



Professional Qualifications

Craig Ustler, MAI, CCIM

President/Owner

Ustler Development, Inc.

Overview

Craig Ustler, MAI, CCIM is the Owner and President of Ustler Development, Inc., a real estate development company, and President of Ustler Properties, Inc., a commercial real estate brokerage company.

Ustler is an owner, investor, developer and broker of various property types including multifamily residential, student housing, hotel, office, restaurant, retail and mixed-use. He has extensive experience in land sales, urban planning and highest and best use analysis. For over twenty-five years, Ustler has focused on urban infill projects as advocated by the “new urbanism” planning movement. In particular, projects have been concentrated in Downtown Orlando neighborhoods including Creative Village, Health Village, North Quarter, Thornton Park, the Central Business District and SoDo.

Real Estate Projects

Quality of life issues and focus on urban design are trademarks of Ustler projects.

Notable real estate projects include: Alta at Health Village Apartments, Residence Inn by Marriott – Downtown Orlando, 800 North Orange, The Ivy – Residences at Health Village Apartments, GAI Building, 801 North Orange, Thornton Park Central, Eola South Condominiums and Osceola Brownstones.

Ustler is currently focused on master development at Creative Village, which is a joint venture between Banc of America Community Development Corporation and a local development entity led by Ustler. The team, in partnership with the City of Orlando, is serving as master developer of a 68-acre urban Innovation District at the former Amway Arena site in Downtown Orlando. The UCF/Valencia Downtown Campus at Creative Village opened in August 2019 with over 7,000 students. Ustler is President and principal of Creative Village Orlando, LLC, which is the local entity and partner in Creative Village Development, LLC.

Ustler is the developer or co-developer of several vertical development projects at Creative Village including the \$105 million UnionWest student housing project that opened in August 2019, The Julian Apartments valued at approximately \$108 million that opened in August 2020, the \$62 million Electronic Arts Orlando Studio that was completed in October 2021 and the \$60 million Creative Village Parcel H mixed-use building that is currently under construction.

Collectively, Ustler’s real estate projects represent more than \$500 million in development activity.

Restaurants

Ustler was President and a founding principal of Urban Life Management Restaurant Group, which was formed in 1999 and developed, owned and operated several successful restaurants in Downtown Orlando for many years. ULM Restaurant Group evolved into various related restaurants. Ustler is currently a principal of Reyes Mezcaleria, The Monroe and Osteria Ester. Ustler and ULM Restaurant Group were founding principals of the groundbreaking HUE Restaurant as well as Kres Chophouse. Ustler was also a partner in the critically acclaimed and longstanding restaurant Soco Thornton Park. Collectively, Ustler restaurants are widely credited with reviving the downtown dining scene and have received numerous culinary and design awards.

Education

Ustler received the MAI designation from the Appraisal Institute and holds the CCIM designation from the Commercial Investment Real Estate Institute. His educational background includes a Master of Real Estate and Urban Analysis from the University of Florida and a Bachelor of Arts in Economics, with a major in Urban Economics and a minor in Business Administration, from the University of Florida. Ustler is a Licensed Real Estate Broker, having been a Realtor for 37 years.

Leadership

Ustler has served on the board of the Downtown Orlando Partnership, Downtown Arts District and City of Orlando Board of Zoning Adjustment. Other professional involvement includes the Urban Land Institute, National Association of Industrial and Office Properties, International Downtown Association, Congress for the New Urbanism, Seaside Institute, International Council of Shopping Centers, Central Florida Commercial Real Estate Society and Leadership Orlando. Ustler is a noted speaker, guest lecturer and researcher for various professional and educational organizations including the Congress for the New Urbanism, International Downtown Association, Urban Land Institute, University of Miami School of Architecture, University of Florida, New York University, Columbia University, Rollins College and University of Central Florida.

Recognition

Ustler has received numerous awards and recognition for business excellence and community involvement including: "Entrepreneurial Vanguard" award by Junior Achievement of Central Florida in 2025, "Best Commercial Real Estate Developer" by Orlando Magazine in 2024 - 2025, "Downtown of the Year" by the Downtown Orlando Partnership in 2023, CFCAR Hallmark Awards – Wilbur Strickland Lifetime Achievement Award in 2023, NAIOP Central Florida Developer of the Year in 2022, "John Nolen Medal for Contributions to Urbanism in Florida" by Congress for the New Urbanism Florida in 2021, "Developer of the Year" by Orlando Business Journal in 2019, "Florida 500 List of Most Influential Floridians" by Florida Trend Magazine annually since 2018, Orlando Magazine's "50 Most Powerful People in Orlando" annually since 2004, Orlando Sentinel's "Central Florida's 25 Most Powerful" annually since 2010, Orlando Business Journal 2011 Most Influential Businessmen – Real Estate, NAIOP Central Florida Developer of the Year in 2010, Orlando Magazine's "Real Estate's Best – The Hot 100" from 2006 - 2009, Orlando Magazine's "Best Corporate Citizen" and "Local Hero" in 2006, Orlando Business Journal's "40 Under 40" in 2005, "Downtown of the Year" by the Downtown Orlando Partnership in 2002 and Orlando Magazine's "Best Realtor in Orlando" in 2002.

Community

Ustler is active in several community organizations. He currently serves on the Dr. Phillips Center for the Performing Arts Board and its Executive Committee as well as the Urban Land Institute Central Florida Advisory Board. For many years Ustler was the Co-Chairman of the Urban Think Foundation Board. He served on the Executive Advisory Committee for Project DTO. Ustler is the founder and past president of the Downtown Orlando Foundation and has served on the board of the Historical Society of Central Florida.

Ustler is a third-generation Orlando resident.