INNOVATION NEIGHBORHOOD
A Drexel University Vision

LEARN WORK LIVE SHARE

MARCH 31, 2014
INTRODUCTION

This document is a synthesis of ideas and a collective vision of Drexel University leadership to inform the Master Plan for the Innovation Neighborhood. This living document describes a future place within the Drexel University campus that will transform the landscape of translational education and the city of Philadelphia.

A brief description of the Innovation Neighborhood is followed by a series of narratives that describe the vision. These narratives are presented individually but are tightly woven together and inseparable as they form the nature of the Innovation Neighborhood.

The process by which these narratives were created included numerous interviews with selected leadership and faculty in January 2014, followed by an “INvisioning” workshop where ideas were shared, priorities identified and general consensus achieved.

As a living document, this is the beginning of an ongoing dialogue and design process.

THIS DOCUMENT’S INTENTION IS:

To inform a master developer of the Drexel University leadership and faculty vision and priorities for the design of the Innovation Neighborhood.

To provide a tool for Drexel University leadership and faculty to communicate the vision within the campus community and to the public.

To provide a benchmark for continued conversations on the vision, priorities and design principles as opportunities and challenges arise.

THIS DOCUMENT IS NOT:

A final plan for the Innovation Neighborhood as the academic master plan will be modified over time

A final or complete list of ideas to be built

A complete articulation of each strategy or priority

NEXT STEPS:

Engage the University Deans to include their priorities and vision for academic plan.

Create brand and communication strategy for the Innovation Neighborhood.

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"The previous generation gave us stability, confidence and trajectory. What we’re doing today is not about our generation... it’s about creating opportunities for future generations. That thinking takes fearlessness. Think more about the gift to the next generation. There’s the possibility of great authorship."

- John A. Fry
President, Drexel University
The Drexel Campus Master Plan, University Values and Strategic Plan lend guidance and context towards discovering the potential of the Innovation Neighborhood. Each of these values and initiatives provide a framework during the visioning and strategy process.

**CORE VALUES**

**QUALITY**
Ensure that an ongoing and pervasive quest for quality informs the decisions we make, the people we hire, the students we admit, the programs we offer, and the way we conduct ourselves.

**INTEGRITY**
Demonstrate integrity through rigorous adherence to ethical standards; respect for shared governance; support for work-life balance and equitable policies; impartiality and freedom from conflicts of interest; and trust-based relationships with academic, corporate, government, and community partners.

**DIVERSITY**
Create and support a diverse university in all of its manifestations both because diversity has instrumental value—it makes Drexel’s students, faculty, and University community more competitive globally—and because diversity has inherent value—it fosters understanding, respect, and opportunity—thereby forging a better university for all.

**ACCESS**
Provide access to a Drexel education to as many high-potential students as possible through innovative academic support programs, generous scholarships, financial aid, and other financing methods, and support those high-potential students to facilitate academic success and graduation.

**STEWARDSHIP**
Provide exceptional stewardship over the University’s financial and physical resources while growing these resources through enrollment, philanthropy, government support, an incentive-driven resource allocation process, and wise investment of our endowment.

**INNOVATION AND ENTREPRENEURSHIP**
Continue to take informed, carefully calculated and strategic risks to build upon our successes, start new ventures, and forge a different path forward. This legacy of innovation and entrepreneurship is the gift of our founder, Anthony J. Drexel, and it is a legacy that must be preserved, celebrated, and continuously renewed.

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*The Core Values and Strategic Initiative are taken from the “Transforming the Modern University: Drexel University Campus Master Plan”. The Vision for Strategy 5 is taken from “Transforming the Modern University: Drexel University Strategic Plan”.*
STRATEGIC INITIATIVES*

1. Invest in Academic Excellence
2. Intensify and Improve the Student Experience
3. Enhance Drexel’s Global Impact
4. Create an Innovation Nexus for Research, Technology transfer and Economic Development
5. Develop the Nation’s Most Dynamic Transportation Hub-based University District
6. Continue to Grow Drexel’s Enrollment

STRATEGIC INITIATIVE 5 VISION

Expand the innovation community through development of the Innovation Neighborhood.

Distinguish Drexel’s campus as a vibrant urban university district.

Bring the campus to the street.

Draw the community together around shared places.
Philadelphia is the nation’s fifth largest city, with a growing population and a vibrant Health Care and Higher Education sector which is concentrated in the University City section of West Philadelphia. Founded in 1891, Drexel University (“Drexel”) is the nation’s 14th largest private university with over 26,000 students and a 92-acre primary campus with over 5.3 million square feet of buildings, located in the heart of the city’s “Meds and Eds” community.

