

A light gray background map showing a street grid and building footprints. The map is centered on the Levitt Pavilion area in Orlando, Florida. The text is overlaid on the left side of the map.

Levitt Pavilion Orlando

Concert Site Population Analysis

Prepared by
xGeographic

07.22.2022



Executive Summary

This analysis provides population estimates within the half-mile and one mile walking and biking distance to 12 potential concert sites to be considered by Levitt Pavilion Orlando. The study uses the xGeographic Wave travel distance model in addition to data from the Orange County Property Appraiser, the U.S. Department of Revenue and the U.S. Census Bureau.

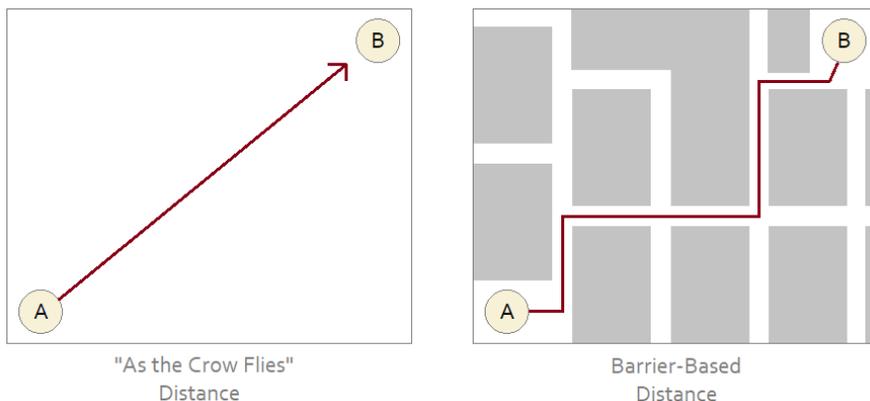
Methodology

xGeographic Wave Model

The xGeographic Wave geodatabase includes a barrier-based model that allows for a biking and walking distances to be calculated for any point on a map. This barrier model was used to calculate the distance to the 12 concert sites included in the study.

Rather than using an “as the crow flies” distance metric, the Wave barrier calculates distance to destinations only through “allowed areas”. This greatly enhances the accuracy of the half-mile and one mile proximity area.

“Allowed areas” for traveling in the model include roadways (excluding highways), off-network trails and sidewalks, and through parks. The allowed areas do not infringe on private property. The image below depicts an example of this travel model.



Model Inputs and Sources

The following inputs were used to calculate distances and population metrics for the 12 concert sites included in this report.

❖ **Park Points**

Park points were provided by Levitt Pavilion Orlando. Park points were placed on large open spaces and amphitheaters.

❖ **xGeographic Wave Barrier (2022)**

The Wave barrier measures distances as describes previously.

❖ **Orange County Property Appraiser Parcels (2022)**

Parcels have been imbedded with all Wave attributes, including fields for custom proximity (distance) metrics using the barrier files.

❖ **Department of Revenue Land Use Codes (2022)**

“D.O.R. Codes” are located in the parcel files and provide land use information, which allows a number of units field to be appended to the parcel data.

- 96% of parcels in the study were provided explicit unit counts within the D.O.R. Code field.
- The other 4% of parcels underwent a quality assurance process. This process included direct references to the number of units on each site from both Apartments.com and Trulia. A Google Street View check was performed on D.O.R. codes 0800, 1200, 1210 and 1220. Code 0800 was provided a blanket value of 2 units per parcel based on the results of a random sample of 50 parcels.

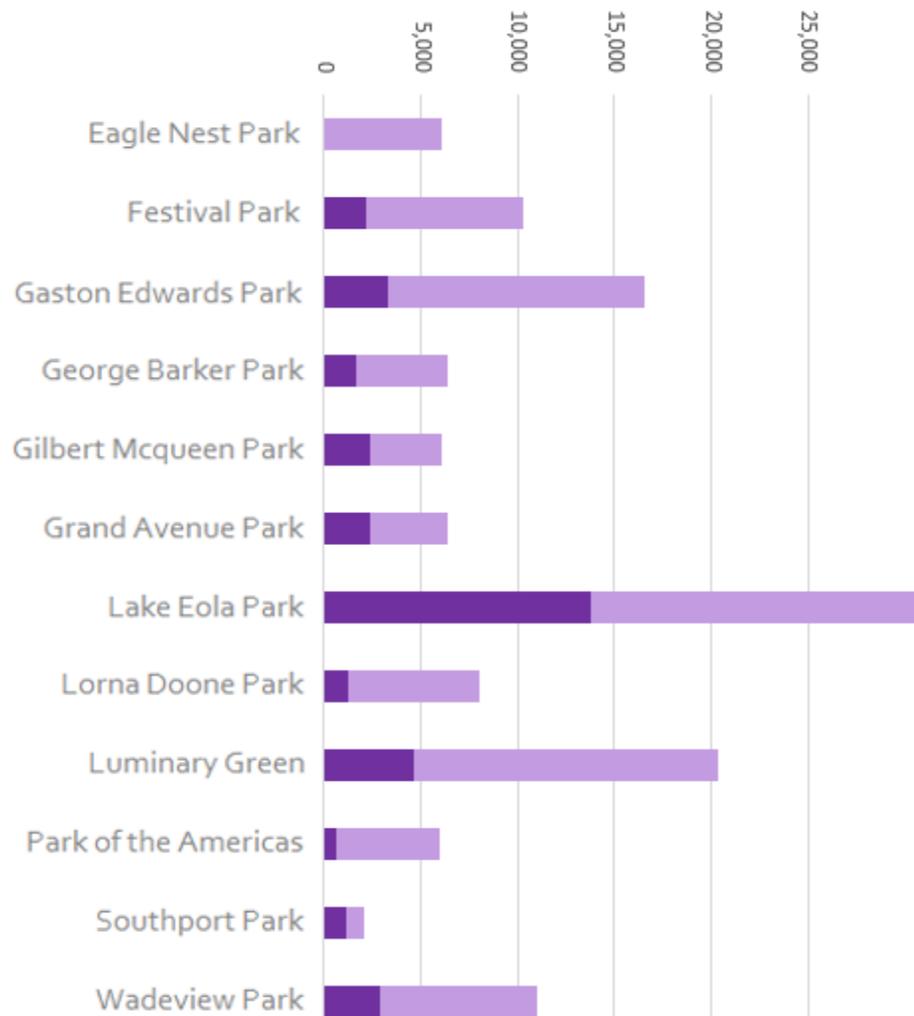
❖ **U.S. Census Population Metrics (2019, Latest Data)**

To calculate the population for parcels, the 2019 U.S. Census ACS Orange County figures of 2.87 persons per household and a multi-family vacancy rate of 15.01% were applied to parcels. These metrics, in combination with tabular data showing individual parcel distances to all 12 park sites, allowed for the final population counts to be derived.

