



SPECIAL MEETING OF THE MILPITAS CITY COUNCIL

AGENDA

TUESDAY, APRIL 25, 2023

BARBARA LEE SENIOR CENTER, 40 N MILPITAS BOULEVARD, ROOM 140/141, MILPITAS, CA
5:30 PM

For assistance in the following languages, you may call:

Đối với Việt Nam, gọi 408-586-2400

Para sa Tagalog, tumawag sa 408-586-3051

Para español, llame 408-586-3072

The City Council meeting is held in the City Council Chamber at City Hall, 455 E. Calaveras Blvd., Milpitas and via teleconference/Zoom webinar.

You may watch the Council meeting without providing public comment by accessing it via links here.

Meeting shall be livestreamed - Go to:

Facebook: <https://www.facebook.com/CityofMilpitas/>

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Web Streaming: <https://www.milpitas.gov/webstreaming>

PUBLIC COMMENT INSTRUCTIONS

Oral public comments may be provided live during the City Council meeting in person or by registering for the zoom meeting in advance. To register you will need to provide an email address (not disclosed) and a name. To minimize technical difficulties, please make sure that you have the latest version of the Zoom Application. Below is the link to register for this meeting only:

https://ci-milpitas-ca-gov.zoom.us/webinar/register/WN_F3vayY7ISleoTSCq0LpQmQ

After you register a link will be sent to you to join the City Council meeting in order to give your comments. All Zoom meeting attendees who wish to speak must click on the "raise hand" icon when the Mayor calls for public comments. If participating via phone, dial *9 to use the "raise hand" feature, and when called to speak, dial *6 to unmute your phone. Your phone number will be displayed in the live meeting. The Mayor will call speakers by name to address the City Council.

All comments provided shall be limited to three minutes or less as determined by the Mayor. All members of the public will be limited to one comment per agenda item, and one comment for non-agenda items.

NOTE: If a member of the public wishes to share any presentation materials for Council consideration, they must be submitted to the Clerk's Office by email to CityClerk@milpitas.gov by 12:00 p.m. on the day of the meeting. No presentations will be accepted in person in the Council Chambers.

MILPITAS CITY COUNCIL CODE OF CONDUCT

- Be respectful and courteous (words, tone, and body language).
- Model civility.
- Avoid surprises.
- Praise publicly and criticize privately.
- Focus on the issue, not the person.
- Refrain from using electronic devices while on the Council dais.
- Disclose conflicts of interest and affiliations related to agenda items.
- Separate governing from campaigning.
- The Council speaks with one voice after making policy on issues.
- Respect the line between policy and administration.
- Council will hold one another accountable to comply with this Code of Conduct.

CALL MEETING TO ORDER by Mayor and ROLL CALL by City Clerk (5:30 PM)

PLEDGE OF ALLEGIANCE

PUBLIC FORUM

Those interested are invited to address the City Council on the agenda item listed below only. Comments will be limited to three minutes or less at the Mayor's discretion. Speakers may state their name and city of residence for the record, and limit spoken remarks to three minutes, or less, at the discretion of the Mayor.

ANNOUNCEMENT OF CONFLICT OF INTEREST

READING OF THE CITY COUNCIL CODE OF CONDUCT

APPROVAL OF AGENDA

AGENDA ITEMS

- 1.** Receive Progress Report on the Work Completed and Community Feedback from Ascent Environmental and Staff on the Milpitas Gateway-Main Street Specific Plan, Provide Direction on Land Use, Mobility, and Public Realm Strategies and Alternatives, and Receive a Presentation on Ongoing Main Street Revitalization Efforts (Staff Contact: Ned Thomas, Planning Director, 408-586-3273; Alex Andrade, Economic Development Director, 408-586-3046; and Jay Lee, Principal Planner, 408-586-3077)

Recommendation: (1) Receive progress report on the work completed and summary of community feedback from Ascent Environmental and staff on the Milpitas Gateway-Main Street Specific Plan and provide direction on land use, mobility, and public realm strategies and alternatives; and (2) Receive a presentation on ongoing Main Street revitalization efforts and provide direction on the Storefront Improvement Grant Program, Business Improvement District, and business attraction.

ANNOUNCEMENTS

ADJOURNMENT

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e-mail: mmutalipassi@milpitas.gov / Phone: 408-586-3040

The Open Government Ordinance is codified in the Milpitas Municipal Code as Title I Chapter 310 and is available online at the City's website www.milpitas.gov by selecting the Milpitas Municipal Code link.

Materials related to an item on this agenda submitted to the City Council after initial distribution of the agenda packet are available for public inspection at the City Clerk's office at Milpitas City Hall, 3rd floor 455 E. Calaveras Blvd., Milpitas and on City website. City Council agendas and related materials can be viewed online: www.milpitas.gov/government/council/agenda_minutes.asp (select meeting date)

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CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	Receive Progress Report on the Work Completed and Community Feedback from Ascent Environmental and Staff on the Milpitas Gateway-Main Street Specific Plan, Provide Direction on Land Use, Mobility, and Public Realm Strategies and Alternatives, and Receive a Presentation on Ongoing Main Street Revitalization Efforts (Staff Contact: Ned Thomas, Planning Director, 408-586-3273; Alex Andrade, Economic Development Director, 408-586-3046; and Jay Lee, Principal Planner, 408-586-3077)
Category:	Community Development
Meeting Date:	4/25/2023
	<u>Recommendation:</u> 1. Receive progress report on the work completed and summary of community feedback from Ascent Environmental and staff on the Milpitas Gateway-Main Street Specific Plan and provide direction on land use, mobility, and public realm strategies and alternatives. 2. Receive a presentation on ongoing Main Street revitalization efforts and provide direction on the Storefront Improvement Grant Program, Business Improvement District, and business attraction.

Background:

The Milpitas Midtown Specific Plan was originally adopted by City Council in 2002 to maximize land use, transportation, and economic opportunities along the City's historic Main Street and to energize and catalyze mixed-use, transit-oriented development in the Midtown area, also known as the "heart" of Milpitas. As part of the update process, the Midtown Specific Plan will be renamed the "Milpitas Gateway-Main Street Specific Plan" and will provide a new vision and strategic policy framework to guide redevelopment and reinvestment in three focus areas and transform this important gateway into an attractive and vibrant destination for the City and the region.

In preparation for the update process, City staff partnered with local nonprofit Catalyze SV to facilitate a series of three community conversations from June to April 2021 to discuss the revitalization of Main Street with Milpitas' stakeholders.

On September 21, 2021, City Council authorized the City Manager to execute a master funding agreement with the Metropolitan Transportation Commission to receive \$500,000 in grant funding through the Priority Development Area Planning Grant Program and a professional services agreement with Ascent Environmental for consultant services to prepare the Gateway/Main Street Specific Plan.

The work completed thus far is summarized below.

1. **Kick-Off Meeting and Site Tour:** The project team held a virtual kick-off meeting on October 26, 2021 to initiate the project and discuss the City's goals and objectives, team roles and responsibilities, project area context and efforts under way, and Plan and focus area boundaries.
2. **Material Review and Preliminary Mapping:** The consultant reviewed relevant existing and in-progress studies and created a series of maps that depict the local context.
3. **Existing Conditions Assessment:** The consultant assessed the physical context of the Plan area with a focus on identifying preliminary opportunities and constraints related to land use and development.

