

# Interpretation

**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

Español – bajo la opción Español

Por favor haz clic en el icono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado

**Phiên dịch đồng thời cho cuộc họp này sẽ được cung cấp bằng các ngôn ngữ sau:**

Tiếng Việt - theo tùy chọn Tiếng Việt

Vui lòng nhấp vào biểu tượng INTERPRETATION trên thanh công cụ của bạn để truy cập ngôn ngữ mong muốn

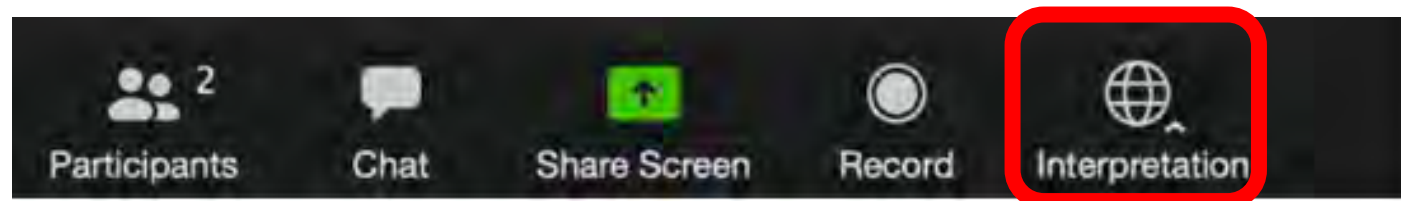




Photo : Sergio Ruiz, SPUR

# City Council Study Session: Diridon Station Area Update

Monday, November 16, 2020 | 1:00 PM

# Welcome and Introductions

## City Staff

Kim Walesh – Deputy City Manager

Nanci Klein – Director of Economic Development (OED)

Rosalynn Hughey – Director of Planning, Building & Code Enforcement (PBCE)

Robert Manford – Deputy Director, PBCE

Tim Rood – Planning Division Manager, PBCE

David Keyon – Principal Planner, PBCE

Lori Severino – Diridon Program Manager, OED

Bill Ekern – Diridon Project Manager, OED

Jacky Morales-Ferrand – Director of Housing

Jessica Zenk – Deputy Director, Department of Transportation

Nicolle Burnham – Deputy Director, Department of Parks, Recreation and Neighborhood Services

## Consultants

Thomas Jansen  
*HR&A*

A-P Hurd  
*Skip Stone*

Sujata Srivastava  
*Strategic Economics*

# Meeting Agenda

- I. Overview of Process: Looking Back, Looking Forward
- II. Amending the Diridon Station Area Plan and Associated Planning for the Diridon Station Area
  - Amending the 2014 Diridon Station Area Plan
  - Developing Other Area-wide Plans
- III. Conducting Development Review of the Proposed Google Downtown West Mixed-Use Project
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- V. City Council questions and feedback
- VI. Public Comment



# Downtown Strategy: Expand West, Integrate



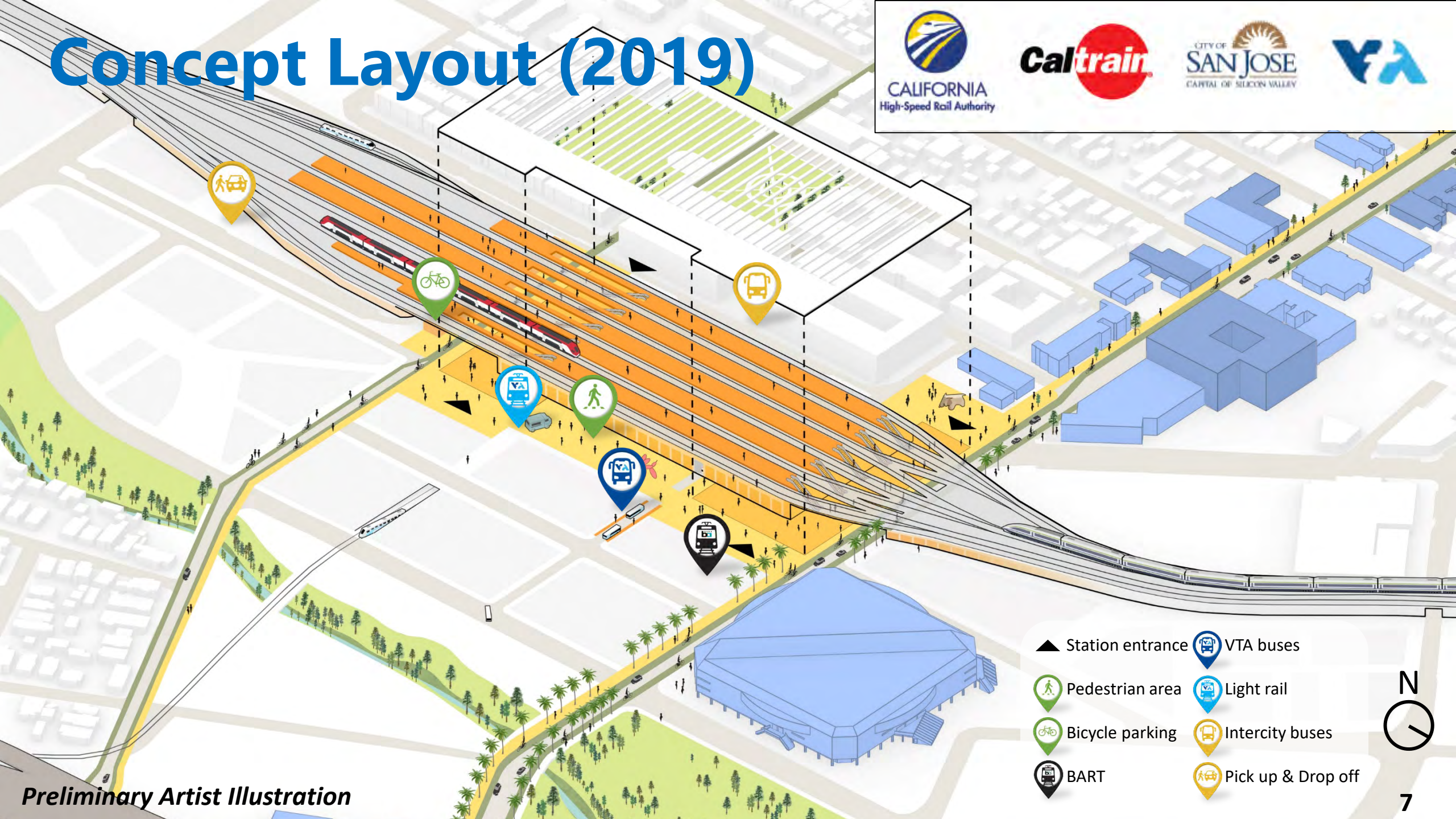


# Transit Hub Planning for 8X Passenger Growth





# Concept Layout (2019)



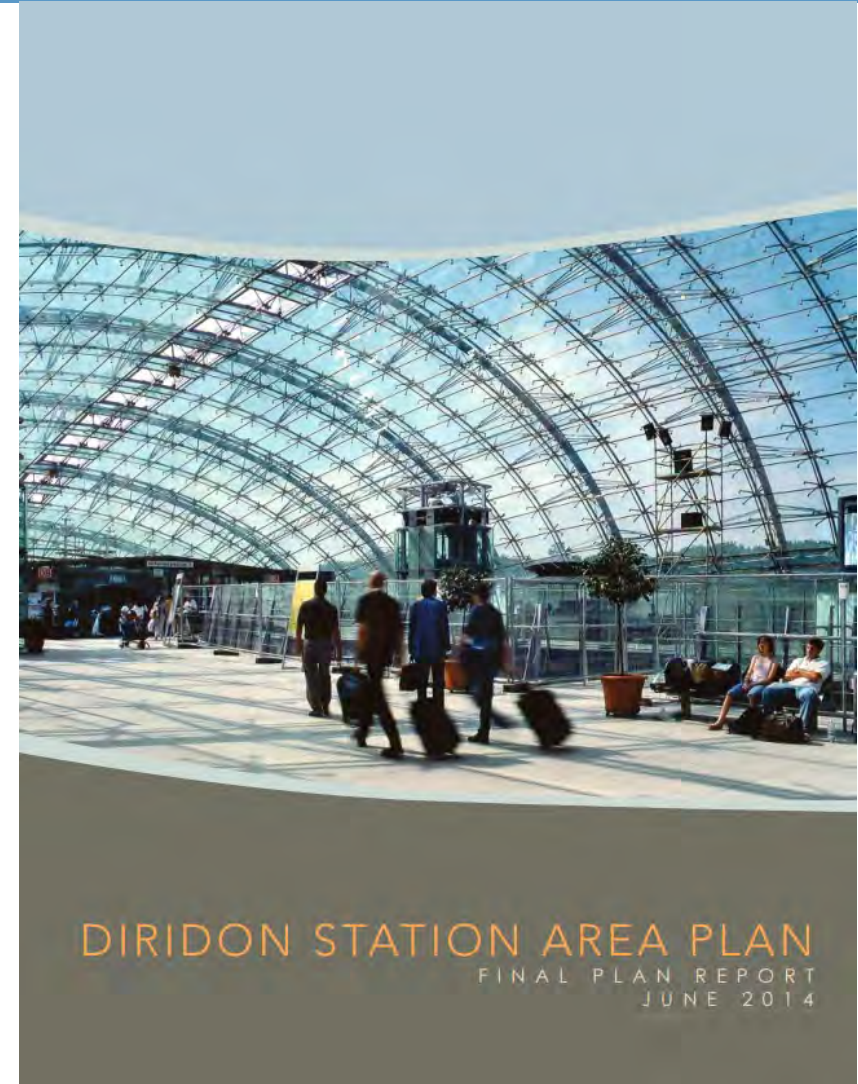
Preliminary Artist Illustration





# Diridon Station Area Plan (2014)

- Establish Diridon Area as **major destination**
- Foster a **lively public realm** that supports walking and bicycling
- Create a **new intermodal station** of architectural significance
- Encourage high-density land uses that support **high transit ridership**
- Use **art** to create a strong **sense of place**
- Reflect Silicon Valley's **spirit of innovation** and San José's **rich history** through distinctive architecture and **civic spaces**





# Fragmented Property Ownership






# Google Seeks to Locate in San Jose (2017)



A place inspired by San José

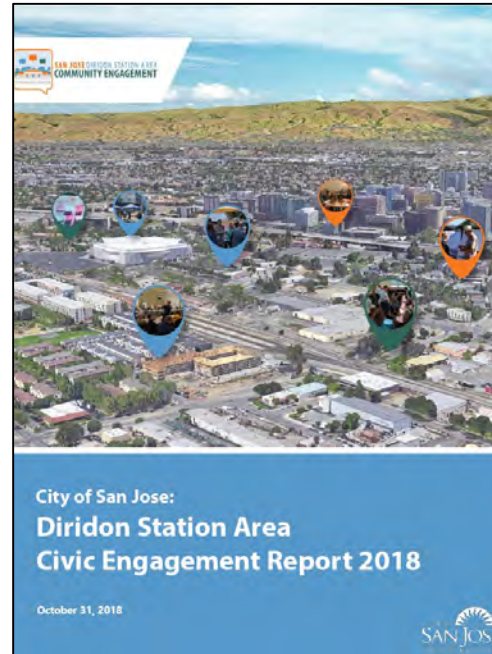
We're working together to imagine this part of downtown — one that draws from San José's culturally-rich history, vibrant personality and innovative spirit.





# Launched First Year Engagement Process

- Estimated 1,200 participants
- Diridon Station Area Advisory Group (SAAG) with 38 members
  - 10 regular meetings
  - 11 solution group meetings
- 7 Community Forums
- 2 Walking Tours
- 6 Pop-up Events
- 5 Stakeholder Presentations
- Online feedback form with over 600 responses
- 11 • Website ([www.diridonsj.org](http://www.diridonsj.org)) had over 22,000 views



# Memorandum of Understanding Approved (Dec 2018)

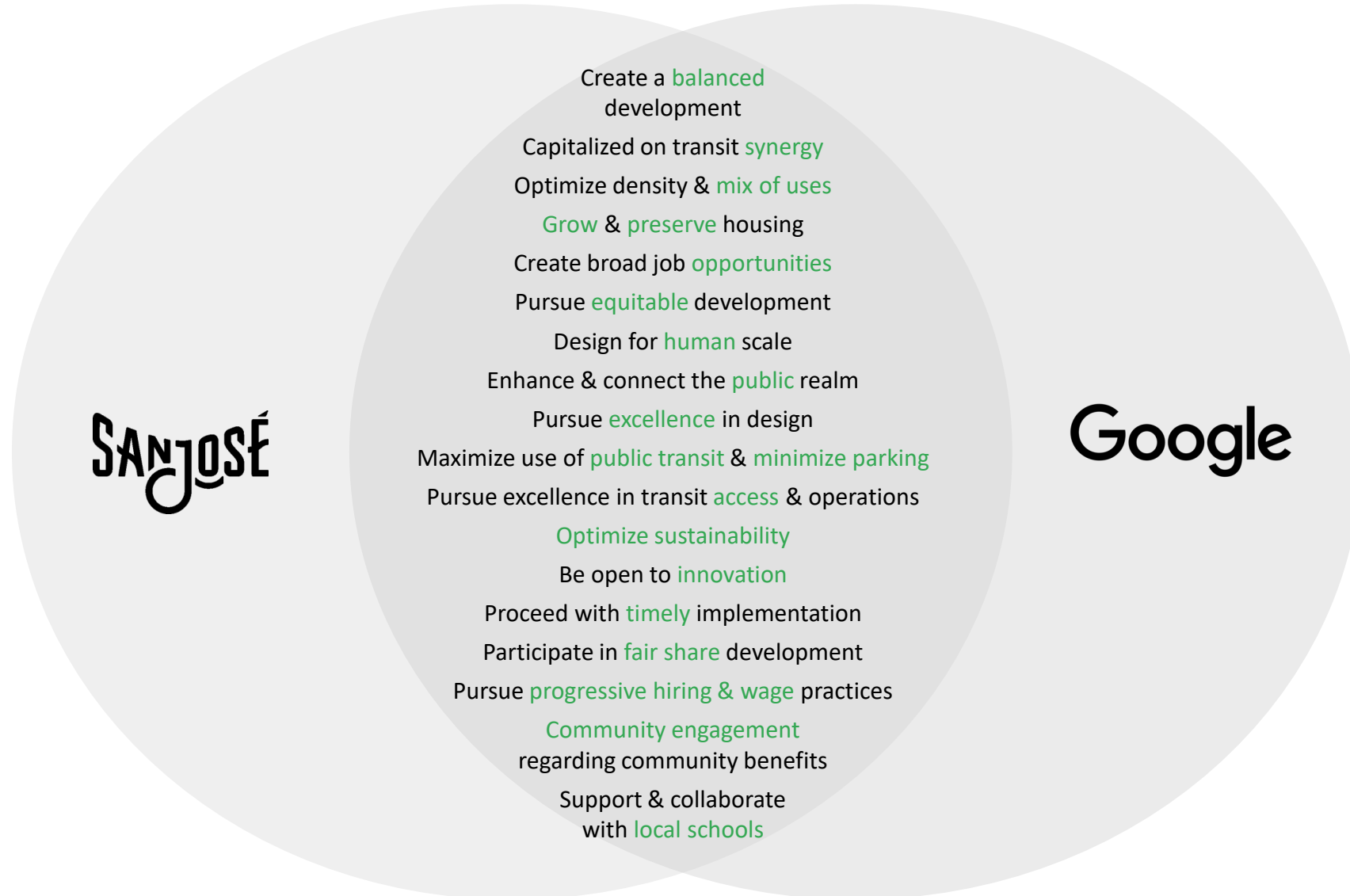
**Shared Vision for Development Project:** to create a vibrant, welcoming, and accessible urban destination consisting of a mix of land uses that are well integrated with the intermodal transit station, adjacent neighborhoods, and Downtown

**Commitments:** place making, social equity, economic development, environmental sustainability, and financially viable private development

**Intention:** to collaborate and innovate to increase opportunities for the local community and create new models for urban and workplace design and development



# MOU Shared Goals



# Sale of Public Lands at Fair Market Value (Dec 2018)

Former  
Redevelopment  
Agency sites  
(~6.5 acres)

City-owned land  
(~13.5 acres)

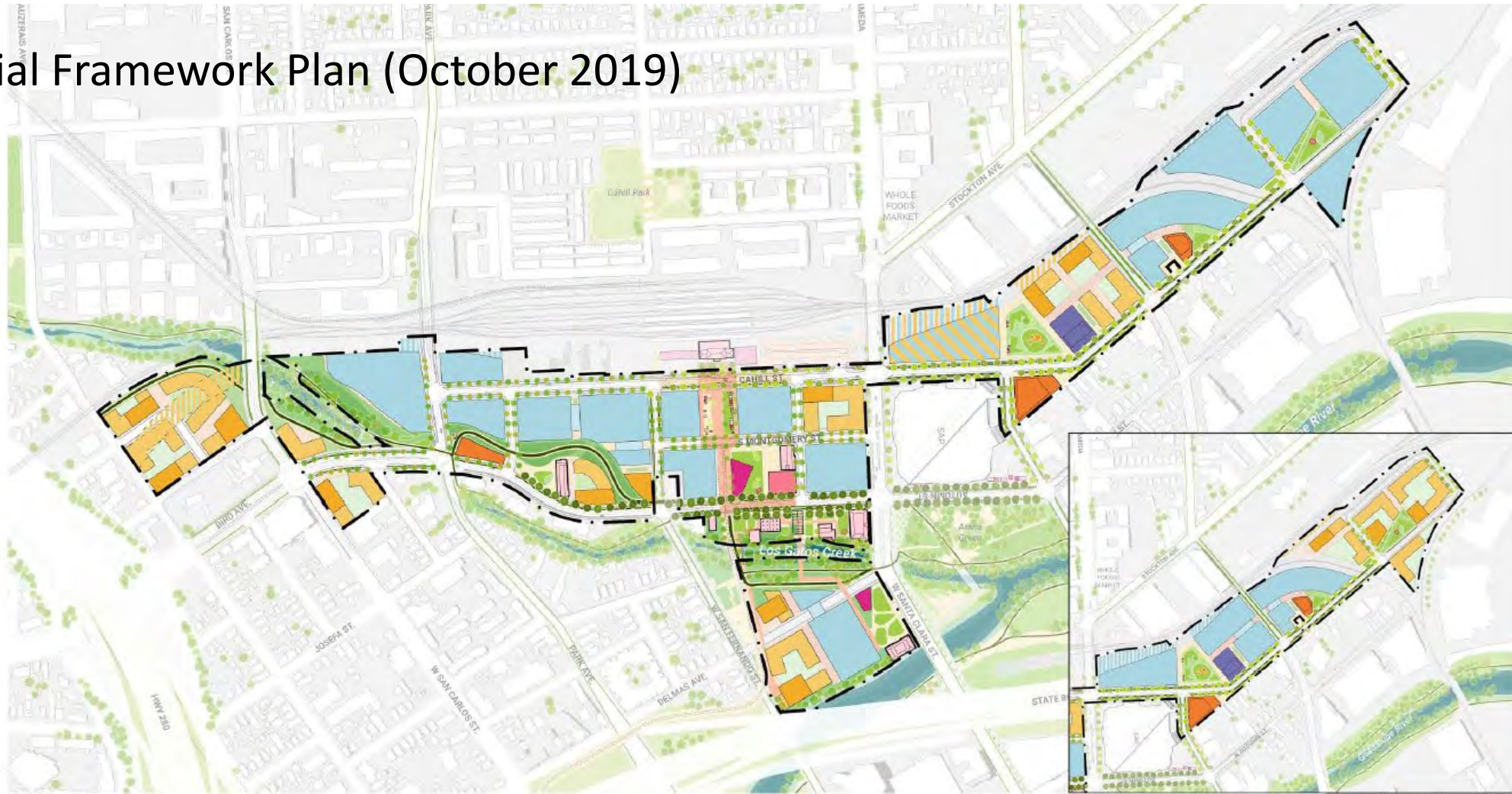




# Google's Downtown West Project

GARDEN  
ALAMEDA

Initial Framework Plan (October 2019)



2.09.1 Illustrative Framework Plan

2.09.2 Alternative Illustrative Framework Plan



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT



# 3 Pathways

Development Review (entitlements)

Environmental Review (CEQA)

Development Agreement





# Coordinated Planning Efforts



DOWNTOWN SAN JOSE



DIRIDON STATION LOCATION WITHIN SAN JOSE

**Legend**

- Existing Heavy Rail Tracks
- Downtown Transportation Plan Boundary
- Diridon Station Location
- Diridon Station Area Plan Boundary (2014)
- Google Project Site
- Other Private Development Projects
  - ▲ Julian/Stockton Housing + Retail
  - 292 Stockton Ave Hotel + Residential
  - Akathf Offices
  - 777 Park Ave Affordable Housing
  - 777 W San Carlos Mixed Use
  - Dupont Village + McEvoy GPA Residential
  - 750 W San Carlos Residential
  - Lorraine Mixed Use + Montgomery 7 Residential
  - Filice + Park Delmas Residential + Retail
  - Delmas Apartments

# Engagement Process: 2018, 2019, 2020

2018

Early  
2019

Fall  
2019

Spring  
2020

- Establish SAAG
- Public engagement
- Desired Outcomes

- Focus on Diridon Integrated Station Concept Plan
- Google pre-application input

- Google's initial application and AB 900 certification
- DSAP amendment scoping

- Draft concepts for the DSAP amendment
- Online survey, including community benefit priorities



# DSA Community Engagement to date

## Since February 2018...

- **18** SAAG meetings
- **14** SAAG small group discussions
- **19** Community Meetings and Partner Events
- **3** online surveys with **~2,260** responses
- **~75,000** page views and **36,000+** unique visitors on [diridonsj.org](http://diridonsj.org)
- **9** pop-ups at community events
- **5** virtual office hours
- **Many** meetings with community groups



# Key Themes from DSA Community Engagement

1. Excited about opportunities for **neighborhood improvement and public life**
2. Concerned about **social equity** (anti-displacement, job opportunity, workforce diversity, accessibility, homelessness, etc.)
3. Want transit and **transportation system** in general to work better; easier and safer to get around the area on foot and bike
4. A lot of specific ideas about designing for **neighborhood compatibility, future station, safety, environmental sustainability**, etc.



