



Education City as an Innovation District Report

Oct 2023

“An evidence base for understanding people and place”

Education City as an Innovation District – Insights Report

Version 1.0 - October 2023

Prepared by Neighbourlytics

About Earthna

Earthna Center for a Sustainable Future (Earthna) is a non-profit policy, research, and advocacy organization, established by Qatar Foundation to promote and enable a coordinated approach to environmental, social, and economic sustainability and prosperity.

Earthna is a facilitator of sustainability efforts and action in Qatar and other hot and arid countries, focusing on sustainability frameworks, circular economies, energy transition, climate change, biodiversity and ecosystems, cities and the built environment, and educations, ethics, and faith. By bringing together technical experts, academia, government and non-government organizations, businesses and civil society, Earthna fosters collaboration, innovation, and positive change.

Using their home - Education City - as a testbed, Earthna develops and trials sustainable solutions and evidence-based policies for Qatar and hot and arid regions. The organization is committed to combining modern thinking with traditional knowledge, contributing to the well-being of society by creating a legacy of sustainability within a thriving natural environment.

For more information about Earthna and to stay updated on our latest initiatives, please visit www.earthna.qa

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Table of Contents

Opening Statement and Executive Summary	6
1 Introduction and Methodology	8
2 Key Insights	18
3 Exploring Indicators: Volume	28
4 Exploring Indicators: Variety	35
5 Exploring Indicators: Vitality	42
6 Exploring Indicators: Relevance	55
7 Exploring Indicators: Character	60
8 Concluding Remarks	68
9 Appendix: Additional Analysis	70

Opening Statement

Nihal Mohamed Al-Saleh
Director of Programs – Earthna

“Tomorrow was made at Qatar Foundation”¹. This truly exemplifies what Qatar Foundation is. What started out more than 25 years ago as an Arab-Islamic renaissance project, based in Qatar, that promotes sustainable development in the Arab world, continues to grow and make impactful changes from an academic, research, and societal perspective. We are an organization that builds future-ready communities.

If you had to look closely at our journey over the past three decades, you would see that everything we have achieved has been due to our willingness to constantly evolve. We started out with one school. Then, we added a few more. And on this journey, we realized that the process of progress had to be continued by adding the components of higher education. This is when our partner universities joined us. But we did not stop there - we also supplemented our expansion by nurturing the culture of scientific research and innovation. We created this ecosystem for the development of our community, and for our community.

Change has been our constant. And with the drastic disruptions that global communities have had to cope with in the past few years, we have also had to keep up with the world, preparing ourselves for unfamiliar scenarios beyond the near future. This meant we had to revisit some of our key focus areas, and shape strategies that will make us even more resilient, innovative, and future-ready.

During the pandemic, we endeavored to find new ways to engage our students, staff, and the wider community – whether through our assets, programs, events, or activations. With the advancement of technology, and the development of Qatar, we found that people no longer look for conventional places to spend their time. They are looking for connection and community.

This is the time to be at the forefront of the urbanist movement.

Education City is the home of Qatar Foundation. It is diverse and vibrant, and is a constantly evolving environment that is open, inclusive, and fully accessible to everyone. It blends modernity and innovation with Arabic cultural heritage and identity. We believe it is more than a venue – it is an experience. And to uplift the experience at Education City even further, we will refocus Education City’s objectives to align with Multiversity – our new operating model that aims to ensure our unique ecosystem of knowledge can realize its full potential.

Multiversity is designed to take the outcomes of everything we do across the different elements of our ecosystem and combine them in innovative ways, so when combined, they create greater impact than what would be possible if they acted alone. It is about bringing together ideas, initiatives, and people from all our mission areas – whether they work in education, science, or community development – to enable

¹ Her Highness Sheikha Moza bint Nasser, Chairperson of Qatar Foundation “The Untold Stories of Qatar Foundation” 2019 panel discussion

us to have greater collaboration; find new synergies; think differently about what we offer our audiences and how they receive it; and collectively maximize our resources, efforts, talent, and the benefit we generate.

In order to identify new ways in how to make our campus more alive, more populated and more connected, we must be more forensic and data driven in our planning. We must understand how Education City engages with its community, and how that interconnects with how sustainable we are as a city – both economically and environmentally.

This is where Neighbourlytics comes in. Through a science-based and visual approach, Neighbourlytics AI technology helps us to understand how our community engages with our assets, and with each other, and track, understand and ultimately improve our programs, our city planning, and opportunities for growth and efficiency.

There is a tendency in every city to create new assets, buildings and programs to improve engagement and expand reach. But within our beautiful Education City, there is an existing, rich ecosystem already in place, and we believe Neighbourlytics will help us unlock that potential in new ways using existing assets and resources.

“Tomorrow was made at Qatar Foundation.”

This tool will support and contribute to Qatar Foundation’s strategic themes of Social Progress and Sustainability, looking at revisualizations for Education City within a hot climatic environment context that will include things like a strong 24-hr economy, a 365-day vibrant campus, and low-carbon but fully utilized spaces across both iconic venues and hidden gems.

It will evolve our understanding of Education City from an Urban Life perspective, across a variety of key indicators and place categories. It will generate usable data to support decision making, inform and prioritize interventions, and recalibrate our decision-making process to ensure data-informed decision making becomes business as usual.

We believe that the best way for people of all ages, backgrounds, and interests to discover what we offer and how it can benefit them is to invite, and welcome, them to experience it for themselves. We will always be committed to, and extremely active in, raising awareness among the entire community of Qatar and beyond about the opportunities that Education City provides, making it openly available for the benefit of all.

We are excited to embark on this journey of Neighbourlytics and look forward to it helping us look strategically at our precinct as an ecosystem that is interconnected and complementary, and ideally lead us to a true example of a healthy, sustainable, culturally rich city.

Executive Summary

This report focuses on the creation of an innovation district for Education City in Doha, a 12 square kilometer precinct that houses Qatar Foundation and its associated institutions.

Education City in Qatar started over 25 years ago as an Arab-Islamic renaissance project, promoting sustainable development in the Arab world and creating impactful changes from an academic, research, and societal perspective and building future ready communities. Earthna was set up by the Qatar Foundation as a new policy center to generate evidence-based policy recommendations and help Qatar in its continued path towards sustainability.

Partnering with world leading social data analytics platform Neighbourlytics, this report provides the data needed for accurate decision making in the creation of sustainable cities. Neighbourlytics' proprietary social analytics platform provides unique insights into this missing human data gap: the Urban Life of precincts. This report provides key insights into Education City as an Innovation Precinct from a hyper-local lifestyle lens, highlighting successes, shortfalls and, most importantly, opportunities.

International experience shows that successful university campuses are porous and walkable and able to service daily needs within a 15-minute return walk. Higher levels of place activity, generated through a range of business and community activations, correlate to higher levels of visitor engagement. The data generated in this report can help diagnose, plan, and monitor progress for Education City.

Neighbourlytics developed the 'Qualities of Great Neighbourhoods' as a framework to help quantify what makes a great place. Utilising Neighbourlytics proprietary analytics methods, the study area has been scored to provide an indication of the neighbourhoods maturity and vibrancy based on the following key indicators.

Indicators of Successful Innovation Districts

The below indicators form the structure and basis of the report. These are based on the Brookings Institute of Project for Public Spaces qualitative metrics for successful innovation districts, aligned with measurable attributes of Urban Life, from Neighbourlytics' data. The indicators are:

- **Volume:** number of places
- **Variety:** how many different types of places
- **Vitality:** clustering or linkages
- **Relevance:** score of how important places are to locals
- **Character** is described, not scored

Scope of Geographic Data Capture Coverage

Neighbourlytics uses geofenced data to capture relevant information. The following geographical scope was used to learn about Education City:

1. Education City Masterplan Area – 5 Primary Precincts; Education City North, Sidra, QNCC, QSTP, Schools, Stadium and Museum, Al Shaqab, South Campus
2. Education City Surrounds – 2 Surrounding Precincts

Neighbourlytics data drew data from seven different precincts and two areas adjacent to Education City. While the adjacent areas aren't within the 'Masterplan Area' they are related to the Urban Life activity within these precincts.

The Regional Doha Comparison Precincts include:

- The Pearl Qatar
- Katara
- Aspire
- Msheireb & Souq
- Museum of Islamic Art & NMoQ

Neighbourlytics compared the seven precincts within and around Education City with five neighbourhoods across Doha that had diverse characteristics and levels of Urban Life activity. Neighbourlytics also compared the five regional precincts and the seven Education City precincts with ten diverse international innovation precincts. This comparison cohort became the basis of the scorecard calculations.

1.0

Introduction and Methodology

1.0 Introduction and Methodology

1.1 Why undertake this project?

Lifestyle is a critical element in the success of an innovation district. The experiences that a place provides can seed important social and professional networks, building 'networking capital' that feeds innovation. **Lifestyle is the magnet that brings people and organisations together.** It is the vibrant energy that attracts great minds and helps to establish and grow successful innovation ecosystems.

Neighbourlytics' social analytics platform provides unique insights into this missing human data gap: the urban life of precincts. This project provides key insights into Education City as an Innovation Precinct from a hyper-local lifestyle lens, highlighting successes, shortfalls and, most importantly, opportunities.



What does success look like?

A successful project will evolve your understanding of Education City from an Urban Life perspective, across a variety of key indicators and place categories. It will generate usable data to support decision making, inform and prioritise interventions, and recalibrate your decision making process to ensure data-informed decision making becomes business as usual.

However, the success of this project will have a much broader reach. The decision making and implementation that this project will inform will provide greater engagement, improved commercial viability, enhanced accessibility and an enriched master plan for Education City.

Project success looks like:



Generate usable data to support decision making



Informing & prioritisation interventions



Data-informed decision-making = business as usual

Broader program success looks like:



Greater engagement



Commercial viability



Enhancing accessibility



Enriching the Masterplan

1.0 Introduction and Methodology

1.2 What is the role of place?

Place quality, sustainability and accessibility is becoming an increasing priority for city-makers as they consider the net community benefits of public investment, and not only the provision of physical infrastructure. An understanding of place quality underpins a holistic understanding of sustainability, as defined in the 10 principles of the One Planet Living Sustainability Framework.

This study leverages Neighbourlytics proven technology in digital data and methodologies developed from decades of Urban Planning research, to gain deep insights into place quality and performance.



What 'place' means to you

When asked what you love about your favourite place, here is what the team shared:

- Places are more than just the physical spaces they are made of.
- They have qualities and aspects that tie them emotionally to the people who visit and stay.

Each of the following adjectives and qualities are aspects of place that can be drawn upon as inspiration for Education City.



1.3 Why take an Innovation District view?

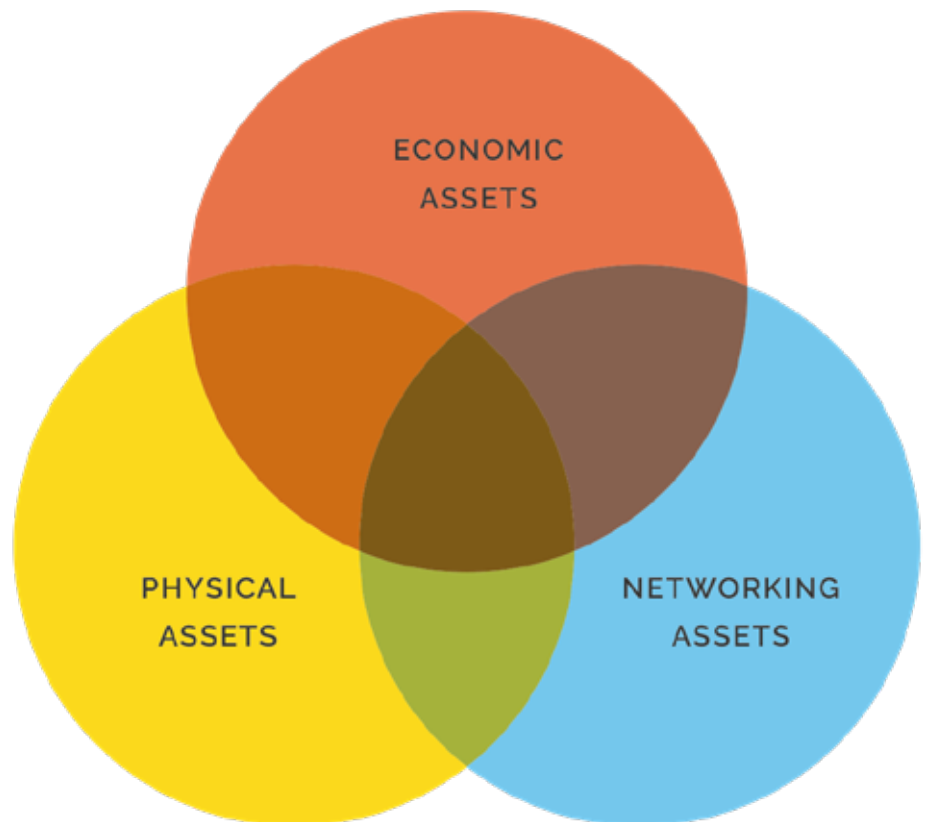
There are three priorities for fostering great innovation districts: **Economic Assets, Physical Assets and Networking Assets.**

Cities are often competing for talent and relevancy, and successful innovation districts often become celebrated for their ability to diversify economies and attract the next generation of workforce. But when looking at what makes innovation districts work, it can be found that their success is often driven by much more than just economic assets. Both physical places, such as parks and infrastructure, and networking assets, such as events and community, are vital in driving the success of innovation districts.

Successful Innovation Districts feature a vibrant balance across each of these priorities, striving towards:

- **Economic Assets** that feature a strong diversity of economic options and neighbourhood amenity.
- **Networking Assets** and activities that foster connection and the formation of both strong and weak ties that bridge personal and organisational silos
- **Physical Assets** that span public spaces and privately owned infrastructure which can be manipulated to create social connection

Innovation districts were chosen for their impact and ability to create thriving hubs of Urban Life activity. Education City has the capability to become a world-class innovation district.



Principles of Innovation Districts
Source: After Brookings Institute, Project for Public Spaces

1.0 Introduction and Methodology

1.4 What are the ingredients for success within Innovation Districts?

Proven characteristics of great Innovation Districts

Neighbourlytics developed the 'Qualities of Great Neighbourhoods' as a framework to help quantify what makes a great place. The framework draws on decades of urban design research about what makes

neighbourhoods thrive. Strengths, vulnerabilities and opportunities can be identified by using the key Urban Life views to describe neighbourhoods and compare them to each other.

In order to measure the success of Innovation Districts, Neighbourlytics

has adapted the framework into a set of effective metrics that provide insights into each of the key priorities outlined above. These metrics are defined by the five qualities, or key indicators, outlined below. These have been used as the basis for analysis in this study.



Volume

What is the density of activity?

Innovation districts have a critical mass of activity in order to drive economic growth.



Variety

What is the mix?

Innovation districts have a good mix of social + economic activity.



Vitality

What can I walk to?

Innovation districts are walkable with linked clusters of activity.



Relevance

What do people care about?

Innovation districts are places people love, valued by visitors and locals



Character

What are the reasons to visit?

Innovation districts have a strong destination appeal and a robust business ecosystem.

1.5 What is Urban Life Data?

Neighbourlytics captures current data that provides an understanding of the Urban Life of the places you plan, create and manage.

Every day communities leave behind thousands of digital data points about the places they go and what they love. This digital data is a comprehensive proxy for understanding Urban Life: the everyday activity in neighbourhoods.

Neighbourlytics' proprietary analytics technology captures this data footprint to quantify the local lifestyle of the neighbourhoods you care about. In this report is a summary of the Urban Life data captured for Education City and related comparison locations. The data has been filtered and summarised to reflect on the success of **Education City as an Innovation District**.

There's a part of neighbourhoods that you cannot see...



Traditional Data - focuses only on the physical environment

But, Neighbourlytics can measure the Urban Life.



The Neighbourlytics Difference - Neighbourlytics measures **Urban Life** - the everyday activity that goes on within and between buildings in neighbourhoods.

1.0 Introduction and Methodology

1.6 Where does the data come from?

Neighbourlytics sources digital data attributes from **a range of publicly available, third party sources** that are reflective of **behaviour and lifestyle**.

These may include:

- map based information
- business and community pages
- event pages
- ratings and reviews

Neighbourlytics looks at public activity and location information. No personal data is used.

What is the data collection catchment area?

Data is collected from an **area with a 1 kilometer radius**. Neighbourlytics finds this to be the best size for understanding the local identity of a neighbourhood as it represents an easy walking catchment.

For the Education City analysis, **custom catchment boundaries were defined** that aligned with existing precinct boundaries. However, all comparison neighbourhoods were defined by the 1km radius catchment size parameters.

The following diagram demonstrates **how this data can be mapped** across the data collection catchment area. Each dot shown represents a digital data point that can be linked to a latitude and longitude within your chosen catchment.



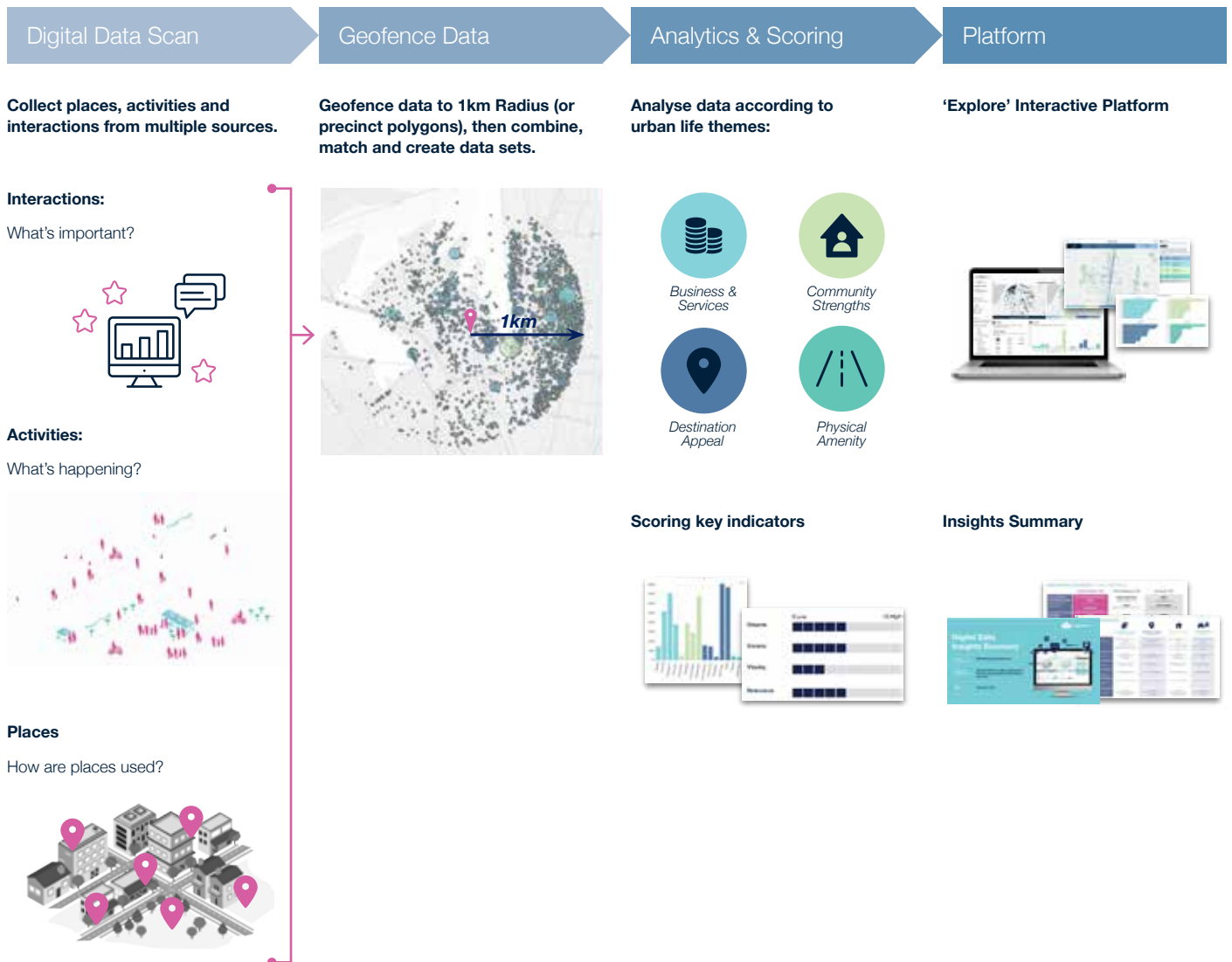
1.7 How does Neighbourlytics process and analyse the data?

