



July 22, 2016

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Planning Commission, City of Emeryville
1333 Park Avenue
Emeryville, CA 94608

Dear Chair Gunkel and Commissioners,

We are pleased to announce that the Lennar Multifamily Communities' **Sherwin Williams** project (1450 Sherwin Ave) will qualify for **Conditional GreenTRIP Certification** based on the current proposed design and amenities dated April 26, 2016.

Our evaluation demonstrates that Sherwin Williams meets GreenTRIP's Standard Certification with only 21 daily vehicle miles per household projected, a proposed parking ratio of 1.0 residential spaces per unit, and the provision of at least two traffic reduction strategies (described on the following page). Upon approval of these conditions, this project will join an esteemed group of certified projects with low traffic and excellent transportation amenities. Please view the guidelines in our How-To Guide here: <http://bit.ly/1KN9bul>.

Since 1997, TransForm has been working for world class public transportation and walkable communities in the Bay Area and beyond. In 2008, TransForm launched GreenTRIP, a certification program for new residential development, focused on **Traffic Reduction** and **Innovative Parking**. GreenTRIP certifies projects that will allow new residents to drive less while increasing their mobility in a variety of ways. When residents have access to affordable homes close to services, jobs and transit, and developments are designed with traffic reduction and innovative parking, there are benefits for all:

- Increased household transportation savings.
- Economic support for locally serving businesses.
- Less freeway traffic and fewer vehicle collisions.
- Improved public health through increased walking and better air quality.
- Greater demand and support of transit service.
- Reduced greenhouse gas emissions, supporting compliance with SB375 and AB32.

Sherwin Williams meets the GreenTRIP Certification Standards for the "Urban Center" place type. The Place Type is determined according to definitions set forth by the Metropolitan Transportation Commission's (MTC) Station Area Planning Manual, 2007. GreenTRIP Certification standards are designed according to these Place Types and tailored to create a feasible yet innovative standard. Please refer to the attached **Project Evaluation Report** for a summary. As part of minimum eligibility requirements for certification, the project must participate in **GreenTRIP's Transportation & Parking Survey** for annual monitoring to assess parking demand and trip reduction at the site.

We expect to see the following three commitments included in the project's proposed conditions of approval and project description. The following describes how Sherwin Williams meets GreenTRIP criteria for certification:

1. Sherwin Williams must create less than 25 miles/household/day.

Using a model created by the California Air Resources Board for estimating greenhouse gas emissions, future residents at Sherwin Williams are projected to drive only **21 miles/household/day**. This is at least **59% less than the Bay Area regional average** of 50 miles/household/day. The primary reasons for reduced driving are the project's density, location and proximity to jobs, services and transit.

2. Sherwin Williams must have no more than 1.0 residential parking spaces per unit and must provide at least 1 secured and protected bike parking space per unit.

The proposal for Sherwin Williams meets this standard with 500 residential parking spaces for 500 units (1.0 ratio). Fewer spaces provided for parking allows more resources to be spent on other community amenities including on-site carshare and bikeshare. We are conditionally certifying the project for Standard Certification based on the understanding that the parking **will not exceed 1.0 spaces per unit**. The project will also include 550 secured bicycle parking spaces in the parking garage, and at least 100 short-term guest bike parking spaces in a mix of at-grade, secured, and on-street locations.

3. Sherwin Williams must provide at least 2 of 3 Traffic Reduction Strategies for 40 years (Transit Passes, Carshare Memberships, and Unbundled Parking).

For our Standard Certification of a project with the Urban Center place type, we require Sherwin Williams to implement at least two Traffic Reduction Strategies. The project will have unbundled parking, which separates the cost of parking from rent. This allows residents to pay less for rent if they do not have own a car, which supports household savings from living a car-lite lifestyle. The developer will also offer free carshare memberships to all residents for 40 years. These inclusions will encourage Sherwin Williams residents to use active modes of transportation while reducing their reliance on personal vehicles.

