

From: [Zenk, Jessica](#)
To: [Downtown West Project](#)
Subject: FW: Reminder about content for DSA spring outreach round
Date: Tuesday, March 10, 2020 2:39:00 PM
Attachments: [From Jan 16 SAAG ppt.pptx](#)
[Preliminary Working Draft - Round 2 Content.docx](#)

From: Severino, Lori

Sent: Thursday, February 20, 2020 4:39 PM

To: Han, James <James.Han@sanjoseca.gov>; Hill, Shannon <Shannon.Hill@sanjoseca.gov>; Ruano, Jose <Jose.Ruano@sanjoseca.gov>; Eidlin, Eric <eric.eidlin@sanjoseca.gov>; Collen, Arian <Arian.Collen@sanjoseca.gov>; Ekern, Bill <Bill.Ekern@sanjoseca.gov>; Clements, Kristen <Kristen.Clements@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Stanke, Brian <brian.stanke@sanjoseca.gov>; Mendez, Zacharias <Zacharias.Mendez@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>

Cc: Rivas, Vanessa <Vanessa.Rivas@sanjoseca.gov>; VanderVeen, Rachel <Rachel.VanderVeen@sanjoseca.gov>; Burnham, Nicolle <nicolle.burnham@sanjoseca.gov>; Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>; Tu, John <john.tu@sanjoseca.gov>; Scott, Jeff <Jeff.Scott@sanjoseca.gov>

Subject: RE: Reminder about content for DSA spring outreach round

Hi all,

In lieu of meeting today, I'm checking in via this email.

I have received a few things for next round of outreach, but still missing most of it and our target deadline for content is tomorrow. If you won't be able to provide it tomorrow, **please let me know when you plan to send the remaining content so my consultants and I can plan accordingly.** I know the ADEIR review and DSAP changes have been higher priorities in recent weeks, but hopefully you can provide all or most of this stuff by the end of next week.

- All: a few sentences that provide a brief status update on your project (see attachment for list)
- DSAP: Jose
 - Responses to DSAP questions and comments in the attached ppt
 - Suggested updates to the Fact Sheet
- Google: James
 - Suggested updates to the Google Project Handout
 - Suggested text for the DSG process (building upon the Dec 5 powerpoint and the Jan 16th SAAG powerpoint)
- Google/DSAP FAQs: Cheryl and Elisabeth to work on update next week
- Parks: Zak
 - Responses to Parks-related questions and comments in the attached ppt
 - Proposed Open Space diagram for the DSAP

- Community Center background info and feedback on exercise
- Background on parks O&M models
- Suggested updates to the Parks handout (more on the parkland obligation?)
- Transportation: Eric/Colin
 - Responses to Transportation-related questions and comments in the attached ppt
 - Text and graphics for slides and boards for the topics we talked about this week (and that you want to advance)
 - Suggested updates to Parking and DTP handouts
- Housing: Kristen
 - Responses to Housing-related questions and comments in the attached ppt
 - Suggested updates to the Housing board (background context for community preference exercise, initial findings from the AHIP, etc.)

The plan is to spend an hour next Thursday (2/27) to go over the schedule of events and staffing needs. We'll also spend a couple hours the following Thursday (3/5) to review draft materials.

Please let me know if you have any questions.

Thanks!
Lori

From: Severino, Lori
Sent: Thursday, February 13, 2020 5:51 PM
Cc: Rivas, Vanessa <Vanessa.Rivas@sanjoseca.gov>
Subject: Reminder about content for DSA spring outreach round

Sending another reminder about the need for content ASAP. I've been meeting with some of you to brainstorm details. We need to have a draft by next Thursday.

In addition to the Round 2 game plan attached to the Jan 28th email, please refer to the [Jan 16th SAAG powerpoint](#) for the key themes from Fall 2019 outreach round. We need to respond to these points in some way during the next round, in addition to sharing any new information and asking for additional feedback.

Please review the handouts and FAQ at www.diridonsj.org/resources and let me know if you have any suggested changes by **Feb 21**.

