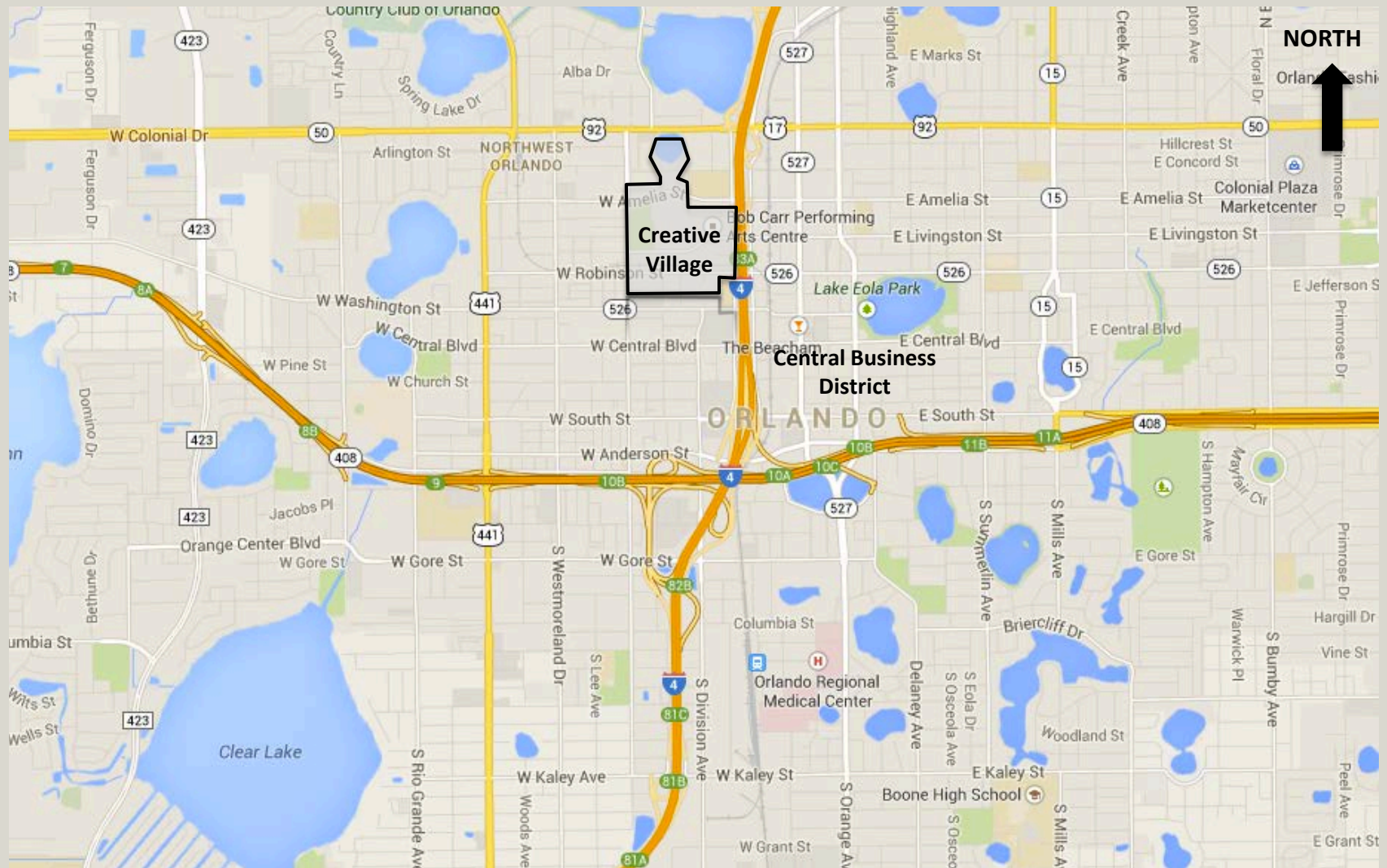




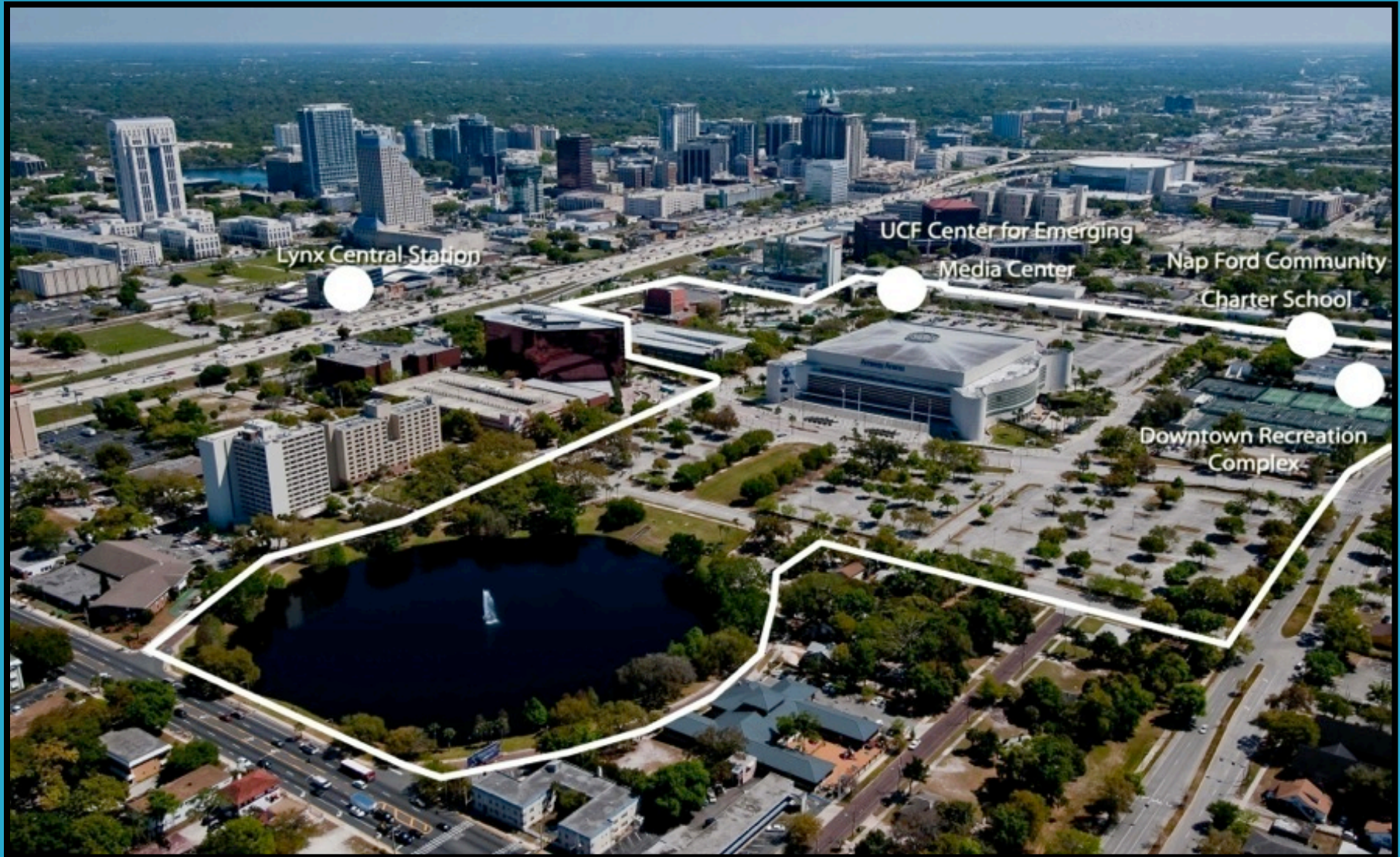
CREATIVEVILLAGE DOWNTOWN ORLANDO

Pinellas County Economic