



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

SAAG Group Agreements (continued)

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.
- Meeting videos and summaries posted at www.diridonsj.org/saag.



Public Engagement – Other Opportunities

- City's Housing and Displacement Community Forums:
 - Aug. 24, 10:00am-12:00pm, Alma Community Center
 - Sept. 7, 10:00am-12:00pm, School of Arts and Culture
- Google's Community Open House Event:
 - Aug. 24, 10:30am-1:30pm, Arena Green West
- Other City Pop-ups:
 - District 2 Village Fest: Sept. 7, 3:30–6:30pm, Village Oaks Shopping Center
 - Viva Calle: Sept. 22, 10:00am-3:00pm, Arena Green





Photo : Sergio Ruiz, SPUR

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.



Civic Engagement Report (2018)

- 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.

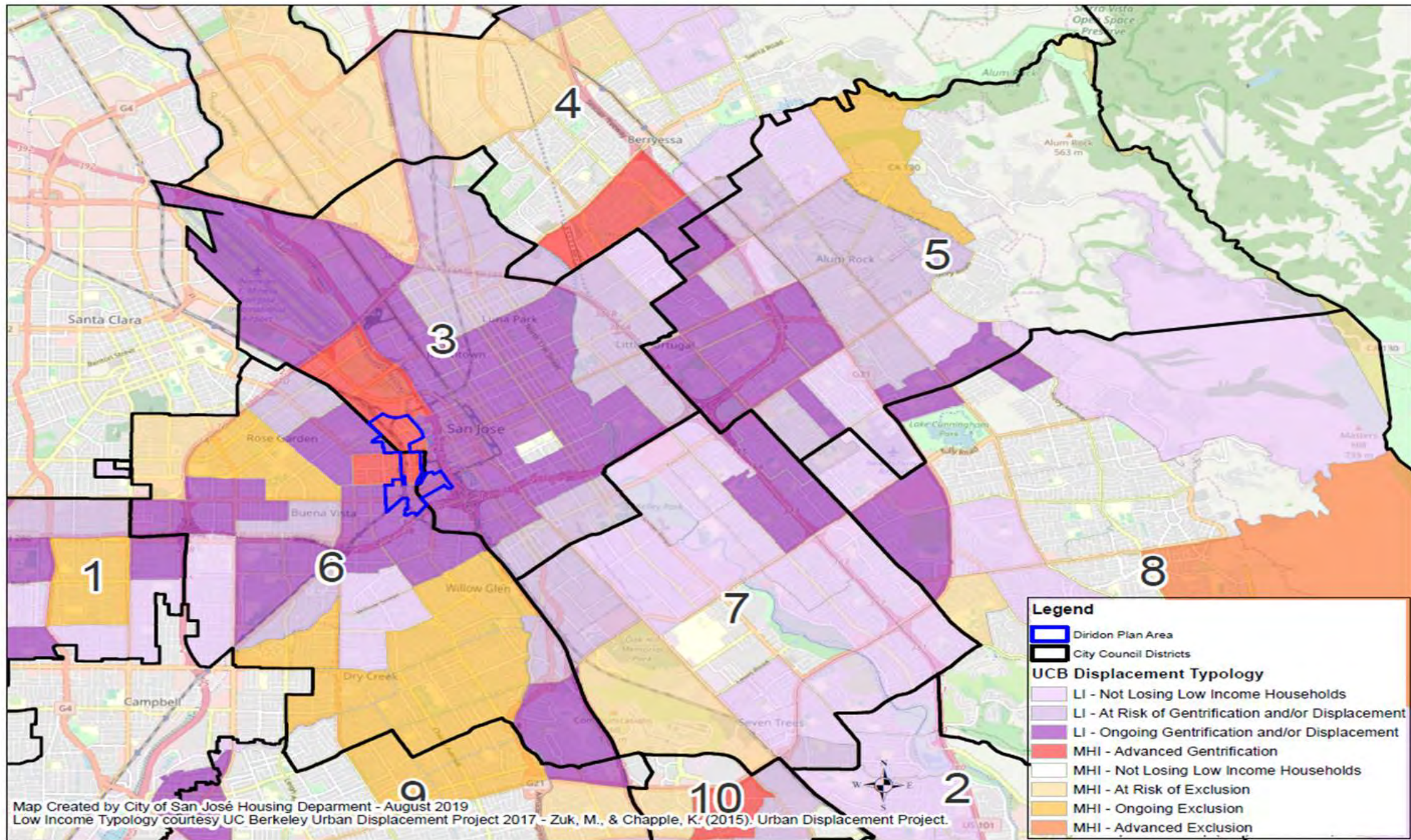


Anti-Displacement Policy Network (ADPN)

- 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



San José Displacement Typologies



Listening to the Community: SAAG

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

2
Events

2
Commission updates

8
neighborhood leader interviews
D1, D3, D6, D7, D8

1
Community Forum

30
Organizations

4
Renters focus groups
49 participants

220
responses to renters survey



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 → Support efforts to expand **tenant protections** to duplexes & support modifications to Costa-Hawkins
- Protect high-barrier populations (large families, disabled, undocumented, criminal record, poor credit, ESL) → Support population-specific strategies to remove barriers to housing and services for these groups
- Protect vulnerable tenants and families → 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 →
 - ◆ Work with public, private & philanthropy to create a revolving loan **fund for preservation**
- Some growth areas overlap naturally occurring affordable housing →
 - ◆ Preservation Ordinance requires notices of sale & provides an opportunity for community **acquisition of buildings**
- Affordable housing restrictions are not permanent →
 - ◆ 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 → Explore an Affordable Housing Measure in 2020 and **Commercial Linkage fee**
- Lack of asset building opportunities → Explore **co-ops and community land trust models**
- Goal of 25% affordable housing needs a mechanism → 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

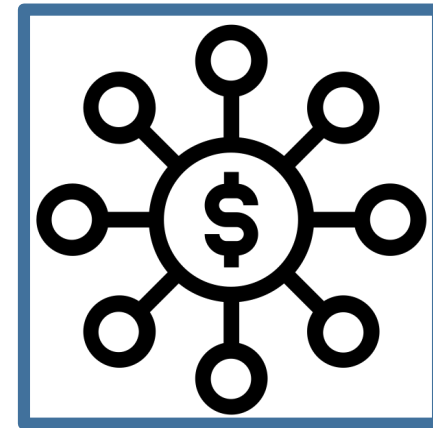
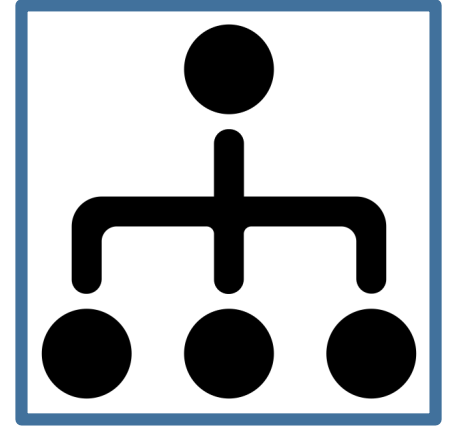
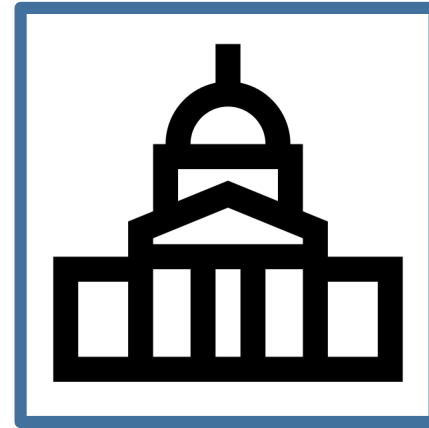
Approach to date

- 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?

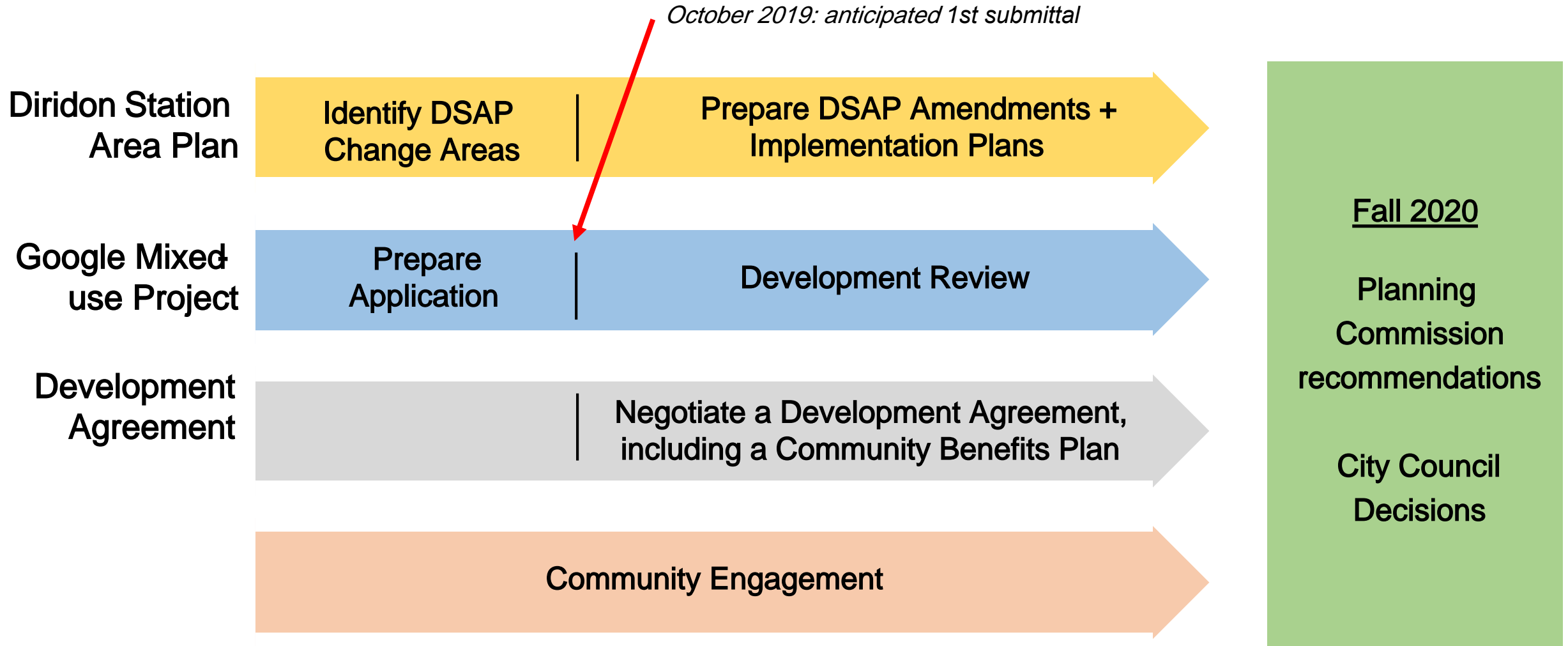


Google's Conceptual Mixed-Use Framework

City Staff: Rosalynn Hughey, Kim Walesh, and Lori Severino

Google: Alexa Arena and Laura Crescimano

Anticipated Timeline (2019-2020)



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 mixeduse 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

