



Photo : Sergio Ruiz, SPUR

Diridon Station Area/Google Info Session

Hosted by the African American Community Service Agency
March 4, 2021

Introductions

City Staff Representatives:

- Lori Severino, Diridon Program Manager, Office of Economic Development
- Eric Eidlin, Station Planning Manager, Department of Transportation
- Nanci Klein, Director of Economic Development
- Jacky Morales-Ferrand, Housing Director
- Tim Rood, Planning Division Manager
- Larissa Sanderfer, Parks Planner

Also have Dave Javid from Plan to Place – consultant and Google Team Representatives

Diridon Station Area Projects



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
 - Julian/Stockton Housing + Retail
 - 292 Stockton Ave Hotel + Residential
 - Akathf Offices
 - 777 Park Ave Affordable Housing
 - 777 W San Carlos Mixed Use
 - Dupont Village + McEvoy GPA Residential
 - 750 W San Carlos Residential
 - Lorraine Mixed Use + Montgomery 7 Residential
 - Filice + Park Delmas Residential + Retail
 - Delmas Apartments



SAN JOSE DIRIDON STATION AREA
COMMUNITY ENGAGEMENT

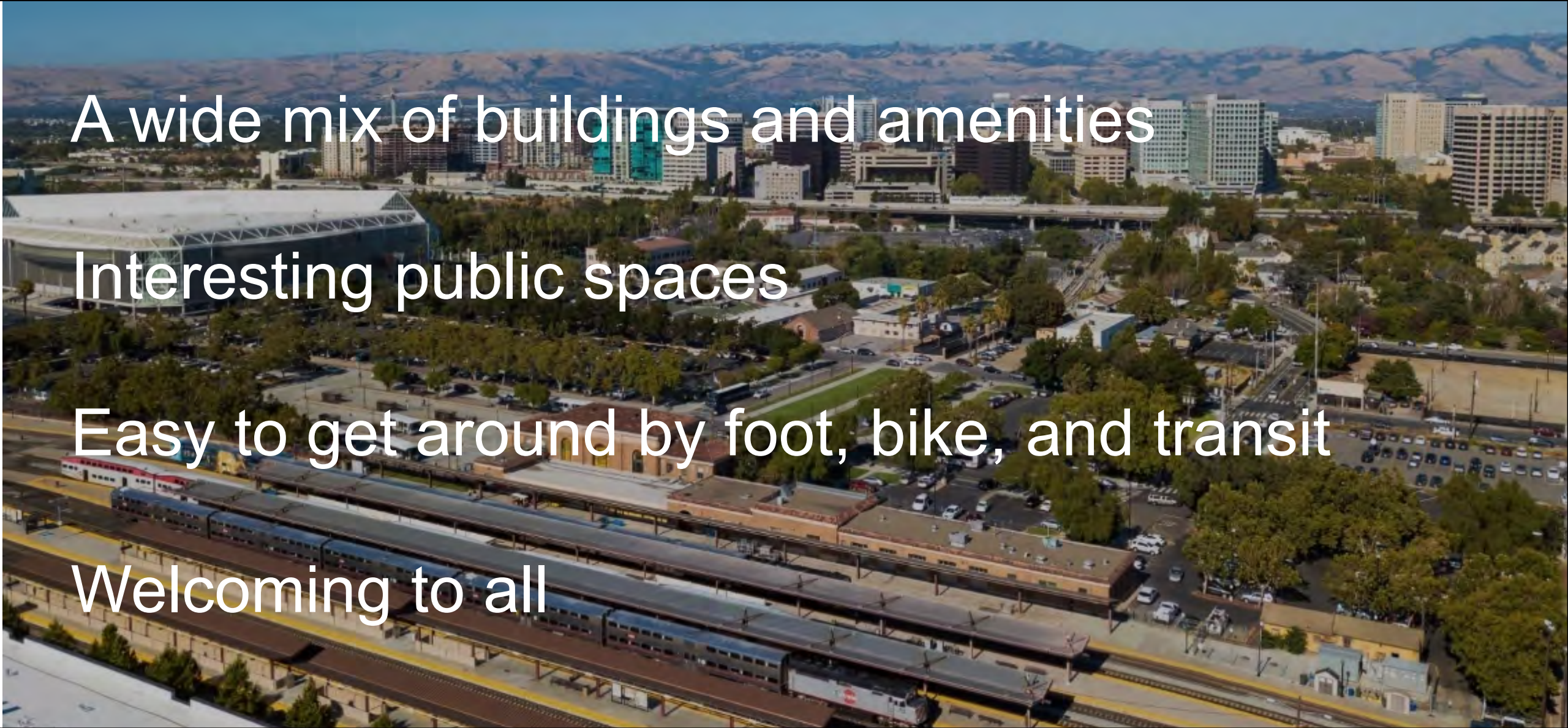
Diridon Station Area Plan (2014)

