Station Area Advisory Group (SAAG) MEETING

Thursday, August 22, 2019 | 6:30 PM
Meeting Agenda

I. Approve Meeting Minutes from May 22, 2019

II. Meeting Objectives
   • Group Agreements
   • Public Engagement

III. Update on the Citywide Anti-Displacement Strategy
   • City staff presentation, Q&A

IV. Google’s conceptual mixed-use framework
   • City staff introduction, Google presentation, discussion

V. Public Comments
Meeting Objectives

• Learn about progress to date on the Citywide Anti-Displacement Strategy, the consultant scope for an Affordable Housing Plan for the Diridon Station Area, and Google’s conceptual mixed use framework
  • Ask questions, share your reactions
• Continue to build understanding of the City’s process to review the Google project and amend the Diridon Station Area Plan, to support your ongoing involvement
• Hear from the public
SAAG Group Agreements

1. Recognize that one person speaks at a time and all others are active listeners

2. Allow everyone the time and opportunity to speak and share their ideas; do not dominate the discussion

3. Build and maintain a safe space; conflicting opinions are natural, but we will not tolerate attacks on individuals, institutions, or perspectives

4. Put yourself in each others shoes; respect each other, seek to understand diverse viewpoints, and ask questions for clarification
5. Represent the diverse community; recognize that not all community members are represented at the table
6. No “got you” moments—keep interactions positive and encouraging
7. Work together to think big about the project; be innovative and forward-thinking
8. Have fun!
Public Engagement - Comments

- **Code of Conduct for Public Meetings**

- If you would like to speak during the public comments section at the end of the meeting, please complete a comment card and hand it to staff.
  - Same rules as City Council meetings (time limit, do not bring up or leave anything at the podium)

- You can also complete a comment card on the back of the agenda, or submit electronic comments at [www.diridonsj.org/contact](http://www.diridonsj.org/contact).

- Meeting videos and summaries posted at [www.diridonsj.org/saag](http://www.diridonsj.org/saag).
Public Engagement – Other Opportunities

• City’s Housing and Displacement Community Forums:
  o Aug. 24, 10:00am-12:00pm, Alma Community Center
  o Sept. 7, 10:00am-12:00pm, School of Arts and Culture

• Google’s Community Open House Event:
  o Aug. 24, 10:30am-1:30pm, Arena Green West

• Other City Pop-ups:
  o District 2 Village Fest: Sept. 7, 3:30–6:30pm, Village Oaks Shopping Center
  o Viva Calle: Sept. 22, 10:00am-3:00pm, Arena Green
Update on the Citywide Anti-Displacement Strategy

City Staff: Jacky Morales-Ferrand, Kristen Clements, Vic Farlie, Rosalynn Hughey
Resident - Anti-Displacement Strategy Update

August 22, 2019

Jacky Morales-Ferrand
Housing Director

Kristen Clements
Housing Director
Definitions

**Displacement** is when a household must move out of their home for reasons outside of their control.

**Gentrification** is when a historically disinvested neighborhood changes through real estate investment & new higher-income residents move in, changing the demographic make-up and character of the overall neighborhood. Gentrification is often associated with displacement.
Council Direction

Housing Crisis Workplan (June 2018)
• Explore anti-displacement strategies

December 4, 2018 Actions
• Return to Council in fall (2019) with a plan for a [citywide] residential displacement, and explore strategies and financing tools to mitigate small business displacement.
The City adopts more and stronger tools to help fight displacement, supplementing the existing programs and policies.

More affordable housing is generated throughout the city, focusing on high density housing in Urban Villages.

The strategy for addressing housing issues integrates homeless services.

The ultimate goal is no direct/indirect displacement from San José, and no increase in homelessness.