Google

San José



We're not thinking about next year, or even the next five

Google is here for the long haul





We want to work together

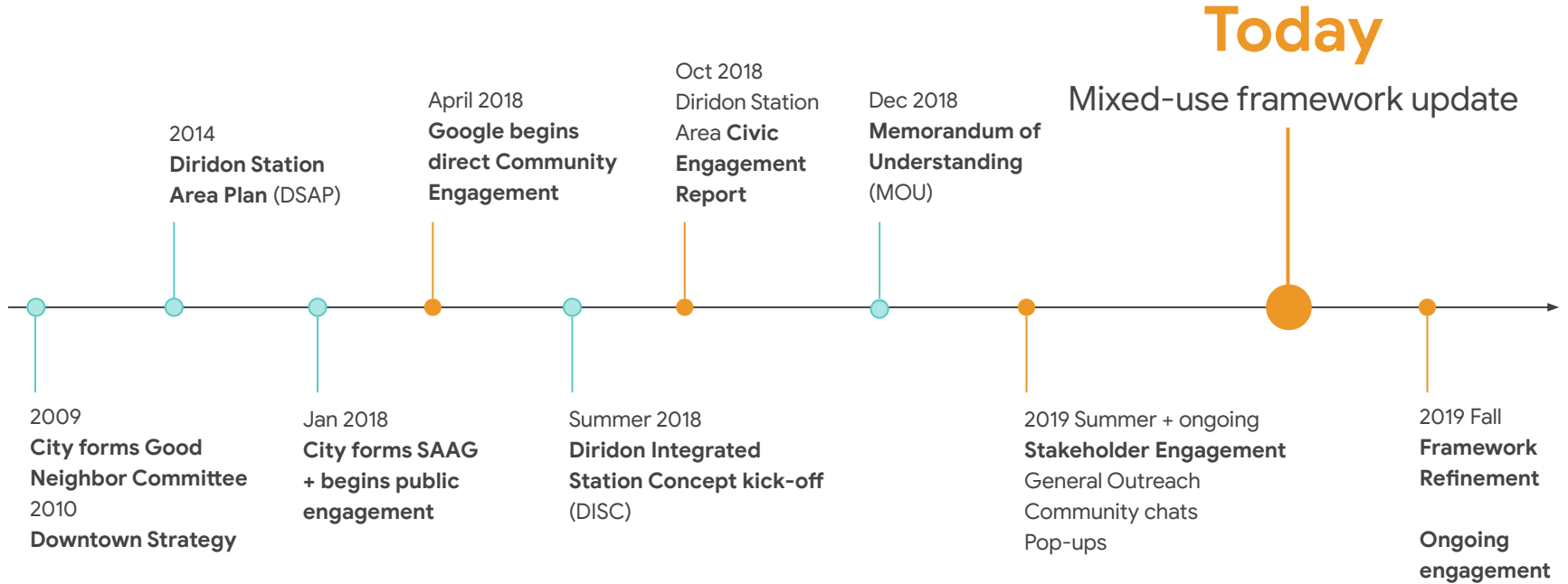
to imagine this part of downtown — one that draws from San José's culturally-rich history, vibrant personality, and innovative spirit

We listened **first**

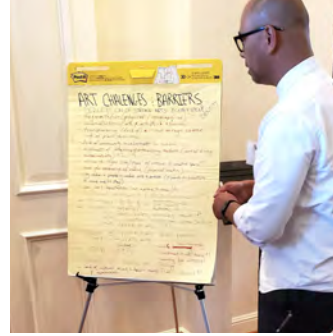
To develop this framework we focused on understanding community needs and priorities



Building on a decade of engagement and planning



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*

RECENT ENGAGEMENT QUOTES

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

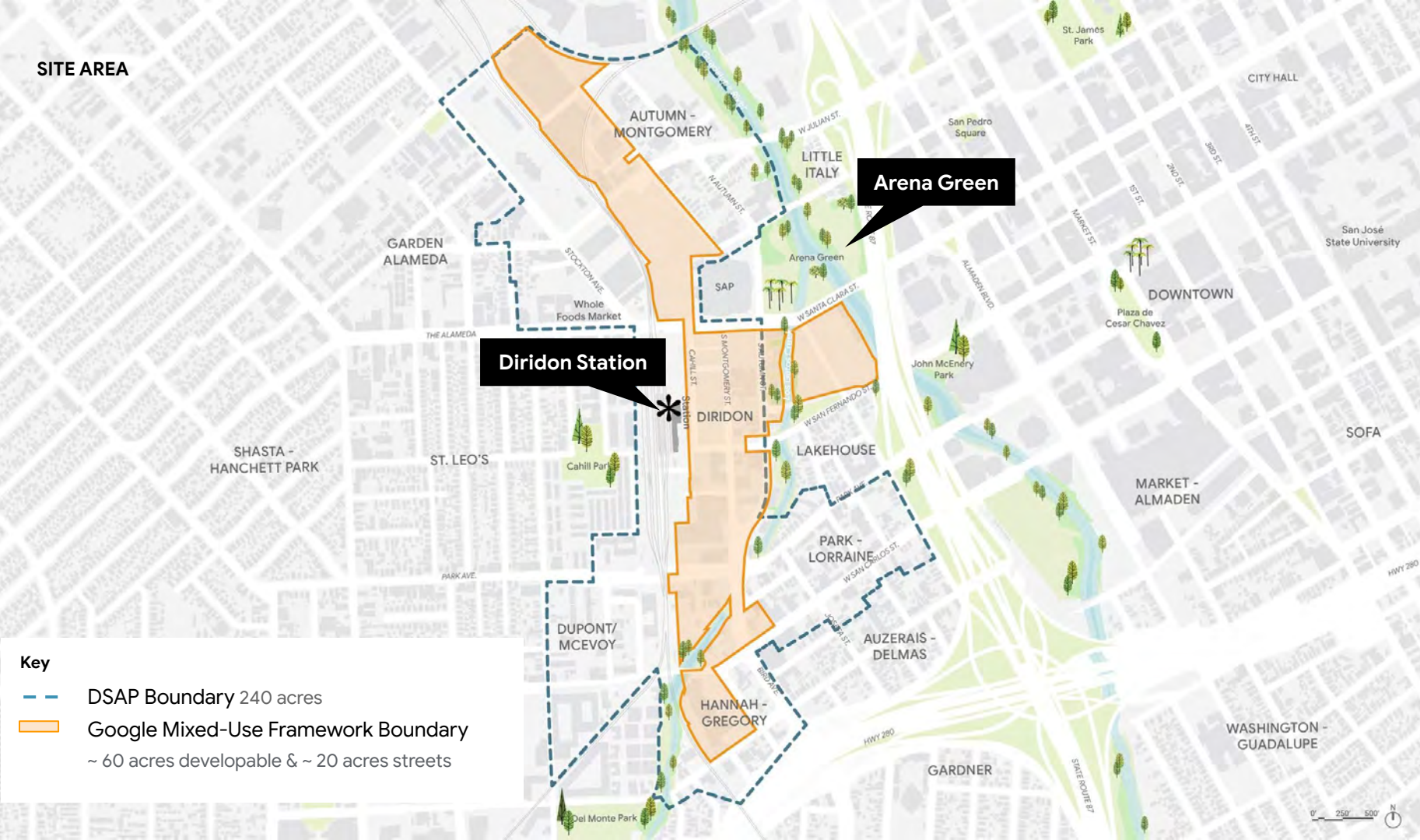
What concerns me most about Google in San José

* as told by the
people of San José

RECENT ENGAGEMENT QUOTES

- 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 ^(p7) • 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



Diridon Station

Arena Green

Key

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

OBJECTIVES

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



02

We need housing
alongside jobs



02

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



03

Create opportunity pathways



03

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



05

Create a place that
connects people to
nature + transit



05

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



06

Better together



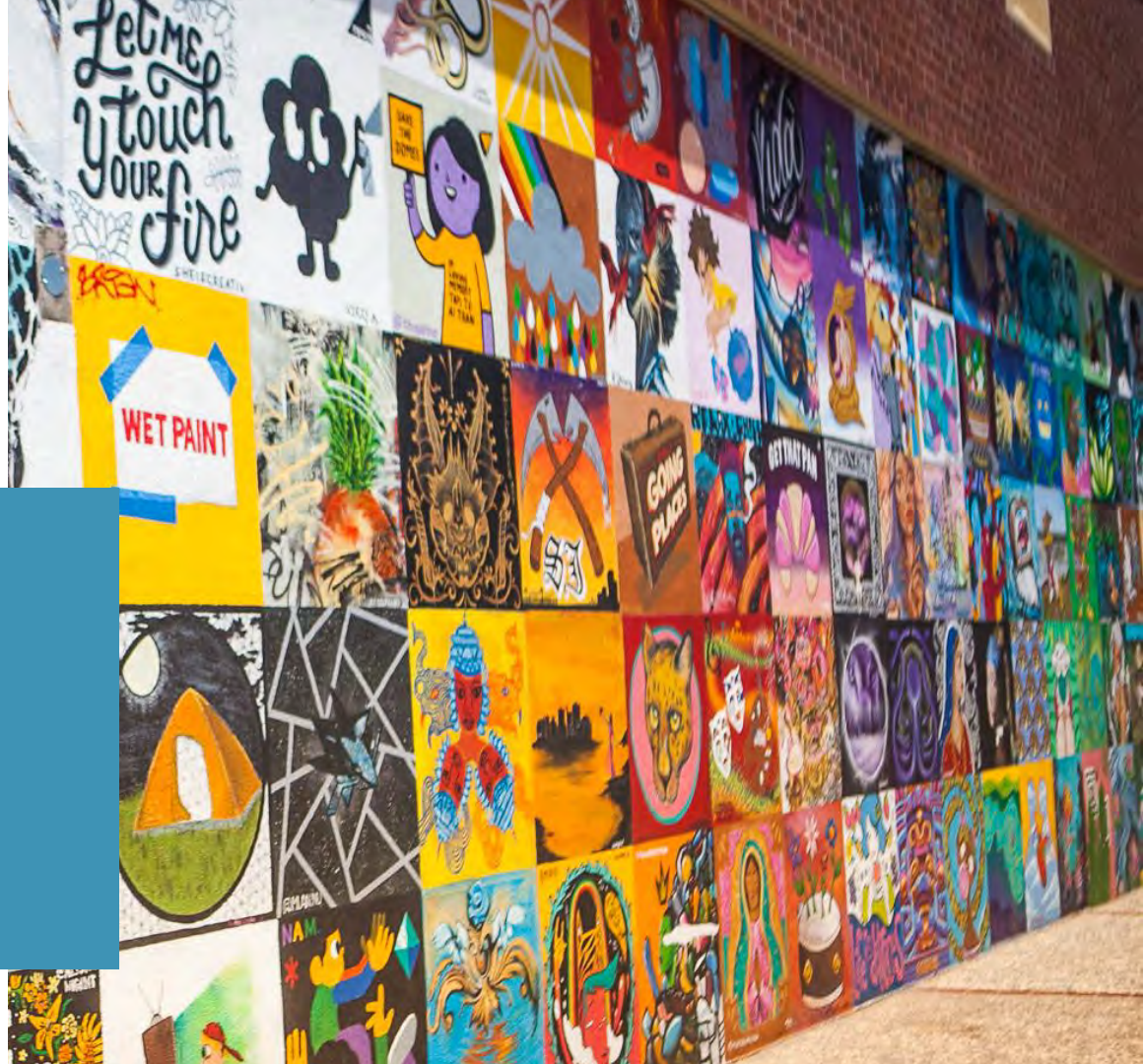
06

Better together

Partnership models for learning, local retail and the arts

Develop economically replicable solutions

Co-create a vibrant public realm






~5.5M sf

Newly proposed office

~1M sf

Approved office
(San José Water Co. site)



**~3,000 -
5,000**

Housing units



~15 acres

Parks, plazas and green
spaces



~500K sf

Retail, cultural, arts,
education, hotel
and other active uses

How we deliver on these objectives



Design



Programs



Partnerships

PROJECT TEAM

Local and international experts



Lendlease
Development Lead



SITELAB urban studio
Urban Design Lead



Heatherwick Studio
Architecture



West 8
Landscape Architecture



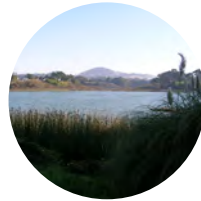
Prior & Partners
Urban Design / Rail



**San Francisco Estuary
Institute (SFEI)**
Ecology



H.T. Harvey
Ecology



**Sherwood Design
Engineers**
Engineering



ARUP
Transportation +
Engineering



Nelson Nygaard
Transportation +
Mobility

Framework Concept

USE SUBWAY
TO STATION

#427 11:38AM ON TIME

#429 1:08PM ON TIME

TRACK
4

TRACK
5

DO NOT
WALK
YOUR
DOG



to San Francisco
Bullet Train: ~1hr
Car: 1-2hrs

Palo Alto

Mountain View

Sunnyvale

Santa Clara

San Jose

Diridon Station

Saratoga

Campbell

Los Gatos

SANTA CRUZ MOUNTAINS

ALUM ROCK PARK

DIABLO RANGE FOOTHILLS

to Los Angeles
Car: 5-6 hrs

0 2mi



**Station today + tomorrow:
Caltrain, BART
Bus, VTA Light Rail,
and High Speed Rail**

to San Francisco
Bullet Train: ~1hr
Car: 1-2hrs

to Los Angeles ◀
Car: 5-6 hrs

San Jose

SAN JOSE STATE UNIVERSITY

DOWNTOWN SAN JOSE

Diridon Station

Tamien Station

College Park Station

880

280

MUNICIPAL ROSE GARDEN

GUADALUPE RIVER PARK

DEL MONTE PARK

HAPPY HOLLOW PARK

CALTRAIN

BART (Future)

