

**From:** [Severino, Lori](#)  
**To:** [Downtown West Project](#)  
**Subject:** FW: Diridon Community Partner coordination  
**Date:** Friday, October 2, 2020 3:37:47 PM  
**Attachments:** [Partner Events Tracking List.xlsx](#)  
[DSA AACSA 092520.pdf](#)  
[Draft flyer for DSA engagement - fall 2020 v2.pdf](#)

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**From:** Severino, Lori

**Sent:** Wednesday, September 30, 2020 6:38 PM

**To:** 'milan.balinton@sjaacsa.org'; alex@CatalyzeSV.org; 'Adina Levin' <adina.levin@friendsofcaltrain.com>; 'Mimi Hernandez' <contactmimiherandez@gmail.com>; 'BrendanR@sanjosejazz.org'; 'Julia McCray-Goldsmith' <julia@trinitysj.org>; 'steve sos' <sjgreeneyes@hotmail.com>; 'maggiechuong@gmail.com'; 'James Rojas' <jamesr@sanjosejazz.org>; 'Matthew Gustafson' <mgustafson@SomosMayfair.org>; 'Oly Ortiz' <olyortiz9@gmail.com>; 'Gabriel Hernandez' <ghernandez@SomosMayfair.org>; 'Andrea Portillo' <aportillo@SomosMayfair.org>; Philip Nguyen <philip@varoundtable.org>; huyngoctran@gmail.com; Han, James <James.Han@sanjoseca.gov>; Jose Ruano (Jose.Ruano@sanjoseca.gov) <Jose.Ruano@sanjoseca.gov>; Tu, John <john.tu@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>; Burnham, Nicolle <nicolle.burnham@sanjoseca.gov>; Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>; Sanderfer, Larissa <Larissa.Sanderfer@sanjoseca.gov>; VanderVeen, Rachel <Rachel.VanderVeen@sanjoseca.gov>; Kristen Clements (Kristen.Clements@sanjoseca.gov) <Kristen.Clements@sanjoseca.gov>; Eidlin, Eric <eric.eidlin@sanjoseca.gov>; Wilson Tam (wilson.tam@sanjoseca.gov) <wilson.tam@sanjoseca.gov>; Breslin, Emily <Emily.Breslin@sanjoseca.gov>; Nanci Klein (Nanci.Klein@sanjoseca.gov) <Nanci.Klein@sanjoseca.gov>; Farlie, Victor <Victor.Farlie@sanjoseca.gov>; aaron@trinitysj.org  
**Cc:** Rivas, Vanessa <Vanessa.Rivas@sanjoseca.gov>; Dave Javid <dave@plantoplace.com>; Matthew Raimi <matt@raimiassociates.com>; Suhaila Sikand <suhaila@plantoplace.com>; Diana Benitez <diana@raimiassociates.com>

**Subject:** Diridon Community Partner coordination

Hi partners,

Checking in before the partner coordination meeting tomorrow 1-2:00. Please **RSVP** if you have not yet.

A priority this week is to nail down the basic info for any event we want to advertise to the general public. **See the attached draft flyer, for your review and help in filling in the details.** I would like to finalize this flyer by next Tuesday, so we can begin distribution and translate it into Spanish and Vietnamese.

Also attached is the slideshow that the City presented at an AACSA event last Friday – we reached over 200 people and received lots of thoughtful questions! Thanks to Milan for making this happen! This presentation can serve as template for similar presentations intended to provide a general

overview, as well as cover topics of citywide interest.

Another exciting thing to note is the Eventbrite page for the Vietnamese Community Workshop that CatalyzeSV and VAR are hosting on October 21: <https://www.eventbrite.com/e/community-visioning-workshop-on-diridon-area-for-vietnamese-community-tickets-121137175553>.

The [SAAG presentation from Sept 16](#) is another good resource for planning out engagement this fall (especially the slides on the affordable housing approach).

Please let me know if you have any questions, or if you can't make it tomorrow but would like a follow up meeting.

Thanks!  
Lori

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**From:** Severino, Lori  
**Sent:** Thursday, September 17, 2020 4:41 PM  
**To:** 'milan.balinton@sjaacsa.org'; [alex@CatalyzeSV.org](mailto:alex@CatalyzeSV.org); 'Adina Levin' <[adina.levin@friendsofcaltrain.com](mailto:adina.levin@friendsofcaltrain.com)>; 'Mimi Hernandez' <[contactmimiherandez@gmail.com](mailto:contactmimiherandez@gmail.com)>; 'BrendanR@sanjosejazz.org'; 'Ana Vargas Lau' <[avargas@somosmayfair.org](mailto:avargas@somosmayfair.org)>; 'Julia McCray-Goldsmith' <[julia@trinitysj.org](mailto:julia@trinitysj.org)>; 'steve sos' <[sjgreeneyes@hotmail.com](mailto:sjgreeneyes@hotmail.com)>; 'aldeivnian@gmail.com'; 'maggielechuong@gmail.com'; 'James Rojas' <[jamesr@sanjosejazz.org](mailto:jamesr@sanjosejazz.org)>; 'Matthew Gustafson' <[mgustafson@SomosMayfair.org](mailto:mgustafson@SomosMayfair.org)>; 'Oly Ortiz' <[olyortiz9@gmail.com](mailto:olyortiz9@gmail.com)>; 'Gabriel Hernandez' <[ghernandez@SomosMayfair.org](mailto:ghernandez@SomosMayfair.org)>; 'Andrea Portillo' <[aportillo@SomosMayfair.org](mailto:aportillo@SomosMayfair.org)>; Philip Nguyen <[philip@varoundtable.org](mailto:philip@varoundtable.org)>; [huyngoctran@gmail.com](mailto:huyngoctran@gmail.com)  
**Cc:** Rivas, Vanessa <[Vanessa.Rivas@sanjoseca.gov](mailto:Vanessa.Rivas@sanjoseca.gov)>  
**Subject:** Diridon Community Partner coordination

Hello partners,

We have prepared this event tracking spreadsheet to assist with our coordination and to guide preparation of our outreach materials.