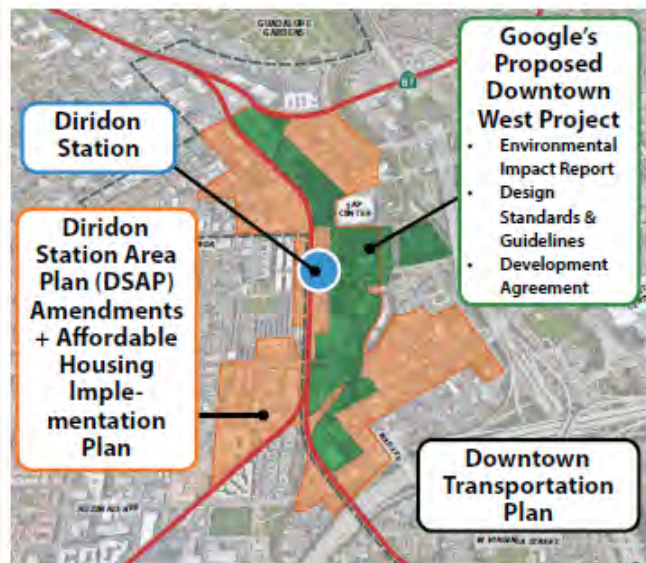
# Draft Documents Released Fall 2020

- Google's Downtown West Project: [www.sanjoseca.gov/GoogleProject](http://www.sanjoseca.gov/GoogleProject)
  - Updated submittal, including project-specific Design Standards and Guidelines
  - Draft Environmental Impact Report
- Diridon Station Area Plan (DSAP):
  - Draft Amended DSAP
  - Technical Memo on CEQA approach
- Draft Diridon Affordable Housing Implementation Plan

*Videos, context, and feedback forms at: [www.diridonsj.org/fall2020](http://www.diridonsj.org/fall2020)*

# Planning the future of the Diridon Station Area

Fall 2020



This fall, the City is seeking your feedback on several projects proposed within the Diridon Station Area. Please join us at one of the virtual events to ask questions and share your thoughts. You can also submit comments on the draft documents using online feedback forms.

Learn more, provide input, and sign up for email updates at: [www.diridonsj.org/fall2020](http://www.diridonsj.org/fall2020)

## We want your input on these topics!

- Design guidelines and development standards
- Open space plans (parks, trails, and public spaces)
- Transportation improvements
- Affordable housing and community stabilization
- Job training, education, and small business support
- Environmental sustainability
- Social equity

Additional engagement opportunities related to the Downtown Transportation Plan @ [movesanjose.org](http://movesanjose.org)

Details on the Downtown West Project @ [sanjoseca.gov/GoogleProject](http://sanjoseca.gov/GoogleProject)

Google's project page with a digital engagement exercise @ [g.co/sanjose](http://g.co/sanjose)

# Diridon Engagement Calendar of Events

**Virtual Meeting**  
formal presentation to elected or appointed officials, with public comment period at the end

**Community Meeting**  
includes information, interactive discussions, and/or feedback exercises for community members

Presented primarily or through interpretation in these languages:

- E** English
- S** Spanish/Español
- V** Vietnamese/Tiếng Việt
- Primary
- Interpretation
- Interpretation upon request

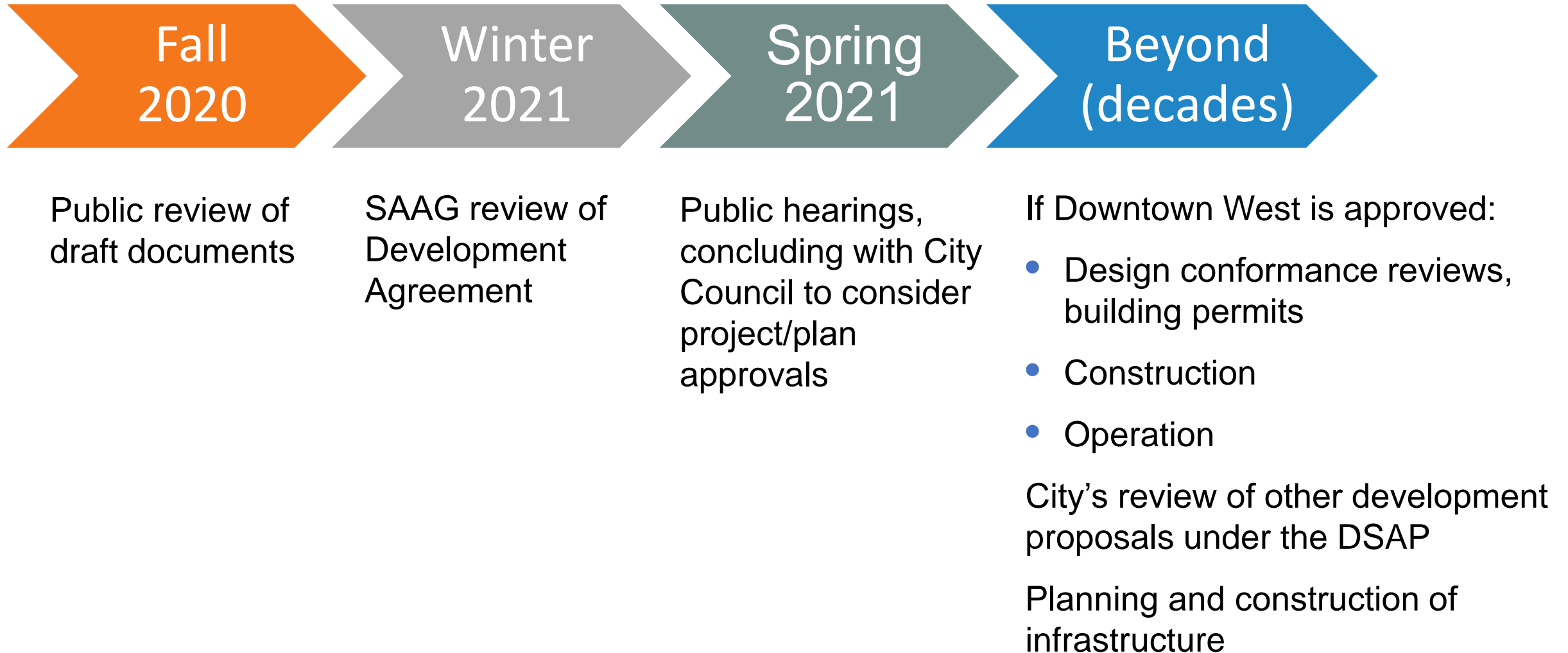
<p><b>Nov 13   12:00 PM</b> <b>Transit, Walking, and Biking in the Diridon Station Area</b> Friends of Caltrain</p> <p style="text-align: right;">E</p>	<p><b>Nov 16   1-5 PM</b> <b>City Council Study Session</b> City of San Jose</p> <p style="text-align: right;">E S V</p>	<p><b>Nov 18   6:00 PM</b> <b>Parks and Recreation Commission (Downtown West)</b> City of San Jose</p> <p style="text-align: right;">E</p>
<p><b>Nov 20   5:00 PM</b> <b>Resident Cafecito</b> SOMOS Mayfair</p> <p style="text-align: right;">S</p>	<p><b>Nov 21   2-4:15 PM</b> <b>Community Workshop for Artists/Creatives</b> Catalyze SV, San Jose Jazz, genARTS Silicon Valley, San Jose Arts Advocates</p> <p style="text-align: right;">E</p>	<p><b>Dec 2   6:30 PM</b> <b>Planning Commission Study Session: Planning for the Diridon Station Area</b> City of San Jose</p> <p style="text-align: right;">E I</p>
<p><b>Dec 3   6:30-8:30 PM</b> <b>Community Meeting: Draft Amended Diridon Station Area Plan (DSAP) and the Draft Affordable Housing Implementation Plan</b> City of San Jose</p> <p style="text-align: right;">E S</p>		<p><b>Dec 9   4:30 PM</b> <b>Planning Commission Study Session: Downtown West</b> City of San Jose</p> <p style="text-align: right;">E I</p>
<p><b>Dec 10   TBD</b> <b>Diridon Experience Workshop</b> San Jose Jazz</p> <p style="text-align: right;">E</p>	<p><b>Dec   TBD</b> <b>Virtual Open House on the Diridon Station Area</b> Trinity Episcopal Cathedral</p> <p style="text-align: right;">S</p>	<p><b>Dec   TBD</b> <b>Virtual Open House on the Diridon Station Area</b> Trinity Episcopal Cathedral</p> <p style="text-align: right;">E</p>

Event details are subject to change. Visit [www.diridonsj.org/fall2020](http://www.diridonsj.org/fall2020) for the latest information and to access the virtual meetings.





# Timeline



# Meeting Agenda

- I. Introduction; Overview of Process: Looking Back, Looking Forward
- II. Amending the Diridon Station Area Plan and Associated Planning for the Diridon Station Area
  - Amending the 2014 Diridon Station Area Plan
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# Planning for the Diridon Station Area



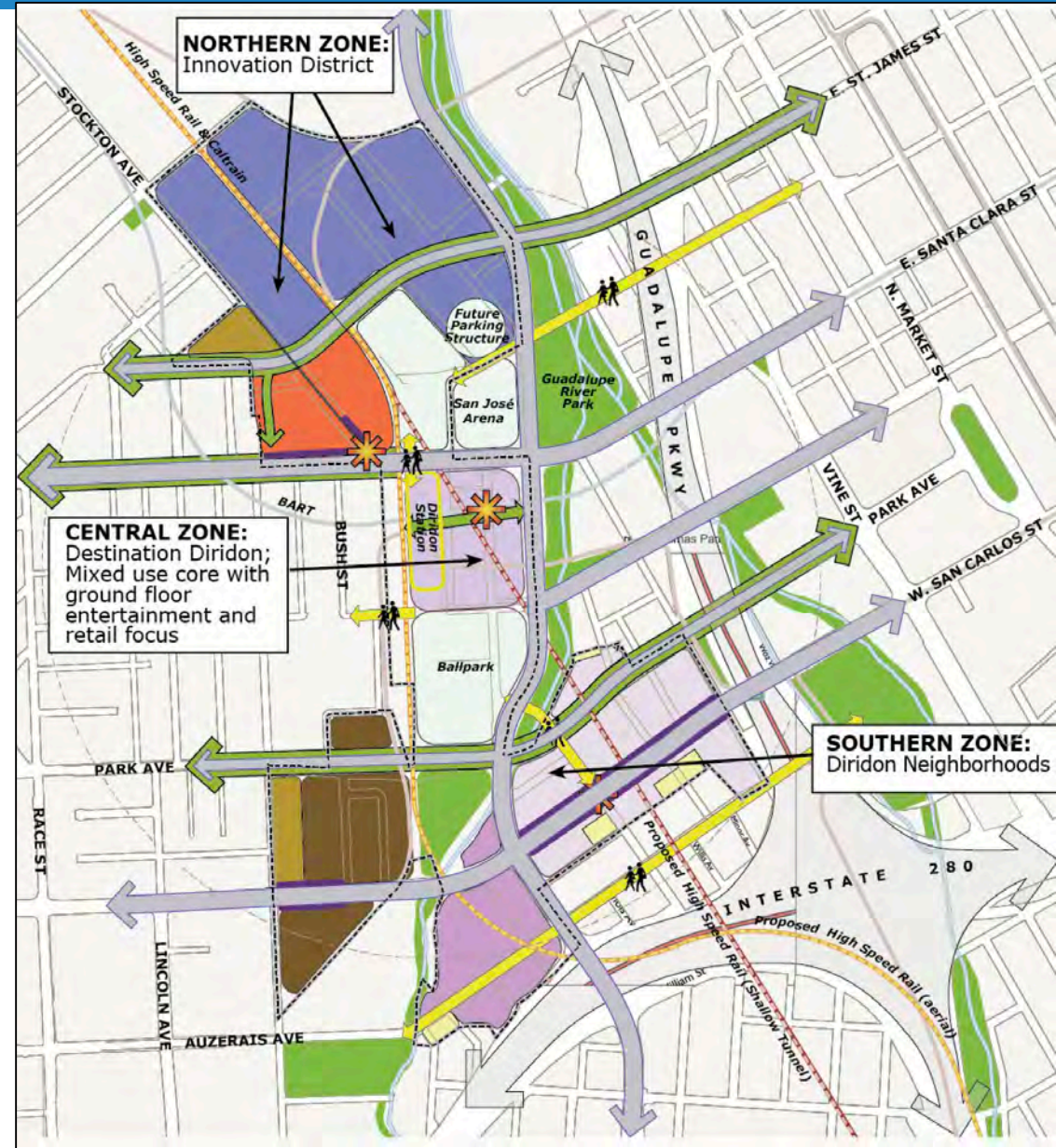
SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT





# Why Amend?

- No ballpark
- Google's mixed-use development
- Potential for increased building height limits and development capacity
- Initiated Diridon Integrated Station Concept Plan, Downtown Transportation Plan, and Diridon Affordable Housing Implementation Plan
- Adopted Downtown Design Guidelines and Standards (2019), Climate Smart San José, ActivateSJ, etc.





# Approach

1. Affirm the general vision
2. Update the 2014 objectives, themes and goals to reflect input received through the 2018-20 outreach process
3. Add an equity lens and updated thinking on environmental sustainability
4. Recommend increased height limits that balance neighborhood compatibility and other goals
5. Provide DSAP-specific design guidelines and standards that build on the Downtown Design Guidelines and Standards (2019)
6. Propose new General Plan designations to support the recommended development types and levels



Viva CalleSJ Open Streets (*Gehl*)



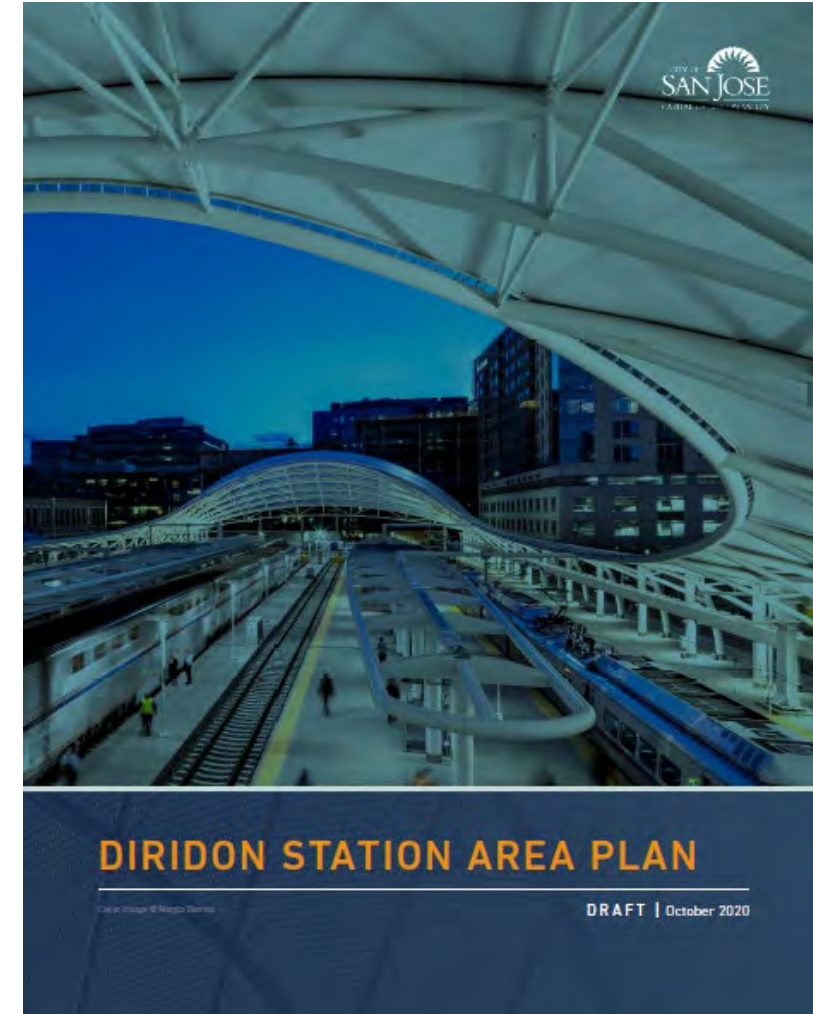
SOFA Street Fair (*Team San Jose*)

# Orientation to the Draft Amended DSAP

Draft Amended Plan: <https://www.diridonsj.org/fall2020-dsap>

New chapters include:

- **Introduction** (background, community engagement, objectives, equity)
- **Station Area Development** (land use, building height, urban design, infrastructure, affordable housing)
- **Open Space and Public Life** (parks, plazas, trail links, public art)
- **Mobility** (transportation, parking)
- Plan Implementation