VTA

El Camino Real

The Alameda

Park Avenue

San Carlos Street

E. St. James Street

E. Santa Clara Street

COYOTE CREEK

GUADALUPE RIVER

LOS GATOS CREEK

El Camino Real

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



Office

©Google



Housing

©BIG



Retail

©Stijn Pecco



Civic + Educational

©Pixabay



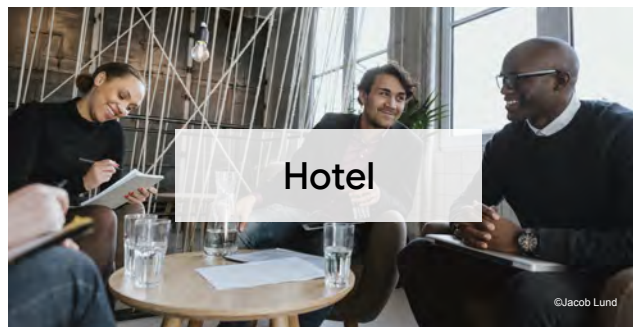
**Open Space, Habitat
+ Recreation**

©SITE LAB



Cultural + Arts

©Land Lease



Hotel

©Jacob Lund

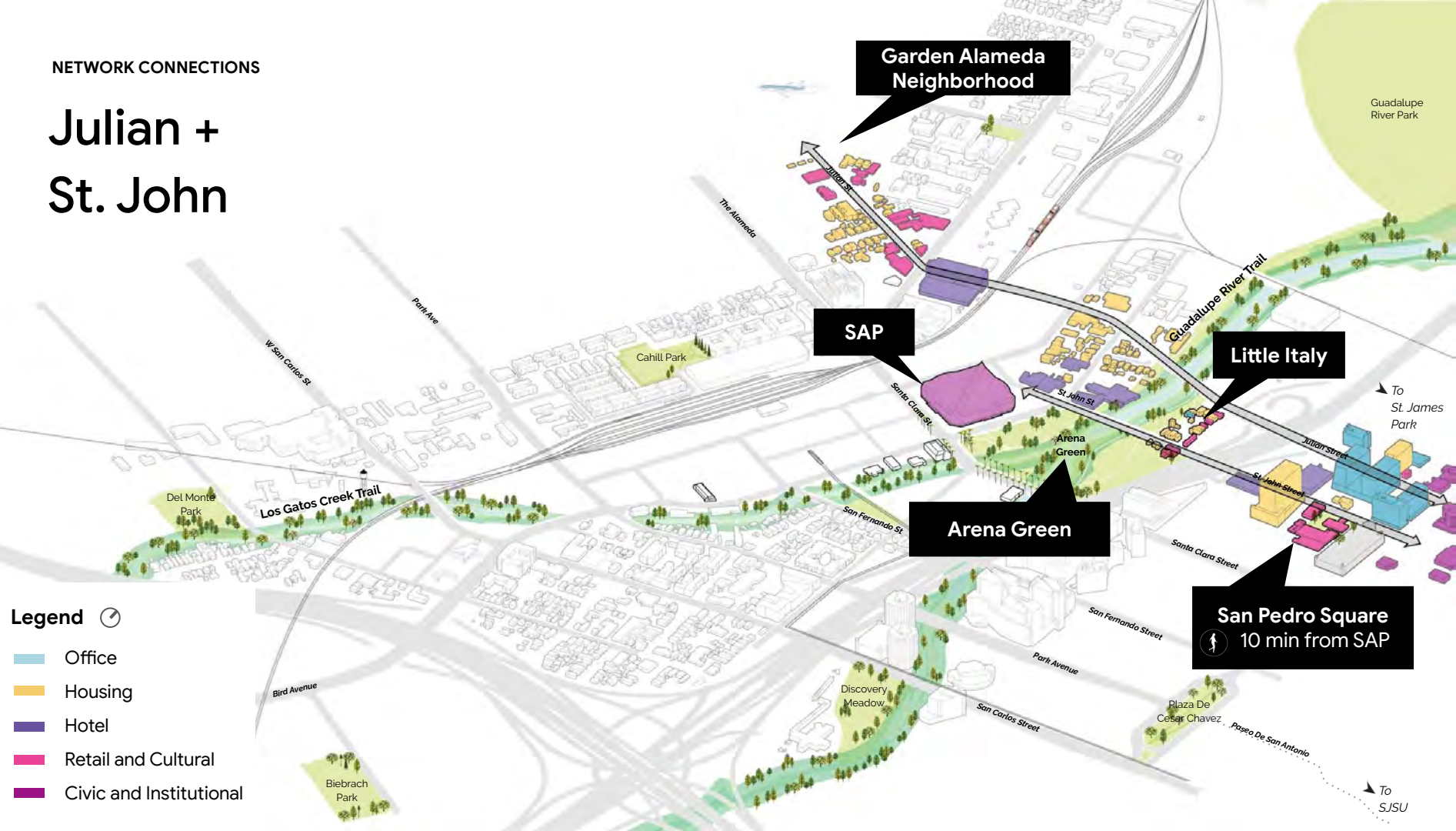


**Non-Profit, Cowork +
Small Business**

©Pixabay

NETWORK CONNECTIONS

Julian + St. John



Legend

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

