

Garden Village: GreenTRIP's First Platinum Certification

In February 2013 a developer who wanted to build housing in Berkeley, with 2 and 4 bedroom units, approached TransForm's GreenTRIP program. Near UC Berkeley, the 77 units would house approximately 235 residents and help fill a gaping need for students and graduates for moderately priced apartments. The plan included a massive rooftop organic garden and 10% of the units dedicated to very-low-income renters. As can be expected, the community came out en force against it for adding traffic to this already congested area.

Initially slated for 1 parking space per unit, the parking requirements were reduced to just 49 spaces. This underground parking would require excavation, water pumping equipment and ventilation. Initial construction cost was estimated at \$2.35 million, not include ongoing maintenance costs. With it the building, limited to four stories and not geared towards a high-end luxury market, would not to pencil out.



A rooftop view of the proposed Garden Village development

Nautilus Group, the developers, sought out a GreenTRIP Certification and support in developing a transportation strategy that

would make a zero parking development feasible. By foregoing parking, capital was freed up to fund a suite of the most effective traffic reduction strategies.

Instead of providing \$2.3 million to house cars the project was able afford the full suite of transportation options below and the long-term subsidy of \$1.6 million for the 7 very low-income units.

With guidance from TransForm's GreenTRIP Program Director, Nautilus Group committed to providing the following transportation amenities:

1. On-site carsharing service of 4-6 cars with vehicles provided by the building and using the Getaround.com platform. If this proves insufficient additional vehicles must be made available or the developer can supplement it with free City CarShare or ZipCar memberships and cars on site.
2. Offering at least two discounted AC Transit EasyPasses to each unit for 40 years.
3. BikeLink cards preloaded with \$10 for residents at the signing of the lease. Bikelink.org offers a regional network of secured bike parking stations at \$0.05/hour on average.
4. Bike repair station with stand and shared bike maintenance tools.
5. 220 total bike parking spaces in a variety of configurations. Bicycle storage hooks in each unit, secured basement spaces, secured at-grade spaces for guests, and on-street short-term spaces for visitors.
6. One grocery cart (aka pedestrian trunk) provided per unit.

7. Marketing program designed to appeal to residents who want to live car-free.
8. Digital travel concierge informational kiosk in the lobby for real time transit arrival information, plus travel support from an on-site property manager.
9. Resident data shared annually with GreenTRIP staff and the city on vehicle ownership, transit use and car share use.

These strategies were made enforceable by putting them into the development's conditions of approval. To quell skepticism on the marketability, an analysis clarified the very large car-free population that could be served by this development was conducted.

With these GreenTRIP strategies, the opposition dropped away. The local Chamber supported the development for its potential to stores with shoppers without adding traffic. All of resident and stakeholder letters at the final hearing were from supporters. The tone of the meetings also changed and it unanimously passed the Zoning Adjustment Board (which had been very skeptical in previous hearings on the development).

For more information go to GreenTRIP.org or contact Ann Cheng, GreenTRIP Program Director Ann@TransFormCA.org.



The Garden Village website highlights their GreenTRIP certification and celebrates car-free living.

TransForming 49 parking spaces estimated to cost \$2.3 million dollars...

...into "The Best Package of Traffic Reduction Strategies Seen to Date."