Neighbourlytics provides a detailed digital data scan of the urban life - the everyday activity that goes on within and between buildings.

Neighbourlytics aggregates thousands of data points from multiple unique digital sources. These may include map based data points, business and community pages and crowd-sourced data from ratings and reviews, giving us a **360-degree view into neighbourhoods**. Neighbourlytics focuses on place (not personal) data

to understand local behaviour in a way that complies with international privacy standards.

The diagram below illustrates the step by step process of collecting, processing and analysing data to provide key actionable insights.



1.0 Introduction and Methodology

1.8 How is the Innovation Ecosystem measured?

Indicators of Innovation Districts

Utilising Neighbourlytics proprietary analytics methods, the study area has been scored to provide an **indication of the neighbourhoods maturity and vibrancy** based on the following key indicators:

- **Volume:** number of places
- **Variety:** how many different types of places
- **Vitality:** clustering or linkages
- **Relevance:** score of how important places are to locals
- **Character** is described, not scored

How this works:

Neighbourlytics takes Urban Life data, normalises it at a per km² rate, then creates a score for each of the indicators. Scoring is relative to the cohort of global innovation precinct neighbourhoods, the chosen Qatar comparison neighbourhoods and the selected precincts within Education City.

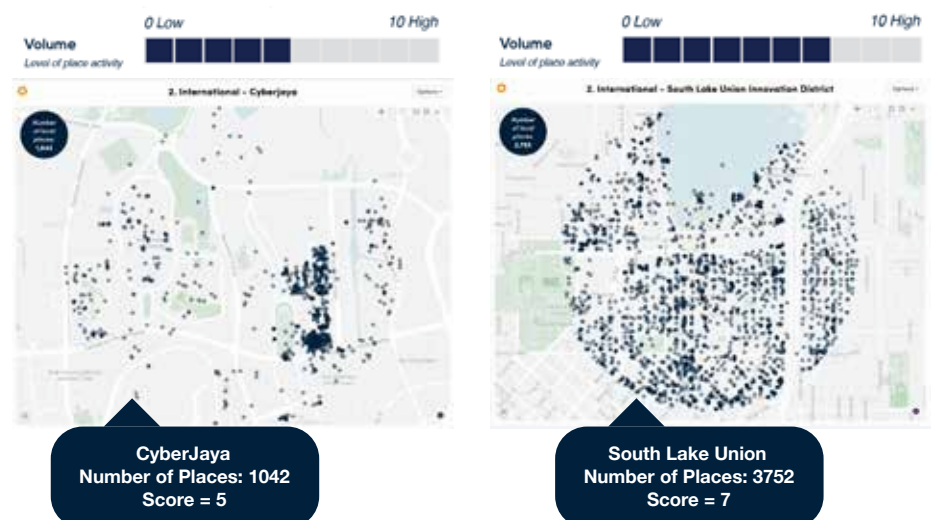
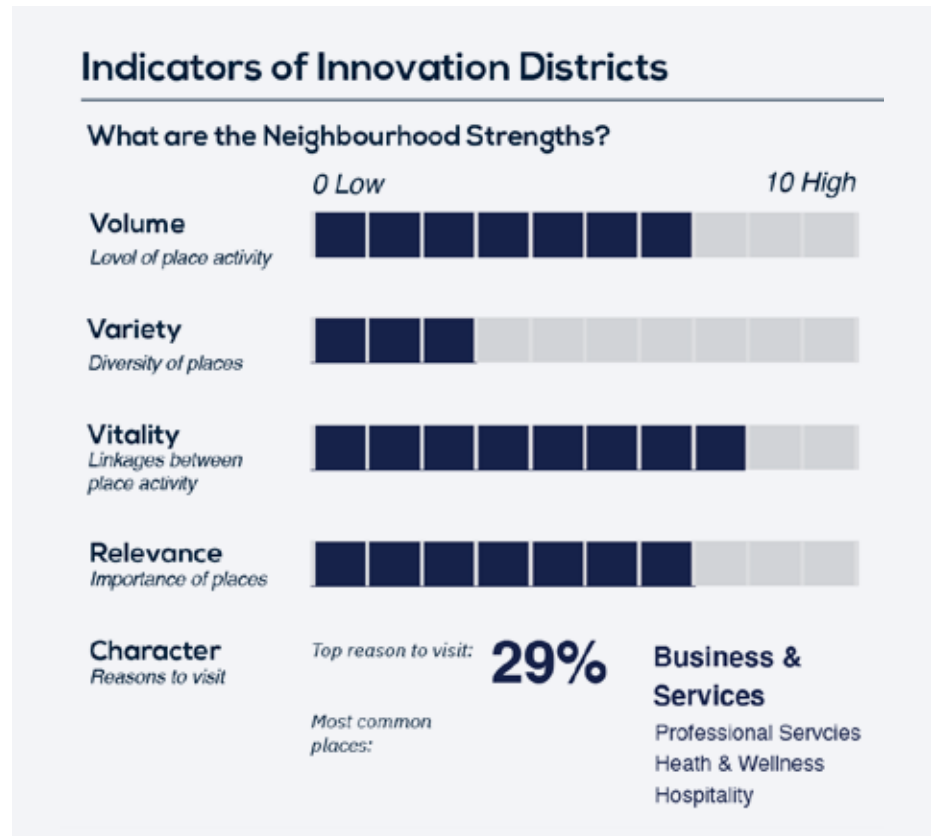
Scoring the Indicators

Neighbourlytics takes Urban Life data, normalises it at a per km² rate, then creates a score for each of the indicators, whereby:

- Each Indicator is given a numeric score
- Scores are displayed on a Log10 Scale

A **high score demonstrates more place activity** relative to the sample cohort.

Scoring is relative to the cohort of global innovation precinct neighbourhoods, the chosen Qatar comparison neighbourhoods and the selected precincts within Education City.





2.0

Key Insights

2.0 Key Insights

2.1 What geographical scope was used to learn about Education City?

These insights rely on a **carefully defined geographical scope** for Education City, as well as for a number of Regional and International Precincts in order to support the comparative analysis of Urban Life data.

Education City Geographical Scope

The geographical scope of the Education City Precincts is defined by:

1. **Education City Masterplan Area:** 5 Primary Precincts
2. **Education City Surrounds:** 2 Surrounding Precincts

Neighbourlytics data is drawn from seven different precincts and two areas adjacent to Education City. While the adjacent areas aren't within the 'Masterplan Area' they are related to the Urban Life activity within these precincts.

Key

----- Education City Precinct Boundary

Education City Precinct Snapshot Boundary



2.0 Key Insights

2.1 What geographical scope was used to learn about Education City?

These insights rely on a **carefully defined geographical scope** for Education City, as well as for a number of Regional and International Precincts in order to support the comparative analysis of Urban Life data.

Regional Precincts Geographical Scope

The **Regional Doha Comparison Precincts** include:

- The Pearl Qatar
- Katara
- Aspire
- Msheireb & Souq
- Museum of Islamic Art & NMoQ

Neighbourlytics compared the seven precincts within and around Education City with five neighbourhoods across Doha that had diverse characteristics and levels of Urban Life activity.

Regional Geographical Areas Captured for Neighbourlytics Study

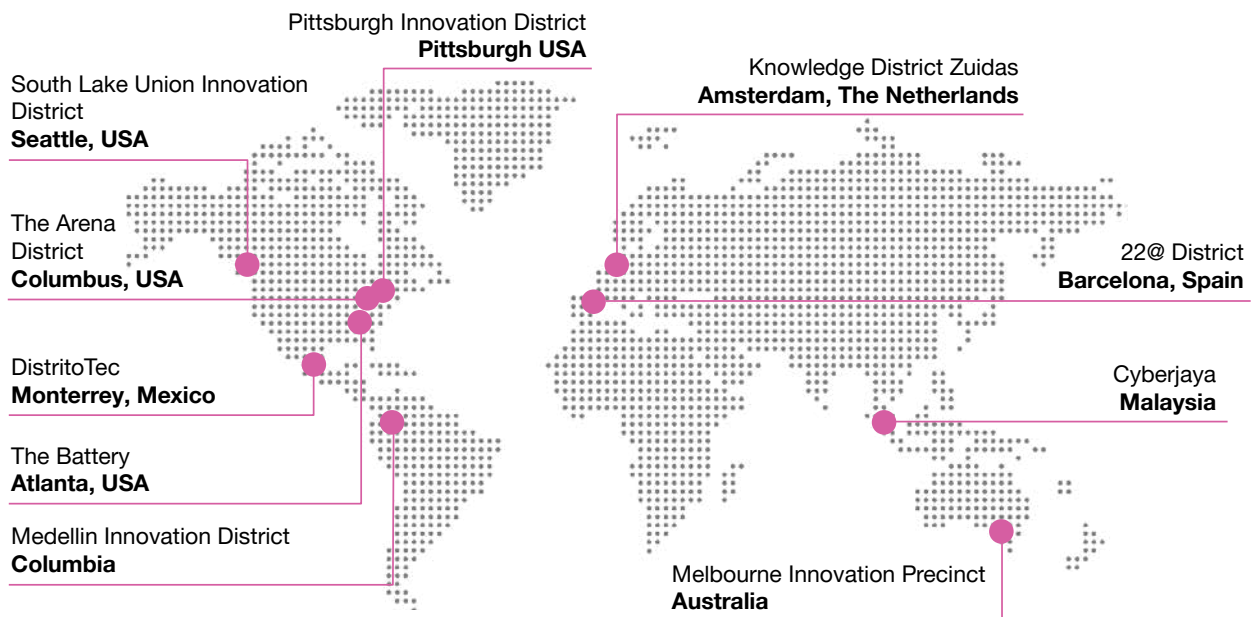


International Precincts Geographical Scope

Neighbourlytics compared the five regional precincts and the seven Education City precincts with **ten diverse international innovation precincts**.

This comparison cohort became the basis of the scorecard calculations.

International Geographical Areas Captured for Neighbourlytics Study



2.0 Key Insights

2.2 What insights can be drawn from the Key Indicators?

Neighbourlytics' insights draw on decades of social research and 100+ place quality frameworks that have been reviewed to develop the key criteria that makes neighbourhoods thrive.

Neighbourlytics' Tenets of Great neighbourhoods framework helps with navigating different aspects of Urban Life. The key indicators of this framework provide insights that build a deeper understanding of Education City as an Innovation District through exploring:



Volume – This explores the **density of activity**, as innovation districts have a critical mass of activity in order to drive economic growth.



Variety – This looks at the **mix of social and economic activity**. Having a wide variety of offering of places and activities provide increased opportunities to serve residents. This typically increases the performance of a neighbourhood.



Vitality – This shows the walkable linkages between place activity, helping to **identify activity clusters**. Clusters indicate a critical mass of activity and can highlight opportunities that emerge based on the current spatial distribution of places in a neighbourhood.



Relevance – This explores the importance of places through analysing the **levels of online interaction with a place**. This allows for the identification of locations that are most relevant to the community. Looking at the spatial distribution of relevant places shows where places of importance may be clustering or where people may be spending the most time.



Character – Neighbourhood Character is defined by the **reasons to visit, spend and stay**. Investigating Character helps to contextualise a neighbourhoods' distinctive local identity based on the most common place type within it and how that reflects the character of the neighbourhood.

2.3 Volume - what is the density of activity?

Key Insight

Education City has a low volume of places.

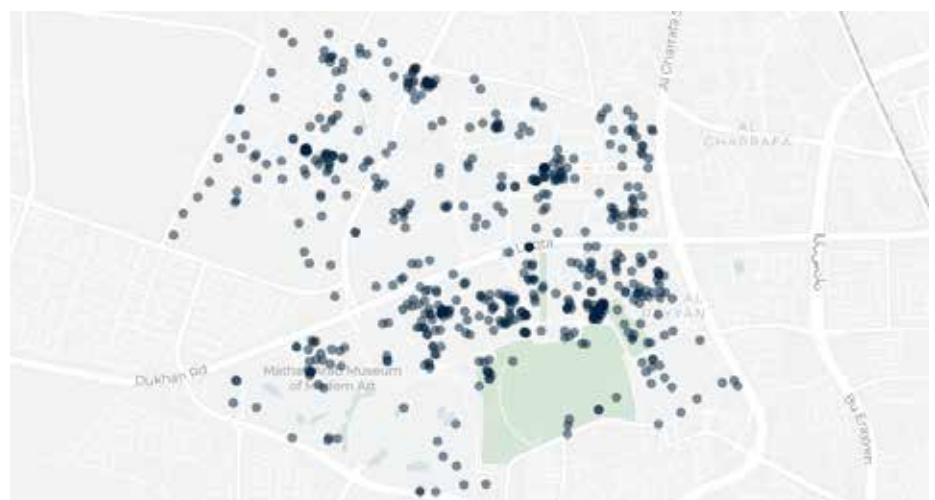
When compared to the comparison benchmarks, Education City has a relatively low volume of place activity that is distributed across the masterplan area.

Why it matters

Innovation Districts need a critical mass of activity in order to drive economic growth.

Volume

Level of place activity



2.4 Variety - what is the mix of social and economic activity?

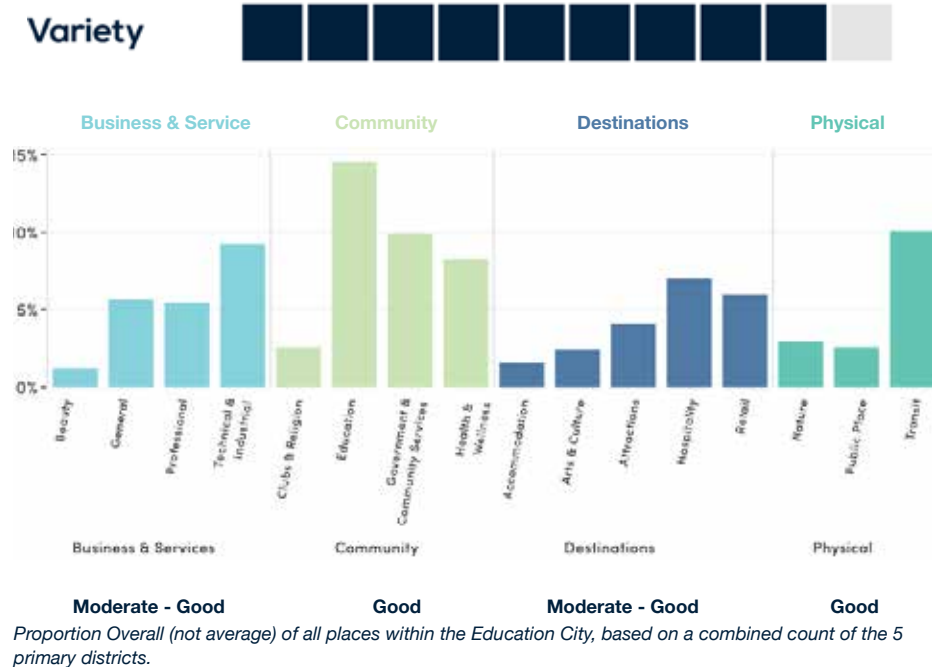
Key Insight

Education City has a good variety of places.

Education City features a strong diversity of place types, however, when compared to the international and regional benchmarks, it shows a low proportion of destinations.

Why it matters

Innovation Districts thrive on collaborative ecosystems and networks between people, and the co-location of a variety of place types and reasons to visit are proven factors in achieving this.



2.5 Vitality - what can people walk to?

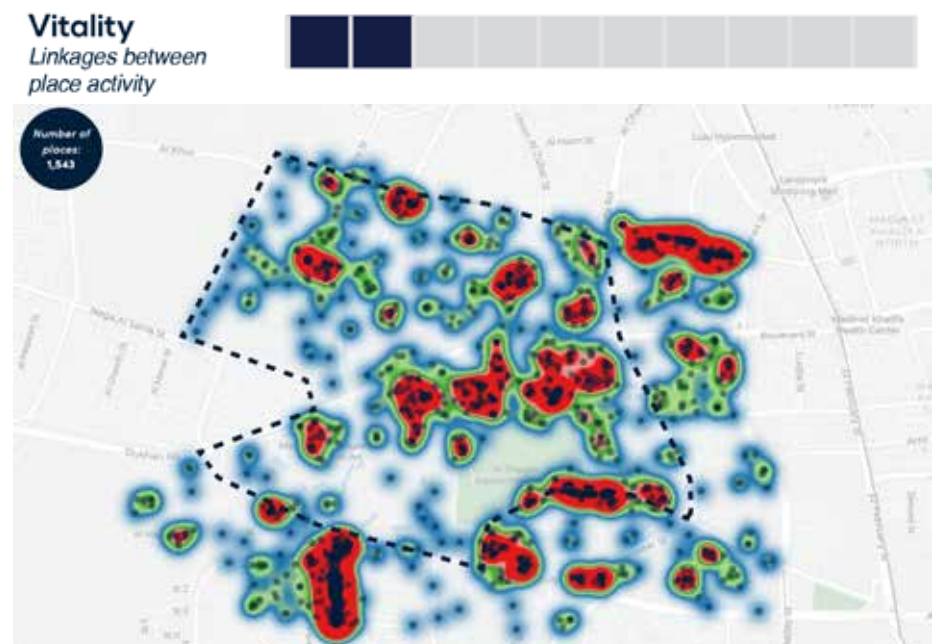
Key Insight

Education City has a low vitality score.

Clusters of activity are sparsely distributed, showing opportunity to strengthen connections between existing clusters and therefore enhance walkability.

Why it matters

Connected clusters of places encourage pedestrians to explore the neighbourhood and create the experience of a unified precinct.



2.0 Key Insights

2.6 Relevance - what do people care about?

Key Insight

Education City has moderate levels of Relevance.

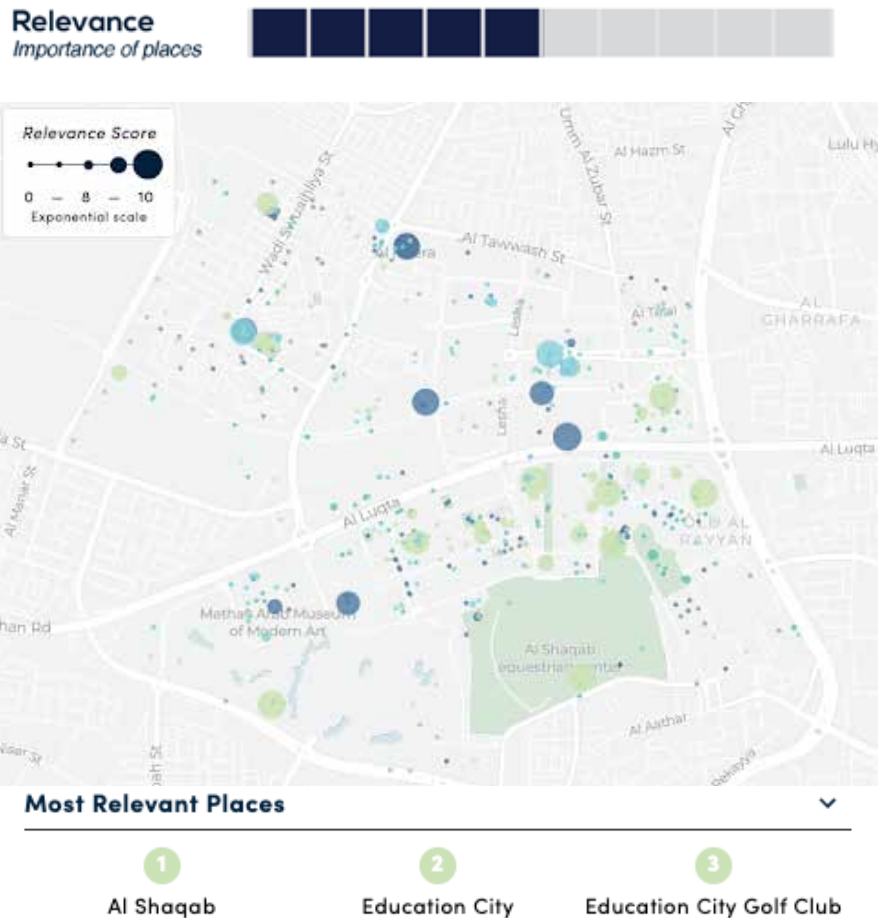
While there is some level of engagement with most places in Education City, overall the places have less online interaction and engagement than those in the comparison areas.

