

**From:** [Hill, Shannon](#)  
**To:** [Downtown West Project](#)  
**Subject:** FW: DSA Community Engagement (agenda added)  
**Date:** Tuesday, August 25, 2020 10:37:13 PM  
**Attachments:** [DSA handout Community Engagement 11x17.pdf](#)  
[DSA handout Previous Engagement Findings.pdf](#)  
[DSAP Amendment Board.pdf](#)  
[DSA handout DSAP fact sheet.pdf](#)  
[DSA handout Current Planning Efforts.pdf](#)  
[December 5th Community Meeting for the Google Project.docx](#)

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**From:** Severino, Lori

**Sent:** Tuesday, November 5, 2019 5:23 PM

**To:** Ricardo Benavidez <benavidez@google.com>; abromberg@google.com; Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>; Tu, John <john.tu@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Ruano, Jose <Jose.Ruano@sanjoseca.gov>; Hill, Shannon <Shannon.Hill@sanjoseca.gov>; Dave Javid <dave@plantoplace.com>

**Cc:** Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Walesh, Kim <Kim.Walesh@sanjoseca.gov>; Javier Gonzalez <javiergonzalez@google.com>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Diana Benitez <diana@raimiassociates.com>; Matthew Raimi <matt@raimiassociates.com>; Leah Chambers <leah@plantoplace.com>; Keyon, David <david.keyon@sanjoseca.gov>; tylerhanson@google.com; Han, James <James.Han@sanjoseca.gov>

**Subject:** RE: DSA Community Engagement (agenda added)

Hello,

Here is a game plan for Dec 5<sup>th</sup> and materials to review and discuss, for tomorrow.

Other materials still in the works:

- Transportation and Parking board + handout
- Parks, Trails, and Open Space board + handout
- Housing board + handout
- Google review process handout
- DISC board + handouts

Thanks!

Lori

-----Original Appointment-----

**From:** Severino, Lori

**Sent:** Wednesday, September 11, 2019 4:54 PM

**To:** Severino, Lori; Ricardo Benavidez; [abromberg@google.com](mailto:abromberg@google.com); Heyne, Colin; Dave Javid; Handler, Elisabeth; Mendez, Zacharias; Moody, Doug; Tu, John; Rood, Timothy; Wessling, Cheryl

**Cc:** Hughey, Rosalynn; Walesh, Kim; Javier Gonzalez; Wilcox, Leland; Zenk, Jessica; Diana Benitez;

Matthew Raimi; Leah Chambers; Keyon, David; Hill, Shannon; [tylerhanson@google.com](mailto:tylerhanson@google.com)

**Subject:** DSA Community Engagement (agenda added)

**When:** Wednesday, November 6, 2019 10:45 AM-12:00 PM (UTC-08:00) Pacific Time (US & Canada).

**Where:** City Hall - 1753

Agenda:

1. Check in about December 5<sup>th</sup> Community Meeting on Google Project (15 min)
2. Outreach for DSA events: social media, flyering, etc. (15 min)
3. Review current drafts of materials for online posting and Community Meetings (45 min)
4. Next steps (15 min)

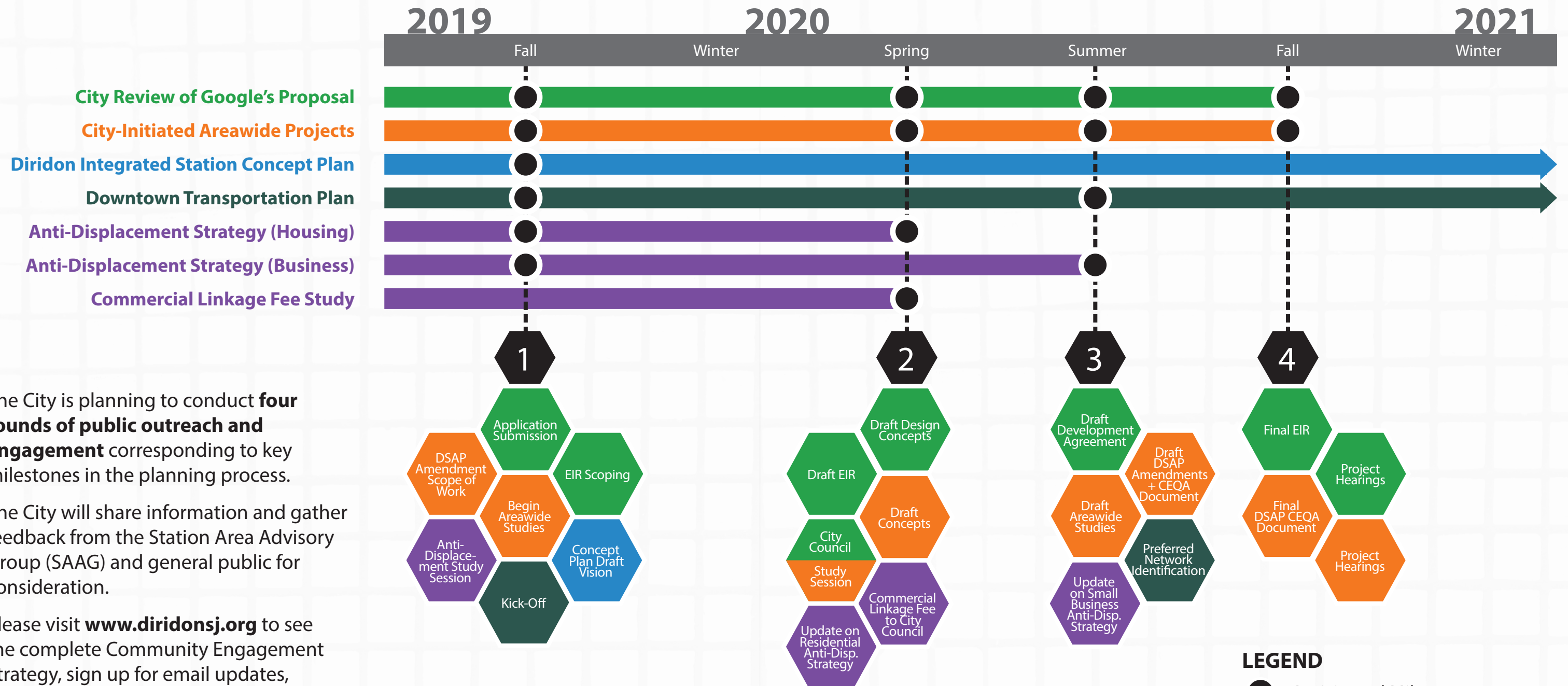
*Note: there will be a dry-run for the DSA Community Meetings with City staff on Friday, November 15, 9:30-10:30.*

