

From: [Esparza, Maya](#)
To: [Kaspar, Nick](#)
Subject: FW: Info Memo: Diridon Station Area & Google Devt.
Date: Tuesday, September 8, 2020 11:31:39 AM
Attachments: [DSAGoogleInfoMemo.pd.pdf](#)

Google

From: Walesh, Kim

Sent: Tuesday, December 10, 2019 2:02 PM

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Subject: Info Memo: Diridon Station Area & Google Devt.

Dear Mayor and Councilmembers,

I want to bring to your attention the Information Memo we released recently that provides an update on the planning and community engagement process for the Diridon Station Area and the proposed Google Mixed-Use Development.

Because the Memo includes a large number of attachments, we delivered hard copy to your offices.

The attachments are a suite of communications materials that we have been using, and will continue to use, in our public engagement activities. We've received feedback that they do a helpful job explaining the many planning efforts underway (e.g., Google project review, Station Area Plan amendment, Affordable Housing Plan, Community Benefits Plan, DISC Planning, etc.) and how they

all coordinate together.

I encourage you to take a look at these materials, and to contact me if I can answer any questions about the status of this body of work and what's planned for next year.

In addition, for your calendar purposes, I wanted to know that we would like to plan a Diridon Station Area/Google Development Study Session for Friday, April 24, and will be going to the Rules Committee to make that request.

My best,

Kim



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Welsh
Rosalynn Hughey
Lee Wilcox

SUBJECT: SEE BELOW

DATE: December 5, 2019

Approved

Date

12/5/19

INFORMATION

**SUBJECT: UPDATE ON PLANNING AND COMMUNITY ENGAGEMENT
PROCESS FOR DIRIDON STATION AREA AND PROPOSED
GOOGLE MIXED-USE DEVELOPMENT**

Diridon Station Area Plan (DSAP) Amendment and Google's Downtown West Mixed-Use Plan

Google, Inc. (Google) submitted its application for a mixed-use development project (Downtown West Mixed-Use Plan) to the Planning Division on October 10, 2019. The project site is approximately 80 acres, largely within the Diridon Station Area Plan (DSAP) boundaries of 250 acres. The initial submittal focuses on the land use, transportation, and infrastructure framework; subsequent submittals will include additional details and information on design. The Google proposal includes a General Plan amendment (including amending the DSAP), Planned Development Rezoning and Planned Development Permit.

Since submission, staff has been reviewing the proposal for consistency with City policies and preparing an Environmental Impact Report to analyze the potential impacts of the project. The Memorandum of Understanding (MOU) approved by City Council on December 4, 2018 provides a foundation for this review process. As part of the entitlement process, the City and Google will negotiate a Development Agreement, which will include a Community Benefits Plan. The full application and associated information about the project is available at: www.sanjoseca.gov/GoogleProject.

Concurrent with reviewing Google's proposal, staff has initiated a process to amend the DSAP. The purpose is to adapt the Plan to current circumstances, align the DSAP with other adopted and ongoing plans, including the Diridon Integrated Station Concept Plan, as well as support DSAP implementation (private development and public investments). The guiding principles of the DSAP will remain the same; however, 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 affordable housing, parking, and infrastructure financing. Consistent with City Council direction, the aim of the Affordable Housing Implementation Plan is to identify potential pathways for achieving 25% affordability among new housing in the Diridon Station Area.

The goal is for City Council to consider all of these items together in late 2020. Throughout this process, staff will continue to coordinate with the Diridon Integrated Station Concept Plan and other separate but related projects.

Community Engagement

As part of this work, staff is considering previous and ongoing community input, including those documented in the 2019 Diridon Station Area Civic Engagement Report (October 2018). The City plans to conduct four rounds of public outreach and community engagement over the next year, based on this [Draft Community Engagement Strategy](#). Staff will continue to coordinate outreach and engagement efforts with separate but related projects such as the Diridon Integrated Station Concept Plan. The objectives of outreach this fall are to increase understanding of the planning and development review processes and get feedback on initial concepts under consideration – including Google’s development proposal, the City-initiated DSAP amendment and the staff-recommended Concept Layout for Diridon Station.

As part of the first round of engagement, the City recently held a Diridon Station Area Community Meeting on November 18 at the Leininger Center and will host a similar meeting on **Saturday, December 7 at 10:00 am at the Gardner Community Center** (with a focus on reaching Spanish-speaking residents). Staff has also held three small group meetings of the Diridon Station Area Advisory Group (SAAG) on November 19, November 21 and December 2. The next regular meeting of the SAAG is scheduled for **January 16, 2020**. Attached to this memo and posted at www.diridonsj.org/resources are the handouts prepared for this round of outreach. The set of handouts describes all the interrelated planning projects underway.

In addition to these events covering all of the major Diridon Station Area projects, the City is hosting a public meeting specific to the Google project (Downtown West Mixed-Use Plan) on **Thursday, December 5, 5:30-7:30 at the Martin Luther King, Jr. Library, Room 225**. The purpose of this meeting is to inform the public about the proposed project, answer questions, and receive comments to help City staff and the applicant address any project issues early on – consistent with City Council Policy 6-30: Public Outreach.

In order to support implementation of the Community Engagement Strategy and achieve its objectives, the City is offering small grants to community-based organizations to assist with public outreach and community engagement. Specifically, the project team aims to expand the number and diversity of community members providing input on Diridon Station Area projects. The [grant application](#) period has been open since October 24. Applications are due December 9, 2019 at 11:59 PM.

HONORABLE MAYOR AND CITY COUNCIL

December 5, 2019

Subject: Update on Diridon Station Area and Proposed Google Mixed-Use Development

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Refer to the project website (www.diridonsj.org) for the grant application, complete Community Engagement Strategy, additional background information, and upcoming event details. The public may also sign up for email updates and submit questions and comments at this website.

/s/

KIM WALES
Deputy City Manager
Director of Economic Development

/s/

ROSALYNN HUGHEY
Director
Planning, Building, and Code Enforcement

/s/

LEE WILCOX
Chief of Staff
City Manager's Office

For questions, please contact Lori Severino, Diridon Program Manager, at (408) 535-3537.

Attachments:

- A. Current Planning Efforts Handout
- B. Diridon Station Area Projects + Downtown Context Board
- C. Community Engagement Process Handout
- D. Building Upon Previous Community Engagement Input Handout
- E. Downtown Station Area Plan (DSAP) Fact Sheet
- F. Downtown Station Area Plan (DSAP) Amendments Board
- G. Diridon Integrated Station Concept Plan Fact Sheet (updated November 2019)
- H. Google Project Handout
- I. Diridon Area Parking Study + Downtown Transportation Plan Handout
- J. Parks, Trails, and Open Space in the Diridon Station Area Handout
- K. Parks, Trails, and Open Space in the Diridon Station Area Board
- L. Housing + Displacement Board