



HEXAGON TRANSPORTATION CONSULTANTS, INC.



Baywood Avenue Hotel

375 S. Baywood Avenue, San Jose

Draft Transportation Demand Management (TDM) Plan



Prepared for:

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1. Introduction

Transportation Demand Management (TDM) is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The purpose of TDM is to (1) reduce the amount of trips generated by new development; (2) promote more efficient utilization of existing transportation facilities and ensure that new developments are designed to maximize the potential for sustainable transportation usage; (3) reduce the parking demand generated by new development and allow for a reduction in parking supply; and (4) establish an ongoing monitoring and enforcement program to guarantee the desired trip and parking reductions are achieved.

This TDM plan has been prepared for the Baywood Avenue Hotel located at 375 S. Baywood Avenue to satisfy the requirements outlined in Sections 20.70.330 and 20.90.220 of the San Jose Code of Ordinances. These ordinances allow developments to use up to a maximum of 50 percent parking reduction, so long as the following requirements are met:

- The reduction in parking will not adversely affect surrounding projects
- The reduction in parking will not rely upon or reduce the public parking supply
- The project provides a detailed TDM plan and demonstrates that the TDM program can be maintained indefinitely

This TDM Plan addresses all the requirements of the City's ordinance and includes a broad range of TDM measures designed to reduce the trips and Vehicle Miles Traveled by employees and guests of the hotel. This Plan includes a shuttle service to the airport, on-site bicycles for guest use, an on-site transportation coordinator, a transit subsidy program for employees, and financial incentives for employees who bike or walk to work.

Project Description

The proposed project is located at 375 S. Baywood Avenue, on the southwest corner of Baywood Avenue and Hemlock Avenue, within a designated Urban Village (Valley Fair/Santana Row). According to the Envision San Jose 2040 General Plan, an Urban Village strategy fosters:

- Mixed residential and employment activities that are attractive to an innovative workforce
- Revitalization of underutilized properties that have access to existing infrastructure
- Densities that support transit use, bicycling, and walking
- High-quality urban design

The proposed development would consist of the replacement of two single-family homes on the project site with an 11-story 105-room hotel. The hotel will include two below-ground parking levels with access from

Hemlock Avenue and one above-ground parking level with access from S. Baywood Avenue. The project site location and the surrounding study area are shown on Figure 1. The project site plan is shown on Figure 2.

On-site parking would include 71 parking spaces within the three parking levels. Per the City of San Jose Municipal Code (Chapter 20.90.060) hotel land uses are required to provide one space per hotel room or suite plus one space per employee. Based on the City's parking requirements and an estimated 10 hotel employees, the project is required to provide a total of 115 off-street parking spaces. The project is proposing a total of 71 parking spaces, which is a 38 percent reduction from the normal parking code. The project is located in the Valley Fair/Santana Row Urban Village. The Urban Village Overlay automatically allows for a 20 percent reduction in parking. In accordance with Sections 20.70.330 and 20.90.220 of the San Jose Code of Ordinances, which allows up to a 50% parking reduction, the additional 18 percent reduction is allowed via the inclusion of this TDM Plan.

A fee will be charged for on-site parking for guests of the hotel. Upon checkout, hotel guests will be charged for parking based upon the duration of time their respective vehicle utilized the parking garage.

Location and Proximity to Transit

The location of a project within or adjacent to a central business district promotes pedestrian and bicycle travel in a high-density area of complementary land uses. The project site is located in a Urban Village designated area, and is a short walk or bicycle ride from numerous complementary land uses.

The project site is located less than 3/4 of a mile from the Westfield Valley Fair transit center, and 1,000 to 1,400 feet from the Stevens Creek/Santana Row VTA bus stops which connect to the San Jose Diridon Station. Chapter 2 describes the existing transit services in the study area.

Report Organization

The remainder of this report is divided into two chapters. Chapter 2 describes the transportation facilities and services in the vicinity of the project site. Chapter 3 describes the TDM measures that would be implemented for the proposed project, including the program for implementing and monitoring the TDM plan.