Innovation and Leadership Symposium
October 30, 2014

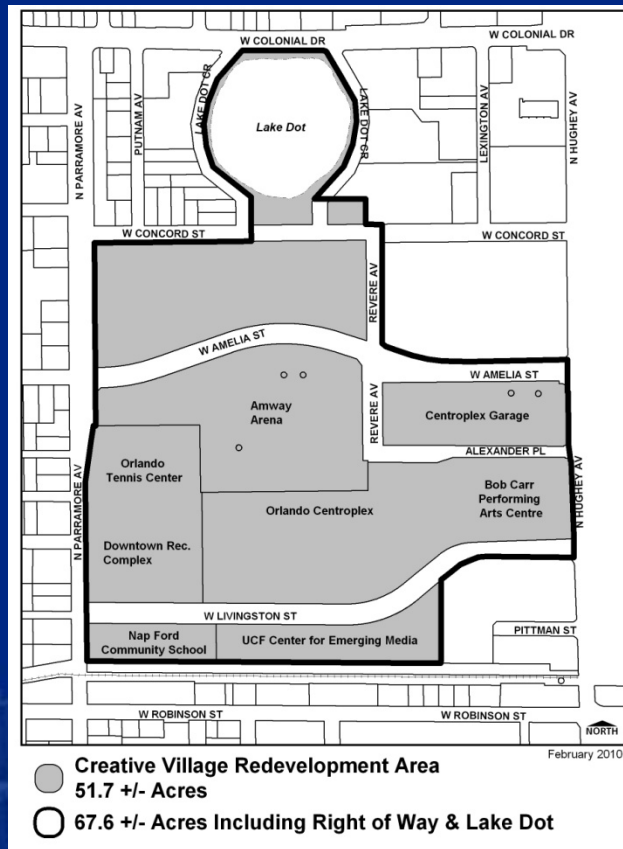
Creative Village Downtown Orlando Regional Map