Everyone involved takes responsibility to address the housing crisis, including but not limited to the City, Google, and other companies and developers.
Anti-Displacement Policy Network (ADPN)

- 10 U.S. cities in 14-month peer learning network with PolicyLink
- Received national research on displacement, displacement indicators, and measures
- Educated on dozens of strategies to Produce, Preserve & Protect:
  - Anti-Displacement Plan and Community Land Trusts in Austin
  - Preservation Programs of Minneapolis and Denver
  - Right to legal counsel and CDC support in Philadelphia
  - Community participatory process for Portland land use plan & housing education campaign in Nashville
  - Single-family Upzoning in Minneapolis and Portland
- San José’s ADPN team goal: Create a community anti-displacement strategy & a sustainable, wide network of groups
The top five strategies for investing resources:

- Acquire land and build affordable housing in areas well-served by transit
- Acquire, rehab and preserve affordability of existing multifamily housing in areas at greatest risk of gentrification
- Build high-density housing outside of Diridon, incl. East Side
- Use community ownership models to build and preserve housing (e.g., community land trusts)
- Increase funding support for organizations that provide legal assistance and education to tenants; fund legal defense for low-income residents in SCC
Listening to the Community: ADPN Team

- ~500 Community members engaged
- 30 Organizations
- 4 Renters focus groups
  - 49 participants
- 220 responses to renters survey
- 8 neighborhood leader interviews D1, D3, D6, D7, D8
- 2 Commission updates
- 1 Community Forum
- 2 Events
What We Have Already Accomplished

- Strengthened Apartment Rent Ordinance
- Passed Tenant Protection Ordinance (Just Cause)
- Passed Ellis Act Ordinance
- Implementing Inclusionary Housing Ordinance – 15% set-aside
- Continued using long-term ground leases for affordable developments
- Finalizing new Housing Equality Payment Ordinance
- Developing a new Anti-Displacement Tenant Preference
- Funding legal education and defense
Protection Ideas

• Existing tenant protections do not apply to all residents

• Protect high-barrier populations (large families, disabled, undocumented, criminal record, poor credit, ESL)

• Protect vulnerable tenants and families

Support efforts to expand **tenant protections** to duplexes & support modifications to Costa-Hawkins

Support population-specific strategies to remove barriers to housing and services for these groups

Increase funding for Homelessness Prevention & evaluate effectiveness of **legal fund for tenants facing evictions**
Preservation Ideas

- Very little funding for preservation of existing affordable and naturally occurring affordable housing
- Some growth areas overlap naturally occurring affordable housing
- Affordable housing restrictions are not permanent

- Work with public, private & philanthropy to create a revolving loan fund for preservation
- Preservation Ordinance requires notices of sale & provides an opportunity for community acquisition of buildings
- Create an pathway for permanent affordability in Inclusionary Housing & assess feasibility of Community Land Trust Models
Production Ideas

- Lack of funding to subsidize new affordable housing
- Lack of asset building opportunities
- Goal of 25% affordable housing needs a mechanism

- Explore an Affordable Housing Measure in 2020 and Commercial Linkage fee
- Explore co-ops and community land trust models
- Develop Diridon Affordable Housing Implementation Plan & place-based subsidy awards to get affordable homes built near transit
Affordable Housing Implementation Plan

Purpose:

• Develop a plan for achieving an areawide requirement for 25% of all new housing built in the Diridon Station Area to be affordable

• Incorporate affordable housing preservation and resident protection strategies

• Build upon VTA’s study on Affordable Housing and Displacement for the BART Corridor
Affordable Housing Implementation Plan

- Introduction
  - Background Context
  - Definitions
- Existing Conditions of the Study Area
  - Demographics
  - Housing Stock
  - Historic Analysis

- Affordable Housing Needs Assessment
- Goals and Performance Metrics
- Implementation Strategy
  - Production
  - Preservation
  - Protection
Next Steps

- Engage consultant - Diridon Affordable Housing Implementation Plan ➔ August 2019

- Online Renter Survey ➔ Through September

- Community Forums ➔ August – September
  - 8/24 – Alma Community Center
  - 9/7 – School of Arts and Culture
  - Others in September

- City Council Study Session on Displacement ➔ September 16

- City Council – Citywide Anti-Displacement Strategy & direction to staff ➔ December
Stay engaged!