Please help us fill it out and make any corrections. Key things to note are whether the event you are planning should be advertised to the general public, and if so, the event info for putting on a shared flyer. The goal is to have that info finalized by Oct 1.

Thanks!  
Lori

510-541-3215

[illegible]





Photo : Sergio Ruiz, SPUR

# Diridon Station Area

Speaker: Tim Rood, Planning

Other City staff: Nanci Klein, Economic Development;  
Rachel Vanderveen, Housing; Eric Eidlin, Transportation;  
Zak Mendez, Parks; James Han, Planning



# Downtown: Expand West, Integrate





# Transit Hub Planning for 8X Growth

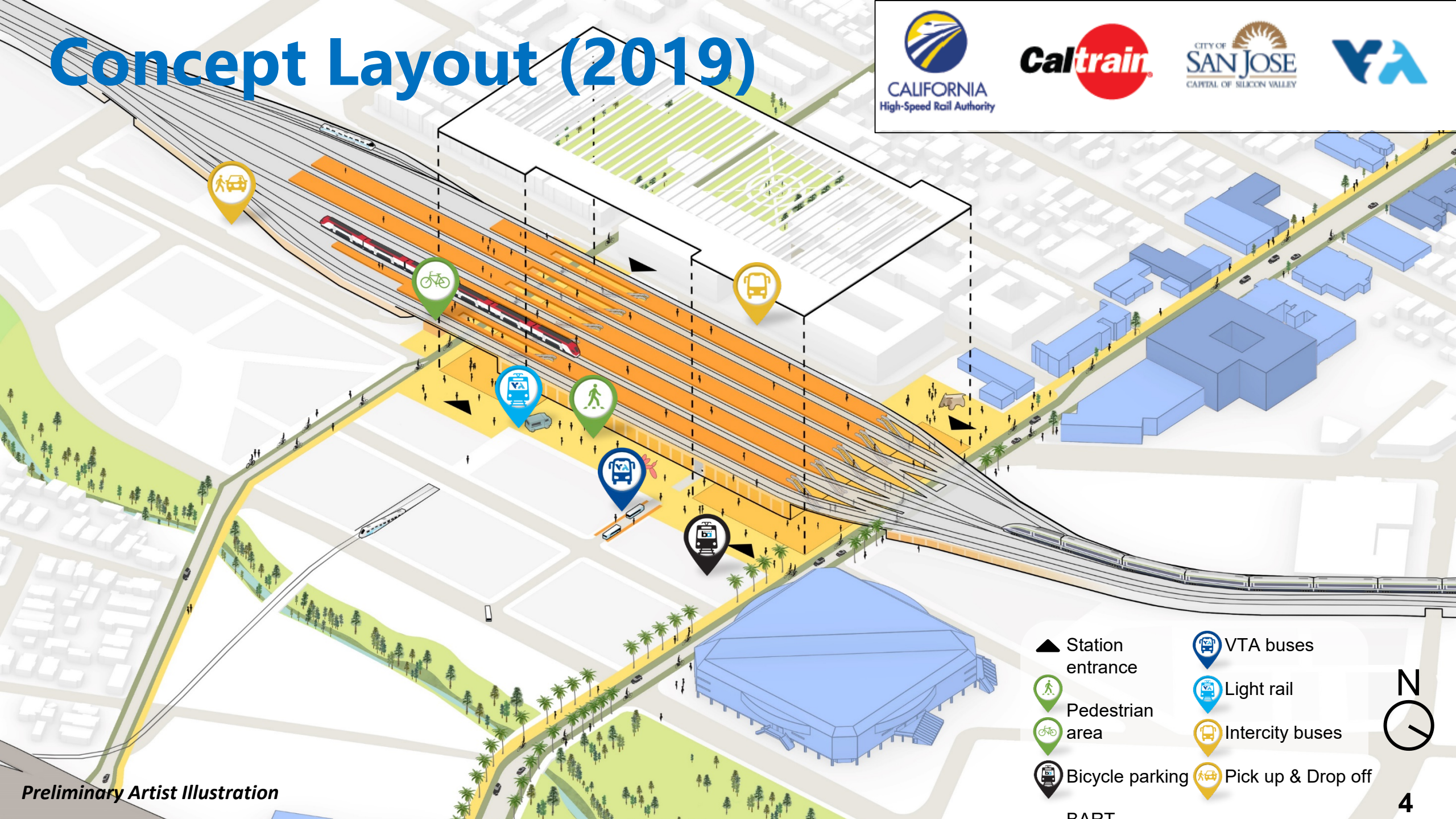


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# Concept Layout (2019)



