

# 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

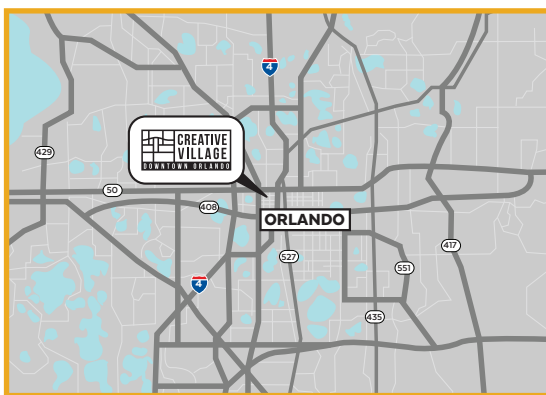
**2,000+**  
residential units

**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 I Development In-Progress
- 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 Bank of America Community Development Corporation (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 IS WELL UNDERWAY AND REPRESENTS APPROXIMATELY \$700 MILLION IN INVESTMENT.

## OPENED 2019/2020:

- 350,000 square feet of higher education space
- 640 student housing beds
- 665 mixed-income and market-rate apartments

## OPENING 2021/2022:

- 175,940 square foot EA Orlando Studio
- 2.3-acre park, Luminary Green
- 292 additional market-rate apartments

Phase I will be complete by 2022 and represents almost 8,000 students, 700-1,000 high wage jobs and approximately 2,100 residents. Between UCF, Valencia and the EA Orlando Studio, there will be 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 and \$108 million The Julian Apartments co-developed by Ustler Development, Inc. and The Allen Morris Company.

## EA ORLANDO STUDIO

Opened Q4 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 700-1,000 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

Opening Q4 2021/Q1 2022

The Creative Village master plan was created with an urban street grid centered around a centralized city park. Luminary Green Park is under construction and will open in phases in Q4 2021 and Q1 2022. Luminary Green Park is 2.3 acres and represents an \$11 million investment, 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 plans for 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.



## MODERA CREATIVE VILLAGE APARTMENTS

Opening Q2 2022

Mill Creek Residential (MCR) is under construction on 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 - 2027 and represents more than \$340 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

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 2028 and beyond.



## 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 72,000 students. Valencia has been recognized as the top community college in the United States and has 65,000 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 for the third time, 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.

## 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, Orlando City Soccer Stadium 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.

**\$5 BILLION**

investment underway

**92%**

apartment occupancy rate

**\$81,724**

average household income

**80,047**

jobs

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

**Orlando was the #3 Migration Destination in the U.S. in 2020**

*Real estate brokerage firm, Redfin Corp.*

**Orlando ranks #2 for Projected Job Growth Over the Next 5 Years**

*U.S. Bureau of Labor Statistics, December 2020*

**Orlando ranks #3 on the list of the 10 unexpected cities where tech workers are flocking, with 30% growth between 2015-2020**

*Business Insider's List, July 2021, and Axios.com*

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

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Electronic Arts