See the City’s webpage on
Citywide Anti-Displacement Strategy:

http://www.sanjoseca.gov/displacement
Small Business – Anti-Displacement Strategy Update

August 22, 2019   Victor Farlie
Office of Economic Development
Approach to date

• Researched how other Jurisdictions approach the issue
• Recognized why the Alum Rock area is the business corridor to prioritize
• Co-Designed with business groups a ‘Pilot Learn and Adapt’ service model
Initial Building Blocks

- Establishing a single point of contact within City Hall (800 line & translation support) to work with small business.
- Utilize the expertise from organizations who support business.
- Explore funding sources from banks and other lending institutions.
Next Steps thru to Summer 2020.

- Initiate the Pilot in Fall 2019 across Alum Rock.
- Support the VTA Consultation on the mitigation program.
- Conduct a business needs assessment of the Diridon station area.
- Evaluate impact of the Pilot.
Q&A with SAAG

Do you have questions about the Anti-Displacement Strategy?

What is your current thinking on priorities?

Do you have suggestions for additional public outreach?
Google’s Conceptual Mixed-Use Framework

City Staff: Rosalynn Hughey, Kim Walesh, and Lori Severino
Google: Alexa Arena and Laura Crescimano
Anticipated Timeline (2019-2020)

**Diridon Station Area Plan**
- Identify DSAP Change Areas
- Prepare DSAP Amendments + Implementation Plans

**Google Mixed-use Project**
- Prepare Application
- Development Review

**Development Agreement**
- Negotiate a Development Agreement, including a Community Benefits Plan

**Community Engagement**

**Fall 2020**
- Planning Commission recommendations
- City Council Decisions

October 2019: anticipated 1st submittal
Upcoming Outreach

Pop-ups:
• Google community open house event: August 24
• District 2 Village Fest: September 7
• Viva Calle: September 22

Tentative agenda for next SAAG meeting (October):
• Update on Google’s mixed-use development
• Process Overview: development review, DSAP Amendment, and community engagement
• Update on the Diridon Integrated Station Concept Plan
Mixed-Use Framework

Station Area Advisory Group
Aug 22, 2019
We’re not thinking about next year, or even the next five

Google is here for the long haul
We want to work together
to imagine this part of downtown — one that draws from San José’s culturally-rich history, vibrant personality, and innovative spirit
We listened **first**

To develop this framework we focused on understanding community needs and priorities.
Building on a decade of engagement and planning

- 2009: City forms Good Neighbor Committee
- 2010: Downtown Strategy
- 2014: Diridon Station Area Plan (DSAP)
- Jan 2018: City forms SAAG + begins public engagement
- Summer 2018: Diridon Integrated Station Concept kick-off (DISC)
- Oct 2018: Diridon Station Area Civic Engagement Report
- Dec 2018: Memorandum of Understanding (MOU)
- 2019 Fall: Framework Refinement
- 2019: Summer + ongoing Stakeholder Engagement
  General Outreach
  Community chats
  Pop-ups

Today:
Mixed-use framework update

Ongoing engagement
2018-19 ENGAGEMENT TOUCHPOINTS

Robust and ongoing community engagement

100s of hours of community listening and engagement

1,500+ touch points with community members

20+ SAAG + Solution Group meetings

25+ SAAG member individual meetings

10+ SAAG neighborhood walks and talks

50+ stakeholder meetings with NGOs and community advocates

10+ pop-ups across San José

4 ecology, open space, and parks walks and talks

2 community chats (arts + culture, ecology forum)
What excites me most about Google in San José

*as told by the people of San José*
Job opportunities in the heart of SJ • Jobs for San Joséans • Give SJ a little more notoriety • The innovation and advances we could make • Using abandoned derelict lots to activate SJ’s downtown core • Nothing • Walkable community with parks, recreation, and retail • SJ is coming up • My mom will get a job close to home • They will invest in the area and my family’s future by committing to the long run • Taking SJ to the next level • New jobs and new opportunities • Hands on learning • Providing opportunities for young people • Real community involvement • Putting San José on the map
What concerns me most about Google in San José

