



High Tech & University-Related Development Services

The ability of a community to capitalize on the high tech sector and other university-related opportunities is a critical component in its economic development and the degree to which it maintains a strong economy as it meets the changing needs of a technology-hungry, globalized world. BBP LLC and its senior staff has been involved in a wide range of high tech and university-related development projects. Categories of involvement include research and technology parks, biotechnology, incubators and accelerators, and other university-related services.

The expertise and experience of BBP LLC in high tech and university-related development spans a wide variety of projects. Assignments illustrate work managed and/or completed by senior BBP LLC staff, including assignments by Basile and Prost, when they were principals and senior technical staff at other consulting firms.

Research & Technology Parks, Biotechnology, Incubator Services

- Research Resource Assessment
- Value Added Approach
- Technology Transfer
- Market & Economic Analysis
- Marketing Strategies
- Financial Feasibility
- Development Packaging
- Innovative Financing
- Organization and Governance
- Public/Private Partnerships
- Location Assessment
- Site Opportunities and Constraints
- Revitalization Assessments
- Economic and Fiscal Impact Evaluations
- Development Solicitation/Evaluation
- Implementation Strategies
- Continued Implementation

Non-University Technology Parks & Technology Strategies

- Technology Parks
- Technology Strategies

Other University-Related Services

- Community Impact
- Community Relationship
- University Campus Strategic Planning
- Retail Development
- Residential Development
- Recreation Development
- Technology Development
- Workforce Development

Product Types

- Research & Technology Parks
- Biotechnology
- Incubators and Accelerators
- Other University-Related



RESEARCH AND HIGH-TECHNOLOGY PARKS

Staff at BBP LLC have been significantly involved in research and high-technology park studies, including site characteristics identification and site selection, market and feasibility analysis, developer solicitation, business plan development, acquisition of tenants, and predicted financial performance, among other activities.

Efforts have included high-technology park facilities (Annapolis, MD), facilities for bio-medical/bio-technology research (Johns Hopkins University, Baltimore and University of Maryland) and applied research linked to nuclear accelerators (Newport News, Virginia). Efforts have also included assessments of university-owned property for general research parks (University of Virginia). See BBP LLC's "Institutional Development Services" for more details.



BIOTECHNOLOGY

Frequently, our staff's work in developing research & technology parks and incubators has aided the development of the biotechnology industry. Often, this has been brought about in a university setting, as universities play a critical role in biotechnology research.

Annapolis, MD, David Taylor Research Center: Led a large multidisciplinary team which prepared a base reuse plan for this 24-acre Base Realignment and Closure (BRAC) property located on the Severn River across from historic Annapolis. The project will include a waterfront inn, commercial office and research facilities, the adaptive reuse of an historic research building into loft offices, and support retail and recreation.



Auburn, AL, Auburn University Research Park: Assessed the feasibility, estimated the economic and fiscal impacts, and recommended implementation strategies for both organization and management as well as financing approaches. Based on the analyses, the University secured funding from their City and State Legislators for much of the infrastructure for the Park. This project has been recognized by the Association of University Research Parks (AURP) as a Best Practice Park.



Augusta, GA: Medical College of GA Research Park: assessed existing and potential research resources, projected market potential, programmed the building sizes and construction phasing and recommended the target industries, governance and implementation strategy to achieve the potential of additional research park space accommodate the anticipated increase in tech transfer and commercialization.

Baltimore, MD, University of Maryland, Baltimore (UMB) BioPark: Conducted biomedical research park market analysis and feasibility study. Responsible for market forecast of probable absorption ranges as well as the financial analysis and economic impact analysis. To conduct these analyses, custom building pro-forma and 10-year cash flow models were designed and

implemented. To date, the two buildings are up and occupied with a total of 360,000 SF as is a 615-car garage. In 2007, the Association for University Research Parks (AURP) named the UMB BioPark the “Emerging University Research Science Park of the Year.”

