Board of Governors Briefing on UCF Downtown
January 15, 2015
9:00 a.m. to 1:30 p.m.
UCF Center for Emerging Media
500 West Livingston Street Orlando, FL 32801

9:30 a.m.  Welcome, Overview and Introductions
President John C. Hitt, University of Central Florida

9:40 a.m.  Opening Comments from the Chair
The Honorable Mori Hosseini, Chair, Florida Board of Governors

9:45 a.m.  Promise and Partnerships: Downtown Orlando, UCF and Valencia
The Honorable Buddy Dyer, Mayor, City of Orlando
Mr. Alex Martins, Chief Executive Officer, Orlando Magic, and member UCF Board of Trustees
Dr. Sandy Shugart, President, Valencia College
The Honorable Regina Hill, Orlando City Commissioner, District 5
Nancy Meyer, Publisher and CEO, Orlando Sentinel

10:15 a.m.  Narrated Bus Tour of Downtown Orlando for BOG Members and Staff
Mayor Buddy Dyer
Mr. Frank Billingsley, Chief of Staff to Mayor Dyer

10:15 a.m.  Optional Tour of Florida Interactive Entertainment Academy

11:00 a.m.  The Creative Village: The Deal, the Obligations and the Design
Mayor Buddy Dyer
Mr. Craig Ustler, President, Ustler Development, Principal, Creative Village Development, LLC
Mr. Tim Baker, Principal, Baker Barrios Architects, Principal, Creative Village Development, LLC

11:30 a.m.  UCF Downtown Planning Update
Dr. Dale Whittaker, Provost, UCF
Mr. Fred Kittinger, Senior Associate VP University Relations, UCF
Mr. Paul Lartonoix, Assistant Vice Provost, UCF

12:00 p.m.  Break for Lunch

12:15 p.m.  Lunch and Continuing Discussions
Joined by Dr. Barbara Jenkins, Superintendent, Orange County Public Schools, and
Dr. Falecia Williams, West Campus President, Valencia College
Mr. Jacob Stuart, President, Central Florida Partnership

1:15 p.m.  Adjourn
Downtown Orlando Overview
DOWNTOWN ORLANDO TOUR
for the
FLORIDA BOARD OF GOVERNORS
January 15, 2015
Since I took office in 2003, Downtown Orlando's future has been a key priority of mine. I challenged Central Florida to imagine a great City, reborn and revitalized. Today, that vision is a reality. Downtown is the economic engine driving Central Florida's economy. Our Downtown is a world-class urban core with residential, retail and commercial development. The following pages will give you a glimpse of our Downtown, but there's significantly more to see. I look forward to having you discover our urban destination.

Buddy Dyer – Mayor, City of Orlando

The mission of the Orlando Downtown Development Board (DDB) is to strengthen the role of Downtown Orlando as the ECONOMIC, GOVERNMENTAL AND CULTURAL CENTER of Central Florida. The DDB is responsible for the PLANNING, IMPLEMENTATION AND ADMINISTRATION of the City's core area redevelopment and development program.
ABOUT DOWNTOWN ORLANDO

Under Mayor Dyer's leadership, we've accomplished so much in our Downtown core, but our work is not complete. Our objective of becoming the nation's highest quality urban environment, requires that we continue to build on these accomplishments to ensure a better tomorrow for our businesses and residents.

Through hard work, unprecedented partnership, a shared vision and exceptional leadership, we've set our City on a course to position Downtown as a relaxed, innovative and progressive place to live, work and play.

As our City continues to grow, we hope you'll continue to experience and enjoy all the great things Downtown Orlando has to offer.

Thomas Chatmon, Jr., Executive Director
Downtown Orlando Development Board/Community Redevelopment Agency
Downtown Orlando has evolved into a true urban neighborhood offering a diverse selection of residential properties encompassing high-rise multi-family buildings, townhouses and single family homes. The Downtown Orlando geography is accentuated with beautiful lakes, public parks and recreational venues, providing our residents with an ideal place to live and raise a family.

**SEARCH**

In 2014, Downtown Orlando was the most-searched neighborhood for real estate!*

**RESIDENTIAL STATS**

11,049 Residential units Downtown

95.4% Apartment occupancy rate

$1,517 Average rental rate ($1.85 per sq. ft.)

1,581 PROPOSED

4,131 Residential units in-progress or proposed

2,550 IN-PROGRESS

*According to Realtor.com, ZIP code 32801 in Downtown Orlando was the most-searched neighborhood of the year for 2014.

