

ULI Washington and MWCOG Partnership Proposal

Updated: February 13, 2023

Background

In the past, [ULI Washington](#) and the [Metropolitan Washington Council of Government](#) (MWCOG) have successfully partnered to offer technical assistance to COG-member jurisdictions. Historically, this partnership focused on Activity Centers, a key area of interest for MWCOG. There is a renewed interest in rekindling this partnership to continue offering technical assistance in key areas throughout the Metropolitan Washington Region.

Key Staff Collaborators

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Structure of Application Process

In the 2024 fiscal year, ULI Washington seeks to revive this partnership, and in doing so prioritize supporting communities in need of technical assistance but lacking funding. This partnership will focus on [Equity Emphasis Areas](#) (EEA), [High Capacity Transit Station Areas](#) (HCTSA) and [Activity Centers](#) (AC) and be offered via ULI Washington's [Technical Assistance Panel \(TAP\) Program](#).

Interested parties will apply to ULI Washington, and a team comprised of MWCOG and ULI Washington staff will review the applications using a combined point-based and qualitative system. Three applicants will be chosen for the 2024 fiscal year, and ULI Washington will coordinate the scheduling of the TAP with applicants directly.

Applicants that focus on Equity Emphasis Areas, High Capacity Transit Station Areas, and/or Activity Centers will be prioritized. Applicants that focus on areas that fall into all two or more focus areas will be given top priority. The following pages offer maps of our three focus areas and illustrate how they interact.

Proposed Cost-Sharing

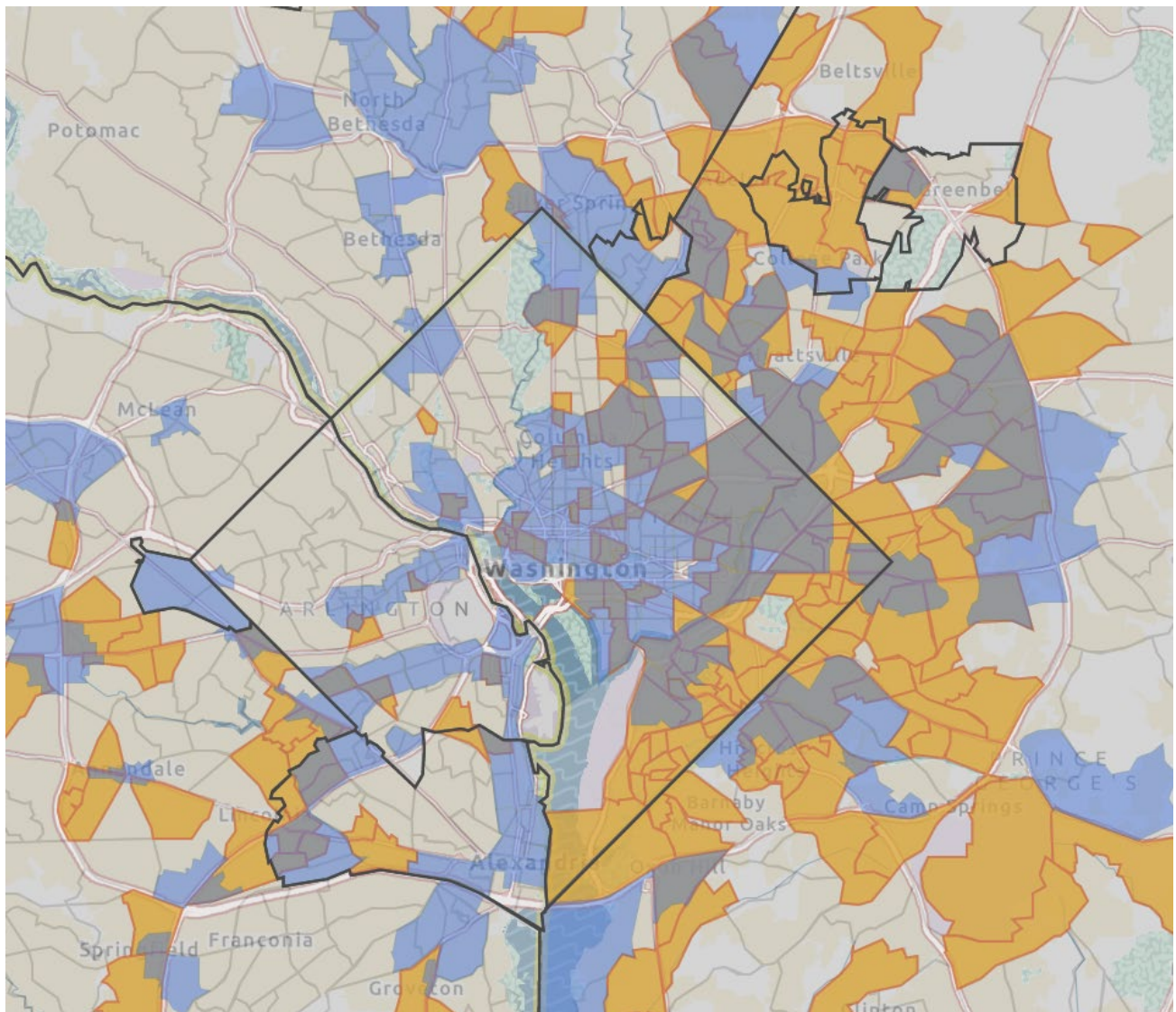
As in the past, ULI proposes sharing the costs 50/50 between partners (ULI Washington and MWCOG) and the sponsor. Under this structure, MWCOG and ULI Washington will each pay one-quarter of the cost of the TAP (\$6,250). The sponsor will pay one-half the cost of the TAP (\$12,500). Collectively, this covers the cost of a full TAP, valued at \$25,000.

