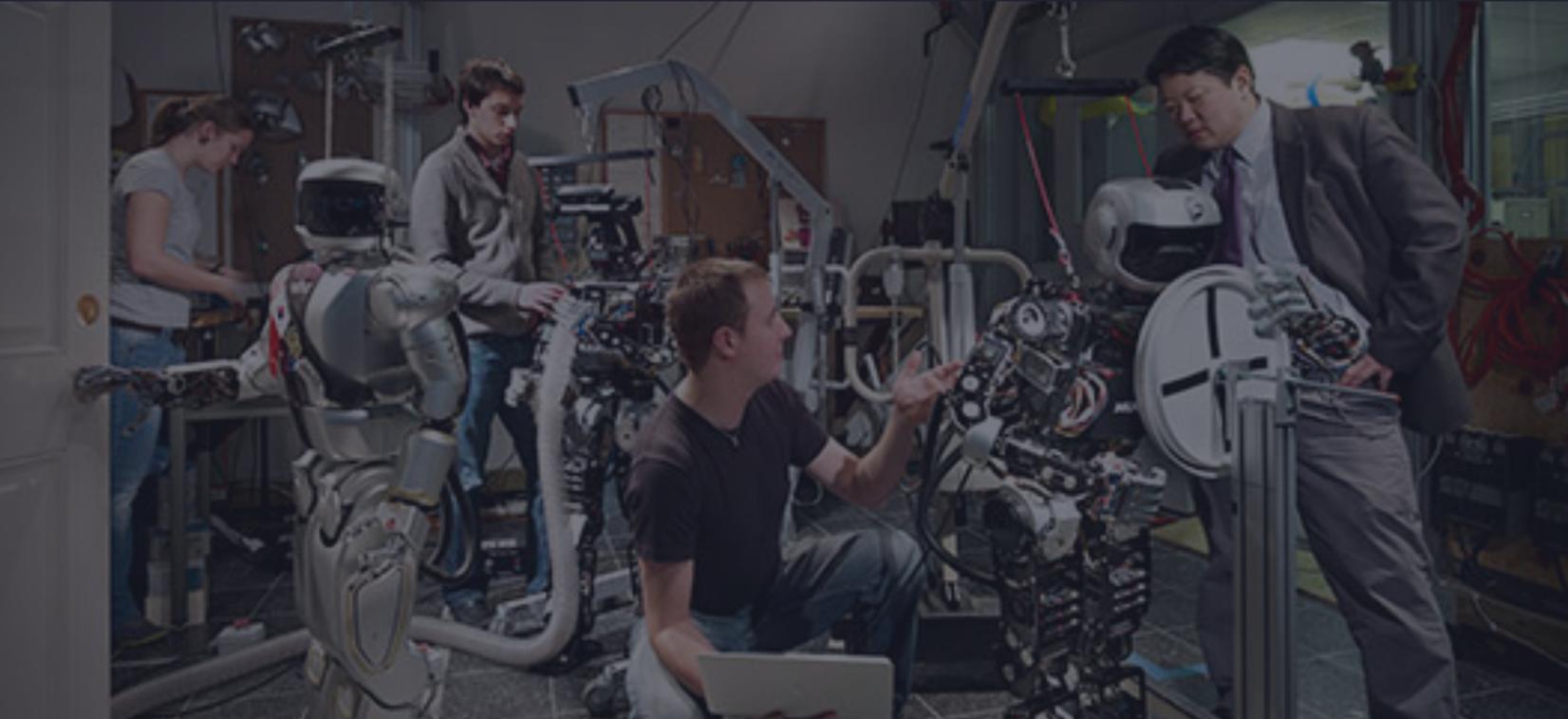
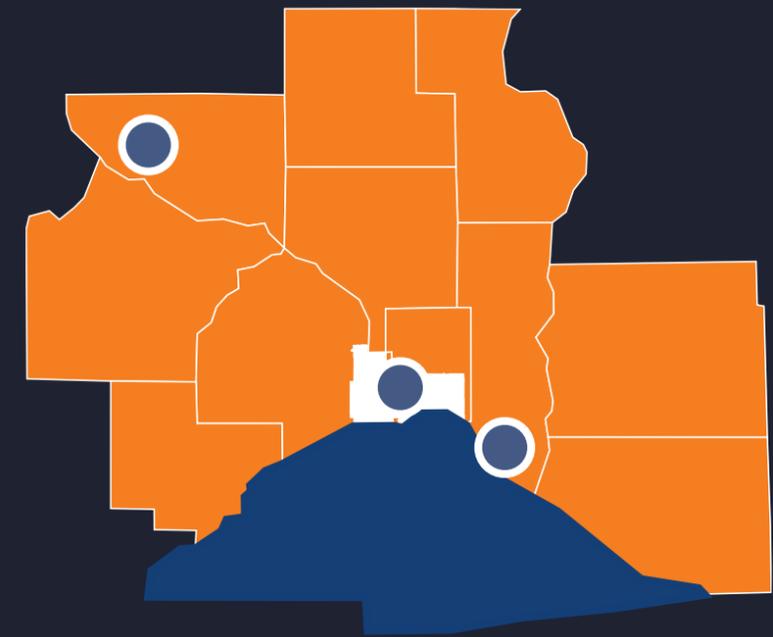