Join Zoom Meeting: <https://zoom.us/j/7743852409>

**Call-in Information:**

- Dial by your location: +1 408 638 0968 US (San Jose)
- Meeting ID: 774 385 2409
- One tap mobile: +14086380968,,7743852409# US (San Jose)
- Find your local number: <https://zoom.us/u/akVULhT0Q>

# Diridon Station Area Community Engagement Process 2019-2020



The City is planning to conduct **four rounds of public outreach and engagement** corresponding to key milestones in the planning process.

The City will share information and gather feedback from the Station Area Advisory Group (SAAG) and general public for consideration.

Please visit [www.diridonsj.org](http://www.diridonsj.org) to see the complete Community Engagement Strategy, sign up for email updates, get info on upcoming events, submit questions and comments, and explore background information.

*Note: Timelines are subject to change.*



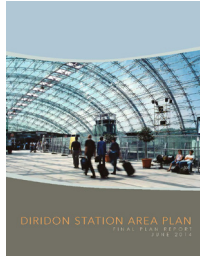
[www.diridonsj.org](http://www.diridonsj.org)  
November 6, 2019



# Previous Community Engagement Findings

## PREVIOUS EFFORTS

The City of San Jose has been planning for improvements to the Diridon Station Area for over a decade. In 2009, the City convened the Diridon Good Neighbor Committee to develop guiding principles for future investments. Based on this input and other public outreach, staff prepared the Diridon Station Area Plan, which City Council adopted in 2014.



## 2018 DIRIDON ENGAGEMENT



10 Station Area Advisory Group Meetings



11 Solution Group Meetings

7 Community Forums

6 Pop-Ups at Neighborhood Events

5 Stakeholder Presentations

2 Walking Tours

600 Online Survey Responses



## SUMMARY REPORT

The summary report summarized the input received during the engagement process into the Diridon Station Area Civic Engagement Report (October 2018). The input was categorized into "Key Issues and Opportunities" and "Desired Outcomes" (see reverse for more information). A key finding was that there is still general support for the Diridon Station Area Plan's vision and objectives.

## GOOGLE DEVELOPMENT PROJECT

On December 4, 2018, the City Council approved a Memorandum of Understanding (MOU) with Google to guide collaboration on a mixed-use development project moving forward. The MOU documents shared goals and community priorities, based largely upon input received during the 2018 engagement process.

## OTHER CITY PLANNING EFFORTS

In addition to informing the Google project, the City is considering the community input gathered in 2018 and before to inform other planning efforts, such as the Diridon Integration Station Concept Plan, amendments to the Diridon Station Area Plan, and areawide studies on Affordable Housing, Parking, and Infrastructure Financing.



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November 6, 2019



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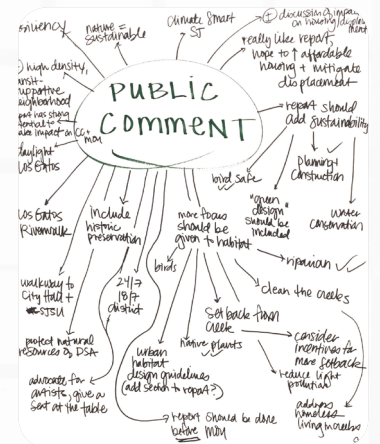


# Community Input Summary Report



## KEY ISSUES + OPPORTUNITIES

1. Housing and Displacement
2. Revitalization of Downtown and the Diridon Station Area
3. Job Opportunities and Social Equity
4. Expectations of Google and Others
5. Community Benefits
6. Growth Impacts and Public Services
7. High Speed Rail Impacts
8. Safety and Homelessness
9. Environmental Sustainability
10. Effects on San Jose's identity



## DESIRED OUTCOMES



There is a nearly **universal concern for the housing crisis**; however, there was a wide range of nuanced perspectives about how to meaningfully address it and the implications for the potential Google development in the Diridon area.