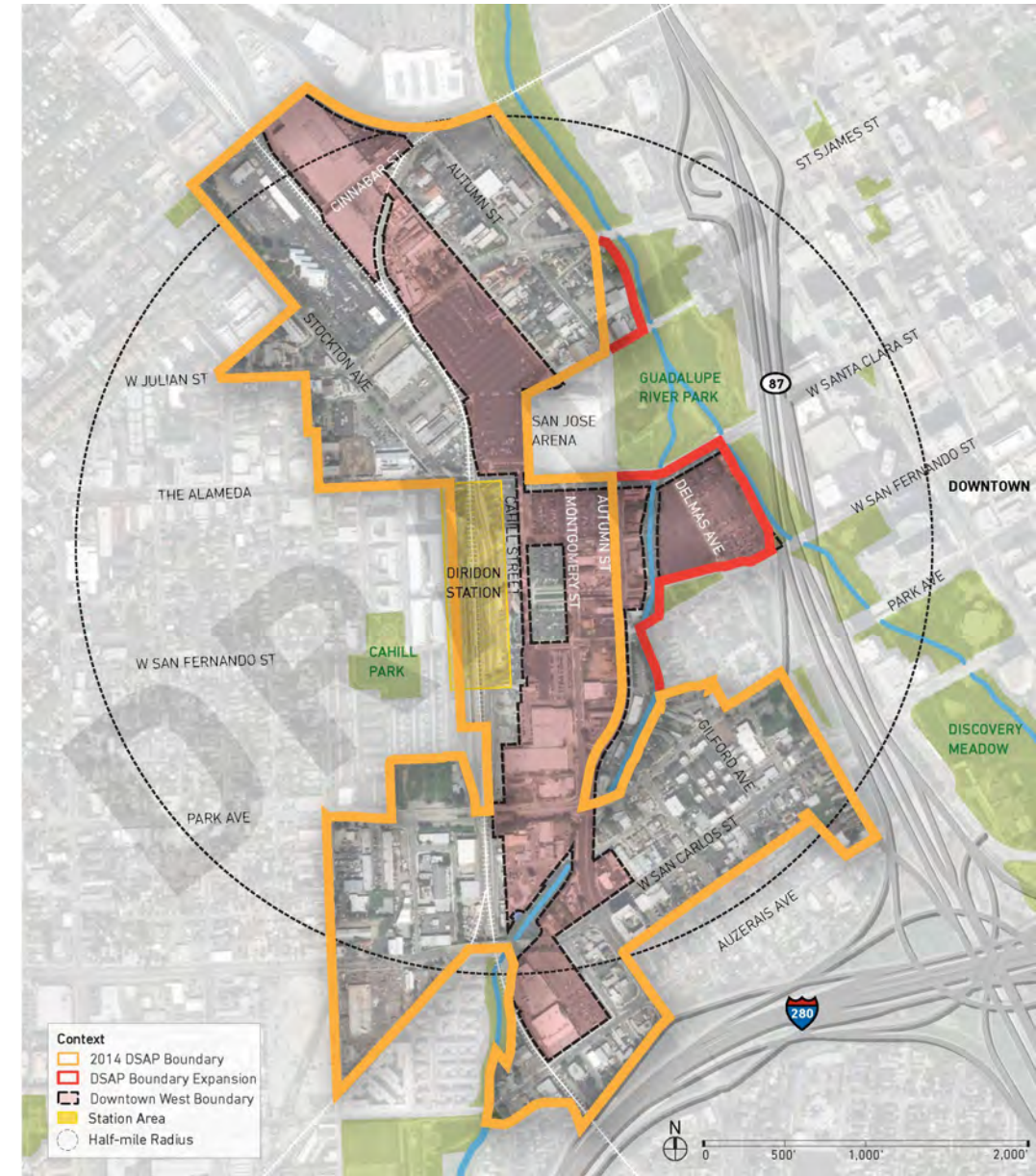




# Major Changes in the Draft Amended DSAP

## Boundary expansion:

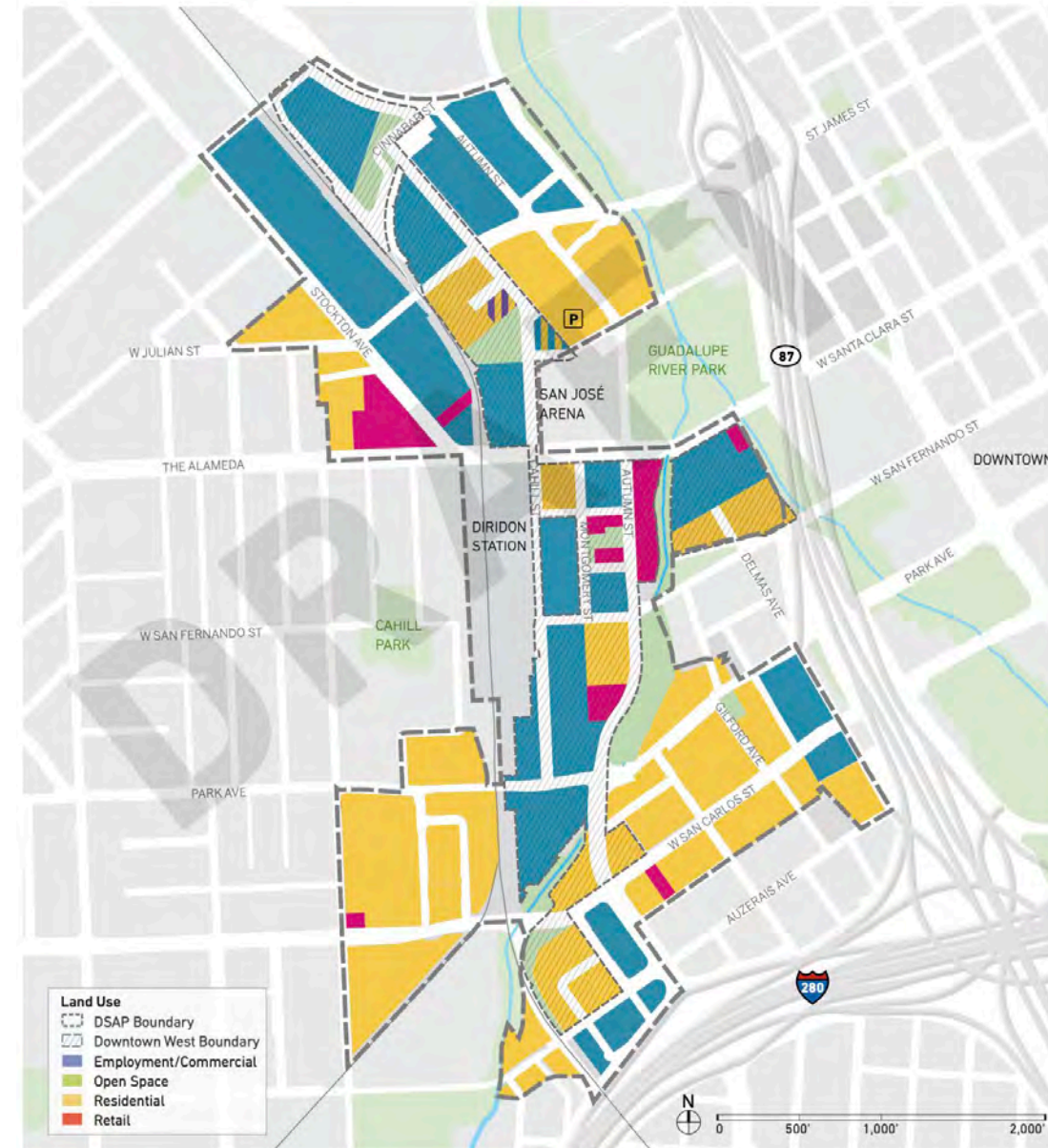
- Include northeastern corner along Autumn
- Include entire Google project site
- Include land between Autumn and Los Gatos Creek between Park Ave and San Fernando



# Major Changes in the Draft Amended DSAP

## Land Use Concepts:

- Reflects Google project proposal
- More mixing than adopted DSAP
- Considered compatibility with airport, freeways, station, and adjacent uses
- Considered City policy on goals for jobs and housing
- Flexibility of use on some sites (office or housing)

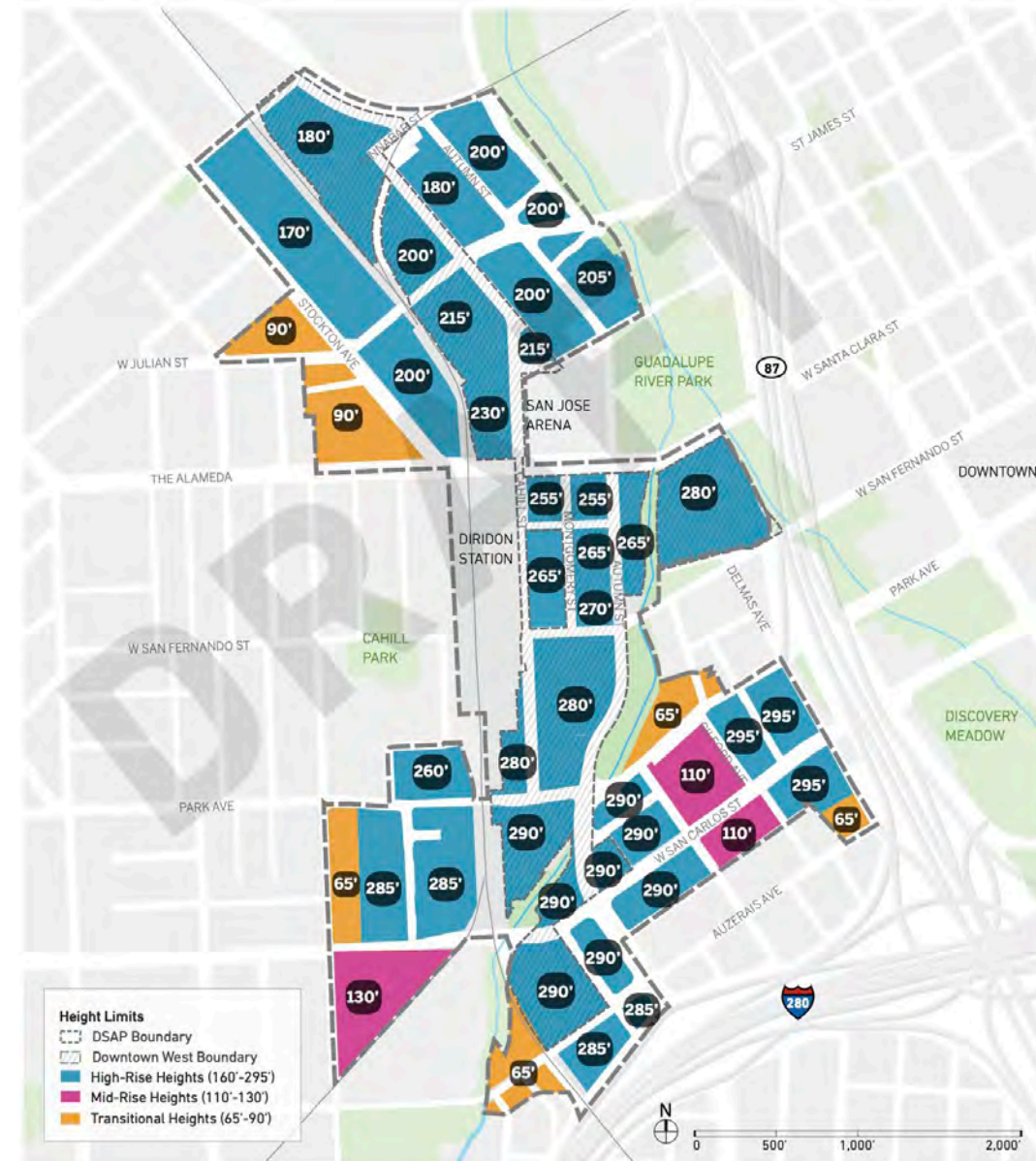




# Major Changes in the Draft Amended DSAP

## Maximum Building Height Concept:

- High-Rise (up to FAA limits) on some sites near station, rail line, freeways, and Guadalupe River Park
- Mid-Rise (130 feet max) in McEvoy/W. San Carlos area
- Transitional (65-90 feet max) near single-family areas

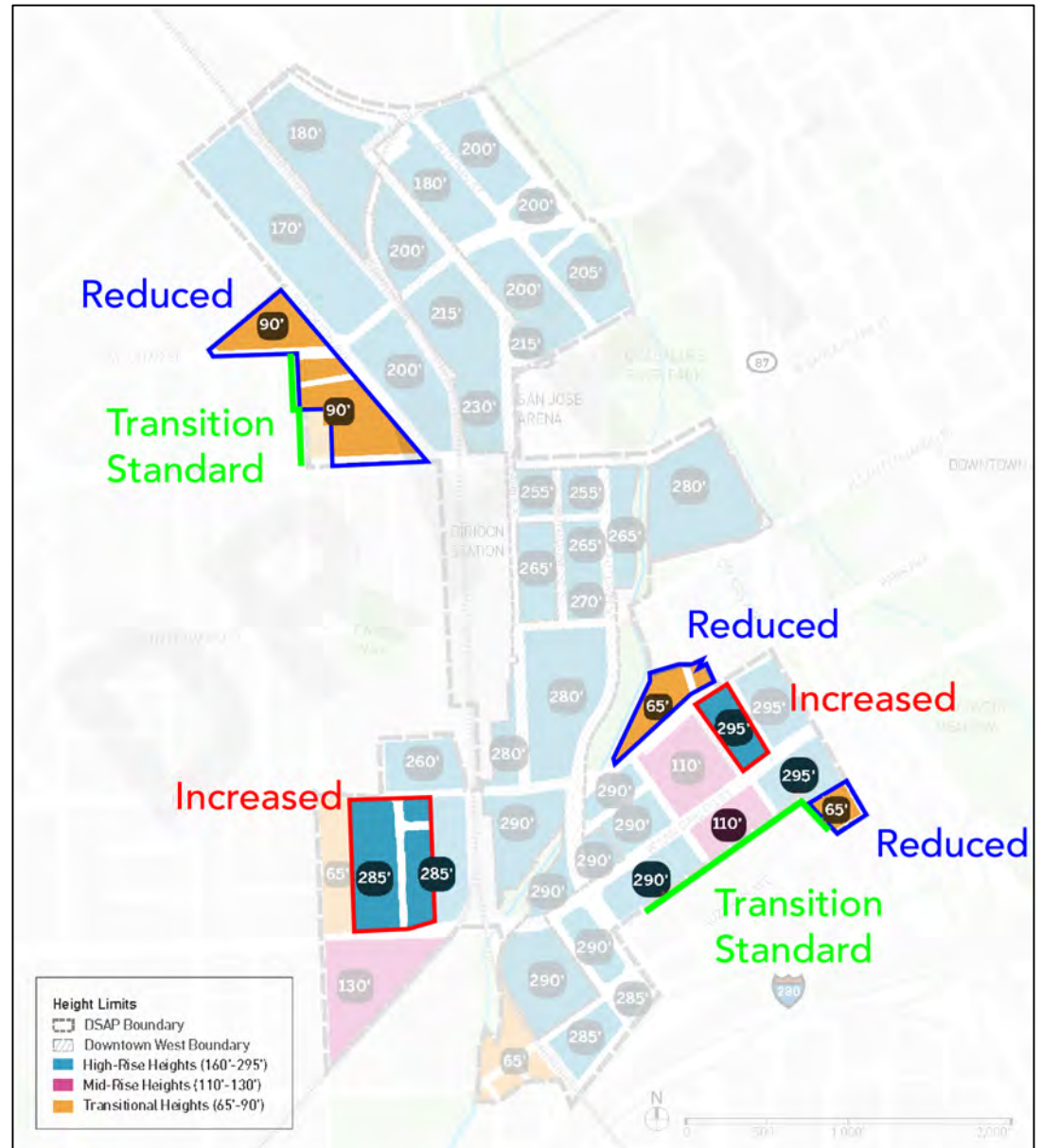


# Building Height Concept

## Community Input Reflected

### Changes Since Spring 2020

- Heights Reduced
- Heights Increased
- New Transition Standards



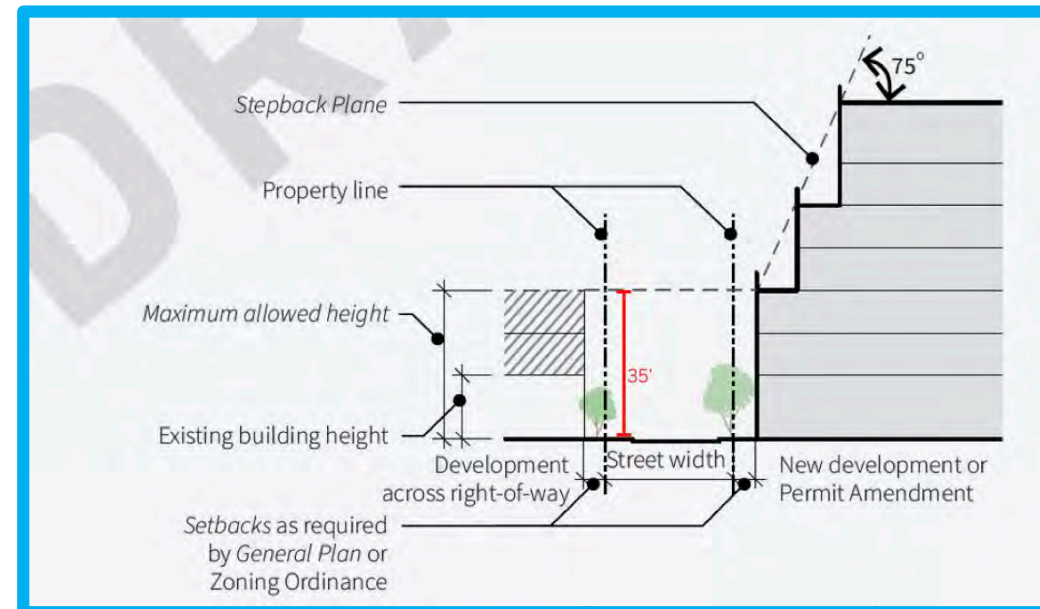
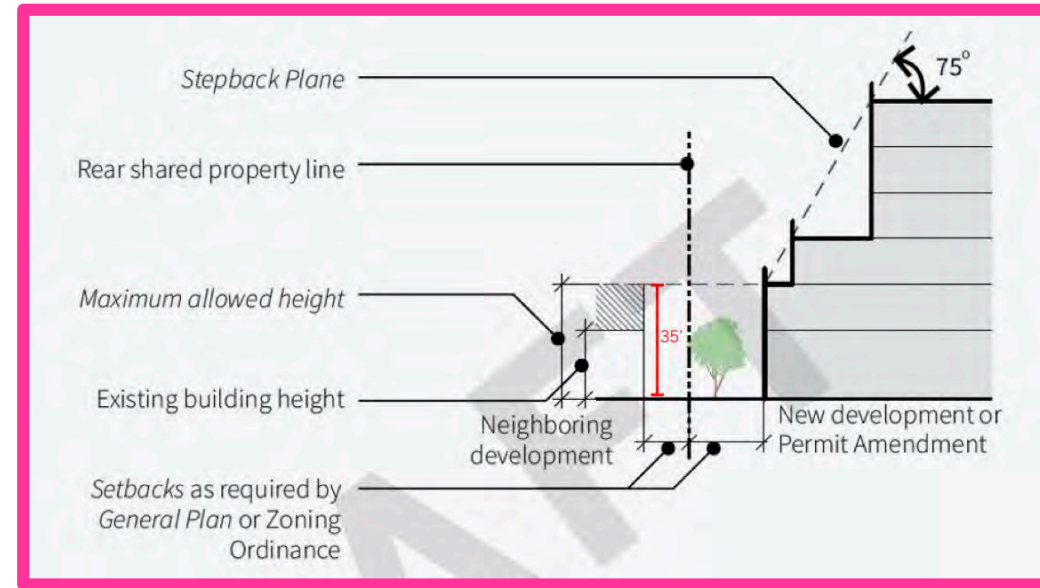
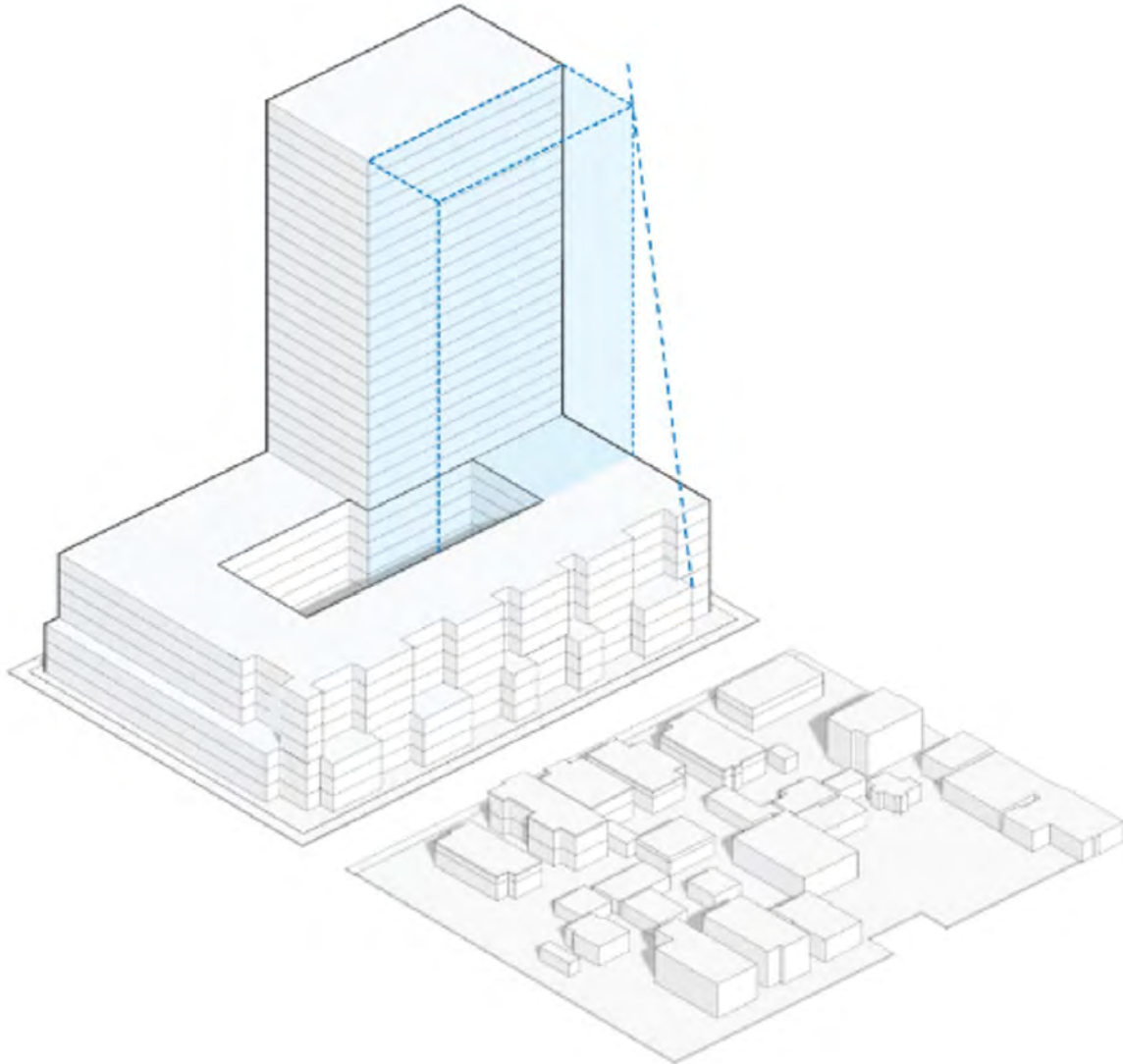


# Draft Urban Design Concept

- Expands on Downtown Design Guidelines and Standards (2019) framework plans
- Introduces new massing transition standards for tall buildings next to lower height context



