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 SQ. FT.
office/creative space

800,000 SQ. FT.
higher education space

100,000 SQ. FT.
retail/commercial space

2,000+
residential units

1,500
student housing beds

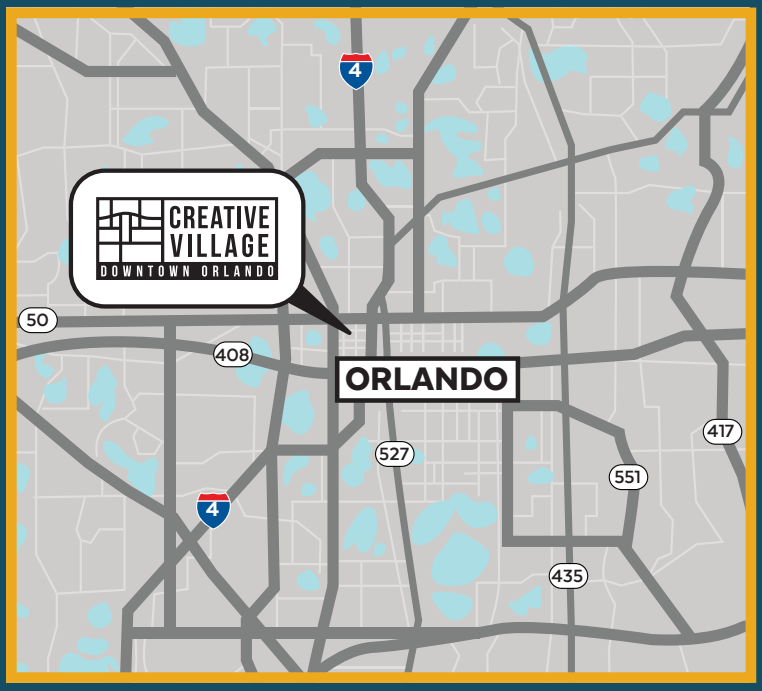
225
new hotel rooms

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.

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 Bank 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 2043.





CONCEPTUAL MASTER LAND USE PLAN

- Existing Community Assets
- Phase 1 Development *Completed*
- Phase 2 Development *Underway and Planned*
- Future Development

Learn more about the development, project team and real estate opportunities at **creativevillageorlando.com.**

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PHASE 1 DEVELOPMENT

Phase 1 was completed in 2022 and represents approximately $700 million in investment.

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

Phase 1 represents almost 8,000 students/faculty/staff, 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 1 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

Electronic Arts, Inc. (EA) is the corporate anchor of Creative Village and opened in 2021. 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 was one of the largest corporate relocations in downtown Orlando in several decades and an important component of the new Innovation District.





LUMINARY GREEN PARK

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.

DIVERSE MIX OF HOUSING

AMELIA COURT: $56 million, 256 unit mixed-income apartment community; Completed in 2019.

UNIONWEST: Privately developed, $105 million mixed-use building serving the Downtown Campus with 640 purpose-built student housing beds, 105,000 square feet of academic space and 12,000 square feet of ground floor commercial space; Completed in 2019.

THE JULIAN: Privately developed, $108 million market-rate apartment project with 409 units; featuring The Monroe Restaurant on the ground floor; Completed in 2020.

MODERA CREATIVE VILLAGE: Privately developed, $75 million market-rate apartment project with 292 units and 11,000 square feet of ground-floor commercial space; Completed in 2022.



PHASE 2 DEVELOPMENT IS UNDERWAY

Overall, Phase 2 represents approximately $450 million in development activity:

- 100,000-200,000 square feet of multi-tenant office/ mixed-use
- Select build-to-suit office and commercial opportunities
- 436 market-rate apartments
- 115 mixed-income apartments
- New hotel with meeting space and food and beverage program
- Adaptive reuse of Bob Carr Theater

FUTURE PHASES

The Creative Village Master Development Agreement between the city and CVD currently runs through 2043 with another 4-6 parcels remaining for vertical development beyond Phase 2.



THE BEACON

$40 million mixed-income apartment community with 115 units developed by Atlantic Housing Partners and BACDC. The Beacon reinforces Creative Village's commitment to inclusive growth and diverse housing opportunities. This project opened in October 2026.

PARCEL H

$60 million mixed-use building with 112 apartments, 14,000 square feet of ground floor commercial and 8,000 square feet of office developed by Ustler Development, Inc. Parcel H will activate the southern end of Luminary Green Park and expand neighborhood-serving restaurants, retail and professional services, enhancing Creative Village's walkable urban environment. This project is currently under construction and scheduled to be completed in Q4 2027.





BOB CARR ADAPTIVE REUSE

The city, CRA and CVD are working together to adaptively reuse Bob Carr Theater as a high-tech town square primed to energize the city's digital economy and ignite in-person creativity. Design is underway and targeted completion is 2030.



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 Downtown Campus opened in August 2019 and represents a best-in-the nation urban campus for 8,000 students/faculty/staff 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):

UCF's FIEA graduate level program in game design has been consistently ranked #1 or #2 in the world, according to *The Princeton Review* and *PC Gamer*.

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. Valencia's culinary program is ranked in the Top 10 Culinary Schools in the South by *culinary-colleges.com*.

- **Best Large City to Start a Business**
  WalletHub, 2025
- **#1 Fastest-Growing Major Metro in the U.S. — Job, Population & GDP Growth**
  Orlando Economic Partnership, 2025
- **#1 Florida's Best College City & Top Place to Start a Career**
  WalletHub, consecutive ranking through 2025

$1.6 BILLION
development investment

92%
apartment occupancy rate

$104,456
average downtown salary

96,701
jobs

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

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 Kia Center, Dr. Phillips Center for the Performing Arts, Inter&Co 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 with Michelin-recognized restaurants, and downtown is now home to six professional sports teams. Others are starting to figure out what we already know - that downtown Orlando is a great place to live, learn, work and play.

ORLANDO WAS IN THE TOP 10 NATIONALLY FOR LARGE METROS IN POPULATION GROWTH AND JOB GROWTH.

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