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Ustler files plans for new mixed-use building in Creative Village



The U-shaped building would feature large scale color murals on the hallways that wrap the parking garage and connect the east and west towers. The murals will be visible through the floor-to-ceiling windows facing Luminary Green Park. The apartments on the top floor will have expansive balconies overlooking the park. (Rendering by Baker Barrios)



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With plans for a new high-rise apartment tower and office building stalled, Creative Village master developer Craig Ustler has filed plans for a smaller mixed-use building just south of Luminary Green Park.

Ustler Development and co-developer Brooke Myers with **Velocity Red** are seeking to expedite the purchase of the 1.2-acre lot known as “Parcel H” in the master plan to build a 7-story mixed-use building with 122 units of market-rate housing — a project they believe is more feasible in today’s economy.

“As you know, there are no large-scale projects under construction in Downtown Orlando,” Ustler told GrowthSpotter. “This is because they are not viable based on current market conditions. The plan is for Parcel H to serve as the catalyst and be first and then hopefully set the stage for Parcel Y Apartments and Parcel X Office to move forward.”



The new building is slated to rise on Parcel H of the Creative Village master plan, which is directly south of Luminary Green Park. (Courtesy of Uster Development Group)

Ustler said they have already filed a notice with the city to exercise the option on the property, also known as Lot 7, for the negotiated price of roughly \$2.8 million. It will go before the Orlando City Council in December or January. They hope to start construction in mid-2025 and complete it in two years.

The U-shaped building is designed by **Baker Barrios** and features a large courtyard and open colonnade linking the park to the Dr. Phillips Academic Commons building to the south.

One of the most distinctive features is the artwork inside the building between the east and west towers that can be seen from the park.

“It is a hallway with glass windows, and then an art mural on the interior wall that is visible from the exterior,” Ustler explained. “The hallway runs along the side of the parking garage, and this is a way of screening the garage.”



The courtyard facing the park would be bookended with restaurants and cafes. The entire first floor fronting Terry Avenue will have commercial uses focused on wellness. The second floor would have offices that will be leased to third-party users, and one would have a private terrace. (Rendering by Baker Barrios)

The 222-space garage would be wrapped on three sides and visible from Chatham Avenue. The plan notes that the developer is budgeting \$50,000 for a graphic mural or some other decorative treatment. The entrance and exit would align with the motor court for the buildings that are already approved for the two parcels (X and X-1) across the street.

The plan also calls for 14,500 square feet of commercial/retail space on the ground floor and two 3,750-square-foot offices on the second floor.

Ustler said the two commercial spaces facing the park and courtyard would be reserved for a sit-down restaurant and a cafe or bakery with outdoor seating. “We are targeting lifestyle and health/wellness/fitness uses for the other spaces,” he added.

The loft office space on the second floor faces Luminary Green Park and has private outdoor covered balconies facing the park. One of the offices will also have a outdoor terrace overlooking the courtyard. The developer will target creative, tech and digital media companies for those spaces.

The apartments will be a mix of studios, one- and two-bedroom units, and the top-floor corner units will feature oversized balconies providing views of the park or the UCF campus and future Westcourt district to the south. Ustler said it would offer a standard amenity package, but there would not be a swimming pool, since he typically doesn't include them in projects with less than 250 units.

"The ground floor restaurant and retail spaces, as well as the outdoor spaces and the adjacent park, are amenities," he said. "We refer to the middle outdoor and courtyard area as the 'colonnade' and think it is a unique feature that is a cool amenity."

Ustler has previously completed multiple projects within Creative Village, including the UnionWest student housing tower, The Julian apartments and EA Sports.

The firm is also co-developing an affordable housing community called "The Beacon" with [Atlantic Housing Partners](#) and [Banc of America CDC](#). Construction is scheduled to start in the first quarter of 2025 on the [106-unit building](#) at the corner of Parramore Avenue and Amelia Street.

Ustler has approved permits for [Phase 2](#), which includes a new office building, a hotel and a 26-story mixed-use residential tower, but construction is on hold until market conditions improve. Ustler is partnering with [The Allen Morris Company](#) on those buildings, which will have a combined value of over \$250 million.

Future development plans also include a second student housing tower south of the Beacon, which would add 600 more beds to the campus. UnionWest co-developer [DEVEN Group](#) will partner with Ustler for the second phase of student housing.

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