The Hallowed Halls
How Universities and Other Anchor Institutions are Defining Place and Driving Development

ULI Placemaking Conference
June 25, 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
Midtown Detroit
University of Maryland College Park
Midtown Detroit
Place Based Strategy
Geography of Place

Detroit

Woodward Corridor

Midtown

Downtown
Invest / Capture / Create
Invest: Infrastructure, Capacity, Connectivity
Capture: Anchor Institutions
Economic Engines

- Employing 28,000 workers
- Educating 30,000 students
- Hiring 3,000 new employees annually
- Purchasing $1.7 billion in goods & services
- Conducting $300 million in research
60,000 unique records
age, salary, job classification, student status, school, year...
Economic Leakage

Less than 10% of anchor employees and students live in Midtown

Less than 5% of goods and services are bought from Detroit

Median income in the district is $30,000 less than the average anchor salary
Live / Buy / Hire LOCAL
Create: Innovation
TechTown

Source: Sasaki and Associates
INSTITUTIONAL PLANS FOR INVESTMENT

Source: Sasaki and Associates
TECHTOWN AS A CROSSROADS OF INNOVATION?

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

Source: Sasaki and Associates
University of Maryland
College Town Strategy
College Park, Maryland
EMPLOYEE RESIDENTIAL PATTERNS

Residence by County (all employees)

Prince Georges – 30%
Montgomery – 23%
Howard – 7%
Anne Arundel – 6%
Washington D.C. – 6%
Baltimore (Cnty) – 3%
Baltimore (City) – 2%
RENTAL HOUSING

College Park Units
Single Family: 990
Townhomes: 31
Multi-Family: 2,334*
Condo: 315
Fraternity/Sorority: 15

Rental Occupants
Families: 20%
Non-Fam (15–64): 74%
Non-Fam (65+): 6%

Source: U3 Ventures, City of College Park, Census 2010
College in a Park

University in the City
CREATING A SUSTAINABLE TOP 20 COLLEGE TOWN BY 2020
Invest in Infrastructure
Capture Demand
Create Opportunity