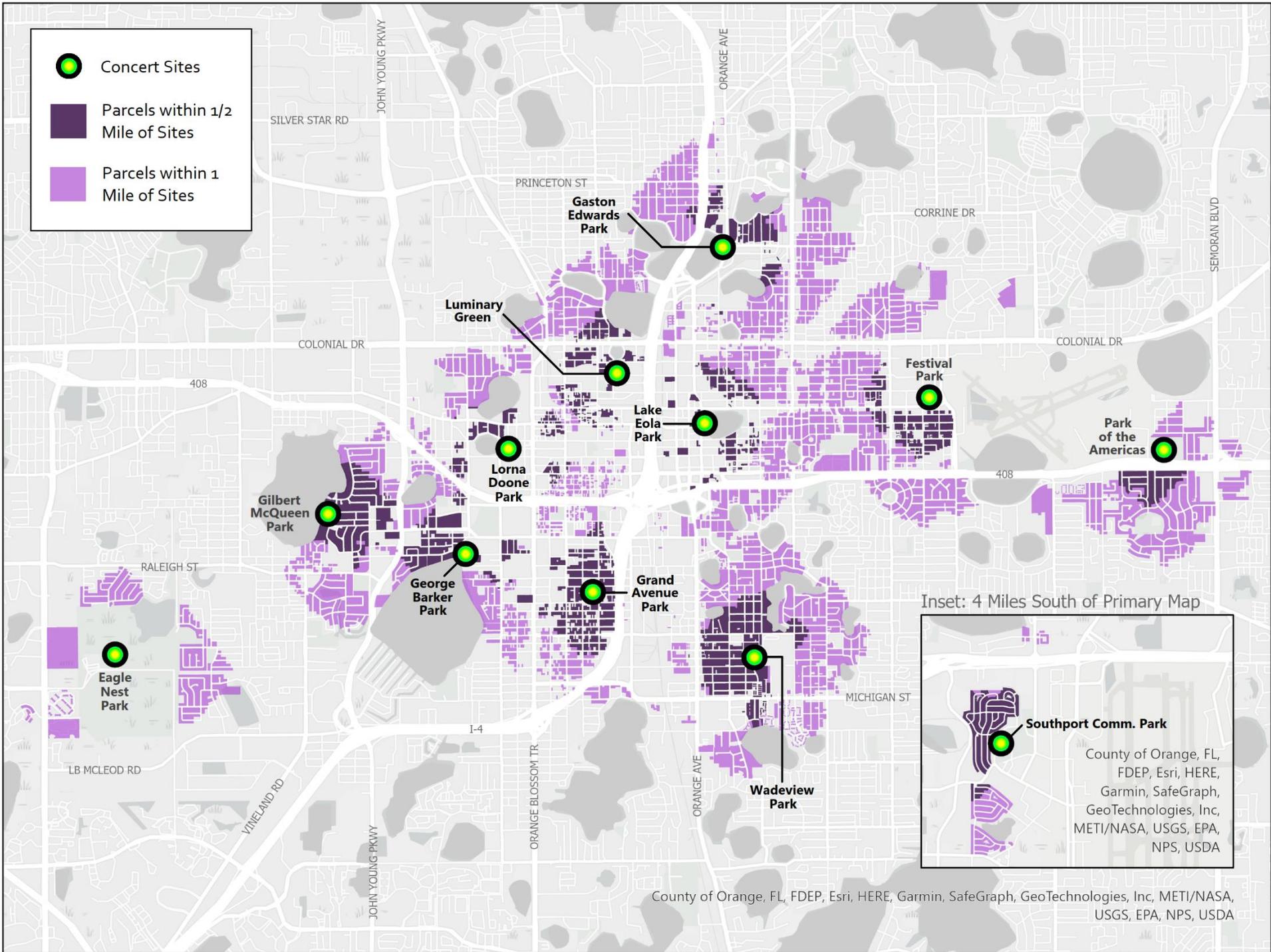
Analysis Summary

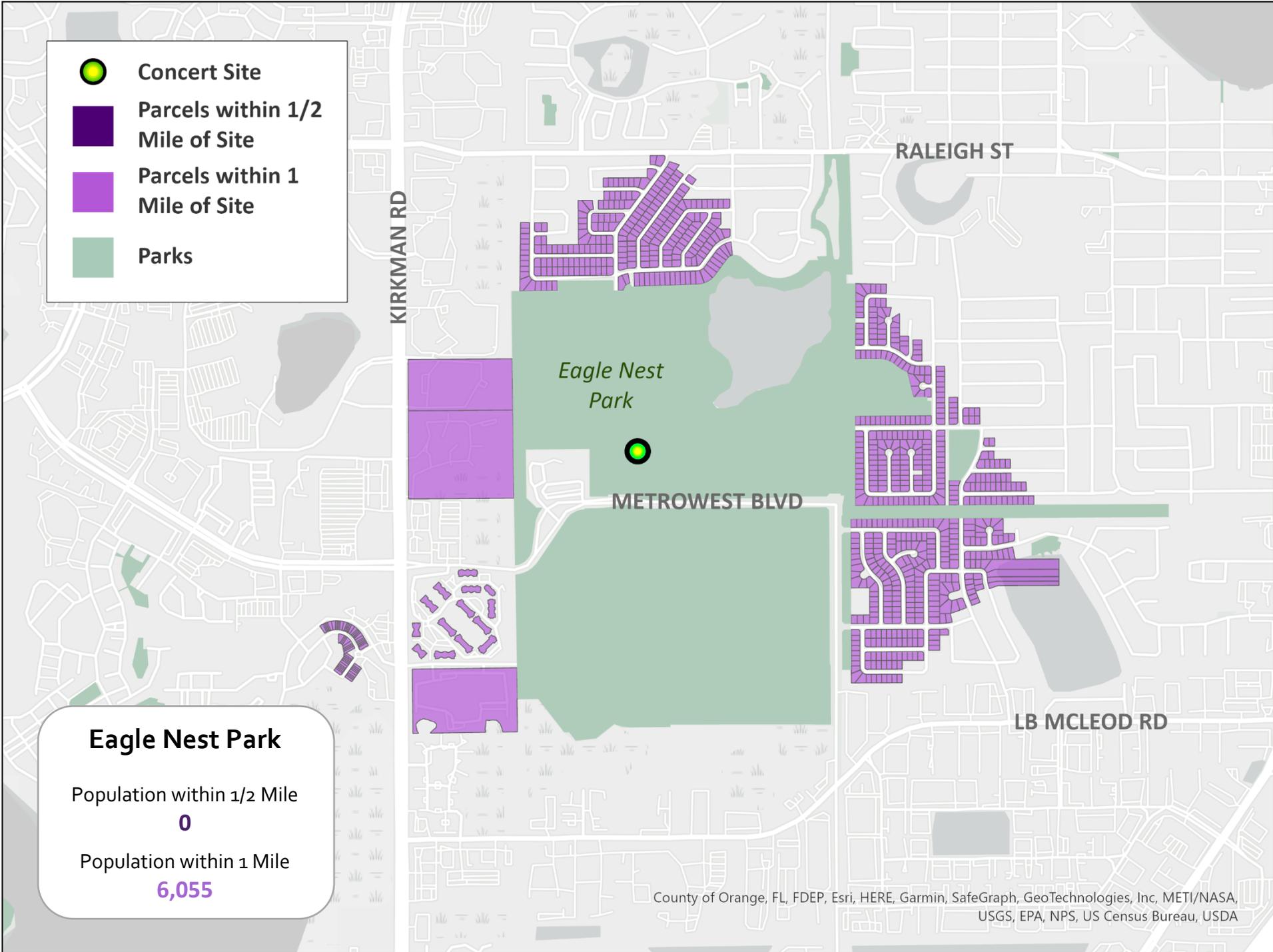
The chart below and the table to the right depict the half-mile and one-mile population counts for each concert site included in this analysis.

Within the maps and data tables, dark purple represents the half-mile radius and light purple represents the one-mile radius. The following pages of this report provide zoomed in maps of the concert sites.



