



# Innovating Cities

Forum 48 – November 6, 2013







# Anchor Institutions Matter

Centers of **employment**

Destination for **students**

Purchasers of **goods and services**

National centers of **research**

Curator and generator of **arts and culture**

Drivers of **economic development**





University of Pennsylvania

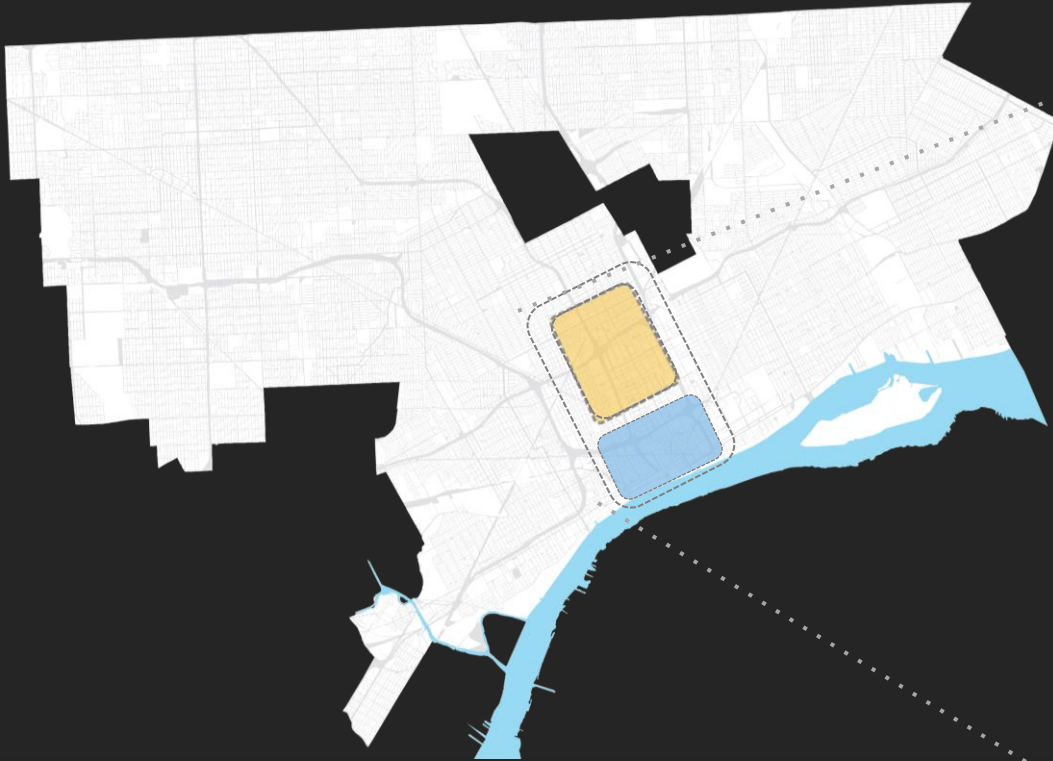
**Can placemaking drive innovation?**



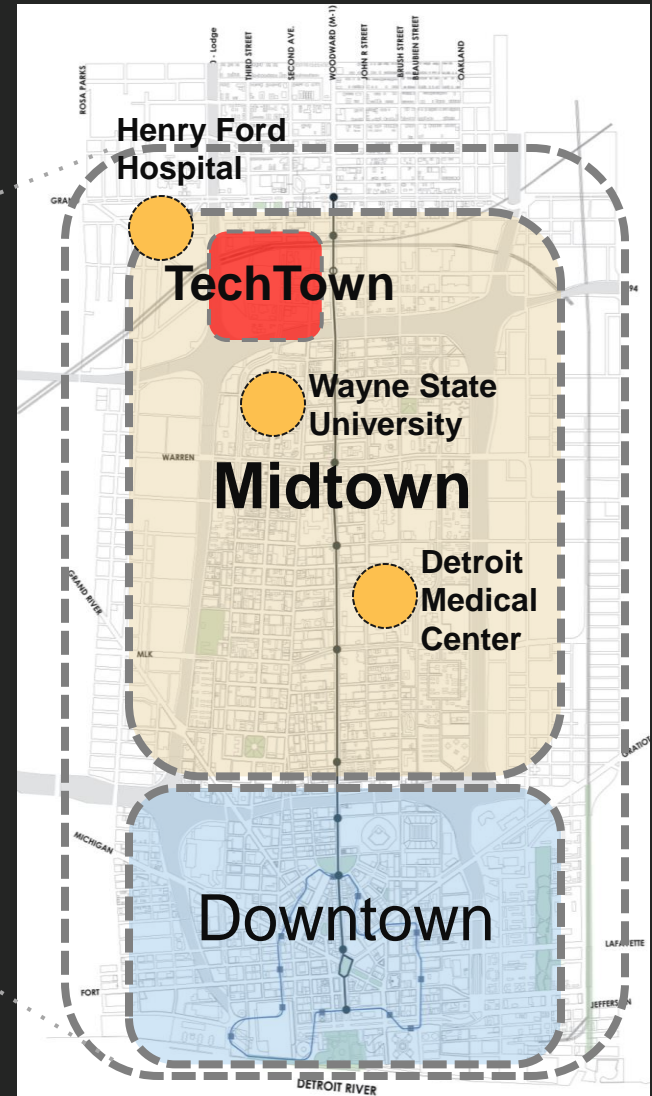
# Midtown Detroit

## Anchor Strategy

Detroit



## Woodward Corridor



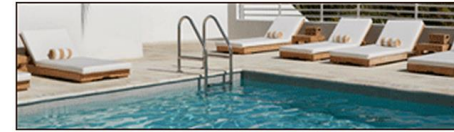
# Midtown Anchor Strategies

- **Live Midtown:** Purchase, rental, and retention **housing incentives** for anchor employees
- **Buy Detroit:** effort focused on **increasing purchases** from Detroit based businesses
- **Midtown Detroit Inc.** Leads real estate development, community development, marketing, events and essential neighborhood services in Midtown Detroit