Why it matters

Innovation Districts with high levels of local engagement demonstrate a strong identity, destination appeal and place attachment.

Key:

- Business & Services
- Community
- Destinations
- Other
- Physical



2.7 Character - what is the reason to visit?

Key Insight

The character of Education City is predominantly defined by community services such as educational facilities.

The physical assets of Education City are a strength compared to other neighbourhoods, with community assets being the dominant reason to visit.

Why it matters

Successful innovation districts have a distinctive character they are known for and a robust business and services ecosystem.

Key:

- Business & Services
- Community
- Destinations
- Physical



Each district has been colour coded to indicate the most dominant place type within that precinct.

2.8 What insights were learned about Education City?

From the Education City Masterplan Area the following insights were gained:

The data told us:

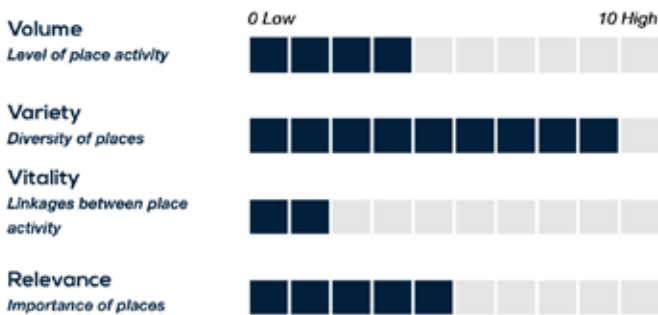
- there was a **low volume of places**;
- there was a **good variety of places**; and
- the **precinct character** was best defined by **community places** such as education and government/community services.

The Urban Life analysis told us:

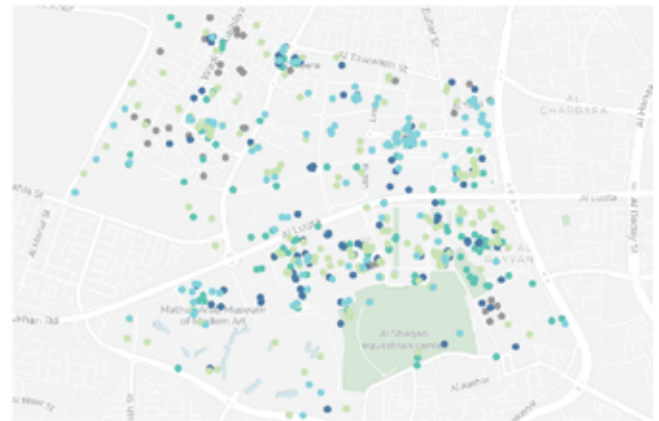
- the precinct is known for its **strengths in education and community**;
- the current **diversity of uses** offers a good starting point for activation; and
- **increasing volume** (frequency and density of activity, aka more activation) is the major priority.

Indicators of Innovation Districts

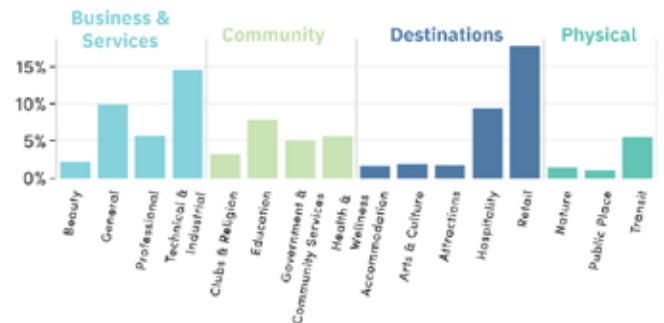
What are the Neighbourhood Strengths?



Where is the Urban Life located?



What are the reasons to visit?



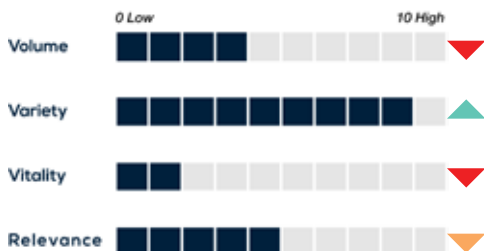
2.0 Key Insights

2.9 What insights were learned from Benchmarks?

Below is an overview of the insights and associated opportunities gained from comparing the precincts within the Education City Masterplan area with the local, regional and international benchmark precincts.

Indicators	Data Comparison Insights	Opportunities
Volume	Low volume compared to all cohorts	Increase place activity by 200-300%
Variety	Good diversity with strengths in community and education	Leverage this theme as a focus area.
Vitality	Low vitality (place clustering) - few linkages between clusters	Improve walkability
Relevance	Moderate relevance	Increase relevance through visitation and place activation.

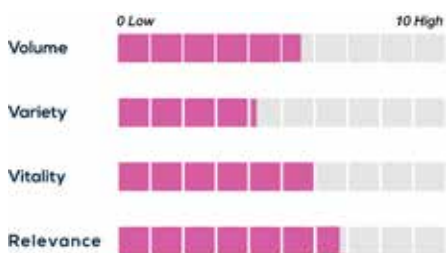
Education City Masterplan Area
(aggregate 5 primary precincts)



Education City Surrounds
(aggregate 2 surrounding precincts)



Doha Regional Neighbourhoods (average)



International Innovation Districts (average)



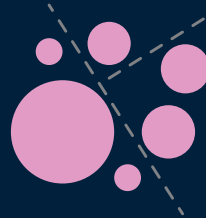
2.10 Key Directions



VOLUME

Increase place activity

Benchmarking against precincts with similar urban forms show that there is opportunity to **increase place activity (volume) by 200%**. This is best achieved through implementing small scale activities.

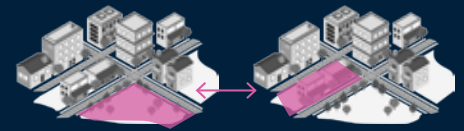


VARIETY

Diversify type and scale of activity

Diversify the economic ecosystem by increasing destinations and professional services alongside education and technology jobs.

Diversify the **scale of activity** through introducing a complimentary mix of large and small.



VITALITY

Strengthen connectivity between places

Think about linkages and pedestrian amenity to make the most of existing activity.

Bolster **hospitality** offerings in key hotspots.

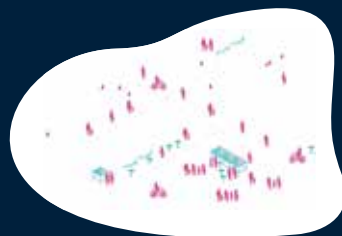


RELEVANCE

Increase place engagement

Strive to increase visitation.

Create a **digital strategy** to increase place engagement online and offline.



CHARACTER

Strengthen destination appeal

Focus on thematic activity around community, education and technology, to **leverage strengths**.



3.0

**Exploring
the Key
Indicators :**
Volume

3.0 Exploring the Key Indicators : Volume

3.1 Key Direction

The physical layout of Education City has capacity to absorb 200% more activity based on comparisons with local benchmarks.

This is best achieved through implementing small scale activities.



3.2 Why it matters

Innovation districts have a critical mass of activity.

The **Volume** indicator allows us to explore the density of activity.

Ampleness and a density of places stimulates street life and allows for the agglomeration of diverse activities. **Successful innovation districts leverage existing strengths** such as physical features, culture and local economy.

The examples shown demonstrate the mapping of volume within two very contrasting precincts - Al Shaqab in Qatar, and Barcelona 22@ District in Spain.

Volume mapping examples



Low Volume
Al Shaqab, Qatar



High Volume
Barcelona 22 @ District, Spain



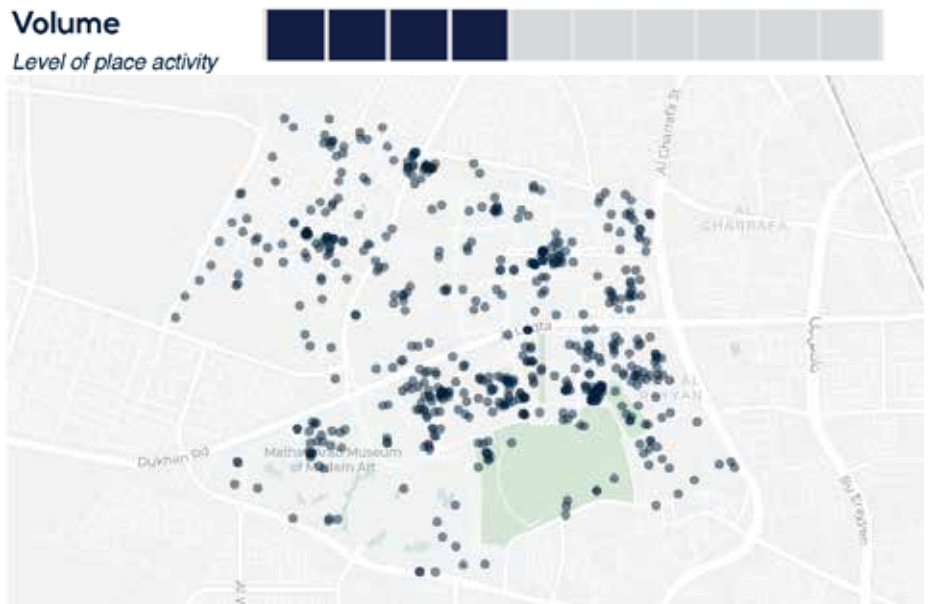
3.3 Key findings

The data analytics demonstrate that Education City has a relatively low volume of place activity, distributed across the masterplan area.

Activity Hotspots:

Looking beyond the Education City Masterplan Area, it is clear that precincts to the East and South of Education City have 62% of the places, demonstrating a higher density and therefore higher volume of places.

There is an opportunity to link activity clusters from a pedestrian level.



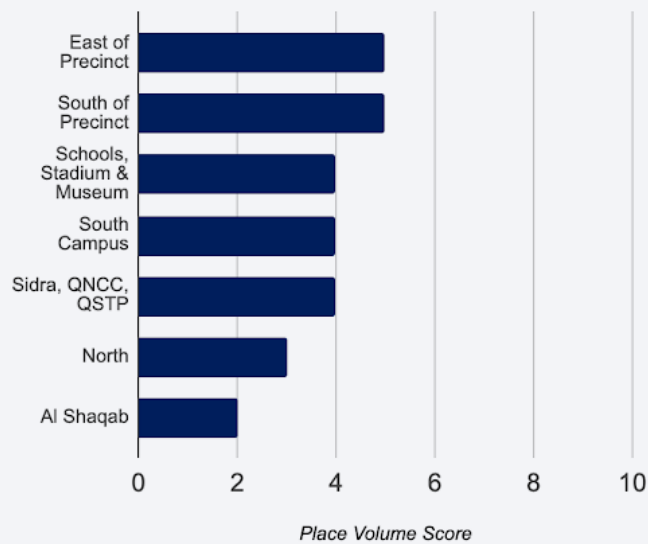
3.0 Exploring the Key Indicators : Volume

3.4 Geographical Comparison

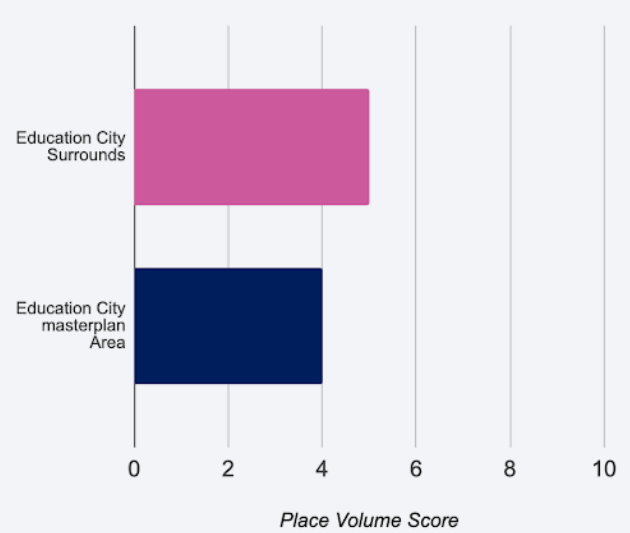
The following graphs demonstrate the comparisons that enable us to understand the best performing precincts within Education City in relation to volume, as well as benchmarking against other precincts locally, regionally and internationally. These comparisons highlight that:

- The 'East of Precinct' and 'South of Precinct' precincts achieve the best volume score of all of the seven Education City Precincts
- The 'Education City Surrounds' roll-up performs better than the Education City Masterplan Area roll-up.
- The Education City Masterplan Area achieves the lowest volume score in comparison to all of the selected Regional Qatar Precincts
- The Education City Masterplan Area achieves the lowest volume score in comparison to all of the selected International Precincts

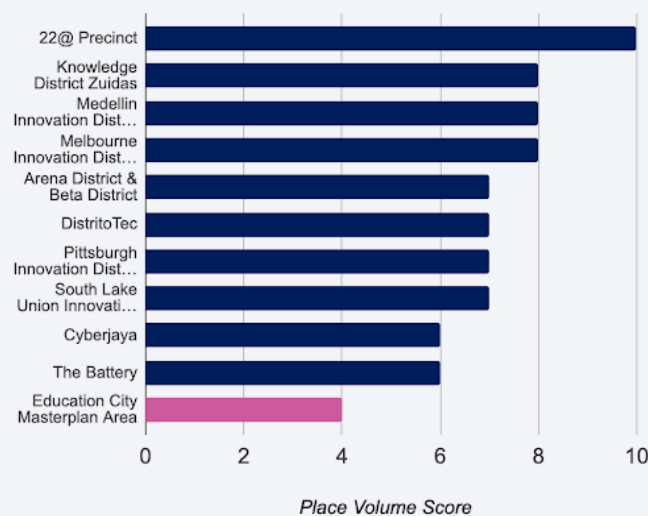
Education City Precinct Comparisons



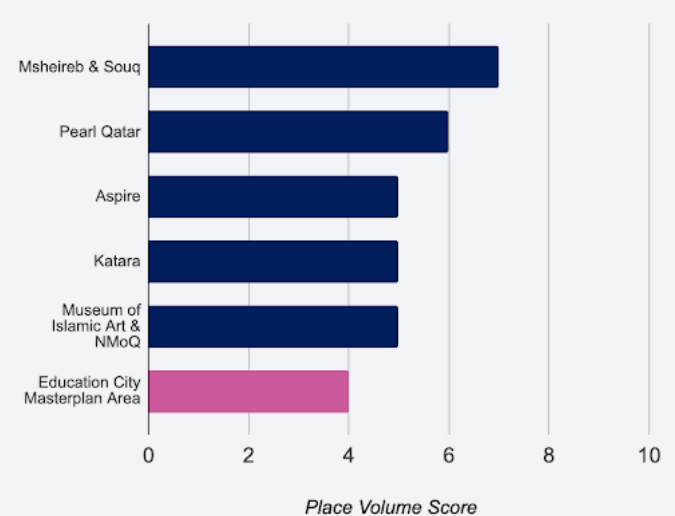
Education City Roll-up compared to surrounds



International Volume Score Comparisons



Regional Qatar Volume Score Comparisons

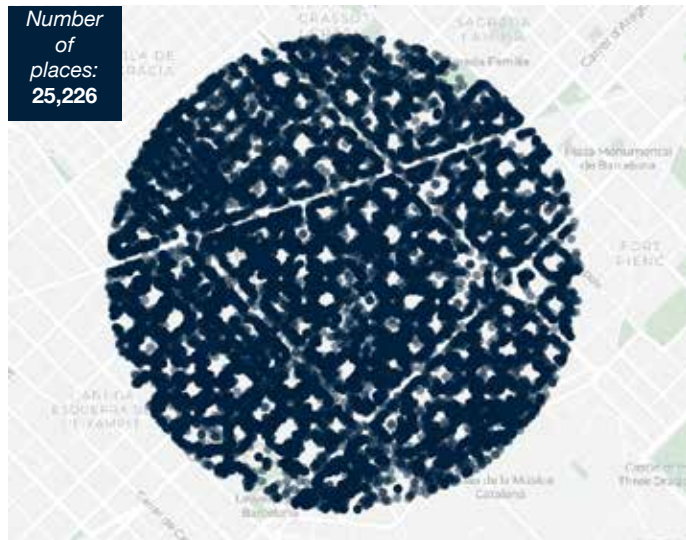




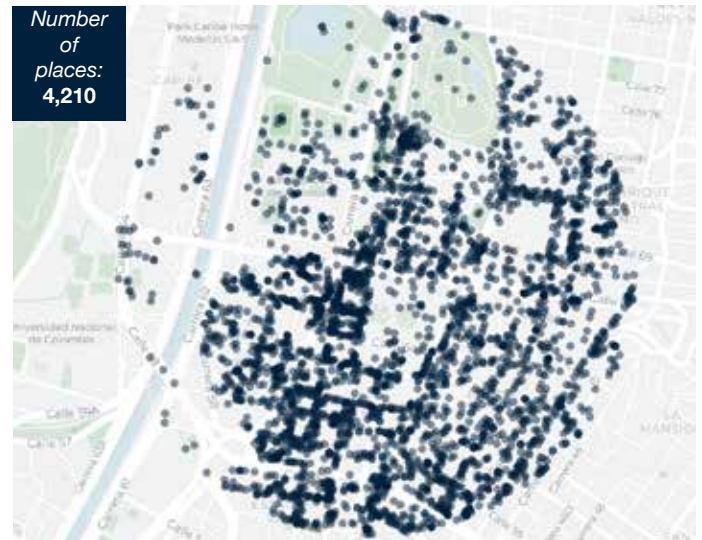
Learnings from High Volume Precincts

Key learnings can be drawn from High Volume Precincts such as the Barcelona @22 Precinct, Medellin Innovation District, Melbourne North Precinct and Msheireb & Souq Precinct. These precincts all have strong networks of activity and linkages between clusters. This encourages pedestrians to explore the neighbourhood and therefore stimulates street life and vibrancy. It also consolidates the perception of the area as one unified precinct rather than multiple disconnected hubs.

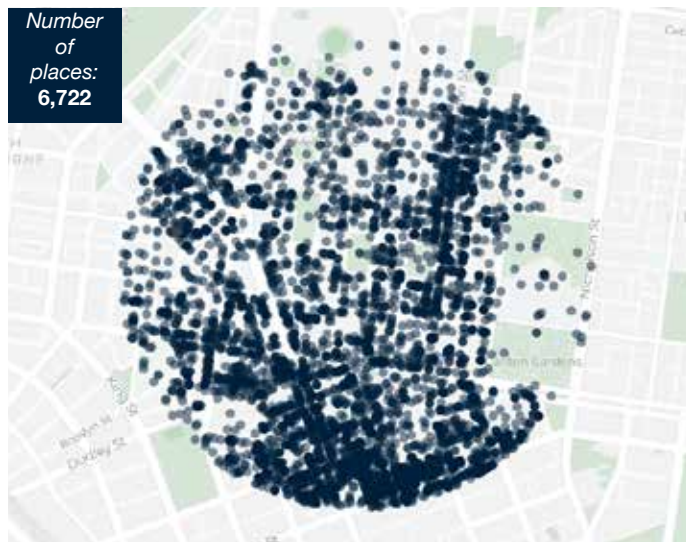
Barcelona 22@ Precinct



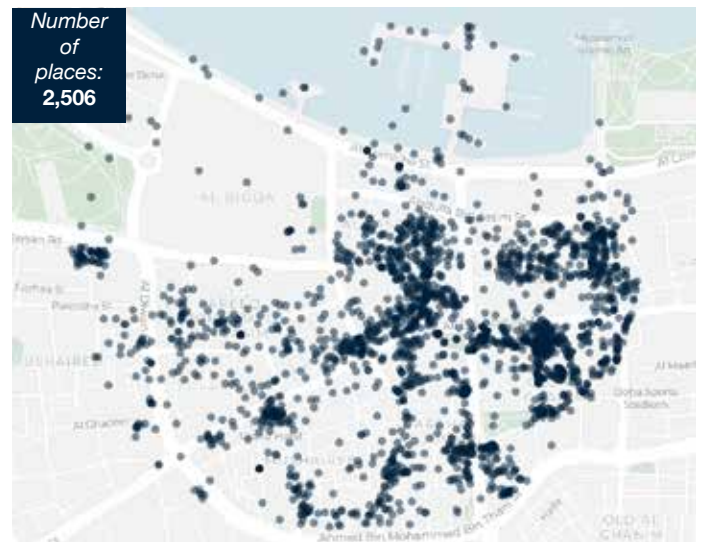
Medellin Innovation District



Melbourne North



Msheireb & Souq



3.0 Exploring the Key Indicators : Volume

3.5 Key Opportunities

Density of activity is lower than comparison neighbourhoods. Benchmarking to other precincts shows the urban form has capacity to increase its level of activity by 200%.