Placemaking through Innovation Districts and Creative Uses

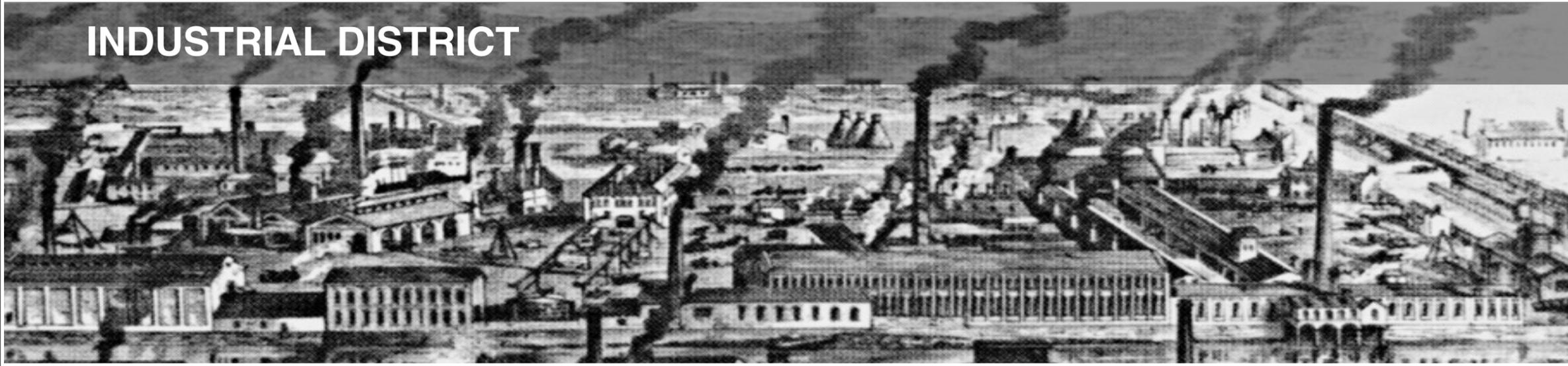


1 2 3

The Rise of Innovation Districts



INDUSTRIAL DISTRICT



RESEARCH PARK



INNOVATION DISTRICT



Innovation District

In·no·va·tion
Dis·trict

Geographic area where anchor institutions and companies cluster and connect with small firms, start-ups, business incubators and accelerators.

Physically compact, transit-accessible, and technically wired, they offer mixed-use housing, office and retail.

Innovation District Models

Urbanized Science Park
Outside of the city core where
suburban parks are urbanizing