A wide mix of buildings and amenities

Interesting public spaces

Easy to get around by foot, bike, and transit

Welcoming to all



Coordinated Engagement: 2018 - 2020

2018

- Establish the Diridon Station Area Advisory Group (SAAG)
- Vision for a Google project and area overall
- Memorandum of Understanding (MOU) with Google

Early
2019

- Diridon Integrated Station Concept Plan
- Google pre-application input

Fall
2019

- Google's initial "Downtown West" application
- Begin work on the DSAP update

Spring
2020

- Draft concepts for the DSAP update
- Online survey, including community benefit priorities

Fall
2020

- **Updated "Downtown West" info and environmental report**
- **Draft Amended DSAP**
- **Draft Diridon Affordable Housing Implementation Plan**



Extensive Community Engagement

Since February 2018...

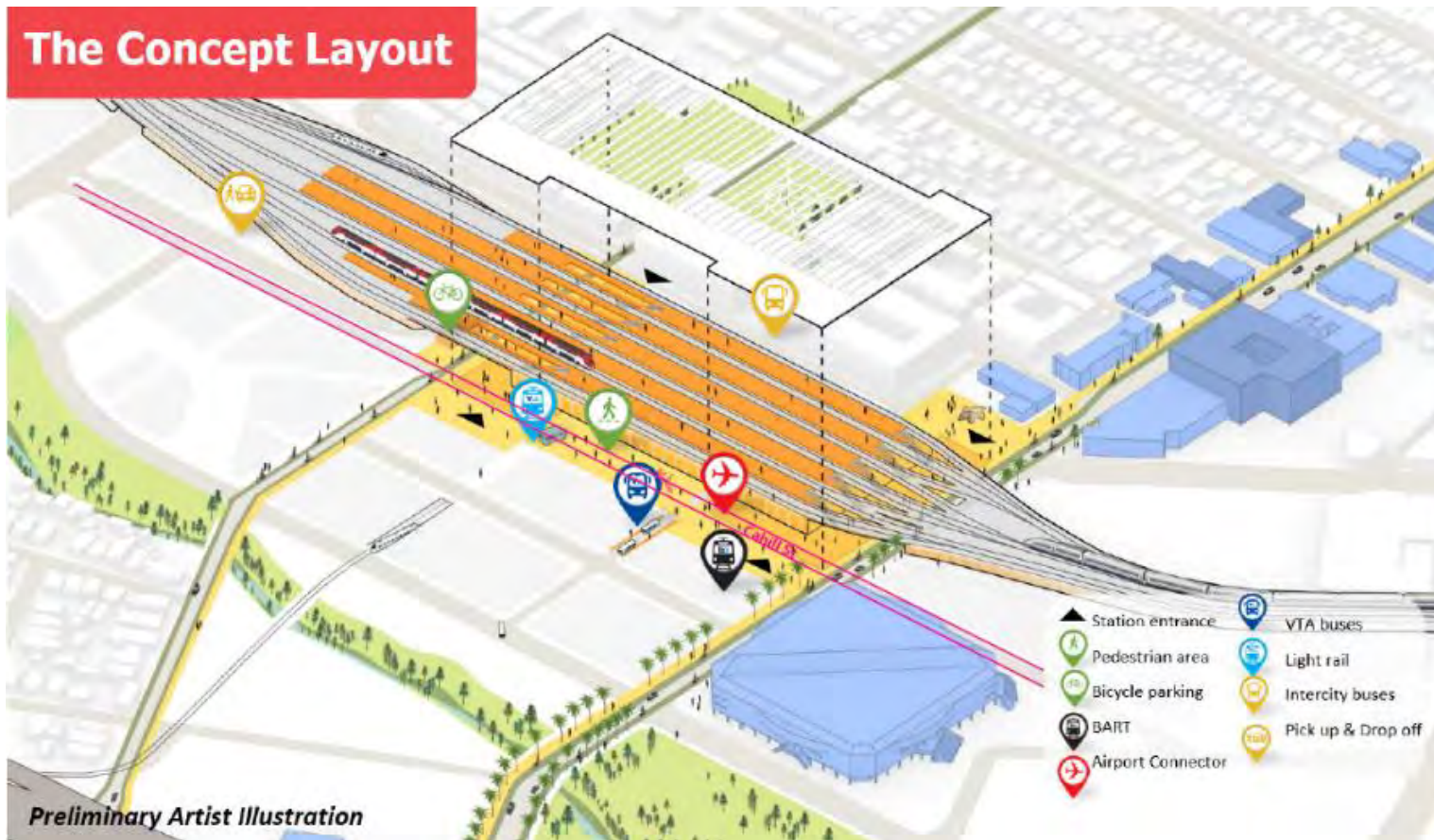
- **32** SAAG meetings and small group discussions
- **21** Community Meetings and Partner Events
- **3** online surveys with **~2,260** responses
- **~ 200** online feedback forms submitted
- **~75,000** page views and **36,000+** unique visitors on diridonsj.org
- **9** pop-ups at community events
- **5** virtual office hours
- **Many** meetings with community groups