Garden Alameda Neighborhood

SAP







Little Italy

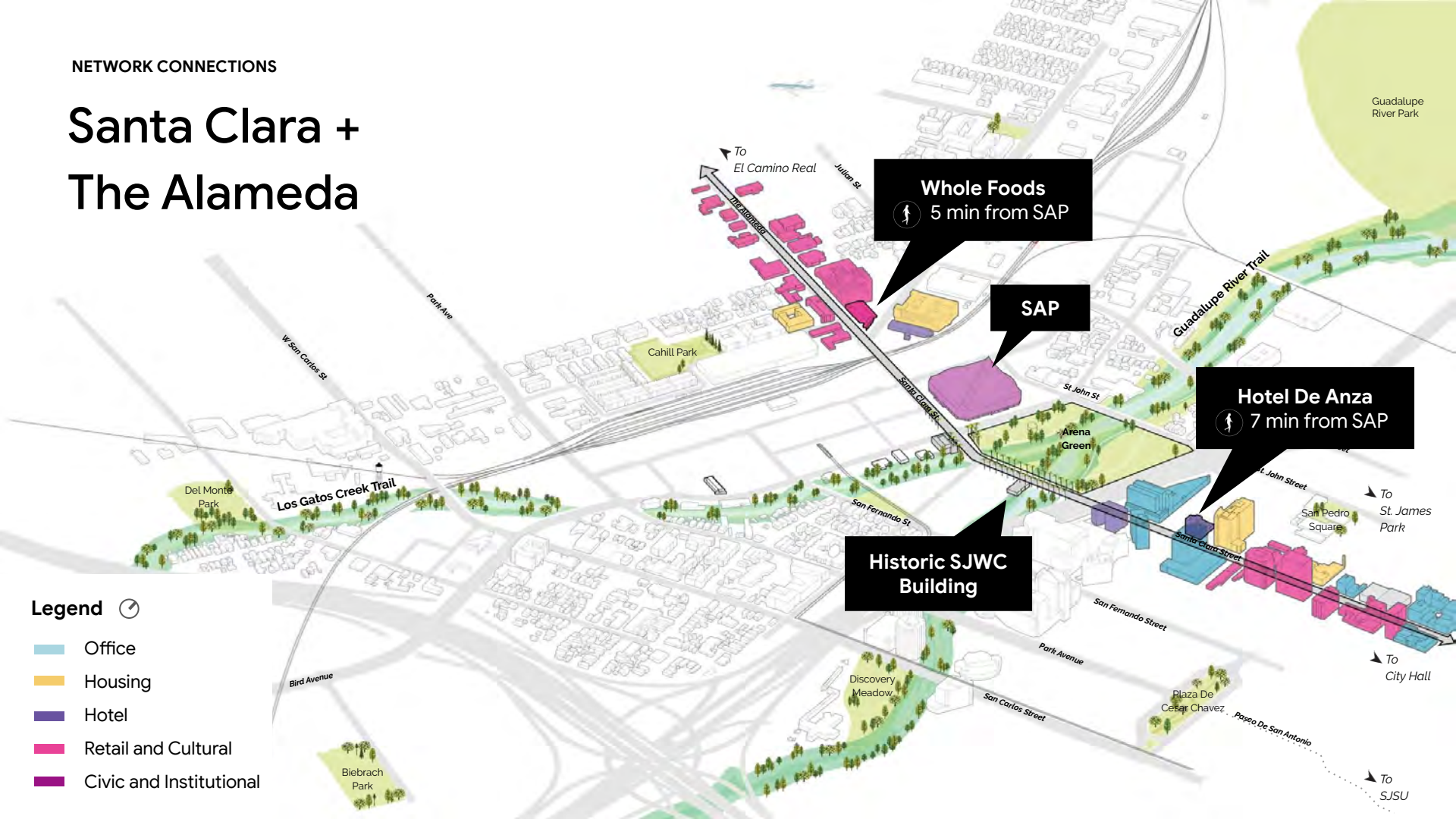
Arena Green

San Pedro Square
10 min from SAP

NETWORK CONNECTIONS

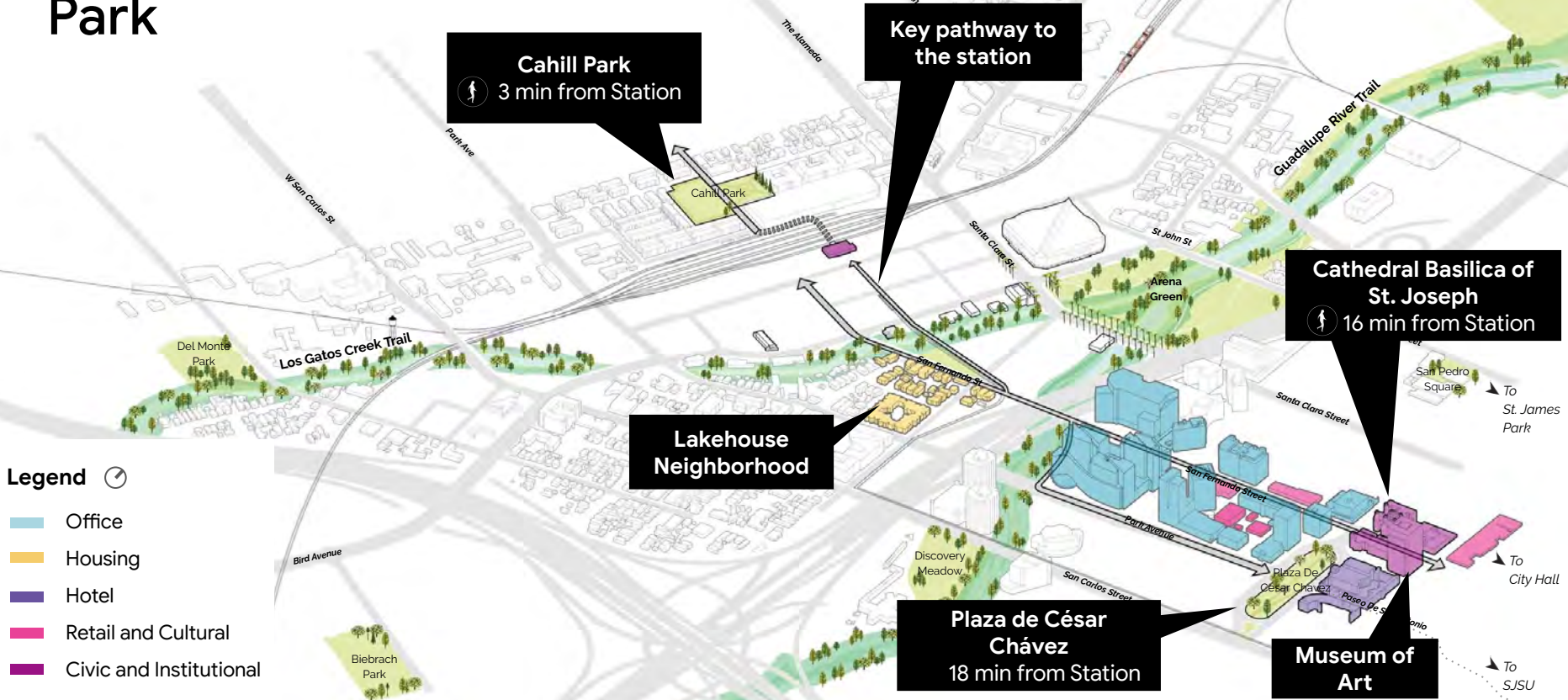
Santa Clara + The Alameda

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



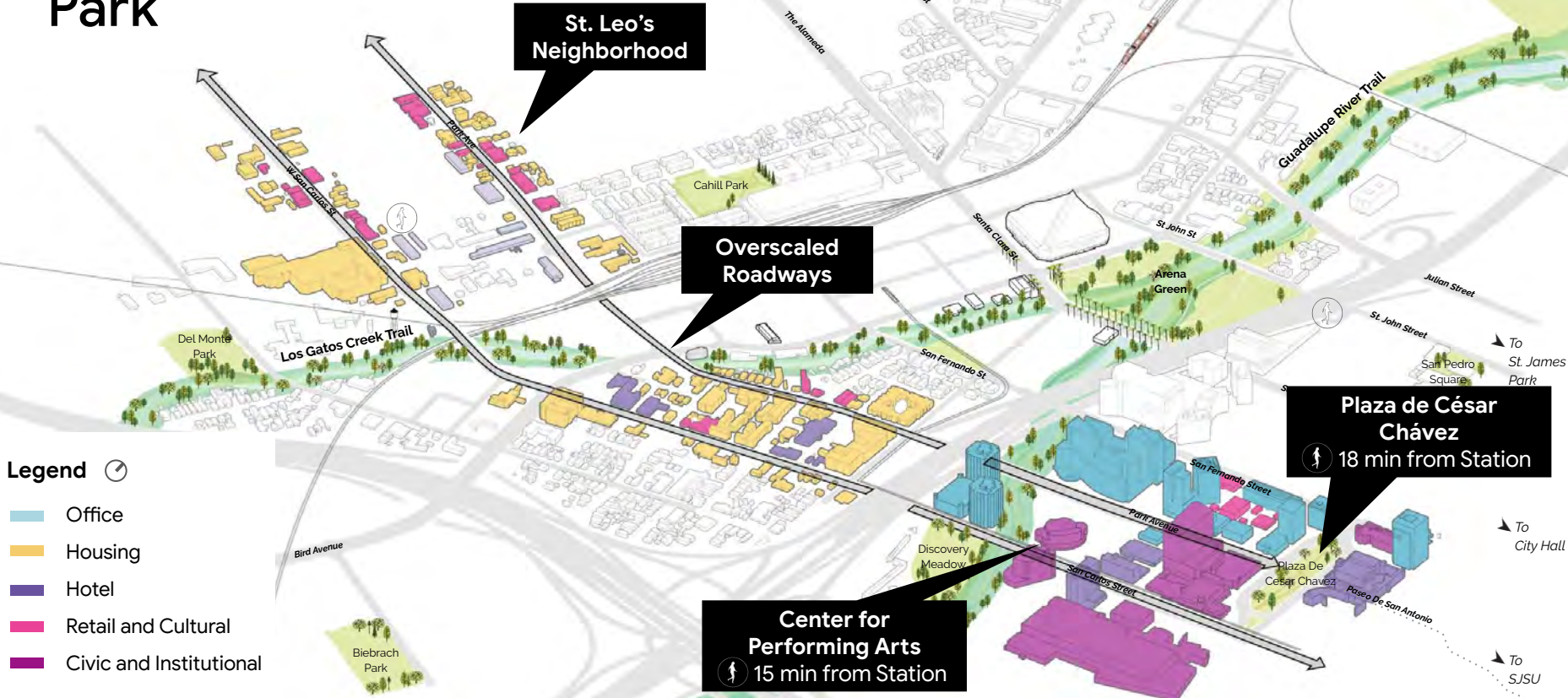
NETWORK CONNECTIONS

San Fernando + Park



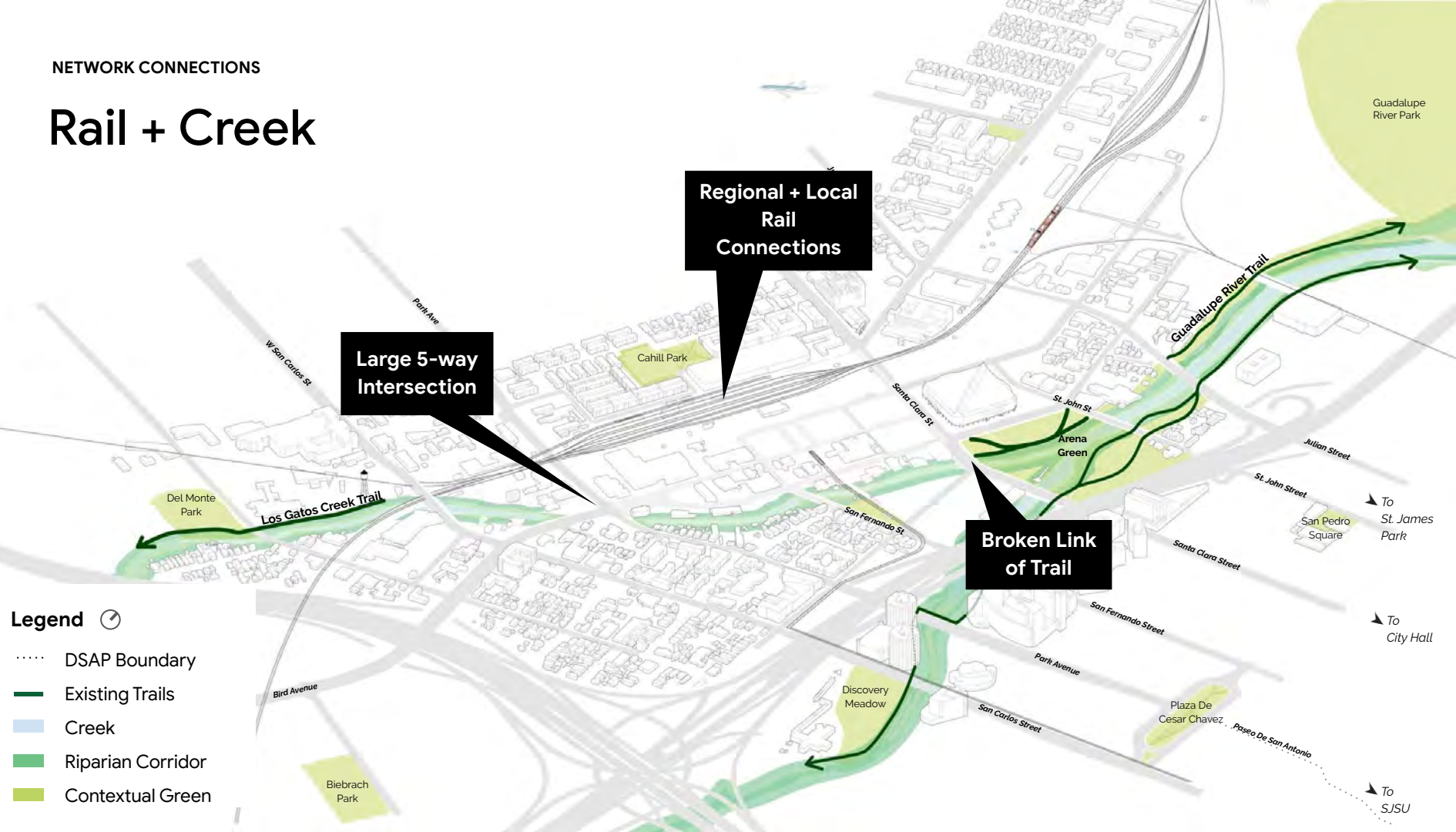
NETWORK CONNECTIONS

San Carlos + Park



NETWORK CONNECTIONS

Rail + Creek

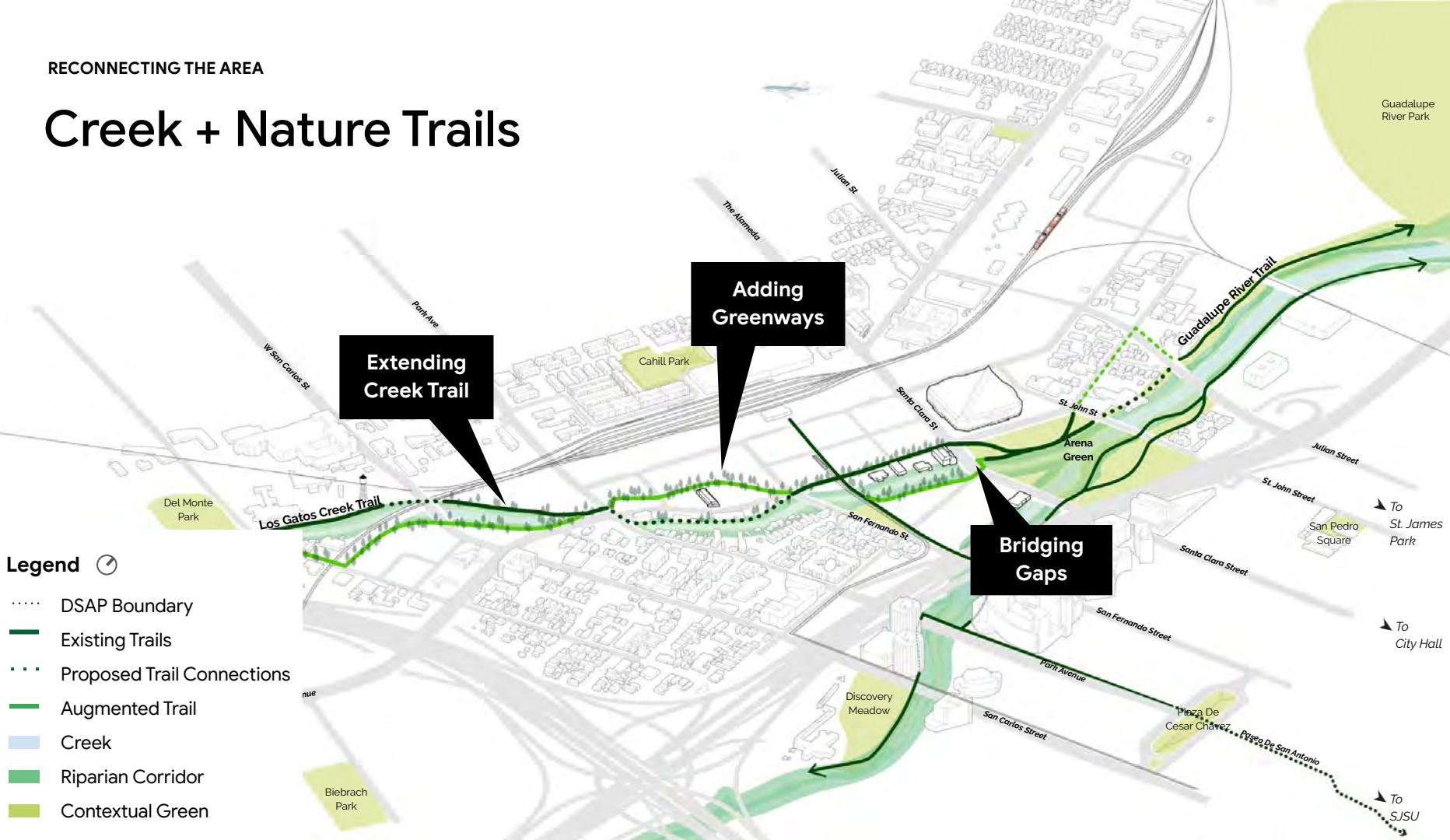


Legend

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

RECONNECTING THE AREA

Creek + Nature Trails



Legend

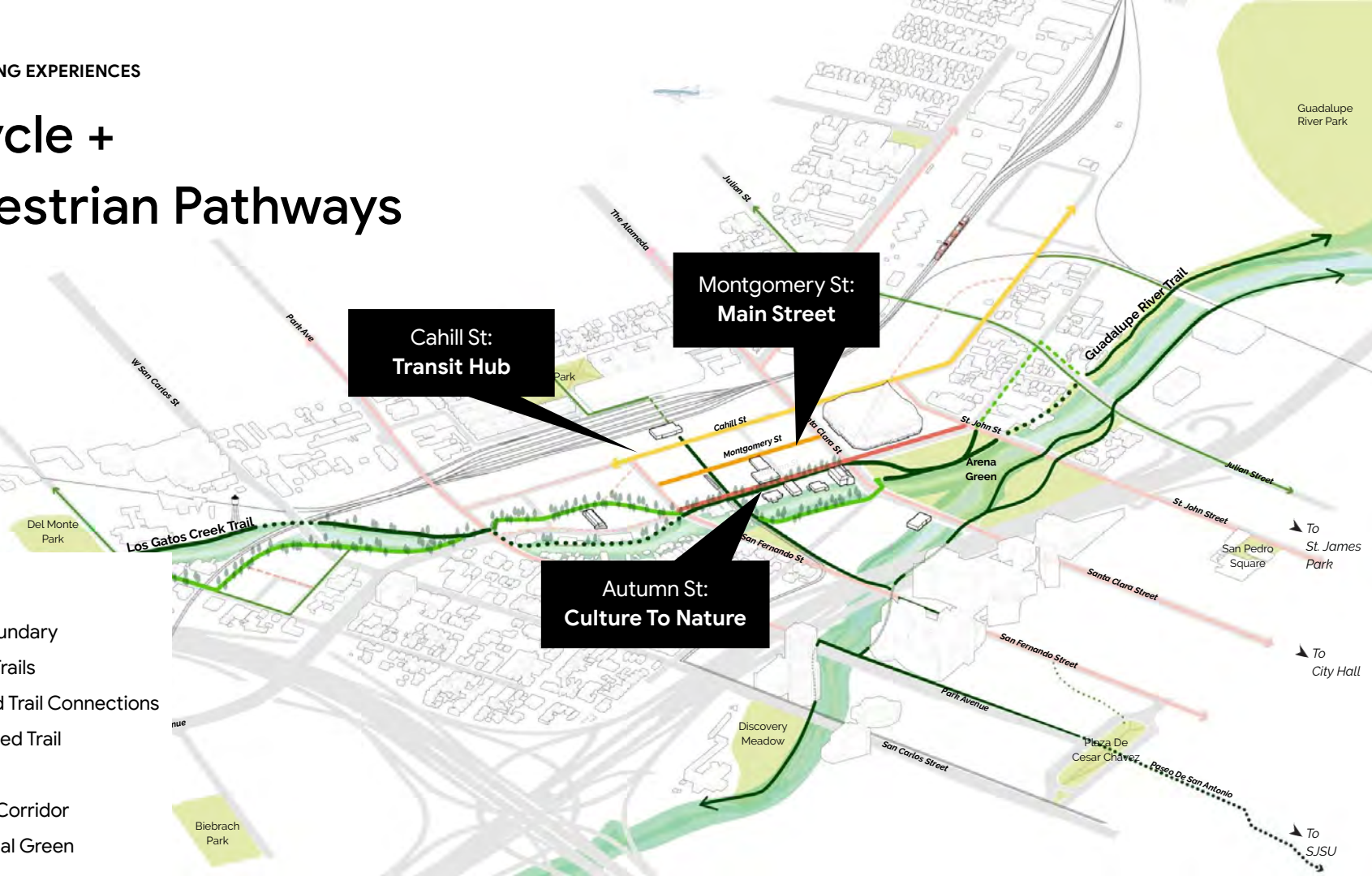