Anchor Plus
Anchor-driven in
midtown/downtown areas

Re-imagined Urban Area
Within or near waterfronts
or other old industrial areas

**Economic
Assets**

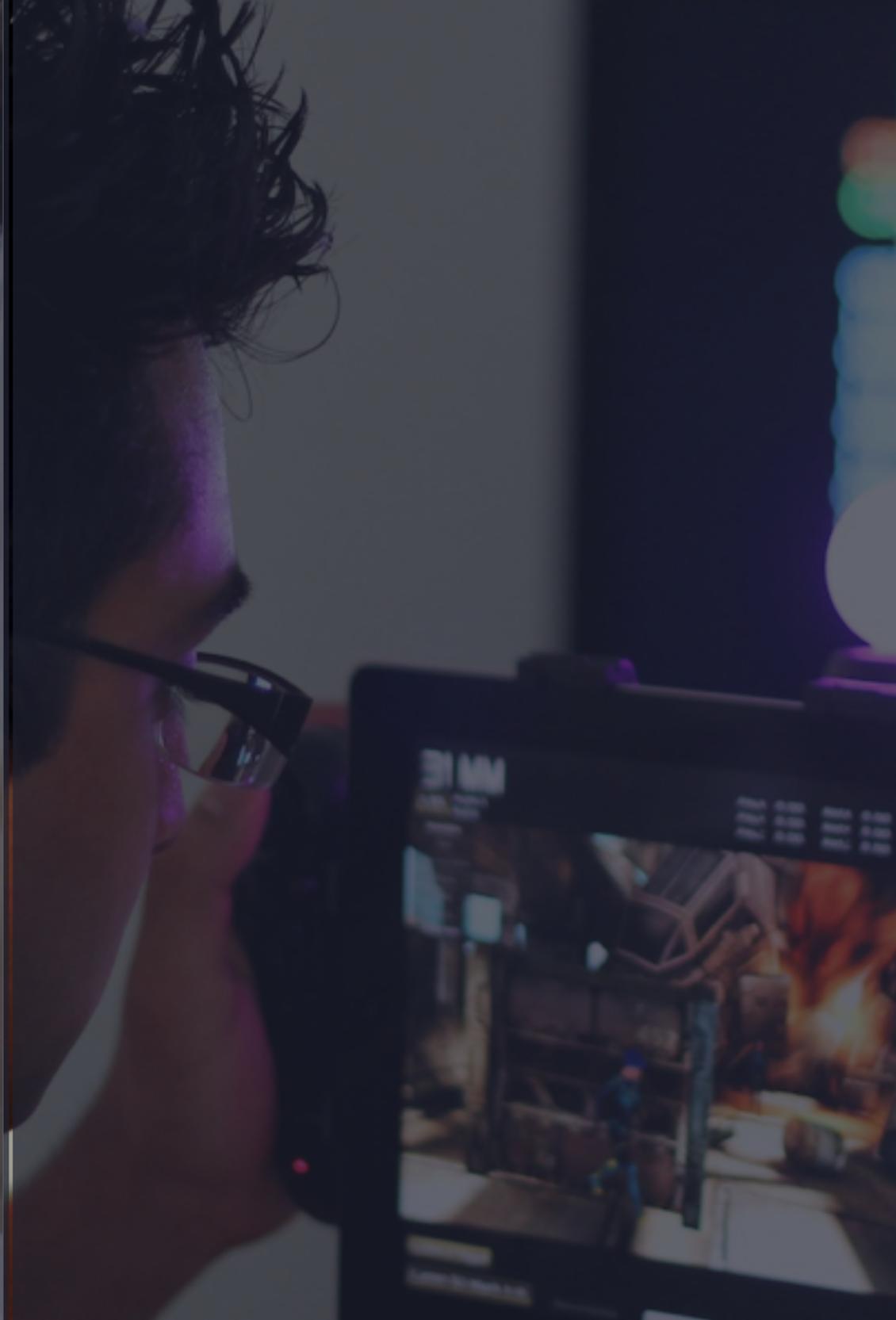


Economic Assets

Source: Halkin/Mason Photography. Courtesy of Drexel University



High-value, research-oriented firms



Highly creative fields



Source: Artaic

Small-batch manufacturing

Physical Assets



Barcelona City Council. Area of Economy, Business and Employment

Source: Downtown Detroit Partnership Office

Source: High Tech Campus Eindhoven

Physical Assets



Physical
Assets



Emerging Oklahoma City Innovation District

1.3 square miles

(0.2% of OKC land)

3,800 residents

*(-4.5% from 2000 to 2009-2013
vs. +16.8% for OKC)*

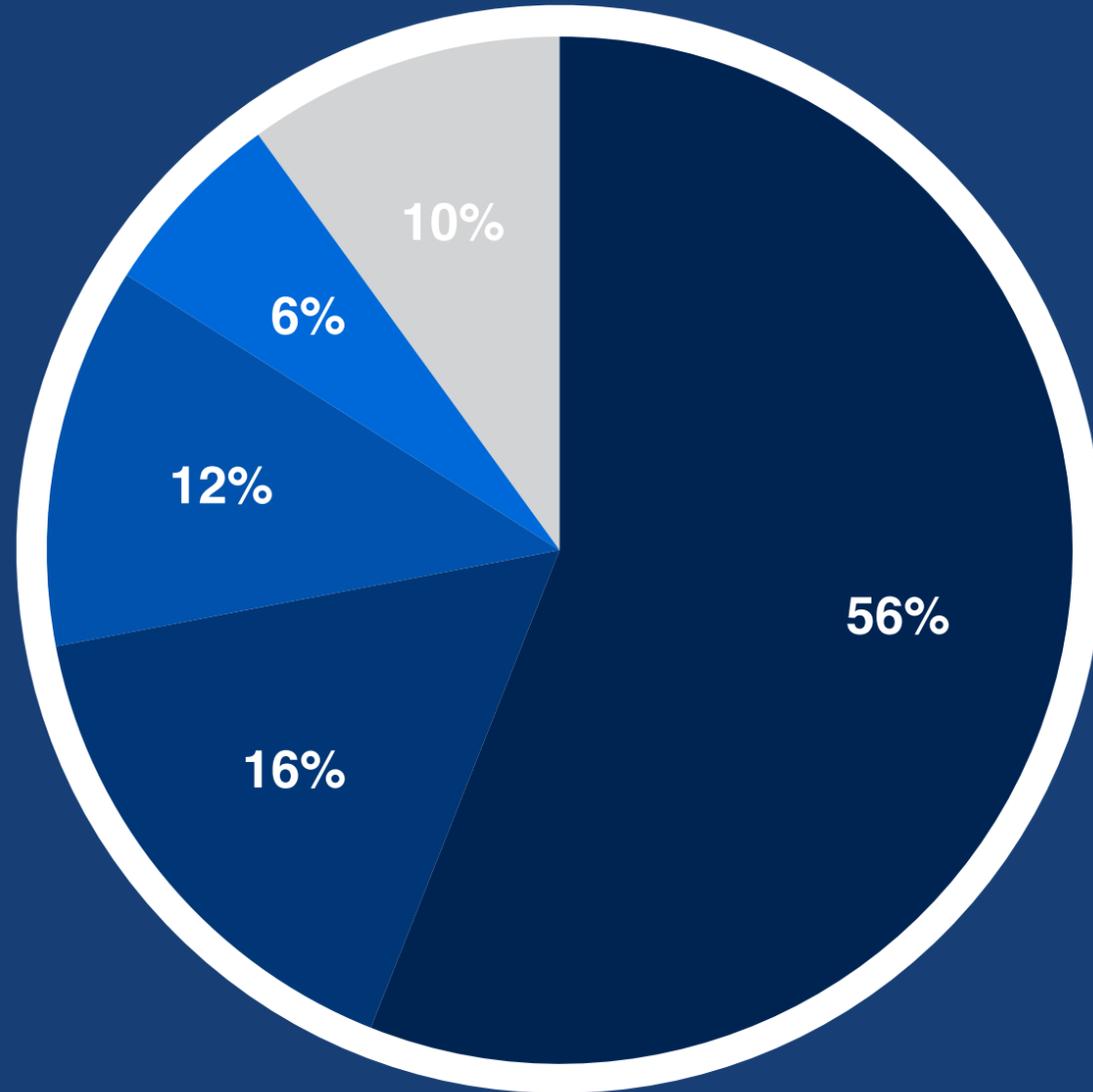
17,900 jobs

(5% of OKC jobs)

