

RCLCO

FLORIDA HOSPITAL

Orlando, Florida

Florida Hospital controls approximately 140 acres just north of downtown Orlando, primarily northeast of the intersection of I-4 and Princeton, just off the Princeton exit. Orange Avenue, a major north-south corridor, runs through the middle of the project, and in addition to the hospital, the cultural district of Orlando is Florida Hospital envisioned a highquality "health themed" mixed-use development featuring the hospital, medical offices, hotels, conference center, housing, educational facilities, medical research, outpatient facilities, This was essentially a redevelopment opportunity as many of the parcels currently controlled by the hospital (or slated to be purchased) have some development on them already. Redevelopment is already taking place in the area, so the hospital's interest in moving forward with this project was timely.

In early 2006, RCLCO conducted a market assessment and confirmed a strong opportunity for Florida Hospital to develop an urban mixeduse village incorporating residential, retail, office and hotel uses. RCLCO also drafted a preliminary program, and recommended that Florida Hospital undertake the development in partnership with a 3rd party development firm, in light of the considerable expertise required for such development.

Based on our recommendations Florida Hospital decided to go forward with these development plans and pursue the strategy outlined above.