- DSAP Boundary
- Existing Trails
- - - Proposed Trail Connections
- Augmented Trail
- Creek
- Riparian Corridor
- Contextual Green

PRIORITIZING EXPERIENCES

Bicycle + Pedestrian Pathways

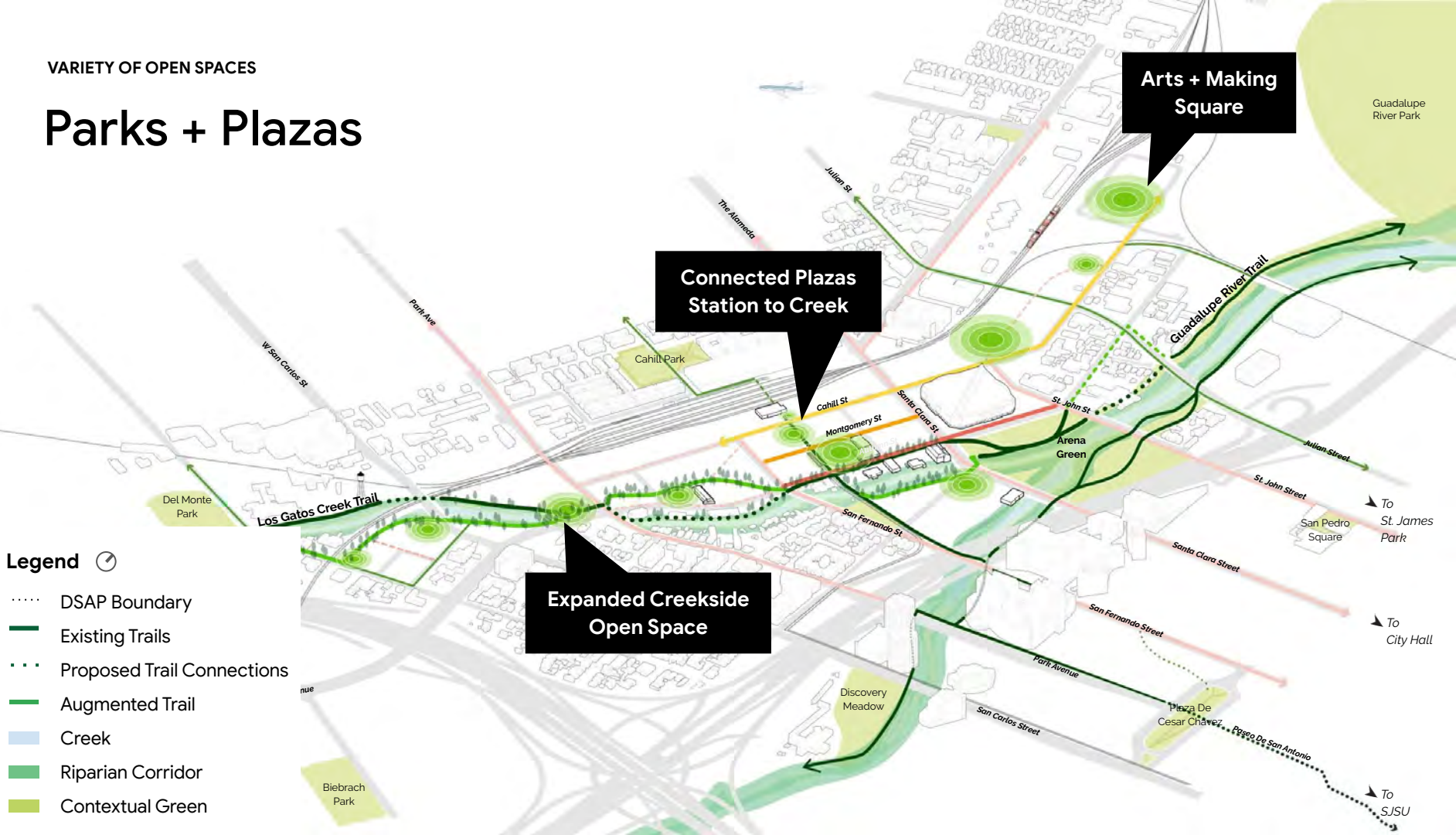
Legend

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



VARIETY OF OPEN SPACES

Parks + Plazas



Proposed Land Use

Legend

-  Newly Proposed Office
-  Housing
-  Hotel
-  Retail and Cultural
-  Civic and Institutional
-  Amenity
-  Google Mixed-Use Framework



Proposed Land Use

Legend

-  Newly Proposed Office
-  Housing
-  Hotel
-  Retail and Cultural
-  Civic and Institutional
-  Amenity
-  Google Mixed-Use Framework