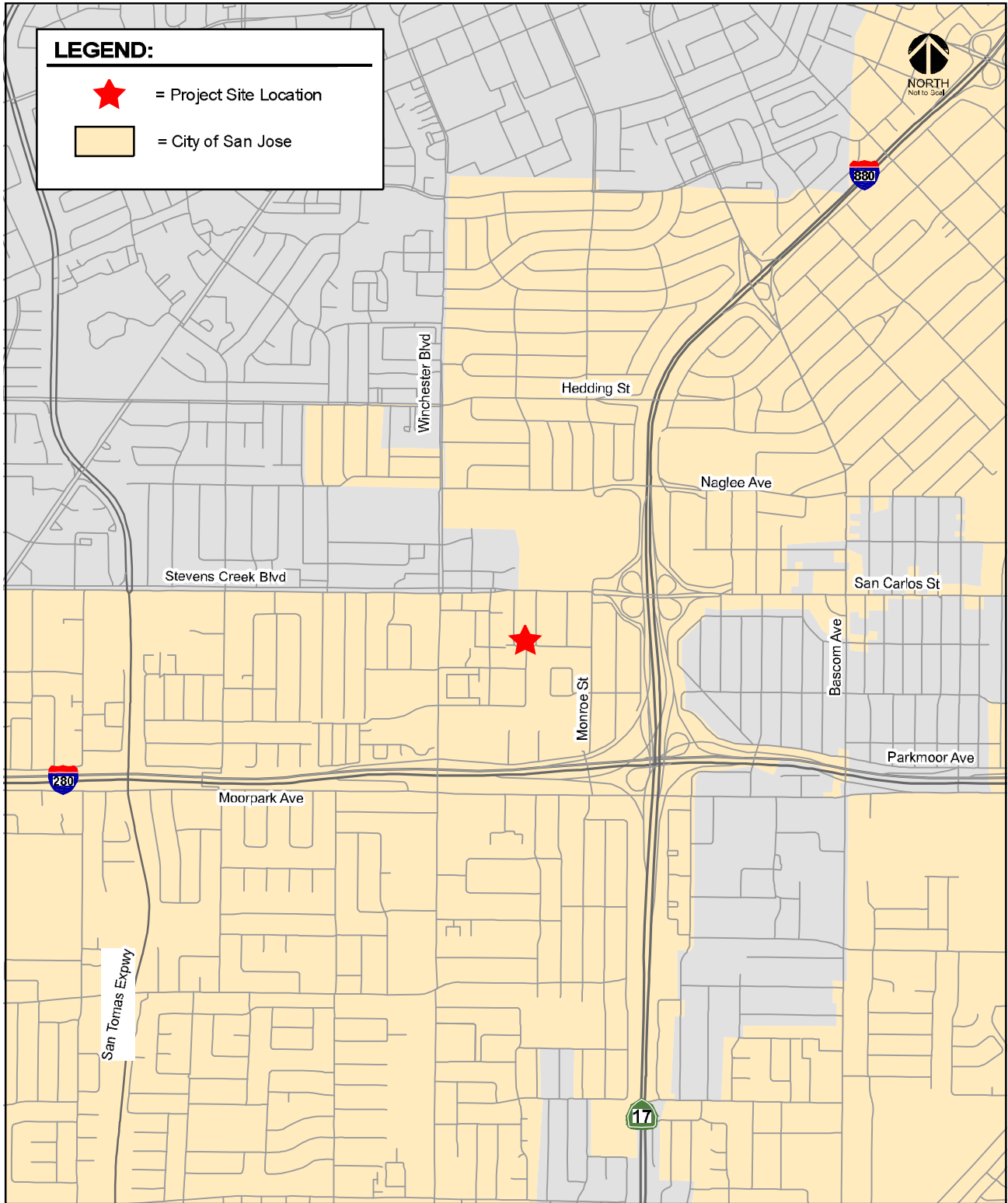


Figure 1
Project Site Location

2. Existing Transportation Facilities

This chapter describes the existing conditions for all of the major transportation facilities in the vicinity of the project site, including the roadway network, transit service, and bicycle and pedestrian facilities.

Existing Roadway Network

Regional access to the project site is provided via I-880 and I-280. These facilities are described below.

