

WESBILD MARINE LANDING

A new development places bike facilities at root of attraction and retention strategy



AT A GLANCE

Challenges

- High expectations of cycling amenities by prospective buyers and tenants
- City bylaws on high density bike parking
- Predicting demand for specific end-of-trip facilities in early phases of development

Outcomes

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

BACKGROUND

Wesbild's Marine Landing, an upcoming development of mixed use industrial buildings located in South Vancouver, prioritized their buildings bikeability after market research indicated cycling 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, providing recommendations on:

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

BENEFITS

Scored Assessment

Marine Landing received a HUB Bikeability Assessment with a score of 26 and gold rating

Cost Savings

Costs associated with vehicle parking were reduced by replacing them with bike parking

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