The New York Times

Commercial

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION  
NEIGHBORHOODS GREAT HOMES AND DESTINATIONS COMMUNITIES



Enjoy free breakfast  
a room upgrade upon  
arrival

RESERVE NOW ▶

## New Thirst for Urban Living, and Few Detroit Rentals





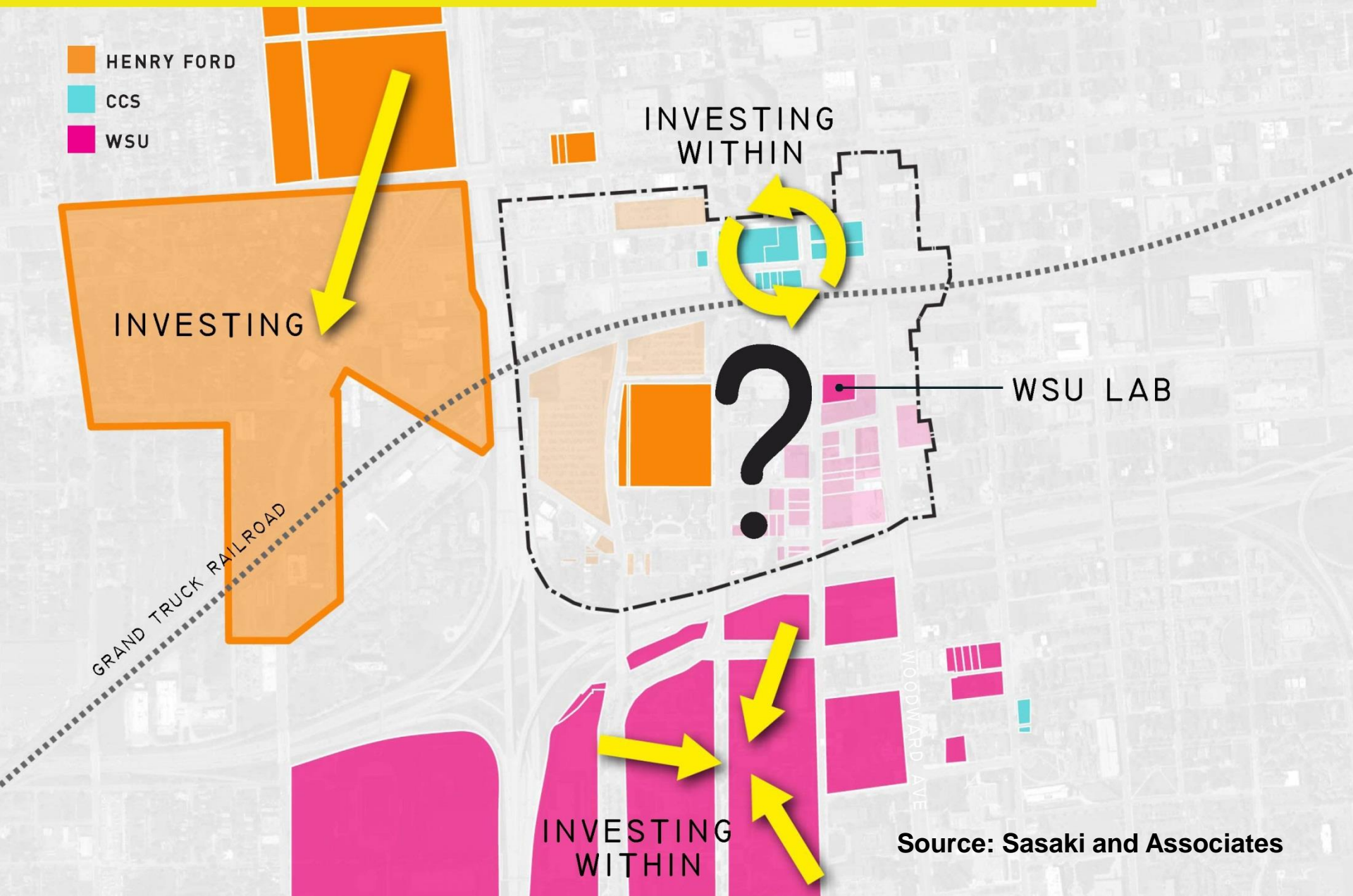


# Innovation and place: TechTown



# INSTITUTIONAL PLANS FOR INVESTMENT

HENRY FORD  
CCS  
WSU



Source: Sasaki and Associates



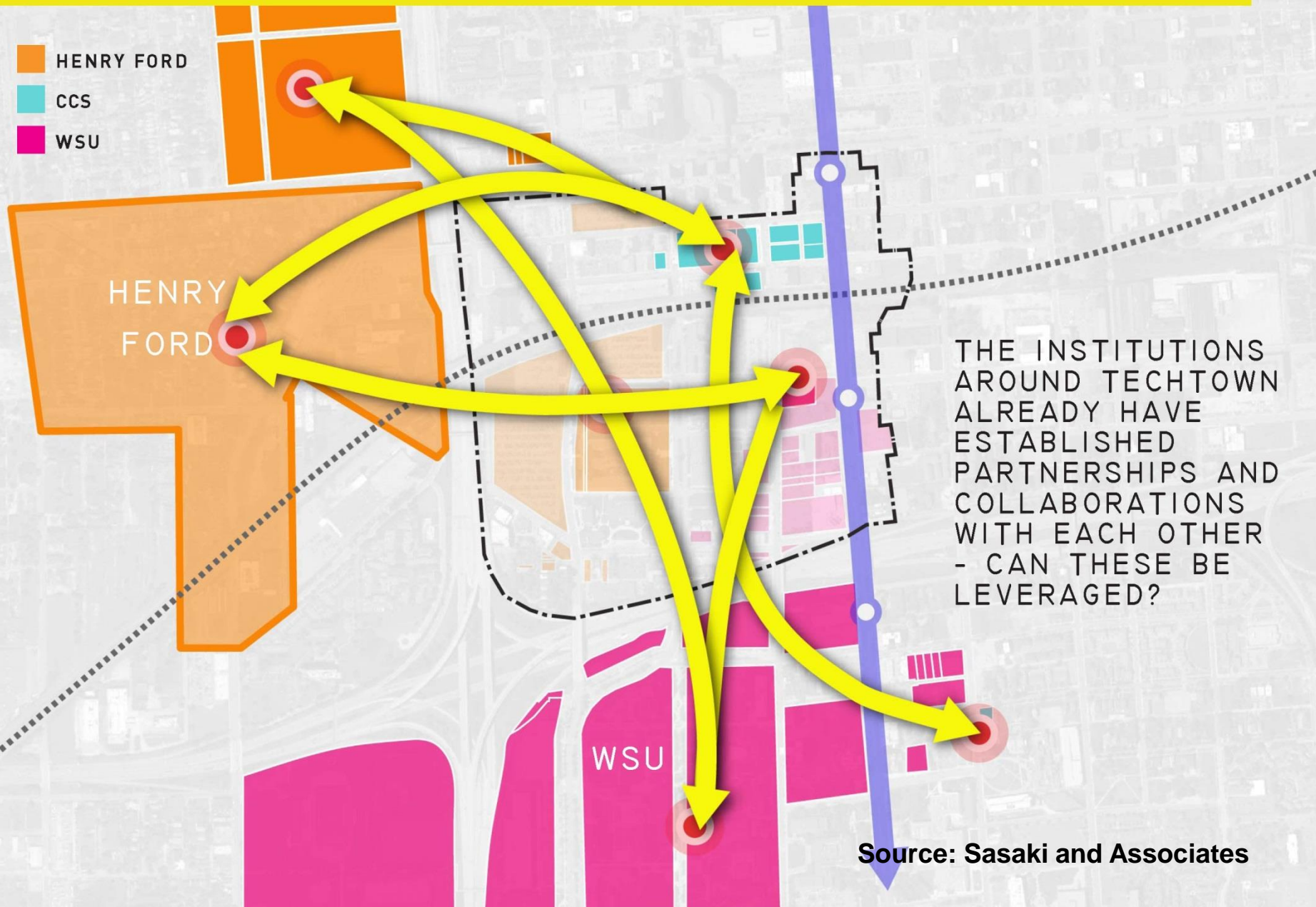
# TechTown today





# TECHTOWN AS A CROSSROADS OF INNOVATION?

HENRY FORD  
CCS  
WSU

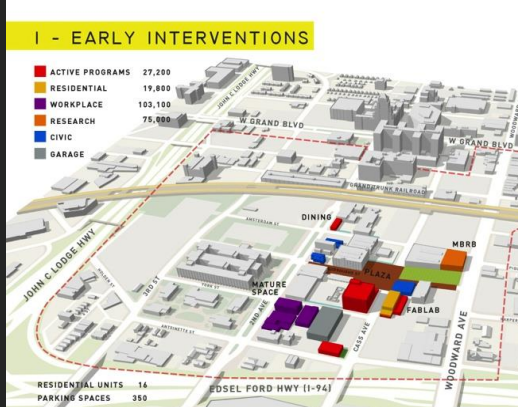


THE INSTITUTIONS  
AROUND TECHTOWN  
ALREADY HAVE  
