

From: [Wessling, Cheryl](#)
To: [Downtown West Project](#)
Subject: FW: Reminder: DSA board content - send back to me today if you can
Date: Tuesday, September 8, 2020 10:25:07 AM
Attachments: [DSA_handout_Google_Is+cw.pdf](#)

Per AB900 – Google Project Outreach:

From: Wessling, Cheryl
Sent: Friday, November 8, 2019 5:00 PM
To: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: RE: Reminder: DSA board content - send back to me today if you can

Hi Lori – Thanks for reviewing and thinking about this. My responses to your comments are below; revised Handout is attached. If this looks solid now, give the attached to Leah so she can make it as part of her final library. Be sure to have her change the date when handouts are update – I changed the date in attached to Nov. 8.

Important: Have Leah make the font on the date on all the handouts bigger, followed by the words: SUBJECT TO CHANGE. This is a practice we use on all of our evolving handouts in PBCE. People need to know that information in these handouts is subject to change as the project progresses. The dates help us all know when we have an old version or a current version.

Comment #1 - Minor thing - most of the project site is within the DSAP boundaries but a small portion (formerly Trammel Crow) is outside of it. We are probably going to expand the DSAP to include this site as part of the amendment process. Not sure how to reflect this while keeping it simple.

Lori, does “largely” take care of it?

On October 10, 2019, Google submitted its plans for “Downtown West,” a mixed-used project on 84 acres **largely** within the 250-acre Diridon Station Area. The application is available at: www.sanjoseca.gov/GoogleProject.

Comments #2 & 3 – I suggest deleting this sentence, or listing all of the approvals that Google is seeking in addition to GPAs - PD zoning, PD permit, DSAP Amendments, and a Development Agreement (including a Community Benefits Plan). What about this: The Google proposal includes requests for amendments to the DSAP, General Plan, and zoning code. As part of the review process, the City and Google are also negotiating a Development Agreement, which will include a Community Benefits Plan. AND My understanding is that we need to be careful about stating that these projects will go together. rather, this is the aim. What about this?

Mostly agree – although I would not say that the Development Agreement is “part of the review process.” The review team is not involved in the agreement. So here’s what I did.

<p>Both the Google Project and revisions that are underway to the 2014 Diridon Station Area Plan (DSAP) require amending the City's General Plan. City staff are working toward synching the review processes of the Google Project and the City's DSAP amendments, thus enabling the Planning Commission and City Council to consider them—as well as Google's Community Benefits Plan—together in late 2020.</p>	<p>The Google proposal includes requests to amend the DSAP, General Plan, and the zoning code. Concurrent with its review of the Google Project, the City is proceeding with its own efforts to amend the DSAP. And, the City and Google are also negotiating a Development Agreement which will include a Community Benefits Plan. The goal is for City Council to consider all of these items together in late 2020.</p>
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Comment #4 - this includes community input too, right?
I rewrote this as:

City staff will report their findings, along with the public input they have received and the comments from agencies, commissions, and committees, to the Planning Commission and the City Council. The staff reports post seven days prior to the hearings, enabling the public to also read and consider the information prior to the hearings.

--Cheryl

From: Severino, Lori
Sent: Friday, November 8, 2019 11:16 AM
To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Subject: RE: Reminder: DSA board content - send back to me today if you can

This is looking great! I have a few suggestions on the first page to align it with how we've described the project in other materials. See attached and let me know your thoughts.

From: Leah Chambers <leah@plantoplace.com>
Sent: Thursday, November 7, 2019 2:17 PM
To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: Re: Reminder: DSA board content - send back to me today if you can

Hi Cheryl,
You are requesting that change on the DSAP fact sheet, correct?

And attached is another version of the Google handout—my Interactive PDF settings were low, thank you for catching that!

LEAH CHAMBERS, RLA
Outreach Specialist



On Thu, Nov 7, 2019 at 4:01 PM Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov> wrote:

Leah, if there's time, I recommend fixing the typo and these minor non-substantial edits that remove extra words, and showing words in blue as trading places for final thought impact:

The City of San José adopted the Diridon Station Area Plan (DSAP) in 2014 in anticipation ~~for~~ of major transportation investments and a major league ballpark. The DSAP ~~sets forth~~ is a blueprint for the development of the ~~Diridon Station Area~~, a 250-acre district surrounding the San José Diridon Station on the western edge of downtown. The DSAP envisions the transformation of the station area—an area which is currently dominated by parking lots and old industrial buildings—into a dynamic mixed-use urban neighborhood anchored by the SAP Center and a world-class transportation hub.