Community Members want to **enhance educational and economic opportunities for all residents** of San José, with a range of perspectives on prioritizing social equity and leveraging Google's strengths to support access to jobs in tech.



There was strong agreement among community members around land use, design, and parking goals, reflecting general support for a **well-designed, high-density, mixed-use station area** that integrates with Downtown, incorporates historic features and public art, and is sensitive to the surrounding neighborhoods.



Desired outcomes for public space, creeks, and trails had the highest level of agreement among community members, who seek a **safe, accessible, and connected public realm** that reflects San José's unique identity.



There was very strong agreement among community members around transportation and transit, reflecting the significant interest in making the area **supportive of transit use and safer for pedestrians and bicyclists**, while also proactively managing vehicle traffic, parking, and emerging modes of travel.

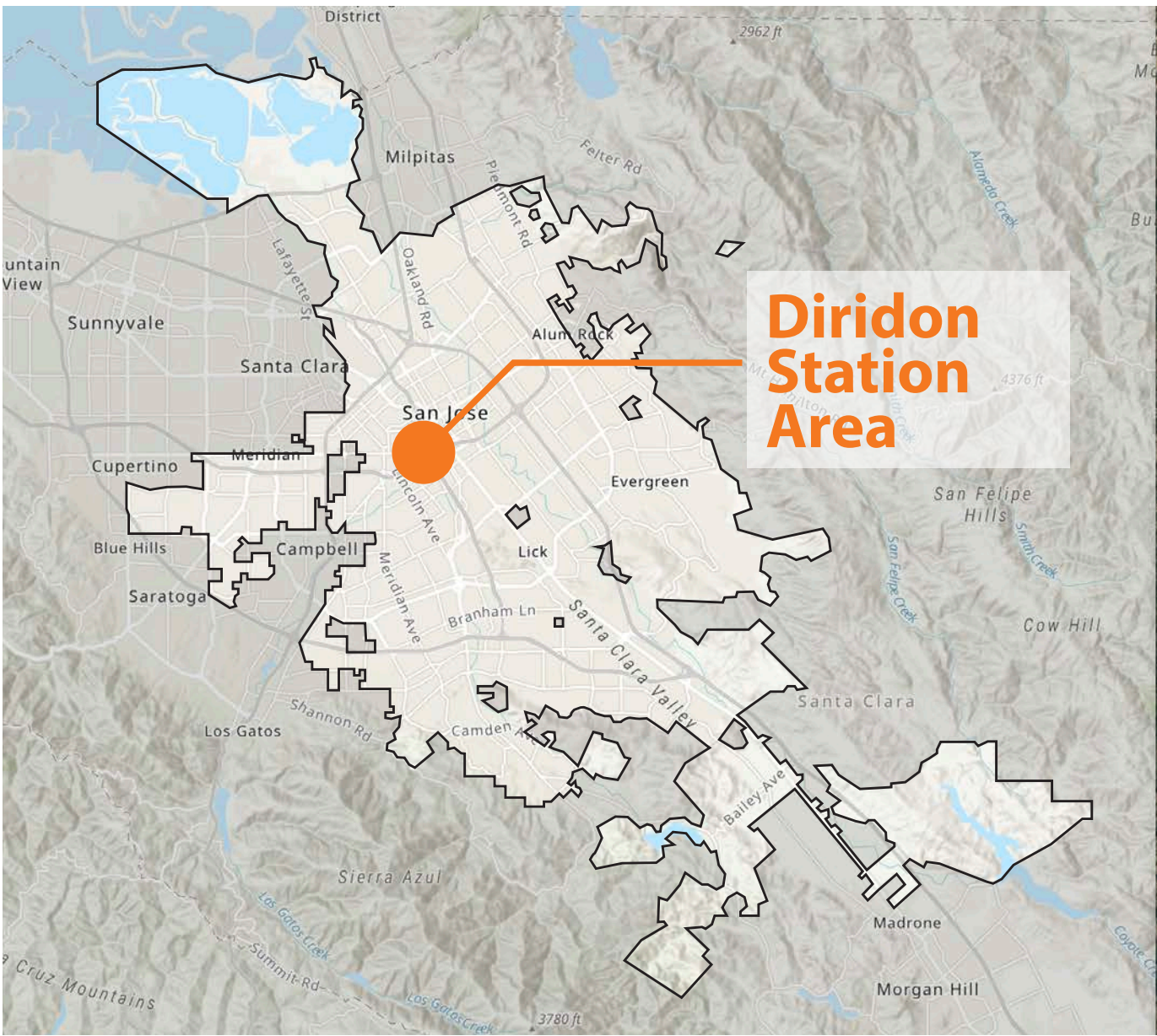


**Environmental sustainability goals** were added to fully capture the community's interest in integrating nature, enhancing habitat, using innovative green building techniques, and minimizing pollution.