SAN JOSE DIRIDON STATION AREA
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CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Diridon Integrated Station Concept Plan (DISC)



Recent effort focused on verification of heavy and light rail alignments from the Concept Layout

Partner Agencies continue coordination with City on Downtown West and DSAP

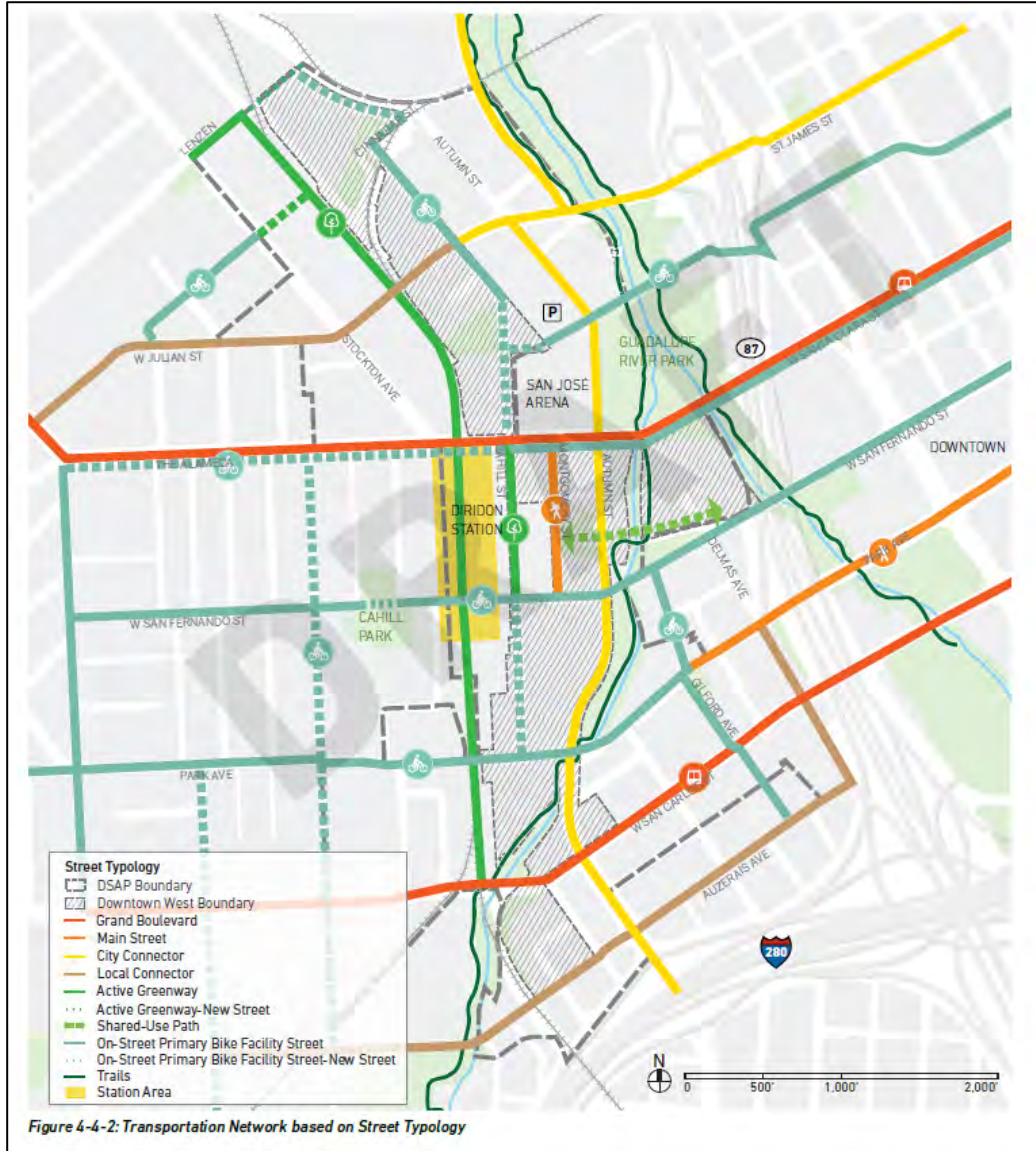
Multi-year effort with differing timelines





