

From: [Wessling, Cheryl](#)
To: [Hughes, Rosalynn](#); [Hill, Shannon](#)
Cc: [Lee, Thai-Chau](#); [Keyon, David](#); [Ha, Shelley](#)
Subject: RE: Google Website Changes for Review
Date: Friday, January 3, 2020 4:46:27 PM

Rosalynn - Published Info Memos get archived on the City Website here: <https://www.sanjoseca.gov/your-government/appointees/city-clerk/council-agendas-minutes/information-memos/information-memo-archive> -- I'm not seeing one on the EDP application. Do you know the date it published?

All -- I don't think we should change the name of the Google Project webpage. Here's why:

- The public calls this the "Google Project" and not the "Downtown West Mixed Use Project" -- if we change the title on the page, it will make it harder for the page to appear in SEO searches on the Internet. Also, at the City website search field, you can enter "Google" and the project page comes up. Very few people will know to enter "Downtown West."
- We have already widely published our friendly URL that brings up this page as: www.sanjoseca.gov/GoogleProject
- In fact, I advocate that for the EIR page, we add the words "Google Project" to the title so that it, too, would show up when someone does a search for the Google Project in the City platform search field. Suggested to read as:

Downtown West Mixed-Use Plan (Google Project)

Cheryl

From: [Hughes, Rosalynn](#)
Sent: Friday, January 3, 2020 4:23 PM
To: [Hill, Shannon](#) <Shannon.Hill@sanjoseca.gov>; [Wessling, Cheryl](#) <Cheryl.Wessling@sanjoseca.gov>
Cc: [Lee, Thai-Chau](#) <Thai-Chau.Lee@sanjoseca.gov>; [Keyon, David](#) <david.keyon@sanjoseca.gov>; [Ha, Shelley](#) <Shelley.Ha@sanjoseca.gov>
Subject: RE: Google Website Changes for Review
Importance: High

Cheryl: Kim and I did an Info Memo to Council on the EDP application. Can you locate the final version of the Info Memo? I want to refer to it before we make changes to the website -- want to make sure there is consistent language. Thanks.

From: [Hill, Shannon](#)
Sent: Friday, January 3, 2020 4:14 PM
To: [Hughes, Rosalynn](#) <Rosalynn.Hughes@sanjoseca.gov>; [Wessling, Cheryl](#) <Cheryl.Wessling@sanjoseca.gov>
Cc: [Lee, Thai-Chau](#) <Thai-Chau.Lee@sanjoseca.gov>; [Keyon, David](#) <david.keyon@sanjoseca.gov>; [Ha, Shelley](#) <Shelley.Ha@sanjoseca.gov>
Subject: Google Website Changes for Review

Hi Rosalynn and Cheryl,

I have pasted the text of the Google Project page below. Please refer to the highlighted text, and let me know if you have any feedback before I post the changes to the website. Also, I have a couple additional questions:

1. Should we change the title of the page to Downtown West Mixed Use Plan to be consistent with the project name and EIR web page, or leave as is?
2. Should we change "Google" to "applicant," where applicable for consistency with other projects?

Thanks!
Shannon

GOOGLE PROJECT

Google, Inc. (Google) submitted an application on October 10, 2019 to the Planning Division for a Mixed Use Development Proposal under the project name "Downtown West." This webpage provides information on the proposal, review process, and public meetings on the project.

PLAN SET AND PROJECT DESCRIPTION

The [plan set](#) is a 15MB PDF file.

Project Description

The [Diridon Station Area Plan](#) (DSAP) adopted by the City Council in 2014 establishes a long-term goal of creating a vibrant, mixed-use urban destination adjacent to a new intermodal transit station to support the City's growth policies. While acknowledging the fundamental importance of transit infrastructure, the DSAP emphasizes the importance of experiential qualities that would enhance both the local area as well as broader San José by creating:

- A local and regional destination.
- A lively public realm that fosters walking, biking, and transit integrated with a variety of public spaces.
- Distinctive architecture and civic spaces that reflect Silicon Valley's spirit of innovation and San José's rich history; and
- A strong sense of place as an identifier for San José as the center of Silicon Valley, the capital of the technology world.

This application for the redevelopment of approximately 80 acres of the DSAP area's 250 acres seeks to build upon and implement the DSAP vision, while recognizing evolving realities and aspirations since its original adoption in 2014.