Site	Population Within 1/2 Mile	Population Within 1 Mile
All 12 Parks	35,627	95,540
Eagle Nest Park	0	6,055
Festival Park	2,133	10,357
Gaston Edwards Park	3,307	16,371
George Barker Park	1,619	6,467
Gilbert McQueen Park	2,357	6,194
Grand Avenue Park	2,369	6,450
Lake Eola Park	13,788	31,230
Lorna Doone Park	1,218	8,092
Luminary Green	4,927	20,327
Park of the Americas	588	6,139
Southport Park	1,091	2,052
Wadeview Park	2,863	11,231



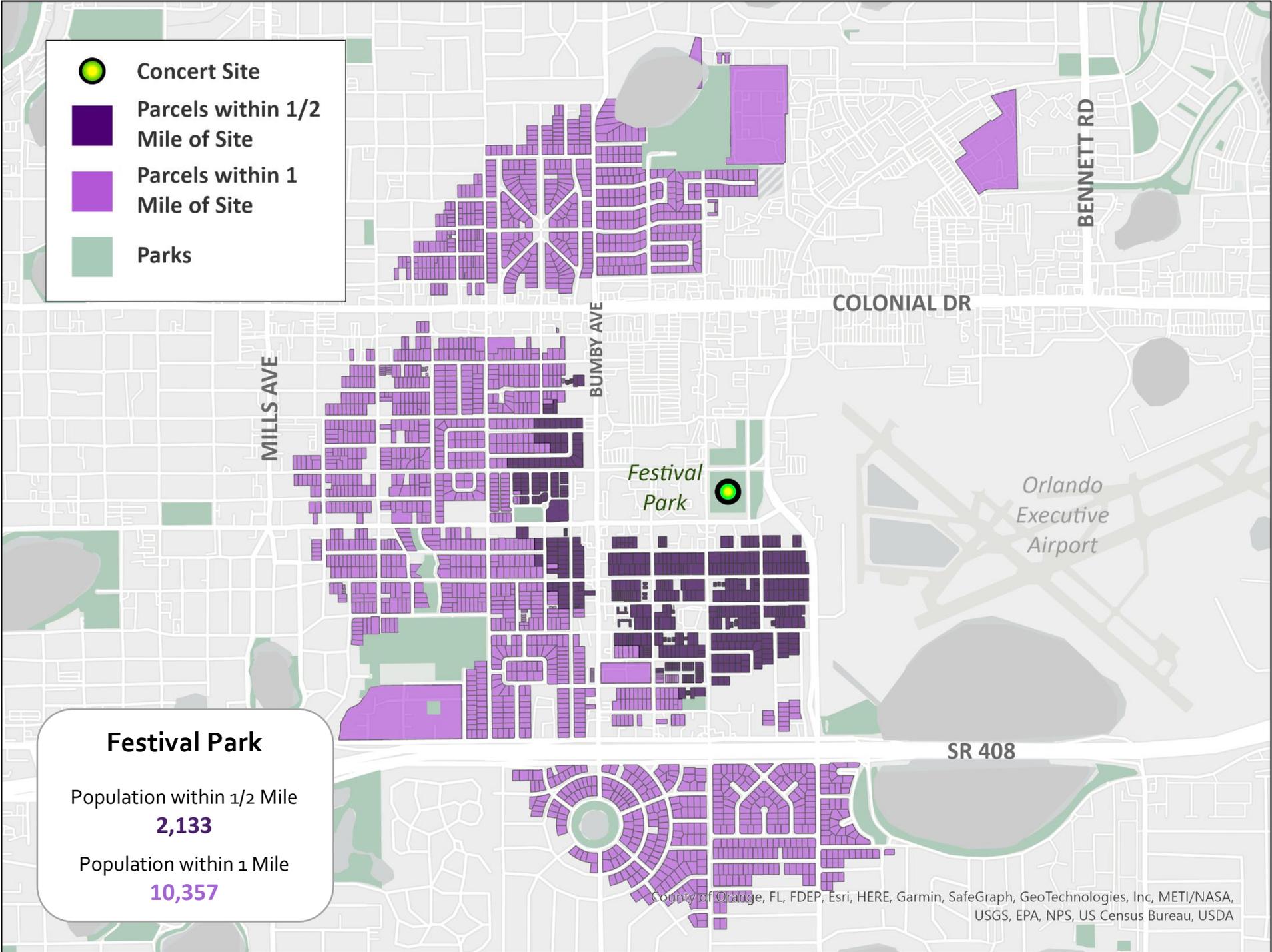


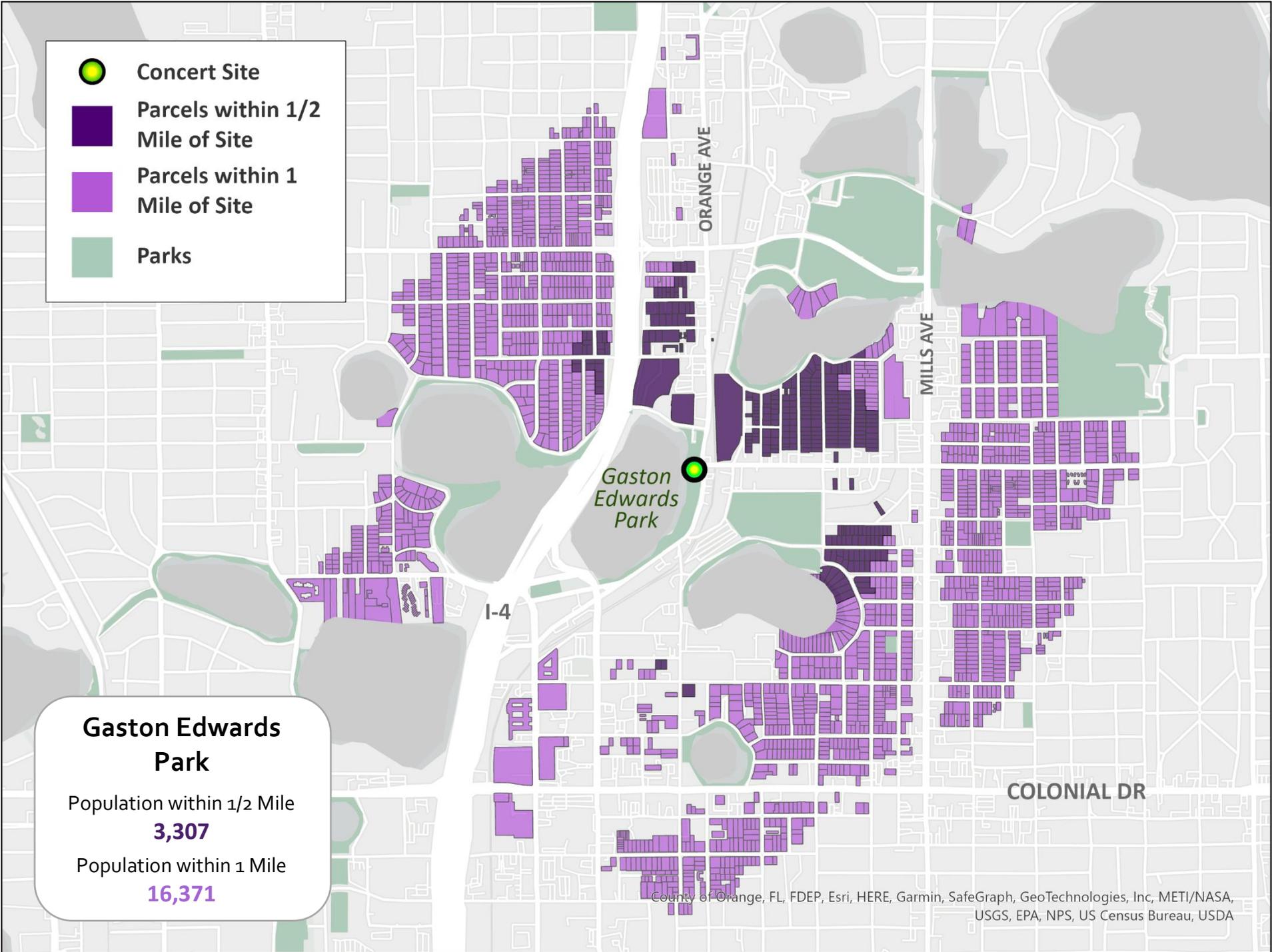
-  Concert Site
-  Parcels within 1/2 Mile of Site
-  Parcels within 1 Mile of Site
-  Parks