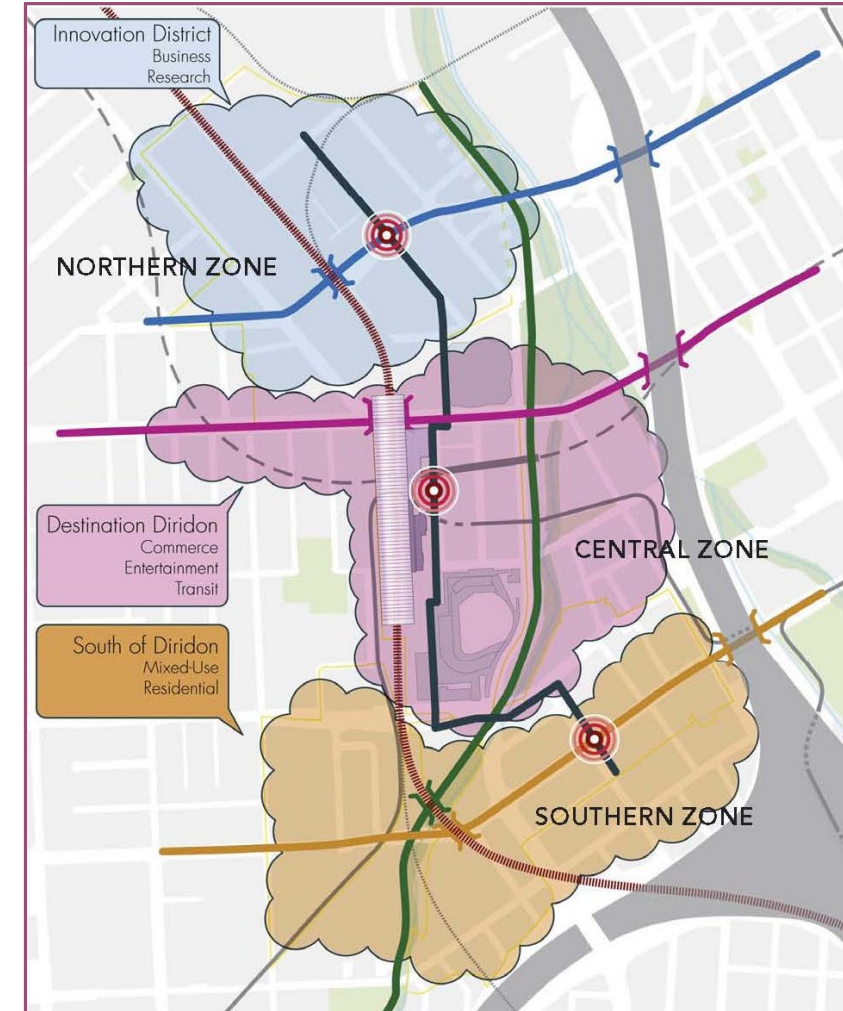
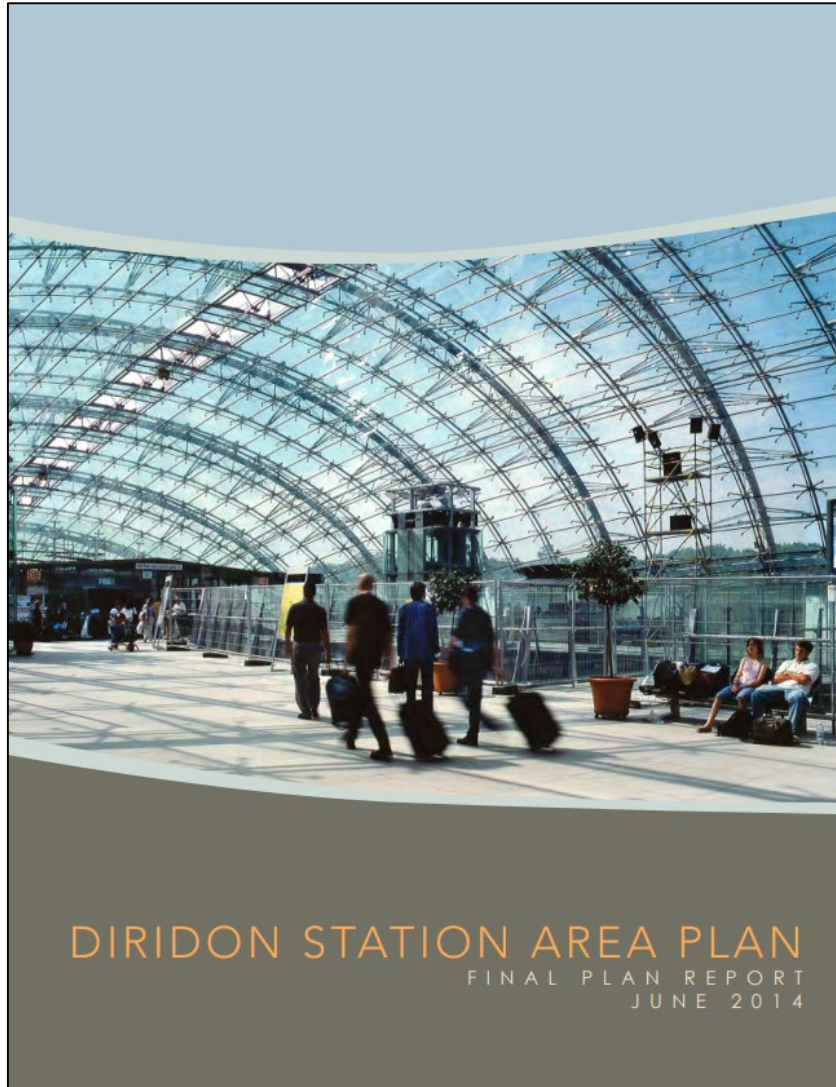
Preliminary Artist Illustration