Completed deliverables include the Land Use, Zoning and Urban Form Analysis, Market Study, Transportation Analysis, Affordable Housing and Community Benefits Memorandum, and Resilience and Climate Adaptation Assessment.

4. **Community Engagement Strategy:** The project team prepared a Community Engagement Strategy, which identifies roles and responsibilities, timelines for outreach activities, and a detailed, comprehensive communication strategy for creating awareness and excitement about the project.
5. **Pop-Up Event:** City staff and the consultant attended the City-sponsored Holiday Magic event on Main Street on December 17 and 18, 2021. The team spoke with approximately 25 people and received generally positive feedback related to the project. Feedback included excitement about Main Street being a “real downtown”, need for improvements to make Main Street attractive, desire for retail shops and restaurants, and support for housing, especially affordable housing, along Main Street.
6. **Council Ad-Hoc Main Street Revitalization Subcommittee:** City staff presented the key findings of the Land Use, Zoning and Urban Form Analysis to the Council Ad-Hoc Main Street Revitalization Subcommittee at its meeting on April 12, 2022. Staff received feedback to thoughtfully incorporate new housing along Main Street while maintaining and strengthening the neighborhood commercial character and find solutions to provide better parking opportunities throughout the corridor.
7. **Stakeholder Interviews:** The project team hosted six stakeholder interviews with local business owners, property owners, and developers to allow participants to discuss issues and opportunities in a smaller context. Key takeaways included support for analyzing the economic feasibility of development in establishing maximum densities and heights, positive feedback regarding City permitting processes, need for outdoor dining and site activation, and flexibility in building design, parking, and open space requirements to ensure feasibility.
8. **Community Workshops and Surveys:** The project team hosted two community workshops on June 29, 2022 and February 13, 2023 and opened an online survey following each event to solicit additional feedback from those who were unable to attend these workshops. The team provided findings from the existing conditions analysis and the preliminary Plan strategies and alternatives. Participants were able to provide feedback through live polls during the presentation and small breakout group discussions. Feedback included: (1) vision for a walkable and mixed-use development at different scales and with affordable housing; (2) support for outdoor dining and public art; (3) need for public gathering spaces, additional parking opportunities, and streetscape amenities; and (4) desire for dining, recreation, and shopping options. Refer to the community workshop summaries (Attachments 1 and 2) for more information.
9. **Technical Advisory Committee (TAC):** The project team hosted two meetings with the TAC to introduce the project, hear staff’s initial concerns and needs regarding specific Plan topics, and receive feedback on the Plan strategies and alternatives.
10. **Visioning, Scenario Planning, and Plan Strategies and Alternatives:** Based on the robust existing conditions analysis and feedback received from the community, Council, and TAC, the project team prepared a vision memo with the Plan strategies and alternatives related to land use, mobility, and open space. The consultant also conducted feasibility analysis for three development scenarios to test different development frameworks to ensure that Plan recommendations will be practical and implementable.

While the Gateway-Main Street Specific Plan will provide the policy framework and long-term strategies to transform the Plan area into a vibrant destination and gateway to the City over time, the City has also initiated the following Main Street revitalization efforts to facilitate important near-term changes to the area.

1. **Storefront Improvement Grant Program:** The Office of Economic Development (OED) launched the Pilot Storefront Improvement Grant Program in Spring 2020 with \$50,000 from the Community Benefit Fund. The purpose of the program is to improve the appearance of commercial storefronts to encourage economic vitality and attract residents, visitors, and new businesses to Main Street. While staff received interest from various business and property owners, the property owner of 167 and 187 South Main Street, where the former Red Chillies and The Best Sandwiches reside, applied in August 2021. The proposal consists of designing and building a shared outdoor dining area between the two restaurants to create a festive and safe destination to dine outdoors. Challenges initially experienced due to parking, accessibility, and restroom capacity have been addressed and the project is moving forward. Staff and the applicant are currently executing a Professional Services Agreement for \$20,000.

in grant funding and design services. The American Rescue Plan Act (ARPA) funded Storefront Grant Improvement Program is also moving forward. In late 2022, staff issued a Request for Proposals (RFP) for design services related to the ARPA funded Storefront Improvement Grant Program and selected Aetypic through the public bid process. Applicants who own the following properties have expressed interest in applying for grants: 93 N. Main Street, 66 S. Main Street, 166 S. Main Street, 174-176 S. Main Street, 414 S. Main Street, and 418-454 S. Main Street.

2. *Business Improvement District (BID)*: BIDs are designed to provide services and programs to business and property owners for the purpose of economic development. In early winter 2022, staff issued an RFP for a consultant to conduct a BID feasibility analysis and selected Civitas Advisors through the public bid process. A kickoff meeting with the consultant team is scheduled for early May. The kickoff meeting will include planning for Phase I of the project, which consists of stakeholder outreach, focus groups, study area establishment, and feasibility assessment and report.
3. *Business Attraction*: OED recently participated in the International Council of Shopping Centers (ICSC) Monterey Conference as a thought leader and panel organizer with retail and commercial brokers and developers. As it pertains to Main Street, staff is currently discussing retail opportunities with Philz Coffee and Nirvana Soul Coffee.

During this study session with Council, the project team will review the work completed and community feedback received on the Gateway-Main Street Specific Plan, provide the Plan strategies and alternatives, and facilitate discussion for Council direction on land use, transportation, and open space. The input from this study session will allow staff and the consultant to refine the Plan concepts and start drafting the Gateway-Main Street Specific Plan. Staff will provide an update and receive feedback on the ongoing Main Street revitalization efforts in a separate presentation and discussion following this agenda item.

Analysis:

A brief overview of the additional existing conditions analysis completed, and the Plan strategies and alternatives is provided below.

Additional Existing Conditions Analysis

Following completion of the Land Use, Zoning and Urban Form Analysis, Market Study, and Transportation Analysis, the consultant prepared an Affordable Housing and Community Benefits Memorandum and a Resilience and Climate Adaptation Assessment.

Affordable Housing and Community Benefits Memorandum

The Affordable Housing and Community Benefits Memorandum provides a framework for the Plan that can be implemented in conjunction with the City's 2023-2031 Housing Element Update to facilitate affordable housing development and help the City meet its Regional Housing Needs Allocation (RHNA) obligations. The key findings are below.

1. While the Plan area is considered a "high resource" area, which makes affordable housing projects more competitive for tax credits, the slow rate of household growth over the past decade reflects constraints that need to be proactively addressed to support affordable housing development.
2. Several major constraints to affordable housing development existing in the Plan area, including small parcel sizes and lack of funding for 100 percent affordable housing. Specific programs to address these constraints include a strategic property acquisition program, planning and zoning incentives, Plan-specific, and an enhanced infrastructure financing district (EIFD).
3. A community benefits program to incentivize and support affordable housing should prioritize public improvements including community gathering spaces, pedestrian and bicycle infrastructure, and streetscape improvements.
4. A community benefits program should also prioritize commercial corridor revitalization through district branding, small business assistance grants and loans, and special events.

Resilience and Climate Adaptation Assessment

The Resilience and Climate Adaptation Assessment provides an analysis of climate-change-related vulnerabilities of the Plan area to inform future development. Several climate projection tools were used to analyze the potential impacts of climate change on the Plan area through the end of the century. The Plan area

is not expected to be susceptible to flooding from sea level rise in the foreseeable future. The Plan area is also not directly exposed to wildfire hazards and is generally in the moderate percentiles for pollution burden (i.e., environmental health hazards) on the community.