Outlining the process steps



For updates & upcoming event info: <https://www.diridonsj.org/disc>

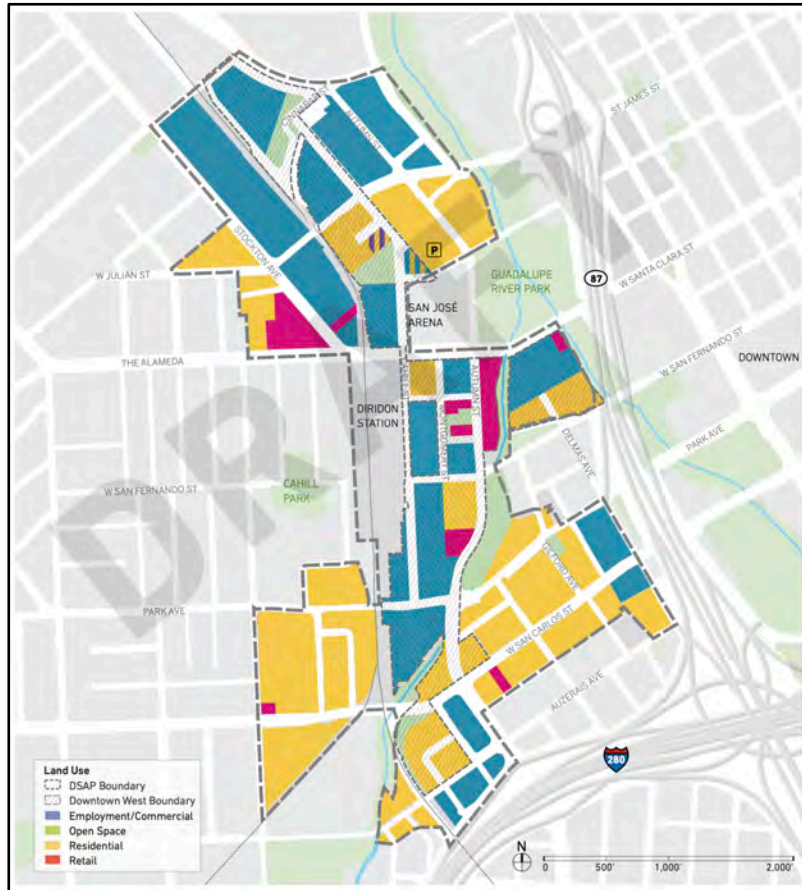
Draft Street Network



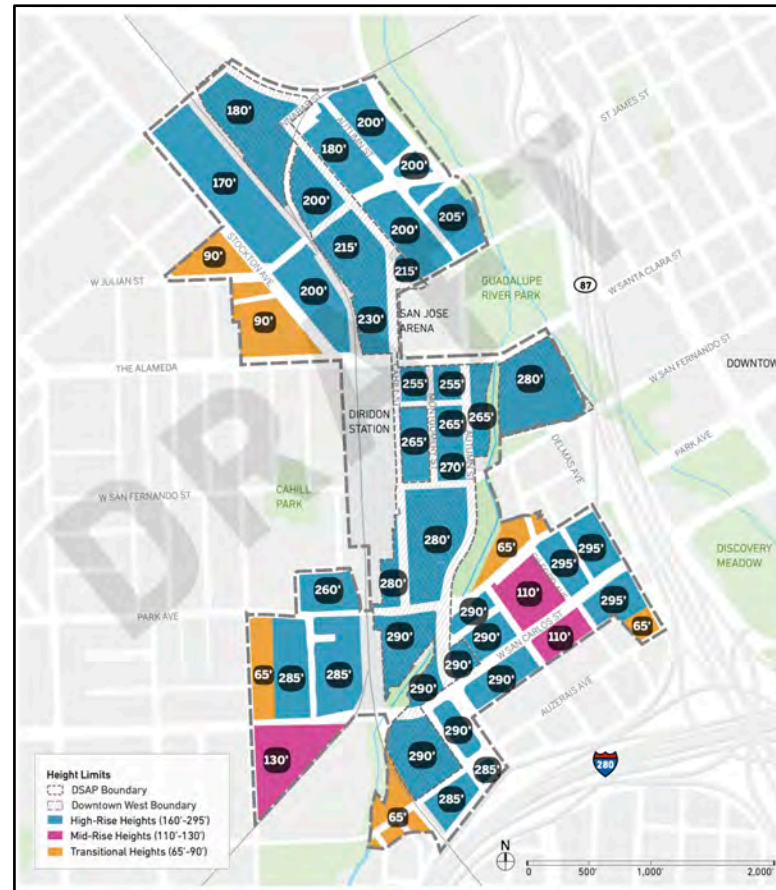
				
Grand Boulevard	Primary	✓	✓	✓
Primary Bike Facility		Primary	✓	✓
Main Street	✓		Primary	✓
Connector	✓	✓		✓
Trail (and Open Space)	✓			
Active Greenway	✓		✓	

Draft Amended DSAP

Land Use Diagram



Height Limits



