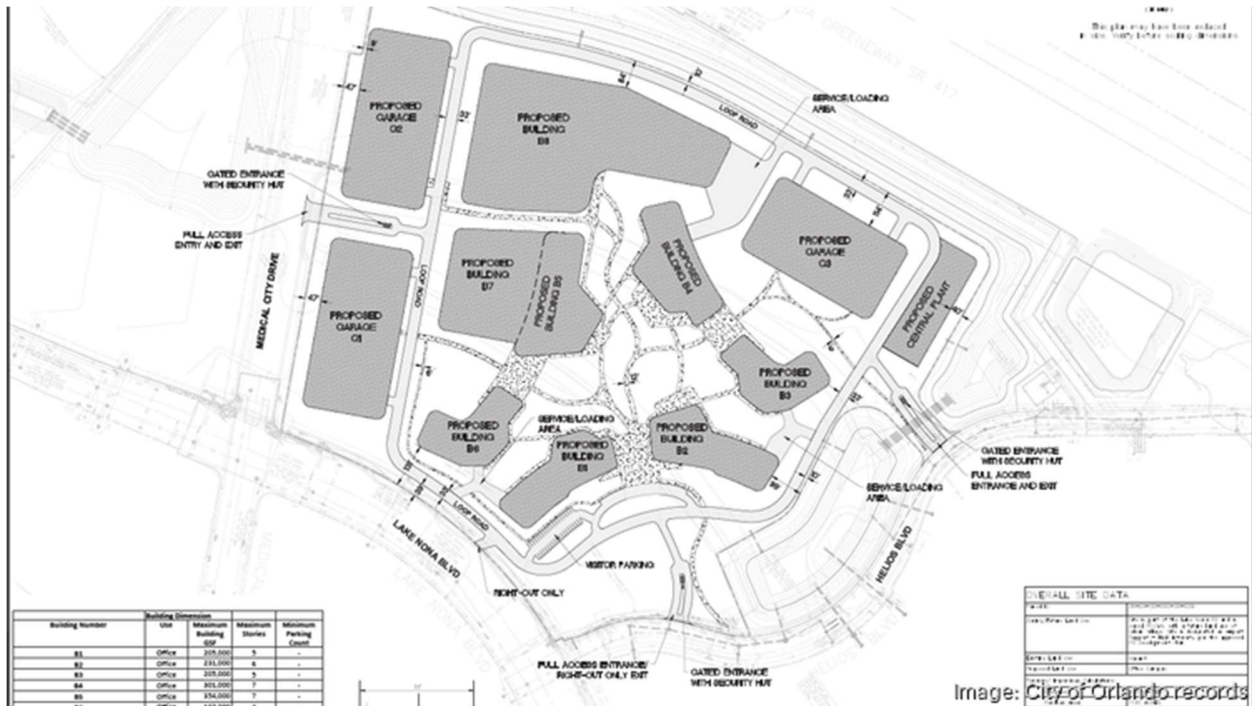


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Here's what Lake Nona, Orlando will lose with cancellation of Disney campus



A site plan for the now-cancelled Disney Lake Nona campus reveals it was to have included office and flex buildings, parking garages and a central plant. Harris Civil Engineers LLC



By Steven Ryzewski – Staff Writer, Orlando Business Journal
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With the news that The Walt Disney Co. (NYSE: DIS) has nixed its plans to build its \$1 billion Lake Nona campus, it's important to recall exactly what the Orlando region is losing with the announcement.

This can be thought of both in terms of the physical campus that would have risen on the 60 acres Disney bought from Lake Nona master developer Tavistock Development Co. in 2021, as well as the economic momentum it would have created — and already had created.

"It was Disney's announcement in the third quarter of 2021 that launched Lake Nona into the national spotlight as a prime area for corporate relocation," said Lisa McNatt, CoStar Group's director of market analytics for Orlando.

The implications at the time were broad, and included the commercial estate sector, with veteran land broker Daryl Carter of Orlando-based Maury Carter & Associates saying then that the news was akin to "throwing gas on a fire."

Disney executives have been mum on what will happen next with the land, with a spokesperson only saying the company is "considering next steps for the property."

With that said, here is a look at what we know about would have been built at Parcel 20A in Tavistock's Lake Nona community in southeast Orlando.

What was Disney's Lake Nona campus supposed to have included?

A first glimpse of Disney's planned Lake Nona campus popped up in January, when plans for a 1.8 million-square-foot office and flex space complex were filed with the city of Orlando.

The "Zazu Civil Plans" revealed that, at build out, the campus on the north side of Lake Nona Boulevard was supposed to have included six office buildings, two flex buildings, three parking garages and a central plant.

The Lake Nona campus would have featured a network of pedestrian walkways with an open area at its center, surrounded by office and flex buildings ranging between four and seven stories in height.

A project of this size would have been significant for the local construction industry, including a general contractor, subcontractors and vendors.

Expert insight shared with *OBJ*, construction industry standards and previous filings by Disney suggest the undertaking to build Disney's Lake Nona campus would have exceeded \$1 billion in capital investment.

Disney and Tavistock continued moving the campus through the approval process with the city of Orlando, most recently with a request for a specific parcel master plan filed in March.

What type of attraction factor would Disney's Lake Nona campus have had?

In addition to what physically would have risen on the land, the other thing Disney's Lake Nona campus would have created, according to experts, is a boon for retail, housing, restaurant, hospitality and hotel projects.

That's in addition to an attraction factor for professionals, said John Boyd, principal for corporate site selection firm The Boyd Co. Inc.



John Boyd, principal at The Boyd Company Inc.

"Economists call this the multiplier effect — the campus would have attracted professional services," Boyd said. "Think about Realtors, lawyers, economists, graphic artists — that segment of the economy."

Moreover, according to McNatt, the momentum from the original announcement in September 2021 already had affected the Lake Nona area's residential landscape.

"After the Disney announcement, the impact on residential and multifamily development was immediate, with construction ramping up in the quarters that followed — more than 2,100 units have been delivered in the period since the initial announcement, and those units alone exceeded Disney's expected headcount in Lake Nona," she said.

"Additionally, there is another 1,500 units underway in the active construction pipeline, and single-family homebuilders have also ramped up plans in order to capitalize on incoming demand. After all, many homeowners were prompted to buy in for the prospect of solid long-term property values with Disney as a neighbor, and they can no longer count on that."



Lisa McNatt, director of market analytics in Orlando for Washington, D.C.-based CoStar Group

Boyd said this announcement should not derail Lake Nona or Orlando's overall attractiveness as a corporate destination, but did say there nonetheless will be some fallout in the short term that could be painful.

"Clearly, for those on the ground, this is going to sting. The expectation was there were going to be thousands of well-paid Disney employees relocating or being hired in Lake Nona and giving this immediate jolt of life to that town center."