*as told by the people of San José*
Retaining our local culture • Not hiring San Joséans • The cost of housing
Displacement of low income residents • How it will affect me financially •
Everything is getting so expensive • Raising prices, forcing out small business •
It isn’t here fast enough • Don’t make the areas too stark, cold, museum-like •
Traffic • Becoming a big city like SF, losing that sense of community • Will they
deeply engage with the community and provide platforms for folks historically
silenced and understand and enhance the education and wellness of our youth?
• Losing mom + pop shops
SITE AREA

- **DSAP Boundary**: 240 acres
- **Google Mixed-Use Framework Boundary**: ~ 60 acres developable & ~ 20 acres streets

Key:
- Blue line: DSAP Boundary
- Orange line: Google Mixed-Use Framework Boundary

Key Points:
- **Arena Green**
- **Diridon Station**
Initial objectives for the project
01
Create jobs near transit
01

Create jobs near transit

Make the Diridon Station Area a job center

Add economic vitality to San José’s downtown

Enhance the property tax and economic base
We need housing alongside jobs
We need housing alongside jobs

~3,000-5,000 housing units vs. 2,588 housing units across DSAP

Optimize affordable housing through the project and public benefits

+ Affordable housing fund
$250M investment for Bay Area & $50M homelessness and anti-displacement grants
Create opportunity pathways
Create opportunity pathways

A job training and business opportunity center pre-construction

A learning and career opportunity ladder from retail, to food, to tech jobs

An ecosystem model for retail and small, women + minority owned businesses
04
Build a place that is of San José
04

Build a place that is of San José

The highest value parts of the site hold civic, cultural and public spaces.

50/50 site area of office to other uses.

An extension of the City, not an office park. A place for all San Joséans.
Create a place that connects people to nature + transit
Create a cohesive place that is people centric, not car centric

Connect people to nature along the creek and river

Connect surrounding neighborhoods

Climate positive
Better together
Partnership models for learning, local retail and the arts

Develop economically replicable solutions

Co-create a vibrant public realm
~5.5 M sf
Newly proposed office

~1 M sf
Approved office
(San José Water Co. site)

~3,000 - 5,000
Housing units

~15 acres
Parks, plazas and green spaces

~500 K sf
Retail, cultural, arts, education, hotel and other active uses
How we deliver on these objectives
Local and international experts

- Lendlease
  Development Lead

- SITELAB urban studio
  Urban Design Lead

- Heatherwick Studio
  Architecture

- West 8
  Landscape Architecture

- Prior & Partners
  Urban Design / Rail

- San Francisco Estuary Institute (SFEI)
  Ecology

- H.T. Harvey
  Ecology

- Sherwood Design Engineers
  Engineering

- ARUP
  Transportation + Engineering

- Nelson Nygaard
  Transportation + Mobility
Framework
Concept
Station today + tomorrow: Caltrain, BART, Bus, VTA Light Rail, and High Speed Rail
Experience Drivers

Varied experiences at the creek

World-class multi-modal transit hub

Local neighborhoods with diverse character and community

A new part of Downtown San José mixed use + connected
Julian + St. John

Legend:
- Office
- Housing
- Hotel
- Retail and Cultural
- Civic and Institutional

NETWORK CONNECTIONS
- SAP
- Little Italy
- Arena Green
- Garden Alameda Neighborhood
- San Pedro Square 10 min from SAP
- To SJSU
- To St. James Park
- To Plaza De Cesar Chavez
- To Plaza De San Fernando
Santa Clara +
The Alameda

Legend
- Office
- Housing
- Hotel
- Retail and Cultural
- Civic and Institutional