Partner	TAP 1	TAP 2	TAP 3	Total
MWCOG	\$6,250	\$6,250	\$6,250	\$18,750
ULI Washington	\$6,250	\$6,250	\$6,250	\$18,750
Sponsor	\$12,500	\$12,500	\$12,500	\$37,500
GRAND TOTAL	\$25,000	\$25,000	\$25,000	\$75,000

Proposed Schedule

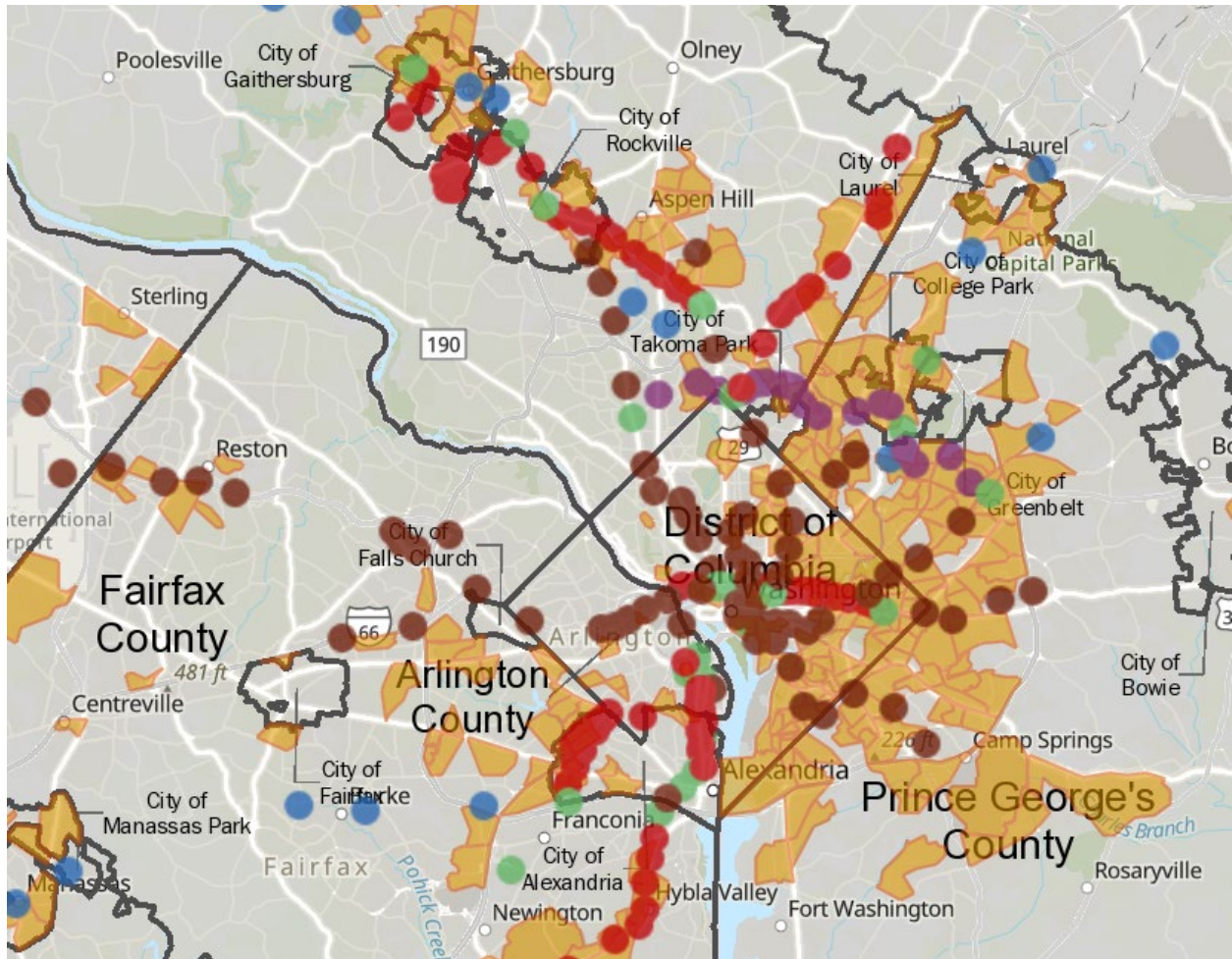
January – February 2023	Finalize partnership details
March 2023	Create application system
April – May 2023	Open application period
June 2023	Application panel review
July 2023	Announce awardees and meet with sponsors
September – October 2023	TAP 1
January – February 2024	TAP 2
April – May 2024	TAP 3