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





# Diridon Station Area Plan (2014)



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A wide mix of uses

Interesting public spaces

Easy to get around by foot,  
bike, and transit

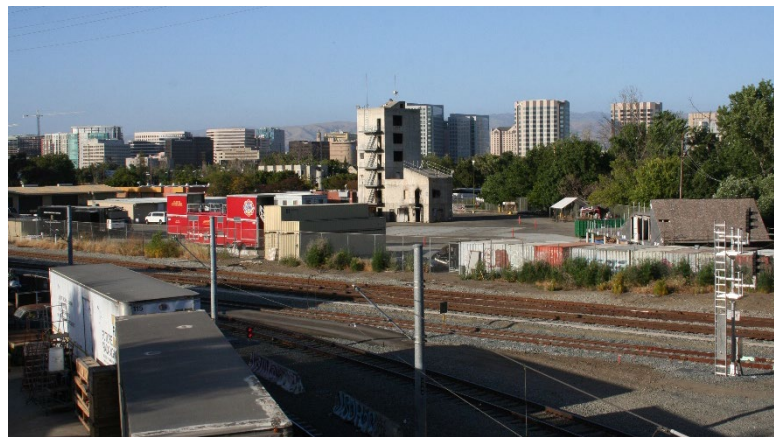
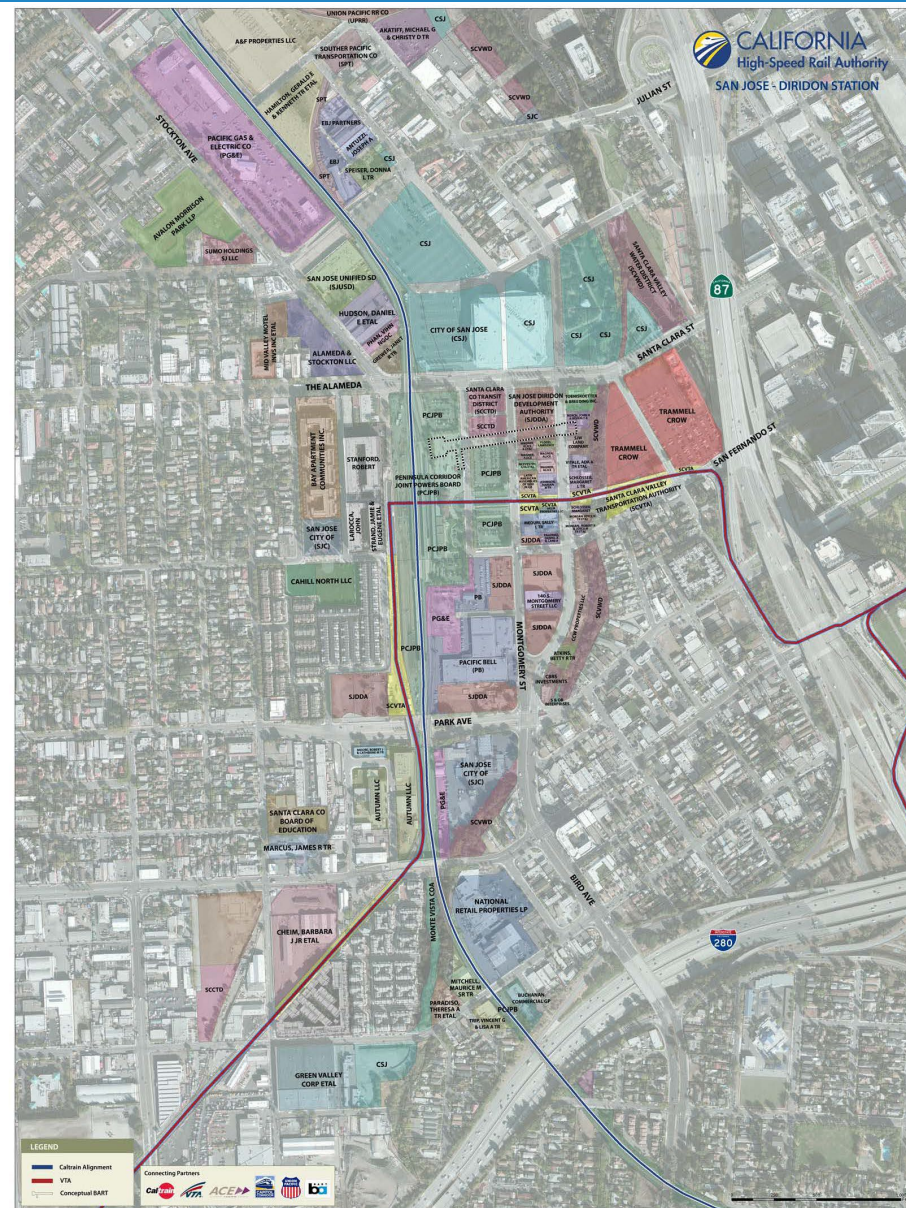
Welcoming to all



SAN JOSÉ



# Fragmented Property Ownership





# Google seeks to locate in San Jose



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.



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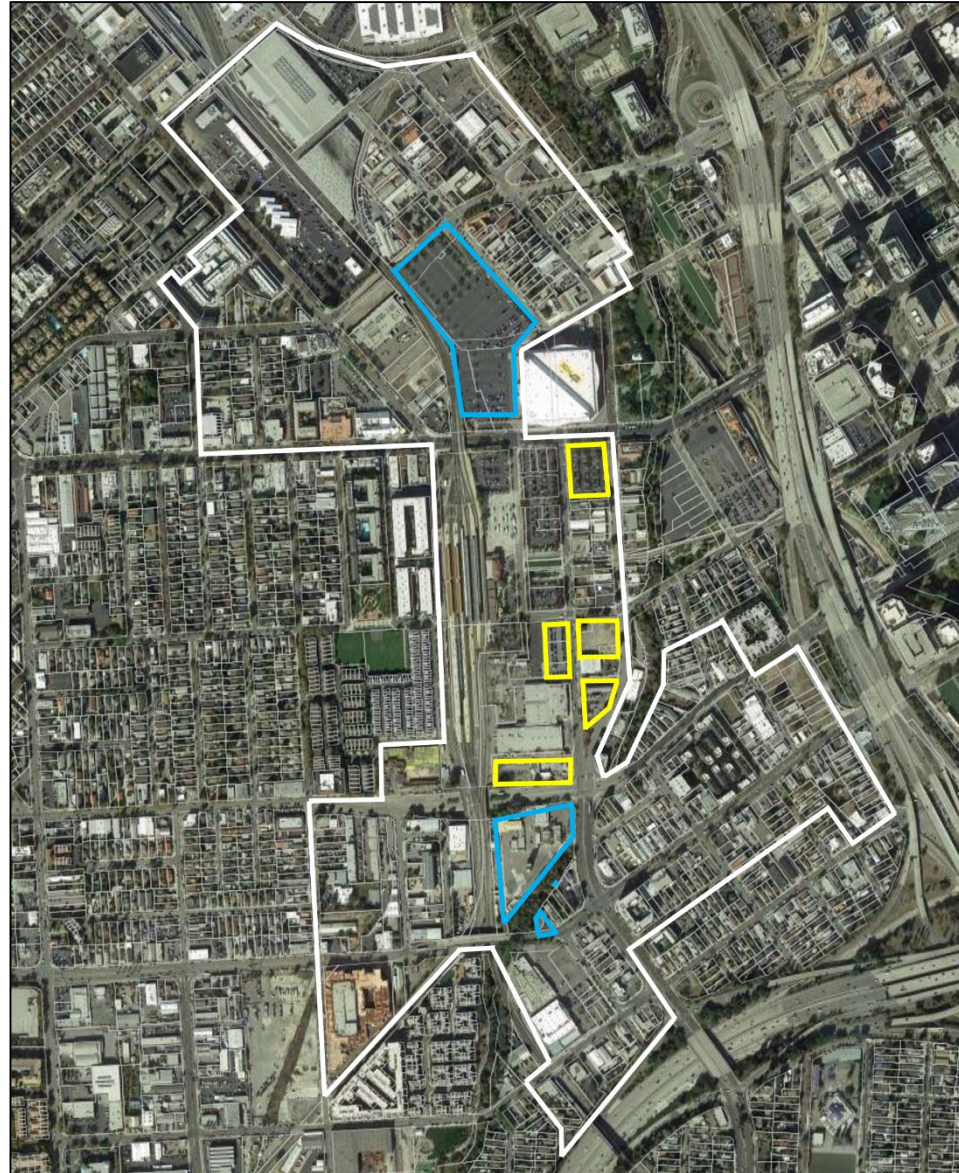




