



BROKEN ARROW INNOVATION STRATEGY

PRELIMINARY FRAMEWORK PLAN

The purpose of today's presentation before City Council.

- **Review progress** in developing a strategy for initial components of Broken Arrow's Innovation District
- **Seek City Council approval on draft ideas** to date in order to advance completion of Strategy

Where we are in developing the Innovation District Strategy.



HR&A conducted an analysis to evaluate the economic and market conditions of Broken Arrow.

Socioeconomic Context



Assess current
demographic
conditions and
trends

Real Estate Market Scan



Analyze market
feasibility of
potential uses

Industry Trends



Identify target
industry sectors that
leverage city assets

Education Profile



Review educational
facilities and
programs

The initial briefing book and analysis provided key takeaways for different segments of Broken Arrow's market.



Residential

Real estate indicators reflect a **healthy multifamily market**. About **400 units in mixed use buildings** are expected to be delivered in the Rose District and Northern Broken Arrow in the next two years.



Office

The **lack of Class A office space**, especially with a mixed-use component, constrains the city's ability to attract and support innovation-based industries, such as design, tech, and other professional services.



Retail

Residents and workers in Broken Arrow are **choosing to spend significant portions their retail spending outside of the city** – particularly in Food & Beverage, Grocery and General Merchandising sectors.

Our team looks forward to visiting again in the future to provide a full report.

Economic and Physical Conditions Assessment

- Conducted a real estate market study
- Identified market-supportable development programs and tested financial feasibility
- Assessed site conditions, land use, and ownership to confirm Innovation District boundaries

Innovation District Framework Plan

- Will develop a short-term implementation road map to launch the Innovation District

Successful innovation districts include four components.