Plan Vision, Strategies, and Alternatives

Upon completion of the existing conditions analysis and in consideration of the community feedback received, the project team developed the Plan vision and alternatives and strategies, which are organized into the three focus areas: (1) Gateway and Crossroads, (2) Main Street, and (3) Abbott District.

Plan Vision

The Plan area is envisioned as a group of neighborhoods that together create a complete community and center for Milpitas. New infill housing and mixed-use development will be paired with complete streets, new urban open spaces, and placemaking to distinguish the Plan area as a walkable and bike-friendly urban community. The guiding principles are organized around four themes: (1) vision and placemaking, (2) land use and development, (3) transportation and access, and (4) open space and community amenities. Refer to the Vision Memo (Attachment 3) for more information.

Gateway and Crossroads

The Gateway and Crossroads will serve as a regional destination and gateway to Milpitas with higher-intensity mixed use and residential development, a community anchor at Serra Way, and active gathering spaces. Key strategies to implement this vision include:

1. Establishing a higher intensity and scale for the Gateway (e.g., 4-5 stories) and Crossroads (e.g., 5-6 stories) areas;
2. Reimagining Serra Way and S. Abbott Ave. into complete, multimodal streets; and
3. Incorporating gateway signage and branding, streetscape improvements, pedestrian and bicycle improvements, and parking opportunities.

Main Street

Main Street will continue to evolve into a walkable and thriving destination, supported by civic and cultural anchors, infill residential development as a moderate scale, and neighborhood retail nodes with a focus on retail and outdoor dining. Key strategies to implement this vision include:

1. Establishing a moderate intensity and scale along Main St. (4-5 stories);
2. Reimagining Main St. as a shared street and Abel Street as a complete, multimodal street; and
3. Incorporating streetscape improvements and urban parks, plazas, and paseos.

Abbott District

The Abbott District will provide a mix of commercial uses including retail, office, and creative industrial development with new connections and open spaces. Key strategies to implement this vision include:

1. Prohibiting residential development and establishing a 50-foot maximum height throughout the district;
2. Establishing new street connections from Abbott Ave. to Thompson Ct. and Abel St. to Abbott Ave.; and
3. Extending the Hetch Hetchy greenway and establishing campus-style parks and plazas.

Next Steps

Following the Council direction on the Plan strategies and alternatives, the consultant will prepare an internal Administrative Draft Plan for staff review and initiate the environmental review process per the California Environmental Quality Act (CEQA).

The project team will also continue engaging the public while drafting the Plan to ensure the community vision informs the development of the Plan. Outreach efforts will include the following tasks in the upcoming months.

1. **Pop-Up Event:** Host another pop-up event within the Plan area to provide the community a convenient opportunity to review and comment on Plan drafts.

2. **Community Open House:** Host an interactive community open house to share the latest draft of the Plan and gather final input during the public review process. This is anticipated as an open meeting where participants can drop in throughout a designated time to ask questions and share input about difference aspects of the Plan.
3. **Public Draft Plan:** Based on community input received, the consultant will refine the Administrative Draft Plan and prepare a Public Draft Plan for public review and circulation.

The project team will also host additional study sessions with the Council throughout the Plan drafting process to share Plan drafts and receive direction on various aspects of the Plan.

Finally, based on input received from the public, City staff, and Council, the consultant will prepare the Final Plan and return to Council for adoption of the Plan and associated Environmental Impact Report (EIR).

Policy Alternatives:

This is an informational item for Council feedback and direction and is one of several sessions for providing Council with the progress of the update of the Gateway-Main Street Specific Plan.

Fiscal Impact:

This is an informational item. As such, there is no fiscal impact.

California Environmental Quality Act:

This report represents ongoing work on the Milpitas Gateway-Main Street Specific Plan; it is anticipated that an Environmental Impact Report (EIR) will be prepared for consideration prior to Plan adoption.

Recommendation:

1. Receive progress report on the work completed and summary of community feedback from Ascent Environmental and staff on the Milpitas Gateway-Main Street Specific Plan and provide direction on land use, mobility, and public realm strategies and alternatives.
2. Receive a presentation on ongoing Main Street revitalization efforts and provide direction on the Storefront Improvement Grant Program, Business Improvement District, and business attraction.

Attachment:

1. Community Workshop #1 Summary
2. Community Workshop #2 Summary
3. Vision Memo

Community Workshop #1 Summary

The following provides a summary of the first community workshop for the Milpitas Gateway-Main Street Specific Plan held on June 29, 2022. The main purpose of the community workshop was to provide an overview of the project and timeline, introduce the focus areas being considered as part of the Specific Plan, and gather input on key project components (housing & development, open space & public realm and transportation & access) through an interactive feedback exercise with workshop participants. This summary describes the purpose of the community workshop, provides an overview and summary of the workshop format, and key takeaways from input received through the small group exercises.

Purpose

Feedback received during the workshop will help guide the project team in refining the Specific Plan's goals and objectives and drafting a vision for the plan area. The following is a brief overview of major agenda items and a summary of key themes captured during the small group discussions.

Overview

The following items were the foundation of the meeting:

1. Welcome and Introductions
2. Presentation
 - a. Project Introduction
 - b. Opportunities: What do you envision
3. Activities
 - a. Polling Questions
 - b. Small Group Breakout Discussion
 - c. Report Back
4. Next Steps

Welcome and Introductions

Dave Javid, with Plan to Place, welcomed participants and provided an overview of how the meeting was to be facilitated along with opening up the interpretation channels for participants desiring live simultaneous interpretation in Spanish or Vietnamese. Next, City of Milpitas Planning Director Ned Thomas provided project team introductions and a brief overview of the meeting's purpose and was followed by Jay Lee from the City, who provided a short recap on the Preliminary Outreach results and a recap of previous outreach efforts. Dave then presented an overview of the night's agenda before starting the presentation.

Project Introduction and Opportunities - What do you envision?

Christine Babla, with Ascent, provided an overview of past and current Citywide planning efforts that will inform the Milpitas Gateway-Main Street Specific Plan goals and objectives. An overview of plan area maps and images were also shared to identify its location along with the focus areas being considered for the Specific Plan Focus.

Christine also provided a general overview of what the City's General Plan guidance provides for the Milpitas Gateway-Main Street Specific Plan area which was used to help frame the goals and objectives that would be potentially introduced into the Specific Plan area throughout the project process.

Christine then presented visioning images on topics which were to be discussed in the breakout rooms by meeting participants after the presentation, such as the Future of Main Street, Housing Development, Public Realm and Amenities and Transportation & Access.

Small Group Breakout Discussion

Following the presentation, people participated in an online live poll to gather demographic information and feedback on the Milpitas Gateway-Main Street Specific Plan (see the Appendix for the poll results). The poll also provided attendees a preview of the topics to be covered in the small breakout rooms. A facilitator and note taker from the project team were assigned to each breakout room. Feedback was recorded in three breakout rooms on a virtual whiteboard (see snapshot below) in response to the discussion prompts, provided below.

Small Group Discussion Prompts

The following discussion prompts were used to facilitate the discussion with meeting participants in the small groups.

Discussion Prompt 1: What do you like about the Area?

- What do you enjoy about visiting the Gateway – Main Street area? Do you have a favorite place you would like to share?

Discussion Prompt 2: What is your Vision?

