studio 30
Innovation Park
Task Force
Interim Report

December 8, 2011
Presentation Outline

Introduction and Background
- What is Studio 30?
- Scope of Work
- Methodology

What is an Innovation Business Park?
- Case studies and examples

Regional/Local Communities and Comparable Cities
- Trends and Findings

What Does this Mean for Davis?

Recommended Next Steps and Phase II (Winter Quarter)
UC Davis Students: Real world planning and community design experience and development of critical professional contacts.

Clients: Professional and academic expertise from the community and university offering community planning, design, and sustainability project work at affordable costs.

Professionals: Skill and knowledge building seminars, and mentoring.
<table>
<thead>
<tr>
<th>First Quarter Activity</th>
<th>Completion Date</th>
<th>Product</th>
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<tbody>
<tr>
<td>Conduct interviews with experts, decision-makers and key stakeholders</td>
<td>Ongoing</td>
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<tr>
<td>Compile, review and analyze existing materials and reports from the city</td>
<td>October 2011</td>
<td></td>
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<tr>
<td>Review comparable cities and economic development strategies</td>
<td></td>
<td>Memo</td>
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<tr>
<td>Study of Innovation Center models</td>
<td>December 2011</td>
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<tr>
<td>Task Force presentation</td>
<td>December 8, 2011</td>
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<tr>
<td>Professional progress review</td>
<td>January 2012</td>
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studio 30 Talent

Students
Cynthia Felix - Community & Regional Development
Catherine Garoupa White – Ph.D. Student, Geography
Richard Perez - Landscape Architecture & Environmental Design Department
Suzanna Rush - Community & Regional Development
Deborah Schrimmer - Community & Regional Development
Vanessa Alyse Thompson - Landscape Architecture & Environmental Design Department
Joshua Ryan Watkins - Ph.D. Student, Geography
Sahoko Yui - Graduate student, Transportation Technology & Policy Department

Professional
Randy Dawson – MFDB Architects, Inc.
Brian Foster - Cunningham Engineering
Heidi Gen Kuong - Planner
Christopher Grimes - Roseville Joint Union HS District
Jeffrey Alan Henderson - AECOM
Vance E Jones – Sacramento Valley Section APA Board
Claraine Anne Rizalado - UC Davis Extension Land Use and Natural Resources program
Peter M Saucerman - Dreyfuss and Blackford Architects
David Shpak - City of West Sacramento

Speakers
Tim Youmans - EPS
Sarah Worley - City of Davis
Ken Hiatt - City of Davis
Christopher Cabaldon - Mayor, City of West Sacramento
Renner Johnston – MNA
Jeff Loux – UC Davis
Darin Dinsmore - Crowdbrite
Methodology

• Review existing Davis market studies and reports
• Seminars on relevant project skills including: market analysis, green design, and regional policy and politics.
• Phone survey of I-80 communities
• Survey of innovation and research parks throughout the US and internationally.
• Identification of relevant projects and analysis of shared characteristics/unique features.
What is an Innovation Business Park?
Strong University Connection

- Case Studies
- Association of University Research Parks Report (October 2007)
- Geographic integration
- Institutional integration
- Cultural and social integration
Location, location, location!

- Transport connectivity
- Proximity to downtown cultural center
- Complimentary land use mix
Emphasis on Community Strengths
## Innovation Park Analysis

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<th>SIZE (acres)</th>
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Innovation Theme

• Anything innovative and cutting edge.
• Diversity of business size and sectors
• Incubation important but not always the key focus.
“Green” Design

- Potential platform for green tech research.
- Sustainable design and operation favored to distinguish project.
- Green is not a central factor.
Creative Design Strategy

• Create social, recreational and useful places at micro and mezzo scales.
• Connectivity from the core of the park to the surrounding community.
• Mix of transportation modes.
Branding and Marketing

• Distinctive identity
• Sustainability as a lifestyle and business element
• Market to target clientele
Regional Surveys

Cities

Sacramento  Rancho Cordova
West Sacramento  Folsom
Vacaville  Woodland
Fairfield  Elk Grove
Santa Rosa  Rohnert Park
<table>
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<tr>
<th>City</th>
<th>Available Acres Industrial/Business Park Development</th>
<th>Available Sites for Industrial/Business Park Development</th>
<th>Vacant Square Footage or Acres Available for Industrial/Business Park Uses</th>
</tr>
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<td><strong>West Sacramento</strong></td>
<td>500 acres</td>
<td>At least 3: Port of West Sac, Southport Business Park, Riverside Commerce Center</td>
<td>1,500,000 sq ft</td>
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<tr>
<td><strong>Vacaville</strong></td>
<td>1400 acres of total light industrial; 700 acres of office or business park</td>
<td>Numerous</td>
<td>over 1,000,000 sq ft.</td>
</tr>
<tr>
<td><strong>Elk Grove</strong></td>
<td>1,000 acres industrial</td>
<td>236 total parcels</td>
<td>147,609 vacant industrial acres, 48.8 vacant with proposed project</td>
</tr>
<tr>
<td><strong>Rancho Cordova</strong></td>
<td>1241 acres existing industrial; 240 acres vacant existing industrial</td>
<td></td>
<td></td>
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<tr>
<td><strong>Sacramento</strong></td>
<td>50+ acres</td>
<td>only Sac Center for Innovation identified</td>
<td></td>
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<tr>
<td><strong>Folsom</strong></td>
<td>90 acres undeveloped industrial office space; 20.5 acres undeveloped industrial-ENTITLED</td>
<td>7 sites</td>
<td>70 acres</td>
</tr>
<tr>
<td><strong>Woodland</strong></td>
<td>&quot;sites are larger than what Davis has available&quot;</td>
<td></td>
<td></td>
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<tr>
<td><strong>Totals</strong></td>
<td>5,242 + Acres</td>
<td></td>
<td>2,500,000 sq. ft. + 266 acres</td>
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Competitors or Regional Partners?