**RIDE FREE DOWNTOWN**

LYMMO is the nation's first bus rapid transit system or BRT and is absolutely free!
WHO LIVES DOWNTOWN?
A glimpse at Downtown residents

38%
Bachelors degree or higher

37.7
Median age

$51,148
Average household income

LYMNO lets you see, feel and hear the heartbeat of the vibrant city of Downtown Orlando. Currently, LYMNO is undergoing a service expansion and will add a third service line later this year.
Downtown Orlando is Central Florida's hub for finance, government, commerce, and home to a growing tech industry. The City of Orlando serves our business community by creating an environment that supports the various industries in our Downtown core and the entire region. Downtown Orlando will continue to create, retain, and attract high-wage and high-value jobs that grow the economy.

**OFFICE MARKET STATS**

10,603,094 Rentable square feet

85.7% Office occupancy rate

42.8% (31,810) MEN

74,324 Total jobs in Downtown Orlando

57.2% (42,514) WOMEN

SunRail at a glance

SUNRAIL.COM

$615 million Commuter rail system
WHO WORKS DOWNTOWN?
A glimpse at Downtown employees

56.7% Are college educated

$49,470 Average salary Downtown

48.6% Live within 10 miles of Downtown

14% Professional, Scientific and Tech jobs

PHASE TWO - 2016
29 MILES, FIVE STATIONS currently under construction

MILES, 17 STOPS connecting Downtown with Volusia, Seminole, Orange & Osceola Counties

SOURCES
2010 US Census, RERC 3Q2014,
2010 US Census On the Map,
Sunrail.com
Downtown Orlando is the heart of Central Florida's diverse entertainment scene. Downtown’s Amway Center sets the standard for the best in live sports and entertainment and is home to the NBA’s Orlando Magic, ECHL’s Orlando Solar Bears, and the Orlando Predators. There are several new developments for 2014. New in 2014, the Dr. Phillips Center for the Performing Arts showcases the region’s premiere performance groups as well as Broadway shows. The newly reconstructed Orlando Citrus Bowl, which will feature seating for 70,000 patrons when complete, is home to the Florida Classic, the Buffalo Wild Wings Citrus Bowl, the Russell Athletic Bowl, and the inaugural AutoNation Cure Bowl in 2015. Downtown Orlando will welcome a new venue in 2016, an MLS Soccer Stadium that will be home to Orlando City.

ABOUT LAKE EOLA PARK

Lake Eola Park is home to a weekly Farmer’s Market, Eola Wonderland during the holidays, Fireworks at the Fountain and so much more. The lake adds to the City Beautiful’s landscaped pedestrian friendly environment and is one of Downtown’s signature locations. In 2014, Lake Eola Park hosted more than 2.5 million visitors!

73.1% occupancy rate for hotels Downtown
More than 120 venues
Dining & nightlife establishments

DOWNTOWN VENUES
A glimpse at the amenities

More than 600 events held in 2014, with more than 1.9M total attendees

INVESTMENT IN VENUES

COMPLETE
$480M Amway Center
$500M Dr. Phillips Center for the Performing Arts

IN-PROGRESS
$207M Orlando Citrus Bowl Reconstruction
$110M 19,500 seat MLS soccer stadium

1,459 hotel rooms
1,167 new hotel rooms
92,000 guests lodged in 3rd quarter 2014
$129.91 average daily rate in 3rd quarter 2014

SOURCES: RERC 3Q2014, DTO Market Report Summary 2Q2014
WANT MORE DOWNTOWN?
Learn more online or in person

more than 33,100 likes on facebook.com /DowntownOrlando

more than 39,400 followers on Twitter @DWNTWN_ORLANDO

more than 200,000 visitors at downtowonorlando.com

CONTACT US
400 S. Orange Ave.
Orlando, FL 32801

VISIT US IN PERSON AT THE DOWNTOWN INFORMATION CENTER
201 S. Orange Ave.
Orlando, FL 32801
Hours: 10 a.m. - 5 p.m.
Monday through Friday

CONTACT US
Phone: 407.246.2555
Fax: 407.246.3359
Downtown Orlando Tour
Creative Village

Description

Orlando has become one of the largest simulation and training clusters in the world, which has fueled rapid and-related growth in the local entertainment-technology industry. Orlando’s digital media industry hosts more than 1,200 companies, 30,000 employees, and collective annual revenues estimated at $9 billion.

