

WESBILD MARINE LANDING

Marine landing places bike facilities as a top priority for attraction and retention strategy



AT A GLANCE

Challenges

- Prospective buyers and tenants expect high quality cycling amenities
- Municipalities require high quantities of bike parking spaces, despite space constraints
- Demand for end of trip facilities difficult to gauge in early phases of planning

Outcomes

- Double the number of required bike parking spaces
- 46 electrical outlets for e-bike charging
- A bike zone, including a workshop with complimentary maintenance tools

BACKGROUND

Wesbild's Marine Landing is an upcoming development of mixed-use industrial buildings located in South Vancouver. Marine Landing prioritized the high quality of their building's cycling facilities and amenities after market research indicated that cycling facilities and amenities were of high importance to potential occupants.

SOLUTIONS

HUB Cycling's Bike Friendly Building Consulting team assessed the proposed design of Marine Landing's building. Specific recommendations included:

- Increasing the number of electrical outlets to match projected demand of e-bikes
- Creating a fully equipped bike workshop
- Introducing bike friendly policies to the building once occupied

BENEFITS

Scored Assessment

Marine Landing received a gold rating through HUB Bike Friendly Building Assessment and Certification process with parking spaces and end of trip facilities to meet current and future demands

Cost Savings

Greater quantity of bicycle parking reduced the overall projects costs by reducing the quantity of vehicle parking spaces needed

Competitive Advantage

The unique cycling amenities recommended by HUB and implemented by Wesbild created a competitive advantage in tenant attraction and retention



Your Cycling Connection