Eagle Nest Park

Population within 1/2 Mile
0

Population within 1 Mile
6,055





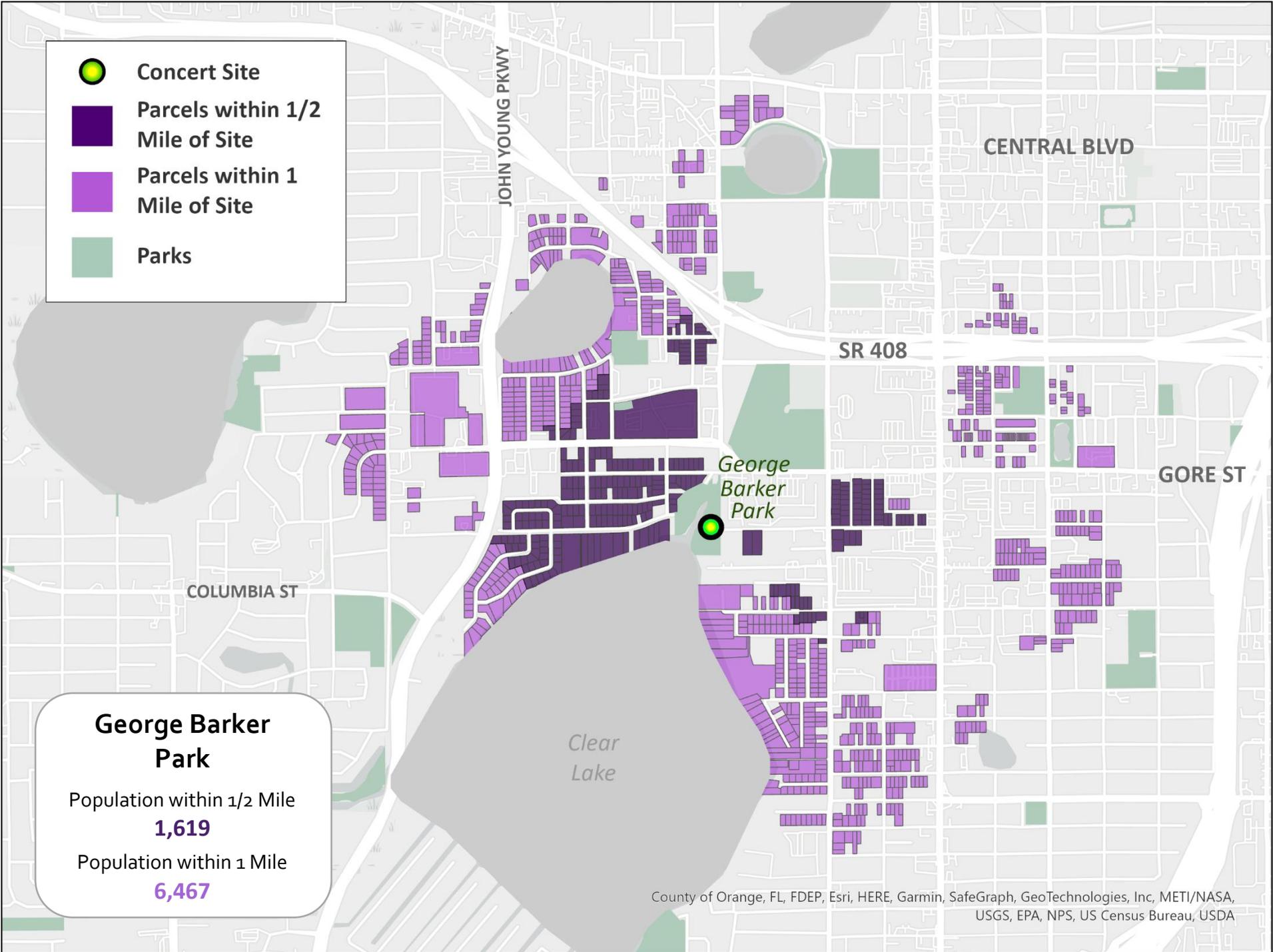
-  Concert Site
-  Parcels within 1/2 Mile of Site
-  Parcels within 1 Mile of Site
-  Parks

