

Hillcrest Reimagined | Redevelopment Opportunity

108 Hillcrest St, Orlando, Florida 32801

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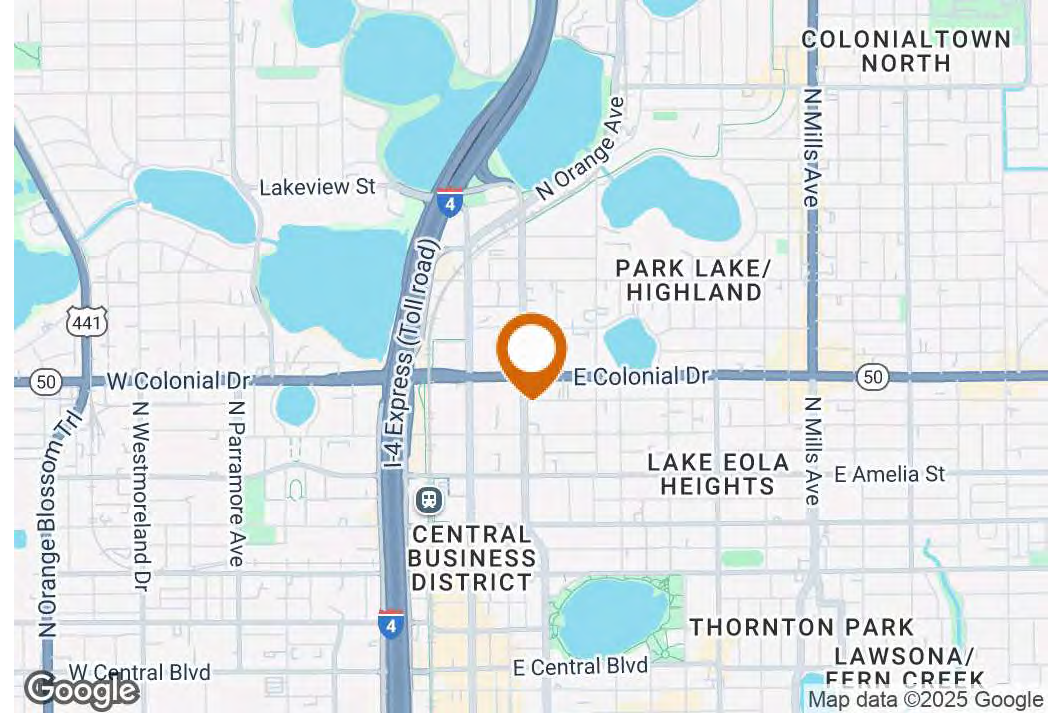
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SECTION 1

Property Information



Offering Summary

Sale Price:	Contact Broker
Building Size:	7,140 SF
Lot Size:	0.48 Acres
Year Built:	1914
Zoning:	O-3/T
Market:	Orlando-Kissimmee-Sanford, FL
Submarket:	Orlando CBD
Traffic Count:	14,000

Hillcrest Reimagined

A Downtown Orlando Development Opportunity

Positioned within the heart of the Orlando Central Business District, Hillcrest Reimagined presents a rare and compelling redevelopment opportunity. Strategically located along a high-visibility corridor on the north side of Downtown Orlando, this site offers developers an opportunity to create a lasting impact within one of Central Florida's most dynamic urban markets.

Zoned O-3/T within the City of Orlando, the property provides a flexible redevelopment path supporting both office and residential uses. Alternatively, the Office-High Intensity Future Land Use designation allows for residential density up to 200 dwelling units per acre, with a 10% allocation for office development – offering a range of possibilities to meet market demand.

Rich in history, the site was originally constructed in 1921 as the residence of Orlando Mayor Latta M. Autrey, with architectural design by Murry S. King, one of Orlando's most notable early architects. Designed in the Chicago/Prairie Style, the building features distinct elements such as Tuscan columns and white concrete trim, echoing the elegance of its era.

Now is your opportunity to reimagine 108 Hillcrest Street – blending historic significance with modern vision – and establish your legacy in the evolving landscape of Downtown Orlando.

LOCATION DESCRIPTION



Location Description

108 Hillcrest Street is strategically located at the southeast corner of Hillcrest Street and Magnolia Avenue within the Lake Eola Heights District of downtown Orlando. With a northern exposure, the property is near the entrance to downtown and is poised to benefit from future improvements in the area.

While not currently registered as a historical landmark, the site lies within the Lake Eola Heights District, a designated historic neighborhood. This district is one of downtown Orlando's oldest and most architecturally diverse, predominantly residential areas, featuring a mix of Craftsman, Mediterranean Revival, Colonial Revival, and frame vernacular residences that complement Art Deco and traditional homes, as well as established condominiums.

As of 2024, the property is located within a 1-mile radius boasting an average household income of \$125,973, with projections indicating an increase to \$137,492 by 2029, reflecting a 1.77% annual growth rate.

The population within the same 1-mile radius stands at 21,506 in 2024, with an expected annual growth rate of 3.42%, reaching 25,448 by 2029. This demonstrates a strong and consistent growth trend in the region.

The median age within this radius is 35.5 years, with an average household size of 1.67. Renter-occupied housing units total 9,184, with projections showing growth to 11,413 by 2029.

The City of Orlando is committed to furthering the area's growth through continued improvements, including road infrastructure upgrades, business incentive programs, and the development of new parks and pathways designed to enhance connectivity throughout the city core.