HIGHLY COLLABORATIVE SPACE



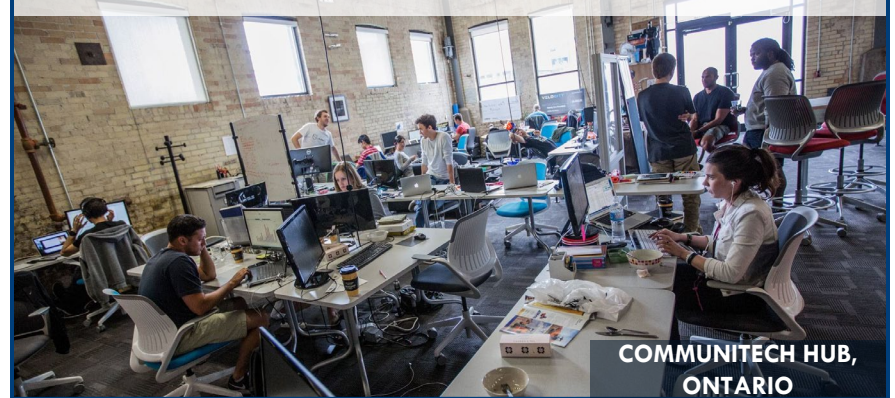
AUTHENTIC DEVELOPMENT



INSPIRATIONAL



ACCESSIBLE & AFFORDABLE



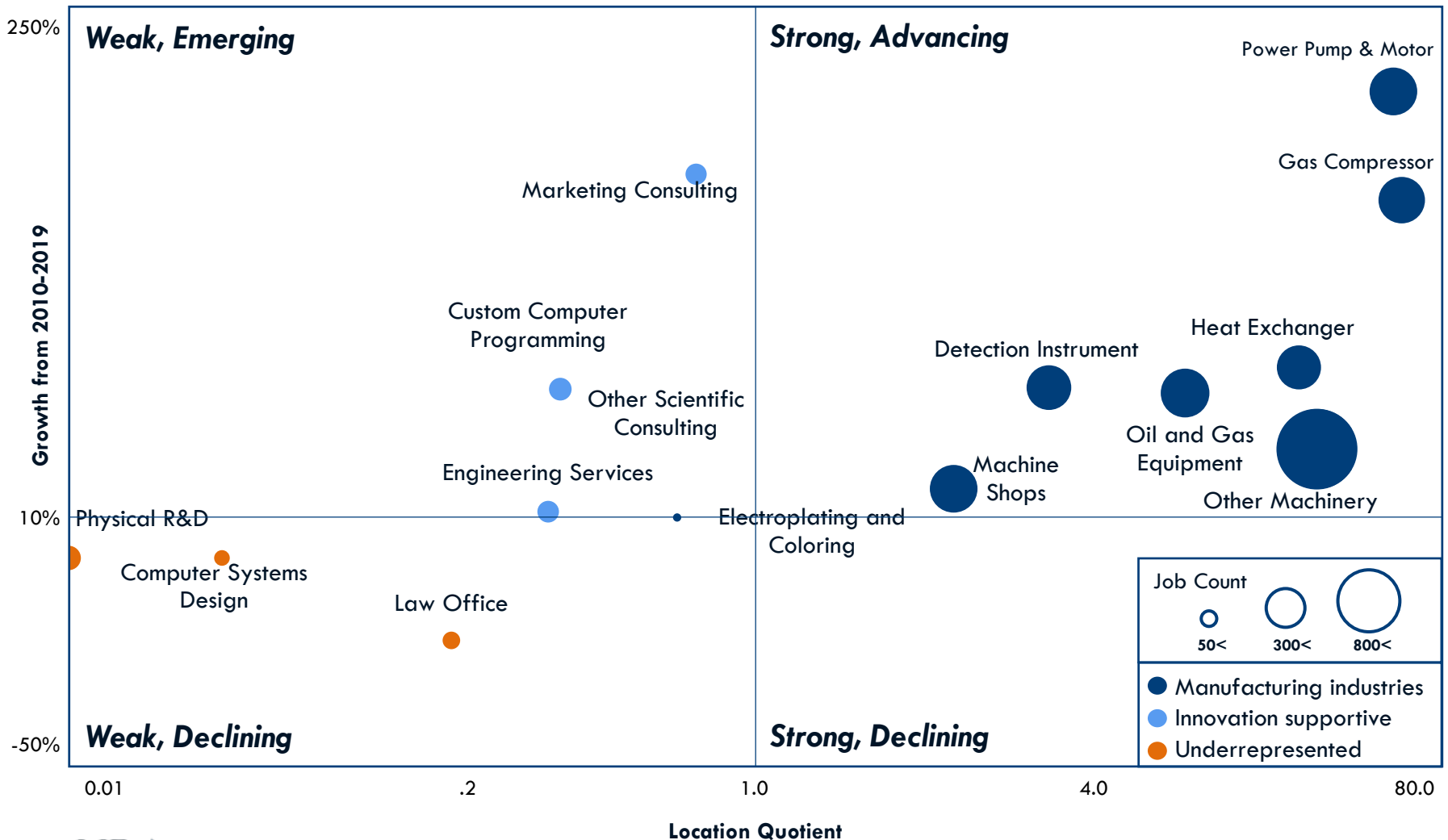
These districts promote innovation by catalyzing collaboration and expediting the commercialization of new concepts.



The Brookings Institute outlined 12 principles for innovation districts as a guide to creating an area that is compact, accessible, and leading-edge.

1. The clustering of innovative sectors and research strengths is the backbone of innovation districts.
2. **For innovation districts, convergence—the melding of disparate sectors and disciplines—is king.**
3. **Districts are supercharged by a diversity of institutions, companies, and start-ups.**
4. **Connectivity and proximity are the underpinnings of strong district ecosystems.**
5. **Innovation districts need a range of strategies—large and small moves, long-term and immediate.**
6. Programming is paramount. Programming—a range of activities to grow skills, strengthen firms, and build networks—is the connective tissue of a district.
7. **Social interactions between workers—essential to collaboration, learning, and inspiration—occur in concentrated “hot spots.”**
8. Make innovation visible and public.
9. **Embed the values of diversity and inclusion in all visions, goals, and strategies.**
10. Get ahead of affordability issues.
11. Innovative finance is fundamental to catalyzing growth.
12. Long-term success demands a collaborative approach to governance.

Manufacturing is Broken Arrow's strongest industry but attracting emerging clusters will be key to create an innovation community.



