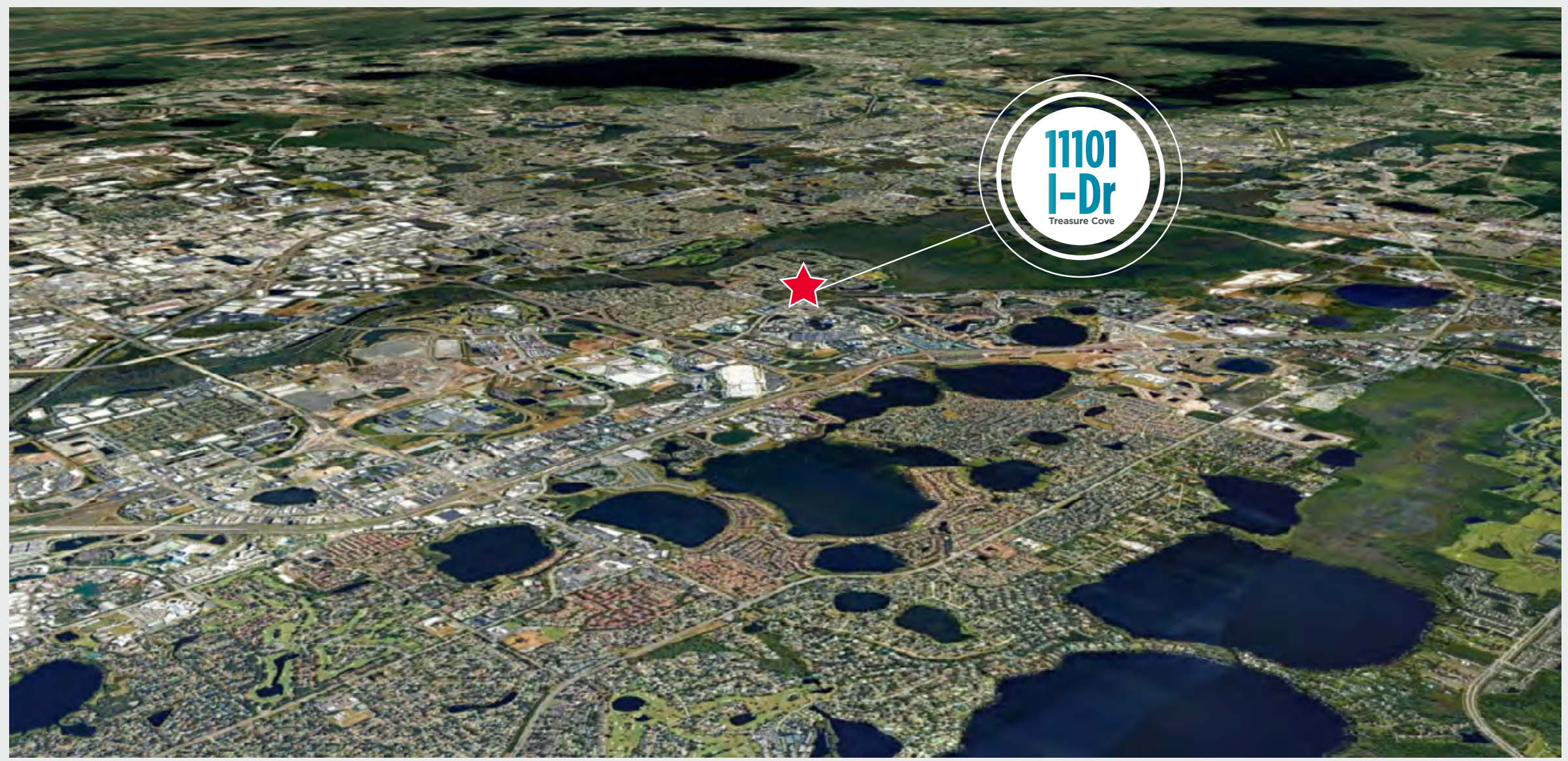
South View

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# LOCATION BIRD'S EYE VIEW

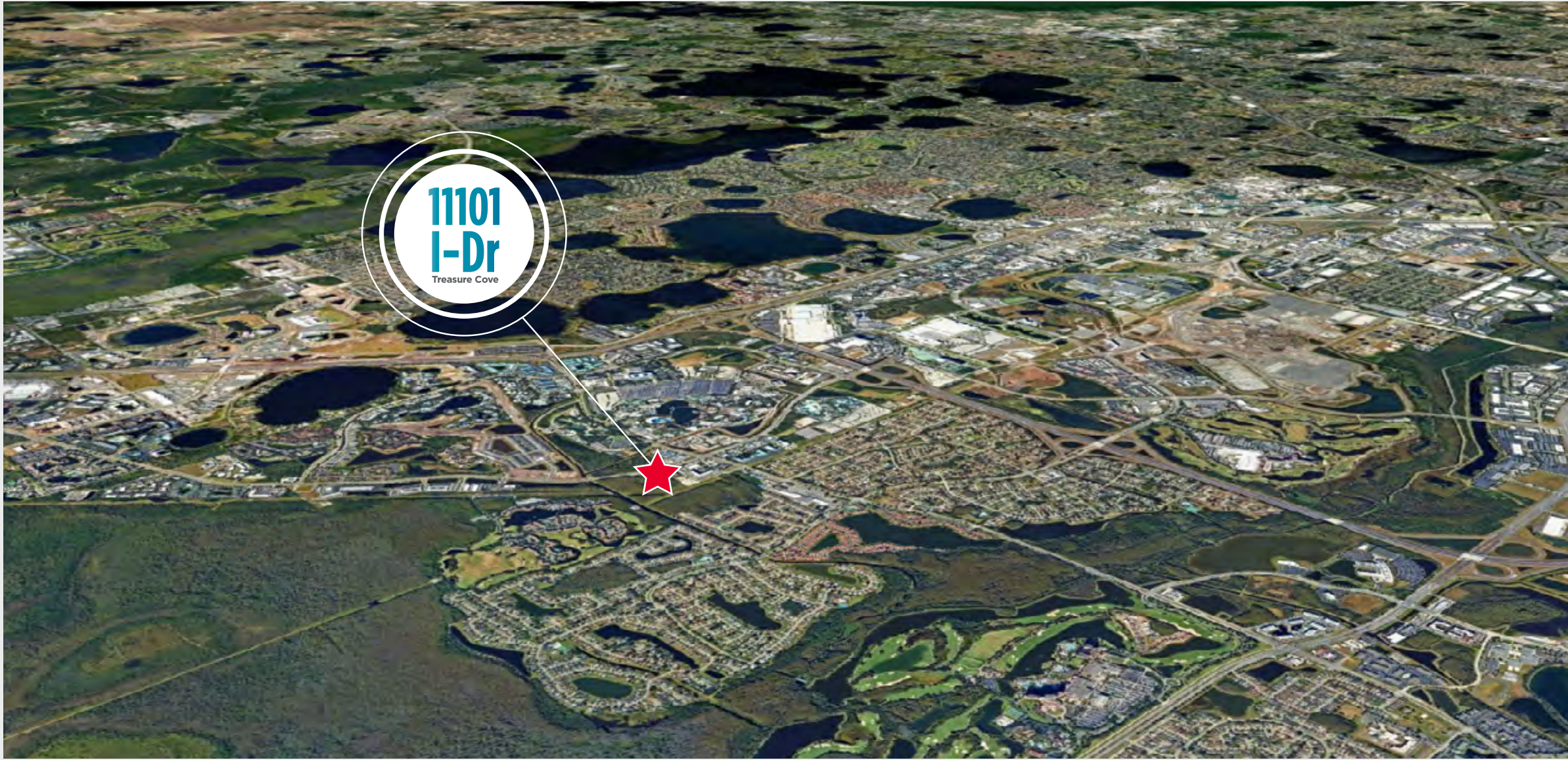
East View



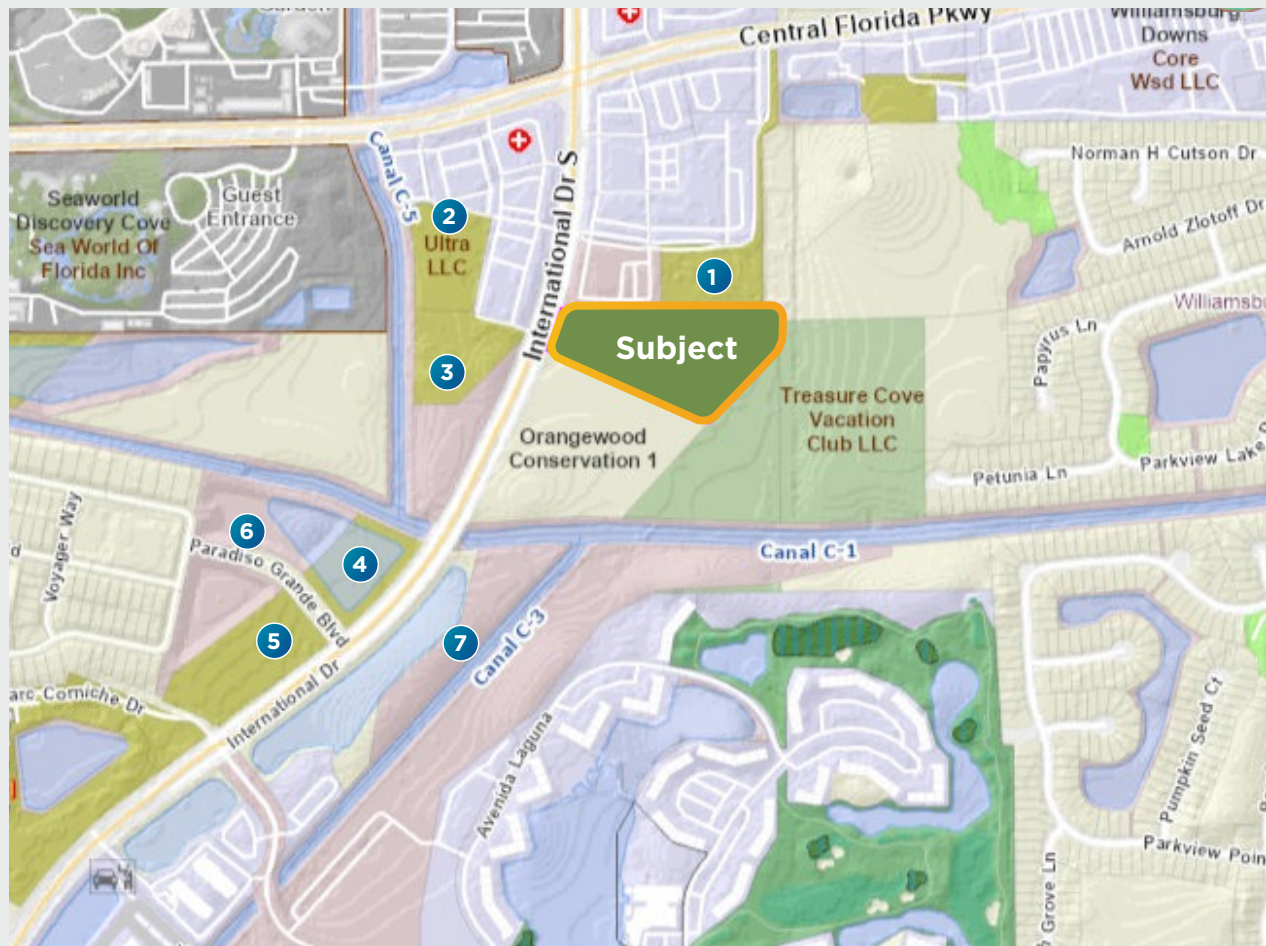
# LOCATION BIRD'S EYE VIEW

West View

W



# NEIGHBORING PROPERTIES



- 1** Planned for adult supper club; developer has financial difficulties; abandoned.
- 2** Ultra - northern parcel under contract for a Hilton Home 2 Suites.
- 3** Ultra - no known activity; 38' frontage on I-Dr.
- 4** Applying for 265 MF units; also entitled for 385 short-term rentals.
- 5** Grande Pointe - new 221 luxury apartments, 5 story, attached garage.
- 6** Paradise Grande by Park Square - 178 towns, 423 detached short term resort units.
- 7** Marriott Timeshare

 ***Please execute CA to  
receive detailed OM***

 **Confidentiality Agreement**

## Contacts:

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# KEY TOURIST AREA DEVELOPMENT SITE ADJACENT TO SEAWORLD

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