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## Citi Bike Stations: Landlords' Latest Tenant Perk

Jamestown LP brings the shared bicycle program to its Falchi Building in Long Island City



Jamestown LP sponsors the Citi Bike docking station at its Falchi Building in Long Island City. PHOTO: MARK ABRAMSON FOR THE WALL STREET JOURNAL

By **KEIKO MORRIS**

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Fans of New York City's shared bicycle system often cite it as promoting a convenient, fast and healthy mode of transportation. Building neighborhoods is yet another benefit, according to developer Jamestown LP.

Jamestown is the first New York City landlord to use a sponsorship program to bring the shared bicycle system called Citi Bike to the front door of its Falchi Building, a renovated mixed-use office building at 31-00 47th Ave. in Long Island City, Queens.

Although a Citi Bike station was installed about a block away from the building and a subway stop on the 7 line isn't far, having a bicycle docking station right outside its doors was essential, said Michael Phillips, Jamestown president.

Using bicycles to get around can be a more engaging way to experience an area and can shrink the psychological and physical distances between neighborhoods in a way that is different from riding in a car or a subway train, Mr. Phillips said. Having Citi Bike as an option reinforces the development of a neighborhood, he said.

Cycling as an alternative means of commuting is embraced at the company's other commercial properties around the country with bicycle racks and additional services such as bicycle repairs and cleaning.

"Going across the Queensboro Bridge by bike to Manhattan is so quick; Greenpoint is quick," Mr. Phillips said. "The perception of connectedness comes together when you are on a bicycle."

In the sponsorship model, landlords pay for the installation of bicycle docking stations by their buildings as well as annual costs for varying packages that can include advertising benefits and memberships, said Dani Simons, director of marketing for NYC Bike Share LLC, the operator of New York's Citi Bike program. Costs start around \$100,000. Jamestown has a five-year contract with NYC Bike Share.

So far, the sponsorship model has drawn interest from a few other developers, who are in preliminary conversations, Ms. Simons said. Motivate, NYC Bike Share LLC's parent company, is also using the format in Chicago and is considering it in places such as the Bay Area of California.

Landlord-sponsored stations could fill in areas of the system and boost the capacity of places such as Midtown Manhattan. And it can allow the bike-share program to expand its reach a little further on the edges of the system.

“We anticipate as we extend in Brooklyn, Queens and the Upper West and Upper East Side, we are going to get a number of people biking to Midtown because it’s still a major area of employment,” Ms. Simons said.

Doughnut Plant, which opened a shop at the Falchi Building this spring, lists nearby Citi Bike stations among the transportation options for all its locations on its website.

Jeff Magness, Doughnut Plant creative director, uses the Citi Bike station at the Falchi Building to get to his husband’s art studio, which is in a section of Long Island City with no nearby subway station and where the walk from the Falchi Building is a little too far. But there is a Citi Bike station right outside the studio.

“It makes getting around Long Island City a lot easier,” Mr. Magness said.

For Regus PLC’s customers, a Citi Bike docking station in front of the building makes the location more accessible, said Simon Moore, senior director of new formats at Regus, a provider of flexible office leases and meeting rooms. “People kind of forget how close it [Long Island City] is,” Mr. Moore said.

Regus is opening a 32,000-square-foot space in the Falchi Building under its Spaces brand, which fuses elements of co-working offices and executive suites together and provides business programs and events.

“The bike allows you to explore more,” Mr. Moore said. “You don’t have to have a point A and B, and a lot of our customers don’t have and A to B journey.”

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