While the University has experienced dynamic growth and diversification during the past decade, the Drexel University Strategic Plan 2012-2017, describes a commitment to maintaining that momentum with further expansion of enrollment and employment during this period.

Logical locations for a major portion of this physical expansion are two prime properties (the “Innovation Neighborhood Properties”) which Drexel has assembled on 30th Street at Market and Chestnut Streets. The larger is a 10-acre site strategically located between Amtrak’s 30th Street Station and Drexel’s primary campus. The second property is a 2.1-acre parking lot.

The Innovation Neighborhood Properties are fully leased and generate significant annual cash flow to Drexel. Together they can accommodate one of Philadelphia’s largest mixed-use developments.

More specifically, probable zoning would allow 6.4 million square feet of total construction on the Innovation Neighborhood Properties, at a cost of nearly $2 billion, with major economic and fiscal benefits to the city and state.

Approximately 8 acres of this land has been designated as Keystone Opportunity Zones (KOZ), a Commonwealth program, which provides significant tax abatement incentives for an extended period of time.

While the Drexel Strategic Plan provides a general overview and strategic vision for the University’s future, the Campus Master Plan includes specific projections of Drexel’s aggressive growth plans and estimates of future space needs totaling 2.5–3 million square feet during the next ten years.
DEVELOPMENT OPPORTUNITY

Twelve acres of prime undeveloped land adjacent to the third largest rail hub along the Northeast Corridor are owned by Drexel. The land lies within an urban/residential district thriving with world class education, research, health and business leaders, driving Philadelphia's future global brand. An estimated 6.4 million square feet of construction is probable.
“The best way to predict the future is to invent it.”

- Alan Kay
As the vision of the Innovation Neighborhood unfolds, the development process needs to ignite engagement, understanding and passionate support. What do we want people to feel and think about the Innovation Neighborhood? How will we set the tone and expectations for the future? How do we ensure that each conversation, presentation and plan communicates the essence of this transformational master plan?

These narratives are a strategic communications tool that describe the collective aspirations of the participants of the envisioning session for the Innovation Neighborhood. Numerous interviews, conversations and concepts articulated in the work sessions have been synthesized into five core ideas to inform the development process. The narratives written in this report will build understanding, consensus and passionate support that will ignite the engagement of the Drexel University campus community.
“Creativity is applied imagination.”

- Sir Ken Robinson
At its core, the Drexel University mission is creating an engaging student life and an innovative experiential learning platform. This platform builds leadership and brilliant careers through one of the oldest and most expansive university co-operative education programs. The campus construct inspires a culture of empowered faculty and passionate students who share a collaborative spirit that is focused on learning and doing to create positive outcomes. Our students are our primary stakeholders.

The campus environment and the vision for student experience is a canvas for the Drexel University design for the future of education. We will be courageous in our design thinking and responsible in its stewardship of our core values.

**FUTURE of EDUCATION**

**CAMPUS LIFE AND STUDENT EXPERIENCE**

Students will be introduced to global entrepreneurial thinking within an immersive, vibrant environment that facilitates career opportunities. They will learn, work and live on campus with faculty, business leaders, professionals, small businesses, educators and a diversity of global and local population.

Surrounded with art, public gathering space, inspiring architecture, bustling creative retail integrated in a larger context of a world-class city, Drexel University education will be outwardly experiential and support seamless transition from student life to careers.

Formal and informal gathering places will animate the campus and foster collaborative learning.

A larger population of students will choose to begin their careers in Philadelphia as a result of their experience and relationships.

This new convergent lifestyle will facilitate an exposure to real world dynamics and will promote exuberant energy for personal achievement towards creating positive impact as a result of their education.

**TRANSLATIONAL EDUCATION**

Cooperative environments will be designed to inspire ideas, incubate businesses and facilitate new research priorities and initiatives.

Drexel University’s education platform and inspired culture will continue to evolve from the linear faculty-student relationship to an open source, collaborative approach with the research and business communities. The focus will be on translational results that deliver new ideas, products and services to drive economic growth and quality of life impact.

This DNA of “Translational Education” will attract corporate industry change agents, educators and students to create groundbreaking opportunities in Philadelphia.

**CONVERGENCE**

Education, research and arts will live together with business sectors such as technology, life science, health, science and engineering to engage students and inspire collaboration, invention, application and opportunity.