- West Sacramento
- Sacramento
Sacramento Center for Innovation

- Specific Plan Generation
- Public-Private Partnership
- University Partnership
- Both Business and Development Incentives
Sacramento Center for Innovation

**Business Incentives**
- Enterprise zone tax credit
- Redevelopment incentives
- Tax rebates or reductions
- SMUD energy cost saving program

**Development Incentives**
- Streamline review and approval
- Staff level planning, build and design review
- Reduced fees
- Fee financing program
- Infrastructure investment and improvements
West Sac-Business Resource and Innovation Center

- Currently conducting feasibility study
- Funded by a block grant from the State
- Surveying local businesses
- Current focus upon providing small business assistance
Business Resource Center
Envisioned Functions

• Business planning
• Financial and cash flow management
• Marketing, sales, and business development
• Export / Import Development / Training
• Hiring and Training Assistance
• Energy efficiency and energy cost reduction
• Tax Credits and Incentives
• Business Networking
• Access to Capital
Valley Vision

Green Capital Alliance unites employers, academic and research institutions, economic development and community organizations, and local governments to:

- Grow clean technology sector as a defining feature of regional economy;
- Promote the six-county Sacramento region as a leader in sustainability.
Overview of Other Cities

- Varying spatial models
- Business park strategies centered on University competencies
- Strategic and Specific Plans
Boulder, CO

• No Innovation Center (planning stage)
• Many dynamic business parks
• BP spread across multiple sites
• Does have a Business Resource Center and Small Business Center
• Leveraging of community amenities
Innovista
Columbia, South Carolina

- Strategic Plan Stage
- 500 dispersed acres (1/4 th downtown)
- Public-Private Partnership – Including USC
- 75 acres (Large Landowner); 100 acres University of South Carolina; 225 acres (57%) City, State and 250 small landowners
- Emphasis upon the commercialization of USC research through entrepreneurship – Wet Lab
Sonoma Mountain Village

- Community with office space
- Innovative, sustainable planning & design
- Retro-fitting existing buildings
- Varying model
What does this mean for Davis?
Opportunity for a Genuine Partnership with UC Davis

• A strong connection with University (geographical, institutional, and social/cultural)
• Collaboration with university’s research facilities and brain power/students
• Shared buildings for small businesses or uses
• Branding and marketing
• Access to university amenities & infrastructure
• Ability/access to research grants/funding
Opportunity for Regional Collaboration?

• Recognize Davis’s unique strengths and niche
  – Awareness of City’s challenges related to neighboring communities

• Consider a sub-regional approach that recognizes the strengths of Davis and adjacent communities

• Benefit sharing with adjacent jurisdictions
  – JPA between City of Davis, UC Davis & West Sacramento? (Woodland? Other cities?)
  – Regional collaboration through Valley Vision?
Promoting Green/Sustainable Concepts

• Striving to be as cutting-edge and “hip” as possible with respect to various green technologies – something that is recognizably innovative.
• A marketing tool & way to identify with Davis community.
• A green lifestyle for employees.
• Demonstration projects illustrating green technologies (buildings, amenities, features).
• Require amenities
  – Do-it-yourself bike repair
  – Rock climbing walls
  – High-voltage electric charging stations
  – Day care centers (children & dogs)
  – Zip cars…
• What an Innovation Park is not about:
  – Limiting businesses to green technology
Quantitative Market Analysis

• Based on Historical Absorption Rates
  – 136-187 jobs created annually
  – 87-160 acres absorbed through 2035

• Are these historical absorption rates relevant?
  – How much has the economy changed?
  – New technology creates a demand for more land

• Based on comprehensive review of other cities, an Innovation Park in Davis needs 200+ acres.

• There’s no basis for challenging these assumptions.
What does this mean for Davis?
Next Steps

1. Comparative Evaluation of Sites and Strategies
   • Planning & permitting considerations.
   • Sustainability issues
   • Site comparison
   • Community benefits analysis

2. Additional economic & market assessment?
Alternative Sites & Strategies

1. Existing dispersed site strategy (aggressive streamlining and connectivity + focused redevelopment).

2. University based small-scale hub (Nishi + Dispersed).

3. Major job centers (Nishi + Dispersed + NW & Mace).
   • Includes comparison of peripheral sites.

Regional partnership recognizing Davis’ unique niche?
Questions?

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(530) 757-8577

Julia Lave Johnston
jljohnston@ucdavis.edu
(530) 757-8987