Baltimore, MD, Johns Hopkins University Bayview Research Park: Guided development plans for a 130 acre bioscience park-like campus near two of the National Institutes of Health’s clinical research centers. This university research park is anchored by a community teaching hospital which is home of Maryland’s comprehensive neonatal intensive care units, the State’s only regional burn center and a geriatrics center that enjoys a national reputation in the field of aging. Announced plans include a 563,000-square-foot facility for the National Institutes of Health and a 150,000-square-foot building renovation for health care companies.



Bethlehem, PA, Lehigh University Technology Park Feasibility Study: Undertook a market feasibility analysis of the research and development and business park potential of Lehigh University’s Mountaintop Campus. The campus already houses laboratories, testing facilities, academic and corporate research, and teaching functions. Evaluated high technology industry trends in the region; identified the University’s specialized expertise and facilities, and surveyed technology-related companies.



Charlottesville, VA, University of Virginia Research Parks: Determined the development feasibility of two land parcels owned by the University of Virginia. Over 400,000 square feet of commercial space tenanted primarily by research and engineering groups was constructed.

Charleston, SC, University-Related Urban Research Park: Led a multidisciplinary team effort to prepare a financial and market analysis plan for the Upper Lockwood Research District in downtown historic Charleston. The Medical University of South Carolina was interested in expanding its campus and establishing an urban, university-related research park to attract bio-sciences users. The resulting development program was tested for financial feasibility and eight (8) sensitivity analyses of alternatives were completed.



College Park, MD, University of Maryland, Research Park Development: Reviewed and determined the feasibility of a 120-acre research park as part of a comprehensive planning effort. Findings were based on a review of real estate market trends, information derived from interviews with leading R&D park managers and developers, a case study analysis, and retail activity review. Identified the necessary development actions, critical success factors, and investments necessary to implement the development “vision.” Tenant targets include the National Security Agency (NSA) and the National Oceanic and Atmospheric Administration (NOAA). As a result, a new technology park has been developed involving NOAA and the American Physics Association headquarters.





Dayton, OH, Tech Town Wright-Patterson Technology Park: Assessed the technology resources in the region, which are anchored by the Wright-Patterson AF Research Center, one of the strongest aviation research centers in the country; identified and analyzed the most comparable research and technology parks associated with major federal research labs, determined the market potential for the technology park; recommended a phasing plan for the park and an organizational and marketing strategy.



Detroit, MI, Wayne State Science Park: A detailed feasibility analysis as well as business and physical planning and financing approaches were prepared for the major biomedical research resource "collaboration center." The center was conceived as a combination technology incubator and one stop center for all the agencies set up to provide financial, manpower and technical assistance to start-ups.

Fairbanks, AK, Economic Diversification Strategy: provide an overall strategy and detailed action/implementation plan to diversify the job base for a region too dependent on the public sector. More than 50 strategies were recommended to diversify the existing employment base including the development and implementation of a business accelerator to facilitate technology transfer from the University of Alaska Fairbanks and spark entrepreneurial activities and tap into locally incubated ideas for business and economic development.



Geneva, NY, Cornell Ag & Food Tech Park: This market potentials analysis was undertaken on the Cornell Ag & Food Tech Park to be located in Geneva, NY. The campus is adjacent to the New York State Agricultural Experiment Station. Evaluated ag-related industry trends in the region and identified the University's specialized expertise and facilities. Over 30 comparable university parks were identified and researched. Market forecasts were prepared and organizational, and implementation strategies were recommended.

Glassboro, NC, Rowan University Technology Park: Identified catalytic research park sites and recommended a preferred site. Also performed a detailed market analysis and made marketing target and marketing strategy recommendations. Major recommendations included the formation of a research park development entity, secure anchor commitments from the University and other key players and engage a private developer to develop the buildings.