Innovation Districts thrive on high-density networks of knowledge workers and entrepreneurs, whose collaboration and knowledge sharing advance innovative ideas and attract strategic partners to the area.

Learnings from the Msheireb & Souq comparison precinct

Despite the Msheireb & Souq data catchment area being smaller in size than the Education City Masterplan Area, it has 211% more activity.

This precinct features strong networks of activity in comparison to Education City due to:

- A higher prevalence of formal and informal activities
- A range of scales (large and small events, businesses and activities)





3.6 Case Study Examples

Temporary interventions or ‘Tactical Urbanism’ solutions can be used to rapidly increase the volume of activity in an area without the need for long term capital works or investment.

Better Block is a community mobilised street activation program that facilitates community members to co-design their own event within city streets. **Being community driven ensures the event fits the local identity and needs of the neighbourhood.**

Through working together, business owners, residents and workers are able to demonstrate to themselves the potential of the community and set a precedent for future programming.

Temporary Markets are another example of temporary activation, facilitating a critical mass of activity with a short lead in time and minimum commitment. **Regular markets can increase density on particular days of the week or month,** becoming part of the neighbourhoods identity. Markets and events with an Arts & Culture angle create better authenticity and distinctiveness.



Street Activation
Better Block



Temporary Markets
Juhu Markets Mumbai



4.0

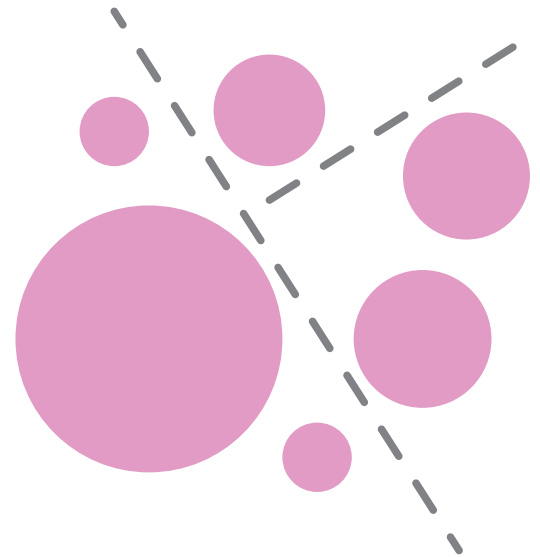
**Exploring
the Key
Indicators :**
Variety

4.0 Exploring the Key Indicators : Variety



4.1 Key Direction

Education City has the opportunity to diversify the economic ecosystem by increasing professional services alongside education and technology jobs, and boost social activity through increasing the offer of destinations such as retail and hospitality.



4.2 Why it matters

Successful innovation districts have a mix of places and reasons to visit.

The **Variety** indicator allows us to explore the mix of social and economic activity.

One of the keystones of strong innovation districts is the **co-location of a variety of place types**, forming **collaborative ecosystems** and networks between previously unrelated industries and people.

The examples shown demonstrate a side-by-side comparison of a low variety and a high variety innovation district - Pittsburgh in the United States and Melbourne in Australia.

Key

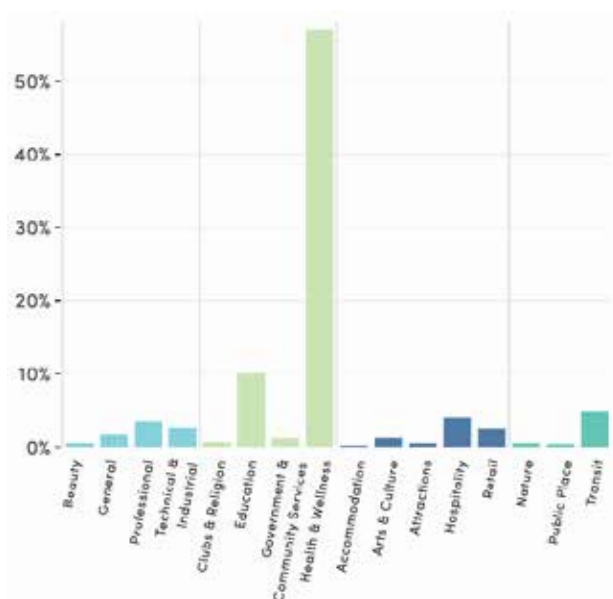
- Low**

 Domination by a place type, limiting the reasons to visit and increasing vulnerability to the downturn of an industry
- Moderate**

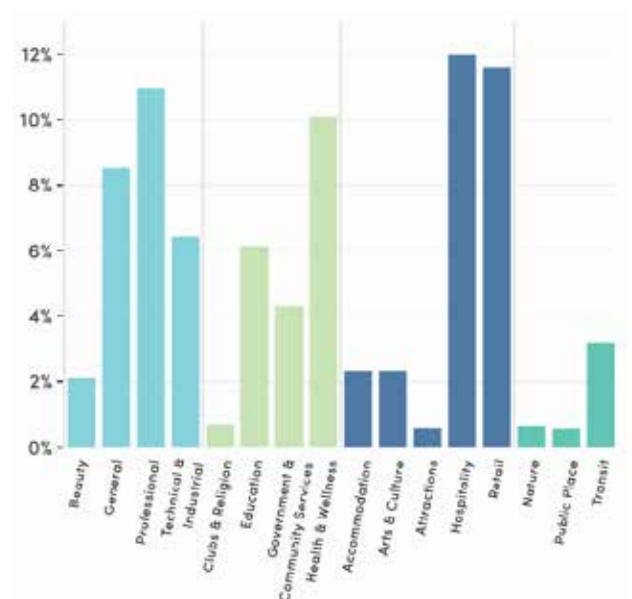
 Some presence of different place types, offering reasons to visit but may be missing some key industries
- Good**

 A good mix of place types, providing many reasons to visit and a robust ecosystem of places

Variety Comparison example



Low Variety
Pittsburgh Innovation District



High Variety
Melbourne Innovation District

4.0 Exploring the Key Indicators : Variety

4.3 Key findings

The variety score of Education City is quite strong, demonstrating a good diversity of places, however there is an opportunity to strengthen the offer of destinations.

Key



Low
Domination by a place type, limiting the reasons to visit and increasing vulnerability to the downturn of an industry



Moderate
Some presence of different place types, offering reasons to visit but may be missing some key industries



Good
A good mix of place types, providing many reasons to visit and a robust ecosystem of places

Variety



Proportion Overall (not average) of all places within the Education City, based on a combined count of the 5 primary districts.





Education City Strengths and Opportunities

A more in depth analysis of the mix of places within each of the Neighbourlytics place categories provides greater insights into the strengths and opportunities for Education City as an Innovation District.

The **key strengths of Education City** include:

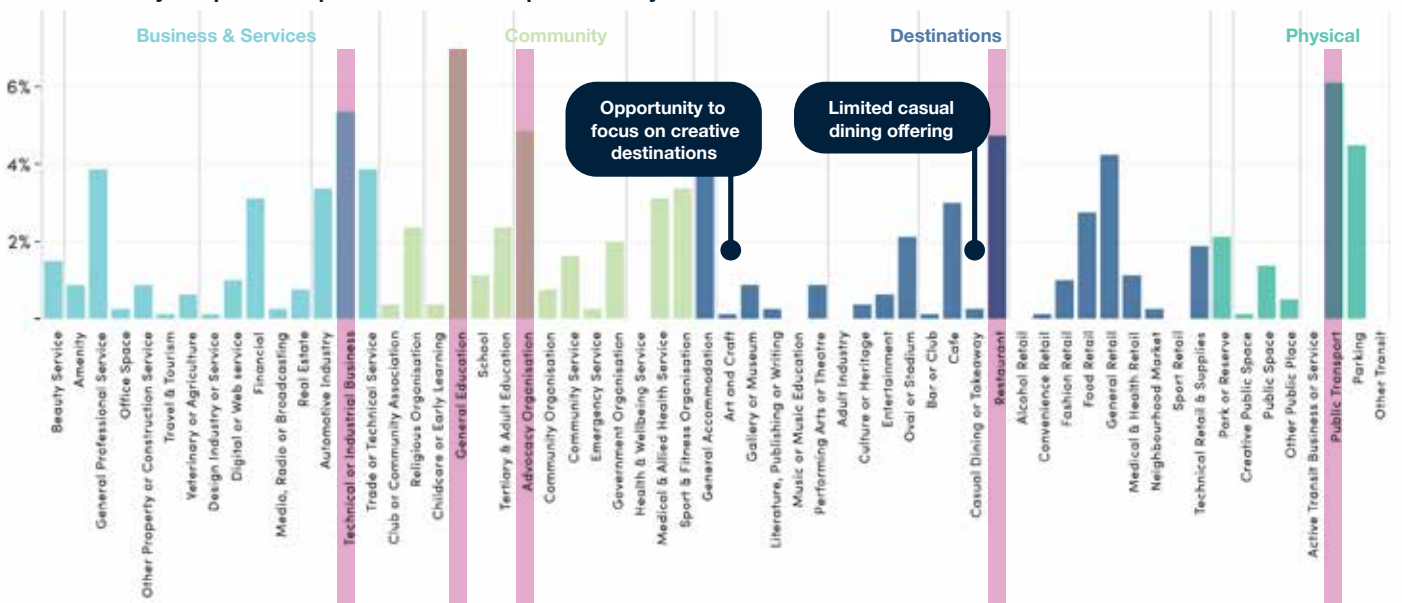
- General Education
- Advocacy Organisation
- Technical & Industrial Business
- Restaurant
- Public Transport

The **key opportunities for Education City** to achieve a more diverse mix of places include:

- Casual dining (as there are currently a very limited casual dining offering)
- Convenience retail
- Art & Craft (providing an opportunity to focus on creative destinations)



Education City: Proportion of places as % of total place activity



4.0 Exploring the Key Indicators : Variety

4.4 Geographical Comparison

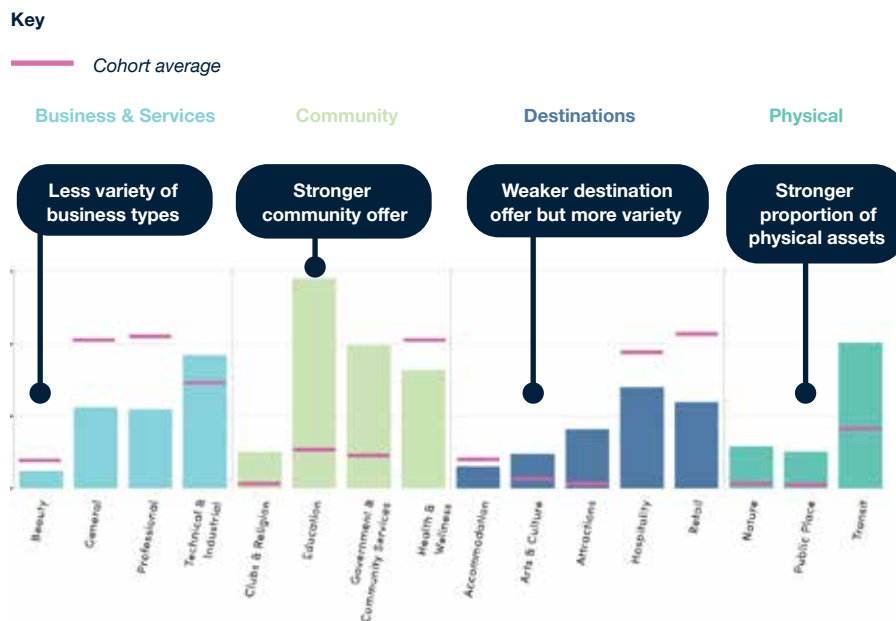
The following diagrams help us to understand how Education City's place categories perform in comparison to an International Cohort Average and a Regional Cohort Average.

Education City compared to International Cohort Average

On average, the **international comparisons have a stronger professional business ecosystem**, with a higher variety of business types, complemented by a **strong but not dominating offer of hospitality and retail**.

In comparison with the cohort average, Education City has:

- Less variety of Business types
- A stronger Community offer
- A weaker Destination offer but more variety
- A stronger proportion of Physical assets



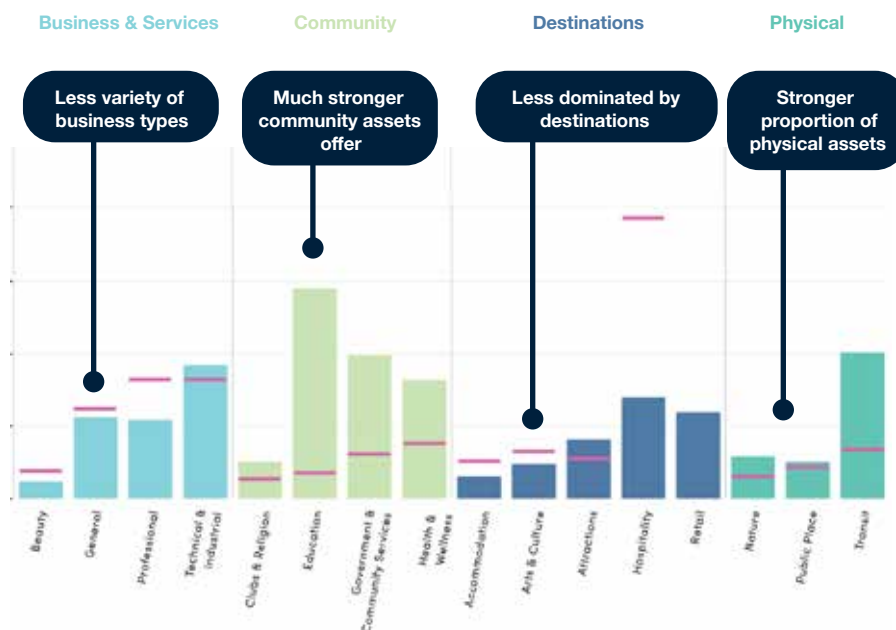
Note: International average was calculated excluding Barcelona and Pittsburgh as outliers

Education City compared to Regional Cohort Average

On average, Regional Qatar neighbourhoods have less variety as they are dominated by retail and hospitality destinations. This may mean that they are more vulnerable to the downturn of an industry but also offer stronger street life and place vitality.

In comparison with the cohort average, Education City has:

- Less variety of Business types
- Much stronger Community assets offer
- Less dominated by Destinations
- A stronger proportion of Physical assets





4.5 Key Opportunities

There are opportunities to diversify the economic ecosystem and scale of activity as well as increase the destination offer.

Having a wide variety of offering of places and activities provides increased opportunities to serve residents. This typically increases the performance of a neighbourhood.

There is opportunity in Education City to increase the mix of:

- Food retail
- Casual dining offers
- Accommodation
- Arts & culture
- Professional services

Learning From Melbourne Innovation District

This precinct features a rich diversity of social and economic activity in comparison to Education City due to an offering that incorporates:

- Educational events / Acceleration programs
- Temporary food events
- Small scale supermarkets and convenience





4.6 Case Study Examples

To increase variety, it's important to make sure there is a good diversity of things to do within that local area, at different times of the day, week or year.

Night Noodle Markets, Melbourne

Temporary dining offers are a tactical intervention that don't require high commitment, investment or infrastructure spend. **The Night Noodle Markets in Melbourne** were a great way to temporarily augment the existing hospitality offer and activate public space.

Because temporary solutions aren't fixed, they can offer something unique that the area may not otherwise be offering, as well as cater to the time of year. They can also be used as a tool to engage groups that may not otherwise utilise the area, such as young people, or to test and iterate what engages people and what does not.



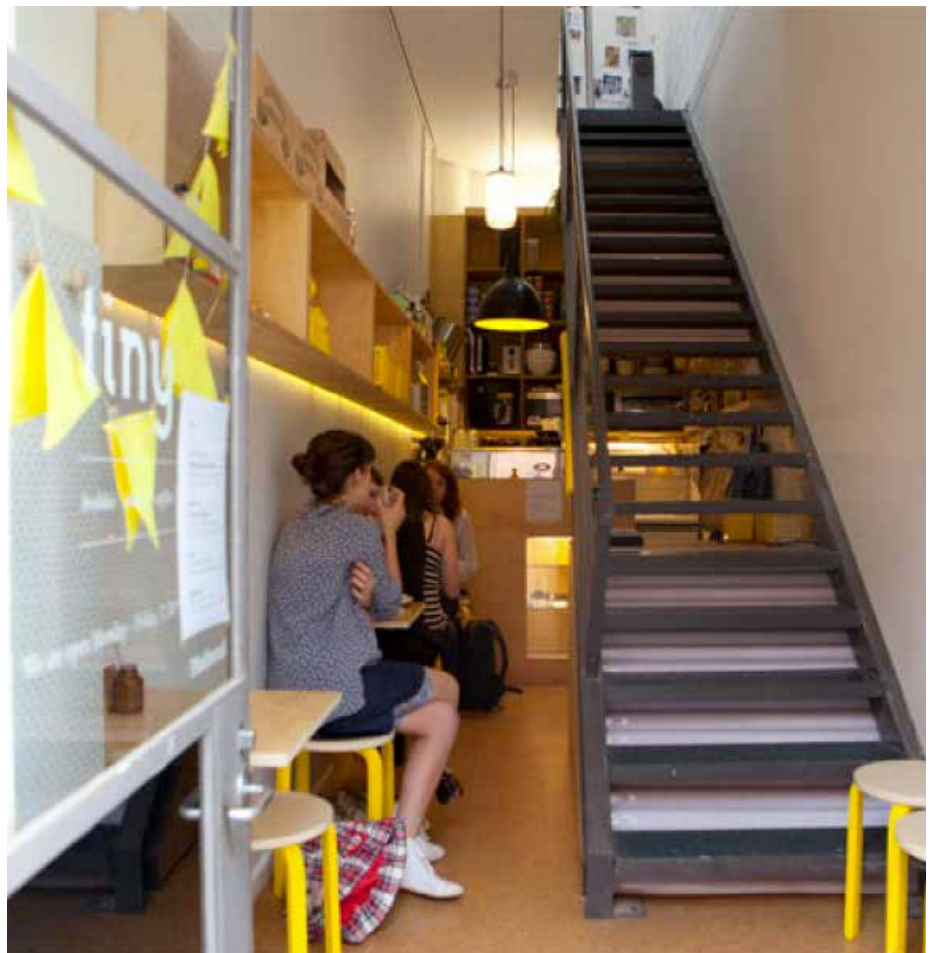
Micro Businesses, Melbourne

The city council in Melbourne wanted to **diversify the types of businesses** available within the city as well as maximise small underutilised spaces within the built environment. They did this by **encouraging responsive and unique businesses** to open up within storage spaces, foyers, roller door garages and other small spaces.

Key outcomes of this included:

Youth engagement: Due to the low cost of the space, the intervention appealed to creatives and young entrepreneurs who otherwise may not have been able to take the risk, often creating experiences that appealed to a younger audience.

Hidden gems: Micro-businesses led to feelings of place attachment due to the authentic and locally driven nature of the businesses, as well as giving insiders and locals the feeling that they had discovered a 'hidden gem'.