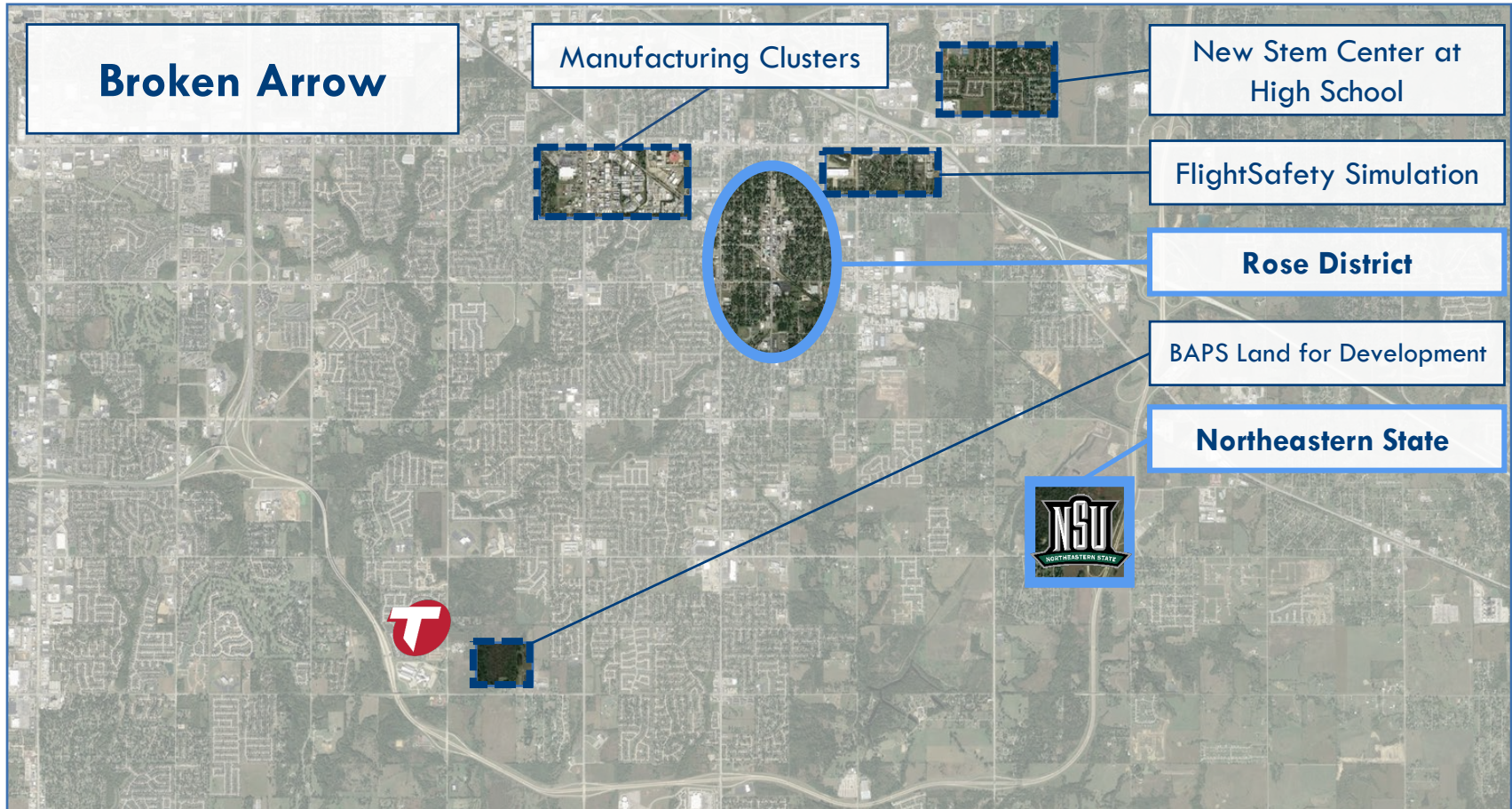
A “Campfire” (Innovation Center) is vital to getting Broken Arrow’s Innovation Strategy underway.

Successful innovation districts have **designated spaces** to bring together local and regional communities for events concerning a range of industries and topics.

The campfire is not the end goal, but the beginning. The campfire has **programming capacity and regional pull** that allows innovation districts to reach a much wider audience than possible with a single business accelerator.



The initial “**Campfire**” can build off the activity and strengths of the Rose District.



Broken Arrow's Core Area/Rose District has many of the critical qualities to support an Innovation District.

- Builds on existing character and attractions
- Walkable
- Variety of housing within walkable distance
- Collaboration with BA Schools and City of Broken Arrow
- Strong civic/community gathering spaces
- Multiple opportunities for new or adaptive reuse locations
- Ideal for starting point - attractive to creative class



Phased development will leverage Broken Arrow's existing assets and support a long-term vision for the Innovation District.