ESTABLISHED  
PARTNERSHIPS AND  
COLLABORATIONS  
WITH EACH OTHER  
- CAN THESE BE  
LEVERAGED?

Source: Sasaki and Associates



# TechTown District Plan



Source: Sasaki and Associates



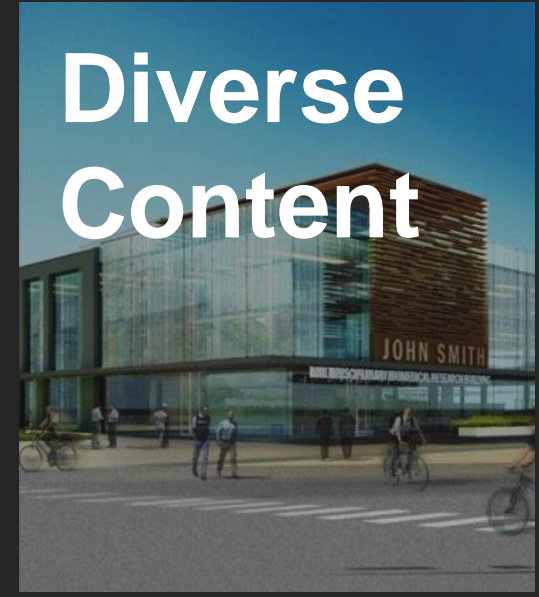
# Innovation Districts



Dense and vibrant



Mix of uses



Diverse Content



Production



Activated Public Spaces