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Exclusive: New York firm buys land near Disney for huge new shopping complex

Yesterday was a huge day for Orlando land broker [Daryl Carter](#) — it marked the end of a nearly 12-year effort to sell a big chunk of land near Walt Disney World.

The president of Orlando-based [Maury L. Carter & Associates Inc.](#) said his firm sold about 64 acres along the east side of Interstate 4 north of the Orlando Vineland Premium Outlets for nearly \$28 million to New York-based O'Connor Capital Partners.

On that site, O'Connor Capital Partners plans to build Vineland Pointe, a 447,500-square-foot shopping center which [appears to have lined up several tenants](#), including Lucky Strike bowling alley, Cheddar's Scratch Kitchen — an Irving, Texas-based restaurant chain which soon will be acquired by Orlando-based Darden Restaurants Inc. — and an upscale movie theater, as previously reported by *Orlando Business Journal*.

Construction likely will begin soon, now that the land sale has closed. [Harris Civil Engineers LLC](#) is the project engineer and [Eleven18 Architecture PL](#) is the architect. It's unknown if a general contractor has been selected.

Carter told *OBJ* he finally can breathe a huge sigh of relief. "We held it through the worst recession in most living people's memory. We had a lot of debt on that property at one time and we had to work through that. Now, I got out of debt, we made a nice return on the property and we achieved our dreams that we bought the property for. Now, O'Connor is going to take it to the next level with a 400,000-square-foot [retail] power center."

[John O'Connor](#), senior vice president of O'Connor Capital Partners, couldn't be reached for comment.

The complex will include restaurants, big-box users and tenants in the lifestyle and entertainment sectors, many of which will be new to the market, O'Connor told *OBJ* in a previous interview.

Meanwhile, Carter said the land sale — which hasn't hit property records yet — marks an end to an era for him. His firm's related Carter-Vineland Pointe LLLP bought a 32.6-acre parcel in 2005 and then bought the balance of the property soon after with the hopes of position the property for a nice-sized sale.



ELEVEN18 ARCHITECTURE PL

Construction may start soon on the first phase of Vineland Pointe, a new 436,000-square-foot retail power center near Walt Disney World.



Part of the challenge of selling that land was the traffic congestion in the area. As a solution, Carter and Orange County sought to build a flyover that formed a bridge over I-4 that offered residents, businesses and tourists an alternate route to cross the highway between two heavily congested interchanges: Sand Lake Road near International Drive and State Road 535 near the entrance to Disney Springs.

The long-awaited I-4 flyover that finally started construction in 2012 — now known as Daryl Carter Parkway — took nearly a decade to finalize, and it helped add value to Carter's property, he said.

A new interchange also is planned in that area as part of an effort being undertaken by Carter, O'Connor Capital Partners and the Florida Department of Transportation.

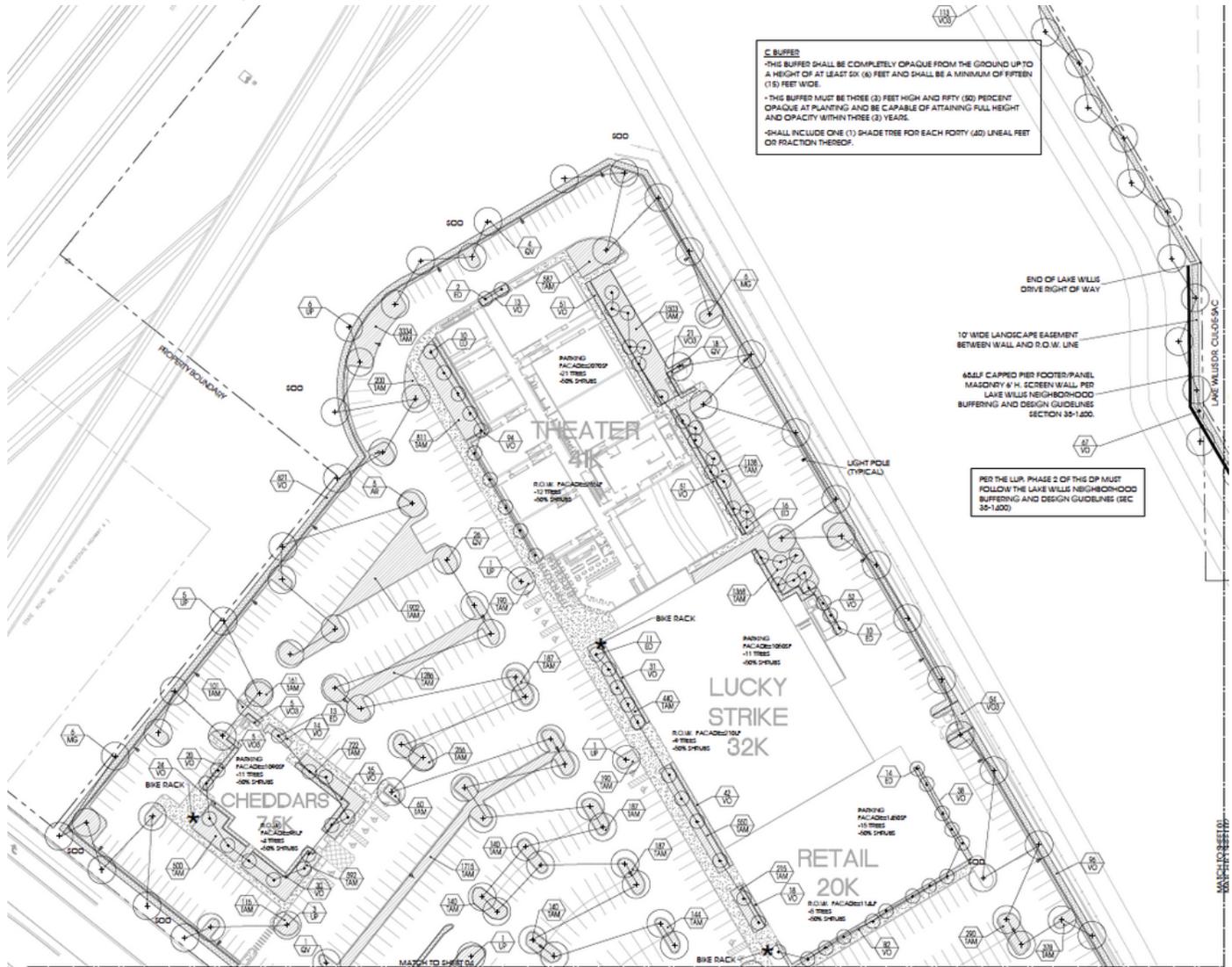
Now, with Vineland Pointe coming into play, Carter said the balance of property he owns in the area — about 70 acres — can benefit from the shopping center, as well.

The planned new shopping center is "going to create value for our remaining holdings," Carter told *OBJ*. "It's kind of the end in one respect for me, after having survived difficult times. But it's also the beginning of exciting times for what we have left there."

Vineland Pointe is in the heart of the tourism corridor and has the potential to be huge for Central Florida's \$60 billion tourism industry. Shopping is a major activity for Orlando's 66 million annual tourists, and more diversity of products helps boost the region's clout as a shopping destination.

Read more of *OBJ's* previous coverage of Vineland Pointe and come back to OrlandoBusinessJournal.com for updates.

Vineland Pointe site plan with anchor tenants



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