

**From:** [Wessling, Cheryl](#)  
**To:** [Downtown West Project](#)  
**Subject:** FW: Diridon Engagement Follow-up  
**Date:** Tuesday, September 8, 2020 1:01:02 PM  
**Attachments:** [Preliminary Draft - Key Points on Dev Review Process.docx](#)

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Re AB900 – Google Project Outreach:

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**From:** Severino, Lori  
**Sent:** Wednesday, October 2, 2019 6:31 PM  
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**Cc:** Rood, Timothy <timothy.rood@sanjoseca.gov>  
**Subject:** Diridon Engagement Follow-up

Hi team,

Here is the document we worked on together this morning. I think where we landed was that Planning will develop this into a brief overview of the process to add to the website by next Thursday (Cheryl to lead). We should also have the talking points refined (also Cheryl?). I will work with Leah to develop a graphic showing the process.

Next steps for me include starting to schedule events and working on the scripts for the short explainer videos, for your review and collaboration.

Let me know if you have any questions or concerns with this game plan.

Thanks!  
Lori

**Lori Severino**

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1. Application is somewhat unique because of size
  - a. First submittal will not include as much detail as typical development project applications – but more detail will follow
    - i. Presumptuous to know building design (how it will look) at this stage – still working on the framework
    - ii. We are addressing the big topics first: land use layout, maximum building heights, circulation, infrastructure, etc.
    - iii. Analyzing the overall context of the large project site and DSA
    - iv. This will lead to more details on building design, which will be context specific
    - v. Community engagement will help inform the rules
  - b. Google plans to submit the next set of information to PBCE in early 2020, with outreach following in early spring (Round 2)
    - i. This will include detailed building and landscape design
    - ii. The PD Zoning will establish the rules for the project site
      1. These development/design standards will have more detail than typical PD Zonings
      2. Examples:
      3. These rules are very important because they will dictate future development
      4. This require more outreach and analysis at this stage – comprehensive planning process
      5. Legislative action (City Council action)
    - iii. PD Permit: entitlement that allows you to go to building permits – makes the zoning effective
  - c. If Council approves the project (all associated actions), then Google or its development partners would submit application for building permits
    - i. Staff will review the application for consistency with the detailed PD Zoning rules
    - ii. Buildings will not go to Planning Commission
    - iii. This gives more certainty to Google – adds value that is reflected in the DA + Community Benefits Plan
  - d. Examples:
    - i. This is kind of like Santana Row with respect to phasing: conceptual to more detailed
    - ii. Process done before in San Francisco with large projects – like Pier 70
  - e. Google: We are doing what we said we are going to do – going to continue to engage around key pieces
    - i. Parks, public realm
    - ii. Programming of community spaces
2. Relationships between Projects
  - a. DSAP Amendment
  - b. Diridon Area Parking Study
  - c. Affordable Housing Implementation Plan for the DSA

- d. Infrastructure
- e. Downtown
- f. DISC
- g. Commercial Linkage Fee
- h. Anti-Displacement strategies