Greensboro, NC, University Gateway Research Park: The University of North Carolina-Greensboro and North Carolina A&T sought to join together on a joint venture research park project to be located on NC A&T property east of town. Greensboro leadership committed to prepare and implement a technology-based economic development strategy. Directed the work to assess the institutional and total technology resources, design and recommend a strategy to fully involve the area's universities and other institutions as anchors for the strategy, carry out feasibility analyses of a



momentum-building technology park project, and prepare a step-by-step strategy. Recommendations included creating a nonprofit entity to manage the research park effort and allow for a flexible development scenario enabling the Entity to develop building product and lease sites to private developers or the universities for the construction of non-academic research buildings. A substantial federal agency committed to anchor the first building constructed.

Hampton, VA, Hampton Roads Center: Development of a publicly-owned, 300 acre business park to serve the Tidewater region of Hampton, Virginia. Provided land absorption projections and identified target industries for marketing the business park



Harford County, MD, Higher Education and Applied Technology (HEAT) Center: Retained by the Maryland Transportation Authority (MDTA) to provide financial and real estate guidance for the sale of a 152-acre parcel. Conducted a pro forma analysis to test cash flows under different disposition options that determined a fair sales price for the property which would recoup MDTA's investment and maintenance costs while providing a fair return to investors. The site was developed into the Higher Education and Applied Training (HEAT) Center and high tech business park. Participating universities and colleges include Johns Hopkins University, Towson University, University of Maryland, College of Notre Dame.



Lexington, MA , MIT- Lincoln Laboratory: Assisted the Massachusetts Institute of Technology (MIT), which operates the Lincoln Laboratory for the federal government, to issue a Request for Proposals (RFP) to solicit private developer interest in financing and building a new 490,000-square-foot office/laboratory facility (including a 980-space parking garage) on property leased to MIT at Hanscom Air Force Base in suburban Boston. The project was the first major commercial application of the Air Force's Privatization Program, which supplemented federal building programs through modified sale-leasebacks.



Los Alamos, NM: Technology Park: Assessed the technology resources in the region, which are anchored by the Lab, one of the strongest diversified research centers in the country; identified and analyzed the most comparable research and technology parks associated with major federal research labs; determined the market potential for the technology park; recommended a phasing plan for the park; supervised the site planning and costing and recommended an organizational and marketing strategy.

Louisville, KY, Technology Park: For a research park feasibility analysis in Louisville, KY, prepared market forecasts of reasonable floor space leasing, designed custom financial models, and conducted analysis of the various scenarios. The project included analyzing several sites for the park and recommending the optimum site for the Park development.



Lubbock, TX: Texas Tech/Lubbock Regional Strategy: Recommended the specific strategy which the University should lead to generate substantial



technology-based growth in the economy; including the development and operation of a technology incubator and consideration of a research park. An important recommendation was to bring the University and broader community leadership together in the process of preparing the strategy, so that there would be momentum to aggressively begin implementation.

Mississippi State, MS, *University Research Park*: Reassessed the University's research strengths and area technology strengths, and re-forecast absorption potentials for the Phase II park development. A key component of this work was carrying out in depth interviews with private companies. Another key component of this work was to assess the management and organization of the Phase I effort and recommend changes, if necessary, to improve the performance for the next phase of development.



Montgomery County, MD, *BioMedical Facility Strategy*: Selected the sites in the County most competitive for future biomed development and recommended financing approaches and partnerships which would cause private developers to develop the space.

Research Triangle Park, NC, *Research Triangle Park Study*: Evaluated the first forty years of RTP achievement and economic impact and tested alternatives for the future. In addition to impressive success as a real estate and local economic development project, the Park has been extremely important to the universities in the region and in providing leadership to the movement in the state as a whole towards becoming a leading technology state nationally.