# Diridon Station Area Plan (DSAP)



Diridon Station Area within San José

## OVERVIEW

The City has initiated amendments to the Diridon Station Area Plan (DSAP), adopted in 2014 after several years of community engagement. Since then, conditions have changed. The purpose of the amendments is to adapt to current market conditions, align the DSAP with other adopted and ongoing plans, and support DSAP implementation through private development and public investment. The intended result will be a simpler, concise, and clear long-term plan that will guide future development activities in the Diridon Station Area.

## DIAGRAMS IN THE 2014 DSAP

These diagrams show some of the proposed concepts in the adopted DSAP. The City will propose changes to these diagrams and the supporting policies as part of an amended DSAP.

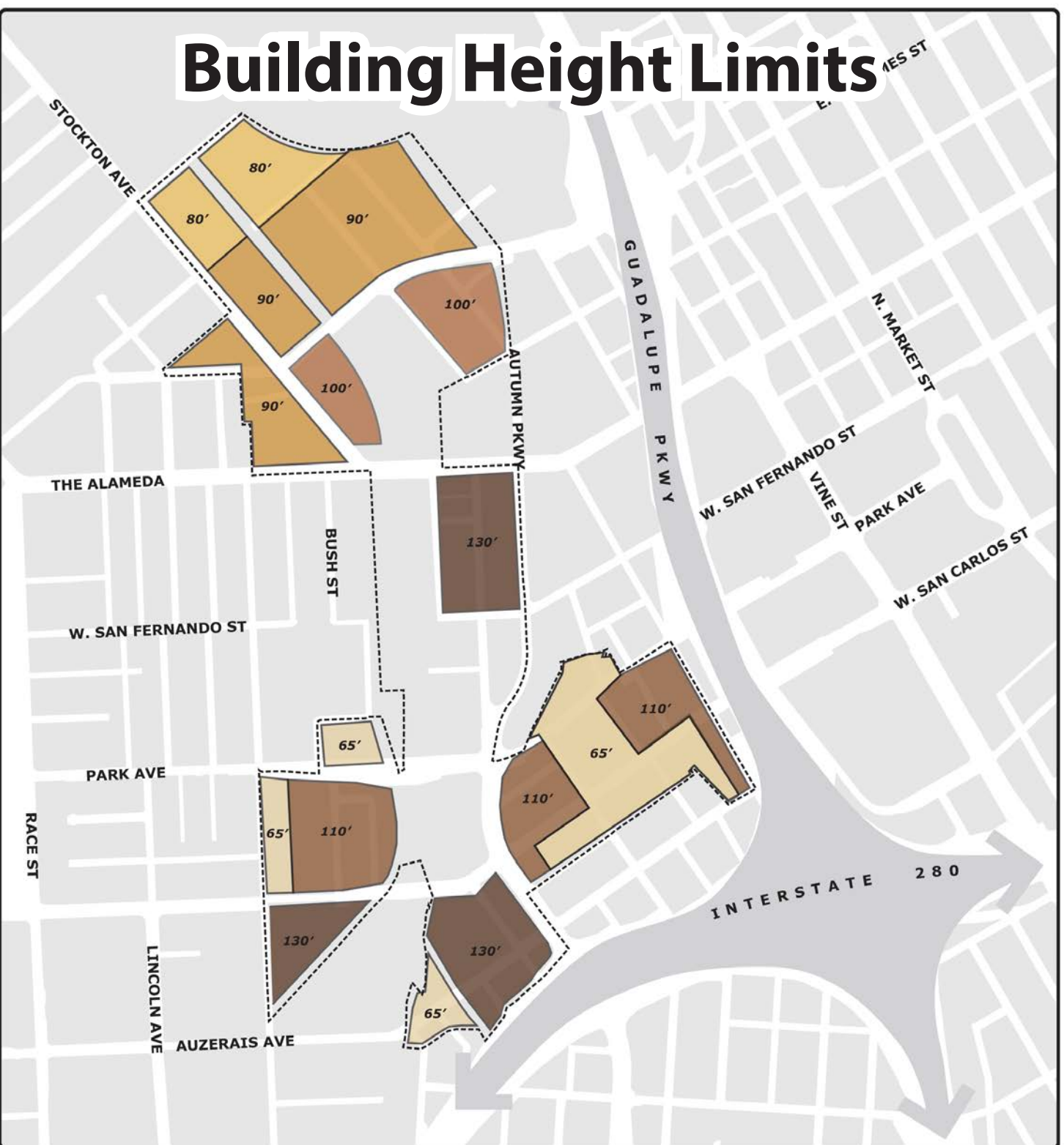
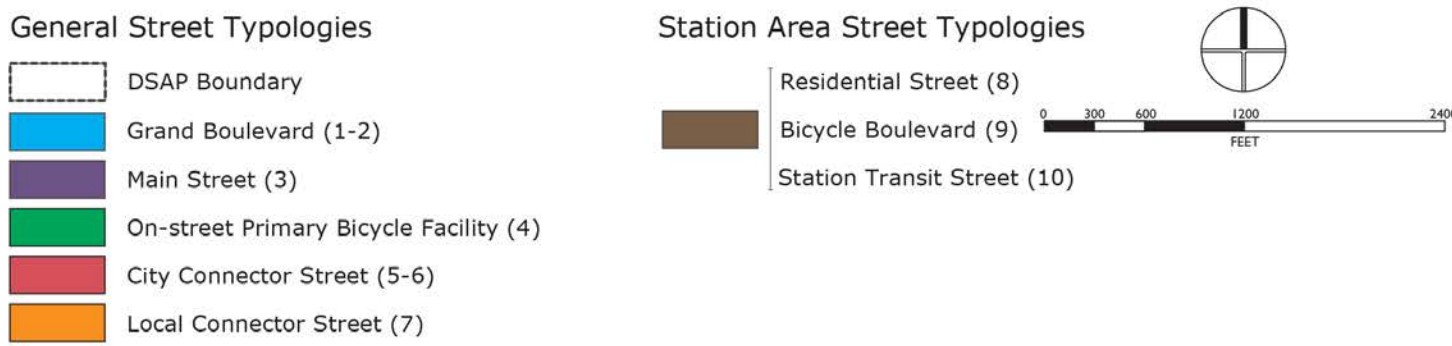
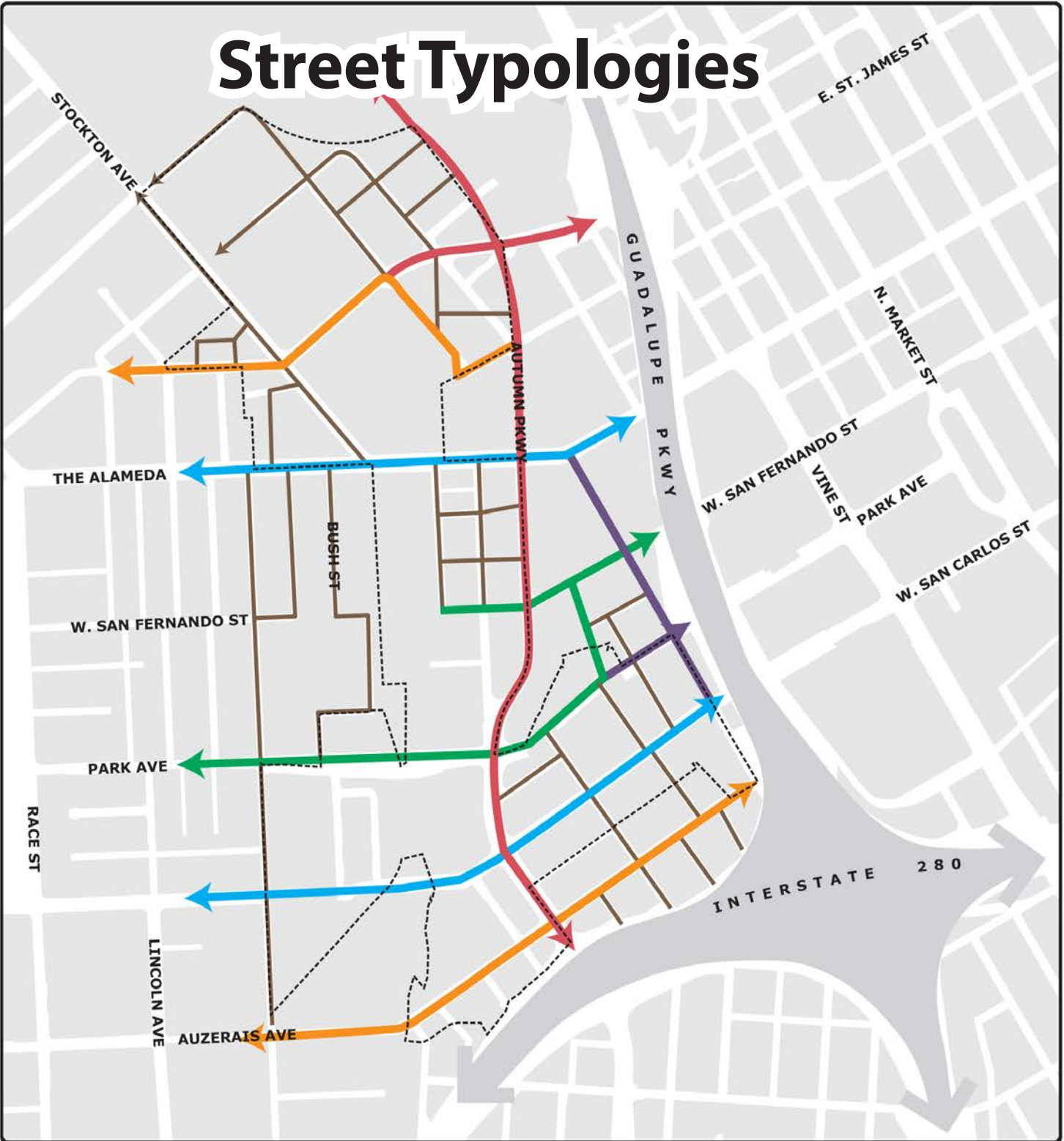
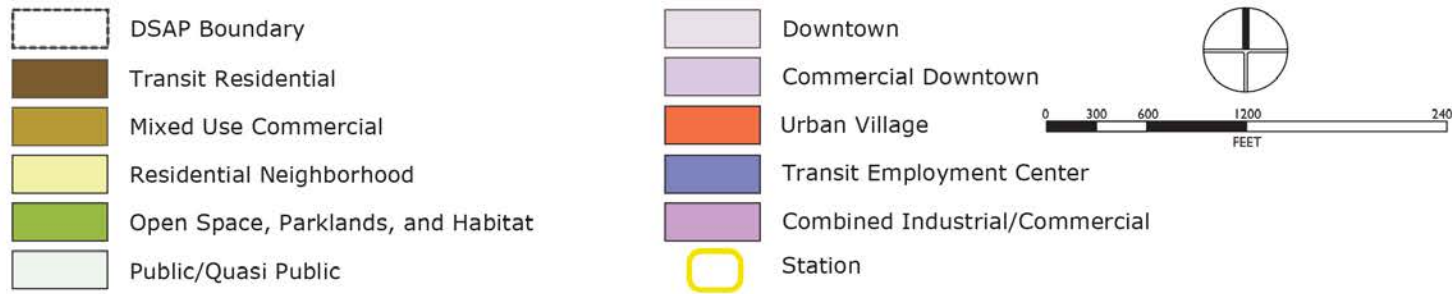
## SCOPE OF CHANGES

