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To: [DowntownWestD6](#)
Subject: Fw: Talking Points for Updated Submittal, Draft EIR posting for Downtown West Project
Date: Monday, February 1, 2021 4:08:10 PM
Attachments: [v2Message Map - Google Project Updated Submittal + DEIR.pdf](#)

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FYI

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Subject: Talking Points for Updated Submittal, Draft EIR posting for Downtown West Project

The documents for the Google/Downtown West project are being posted today before 3 pm. We wanted to be sure you had the latest version of the talking points that have been developed, in case you need to answer questions from reporters or others.

If you do get media calls and you would like to refer the reporter to one of the project spokespersons, please contact Cheryl if the issue is Planning or DEIR related, and me if Kim can speak to a broader issue about the City's economic development.

We are developing some points on the parking issue, and will send you an update when it's ready.

Please don't hesitate to contact Cheryl, Lori or me if you have questions!

Thanks,

Elisabeth

Elisabeth H. Handler, APR

Public Information Manager, OED

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Oct. 7 Google Project Updated Submittal + DEIR – Talking Points

Media Contacts:

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Media Spokespersons: Kim Walesh, Deputy City Manager – big picture, Development Agreement, community engagement initiative, DSAP+Google
Robert Manford, Planning Deputy Director – SME, environmental review and public input in DEIR
Tim Rood, Planning Division Manager – SME, Google Project Updated Submittal and review process

GOOGLE PROJECT & DSAP OVERVIEW – Kim Walesh

Positioning statement	With the Oct. 7 Downtown West Updated Submittal and Draft Environmental Impact Report, Google is moving forward with Downtown West, its extraordinary project and investment in San Jose, just steps from Diridon Station, itself undergoing transformation as the largest multi-modal transit hub in the West.		
Key Messages	<p>1. Google’s Downtown West project is based on the City’s Diridon Station Area Plan (DSAP) which guides land uses in that 250-acre area. The City is working to amend the DSAP to reflect current conditions.</p> <p>Value/Benefit</p> <ul style="list-style-type: none"> Google’s proposal for roughly 80 acres or a third of the 250-acre Diridon Station area, implements and builds upon the DSAP’s established objectives. The project helps bring to life the vision for an inspiring, transit-oriented urban area with land uses for jobs, housing, retail, dining, culture, parks, and open space, and more. Google is proposing project-specific amendments to the DSAP to enable their mixed-use development plan. The City’s amendments aim to incorporate and align with the DTW project; other plans affecting the area; urban design practices and standards that have changed since 2014; and current community values and aspirations – including City Council direction. 	<p>2. What is the outreach relationship between the Google Project and DSAP?</p> <p>City staff and consultants are working on amendments to the entire DSAP to align with current conditions. Because the Google Project is proposed within the DSAP area, it makes sense to conduct outreach on both efforts together. For almost three years, we have conducted outreach to inform the Google Project and City’s DSAP amendment process; find info at www.diridonsj.org.</p> <p>City staff aim to bring the Google Project and DSAP amendment proposals to the Planning Commission and City Council for consideration, planned for Spring 2021.</p> <p>Value/Benefit</p> <p>Through staff analysis and recommendations on both efforts, the Planning Commission, City Council, and the public will understand how the Google Project</p>	<p>3. What about the Development Agreement?</p> <p>The parties are negotiating the Development Agreement. The DA vests certain rights at the time of approval of the DA, over the life of the DA. Terms are for permitted uses, density, heights, land dedication, and more; in exchange the DA will provide community benefits.</p> <p>Council directed Community Benefits to include: Affordable Housing, Displacement Prevention and Community stabilization including preservation and protection of homes.</p> <p>Education, training and jobs. The value of the Community Benefits is based on the value created by the City’s legislative actions. The Project will share back a portion of the value created through Community benefits. In determining Community Benefits, the</p>

