

ACTIVE TRANSPORTATION & CAMPUS REPURPOSING

Market, function, and approval aspects of active transportation as a redevelopment strategy

PlanSmart NJ 2016 Regional
Planning Summit
June 7th, 2016

Nat Bottigheimer

FEHR PEERS DC



Key Points Today.

Aspirational concept, but focusing on practical questions

- If we go in this direction, what we need to think about

Active transportation as a marketing strategy

- Biking and walking as a project differentiator

Active transportation and transportation function

- Solving for the work trip versus solving for other trips

Measuring non-standard transportation components to secure development approvals

- Amenity versus functionality
- Cutting edge approaches for measuring outcomes

Example from DC Region.

Issue is widespread...



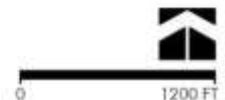
Example from DC Region.



--- Rock Spring Master Plan Boundary

● Parkland

● Water Features



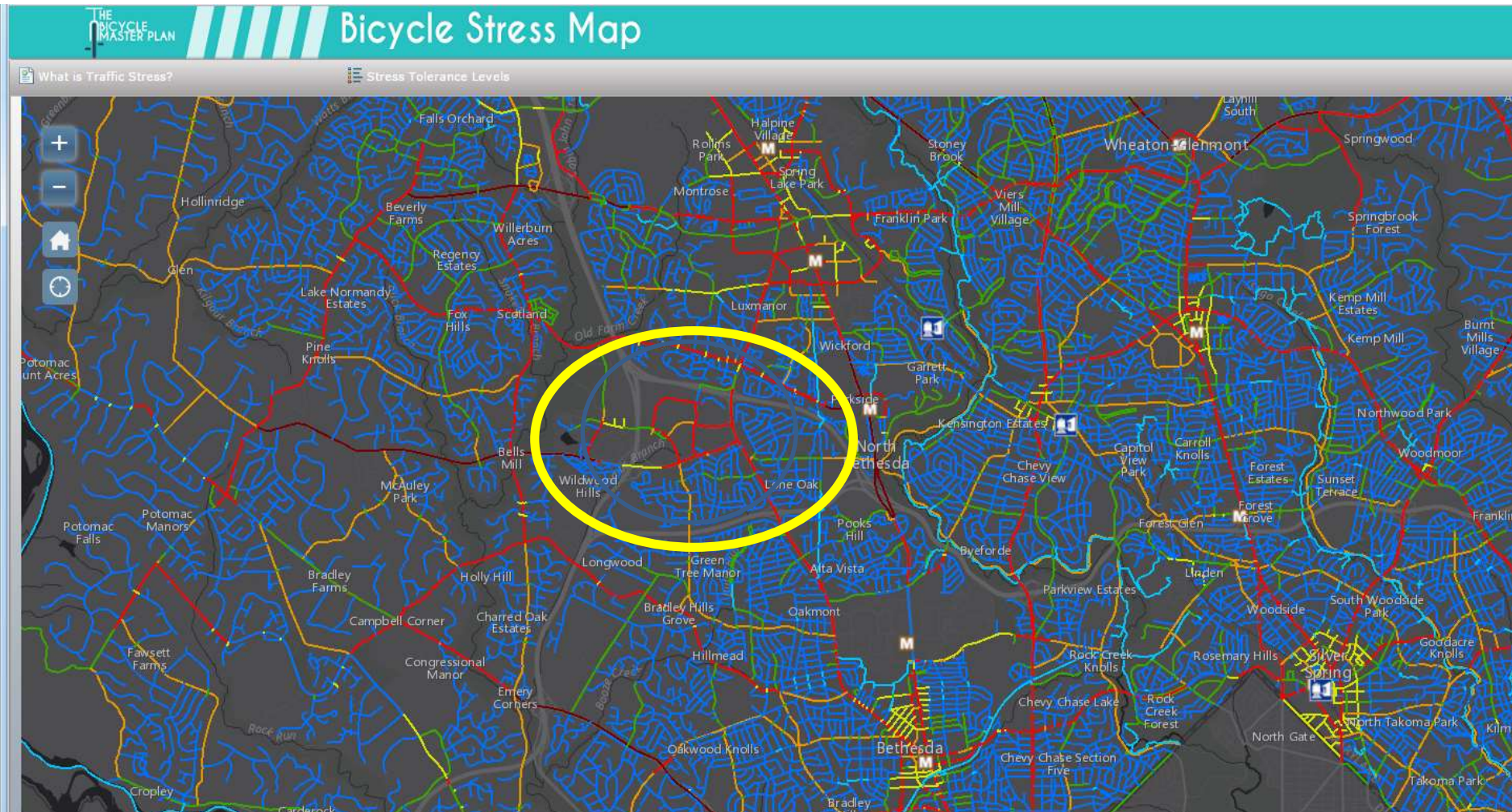
Streetscape Quality.

