

DOWNTOWN ORLANDO CREATIVE VILLAGE
...where the idea begins

COUNCIL WORKSHOP
DECEMBER 11, 2006



OVERVIEW

- Team/Process
- Digital Media and Orlando
- Vision
- Mission
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- Recommendations
- Summary



Digital Media Overview

Florida's digital media industry association, Digital Media Alliance Florida, defines digital media as:
the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction and education.



Digital Media Clusters

- Competition for high tech/digital media industry includes Austin, San Jose, San Francisco and Seattle.
- Commonalities of these locations include tolerance of diverse population and availability of various lifestyle amenities.
- Generate ancillary development including retail and restaurants as well as additional economic development opportunities.

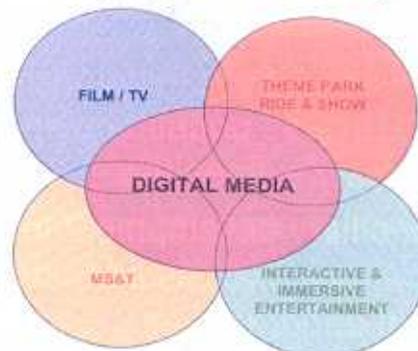
What is Digital Media?

FOUR PILLARS OF DIGITAL MEDIA



What is Digital Media?

DIGITAL MEDIA CLUSTER Convergence of Technologies



Digital Media & Orlando

- One of the largest simulation and training clusters in the world with more than 100 companies and 6,000 direct employees.
- Digital media is the convergence of fields that include modeling, simulation and training (MS&T); film and television production; theme park/ride and show and; interactive and immersive entertainment. Digital media in Orlando has emerged from the union of our MS&T cluster and film and video production industries.
- Florida has also become the third largest film and entertainment production center in the U.S.

Digital Media & Orlando (cont.)

- Local educational programs that produce homegrown digital media talent, including FIEA, UCF School of Film and Digital Media, local community colleges, Full Sail, and the DAVE School
- Orlando is one of the top 12 digital media clusters in the country.

Creative Economy Workers

- Creative Village will attract large number of creative economy workforce = anyone who thinks for a living.
- Creative economy workforce is generally younger generation, with formal education, highly diverse, interested in living in a vibrant urban core that offers a variety of lifestyle amenities and makes location decisions based on quality and sense of place.
- Attracted to locations based on diversity of faces, jobs and amenities.



Digital Media and Education

- Thousands of students enrolled annually in area's digital media programs.
- Florida Interactive Entertainment Academy and UCF School of Film and Digital Media are anchors for Creative Village.
- Expansion of FIEA taking place currently.
- UCF plans for expansion at Centroplex site include additional classrooms, administration and meeting space.



Where is Orlando's Digital Media Industry today?

- A recent Catalytix study of Orlando's film and entertainment technology industry indicates that there are 317 local businesses in this sector.
- These businesses employ more than 8,000 workers, \$1.4 billion in annual sales and pay \$280 million in salaries.
- The average pay for Orlando's high-tech worker is \$70,000.
- Our area has technical infrastructure, talented employee base and educational resources to continue to grow the digital media industry.
- Orlando recently named as one of top 10 cities for next big technology hub in eWeek Magazine.

Digital Media Opportunities

- **Creative Village presents opportunity to maintain local talent pool in Orlando.**
- **Economic tool for business attraction and retention.**
- **Attract new creative companies outside of Orlando as well as "place to be" for local creative start ups and existing businesses.**
- **Add high wage, high value jobs to local economy.**
- **Ancillary development including retail, restaurants and entertainment.**

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. Innovative in its architecture, thoughtfully mixing living and working spaces, the Village will be designed to enhance the lifestyle of creative people and become a supportive, business-friendly environment in which digital media and related companies can thrive.

Mission Statement

The Downtown Orlando Creative Village Concept Team will provide recommendations for an RFP to be issued by the City of Orlando to encourage private and public development of the Centroplex property as a world-class environment driven by its creative culture. The Creative Village will include a variety of businesses and amenities creating the best place to work, learn, live and play and serve as a catalyst to inspire growth and nurture the community.

Target Business Mix

- Achieve a business mix that includes technology and creative companies including software, hardware, middleware, storage, entertainment, education, medical, simulation, publishing, music, fx, digital art, CG and animated film, digital broadcasting and documentations, pre & post-production, etc.
- The Village should include a at least 3,600 employees in order to sustain the 53-acre Centroplex site.
 - 4-6 companies with more than 200 local employees
 - 8-12 companies with 50-200 local employees
 - 15-30 companies with less than 50 employees
 - 20-40 complimentary companies



Creative Village and Downtown Market Conditions

Supportive of Village

- Significant Digital Media industry employees
- Demand for workforce housing exists today
- Demand for education facilities exist today
- Demand for retail and entertainment will follow
- Creative Village master plan will offer unique opportunity for technology and creative companies.

Selected Questions/Issues to be Addressed by City in RFP

- Density and height restrictions
- Financing of site infrastructure
- Use/expansion of existing structured parking
- Residential – school concurrency
- Other uses – traffic concurrency
- Maximum parking ratios for office
- Pedestrian linkages

Specific Recommendations on RFP

1. Developer should achieve a minimum density of 1.5 FAR based on 40 developable acres and plan to complete project within 6 years from start.
 - 35% of office space
 - 45% of residential space
 - 20% for other support land uses including education, hotel and retail and entertainment.
2. Developer should build a spec minimum of 50,000 square feet of smaller plate office in phase 1.
3. A minimum of 20% housing units should be affordable housing.

Recommendations (cont.)

4. Significant focal, open, green space and streetscape that contributes to the overall development through active and passive spaces.
5. Connection and benefit to the surrounding community and the City of Orlando through pedestrian and transit linkages.

Summary

The Creative Village will:

- Serve as an economic engine for all of Downtown, the City and the Region to attract new creative companies and support existing ones.
- Create a variety of job opportunities for creative economy workers and community residents.
- Establish a new Downtown destination and gathering place for all Orlando citizens to enjoy.

What's Next ...

- **Submit Concept Team report.**
- **Review of report by Mayor and Commission.**
- **Creative Village Parramore Community Open House.**
- **Issue Request for Proposal (RFP) for redevelopment of Centroplex Site.**



Questions