	<ul style="list-style-type: none"> Both DTW and the DSAP amendments seek to amend the San Jose Envision 2040 General Plan. 	and City's DSAP Amendment bring to life the community-driven vision for an inspiring, transit-oriented urban area that integrates land uses for jobs, housing, retail, dining, culture, and parks and open space, and more.	<p>calculation will take project feasibility into account.</p> <p>At Nov 16 Study Session, staff will share insights into the DA. The DA will be reviewed by the PC in March/April and approved by Council in April/May.</p>
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<p>Positioning statement</p>	<p>Google’s initial submittal on Oct. 10, 2019 broadly proposed a mix of land uses and concepts for open space, infrastructure, and transportation. After gathering public feedback, the Oct. 7, 2020 Downtown West Updated Submittal offers more specific information, including a framework for building designs, and includes new documents that enable the City to complete review of the project. Now’s a great time to give your input on these draft documents. This helps City staff formulate their recommendations to the Planning Commission and City Council, which are targeted for holding hearings and considering approval of the project in Spring 2021.</p>		
<p>Key Messages</p>	<p>1. What's new in Google's Update Submittal? <i>(See graphic on last page for describing the impact of the submittal/project.)</i></p> <p>In addition to submitting updated plans, Google has submitted new application documents:</p> <ul style="list-style-type: none"> • A Planned Development (PD) Zoning district for the DTW site. This establishes allowable land uses and development standards, such as maximum building heights. • A Planned Development Permit, which is a regulatory document that implements the PD zoning. The PD Permit includes design standards and guidelines with chapters on land use, buildings, open space, mobility, sustainability, lighting and signage. In future years, the standards/guidelines apply to any proposed building site or individual building design. As each design is submitted, City staff will review it for compliance with the PD Zoning and PD Permit and hold a public meeting for input. • Amendments to the City’s General Plan, Diridon Station Area Plan, and a Historic Landmark boundary. These proposed amendments would accommodate the project’s proposed mix of land uses and allow much more housing than is currently allowed on the site. • Along with Google submitting updated plans and new documents, the City published the DEIR. (See next talking point). 	<p>2. How is the project reviewed?</p> <p>With public involvement, City staff carry out the mandate of the San Jose Envision 2040 General Plan (GP) to review the Google project for conformity with goals/objectives of the GP, as well as with City policies, and local, state and federal laws.</p> <ul style="list-style-type: none"> • In addition to review by the Planning Division, staff in these departments are also reviewing for conformance policies/laws relevant to their departments: DOT, Housing, Public Works, ESD, Community Energy, and PRNS. • Staff will refer the project for review to various City committees and commissions, whose meetings are open to the public. <p>Find project and meeting info at www.sanjoseca.gov/GoogleProject.</p> <ul style="list-style-type: none"> • Formal recommendations by commissions and final decision-making are conducted through open, public hearings. The staff analysis of the Google Project will culminate in public 	<p>3. How do I ask questions or give input?</p> <p>There are many ways to get answers to questions or to provide feedback:</p> <ul style="list-style-type: none"> • Join the virtual community meeting on Oct 19, 6:30-8:30pm • Watch the Google and City videos then use the feedback form at www.diridonsj.org. • Review project plans and documents at www.sanjoseca.gov/GoogleProject. • Send questions/comments to City Project Manager James Han: james.han@sanjoseca.gov Or by mail to: James Han, City Planner 200 E. Santa Clara St., San Jose, CA 95113 • The City video also provides emails for questions/comments of other City staff who are reviewing the project. • The public can also attend the public hearings at Planning Commission and City Council in the Spring, and provide comments, but for your ideas and comments to have the best chance of influencing the project, now is the time to provide such input.

	<p><i>The City-Google Development Agreement is NOT part of the updated submittal - it's on its own track. Refer to Kim if this comes up. SEE QUESTION AND ANSWER, BELOW</i></p>	<p>hearings before the Planning Commission and then the City Council. These are targeted for Spring 2021.</p>	
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Positioning statement	The City involves the community in the mandate of the California Environmental Quality Act (CEQA) to identify and inform the public and decision-makers of environmental impacts that might be associated with the Google Project. Now is a great time to look at the DEIR and provide comments – the deadline for comments on the DEIR is Nov. 23 by 5:00 p.m.	
Key Messages	<p>1. What is the Draft EIR? What is the process for it?</p> <p>With assistance from a consultant, the City has produced the DEIR. Public feedback in 2019 was used to scope the content of the DEIR, and the initial analysis is complete and now available for public comments.</p> <p>The DEIR addresses the potential physical impacts of the build-out of the project, such as impacts to:</p> <ul style="list-style-type: none"> • air quality • water quality • transportation networks • historic resources, and more <p>Public comments to the Draft EIR, which is circulated for 45 days, are addressed in a Final EIR. The Final EIR will respond only to comments that are made in writing.</p> <p>The Final EIR is reviewed at the Planning Commission and City Council public hearings; these are targeted for Spring 2021.</p> <p>Value/Benefit</p> <p>If significant impacts are identified to water quality, vegetation, wildlife, traffic circulation, and other resources under the purview of CEQA, Google, Inc. must reduce or mitigate these as possible.</p>	<p>2. How do I ask questions or give input?</p> <ul style="list-style-type: none"> • Public comments on the DEIR must be made in writing by 5:00 p.m. on November 23 to garner a staff response in the final EIR. • For questions, email the Google Project Environmental Review project manager, Shannon Hill: Shannon.Hill@sanjoseca.gov • The City Council must certify the final EIR prior to making a decision on the project, which is targeted for Spring 2021. <p>The DEIR is available at www.bit.ly/DowntownWestEIR Or through the Google Project webpage: www.sanjoseca.gov/GoogleProject</p>