The proposed changes would increase the potential development capacity by about 7,000 housing units and 6.4 million square feet of commercial space (beyond Downtown West)

Draft Open Space Plan - DSAP

Parks and Plazas



Barrett Dohery



Michael Brooks

The City's 3 P Approach

PRODUCTION

Construct new affordable units with public subsidies and private sector contributions



PROTECTION AND PRESERVATION

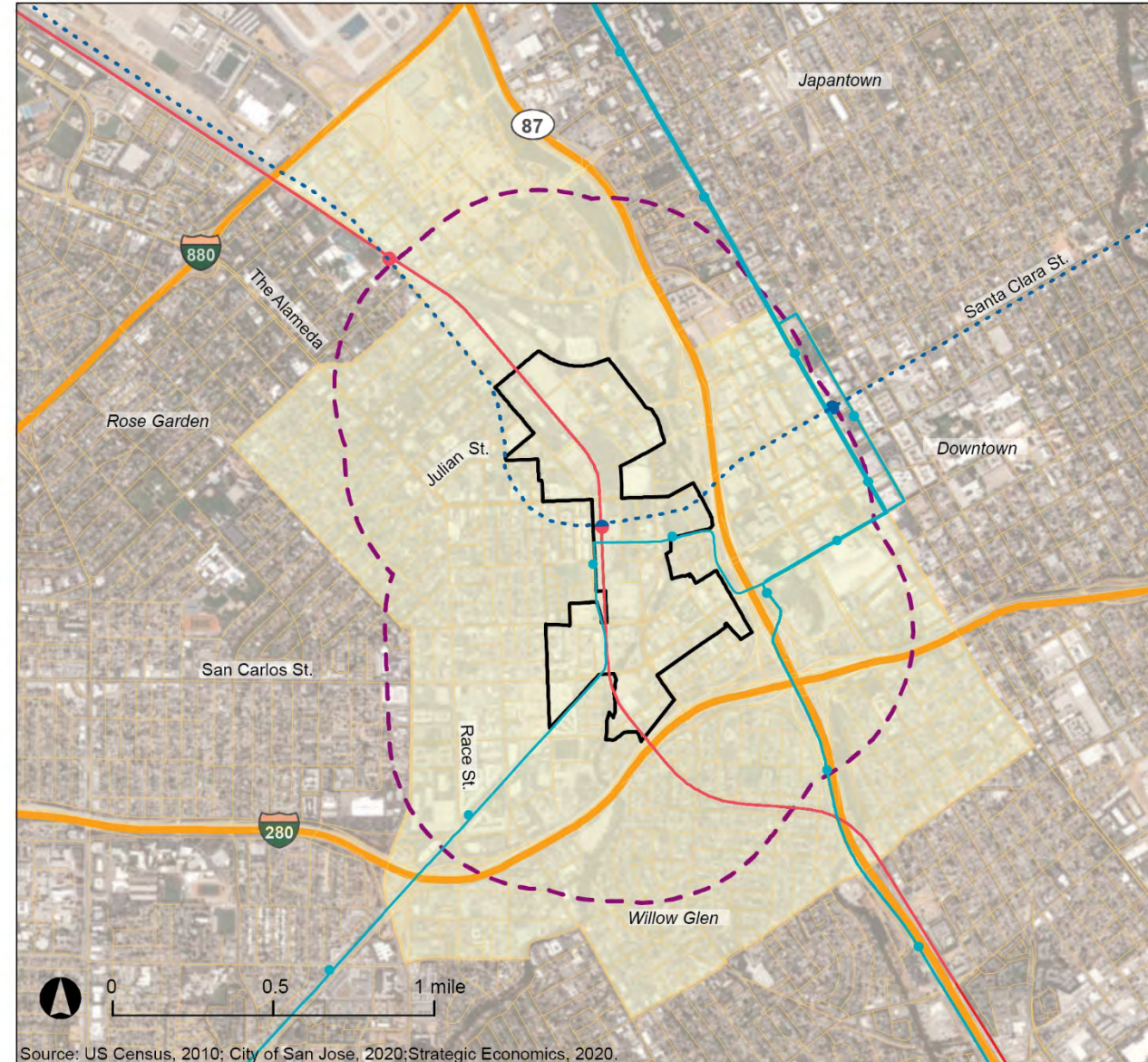
Enact policies to protect vulnerable households from displacement

