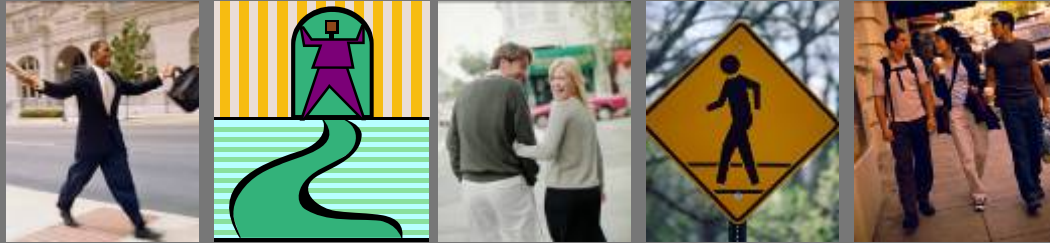


CAR FREE with TDM



OR

**How a TMA Helped Create a Car-lesened Solution
working with Neighbors, Developers and Traffic
Engineers (and secured TMA funding too)**

PRESENTED BY
Monica Strobel
Transportation Solutions
Denver, CO



OVERVIEW

- Transportation Solutions is a Transportation Management Association
- Promote Transportation Demand Management (TDM) strategies
- Not many large employers in service area
- Extensive redevelopment occurring in the Cherry Creek area



Redevelopment Project

Opportunity:

- Last Large Parcel of Land in Cherry Creek North
- Rezoning Required



Issues:

- Vocal Neighborhood Coalition
- Primary Neighborhood Concerns
 1. Traffic
 - 1st Avenue: already 60,000 cars/day
 - University Blvd: already 46,000 cars/day
 2. Maintain unique urban character, walkable district



CLAYTON LANE PROJECT BORN

- Joint Venture: Nichols Partnership / Sears
- Award Winning Mixed Use: Office, Hotel, Residential, Retail
- 500,000 SF of New Construction, 700,00 SF total project
- Completed in 2005
- Completed Value = \$275,000,000

**CLAYTON
LANE**
CHERRY CREEK NORTH



Artist's rendering of proposed project prior to construction (above) and as complete (below)



How Our Partnership was Formed

- Developer attempting to get neighborhood and Denver City Council to support its rezoning proposal
- Transportation Solutions proposed working with developer to address top two transportation/demand management issues
 - Traffic & Congestion
 - Urban Design



Partnership Outcome

- Transportation Solutions developed a comprehensive TDM plan for site
- Would reduce trips to the site by 10%
- City allowed shared parking arrangement
 - 21% Reduction in Expensive, Below Grade Parking (389 Spaces)
 - Savings of \$9,000,000 to developer



TDM Plan Details

GOAL: Reduce trips to the site by 10%

- Provide on-site bike parking facility
- Subsidize transit passes
- Provide Guaranteed Ride Home
- Host promotional events
- Offer ride matching assistance
- Provide transportation information



URBAN DESIGN

Institutionalize multi-modal aspects into the Clayton Lane urban infill redevelopment





- Wide sidewalks
- Bicycle friendly
- “Build-to” requirement



- Private street
 - close to create plaza
 - special lighting & music invite walking



- Pedestrian friendly, interesting paving



- Parking underground and in structure
- Uninterrupted storefronts

Synergy of Mixed Use Development

- **Office Tenants:** Walking Distance to Services
- **Residential:** Premium Sales Prices, “Whole Foods is my Pantry”
- **Hotel:** Built-in Room Nights
- **Restaurants:** Lunch = Office & Retail, Dinner = Hotel
- **Retail:** All Other Uses Feed the Retail
- **Parking:** Shared Usage



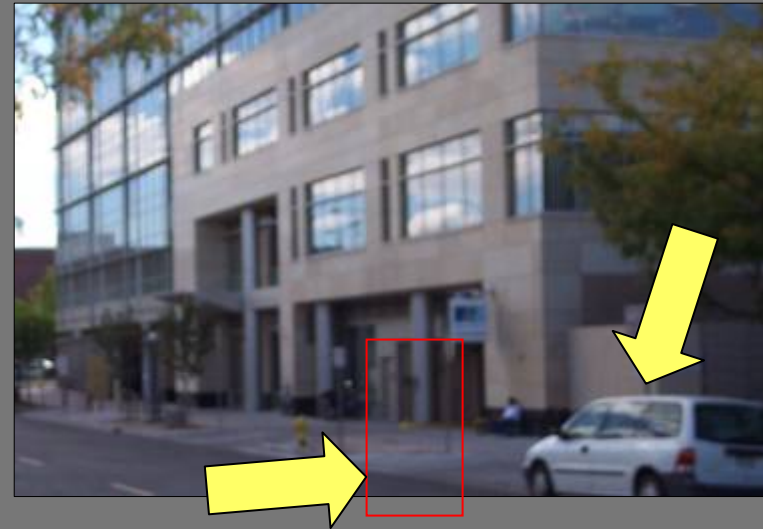
Other Major TDM Element

Created the first indoor bike parking location in Colorado

- The Cherry Creek Bike Rack
- Also serve as a “neighborhood transportation center”



- 1,000 SF “free” space
- Received 2 year \$75K federal grant to develop
- Issued RFP for operator



- Operator costs include staffing and insurance
- Operator keeps all revenue generated
- Transportation Solutions pays rent
 - Free indoor bike parking: commuters
 - Bike rentals: visitors
 - Repairs & gear: residents



Secure, indoor “valet” bike parking



Bike to Work Day
2007

Funding for TDM Plan

- Negotiated to have developer create ongoing TDM funding paid by tenants
- TDM Plan Included Part of Common Area Maintenance (CAM) fees
 - \$0.12 per square foot of retail
 - \$0.10 per square foot of office
 - \$30 per hotel room per year
- Generates up to \$38,750 annually for Transportation Solutions' TDM Plan



SUCCESS FOR NEIGHBORHOOD

- TDM Plan took effect in 2004
- Reducing nearly 1 million VMT/ year
- Become center for biking/transit in area.
- Received local and national acclaim
 - The Bike Rack earned a 2004 EPA Clean Air Excellence Award for Community Development/Redevelopment
 - Clayton Lane received ULI Award for Excellence in 2006
 - The Bike Rack voted “best place to park” and “best unexpected valet service” in Westword’s annual Best Of awards.



SUCCESS FOR DEVELOPER

- Record setting results - each part of the project was sold at a record price
 - **Office:** Sold Janus Building at 7.39% CAP, \$357/sf
 - **Retail & Parking:** Sold all Retail at 5.9% CAP, \$528/sf
 - **Residential:** Sold Condominiums at Average Price of \$437/sf, Highest Price = \$592/sf
 - **Hotel:** Sold for \$363,000/key



SUCCESS FOR TMA

Lessons Learned

- Developers and TMAs make excellent partners
- Relieving parking challenges meets developer and community needs
- TDM Plans can relieve traffic congestion
- Infill development and TDM are complimentary
- Neighbors like TDM



TOWARD MORE CAR FREE SOLUTIONS

- Work with additional developers on similar arrangement
 - Shea Homes UCHSC site
- Codify these types of agreements
 - TDM Ordinance
 - State legislation



Join Ray Bradbury, one of America's greatest creative geniuses– author, playwright, screenwriter, lecturer, poet and visionary:

Become a “contributor of obvious answers to impossible futures.”

CONTACT INFORMATION

Monica Strobel

Transportation Solutions

mstrobel@transolutions.org

(303) 377-7086