Gaston Edwards Park

Population within 1/2 Mile
3,307

Population within 1 Mile
16,371

County of Orange, FL, FDEP, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

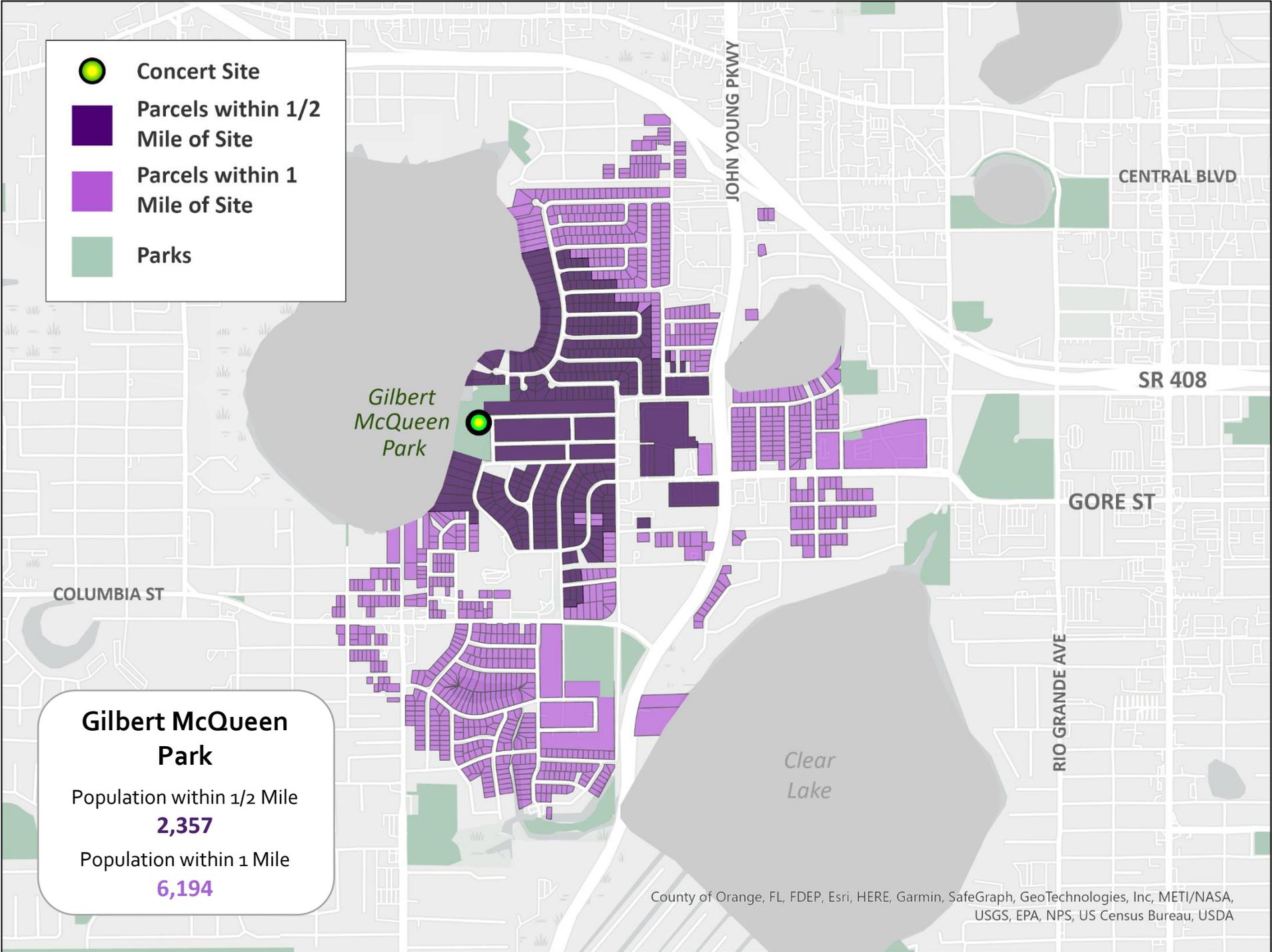


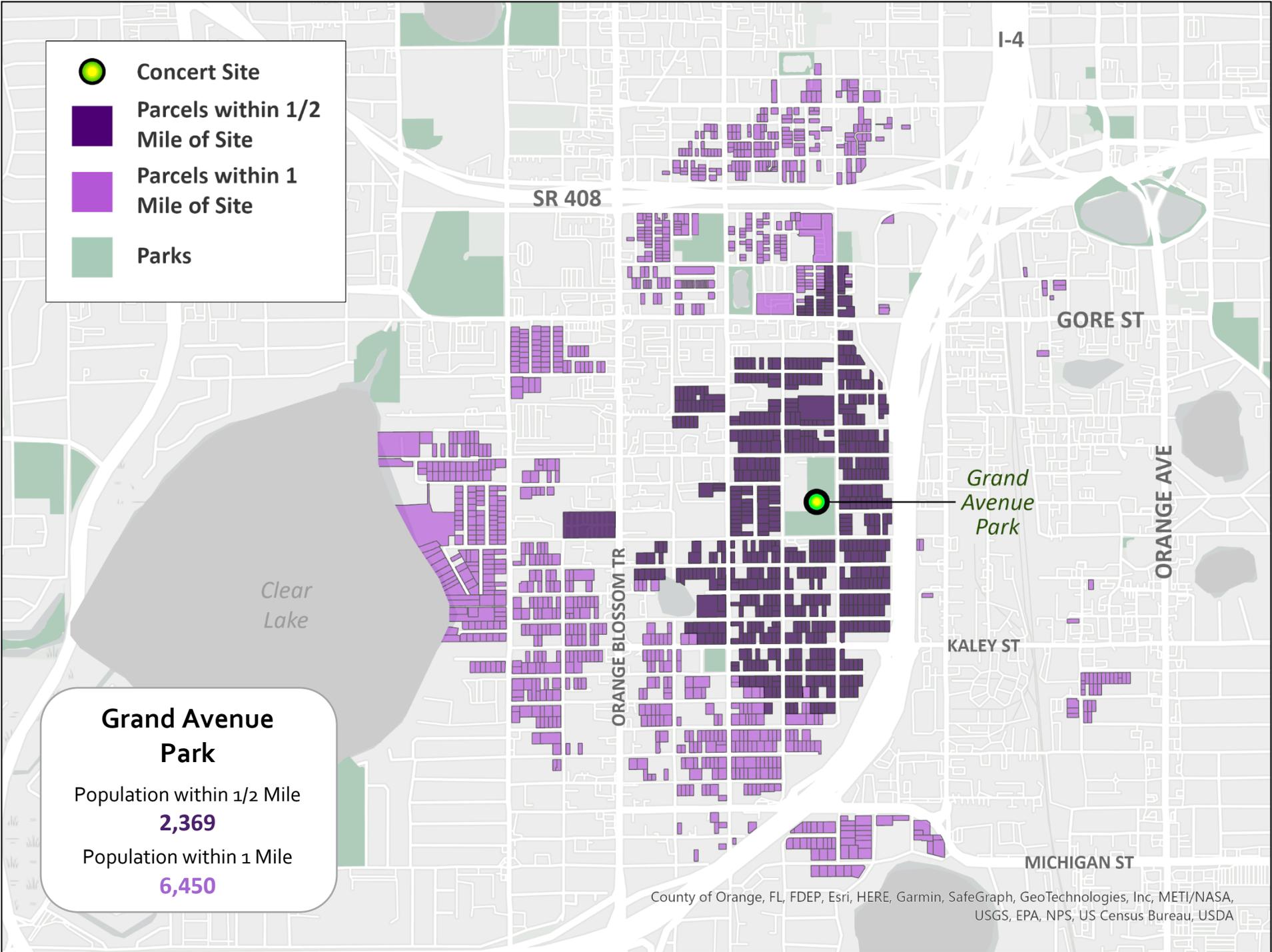
- Concert Site
- Parcels within 1/2 Mile of Site
- Parcels within 1 Mile of Site
- Parks