The business community will thrive as a result of their proximity and partnerships with Drexel University resources, faculty and students. As a result of their exposure to business strategies, challenges and opportunities, the faculty and students will think differently about curriculum and process.
“To have a great idea, have a lot of them.”

- Thomas Edison
PARTNERSHIPS

Drexel University programs will be integrated within the Innovation Neighborhood occupying about thirty percent of the building space. The proximity of students and faculty to the business community will stimulate the discovery process and project collaboration.

Industry leaders, entrepreneurs and start ups will engage with students and faculty as a resource for research, while supporting education initiatives and generating fresh thinking for Drexel University programs.

The primary corporate stakeholders will instigate partnership opportunities as a progressive business strategy.

CREATING THE CANVAS

Drexel University leadership will have the courage to find the new edges of placemaking, re-engineer expectations and create the future Learn, Work, Live, Share community that inspires people to create, respects the environment and moves Philadelphia forward as a global model of the future.

Buildings, workspaces and public places will embrace modern architecture, diverse in material and form inspiring textures that incorporates light and transparency.

A mosaic of academics, research, commerce, retail and public space will consider all modalities and accessibility as a city district. Green space and vibrant, pedestrian streetscapes will connect the buildings to create a sense of place, and healthy lifestyle for those who work and live in the neighborhood. Seamless pedestrian and vehicular paths connect University City, adjacent neighborhoods, parks and Center City Philadelphia.

Technology and smart city infrastructure will be integrated seamlessly throughout development. Information systems and visualization capacity will be ubiquitous to ensure an integrated communications experience that defines our future relationship with information in the built environment.

A “landmark” feature attraction will become a focal branded moment of the development.

CORPORATE STAKEHOLDERS

The economic engine of the Innovation Neighborhood will be catalyzed by one or more large, courageous industry changing corporations that seek to partner and engage with Drexel University’s rich, diverse resources—students, faculty, researchers and leadership.

These organizations will share values with Drexel University and the Innovation Neighborhood vision and will be invested in the long-term goals of the district. Job growth and opportunity will be a natural byproduct of large corporate investment and population in the Innovation Neighborhood.

DIVERSITY

Diversity in all its manifestations incubates innovation. When diversity of industry, professional discipline, education and research focus are paired with diversity of demographics, culture and community, unexpected opportunity for invention and collaboration occurs. The mix of organizations within the Innovation Neighborhood will understand and value the gift of diversity and seek to engage, benefit and promote at all levels.

The Innovation Neighborhood will be an urban laboratory for the next generation of innovation and collaboration to create transformative local and global impact.

The campus design and architecture will promote progress, inspire creative thinking and attract talent and passionate visionaries. Flexibility of space design will allow for diverse and divergent approaches to the creative and translational process.

Partnerships and collaborations generating unexpected outcomes will be the common theme where ideas are born. A connected community will emerge as a new ecosystem for education, commerce and engaged lifestyle.
“We shape our buildings; thereafter they shape us.”

- Winston Churchill
The Innovation Neighborhood will serve as a global welcome center to Philadelphia, the University District, Center City, the River, the Parkway and Philadelphia neighborhoods.

As a significant international destination to learn, work, live and visit, the Innovation Neighborhood will inspire and deliver a new experience with the convergence of education, research, commerce and the future of urban living.

Beautiful buildings, parks, art, retail, office, residential and cultural venues will welcome a diverse local and international population that is fully engaged in the creative thinking process and enjoys a thoughtful, progressive modern lifestyle.

DESTINATION

6th SQUARE

GATEWAY TO THE CITY

The gateway to Philadelphia, the Innovation Neighborhood, will articulate the modern renaissance energy of Philadelphia. As a first impression on the Philadelphia experience, people will exit 30th Street Station from national and international destinations. Visitors will embark within a vibrant and architecturally stimulating hub that is the new nexus of city culture, academia, research, business and community. The Innovation Neighborhood will become the entrance to the nation’s most dynamic transportation-hub based University District.

Initial engagement will provide total support for visitor information, transportation and hospitality. Architecture, streetscape, circulation, sound, art and people will create an immediate sense of creative activity, intelligent design and diversity.

HISTORICAL EVOLUTION OF PHILADELPHIA

This development will reposition Philadelphia as a national and global leader and transform our landscape and our significance. At the center of the Innovation Neighborhood will be the 6th city square concept.

The “Square” will extend the original five square construct of the Philadelphia city plan as mapped by William Penn. Following tradition of naming these destinations and fulcrums of Philadelphia after people who have had significant impact on the vision of the city, Anthony J. Drexel stands for entrepreneurship and philanthropy and may be considered as a naming opportunity.