Creative Village Redevelopment Area



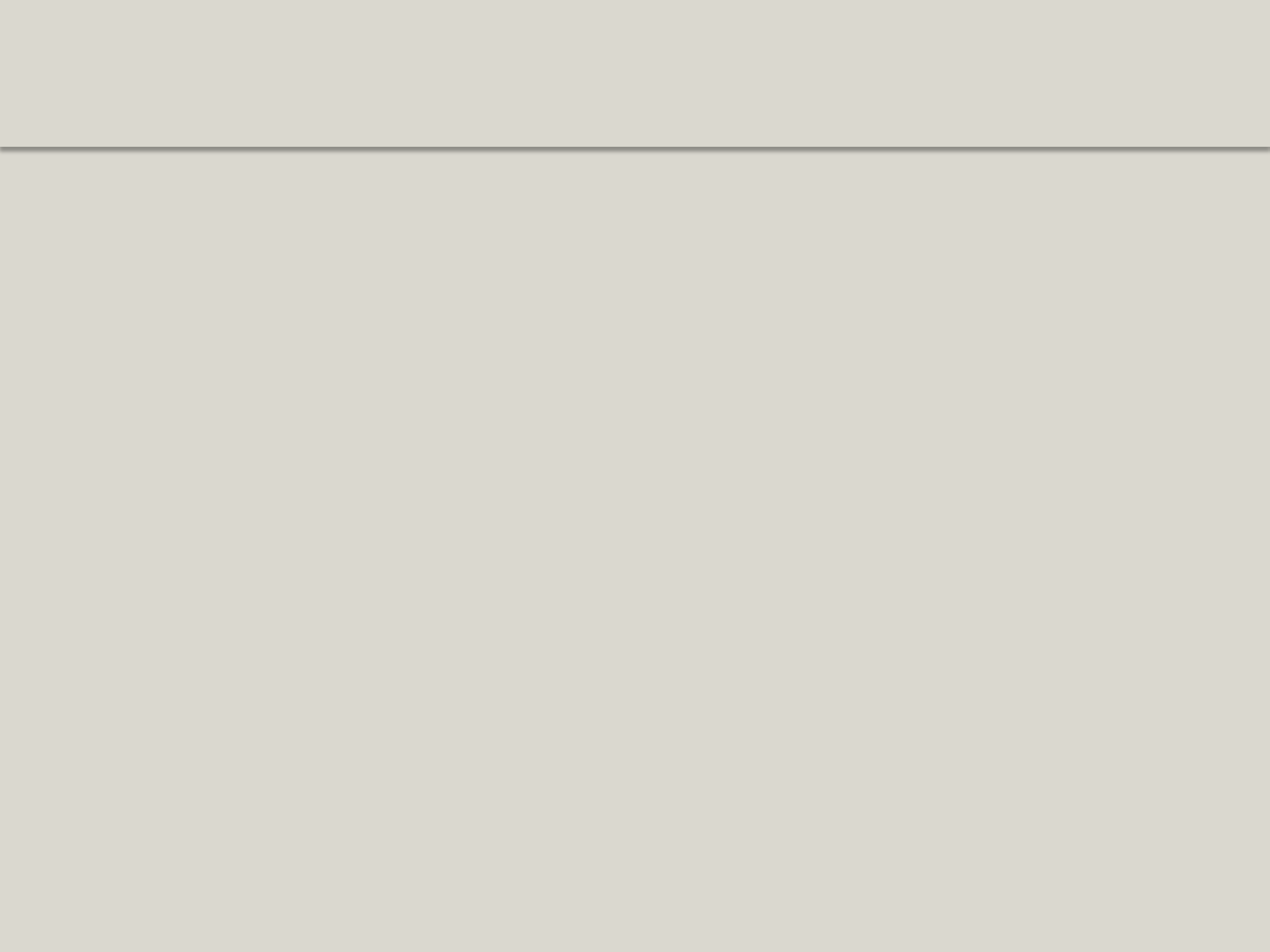
Creative Village Redevelopment Area



Laying the Foundation: 2004 – 2009



October 2004	City entered into an agreement with UCF to transform the Expo Center into the Florida Interactive Entertainment Academy
August 2006 - March 2007	Creative Village Concept Team Convened by City
November 2006	Glattig Jackson presents final Community Venues Master Plan to City Council
December 2006	Creative Village Concept Team presents their report to City Council
February 2007	Creative Village Community Open House at Dr. J.B. Callahan Neighborhood Center
October 2007	House of Moves locates to Creative Village
August 2008	EDC Leadership Mission to Montreal, Canada
August 2009	University of Florida CitiLab locates to Creative Village



Creative Village Vision Statement

The Creative Village will be a magnet for knowledge workers to live, work, learn and play – a place where high-tech, digital media and creative industry companies integrate with residential, retail and academia in a neighborhood that is connected to the surrounding community and plugged in globally.

Creative Village Solicitation for Proposal:

- High-quality urban, mixed use, mixed income development including educational, commercial and residential uses with an emphasis on expanding educational and creative industries in Orlando.
- Mix of affordable/attainable/market rate residential uses proposed to be included in the redevelopment plan.
- Green energy efficiency standards & transit oriented design.
- Address parking and existing recreational uses within the redevelopment area.
- Include a plan to upgrade or rebuild Nap Ford Charter School.

Creative Village Solicitation for Proposal:

- Financially feasible, focusing on applying for and achieving state and federal financial support.
- Complement the surrounding Parramore Neighborhood.
- Adhere to Orlando's Blueprint Program and Local Participation Guidelines.
- Effectively market the proposed project; have a track record of high-quality design; experience in public/private partnerships; and an understanding of the challenges and opportunities inherent in developing in an urban environment.

a vision focused on

educational >

job creation >

transportation >

housing >

economic development >

green >

cultural >

neighborhood development >

opportunities for Orlando



- **City of Orlando** – Under the leadership of Orlando Mayor Buddy Dyer, the City conceived the original idea for the Creative Village in downtown Orlando and the City is the landowner.
- **Creative Village Development, LLC (CVD)** – CVD is a partnership between Banc of America Community Development Corporation and a local entity led by Ustler Development. This entity formulated the specific business and development plan for Creative Village.
 - Banc of America Community Development Corporation's financial capacity and success in securing federal stimulus money
 - Ustler Development, Inc.'s commitment and track record as a local leader in downtown Orlando development