Map 1: Equity Emphasis Areas and Activity Centers



Map 1 shows census tracts in the region that are designated an Equity Emphasis Area (yellow) and an Activity Center (purple). [See the interactive map.](#)

Map 2: High Capacity Transit Station Areas and Equity Emphasis Areas



Map 2 shows census tracts in the region that are designated an Equity Emphasis Area (yellow) and High Capacity Transit Station Areas (dots). [See the interactive map.](#)

Appendix of Past MWCOG-Sponsored TAPs

Rhode Island Avenue ('08)

Part of a partnership between ULI Washington and the Council of Governments (COG), this TAP conducted a focused study of the Rhode Island Avenue-Brentwood Metrorail Station Area. The intent of this TAP is to explore investment opportunities for the Rhode Island Avenue Metrorail Station Area to re-envision it and make it a successful, thriving center. As part of this goal, the DC Office of Planning (OP) requested that the Panel address transportation and parking challenges, and develop recommendations that concentrate on knitting together the disconnected land uses in the area while also encouraging bicycle and pedestrian-friendly development.

Glenmont Shopping Center ('14)

The Glenmont Shopping Center is a disjointed strip shopping center with abundant surface parking comprised of 15 different parcels, owned by 12 different property owners. This, combined with the lack of market demand for improvement, has inhibited redevelopment potential. Given the challenging nature of the site, and the County's ambitious goals for mixed-use redevelopment, the Montgomery County Department of General Services requested that a TAP formulate recommendations for how to achieve a successful land assemblage. In particular, the County is interested in understanding what role, if any, it might play in fostering a successful land assemblage so that the Glenmont Sector Plan can be fully implemented.

Powering Progress on Benning Road ('15)

The decommissioned 19 acres of the Benning Road Power Plant and Service Center offer development opportunities for the neighborhood and greater DC community. Therefore, the DC Office of Planning (OP) approached ULI Washington and the Metropolitan Washington Council of Governments (COG) to host a TAP that could offer recommendations for ways to either enhance or redevelop the site so that it could better serve the surrounding community.

Florida Avenue Market Area ('16)

This Technical Assistance Panel was jointly sponsored by the DC Department of Energy and Environment (DOEE), the DC Office of Planning (OP), and the Metropolitan Washington Council of Governments (COG). The TAP's goal was to identify and elevate awareness of best practices on three topical areas to developers and other stakeholders who are influencing the rapid change in the study area. The three topical areas included district energy and utility infrastructure, cultural sustainability, and open space.

Research Boulevard, MD ('17)

Research Boulevard is proximate to Montgomery County's Life Sciences Center, located outside the city boundary and west of Shady Grove Road. There are synergies to being proximate to the technology hub, but also competition for tenants from the high-quality office and research facilities in the area, many of them offering newer, more up-to-date facilities. This TAP assisted in updating The City of

Rockville’s Comprehensive Master Plan. The Panel sought to answer the questions – what is the future of first-generation suburban office parks and how should the City of Rockville respond to changing market conditions and work culture with regard to employment center context, mix of land uses, amenities, and other urban design issues?

Development Opportunities in Falls Church ('18)

The City of Falls Church finds itself with a unique development opportunity resulting from a historic boundary adjustment that transferred 34 acres of land from Fairfax County to the City of Falls Church. Up to 30% of this land may be redeveloped for economic development purposes over the next 50 years, while the remainder is to be used for school-related purposes. A TAP was conducted to assess the current and future market potential of the acquired land to determine the highest and best use of the study area over time.

A New Riverfront for North Woodbridge ('18)

For over a decade prior to this report the county studied how to implement a commuter “fast ferry” service between the North Woodbridge area to destinations further north along the Potomac River. This TAP examined existing planning efforts around fast ferry service, land use, and economic development in North Woodbridge; outlined existing mobility opportunities in the area; and detailed recommendations for creating “Ferry-Oriented Development” in North Woodbridge, including proposed transit service, land use changes, public and private investments, and a back-of-the-envelope calculation of associated costs and benefits.

Bowie State MARC Station ('20)

The Revenue Authority of Prince George’s County and the Metropolitan Washington Council of Governments (COG) jointly sponsored a ULI Washington Technical Assistance Panel (TAP) for a 97-acre Prince George’s County-owned site adjacent to the Bowie State MARC Station. ULI Washington members met virtually to analyze the development potential for the site and make recommendations that leverage existing nearby assets, including Bowie State University and the MARC station, and contribute to larger County-wide economic development goals. The panel was tasked with developing a realistic vision for the site that meets the needs of a variety of stakeholders, as well as advising the County on its developer engagement strategy.