I-880 is a six-lane freeway in the vicinity of the site. It extends north to Oakland and south to I-280 in San Jose, at which point it makes a transition into SR 17 to Santa Cruz. Access to the site is provided via its interchange with Stevens Creek Boulevard.

I-280 is an eight-lane freeway in the vicinity of the site. It extends northwest to San Francisco and east to King Road in San Jose, at which point it makes a transition into I-680 to Oakland. North of I-880, I-280 has high occupancy vehicle (HOV) lanes in both directions. Access to and from northbound I-280 to the site is provided via its interchange with Winchester Boulevard.

Local access to the site is provided by Stevens Creek Boulevard, Winchester Boulevard, Tisch Way, Redwood Avenue, and Baywood Avenue. These roadways are described below.

Stevens Creek Boulevard is a divided six-lane east-west roadway in the vicinity of the project site. It extends from Cupertino eastward to I-880, at which point it makes a transition into San Carlos Street to Downtown San Jose. Access to the site from Stevens Creek Boulevard is provided via its intersection with Baywood Avenue.

Winchester Boulevard is a divided six-lane north-south roadway that runs from Los Gatos to Lincoln Street in Santa Clara. Winchester Boulevard provides access to the project site via its intersection with Stevens Creek Boulevard and Tisch Way.

Tisch Way is a two-lane east-west roadway that extends eastward from Winchester Boulevard to South Monroe Street. Access to the project site from Tisch Way is provided via its intersection with Hatton Street.

Redwood Avenue is a two-lane north-south roadway that runs between Stevens Creek Boulevard and Baywood Avenue. Access to the project site from Redwood Avenue is provided via its intersection with Baywood Avenue.

Baywood Avenue is a two-lane north-south roadway that runs between Redwood Avenue and Stevens Creek Boulevard. Baywood Avenue provides direct access to the project site via one full-access driveway.

Existing Bicycle and Pedestrian Facilities

Bike lanes are present on northbound and southbound Winchester Boulevard between Stevens Creek Boulevard and Tisch Way. Although none of the residential streets near the project site (i.e., Baywood Avenue and Redwood Avenue) provide bike lanes or are designated as bike routes, due to their low traffic volumes, many of them are conducive to bicycle usage.

Pedestrian facilities in the project area consist primarily of sidewalks along all surrounding streets. Sidewalks are found along virtually all previously described local roadways in the study area and along the local residential streets and collectors near the site. At South Monroe Street and Tisch Way, there is a pedestrian footbridge over I-280 connecting South Monroe Street/Tisch Way and Moorpark Avenue. Crosswalks across Stevens Creek Boulevard are provided near the project site at Monroe Street, the Valley Fair entrance, and at Santana Row. The Valley Fair entrance intersection with Stevens Creek Boulevard will be relocated to align with Baywood Avenue as part of the Valley Fair Mall expansion project. The new intersection will provide a controlled crossing point between the project site and amenities provided at Valley Fair Mall. Overall, the existing network of sidewalks and crosswalks provides good connectivity and provides pedestrians with safe routes to transit services and other points of interest in the area.

Existing Transit Service

Existing transit service to the study area is provided by the VTA (see Table 1). The local bus routes near the project site are shown on Figure 3.

Table 1
Existing Transit Services

Transit Service	Route Description	Nearest Stops	Headway ¹
Local Route 23	DeAnza College to Alum Rock Transit Center via Stevens Creek	Valley Fair Transit Center	10-15 mins
Local Route 60	Winchester Transit Center to Great America	Valley Fair Transit Center	15-20 mins
Express Route 323	Downtown San Jose to DeAnza College	Stevens Creek & Santana Row	12-16 Mins

¹ Headway during peak commute periods in the project area.

