

A DEVELOPERS TAKE ON ALTERNATIVE TRANSPORTATION METHODS

EV SUMMIT 2018

FERD Property Development

- Ferd property development is a business unit within Ferd, one of the largest privately owned companies in Norway.
- We aim to create enduring values and leave clear footprints.
- We develop residential properties for sale, as well as developing, renting and managing office premises and warehousing and logistics facilities



Ordinary developement requirements, past and present

Past

- A substantial ammount of parking spaces in both housing and commercial buildings
- Minimum and maximum requirements for the ammount of parking spaces a property can have



22.000 m² – estimated 750 parking spaces
1 parking space per 29 m²

Ordinary developement requirements, before and now

Present

- Reduced ammount of parking spaces in both housing and commercial buildings.
- Only a maximum limit to the ammount of parking spaces available.
- Parking places out of sight, often below ground



10.000m² – 22 parking spaces
1 parking space per 455 m²

The challenge

- How to attract tenants whilst competing with older properties?



Who do we need to convince? The ideealist?



Kreditt: [httpsissener.blogg.no](https://sissener.blogg.no)

Who do we need to convince?

- This guy!
- Konservative
- Enjoys the comforts of life
- 2 cars
- Never walks anywhere
- Has a bike from 2003, which still looks good
- Hardly ever uses public transportation
- Drives everywhere, all the time



Who must he become? The idealist?

- Still Konservative
- Still enjoys the comforts of life
- Owns at the most 1 car
- Walks as often as possible
- Chooses the bike when the distance demands it
- Uses the car when it is the only option
- Choices are made not because they are the environmentally correct thing to do, but because they are the best choice.



Kredit: Sporveismuseets samlinger

The challenge: When life hands you lemons...

Common sales pitch

- Lower common cost
- More energy efficient
- More efficient work spaces
- Built according to current rules and regulations (i.e. air quality and sound reduction)



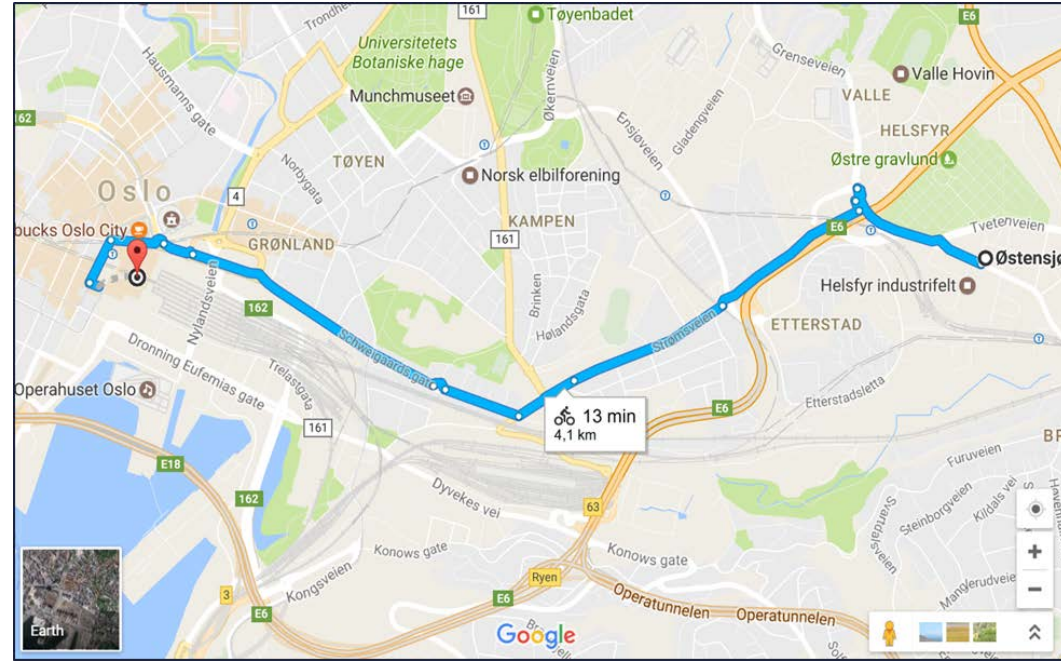
You make lemonade

- Ensure that the building is a full service building with time saving services
- Make sure of a proper public transportation availability
- Lease LEVs exclusively for the tenants in the building
- Establish car pool available for all, inside and outside the building
- Establish ample and good quality bike parking with additional onsite bike service and changing rooms



You make lemonade

- Make sure the alternative solutions are the preferred solution
- Facility Management service in the building
- Tennants receive a ticket for free public transportation for 3 months
- Establish the LEVs and car pool before tenant lease negotiations
- Include LEV and car pool costs in the common costs for the building
- Inform of the time and money saved



The logo for FERD, consisting of the letters F, E, R, and D in a bold, italicized, blue sans-serif font. The letters are closely spaced and have a slight slant to the right. The background is a light gray with a repeating pattern of interlocking diamond shapes.

FERD