# Sale of Public Lands at Fair Market Value

**Former  
Redevelopment  
Agency sites  
(~6.5 acres)**

**City-owned  
land (~13.5  
acres)**



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

# Memorandum of Understanding (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.

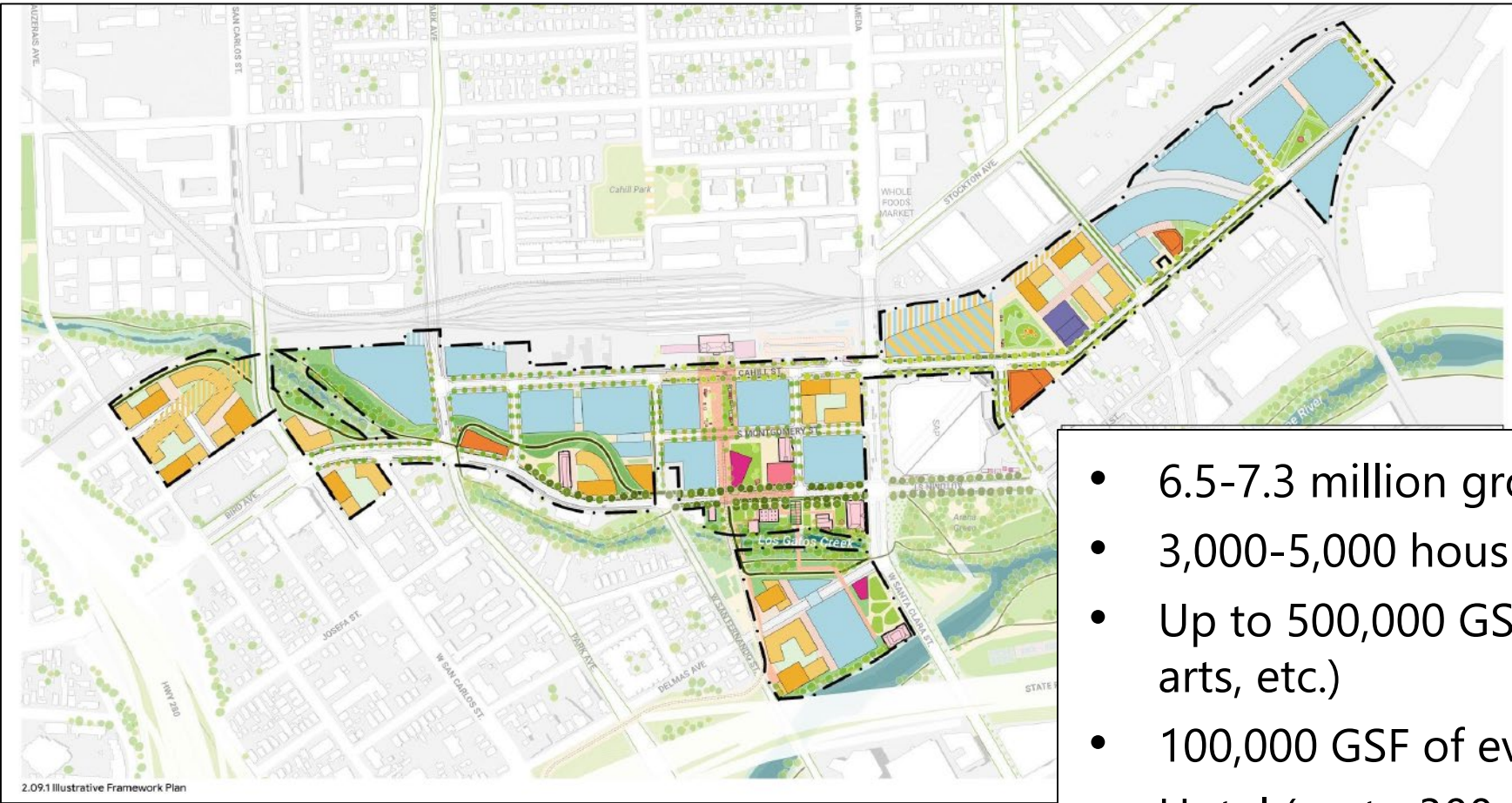


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# Google Project: Downtown West Mixed-Use Plan



- 6.5-7.3 million gross square feet (GSF) of office
- 3,000-5,000 housing units
- Up to 500,000 GSF of active uses (retail, cultural, arts, etc.)
- 100,000 GSF of event space
- Hotel (up to 300 rooms)
- Limited-term corporate accommodations (up to 800 rooms)
- Plans for open space, utilities, and transportation



# Diridon Station Area Projects + Downtown Context



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
  - A Julian/Stockton Housing + Retail
  - B 292 Stockton Ave Hotel + Residential
  - C Akatiff Offices
  - D 777 Park Ave Affordable Housing
  - E 777 W San Carlos Mixed Use
  - F Dupont Village + McEvoy GPA Residential
  - G 750 W San Carlos Residential
  - H Lorraine Mixed Use + Montgomery 7 Residential
  - I Filice + Park Delmas Residential + Retail
  - J Delmas Apartments



# Extensive Community Engagement

Since February 2018...