Let me know if you have any questions.

Thanks!
Lori

From: Severino, Lori
Sent: Tuesday, January 28, 2020 12:24 PM

Subject: reminder: initial content for DSA spring outreach round due this Friday by noon

Hi Diridon team,

See the attached document with updated timelines, materials, and a draft outline of potential content to share and get feedback on mid-March through early May. For each project/topic, we need graphics and texts for boards and slideshows, updated text for the existing handouts, status updates for a new handout, and feedback prompts.

Please provide as much of the content as you can by this Friday at noon, the majority by Feb 10, and anything else by Feb 21. There will be multiple opportunities to review all of the materials and make revisions, but we really need the bulk of the content over the next few weeks in order to prepare everything we need and have it come together in time.

I am copying the engagement consultant team – please copy them when you provide content as they will be working iteratively to format the text and graphics in a user-friendly way.

Please let me know if you have any questions or want help thinking through content (happy to coordinate with any of your consultants too). I will be out next week (Feb 3-7), but feel free to work directly with the consultants to keep this moving along.

Thanks!

Lori

What we heard – Google Project

- **Desire for more information**
 - Housing types, affordability, rental v. for-sale?
 - “Limited term corporate accommodations”?
 - What specifically is envisioned for the active/retail/cultural spaces?
 - Effects on and integration with the surrounding neighborhoods?
 - Detailed building designs?
 - Specific plans for parking, construction phasing, and parks/open space?
 - Relationship with the Diridon Integrated Station Concept Plan process?

What we heard – Google Project (cont.)

- Make sure there is sufficient open space that is usable for active and passive recreation (beyond riparian corridor)
- Highlight green infrastructure/sustainability efforts
- The interface with station needs more of a “wow” factor



What we heard – Google Project (cont.)

- Environmental scoping comments:
 - Economic and social effects
 - Emergency vehicle access
 - Bicycle and pedestrian facilities
 - Historic and biological resource impacts (especially riparian corridor)



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COMMUNITY ENGAGEMENT



What we heard – DSAP Update

- Suggestions to expand study area boundaries to the south, east, or west
- Concerns with the potential effects of increased height limits on shadows, neighborhood ambiance, historic resources, creeks, and public spaces
- Desire for other development to be held to same high standards as the Google Project
- What is the anticipated development capacity for rest of the Diridon Station Area? (outside of Google)
- What are the projected community needs from the increased population?



What we heard – Parks/Public Space

- Address issues with homeless people along the creeks
- **Elevate Guadalupe River Park** so it can be a focal point and green spine connector
 - Add the Guadalupe River Park Master Plan to the study area
 - Include trails on both sides, activation, and connectivity



What we heard - Diridon Integrated Station Concept Plan

- General support for staff's recommendations to move forward with elevated platforms and two concourses
- Concerns about adding tracks and trains to the existing corridor and effects on property, parks, church, and neighborhood in general; desire for viaduct along I-280/SR-87
 - Concerns about potential impacts to Tamien area from the viaduct option



