

Orlando Magic Training Center and Creative Village developers win Golden Brick Awards

[Laura Kinsler](#) May 2, 2023 at 6:42 p.m.



Craig Ustler and Brooke Myers graciously accept applause after being recognized as the Golden Brick “Downtowners of the Year” award recipients at the Steinmetz Hall in the Dr. Phillips Center for the Performing Arts on Tuesday, May 2, 2023. (Stephen M. Dowell/Orlando Sentinel)

For their more than a decade of work in completing the first phase of Creative Village, developers Craig Ustler and Brooke Myers were named Downtowners of the Year, while the Orlando Magic’s AdventHealth Training Center took home the Award of Excellence Tuesday during the Orlando Downtown Partnership’s 2023 Golden Brick Awards.

Ustler’s [Ustler Development](#) and Myers’ [VelocityRED](#) partnered with Banc of America CDC as co-developers of the 68-acre Creative Village urban innovation district, which is now home to the UCF and Valencia College shared downtown campus and the new EA Sports offices. They also took home the award for Public Works & Placemaking for [Luminary Green Park](#), which marked the final component of the \$700 million investment.

This 2.3-acre public park is a unique and special gathering space for residents, workers, and students in Parramore and other downtown Orlando

neighborhoods. Luminary Green has a large, welcoming lawn for everyone to come together, play, and enjoy the outdoors.



Luminary Green Park in Creative Village provides a central gathering space highlighted by the circular trellis and Orlando letters. (Ricardo Ramirez Buxeda/ Orlando Sentinel)

The north end of the park features an iconic trellis and the city's newest Instagram-worthy photo spot. This circular feature serves as the aesthetic centerpiece of the park and provides an elevated vantage point of Creative Village and the downtown Orlando skyline. The Ustler Group and its various development partners have approvals in place for the [next phase of Creative Village](#), which will include another mixed-income housing community, a hotel, an office building and 26-story apartment tower. Plans also include a second phase of student housing and adaptive reuse of the Bob Carr Theater building.

Ustler also teamed up with [Wood Partners](#) to develop the 285-unit [Alta Health Village apartments](#), which won the 2022 award for Commercial & Residential Development. The urban-style project across from the AdventHealth Cancer Institute on N Orange Avenue is seven stories with structured parking and a rooftop pool deck with views of downtown Orlando.

It was acquired in December by Dallas-based Conti Capital for \$107 million. The project was designed by Charlan Brock Architects.



The \$75 million Alta Health Village was developed by Ustler Group and Wood Partners. (Handout)

The Orlando Magic began assembling property for its new training facility north of Amway Center in 2018 and [broke ground in 2020](#) for the 100,000-square-foot training center with attached 30,000-square-foot orthopedic and sports medicine clinic operated by AdventHealth, the team's longtime medical partner. The center opened in 2022 and won the Golden Brick Award of Excellence.

The \$70 million facility brings whole-person medicine, science, and research together to optimize sports performance, applying those learnings to the broader community.

The project incorporates leading training and recovery technologies, including an altitude chamber, hydrotherapy offerings, and an expansive locker room, and two full-size courts.



The Orlando Magic's AdventHealth Training Center was named Project of the Year by the Downtown Orlando Partnership. The 130,000-square-foot facility houses both a sports-medicine center as well as the new Orlando Magic training center. (Ricardo Ramirez Buxeda/ Orlando Sentinel)

The project leapfrogged over the Magic's proposed [Sports+Entertainment District](#), which team officials say will commence construction this year.

The Golden Brick for New Office Design went to the Orlando Economic Partnership for its new downtown headquarters, which contains the region's first digital twin and serves the seven-county region.

Design-build firm [Interstruct](#) took home the award for Redesign & Renovation for its new headquarters building at 814 W. Church St. The firm started work in 2021 on the adaptive reuse of the 74-year-old warehouse in Parramore.



Repeat winner Interstruct won another Golden Brick for Renovation for the adaptive reuse of a 1947 Parramore warehouse into the firm's corporate headquarters. (Handout)

The renovation called for restoring the original storefront windows of the building that had been bricked in for decades.

The architecture of the original 1947 building exhibits a hint of industrial art-deco with its stepped parapet and chamfered vertical edge facade, which is also a repeated element on the capital of the surface pilasters. Architectural transparency, repetition, asymmetrical rhythm and celebrating the imperfection and beauty of exposed materials would become key elements of their design.

The company added 1,200 square feet of executive office space on a second floor mezzanine level on the south side of the building. About 1,500 square feet is dedicated to retail space on the north side fronting West Church Street. Interstruct CEO Ryan Young told GrowthSpotter the [building would operate at net-zero](#), thanks to a new insulated, energy-efficient roof system was added with a full solar array on all three roof sections.

Mills 50's newest ice creamery, [Sampaguita](#), introduced Orlando to a whole new palette of flavors based on owner Marie Mercado's childhood memories of growing up in the Philippines. The menu for the Hospitality & Dining winner includes ice cream flavors that combine sweet, creamy and umami, such as ube latte, queso guava cheesecake and soy sauce butterscotch. Customers lined up outside the door for the store's early January opening to experiment with the new flavors. Mercado told the Orlando Sentinel's Amy Drew Thompson the flavors can be divisive.

"Most people here have never heard of it and have no idea what to expect," she said. "We did cheese and corn and people either loved it or hated it."

The Downtown Partnership also recognizes special events and downtown programming, including:

Arts & Culture – UCF Celebrates the ArtsCommunity – CareerSource
Central Florida Summer Youth Program

Diversity, Equity, & Inclusion – Sensory Room presented by AdventHealth

Entertainment & Special Events – Orlando Venues for Camping World
Stadium Smashes Concert Record and Record-Breaking Year of Concerts at
Amway Center

Innovation & Technology – MetaCenter

Sporting Events – Special Olympics 2022 USA Games Opening Ceremony

Sustainability & Resiliency – Project AWESOME

Game Changer – Unbelievably Real

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