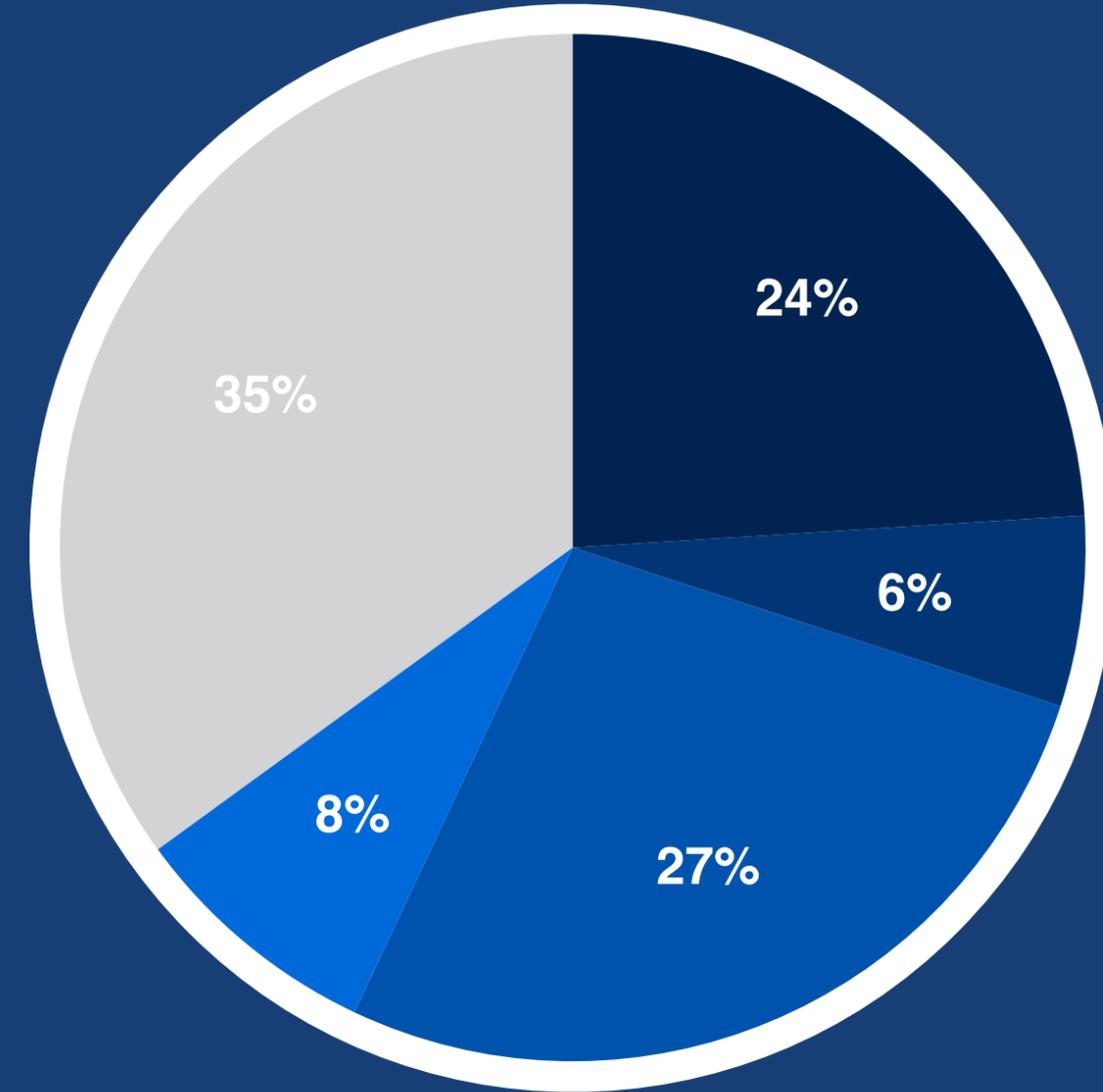


Emerging Oklahoma City Innovation District

Innovation District Sector Breakdown (2012):



Oklahoma City Sector Breakdown (2012):