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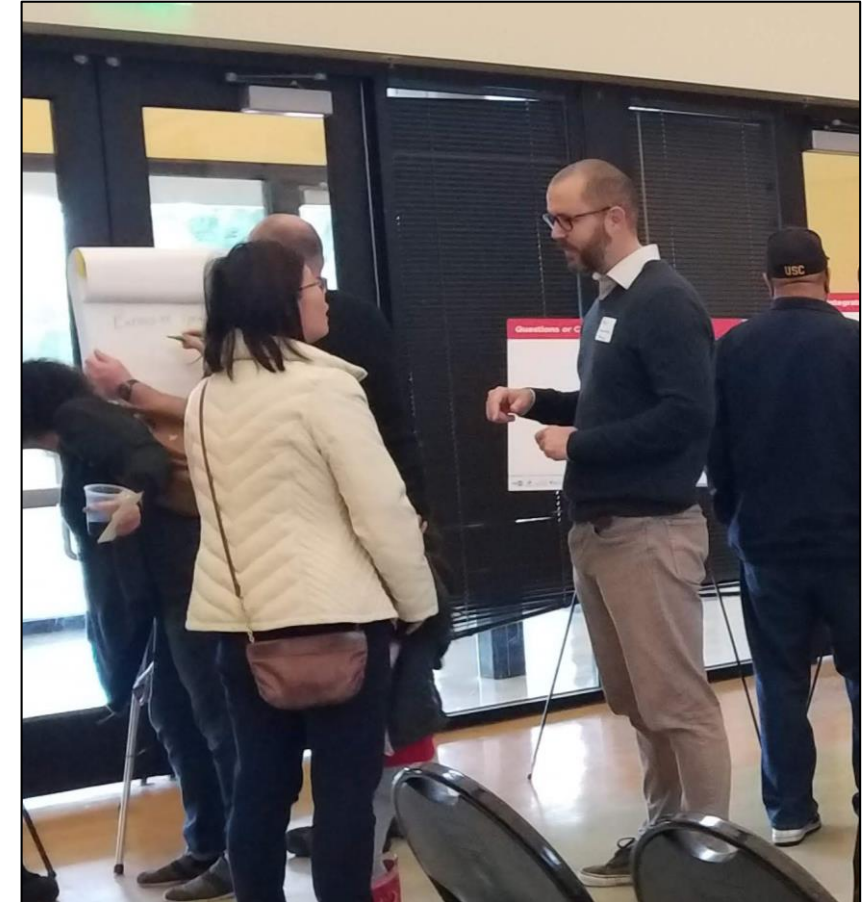
What we heard - Diridon Integrated Station Concept Plan

- Top priorities to address in next phases of the Concept Plan:
 - Treatment of the historic depot building
 - Southern corridor enhancements
 - Effect on neighborhoods to the west of the tracks from bike/ped connection along San Fernando and station project in general
 - BART connection
 - Access to the station by foot, bike, light rail, and bus; airport connector
 - Parking
 - Plazas, public spaces, retail within the station
 - Potential for public utility shutdowns
 - Cost estimates, financing, implementation, and timeline



What we heard - Transportation

- Ped/bike safety
- Parking:
 - Balancing current demands with future goals
 - Neighborhood and Arena effects
- Suggestion to move planning boundaries to the west to include the Cahill area and south to I-280
- Traffic concerns



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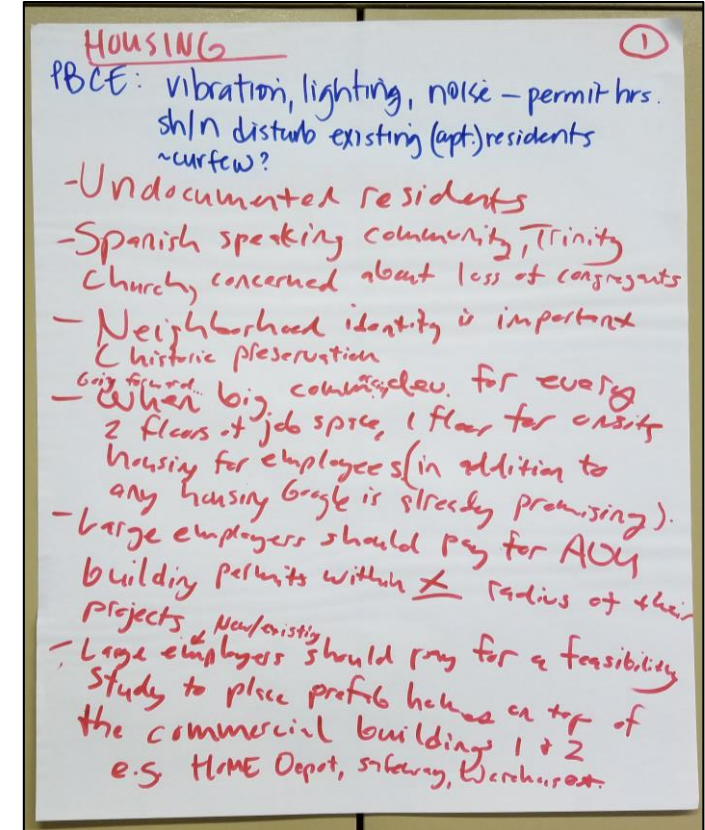