- What kind of place should the Gateway-Main Street area become?
- Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future?

Discussion Prompt 3: Housing & Development

- What kind of housing would you like to see in the area? Where should it be located?
- What other uses would you like to see?

Discussion Prompt 4: Open Space & Public Realm

- What kinds of public open spaces are needed in the area?
- What type of public realm improvements would you most like to see?

Discussion Prompt 5: Transportation and Access

- What improvements would make you feel more comfortable walking/biking here?
- What improvements would make you feel more comfortable using bus transit or the BART/VTA station?
- Are there any other access improvements you would like to see?

Discussion Prompt 4: Open Space & Public Realm

1. What kinds of public open spaces are needed in the area?
2. What type of public realm improvements would you most like to see?

The screenshot shows a presentation slide titled "Public Realm & Amenities" with the subtitle "MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN". It features several images of urban spaces: a formal open space or town square, a street scene with improvements, informal open spaces, a cultural crosswalk, a place to play, and places to sit and rest. A survey question is also visible: "5. What kinds of public open spaces are needed in the area (select up to 3)?". Below the images, there are sections for "Comments/Questions" with "Chat Comments" and "Verbal Comments" input fields. The "Verbal Comments" section contains a list of suggestions: "We have a lot of parks, we don't need another park unless it's an entertainment area", "Need parks downtown, which would compliment the new housing going in downtown", "Parks are spread out, need some in a central area where no cars are allowed so it's safe for pedestrians", "Going/walking to a store so it shouldn't be a hassle", "Multi use design satisfies requirements at lowest cost", and "In line form plan, what's going to happen to Park".

Main Takeaways from Small Group Discussions

The following are main takeaways from the discussions in each of the breakout rooms, categorized by discussion prompt:

Discussion Prompt 1: What do you like about the Area?

- Diversity of restaurant selections throughout the City
- Destination for small scale restaurants with easy access
- Opportunities for recreational activities including easy access to paths and trails
- Centrally located and easily accessible from adjacent communities
- Regional shopping centers that are pleasant and safe to walk around
- Favorite places to visit include Best Sandwiches, Library, Indian Bazar, and O'Toole Elms Park because of its proximity to mixed use developments

Discussion Prompt 2: What is your Vision?

- Walkable, pedestrian friendly destinations that include businesses, restaurants, services and residential uses
- Open spaces that provide safe places to gather such as entertainment venues
- Location for food trucks

- Annual events such as the Art/Wine festival, to attract outside communities to come in, even if it's just for a few days a year
- Create spaces throughout the City to celebrate the community's diversity
- Convenient mixed-use developments with affordable housing
- Examples of places that Milpitas could strive to be like include Campbell, Los Gatos, Santana Row, Downtown Gilroy and Castro Street in Mountain View

Discussion Prompt 3: Housing & Development

- Urban Housing along both sides of Main Street that provide live/work opportunities
- Maintain integrity and heritage by creating new developments that complement the existing
- Mixed-use with ground floor retail and housing above
- Condos/Townhomes that are 3-4 stories, smaller but sizeable, to enhance and make it a good walking area
- Parking on ground floor or not, 4 stories (3 floors livable), or 4-5 stories in height
- Housing that maintains existing views of hills
- Housing developments that include amenities such as dog parks
- Affordable senior housing where seniors can walk to services
- Smaller sized developments that integrate with small businesses in the area
- We need more affordable senior housing where seniors can walk to services
- Smaller sized developments that integrate with small businesses in the area

Discussion Prompt 4: Open Space & Public Realm

- Sidewalk dining on Main St. like Castro St. in Mountain View
- Provide opportunities for public art such as colorful murals, and beautiful sculptures to showcase the diverse cultures in Milpitas
- Create some unique-to-Milpitas public art concepts, opportunities for street performers
- Addition of a town square or gathering place
- Preserve Milpitas's heritage and open spaces
- Streetscape improvements along with additional crosswalks/dedicated bike lanes to be painted/pavers - creating pedestrian safety that are visible/decorative
- More historical signs/banners along streets
- Downtown central park where no cars are allowed so it's safe for pedestrians
- Places to sit and enjoy the company of others - music, bocce ball, conversations

Discussion Prompt 5: Transportation and Access

- Utilize technologies to assist people with disabilities
- Create safe crossings, overpass and underpass for pedestrians on busy streets such as Calaveras
- Add more pedestrian lighting to create a safer nighttime environment
- Reduce car lanes to discourage driving which would minimize traffic volume and travel speed
- Consider Main Street and Abel as one-way streets, or Main street as pedestrian and bike only street
- Provide more parking opportunities behind the main areas to keep pedestrian foot traffic on Main Street more fun and safer

- Additional streetscape amenities (benches)
- Open air trolleys/shuttles - up and down Main St (similar to S.F.)
- Include charging stations for hybrids/electric cars to get people to come down and have them charge in the meantime
- Create a 1/4 mile threshold for walking and provide good walkways within 1/4 - 1/2 mile distances
- Sidewalks that include green barriers or safety barriers between people and traffic
- Opportunity for higher density which would help take traffic off the roadways such as Main Street

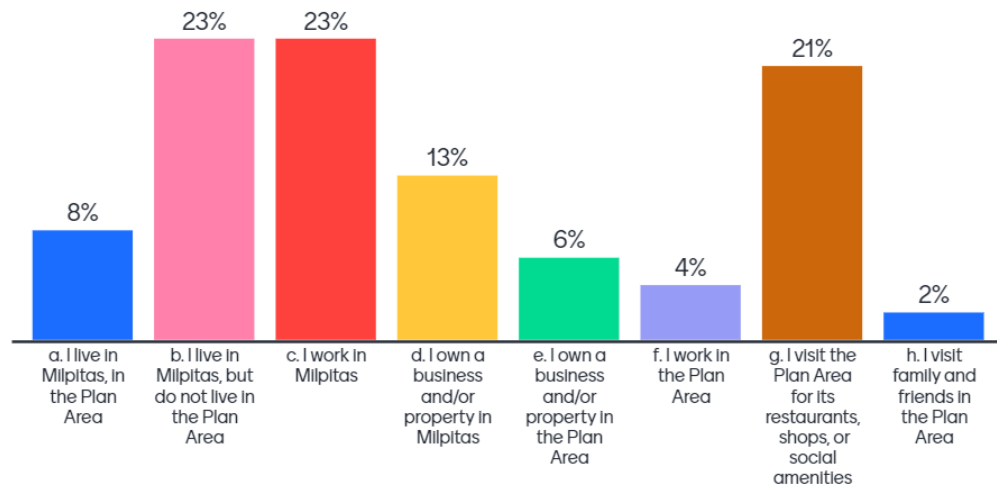
Next Steps

The meeting ended at 8:00pm, and participants were encouraged to visit the project website (www.milpitasmainstreet.org) to access the presentation and meeting recordings. When participants exited zoom, they were asked to take a brief demographic poll. Results of this poll are shown below in the Appendix. An online feedback form was also posted to the project website to gather additional input related to the material presented at the workshop and extend outreach to those who were unable to attend the virtual workshop. The results of the online feedback form are summarized in a separate document.