The nearest bus stop location is located at the Stevens Creek Boulevard and Santana Row intersection, approximately 1,000 to 1,400 feet from the project site and is served by Express Route 323. Other bus stops approximately ½ mile from the project site include those at the intersections of Stevens Creek Boulevard and Winchester Boulevard, Olin Avenue and Winchester Boulevard, and Olsen Drive and Winchester Boulevard. The bus stops on Stevens Creek Boulevard are served by Routes 23 and 323, while the bus stops on Winchester Boulevard are served by Routes 23 and 60. The Valley Fair Transit Center is located within ¼ of a mile of the project site at the adjacent Westfield Valley Fair, along Forest Avenue. The Valley Fair Transit Center is served by two bus routes, Route 23 and Route 60.

Limited Stop Express Route 323 operates along Stevens Creek Boulevard between downtown San Jose and De Anza College. Route 23 provides service between DeAnza College and the Alum Rock Transit Center via Stevens Creek Boulevard, with 10-15-minute headways during commute hours. Route 60 provides service between the Winchester Transit Center and Great America via Winchester Boulevard, with 15-20-minute headways during commute hours.

Routes 23 and 323 connect to other services such as Caltrain, VTA LRT, and ACE in downtown San Jose.

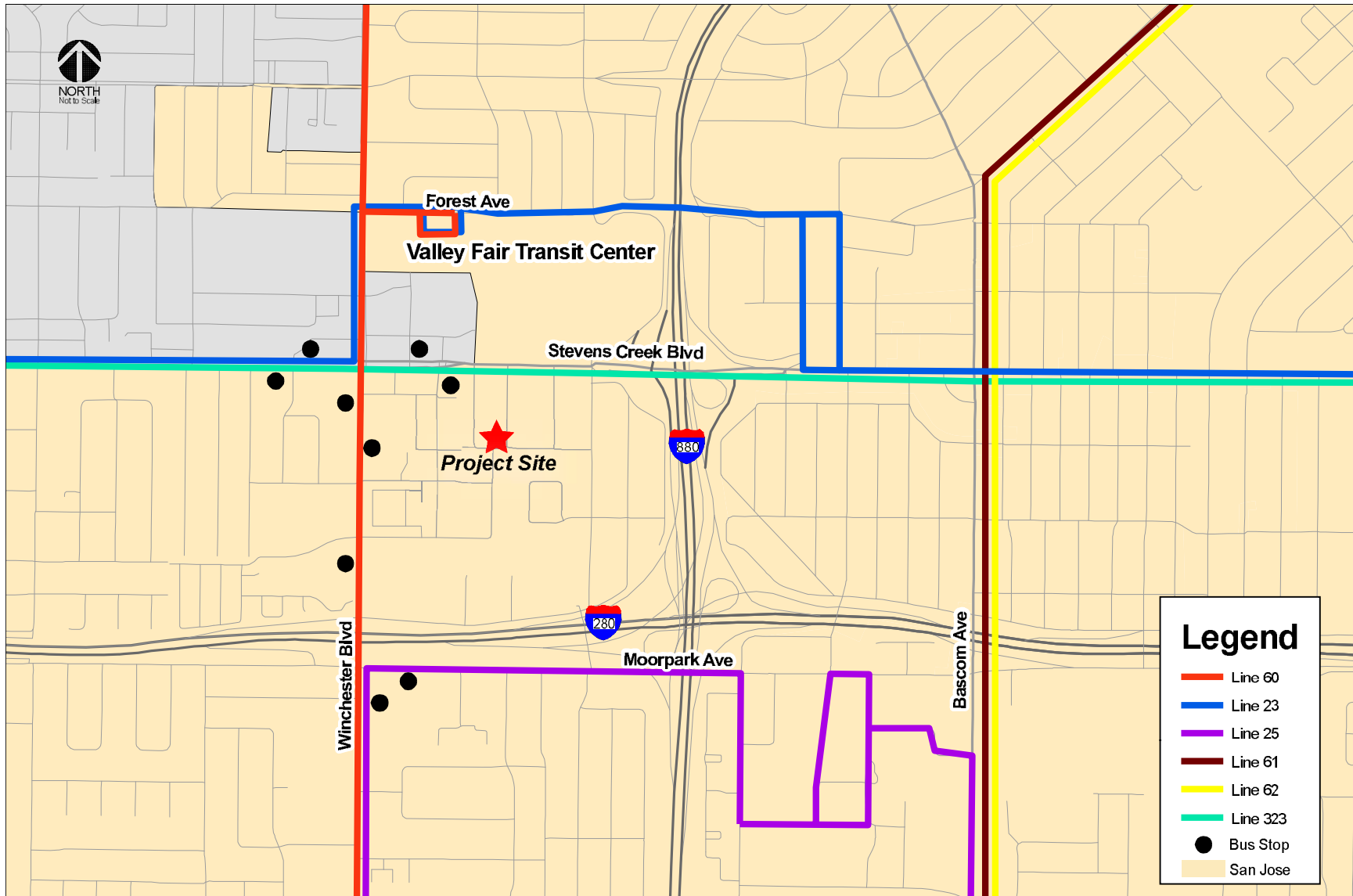


Figure 3
Existing Transit Services

3. TDM Plan

The TDM measures for the project were developed based on the parking reduction requirements outlined in Sections 20.90.220 and 20.70.330 of the San Jose Code of Ordinances and were geared to meeting the 38 percent parking reduction that the project needs.

Implementation of the proposed TDM measures would encourage future guests taking alternative transportation modes (transit, bicycle, and airport shuttle) to further reduce the SOV trips and parking demand generated by the project.

City of San Jose Parking Code

According to Section 20.90.220.A.1 of the San Jose Parking Code, a reduction in the required off-street vehicle parking spaces of up to 50 percent may be authorized if the project conforms to the transit and bicycle requirements specified in Subsections a and b, and implements at least three TDM measures specified in Subsections c and d. Section 20.90.220.A.1 is outlined below.

Section 20.90.220.A.1 – Reduction in Required Off-street Parking Spaces

A. Alternative transportation.

1. *A reduction in the required off-street vehicle parking spaces of up to fifty percent may be authorized with a development permit or a development exception if no development permit is required, for structures or uses that conform to all of the following and implement a total of at least three transportation demand management (TDM) measures as specified in the following provisions:*
 - a. *The structure or use is located within two thousand feet of a proposed or an existing rail station or bus rapid transit station, or an area designated as a Neighborhood Business District, or as an Urban Village, or as an area subject to an area development policy in the city's general plan or the use is listed in Section 20.90.220G.; and*
 - b. *The structure or use provides bicycle parking spaces in conformance with the requirements of Table 20-90.*
 - c. *For any reduction in the required off-street parking spaces that is more than twenty percent, the project shall be required to implement a transportation demand management (TDM) program that contains but is not limited to at least one of the following measures:*