GLOBAL DESTINATION

The Innovation Neighborhood (Drexel Square) will be a “must experience” destination that will draw educators, researchers, entrepreneurs, business leaders, students, along with tourism and convention and meeting events. The attraction is the convergence of groundbreaking design, accessibility and culture of innovation surrounded by the natural beauty of the city that was the “start up” for modern day democracy and freedom.

ARCHITECTURAL SIGNIFICANCE

An extraordinary opportunity is present to plan, design and curate a dynamic, inspiring, flexible, timeless and significant place with the highest quality of materials and methods. This place will be supported by infrastructure that considers people, the environment, information systems and human-scale placemaking. One hundred years from now, those who learn, work, live and visit this neighborhood will express gratitude to those who curated the evolution of the city and were champions for future generations.
“You can design and create and build the most wonderful place in the world. But it takes people to make the dream a reality.”

-Walt Disney
As a Philadelphia neighborhood and destination this district will offer a wide variety of experiences day and night. Boutique shopping and locally owned restaurants will inspire social life between buildings alongside beautiful parks and engaging public spaces for gathering and recreation.

VIBRANT STREETLIFE

24/7 NEIGHBORHOOD
This Learn, Work, Live, Share environment, in celebration of the unique ability of urban settings to spur institutional, local and global engagement, will set the stage for a healthy, productive and vibrant lifestyle. The environment will support a lifestyle of continued education, career development, family life, culture, entertainment and community.
A safe, clean and illuminated night life will be attractive and vibrant.
A complete ecosystem for all aspects of living day and night will be woven into the Innovation Neighborhood and attract people of all ages and cultures. A sense of adventure, excitement and opportunity will flourish.
University buildings and public spaces will embrace and enliven city streets and will nurture the personal, civic and academic discovery that inspires Drexel’s mission.
Residents within and from surrounding neighborhoods feel connected and have a sense of ownership.

PUBLIC SPACE AND DESTINATION
Large and small-scale gathering spaces such as cafés, gardens and plazas will host world-class events, art exhibitions, markets and fountains and will be a destination for Philadelphia locals and tourists. Landmark elements will create a “must visit” destination.
Pedestrian access is designed to seamlessly connect to the University District, the park system, the neighborhoods, transportation nodes and the city. Interesting and attractive hotels will welcome business people and tourists.
Public transportation will be convenient giving everyone easy access to all destinations within the development. Modern clean, safe, parking facilities and street parking will be available.
The Innovation Neighborhood will be branded as a “district” and will be recognized by the city and global community.

COSMOPOLITAN CANOPY
Everyone will be invited to experience the Innovation Neighborhood. There will be a density and diversity of people that will learn, work and live together in an environment that feels safe, clean, intimate, open and available as each requires. People will feel inspired and comfortable that they belong.
“Individually, we are one drop. Together, we are an ocean.”

- Ryunosuke Satoro
ACCESSIBILITY
The Innovation Neighborhood will be for everyone. People will bring their individual contributions to activate the Learn, Work and Live, Share community as a student, entrepreneur, teacher, consumer, neighbor, employee and visitor. Transportation and infrastructure will consider modalities to ensure convenient access to all amenities and affordability of food and retail.

Ambassadors of Drexel University, faculty, staff and leadership, will have concierge-like, warm and friendly approach to those who work, reside and visit the Innovation Neighborhood. The Innovation Neighborhood will be equipped to provide guidance and information throughout a visitor’s journey.

Information systems will be ubiquitous and integrated into the fabric of the built environment to provide clear, appropriate communication about resources, wayfinding and the environment to educate the public and visitors.

Opportunities for employment and education will be enhanced through the collaborative nature of the stakeholder relationships and community-based interaction.

SUSTAINABILITY
Self-sustaining infrastructure will be planned and designed within all buildings, amenities and landscape to ensure efficient and responsible use of natural resources.

Green space and landscape will be prominent throughout the Innovation Neighborhood to inspire a healthy lifestyle.

DIVERSITY
The future demographic of education will be accommodated within the design and planning of programs and facilities. This demographic includes a broader range of economic status and racial and gender diversity. Inclusion of underrepresented minorities and community voice will be integrated throughout the planning processes to ensure a deep sense of connection and ownership.

Architectural programming interface with urban programming will be explored to provide a platform that supports diversity through participation.

International awareness and access will fuel cultural diversity. Students will find the region filled with career opportunity and become residents in Philadelphia, thereby increasing our cultural diversity and innovation prowess.