PROPERTY DETAILS

Sale Price

Contact Broker

Property Information

Location Information

Building Name	The Autrey House
Street Address	108 Hillcrest St
City, State, Zip	Orlando, FL 32801
County	Orange
Market	Orlando-Kissimmee-Sanford, FL
Sub-market	Orlando CBD
Cross-Streets	N Magnolia Street
Side of the Street	South
Signal Intersection	No
Road Type	Paved
Market Type	Large
Nearest Highway	I-4 and 408 East West Expressway
Nearest Airport	Orlando Executive Airport

Property Type	Office
Property Subtype	Office Building
Zoning	O-3/T
Lot Size	0.48 Acres
APN #	29-22-25-3700-00-031
Lot Frontage	172 ft
Lot Depth	117 ft
Corner Property	Yes
Traffic Count	14000
Traffic Count Street	N Magnolia Ave
Traffic Count Frontage	123' +/-
Waterfront	No
Power	Yes

Building Information

Building Size	7,140 SF
Building Class	C
Tenancy	Single
Number of Floors	3
Year Built	1914

Parking & Transportation

Street Parking	Yes
Number of Parking Spaces	21

Utilities & Amenities

Security Guard	No
Handicap Access	Yes, Ramp
Freight Elevator	No



SECTION 2

Hillcrest Reimagined | The Opportunity

HILLCREST REIMAGINED | THE HISTORY

The Autrey House

A Timeless Opportunity for the Visionary Developer

Nestled in the heart of downtown Orlando, the Autrey House at 108 Hillcrest Street stands as a symbol of enduring elegance and boundless potential. Built in 1921 for Latta M. Autrey, the two-story brick mansion is a masterpiece of the Chicago/Prairie Style, a rare treasure in Orlando's architectural landscape. With its stately Tuscan columns, sweeping eaves, and expansive 7,000 square feet of living space, this home was crafted to last—capturing a time of sophistication and vision.

Over the years, this extraordinary property has borne witness to the growth and transformation of Orlando, housing distinguished owners who, like its original architect, have seen the future in its walls. Now, as the city evolves, so too does the opportunity to reimagine this space.

At Saunders Commercial, we believe in the beauty of legacy and the power of transformation. The Autrey House is not just a relic of the past, but an invitation for the future—an opportunity to craft something truly remarkable in the heart of a thriving city.





THE OPPORTUNITY | EXPRESSED

Redefining Downtown Orlando: *The Autrey House as a Prime Redevelopment Opportunity*

The Autrey House presents a rare opportunity to redevelop a historic gem in downtown Orlando, strategically located along the highly desirable Magnolia Street corridor. This property offers developers an unparalleled chance to blend the charm of history with the dynamism of modern urban development.

Key reasons to seize this opportunity:

Prime Downtown Location: Situated at the southeast corner of Hillcrest Street and Magnolia Avenue, the Autrey House is in the center of Orlando's vibrant downtown area. This prime location offers excellent visibility and access to high-traffic areas, surrounded by a growing mix of residential, office, and commercial properties.

Future Land Use Flexibility: Zoned for a wide range of uses, including residential development, office spaces, or mixed-use properties, the Autrey House is primed for transformation. With the City of Orlando's support for such developments, the site provides a unique opportunity for a forward-thinking developer to create a lasting legacy project.

City's Vision for Growth: Orlando is a city on the rise, with a clear commitment to growth and redevelopment. The City has embraced plans for revitalizing its downtown area, encouraging developments that enhance both residential living and commercial viability. The Autrey House stands as a key piece of this broader urban vision, offering the perfect canvas for a development that aligns with the city's future.

Historical Significance with Modern Possibilities: While the property carries a rich history, it is equally positioned for modern commercial or residential use. Whether reimagining it as a high-end office space, a mixed-use development, or boutique residential units, the site offers limitless possibilities while maintaining the historic charm that makes it unique.

This is not just an investment in real estate—it's an opportunity to shape the future of Orlando while honoring its past. The Autrey House invites you to build on its rich legacy and take part in the city's exciting next chapter.

MIXED USE OFFICE RESIDENTIAL RENDERING



Conceptual rendering generated using AI for illustrative purposes only. This image is a visual representation and should not be relied upon for precise architectural or developmental plans. All designs are subject to change based on actual site conditions and planning approvals from local municipality.

MIXED USE OFFICE RESIDENTIAL MURAL GARAGE



Conceptual rendering generated using AI for illustrative purposes only. This image is a visual representation and should not be relied upon for precise architectural or developmental plans. All designs are subject to change based on actual site conditions and planning approvals from local municipality.

MU 1ST FLOOR RETAIL STACKED GARAGE MULTIFAMILY



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MODERN MIXED USE RETAIL & MULTIFAMILY



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ADDITIONAL PHOTOS



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URGENT CARE CENTER CONCEPT



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NOTABLE DEVELOPMENTS IN ORLANDO

Downtown Orlando Development Legend

Subject Property:

1.108 Hillcrest St. Orlando, FL

Proposed

- 2. Holocaust Museum for Hope and Humanity
- 3. Florida League of Cities Extension
- 4. Vive on Lake Eola
- 5. Shoma 550
- 6. Mariposa Grove
- 7. Pine & Lake Mixed-Use Development
- 8. Westcourt (Entertainment District)
- 9. 802 W. Church Street

Underway | Near Completion

- 10. The 500
- 11. Art²
- 12. Bumby Arcade Food Hall
- 13. The Edge @ Church St. Station

Completed

- 14. Parramore Oaks (Phase II)
- 15. Dr. Phillips Center For The Performing Arts
- 16. Truist Plaza @ Church St. Station
- 17. AdventHealth Training Center
- 18. Inter&Co Stadium
- 19. Camden Lake Eola
- 20. The Olive Townhomes
- 21. Radius Apartment Towers
- 22. Hilton Garden Inn Home 2 Suites
- 23. 107 Hillcrest | Self Storage
- 24. The Society Orlando
- 25. MAA Robinson Apartment
- 26. Creative Village
- 27. Kia Arena
- 28. I-4 Ultimate (Downtown Segment)
- 29. Sunrail Station
- 30. SteelHouse Orlando Apartments
- 31. Camden North
- 32. 801 N Orange Commercial Condos
- 33. NORA Apartments



Why Orlando?