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



Preliminary goals for the Diridon Area

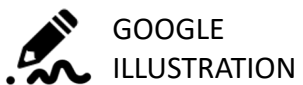
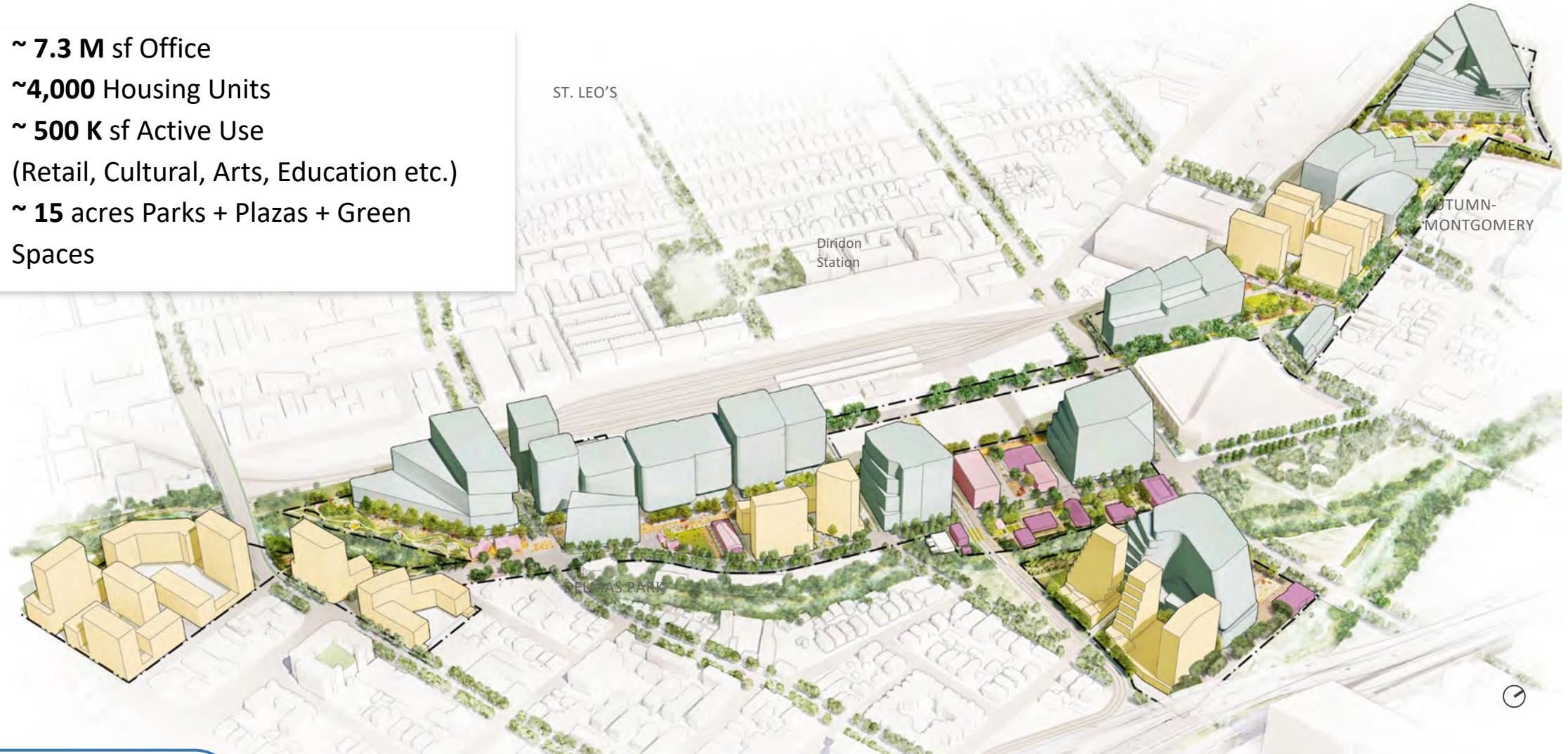
- **25%** of housing to be deed-restricted affordable units at buildout
- In the DSA and 1/2-mile buffer:
 - Maintain number of low-income renter households
 - Maintain affordability of existing deed-restricted units
 - Launch Preservation Pilot Program