Since this project is still going through entitlement, we are awarding a Conditional GreenTRIP Standard Certification. We will award a full certification upon city approval of final entitlements, if those entitlements include the following project characteristics:

1. Build a total of 500 units (6 stories) on 5.3 acres (site acreage minus public open space).
2. Provide 100% unbundled parking for all residential spaces.
3. Provide free carshare memberships to all residents for 40 years.
4. Install 550 long-term, secured residential bike parking spaces plus no fewer than 100 short-term guest bike parking spaces.
5. Work with a car share operator to locate one or more vehicles on-site.
6. Provide do-it-yourself bicycle repair facilities on-site.
7. Provide marketing and education to residents about transportation choices.
8. Consider expansion and/or modification of the current Emery-Go-Round bus transit route to operate adjacent to the project site with the addition of bus stops at the site.
9. Commitment to host a Bay Area Bike Share pod (and bikes) to be located adjacent to the project site.

If any of these characteristics change significantly in the approval (entitlement) process, we will need to re-evaluate the project to determine if the project still meets criteria for GreenTRIP Certification. For more information please refer to our website at: www.GreenTRIP.org.

Sincerely,



Ann Cheng
GreenTRIP Program Director, (510) 740-3150 x316



GreenTRIP

Traffic Reduction + Innovative Parking

www.GreenTRIP.org

PROJECT EVALUATION REPORT

SHERWIN WILLIAMS

CONDITIONAL CERTIFICATION
AS OF JULY 22, 2016

1450 SHERWIN STREET, EMERYVILLE 94608
DEVELOPER: LENNAR MULTIFAMILY COMMUNITIES
LENNARMULTIFAMILY.COM

Sherwin Williams has qualified for **Conditional GreenTRIP Certification**. Full Certification is contingent on inclusion of key project characteristics in final city entitlements.



PROJECTED DAILY DRIVING BY RESIDENTS

(Vehicle Miles Traveled per Household per Day)

GREENTRIP STANDARDS

LESS THAN **25** MILES/DAY

21 MILES/DAY

PER HOUSEHOLD, BASED ON
URBEMIS PROJECTION
URBEMIS 2007 v9.2.4



APPROPRIATE AMOUNT OF PARKING

GREENTRIP STANDARDS

MAX **1.0** SPACES/UNIT

1.0 SPACES/UNIT

Average spaces per home
(including guest parking),
excluding spaces shared with
non-residential uses.

500 RESIDENTIAL PARKING SPACES
500 HOMES



TRAFFIC REDUCTION STRATEGIES

GREENTRIP STANDARDS

AT LEAST **2** TRAFFIC
REDUCTION STRATEGIES

UNBUNDLED PARKING
 TRANSIT PASSES

The project must have at least
two of the following traffic
reduction strategies:

- **UNBUNDLED PARKING**
- **DISCOUNT TRANSIT PASSES**
- **FREE CARSHARE MEMBERSHIP**

- **OFFER FREE CARSHARE MEMBERSHIP TO ALL RESIDENTS FOR 40 YEARS**
- **100% UNBUNDLED PARKING, SEPARATING COST OF PARKING FROM COST OF RENT**



COMPARED TO THE TYPICAL
BAY AREA HOUSEHOLD,
SHERWIN WILLIAMS IS
PROJECTED* TO RESULT IN:

59% LESS DRIVING

Per Household
Bay Area Average is 50 Miles Driven per Day,
per Household

51% LESS GHGs

Per Household
Each household of Sherwin Williams is
expected to emit 20 pounds of GHGs per day.

*URBEMIS Model 2007 v9.2.4

GreenTRIP evaluates how well a proposed residential project design achieves Traffic Reduction and Innovative Parking strategies.

GreenTRIP conducts an evaluation based on information provided by the developer and gathered from publicly available sources.

PLACE TYPE

GreenTRIP standards are customized for different types of neighborhoods, or "Place Types," as defined by the Metropolitan Transportation Commission's Station Area Planning Manual.

URBAN CENTER

Sherwin Williams meets GreenTRIP certification standards for the Urban Center Place Type. Above is an evaluation of how Sherwin Williams satisfies each category.