George Barker Park

Population within 1/2 Mile
1,619

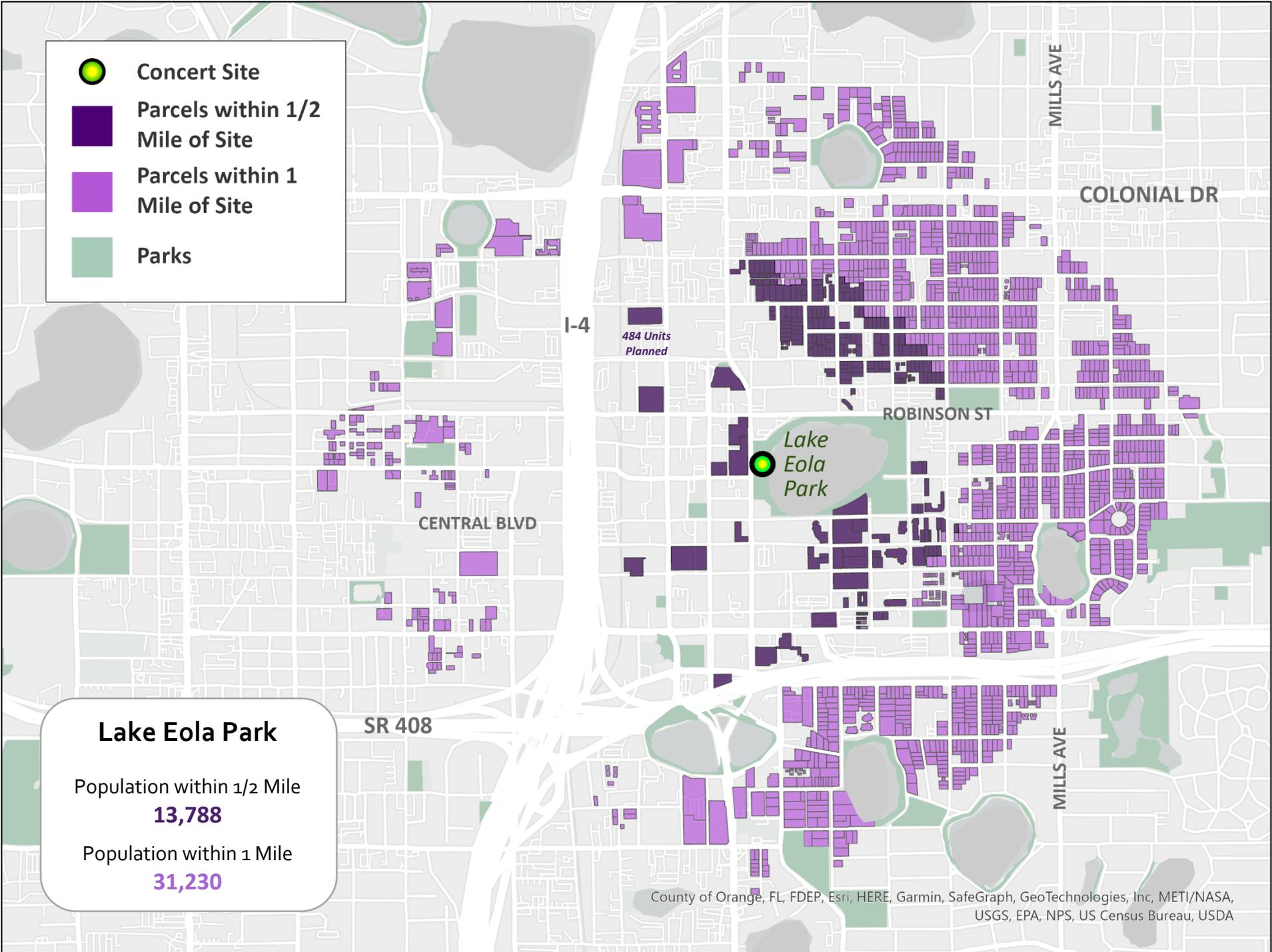
Population within 1 Mile
6,467

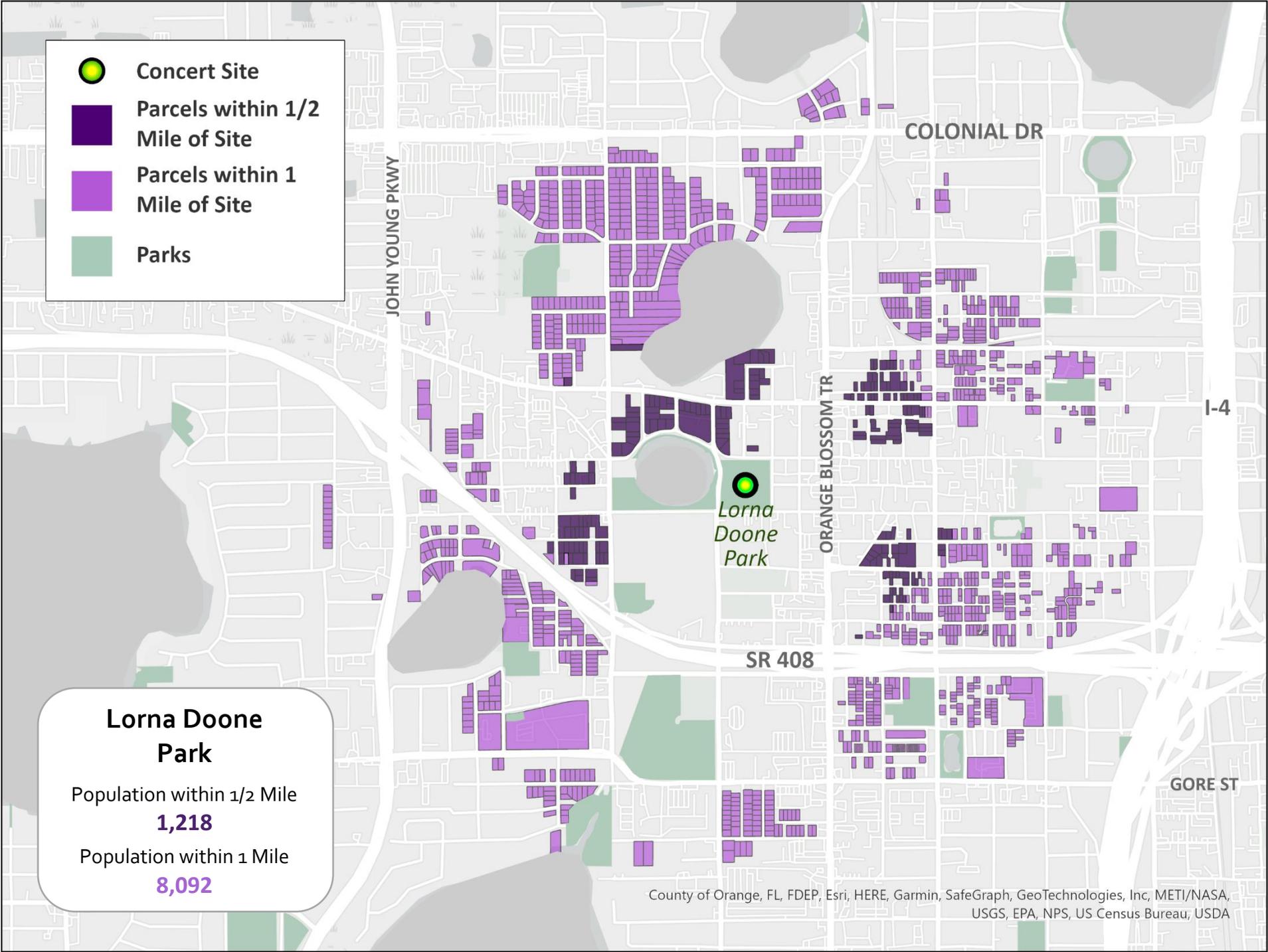




-  Concert Site
-  Parcels within 1/2 Mile of Site
-  Parcels within 1 Mile of Site
-  Parks

Grand Avenue Park
Population within 1/2 Mile
2,369
Population within 1 Mile
6,450