Public / Private Partnership: Horizontal Master Development Entity



James Feild

Central Region CDB Market Executive and
Real Estate Development Executive

Nancy Crown

Senior Vice President/Strategy Executive
and Regional Manager

Eileen Pope

Senior Vice President /Senior
Development Manager

John Pool

Vice President

Craig Ustler

Principal

Tim Baker

Principal

Ben Noel

Principal

Margaret Brock

Principal

Brooke Myers

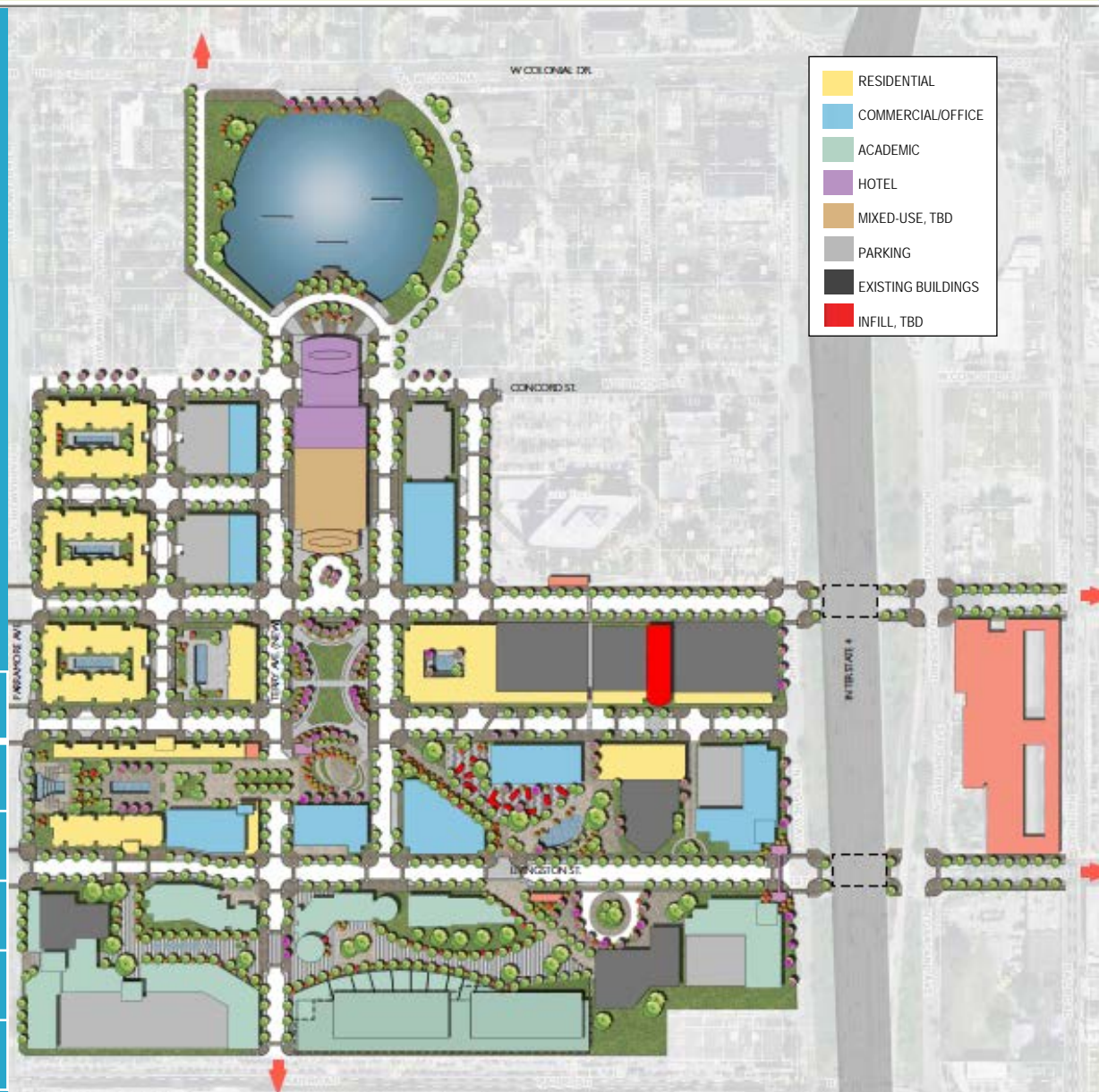
Principal

Overall Masterplan

At completion of vertical construction and build out, Creative Village represents over \$1 billion dollars in new development

Anticipated Development Program:

Use	Program
Office / Creative	900K – 1,200K sq ft
Education	500K – 800K sq ft
Residential	1,200 – 1,500 units
Commercial	125K – 150K sq ft
Hotel	150 – 225 rooms