From: Leah Chambers <leah@plantoplace.com>

Sent: Thursday, November 7, 2019 1:35 PM

To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>

Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>

Subject: Re: Reminder: DSA board content - send back to me today if you can

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Hi Cheryl,

Attached is a draft of the handout, for your review. I ended up moving the timeline to the second page for fit and flow, and adding our DSA/Google map graphic to the first page. Please let me know if you have any questions.

LEAH CHAMBERS, RLA
Outreach Specialist



On Thu, Nov 7, 2019 at 3:15 PM Leah Chambers <leah@plantoplace.com> wrote:

Certainly, Cheryl. I should have it ready by then!

LEAH CHAMBERS, RLA
Outreach Specialist



On Thu, Nov 7, 2019 at 3:13 PM Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov> wrote:

Leah, if you have the formatted version of what I sent you ready around 2pm, could you please send that to me? Our staff would like to share copies at tonight's EIR Scoping Meeting on the Google Project, just in case people in the room ask how Google and DSAP relate.

Thank you,
Cheryl

Cheryl Wessling | Public Information Manager
[Department of Planning, Building and Code Enforcement](#) | City of San José
200 E. Santa Clara St. | San José, CA 95113
408.535.6817 | cheryl.wessling@sanjoseca.gov

From: Leah Chambers <leah@plantoplace.com>
Sent: Thursday, November 7, 2019 12:04 PM
To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: Re: Reminder: DSA board content

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Thank you, Cheryl!

LEAH CHAMBERS, RLA
Outreach Specialist



On Thu, Nov 7, 2019 at 1:54 PM Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov> wrote:

Leah/Lori – Attached is the Google Project Review Handout as a draft InDesign file – you copy to your template and refine. Also attached is the .jpg of the timeline used in the file.

Let me know if you have questions. Please double-check that the hyperlinks work I had to knock this out really fast!

Cheryl

From: Leah Chambers <leah@plantoplace.com>

Sent: Thursday, November 7, 2019 11:28 AM

To: Clements, Kristen <Kristen.Clements@sanjoseca.gov>

Cc: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Marcus, Adam <adam.marcus@sanjoseca.gov>; Scott, Jeff <Jeff.Scott@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>

Subject: Re: Reminder: DSA board content

Thank you!

LEAH CHAMBERS, RLA
Outreach Specialist



On Thu, Nov 7, 2019 at 1:18 PM Clements, Kristen <Kristen.Clements@sanjoseca.gov> wrote:

Hi Leah – we are going through edits to our board. Will do our best to get over to you

ASAP.
thx

Kristen Clements

Division Manager, San José Housing Department
408-535-8236 | kristen.clements@sanjoseca.gov

From: Leah Chambers [mailto:leah@plantoplace.com]

Sent: Thursday, November 07, 2019 11:16 AM

To: Clements, Kristen <Kristen.Clements@sanjoseca.gov>; Wessling, Cheryl
<Cheryl.Wessling@sanjoseca.gov>

Cc: Marcus, Adam <adam.marcus@sanjoseca.gov>; Scott, Jeff
<Jeff.Scott@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>

Subject: Reminder: DSA board content

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi all,

Just a reminder to please send over your board content ASAP, as I will be wrapping up my workday at 2pm PST.

Thank you,

LEAH CHAMBERS, RLA
Outreach Specialist



[External Email]

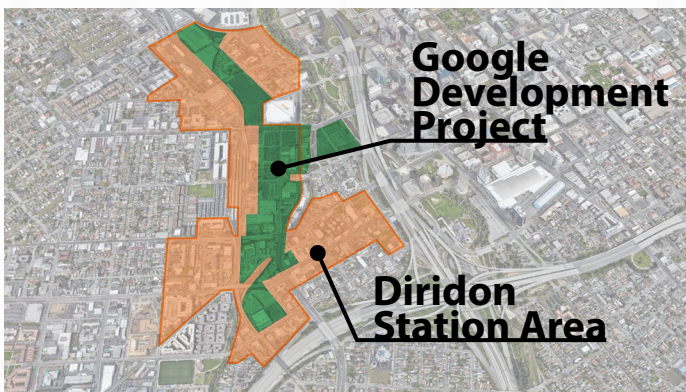
Google Project + Diridon Station Area

How the Google Project fits in the Diridon Station Area Plan

The Diridon Station Area Plan (DSAP), adopted by the City Council in 2014, establishes the goal of creating a vibrant, mixed-use urban destination 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.