Source: www.orlando.org



Largest Growing Market →

6th FASTEST GROWING
Large Economy in the U.S.
(U.S. Dept. of Commerce, 2023)

FASTEST-GROWING Population
Among Major Metros in the U.S.
(U.S. Census Bureau, Population Estimates, 2023-2024)

1,000+ New Residents Added Per Week
(U.S. Census Bureau, 2024)

Talent to Power Your Business →

59% of Orlando's Population is
MILLENNIAL OR YOUNGER with a
MEDIAN AGE OF 38.9
(U.S. Census Bureau, 2023)

500,000+ STUDENTS ENROLLED
Within 100 Miles of Orlando
(IPEDS via Lightcast, 2023)

UCF, 3rd LARGEST UNIVERSITY
by Student Enrollment in the U.S.
(NCES via BestColleges.com, May 2024)

Competitive Operating Cost →

No. 4
Best Tax Climate in the U.S.
(Tax Foundation, 2025)

5.5% Corporate Income Tax.
S-Corporations and LLCs are
Exempt
(FL Dept. of Revenue)

Construction Costs **11.7**
Percentage Points Lower than
the National Average
(R.S. Means Construction Cost Index, 2024)

Infrastructure to Move Your People & Goods →

At the Crossroads of the
3rd LARGEST STATE
in the U.S.

9 INTERNATIONAL AIRPORTS
Within a 2-Hour Drive

Orlando International Airport—**NO. 1**
in the State for Passenger
Traffic with **150+ NONSTOP**
DESTINATIONS
(Greater Orlando Aviation Authority, 2024)

Urban Thrills & Community Comforts →

Lower Cost of Living
than the National Average
(Council for Community & Economic Research, 2024)

No. 1 Best Foodie Destination in
the U.S.
(WalletHub, 2023)

No. 2 Most Fun City in the U.S.
(WalletHub, 2024)



Five Professional
Sports Franchises

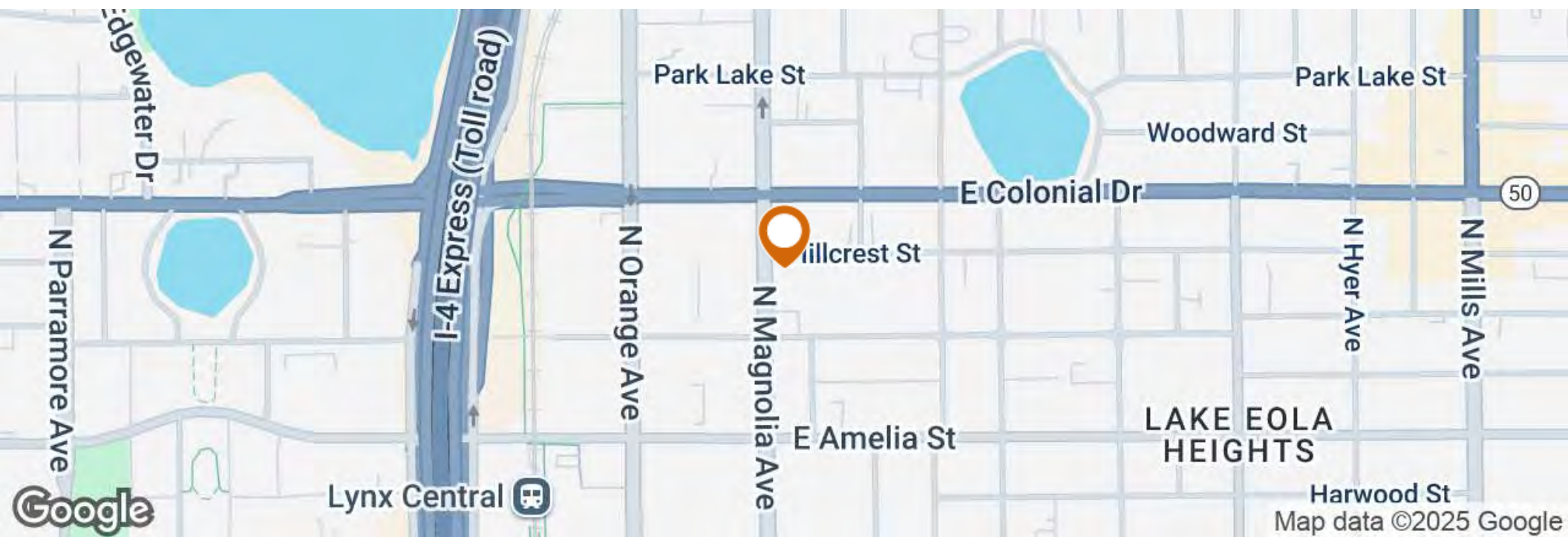
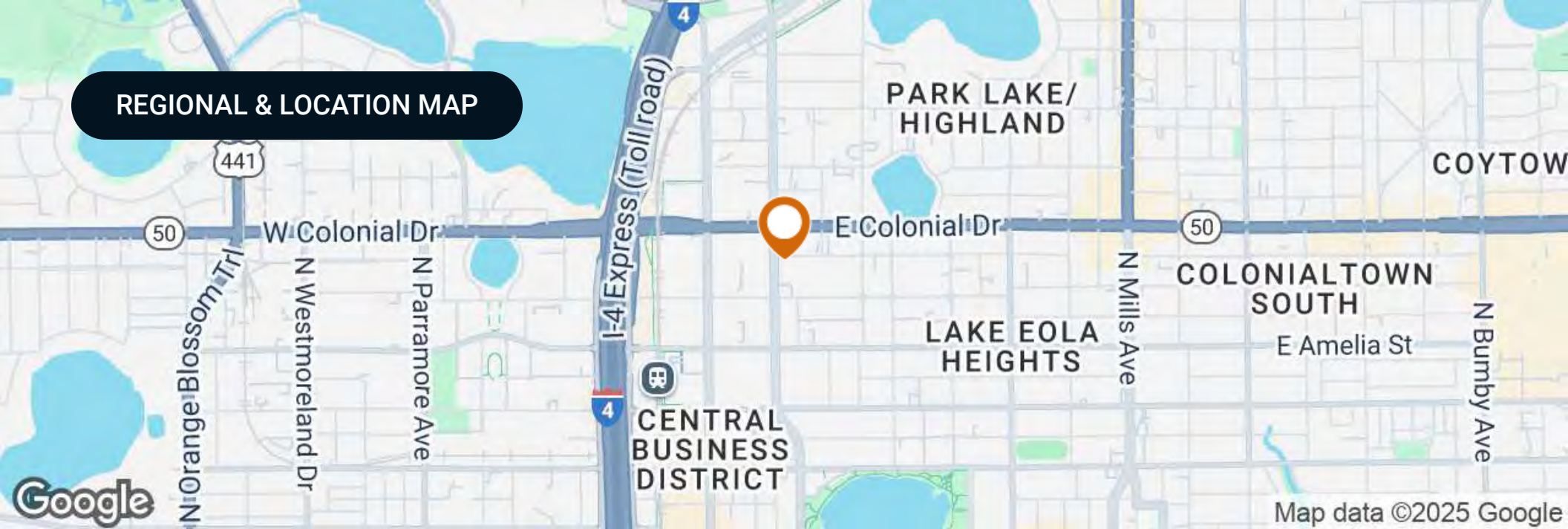