DESIGN QUALITY
Planning will consider a 100-year vision to ensure a timeless and functional design that inspires us and can adapt to the unpredictable evolution of our learning constructs and our work and living environments. The highest quality and most appropriate materials and methods for building will be utilized to ensure that the district endures as a world-class experience and defining Philadelphia destination.

All design will consider our human nature and the relationships between built environment and creativity, interpersonal connection and health. Placemaking and landmarks will inspire community rituals, gatherings and will gravitate visitors to the Innovation Neighborhood.

DREXEL LEGACY
The Drexel University Legacy will flourish and illustrate leadership in education, research, innovation, collaboration, citizenship and opportunity through the realization of the Innovation Neighborhood.

STEWARDSHIP

Drexel is both a beneficiary and co-creator of our urban environment and we have a responsibility to imagine a campus that strengthens Philadelphia and the region. Enormous tenacity will be required to maintain the integrity of the Innovation Neighborhood vision and values. Establishing design criteria will guide the evolution for future generations to design, build, learn, work and live here.
“Design is not just what it looks like and feels like. Design is how it works.”

- Steve Jobs
A group of leaders from Drexel University administration and faculty gathered for one full day to openly discuss their understanding of the vision for the Innovation Neighborhood and express their individual thinking, ideas and priorities. To prepare for the Summit, ex;it Principal Alan Jacobson conducted one-on-one interviews with each participants. In addition, each person submitted a five-question form.

The group gathered at the Close School of Entrepreneurship in LeBow Hall on Friday, January 24, 2014 for the INvision Summit. The full-day session was designed to ensure that all participants have an opportunity to express their views and priorities of the project, and articulate grand thinking for clarity of vision, planning and communication.

**SUMMIT PARTICIPANTS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Affiliation</th>
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<tbody>
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<td>Vice Provost, University &amp; Community Partnerships</td>
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<td>Deputy Chief of Staff to Alan Greenberger</td>
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<td>Professor, Cu&amp;CS: Culture &amp; Communication</td>
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<td>ROBERT STOKES*</td>
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<tr>
<td>JIM TUCKER</td>
<td>Senior Vice President, Student Life &amp; Administrative Services</td>
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*STRAT 5 COMMITTEE MEMBER
INvision Summit participants were asked, “What are the three most important things you would like to see manifest in the Innovation Neighborhood?” Responses shown here have been organized into categories to illustrate the priority themes.
**DREXEL**

Position Drexel brand as prominent gateway to the University and the city.

Establish Drexel as “top of nation” place for entrepreneurship and innovation with quality academic and research space for students and faculty.

Innovation Neighborhood becomes an economic engine for Drexel and Philadelphia.

**ACADEMIA**

Illustrate the relationship between theory and practice as a manifestation of Drexel’s academic style and core values.

Thematically plan program spaces to enable students and faculty to interact and collaborate with businesses and the community.

Provide opportunity for synergy and cross-pollination across academic fields.

**PLACEMAKING**

The Innovation Neighborhood becomes a “must see” destination that attracts visitors.

It will connect to the history and traditions of Philadelphia and becomes a place for exploration.

It contributes towards community revitalization with vibrant arts & culture, while also connecting to the Drexel campus, Center City and the world.

**DESIGN PRINCIPLES**

Maximize the development potential with intensely mixed-use real estate and innovation, urban development.

Diversity, inclusion, sustainability, walkability and other environmental concerns are an integral part of the design philosophy.

Design a distinctive physical and experiential identity with the highest quality of design.

**BUSINESS CLIMATE**

The academic research space uses corporate investment to attract and engage private sector firms.

Create a climate for incubation that taps into collaboration between business-to-business, business-to-Drexel and Drexel-to-Drexel.

Create a future Learn, Work, Live, Share community with research, corporate, academic, retail and housing.
PERSONAS

Below is a sampling of personas used to craft the desired experiences that various archetypes will have when interacting with the Innovation Neighborhood. “Walk in their shoes” to imagine the desired experience for each audience.

UNDERGRADUATE STUDENT
Amanda is a sophomore who lives on campus and has a class in the Innovation Neighborhood.

LOCAL RESIDENT
Henry lives in the neighborhood and is looking for a full-time job close to home.

PROSPECTIVE INTERNATIONAL STUDENT
Rikin is visiting Drexel from India. He is considering attending to study at the College of Computing and Informatics.