 - i. *Implement a carpool/vanpool or car-share program, e.g., carpool ride-matching for employees, assistance with vanpool formation, provision of vanpool or car-share vehicles, etc. and assign car pool, van pool and car-share parking at the most desirable onsite locations at the ratio set forth in the development permit or development exception considering type of use; or*
 - ii. *Develop a transit use incentive program for employees and tenants, such as on-site distribution of passes or subsidized transit passes for local transit system*

- (participation in the region-wide Clipper Card or VTA EcoPass system will satisfy this requirement).
- d. In addition to the requirements above in Section 20.90.220.A.1.c. for any reduction in the required off-street parking spaces that is more than twenty percent, the project shall be required to implement a transportation demand management (TDM) program that contains but is not limited to at least two of the following measures:
- i. Implement a carpool/vanpool or car-share program, e.g., carpool ride-matching for employees, assistance with vanpool formation, provision of vanpool or car-share vehicles, etc. and assign car pool, van pool and car-share parking at the most desirable on-site locations; or
 - ii. Develop a transit use incentive program for employees, such as on-site distribution of passes or subsidized transit passes for local transit system (participation in the region-wide Clipper Card or VTA EcoPass system will satisfy this requirement); or
 - iii. Provide preferential parking with charging facility for electric or alternatively-fueled vehicles; or
 - iv. Provide a guaranteed ride home program; or
 - v. Implement telecommuting and flexible work schedules; or
 - vi. Implement parking cash-out program for employees (non-driving employees receive transportation allowance equivalent to the value of subsidized parking); or
 - vii. Implement public information elements such as designation of an on-site TDM manager and education of employees regarding alternative transportation options; or
 - viii. Make available transportation during the day for emergency use by employees who commute on alternate transportation. (This service may be provided by access to company vehicles for private errands during the workday and/or combined with contractual or pre-paid use of taxicabs, shuttles, or other privately provided transportation); or
 - ix. Provide shuttle access to Caltrain stations; or
 - x. Provide or contract for on-site or nearby child-care services; or
 - xi. Incorporate on-site support services (food service, ATM, drycleaner, gymnasium, etc. where permitted in zoning districts); or
 - xii. Provide on-site showers and lockers; or
 - xiii. Provide a bicycle-share program or free use of bicycles on-site that is available to all tenants of the site; or
 - xiv. Unbundled parking; and
- e. For any project that requires a TDM program:
- i. The decision maker for the project application shall first find in addition to other required findings that the project applicant has demonstrated that it can maintain the TDM program for the life of the project, and it is reasonably certain that the parking shall continue to be provided and maintained at the same location for the services of the building or use for which such parking is required, during the life of the building or use; and
 - ii. The decision maker for the project application also shall first find that the project applicant will provide replacement parking either on-site or off-site within reasonable walking distance for the parking required if the project fails to maintain a TDM program.