SECTION 3

Location Information

REGIONAL & LOCATION MAP



DEMOGRAPHICS MAP & REPORT

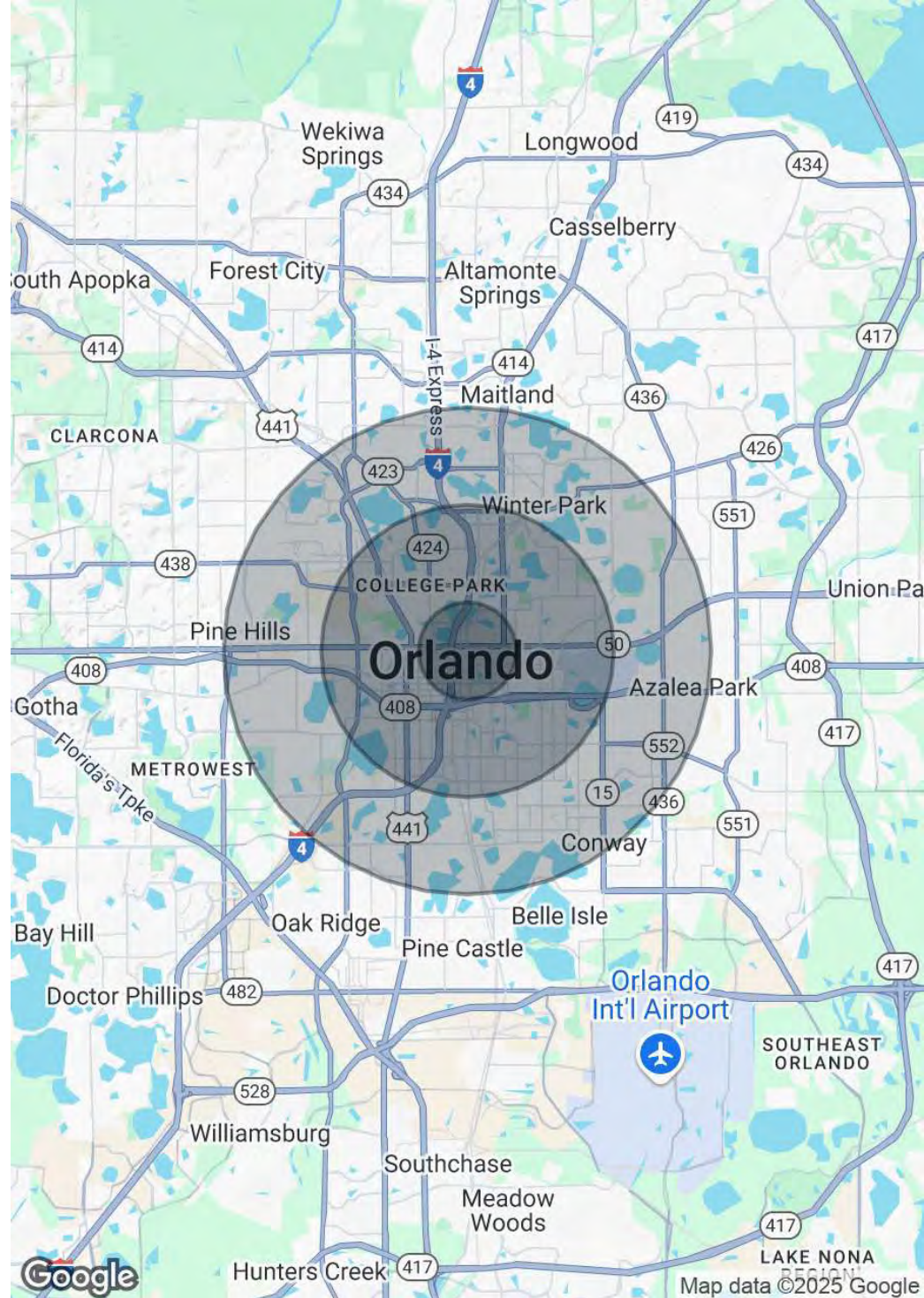
Population

	1 Mile	3 Miles	5 Miles
Total Population	14,912	89,143	275,240
Average Age	34.7	39.2	38
Average Age (Male)	34.8	38.7	36.4
Average Age (Female)	35.8	39.7	39.6

Households & Income

	1 Mile	3 Miles	5 Miles
Total Households	10,728	48,475	129,496
