

From: [Phan, Johnny](#)
To: [Downtown West Project](#)
Subject: FW: Google - DW - Fact Sheets
Date: Tuesday, April 6, 2021 3:30:47 PM
Attachments: [Downtown West Media Fact Sheet \[draft\]-c.docx](#)
[Downtown West 1-pager \[draft\]-c.docx](#)
[210330 Media Fact Sheet draft \(002\)-c.pdf](#)
[Affordable housing sheet \[draft\]-c.pptx](#)

From: Straka, Stephanie <SStraka@coblentzlaw.com>
Sent: Tuesday, March 30, 2021 7:23 PM
To: Phan, Johnny <Johnny.Phan@sanjoseca.gov>
Cc: Miller, Gregg <gmiller@coblentzlaw.com>
Subject: Google - DW - Fact Sheets

[External Email]

Johnny, Please see the attached fact sheets requested by the City, listed below:

- Media fact sheet (both PDF and editable Word)
- Affordable housing sheet
- 1-pager fact sheet
- Social Infrastructure Plan

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Downtown West Development Agreement & Community Benefits Fact Sheet

The draft Development Agreement (DA) between the City of San José and Google details Downtown West's community benefits package, which augments many of Downtown West's commitments already included as project features. Later this spring, the City Council will consider for approval the DA and other project approval documents, including the Environmental Impact Report (EIR) and Downtown West Design Standards and Guidelines (DWD SG).



Downtown West's public benefits

The community benefits package, valued at \$200 million, includes social equity as a prime focus. The package prioritizes affordable housing, community stabilization, and opportunity pathways -- in direct response to City and community priorities. Project features add even more value, and are not included in the value of the community benefits package. Together, the project features and the community benefits package constitute a significant set of public benefits.

- **More than 6x the housing:** The project is changing the land designation of the site from commercial to mixed-use -- delivering 4,000 units, over 6 times more than what's currently allowed on-site.
- **25% affordable housing in the DSAP:** This amount of affordable housing is unprecedented for a private development in San José, and is achieved through a combination of land dedication, on-site affordable units, and off-site land dedication to the City.
- **Community Stabilization and Opportunity Pathways Fund:** Launching a first-of-its-kind \$150 million Community Stabilization and Opportunity Pathways Fund spanning the interdependence between housing, education and job access, with a focus on social equity and serving underserved and historically underrepresented students, families, and adults. The fund will support programs like affordable housing preservation, homeless prevention, and homeless services, as well as education, workforce development, small business resilience and entrepreneurship, and is structured to involve community participation in the grantmaking process.
- **Local hire and prevailing wage:** A 30% local hire goal for the project for on-site building construction, and paying state prevailing wages for all on-site construction workers.
- **Career exploration:** to promote and provide career exploration and skill development opportunities, such as onsite field trips, career days, and computer science workshops, to students from underserved communities and who have an interest in technology and technology-based careers.

- **Local, small, and diverse businesses:** 10% of commercial office building design and construction contracts will be awarded to businesses that qualify as a Local Business Enterprise (LBE), Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), LGBT Business Enterprise (LGBTBE), Disability Owned Business Enterprise (DOBE), and/or Service-Disabled/Veteran Owned Business (SD/VOB).

Over \$1 billion in a comprehensive array of project features

From building a more walkable city to supporting bold climate action, here are more project features, and project requirements:

- **Leader in climate resilience**
 - Net zero greenhouse gas emissions, with carbon reduction equivalent to taking 4,100 cars off the road
 - 7.8 megawatts of on-site solar generation, or enough to power approximately 1,500 homes
 - 100% use of recycled water for non-potable uses such as irrigation, saving the equivalent of 1,500 homes' usage of potable water
- **A different kind of public realm: from retail to gathering**
 - Contiguous indoor-outdoor ground-level experience, including on-site educational and interactive opportunities
 - Supporting an ecosystem of local creators, nonprofits, and small businesses
- **Delivery of 15 acres of parks, plazas and open spaces**
 - 4.8 acres of parks and trails built and dedicated to the City (satisfies Parks requirement, ~20% of project land delivered as open space)
 - 10.2 acres of additional privately-owned, publicly-accessible open space, built and maintained by Google
- **A more walkable, connected city and a multimodal future**
 - Over 5 miles of new walking paths, trails, and bikeways
 - Half of developable area developed for non-office uses
- **Next-generation infrastructure (an ~\$890 million investment)**
 - Innovative district systems, energy efficiency, onsite renewables, resource recovery and waste reduction
 - More efficient use of energy, resources, and space — consolidated systems allow for building rooftops to be used for green roofs and/or solar panels, while allowing for more public-facing uses at ground level
- **Giving space to culture and history**
 - On-site interpretive programming for the city's diverse culture, past and present
 - Retention and celebration of several key pieces of San José's industrial era history, including city landmark San José Water Company building, Kearney Pattern Works and Foundry, Stephen's Meat Products ("dancing pig") sign, and many more

Local impacts and opportunities

Over \$250 million invested locally in satisfaction of standard city requirements:

- **Over \$165 million** for 20% required affordable housing (part of Downtown West's support of 25% affordable housing in the DSAP)
- **~\$55 million** to dedicate and construct 4.8 acres of parks and trails built and dedicated to the City
- **\$30 million** for local transportation improvements

Positive fiscal contributions to the City, including balancing the City's tax base

In 2016, the City of San José updated its 2040 General Plan to prioritize shifting its job-housing balance. This was meant to support "San José's growth as a center of innovation and regional employment," and to broaden tax revenues, supporting services across the city. In addition to its \$200 million community benefits package and \$1 billion in project features, Downtown West will bring:

- **\$24 million** in new annual City General Fund revenue at full buildout, including \$10 million in property taxes alone
- **\$58 million** in one-time local construction taxes
- **\$16 million** in one-time school fees (plus ongoing school contributions through property taxes)
- **\$79 million** in projected annual property tax revenue

In Spring 2021, the City Council will consider approving the Downtown West application.

Key documents include:

- Development Agreement, including the community benefits package
- Environmental Impact Report, including the First Amendment
- Project Application Package:
 - Downtown West Planned Development Zoning District / General Development Plan (GDP)
 - Planning Permit
 - [Downtown West Design Standards and Guidelines](#)
 - Downtown West Improvement Standards
 - Infrastructure Plan Sheets (Infrastructure Plan, Vesting Tentative Map)
 - Conformance Review Implementation Guide

- Amendments to the General Plan and Diridon Station Area Plan

See also Downtown West's [Social Infrastructure Plan](#) to understand how the project's community benefits and various elements come together.

Project Application Updates

Since the public saw a draft of the Downtown West project application last October, Google took in several hundred more public comments, and together with input from the City, Google continued to refine the project and the Downtown West Design Standards and Guidelines. Updates include [open space adjustments and more historic resources](#) incorporated into the plan.

Downtown West’s public benefits

Expanding downtown’s vibrancy, leading in climate action, and helping to create an inclusive place

We heard from San José--and we set our priorities together. The project and its programs are set up to respond to these meaningful and ambitious goals — and to also grow and evolve together with the community.

San José prioritized:

- | | |
|--|--|
| More housing, and more affordable housing | <ul style="list-style-type: none">• 4,000 units, <u>more than 6x</u> the housing previously allowed at the project site• <u>25% affordable housing</u> within the Diridon Station Area -- a high watermark in San José. |
| Equitable development--beyond Downtown West | <ul style="list-style-type: none">• <u>\$150 million investment</u> across housing, job access, and education• Stewarded with <u>significant community involvement</u> |
| Broad job opportunities and routes to financial security | <ul style="list-style-type: none">• <u>Prevailing wages and 30% local hire goal</u> for construction at Downtown West• Google will spread the word to local residents about job openings, and <u>host career development workshops</u> targeted at underrepresented workers |
| An inclusive place | <ul style="list-style-type: none">• Delivering <u>15 acres of public parks and open spaces</u> with free year-round programming• A <u>place for learning</u>, with public opportunities to engage with climate and local ecology |
| Real investments in ambitious climate targets | <ul style="list-style-type: none">• <u>Carbon-free energy</u>• Innovative, efficient <u>district utilities system</u> |
| Enhancing and supporting local ecological health | <ul style="list-style-type: none">• <u>Over 4.25 acres of enhanced creekside habitat</u>• Access to nature in the heart of downtown |

[BY THE NUMBERS]

\$200M

in community benefits -- with social equity the prime focus

25k+

direct jobs

\$24M

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A downtown for neighbors, for nature, and for learning.