NORTH

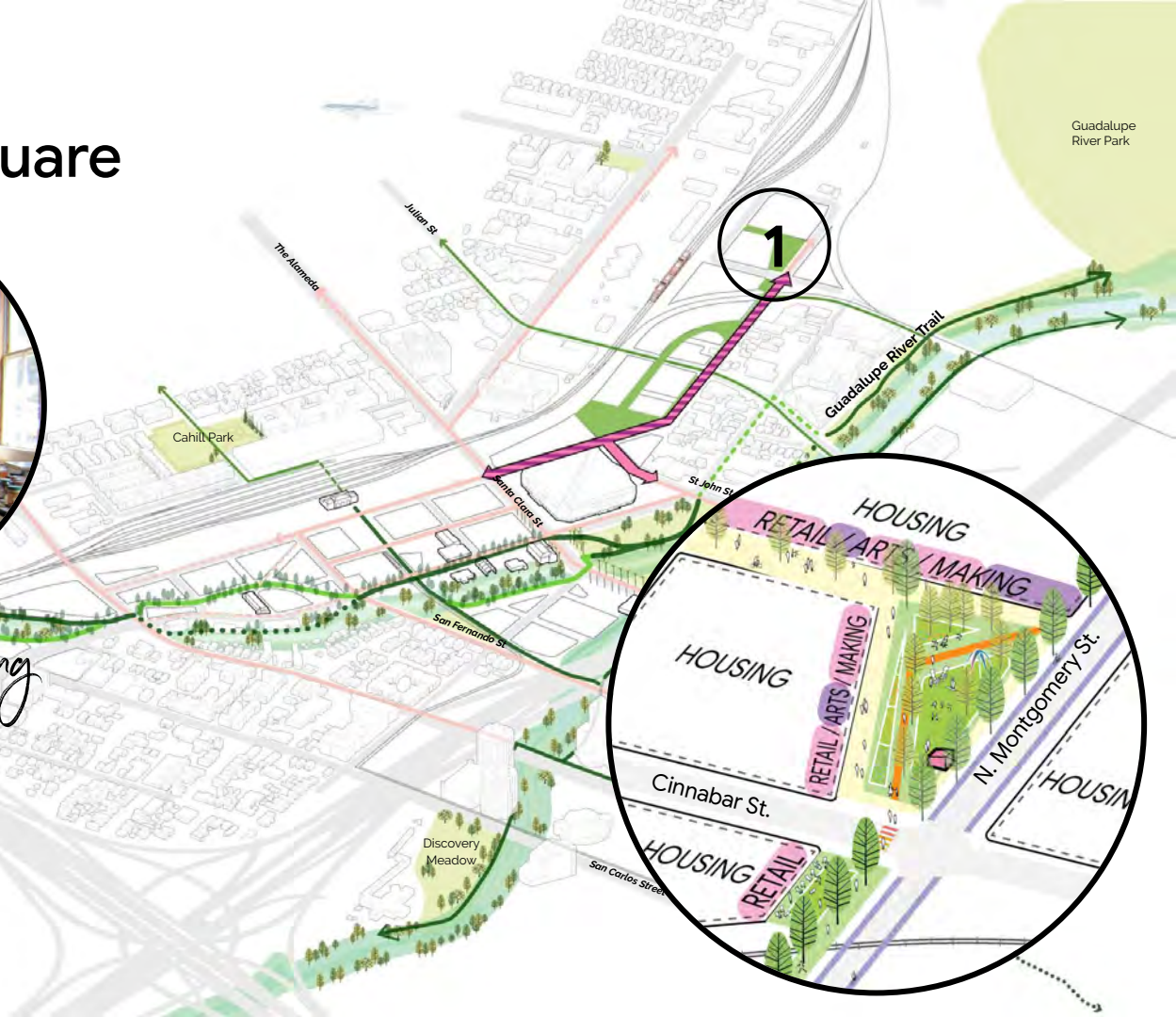
01 Arts + Making Square



Creating



1



NORTH

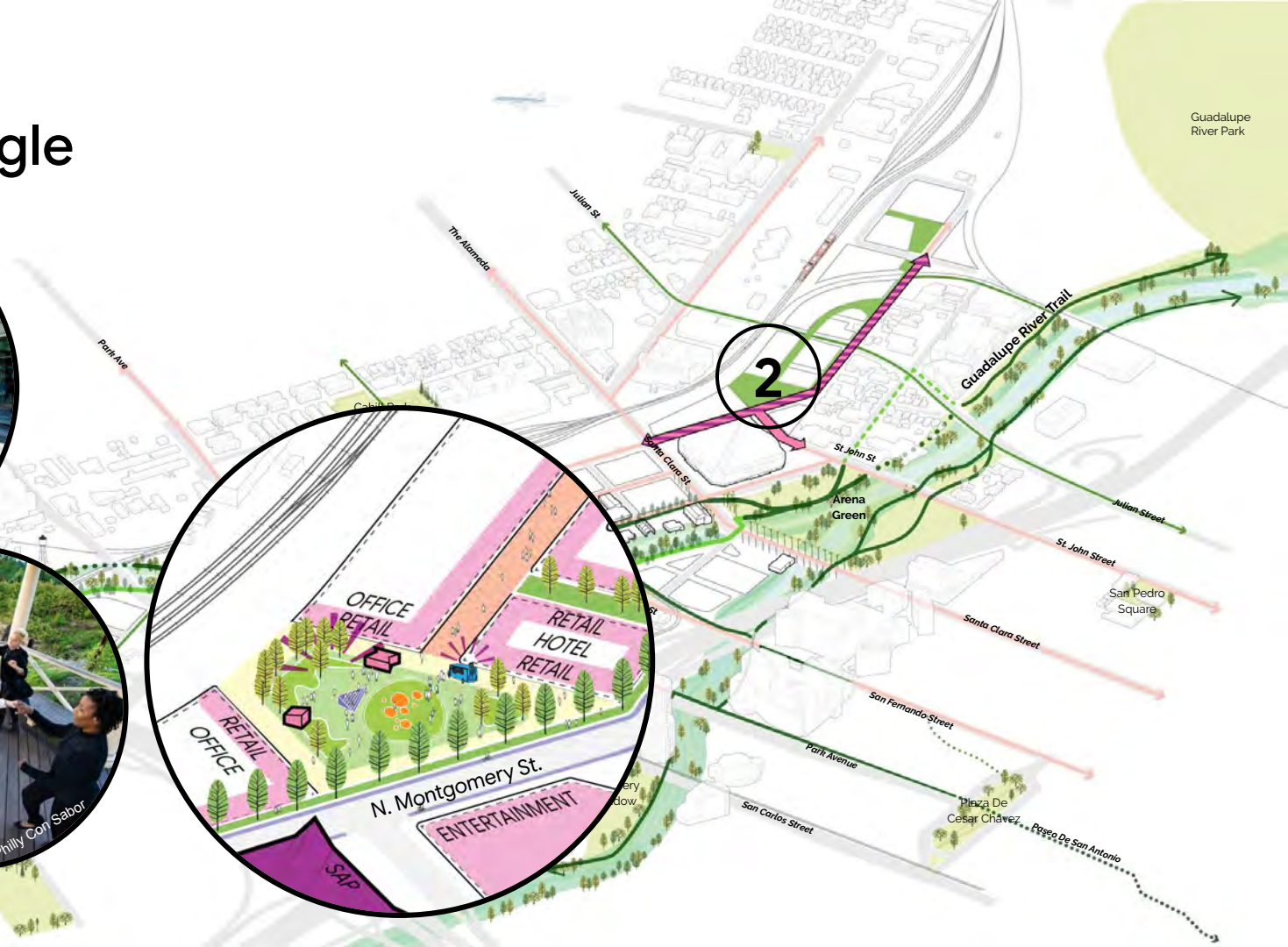
02 The Triangle



Everyday Surprises



Local Events



CORE

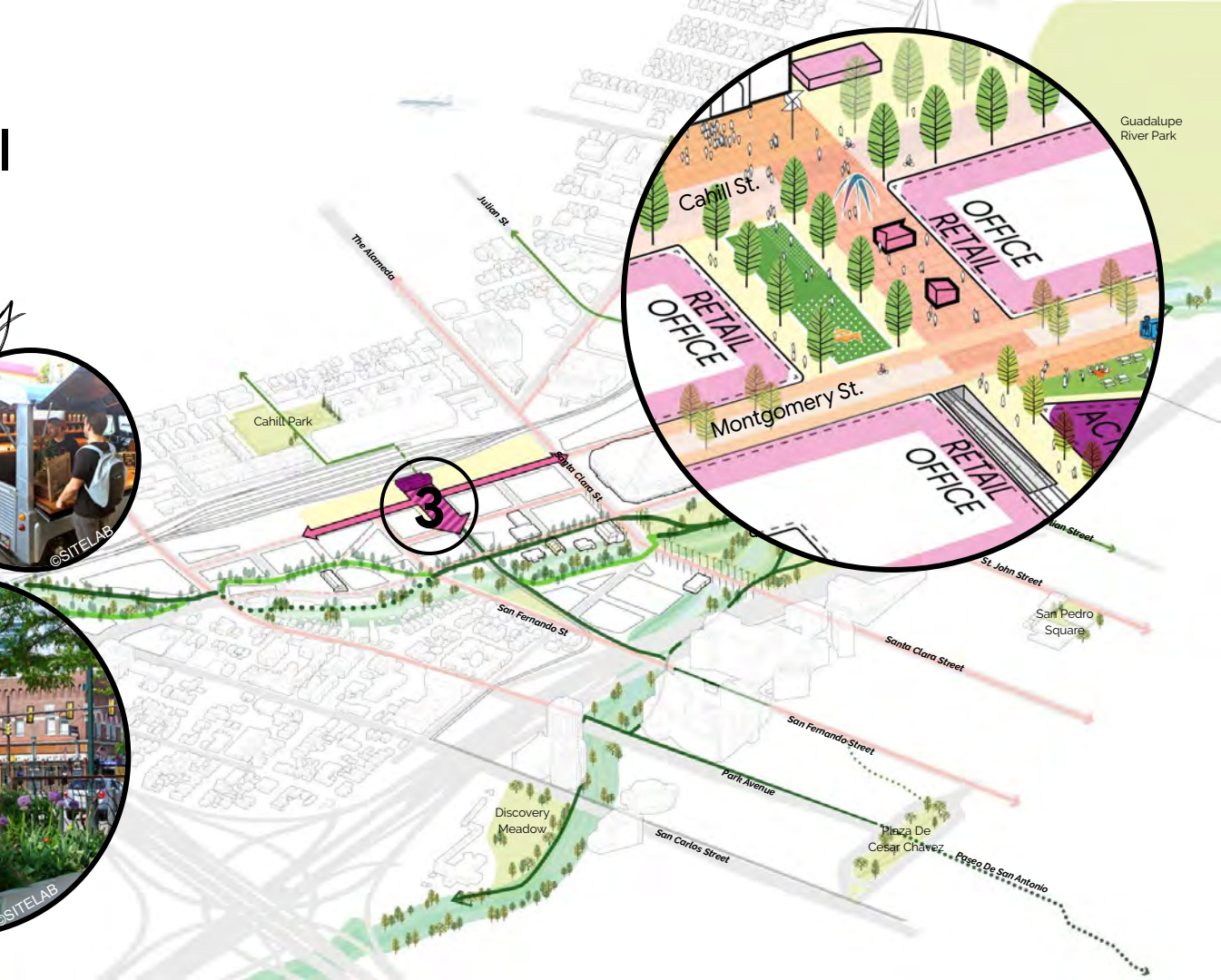
03 Plaza at Cahill



Gateway



Chances to Pause



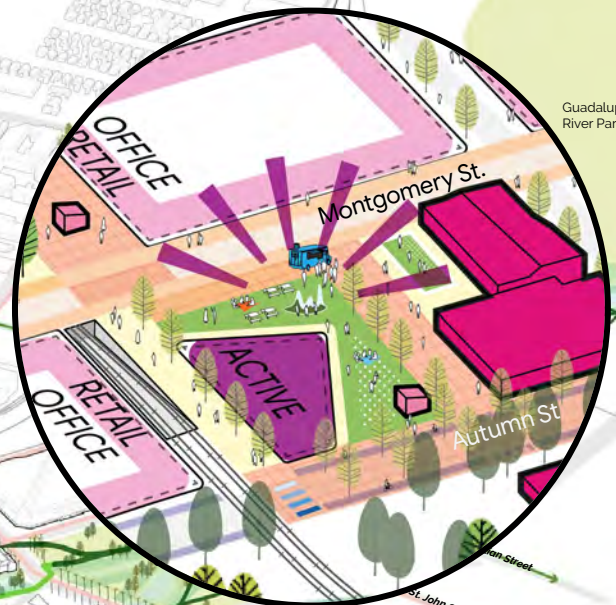
CORE

04 Cultural Hub

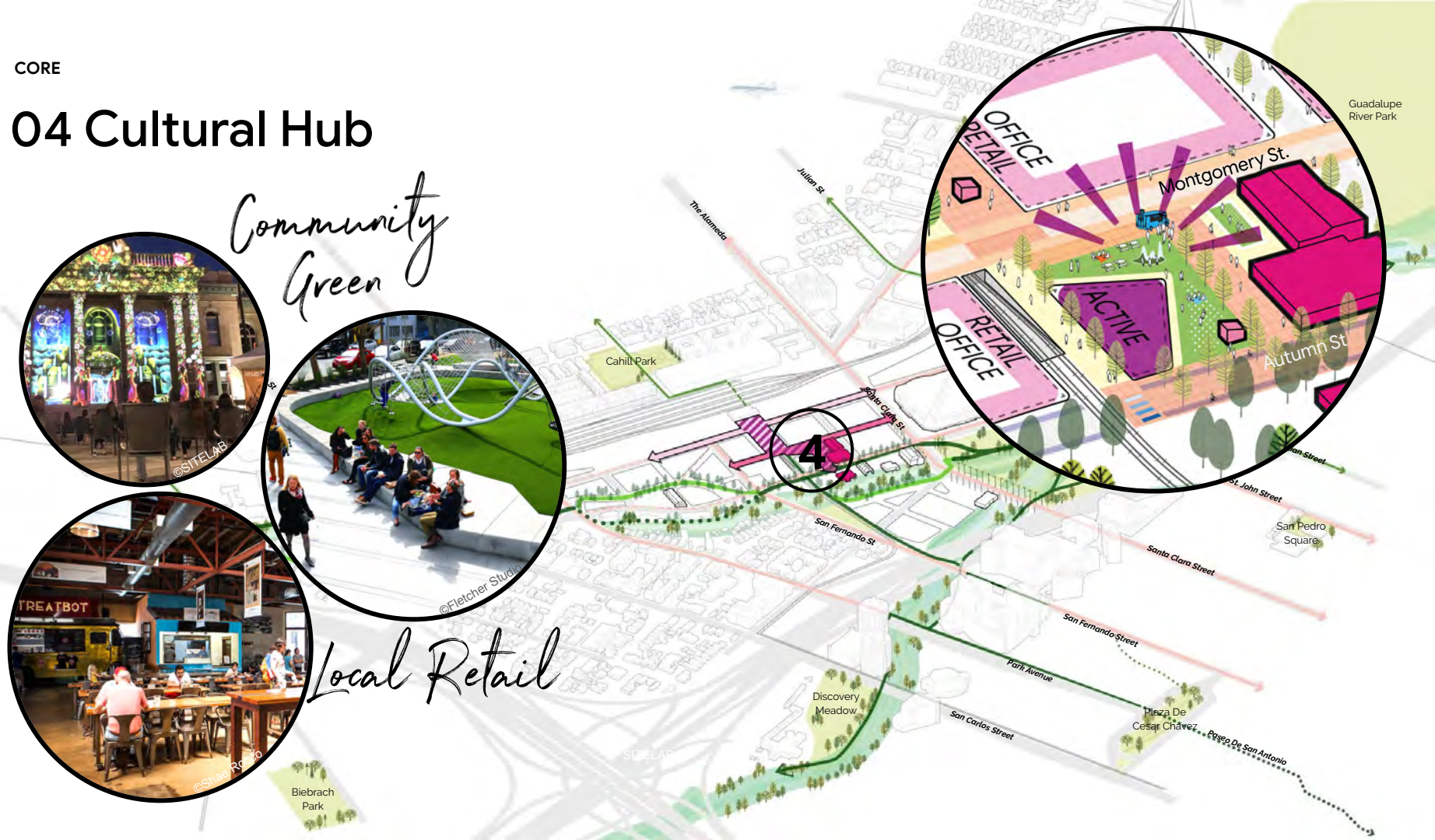
Community Green



Local Retail



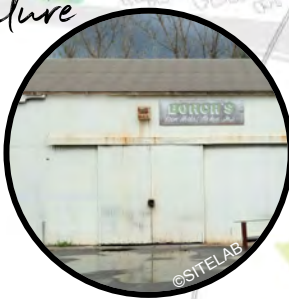
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CORE