BUSINESS DECISION-MAKER
Rosa is the CEO of a Fortune 500 company. She is visiting the Innovation Neighborhood to consider moving her company’s east coast headquarters here.

START-UP ENTREPRENEURS
Derek and Justin have a great idea for a start-up company, but need the funding and space to launch their new business.

PRESS
Anne, an international journalist, is visiting unique places around the world for her article on urban planning. She visits the Innovation Neighborhood for her story.
“Houses make a town, but citizens make a home.”

- Rousseau

NEIGHBORHOOD INSTITUTION
Marcus works at the University City Science Center and lives in a Philadelphia suburb. He takes the train home from 30th Street Station everyday.

ADJUNCT INSTRUCTOR
Raul was just hired as an adjunct instructor at Drexel. He works in Center City and will be teaching a class on campus in the evening.

LOCAL RETAILER
Carrie has been looking for retail space in University City to open her juice company.

GOVERNMENT OFFICIAL
Shari is a recently elected Philadelphia government official who often speaks of the Innovation Neighborhood.

TRAVELERS
Thirty-something Joe and Ali are in town from NYC to visit friends. They arrive at 30th Street Station and are looking for a restaurant for lunch.

PROFESSOR
Jody is a professor that has been teaching at Drexel for 15 years. Her office is moving to the Innovation Neighborhood.
MAPPING THE EXPERIENCE

INvision Summit participants explored priorities for the physical space, Drexel programs, public activities and value attributes to visualize placemaking with an interactive visual mapping session. They articulated a collective vision of priorities for the Innovation Neighborhood.

Ideas below were collated and organized into categories for future design criteria development of the master plan. This is not intended to be the checklist or criteria for the full experience.

### PUBLIC ACTIVITIES

| Active edges sidewalks on both sides of street | Pharmacy |
| Children's retail | Retail |
| Co-working space | Small life science company |
| Daycare | Subsidized incubator |
| Intellectual property law firm | Urgent care center |
| Interactive public initiative | Venture capital funds for life sciences |
| Large life science company | Wet labs |
| Movie theatre | Workshop space for public |
| Nursery school |

### DREXEL PROGRAMS

| Advisory – business | Practice room and rehearsal space CoMAD |
| Co-op programs | Public Policy Institute |
| Co-working space | Salons |
| Drexel fitness and wellness research | School for Global Science and International Affairs |
| DuCom Clinic | Science, Technology and Society Mobilities Center and Sociology |
| Fashion show space CoMAD | Social science lab |
| Global studies and modern languages | Start-ups / Incubation |
| Incubator | Study abroad opportunities |
| IT services | University experimental gardens and green space development |
| Law school | Workshop room |
| Library / Informatics |
| Museum | |
## PLACES/BUILDINGS

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<td>Energy power plant</td>
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<td>Graduate and undergraduate student housing</td>
<td>Research labs and IEXE</td>
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<td>Hotel</td>
<td>Residential</td>
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<td>Industry-changing corporation</td>
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<td>Large nonprofit</td>
<td>Rooftop pool/bar</td>
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<td>Life Sciences Center</td>
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<td>Major corporation</td>
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<td>Market-rate apartment and condos</td>
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<td>National academies 21st Century think tanks</td>
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## PLACES/GREEN SPACE

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<td>Open access to campus</td>
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<td>Fountain centering park space, seating tables and lawn space</td>
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<td>Kids recreation area</td>
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<td>Elevated walkway</td>
<td>Protected bike lanes and plants</td>
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<td>Farmers’ market</td>
<td>Steps/amphitheater</td>
</tr>
<tr>
<td>Garden</td>
<td>Street as campus quadrangle</td>
</tr>
<tr>
<td>Gathering space</td>
<td>University garden development</td>
</tr>
<tr>
<td>Green roof terrace</td>
<td>Walking paths</td>
</tr>
</tbody>
</table>

## VALUES, ATTRIBUTES & IDEAS

<table>
<thead>
<tr>
<th>Accessibility and access for all</th>
<th>Global sustainability value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Align corporate community engagement with Drexel</td>
<td>Human Resources (HR) policies</td>
</tr>
<tr>
<td>Architectural significance</td>
<td>Involve Drexel faculty</td>
</tr>
<tr>
<td>Commitment to higher education</td>
<td>Microcosm of Drexel entities</td>
</tr>
<tr>
<td>Contribute to engaging all Innovation Neighborhood elements</td>
<td>One percent for art</td>
</tr>
<tr>
<td>Diversity and inclusion</td>
<td>Rituals</td>
</tr>
</tbody>
</table>