

When a Campus Becomes a City: Planning the Flow of What's Next

PARKING CONSULTATION CASE STUDY

Boca Raton Innovation Center

Redeveloping an existing campus into a mixed-use district comes with a unique challenge: the systems that support the property today weren't built for what it's becoming tomorrow. That's the case at Boca Raton Innovation Campus (BRiC), a 123-acre office park preparing for a significant evolution. Long limited by zoning that allowed only office use, BRiC is now approved to introduce residential, retail, grocery, medical, entertainment, and community amenities. BRiC is shifting from a single-use workplace into a true live/work/play destination in the heart of Boca Raton.

With 1,243 residential units, 125,000 square feet of retail, a 40,000 square-foot grocery store, an entertainment venue, medical offices, and more planned, BRiC's future hinges on one essential question: *How will thousands of people move through it every day?*

That's where TruPark came in.

UNDERSTANDING THE REAL CHALLENGE

Before redevelopment, BRiC functioned well as an office campus. When the building is full and the parking lots are packed, leaving the property during peak times can feel slow. Even so, a technical Level of Service (LOS) analysis showed performance between A and D, which traffic engineering considers fully acceptable.

BRiC wasn't at risk of failing. The challenge wasn't capacity, it was how the existing system performed under different use patterns. With mixed-use density on the way, small inefficiencies would become significant friction points.

TruPark's role was to help the Ownership and development team understand what the mobility system could support today, and what it must support tomorrow.

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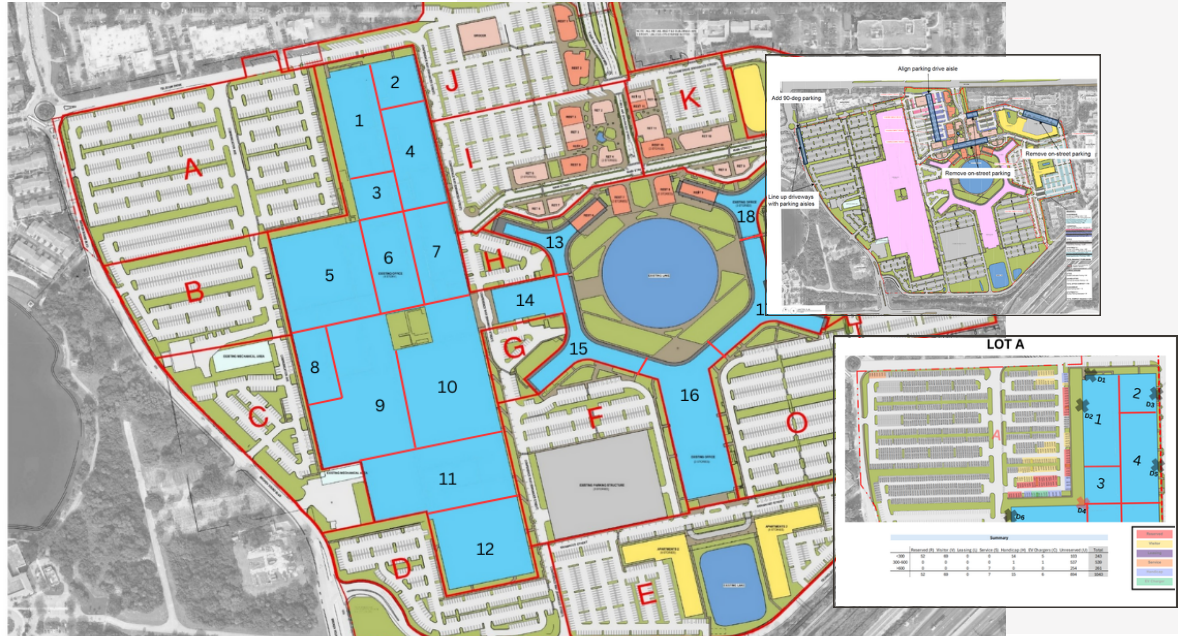
LOS, Explained Simply

A-B: easy, free-flowing
C-D: busy but normal
E-F: congested or failing

The system wasn't failing—it was imbalanced.

SERVICES PROVIDED

- Shared Parking Study
- Parking Demand Analysis
- Drive-Time & Queueing Analysis
- Traffic Study Analysis
- Speed-Calming & Flow Recommendations
- Parking Layout & Internal Roadway Review



INSIGHT

WHAT WE FOUND

This work combined engineering logic with TruPark's operational insight. Getting to the bottom of how people will drive, queue, park, and circulate through a large property.

The encouraging news: BRiC's traffic system is fundamentally sound. Long exit times weren't due to structural failure; they stem from circulation design and the concentration of vehicles at specific exit nodes.

By studying how vehicles entered and exited the campus, TruPark identified ways to distribute traffic more evenly and reduce slowdowns that happen when too many cars rely on the same access points. Recommendations for adjustments to parking layouts, such as where angled versus parallel spaces were used, also improved internal flow.

Mixed-use demand often balances itself—if the system is designed to support it.

As BRiC transitions to a mixed-use district, different user groups will create overlapping activity peaks. TruPark evaluated how those patterns interact, where queues are likely to form, and how internal drive aisles should be adjusted to support a property that will soon be active seven days a week. One key insight was that mixed-use demand often balances itself: as office activity tapers, residential and retail activity builds. Understanding this dynamic ensures parking supply is used efficiently without adding friction and allows developers to build greater density with the same quantity of spaces.

"TruPark brought a practical, operational perspective to our redevelopment planning at BRiC. Their analysis helped us understand how our existing parking and circulation systems would perform as the campus evolves into a mixed-use district. The insights were clear, actionable, and helped us think about parking and mobility at a granular level and large scale."

Michael Perrette
General Manager, Boca
Raton Innovation Campus

WHAT THIS MEANS FOR BRiC

- Supports 1,200+ residential units without increasing parking supply
- Reduces peak congestion through smarter distribution—not expansion
- Enables phased development with confidence in infrastructure capacity
- Improves user experience across office, retail, and residential cycles

Understand what your property can actually support.

TruPark helps owners and developers unlock capacity, improve flow and plan for what's next.

CONTACT US TO START THE CONVERSATION

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