Unappealing bicycling environment



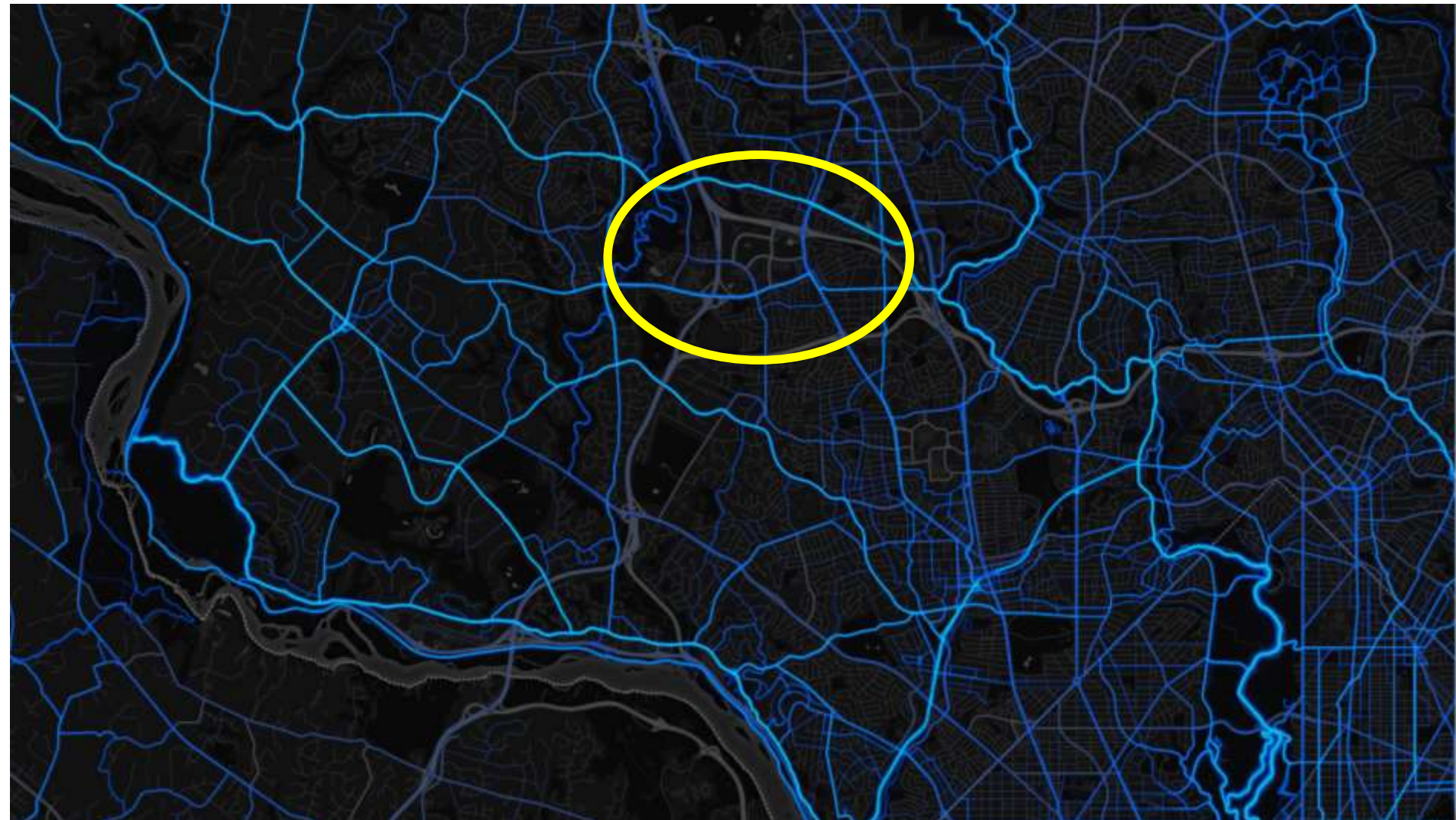
Bike Level of Stress.