# Draft Urban Design Concept





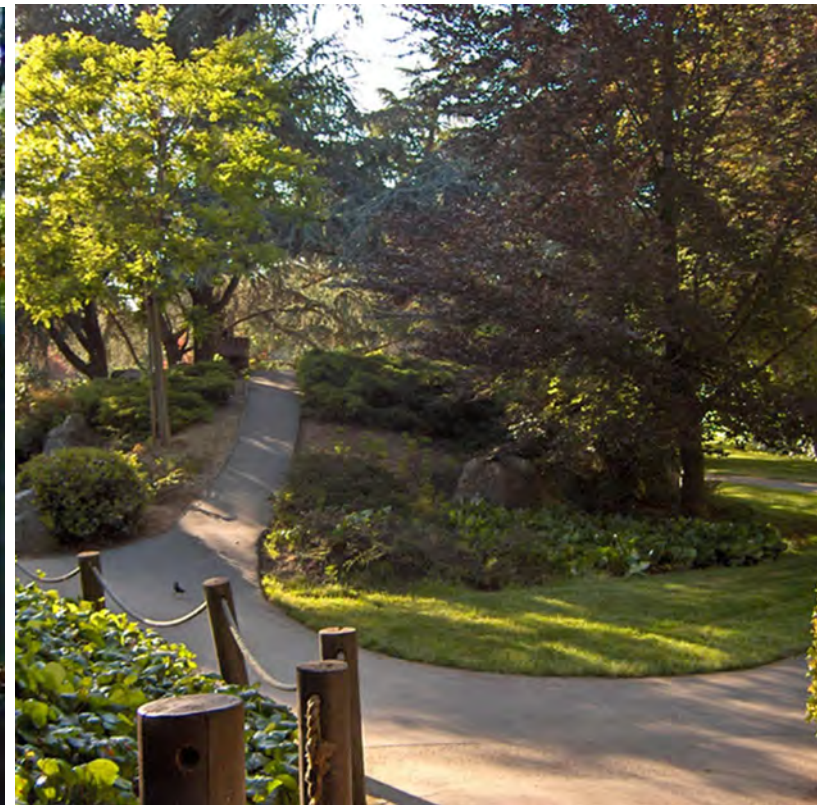
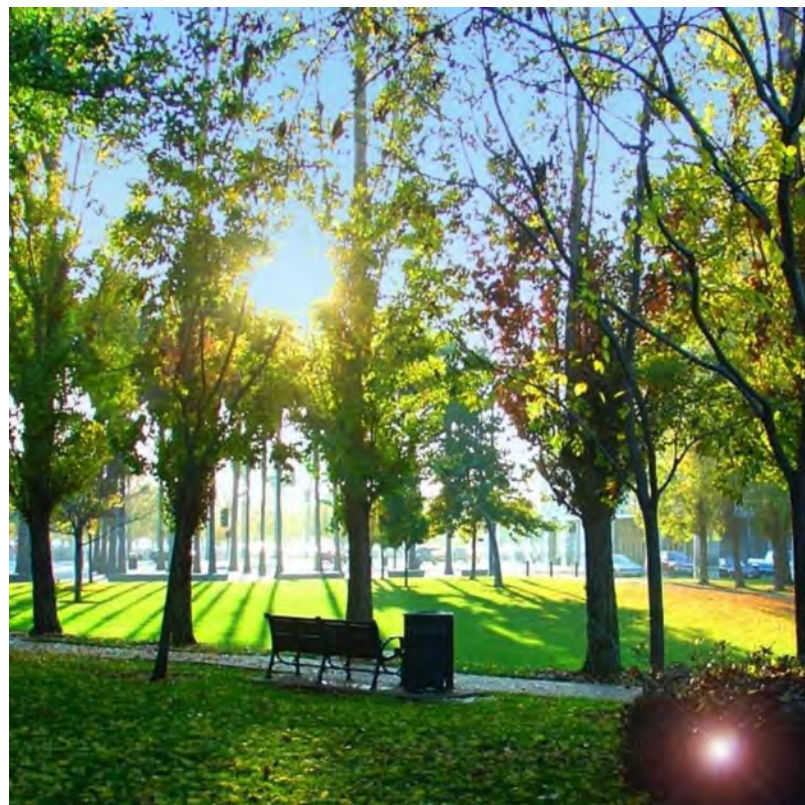
# Development Capacity

**Table 2-1-1: Diridon Station Area Theoretical Maximum Build-out used in Environmental Analysis**

Land Use	Google's Downtown West Mixed Use Plan (DTW)		Diridon Station Area Out-side DTW		Complete Diridon Station Area	
	Total	Unit	Total	Units	Total	Units
Residential	Up to 5,900	Units	Up to 7,619	Units	Up to 13,519	Units
Office	Up to 7,300,000	SF	7,144,154	SF	Up to 14,444,154	SF
Active Use/Retail	Up to 500,000	SF	Up to 536,000	SF	Up to 1,036,000	SF
Hotel	Up to 300	Rooms	–	–	Up to 300	Rooms

\* Google's Downtown West Mixed Use Plan also contemplated other uses, such as Limited-term Corporate Accommodations, event center(s), Central Utilities, Plant(s), and logistics/warehouse use

# Draft Open Space and Public Life Chapter





# Reflecting Desired Outcomes – Parks and Public Space

- Input emphasized five themes: safety, maintenance, access, trail connectivity, and equity
- Showed the value of multiple smaller spaces spread throughout vs. fewer large spaces
- Encouraged thinking about new models of maintenance, activation, and partnership



# Key Principles

- 19 acres of easily-accessible public and private open spaces
- Complete final sections of the Los Gatos Creek Trail
- New regional community center





# Overall Parks and Plazas Concept

- Varied open space experiences
- Transit plazas
- Active neighborhood parks
- Linear park with creek trail



# Los Gatos Creek Trail

## Complete final sections of the Trail

- Auzerais Avenue to Park Avenue
- Park Avenue to West San Fernando Street
- West San Fernando to West Santa Clara
- West St. John Street to West Julian Street





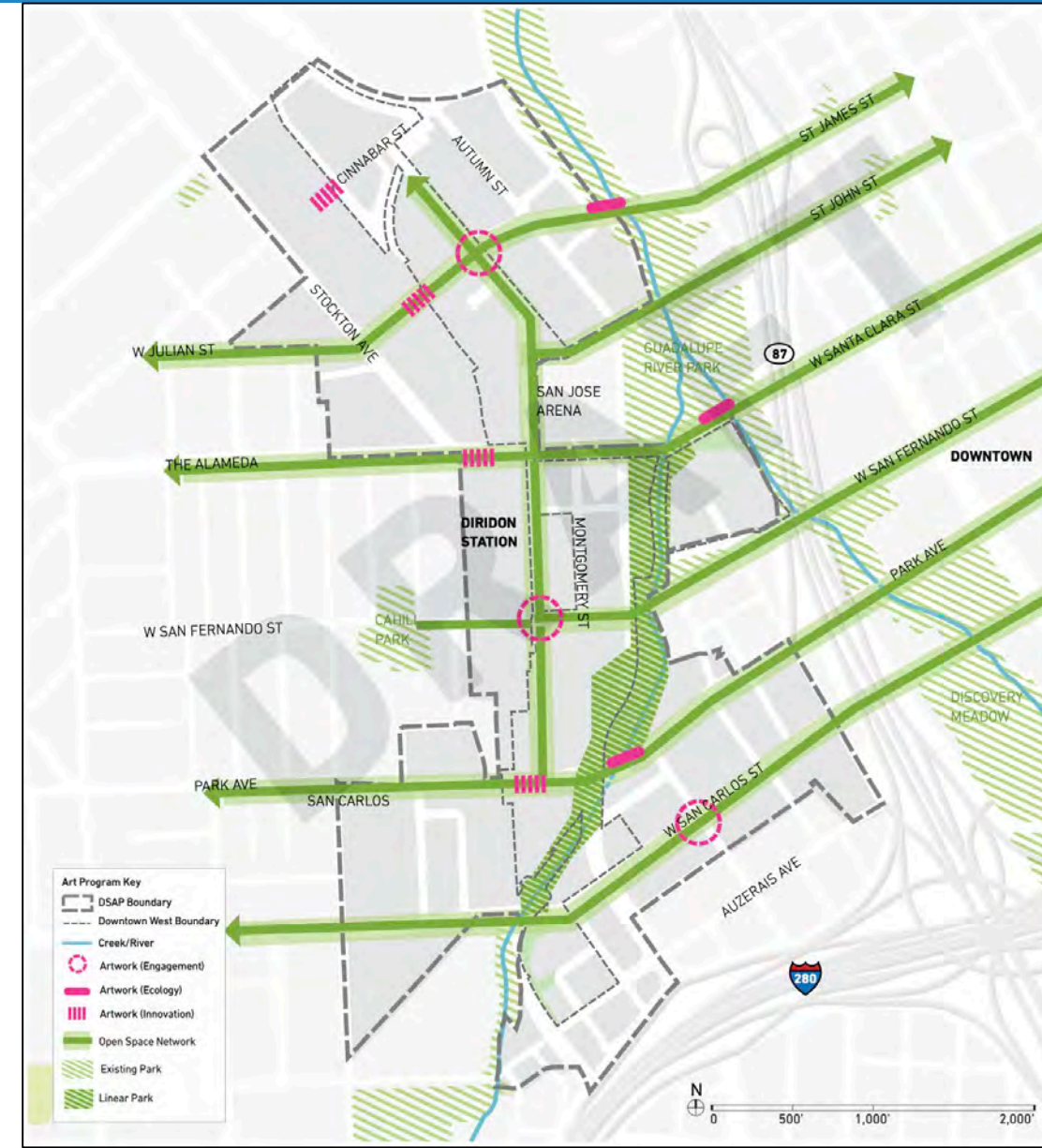
# Regional Community Center

- Housing capacity up to 12,000 new housing units
- General Plan policy PR – 1.3: Provide 500 square feet per 1,000 residents of community center space.
- 30,000-50,000 (preferred) square foot facility



# Updated Public Art Section

- Crossroads of Engagement
  - Areas with active uses
  - Art is dynamic and theatrical
- Crossroads of Innovation
  - Areas with Commercial/office uses
  - Art is integrated into infrastructure
- Crossroads of Ecology
  - Areas with parks and open spaces
  - Art is integrated into the environment





# Updated Public Art Section



**Figure 3-6-4 Guthrie Green, Tulsa, OK (SWA Group)**



**Figure 3-6-2 Sonic Runway, 2017, Artists Rob Jensen and Warren Trezevant, San Jose, CA (Adrien LeBiavant)**



**Figure 3-6-3 Sonic Runway, 2017, Artists Rob Jensen and Warren Trezevant, San Jose, CA (Adrien LeBiavant)**



# Plan Boundaries

## Downtown West (2020)

- Mitigation
- Design guidelines

## Diridon Station Area Plan (DSAP) Update

### Key Deliverables

- List of Projects
- TMA/Parking

## Diridon Integrated Station Concept Plan (DISC)

### Phase I

- Track Alignment
- Station Footprint

### Phase II

- Access Planning
- Refined Track Design

## Downtown Transportation Plan (DTP) 2020-2021

### Goals

- Support and Complement Places
- Improve Equity & Access; Circulation & Navigability; Streetscapes and Public Life

### Key Deliverables

- Engagement Plan
- Equity Framework
- Public Life Assessment
- Parking & Curbside Management Strategy
- Transportation Network Vision
- Prioritized List of Projects & Programs
- Conceptual Designs



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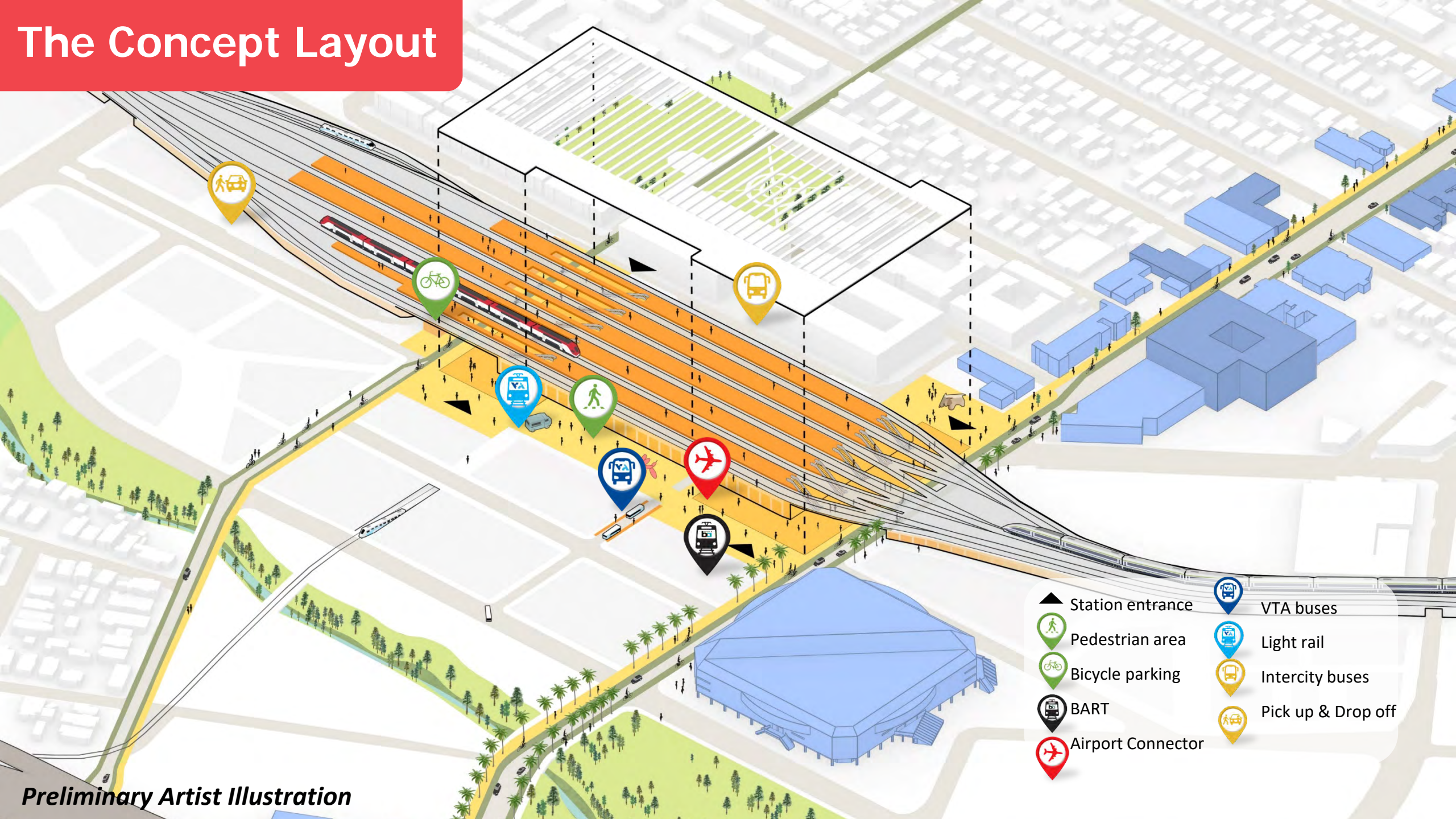
2000

4000 ft





# The Concept Layout



- ▲ Station entrance
- Pedestrian area
- Bicycle parking
- BART
- Airport Connector
- VTA buses
- Light rail
- Intercity buses
- Pick up & Drop off

Preliminary Artist Illustration



# Framework/Key Principles

- **Bring people together**, prioritizing walking, transit, and bicycling
- **Be environmentally and economically sustainable**, emphasizing easy access to transportation options that are affordable and clean
- **Foster community development, social interaction among people, and public life**
- **Promote social and economic equity**, supporting inclusive access to transportation modes that provide the most economic and health benefits







Photo Credit: Nick Lehoux, Highline Network





# Street Network

				
<b>Grand Boulevard</b>	Primary	✓	✓	✓
<b>Primary Bike Facility</b>	✓	Primary	✓	✓
<b>Main Street</b>	✓	✓	Primary	✓
<b>Connector</b>	✓	✓	✓	✓
<b>Trail (and Open Space)</b>		✓	✓	
<b>Active Greenway</b>		✓	✓	

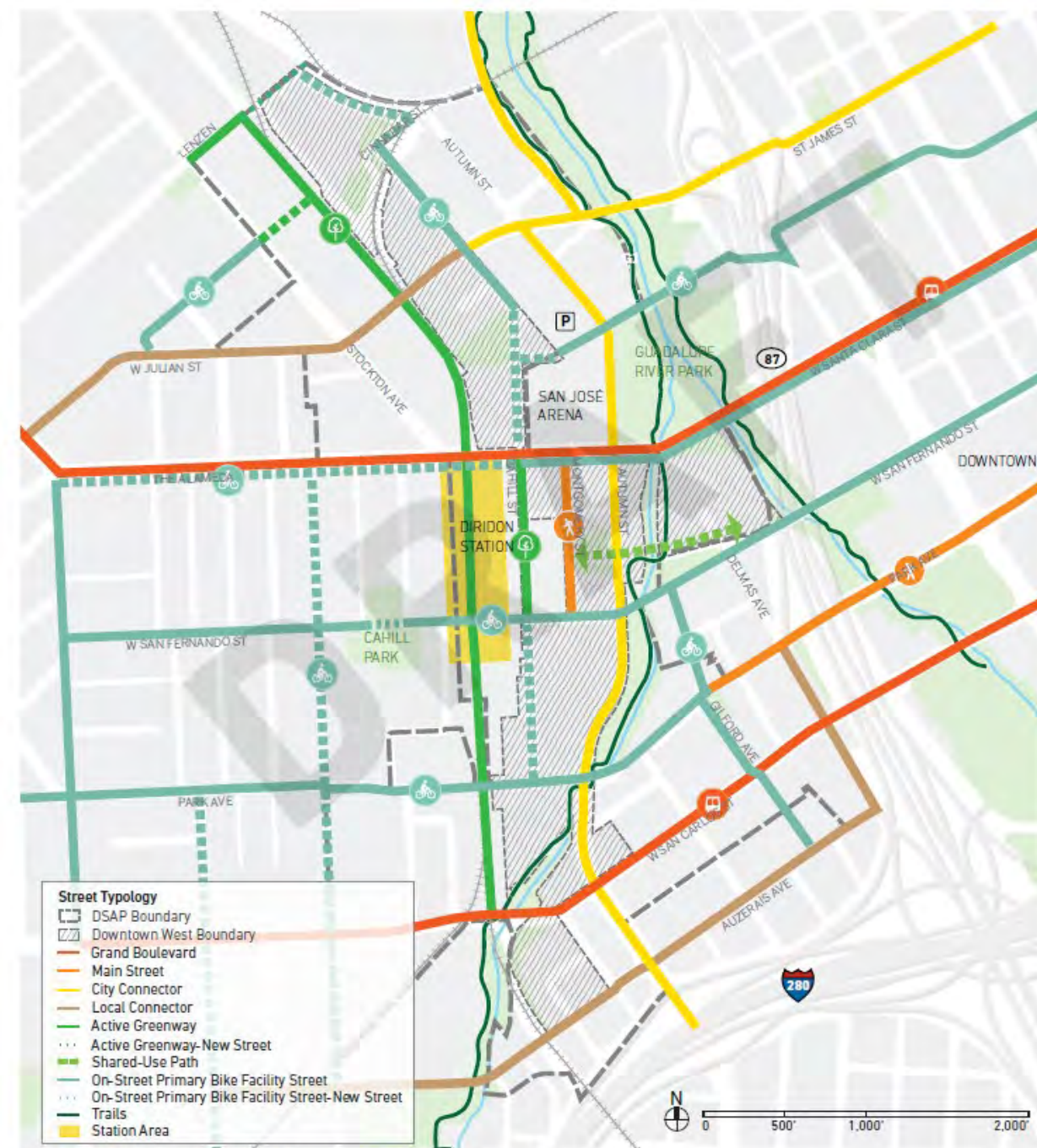
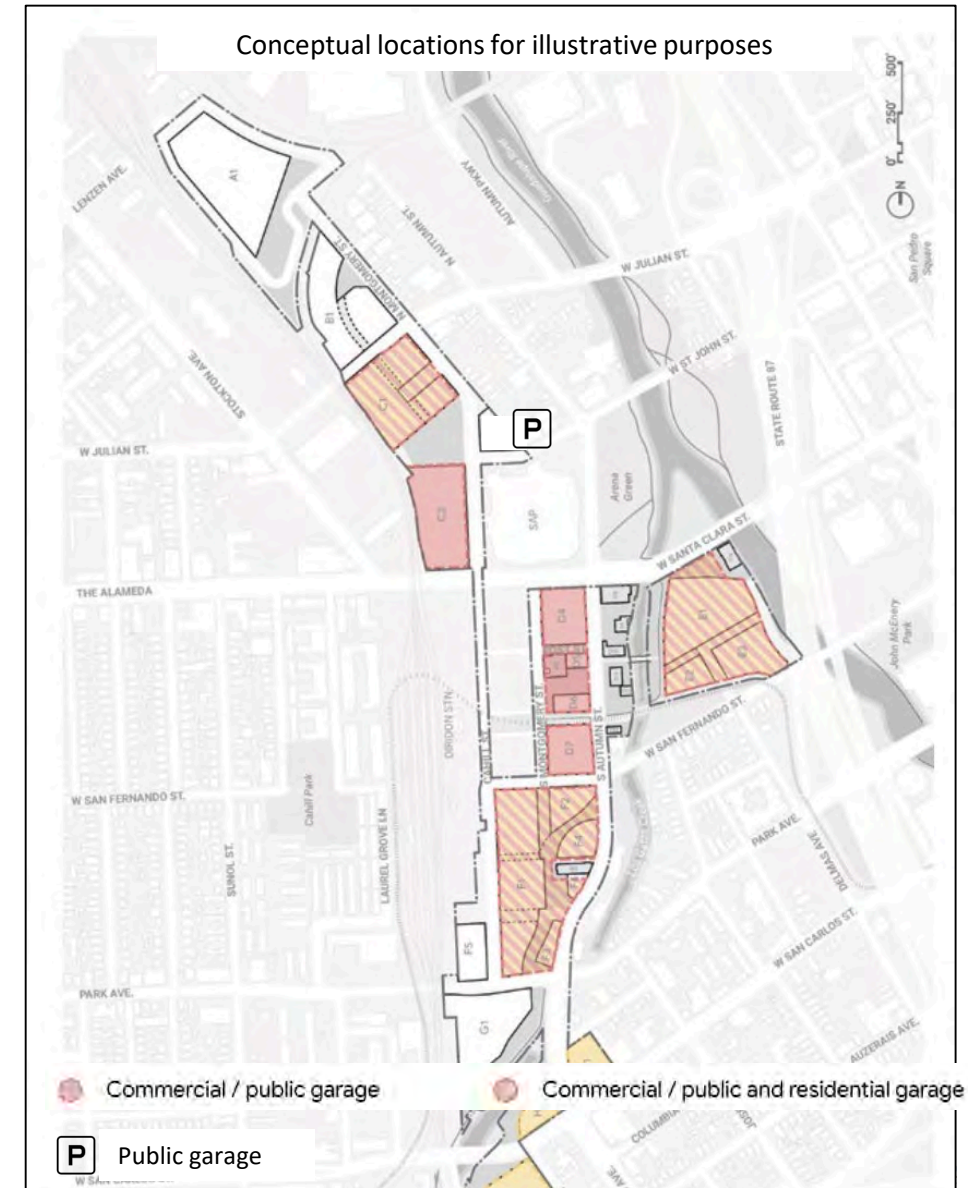