Compliance with the City Parking Code

The project is located in a designated Urban Village area. Therefore, the project would conform to Subsection 20.90.220.A.1.a.

The City of San Jose requires one bicycle parking space plus one space for every 10 rooms. Based on this requirement this project requires 14 bicycle parking spaces. The proposed project includes bike racks and a designated area with 17 bicycle parking spaces. Therefore, the project would comply with Subsection 20.90.220.A.1.b.

The TDM measures that would be implemented for the project are described in the following section based on the TDM measures specified in Subsections 20.90.220.A.1.c and d, and Subsection 20.70.330.A.1. Additionally, the project would include specific measures to ensure that the TDM plan would be maintained for the life of the project, which is in compliance with Subsection 20.70.330.A.2.

Proposed TDM Measures

The TDM measures to be implemented for the 375 S. Baywood Avenue Hotel project include design features, programs, and services that promote sustainable modes of transportation and reduce the roadway and parking demand that would be generated by the project. Such measures encourage walking, biking, and use of transit. For the proposed project, the included TDM measures are described below.

Entrance Loading Zone

The proposed project would include passenger loading zones along the S. Baywood Avenue and Hemlock Avenue hotel frontages. This design would facilitate the use of taxis, private vehicle transport, and rideshare services (e.g., Uber, Lyft, and Wingz) for guests to access the hotel without cars. With the option of accessing the hotel through these ridesharing services and without a car, the need for a parking space would be reduced.

Bicycle Parking

For hotel land uses, the City's Bicycle Parking requirements require one bicycle parking space plus one space per 10 guest rooms. Based on the City's Bicycle Parking requirements, the proposed project is required to provide 14 bicycle parking spaces to meet the City standards. The project proposes a total of 17 bicycle parking spaces. The site plan indicates that the proposed project would include bicycle parking spaces located within each level adjacent to the guest elevator.

Guest Shuttle Services

The proposed project would offer free shuttles to guests. The shuttle destinations would be determined based on guest preferences. It is initially thought that shuttles would serve the Mineta International Airport and downtown in San Jose. Since the proposed project is a hotel, a portion of the guests would likely be traveling through the airport. With the option of using the free shuttle, the need for a car and a parking space would be reduced. Mineta International Airport is approximately 4.4 miles driving distance from the proposed project.

On-Site Bicycle Share Program

The proposed project would provide on-site bicycles for visitors to share. The bicycles would be stored in a secured common space that can be checked out by guests. Local destinations such as Westridge Valley Fair, Santana Row, and Winchester Mystery House are a short bicycle ride away from the proposed project. Inclusion of a bike share program would likely reduce the need for guests to use a car.

On-Site Car-Share Program

The proposed project would provide on-site access to a car-sharing service such as Zipcars for hotel employees and guests. Vehicles will be located on-site allowing hotel employees and guests to come and go at their convenience. Vehicles can be reserved prior to visiting the hotel.