What we heard – Affordable Housing + Displacement

- Bold approach; model for inclusive development
- Develop strategies to get biggest bang for buck and leverage resources
- Recognition of trade-offs; desire for balance
- Build both affordable housing that is integrated with market-rate and in standalone buildings
- Consider the range of affordability + overall number of units
- Avoid overconcentration of affordable units Downtown
- Consider strategy for housing at all connected transit stations

What we heard – Affordable Housing + Displacement (cont.)

- Displacement concerns (including effects on school enrollment)
- More outreach to people concerned about displacement (e.g., Spanish-speaking community)
- Housing for all (i.e., seniors, teachers, families, youth, undocumented residents, etc.)
- Ideas for large employers and developers to fund more housing construction and programs



Other commonly-asked questions

- How can the public and SAAG participate in the community benefit process?
- What is going to happen to the historic train station?
- How is the City addressing the potential for small business displacement?
- What is the relationship between the Diridon Station Area Plan (DSAP) and the Google project with respect to the California Environmental Quality Act (CEQA)?



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What we are doing with the input

- Requested additional information from Google
- Working with them to address comments through development and environmental review process
- Analyzing environmental effects (biological resources, historic resources, greenhouse gas emissions, population + housing, infrastructure + public services, etc.)
- Developing Design Standards and Guidelines

City Review of the Google Project

Development Review

Environmental Review

Development Agreement (including Community Benefits)



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What we are doing with the input (cont.)

- Considering comments on parks, open space, and trails to update the DSAP sections on these public spaces
- Analyzing potential development capacity increases
- Considering comments on heights and development standards to recommend amendments to the DSAP
- Analyzing infrastructure and public service needs from population growth

Diridon Area

Diridon Station Area
Plan Amendments



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What we are doing with the input (cont.)

- Developing and analyzing potential scenarios for affordable housing construction, preservation, and resident protection for the Diridon area
- Coordinating with citywide anti-displacement strategies and other policy efforts to support affordable housing, address homelessness, and help protect small businesses
- Working towards a Commercial Linkage Fee

Affordable Housing
Implementation Plan

Citywide Efforts

Anti-Displacement
Strategy (Residential)

Anti-Displacement
Strategy
(Small Business)

Commercial Linkage
Fee



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What we are doing with the input (cont.)

- Prioritizing pedestrian and bicycle safety in plans and project review
- Studying parking and developing policies to balance current and future demands
- Analyzing traffic circulation effects
- Focusing first on the Diridon area under the Downtown Transportation Plan (MTC grant for PDA planning)
- Making sure to address effects outside official study area boundaries

Diridon Station Area
Plan Amendments

Diridon Area Parking
Study

Environmental Review

Downtown
Transportation Plan

Diridon Integrated
Station Concept Plan

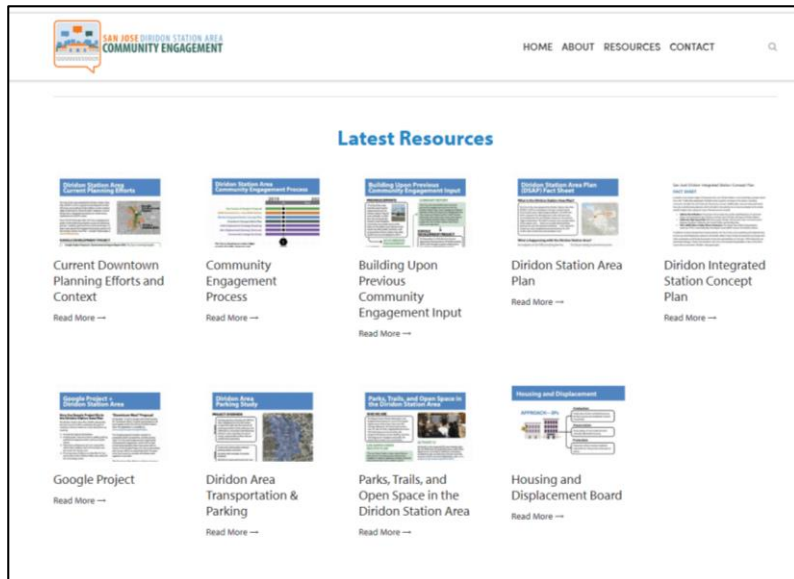


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What we are doing with the input (cont.)