Google's Downtown West Project

GARDEN
ALAMEDA

- ~ 7.3 M sf Office
- ~4,000 Housing Units
- ~ 500 K sf Active Use
(Retail, Cultural, Arts, Education etc.)
- ~ 15 acres Parks + Plazas + Green
Spaces



GOOGLE
ILLUSTRATION

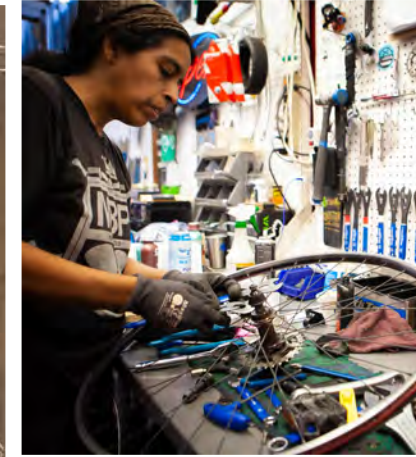
**Illustrative massing reflects the combination of density allowed in project's zoning and applicable Downtown West design standards and guidelines*



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Vision for the Area



Images taken from Google's [Design Standards and Guidelines video](#), October 7, 2020

Downtown West: 3 Pathways

Development Review
(entitlements and design)

Environmental Review (CEQA)