# of Persons per HH	1.4	1.8	2.1
Average HH Income	\$85,938	\$88,793	\$74,135
Average House Value	\$274,277	\$297,189	\$254,048

2020 American Community Survey (ACS)



AREA ANALYTICS

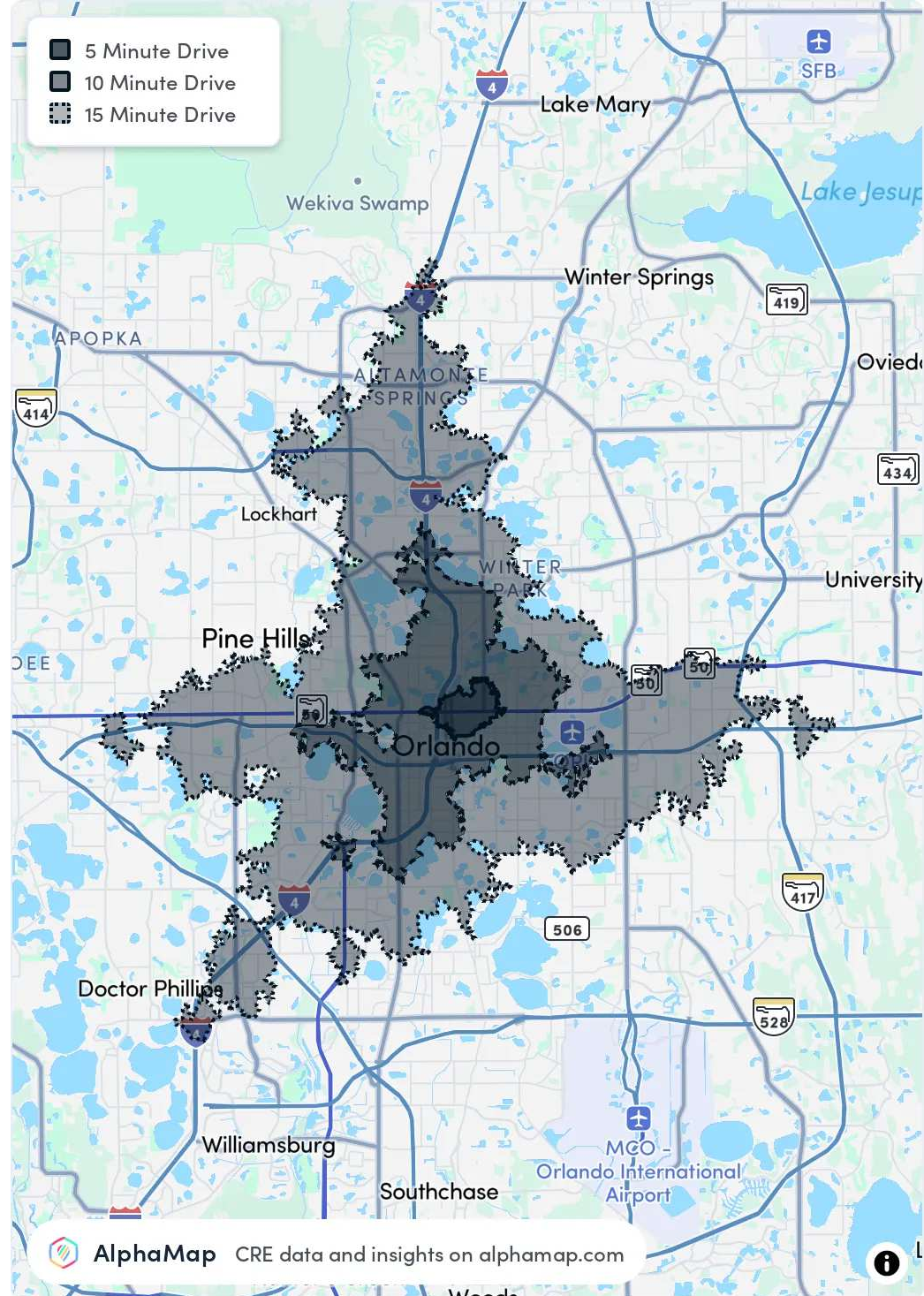
Population

	5 Minutes	10 Minutes	15 Minutes
Total Population	8,742	81,581	355,951
Average Age	39	42	40
Average Age (Male)	38	41	38
Average Age (Female)	38	42	41