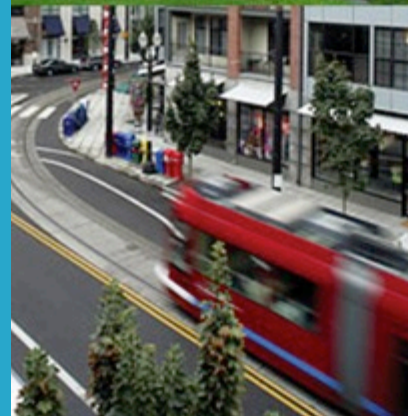


Our Plan

Live>Learn>Work>Play



- Live – housing diversity and lifestyle elements
- Learn – education is the foundation of our great urban neighborhood
 - led by UCF and Valencia
- Work – at build out, there will be over 8,000 core and related jobs
- Play – parks, open space, arts, culture, recreation



Our Plan Highlights



Public Spaces

- < preserve community assets
- < expand parks and open space

Transit Oriented Development (TOD)

- < local and regional connectivity via LYMMO and SunRail

Sustainability

- < largest LEED®-ND neighborhood in Florida (Leadership in Energy and Environmental Design)



- 2010**
 - City selects Creative Village Development, LLC (CVD) through a competitive bid process.
 - City, LYNX and CVD are awarded \$10 million to expand the LYMMO bus rapid transit (BRT).
- 2011**
 - Master Development Agreement and Purchase Option Agreement adopted.
 - SunRail becomes a reality.
- 2012**
 - City adopts the PD Ordinance.
 - Amway Arena is demolished.
 - Infrastructure design commences, more infrastructure funding secured.
 - EA Sports Innovation Lab opens at the UCF Center for Emerging Media.
- 2013**
 - Tech community continues to organize itself via meet-ups and collaboration.
 - MLS Soccer franchise awarded.
 - OCPS announces a K-8 urban school adjacent to Creative Village.
- 2014**
 - Orlando Tech Association becomes part of the Orlando Main Street program; Canvs and “Tech Cluster” opens at Church Street Exchange.
 - UCF and Valencia commit to downtown campus at Creative Village (at least 10,000 students).

Status

Amway Arena Demolition Update



- Amway Arena was imploded on March 25, 2012
- Total demolition process took 6 - 8 months
- Green demolition
 - Roughly 80,000,000 pounds of concrete will be reused as road base
 - An estimated 12,000,000 pounds of steel was salvaged and recycled
 - More than 95% of the material was recycled or repurposed
- Exceeded Blueprint M/WBE and local guidelines
- Completed fall of 2012