Figure 4-4-2: Transportation Network based on Street Typology

# Parking and Transportation Management

## District Approach

- Manage public parking as a shared resource
  - New commercial parking must be shared/publicly available
  - Existing landowners encouraged to enter into shared parking agreements
  - Use pricing to efficiently manage parking – especially for events
- “Unbundle” residential parking – rent/sold separately from the residential units
- Establish a Transportation Management Association to implement and monitor TDM programs

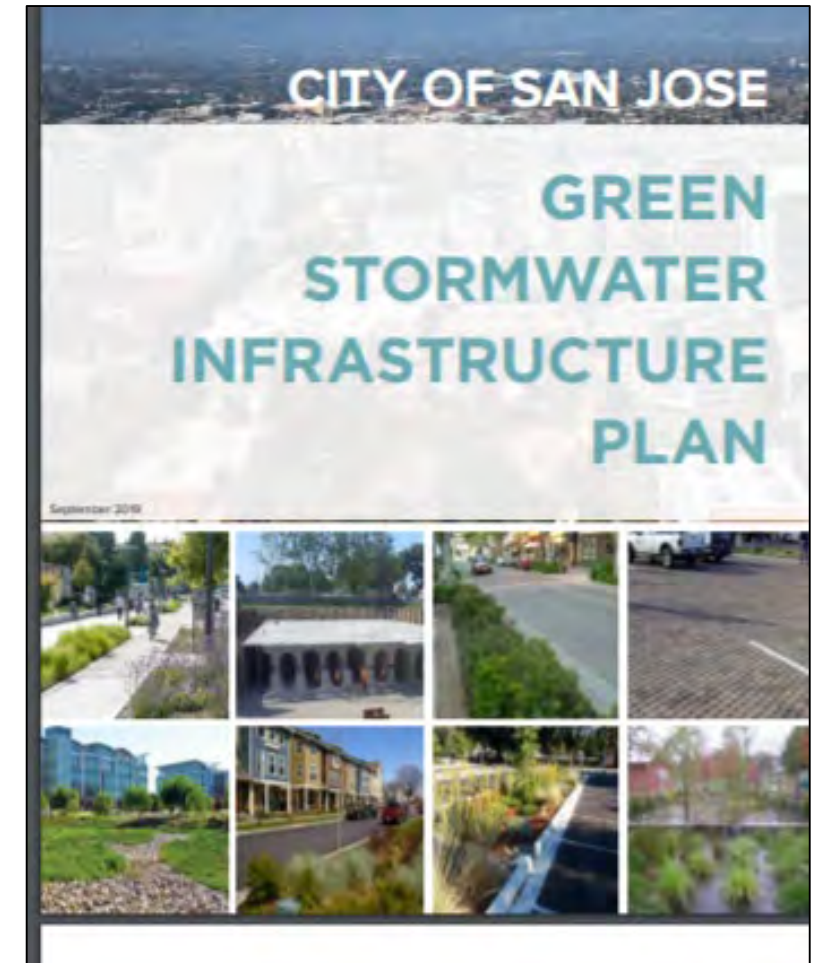




# Environmental Sustainability

The Diridon Station Area development will embody the City's robust environmental plans and policies including:

- **Climate Smart San José** – measures to reduce greenhouse gas emissions resulting from energy and mobility and to conserve water
- **San Jose Reach Code and Natural Gas Infrastructure Prohibition Ordinances** – including all-electric buildings and EV charging infrastructure
- **Green Stormwater Infrastructure Plan** – improving the water quality of stormwater runoff
- **Green Building Policy** – with varying LEED® certification requirements based on the project type



# Environmental Review for Draft Amended DSAP

- Approach to California Environmental Quality Act (CEQA) compliance for the Draft Amended DSAP: Addendum to Downtown Strategy EIR
- The Downtown Strategy 2040 EIR (2018) superseded the DSAP EIR (2014) in providing program-level review of planned development in the Diridon Station Area
- More info: [technical memo on CEQA approach for the DSAP Amendment](#)





# Draft Diridon Affordable Housing Implementation Plan

- Available at: [www.diridonsj.org/fall2020-housing](http://www.diridonsj.org/fall2020-housing)
  - Includes an online feedback form
- Many opportunities to provide feedback at Fall 2020 engagement events, including a Community Meeting on December 3 (<https://www.diridonsj.org/fall2020>)
- Comments by January 8, 2021
- Target for City Council Consideration in Spring 2021



# 3Ps Approach

## PRODUCTION

Construct new affordable units with public subsidies and private sector contributions



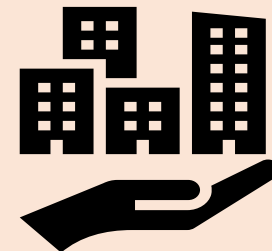
## PRESERVATION

Preserve existing housing as permanently affordable to low- and moderate-income households



## PROTECTION

Enact policies & run programs to protect vulnerable households from displacement

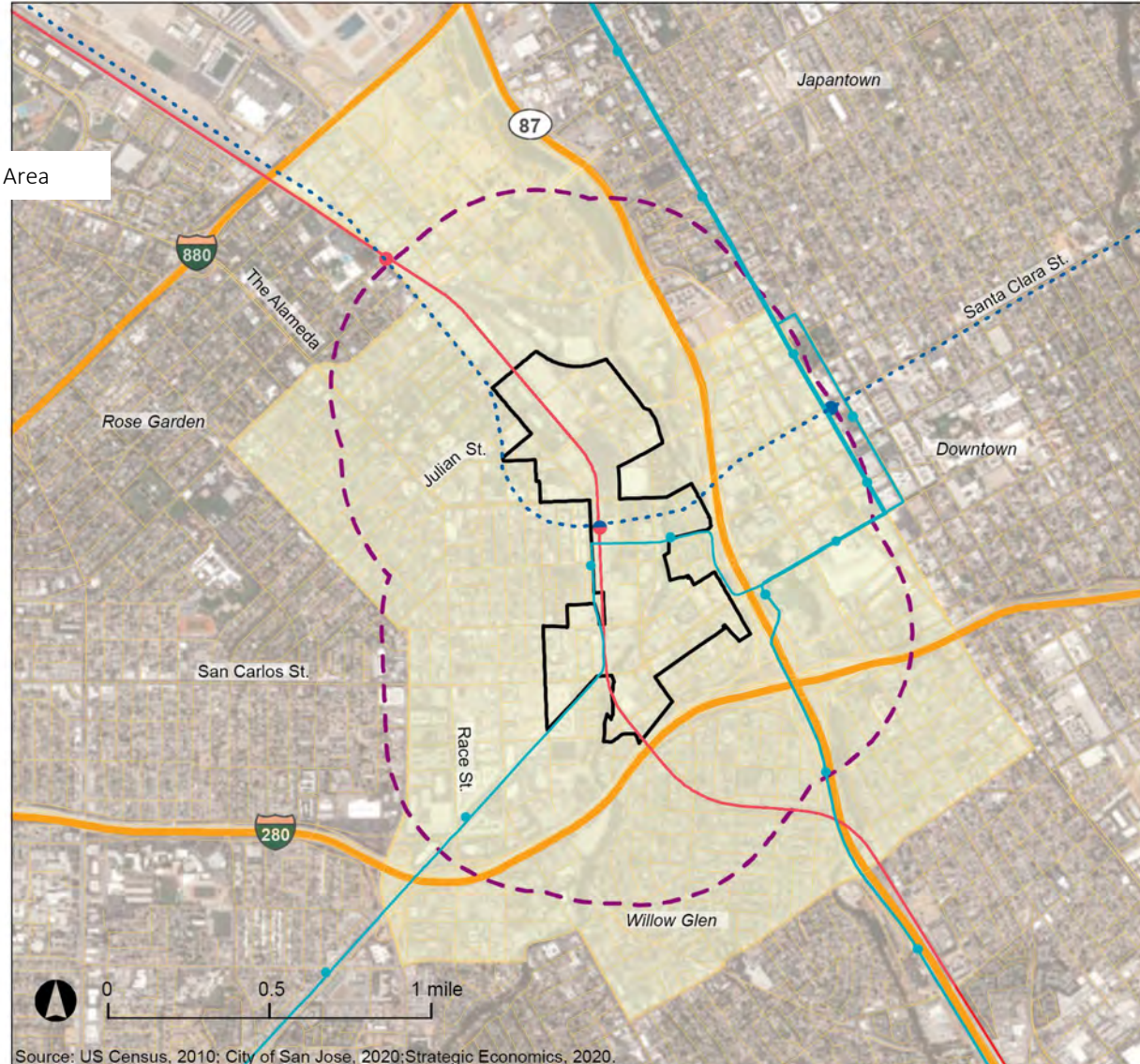




# Focus Areas for 3Ps Approach

## Study Area Boundaries

-  Census Study Area\*
-  Diridon Station Area
-  Neighborhood Stabilization Study Area
-  BART Extension Phase II
-  Caltrain
-  VTA Light Rail



\*The Census Study Area comprises Census Tracts 5003, 5006, 5008, 5017, 5018, and 5019 within Santa Clara County.

\*\*The Preservation Study Area is a half-mile buffer area from the Diridon Station Area Boundary



# Draft AHIP Goals and Metrics

## Diridon Station Area:

- 25% of all housing at buildout of the Draft Amended DSAP will be restricted affordable housing for extremely low-income to moderate-income households

## Neighborhood Stabilization Study Area:

- No net loss in the number of low-income renter households
- Decrease in percentage of severely cost-burdened renter households
- No net loss in the number of deed-restricted units beyond 2040
- Establish a Preservation Pilot Program to acquire and rehabilitate existing multifamily units and convert to restricted affordable housing

## Racial Equity:

- Number of Hispanic/Latinx and Black residents in the Study Area over time



# Draft AHIP Strategies - Production

1. Prioritize sites within walking distance (1/2 mile) of Diridon Station for affordable housing development to maximize competitiveness
2. Partner with transit agencies/developers to apply for the State's AHSC funding
3. Adopt updates to Inclusionary Housing Ordinance
4. Update regulations to facilitate lower-cost construction technologies
5. Prioritize the use of Commercial Linkage Fee revenues generated in the DSA for affordable housing projects within the DSA
6. Explore potential changes to park fees to decrease overall residential development costs
7. Support policies that increase the production of accessory dwelling units (ADUs) in the Diridon Station Area and surrounding neighborhoods



# Draft AHIP Strategies - Preservation

1. Establish a Preservation Pilot Program to acquire and rehabilitate existing multifamily units
2. Conduct outreach to non-profit and community-based organizations with capacity to conduct preservation activities
3. Identify funding sources for preservation
4. Implement complimentary policies that support preservation activity





# Draft AHIP Strategies - Protection

1. Provide support for legal services for tenants facing eviction\*
2. Consider options for enforcing State rent cap and just cause under AB 1482\*
3. Expand Tenant Protection Ordinance to include all rental units, including single-family, duplex, and condo/townhomes
4. Expand Apartment Rent Ordinance to include renter-occupied duplex units
5. Create a “satellite office” in the DSA to provide education resources to tenants and landlords



\*These strategies are also included in the Citywide Residential Anti-Displacement Strategy



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT



# Incentive Zoning Analysis

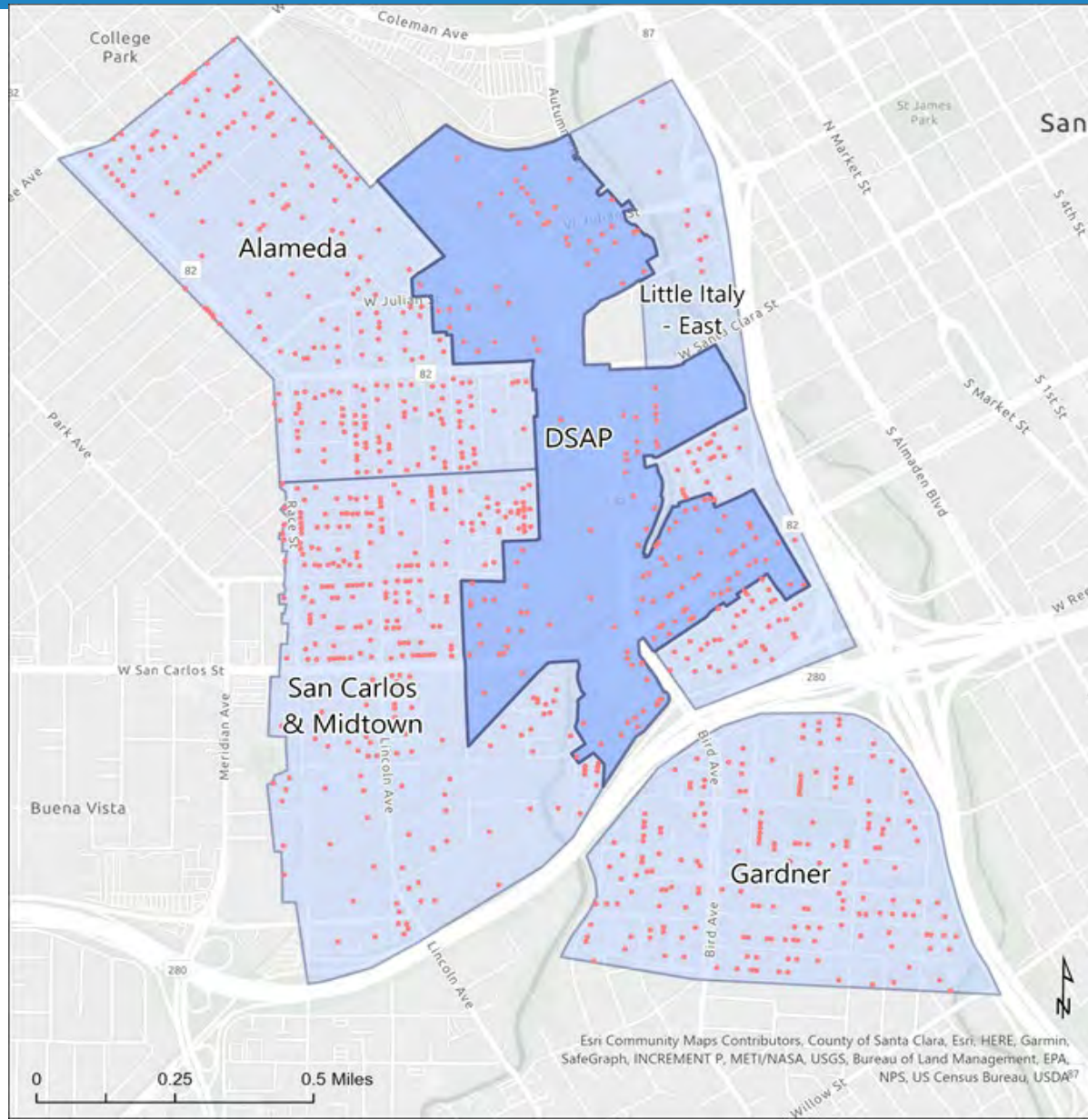
- Staff reviewed Incentive Zoning (IZ) programs in Seattle, Mountain View, Los Angeles, and Santa Monica
- IZ used as temporary tool until an Affordable Housing Impact Fee Program is implemented; developers opt in if additional height is 'worth it' to them
- San José's Inclusionary Housing Ordinance and Commercial Linkage Fee achieve same objectives as IZ in mandatory program
- Additional value capture on residential development is currently not feasible
- Future increases to CLF could achieve benefits similar to IZ with less complexity, more coverage, and without discouraging density and creating uneven playing field with Downtown core (heights are not constrained in core)
- Recent State laws have made IZ more difficult to implement legally in California



# Approach to Small Business

1. Complete a high-level analysis of the small business context in the Diridon Station Area and surrounding corridors
2. Consider insights from anti-displacement, VTA, and economic recovery work
3. Conduct ongoing community and stakeholder engagement
4. Develop policy recommendations for the Diridon Area
  - Consider priorities, impact, and scalability

# Businesses in Broader Study Area



- Active business



# DSA Engagement Opportunities

Online feedback forms and event info at: <https://www.diridonsj.org/fall2020>

Station Area Advisory Group (SAAG) Meetings: *September 16 and November 9*

**City's DSA Community Meeting: December 3, 6:30 PM, Zoom**

## Community Partner Events:

- *Vietnamese Community Workshop: Oct 21*
- *Small Business Cafecito (Spanish): Oct 29*
- [\*Transit, Walking, and Biking in the Diridon Station Area: Nov 13\*](#)
- [\*Resident Cafecito: Nov 20\*](#)
- [\*Community Workshop: Artists/Creatives: Nov 21\*](#)
- *Diridon Experience Workshop: Dec 10*
- *Virtual Open Houses on the Diridon Station Area (English and Spanish): TBD*

## Public Meetings:

- [\*Parks and Recreation Commission: DSAP Open Space and Public Life: Nov 4\*](#)
- [\*Housing and Community Development Commission: Draft DSA Affordable Housing Implementation Plan: Nov 12\*](#)
- [\*Planning Commission Study Session: Dec 2\*](#)
- [\*Airport Land Use Commission: Dec 16\*](#)



# Development Review of the Proposed Google Downtown West Mixed-Use Project



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY



# Project Site

- ~ 80 acres
- Within the DSAP boundaries (Draft Amendment)



# Google's Downtown West Project

GARDEN  
ALAMEDA

- ~ 7.3 M sf Office
- 4,000 Housing Units  
(studying up to 5,900 units)
- ~ 500 K sf Active Use  
(Retail, Cultural, Arts, Education  
etc.)
- ~ 15 acres Parks + Plazas + Green  
Spaces



GOOGLE  
ILLUSTRATION

*\*Illustrative massing reflects the combination of density allowed in project's zoning and applicable Downtown West design standards and guidelines*



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CAPITAL OF SILICON VALLEY



# 3 Pathways

Development Review (entitlements)

Environmental Review (CEQA)

Development Agreement



# Project Timeline

## 2018

- Engage community to understand concerns and goals
- Adopt MOU

## Fall 2019

- Initial application submitted
- Start review process
- Environmental scoping meeting

## Fall 2020

- Updated submittal - proposed Design Standards and Guidelines
- Draft Environmental Impact Report

## Spring 2021

- Review Development Agreement
- Public hearings to consider the project

## Next phases

- Design review of buildings
- Building and construction permits
- Construction
- Ongoing engagement





# Google Engagement



Learn more about the DWDSG in the video, which provides examples of how the document will regulate the project on items including but not limited to land use and buildings, parks and open space, and mobility.

