

# CREATIVE VILLAGE

## DOWNTOWN ORLANDO

### BE PART OF ORLANDO'S NEWEST INNOVATION DISTRICT

Creative Village builds on the success of Orlando's technology and innovation economy by transforming 68-acres of city-owned land into a mixed-use, urban Innovation District anchored by Electronic Arts, Inc. (EA) and the UCF Downtown and Valencia College Downtown campus alongside other high-tech and creative companies and a diverse mix of students, professionals and residents. Upon full build out, Creative Village will represent more than \$2 billion in new development and a dynamic mix of uses including:

**900,000**  
square feet  
office/creative space

**800,000**  
square feet  
higher education space

**100,000**  
square feet  
retail/commercial space

**2,000+**  
residential units

**1,500**  
student  
housing beds

**225**  
new hotel rooms

## INNOVATION DISTRICT

Creative Village is an Innovation District designed to facilitate collaboration and productivity while retaining, attracting and growing talent. It is a true "live, learn, work, play" neighborhood, anchored by education and providing a variety of housing types, parks and open space, access to public education and smart city initiatives. When complete, it will be one of the largest transit-oriented developments in the Southeastern United States.

## CONCEPTUAL MASTER LAND USE PLAN

Existing Community Assets

Phase I Development Completed

Phase II Development Planned

Future Development



## PUBLIC/PRIVATE PARTNERSHIP

Creative Village is a public/private partnership between the City of Orlando and the Master Developer, Creative Village Development, LLC (CVD), which is a joint venture between a local team led by Ustler Development, Inc. and Banc of America Community Development Company, LLC (BACDC). CVD controls the land via a long-term Master Development Agreement and Purchase Option Agreement that runs through 2031.

Learn more about the development, project team and real estate opportunities at [creativevillageorlando.com](http://creativevillageorlando.com).

# PHASE I DEVELOPMENT

PHASE I WAS COMPLETED IN 2022 AND REPRESENTS APPROXIMATELY \$700 MILLION IN INVESTMENT.

- 350,000 square feet of higher education space
- 640 student housing beds
- 957 mixed-income and market-rate apartments
- 175,940 square foot EA Orlando Studio
- 2.3-acre park, Luminary Green

Phase I was completed in 2022 and represents almost 8,000 students, 1,000+ high wage jobs and approximately 2,100 residents. Between UCF, Valencia and the EA Orlando Studio, there are 2,000 game developers (professionals and students) concentrated at Creative Village in downtown Orlando.

Phase I includes two of the largest privately financed buildings in the history of downtown Orlando.

- \$105 million (\$120 million including tenant improvements) UnionWest co-developed by Ustler Development, Inc. and DEVEN.
- \$108 million The Julian Apartments co-developed by Ustler Development, Inc. and The Allen Morris Company.

## EA ORLANDO STUDIO

Opened 2021

Electronic Arts (EA) is the corporate anchor of Creative Village. EA has a long-term lease for a privately developed, \$62 million (\$90 million including tenant improvements), 175,940 square foot office building for 1,000+ high-wage professionals in downtown Orlando. This is the largest corporate relocation in downtown Orlando in several decades and an important component of the new Innovation District.



## LUMINARY GREEN PARK

Opened 2022

The Creative Village master plan was created with an urban street grid centered around a centralized city park. Luminary Green Park opened in August 2022. This \$11 million public space contains 2.3 acres with a feature trellis, 1-acre great lawn, enhanced lighting and tree-lined promenade. The park represents an important investment in a community asset by CVD and the city.



## AMELIA COURT APARTMENTS

Opened 2019

Mixed-income housing is an important component in the residential program for Creative Village. Amelia Court is a \$56 million, 256-unit mixed-income apartment community and represents a significant investment in affordable housing by Atlantic Housing Partners, BACDC, the state and the city.







## THE JULIAN APARTMENTS

Opened 2020

The Julian Apartments is a privately developed, market-rate apartment project with 409 units. The Julian represents a \$108 million investment with unique floorplans, collaboration space on almost every floor, a rooftop clubhouse and pool with skyline views of downtown Orlando and a fitness center that opens onto an outdoor courtyard. Good Salt Restaurant Group opened The Monroe Restaurant on the ground floor with an expansive front porch overlooking Luminary Green.