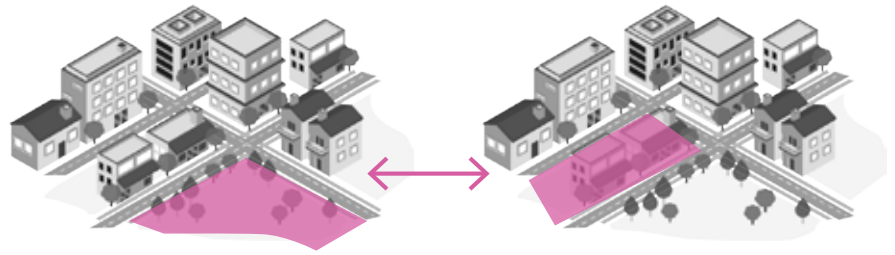
5.0

**Exploring
the Key
Indicators :**
Vitality

5.0 Exploring the Key Indicators : Vitality

5.1 Key Direction

Education City has the opportunity to enhance linkages and pedestrian amenity to make the most of existing activity, and bolster hospitality offerings in key hotspots.



5.2 Why it matters

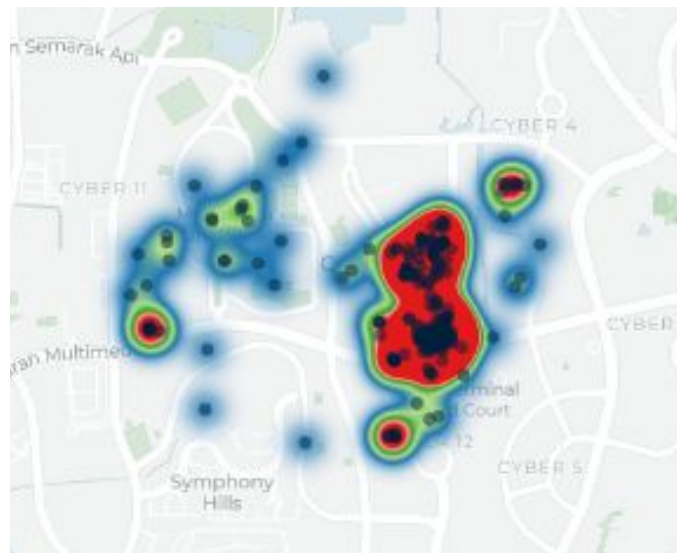
Innovation districts are walkable with linked clusters of activity.

The **Vitality** indicator allows us to explore the walkable linkages between place activity, helping to identify activity clusters.

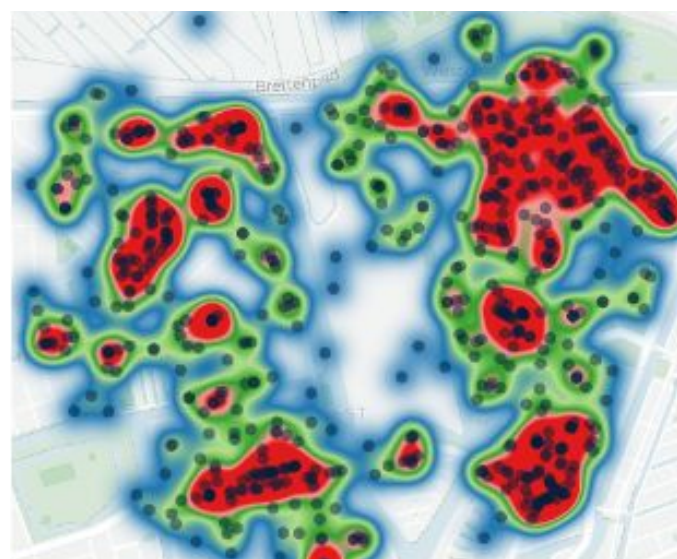
Active street life and the **clustering of activities** along streets is critical to shaping great places. In Innovation Districts there is typically more than one main center of activity, with clusters of activity distributed across the neighbourhood.

The examples shown demonstrate the mapping of vitality within two very contrasting precincts - Cyberjaya in Malaysia, and Zuidas in the Netherlands.

Vitality mapping example



Low Vitality
Cyberjaya, Malaysia



High Vitality
Zuidas, Netherlands

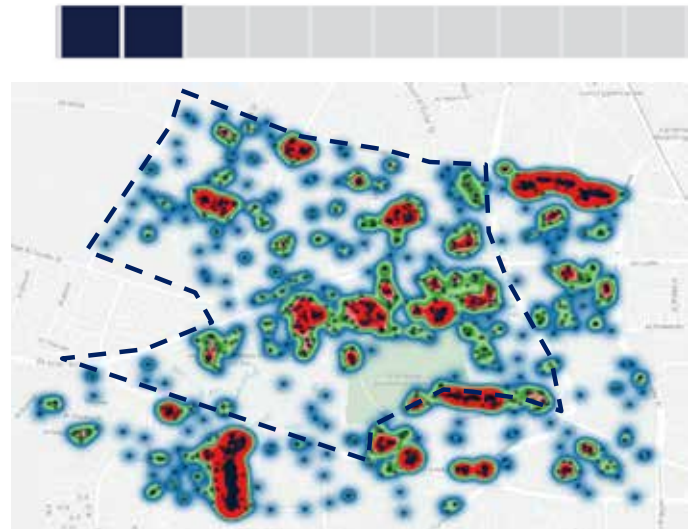
- 
Dense
 An even density of places indicates that the neighbourhood has an ample offer of things to do
- 
Anchor
 Connected clusters of places encourages locals to explore the neighbourhood
- 
Corridor
 A linear stretch of places encourages locals to move through the neighbourhood
- 
Hubs
 Small clusters of places indicates a concentration of activity
- 
Sparse
 An even spread of places indicates that there is limited legibility



5.3 Key findings

The data analytics demonstrate that within Education City clusters of activity are sparsely distributed. There is an opportunity to strengthen connectivity and therefore walkability of the precinct.

Vitality Linkages between place activity



Insights by place type

A more in depth analysis of the linkages between places within each of the Neighbourlytics place categories provides greater insights into the strengths and opportunities for Education City as an Innovation District.

These diagrams show that **community activity and economic / destination activity are not always co-located.**

One of the keystones of strong innovation districts is the co-location of a variety of place types, forming collaborative ecosystems and networks between previously unrelated industries and people.

Economic Ecosystem



Destinations



Community Strengths



Physical Amenity



5.0 Exploring the Key Indicators : Vitality

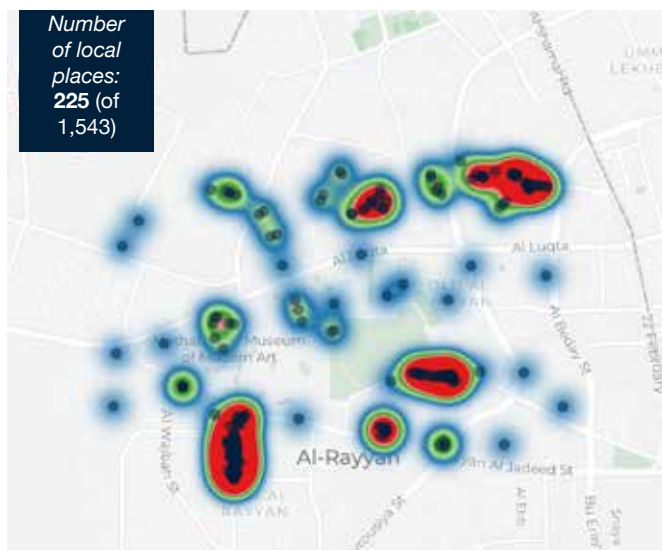
5.3 Key findings

Insights by relevant place subtype

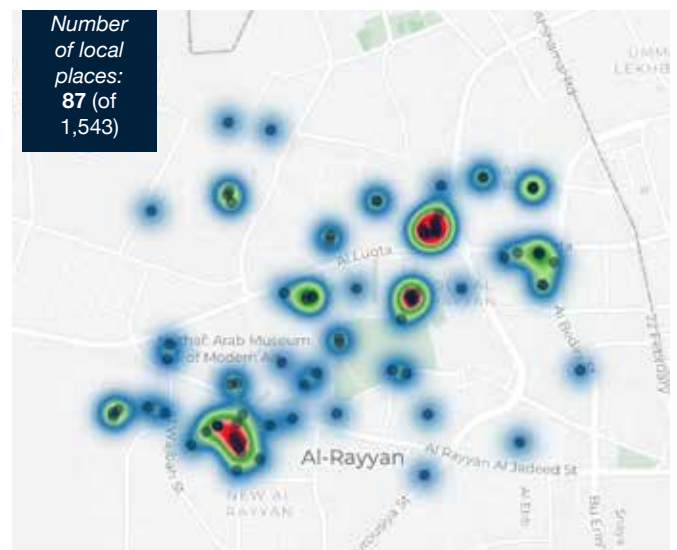
Exploring the spatial distribution of places within relevant subtypes, demonstrate how Education City is performing at a more detailed level.

These diagrams highlight the **significant clustering of Education places**, and the alignment of clustering between the Technical & Industrial, Retail and Hospitality subcategories.

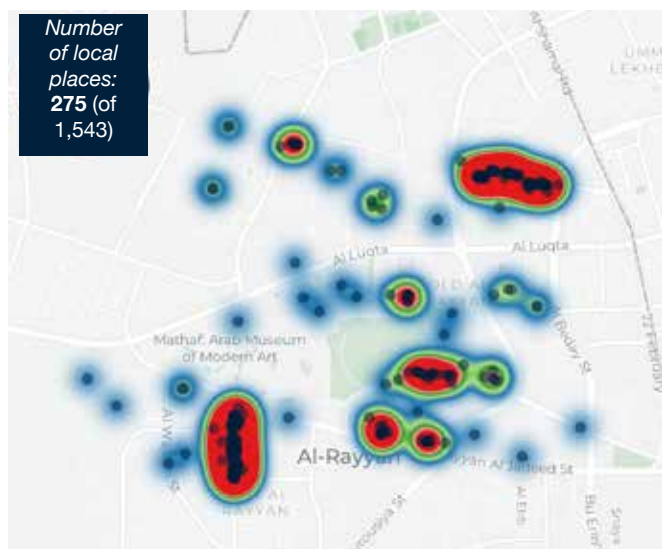
Technical & Industrial



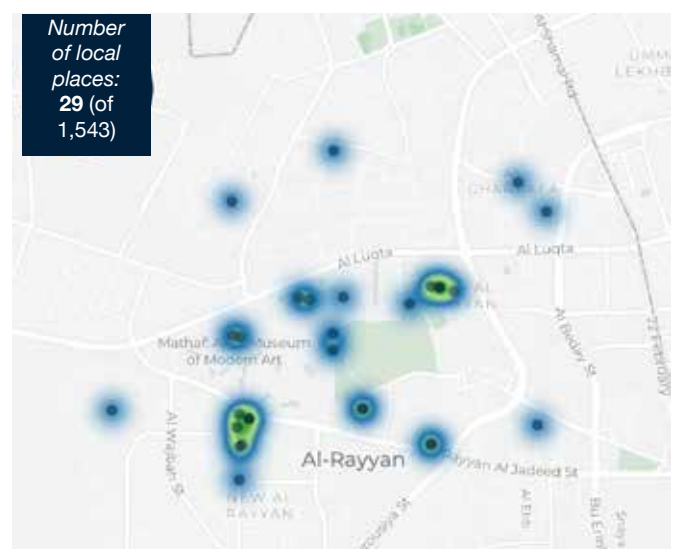
Health & Wellness



Retail



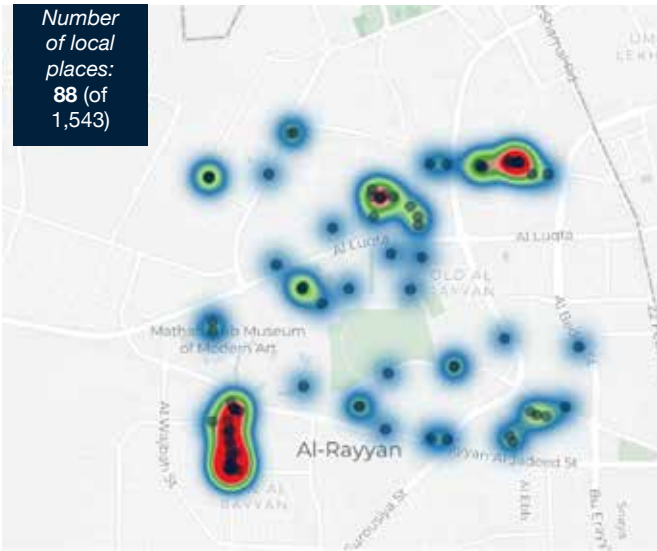
Arts & Culture





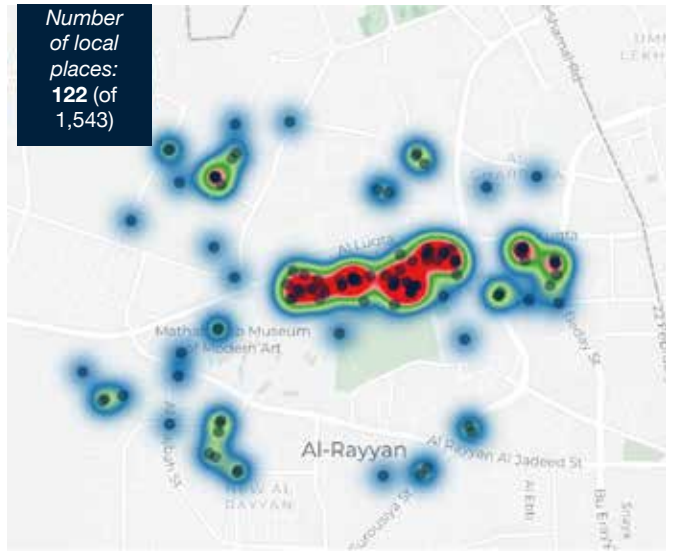
Professional

Number of local places: **88** (of 1,543)



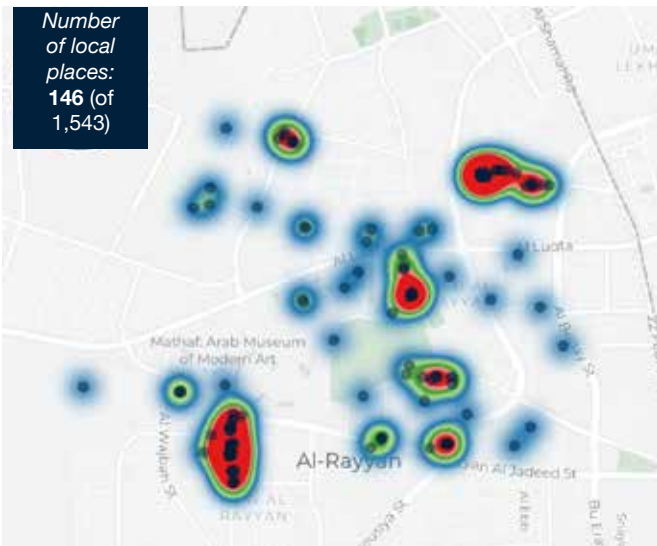
Education

Number of local places: **122** (of 1,543)



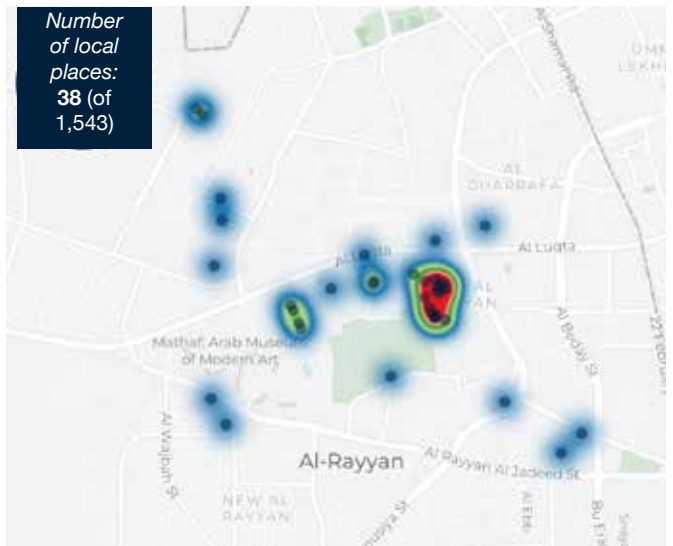
Hospitality

Number of local places: **146** (of 1,543)



Public Space & Nature

Number of local places: **38** (of 1,543)

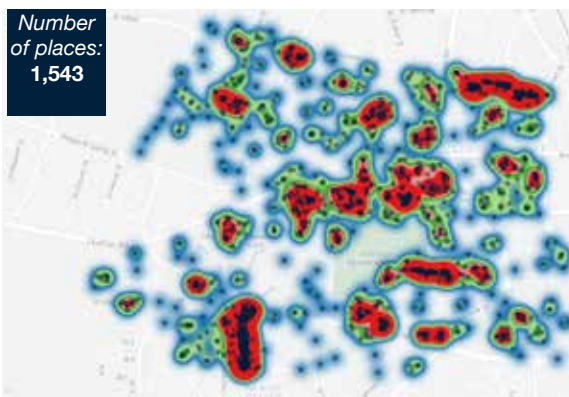


How does day and night activity vary?

Destinations with active fronts that are open late encourage the use of a neighbourhood after dark, enhancing feelings of safety and encouraging people to walk and linger. While there are hubs of destinations within Education City that are open after dark, there is a lack of activity connecting the clusters. This discourages walking at night.

* Note that a small proportion of places (particularly Physical Assets) do not have online opening hours available. This means that they are not shown on the map or included in the place count, despite the fact that they may be open during this time.

Number of places: **1,543**



Number of places: **483** (of 1,543)



5.0 Exploring the Key Indicators : Vitality

5.4 Geographical Comparison

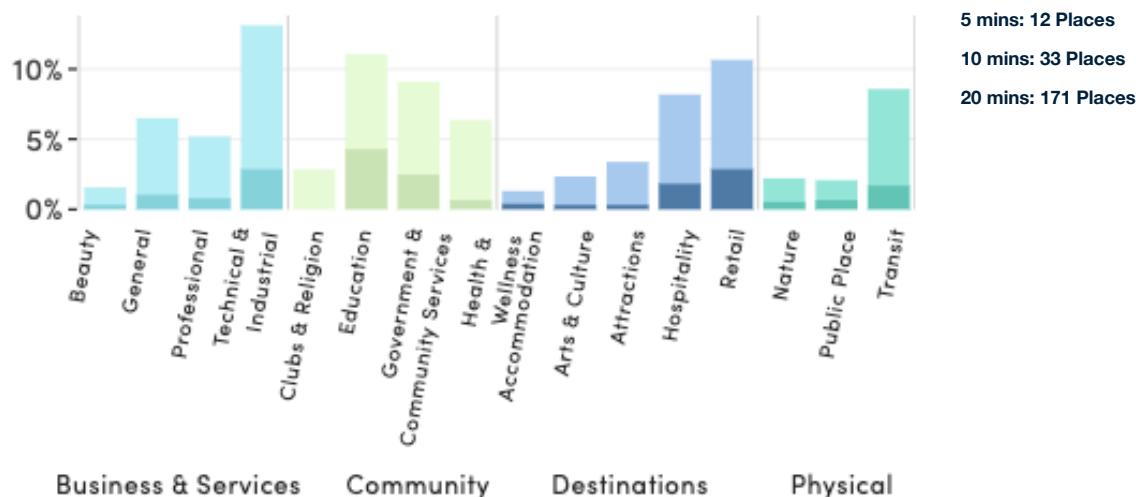
The following diagrams enable us to understand how Education City performs in relation to vitality in comparison with key international and regional precinct neighbourhoods. These comparisons highlight that the Education City Masterplan Area achieves the lowest vitality score in comparison to all of the selected Regional Qatar Precincts and International Precincts.



Learnings from Walkability Comparisons

Walkable environments encourage the use of public space, raising the frequency and quality of informal social interactions. Walking increases when there are convenient routes broken up with multiple destinations and points of interest.

There is an **opportunity to increase the number of walking routes in Education City**, as well as activating the routes with destinations and points of interest.