**SOUTHWEST
OKLAHOMA CITY**

**DOWNTOWN
OKLAHOMA CITY**

**MIDWEST
CITY**





Oklahoma Medical
Research Foundation

Veterans Affairs Medical Center

University of Oklahoma
College of Pharmacy

OU Medical Center

OK School of Science
and Mathematics

University of Oklahoma
Health Sciences Center

GE Oil & Gas
Technology Center

Dean McGee Eye Institute

Oklahoma Health Center Foundation

Presbyterian Health Foundation



Oklahoma Medical
Research Foundation

Veterans Affairs Medical Center

University of Oklahoma
College of Pharmacy

OU Medical Center

OK School of Science
and Mathematics

University of Oklahoma
Health Sciences Center

GE Oil & Gas
Technology Center

Dean McGee Eye Institute

**Automobile
Alley**

 Oklahoma City Amtrak

Google earth



Oklahoma Medical Research Foundation



Veterans Affairs Medical Center



University of Oklahoma College of Pharmacy



OU Medical Center

OK School of Science and Mathematics



GE Oil & Gas Technology Center



University of Oklahoma Health Sciences Center



Dean McGee Eye Institute



i2E



Automobile Alley

The Commonwealth



Oklahoma City Amtrak



1 2 3

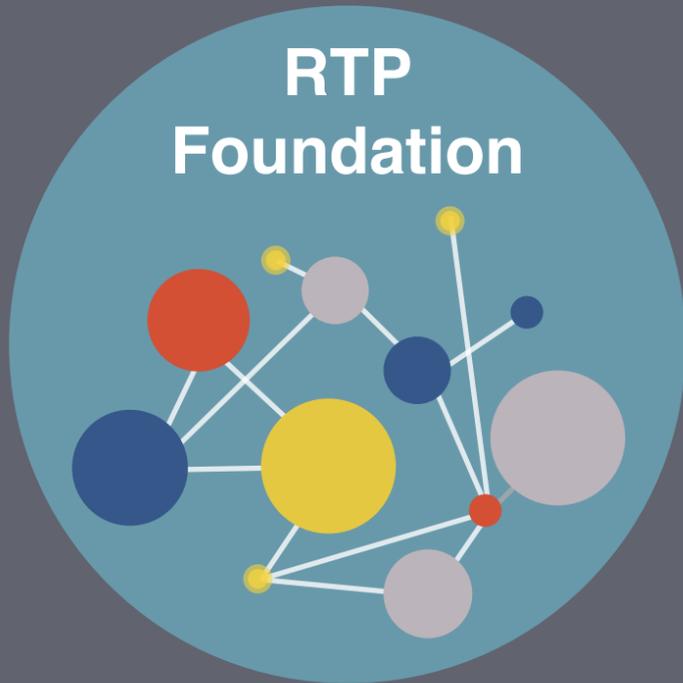
A Path Forward



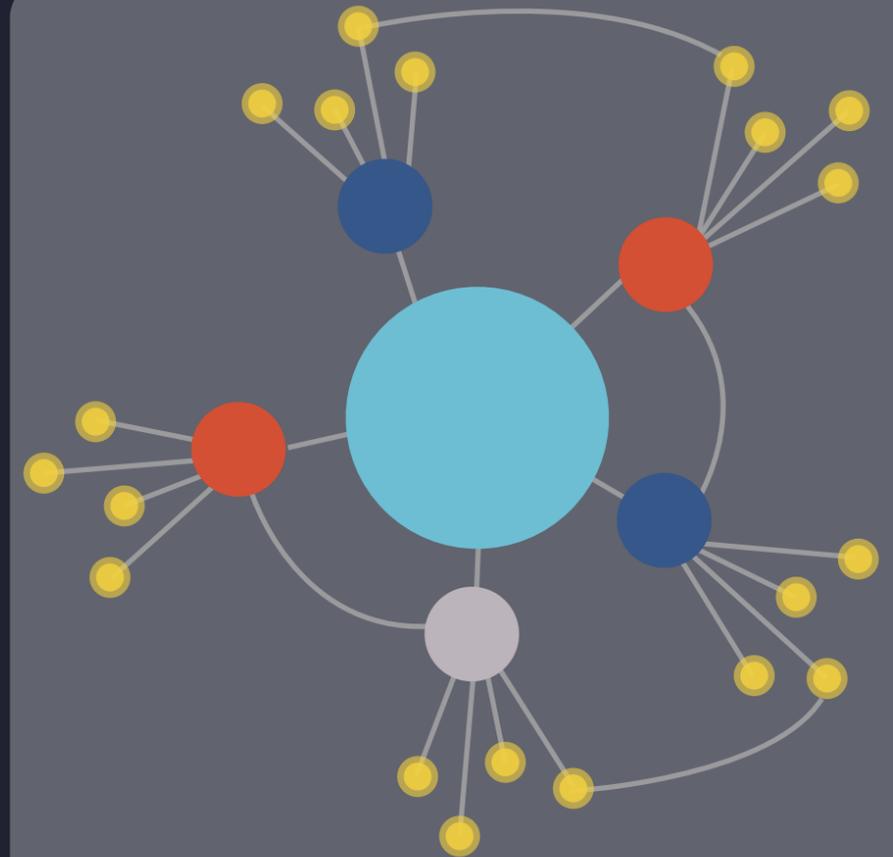
1 Create Your Network



South Waterfront
Boston

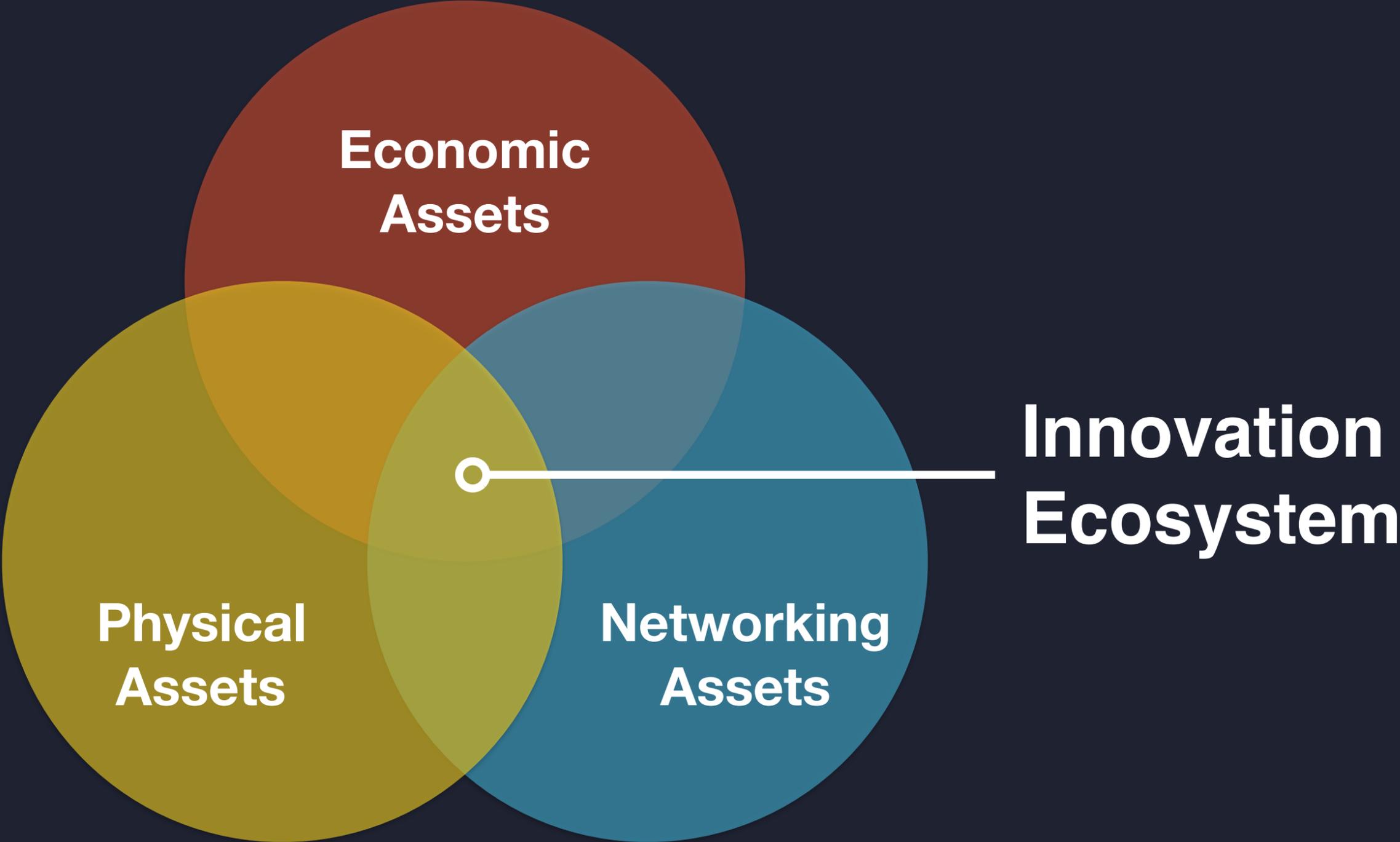


Research Triangle Park
Raleigh/Durham



UCD/CC
Philadelphia

2 Audit Your Assets



**CRITICAL
MASS**

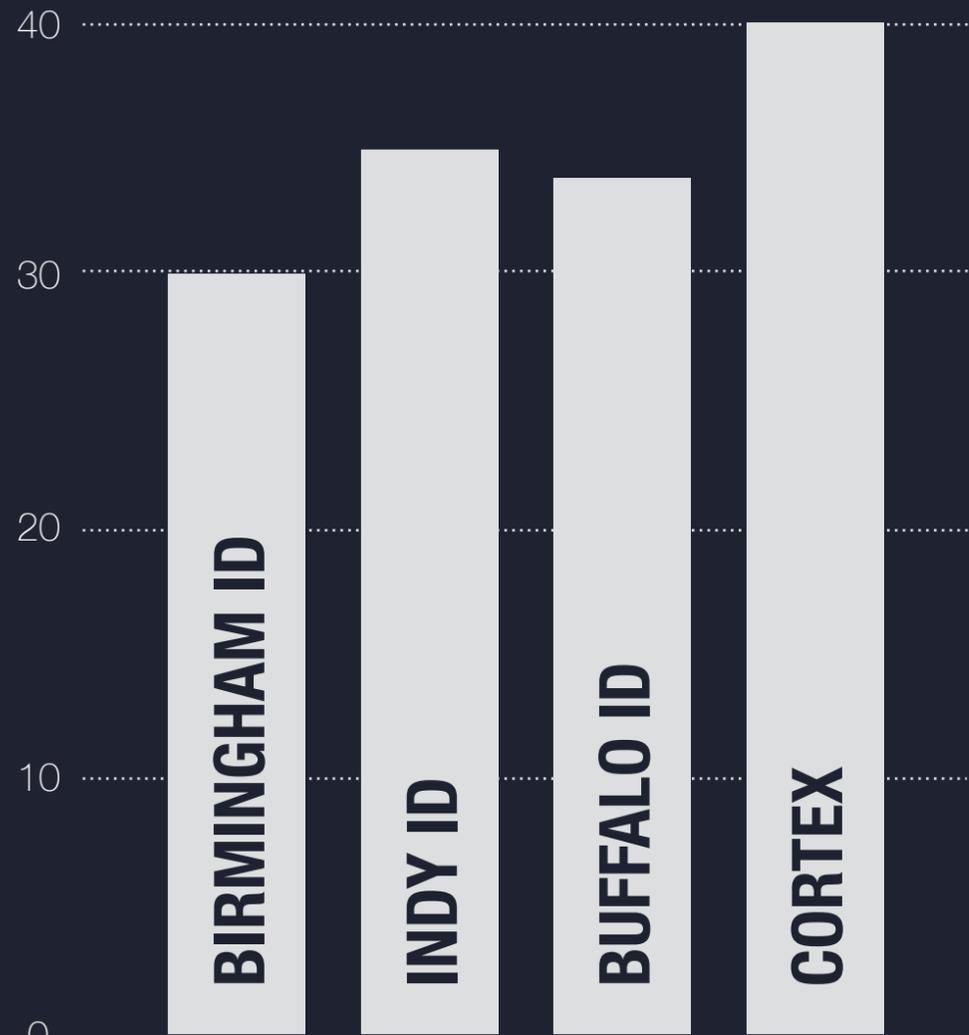
EMPLOYEES PER ACRE:

**COMPETITIVE
ADVANTAGE**

**QUALITY
OF PLACE**

**DIVERSITY &
INCLUSION**

**INNOVATION
CULTURE**



EXISTING ACADEMIC PUBLICATION STRENGTHS:

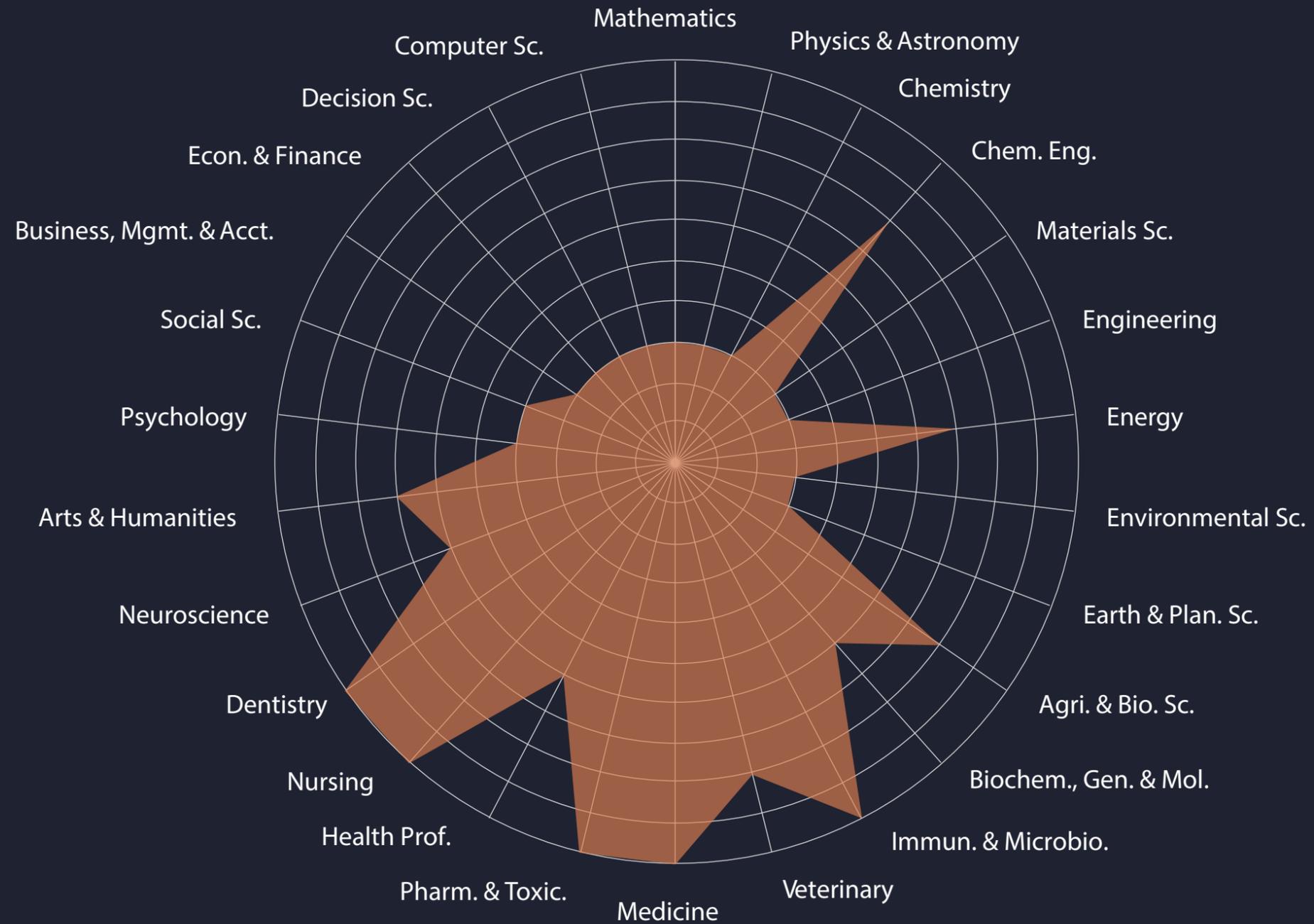
**CRITICAL
MASS**

**COMPETITIVE
ADVANTAGE**

**QUALITY
OF PLACE**

**DIVERSITY &
INCLUSION**

**INNOVATION
CULTURE**



*based on U.S. share of output in subject area, relative activity index (to U.S.), and re-based field-weighted citation impact

Source: Elsevier

ACTIVITY MAPPING

CRITICAL MASS

COMPETITIVE ADVANTAGE

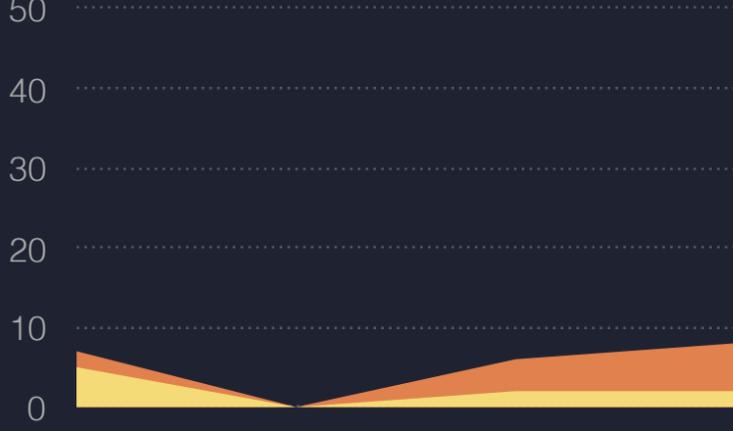
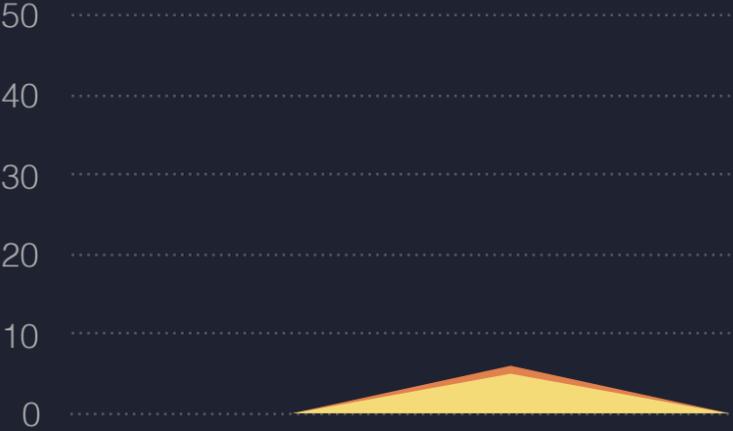
QUALITY OF PLACE