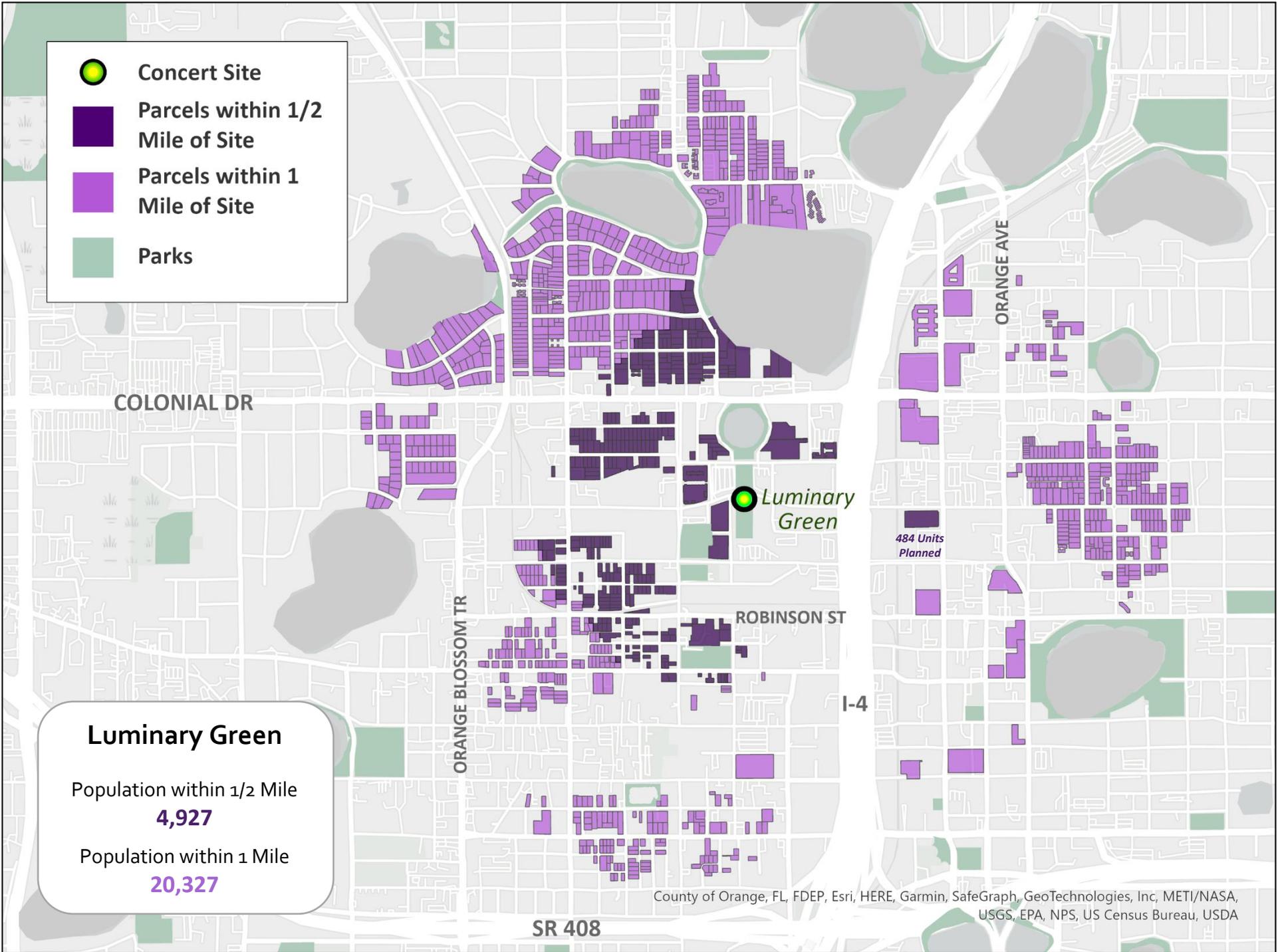
-  Concert Site
-  Parcels within 1/2 Mile of Site
-  Parcels within 1 Mile of Site
-  Parks

Lorna Doone Park

Population within 1/2 Mile
1,218

Population within 1 Mile
8,092

County of Orange, FL, FDEP, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA



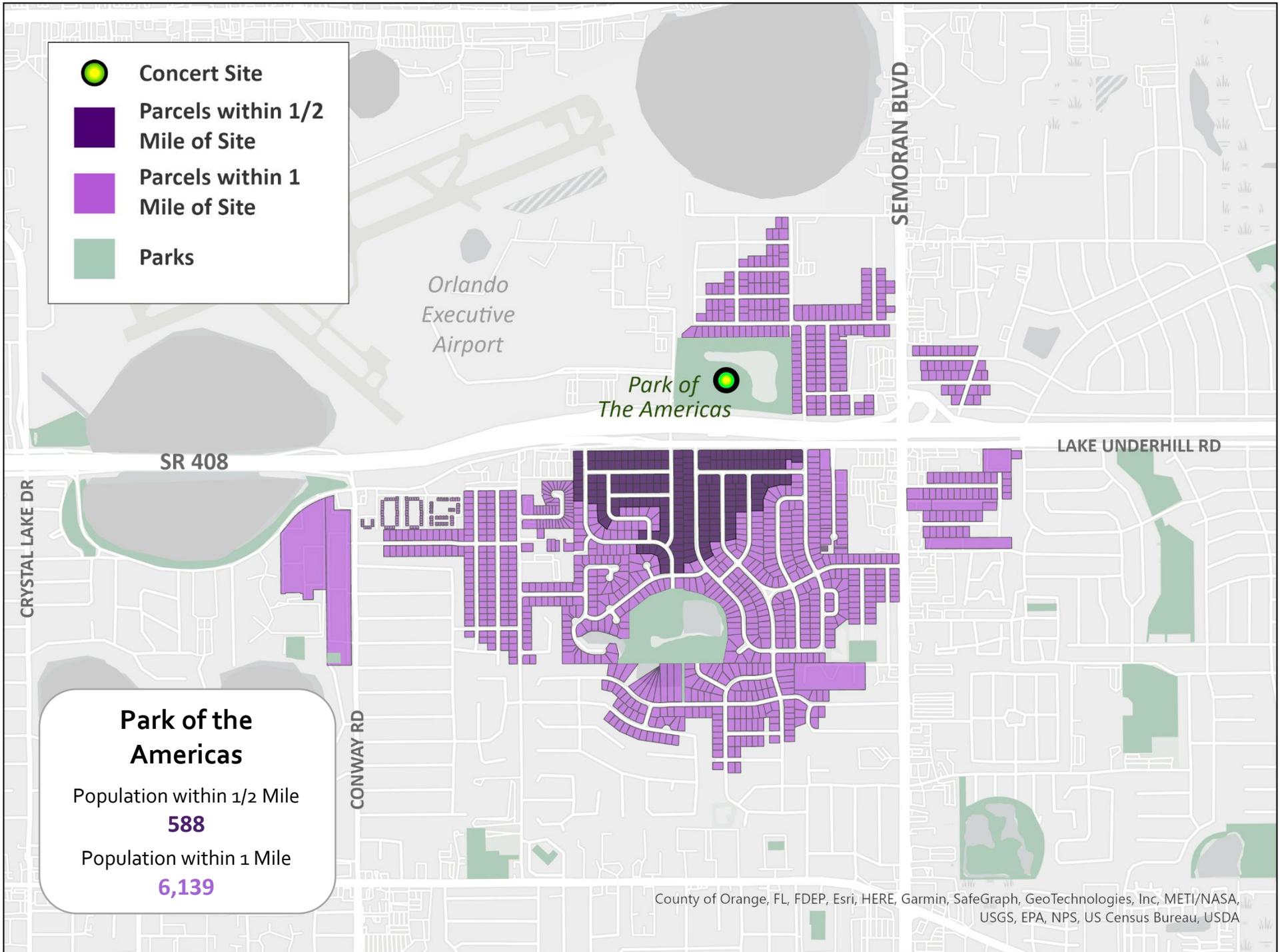
-  Concert Site
-  Parcels within 1/2 Mile of Site
-  Parcels within 1 Mile of Site
-  Parks