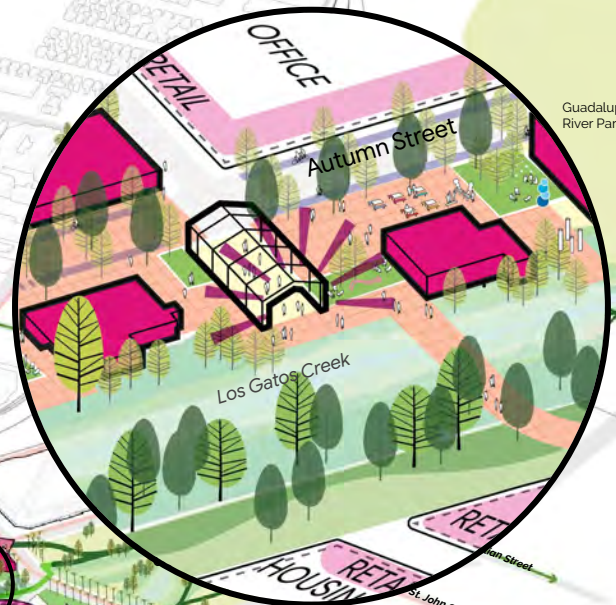
05 Autumn Street to the Creek

Urban
Nature



Biebrach
Park

Creek Trails



Guadalupe
River Park



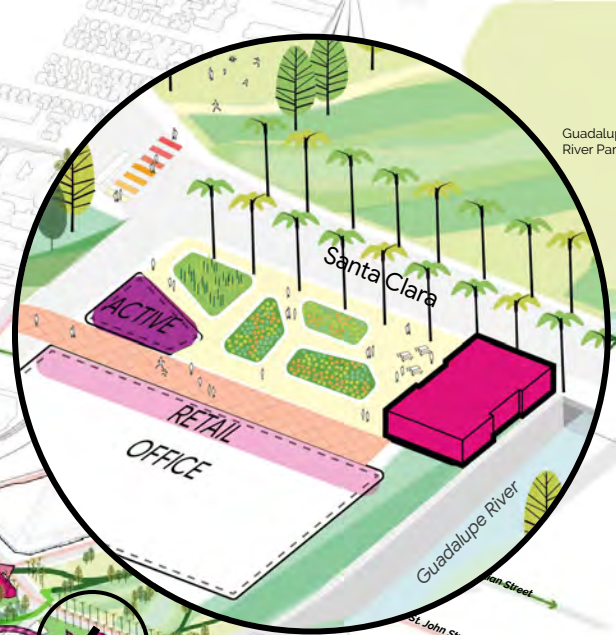
CORE

06 Gateway at Santa Clara

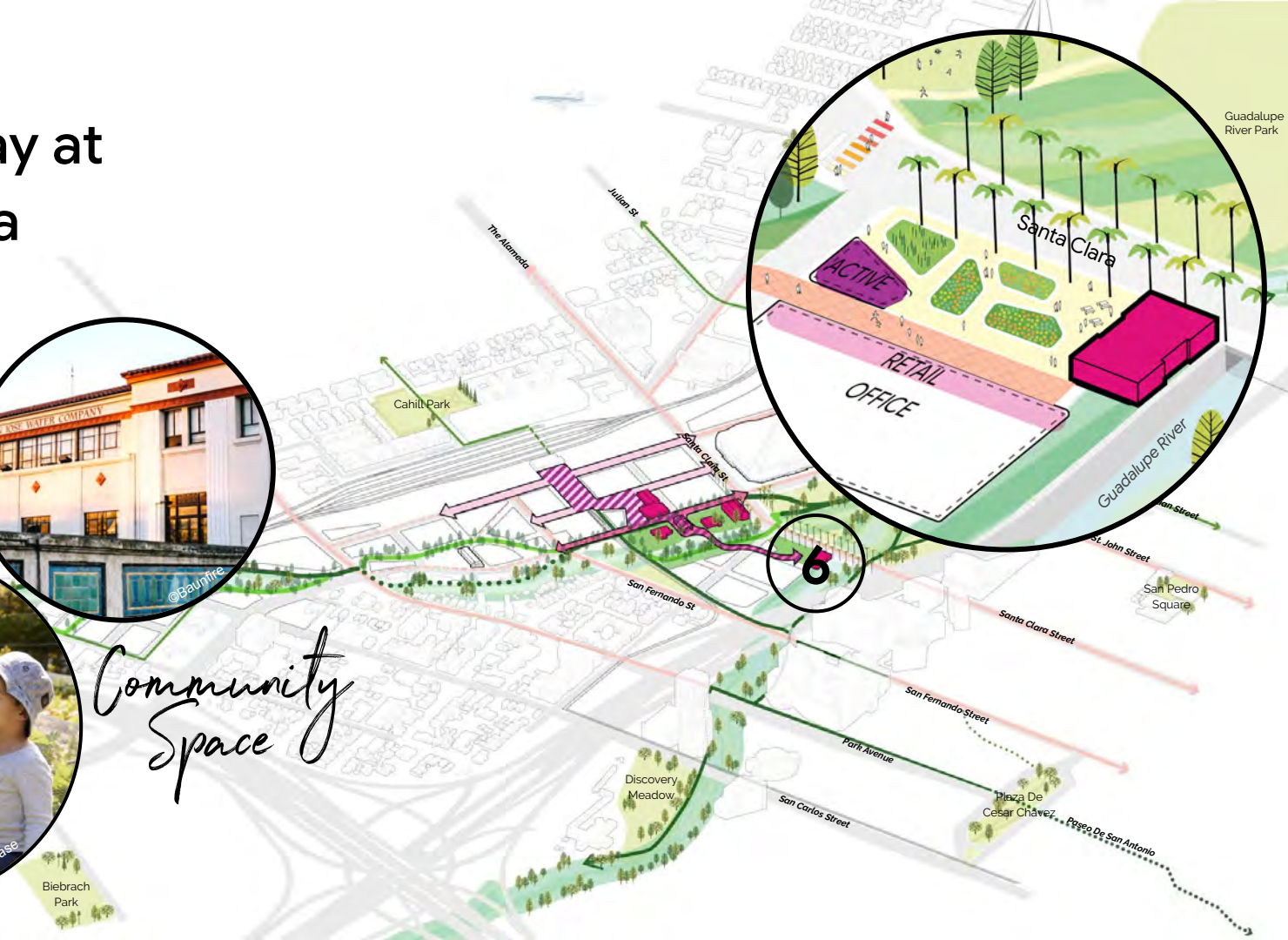
Learning



Community Space



6



SOUTH

07 Green Meander + Neighborhood Plaza



Local
Hangout



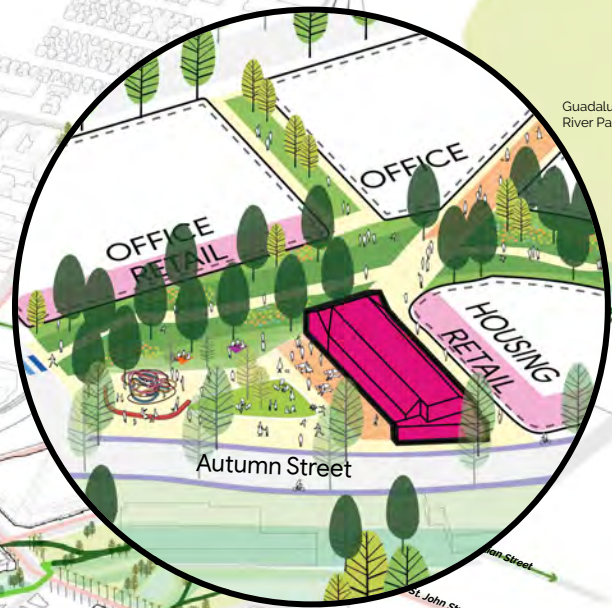
Play



Biebrach
Park

©Shae

7



Guadalupe
River Park

OFFICE

OFFICE
RETAIL

HOUSING
RETAIL

Autumn Street

Cahill Park

Julian St

The Alameda

Santa Clara St

San Fernando St

San Street

St John Street

San Pedro
Square

Santa Clara Street

San Fernando Street

Palm Avenue

San Carlos Street

Plaza De
Cesar Chavez

Paseo De San Antonio

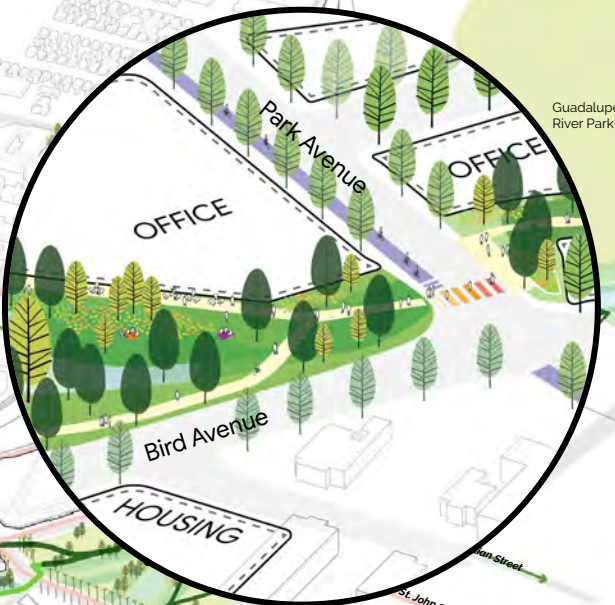
SOUTH

08 Southern Creek Green



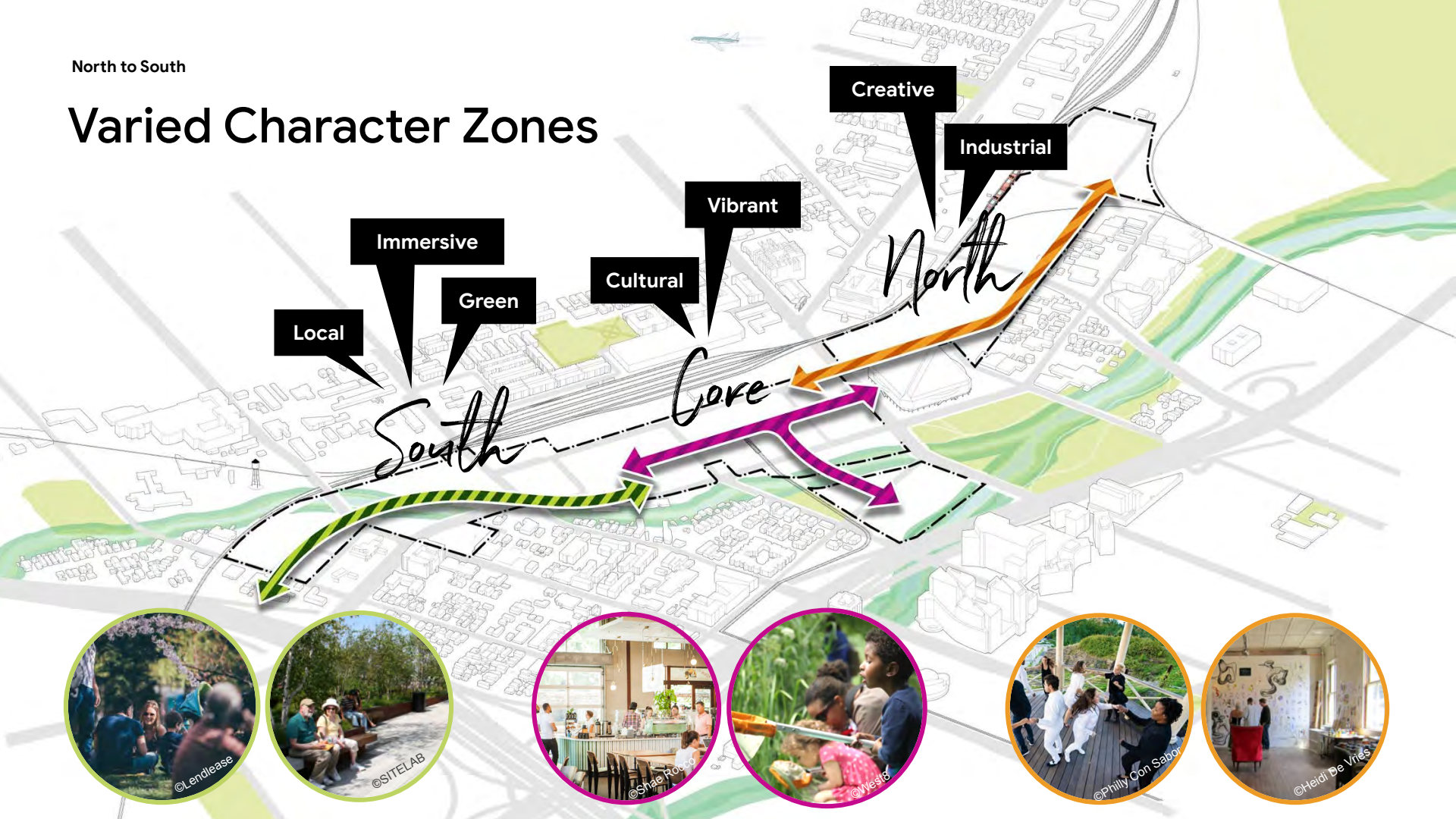
Immersive Landscape

8



North to South

Varied Character Zones



@Lendlease



@SITELAB



@Shae Roberts



@West8



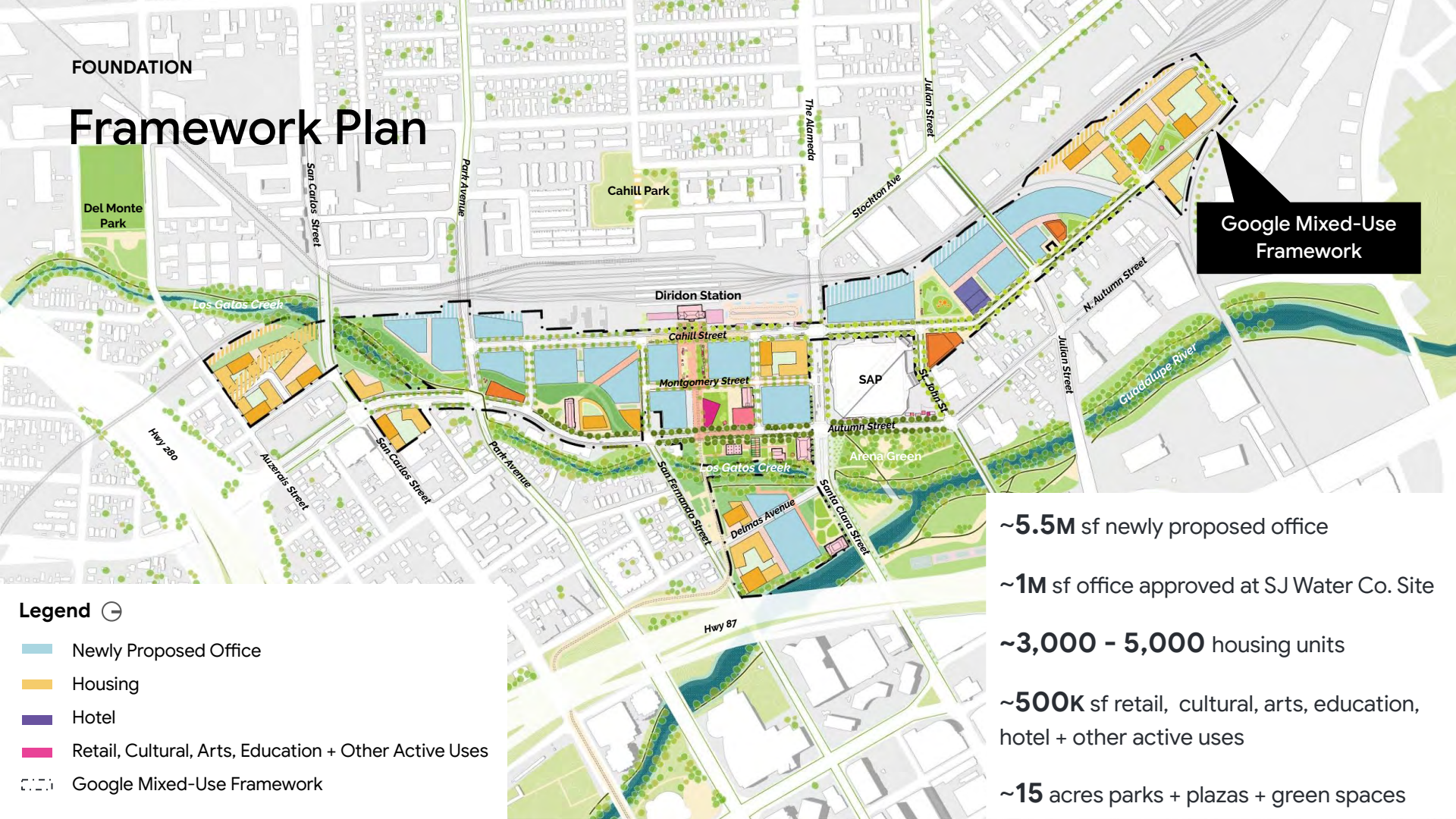
@Philly Con Sabor



@Heidi De Vries

FOUNDATION

Framework Plan



