



# GreenTRIP

Traffic Reduction + Innovative Parking

[www.GreenTRIP.org](http://www.GreenTRIP.org)

## PROJECT EVALUATION REPORT

# PARKER PLACE

BERKELEY, CA  
 DEVELOPER: CITY CENTRIC  
[WWW.CITYCENTRIC.NET](http://WWW.CITYCENTRIC.NET)

CERTIFICATION STATUS  
 AS OF APRIL 22, 2010

Parker Place has been awarded Full GreenTRIP Certification.

### GREENTRIP STANDARDS

### PARKER PLACE



**PROJECTED DAILY DRIVING BY RESIDENTS**

(Vehicle Miles Traveled per Household per Day)

**LESS THAN 25 MILES/DAY**

**15 MILES/DAY**

Bay Area Average Household = 50 miles/household/day

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



**APPROPRIATE AMOUNT OF PARKING**

**MAXIMUM 1 SPACE/UNIT**

**LESS THAN 1 SPACE/UNIT**

Average spaces per home, excluding spaces shared with non-residential uses.

**RESIDENTIAL PARKING SPACES: 123 HOMES: 155**



**TRAFFIC REDUCTION STRATEGIES**

**AT LEAST 2 OF 3 TRAFFIC REDUCTION STRATEGIES**

**UNBUNDLED PARKING & TRANSIT PASSES**

The project must have at least two of these three traffic reduction strategies:

- UNBUNDLE PARKING
- DISCOUNT TRANSIT PASSES
- FREE CARSHARE MEMBERSHIP

**UNBUNDLED PARKING**

- ALL PARKING SPACES WILL BE SOLD OR LEASED SEPARATELY FROM THE COST OF HOUSING
- **AC TRANSIT EASY PASSES TO BE OFFERED:**
  - 1 FREE ANNUAL AC TRANSIT EASYPASS/UNIT OR
  - 2 AC TRANSIT EASYPASSES/UNIT AT ~\$120/YR/PASS

### 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 NEIGHBORHOOD

Parker Place meets GreenTRIP certification standards for the Urban Neighborhood Place Type. Above is an evaluation of how Parker Place satisfies each category.



Parker Place is one of the first five pilot projects selected to participate in GreenTRIP.

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, City Centric and gathered from publicly available sources.

Families living within a 1/2 mile or 10 minute walk to transit are 10 times more likely to take transit. <sup>1</sup>

Families living within a 1/2 mile of transit drive 50% less than those living further away. <sup>2</sup>

<sup>1</sup> ABAG New Places, New Choices, 2007

<sup>2</sup> Cervero, Arrington, TCRP Report 128, 2008

## PARKER PLACE

### TRIP REDUCTION CREDITS

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

#### DENSITY

**111 UNITS/ACRE**

SOURCE: CITY CENTRIC



**18%  
REDUCTION**

#### MIX OF USES

**5,238 JOBS IN 1/2 MILE  
7,009 HOMES IN 1/2 MILE**

**LOCAL RETAIL PRESENT**

SOURCE: 2000 CENSUS



**5%  
REDUCTION**

**2%  
REDUCTION**

#### TRANSIT SERVICE

**1,417 WEEKDAY BUSES IN 1/4 MILE  
262 DAILY RAIL IN 1/2 MILE**

SOURCE: AC TRANSIT & BART



**13%  
REDUCTION**

#### PEDESTRIAN/BICYCLE FRIENDLINESS

**461 INTERSECTIONS PER SQ. MILE**  
**100% STREETS W/ SIDEWALKS ON BOTH SIDES**  
**94% ARTERIALS/COLLECTORS W/ BIKE LANES OR WHERE SUITABLE, DIRECT PARALLEL ROUTES**

SOURCE: BERKELEY BIKING AND WALKING MAP



**7%  
REDUCTION**

#### AFFORDABLE HOUSING

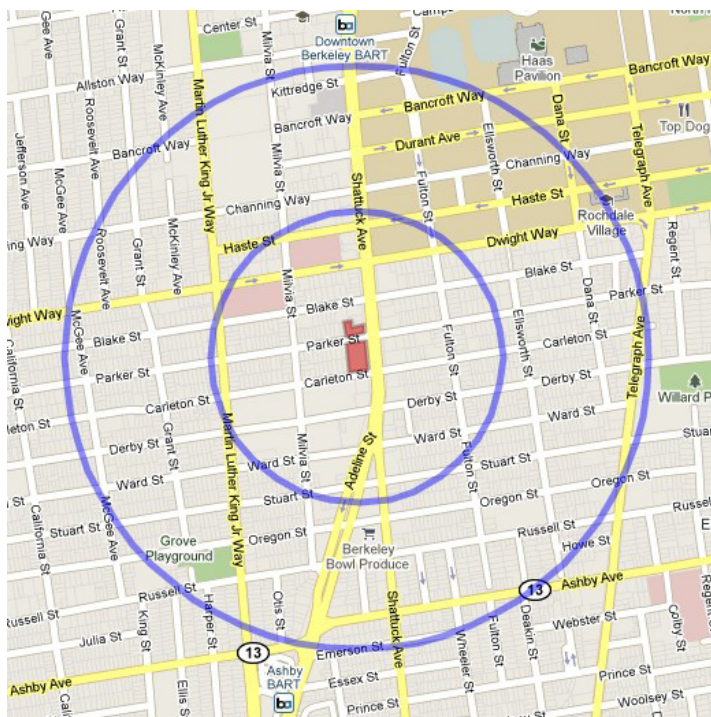
**21% OF UNITS ARE DEED RESTRICTED BELOW MARKET RATE HOUSING**

SOURCE: CITY CENTRIC



**1%  
REDUCTION**

## PROJECT CONTEXT MAP



RED SHADING REPRESENTS THE PROJECT FOOTPRINT. CONCENTRIC CIRCLES REPRESENT THE AREA WITHIN 1/4 AND 1/2-MILE FROM THE PROJECT.

SOURCE: GOOGLE MAPS



### KEY PROJECT DETAILS:

- 155 UNITS ON 1.4 ACRES (3-5 STORIES)
- 32 BELOW MARKET RATE UNITS
- 123 DEDICATED RESIDENTIAL PARKING SPACES
- ALL PARKING UNBUNDLED
- OFFERING 1 FREE AC TRANSIT EASYPASS/UNIT OR 2 AC TRANSIT EASYPASSES/UNIT AT ~\$120/YR/UNIT
- 2 CARSHARE PODS ON SITE
- BICYCLE REPAIR ROOM & STORAGE FOR 100 BIKES

## QUESTIONS?

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