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
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.
Streetscape Quality.

Unappealing bicycling environment
Bike Level of Stress.

Uncomfortable bicycling environment
Bike Level of Activity.

Little interior bicycling activity ...
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 Paradises

- 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

Peak Period

- Independent kids reduce peaks

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