ANCHOR INSTITUTIONS & INNOVATION DISTRICTS: Implications for Real Estate

Urban Land Institute
Wellington “Duke” Reiter

Executive Director, University City Exchange

Arizona State University
ASU DOWNTOWN CAMPUS
ACADEMIC FACILITIES
ASU DOWNTOWN CAMPUS, 2015

- Nine new or renovated buildings
- $500M public + private investment
- Enrollment: 13,000+
- Employment: 1,500+
- Residential pop: 1,400 on campus
- Annual ASU investment: $156M+
Anchor Institutions and Innovation Districts: Implications for Real Estate

Lisette van Doorn
CEO, Europe
ULI fall meeting, Dallas, 26 October 2016
Types of innovation economy location

Innovation districts
- e.g. Tech City, East London

Innovation corridors
- e.g. Washington DC Digital Tech Corridor

Innovation campuses
- e.g. Kista, Stockholm

Individual sites
- e.g. iHub, Nairobi
12 case studies

Relative size and locations of the case studies in their cities

Timeline of real estate adaptation in innovation clusters to respond to changing demands

- Media Park Netherlands
- Barcelona 22@
- MaRS Discovery District Toronto
- London Tech City
- MESH Norway
- SUP46 Stockholm
- VU Amsterdam Campus
- SoundCloud Berlin/Factoy Campus
- The Edge Amsterdam
- Oslo Cancer Cluster Innovation Park
- THE SQUARE® Berlin
- Cornell NYC Tech Campus

- Single building (2–40,000 sq m)
- Campus or complex (30–300,000 sq m)
- Entire district (1–3 sq m)
Imperatives for real estate success

- Ensure a robust technology platform
- Multiply routes to capital
- Collaborate with mature institutions
- Create a multi-stage vision for growth
- Find the balance between confidentiality and transparency
- Show hands-on leadership to grow value
Rotterdam workshop
Rotterdam’s inner-city innovation locations
Key focus and questions

- The role played by ‘catalyst’ investors, corporate stakeholders and the city government in creating innovation districts, and how this evolves over time.

- The land use and real estate implications of innovation districts.

- How to brand, communicate and promote Rotterdam’s innovation focus to build identity and successfully attract talent, investors and businesses?
Common physical assets of innovation districts
Innovation sectors, assets and ecosystems in the four cities

<table>
<thead>
<tr>
<th>Innovation sectors</th>
<th>Innovation assets</th>
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<tbody>
<tr>
<td><strong>Munich</strong></td>
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<tr>
<td>Advanced manufacturing (automotive, aerospace)</td>
<td>‘Munich mix’ of sectors and companies</td>
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<tr>
<td>Biotechnology/life sciences</td>
<td>Bavaria state government programmes in innovation and technology</td>
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<tr>
<td>IT – software, e-commerce</td>
<td>Large network of research facilities, startup centres, university spin offs</td>
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<td>Media – advertising, digital media, TV and publishing</td>
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<td><strong>Rotterdam</strong></td>
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<tr>
<td>Maritime and offshore</td>
<td>Chain of innovation hubs linked by East-West metro line</td>
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<tr>
<td>Cleantech (energy transition, climate adaptation, delta security)</td>
<td>Cambridge Innovation Center (CIC), co-working spaces</td>
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<tr>
<td>Food</td>
<td>RDM Campus - Rotterdam University of Applied Sciences and the Makerspace</td>
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<tr>
<td>Medical</td>
<td>Erasmus Centre for Entrepreneurship</td>
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<tr>
<td><strong>San Diego</strong></td>
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<tr>
<td>IT, telecoms/cyber security</td>
<td>Collaborative network of businesses, researchers, philanthropists, entrepreneurs</td>
</tr>
<tr>
<td>Maritime – US Navy</td>
<td>San Diego State University, UC San Diego, 80 research institutes e.g. Sanford Consortium, Scripps Hospital and Metabolic Institute, Salk Institute for biological studies, Innovation support hubs, Economic Development Corporation (EDC)</td>
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<tr>
<td>Life sciences – oncology</td>
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<td>Action sports</td>
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<td><strong>Tel Aviv</strong></td>
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<tr>
<td>Internet/software</td>
<td>Strong presence of global technology firms</td>
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<td>Computer security</td>
<td>Highly supportive VC network</td>
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<tr>
<td>Telecommunications</td>
<td>Mature incubator and accelerator programmes</td>
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<tr>
<td>Smart technology and energy</td>
<td>Climate, open-ness and lifestyle appeal</td>
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The relationship between innovation ecosystems and innovation districts
Fostering an innovation ecosystem and district through the cycle - the role of investors, developers and city governments
Key success factors for innovation district development

**Strategy**

**Develop a Strategy as a City of Innovation**
- Recognise and leverage the regional innovation context
- Prioritise attention on city wide eco-system development and networking
- Grow and support existing innovation firms and activity
- Manage externalities that arise
- Adapt through the cycles

