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Massive Disney-area retail project aims for year-end groundbreaking

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The Vineland Pointe project slated near Walt Disney World and Orlando Vineland Premium Outlets is taking steps so it can break ground by the end of this year.

The folks behind Vineland Pointe have filed paperwork with Orange County's development review committee to get the OK on a 436,000-square-foot retail center on land fronting Daryl Carter Parkway just south of the Interstate 4. Previous plans called for 530,000 square feet or more for the project being developed by New York-based O'Connor Capital Partners.

Executives with O'Connor Capital couldn't be reached for comment.

However, the company previously told *Orlando Business Journal* that 200,000 square feet worth of leases should be signed by October and it will include a mix of users, including big-box stores, plus lifestyle and entertainment tenants. In addition, the project was slated to possibly break ground by the end of this year.

Daryl Carter, president of Maury L. Carter & Associates and owner of the land now under contract with O'Connor Capital Partners, believes Vineland Pointe is antsy to begin construction. "If they close [on the land purchase], they are going vertical real quick," he told *Orlando Business Journal*.

There's no date set yet for the county meeting to review the plans, but an approval would green-light the project to pull permits and begin construction.

Vineland Pointe is in the heart of the tourism corridor and has the potential to be huge for the travel industry. Shopping is a major activity for Orlando's 66 million annual tourists, and more diversity of products helps to boost the region's clout as a shopping destination.

Construction bids for the project are expected to come out this fall.

Richard Bilbao
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Vineland Pointe is a shopping plaza planned by O'Connor Capital Partners near Disney.