The City is **not expecting to make major changes to the primary objectives** of the DSAP. Recent public feedback and policy direction have reaffirmed the adopted vision for the station area to become a vibrant mixed-use, transit-oriented district that is well-integrated with the intermodal transit station, adjacent neighborhoods, and Downtown.

The anticipated changes include **adding development capacity** and **updating the sections on land use, design, transportation, public spaces**. This includes consideration of increased building height limits. In addition, the amendment will acknowledge the Downtown Design Guidelines and Standards and reference separate but parallel efforts including the Diridon Integrated Station Concept Plan and Downtown Transportation Plan.

As part of this amendment process, the City is also preparing a **Parking Study** and **Affordable Housing Implementation Plan** for the Diridon Station Area, as well as analyzing potential infrastructure financing options. These areawide efforts will inform changes to the DSAP.

Amending the plan will require completion of an environmental analysis as required by the California Environmental Quality Act (CEQA).

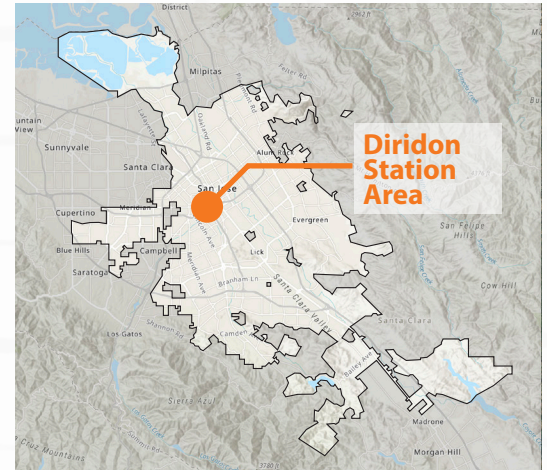




# Diridon Station Area Plan (DSAP) Fact Sheet

## What is the Diridon Station Area Plan?

The City of San José adopted the Diridon Station Area Plan (DSAP) in 2014 in anticipation for major transportation investments and a major league ballpark. The DSAP sets forth a blueprint for the development of the Diridon Station Area, a 250-acre district surrounding San Jose Diridon Station on the western edge of downtown. The DSAP envisions the transformation of the station area—an area which is currently dominated by parking lots and old industrial buildings—into a dynamic mixed-use urban neighborhood anchored by a world-class transportation hub and the SAP Center.



## What is happening with the Diridon Station Area?

Since adoption of the DSAP, several key planning assumptions have changed, including the following:

- Plans for the ballpark fell through, requiring a new land use designation for the area near the station.
- The Diridon Integrated Station Concept Plan process is underway.
- Google is pursuing a mixed-use master planned development in the Diridon area (see the Archive for additional information).
- The City recently adopted a policy that will enable taller building height limits in the Diridon area, compared to the current limits under the DSAP and zoning code.
- There is a new focus on environmental sustainability through Climate Smart San José.
- The City adopted Downtown Design Guidelines and initiated a Downtown Transportation Plan.

The City has initiated an amendment process intended to: adapt the plan to current circumstances; align and have the DSAP complement the other adopted and ongoing plans, including the Diridon Integrated Station Concept Plan; and support and facilitate DSAP implementation (private development and public investments).

The City is not expecting to make major changes to the primary objectives of the DSAP. Anticipated changes include adding development capacity and updating the sections on land use, design, transportation, and public spaces. In addition, the City will prepare areawide studies or implementation plans on parking, infrastructure financing, and affordable housing. The City-initiated amendment process will require completion of an environmental analysis as required by the California Environmental Quality Act (CEQA).



# Planning Process

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## How does the Google Mixed-Use Project relate to the DSAP Amendment process?

In 2017, Google expressed interest in being the master developer to implement key aspects of the Diridon Station Area Plan. On December 4, 2018, the City Council adopted a Memorandum of Understanding (MOU) with Google, based partly on community input gathered in 2018. The MOU sets forth the guiding principles for collaboration between the City and Google and shared goals for future mixed-use, transit-oriented development, consistent with the DSAP vision. The MOU provides a framework for work moving forward on the Google project (see the Archive section on [www.diridonsj.org](http://www.diridonsj.org) for additional information).