TRIP REDUCTION CREDITS

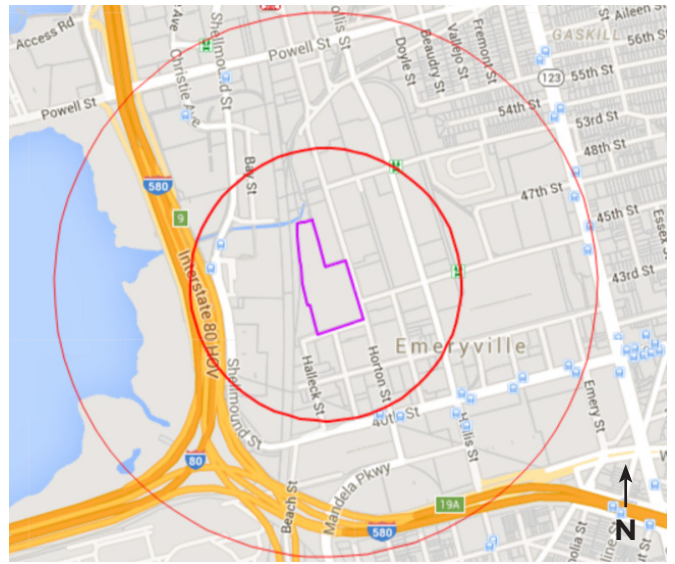
The following is an inventory of URBEMIS model inputs. The projected driving is affected by the following trip reduction credits.

DENSITY		↓
95 UNITS/ACRE SOURCE: LENNAR MULTIFAMILY COMMUNITIES		14% REDUCTION
MIX OF USES		↓
WITHIN A HALF-MILE 9,319 JOBS 2,697 HOMES		4% REDUCTION
LOCAL RETAIL PRESENT SOURCE: 2011 CENSUS		2% REDUCTION
TRANSIT SERVICE		↓
173 AC TRANSIT BUSES IN 1/4 MILE 340 DAILY EMERY-GO-ROUND SHUTTLES 30 DAILY AMTRAK TRAINS IN 1/2 MILE SOURCE: 511.ORG		13% REDUCTION
PEDESTRIAN/BICYCLE FRIENDLINESS		↓
231 INTERSECTIONS PER SQ. MILE 98% STREETS W/ SIDEWALKS 100% ARTERIAL STREETS W/ BIKE LANES OR WHERE SUITABLE, DIRECT PARALLEL ROUTES SOURCE: GOOGLE MAPS		6% REDUCTION
AFFORDABLE HOUSING		↓
17% OF UNITS ARE DEED RESTRICTED BELOW MARKET RATE HOUSING SOURCE: LENNAR MULTIFAMILY COMMUNITIES		1% REDUCTION

Residents living and working within a 1/2 mile or 10 minute walk to transit are 10 times more likely to take transit.¹

Residents living within a 1/2 mile of transit drive 50% less than those living further away.²

PROJECT CONTEXT MAP



CONCENTRIC CIRCLES REPRESENT THE AREA WITHIN 1/4 AND 1/2-MILE FROM THE PROJECT. PURPLE OUTLINE REPRESENTS THE PROJECT FOOTPRINT. SOURCE: GOOGLE MAPS



RENDERING FOR SHERWIN WILLIAMS

KEY PROJECT DETAILS:

- 5.3 ACRES, 500 UNITS, 6 STORIES
- 550 SECURED RESIDENTIAL BIKE PARKING SPACES
- FREE CARSHARE MEMBERSHIP OFFERED TO ALL RESIDENTS FOR 40 YEARS
- FREE AC TRANSIT EASYPASSES OFFERED FOR 5 YEARS
- UNBUNDLED RESIDENTIAL PARKING
- 1 CARSHARE POD LOCATED ON-SITE
- SHARED BICYCLE FLEET AVAILABLE ON-SITE
- BICYCLE REPAIR FACILITIES ON-SITE
- MARKETING AND OUTREACH TO RESIDENTS ABOUT TRAVEL CHOICES

QUESTIONS?

Contact:
GreenTRIPInfo@TransFormCA.org
www.GreenTRIP.org

¹ ABAG New Places, New Choices, 2007
² Cervero, Arrington, TCRP Report 128, 2008