Reduce Parking, Diversify Transportation, Save Millions

**Q:** How can TOD developments thrive under suburban car-oriented parking rules?

**A:** Expand transportation options while educating tenants via a TDM program.

Modera Avenir Place is a Mill Creek Residential-owned mixed use, transit-oriented development in car-oriented, suburban Northern Virginia. Local parking requirements did not take into consideration mixed-use TOD, and would have required Modera to add over $3.6 million worth of unneeded parking spaces. At a fraction of this cost, a transportation demand management (TDM) program for Modera promoted the use of biking and transit and reduced the need for parking. With local bike lanes and trails only recently installed, non-auto options were not highly valued at the time of development.

**Results:**

- $3,625,000 in parking space costs avoided
- Non-driving residents increased from 46% to 54% over 4 years
- 10% of tenants valued Modera TDM program as an amenity
- Reduced parking capacity was more than adequate for tenants

"Avoiding paying for 145 parking spaces saved us $3,625,000. Our current annual TDM program [Go Modera Avenir] budget is $125,000."

– Peter Melmed, Managing Director, Mill Creek Residential

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Solving the Last-Mile Connection in Chicago

Q: How do office properties solve the last-mile connection to transit?
A: Create smarter shuttle routes and offer ride-hailing.

AMA Plaza is a Beacon Capital Properties-owned downtown Chicago office skyscraper designed by famed architect Ludwig Mies van der Rohe. With its location just outside “The Loop” and regional rail stations, transportation amenities are crucial to solving AMA Plaza’s last-mile connection challenge.

Results:

$100,000+ annual savings + Faster shuttle service + More transportation options

Shuttles can be “a great solution to provide last-mile connections [to] rapid transit stations. But when they are underutilized the cost per rider is extremely high and it makes more sense to look at ride-hailing.”

- Susan Hammer, Vice President, JLL

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Bikeshare in the Edge City of Tysons, VA

Q: How can a property solve its parking shortage?
A: Offer bikeshare amenities.

Washington REIT’s redevelopment of Silverline Center in Tysons, Virginia (an auto-dominated edge city outside of Washington, DC) brought significantly more people to the building, resulting in a parking crunch. The fix? Encourage more people to arrive by Metrorail transit. The challenge with this was that Silverline Center is slightly farther from the station than many tenants are willing to walk.

The solution, which was affirmed through tenant surveys, was to take advantage of recently installed bike lanes and install a bikeshare station at Silverline Center. In the process of pursuing bikeshare at their property Washington REIT accelerated the arrival of bikeshare in Tysons by 5 years and shortened the time it took for their tenants to connect with the Metrorail station.

Results:

1,377 bikeshare trips in first year + Busiest non-transit bikeshare station in area + More than double any other non-Metro bikeshare station

20% of tenants “Would use Bike Share at least once per month.”

10% of tenants “Would use Bike Share once per week.”

66% According to Virginia Tech survey, 66% of bikeshare users were going to a retail destination benefiting Silverline’s restaurant and coffee shop.

Staying competitive in an amenities race that continues to get more aggressive

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