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Q&A

- **Is Google paying for the planner who reviews the project? How does that work?** As is common to large projects, the applicant pays fees to cover the cost of staff resources that their project requires. For the Google Project, in May 2019, Council authorized a \$4.5M agreement with Google that provided upfront funds to support City staff project review; the DSAP update; civic engagement and outreach; and staff's negotiation of the Development Agreement. With part of these funds, the Planning Division recruited, hired, and oversees two planners who are dedicated to the DSAP and Google projects. Benefit: Google's project does not drain planning staff resources away from other applicants' projects, and the department meets its mandate to operate on a cost-recovery basis.
- **What kind of public feedback are you looking for?** We welcome any and all feedback on the project. At this stage, we are most interested in feedback on the project details and DEIR that are newly available. A focus this fall is on the Draft Design Standards and Guidelines, as this document will guide the look and functioning of future buildings and the public realm. Also, the overall land use mix and layout are now more solid, and comments are welcome on that. In the late fall/winter, we will provide information on the Development Agreement and seek continued input on the community benefits plan. An extensive series of public meetings and hearings is scheduled, detailed at diridonsj.org, where you can learn more about the documents and plans, complete surveys and submit feedback.
- **It seems that Google and the City have been collaborating for several years on this project. How can the public be sure that secret deals are not being struck that will advantage Google and diminish the opportunities for the people in San Jose who are already marginal?** Over almost 3 years of community meetings, focus groups, surveys, presentations and events, the City and Google have worked to develop a shared vision of this project with the community, and sought the community's input on all aspects. That input, scrupulously collected and made public, has resulted in many large and small changes to the project, including more small green areas, much more housing differently distributed across the site, provision of cultural and public spaces, and more. By working closely with Google and "field-testing" the evolving plans, the City has been able to bring us to this stage in an unusually short amount of time, considering the size of the project and the interruptions caused by the pandemic.

We are proud of the transparency of our process and the quality of the project that is taking shape. And we are more than ever convinced that this project represents a net increase in the opportunities for San Joseans from every walk of life and across all our neighborhoods. Those opportunities and the chance for a more equitable future for all residents are the essential community benefits that we believe will be part of this extraordinary project. This fall/winter, we want to continue the conversation about how this project can advance our equity goals.

- **What's the connection with the effort to redesign Diridon Station?** The Diridon Integrated Station Concept Plan (Concept Plan), a joint station design effort of the City of San Jose, the Peninsula Corridor Joint Powers Board (PCJPB, also known as Caltrain), Santa Clara Valley Transportation Authority (VTA), and the California High-Speed Rail Authority (CHSRA) (the "Partner Agencies"), created a Concept Layout in 2019 for the future Diridon Station.

Plan for future growth. While Diridon today has a ridership of 17,000, it is forecasted to host over 100,000 passengers a day in 2040.

The **goals** for the Concept Plan are to have a station that attracts positive, inclusive economic development and serves the community, accommodating multiple modes of transit as well as a vibrant, urban neighborhood.

- Concept layout for the Station that features three key decisions
- Maintaining the track approaches generally within the northern and southern rail corridor
- Advancing an elevated station concept
- Featuring one station concourse near Santa Clara Street and one station concourse near San Fernando Street.
- Creating public space and a station hall creates a transition zone between city life and travel for a seamless, intuitive experience. Partners envision a highly visible main entrance, iconic station hall, and active public space in front of the station.

