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February 15, 2012

Planning Commission  
City of San Jose  
200 East Santa Clara  
San Jose, CA 95119

Re: Conditional GreenTRIP Certification for Vendome Phase II

Dear Chair Cahan and Commissioners Bit-Badal, Abelite, Kline, Kamkar, Platten and Yob,

Congratulations! I am writing to announce that **Vendome II** qualifies for **Conditional GreenTRIP Certification** based on the currently proposed design and amenities. This certification is made possible in part by the zoning changes you will be considering at the February 22, 2012 City of San Jose Planning Commission meeting.

In 2009, TransForm launched GreenTRIP, a certification program for new residential development, focused on **Traffic Reduction** and **Innovative Parking**. Vendome II is the second project in the City of San Jose to seek GreenTRIP Certification.

The purpose of GreenTRIP is to recognize projects that will provide low traffic development through appropriate density, proximity to transit, services and job centers, and **Traffic Reduction** and **Innovative Parking** strategies proven to be the most effective.

When it comes to green building, how people get to a building is just as important as what that building is made of. GreenTRIP is emerging as a trusted measure for low-traffic development.

Since 1997, TransForm has been working for world class public transportation and walkable communities in the Bay Area and beyond. GreenTRIP certifies projects that will allow new residents to drive less while increasing their mobility in a variety of ways. When families 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 improved air quality.
- Greater demand and support of transit service.
- Reduced greenhouse gas emissions, supporting compliance with SB375 and AB32.

Based on the information provided by the developer, Barry Swenson, **Vendome II meets the GreenTRIP Certification Standards for the "Transit Neighborhoods" place type**. The Transit Neighborhood 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.

The following describes how Vendome Phase II meets GreenTRIP standards. Please refer to the attached **Project Evaluation Report** for more details.

GreenTRIP certification only applies to the 122 units in Phase II.

**1. Vendome Phase II must create less than 35 miles/household/day.**

Using a model recommended by the California Air Resources Board for estimating greenhouse gas emissions, future residents at Vendome Phase II are projected to drive only **21 miles/household/day**. This is **58% 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. Vendome Phase II must have no more than 1.5 parking space per unit.**

The conceptual design of Vendome Phase II meets this standard by providing **183** parking spaces for **122** units. Fewer spaces provided for parking allows for more resources to be spent on other community amenities including local retail and transit passes described below. We are conditionally certifying the project based on the understanding that the final total parking for all Phases will not exceed 1.5 spaces per unit.

**3. Vendome Phase II must provide at least 1 of 3 Traffic Reduction Strategies: Unbundled parking, Free CarShare Membership or 50% Discount on Transit Passes.**

Barry Swenson is committed to offering at least **two VTA Eco-Passes for 40 years for each of the 122 units within Phase II**. Thanks to the bulk purchase price offered by VTA, the cost to residents will be 80-90% below the retail value of a standard monthly pass. This will create a substantial incentive for families to own one less car and take advantage of the full variety of transportation choices and great access to key destinations from the property. We expect to formalize this commitment in the conditions of approval for Phase II during the subsequent PD Permitting stage of the project's approval.

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

1. A total of 122 units (12 stories).
2. Net Density of 133 units per acre.
3. Less than 1.5 parking space per unit on average, including guest parking and excluding spaces shared with commercial uses on site.
4. Offering Two (2) VTA Eco Passes to each unit for 40 years.

If any of these characteristics change significantly in the PD Zoning or PD Permitting (entitlement) process, we will re-evaluate the project to determine if the project still meets criteria for GreenTRIP Certification.

For more information please refer our website at: <http://www.GreenTRIP.org>

Sincerely,



Ann Cheng  
GreenTRIP Program Director



# GreenTRIP

Traffic Reduction + Innovative Parking

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

PROJECT EVALUATION REPORT

## VENDOME PHASE II

SAN JOSE, CA  
 DEVELOPER: BARRY SWENSON BUILDER  
[WWW.BARRYSWENSONBUILDER.COM](http://WWW.BARRYSWENSONBUILDER.COM)

CONDITIONAL CERTIFICATION  
 AS OF FEBRUARY 14, 2012

Vendome Phase II has qualified for a **Conditional 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 **35** MILES/DAY

**21** MILES/DAY

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



### APPROPRIATE AMOUNT OF PARKING

#### GREENTRIP STANDARDS

MAXIMUM **1.5** SPACES/UNIT

**1.5** SPACES/UNIT

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

**183** RESIDENTIAL PARKING SPACES  
**122** HOMES



### TRAFFIC REDUCTION STRATEGIES

#### GREENTRIP STANDARDS

AT LEAST 1 OF 3 TRAFFIC  
 REDUCTION STRATEGIES

**2** EcoPASSES PER UNIT

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

- UNBUNDLE PARKING
- DISCOUNT TRANSIT PASSES
- FREE CARSHARE MEMBERSHIP

- OFFERING 2 VTA TRANSIT ECO PASSES
- AT LEAST 50% OFF OF RETAIL COST
- FOR 40 YEARS



COMPARED TO THE TYPICAL  
 BAY AREA HOUSEHOLD  
 VENDOME PHASE II IS  
 PROJECTED\* TO RESULT IN:

**58% LESS DRIVING**

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

**62% LESS GHGs**

Per Household  
 Each household of Vendome Phase II is  
 expected to emit 19 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, Barry Swenson Builder 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.