**100+**  
Community  
Meetings

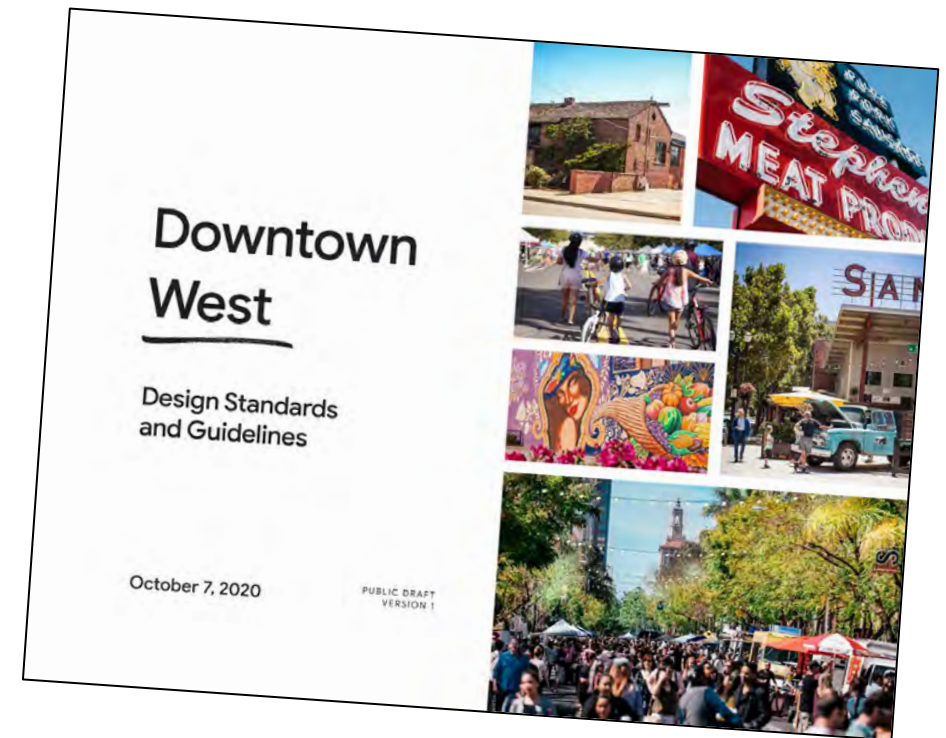
**10,000+**  
Community  
Data Points

**3,000+**  
In-person  
Touch Points

**14,000+**  
Video Views

# What's in the Updated Submittal?

- Planned Development Zoning Application
- Planned Development Permit including Design Standards and Guidelines
- Amendments to:
  - General Plan
  - Diridon Station Area Plan
  - San Jose Water Company Landmark Boundary and Historic Preservation Permit
  - Southern Pacific Depot Landmark Boundary
- Improvement Standards
- Infrastructure Plan
- Vesting Tentative Map





# Orientation to the DWDSG

DWDSG = Downtown West Design Standards and Guidelines

## Resources:

- [October 19<sup>th</sup> Presentation](#) and [Recording](#)
- Other presentations and feedback form: [www.diridonsj.org/fall2020-google](http://www.diridonsj.org/fall2020-google)
- Draft DWDSG and other application documents: [www.sanjoseca.gov/googleproject](http://www.sanjoseca.gov/googleproject)
- Google's project page, including a digital engagement exercise: <https://realestate.withgoogle.com/sanjose/>

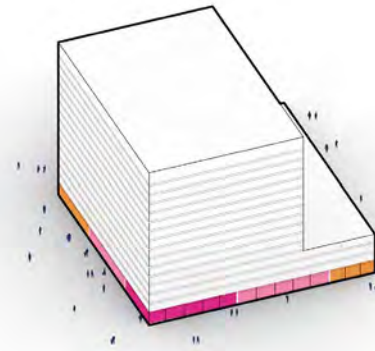
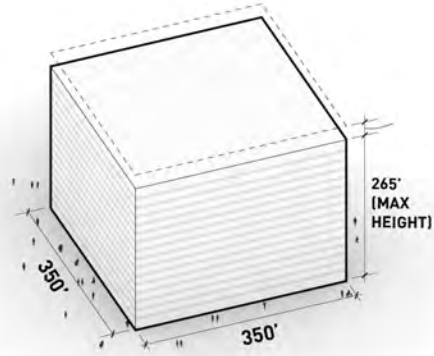
## Draft DWDSG Chapters:

- Land Use
- Buildings
- Open Space
- Mobility
- Sustainability
- Lighting and Signage

# Single Building Process



GOOGLE ILLUSTRATION



Project Review Sequence

1

2

3

Policy Compliance

City Design Controls

Project Approval

Relevant Documents

GENERAL PLAN  
DOWNTOWN STRATEGY  
DIRIDON STATION AREA PLAN

DOWNTOWN DESIGN GUIDELINES  
COMPLETE STREETS DESIGN  
STANDARDS & GUIDELINES  
MUNICIPAL CODE

DETAILED DESIGNS

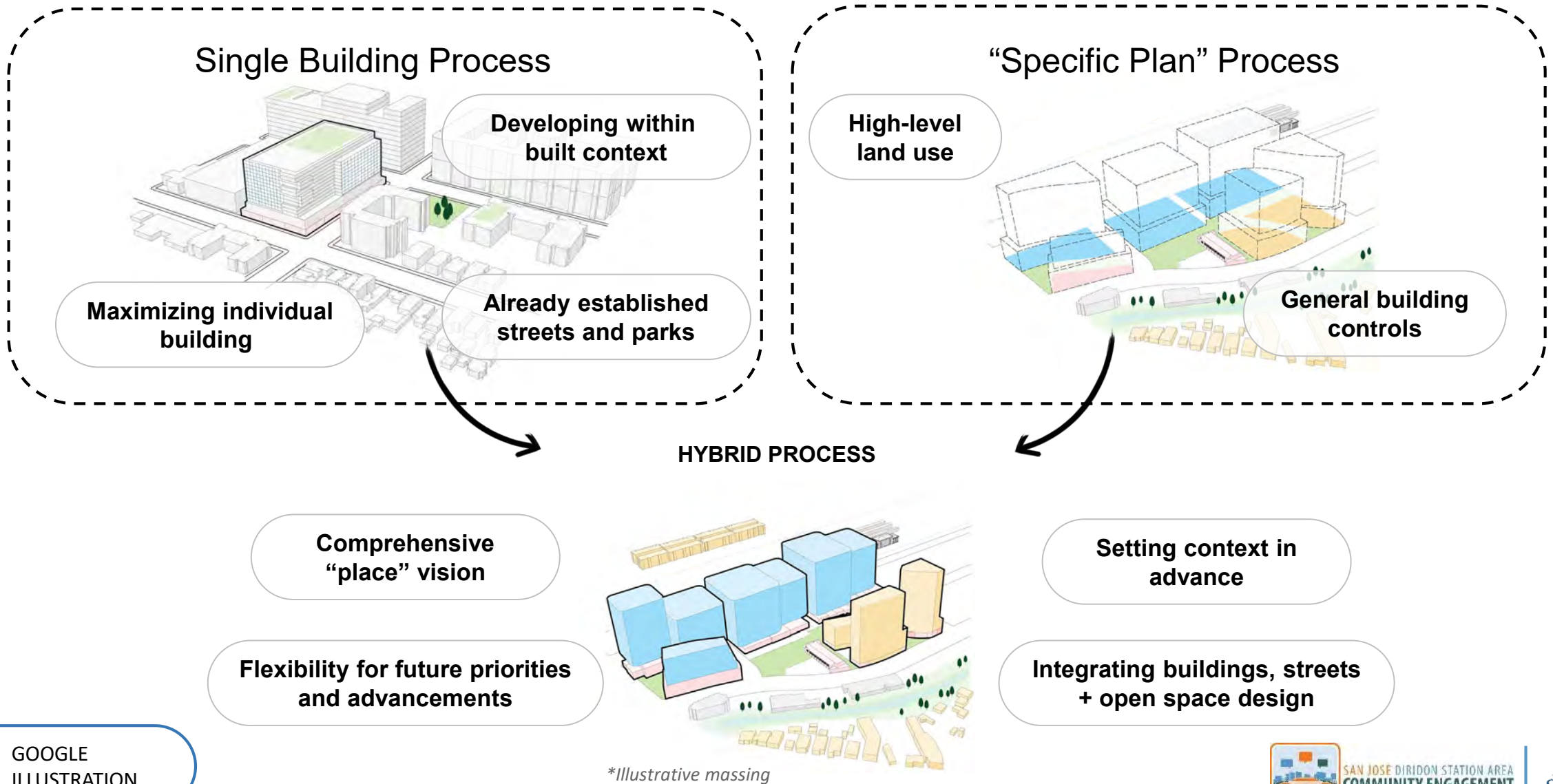


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COMMUNITY ENGAGEMENT





# Conformance Review Process



GOOGLE ILLUSTRATION



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COMMUNITY ENGAGEMENT

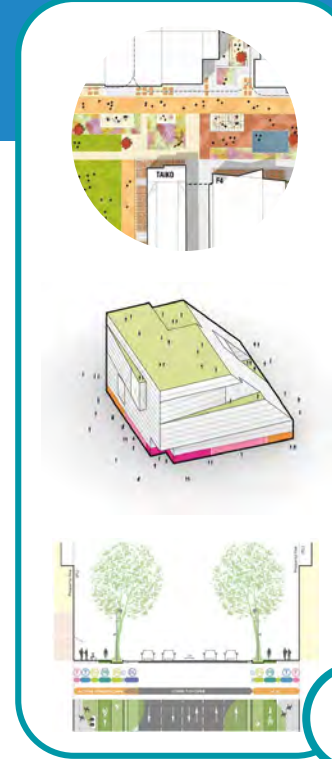
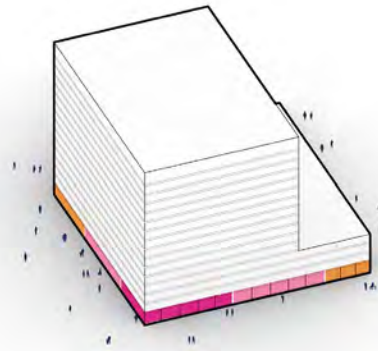
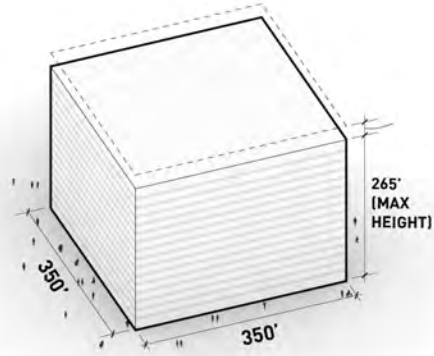


CITY OF SAN JOSE  
CAPITAL OF SILICON VALLEY

# Proposed Process



GOOGLE ILLUSTRATION



Project Review Sequence

1

2

3

4

Policy Compliance

City Design Controls

Project Approvals

Conformance Reviews

Relevant Documents

GENERAL PLAN  
DOWNTOWN STRATEGY  
DIRIDON STATION AREA PLAN  
*(as amended)*

DOWNTOWN DESIGN GUIDELINES  
COMPLETE STREETS DESIGN  
STANDARDS & GUIDELINES  
MUNICIPAL CODE  
*(as amended)*

EIR  
DEVELOPMENT AGREEMENT  
PD ZONING  
PD PERMIT (DWDSG +)

DETAILED DESIGNS

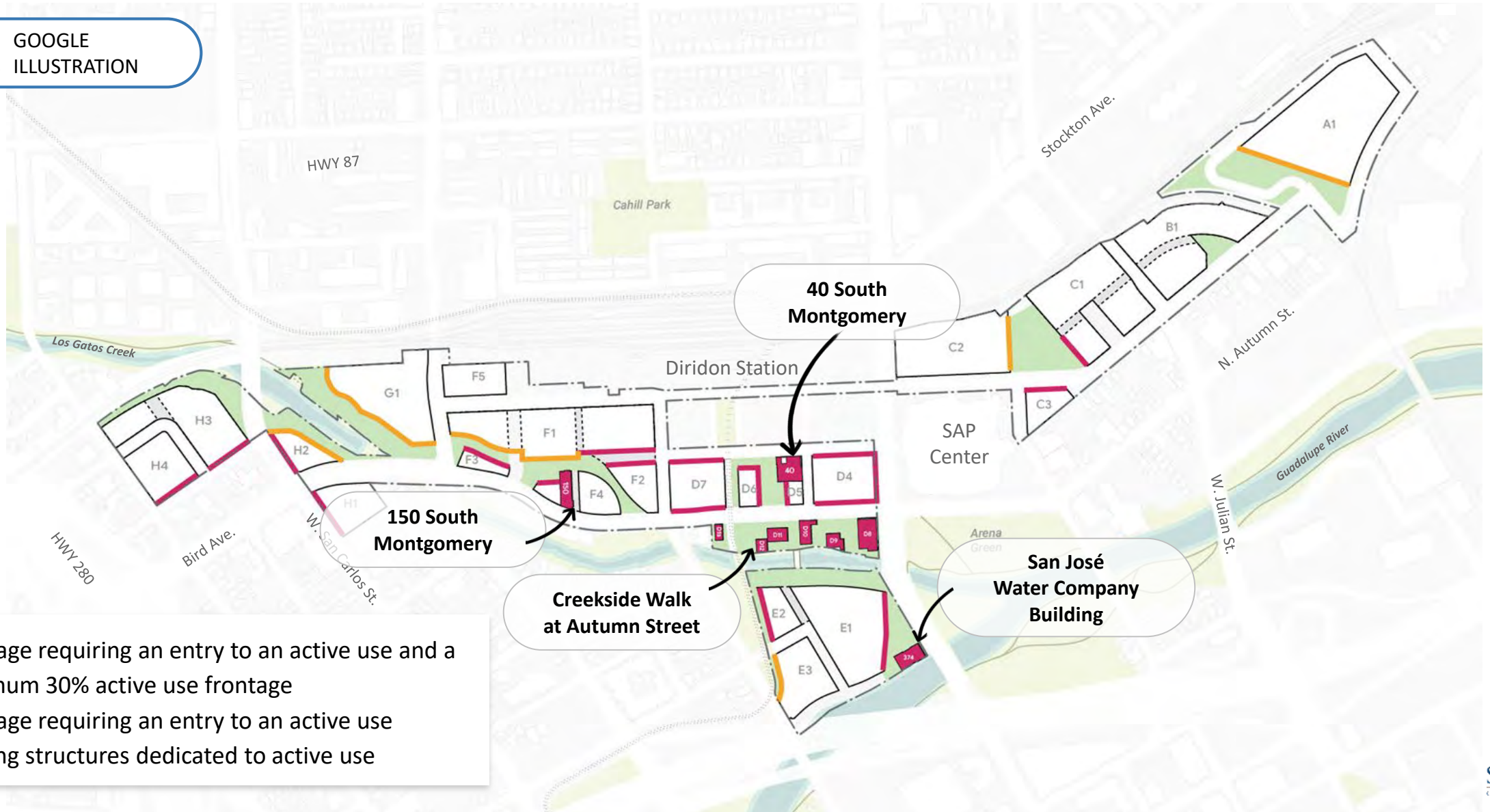




# DWDSG Land Use/Building Highlights

- Active Use Frontages – minimum requirement by block face
- Ground floors – fine-grained rhythm and articulation
- Large buildings – built area capped at 85% of buildable envelope
- Height Limits and Stepbacks – along Delmas Park neighborhood and Lake House Historic District
- Massing Limits – along Los Gatos Creek
- Low-Scale Structures – along Los Gatos Creek and Autumn Street
- Materials – preferred materials palette

# Anchors and Active Use Frontages



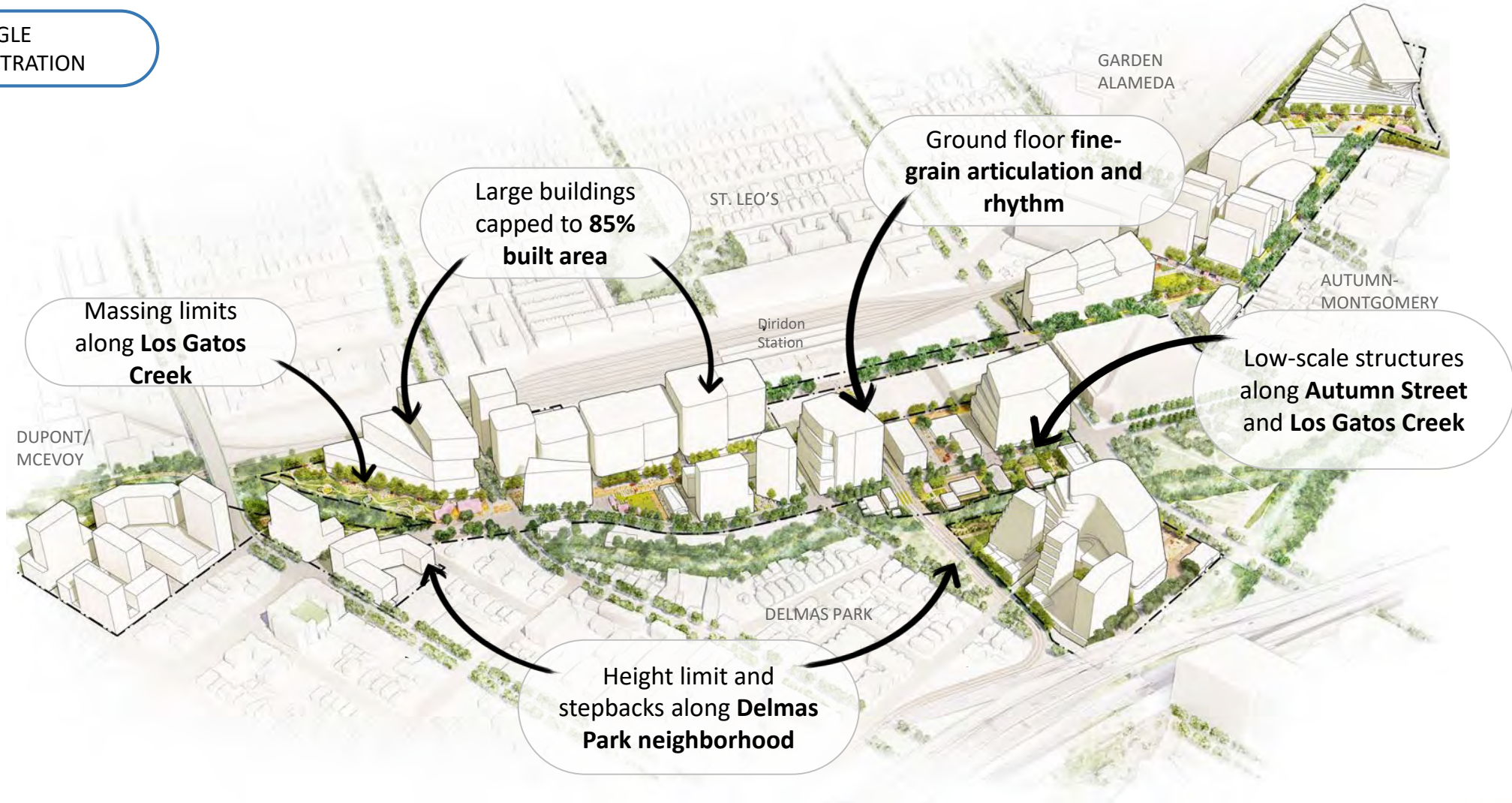
- Frontage requiring an entry to an active use and a minimum 30% active use frontage
- Frontage requiring an entry to an active use
- Existing structures dedicated to active use



# Massing



GOOGLE  
ILLUSTRATION

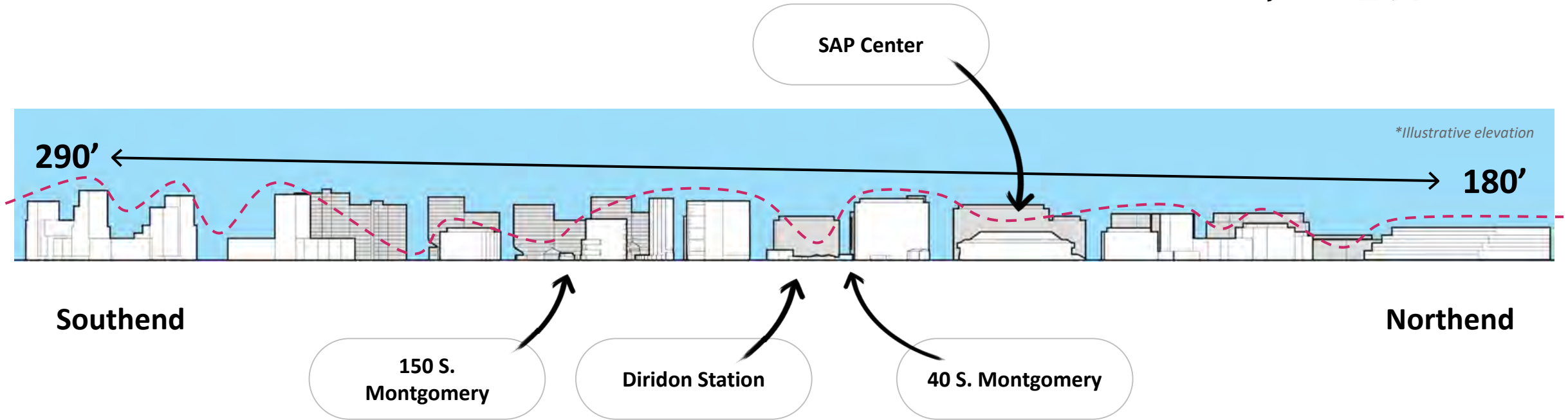
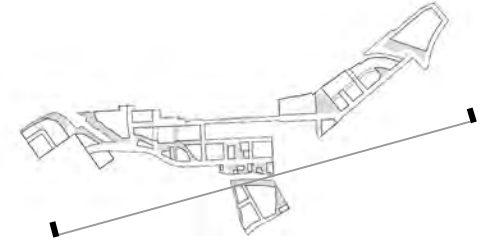