- **16** Station Area Advisory Group (SAAG) meetings
- **14** SAAG small group discussions
- **13** Community Meetings
- **3** online surveys with **2,263** responses
- **~67,500** page views and **33,000+** unique visitors on [diridonsj.org](http://diridonsj.org)
- **9** pop-ups at community events
- **4** Diridon Joint Policy Advisory Board meetings
- **5** virtual office hours
- **Many** meetings with community groups



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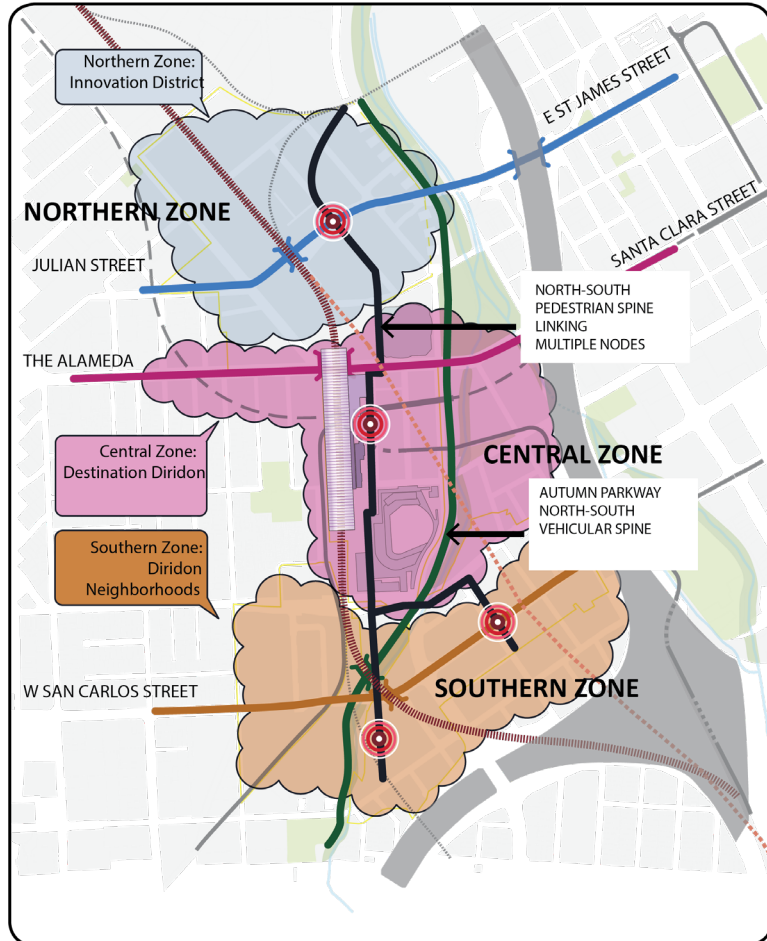


# HOW: Create a New Kind of Tech Workplace, Integrated into City Life?

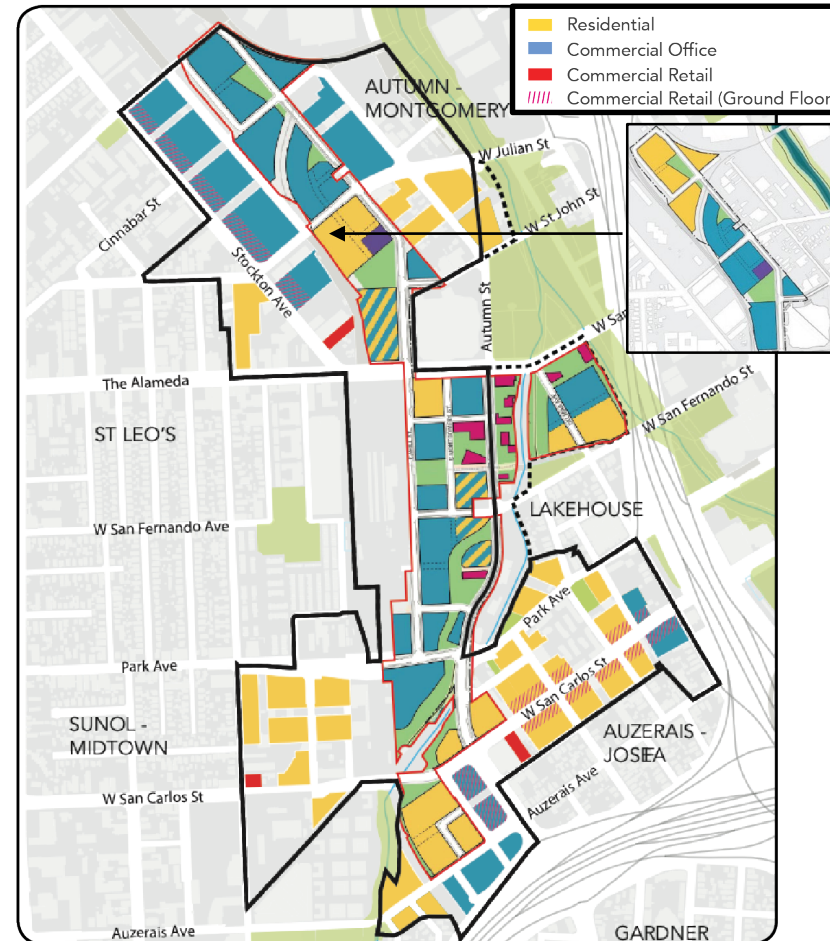


# More: Mixing of Uses, Height, Housing

## 2014 DSAP Land Use



## Spring 2020 Concept Land Use



\*Reflects Downtown West application as of October 2019



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# HOW: Address Displacement?