Whole Foods
5 min from SAP

SAP

Hotel De Anza
7 min from SAP

Historic SJWC Building
NETWORK CONNECTIONS

San Carlos + Park

Legend
- Office
- Housing
- Hotel
- Retail and Cultural
- Civic and Institutional

St. Leo’s Neighborhood
Overscaled Roadways

Plaza de César Chávez
18 min from Station

Center for Performing Arts
15 min from Station
NETWORK CONNECTIONS

Rail + Creek

Legend
- DSAP Boundary
- Existing Trails
- Creek
- Riparian Corridor
- Contextual Green

Regional + Local Rail Connections

Large 5-way Intersection

Broken Link of Trail

To SJSU
To St. James Park
To City Hall
RECONNECTING THE AREA

Creek + Nature Trails

Legend

- --- DSAP Boundary
- ---- Existing Trails
- --- Proposed Trail Connections
- --- Augmented Trail
- Creek
- Riparian Corridor
- Contextual Green

Extending Creek Trail
Adding Greenways
Bridging Gaps

To SJSU
To St. James Park
To City Hall
PRIORITIZING EXPERIENCES

Bicycle + Pedestrian Pathways

Legend

- DSAP Boundary
- Existing Trails
- Proposed Trail Connections
- Augmented Trail
- Creek
- Riparian Corridor
- Contextual Green
Parks + Plazas

Legend

- DSAP Boundary
- Existing Trails
- Proposed Trail Connections
- Augmented Trail
- Creek
- Riparian Corridor
- Contextual Green

VARIETY OF OPEN SPACES

- Expanded Creekside Open Space
- Connected Plazas Station to Creek
- Arts + Making Square

Legend

- DSAP Boundary
- Existing Trails
- Proposed Trail Connections
- Augmented Trail
- Creek
- Riparian Corridor
- Contextual Green
Proposed Land Use

Legend:
- Newly Proposed Office
- Housing
- Hotel
- Retail and Cultural
- Civic and Institutional
- Amenity
- Google Mixed-Use Framework
01 Arts + Making Square
02 The Triangle
03 Plaza at Cahill

Gateway

Chances to Pause
04 Cultural Hub

Community Green

Local Retail
05 Autumn Street
to the Creek
06 Gateway at Santa Clara

Learning

Community Space
07 Green Meander + Neighborhood Plaza
Varied Character Zones

North to South

Local, Immersive, Green, Cultural, Vibrant, Creative, Industrial
~5.5M sf newly proposed office
~1M sf office approved at SJ Water Co. Site
~3,000 - 5,000 housing units
~500K sf retail, cultural, arts, education, hotel + other active uses
~15 acres parks + plazas + green spaces
Building in Flexibility

Parcels that can flex between housing and office uses while maintaining overall program
 Leading objectives for the project

1. Create jobs near transit
2. We need housing alongside jobs
3. Create opportunity pathways
4. Build a place that is of San José
5. Create a place that connects people to nature + transit
6. Better together
What comes next
TIMELINE

Where are we in the process with the City?

- **Aug 2019**: Draft Framework Shared
- **Oct 2019**: Application Submittal
- **Spring 2020**: Draft Project Environmental Impact Report (EIR)
- **Ongoing 2020**: Development Agreement Negotiation + Draft Design Guidelines and Standards
- **Fall 2020**: City Council Consideration
What’s still to come in 2019...

Aug 24  —  Framework Preview in the Park

Sept - Oct  —  Google comes to you... presentations to community based organizations and neighborhood associations.

Sept 21 - Dec  —  Saturday strolls from Diridon. Google open house with optional site walks.

Sept 22  —  Google at Viva Calle - Arena Green. Get the latest Google mixed-use framework update

Oct  —  Google submits City of San José application

Sept - 2020  —  Continued engagement + public realm visioning, events, community chats and more...

More information at sanjoseplan@google.com
Thank You!

Station Area Advisory Group
Aug 22, 2019
Thank You!

Stay Tuned:
For upcoming public events, look for update emails from Lori Severino and check out: [www.diridonsj.org](http://www.diridonsj.org)