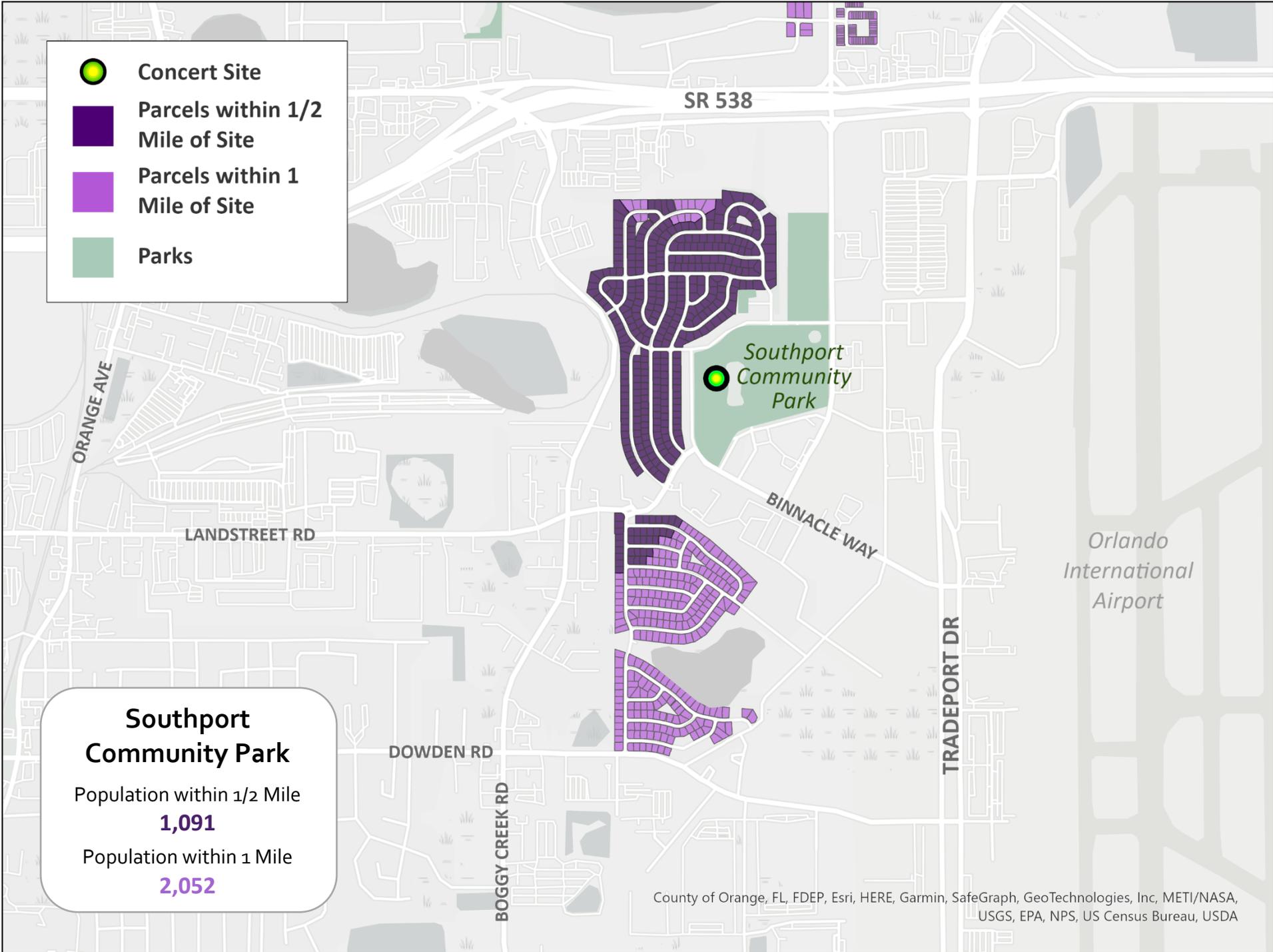
Luminary Green

Population within 1/2 Mile
4,927

Population within 1 Mile
20,327

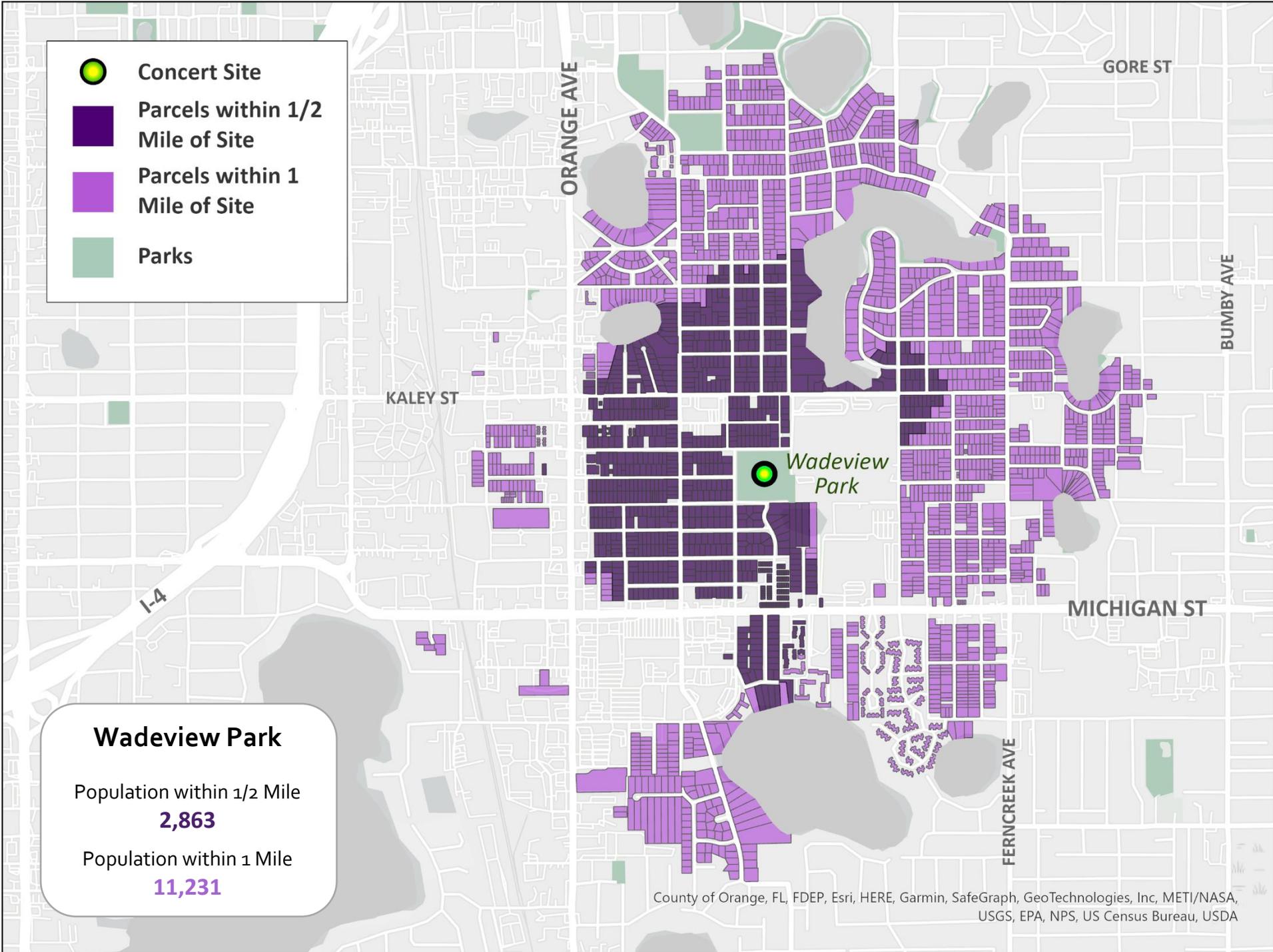
484 Units Planned





-  Concert Site
-  Parcels within 1/2 Mile of Site
-  Parcels within 1 Mile of Site
-  Parks

**Southport
Community Park**
Population within 1/2 Mile
1,091
Population within 1 Mile
2,052



- Concert Site
- Parcels within 1/2 Mile of Site
- Parcels within 1 Mile of Site
- Parks

Wadeview Park

Population within 1/2 Mile
2,863

Population within 1 Mile
11,231

County of Orange, FL, FDEP, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA