



Domestic Innovation Districts

A national trend

- Existing or Developing Innovation Districts
 - Boston, MA
 - Cambridge, MA
 - San Francisco, CA
 - Atlanta, GA
 - Detroit, MI
 - Philadelphia, PA
 - St. Louis, MO
 - Seattle, WA
 - Raleigh-Durham, NC

The Elements of an Innovation District

How to key ingredients
to developing an
innovation district

- Values of Innovation District
 - Connection between research and economic/commercial development
 - Sense of place – new definition of “quality of life” to attract talent
 - Integration and collaboration based on proximity to support an exchange of ideas
 - Strategic vision to develop innovation culture

The New Model

Goodbye Silicon Valley,
Hello Silicon Cities

- Elements of the New Model
 - Research Anchor Institutions
 - Cutting-Edge Innovative Firms
 - Supporting & Spin-Off Companies
 - Business Incubators
 - Mixed-use Housing
 - Office
 - Retail
 - 21st Century Urban Amenities
 - Social Community

Why Austin?

Austin is at the
intersection of success
and opportunity

- Strengths
 - Development of new medical school/teaching hospital
 - High level development in Northeast Downtown Corridor
 - High concentration of local talent
 - Culture that attracts more talent
 - Strong Economy
 - Dynamic start-up/entrepreneurial community



Innovation Zone Partners

Collect effort to build
an innovation district

- Research Institutions
 - Academic Institutions
- Government
- Private Sector
 - Land Developers
 - Venture Capital
 - Entrepreneurs
- Other
 - Non Profits
 - Quasi-Governmental Entities

Next Steps

Plan to develop an Austin Innovation District

- Engage Stakeholders
 - Mayor's Innovation Zone Advisory Group
- Align Plans
 - Multiple master plans influencing the innovation zone
- Develop Vision
 - Create a vision and values specific to Austin Innovation Zone
- Create a platform for execution
 - Develop mechanism to continue to engage dialogue and initiate action among stakeholders

Objectives

Key objectives in the process of developing an innovation district

- Coordinate various master plans for Northeast Downtown
- Develop a timeline for major activities happening in the corridor
- Identify tools to assist in the design and planning of the zone
- Work with other governmental entities to create a shared vision that will encourage land use that achieves their mission and encourages the creation of an Innovation Zone.

Objectives

Key objectives in the process of developing an innovation district

- Develop a vision for the Innovation Zone
- Identify zoning and permitting policies that would create the density required for an Innovation Zone
- Identify strategies that would attract venture capitalist and private investment
- Identify strategies that would attract and support entrepreneurs

Objectives

Key objectives in the process of developing an innovation district

- Identify infrastructure investments that encourage density and innovation
- Define an organizational structure that would be established to assist in building, encouraging, and supporting an Innovation Zone

Next Steps

- Continue to convene Mayor's working group
- Sustain dialogue with relevant stakeholders
- Study innovation district models to determine appropriate elements for Austin
- Develop vision/strategy
- Establish organizational structure to support this initiative

Questions

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