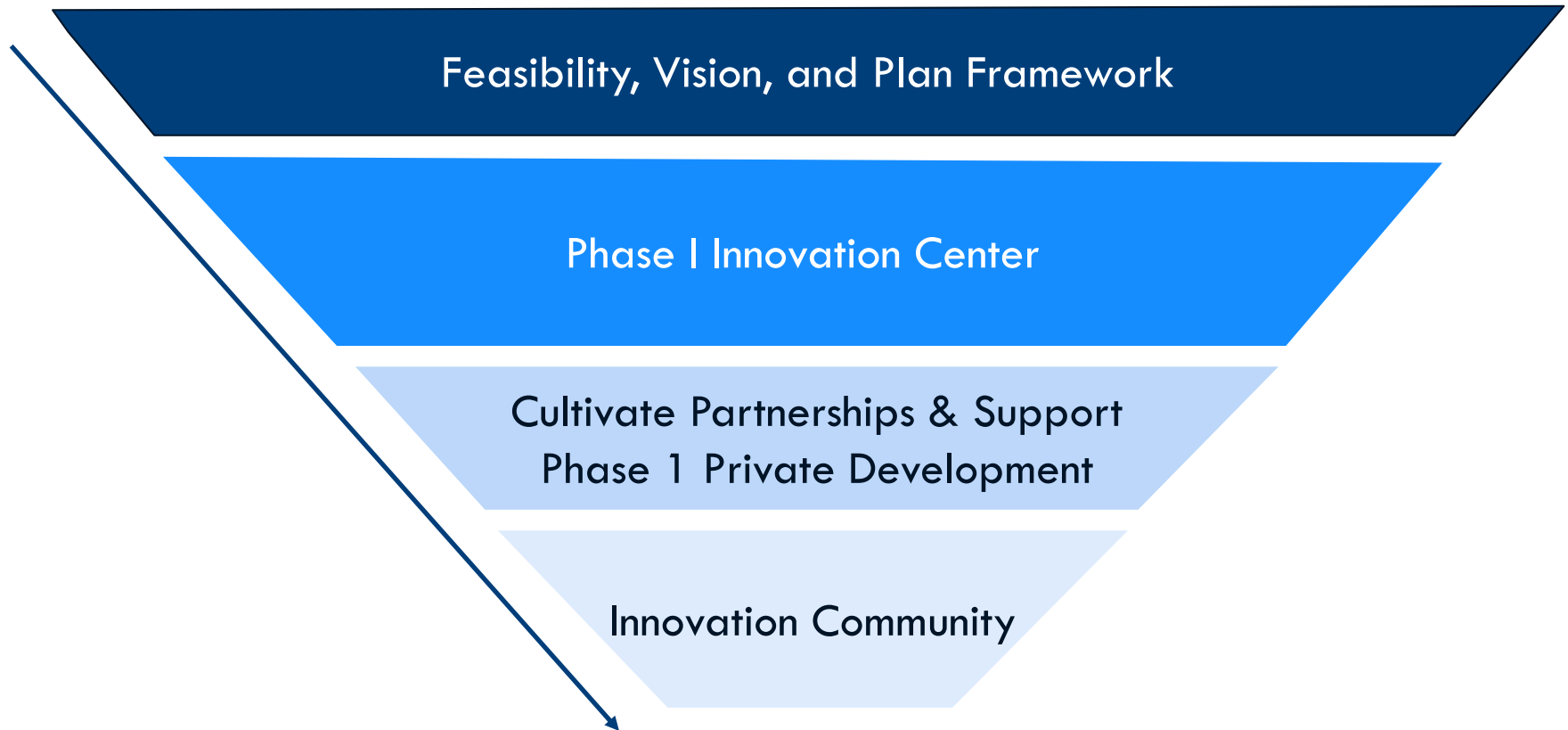
Plan Components of Phase 1 (Rose District)

- Mixed-use development in the Rose District
- Innovation Center with a Class A flex office building
- Public realm improvements
- Early incorporation of industry and/or education partners

Plan Components of Phase 2 (Southern Broken Arrow)

- Future development will respond to a growing market established in the Rose District
- Expansion will require planning and infrastructure assessment

Phase 1 development includes an Innovation Center that emphasizes programming and builds momentum for the Innovation District.



Next Steps

Discussion and Approval of Initial Framework Recommendations
(Today)



Pursuit of Immediate Funding Opportunities
(May/June)



Finalization of Framework and Implementation Roadmap
(tentative June 2020)



Begin Implementation of the Innovation Strategy