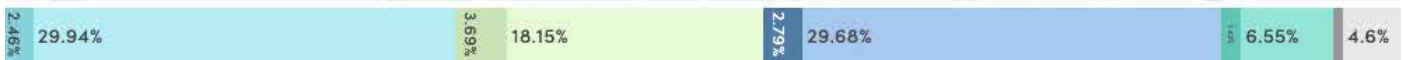
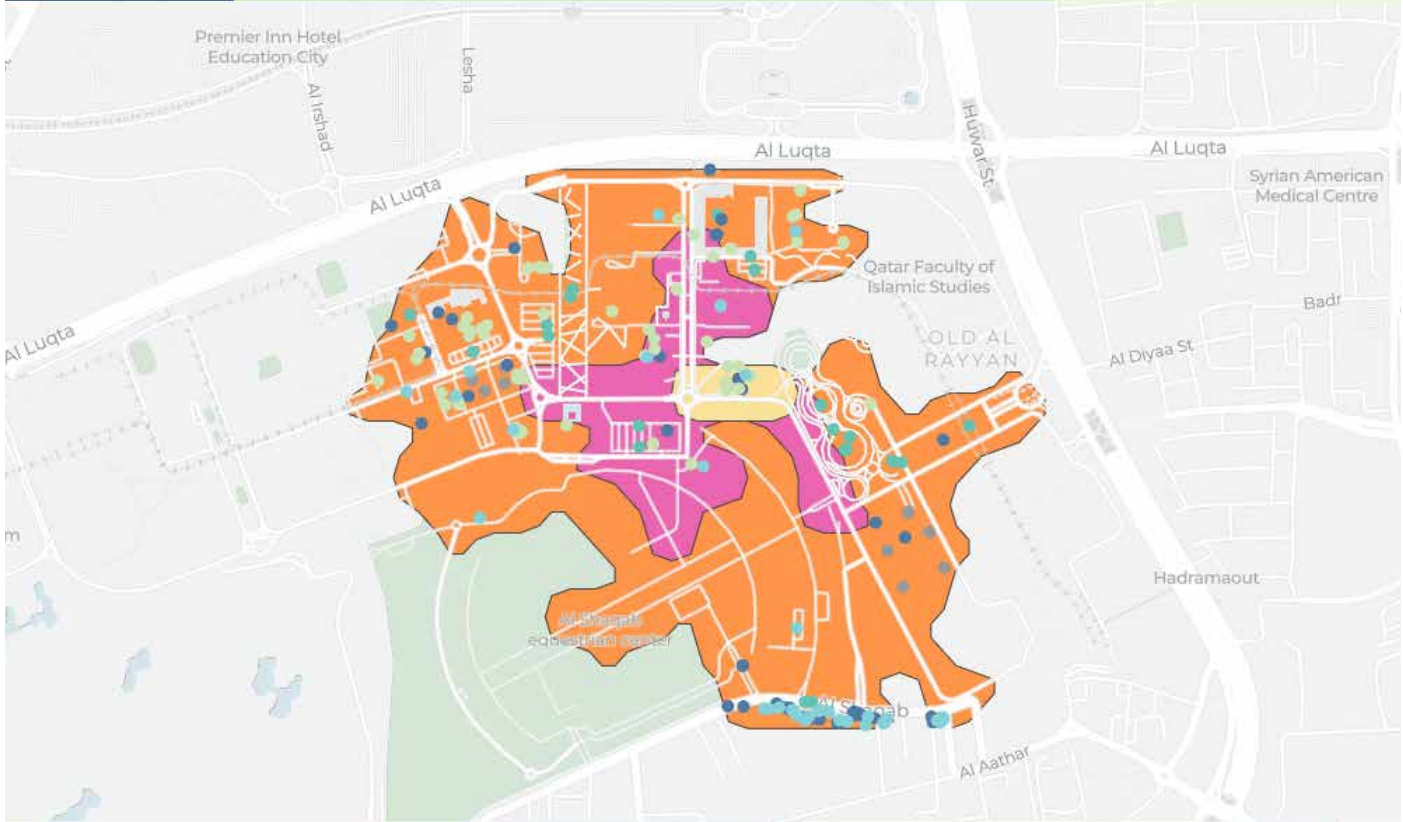


171 (of 1,543) Filtered Places

Top Category: Community (3.69%)

Neighbourhoods characterised by Community are likely to be known for social services such as health or government.

Top subcategory: Education (2.14%)



Key

- ★ Measured from this point
- Orange square: 20 minute walk
- Pink square: 10 minute walk
- Yellow square: 5 minute walk

Walking distance measured from the Education City digital data point, located at the south side of the Student Recreation Centre. This estimate needs to be physically verified by the Masterplan Team as it has been created using data analytics.

5.0 Exploring the Key Indicators : Vitality

A comparison of the walking distances within Education City and other adjacent, regional and international precincts, demonstrates that there is significant room for improvement around this metric.

Adjacent Comparison: South of Precinct

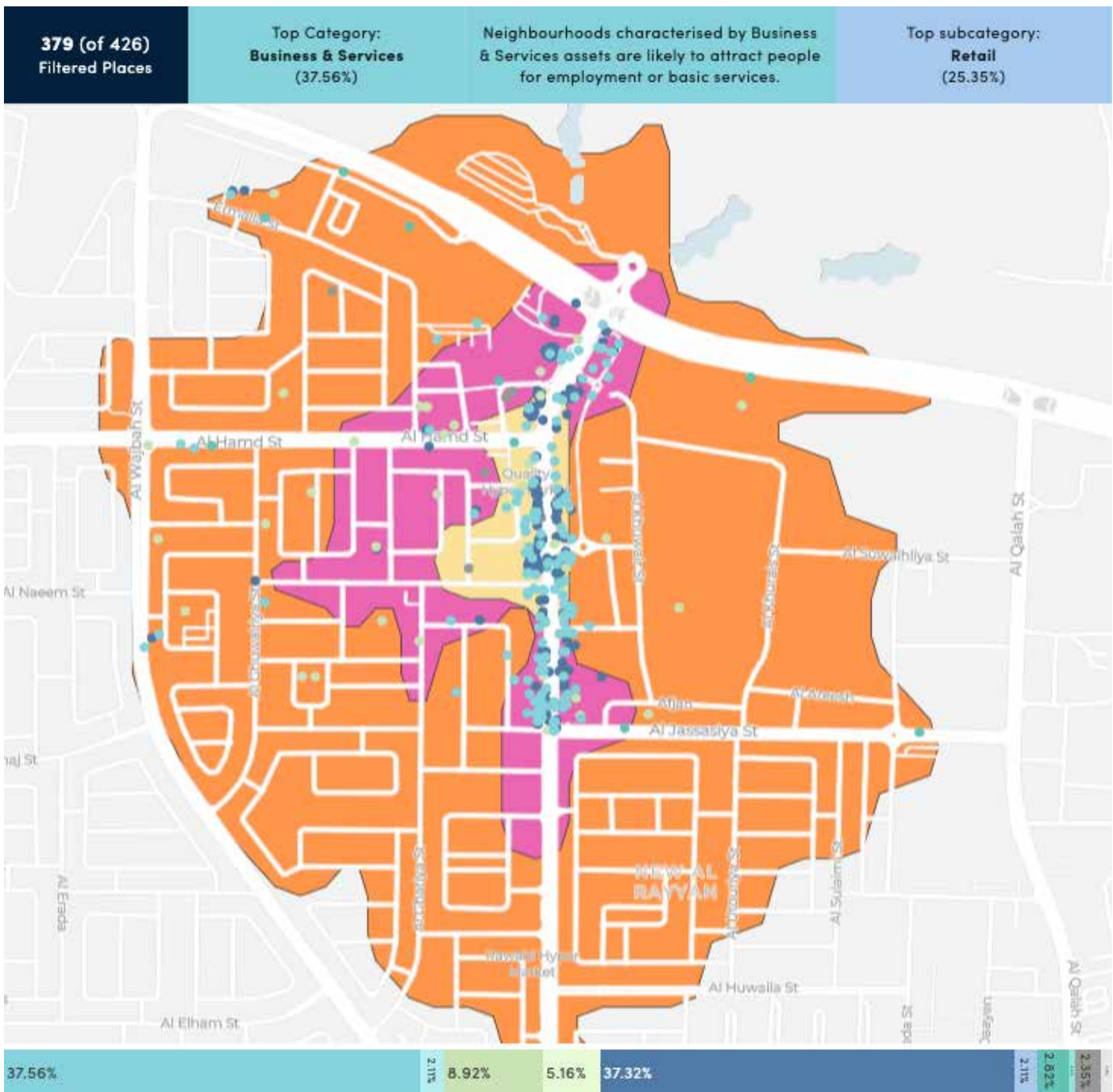
5 mins:
161 Places

10 mins:
337 Places

20 mins:
379 Places

Key

- ★ Measured from this point
- 20 minute walk
- 10 minute walk
- 5 minute walk





Regional Comparison:
Pearl Qatar

5 mins:
45 Places

10 mins:
125 Places

20 mins:
512 Places

Key

- ★ Measured from this point
- 20 minute walk
- 10 minute walk
- 5 minute walk

512 (of 921) Filtered Places	Top Category: Destinations (32.36%)	Neighbourhoods characterised by destinations are likely to have ample street activation.	Top subcategory: Retail (16.40%)
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5.0 Exploring the Key Indicators : Vitality

International Comparison:
The Battery, Atlanta

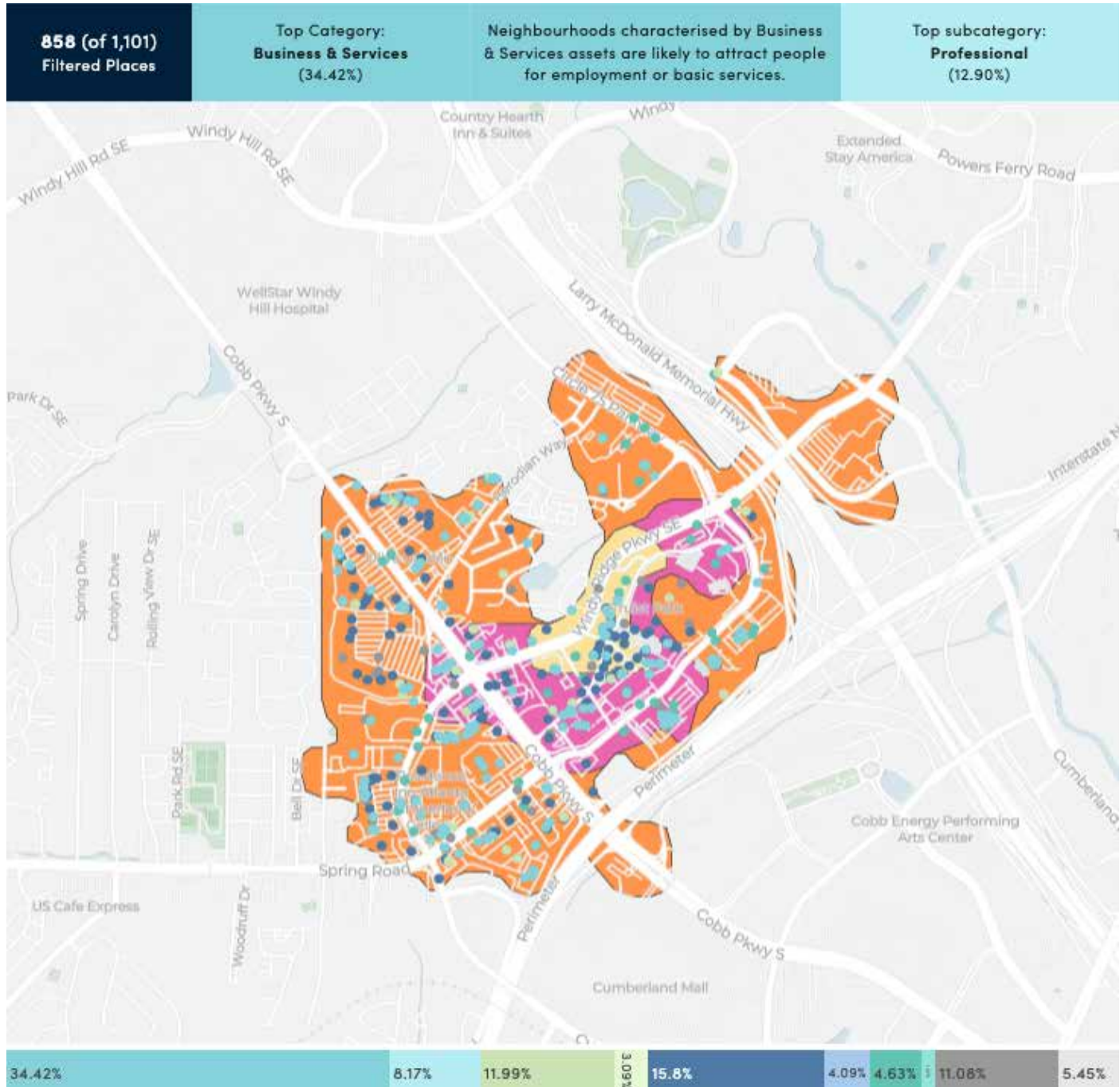
5 mins:
121 Places

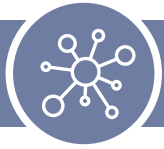
10 mins:
371 Places

20 mins:
858 Places

Key

- ★ Measured from this point
- 20 minute walk
- 10 minute walk
- 5 minute walk





5.5 Key Opportunities

Vitality in the Education Precinct is low.

There is an opportunity to increase walkability and strengthen the co-location of activity.

Learnings from the Pearl Qatar comparison precinct

Pearl Qatar is an example of a walkable destination that has prioritised pedestrian infrastructure, offering a continuous pedestrian experience of the precinct and a strong destination appeal.



5.0 Exploring the Key Indicators : Vitality

5.6 Case Study Examples

Initiatives that reinforce walkable spines and connect lifestyle clusters have a positive impact on local vitality levels.

Southbank Arbour, Brisbane, Australia

The Southbank Arbour in Brisbane is a **walkable spine** connecting multiple nodes within the city. It encourages pedestrians to explore the neighbourhood on foot and to interact with the precinct as a whole.

Its human scale environment, shade structures and visual interest points **encourage walking by making the space comfortable and interesting**. Colour, design and public art are used to cultivate a sense of fun and play, appealing to people of all ages.

An asset like this **increases local vitality** by **connecting major lifestyle clusters** and enabling **better legibility** through the precinct. It also becomes a notable 'place' unto itself, encouraging people to stop and interact with it as an experience.



Southbank Arbour
Brisbane, Australia



Umbrella Sky Project, Agueda, Portugal

The Umbrella Sky Project in Portugal began as a **tactical urbanism initiative** for the Agitageda Art Festival. With the goal of providing shade to pedestrians in the summer months, colourful umbrella canopies were installed above the streets.

The success of the project led to an annual rotating installation, becoming part of the identity of the neighbourhood and establishing it further as a well-known destination.

The project **encourages people to explore the streets and laneways**, providing a sense of fun, excitement and colour to the neighbourhood. The playful nature of the project adds a layer of approachability to the streets, encouraging youth engagement in public space.

This initiative **increases local vitality** by **reinforcing walkable spines** through the center, **connecting the lifestyle clusters** and **encouraging better exploration** of the neighbourhood by local users.



Umbrella Sky Project
Agueda, Portugal



6.0

**Exploring
the Key
Indicators :**
Relevance



6.1 Key Direction

Education City has the opportunity to increase visitation and to create a digital strategy to increase place engagement online and offline.



6.2 Why it matters

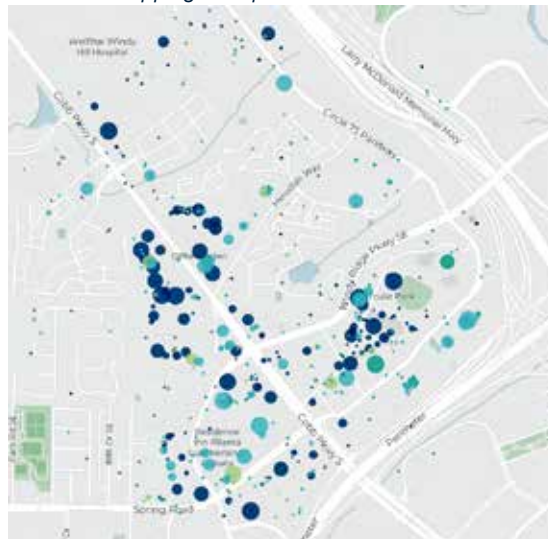
Innovation districts have high levels of local engagement.

The **Relevance** indicator allows us to explore the importance of places through analysing the levels of online interaction with a place.

A network of well known and loved places with high levels of online engagement indicate a neighbourhood with a strong identity and destination appeal.

The examples shown demonstrate the mapping of relevance within two very contrasting precincts - Al Shaqab Precinct, Education City in Qatar, and The Battery Precinct in Atlanta, United States

Relevance mapping example



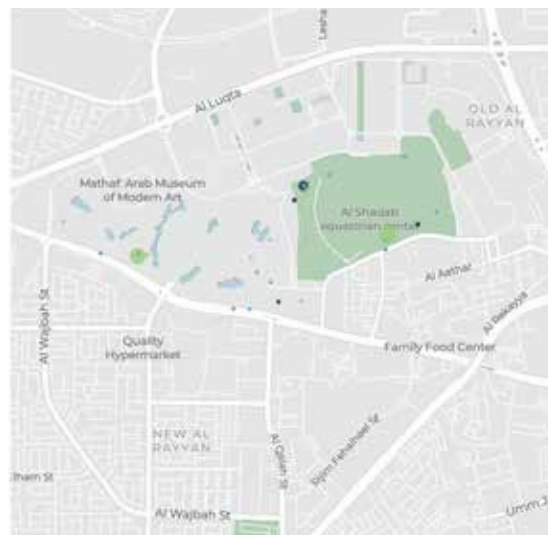
High Relevance
The Battery, Atlanta

Key

Relevance Scale



0 — 8 — 10
Sliding scale from 0-10, increasing exponentially as size does!

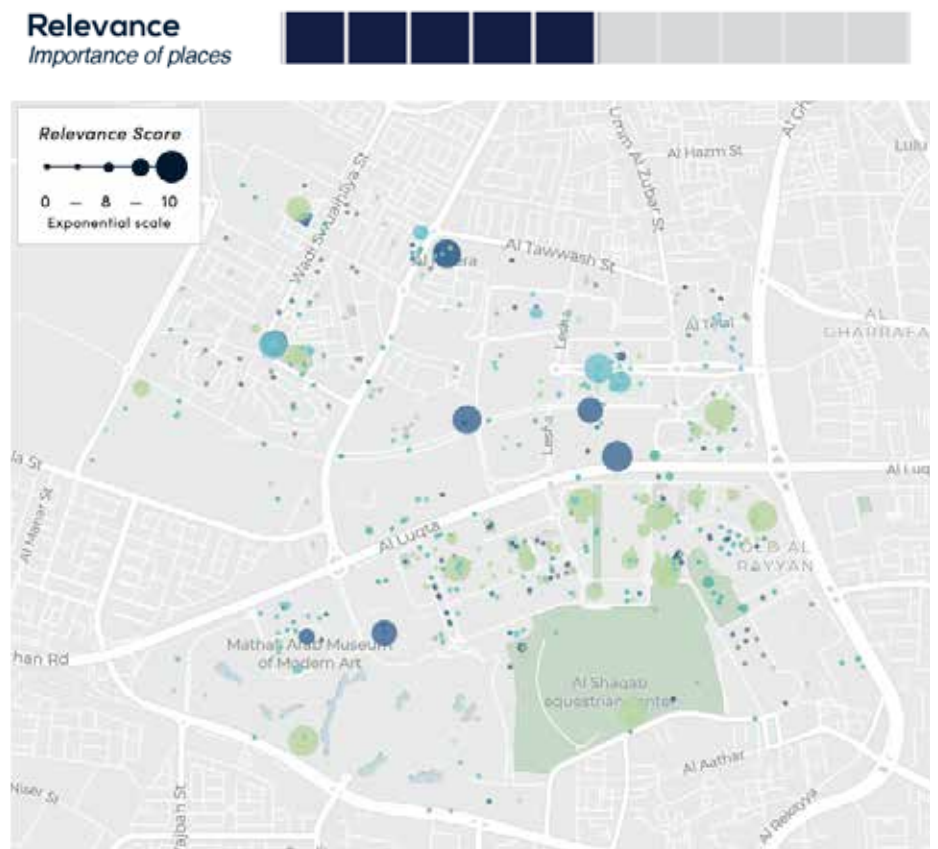


Low Relevance
Al Shaqab Precinct, Education City, Qatar

6.0 Exploring the Key Indicators : Relevance

6.3 Key findings

The data analytics demonstrate that within the overall Education City Masterplan Area there are moderate levels of Relevance. This means that there is some level of engagement with most places.