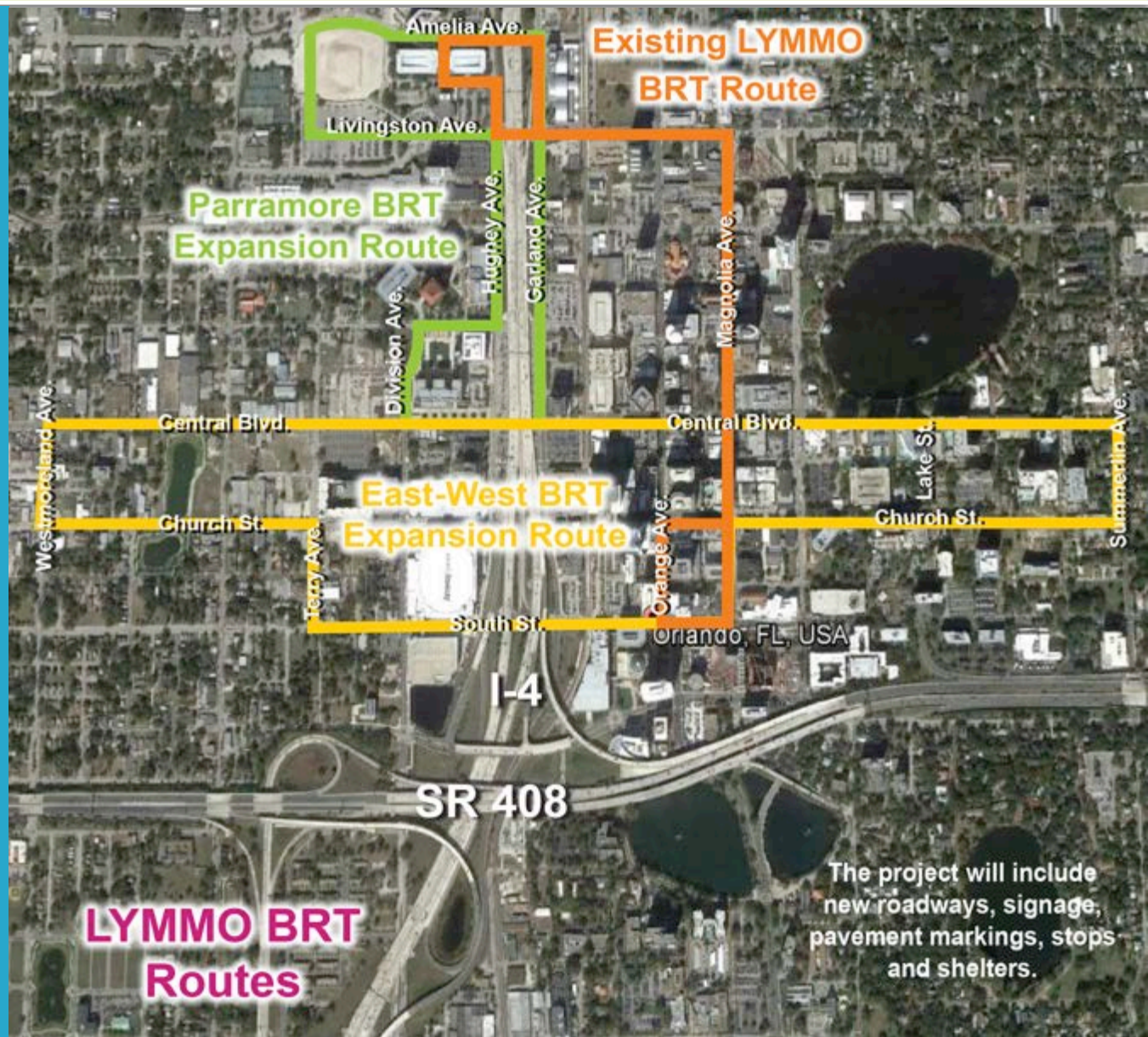


Status

Phase 1A - LYMMO Expansion



- extend LYMMO service through Creative Village connecting the west side of I-4 with LYNX Central Station
- connect to Central Business District and the Venues via the “Orange” and “Grapefruit” LYMMO lines
- service beginning in 2015
- future LYMMO expansion contemplated to North Quarter and from hospital to hospital



Status

UCF Downtown Presence



On September 23, 2014, President Hitt formally announced UCF's commitment to downtown Orlando and Creative Village

- a minimum of 10,000 students, with 3,000-4,000 in 2017 / 2018
- \$150 - \$200 million investment over several years
- partnership with Valencia College
- considering tech-focused programs, WUCF-TV
- national model for students with disabilities
- integrated with the Parramore neighborhood



