

# Reduce Parking, Diversify Transportation, Save Millions

**Q:** *How can TOD developments thrive under suburban car-oriented parking rules?*

**A:** *Expand transportation options while educating tenants via a TDM program.*

Modera Avenir Place is a Mill Creek Residential-owned mixed use, transit-oriented development in car-oriented, suburban Northern Virginia. Local parking requirements did not take into consideration mixed-use TOD, and would have required Modera to add over \$3.6 million worth of unneeded parking spaces. At a fraction of this cost, a transportation demand management (TDM) program for Modera promoted the use of biking and transit and reduced the need for parking. With local bike lanes and trails only recently installed, non-auto options were not highly valued at the time of development.

## Results:

**\$3,625,000**  
in parking space  
costs avoided

**Non-driving**  
residents increased from  
46% to 54% over 4 years

**10% of tenants**  
valued Modera TDM  
program as an amenity

**Reduced parking**  
capacity was more than  
adequate for tenants

***“Avoiding paying for 145 parking spaces saved us \$3,625,000. Our current annual TDM program [Go Modera Avenir] budget is \$125,000.”***

– Peter Melmed, Managing Director, Mill Creek Residential



For more information, please contact:



**COURTNEY J. MENJIVAR**  
(703) 676-3636  
cjmenjivar@wellsandassociates.com



**JUSTIN B. SCHOR**  
(301) 971-3420  
jbschor@wellsandassociates.com



WELLS + ASSOCIATES

**CONNECT+**

WellsandAssociates.com