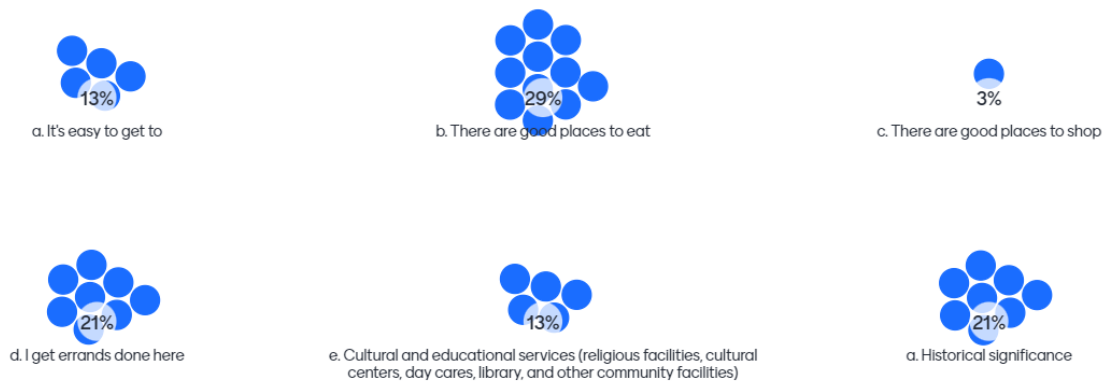
Appendix

In Meeting Live Poll Results:

1. Which of the following best describes your relationship to the Milpitas Gateway-Main Street area (select all that apply)



2. What do you enjoy about visiting the Milpitas Gateway – Main Street area? (Select all that apply)



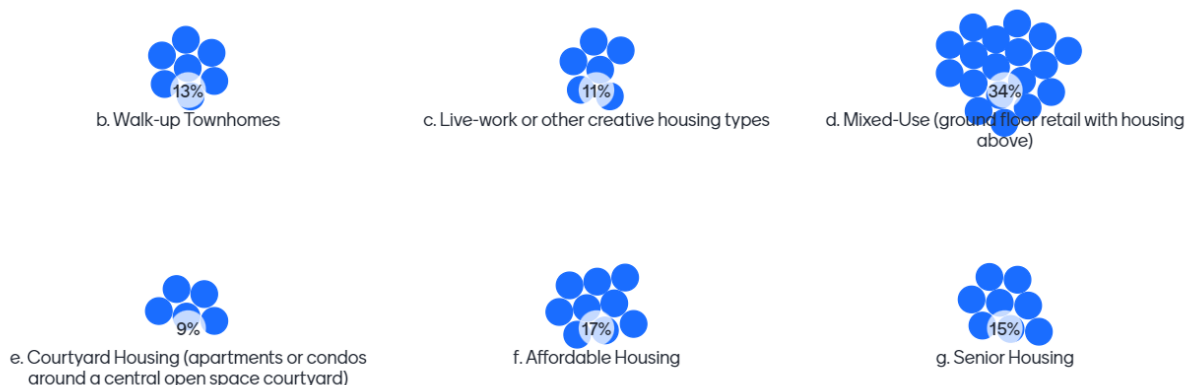
3. What kind of place should the Gateway-Main Street area become? In one to three words, what is your vision or "big idea" for the area?

Mentimeter

Community space	safely walkable	Community focused
a place to live, work, play	City hub for community	Mixed use
Old town magnet	Like Santana Row	Open space
Local focus	Vibrant walking community	Auto Repair hub
Businesses like retail and restaurants.	Local gathering space	pet friendly

4. What kind of housing would you like to see in the area (select all that apply)?

Mentimeter



5. What kinds of public open spaces are needed in the area (select up to 3)?

Mentimeter





Exit Demographic Poll Results:

Which of the following best describes your household?

- Couple with child(ren) - 28%
- Couple with no children in the home - 35%
- Multi-generational (grandparents, parents, and grandchildren) - 14%
- One person living alone - 14%
- Single parent with child(ren) - 9%

If you self-identify, what race or ethnicity do you most identify with?

- Asian - 35%
- White - 50%
- Native Hawaiian or Other Pacific Islander - 7%
- Hispanic, Latino, or Latinx Origin - 7%
- Other - 7%
- Prefer not to answer - 7%

What is your age?

- 26-45 - 28%
- 46-64 - 36%
- 65 and over - 36%

How did you hear about this workshop?

- Friend - 36%
- Email - 36%
- Newsletter/newspaper - 14%
- Social Media - 7%
- Other - 7%

Transcript of Public Comments Received through Zoom Chat:

- You may be planning to already, but please SHOW the EXACT Area map in Milpitas that we are talking about?
- Correct that last slide from Urban Pacific to Union Pacific.
- I was dropped twice
- Most of these ideas would replace existing buildings and displace businesses. What are limitations and potential costs to implement some of these ideas?
- Small business cannot afford these types of multi use buildings
- To make the area more bicycle friendly, create safe access from the southeast corner of town into this area. The POC planned in the past at Yosemite/Curtis has been deleted from all City Plans.
- concerns of business displacement was shared by several participants of Christine's group
- II. Medical Ages - Main Street Road Development of Colonization & Civilization development and other side of Building development with Urban Housing. City of Milpitas, preserving the heritage is important along with Main Down Town Area along with Urbanization, which is important and essential Economical development and International Trade and benefit of the City. Also, in urbanization, very important to maintain the open preserve space, entertainment areas where Civilization event and festivity taking place. Urban Housing with Townhomes but also to see Colonizing with Single Family Homes as well.
- Events would be nice. Unfortunately the events we've had this year were disappointing. Felt random. Like the placement of new structures, businesses, developments....it'd be nice if Milpitas was more intentional and thoughtful in the planning.
- +1 preserving heritage and open preserve spaces
- IV. Inconsistencies to address like Cross Bridge on one side and not on other, same things as under bridge. Required in all directions for Safety Road and Safe Passage. Reduce Noise Attenuation near Railroad Crossway and reduce the traffic on 237 and Montague.
- What a fabulous gathering- we should definitely all meet to celebrate this gathering for Gateway

Miro (virtual whiteboard) Comments:

The following are both chat and verbal comments taken from each of the virtual rooms during the breakout session:

Room 1 (Main Room)

- Most of these ideas would replace existing buildings and displace businesses. What are limitations and potential costs to implement some of these ideas
- Small business cannot afford these types of multi use buildings
- To make the area more bicycle friendly, create safe access from the southeast corner of town into this area. The POC planned in the past at Yosemite/Curtis has been deleted from all City Plans.
- One other thing is the tracks make it difficult to get from east side to west side by bikes or scooters. A bridge or tunnel would make it easier to access.
- If structured parking costs \$50,000/space, we only get 20 spaces for \$1M, or 100 spaces for \$5M. How much parking will be required?
- How much did the structured parking at the Library cost, and how many spaces did we get for that money?
- What a fabulous gathering- we should definitely all meet to celebrate this gathering for Gateway !
- I've lived in big cities with ground level shops with living spaces above. This makes for a better lifestyle. You can do things and go places without driving.
- Arches across a street are effective at delineating spaces. Open spaces provide opportunities to gather.
- Love the walkable spaces pictured. And the outdoor entertainment spaces
- concerns of business displacement was shared by several participants of Christine's group
- II. Medical Ages - Main Street Road Development of Colonization & Civilization development and other side of Building development with Urban Housing. City of Milpitas, preserving the heritage is important along with Main Down Town Area along with Urbanization, which is important and essential Economical development and International Trade and benefit of the City. Also, in urbanization, very important to maintain the open preserve space, entrainment areas where Civilization event and festivity taking place. Urban Housing with Townhomes but also to see Colonizing with Single Family Homes as well.
- would want more homes with linear gardens, which are common in some cities now
- The Hetch Hetchy Trail is my favorite part of Milpitas, I'd love to see this extended into the Main St. and the Metro Areas.
- Revolving and Revitalizing Milpitas Main Street Area with Performing Art Center, Entrainment Center, lessening the traffic of 237 Calaveras Blvd and develop undeveloped area of Road railway station and would need to match with the pre-existing and next set development.
- I would like to see sidewalk dining on main st. like Castro St. in Mountain View.
- I agree with Frank . Outdoor seating / eating under patio covers
- Would love colorful murals, and beautiful sculptures to showcase our diverse cultures in Milpitas
- Vision - Public realm - some unique-to-Milpitas public art concepts, opportunities for street performers
- Vision - safe, clean, interesting and attractive for all ages
- Events would be nice. Unfortunately the events we've had this year were disappointing. Felt random. Like the placement of new structures, businesses, developments....it'd be nice if Milpitas was more intentional and thoughtful in the planning.
- +1 preserving heritage and open preserve spaces
- Making areas more walkable (or for scooters) allows people to do lite shopping.