Status

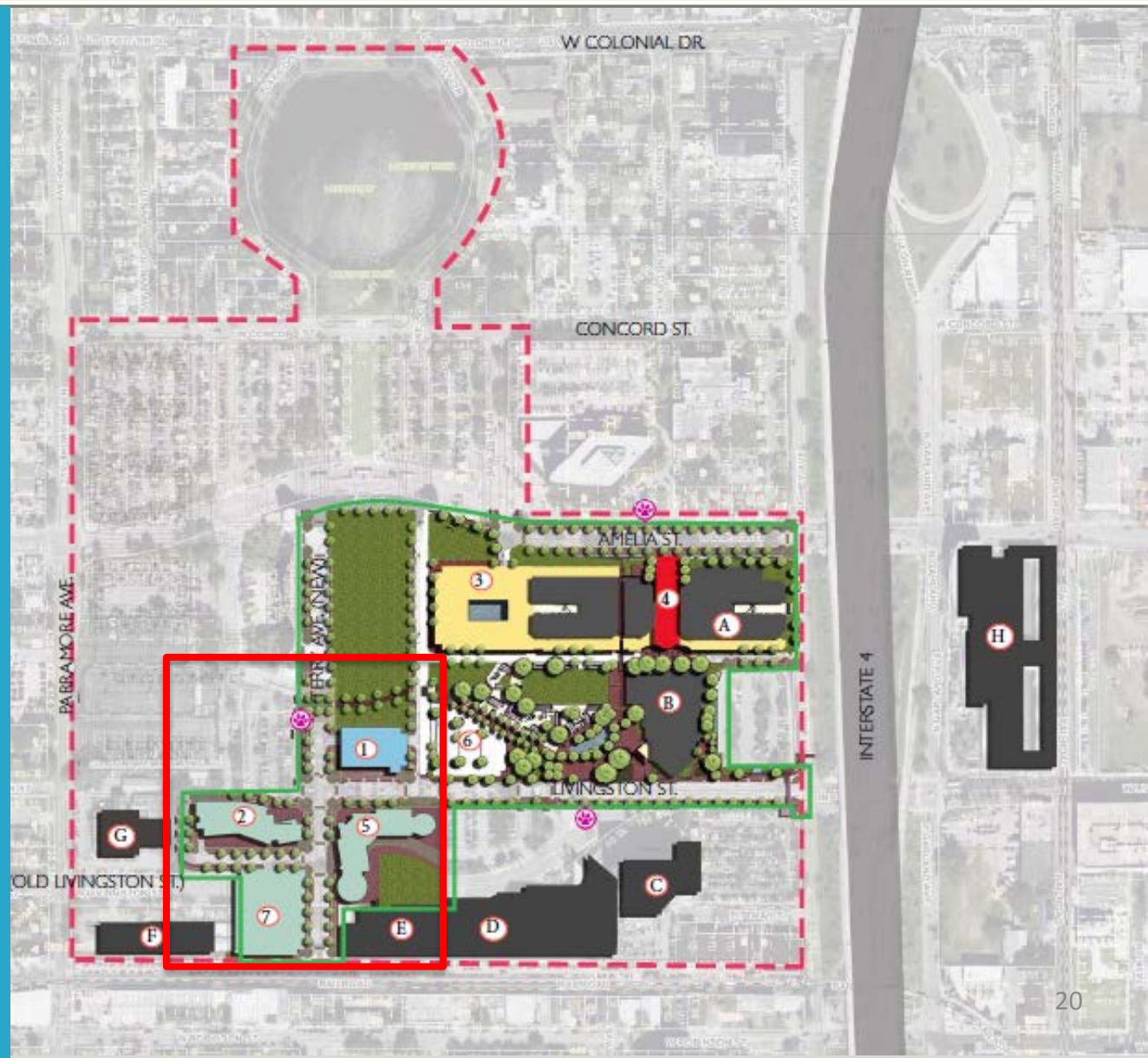
Orlando Context



- Venues
 - Amway Center
 - Dr. Phillips Center for the Performing Arts
 - Citrus Bowl Renovations
 - MLS Soccer Stadium
- Education
 - UCF Downtown Presence
 - Valencia College
 - OCPS K-8 School
- Private Development
 - Creative Village
 - Magic Sports and Entertainment District
 - Downtown Residential Growth
 - Florida Hospital and Orlando Health
- Transit
 - SunRail
 - All Aboard Florida
 - Orlando Airport
 - “Ultimate I-4” Project
 - Downtown Orlando “Last Mile” connectivity via LYMMO, car share, bike share
- Other Important Activity
 - Incubators / Co-Working Space
 - Orlando Tech Association
 - Orlando Rising Documentary
 - Project DTO
 - Parramore Plan

Upcoming Four Corners

- realign Livingston Street and Terry Avenue for LYMMO expansion
- initial focus on “Four Corners” area at the intersection of Livingston Street and Terry Avenue
 - initial education building
 - “catalytic” anchor tenant
 - multi-tenant office building
- maintains existing Bob Carr
- interim uses and area development



Upcoming Four Corners Conceptual Architecture



< Catalytic Anchor >
Tenant



< Multi-Tenant
Office Building >



Upcoming Near-Term Activity and Interim Uses



Authentic experiences that foster community/Parramore sense of place and urbanism and build the Creative Village brand, such as:

- < Events and Programs
- < Food and Beverage Aggregator
- < Urban Agriculture
- < Green Initiatives
- < Recreation and Health
- < Adaptive Reuse

Creative Village



Contact Information



www.ustler.net

www.cityoforlando.net/creativevillage

www.creativevillagedevelopment.com

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