*\*Illustrative massing reflects the combination of density allowed in project's zoning and applicable Downtown West design standards and guidelines*

# Range of Heights



GOOGLE ILLUSTRATION

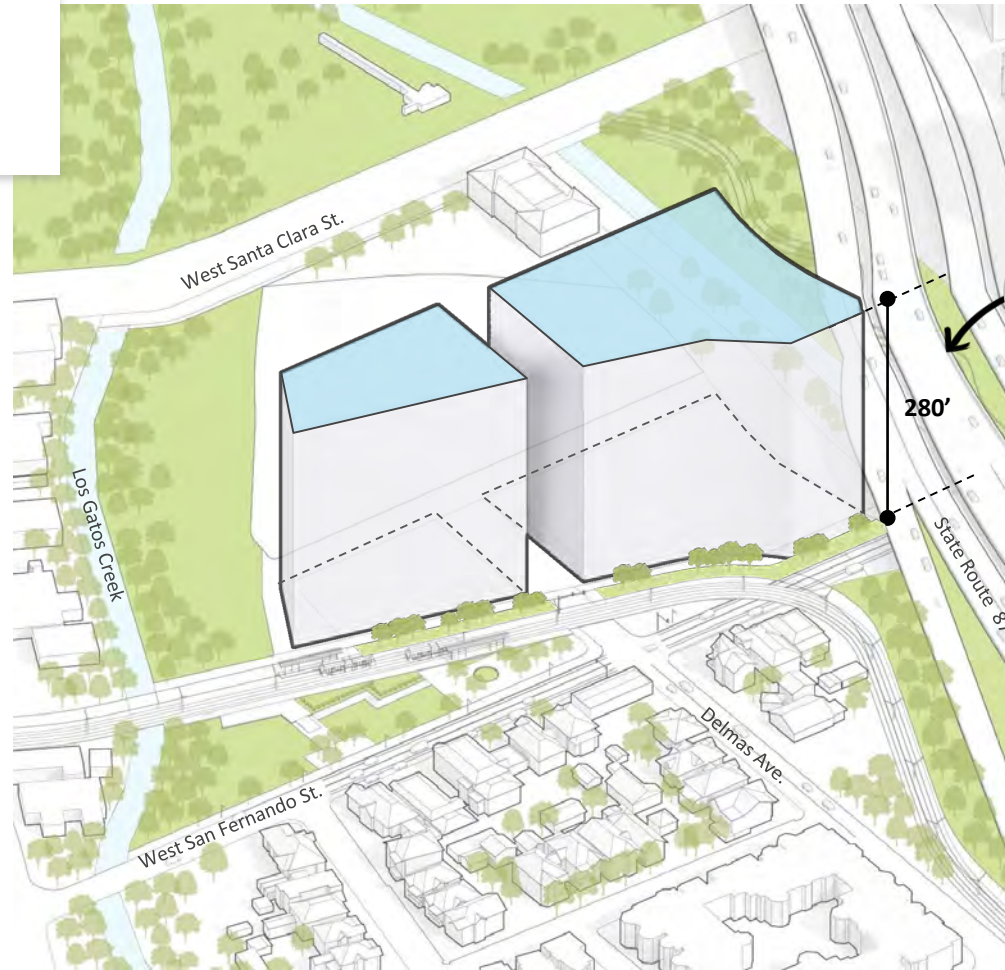




# Example

BUILDINGS EXAMPLE

## Starting Envelope



*\*Illustrative massing*



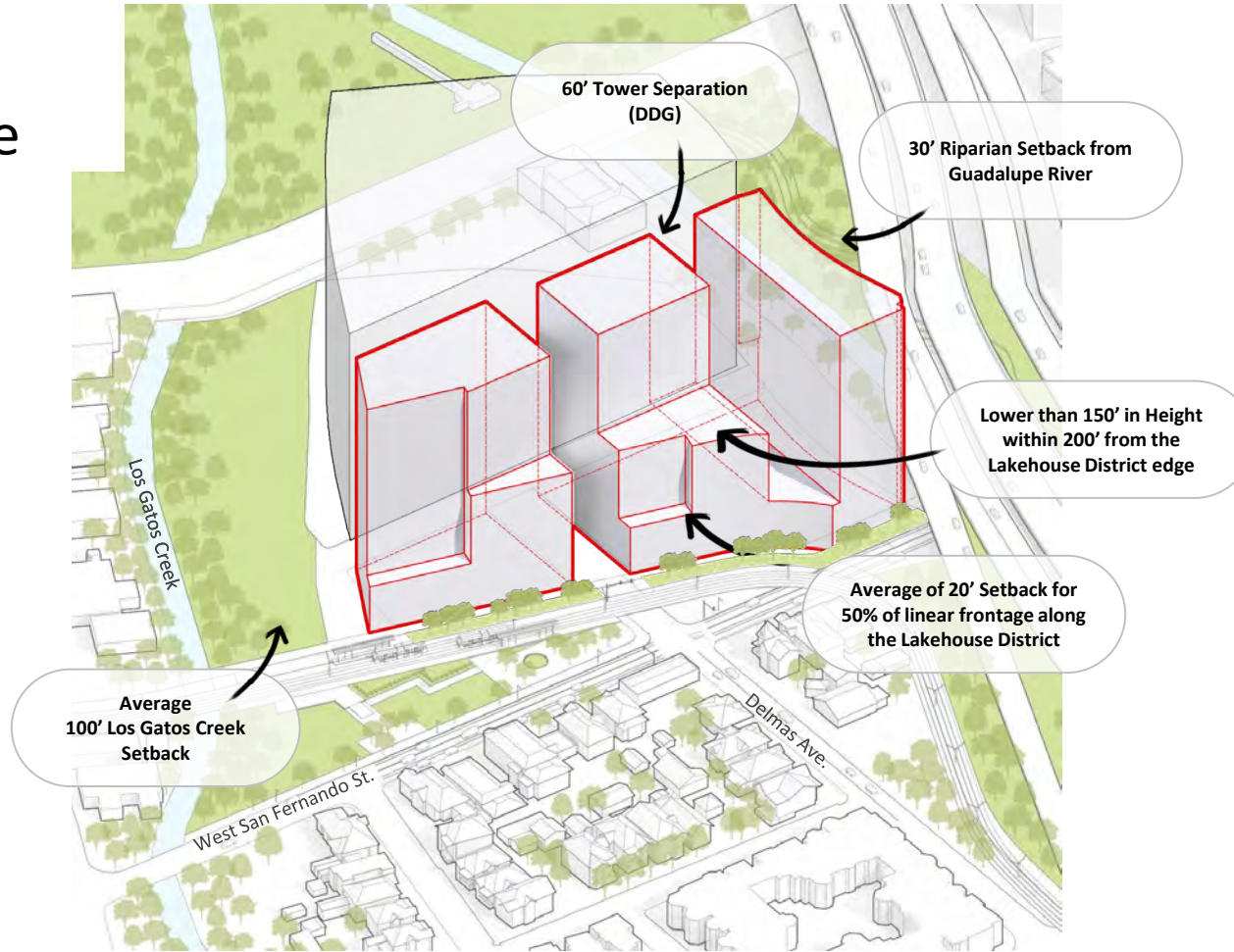
GOOGLE  
ILLUSTRATION



# Example

BUILDINGS EXAMPLE

## Buildable Envelope



*\*Illustrative massing*



GOOGLE  
ILLUSTRATION

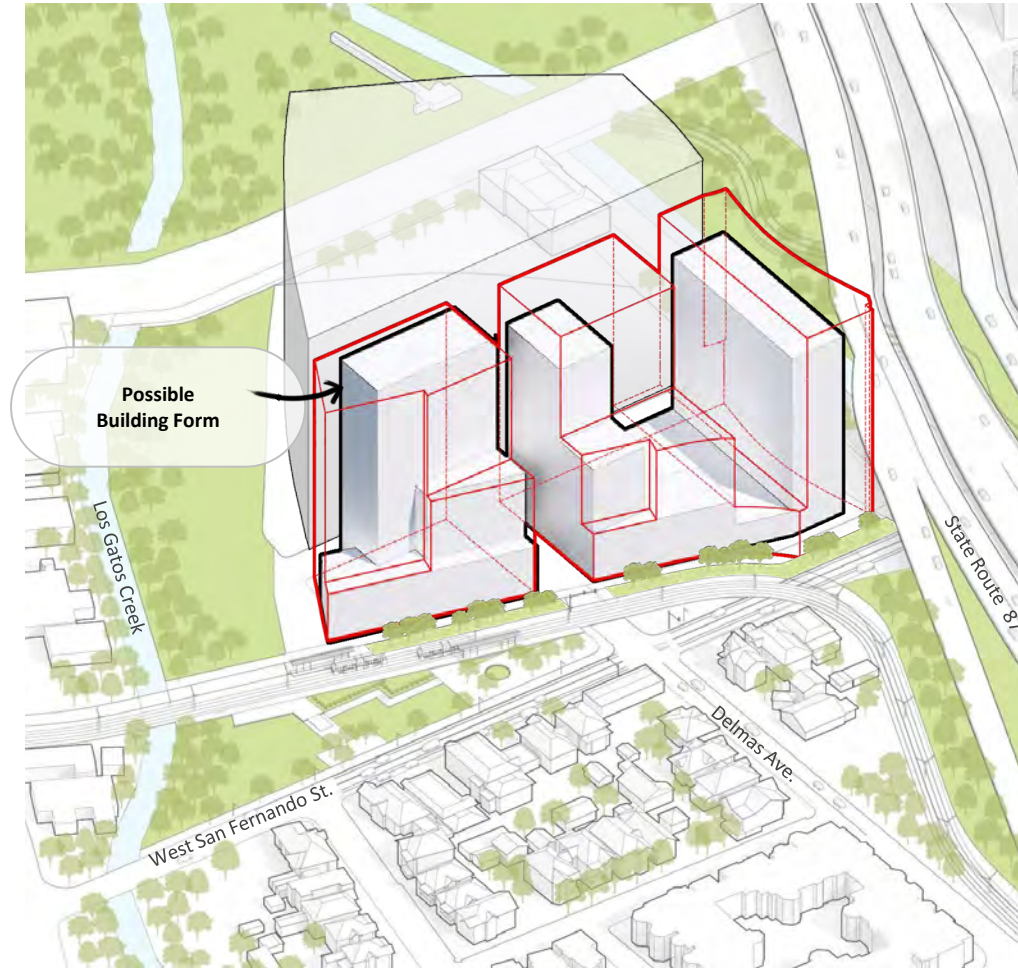
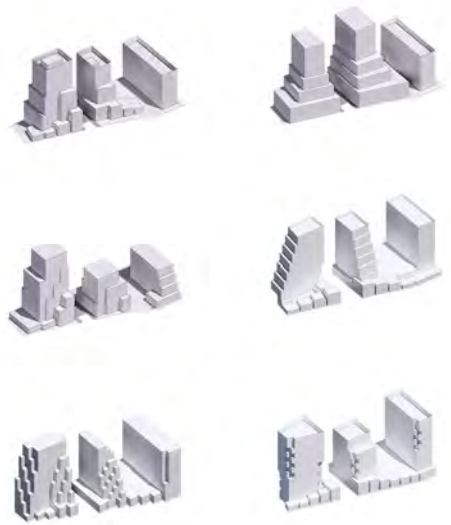




# Example

## BUILDINGS EXAMPLE

### Possible Form



*\*Illustrative massing*



GOOGLE  
ILLUSTRATION



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# Example





# Social and Active Public Realm



GOOGLE  
ILLUSTRATION



\*Artist conceptual rendering, subject to change



# Social and Active Public Realm



GOOGLE  
ILLUSTRATION

Rehabilitation of  
Historic SJWC

Historic adjacency 5-degree  
massing reduction

15% of building shaping on long-  
facade

Architectural height reference  
+ Cornice articulation (DDG)

Preferred materials

Bird-safe glass (DDG)

70% Transparency

30% Active Use



\*Artist conceptual rendering, subject to change



# Immersive Natural Environments



GOOGLE  
ILLUSTRATION



*\*Artist conceptual rendering, subject to change*



# Immersive Natural Environments



Active programming limited within 50' riparian setback

Existing impervious surfaces replaced with < 40% new hardscape

Expansion on riparian habitat in ecological enhancement zone

Riparian plantings

Prohibited amplified noise. Ecologically sensitive lighting.

Low Impact Footbridge Design

Integrated Interpretive signage

*\*Artist conceptual rendering, subject to change*



# A Part of San José



GOOGLE  
ILLUSTRATION



*\*Artist conceptual rendering, subject to change*



# A Part of San José



GOOGLE  
ILLUSTRATION



Height and footprint limit on existing building expansion

Street trees complementary to a Riparian Planting Strategy

Active continuous public realm and programming

Integrated interpretive wayfinding

Protected on-street bikeways

Active programs within the ecological enhancement zone

*\*Artist conceptual rendering, subject to change*



# DWDSG Open Space Chapter Highlights

- Completing the regional trail network
- Strengthening the open space network
- Variation by context
- Focused on programming and experiences
- Planting strategy



# Downtown West Open Space Proposal

OPEN SPACES	CITY-DEDICATED OPEN SPACE		PROJECT SPONSOR-OWNED (PSO) OPEN SPACE					INDIVIDUAL OPEN SPACE ACREAGE SUB-TOTAL
	LOS GATOS CREEK MULTI-USE TRAIL	CITY-DEDICATED PARK	PRIVATELY-OWNED PUBLIC PARK	SEMI-PUBLIC OPEN SPACE	LOS GATOS CREEK RIPARIAN SETBACK	LOS GATOS CREEK RIPARIAN CORRIDOR	MID-BLOCK PASSAGE	
Los Gatos Creek Connector	-	0.76 ac	-	0.03 ac	0.22 ac	-	0.16 ac	1.17 ac
Los Gatos Creek Park	0.28 ac	-	1.03 ac	0.27 ac	0.77 ac	0.14 ac	-	2.49 ac
The Meander	-	-	1.04 ac	0.52 ac	-	-	0.68 ac	2.24 ac
Social Heart	-	0.57 ac	-	0.22 ac	-	-	-	0.79 ac
Creekside Walk at South Autumn Street	-	-	0.70 ac	0.20 ac	0.56 ac	0.04 ac	-	1.50 ac
Los Gatos Creek East	0.25 ac	-	0.36 ac	0.12 ac	0.65 ac	0.11 ac	0.17 ac	1.66 ac
Gateway Plaza	-	-	0.65 ac	0.08 ac	-	-	-	0.73 ac
St. John Triangle	-	1.51 ac	-	0.10 ac	-	-	0.30 ac	1.91 ac
North Montgomery Pocket Park	-	-	-	0.35 ac	-	-	0.26 ac	0.61 ac
Northend Park	-	1.43 ac	0.34 ac	0.13 ac	-	-	-	1.90 ac
<b>CATEGORY ACREAGE TOTAL</b>	<b>0.53 AC</b>	<b>4.27 AC</b>	<b>4.12 AC</b>	<b>2.02 AC</b>	<b>2.20 AC</b>	<b>0.29 AC</b>	<b>1.57 AC</b>	<b>15.00 AC</b>
<b>TOTAL</b>	<b>4.80 AC</b>		<b>10.20 AC</b>					





# Downtown West Open Space Proposal

## Proposed City-Dedicated Parks and Trails



 GOOGLE ILLUSTRATION

- City-dedicated parks + trails
- Privately-owned, public open space



# Potential Operation and Management Strategy

Exploring potential models for the operation and maintenance of both publicly owned and privately owned parks, involving a public advisory component



WEST 8



Florian Groehn





# DWDSG Mobility Chapter Highlights

- Sidewalks designed for people
- Protected bikeways with planted buffers
- Mobility hubs with improved public transit
- Built-in flexibility
- Shared Streets for all modes