The vision of Mayor Buddy Dyer and the Orlando City Council is to build on the success of Orlando’s digital media industry by redeveloping the existing 68-acre Amway Arena site into a Creative Village – a one-of-a-kind place where high-tech companies locate; and employees of those businesses and other residents live, work, learn and play.

The City of Orlando has entered into a public/private partnership with Creative Village Development, LLC to redevelop the Amway Arena site into a high quality, new urban neighborhood to support a diverse and dynamic mix of uses including:

- 900,000 - 1,000,000 square feet of office/creative space
- 300,000 - 500,000 square feet of higher education space
- 25,000 square feet of k-12 education space
- 1,200 - 1,500 residential units
- 125,000 - 150,000 square feet of retail/commercial space
- 150 - 200 hotel rooms
- Six parks providing public space for hosting civic events, festivals and community markets

The Creative Village will have a strong focus on educational uses and build on existing components including the Nap Ford Charter School, the University of Central Florida (UCF) Center for Emerging Media, the Florida Interactive Entertainment Academy (FIEA) and the House of Moves motion capture facility.

The future vertical development is valued between $800 million to $1 billion upon completion, with minimal impact to public resources since the compact, urban design is extremely efficient. At buildout, the Creative Village will have a daytime population of roughly 10,000 professionals, students, residents and visitors.

Start: 1st Half 2012
Completion: To Be Determined
Investment: $1 Billion (approximately)
Participants: City of Orlando, Creative Village Development LLC, Baker Barrios Architects
Location: Former Orlando Centroplex site
Contact: City of Orlando, Kelly Moody
Planning Area: Parramore
Website: www.CreativeVillageDevelopment.com
Description

Central Station is an environmentally-friendly development, which is being designed to achieve silver certification based on the National Green Building Standards. The first phase of this two phase project will include a 6-story, 279-unit multi-family building with 14,000 square feet of high-quality retail and an integrated parking garage. The second phase will include an additional 15,000 square feet of retail; a 6-story, 125-key hotel; two office buildings (6 and 8 stories); and an 8-story stand-alone parking garage.

A true transit-oriented development, Central Station is positioned directly east of the new SunRail platform at LYNX’s Central Station, providing direct access to SunRail, LYMMO and LYNX. Additional nearby mobility options available to motorists, cyclists, and pedestrians include Interstate-4, the Livingston bike lane, and Gertrude’s Walk.

At 6.4 acres, Central Station occupies nearly an entire block and presents an unmatched opportunity to develop an enduring project that will significantly influence the physical and social landscape of Downtown Orlando.

Start: 2nd Half 2013 (Phase 1) 2nd Half 2015 (Phase 2)
Completion: 2nd Half 2015 (Phase 1) 2nd Half 2016 (Phase 2)
Location: 400 North Orange Avenue
Investment: $50 Million (Phase 1)
Participants: Crescent Communities, Rida Development
Contact: Crescent Communities—980.321.6233 (Phase 1)
Rida Development—704.397.2500 (Phase 2)
Website: www.crescentcommunities.com, www.ridadev.com
Description

Orlando City's new downtown soccer stadium broke ground in October 2014 and will be open for the first game of the 2016 MLS season. The site is two blocks from the Amway Center and within walking distance of the downtown central business district. The stadium has been designed with the intention of creating the loudest and most intimidating atmosphere in Major League Soccer, with North America's only safe-standing supporter section and a low slanted roofline to amplify crowd noise.

- 19,500 capacity
- 360 lower bowl
- Full roof canopy to enhance crowd noise and provide shelter from sun / rain
- Field sunken 10' below ground level to offer spectacular views from street level
- 360' scoreboard balcony bar
- All natural grass playing surface
- Single deck safe-standing supporter section
- Expansive fan plaza
- Rotating four times life size Lion statue
- Underground structure in place for future expansion

Start: Late 2014
Completion: Early 2016
Location: SEC Central & Parramore
Planning Area: Parramore

Investment: $110 Million
Participants: City of Orlando, Orange County, Orlando City Soccer
Contact: Orlando City Soccer, Jhamie Chin, Press Officer—407.478.4167
Website: www.orlandocitysoccer.com
Description

The Sports and Entertainment District (SED) is a proposed mixed use development adjacent to Amway Center on 8.43 acres. Specifically, the private mixed use development will provide an exciting urban place that engages the activities associated with the Amway Center, while being responsive to adjacent land uses and the potential of West Church Street. Proposed uses include Hotel, Expo Space, Retail, Office, and Residential, all supported by structured parking.