DIVERSITY & INCLUSION

INNOVATION CULTURE



No Activity



CRITICAL
MASS

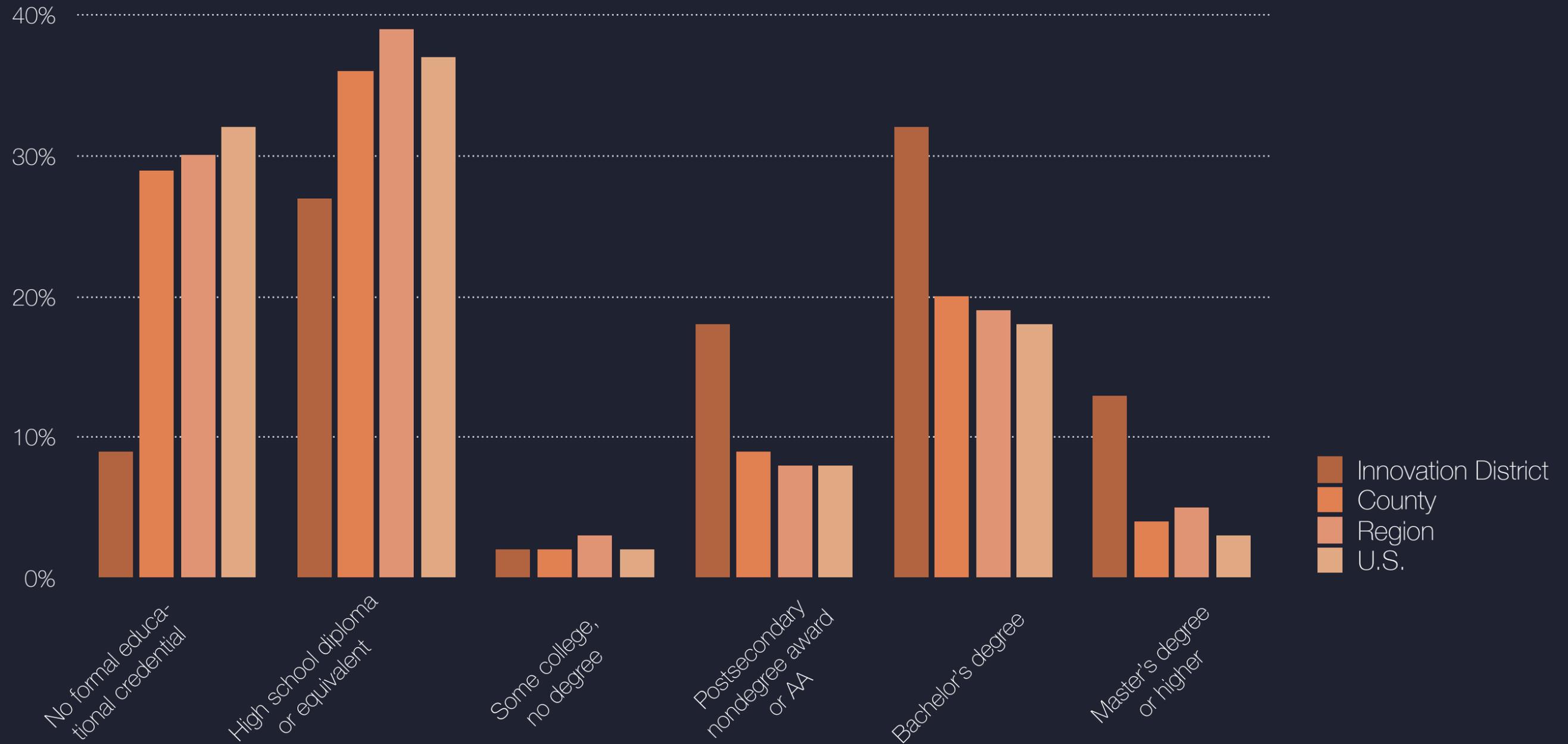
TYPICAL EDUCATION NEEDED FOR ENTRY:

COMPETITIVE
ADVANTAGE

QUALITY
OF PLACE

DIVERSITY &
INCLUSION

INNOVATION
CULTURE



CRITICAL
MASS



COMPETITIVE
ADVANTAGE



QUALITY
OF PLACE

DIVERSITY &
INCLUSION

number of networking
events

number of joint
degree programs

number of
co-working spaces

INNOVATION
CULTURE

2. Fully Integrate Innovation, Place, and Opportunity

INNOVATION

St. Louis



PLACEMAKING

Barcelona



INCLUSION

Philadelphia



Mantua
Promise Zone

CAPITAL AND INVESTMENT



BioCrossroads

3. Govern to Excel

“If your [governance] entity is strong
financially and organizationally, then
collaborative work, we’ve done
critical to achieve the value add”
great things can happen...
the impossible.”

- Ken Danni (President and CEO, Enterprise Site Locations)
- Matthew Ertice (President & CEO of Buffalo Niagara Medical Campus, Buffalo)



Placemaking through Innovation Districts and Creative Uses



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Metropolitan Policy Program
at BROOKINGS

Alexandria, VA, June 23, 2016