Household & Income

	5 Minutes	10 Minutes	15 Minutes
Total Households	5,242	39,921	147,898
Persons per HH	1.7	2	2.4
Average HH Income	\$120,312	\$113,290	\$89,759
Average House Value	\$567,766	\$531,155	\$396,727
Per Capita Income	\$70,771	\$56,645	\$37,399

Map and demographics data derived from AlphaMap



COUNTY



Orange County FLORIDA



Founded	1824	Density	1,534.6 (2019)
County Seat	Orlando	Population	1,497,941 (2023)
Area	908 sq. mi.	Website	orangecountyfl.net

Located in Central Florida, Orange County boasts a thriving economy. Based on the 2023 census, the county's population was 1,497,941, making it the fifth-most populous county in the entire state. With the city of Orlando as the county seat, Orange County is also home to some of the largest tourist attractions in the world. Destinations like Disney World, Universal Studios, and SeaWorld keep visitors coming year-round. Orange County was originally established on December 29, 1824, from a segment of what was once St. Johns County. Upon establishment, the county would derive its name from the citrus fruit that had been its primary product at the time.



Orlando
ORANGE COUNTY

Founded	1875
Population	323,217 (2023)
Area	100.6 sq mi
Website	orlando.gov

Major Employers	Walt Disney World Resort
	Advent Health
	Universal Orlando Resort
	Orange County Public Schools
	University of Central Florida

Primarily driven by tourism, notable events, and convention traffic, Orlando is one of the most-visited cities around the world. In 2021 alone, the city drew more than 59 million visitors. The two largest and most internationally renowned tourist attractions in Orlando are the Walt Disney World Resort and the Universal Orlando Resort. Opened by the Walt Disney Company in 1971, the Walt Disney World Resort is located about 21 miles (34 km) southwest of downtown Orlando in Bay Lake. The Universal Orlando Resort opened in 1990 as a significant expansion of Universal Studios Florida, the only theme park inside Orlando city limits.

Downtown Orlando is home to most of the city’s major cultural sites like the Orlando Museum of Art and Dr. Phillips Center for the Performing Arts. Bustling nightlife, bars, and clubs are also located in downtown Orlando, while most attractions are along International Drive, like the Wheel at ICON Park Orlando. Additionally, Orlando is one of the busiest American cities for conferences and conventions, with the Orange County Convention Center recognized as the second-largest convention facility in the United States.



SECTION 4

Maps And Photos

DOWNTOWN ORLANDO NEIGHBORHOOD, DISTRICTS, & PARKS

Downtown Orlando Neighborhood's & Districts

Subject Property:

1.108 Hillcrest St. Orlando, FL

Districts

- 2. Central Business District
- 3. City District Main Street
- 4. Creative Village
- 5. Lake Eola Heights
- 6. North Quarter District
- 7. Parramore Heritage Neighborhood
- 8. South Eola
- 9. Thornton Park Main District
- 10. SoDO District
- 11. Lake Ivanhoe Village
- 12. Mills 50 District
- 13. Milk District

Parks

- 14. Lake Eola Park
- 15. Lake Lucerne Park
- 16. Luminary Park
- 17. Canopy Park (Under I-4 Proposed)
- 18. Lake Ivanhoe Park