Ridgely, MD, *Mid-Shore Tech Park Feasibility and Marketing Study*: Prepared a feasibility study and devised a marketing plan for a high-tech business campus being developed by Caroline County, Maryland. Recognizing the need for the project to differentiate itself in an unproven marketplace, recommendations included provisions for LEED certified buildings to take advantage of available federal and state financial incentives, and otherwise convey a sense of environmental awareness to prospective tenants.

Rockville, MD, *Montgomery College Technology Park*: Directed the packaging of the first ranked new biomedical building space project in Montgomery County.



Shreveport, LA, *Intertech BioMedical Park*: Assessed the research resources and key institutions; determined the development potentials for biomedical development and a full range of mixed uses; recommended a development strategy to achieve the potentials and assessed the economic impacts which would be achieved through implementation.

Spotsylvania County, VA, *Technology Park Business Plan*: Prepared a technology park business plan for this rapidly-growing county in Northern VA. The plan included marketing and other assessments, as well as an action plan for how and when the market would be adequate to pursue this type of project. A market and financial analysis was performed which addressed key

demographic trends, the area's economic development climate and trends, technology park requirements, market supply and demand characteristics, suitable site and park characteristics and projected financial performance. A set of implementation actions and options addressing alternative development approaches, recommended organization structure, land conveyance approaches and developer solicitation approaches was formulated as part of the report.

State of New Jersey, South Jersey Economic Development Strategy: Analyzed the South Jersey multi-county economy for the New Jersey Economic Development Authority. Identified high growth potential sectors and clusters, assessed the adequacy of the real estate market to meet the needs of existing and potential future technology companies, forecasted high technology sector growth, and recommended the characteristics of a technology development center/research and technology park with the maximum catalytic effect on the overall growth in the region.

State of West Virginia, High-Tech Consortium Strategy: Assessed the resources and the market and recommend a strategy which will establish linkages between NASA and FBI facilities in the area to create a value added to existing and potential future private technology companies. Recommended the components of a comprehensive technology development strategy.

Stevens Point, WI, University of Wisconsin, Stevens Point Research Park: Assessed the University and regional economy and recommended a strategy by which the University can have the optimum impact on the businesses, economy and quality of life in the Central Wisconsin Region, including the potentiality of a special facility to be built in a state of the art business and technology park in the region.

Other Research & Technology Park Projects

- Aviation Research and Technology Park, FAA Hughes Technical Center, NJ
- Colorado State University Research Park
- Detroit Regional Technology Marketing Strategy
- Howard University: Research Center
- Illinois Institute of Technology Park Market Reconnaissance
- Jefferson Parish (New Orleans), LA: Technology Strategy
- Louisiana Tech University Research Park
- Louisville Shelby Campus Telecommunications Park
- Ohio State University Scitech Assessment and Correction
- Phoenix: New Downtown Economy Strategy
- Portland, OR: Lloyd Business Plan
- Roanoke, VA: Riverside Center for Research and Technology
- Salt Lake County, UT: Technology Park System
- San Antonio, TX: Air Force Research Park





Public/Private Development Advisors



- SE MA Advanced Technology and Marketing Center
- Sioux Falls Technology Park and Accelerator Facility
- State of Mississippi: I-59 Technology Corridor Marketing Strategy
- University of Alaska: Technology/Research Park Strategies
- University of Buffalo: Research Center
- University of Connecticut: Research Park Feasibility Study
- University of Delaware: Research Center
- University of Florida: Technology/Research Park Strategies
- University of Georgia: Technology/Research Park Strategies
- University of Mississippi: Research Park
- University of New Mexico: Technology/Research Park Strategies
- University of New Orleans: Research Park
- University of Rhode Island: Research Park
- University of South Florida: Research Park Resource Analysis
- University of Southern Mississippi: Research Park Feasibility Study
- University of Utah: Research Park System
- University of the Virgin Islands: Research Park Feasibility Study
- University of Waterloo: Research Park
- West Virginia State: Technology Marketing Strategy
- West Virginia University: Research Park Feasibility Study