Start: TBD (Phase 1)
TBD (Phase 2A & 2B)

Completion: TBD (Phase 1)
TBD (Phase 2A & 2B)

Location: Adjacent to the Amway Center on the City block
bordered by Church Street,
Hughes Avenue, Division Avenue and Central Avenue Parramore

Planning Area: N/A

Investment: $200 Million

Participants: SED Enterprises, LLC

Contact: Pat Gallagher, General Counsel & Project Director, Orlando Magic / 407.916.2449

Website: N/A
Description

From its signature spire and modern architecture to its public spaces and comfortable amenities, the Amway Center is both a welcoming addition to the surrounding neighborhood and an iconic destination in Central Florida. The Amway Center features a modern mix of metal and glass exterior materials and the spire serves as a beacon amid Orlando’s vibrant downtown.

With an ultimate capacity of more than 20,000 seats, the arena was designed to respond to its distinct urban setting while revealing the activities occurring within. Bounded by Church Street, Hughey Avenue, South Street and Division Avenue, the Amway Center’s primary entrance faces north to Church Street, creating a natural extension of the nearby downtown entertainment core. The Church Street entry features a large public entry plaza connecting to the Amway Center’s spacious entry lobby.

Start: 2nd Half 2008
Completion: 2nd Half 2010
Location: 300 West Church Street
Planning Area: Parramore

Investment: $480 Million
Participants: City of Orlando, Orange County, Orlando Magic, Populous, Hunt Construction
Contact: City of Orlando- 407.849.2012
Website: www.amwaycenter.com
Description

Church Street Station has transformed dramatically since being built as a railroad station in the late 1880's. A century later, this complex grew to feature exceptional dining, shopping and entertainment. Attracting more than four million tourists, it helped position Downtown Orlando as a destination in the eyes of residents and tourists alike.

A key attraction at Church Street Station was the Church Street Exchange building. This 125,000 square foot complex housed more than 60 specialty shops and restaurants in a beautiful Victorian atmosphere.

Fast forward to present day, this elegant piece of Orlando history has awakened after lying dormant for a number of years. This building is now a hub for downtown technology companies, helping to form Orlando into a nationally recognized center for technology and startups. Current tenants include: Canvs, PlanSource, Iron Yard, BookThatDoc, Extract Juice Bar & Lounge and Trend Studios. In February 2015, PowerDMS will move in and occupy 15,000 square feet of space.

Start: 1988
Completion: 1988

Location: Church Street and Garland Avenue
Planning Area: Central Business District

Investment: 
Participants: Bob Snow
Contact: Mitch Heidrich 407.949.0737
Kevin O'Connor 407.949.0736
Website: http://visitchurchstreet.com/contact.html
Description

Residents and visitors are now able to commute throughout Central Florida on SunRail, our new 32-mile, 12-station commuter rail line that opened phase 1 in May 2014. This line serves DeBary on the north to Sand Lake Road on the south, with four stations in the City of Orlando, and two located in Downtown Orlando.

SunRail is the spine of a region-wide, multi-modal network of transportation options that allow us to get where we want to go without having to rely solely on car ownership and expensive gasoline. SunRail also encourages smart growth and transit-oriented-development with new projects at each station creating jobs and boosting the economy.

Future extensions are planned for phase 2, a 29-mile segment that will extend the rail line north to DeLand and south to the Poinciana area.

Start: 1st Half 2012 (Phase 1)  
2nd Half 2013 (Phase 2)

Completion: 1st Half 2014 (Phase 1)  
1st Half 2016 (Phase 2)

Location: Existing Railroad Tracks

Planning Area: Central Business District

Investment: $615 Million

Participants: Florida Department of Transportation, City of Orlando

Contact: City of Orlando Transportation Planning Division - 407.246.2092

Website: www.sunrail.com
LYMMO BRT Expansion

Description

In 1997, the LYNX LYMMO service was developed to give residents and visitors free and convenient access to public transportation around Downtown Orlando. LYMMO is a Bus Rapid Transit (BRT) service. Buses operate in their own right of way providing a non-congested route downtown to major destinations. Travel on the system is easy and convenient.