# Progressive City Response

- 15% **Affordable Housing Requirement**
- **Maximum allowable rent increase:** reduced to 5%
- **Prohibition on removing apartments from the rental market** without providing relocation assistance
- Enacted a **Tenant Eviction Ordinance:** 13 just causes
- Fund **Legal Assistance** for Tenants
- Goal: **10,000 new Affordable Homes** in 5 Years
- ✓ Approved the creation of a **Commercial Linkage Fee**
- ✓ Adopted **Citywide Residential Anti-Displacement Strategy**



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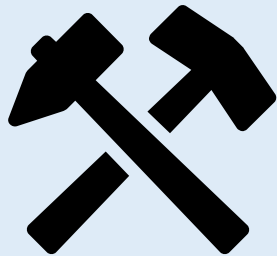




# Affordable Housing and Anti-Displacement

## PRODUCTION

Construct new affordable units with public subsidies and private sector contributions

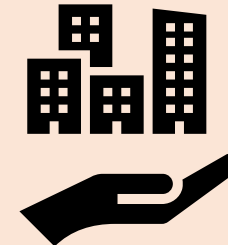


## PROTECTION AND PRESERVATION

Enact policies to protect vulnerable households from displacement



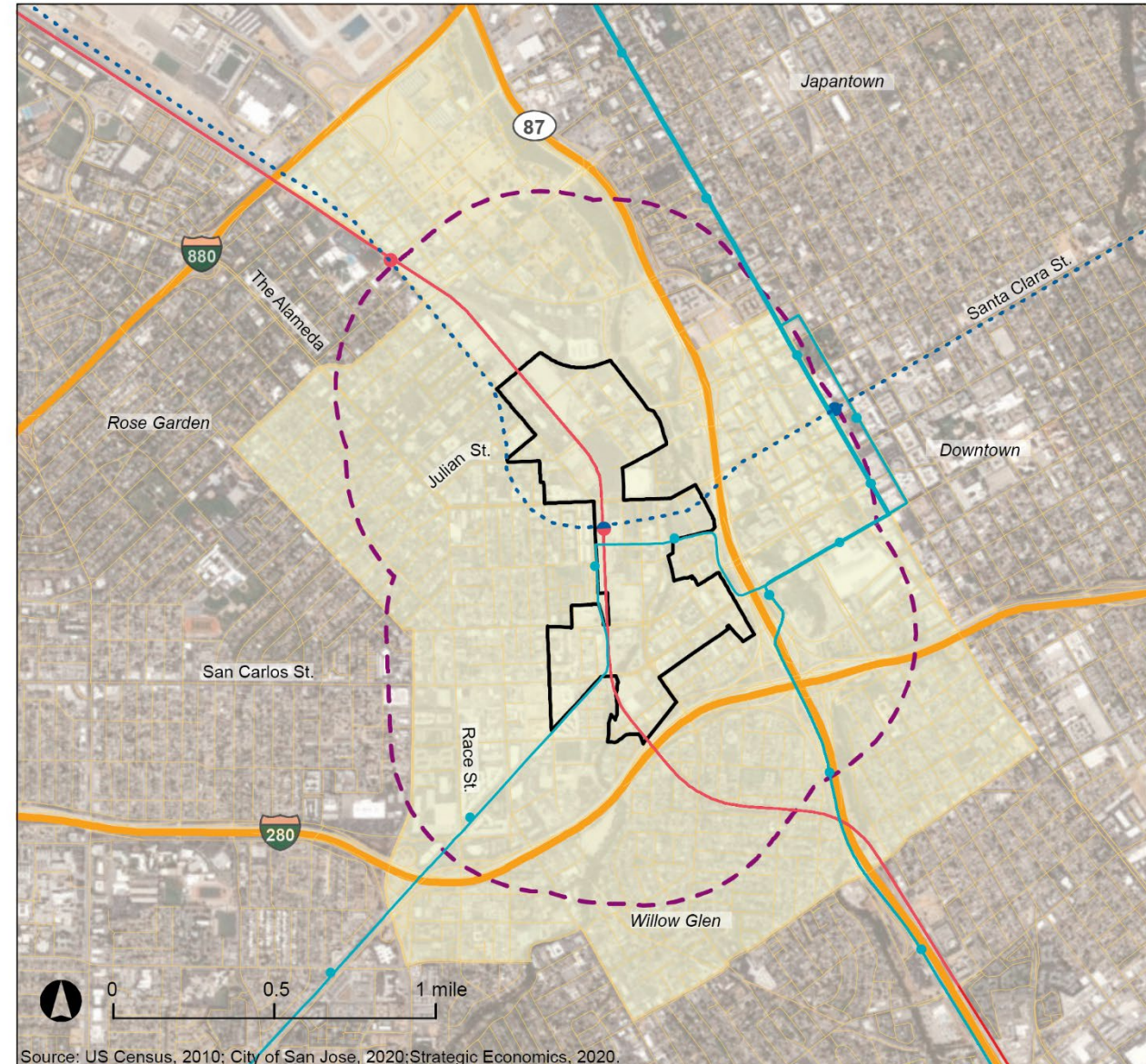
Preserve existing housing as permanently affordable to low- and moderate-income households



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# Preliminary goals for the Diridon Area

- **25%** of housing to be deed-restricted affordable units at buildout
- In the DSA and 1/2-mile buffer:
  - Maintain number of low-income renter households
  - Maintain affordability of existing deed-restricted units
  - Launch Preservation Pilot Program





# HOW: Ensure Opportunity for Current Residents?





# Pathways to Opportunity



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# Project Documents– to be released this fall in bold