Prior to constructing any buildings, Google will need to secure “planning entitlements” (or land use approvals) from the City. Google submitted an application for the “Downtown West Mixed-use Plan” to the City’s Planning, Building, and Code Enforcement Department on October 10, 2019, which started the formal development review process. The City will prepare an Environmental Impact Report (EIR) to analyze the potential impacts of the project, pursuant to the California Environmental Quality Act (CEQA). This process also involves a Development Agreement, including a Community Benefits Plan. The application and additional information on the development review process is available at: [www.sanjoseca.gov/GoogleProject](http://www.sanjoseca.gov/GoogleProject).

Google’s project website [g.co/sanjose](http://g.co/sanjose) currently has information on their project in multiple languages.

## What is the planning process and timeline to amend the DSAP and review the proposed Google Project?

The City Council will consider approval of the City-initiated DSAP amendments, Google planning entitlements, and all associated environmental documents and legislative changes as part of a comprehensive planning process. The City aims to complete this process by the end of 2020.



[www.diridonsj.org](http://www.diridonsj.org)  
November 6, 2019



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

# Objectives

## Primary Objectives of the Diridon Station Area Plan

*Pages 1-5 of the adopted DSAP*

**Establish a land use plan and policy framework** that will guide future development and redevelopment toward land uses that support transit ridership and economic development and create a world-class cultural destination;

**Improve pedestrian, bicycle, motorized and transit connectivity** between the station site and existing adjacent commercial and residential areas;

Develop and implement **urban design standards** that promote walkable, livable, and business supportive environments within the Diridon Station Area;

Provide a **variety of commercial and mixed-use development opportunities**, ranging from large-scale corporate or institutional sites to smaller infill development sites;

Create a **highly active and lively pedestrian and bicycle friendly environment** with excellent connectivity to downtown destinations and regional transit;

Expand Diridon Station to create a **well-integrated center** of architectural and functional significance;

Ensure the **continued vitality** of the San José Arena, recognizing that the San José Arena is a major anchor for both Downtown San José and the Diridon Station area, and that sufficient parking and efficient access for San José Arena customers, consistent with the provisions of the Arena Management Agreement, are critical for the San José Arena's on-going success.

**Enhance the existing neighborhoods** and add high-density residential-commercial mixed-use development within the study area and to act as a catalyst for similar developments in surrounding areas;

Prepare a **program-level environmental clearance document** which anticipates the maximum build out to facilitate subsequent project-level environmental review, possible changes to existing policy/regulatory documents, capital improvement projects, and private development proposals;

**Educate and inform the public** about the area planning process and Transit-Oriented Development (TOD) concepts;

**Create a great place** in the City of San José that is a local and regional destination.

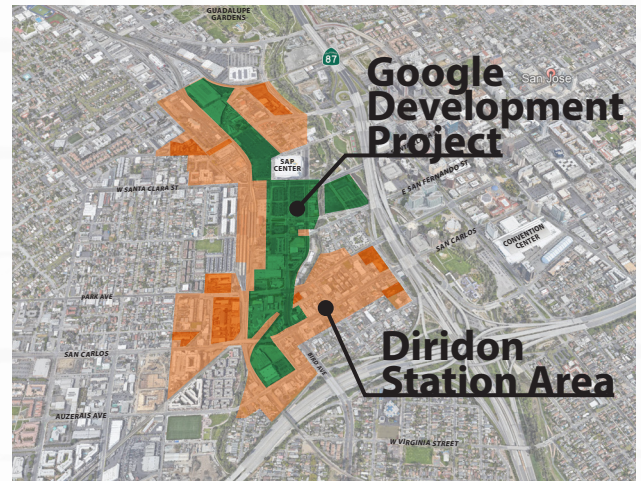




# Diridon Station Area Current Planning Efforts

The City of San José adopted the Diridon Station Area Plan (DSAP) in 2014 to guide the development of the 250 acres surrounding Diridon Station on the western edge of downtown. Since the plan's adoption, several things have changed and projects are underway to implement the DSAP's vision.

From fall 2019 through 2020, the City is engaging the public on the following projects, as part of a comprehensive planning process - building upon previous community input. To learn more about the engagement process, please visit the Diridon Station Area Plan + Google Project page at [www.diridonsj.org](http://www.diridonsj.org).



## GOOGLE DEVELOPMENT PROJECT

- The City is reviewing Google's proposal for a mixed-use development project.
- The review process includes preparation of an Environmental Impact Report (EIR).
- The City is also negotiating a Development Agreement, which will include a Community Benefits Plan.
- The City adopted a Memorandum of Understanding with Google on December 4, 2018 to guide this project.
- Please refer to [www.sanjoseca.gov/GoogleProject](http://www.sanjoseca.gov/GoogleProject) for more information about the development and environmental review processes.
- Google's project website: [g.co/sanjose](https://g.co/sanjose)

## DIRIDON STATION AREA

- **DSAP Amendments:** The City is initiating changes to the DSAP to adapt the plan to current circumstances and align it with other plans.
- **Areawide Studies:** The City is also preparing three areawide studies on affordable housing, parking, and infrastructure financing to support implementation of the plan.
- **Environmental Review:** The process will involve compliance with the California Environmental Quality Act (CEQA).