- Updating the information on website and FAQs and preparing materials for next outreach round to respond to common questions and comments
- Pursuing new ways to engage residents and small businesses



Preview of Year ahead: Rounds of

2019: Fall

2020: Spring

Summer

Fall

1

2

3

4

Application
Submission

EIR Scoping

Begin
Areawide
Studies

Concept
Plan Draft
Vision

Kick-Off

DSAP
Amendment
Scope of Work

Anti-
Displace-
ment Study
Session

Draft Design
Priorities

Draft EIR

Draft
Concepts

City
Council

Study
Session

Commercial
Linkage Fee
to City
Council

Update
on
Residential
Anti-Disp.
Strategy

Draft
Development
Agreement

Draft
Areawide
Studies

Update
on Small
Business
Anti-Disp.
Strategy

Draft
DSAP
Amendments
+ CEQA
Document

Preferred
Network
Identification

Final EIR

Final
DSAP
Amendments
+ CEQA
Document

Project
Hearings

Project
Hearings

LEGEND



Anticipated Milestones



Rounds of Public Outreach

Note: Timelines are subject to change.

Preview of Year Ahead: SAAG Meetings

Date (2020)	Tentative Agenda Items
Wednesday, March 18	<ol style="list-style-type: none">1) Topic-based presentations and discussions related to the Google project, DSAP Amendments, areawide studies, and Downtown Transportation Plan<ol style="list-style-type: none">a) Land Use and Urban Designb) Parks, Trails, and Open Spacec) Transportation and Parkingd) Affordable Housing and Displacement Preventione) Green Building and Sustainability2) Google Development Agreement update and discussion<ol style="list-style-type: none">a) Community Benefit trade-offs and priorities

* Each upcoming meeting will also include updates on the related projects/planning efforts as applicable and on the Community Engagement process (report-back on outreach completed + upcoming opportunities)



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COMMUNITY ENGAGEMENT



Preview of Year Ahead: SAAG Meetings

Date (2020)	Tentative Agenda Items
Wednesday, June 17	<ol style="list-style-type: none">1) Google Project: updates on the Draft Design Standards and Guidelines, Development Agreement process, and CEQA process2) Draft Amended DSAP3) Draft Diridon Station Area Affordable Housing Implementation Plan4) Draft Diridon Area Parking Study
Monday, August 10	<ol style="list-style-type: none">1) Google Project:<ol style="list-style-type: none">a) Draft Design Standards and Guidelinesb) Draft Development Agreement2) DSAP: updates on the Draft Amended Plan, Draft CEQA document, and areawide studies



Process for getting additional input

- Next rounds of engagement (including SAAG meetings) will include updates on the Development Agreement (including the Community Benefits Plan)
 - Spring: Community Benefit trade-offs and priorities
 - Summer: status update and feedback
 - Fall: Draft Development Agreement



City-led Engagement

- Next rounds of engagement (including SAAG meetings) will include updates on the Design Standards and Guidelines
- Tentative topics by outreach round:
 - Spring: design priorities
 - Summer: progress update
 - Fall: Draft Design Standards and Guidelines



Key Milestones for preparing for Spring Round of Outreach:

Initial content due to Lori/consultants	Jan 31 (Feb 7)
Review draft #1 of boards and powerpoints for Community Meetings	Feb 14-21
Internal Coordination Meeting - review materials	Feb 20
Partner Coordination Meeting #1 - review materials (including flyer); finalize event plans	Feb 21
Deadline for providing new content and revised handouts	Feb 21
Review draft #2 of boards and powerpoints for Community Meetings	Feb 25-28
Review online surveys	Mar 2-6
SAAG Meeting	Mar 18
Internal Coordination Meeting - dry run of events	Mar 19
Partner Coordination Meeting #1 - dry run of events	Mar 20
Engagement Events, including 1 City-hosted event focused on neighbors and about 5 more co-hosted by partners	Mar 23 – early May
Post online surveys	Mar 18-23
City Council Study Session	Apr 24

➔ *Need from PMs:*

- *Provide content and review materials for accuracy*
- *Plan to have your projects represented at the SAAG, City-hosted community meeting, and Study Session; we will also have a few staff at each of the partner-hosted events to listen, answer questions, and take notes (plan to sign up or get other project reps in late February)*

Materials

1. Handout/Memo to SAAG: Project Status Summary

➔ *Need from PMs: a few bullets summarizing where you will be at with your project as of Feb 29 (what have you completed since fall 2019, upcoming decision points, any scheduled public meetings/hearings, etc.) – deadline Feb 21*

- a. DT West – development review, including DSG (James)
- b. DT West – CEQA/AB 900 (Shannon)
- c. DT West – DA negotiation (Nanci)
- d. DSAP Update (Jose)
- e. DSA Affordable Housing Implementation Plan (Kristen)
- f. DISC (Eric)
- g. Diridon Parking Study (Arian)
- h. District Utilities (Julie)

- i. Infrastructure Financing Analysis (Bill)
 - j. Small Business Analysis (Vic/Lori)
 - k. Downtown Transportation Plan (Eric)
 - l. Citywide Anti-Displacement Strategy (residents) - Kristen
 - m. Citywide Anti-Displacement Strategy (small business) - Vic/Lori
 - n. Commercial Linkage Fee (___)
 - o. Caltrain Business Plan and Access study (Colin/Brian)
 - p. HSR EIR (Brian/Colin)
 - q. BART Phase 2 (Eric)
2. Updated handouts for website and events - translate to Spanish and Vietnamese if time (otherwise put on web and rely on translate function)
- ➔ *Need from PMs: review the handouts and recommend any changes/updates by Feb 21*

- a. [FAQs About Google and the Diridon Station Area](#) (last updated September 2019)
 - b. [Current Planning Efforts](#)
 - c. [Diridon Station Area Projects + Downtown Context Map](#) – add street labels
 - d. [Community Engagement Process](#)
 - e. [Building Upon Previous Community Engagement Input](#)
 - f. [Diridon Station Area Plan - Fact Sheet](#)
 - g. [Diridon Integrated Station Concept Plan - Fact Sheet](#)
 - h. **DISC FAQs**
 - i. [Google Project](#)
 - j. [Diridon Area Parking Study + Downtown Transportation Plan](#) – add maps
 - k. [Parks, Trails, and Open Space in the Diridon Station Area Handout](#) – add graphics
 - l. [Housing + Displacement Board](#) – convert to handout
3. SAAG Meeting
- a. Powerpoint
 - b. Agenda
 - c. Pre-meeting email
4. Community Event Toolkit - translate to Spanish and Vietnamese
- a. Powerpoint (based on one for SAAG)

- b. Boards (new but could draw from past round; make printable at 11 x 17 in case community events can't accommodate boards)
 - i. Land Use and Urban Design
 - ii. Parks, Trails, and Open Space
 - iii. Transportation and Parking
 - iv. Affordable Housing and Displacement Prevention
 - v. Green Building and Sustainability
 - vi. Small Business
 - c. Sign-in Sheets (name, email, opt in to Diridon list, zip code)
 - d. Agenda, with how to provide feedback and how to learn more
 - e. Evaluation form with demographic info (anonymous)
 - f. Specific versions of toolkit
 - i. Small business roadshow
 - ii. Youth?
 - iii. Transit riders?
 - iv. Artists
 - v. VAR
 - vi. Somos
 - vii. Pop-ups
5. Outreach materials – translate to Spanish and Vietnamese
- a. Website updates with event info
 - b. Community Event flyer (include all events hosted or co-hosted by City that are open to public, including SAAG and CC study session)
 - c. Email to Diridon list
 - i. 3 weeks out from first event
 - ii. 1 week out from first event
 - iii. Reminder of survey and remaining events
 - d. Social media blasts

Draft Content for presentations and boards

Preliminary draft outline for discussion purposes – What new information do you have to share about the DSA projects? What feedback would you like from the public? What trade-offs are you grappling with? The content should also respond to the questions and comments raised last fall.