- Bike lanes and intersections are a great opportunity for public art (ground-based murals) -- contributes to safety and aesthetic placemaking.
- LoopWorks (MilpitasPRT.com) is planning a dual-loop advanced transit system for the Metro Area. It could be easily expanded to include this area and provide easy access in and out for pedestrians and cyclists.
- III. Services for Handicapped and Voice enabled services. Cross Over Bridge and Under bridge at larger Cross Road (Calaveras Blvd) | Montague Express Way | Dixon Landing Ave. Speed Bound Limits and addressing the inconsistencies and noise reduction in traffic areas.
- From Calaveras Main St. is hidden, Serra Way needs to be expanded and better way-finding so drivers are more likely to find it.

Room 2

- Like the laidback/clean look of Gilroy DT area, quiet, not a lot of traffic, can walk place to place safely, would like to see main street proper be similar. Outdoor/nightlife, more of this in that area overall would be great
- Gathering spaces by Main St, open space or POPOs (suggestion area where Milpitas Magic 2021 occurred)
- Like to visit - An-jan and Zayers Restaurant (doing weddings/special events), restaurant is not open anymore for individuals
- Like to visit Best Sandwiches
- One Developer listening in
- Great restaurants overall in City (good diversity)
- Milpitas Square shopping center - supposed to be local shopping center, ended up being regional shopping center, and understand people from SF/Chinatown come here to shop, we should make this area a regional shopping area
- Is the "Avery School, " near Calaveras & Park Victoria, - there's a former school- now swimming pool, will this pool, or a pool be open to the public, hopefully year round.
- Plenty of good lighting, lighting that shines mostly down onto the pathways.
- Yes, possibly a "local small bus" system, with minimum charge - it would make the rounds just around this area +/-... This could help foot traffic.
- Love Trolley
- could "down town" be developed where as there's almost no parking on Main street or Able. And put parking a block over / behind the main areas / so to keep pedestrian foot traffic more fun and safer.
- Unpopular/uncomfortable topic, I'm sure, but last time I was trying to walk in Milpitas with my kids there was just way to many unstable homeless people wandering around. I will just always drive anywhere I go now.
- Use old fire truck - rehabilitate to go to Great Mall area
- or Police Van to go to Great Mall, to the Library for example, and stops for whenever someone wants to stop. These services should be free to riders
- Trolleys - up and down Main St (similar to S.F.)
- Open air trolleys (desirable) since buses seem enclosed/unappealing sometimes
- 3 hotspots downtown - can take a long time if walking only, would be nice to have scooters/placement in the right areas might help
- charging stations, lots of people with hybrids/electric, good way to get people to come down and have them charge in the meantime
- Safe way to get to McCarthy Ranch area also

- Diverse community - having 1 block that is Italian shops, 1 block that is Irish blocks, 1 Vietnamese, etc.
- Crosswalks important to be painted/pavers - pedestrian safety - visible/decorative
- Dedicated bike lanes
- Empty lot by 880 by car dealership, belongs to the County, last year the County talked about building tiny homes for unhoused (against this idea since next to other Housing in the area)
- More historical signs/banners along streets
- More retail/cafes around there, and adding more public seating areas
- Adding more murals around, using local artists
- Like seeing more Condos/Townhomes on Main St - not too tall, 3-4 stories, smaller but sizeable, up and down this street to enhance and make it a good walking area
- Type of housing - parking on ground floor or not, 4 stories (3 floors livable), or 4-5 stories in height
- Keeping views of hills
- Dog Park (sizeable)
- Condo project incorporating a small dog park
- empty lot by KFC (putting a nice place to gather as an option)
- Empty spaces as food truck gatherings or similar
- Need events and something to get excitement to the area
- Food truck lot
- Will the City be willing to install, plant large trees ?
- PS: speaking of historic, could the buildings be created with an older look, showing some Milpitas history, not soo modern?.

Room 3

- Multi use locations where businesses and restaurants to go to on the first floor with residential above (toronto & east coast) - and other large metro areas people live in such close proximities and people enjoy it - convenience is key!
- We need some type of convenience in Milpitas (Trader Joes is amazing, and need something similar that is attractive to younger population).
- Food trucks are becoming a attraction for younger generations
- Place where once or twice a week food trucks can come and becomes an attraction
- Younger generation, unfortunate that they can't value sit down restaurants.
- Historic part of milpitas should be a part of the restaurant culture including food trucks (Sierra)
- Teach our young culture to slow down
- Families now don't have time to plant tomatoes - but later on
- Financial part - who will pay for the new shops/restaurants that will show up?
- If our kids can't live here because they can't afford it, then we need to change that.
- Homes will never be affordable but we can bring in high paying jobs, large international companies.
- Create instances for themselves to not have to create affordable housing.
- Annual event to attract outside communities to come in, even if it's just for a few days a year.
Art/wine festival
- Automotive, restaurants (that got shut down)
- Taco bell, Thai place - some others
- Fosters - other than that nothing downtown for me to go to
- Owners of businesses that have changed hands
- Most of these places, when you build new buildings, small businesses will not be able to afford to participate (paying 4-5\$ / sf for rent)