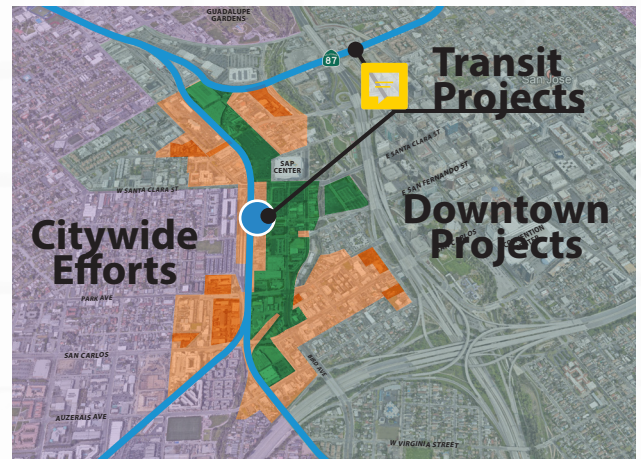
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November 6, 2019





# Related Projects

In addition, there are several separate but related projects that affect the Diridon area but have their own engagement processes. The City will ensure coordination between these projects and the Google Project and City-initiated DSAP work.



## TRANSIT PROJECTS

- **BART Phase II Extension to Silicon Valley:** VTA is preparing to begin construction on four new stations, including one at Diridon Station. [www.vta.org/projects/bart-sv/phase-ii](http://www.vta.org/projects/bart-sv/phase-ii)
- **Caltrain Business Plan:** Caltrain is studying future service levels and infrastructure needs for their entire corridor. [caltrain2040.org](http://caltrain2040.org)
- **High-Speed Rail Project:** The California High-Speed Rail Authority is conducting environmental review for the San Jose-Merced project section. [www.hsr.ca.gov](http://www.hsr.ca.gov)
- **Diridon Integrated Station Concept Plan:** The California High-Speed Rail Authority, Caltrain, VTA, and City of San José are developing a plan to redesign Diridon Station, in order to serve more passengers, incorporate new transit services (BART, high-speed rail, and electrified commuter rail), and more effectively integrate with the surrounding neighborhood. [www.diridonsj.org/disc](http://www.diridonsj.org/disc)

## DOWNTOWN PROJECTS

Downtown Transportation Plan: The plan will include recommendations for improving access, circulation, wayfinding, and street life downtown. [dtsjtransportation.com](http://dtsjtransportation.com)

## CITYWIDE EFFORTS

- **Anti-Displacement:** Staff is developing strategies to preserve and protect residents and small businesses from involuntary displacement. [www.sanjoseca.gov/displacement](http://www.sanjoseca.gov/displacement)
- **Commercial Linkage Fee:** The City will consider establishing a fee on new commercial development to provide additional funding for affordable housing.



[www.diridonsj.org](http://www.diridonsj.org)  
November 6, 2019



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

## December 5<sup>th</sup> Community Meeting for the Google Project

### Format

Presentation followed by “science fair” style break-out sessions per topic:

1. Overview/Process
2. Land Use Framework
3. Mobility
4. Housing
5. Ecology + Sustainability (District Utilities)
6. Parks and Open Space

Each topic station will have:

- Informational boards
- Small table for handouts and people to take notes
- 1 Google rep and 1 City rep to chat with community members about the topic
- 1 City rep or consultant to take notes
- Materials to take down comments and questions
  - *Markers on flip chart*
  - *Sticky notes on a board*

### Agenda

- 4:00-5:00: set-up
  - Sign-in table with agendas, comment cards, and DSA event flyer
  - Refreshment table
  - Boards/easels, including flipcharts and markers, around the perimeter
  - Theater style seating in middle, facing screen
  - Projector, laptop
- 5:00: doors open
- 5:30: event officially begins, people sign-in and check out the boards
- 6:00-6:30: presentations (no Q+A)
  - City staff: introduction, meeting purpose, overview of the development review process (touch on CEQA), summary of engagement process and upcoming opportunities (10 min- John Tu?)
  - Google: project description (20 min)
- 6:30-7:30p: break-out sessions, where participants can float to one or more stations to talk with the project team and provide feedback
- 6:45: report-out City staff taking notes at each station provide summary of comments
- 7:30: adjourn meeting

### Language Access recommendations for Google

- Offer Spanish interpretation
- Translate the powerpoint into Spanish to provide as a handout
- Recommend also translating the content on the boards into Spanish to provide as handouts

### Other Suggestions/Considerations

- Provide light refreshments (must go through Library catering as part of reservation)

- Set up a station for kids?
- Security plan?

Proposed Staffing Plan (need to confirm availability)

<b>Topic</b>	<b>Google Rep</b>	<b>City Rep</b>	<b>Rep #2/Note taker</b>
Overview/Process		Rosalynn or Robert	Lori
Land Use Framework		John Tu	James
Mobility		DOT	PW
Housing		Housing	Dave (RA/P2P)
Ecology + Sustainability (District Utilities)		ESD	Diana (RA/P2P)
Parks and Open Space		PRNS	Leila