Top 5 most relevant places for Education City by place category

Place names showing up in relevance shows a level of established identity. The following table captures the top 5 most relevant places for each place category, based on places with the highest online interaction.

Rank	Business & Services	Community	Destinations	Physical
1	Qatar Science & Technology Park	Al Shaqab	Qatar National Convention Centre	Oxygen Park
2	Aramex	Education City	Premier Inn Doha Education City Hotel	QNL Metro station - At Sidra Medicine Side
3	فاتورة لحلول - التجارة الالكترونية	Education City Golf Club	Almeera Nasriya (Gharafa Al Rayyan)	Oxygen Park Parking
4	Trifoglio salon & spa صالون وسبا تريفوليو	Education City Mosque	Al Meera	Education City Metro Park & Ride
5	MEEZA Data Center - MV1	Qatar National Library	Lulu Express	The Miraculous Journey By Damien Hirst



6.4 Geographical Comparison

The following diagrams demonstrate the types of places that earn top relevance in comparison precincts internationally and regionally. These demonstrate a **trend for Innovation Districts to often have anchors, landmarks and public places as their most relevant places.**

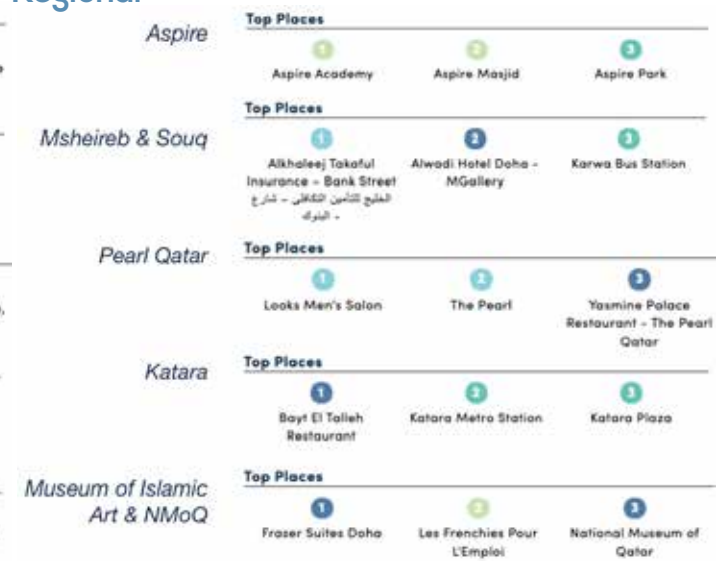
Key

- Business & Services
- Community
- Destinations
- Physical

International



Regional





6.5 Key Opportunities

Relevance is moderate

Places in Education City have **less online interaction overall** than those in the comparison areas.

Online interaction is a useful proxy for how much these places are valued and used by the community.

There is **opportunity to bolster digital engagement** and visitation of other destinations.

Learnings from the Museum of Islamic Art & NMoQ comparison precinct

High levels of digital engagement, ratings and reviews demonstrate high levels of place attachment.



6.6 Case Study Examples

The digital interaction with places in a neighbourhood can pinpoint the places that people care about, love or feel connected to.

Digital Engagement of Melbourne's city laneways, Australia

Melbourne's city laneways are a strong element of the city's identity, with the digital engagement they receive further reinforcing this.

While the laneway street art and digital engagement with it emerged organically, it has been leveraged to reinforce the destination appeal and iconic identity of Melbourne through strategic programming.

Digital engagement through creative visual points of interest allows people to engage with a space in a secondary way, leaving behind their footprint and impression to others and creating a consistent place brand.



Digital place engagement



Melbourne laneways + Instagram



7.0

**Exploring
the Key
Indicators :**
Character

7.0 Exploring the Key Indicators : Character

7.1 Key Direction

Education City has the opportunity to focus on thematic activity around community, education and technology, to leverage strengths.



7.2 Why it matters

Successful innovation districts have a strong sense of destination appeal and a robust business & services ecosystem.

The **character** indicator allows us to contextualise a neighbourhoods' distinctive local identity based on the most common place type within it and how that reflects the character of the neighbourhood.



Arena district
Columbus, Ohio



7.3 Key findings

The data analytics demonstrate that Education City is best known for its Community services and Physical Assets.

Neighbourhood	Top Category	% of Places that are Top Category
Education City North	Community	31.6%
Sidra, QNCC, QSTP	Business & Services	41.0%
Schools, Stadium & Museum	Community	37.6%
Al Shaqab	Community	45.2%
South Campus	Community	41.1%
South of Precinct	Business & Services	39.7%
East of Precinct	Destinations	39.5%



7.0 Exploring the Key Indicators : Character

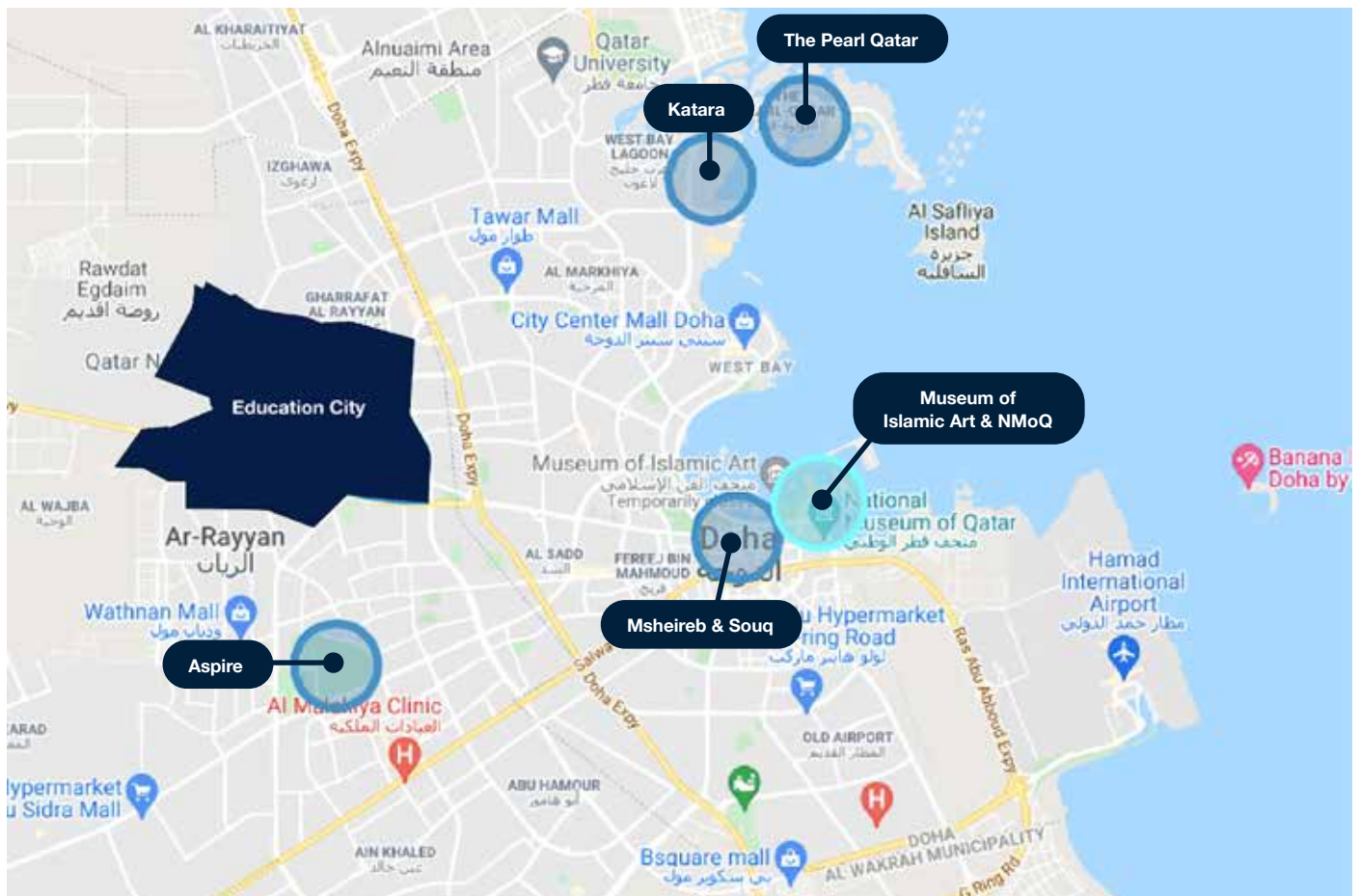
7.4 Geographical Comparison

The following diagrams illustrate the inherent character present within the regional and international comparison precincts.

Regional Character

A majority of Qatar's regional precincts are characterised by destinations. This means they are likely to have ample street activation and places to visit, spend and stay.

Neighbourhood	Top Category	% of Places that are Top Category
Katara	Destinations	55.2%
The Pearl Qatar	Destinations	55.9%
Aspire	Destinations	37.6%
Msheireb & Souq	Destinations	56.0%
Museum of Islamic Art & NMOQ	Business & Services	44.3%





7.4 Geographical Comparison

International Character

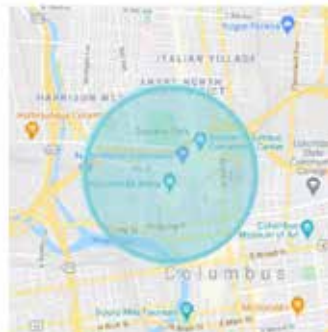
Precincts with higher destinations also have higher volume and vitality.

Neighbourhood	Top Category	%
Pittsburgh Innovation District	Community	69.0%
Cyberjaya Malaysia	Destinations	37.0%
Knowledge District Zuidas	Business & Services	25.2%
22@ Precinct Barcelona	Business & Services	37.1%
Melbourne Innovation District	Destinations	28.5%
Medellin Innovation District	Destinations	33.5%
South Lake Union Innovation District	Business & Services	29.4%
The Battery, Atlanta	Business & Services	42.8%
DistritoTec, Mexico	Destinations	33.1%
The Arena & Beta District	Business & Services	42.3%

DistritoTec Mexico



The Arena District & Beta District Columbus USA



Pittsburgh Innovation District USA



Cyberjaya Malaysia



Knowledge District Zuidas Amsterdam



22@ Precinct Barcelona Spain



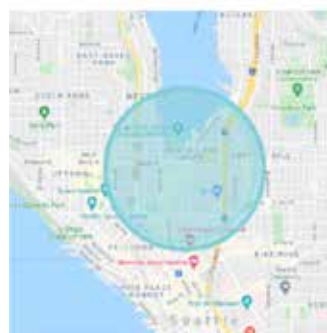
Melbourne Innovation District City North Australia



Medellin Innovation District Columbia



South Lake Union Innovation District Seattle USA



The Battery Atlanta USA

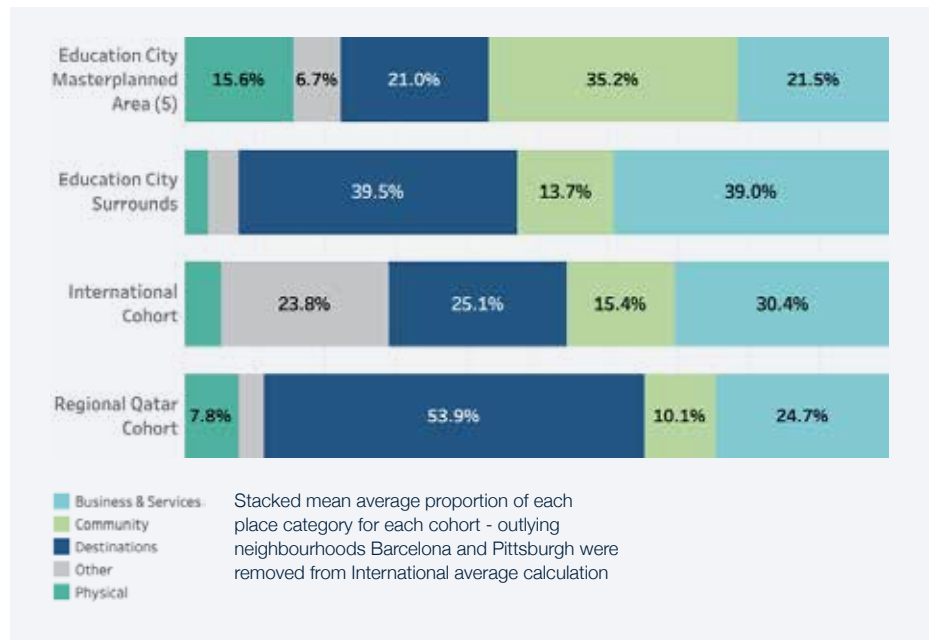


7.0 Exploring the Key Indicators : Character

Comparison by place category

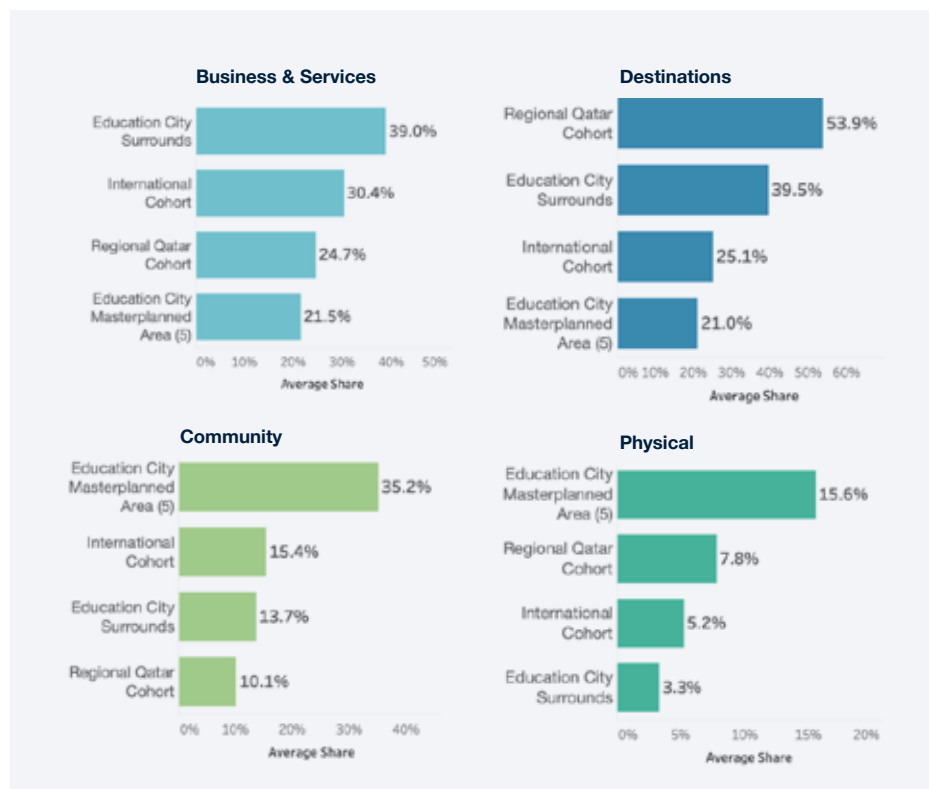
An analysis of the Education City Masterplan Area character by place category, in comparison with the Education City Surrounds, International Cohort and Regional Cohort, provides performance metrics for character.

This shows that Education City has a low proportion of destinations (hospitality, retail, arts & culture) compared to other neighbourhoods in Doha. While International precincts have a similar proportion of Destinations as Education City, but on a much denser level.



The following diagrams further highlight the performance of Education City against the comparison precincts for each of the place categories, demonstrating that:

- **Community Assets** are the dominant reason to visit.
- **Physical assets** are a strength compared to other neighbourhoods.
- There is an opportunity for Education City to **strengthen business mix and destination appeal**.





7.5 Key Opportunities

Character is predominantly defined by Community services.

Successful places have a distinctive character they are known for.

There is **opportunity to leverage existing strengths** in community education, public spaces and technology as thematic focus for destination.

Key

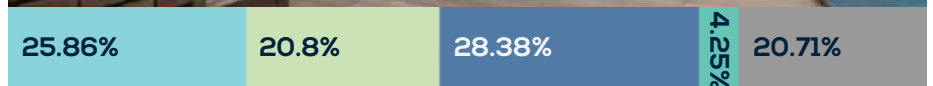
- Destinations
- Business & Services
- Other
- Community
- Physical

Learnings from the Arena District in Columbus and Melbourne Innovation District comparison precincts

Arena district character is defined by economic anchor and residential established around sporting anchor, while the Melbourne Innovation District character features a New University anchor in the CBD with strong public space anchor.



Learning From Arena District, Columbus
Economic anchor and residential established around sporting anchor



Learning From Melbourne Innovation District
New University anchor in the CBD, with strong public space anchor.



7.6 Case Study Examples

Leverage Anchor Use as Destination

Singapore and Chicago are examples of places that have invested in public spaces as anchors. By turning public spaces into the primary reason to visit, they can be used as the key lever in establishing the whole neighbourhood as a destination.

Creating inclusive public spaces also encourages young people to participate in civic life, by creating a space that is accessible to everyone.

Chicago uses public art to do this, encouraging playfulness in space and establishing an iconic and recognisable meeting place.

The Gardens by the Bay in Singapore is another example of creating an iconic destination within the city itself.



Chicago



Singapore

Activate public realm with complimentary uses

Once you have established public space as a destination it can be activated by complementary uses and programming. The Gardens by the Bay in Singapore uses programming to create a multitude of experiences for different demographics and times of day.

Highline in New York City is a linear public space spanning through the city. While it is a major globally recognised asset, activation and programming such as public art, community gardens and dance classes allow it to feel approachable and relevant to a range of people. This creates a feeling of community and locality as well as creating unique experiences or 'hidden gems' within the space.

	<p>Garden Whispers</p> <p>Come and be inspired by the magical light of our fountains and let the music and lights entertain you at night!</p> <p>Info</p> <ul style="list-style-type: none"> 7 April and 8 May <p>Please note that there will be no shows on 30 & 31 Jan 2022, and there will only be shows at 8.00pm from 1 - 3 Feb 2022.</p>
	<p>Quick HIT</p> <p>Let the professional dancers, Quick HIT Network show dancers of high standing research that build strength and health activities in outdoor sites.</p> <p>Know Your Neighbour 1.6 (27 Feb)</p> <ul style="list-style-type: none"> 6.30 - 8.30 PM Sat 12.30 PM Sat 9.30 - 11.30 AM Sat 9.00am - 10.00am Sat <p>Know Your Neighbour 1.6 (27 Feb)</p> <ul style="list-style-type: none"> 6.30 - 8.30 PM Sat 12.30 PM Sat 9.30 - 11.30 AM Sat 9.00am - 10.00am Sat
	<p>Active Family Programme</p> <p>Active Family is an integrated programme that focuses on fundamental movement skills development for children learning between 4 and 6 years old.</p> <p>Know Your Neighbour 1.6 (27 Feb)</p> <ul style="list-style-type: none"> 6.30 - 8.30 PM Sat 12.30 PM Sat 9.30 - 11.30 AM Sat 9.00am - 10.00am Sat
	<p>Face to Face Community Physical Activity</p> <p>Get moving with Low Impact Aerobics, an energising workout that is low-impact on the body especially for people who want to improve their health and vitality.</p> <p>Know Your Neighbour 1.6 (27 Feb)</p> <ul style="list-style-type: none"> 6.30 - 8.30 PM Sat 12.30 PM Sat 9.30 - 11.30 AM Sat 9.00am - 10.00am Sat

<p>Gardens</p> <p>Our gardens are always full of new displays, with the Spring Flower Festival, the Summer Garden Tour and the Winter Garden Tour.</p>	<p>Programs</p> <p>From dance performances to live music, we have a wide range of activities for all ages.</p>	<p>Arts</p> <p>Our commitment to the arts is reflected in the many art installations and the vibrant atmosphere of our site.</p>
<p>High Line Network</p> <p>Network of greenery connecting the city, with a focus on public space, food, and art.</p>	<p>Community Parks Initiative</p> <p>Working with our friends and partners to create vibrant, inclusive and accessible public spaces.</p>	<p>Teens</p> <p>Our commitment to youth is reflected in the many programs and activities for teens, including our teen center.</p>

Gardens by the Bay (Singapore), and The Highline (New York) have significant events programs

8.0

Concluding Remarks

8.0 Concluding Remarks

What insights were learned about Education City?

