

**From:** [Wessling, Cheryl](#)  
**To:** [Downtown West Project](#)  
**Subject:** FW: messages for Google planned devpt submission  
**Date:** Tuesday, September 8, 2020 12:56:41 PM  
**Attachments:** [Google-Planned Dev messages draft 10-10 v1 LPS.DOCX](#)

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Re AB900 – Google Project Outreach:

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**From:** Severino, Lori  
**Sent:** Thursday, October 10, 2019 10:25 AM  
**To:** Handler, Elisabeth <[elisabeth.handler@sanjoseca.gov](mailto:elisabeth.handler@sanjoseca.gov)>; Neaves, Rosario <[Rosario.Neaves@sanjoseca.gov](mailto:Rosario.Neaves@sanjoseca.gov)>; Walesh, Kim <[Kim.Walesh@sanjoseca.gov](mailto:Kim.Walesh@sanjoseca.gov)>; Wessling, Cheryl <[Cheryl.Wessling@sanjoseca.gov](mailto:Cheryl.Wessling@sanjoseca.gov)>; Heyne, Colin <[Colin.Heyne@sanjoseca.gov](mailto:Colin.Heyne@sanjoseca.gov)>; Scott, Jeff <[Jeff.Scott@sanjoseca.gov](mailto:Jeff.Scott@sanjoseca.gov)>; Rood, Timothy <[timothy.rood@sanjoseca.gov](mailto:timothy.rood@sanjoseca.gov)>  
**Subject:** RE: messages for Google planned devpt submission

See my comments attached.

To clarify, Planning will post the application documents to their page: [www.sanjoseca.gov/GoogleProject](http://www.sanjoseca.gov/GoogleProject) by Friday morning at the latest. I will then update diridonsj.org with a link to that page. I am not going to directly post the submission as we want them only in one place. Just going to cross-reference each other's sites, which serve different but complementary purposes.

Please review the Community Benefits response with Nanci, as she is point on the DA and we need to be careful about setting expectations around engagement on the CBs and about how we are getting to an overall value.

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**From:** Handler, Elisabeth  
**Sent:** Thursday, October 10, 2019 9:30 AM  
**To:** Severino, Lori <[Lori.Severino@sanjoseca.gov](mailto:Lori.Severino@sanjoseca.gov)>; Kline, Kelly <[Kelly.Kline@sanjoseca.gov](mailto:Kelly.Kline@sanjoseca.gov)>; Neaves, Rosario <[Rosario.Neaves@sanjoseca.gov](mailto:Rosario.Neaves@sanjoseca.gov)>; Walesh, Kim <[Kim.Walesh@sanjoseca.gov](mailto:Kim.Walesh@sanjoseca.gov)>; Meyere, Chloe <[Chloe.Meyere@sanjoseca.gov](mailto:Chloe.Meyere@sanjoseca.gov)>; Wessling, Cheryl <[Cheryl.Wessling@sanjoseca.gov](mailto:Cheryl.Wessling@sanjoseca.gov)>; Heyne, Colin <[Colin.Heyne@sanjoseca.gov](mailto:Colin.Heyne@sanjoseca.gov)>; Scott, Jeff <[Jeff.Scott@sanjoseca.gov](mailto:Jeff.Scott@sanjoseca.gov)>; Rood, Timothy <[timothy.rood@sanjoseca.gov](mailto:timothy.rood@sanjoseca.gov)>  
**Subject:** messages for Google planned devpt submission

Attached is a very rough draft of key messages for consideration for response to media tomorrow.

The plan is for Google to submit the permit tomorrow around 1 pm. Google's Michael Appel to brief Avalos, Bitters, Hase and Meacham tomorrow between 1-4 pm. He would like to be able to tell them that the actual submission will be online at the sjpermits.com site by 5 pm. I am working with Cheryl to confirm.

Lori will include the link to the submission on [diridonsj.org](http://diridonsj.org), and the permits site will also cross-link to [diridonsj.org](http://diridonsj.org)

Michael will refer media asking for an interview at the City to Rosario and me, given the PSPS issue.

I believe the last word I heard about spokespersons for the City was that the line-up would be Kim for overall, Tim Rood for Planning-specific questions.

I would suggest that if people have edits or suggestions for these messages, that you save a document with your initials in the ID, IN TRACK CHANGES, and send to me and I will consolidate.

**Elisabeth Handler** | Public Information Manager  
Office of Economic Development | City of San Jose  
200 East Santa Clara Street, San Jose, CA 95113  
Direct Phone: 408-535-8168 | Cell: 408-599-9567  
Economic Development webpage: [www.sjeconomy.com](http://www.sjeconomy.com)  
City's webpage: [www.sanjoseca.gov](http://www.sanjoseca.gov)

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## Messages – Google Planned Development Permit application 10-10-2019

### Overall Messages

What Google has submitted today is a Planned Development application, and as such, provides a higher level overview of the entire project, not a building-by-building, detailed plan.

We are pleased at the ratio of office to other uses – essentially 1:1, and with a possible 5,000 new housing units, and with the open, interconnected and vibrant nature of the overall Google approach.

The actual application will be publicly posted at [www.sanjoaseca.gov/GoogleProject](http://www.sanjoaseca.gov/GoogleProject), by 9am 10/11.

Mayor quote: “We appreciate Google’s proposal as part of our ongoing efforts to engage our community in reimagining our Western expansion of Downtown, for a broad range of uses anchored by offices and housing. Google continues to demonstrate its commitment to our collective vision of authenticity, lively gathering spaces, respect for the natural environment and strong community engagement.”



### POSSIBLE QUESTIONS:

- When do we see what community benefits the company will provide to residents of the city?

Based on this application, the City will consider zoning changes and other legislative actions that will likely increase the value of Google’s investment in the properties they have purchased. That dollar value will then inform the negotiations with Google on a community benefits plan to be included in a Development Agreement. This value will also take into account the feasibility of development. The Memorandum of Understanding between Google and the City is guiding this process. Per Council direction, community input and engagement will be part of this process. City Council will have final decision authority over the Development Agreement and rest of the project components. Outreach will include a presentation to the Station Area Advisory Group on the Draft Development Agreement towards the end of the comprehensive planning process.

- When will we see evidence of activity on the Google project?

Google has already developed plans to activate the historic Colliers Building as project office and for community events, and is planning to start jobs training programs for the community at the Orchard Supply Hardware location on E. San Carlos. More re-uses and pop-ups will be announced as well.