- Small business feel will be hard to get with such expensive rents, but restaurants that hold a night time atmosphere will get that type of feel. Not sure if that's possible on mainstreet
- Moving forward, a financial model needs to make sense if we are going to make Milpitas a desirable location and City needs to adjust to accommodate. For people to live and enjoy Milpitas, what do we need to give them, it's a new financial model.
- People going back into work and not working remote, Milpitas becoming a bedroom community. The more people spend outside of Milpitas, the less they will stay in Milpitas.
- Huge restaurant complex already and attracting people from other communities. Having a restaurant on main street might not be the best
- So much diversity in Milpitas - when restaurants are built close, a benefit when one is busy and the other is not.
- McCarthy ranch's restaurants - not many. But some closed down and not many now, but benefit is the parking and it would be great to have some strip center parking.
- 1/4 mile threshold for walking - just need good walkways within 1/4 - 1/2 mile distances (convenient)
- Keep bikes off sidewalks
- Ample parking so people can meet up
- Don't like google bikes, just get thrown on ground and left - don't need congestion
- If we have a downtown with pedestrian only traffic, then parking structure with shuttle service could be used so you don't need to find parking where exactly you are going.
- Real housing problem - only select few can afford, income isn't keeping pace with costs. Live in Livermore and work in Bay Area.
- If we design the new model of Mainstreet to accommodate higher end international businesses, we'll need to address this new
- We have a lot of parks, we don't need another park unless its a entertainment area
- Need parks downtown, which would compliment the new housing going in downtown
- Parks are spread out, need some in a central area where no cars are allowed so it's safe for pedestrians.
- Going/walking to a store so it shouldn't be a hassle
- Multi use design satisfies requirements at lowest cost
- In long term plan, whats going to happen to Civic Center where open plaza's are happening, needs to be resolved before what's going to happen on Mainstreet.
- Ice rink? Identification will be an issue
- Music in the park - cultural crossroads would be a great location.
- Paving, signage key
- Benches and places for people to chat
- We need mixed use with housing above, not that expensive to own something and be profitable. Housing in short supply everywhere
- Too much traffic on Main Street?
- Corning on South, Carlo on North - non traffic zone, maybe pedestrian only?
- City center and end up at plaza that you feed with restaurants and such
- No 5-10 year visions in planning, maybe budget point of view but actual sites approved in various places - do we want to authorize this? Does it fit a vision to redevelop
- One thing to discuss new housing but another for redevelopment that includes restaurants etc.
- We need more senior housing for relatives of people to go to
- Affordable housing is a joke - senior housing that is affordable for seniors where they can walk to services

Room 4

- A place where everyone can come together
- Other towns have large community areas with restaurants, a theater district, place for people to go
- A place for people to meet and do community type activities
- There is a large Asian population in the city; provide places that reflect the community's diversity
- Have seen Castro Street in Mountain View evolve (an example for Milpitas)
- Should evolve in its own way
- A diverse community, not just Indian population, but for many different cultures
- Share the likes of a broad cultural base
- The young folks really enjoy the car wash and the stylish barber shop (if it is still open)
- On the north side of the plan, some bulb-out would be nice in the area, in my opinion
- Central to the city
- Favorite Places; Best Sandwiches and other restaurants
- Easy to get to off Calaveras and Great Mall Parkway
- Central location, easily accessible (from north and south)
- Accessible to the library and small markets
- Friendly for kids to walk
- Access to the medical center as a key facility for the community
- Street design- wide and narrow parts; intersection at Serra Way is difficult for pedestrians; left and right turns, vehicles coming from the parking lot of the shopping center
- Need for more pedestrian safety features
- Regular visitor of the Library and AnJan
- In the process of developing the plan, what happens to those that want to build in the interim, during the planning process
- If the community sees something that is contrary to the community's vision, what happens?
- Legally, the City would follow the standards of the existing Specific Plan
- One reason we think people have not invested in the Downtown is that densities may be limiting the type of development that is feasible to build
- O'Toole Elms Park for its historical significance; the park trail provides access for apartments
- There are open space trail circuits in the community to walk pets or go for a stroll
- O'Toole Park's proximity to mixed-use development;
- Favorite Places: Mixed-use apartments on Main Street, religious institutions and international grocery stores, the Food Pantry supports low income
- Maintaining a principle through this effort to serve everybody
- One side of Main Street is constrained by the railroad
- Design to be accessible by car and pedestrians, to be attractive to a lot of people
- Sidewalks that include green barriers or safety barriers between people and traffic
- In the past, discussion of Main Street as a one-way street, couplet paired with Abel Street
- Main Street is 2 lane - wide enough that people drive along very quickly but too narrow to be 4 lanes
- Strong interest in making Main a walkable place
- Opportunity for density to help take traffic off the roadways
- Mixed-use and residential in the area creates a clientele for local businesses
- Homeless population in the area creates insecurity for community visiting
- Areas near Correctional facility and within Big Lots center, there are homeless populations; should address homeless needs, in terms of access to housing, mobility, and services
- Should consider unheard voices, like the homeless, who are not able to join us

- Where can we view the maps, materials from the meeting?
- There is a project website where the materials can be found (provided at the end of the presentation)
- Elevated cycle tracks are appearing in the City
- City of Fremont; converted part of the sidewalk to an elevated cycle track so cyclists are not sharing space with traffic and are more comfortable riding
- Provides a natural separation between the sidewalk and traffic
- Place to sit and enjoy the company of others - music, bocce ball
- Residents' needs
- Stratford school is a new elementary school in the area; indicates that there are residents moving in
- Performance space and multiuse park to serve children and other age groups
- Windsor as an example
- Calaveras is a state-controlled highway, city has limited access to this; ow do we incorporate the needs of the city?
- State can assist with accommodating the city's values
- Historic buildings on Main Street is gradually disappearing
- Is there a way for the community to identify specific lots that can be protected?
- The City has a historic inventory with approx.20 properties that are designated historically significant
- City can allocate resources to properties that are not designated to commemorate resources that have lost their significance
- Example of this is occurring at the city with replacement of an older car wash with new on through design, such as a mural
- Consider potential inventory projects on Main Street
- In Milpitas, we have traditional neighborhoods, as well as transit areas; there could be housing that is in between the two, such as live-work, townhomes, and walk-ups
- Smaller sized developments that integrate with small businesses in the area

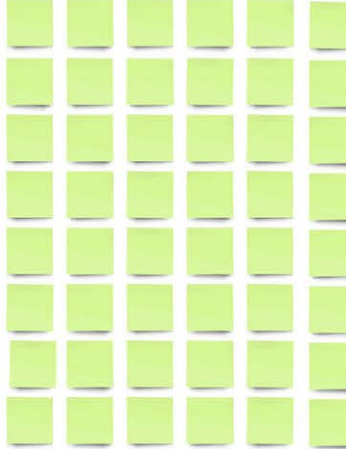
Miro Board Images

Group 1 – Prompt 1

Facilitator: Christine
Notetaker: Sangwoo Lee

Discussion Prompt 1: What do you Like About the Area?

1. What do you enjoy about visiting the Gateway – Main Street area?
Do you have a favorite place you would like to share?



Comments/Questions

Chat Comments

- Most of these ideas would replace existing buildings and displace businesses. What are limitations and potential costs to implement some of these ideas.

Small business cannot afford these types of multi use buildings

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How much did the structured parking at the Library cost, and how many spaces did we get for that money?

What a fabulous gathering- we should definitely all meet to celebrate this gathering for Gateway!

Verbal Comments

- Market place for small business owners. Cluster of retail and entertainment. (e.g. ice cream store at main street and 237)

Big area with many possibilities- example of a project in Miami with open auditorium, restaurants, mixed-use around a square. Integrated open space, park, playground, restaurants, housing, etc. Concern over displacement of local businesses.

Destination for local small scale restaurant - this is the City's economic strategy. Minimize displacement. Preserve and protect local businesses. Identify solutions. City's Econ Dev Strategy to provide strategies for property owners and businesses. Potential formation of Business Improvement District (BID). City has plans to hire consultants to evaluate BIDs.

Good restaurants, high quality food. Something close to Santa Row, with nice gathering place lots of trees with shade. Don't want the place to become too expensive.

Arts and crafts, community focused, engaging for the community.

Main Street in Santa Monica with live music and nice atmosphere.

Area allocated for weekend food trucks.

Something uniquely Milpitas.