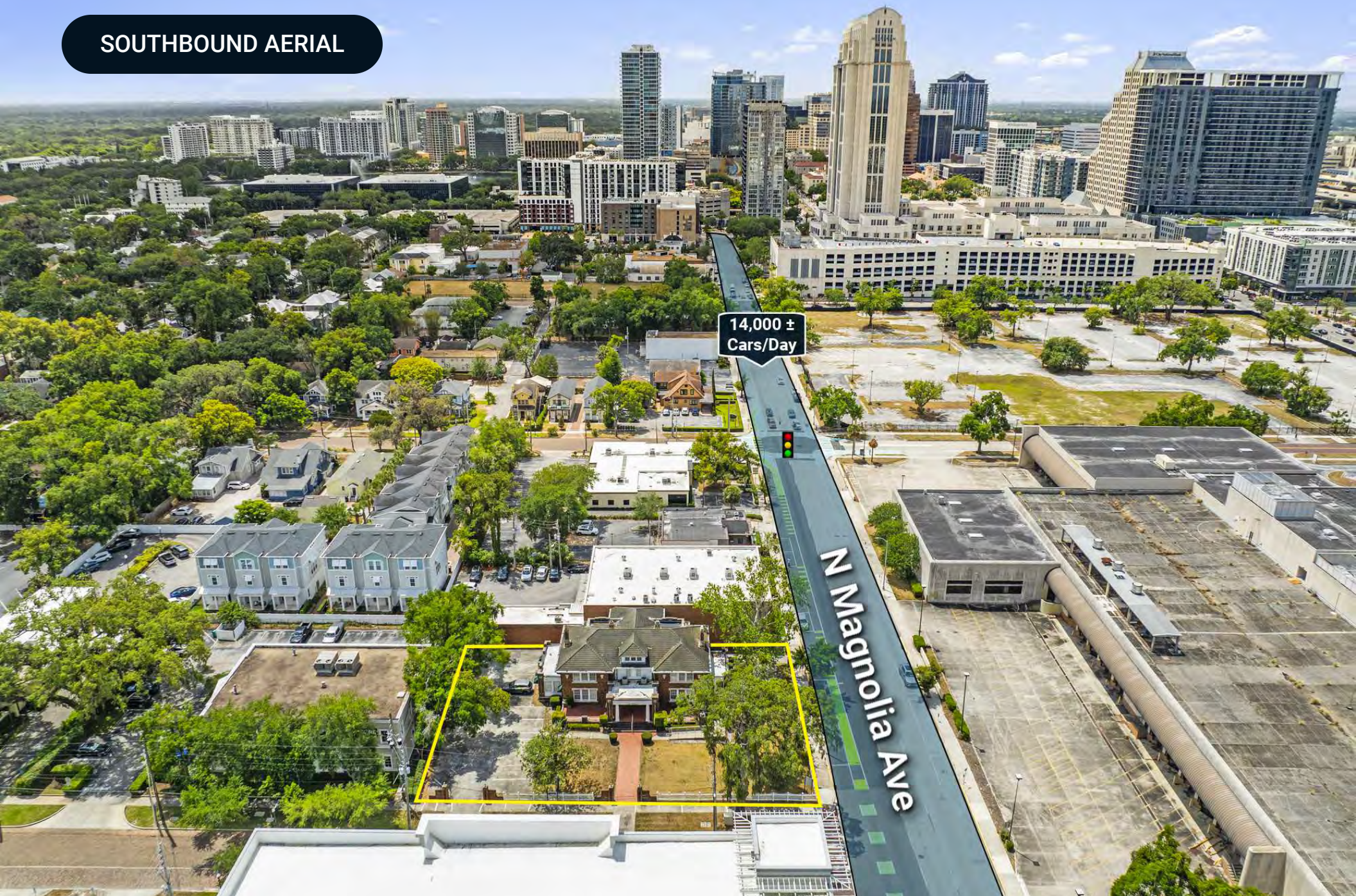
RETAILER HIGHLIGHTS



- | | | | | | | | | | | | |
|--|--|---|---|---|---|---|---|--|---|--|--|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| The North Quarter
F45
Reyes Mezcalaria
Shin Japanese Cuisine
Gravity
Unik Med Spa
the pilates loft | Dunkin'
Greenbeat
Planet Smoothie
Envy Nails
7-11
Lynx Central
Station | Starbucks
Subway
The Great Greek
Mediterranean
Grill
The Drake
DingTea
Massage Now | Huey Magoo's
Stemma Craft Coffee
Craft & Common
KAVA Culture
Brow Wizard
FedEx
Acropolis Greek
Taverna
Latin Square Cuisine
Fratellis Italian
Restaurant
Tacos El Rancho | Mecatos Bakery & Café
Nature's Table Cafe
Tin & Taco
Embers
Tropical Smoothie
Café
Insomnia Cookies
Planet Pizza
Gringo's Locos
Elixir Kitchen & Bar
Thrive Cocktail Lounge | Creative Village
The Monroe
Vera Asian
Share Bar
JDub's Dub Shack
Grilled Cheezus
Starbuck
Qreate Coffee
Luminary Park
Valencia
Community College
UCF Downtown | Trophy Room
Taco Bell
The Robinson Café &
Lounge
Le Boulangerie
Napasorn Thai
Shakai Sushi Lounge
Harp & Celt
Cobb Plaza & Theatre
Super Rico's
Downtown Pourhouse
BENTO Downtown
City of Orlando Fire
Station 1 | Cucina Pizza & Bar
The Bao Spot
Kres Chophouse
Solita Tacos &
Margaritas
The Corner Pizza Bar
Citrus Club
Nature's Table
Latin Square Cuisine
Starbuck's
Bosendorfer Lounge
The Boheme - Grand | City Hall
CNL Towers
The Dr. Phillips Center
Aloft Orlando
Downtown
Sunrail Station
Bumby Arcade
AC Sky Bar
AC Hotel Downtown
Orlando | Kia Center
Westourt (Future)
One80 Skytop Lounge
Orlando Magic Team
Shop
AdventHealth Training
Center
City View
Inter & Co. Stadium | Florida Dept. of Law Enforcement
Florida Agricultural & Mechanical
University
US Middle District Court
Florida Dept. Children & Families | SoDo District
Orlando Health
Target
TJ Maxx
Smoothie Room
LA Fitness
Jason's Deli
Planet Fitness
Taco Bell
Pollo Campero
Numero Uno Cuban Restaurant |