## UNIONWEST AT CREATIVE VILLAGE

Opened 2019

UnionWest is a privately developed, mixed-use building that is integral to the Downtown Campus. UnionWest represents a \$105 million investment (\$120 million including tenant improvements) with 640 purpose-built student housing beds, 105,000 square feet of academic and support space and 12,000 square feet of ground floor commercial space. UnionWest is home to Student Services for the Downtown Campus and the 8,000 square foot Wellness Center. Ground floor tenants include Dunkin', Subway, Addition Financial, Qdoba Mexican Eats and Vera Asian.



With the completion of Phase II, Creative Village will be home to more than 8,000 students, 3,000 residents, 1,750 professionals and 477 hotel rooms. Future phases will be delivered in 2029 and beyond.



## MODERA CREATIVE VILLAGE APARTMENTS

Opened 2022

Mill Creek Residential (MCR) privately developed the Modera Creative Village Apartments, a \$75 million, 292-unit project with 11,000 square feet of ground floor commercial space. MCR was selected via a land brokerage process led by CVD and represents an important investment by an industry-leading and best-in-class third-party developer.

## FUTURE PHASES

The Creative Village Master Development Agreement with the city currently runs through 2031 with 8 - 10 parcels remaining for vertical development.

Phase II of vertical development is planned to be delivered between 2024 - 2028 and represents more than \$450 million in development activity:

- 185,000 square foot multi-tenant office building
- 325 market-rate apartments
- 190 mixed-income apartments
- 180 room hotel
- 500+ student housing beds
- Potential adaptive reuse of the Bob Carr





## UCF DOWNTOWN AND VALENCIA COLLEGE DOWNTOWN

Many college programs are most impactful in urban environments with proximity to jobs and real world experiences, and most college students prefer an urban lifestyle. UCF, in partnership with Valencia College, established a new full-service, shared campus in downtown Orlando to expand these opportunities. UCF is the second largest public university in the country with over 70,000 students. Valencia has been recognized as the top community college in the United States and has 72,000 students.

The new Downtown Campus opened in August 2019 and represents a best-in-the nation urban campus for 8,000 students in digital media, communication, public services and health-related programs. Long term plans for the campus include 10,000 to 15,000 students.

### UCF Florida Interactive Entertainment Academy (FIEA):

FIEA's graduate level program in video game design was recently named #1 in the world three years in a row, according to *The Princeton Review* and *PC Gamer* magazine.

### Valencia College Walt Disney World Center for Culinary Arts and Hospitality:

UnionWest is home to Valencia's state-of-the art 50,000 square foot Walt Disney World Center for Culinary Arts and Hospitality.

### Orlando is the #1 Fastest-Growing City for Entrepreneurs

*LinkedIn News, 2021*

### Florida is the #2 Best State for Business

*Chief Executive Magazine, 2022*

### Orlando Ranks #2 in the Country for Job Growth

*U.S. Bureau of Labor Statistics, 2021*

### Orlando Named a "Rising Star" City for Tech Employment and Job Growth

*Brookings Institute, 2022*

### Orlando Adds 1000+ People per Week to its Population

*UF BEBR, 2021*

[downtownorlando.com](http://downtownorlando.com)

## DOWNTOWN ORLANDO

Over the past two decades under the leadership of Mayor Buddy Dyer, Orlando emerged as a World Class City. Downtown Orlando is home to the Amway Center, Dr. Phillips Center for the Performing Arts, Exploria Stadium (home to Major League Soccer) and Camping World Stadium. We're growing our transportation infrastructure through SunRail, Brightline, expansion of the Orlando International Airport and the I-4 Ultimate project. Our tech community is thriving as evidenced by many successful home grown tech companies. Orlando is also making a name for itself as a foodie town and a nationally recognized leader in sustainability and resiliency. Others are starting to figure out what we already know - that downtown Orlando is a great place to live, learn, work and play.

**\$2 BILLION**

investment underway

**90+%**

apartment occupancy rate

**\$81,724**

average household income

**87,250**

jobs

Anchored by AdventHealth and Orlando Health,  
two of the largest hospital systems in the US.

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Electronic Arts