Development Agreement

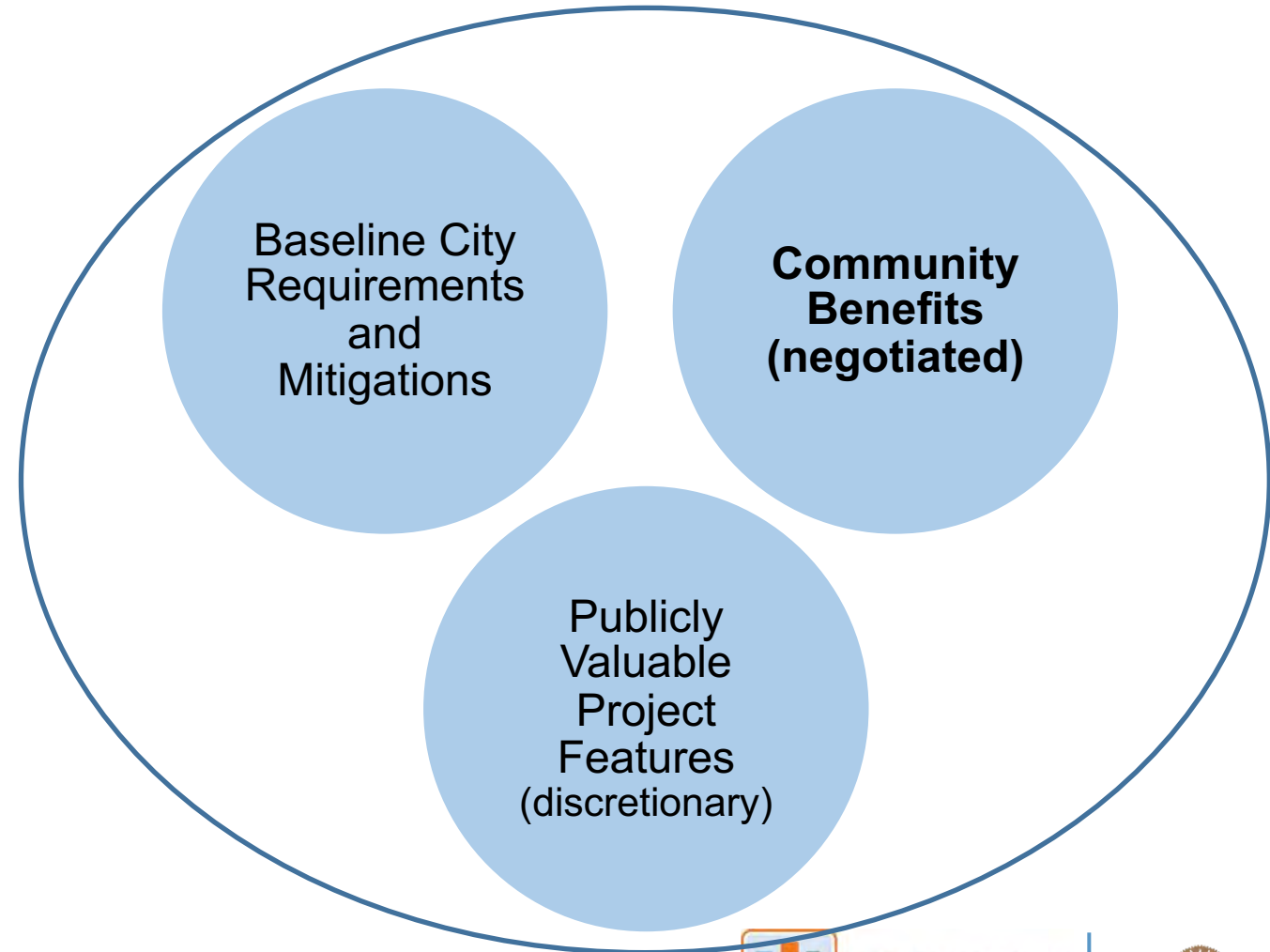


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Community Benefits

- Development Agreements (DA) are common tools for large, multi-phased development projects
- The Development Agreement for the Downtown West project will include a Community Benefits package
- “Community Benefits” go beyond City requirements, mitigations, and discretionary project features
- Per the MOU, the intent is to share back some of the value created by City actions and consider development feasibility
- Releasing the staff-recommended DA in March

3 Types of Public Benefits



Community Benefit Priorities

- Affordable housing
- Displacement prevention and community stabilization
- Education, job training, and employment opportunities



Potential Housing Strategies

- **Build more affordable housing** (subsidized at below-market rates for people with lower incomes)
- **Preserve existing affordable housing** (City or non profit acquires and rehabs existing buildings for affordable housing, or extends subsidies)
- **Provide programs for individuals/families to help prevent displacement or homelessness** (e.g., short-term rental assistance, eviction defense, tenant education, social services)
- **Increase support services for people experiencing homelessness** (e.g., outreach, temporary shelters, navigation centers, mental health services, etc.)
- **Research/pilot community ownership models and innovations** (e.g., community land trusts, co-ops, co-living, or rent-to-own models; modular housing and other construction technologies)

Potential Economic Opportunity Programs

- **Job training programs** for adults, focusing on good-paying career pathways
- **Small business stabilization and opportunities**, including support for local businesses, entrepreneurs, and artists
- **Scholarships** for young adults to attend college or post-secondary educational programs
- **Career exploration programs** for middle/high school students, such as job shadowing, internships, and mentoring
- **Early childhood education and childcare** for families (affordable, accessible, and high quality)



Upcoming Public Meetings

Station Area Advisory Group Virtual Meeting: [March 22, 6-9:00 PM](#)

- Presentation on the Downtown West Development Agreement, followed by SAAG discussion
- Public comment period at the end

Virtual Community Meeting: [March 27, 10:00 AM](#)

- For community members to learn about and share feedback on the Downtown West Development Agreement

How will a Car-light Diridon Area work? [March 8, 6:00 PM](#)

- Join Friends of Caltrain to learn about the strategies for managing traffic, parking, and alternative modes of transportation; Q&A and feedback opportunity

How to learn more

Visit the City's website (www.diridonsj.org):

- Learn about upcoming public meetings
- Watch recorded presentations
- View the draft plans ([Draft Amended DSAP](#), [Downtown West Project](#), [Draft Diridon Affordable Housing Implementation Plan](#))
- Read background information
- Sign up for email updates

Visit Google's Downtown West site: g.co/sanjose

Email the project team with any questions or comments on the projects: Lori.severino@sanjoseca.gov