As part of its continued focus on making Orlando a more pedestrian-friendly destination and expanding public transportation options, the City joined LYNX in the spring of 2014 to kickoff the new Grapefruit LYMMO line service. The Grapefruit Line consists of a 3.52-mile loop containing 15 stations and enhances the ease of mobility around Downtown Orlando.

Soon, the Orange and Grapefruit Line will be joined by another new route. This new line, named the Lime Line, is expected to open in 2016. The Lime Line will serve Creative Village to Amway Center as well as LYNX Central Station and SunRail. Service on LYMMO is frequent, fun, and gets you where you need to go.

Start: 2nd Half 2012
Completion: 1st Half 2014 (Grapefruit)
1st Half 2016 (Lime)
Location: Downtown Orlando
Planning Area: Downtown Orlando

Investment: $24 Million
Participants: City of Orlando
Contact: City of Orlando Transportation Planning Division - 407.246.2180
Website: www.golymmo.com
Dr. Phillips Center

Description

The Doctor Phillips Center for the Performing Arts is a premier destination for entertainment and the arts, located in the heart of Downtown Orlando. The Center is home to the Walt Disney Theater which holds 2,700 seats and can be used for large amplified productions such as Broadway plays, concerts and traveling shows. The Center is also home to the Alexis & Jim Pugh Theater which houses a 300 seat, multi-purpose room that can be used for theater, dance and education. Outside the Center is the CNL Senef Arts Plaza, a community gathering space of 3,000 people, where accommodations can be made for live shows and outdoor performances. A future acoustical theater will contain 1,7000 seats, which will be ideal for any symphony, opera or ballet performances. Phase 2 of the project allows for private development to surround the Center. The available space can accommodate hotel and office spaces.

Start: 1st Half 2011
Completion: 2nd Half 2014

Location: SEC Magnolia Avenue & South Street
Planning Area: Central Business District

Investment: $500 Million
Participants: City of Orlando, Orange County, Community Redevelopment Agency
Contact: Dr. Phillips Center For The Performing Arts-407.839.0119
Website: www.drphillipscenter.org
SkyHouse

Description

SkyHouse is a 23-story, 320 unit luxury apartment building that includes approximately 8,300 square feet of ground retail space and an integrated public parking garage.

Start: 2nd Half 2012
Completion: 2nd Half 2013
Location: 90 East Livingston Street
Planning Area: Central Business District

Investment: $63 Million
Participants: NGI Investments, LLC
Contact: NGI Investments, LLC—404.575.4424
Website: www.novaregroup.com
Description

NORA, a 6-story mid-rise apartment building, is located on the corner of North Orange Avenue and Marks Street in Downtown Orlando. NORA offers 246 one and two bedroom apartment homes, an on-site 400-space parking garage, large interior courtyard with pool and landscape features, a 5,000 square foot health club, 5,000 square feet of restaurant space, and 11,000 square feet of retail space.

Start: 2nd Half 2012
Completion: 2nd Half 2014
Location: 899 North Orange Avenue
Planning Area: Uptown

Investment: $28 Million
Participants: GDC Properties
Contact: GDC Properties—407.478.7600
Website: www.GDCproperties.com
The Sevens is located on approximately 2.5 acres of land on the southeast corner of Park Lake Street and North Orange Avenue, and extends to the south, almost a full block along North Orange Avenue. The building will contain 9 stories of mixed-use space with 9,000 square feet of ground floor retail space, 334 apartment units, and a 606-space, 7-story integrated parking structure. The project also includes a dog run, ground floor courtyard, clubhouse, leasing area, lounge, game room, fitness center, and pool.

Start: 2nd Half 2014
Completion: 2nd Half 2016
Location: 777 North Orange Avenue
Planning Area: Uptown

Investment: $35 Million
Participants: Pizzuti, Charlan Brock & Associates
Contact: Pizzuti—407.841.0000
Website: www.pizzuti.com
Residence Inn by Marriott

Description

A $27 million select-service hotel project with 138 rooms, 4,000 square feet of ground floor commercial space, and integrated parking. This site is at the southwest quadrant of the Colonial Drive and Orange Avenue intersection in Downtown Orlando. This 7-story building with contemporary architecture will define the northern gateway of Downtown Orlando at this prominent corner.

Start: 1st Half 2014
Completion: 1st Half 2015
Location: 680 North Orange Avenue
Planning Area: Central Business District

Investment: $27 Million
Participants: Ustler Development, Pinnacle Hotel Management
Contact: Ustler Development—407.839.1070
Website: www.ustler.net