

From: [Wessling, Cheryl](#)
To: [Downtown West Project](#)
Subject: FW: Revised - Google Submittal Timeline and Webpage Description
Date: Tuesday, September 8, 2020 10:33:53 AM
Attachments: [Google Project Timeline Handout v2.pptx](#)

Per AB900 – Google Project Outreach:

From: Wessling, Cheryl
Sent: Friday, October 11, 2019 8:33 AM
To: Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>
Subject: RE: Revised - Google Submittal Timeline and Webpage Description

Johnny Pham wants us to use “estimated” in the timeline title – which we think is smart as timing is subject to change. Attached.

From: Wessling, Cheryl
Sent: Thursday, October 10, 2019 12:32 PM
To: Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>
Subject: RE: Revised - Google Submittal Timeline and Webpage Description

Hi – I originally set it up as a graphic insert for the webpage and Info Memo. Attached version shows your elements so it can work as a stand-alone handout or email attachment. I’m sure we’ll be glad to have it formatted this way, too, so we can distribute it. Thanks!

Cheryl

From: Neaves, Rosario
Sent: Thursday, October 10, 2019 9:01 AM
To: Tu, John <john.tu@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Keyon, David <david.keyon@sanjoseca.gov>; Hill, Shannon <Shannon.Hill@sanjoseca.gov>; Han, James <James.Han@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: Re: Revised - Google Submittal Timeline and Webpage Description

Cheryl:

Since this graphic will be shared publicly, please see my comments to ensure users and the media know this is coming from the City:

1. Add City logo
2. Change title to, "City of San Jose Review of Google Planning Application - Timeline"
3. Change font to Arial

4. Spell out acronyms
 5. Change "City" references to "City of San Jose" throughout
- Please send me revised version when complete.

Thanks,
Rosario

Rosario Neaves, Director of Communications
City of San José | Office of the City Manager
200 East Santa Clara Street | San Jose, California 95113
408.535.8170 office | [@rosarioneaves](https://twitter.com/rosarioneaves)

From: Tu, John <john.tu@sanjoseca.gov>
Sent: Thursday, October 10, 2019 8:28 AM
To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>; Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Keyon, David <david.keyon@sanjoseca.gov>; Hill, Shannon <Shannon.Hill@sanjoseca.gov>; Han, James <James.Han@sanjoseca.gov>
Cc: Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: Re: Revised - Google Submittal Timeline and Webpage Description

Cheryl,

It looks pretty good. For the following section, consider the addition

Decision-Making Process and Public Hearings – City staff will report their findings, including comments from a range of agencies, commissions, committees, **and public comments** to the Planning Commission and the City Council prior to hearings by those decision-making bodies.

Best,
Tong (John) Tu

Planner IV (Supervising Planner) | Planning Division | PBCE
City of San José | 200 East Santa Clara Street
Email: john.tu@sanjoseca.gov | Phone: (408)-535-6818
For More Information Please Visit: <http://www.sanjoseca.gov/planning>

From: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Sent: Monday, October 7, 2019 6:28 PM
To: Hughey, Rosalynn <Rosalynn.Hughey@sanjoseca.gov>; Rood, Timothy <timothy.rood@sanjoseca.gov>; Manford, Robert <Robert.Manford@sanjoseca.gov>; Tu, John

<john.tu@sanjoseca.gov>; Keyon, David <david.keyon@sanjoseca.gov>; Hill, Shannon <Shannon.Hill@sanjoseca.gov>; Han, James <James.Han@sanjoseca.gov>
Cc: Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>; Severino, Lori <Lori.Severino@sanjoseca.gov>

Subject: Revised - Google Submittal Timeline and Webpage Description

Following feedback from this morning's meeting, attached is a revised Google Project Timeline and associated text for posting to our Planning Division website.

Color scheme changed so that the Google Project is shown in the same green as used on Lori's DSAP communications.

Consensus on approach:

- Keep descriptions of processes simple.
- The Project Description will be as submitted by Google to convey their Mixed Use Development Proposal.
- The types of permits (GP Amendment and PD Permit) are too "inside baseball" at this time; we may add that later.
- Explanations and additions to the timeline may build out over time and as inquiries come in.

Let me know if further changes are needed; I think Rosalynn may have a few edits. We can continue to refine this up until Thursday afternoon. With this getting settled, I'll work on a media Message Map for Tim/us, CMO and OED.

Cheryl

Cheryl Wessling, Communications Manager

City of San José – Planning, Building and Code Enforcement Dept.

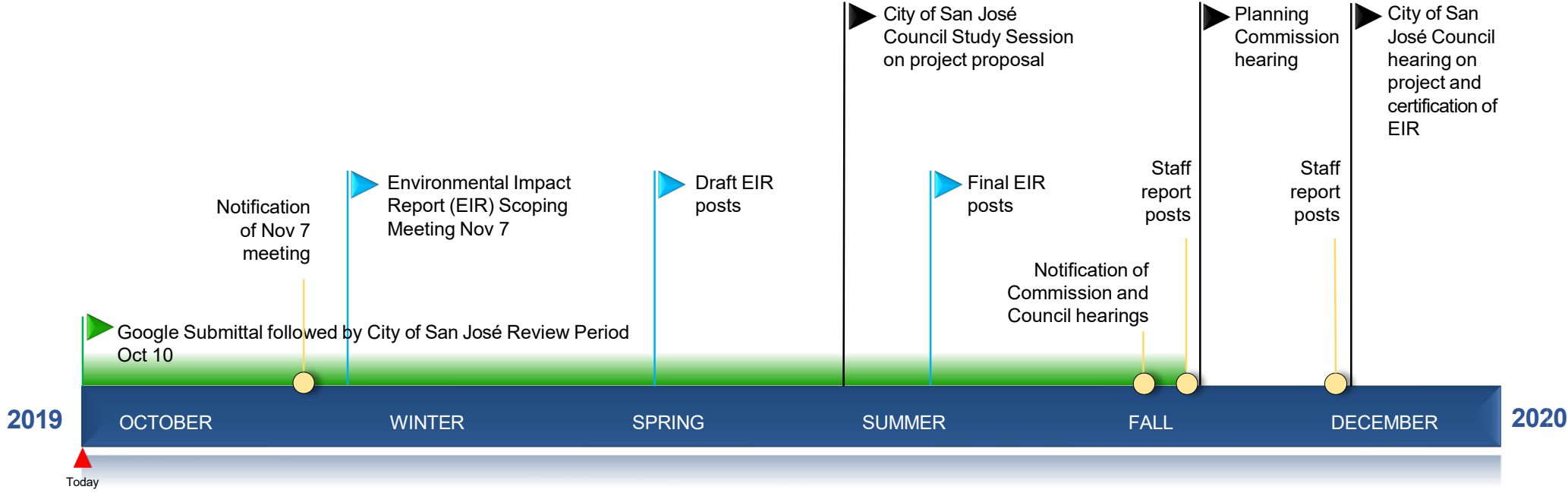
200 E. Santa Clara St., San José, CA 95113





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www.sanjoseca.gov/pbce

City of San José Review of Google Planning Application Estimated Timeline



-  Oct. 10 submittal is followed by City of San José staff review period that may last up through posting of a Staff Report
-  Environmental Review Phase
-  Public Hearings & Decision Making
-  Meeting Notifications sent or Staff Reports posted