From the Education City Masterplan Area the following insights were gained.

The data told us:

- there was a low volume of places;
- there was a good variety of places; and
- the precinct character was best defined by community places such as education and government/community services.

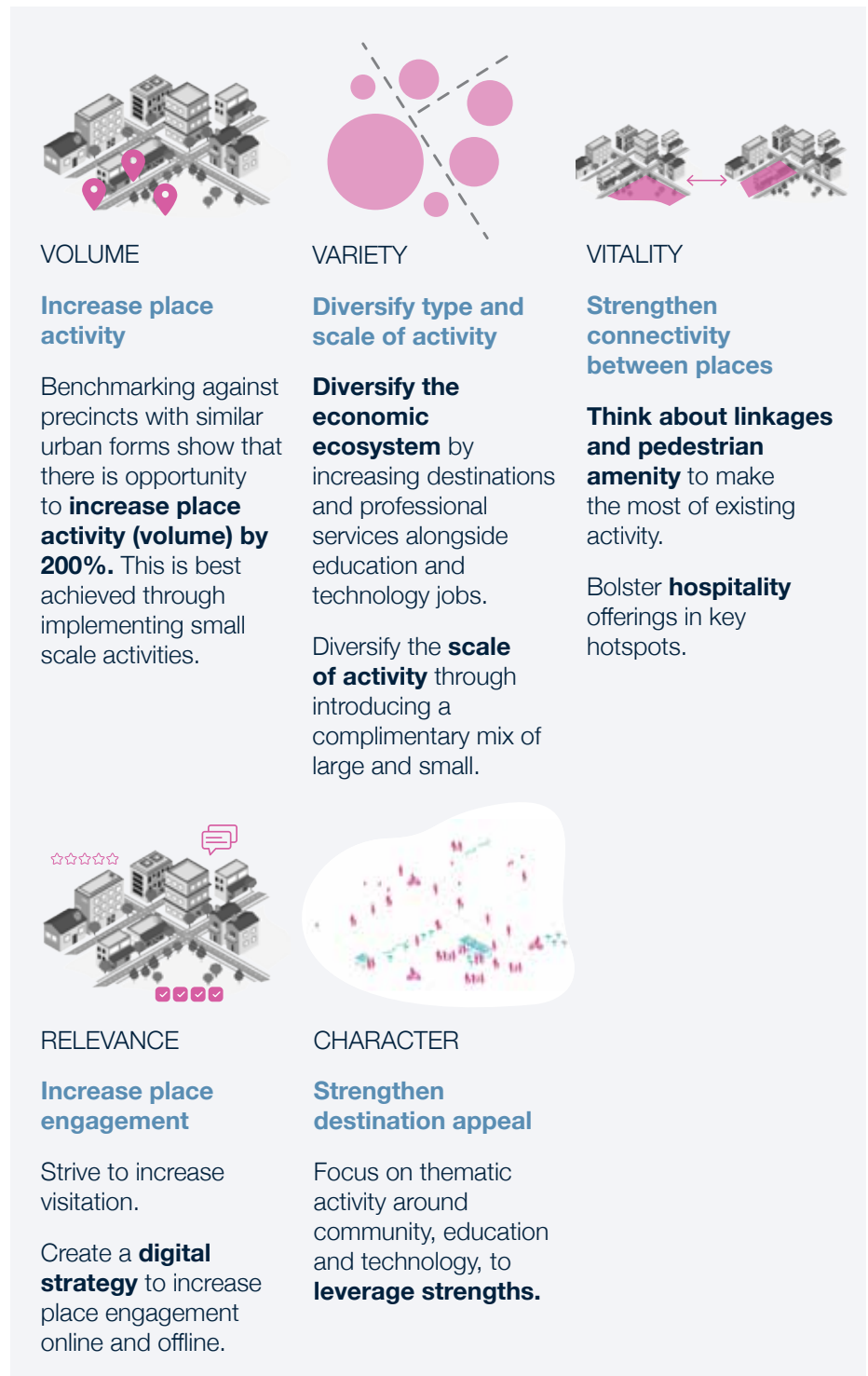
The Urban Life analysis told us:

- the precinct is known for its strengths in education and community;
- the current diversity of uses offers a good starting point for activation; and
- increasing volume - frequency and density of activity

Opportunities for Education City moving forward are to:

- Increase place activity by 200-300%
- Leverage 'Variety' as a focus area
- Improve walkability of the whole precinct
- Increase relevance of places through visitation and place activation and or placemaking initiatives

The diagram below summarises the key opportunities and actions for Education City:



Education City already has an established and rich ecosystem in place. The findings from this data will aim to help Qatar Foundation in understanding how their community engages with their buildings and assets, and ultimately improve the programs, city planning approaches, and opportunities for growth and vitality. By helping them look strategically at their precinct as an ecosystem that is interconnected and complementary, the findings will ideally lead them to creating a true example of a healthy, sustainable, culturally rich city.

9.0

Appendix: Additional Analysis

9.0 Additional Analysis

9.1 Key Direction

Education City has the opportunity to enhance activity levels at night.



9.2 Why it matters

Successful innovation districts offer things to do across different times of the day and days of the week.

This better supports the local economy by enabling more opportunities for networking and collaboration, as well as economic activities.



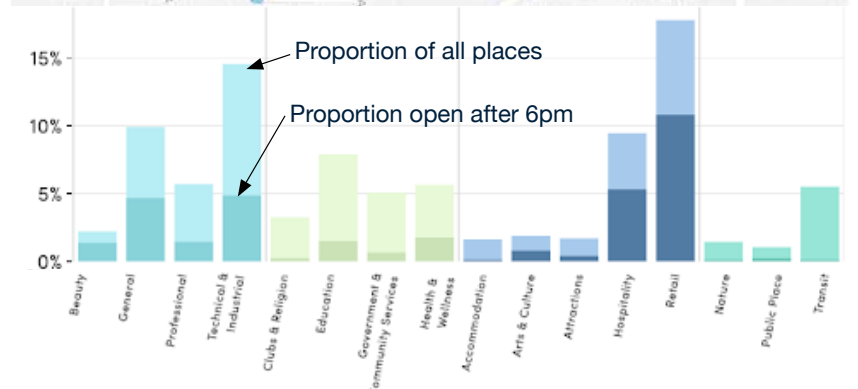
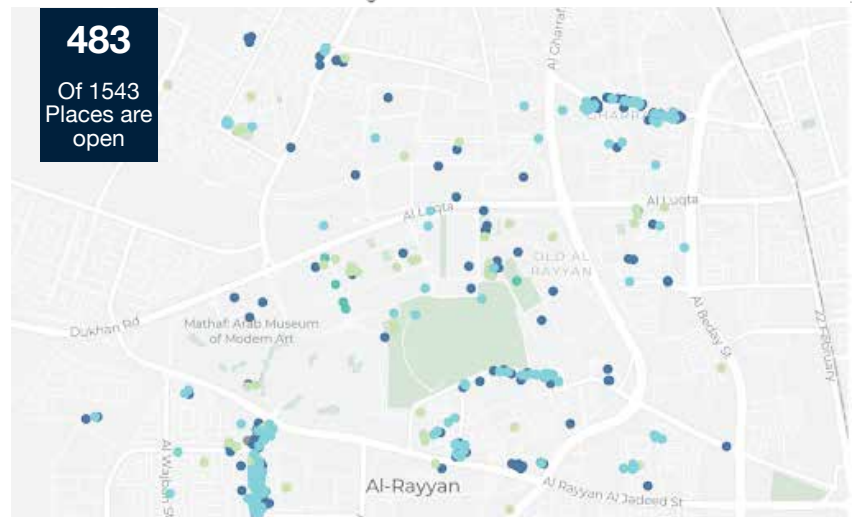
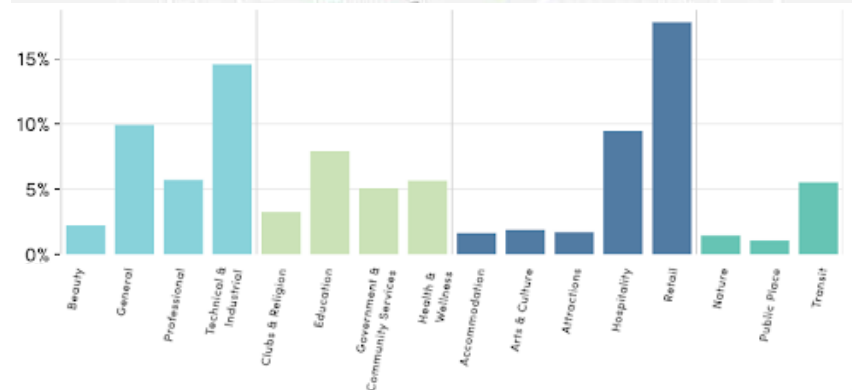
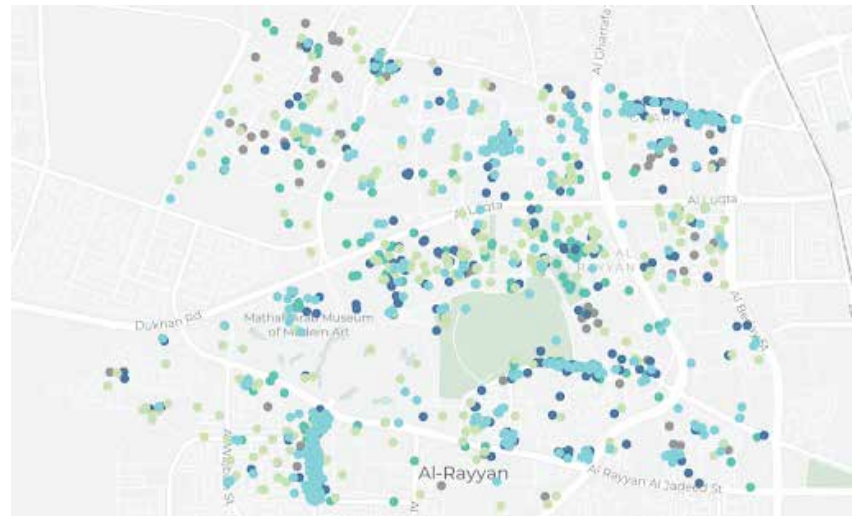
9.3 Key findings

The following two studies demonstrate different insights for two different time intervals.

Opening hours between 6pm and 4am

This time interval was chosen by the project team to reflect the evening transition of Education City from daytime to post school and work activities.

This study demonstrates that Education City has a relatively low volume of place activity at night. There are some retail and hospitality offerings in the evening, but low health, education, business and public space offerings.

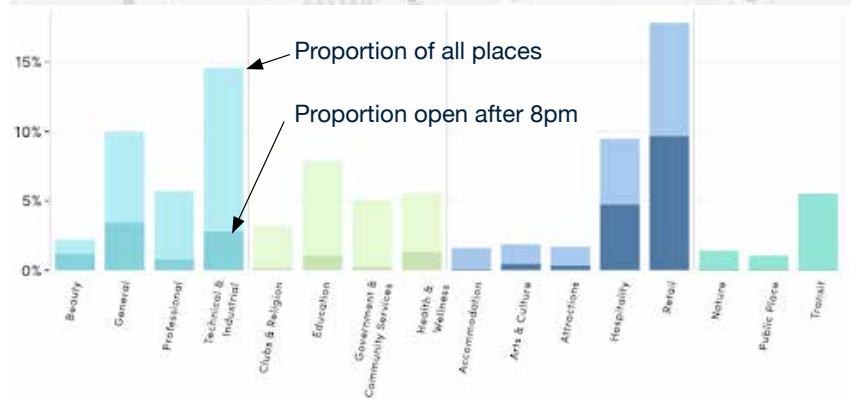
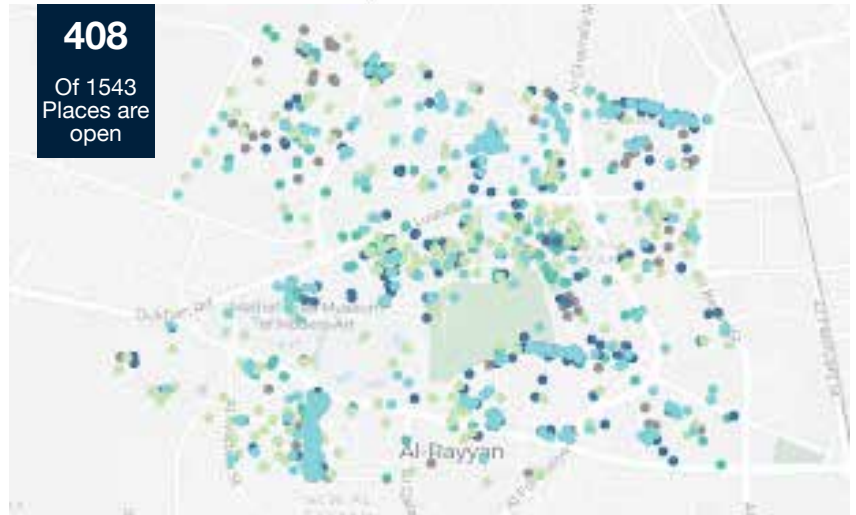
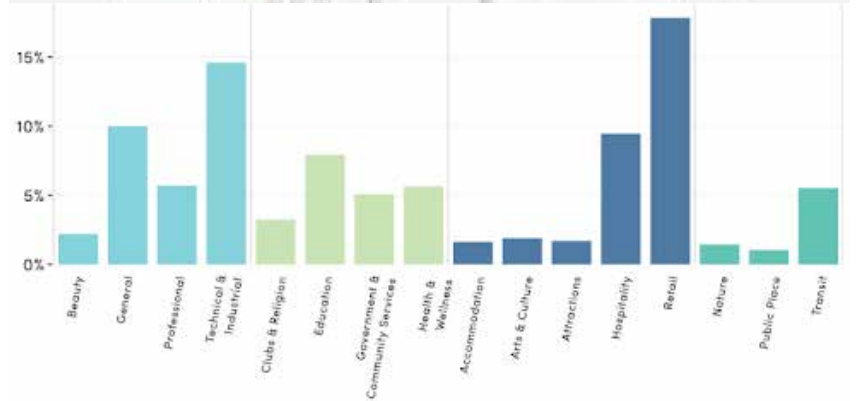
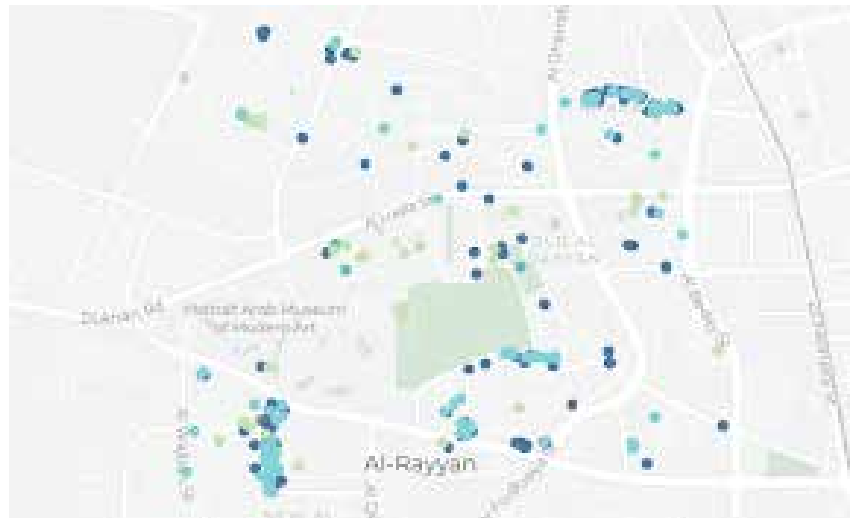


Filtered to show places with opening hours between 6pm - 4am

9.0 Additional Analysis

Opening hours between 8pm and 4am

This time interval was chosen to show the late night economy, using 8pm as a buffer to filter out businesses that close at 7.30pm. The general insights gained are the same, but this demonstrates the change in places open during this period.



Filtered to show places with opening hours between 8pm - 4am

9.4 Geographical Comparison

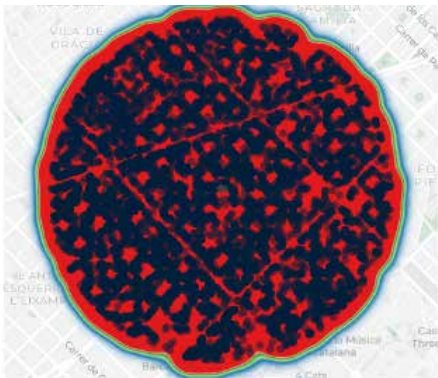
International Comparisons

International neighbourhoods all show anchors or dense night time activity. Education city shows disconnected clusters. The only outlier is Cyberjaya which shows a hub.

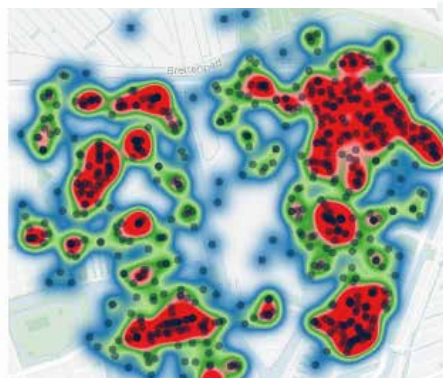
6pm to 4am

* Note that a small proportion of places (particularly Physical Assets) do not have online opening hours available. This means that they are not shown on the map or included in the place count, despite the fact that they may be open during this time.

Barcelona 22@ Precinct



Zuidas Knowledge District



Arena and Beta District, Columbus



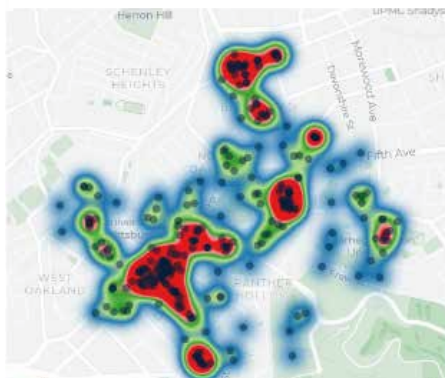
Education City



DistritoTec, Mexico



Pittsburgh Innovation District



Cyberjaya, Malaysia



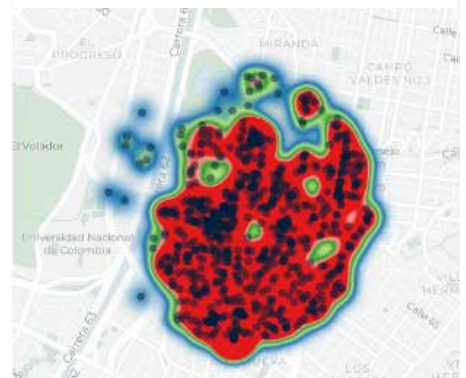
The Battery, Atlanta



Melbourne North Innovation District

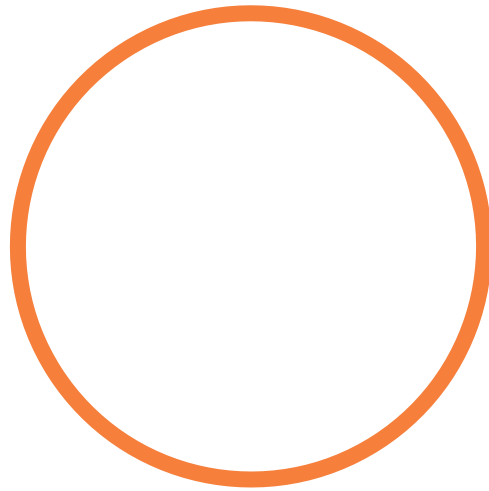


Medellin Innovation District



South Lake Union Innovation District, Portland





Education City as an Innovation District - Insights



neighbourlytics
a social analytics platform for neighbourhood development

إرثنا
earthna
عضو في مؤسسة قطر
Member of Qatar Foundation