Uncomfortable bicycling environment



Bike Level of Activity.

Little interior bicycling activity ...



ULI Panel: Live Well.

Change Identity of Rock Spring Business Park by:

- Building on existing medical tenants and park-like setting
- Creating an anchor for wellness and central community uses
- Attracting tenants and residents with a lifestyle environment
- Supporting market preference for mixed-use setting
- Enhancing active transportation environment

Big Idea: Bike Heaven.

The Concept: Repurpose Stranded Assets to be Bike and Pedestrian Paradieses

- Network of wide, protected trails
- Drive to work, but bike and walk for school, shopping, recreation, errands

Bike Heaven: the Market.

Active Transportation and Real Estate: The Next Frontier

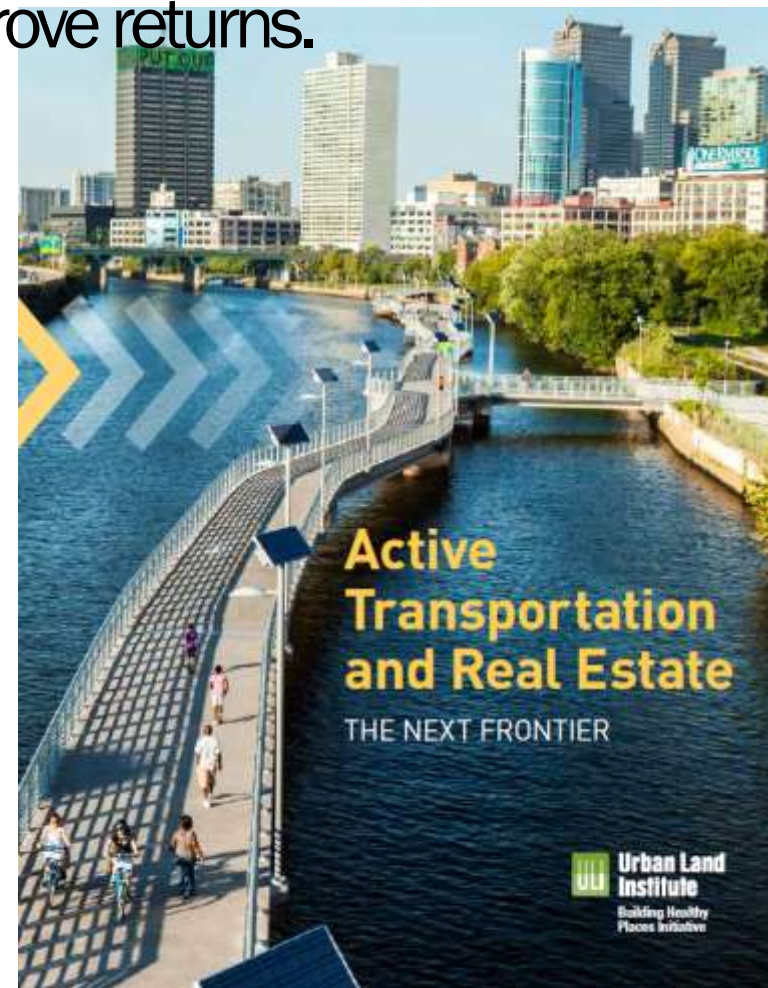
- Market for bike-friendly properties exists.
- Bike-friendly amenities can improve returns.
- Benefits for public & private.