In 2017, Google expressed interest in developing a project near the Diridon Station consistent with this vision. In late 2018, following community input, the City Council approved a Memorandum of Understanding (MOU) with Google. The MOU outlines guiding principles and shared goals for Google's mixed-used, transit-oriented development proposal. Find the MOU in the Archive section of www.diridonsj.org.



"Downtown West" Proposal

On October 10, 2019, Google submitted its plans for "Downtown West," a mixed-used project on 84 acres largely within the 250-acre Diridon Station Area. The application is available at: www.sanjoseca.gov/GoogleProject.

The Google proposal includes requests to amend the DSAP, General Plan, and the zoning code. Concurrent with its review of the Google Project, the City is proceeding with its own efforts to amend the DSAP. And, the City and Google are also negotiating a Development Agreement which will include a Community Benefits Plan. The goal is for City Council to consider all of these items together in late 2020.

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.



www.diridonsj.org

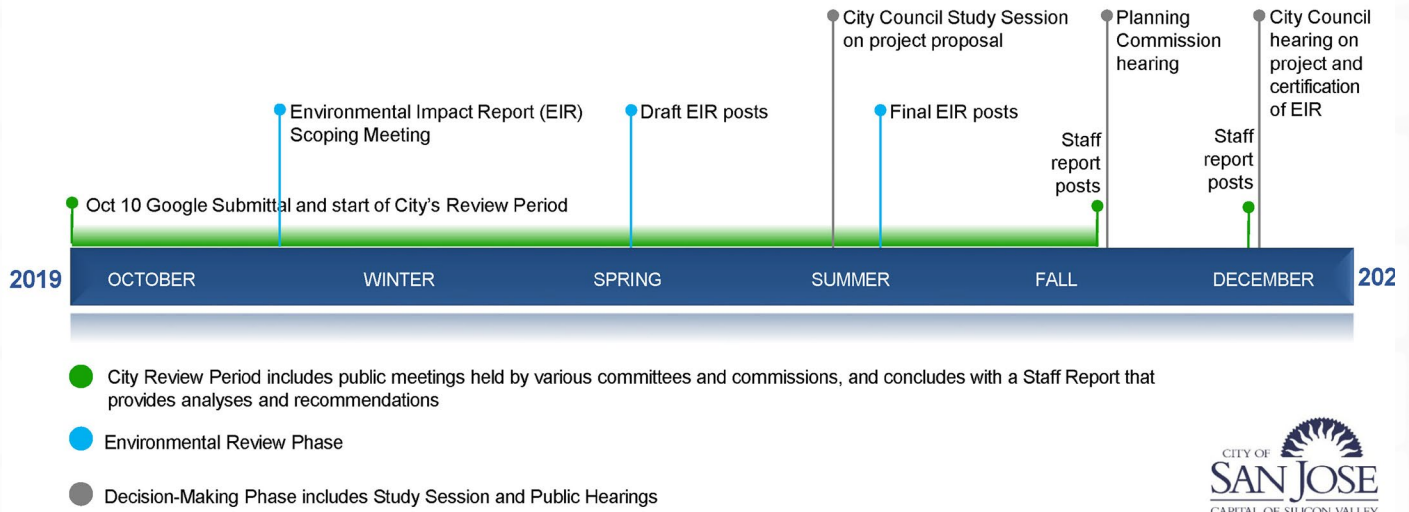
November 8, 2019 SUBJECT TO CHANGE



SAN JOSE DIRIDON STATION AREA
COMMUNITY ENGAGEMENT

CITY REVIEW OF GOOGLE APPLICATION

Estimated Timeline



Review Process

City Staff Review Period

As shown on the timeline (reverse side), Google's submittal on October 10, 2019 commenced a 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 José 2040 General Plan and other City policies. All meetings of committees and commission are public, and dates for their discussion of the project will post at www.sanjoseca.gov/GoogleProject.

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 CEQA. These concerns will be reflected in a Draft EIR. Public comments on the Draft EIR will then be reflected in the Final EIR, which the Planning Commission and City Council will consider.

Public Hearings & Decision-Making

City staff will report their findings, along with the public input they have received and the comments from agencies, commissions, and committees, to the Planning Commission and the City Council. The staff reports post seven days prior to the hearings, enabling the public to also read and consider the information prior to the hearings.

www.sanjoseca.gov/GoogleProject for details on the proposal, review process, environmental documents, and public meetings relating to project review

www.diridonsj.org for details on the Diridon Station Area Plan, public engagement, and related studies and planning efforts

g.co/sanjose for Google's project website



www.diridonsj.org
November 8, 2019



**SAN JOSE DIRIDON STATION AREA
COMMUNITY ENGAGEMENT**