[editable text here]

- Building the '15-minute city': Complementing adjacent neighborhoods with essential amenities and businesses within a short walk or bike ride
- Jobs and housing: The 2014 DSAP envisioned a job-centered district--Downtown West delivers both, increasing housing by over 6 times.
- A model for a carbon-free future: With advanced next-generation infrastructure and on-site solar energy
- Dedicated to public life: A network of open spaces and active uses, paired with free ongoing programming, sets the stage for San José's diversity and vitality.
- A place for learning and collaborative creation: Sitewide interpretive programming to elevate the culture, history, and ecology that define San José--and a canvas for San José residents to add to.
- Ecological expansion and renewed access to nature: Good for the environment, and good for people

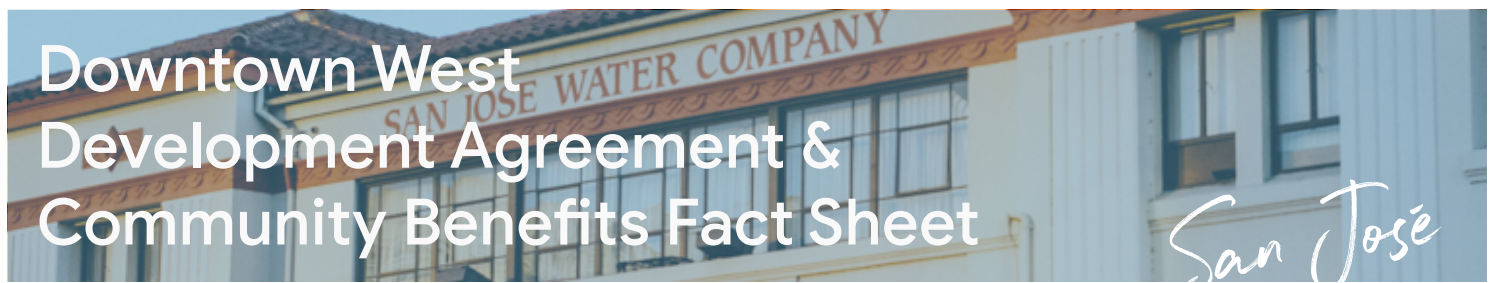
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Downtown West enables **25%** affordable housing, deeper affordability + citywide stabilization on top of it with the two most critical ingredients: land + funding .

Land dedication maximizes affordable housing production & enables deeper affordability levels:

- **Land is scarce, price of land is fixed** to avoid any future acceleration and/or credit at fair market value; and get transit oriented land today for roughly **half its value** .
- Through the early dedication of land on the northern parcel, and the early commitment of releasing the second major parcel prior, project is **front loading affordable housing before the obligation** (based on market rate production) is due.

Why is it good not to have Google develop?

- **Leverages tax credits & funding structures** to get more units, and deeper affordability than the obligation requires.
- **Allows partnership with experienced non profit affordable developers** who can design & coordinate service delivery for a wide range of individuals & households, including formerly homeless.

\$87.6 million in Commercial Linkage Fees help complete financing for affordable projects AND deepen affordability in addition to a higher commitment to middle income units onsite.

- Enables **affordable housing with deeper affordability within the DSAP**
- In combination with land, can be leveraged alongside other funding sources for City's priority targets, giving City flexibility to (for example):
 - Deliver **more** middle-income units, or
 - Deliver units with **deeper** affordability, including extremely low income households.

5% of total units to middle income inclusionary onsite + Money for Stabilization!

- Through a fund, **dedicating dollars that go to community stabilization** , targeted to areas City-wide where the risk of displacement is high.