

From: [Wessling, Cheryl](#)
To: [Rood, Timothy](#); [Manford, Robert](#); [Tu, John](#); [Keyon, David](#)
Cc: [Chang, Chu](#); [Downtown West Project](#)
Subject: Prepping MO with talking points for Tues Google Project item
Date: Friday, May 21, 2021 12:35:42 PM
Attachments: [MM-Google-DSAP Planning Talking Points Spring 2021.docx](#)

Tim, Robert, John, David - For Tuesday, the Mayor's Office will field media inquiries relating to the Google Project/DSAP Council item. Elisabeth is covering the details of the DA and community benefits. Colin Heyne (DOT) is covering parking/Sharks issue. PRNS is handling anything about parks.

I'm not sure we have any messages to update for Planning's specific message map, attached, since the time this went to PC in April.

I know some submittal docs were updated, but I don't believe those updates had significant changes in them ...?? If they did, maybe we add a sentence about what has changed. Largely, I believe Planning's project review process and info is well explained at www.sanjoseca.gov/GoogleProject and the DSAP webpage, www.sanjoseca.gov/DSAP.

Also, while MO has asked to be on point for media, there is always a chance that a technical media question will get referred to us, and we should be ready for that.

Thank you,
Cheryl

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DSAP/Google Project Review – Message Map for Planning – 04-26-2021 12:30 pm

Central Media Contact on Google/DSAP inquiries: **Elisabeth Handler**, OED Pubic Information Manager – Assigns who will respond to inquiries

Supportive Media Contact: **Cheryl Wessling**, PBCE Public Information Manager (but OOO 4-28 to 5/5)

Spokespersons: **Robert Manford**, Planning Deputy Director – subject matter expert, Environmental Review

Tim Rood, Planning Division Manager – subject matter expert, DSAP & Google Project Submittal and Review Process

Positioning statement	The proposed amended <u>Diridon Station Area Plan</u> drives the vision for a distinctive, sustainable, and lively regional destination just steps from the Diridon Station, and the proposed Google Project brings this plan to life.		
Key Messages	<p>1. We're amending the 2014 DSAP to reflect public current public values and market conditions.</p> <p>Through public values expressed in multiple engagement sessions since 2018, the DSAP amendment reflects revised Downtown Design Guidelines, new VMT traffic analysis methods, new rail/transit plans, new maximum building heights, and more. This will guide future development activities in the DSA.</p> <p>Value/Benefit - The amendment process aligns the plan to community values expressed through engagement; to current market conditions; and to Council-approved urban design standards.</p>	<p>2. City staff are bringing both efforts together for PC and CC consideration, as both seek to amend the City's General Plan.</p> <p>Google's ~80-acre proposal is about 1/3 of the 250-acre DSA, and it implements the DSAP vision and objectives (p. 1-3 of plan). The GP has been reviewed for conformance with these objectives.</p> <p>Value/Benefit - Google's investment brings to life the DSAP vision for an inspiring, transit-oriented urban area that integrates land uses for jobs, housing, retail, dining, culture, and parks and open space, and more.</p>	<p>3. Public input will continue as construction of specific buildings is proposed in the future.</p> <p>From the community input that shaped our General Plan through the input received to shape the proposed DSAP, Google Project, and Community Benefits, if approved by CC this spring, public input will also be sought as specific buildings are proposed, continuing a public review process to assure alignment with publicly approved plans and guidelines.</p> <p>Value/Benefit – Our review process keeps the project aligned to publicly approved standards.</p>
	<p>4. Environmental Review process is an open process that invites community input.</p> <p>City Planners carry out the mandate of the California Environmental Quality Act (CEQA) to identify and inform the public and decision-makers of environmental impacts that might be associated with the Google Project.</p> <p>Value/Benefit – For any significant impacts identified to water quality, vegetation, wildlife, traffic circulation, and other resources under the purview of CEQA, Google must reduce or mitigate these as possible. The public has been involved in the scoping of the EIR (Nov 2019) that resulted in a Draft EIR. Public comments to the Draft EIR are addressed in a Final EIR that is reviewed at the PC and CC hearings.</p>		<p>5. Final decision-making is at the City Council hearing, scheduled May 25.</p> <p>The staff analysis of the Google Project will culminate in public hearings before the Planning Commission and then the City Council.</p> <p>Value/Benefit - The hearings enable further public comment. The Staff Report with recommendations will post 7 days prior to the hearings, enabling early public review and preparation for input at the hearings.</p>

continued>

Q&A

- **What will Planning Staff bring to the Planning Commission and Council for consideration?** Planning Division staff will prepare a staff report with their analysis and recommendations to be heard first by the Planning Commission. The staff report is anticipated to include findings and recommendations related to:
 - Certification of the Environmental Impact Report (EIR)
 - General Plan Amendment
 - DSAP Amendment
 - Rezoning
 - Tentative Map
 - Planned Development Permit and other permits
 - City-Google Development Agreement, including Community Benefits (developed under purview of City's Office of Economic Development)

The Planning Commission's recommendation along with an updated staff report (reflecting outcomes of the Commission's hearing and further public comment) will be considered roughly one month later by the City Council, which will make a final decision on the project.

SOUND BITES as applicable

- From concept to reality, the project submittal and review process means Google and San Jose are moving forward on shaping a real project that will reflect community values as it gets built.
- In the 250-acre Diridon Station Area, San Jose is developing the largest intermodal rail hub on the West Coast, and the Google Project will highly define a third of this area.
- Working with Google, we're excited to bring to life San Jose's vision for a regional destination that integrates offices, housing, retail, dining, arts and culture, parks and open space, and more in a transit-centered area.

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