Title
Why Do Building Owners Invest in Bicycle-Oriented Design?

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Bicycle infrastructure design has largely emphasized bicycle lanes and paths, with little attention to the facilities at trip’s end—those which address bicyclists’ needs for security for their bicycle and belongings, shelter from the weather, and making the transition from bicycle rider. These elements comprise what we are calling “bicycle-oriented design” (BOD) and include covered and secure parking, storage for clothing and equipment, and showers and changing rooms. Similar to the concept that in transit-oriented development (TOD), a transit traveler becomes a pedestrian over the course of the entire trip, BOD reflects that a bicyclist becomes something other than a bicyclist at the journey’s end.

RESEARCH FINDINGS

In our study, we interviewed owners, developers, and managers of four Berkeley sites that are representative of what is found in urban settings: a large, institutional, government complex; a mid-20th century low-rise office building; a contemporary office/retail/residential mid-rise; and a small historic building converted to retail/office/commercial use. We supplemented our interviews with site visits. (Details of each building are provided in the table on the second page.)

We found that there were no regulatory requirements for BOD. In their absence, owners chose to invest in BOD for various reasons. All of them said they used BOD to create a green image for their buildings and that BOD added to employee satisfaction. At the government complex, there was an added desire...
RECOMMENDATION

We found that broader government policies such as infill zoning exemptions and energy-saving directives made BOD more feasible. A comprehensive survey of existing BOD requirements, guidelines, and best practices of BOD design elements would be useful to policymakers, local officials, and developers as they confront decisions on how or if to encourage BOD. More broadly, additional research on the potential relationship between BOD and mode choice of building tenants could lead to a greater understanding of what benefits are derived from these investments as well as constraints. Finally, an examination of BOD in the residential context, particularly for infill and TOD projects, could “close the circle” on the commute trip by identifying the opportunities and challenges of incorporating BOD into residential projects.