EYA's Montgomery Row Project

- Buyers down-sizing
- Moving from burbs, not DC

Make Buyers Say "Wow"

- Differentiate from the crowd, appeal to changing tastes
- Raising kids independently



Bike Heaven: the Market.



Bike Heaven: Function.

Around the world, 35% of trips shorter than 3 miles

- Bikeable trip length

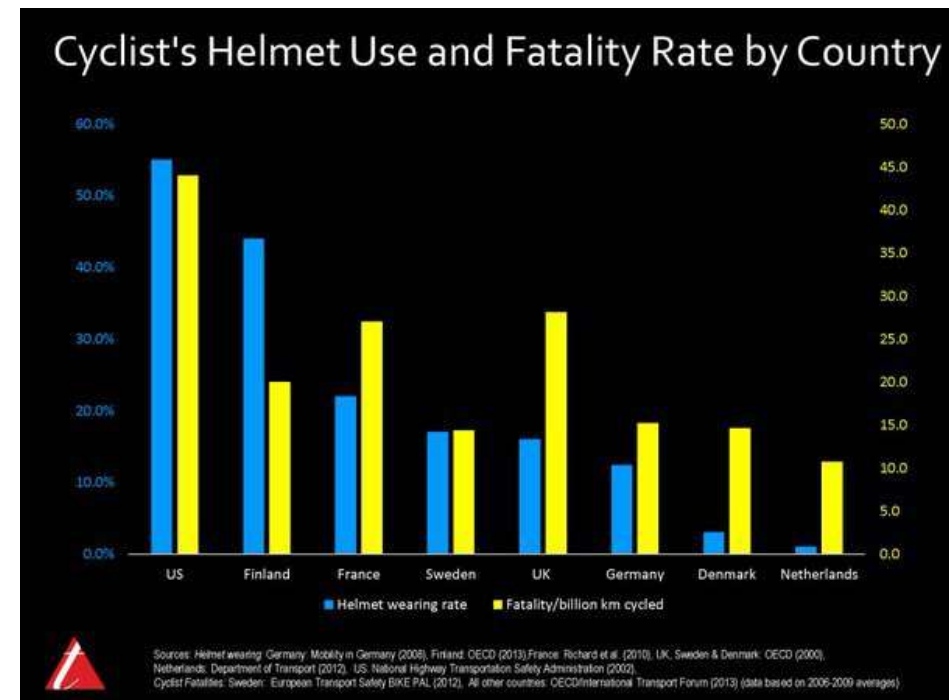
Work trips 20% of all trips, 25% of VMT – a lot left over!

- TDM and TOD focus on the work trip
- TOD in Morristown: Daily drive to jobs in northern NJ, transit and walkable Morristown at other times

School children: 5-7 % of VMT, and 10-14 % of trips during AM peak

Peak Period

- Independent kids reduce peaks



Measurement & Approvals.

Bring State-of-the-Art Methods to the Approvals Game

- Trip generation rates that reflect mixed use setting
- Measure delay, safety, comfort for all network users

Evolve the Tools

- LTS and bike demand
- Off-street parking and trip generation
- Measuring bike activity beyond Strava



Thank you for your time.

For more information, please contact:

Nat Bottigheimer

Fehr & Peers DC, Senior Market Lead

n.bottigheimer@fehrandpeersdc.com

 @FehrAndPeersDC