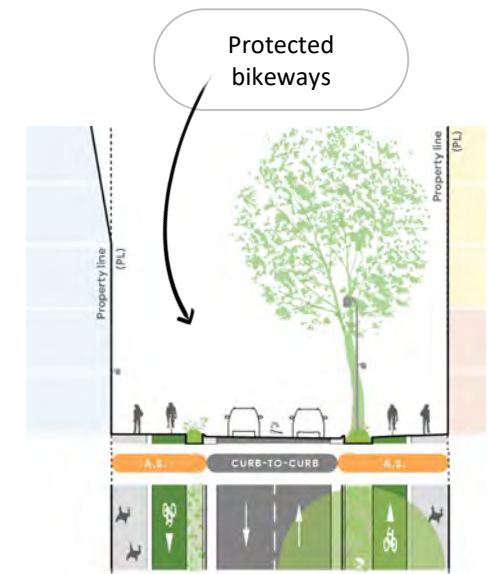
PLANTING ZONES



EXTENDED FURNITURE ZONE



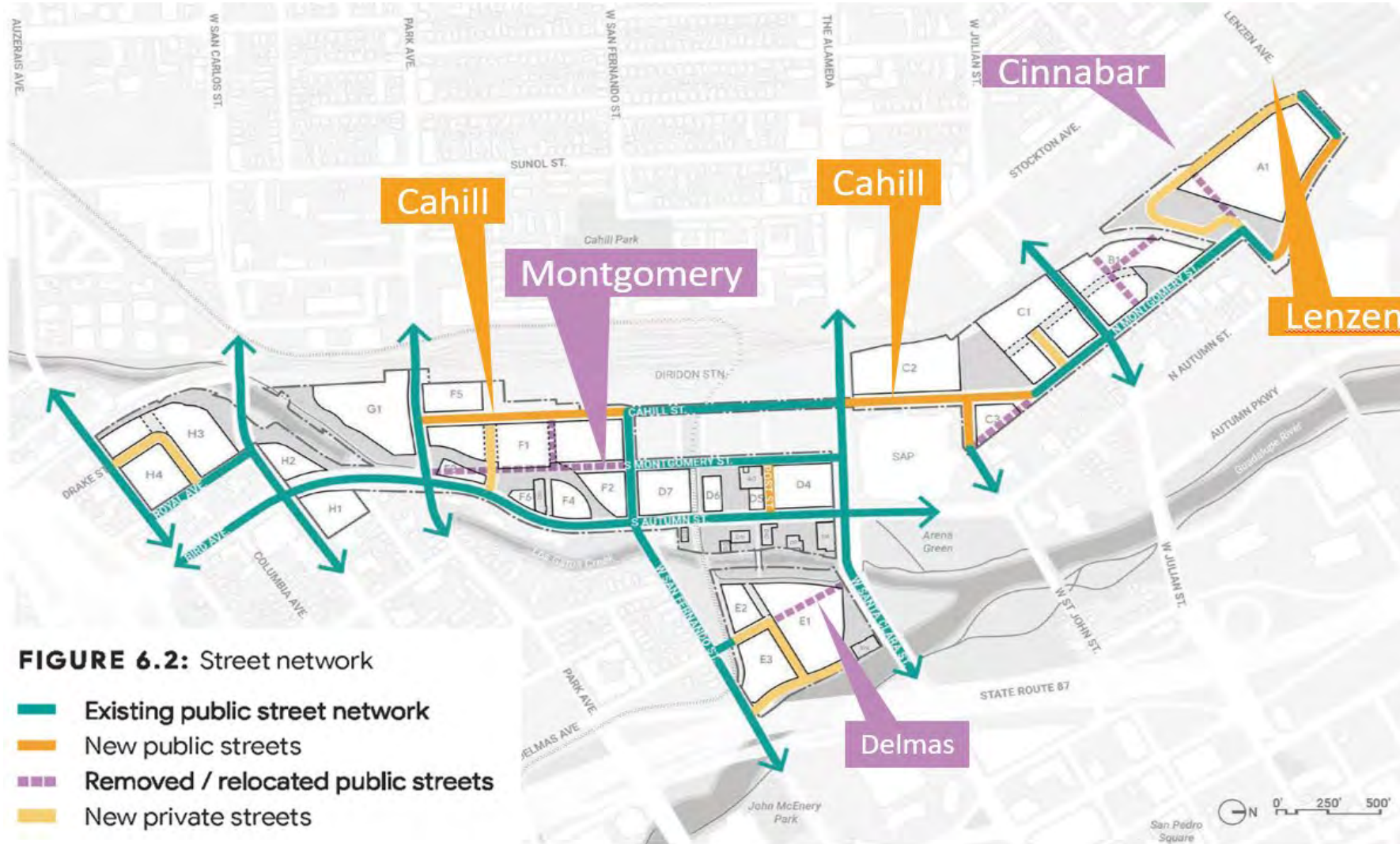
PARKLET + SEATING



W. San Fernando Street

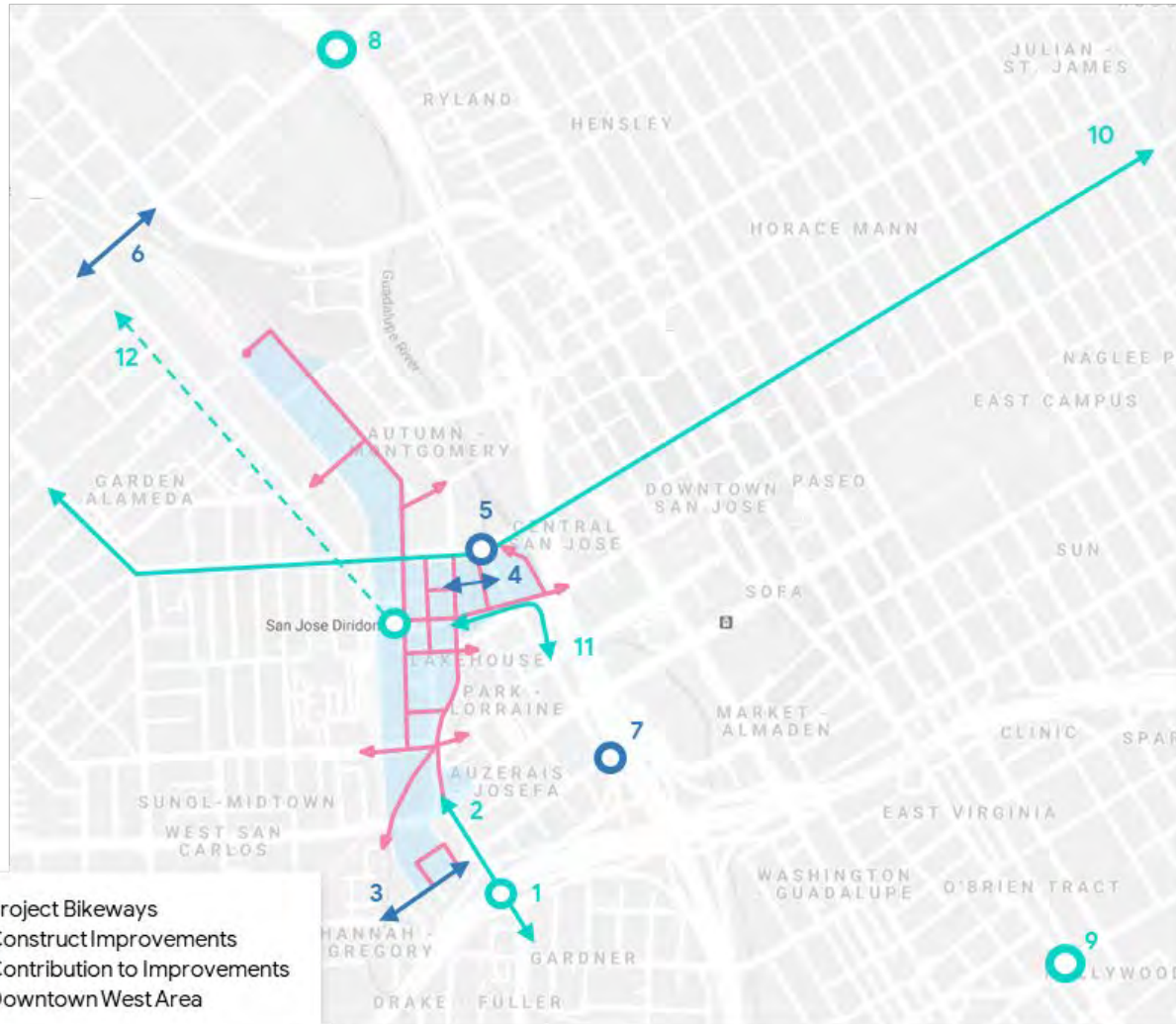


# Roadway Network





# Other Transportation Improvements



1. Bird/I-280  
**Multimodal Improvements**
2. Bird Ave  
**Protected Bikeway**
3. Auzerais  
**Protected Bikeway**
4. Footbridge over Los Gatos Creek (LGC)  
Santa Clara
5. **Controlled At-Grade Crossing connecting the LGC trail**
6. Coleman/Taylor  
**Multimodal Gap Closure**
7. Auzerais/Delmas  
**Sidewalk Extension**
8. Taylor/SR 87  
**Interchange Improvements**
9. First/Goodyear  
**Multimodal Improvements**
10. Santa Clara (I-880 to 17th)  
**Public Service Lanes Study**
11. Light Rail  
**Transit Improvement Study**
12. Airport/Diridon/Stevens Creek Connector Study

# Parking Proposal

Downtown West proposes a shared, district parking approach, including:

- Public structures open to visitors and workers using the offices, retail spaces, transit station, and SAP Center event parking
  - At least 2,850 spaces on-site (under Google commercial buildings)
  - Up to 4,800 total spaces
  - Market rate, demand-based pricing
- Up to 2,360 total residential parking spaces
  - Sold or leased separately from housing (aka. “Unbundled”)



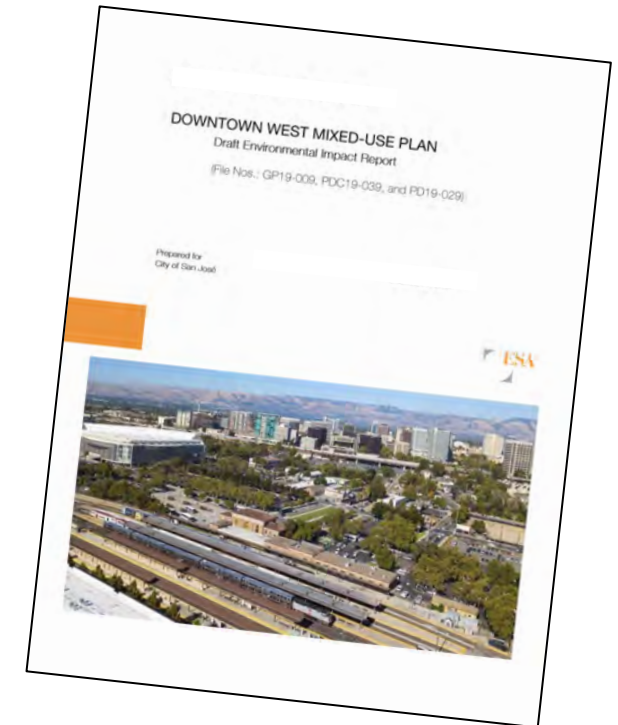
# Draft Environmental Impact Report

## Purpose:

- Evaluates and discloses environmental impacts of the project, including from construction
- Identifies mitigation measures for significant impacts
- Evaluates project alternatives

## 61-day Public Comment Period: Oct. 7 – Dec. 8 (5:00 PM)

- Only written comments will be included in the Final EIR
- Find the DEIR and instructions for commenting at:  
[www.sanjoseca.gov/GoogleProject](http://www.sanjoseca.gov/GoogleProject)



# Assembly Bill 900

- Downtown West is certified as an Environmental Leadership Development Project (AB 900)
- Includes high standard of public and environmental requirements
- Enables expedited judicial review if the EIR is challenged (ensures timely benefits)
- Increases transparency with administrative record published at [www.sanjoseca.gov/GoogleProject](http://www.sanjoseca.gov/GoogleProject)





# DEIR Topics

<p style="text-align: center;"><b>Air Quality</b> Air pollutants and health risks</p>	<p style="text-align: center;">Greenhouse Gas Emissions</p>	<p style="text-align: center;"><b>Population + Housing</b> City's policy of job growth</p>
<p style="text-align: center;">Biological Resources</p>	<p style="text-align: center;">Hazards + Haz Materials</p>	<p style="text-align: center;">Public Services + Recreation</p>
<p style="text-align: center;"><b>Cultural Resources</b> Demolition/changes to historic buildings</p>	<p style="text-align: center;">Hydrology</p>	<p style="text-align: center;">Transportation</p>
<p style="text-align: center;">Energy</p>	<p style="text-align: center;"><b>Land Use + Planning</b> Airport noise-regulation consistency</p>	<p style="text-align: center;">Tribal Cultural Resources</p>
<p style="text-align: center;">Geology, Soils + Paleontology</p>	<p style="text-align: center;"><b>Noise + Vibration</b> Traffic and construction noise</p>	<p style="text-align: center;">Utilities + Service Systems</p>

98 **Orange highlight** indicates study area with one or more significant unavoidable impact



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# Sustainability Highlights

- **Sustainability chapter** in the Draft DWDSG
- AB 900: net **neutral greenhouse gas emissions** for 30 years
- Low car travel estimate (**VMT**)
- Aligned with **Climate Smart San José** goals
- Committing to **LEED-ND Gold** and LEED Gold for office
- Significantly **reduced waste** to landfill (AB 900 provision)
- Planned nearly all **electric** development with resiliency benefits
- About 2,280 new **trees** to be planted, with 10x increase in pervious surfaces over existing conditions





# Transportation Demand Management (TDM)

The mitigation measure to have a robust Transportation Demand Management (TDM) program encourages travel by modes other than driving alone



**PED & BIKE IMPROVEMENTS**



**LIMITED PARKING LIMIT, MARKET-RATE, UNBUNDLED PARKING**



**COMMUTER BENEFITS OR TRANSIT FARE SUBSIDIES**



**BIKE PARKING AND STORAGE**



**RIDESHARE**



**CARPOOL + VANPOOL PARKING**



**FIRST/LAST MILE SUBSIDIES**



**DESIGNATED RIDE-HAILING WAITING AREAS**



**TRAFFIC CALMING MEASURES**



**EXPRESS BUSES OR COMMUTER SHUTTLE SERVICES**

# District Utilities Proposal

The Downtown West proposes a “district” approach for its 80-acre project site, which means there would be shared and connected utility services across the development

- Central utility plant(s) to heat and cool buildings
- Electric microgrid with distributed energy resources
- Onsite processing of wastewater and reuse of recycled water
- Underground utility corridor (“utilidor”) to run utility infrastructure





# Other Infrastructure Elements

- Upsizing and improving the storm and sanitary systems
- Reconstructing the West San Fernando Street bridge over Los Gatos Creek
- Hydraulic improvements to reduce overbank flooding during a 100-year flood event
- Rehabilitating Los Gatos Creek channel to improve habitat



# Downtown West Engagement Opportunities

Online feedback forms and event info at: [www.diridonsj.org/fall2020](http://www.diridonsj.org/fall2020)

Station Area Advisory Group (SAAG) Meetings: *September 16 and November 9*

City's Community Meeting #2: *October 19*

## Community Partner Events:

- *Vietnamese Community Workshop: Oct 21*
- *Small Business Cafecito (Spanish): Oct 29*
- [\*Transit, Walking, and Biking in the Diridon Station Area:\*](#) *Nov 13*
- [\*Resident Cafecito:\*](#) *Nov 20*
- [\*Community Workshop: Artists/Creatives:\*](#) *Nov 21*
- *Diridon Experience Workshop: Dec 10*
- *Virtual Open Houses (English and Spanish) on the Diridon Station Area: TBD*

## Public Meetings:

- [\*Historic Landmarks Commission \(Downtown West Draft EIR\):\*](#) *Nov 4*
- [\*Parks and Recreation Commission: Downtown West's Draft Open Space Plan:\*](#) *Nov 18*
- [\*Planning Commission Study Session:\*](#) *Dec 9*
- [\*Airport Land Use Commission:\*](#) *Dec 16*

**Google's continued engagement:** [g.co/sanjose](https://g.co/sanjose)

- Online tools, conversations with community members





Photo : Sergio Ruiz, SPUR

# Negotiating the Downtown West Development Agreement



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

107



# Negotiations Team Advisors

HR&A Advisors, Inc

Skipstone



Amitabh Barthakur

Judith Taylor

Thomas Jansen

A-P Hurd



# Development Agreement 101

- Development Agreements are common tools for significant development projects that require many years to achieve build-out of the project.
- Intended to provide certainty about the rules, regulations, and responsibilities that govern both parties over the length of the Development Agreement.
- The primary benefit to the developer is certainty. The City benefits both from certainty and from community benefits derived from the project.
- City Council will consider approval of the Development Agreement along with the other project elements.

# Starting Point: MOU Approved Dec 2018

- The Memorandum of Understanding (MOU) with Google provides a starting point for negotiating a future Development Agreement.
- According to the MOU, the Development Agreement is expected to include certain provisions:
  - Vested project approvals (e.g., traffic capacity, design guidelines, affordable housing plan)
  - Community Benefits Plan, including allocation of funds for community benefits by category and timing/phasing of community benefit delivery

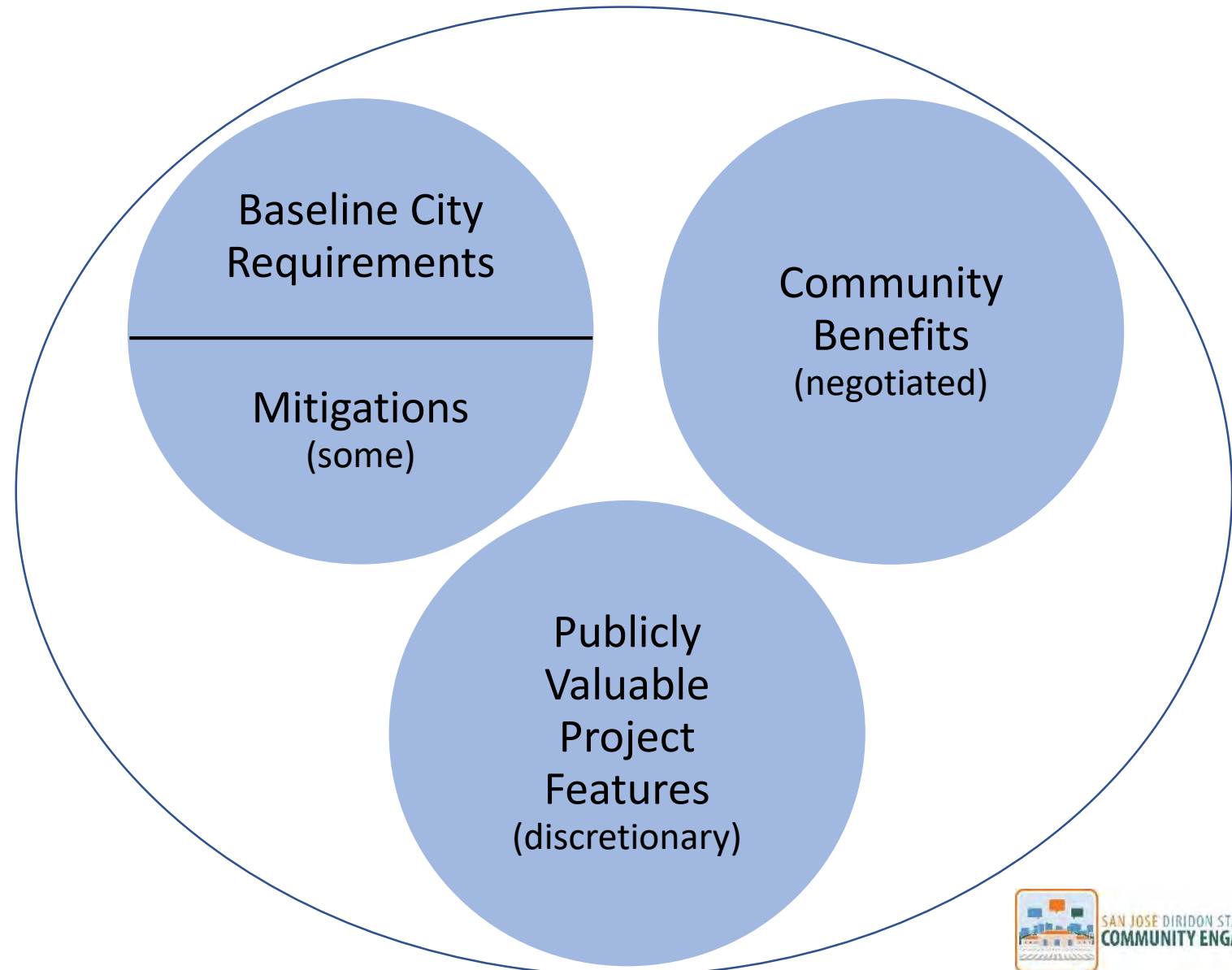


# Community Benefits Plan

- The City would expect Google to **share a portion of the value created** by the City Council's legislative actions with the City through a Community Benefits Plan. (MOU Section IV.E, page 7-8)
- The Parties recognize that the Development Agreement negotiations shall **take into account the financial viability** of any project developed by Google, and the development-related priorities of the City and community. (Section IV.D, page 6)

# Public Benefits Framework

Benefits to the public will come from three different sources





# Project will Bring Substantial Public Benefits

Even before community benefits linked to the DA are considered, implementation of the Downtown West project will bring benefits to the community, including:

- 4,000 homes, including affordable homes
- Commercial linkage fees for affordable housing
- Parks and open space
- Publicly available parking that meets the City's obligation to SAP center
- Public art
- Deep sustainability toward Climate Smart goals (GHG, VMT)
- Up to 5,700 construction jobs

# Significant Progress on City Requirements

- Affordable housing requirement
- Parks requirement
- Parking requirement
- Transportation access/circulation requirement
- Infrastructure requirement



# MOU - Community Benefit Categories

- Affordable housing, displacement prevention and mitigation
- Education, workforce training, and career opportunities
- Small business opportunity
- Historic and cultural preservation, public art
- Public space, trails, and mobility
- Community nonprofit support, including homeless services
- Habitat and environmental sustainability

# Council Direction to Prioritize (Dec 2018)

- Affordable Housing
- Displacement Prevention & Community Stabilization (including preservation and protection)
- Education, Training, and Jobs



# Interim Insights

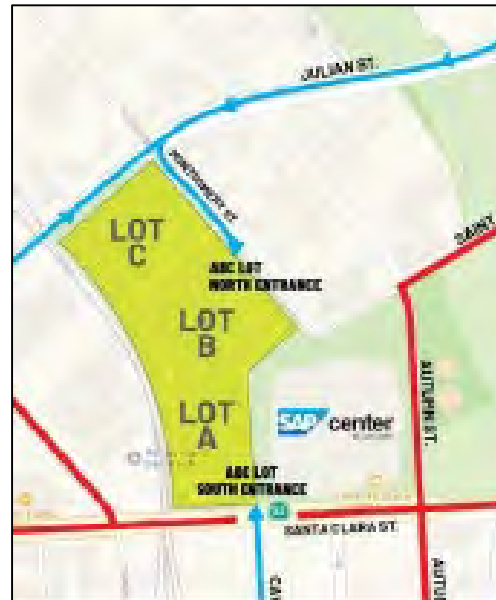
- Feasibility is an important concern: community benefits are realized if the project is built; the value proposition must remain for San Jose investment
- More housing is a public benefit and a city priority, but is currently challenging; value lies on office side

# Complexities and Risks

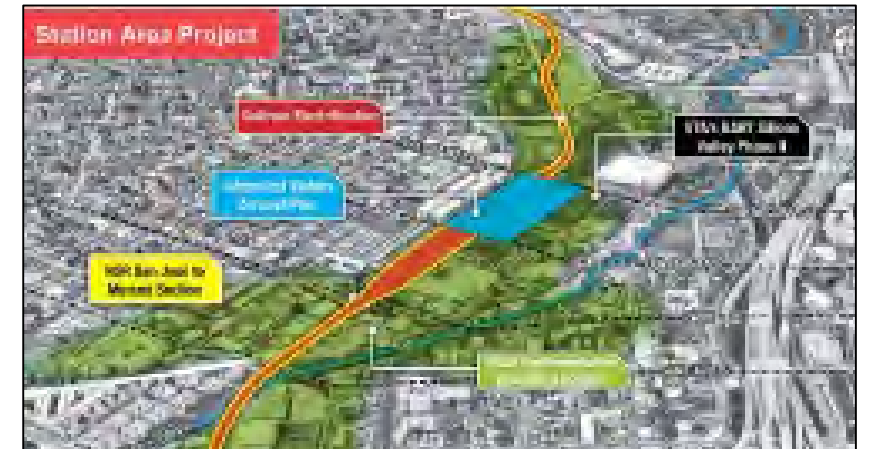
## Downtown Crane Policy



## Lots ABC, Sharks Parking



## Diridon Integrated Station Concept Plan





# Anticipated Elements of Community Benefit Plan

Pending resolution of key risks:

1. Affordable Housing above City requirement
2. Investment Funds for “Community Stabilization” and “Opportunity Pathways” (*What should be the relative balance between these two?*)

# Next Steps on Development Agreement

- Finish the DA negotiations
  - Business terms
  - Affordable housing commitment
  - Community benefits (elements, amount, timing)
- Finish related agreements: Parks, District Utilities, Infrastructure, Transportation
- Present the recommended Development Agreement at next SAAG meeting (Q1), prior to Planning Commission and City Council hearings in Spring 2021





Photo : Sergio Ruiz, SPUR

# City Council Study Session: Diridon Station Area Update

Monday, November 16, 2020 | 1:00 PM