

EMPLOYMENT SECTORS

The facilities that house jobs are typically described as office and industrial properties, which is an oversimplification of these properties. There is a more nuanced spectrum of market segments within the office and industrial umbrella depending on the activities occurring within these spaces. This spectrum ranges from smaller, well-designed environments that foster creativity and idea generation to large manufacturing facilities and warehouses designed to create and move large quantities of products.

This spectrum of market segments does not just happen naturally. The different uses require thoughtful and proactive planning to foster the growth of particular segments. There are a number of variables including the quality of space, workforce education, transportation needs, and real estate needs that influence where these different market segments and types of jobs will locate. For example, sites ideal for warehousing with a large footprint and access to heavy rail and highways will not be as suitable for innovative research and development facilities that need access to knowledge, co-creative environments, and multiple modes of transportation.

In many cases, the existing assets and obstacles of a given location may determine which market segments develop, but often specific segments can be targeted with effective planning. A community can target prioritized industry clusters by creating places that cater to the unique needs of those businesses.



INDUSTRIAL Fabricate + Service

Office + Light Industrial + Retail



TRANSPORTATION NEEDS



REAL ESTATE NEEDS

Small-medium footprint space
Tech infrastructure
Adaptive use

Medium footprint sites
Simple low investment buildings

CRITICAL NETWORK

Complementary service providers
Transportation

Customer base
Supply chain




INDUSTRIAL Manufacture + Warehouse

Office + Retail + Industrial



TRANSPORTATION NEEDS



REAL ESTATE NEEDS

Large-footprint sites
Simple low investment buildings
Utility infrastructure

Very large footprint sites

CRITICAL NETWORK

Raw material providers
Utility infrastructure
Storage and waste recyclers

Transportation





OFFICE

Incubate + Innovate + Create

Institutional + Office + Light Industrial



TRANSPORTATION NEEDS



REAL ESTATE NEEDS

Diverse, agile and high investment space
New construction

Small-medium footprint space
Tech infrastructure
Adaptive use

CRITICAL NETWORK

University R&D
Knowledge clusters
Related service providers

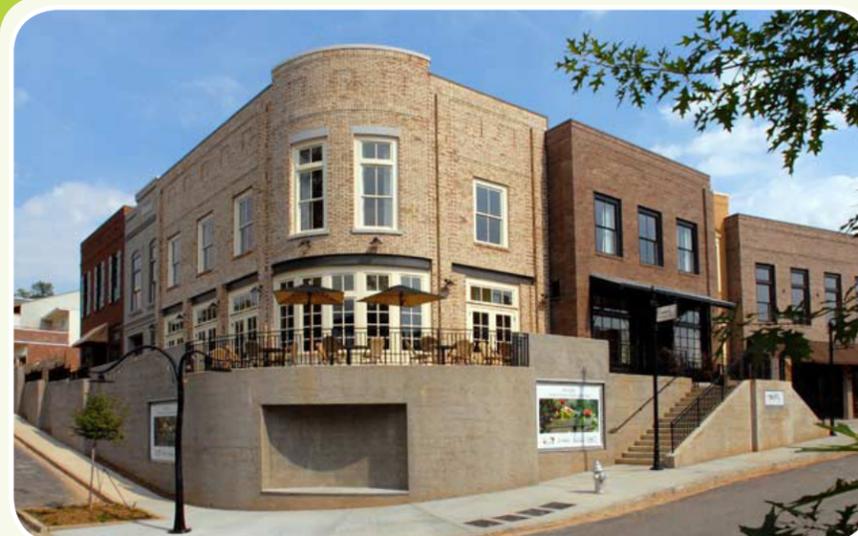
Material providers



RETAIL/SERVICE

Retail + Service Retail

Commercial + Mixed Use



TRANSPORTATION NEEDS



REAL ESTATE NEEDS

Small-medium footprint space
Adaptive use
Small-medium footprint sites

CRITICAL NETWORK

Complementary service providers
Customer base