SOUTHBOUND AERIAL



14,000 ±
Cars/Day

N Magnolia Ave

SOUTHWEST AERIAL



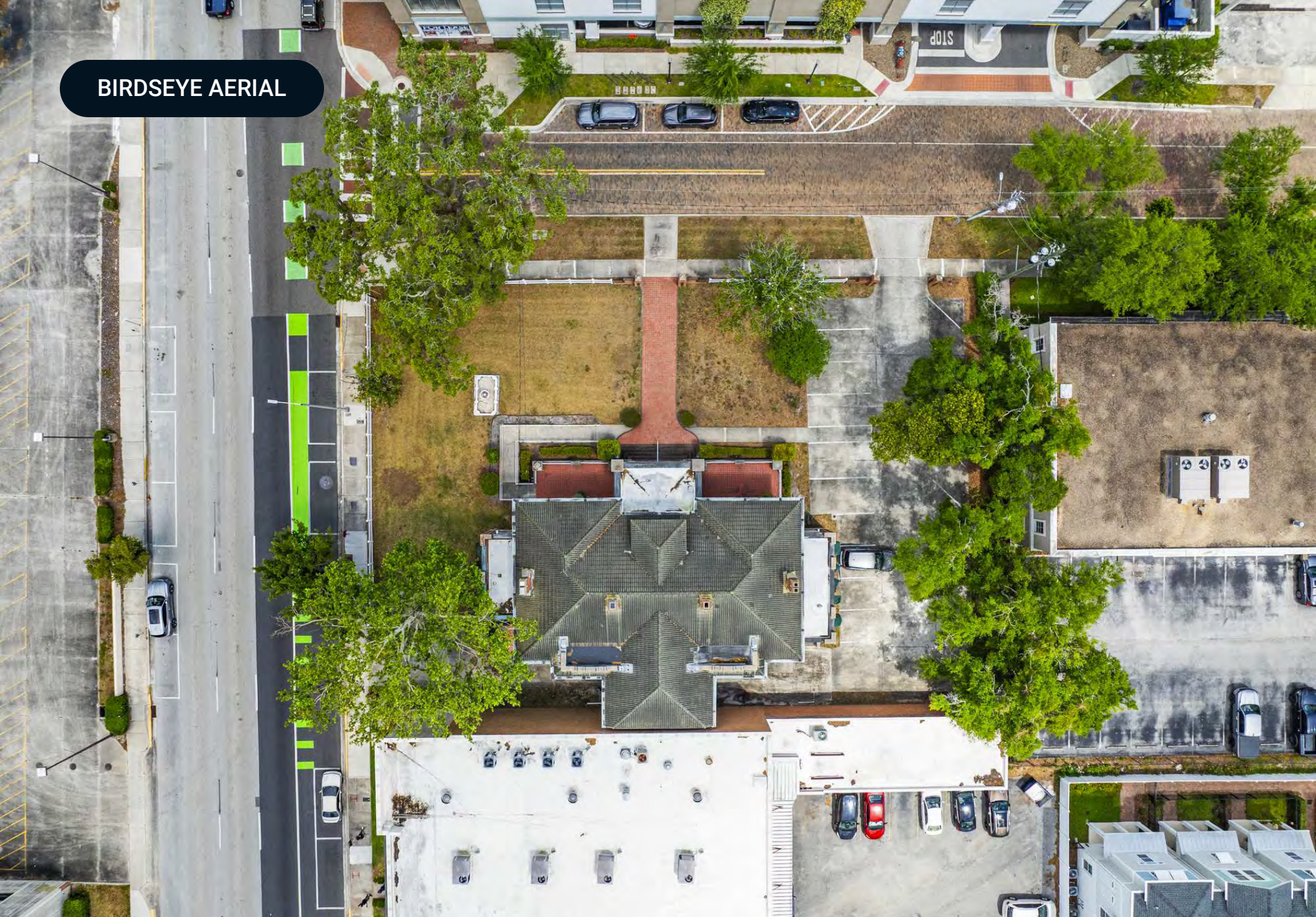
WESTERN AERIAL



NORTHWEST AERIAL



BIRDSEYE AERIAL



ADDITIONAL PHOTOS



ADDITIONAL PHOTOS





SECTION 5

Agent and Company Info

ADVISOR BIOGRAPHY



Rafael Mendez, CCIM

Regional Managing Director

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Professional Background

Rafael Mendez, CCIM is the Regional Managing Director and Advisor at Saunders Real Estate in Orlando, Florida.

Rafael specializes in mid-market acquisition and disposition of industrial and office properties throughout the state of Florida. His success derives from assisting his clients with identifying optimal opportunities in the market and executing them efficiently to achieve their intended results.

Beginning his career in real estate in 2015, Rafael assisted investors in residential real estate and later transitioned into commercial real estate. Rafael brings a global perspective with a national presence, local market expertise, and a forward-thinking “client-centric” mindset built on setting clear expectations with constant communication. Through this, he has not only catapulted his own success and growth but also his client’s success and growth throughout the years.

Rafael lives in Altamonte Springs, FL, and is married to his high school sweetheart Andrea with three children. Additionally, he is involved in his community and volunteers with Habitat for Humanity Building Homes and Special Olympics. Rafael also serves on the board of directors for Commonsense Childbirth, a non-profit organization.

Rafael specializes in:

- Industrial
- Office
- Special-use Properties
- Investment Sales
- Investment Properties

Education

- Keiser University, AS Health Science, 4.0 GPA
- CCIM Graduate
- CCIM CI 101-104 - Commercial Investment + Financial Analysis

Memberships

- CCIM Designee
- CFCAR Immediate Past President 2025
- CFCAR President 2024
- CFCAR Board of Directors - Secretary 2023
- CFCAR President-Elect & Secretary 2023
- Florida CCIM Chapter Membership Chair, 2023
- Florida CCIM Chapter Central District Board Member, 2022, 2023, 2024
- Florida CCIM Chapter Central District Mentorship Chair, 2022, 2023, 2024
- Florida CCIM Chapter State Level Young Professional Network, 2022
- Urban Land Institute (ULI) Member
- NAIOP Member
- Central Florida Commercial Association of Realtors® (CFCAR)
- National Association of REALTORS®
- Florida Association of REALTORS®



For more information visit www.saundersrealestate.com

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