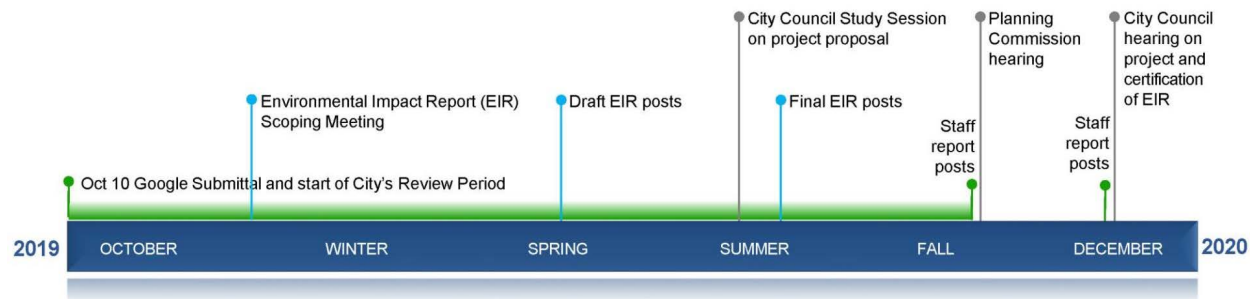
The Downtown West Mixed-use Project proposes the construction of approximately:

- 6,500,000 to 7,300,000 gross square feet (GSF) of office space, including approximately 1,000,000 GSF on the previously entitled San Jose Water Company Building site east of Los Gatos Creek;
 - 3,000 to 5,900 units of new housing;
 - 300,000 to 500,000 GSF of active uses, which may include retail, cultural, arts, etc.; and
 - 100,000 GSF of event space, hotel use (up to 300 rooms), and limited-term corporate accommodations (up to 800 rooms).
- Additionally the proposal includes infrastructure, utilities, and public space.

The application describes the location and distribution of the above-proposed land uses, the components and arrangement of the conceptual framework that organizes them, and the utility and mobility infrastructure that enables and serves them.

REVIEW PROCESS

The timeline below, or view a [larger timeline](#), depicts the City's estimated schedule for the project review. View the "Meetings & Public Engagement" section below for meeting dates and details.



- City Review Period includes public meetings held by various committees and commissions, and concludes with a Staff Report that provides analyses and recommendations
- Environmental Review Phase
- Decision-Making Phase includes Study Session and Public Hearings



City Staff Review Period - Google's submittal on October 10, 2019 commenced a City staff review period that extends through the posting of the Staff Report to the Planning Commission, anticipated for Fall 2020. City staff across multiple departments as well as various City committees and commissions will review the proposed project for adherence to the policies and objectives of [Envision San Jose 2040 General Plan](#) and other City policies. Find the meeting dates and details for related public meetings in the Meetings & Public Engagement section below.

Environmental Review Phase - The Planning Division environmental team will review Google's proposal to ensure compliance with the California Environmental Quality Act (CEQA). Environmental review begins with a [Notice of Preparation](#) and a public Environmental Impact Report (EIR) Scoping Meeting. The purpose of the meeting is to capture any public concerns that are in the purview of the California Environmental Quality Act (CEQA) process. These concerns will be reflected in the Draft EIR. Comments on the Draft EIR will then be reflected in the Final EIR.

The Notice of Preparation (NOP) was circulated for public comment for 30 days from October 23 through November 22, 2019, and public comments on the NOP are available to view on the proposed project's [EIR web page](#) [Note: I will use the color pallet in Vision for the hyperlink and add the link to the public comments. I added the public comments to the page yesterday, but they are not showing up today. Will make sure the link to the public comments shows up before selling the project page].

Public Hearings & Decision-Making – City staff will report their findings, including comments from a range of agencies, commissions, and committees, to the Planning Commission and the City Council prior to hearings by those decision-making bodies. The staff reports post seven days prior to the hearings. Notifications of public meetings and hearings are sent at least 10 days prior to the meetings/hearings.

MEMOS AND COMMENT LETTERS

As formal City memorandums and letters are generated, they will post in this section.

[30-Day Initial Comments/Memos Letter](#) - This letter from City staff to the project applicant provides the Planning Division's initial comments and includes attached memorandums from six City Departments containing their respective initial comments.

ENVIRONMENTAL LEADERSHIP DEVELOPMENT PROJECT APPLICATION

The applicant has elected to proceed under Chapter 6.5 (commencing with section 21178) of the Public Resources Code. On December 30, 2019, Governor Newsom certified the Downtown West Mixed-Use Plan (Google project) as an Environmental Leadership Development Project (ELDP). This certification provides, among other things, that any judicial action challenging the certification of the Environmental Impact Report (EIR) or the approval of the project described in the EIR is subject to the procedures set forth in Sections 21185 to 21186, inclusive, of the Public Resources Code. Within ten days of the Governor certifying the ELDP, the lead agency—which is the City of San José—is required to issue a public notice, at the applicant's expense.

MEETINGS & PUBLIC ENGAGEMENT

Public input at the meetings below is welcomed and encouraged. You can take the bus to City Hall; find your route at www.vta.org. We also provide validated parking for the garage under City Hall Tower, entrance on 6th St.

As dates and details are determined for meetings associated with the City's review process, that information will post below:

Shannon Hill, Planner
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