Google Mixed-Use Framework

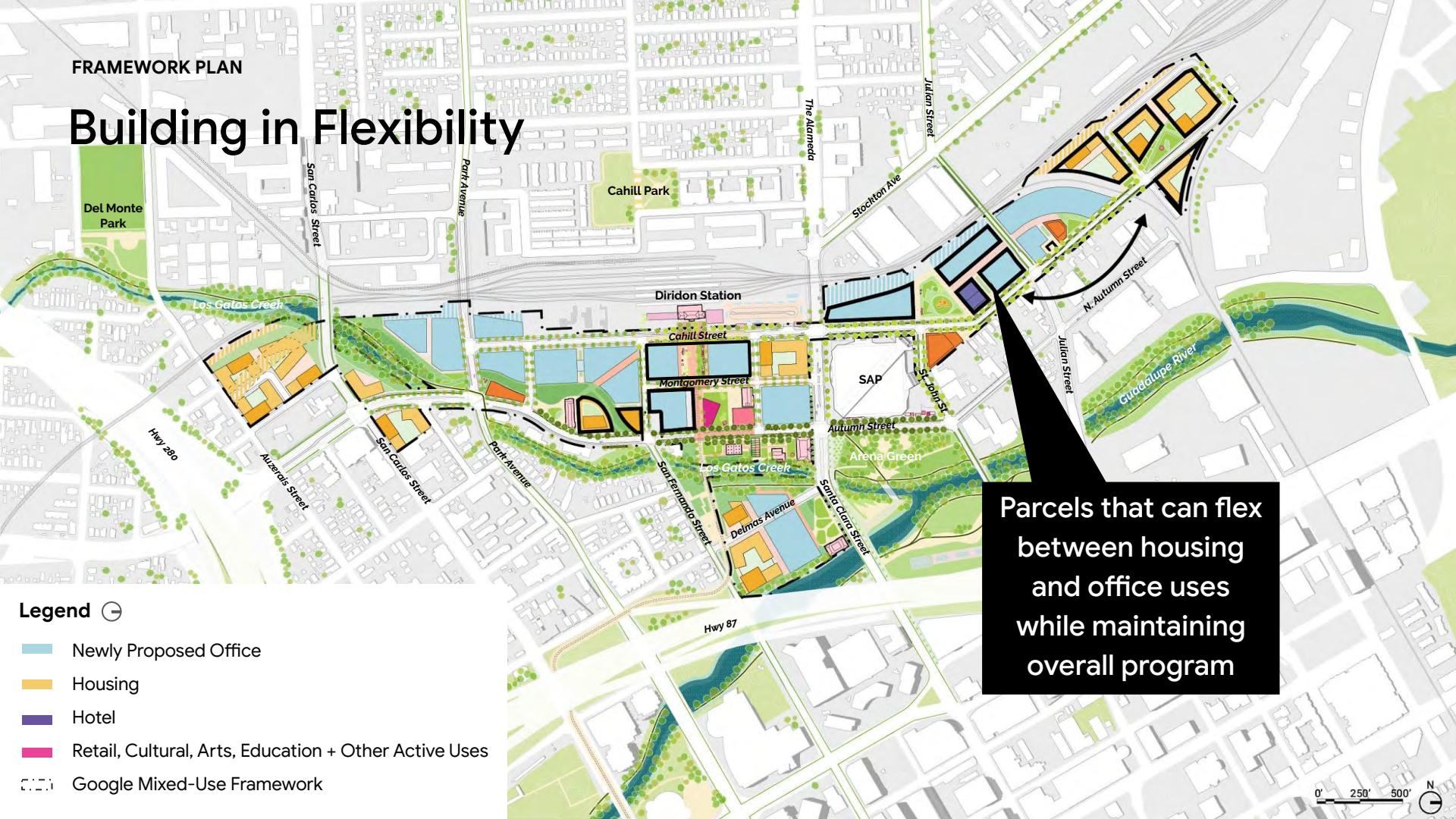
Legend

- Newly Proposed Office
- Housing
- Hotel
- Retail, Cultural, Arts, Education + Other Active Uses
- Google Mixed-Use Framework

- ~**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

FRAMEWORK PLAN

Building in Flexibility



Parcels that can flex between housing and office uses while maintaining overall program

Legend

- Newly Proposed Office
- Housing
- Hotel
- Retail, Cultural, Arts, Education + Other Active Uses
- Google Mixed-Use Framework

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



A low-angle photograph of several palm trees reaching towards a clear blue sky. The trees are in the foreground and middle ground, with their fronds and flower clusters clearly visible. The perspective is looking up, making the trees appear tall and majestic.

Thank You!

Station Area Advisory Group
Aug 22, 2019

Google

San José

Thank You!

Stay Tuned:

For upcoming public events, look for update emails from Lori Severino and check out: www.diridonsj.org



HOME ABOUT RESOURCES CONTACT