- Google's Downtown West Project
  - **Application resubmittal, including amendments to the General Plan and Diridon Station Area Plan and historic landmark application**
  - **Draft Downtown West Design Standards and Guidelines**
  - **Draft Environmental Impact Report**
  - Draft Development Agreement (including a community benefits plan)
  - Final Environmental Impact Report
- Diridon Station Area Plan (DSAP)
  - **Draft DSAP Amendments**
  - Environmental Review (TBD)
- **Draft DSA Affordable Housing Implementation Plan**



# Upcoming Virtual Outreach/Engagement

- Downtown Transportation Plan Workshop #1: **October 7**, 5:30-7:30pm, <http://movesanjose.org>
- Downtown West Community Meeting: **October 19**, 6-8:00pm, Zoom
- Diridon Station Area Plan Community Meeting: Late October TBD

# Upcoming Virtual Outreach/Engagement

- Community partner activities (including AACSA!)
- SAAG meeting
- Info sessions with Council and Commissions (Planning, Parks & Recreation, Housing & Community Development, Historic Landmarks, Airport)
- Meetings with staff
- Online feedback tools and information: [www.diridonsj.org](http://www.diridonsj.org)
- Google-hosted engagement activities: [g.co/sanjose](https://g.co/sanjose)



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# Thank You!

For more information, please visit:  
[www.diridonsj.org](http://www.diridonsj.org)

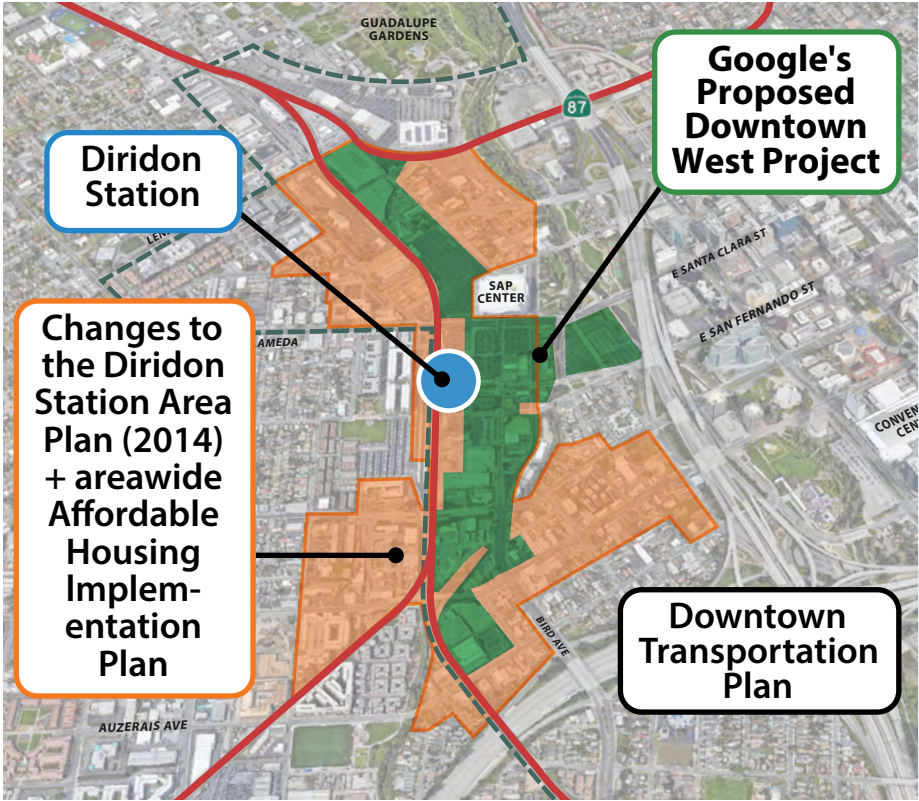


HOME ABOUT RESOURCES CONTACT



# Planning the future of the Diridon Station Area

# 2020



This fall, the City is seeking feedback from community members on several projects affecting 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 online or by email.

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](mailto: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

There are two types of public events that provide a variety of ways to participate:



### Public Meeting

includes presentation with public comment period at the end



### Community Event

includes information, discussions, and/or feedback exercises

Interpretation provided in:

S

Spanish

V

Vietnamese

**Oct 19 | 6:30-8:30PM**

### Downtown West Community Meeting

City of San Jose

S

V

**Oct 21 | 6-8PM**

### Community Workshop for Vietnamese Community Roundtable, Catalyze SV

V

**Oct 21 | 4:00 PM**

### Housing and Community Development Commission - Info Session

City of San Jose

S

V

**Oct 29 | 6-8PM**

### Downtown Station Area Plan Community Meeting

City of San Jose

S

V

**Nov 9 | 6-8PM**

### Station Area Advisory Group

City of San Jose

S

V

**Nov \_\_\_\_ | ?-?PM**

### Discussion Group on the Diridon Station Area

Trinity Episcopal Cathedral

S

**Nov \_\_\_\_ | ?-?PM**

### Cafecito

SOMOS Mayfair

S

**Nov \_\_\_\_ | ?-?PM**

### Transit Rider Forum

Friends of Caltrain

**Nov \_\_\_\_ | ?-?PM**

### DSAP for Downtown Residents

Office of Council District 3

**Nov \_\_\_\_ | ?-?PM**

### Small Business Focus Group

LatinX Circle by Prosperity Labs

S

**Nov \_\_\_\_ | ?-?PM**

### Public Workshop

San Jose Jazz

**Nov \_\_\_\_ | ?-?PM**

### Diridon Event

African American Community Service Agency

**Nov 16 | ?-?PM**

### City Council Study Session

City of San Jose

S

V

**Nov 21 | ?-?PM**

### Artist Workshop

Catalyze SV, San Jose Jazz

**Dec 2 | ?-?PM**

### Planning Commission Study Session

City of San Jose

S

V

*All event details are subject to change. Please visit [www.diridonsj.org](http://www.diridonsj.org) for the latest information and to access the virtual meetings.*



Visit website  
[www.diridonsj.org](http://www.diridonsj.org)