Free VTA Eco Passes

The proposed project would offer free annual VTA Eco Passes for employees for the life of the project. Eco Passes would give employees unlimited rides on VTA Bus, light rail transit (LRT), and Express Bus service seven days a week. Eco Pass is deeply discounted below the standard fares, making it an attractive low-cost benefit to employees.

Financial Incentives for Biking or Walking to Work (Employees Only)

In order to encourage employees of the proposed project to use alternative modes to get to work, a parking cash-out program for employees would be established. Employees who walk or bike to work at least 4 days per week would be eligible to receive a financial incentive for doing so. Employees who request a parking cash-out for bicycling or walking to work would not be eligible to receive subsidized annual VTA Eco Passes.

Participating employees would not be allowed to park in the project's parking garage on a daily basis. However, since there may be times when employees who primarily commute using alternative modes of transportation need to drive to work, employees who receive a financial incentive for biking or walking to work (or who receive subsidized transit passes) should be allowed to park in the garage on such occasions. The maximum number of times those individuals may park in the garage could be set at twice a month, or some similar limit based on employee feedback from annual Employee Surveys.

The amount of the financial incentive for walking or biking to work would be \$50 per month. The Federal Bike Commuter Benefit allows employees to receive up to \$20 per month tax-free. The balance of \$30 for bicyclists and the full \$50 for those who regularly walk to work would be considered taxable income to employees. (Although transit and vanpool subsidies up to \$255 per month are exempt from federal income taxes, the Federal Bike Commuter Benefit is limited to \$20 per month.)

Parking cash-out is a state law in California, but the state law only applies to employers with 50 employees or more who lease their parking and where parking costs can be separated out as a line item on their lease. Because the proposed hotel would not have 50 employees, we note that the state law does not apply to this project. The parking cash-out program is voluntarily included as an element of this TDM Plan.

On-Site TDM Coordinator and Services

The proposed project would provide an on-site TDM coordinator, who would be responsible for implementing and managing the TDM plan. The TDM coordinator would be a point of contact for guests and employees should TDM-related questions arise, and would be responsible for ensuring that guests are aware of all transportation options and how to fully utilize the TDM plan. The TDM coordinator would provide the following services and functions to ensure the TDM plan runs smoothly:

- Provide guests information at the time of check-in. The process would include information about public transit services, ridesharing services (e.g., Uber, Lyft, and Wingz), bicycle maps, the on-site bicycle-share program, the on-site car-sharing program and the guest shuttle.
- A summary of the transportation options offered to all guests and employees.
- Manage the on-site bicycle-share program to ensure the bicycles remain in good condition.
- Manage the on-site car-share program to ensure the vehicles are used in the manner intended by the car-sharing service.
- Provide information to employees about subsidized transit passes and the financial incentive programs for employees who bike or walk to work.
- Conduct parking surveys annually to track actual parking demand and determine whether additional TDM measures, or another parking solution, is needed.

TDM Implementation and Monitoring

As previously stated, the primary purpose of the TDM plan is to reduce the proposed project's parking demand by 38 percent. Per Sections 20.70.330 and 20.90.220 of San Jose Code of Ordinances, monitoring progress would be necessary to ensure that the TDM measures are effective and continue to be successfully implemented.

The future hotel operator would be responsible for ensuring that the TDM trip reduction measures are implemented.

The TDM plan would need to be re-evaluated annually for the life of the project. If it is determined that the 38 percent parking reduction is not being achieved (i.e., the on-site parking garage reaches full capacity),

additional TDM measures would need to be introduced to ensure that the parking demand is being addressed by the project without the burden being placed on outside entities.

Conclusions

The TDM measures to be implemented by the project include planning and design measures related to the attributes of the site location, the site design, and on-site amenities. Such measures encourage walking, biking, and use of transit. The TDM plan includes the following measures:

- Design features – Entrance passenger zone
- Bicycle parking
- Guest Shuttle services
- On-site bicycles for guest use
- On-site access to car-share vehicles for hotel employees and guests
- Free annual VTA Eco Pass for employees
- Financial Incentives for employees who bike or walk to work
- On-site TDM coordinator and services