Innovation District

AV Technology, Mobility & Placemaking

Kimley»Horn

New York, 1892

Photo Credit: Wikimedia Commons

Silicon Valley, ca. 1900

Photo Credit: Silicon Valley Historical Society

IBM Boca Raton, ca. 1967

Photo Credit: Palm Beach Post

Disruption
Ahead

2066 Crist Dr. in Los Altos, CA

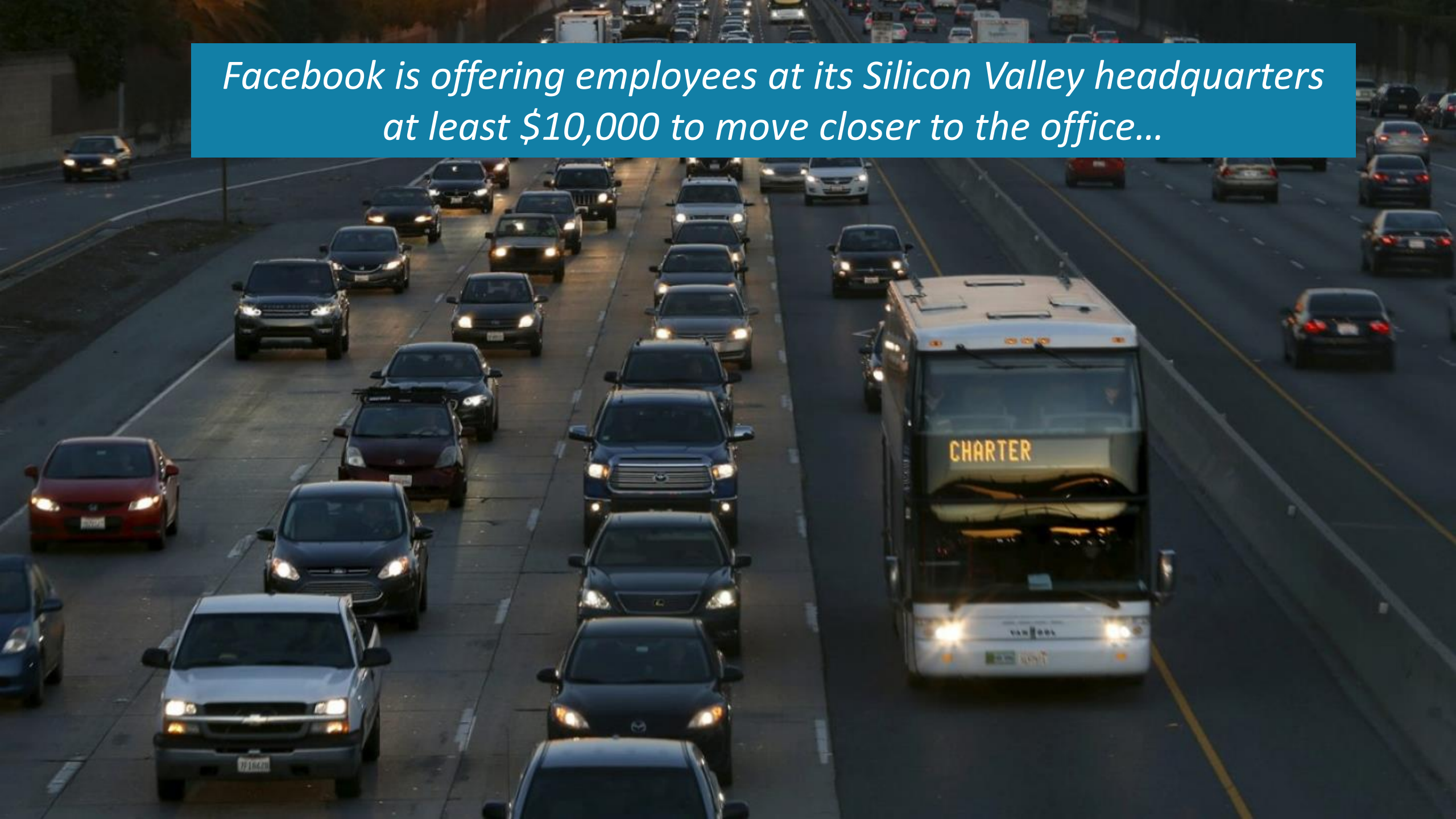
Photo Credit: Mashable

Google, Mountain View, CA

Photo Credit: DigitalTrends

Google, Mountain View, CA

Photo Credit: DigitalTrends



Facebook is offering employees at its Silicon Valley headquarters at least $10,000 to move closer to the office…

WARNING!
ILLEGAL USE OF
PUBLIC INFRASTRUCTURE

GM

Uberworld

The race to reinvent transport

South Lake Union, Seattle, WA

Photo Credit: South Realty Group

Key Factors for Innovation Districts

- Enhanced transportation infrastructure
- Connected, accessible technology
- Place-making & development

B | Metropolitan Policy Program at BROOKINGS

The Rise of Innovation Districts: A New Geography of Innovation in America

Bruce Katz and Julie Wagner

Introducing Innovation Districts

As the United States slowly emerges from the Great Recession, a remarkable shift is occurring in the spatial geography of innovation.

For the past 50 years, the landscape of innovation has been dominated by places like Silicon Valley—suburban corridors of spatially isolated corporate campuses, accessible only by car, with little emphasis on the quality of life or on integrating work, housing, and recreation.

A new complementary urban model is now emerging, giving rise to what we and others are calling "innovation districts." These districts, by our definition, are geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators.[1] They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail.

Innovation districts are the manifestation of mega-trends altering the location preferences of people and firms and, in the process, re-conceiving the very link between economy shaping, place making and social networking.[2]

In recent years, a rising number of innovative firms and talented workers are choosing to congregate and co-locate in compact, amenity-rich enclaves in the cores of central cities. Rather than building on green-field sites, marquee companies in knowledge-intensive sectors are locating key facilities close to other firms, research labs, and universities so that they can share ideas and practice "open innovation."

live-work-learn-wellness-play districts

Innovation Place

WEST PHILADELPHIA
UNIVERSITY
city

Cortex, St. Louis, MO

Photo Credit: Ayer Saint Gross

Seaport Innovation District, Boston, MA

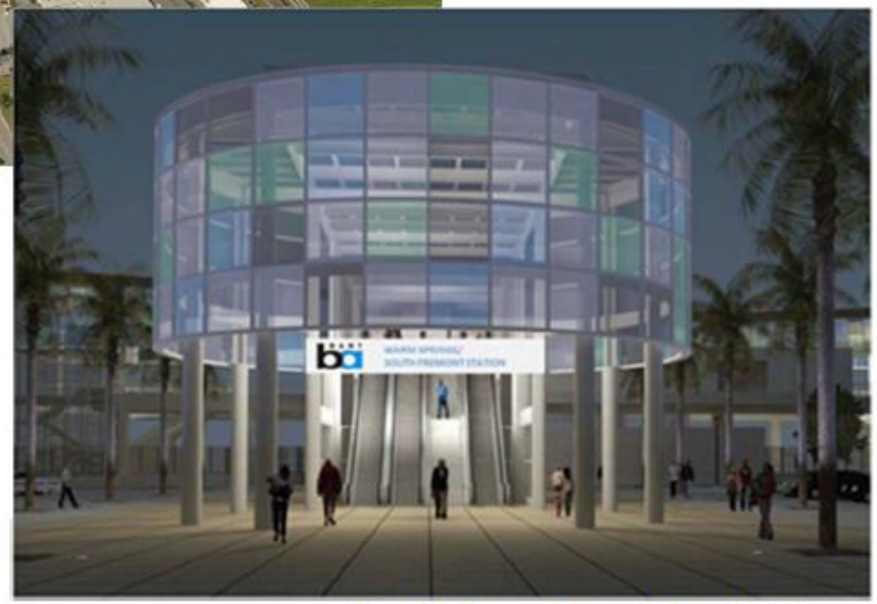
Photo Credit: Boston Globe / Boston Redevelopment Authority

Seaport Innovation District, Boston, MA

Photo Credit: Boston Global Investors

San Francisco
Oakland
Concord
Foster City
Hayward
San Mateo
Palo Alto
Milpitas
Santa Clara
TESLA
adax
opensys
CENTRAL COMPUTERS
FusionStorm
RIVERBED
HITACHI
ProActive
princeton
EKC Technology
Silicon Maps
psi Standards
PSI TECHNOLOGIES, INC.
MIPOX
ULTRA DNS
DSA
KSI
Check Point
Sun
BIT MICRO
CENTRAL COMPUTERS
GLOBAL
DETECON
VISTO
OPENWAVE
Tele Atlas
SMART
Gold Technologies Inc.
ARTIZEN
NewSoft
JEM
TERARECON, INC.
PGP
neopath
postini
OPLINK
opnext
MIPS TECHNOLOGIES
NEW WAVE RESEARCH
ExperExchange
TRUSTNET
YAHOO!
NetApp
VOLTERRA
OGIS International
FOX TECHNOLOGIES
SanDisk
PIXIM
ENGELHARD
DEVCON
ARM
agere systems
Redback
Studley
HALO ELECTRONICS, INC.
Juniper
READYSERVE COMPUTER CENTER
phoenix
tok
GUZIK
TIBCO The Power of Now
AMCC STORAGE
NetD
RAE
ANALOG DEVICES
SOLECTRON
hp invent
Microsoft
TRIANZ
CISCO SYSTEMS
intel
pillar
LINEAR TECHNOLOGY
iPark SILICON VALLEY
Chartered
TOYOTA INFOTECHNOLOGY CENTER, U.S.A., INC.
bmcsoftware
DITECH COMMUNICATIONS
Covansys
TRAZAR
AVNET
Ultratech
CAVIUM NETWORKS
FOUNDRY NETWORKS
SANMINA-SCI
ChipMOS
DDi
Electronics
GUIDANT
everypath
JULY SYSTEMS
EMC legato
YAMAICHI ELECTRONICS
veraz
I-O DATA
TEXAS INSTRUMENTS Semiconductor Group
SAMSUNG SISA
MITSUBISHI ELECTRIC
UTEC
VaST
ITOCHU Technology, Inc.
FOUNDRY
ADVANTAGE LOGISTICS

BART



CITY OF Fremont

Urban Land Institute

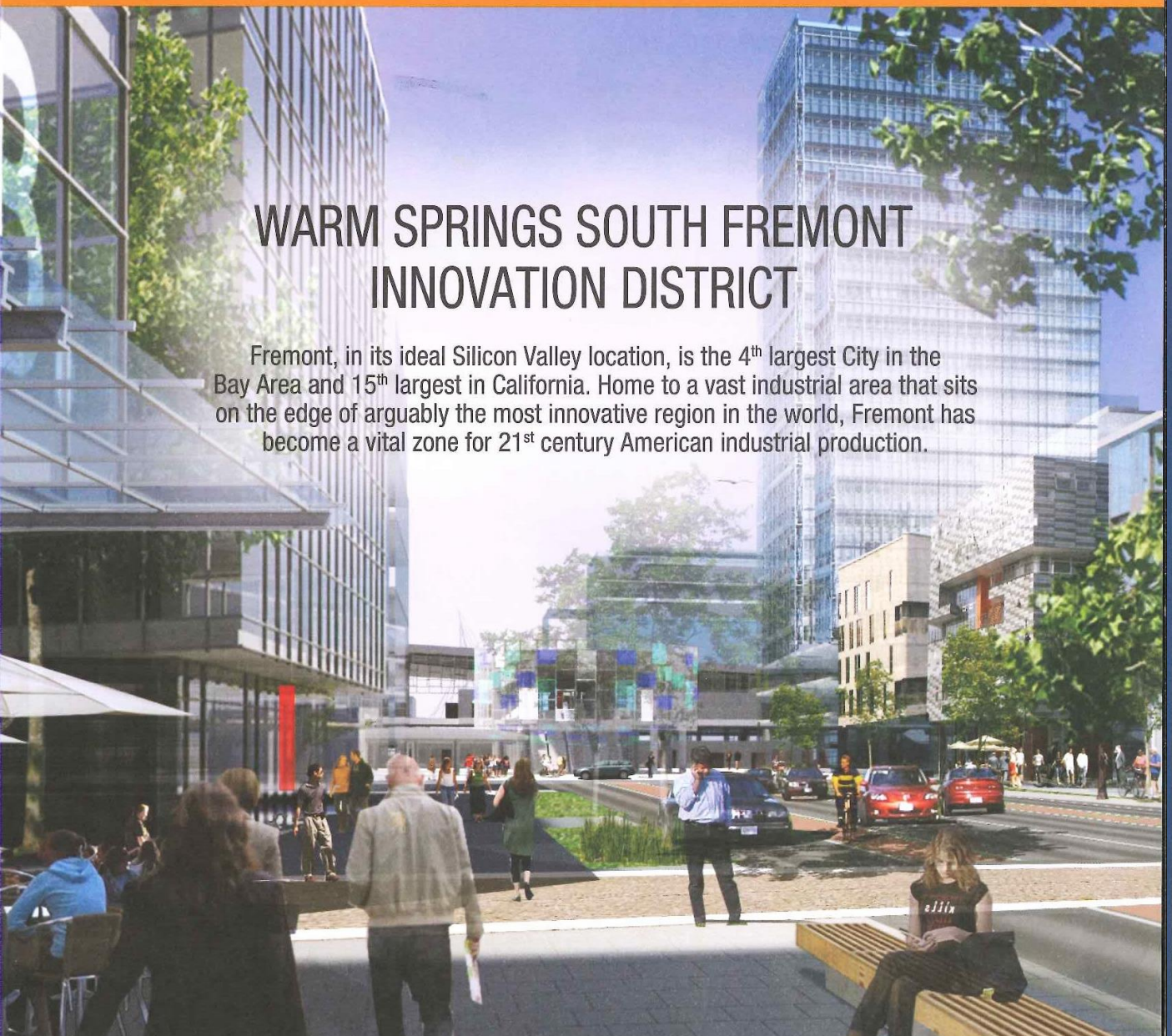
Advisory Services Program

An Urban Land Institute

Advisory Panel

June 11-14, 2012

Think Fremont
Think Silicon Valley



WARM SPRINGS SOUTH FREMONT INNOVATION DISTRICT

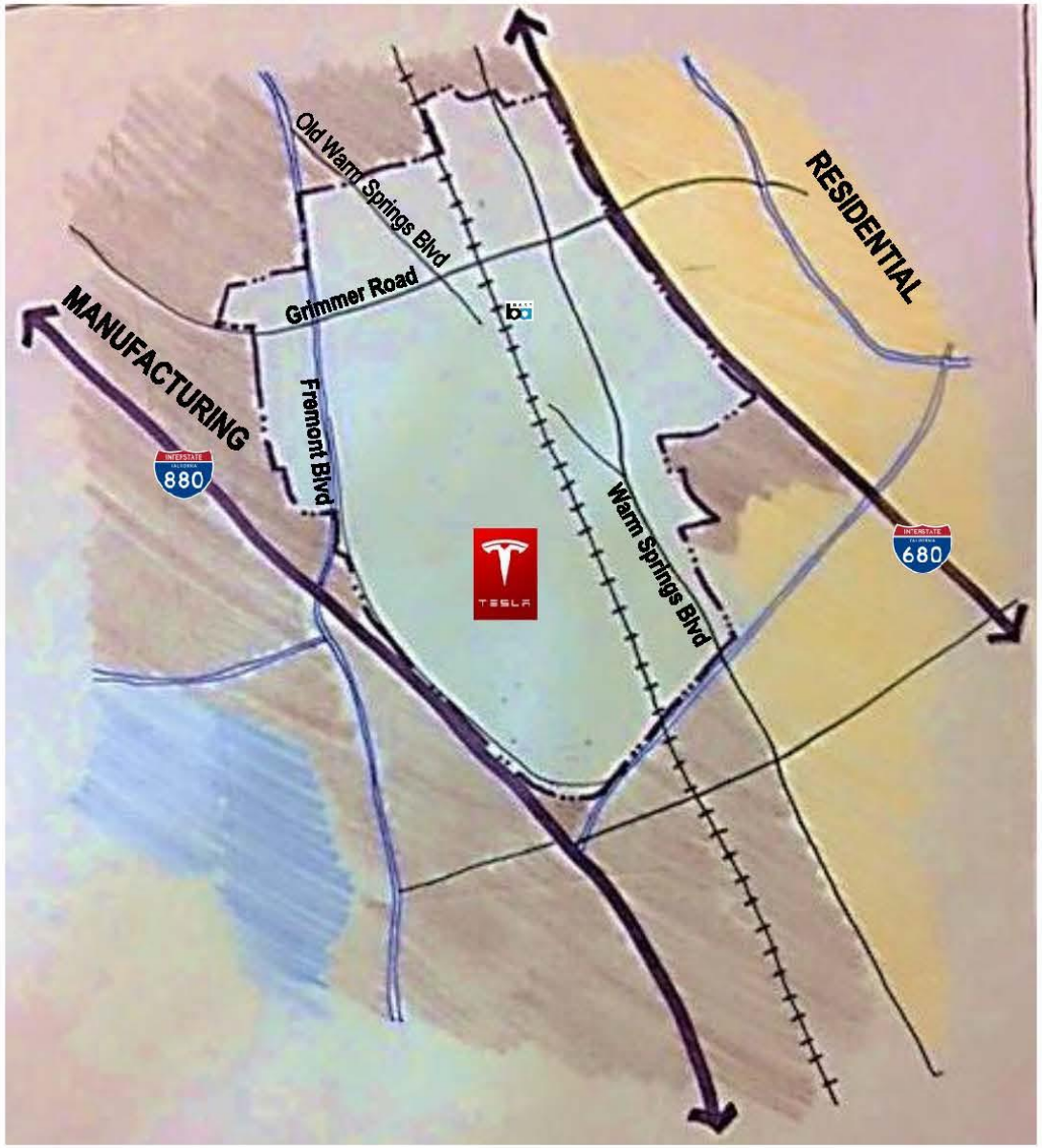
Fremont, in its ideal Silicon Valley location, is the 4th largest City in the Bay Area and 15th largest in California. Home to a vast industrial area that sits on the edge of arguably the most innovative region in the world, Fremont has become a vital zone for 21st century American industrial production.

Fremont Innovation District

South Fremont / Warm Springs

Applying 10 TOD Principles

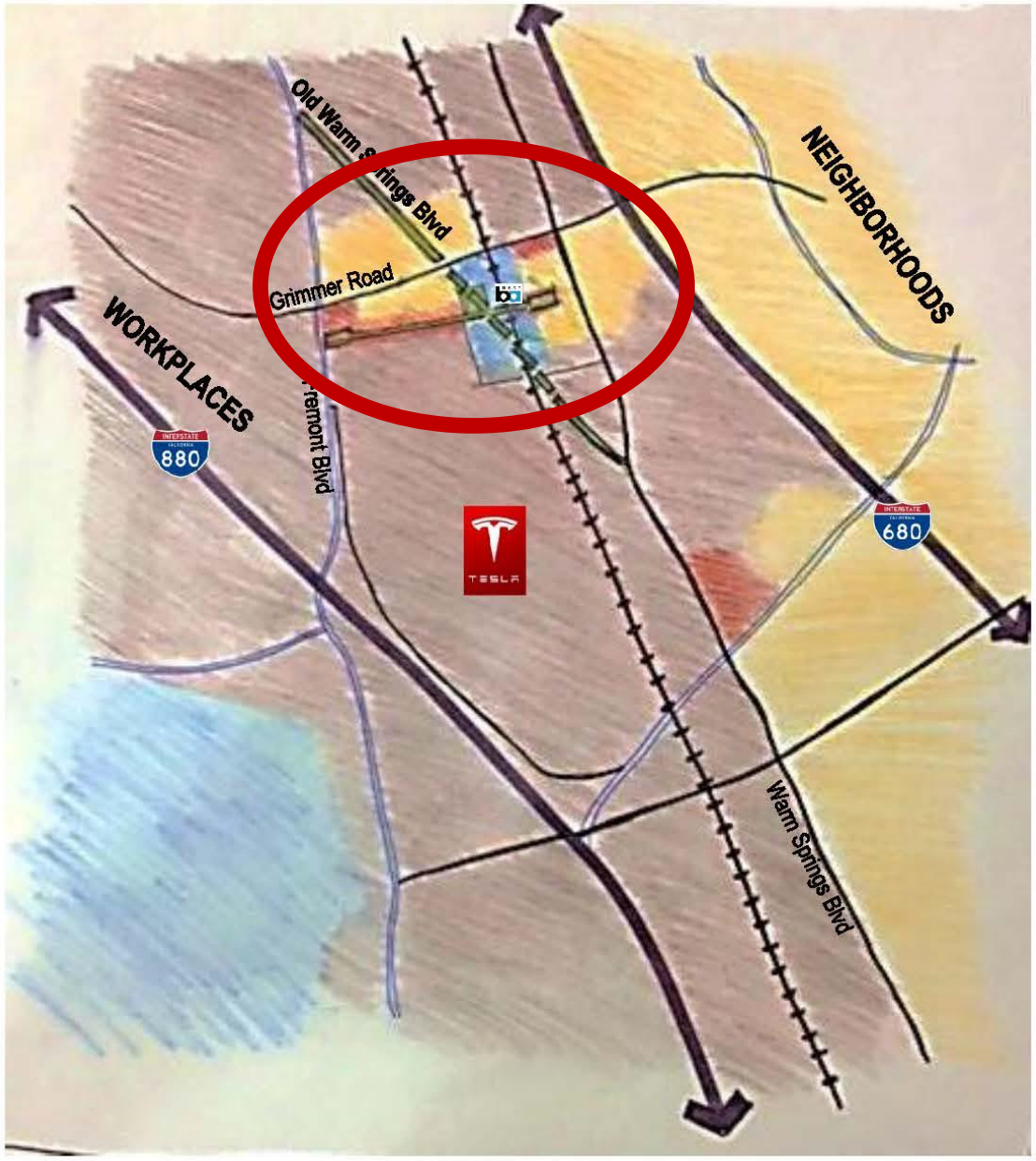
- Create a vision
- Leverage partnerships
- Design transit for development
- Get the parking right
- Build a place, not a project
- Size retail to the market
- Create the right mix of uses
- Make buses great
- Provide housing for diverse incomes
- Engage major employers



South Fremont / Warm Springs Urban Village

Design Strategies

- Creating a great new place for the community
- Connect with the past
- Leverage transit
- Provide connections and choices
- Define limited residential areas
- Provide transitions to major employment / manufacturing areas
- Retain flexibility for future commercial / industrial uses



Lennar Mixed Use

Toll Brothers Residential

Valley Oak Mixed Use

Sobrato Commercial

Tampa Innovation Alliance
Transforming+Enriching+Connecting

Tampa Innovation District

Mobility Solutions

TRANSIT

BICYCLES

SELF-DRIVING VEHICLES

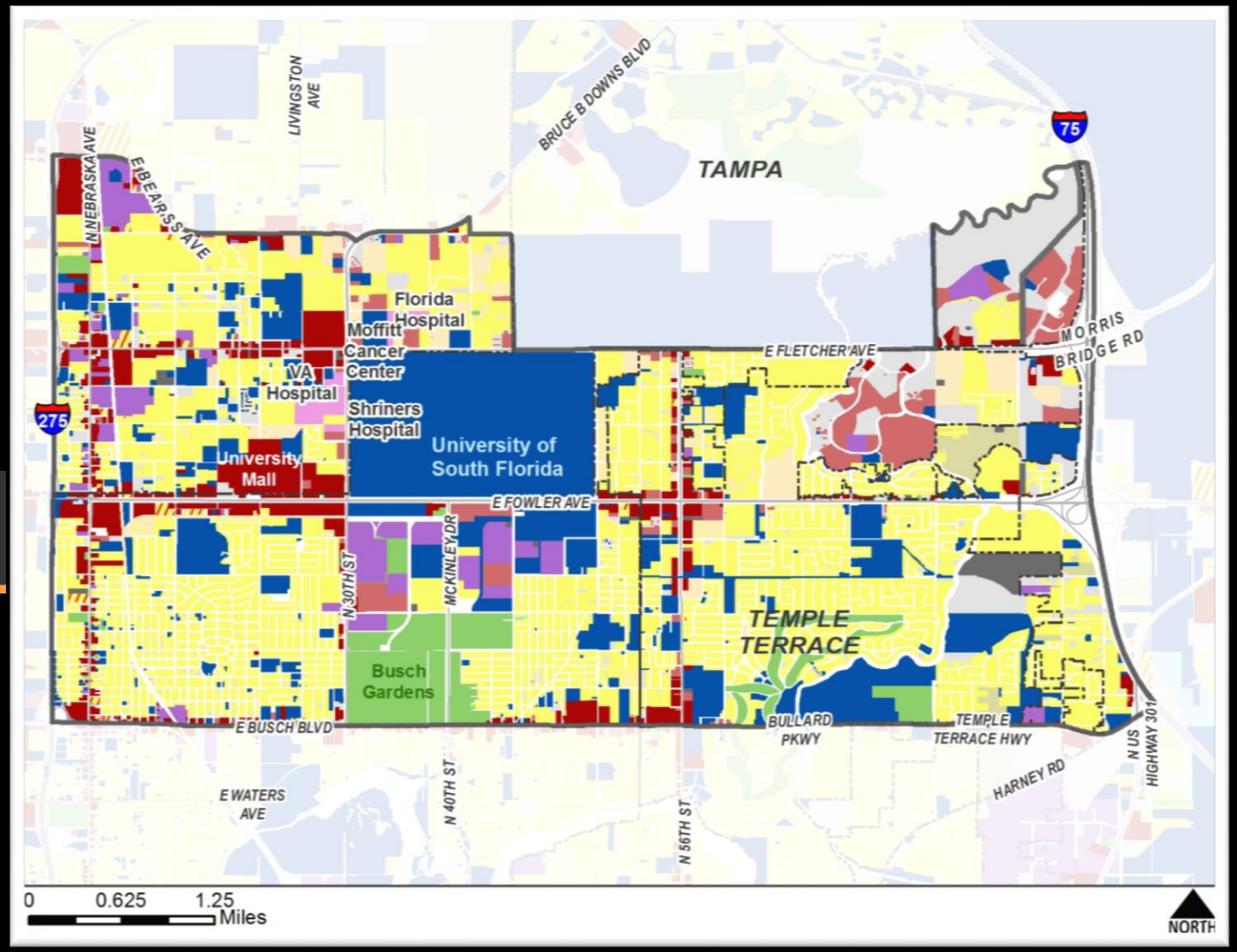
NEXT GEN TECHNOLOGY

WALKABLE PLACES

Kimley»Horn

Expect More. Experience Better.

Tampa Innovation District



Tampa Innovation District

- Live, Work, Learn, Wellness, and Play District
- Convenient, Accessible By All Modes
  - Walk, Bike, Car Share, On-demand, Shuttle, Transit, Autonomous, etc.
- Serves Broad Customer Base
  - Students, Medical, Businesses, Visitors, etc.
- Promotes Collaboration, Creativity and Connections

Mobility Solutions for a Live-Work-Learn-Wellness-Play District

- Transportation Infrastructure
- Technology
- Development / Place-Making

BUS
STOP
Hyper
LINK
HART
HART HyperLINK

TESLA

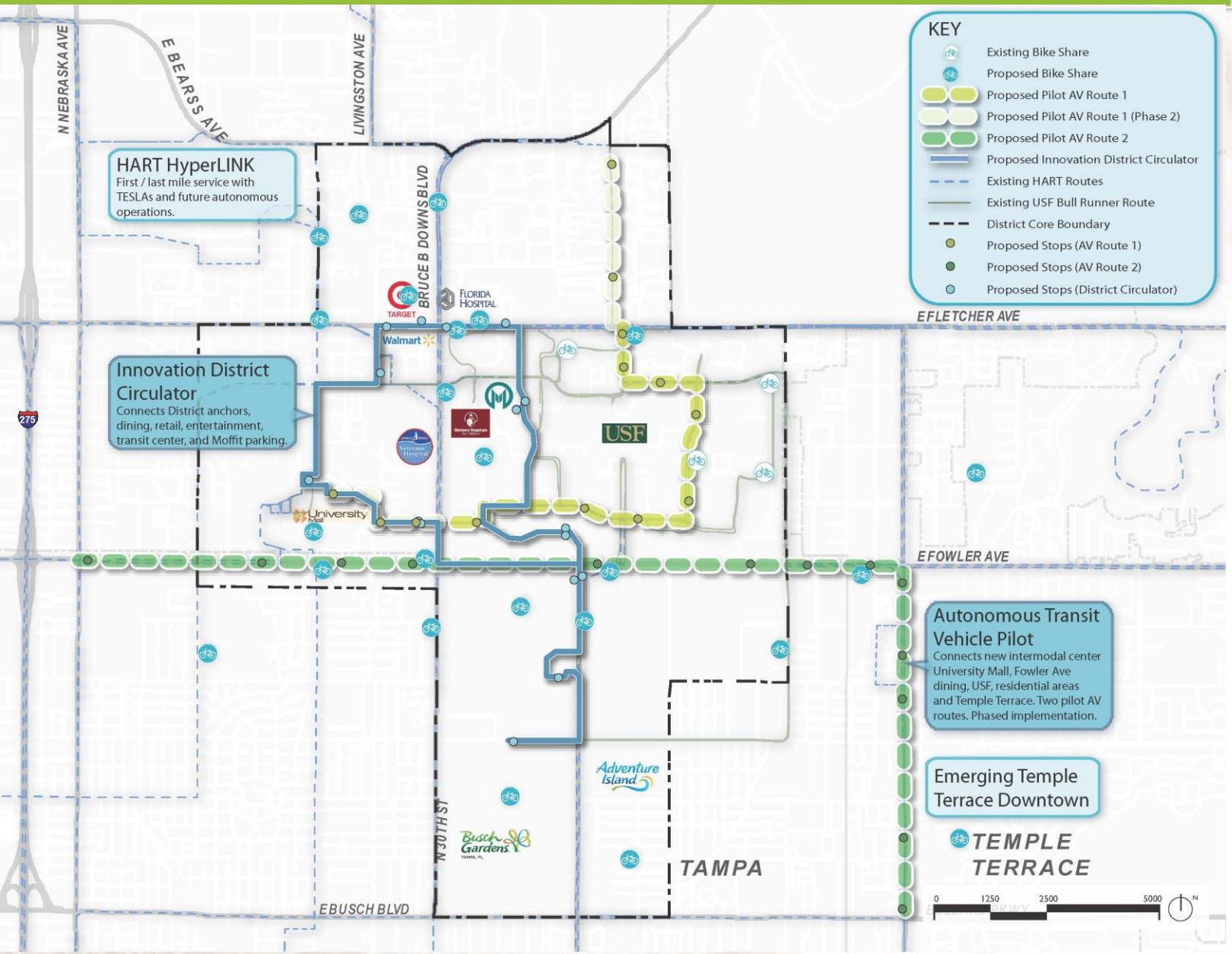
BULL RUNNER
GO BULLS!
4009

EMPLOYEE SHUTTLE
1-888-MOFFITT
www.MOFFITT.org
MOFFITT
CANCER CENTER
2903

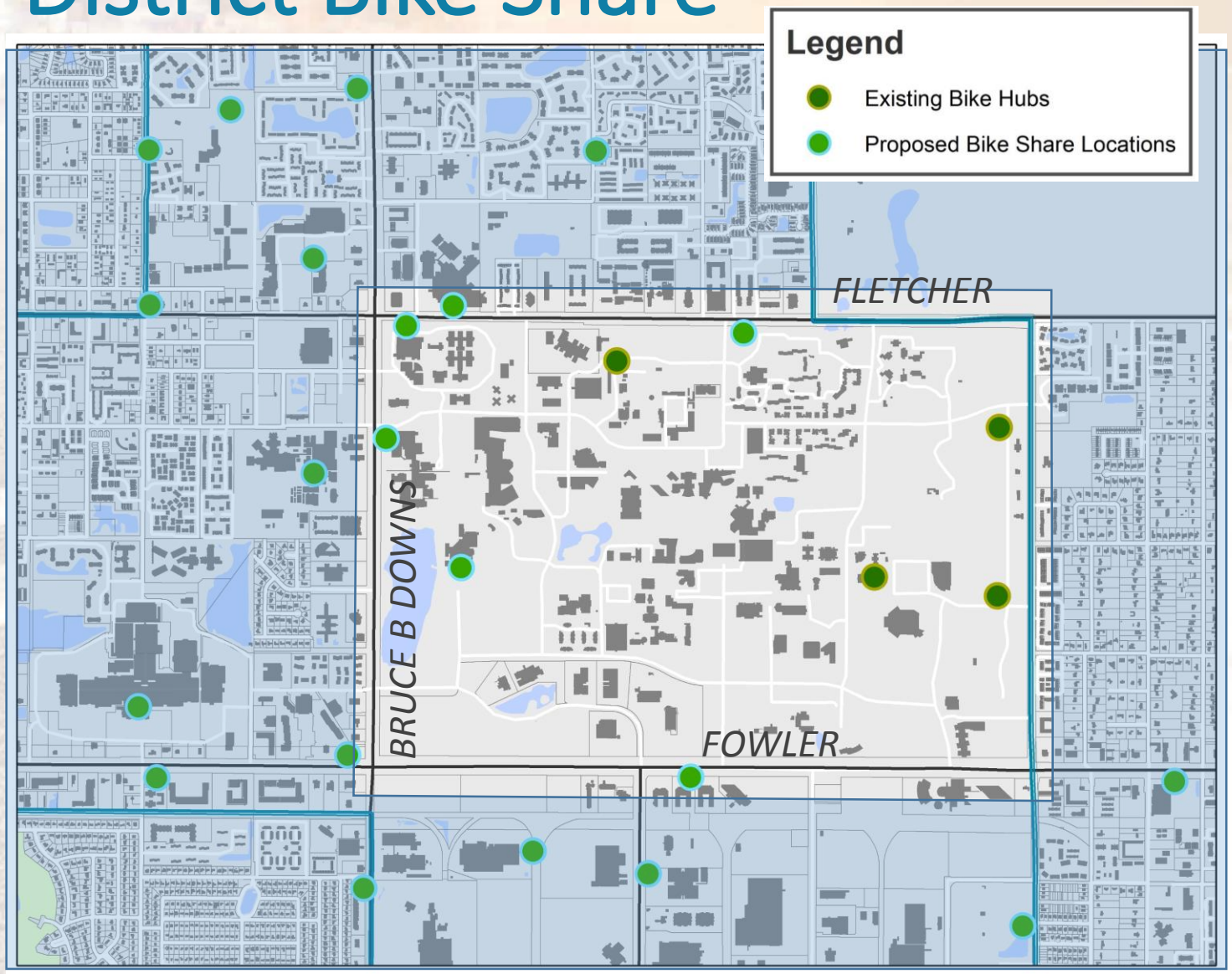
HART

Tampa Innovation District

Mobility Plan

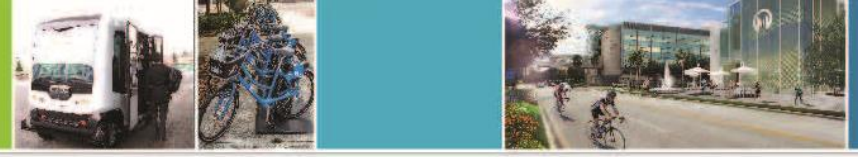


District Bike Share



- Phase 1: Transition USF Share-A-Bull to Coast Bike (Underway)
  - 100 existing bikes and related bike hubs
  - Access to full Coast Bike network in Tampa Bay
  - Additional equipment needs
- Phase 2: !p Partner Sponsorships & Network Expansion
  - Private property placement / agreements
  - Capital funding
- ***Provides first/last mile and local trips***

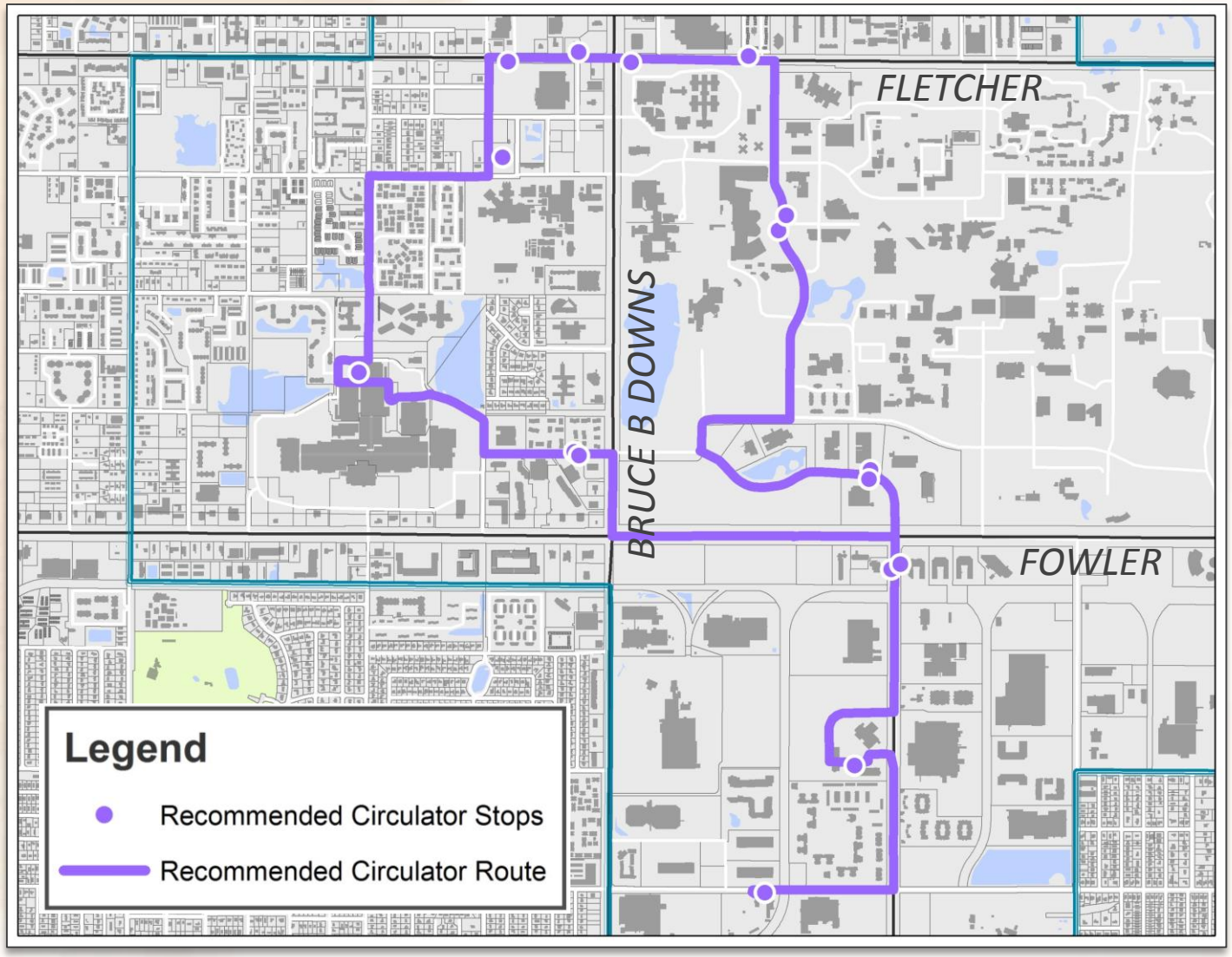
!p Innovation Place



District Circulator

- Leverage available resources
  - Replace Moffitt employee shuttle
  - Complement HART HyperLINK
  - Coordinate Bull Runner routes
- Flex route with fixed stops
- Private operator
- Fleet options:
  - Electric vehicle
  - Compressed natural gas
  - Van / shuttle or bus
  - Future technology capable

- ***Promotes internal, local trips and a sense of community and placemaking***



Mobility Solutions for an Innovation District

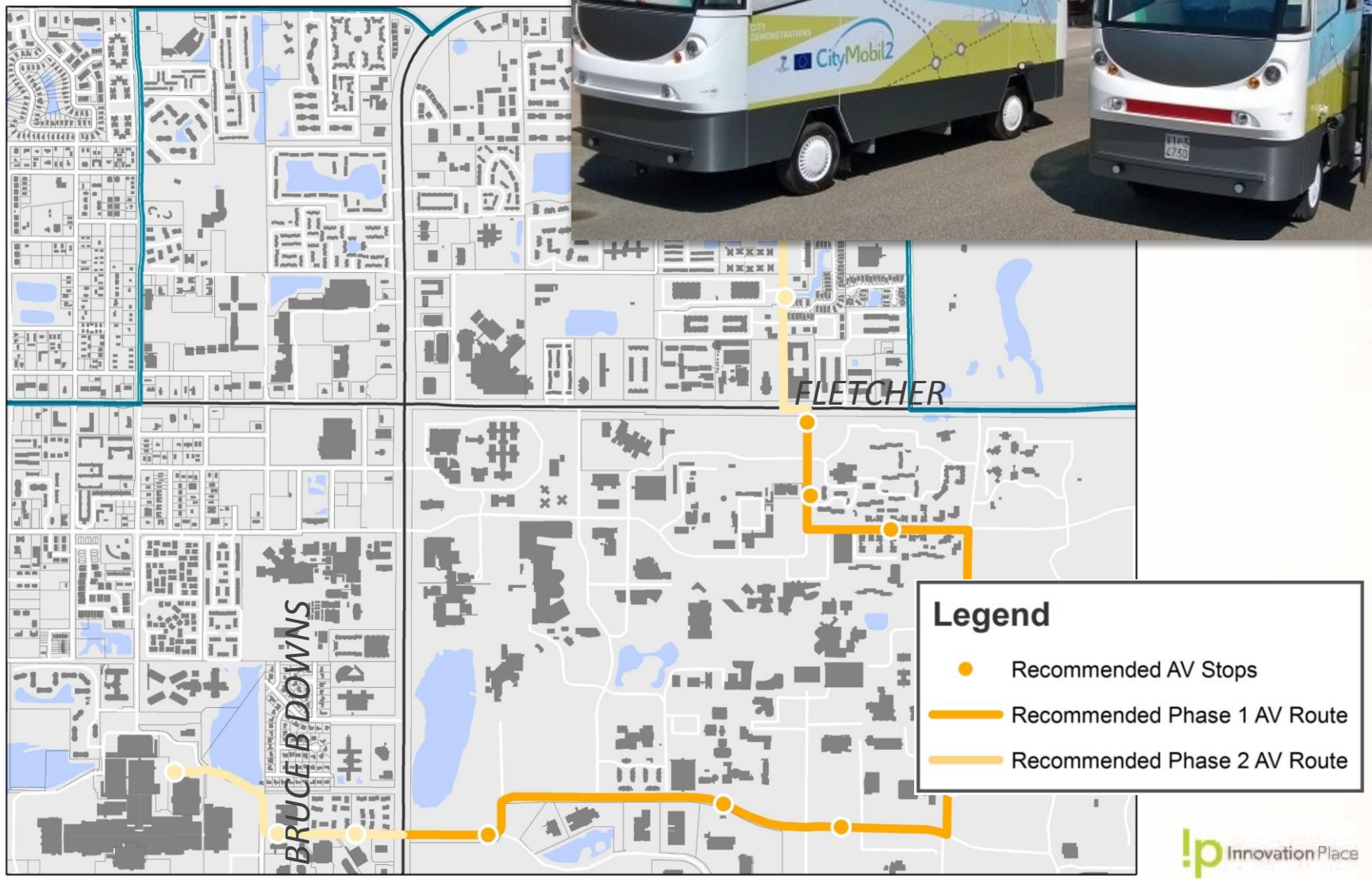
Developing a sense of place for the future

Planning for the future and implementing solutions for the present

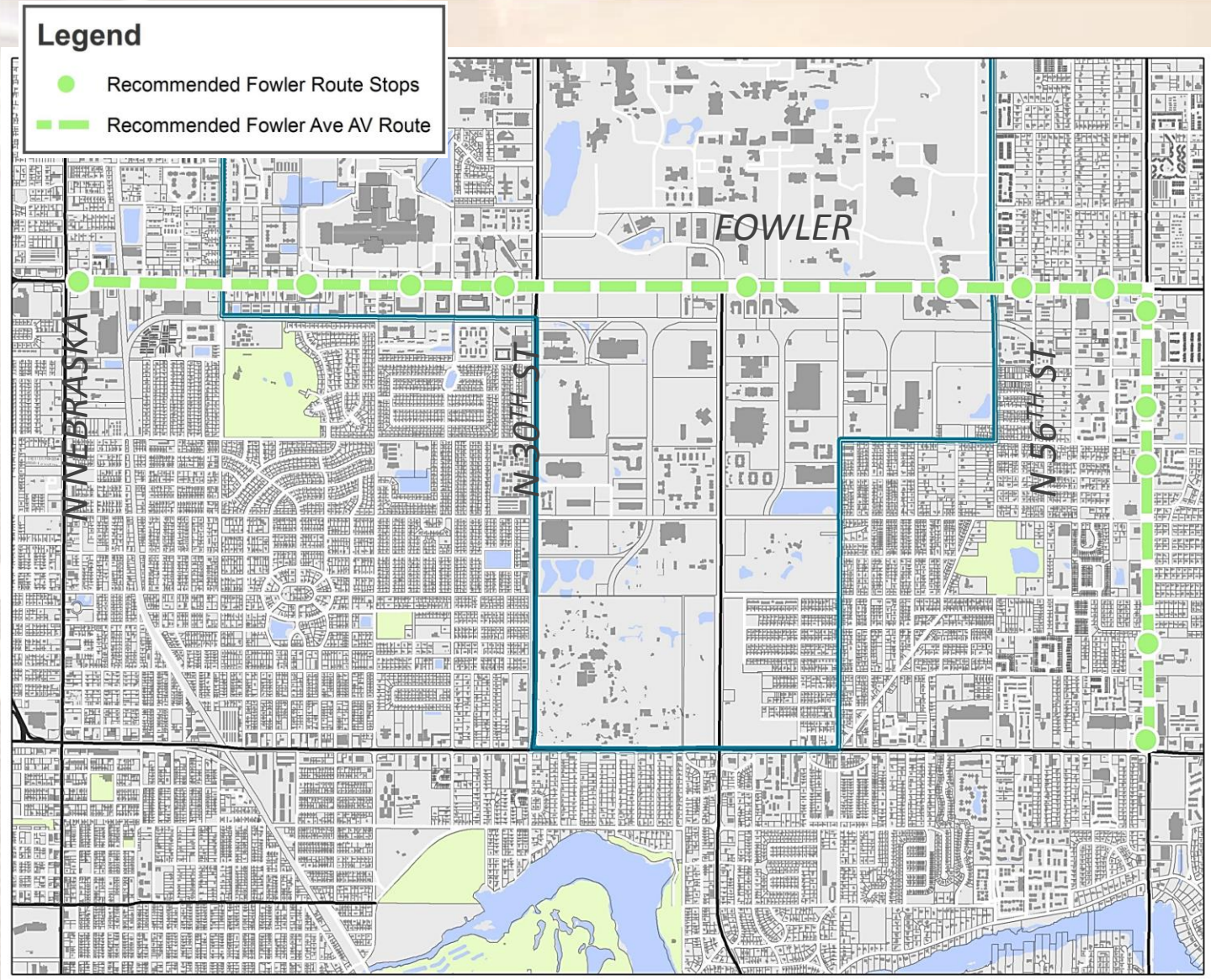
Embracing disruptive technology (Pilot Projects)

Autonomous Vehicle Transit Shuttle Pilot

- People Accelerator
  - Campus service with off-campus connections
  - Electric AV shuttles
- Autonomous Transit Shuttle Pilot
  - Pivots off HART Marion St Transit AV Pilot project
  - Evaluation of campus and off-campus connection service by MPO
- ***Provides point-to-point mobility along high-demand travel route***
- ***Proving ground***



Innovation Place



Fowler Avenue Transitway

- Transit corridor
  - Gateway to Innovation Place
  - Shared transitway connecting regional activity centers and district mobility services
  - Potential AV Transit (future) following technology and safety enhancements
- FDOT evaluation of Fowler Avenue
  - Coordination with Fowler Avenue Streetscape project
  - Partner agency coordination
- ***Connect !p gateway with district core and Temple Terrace***

!p Innovation Place

Innovation Place Wi-Fi & App

- Website/App
  - Concept of Operations
  - Matrix of Options
- Innovation Place Wi-Fi Network
  - Analysis Sub-Committee

- ***Portals of information and a backbone of technology & communication for the Innovation Place***

Found	Features Used
Starving Student	Play, Eat, Learn, Go
Tech Space	Play, Work, Eat, Learn, Go
Healthcare Visitor	Play, Live, Be Well, Eat, Go
Vacationing Family	Play, Eat, Go
British Researchers	Play, Live, Eat, Learn, Go
Future USF Student	Play, Work, Live, Be Well, Eat, Learn, Go
Relocating Entrepreneur	Work, Live, Eat, Go
Land Owner and Developer	Develop
Mall Employee	Play, Work, Live, Eat, Go
Tampa Resident	Work, Learn

THIS OR
THAT?

Hillsborough Area Regional Transit
YBOR CITY
432
STREETCAR
TECO
LINE
SYSTEM
432

UN - TOWNER
WHART

COMPLIMENTARY RIDES
DOWNTOWNER
TAMPA

meet your new
DAILY
COMMUTE
ADVERTISE HERE

source: Steve Jervetson, cc by 2.0

Heathrow
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