- The Partner Agencies continue to coordinate with the City of San Jose and Downtown West representatives through:
 - Ongoing meetings with city staff to align timelines and plans;
 - Designer-to-designer meetings with the Downtown West team on project concepts;
 - Directing station and rail planning to accommodate long-term growth in the station area and broader region; and
 - Coordinating station access elements with overall transportation network plans.
- The coordination between the numerous plans in and around the station area and the Diridon Station Concept Plan is primarily focused on the following elements:
 - Caltrain corridor design
 - Light rail placement
 - Station concourses and plazas
 - Pedestrian and bicycle pathways
 - Transportation modes and relationship to circulation network
 - Auto circulation and parking
 - Timing, phasing, and construction
- Redevelopment of Diridon Station is a long-term project that will take many years to plan, design and build.
 - The Partner agencies will work with each other and the Downtown West team over many years throughout the process.
 - While there may be conflicts between the distinct projects at this early stage, the Partner Agencies will rely on our shared principles as we develop and implement shared solutions.
- **At what point is there an actual Development Agreement, and what will it include that ensures that Google will provide appropriate Community Benefits?** Currently, the City and Google are negotiating the Development Agreement (DA). The City Council approved Memorandum of Understanding (MOU) provides the framework for negotiations. The DA vests certain rights at the time of approval of the DA, over the life of the DA, with regards to such issues as permitted uses, density, heights, land dedication and more.

In exchange for the City's actions that increase the value of Google's properties in the Diridon Station Area, the DA requires that Google will provide community benefits. The Council provided direction on Community Benefits to include: Affordable Housing, Displacement Prevention and Community Stabilization including preservation and protection of homes, as well as initiatives that enhance education, training and employment in the City. The value of the Community Benefits is based on the value created by the City's legislative actions, such as, certification of the EIR and approvals of general plan amendments, DSAP amendments, PD Zoning, and DA. The Project will share back a portion of the value created through Community benefits. In determining Community Benefits, the calculation will take project feasibility into account.

Timing - At the Nov. 16 Study session, staff will share insights into the DA. We also plan to provide an update on the DA at the next SAAG meeting, Nov 9th. Consistent with Council direction from December 2018, we will present staff's recommended DA to the SAAG prior to going to City Council. The DA will be reviewed by the Planning Commission and will be presented to the City Council for consideration in Spring 2021, along with the other project entitlements (EIR, general plan amendments, PD Zoning, etc.).

SOUND BITES as applicable

- **Value of the project to San Jose – by the numbers:**

❑ 0 (zero) net CO2 emissions

- Up to 7.3 million SF office
 - 4,000 homes – though EIR clears up to 5,900 homes
 - Up to 500k SF active uses (retail, cultural, arts, education)
 - 100k SF event space/hotel/limited-term corporate accommodations
 - 15 acres parks and open space
- **Relating to housing** - This proposal by Google for its 80 acres envisions more than six times the amount of housing than was proposed for its site under the 2014 Diridon Station Area Plan. Google has stated that 25% of the housing in this project will be affordable (consistent with the MOU goal for the project).
 - From concept to reality, the project submittal means Google and San Jose are moving forward on shaping a real project that will get built.
 - In the 250-acre Diridon Station Area, San Jose is developing the largest intermodal rail hub on the West Coast, and the Google Project will create a vibrant mixed-use community on 80 acres surrounding the station.
 - Working with Google, we're excited to bring to life San Jose's vision for a regional destination that integrates offices, housing, retail, dining, arts and culture, parks and open space in a transit-centered area. San Jose is getting not just an urban destination, but a vital link between downtown and the rest of the city.
 - San Jose's community engagement process designed to elicit input on Downtown West has been ongoing for almost three years, and is virtually unprecedented in scope and intensity, not just in San Jose.
 - We continue to welcome any and all feedback on the project, and encourage participation in the meetings and online opportunities to provide input over the next few months as the plans are being finalized for City Council consideration.

Supporting San José's health and resilience

6.5x

housing under DSAP
(in project boundary)

4,000

total housing units

25%

affordable

500K

sf retail, cultural, arts,
education, active uses



including

4.25 ac

acres of expanded
riparian habitat

7.3M

sf office

1/2

of site
for non-office

Zero

net new
CO₂ emissions

21 ac
public land
purchased



30 ac
allocated back for residential
and public-serving uses

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