

Site Design: Alternative Transportation

Strategy: Select a site near public transportation and develop project site to encourage additional access beyond a single passenger car.

Relevant Store Scale/Type: S,M,L/New & Adapted

Initial Cost:

1. Site improvements for drop off and integrated site design for alternative transportation modes.
2. Bicycle Racks.

Return on Investment:

1. Immediate savings if reduced parking provided.
2. 1-7 years for additional customer base to offset site improvements.

Operator Benefits:

1. Brings in more customers.
2. Urban areas have reduced parking requirements which reduces the first-cost and on-going cost of parking areas.

Technical Considerations:

1. Consider the following strategies: site selection near public transportation; provide bike parking; covered bus shelter integrated with site design for buses and shuttles; parking spaces for car share programs and drop off/pick up areas for cabs; locate bike share as a hub on site.
2. Locate stores in Transit Oriented Developments.

Suggested Providers:

Philly Car Share www.phillycarshare.org

ZipCar/FlexCar www.zipcar.com

Bike Share Philadelphia <http://bikesharephiladelphia.org/home/>

SEPTA <http://www.septa.com/>

Product/Manufacturer Suggestions, Resources & Examples:

Transit Oriented Development (See Appendix for additional sources):

<http://www.philaplanning.org/plans/tod.html>

<http://www.thestar.com/article/216684>

Philadelphia Green Transportation Policy:

http://www.phila.gov/green/LocalAction/PlanElements_Transportation.html