**Tactics**

**Optimise Land Use and Placemaking**
- Support district development with flexibility, responding to market preferences
- Use infrastructure and land as platform for experimentation
- Placemaking to achieve critical mass of real estate and commercial activity, and authentic sense of place

**Build the City’s Innovation Brand**
- Leverage city DNA and expertise in promoting innovation
- Develop innovation brand as a broad identity and shared narrative
- Invite others to feel and experience the innovation culture
Thank you!

http://europe.uli.org/research/
David Malmuth

Partner I.D.E.A. Partners, LLC
San Diego, California
THE POWER IS IN THE I.D.E.A.
The I.D.E.A. District is bounded on the north by 11th Street, east by I-5, south by Market and west by 11th Street.

- A San Diego High School
- B San Diego City College
- C NewSchool of Architecture & Design
- D East Village Green
- E Thomas Jefferson School of Law
- F FIDM
- G Petco Park
- H New Central Library
Innovation districts: Pioneering a new approach to university-corporate engagement in Australia

4 August 2015

Professor David Wilkinson
Deputy Vice Chancellor, Corporate Engagement & Advancement
Macquarie University, Sydney.

Growing the Australian innovation economy
An examination of innovation ecosystems in the United States
FIGURE 2: A Plan for Growing Sydney

- Central Business District
- Regional City Centre
- Strategic Centres
- Commuting Corridors
- Urban Development Areas
- Principal City Areas
- Urban Renewal Corridors
- Local economic opportunities
- Metropolitan Areas
- Critical Transport Corridors
- Major Transporation Routes
- Metropolitan Rail Areas
- Metro Rail Network
- Road Network
- Recycling Network
- Water Network
- Proposed Role Network
- Proposed Transport Network
- Proposed Rail Network
- Proposed Metropolitan Areas
- Proposed Urban Areas

Metropolitan Areas:
- Western City Area
- South West City Area
- South East City Area
- Central West City Area
- Northern City Area
- Eastern City Area

Major Centres:
- Sydney Olympic Park
- Western Sydney Airport
- Bankstown
- Liverpool
- Penrith
- Parramatta
- Blacktown
- Merrylands
- Macquarie Park
- Crows Nest
- Cooks River
- Woolloomooloo
- Redfern
- Pyrmont
- Glebe
- Rozelle
- Petersham
- Canterbury
- Ashbury
- Tempe
- Tempe Town
- Waterloo
- Ashbury
- Tempe
- Newtown
- Inner West
- Western Sydney
- Northern Sydney
- Eastern Sydney
- South West Sydney
- South East Sydney

Major Transport Routes:
- Sydney Light Rail
- Sydney Metro
- Sydney Trains
- Sydney Buses
- Sydney Ferries
- Sydney Roads

Major Economic Areas:
- Parramatta
- Penrith
- Merrylands
- Liverpool
- Bankstown
- Blacktown
- Rouse Hill
- Castle Hill
- Bella Vista
- Norwest
- North Ryde
- Carlingford
- Glenning Valley
- Macquarie Park
- Westmead
- West Ryde
- Dulwich Hill
- Kogarah
- Kurnell
- Maroubra
- Chippendale
- Waterloo
- Redfern
- Glebe
- Tempe
- Ashbury
- Petersham
- Canterbury
- Ashbury
- Tempe
- Newtown
- Inner West
- Western Sydney
- Northern Sydney
- Eastern Sydney
- South West Sydney
- South East Sydney

Major Infrastructure Projects:
- WestConnex
- Sydney Metro West
- Western City Area
- South West City Area
- South East City Area
- Central West City Area
- Northern City Area
- Eastern City Area

Major Employment Areas:
- Sydney Olympic Park
- Penrith
- Merrylands
- Bankstown
- Liverpool
- Parramatta
- Penrith
- Merrylands
- Bankstown
- Liverpool

Major Education Areas:
- Sydney Olympic Park
- Penrith
- Merrylands
- Bankstown
- Liverpool
- Parramatta
- Penrith
- Merrylands
- Bankstown
- Liverpool

Major Health Care Areas:
- Sydney Olympic Park
- Penrith
- Merrylands
- Bankstown
- Liverpool
- Parramatta
- Penrith
- Merrylands
- Bankstown
- Liverpool
John M. Walsh, III

President

TIG Real Estate Services, Inc.
Research Triangle Park
Park Center Site (circa 1995)

- Flex-Tech Buildings
- 2-3 star Hotel
- Small Strip Retail Center
• New Retail/New Hotel
• Residential
• Pedestrian Connectivity
• Recreation Areas
• Entertainment Venues
• Commons for Millennials
Cleantech Corridor
Los Angeles, California

With a nucleus centered in the Arts District, new transit connections and links to the streetscape and river offer a transformative opportunity for the entire Southern Industrial Area.
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