#### NEIGHBORHOOD

Vendome Phase II meets GreenTRIP certification standards for the Neighborhood Place Type. Above is an evaluation of how Vendome Phase II satisfies each category.

## VENDOME PHASE II

### TRIP REDUCTION CREDITS

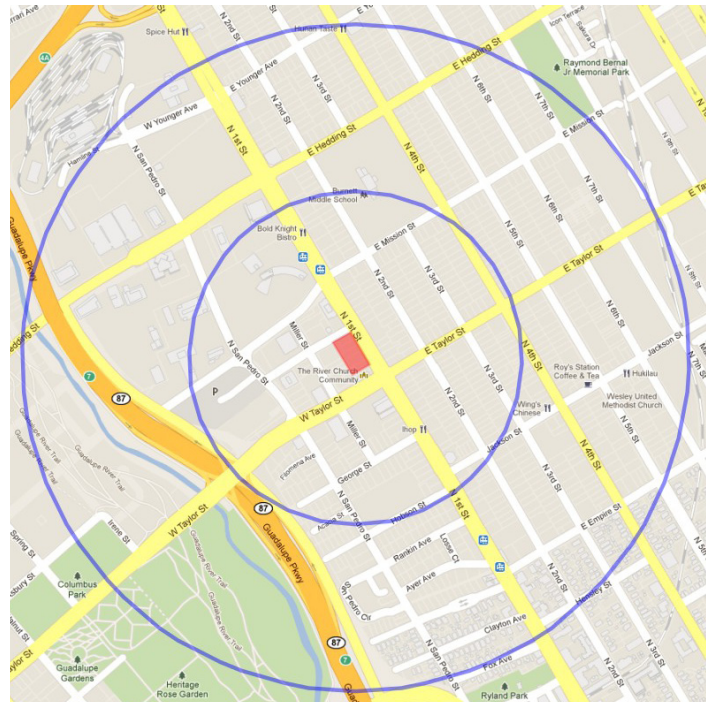
The following is an inventory of URBEMIS model inputs. The projected driving is affected by the following trip reduction credits.

<b>DENSITY</b>	
<b>133 UNITS/ACRE</b> SOURCE: BARRY SWENSON BUILDER	<b>11% REDUCTION</b>
<b>MIX OF USES</b>	
<b>WITHIN A HALF-MILE</b> <b>9,318 JOBS</b> <b>2,042 HOMES</b>	<b>3% REDUCTION</b>
<b>LOCAL RETAIL PRESENT</b> SOURCE: 2008 CENSUS	<b>2% REDUCTION</b>
<b>TRANSIT SERVICE</b>	
<b>536 WEEKDAY BUSES IN 1/4 MILE</b> <b>288 DAILY RAIL IN 1/2 MILE</b> SOURCE: VALLEY TRANSPORTATION AUTHORITY	<b>12% REDUCTION</b>
<b>PEDESTRIAN/BICYCLE FRIENDLINESS</b>	
<b>243 INTERSECTIONS PER SQ. MILE</b> <b>98% STREETS W/ SIDEWALKS BOTH SIDES</b> <b>72% ARTERIAL STREETS W/ BIKE LANES</b> OR WHERE SUITABLE, DIRECT PARALLEL ROUTES SOURCE: VTA BIKE MAP	<b>6% REDUCTION</b>
<b>AFFORDABLE HOUSING</b>	
<b>0% OF UNITS ARE DEED RESTRICTED BELOW MARKET RATE HOUSING</b>	<b>0% REDUCTION</b>

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>

### 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:

- 0.9 ACRES
- 122 UNITS
- 11 STORIES
- 183 DEDICATED RESIDENTIAL PARKING SPACES
- OFFERING 2 PASSES PER HOUSEHOLD WITH A DISCOUNT OF AT LEAST 50% OFF RETAIL COST

### QUESTIONS?

Contact: Ann Cheng, Program Director  
GreenTRIP@TransFormCA.org  
(510) 740-3150 x316 [www.GreenTRIP.org](http://www.GreenTRIP.org)

a project of **TRANSFORM**



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

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