- 1. Land Use and Urban Design
 - a. DT West – development review, including DSG

- i. Updated project description (new info responding to fall 2019 questions – resend list to James – work together to address)
- ii. Process for reviewing and approving specific buildings
 - 1. January SAAG as starting point
 - 2. Chapters
 - 3. Pier 70 example
 - 4. Downtown Design Standards and Guidelines as starting point for priorities
 - 4-5. Point to May workshop
- iii. Design priorities/themes (e.g., height, historic resources, etc.)

b. DSAP Update

- i. Proposed boundary
- ii. Proposed land use designations (focusing on any changes from 2014 DSAP)
- iii. Development capacity analysis, height limit assumptions
- iv. Thinking on design standards and guidelines – clarify when we will refer to the Downtown DSG and what will remain in the DSAP, if anything?
- v. Other policy changes related to land use, development standards, or design under consideration?

c. DISC

- i. Historic depot
- ii. Retail, activation

2. Parks, Trails, and Open Space

- a. DT West – development review, including DSG
 - i. Address questions about open space plan
 - ii. Potential scenarios for meeting parkland obligation
- b. DSAP Update
 - i. PRNS proposal for revised open space/park plan
- c. DISC
 - i. Plaza?

3. Transportation and Parking

- a. DT West – development review, including DSG
 - i. Proposed street changes
- b. DSAP Update
 - i. Proposed street changes

- c. DISC
 - i. Access (kit of parts)
 - d. Diridon Parking Study (*probably not ready yet*)
 - i. DT West and other private development parking requirements?
 - ii. Scenarios for parking supply and demand management?
 - iii. Initial policy recommendations that you want to test out?
 - e. Downtown Transportation Plan
 - i. Reactions to initial mapping of public life assets, areas of concern, areas of change/opportunity
 - ii. Concepts under consideration for the Diridon area and connections to rest of downtown
 - 1. LRT alignments
 - 2. Reducing 87 and 280 as barriers
 - 3. Street priorities: transit, bike, car
4. Affordable Housing and Displacement Prevention
- a. DT West – development review, including DSG
 - i. Respond to questions about proposed housing numbers, types, affordability, etc.
 - b. DSAP Update and Affordable Housing Implementation Plan
 - i. Clarify extent of proposed changes to DSAP
 - ii. Initial findings from land use analysis and assessment of existing conditions?
 - iii. Elaborate on 3-P framework and list of potential strategies for addressing goals (project requirements (IHO), incentives, subsidies, preservation, protection fund) – based on ADPN report, MOU, 2018 engagement report, etc.
 - c. Framing for CB trade-off exercise: education about trade-offs
 - i. For example: what would it require to reach 25% at different total housing levels? How many sites needed assuming some split of integrated v. standalone (level of affordability)?
 - d. Small Business Analysis
 - i. Update on Anti-Displacement Strategy (any early lessons learned from Alum Rock?)
 - ii. Draft framework for the Diridon area
 - iii. Overview of small business context based on data analysis
 - iv. Existing resources (e.g., BOS) Overview of small business context: current/historic snapshot

5. Green Building and Sustainability
 - a. DT West – development review, including DSG (James)
 - i. Highlight Google’s proposal
 - b. DSAP Update
 - i. City’s thoughts on potential for ecodistrict
 - ii. Initial policy recommendations for non-Google sites that you want to test out?
6. DT West – Development Agreement update and discussion
 - a. Community Benefit trade-offs and priorities