Economic vitality.

Go to www.miro.com and use the code 91491456

2. What do you enjoy about visiting the Milpitas Gateway – Main Street area? (Select all that apply)



Currently underutilized. Lack of parking structures.

Will Main Street compete with the Metro SP area? Should differentiate Main Street from the Metro area.

- Gateway to the City, along SR 237

- Railyard which is underutilized behind Main Street - what is the future?

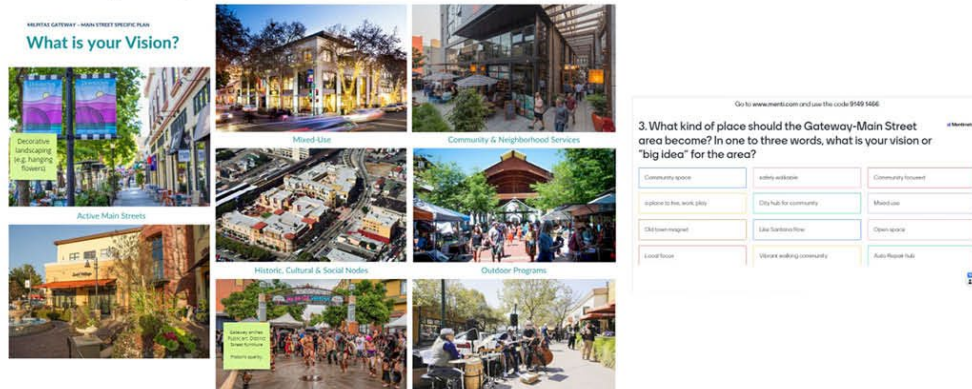
- What is preserved vs. redeveloped? How does new development complement the existing businesses? Revitalize, don't reinvent.

- Open space, performance center, cinema, places where people can come for fun and festivity in the downtown.

Group 1 – Prompt 2

Discussion Prompt 2: What is your Vision?

1. What kind of place should the Gateway-Main Street area become?
2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future?



Comments/Questions

Chat Comments

- I've lived in big cities with ground level shops with living spaces above. This makes for a better lifestyle. You can do things and go places without driving.

Arches across a street are effective at delineating spaces. Open spaces provide opportunities to gather.

Love the walkable spaces pictured. And the outdoor entertainment spaces.

concerns of business displacement was shared by several participants of Christine's group

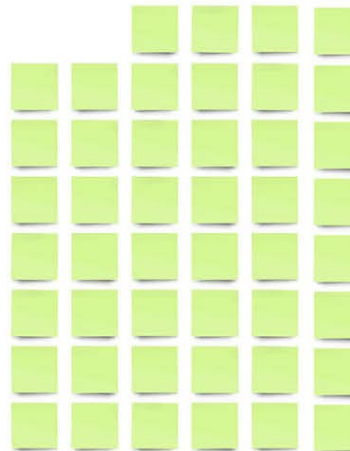
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Verbal Comments

- Gateway arches. Public art. Distinct Street furniture

Historic quality.

Decorative landscaping (e.g. hanging flowers)



Group 1 – Prompt 3

Discussion Prompt 3: Housing & Development

1. What kind of housing would you like to see in the area? Where should it be located?
2. What other uses would you like to see?

MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

Housing & Development

4. What kind of housing would you like to see in the area (select all that apply)?

Go to www.milpitas.gov and use the code 01453 1466

☐ 1. Single-Family Detached
☐ 2. Single-Family Attached (Townhomes)
☐ 3. Multi-Family (Apartment)
☐ 4. Office/Professional/Service/Industrial/Commercial
☐ 5. Community Center/Recreation/Arts/Cultural
☐ 6. Retail/Entertainment
☐ 7. Senior Housing
☐ 8. Other

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Comments/Questions

Chat Comments

• Type Here

i would want more homes with linear gardens, which are common in some cities now

The Hetch Hetchy Trail is my favorite part of Milpitas, I'd love to see this extended into the Main St. and the Metro Areas.

Revolting and Revitalizing Milpitas Main Street Area with Performing Art Center, Entertainment Center, lessening the traffic of 237 Calaveras Blvd and develop-undeveloped area of Road railway station and would need to match with the pre-existing and next set development.

Verbal Comments

• Housing along both sides of Main Street.

Urban Housing

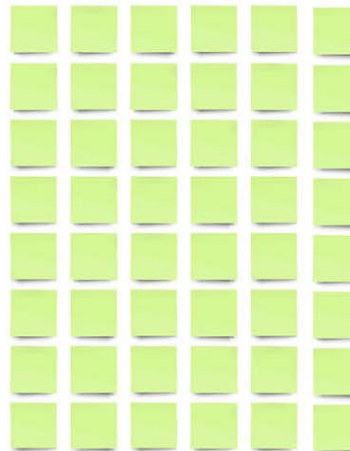
Continue to preserve the heritage that exists.

Maintain integrity of development to reflect the era.

Newer development should complement the existing.

Preserve open space, trails, etc.

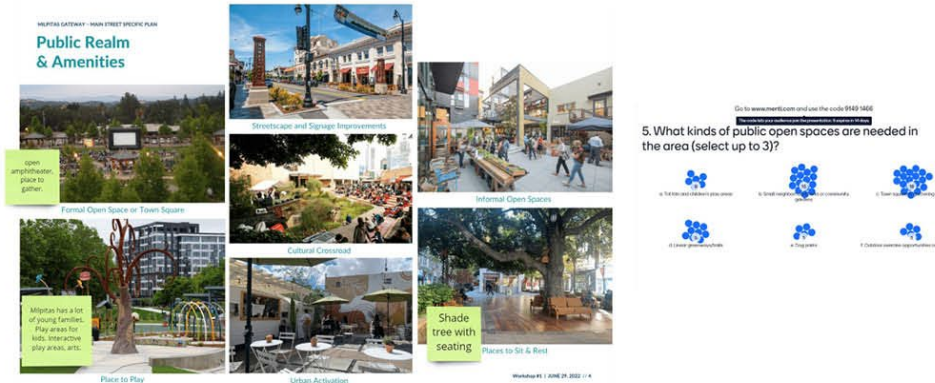
More trees, rooftop gardens, greenery



Group 1 – Prompt 4

Discussion Prompt 4: Open Space & Public Realm

1. What kinds of public open spaces are needed in the area?
2. What type of public realm improvements would you most like to see?



Comments/Questions

Chat Comments

• Type Here

I would like to see sidewalk dining on main st. like Castro St. in Mountain View.

I agree with Frank . Outdoor seating / eating under patio covers

Would love colorful murals, and beautiful sculptures to showcase our diverse cultures in Milpitas

Vision - Public realm - some unique-to-Milpitas public art concepts, opportunities for street performers

Vision - safe, clean, interesting and attractive for all ages

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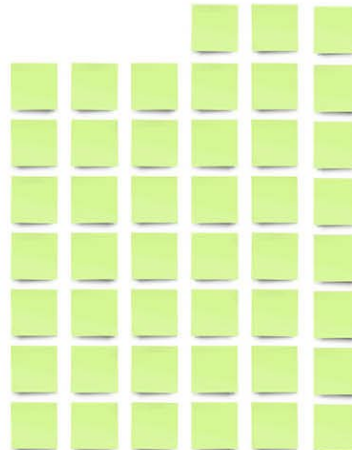
+1 preserving heritage and open preserve spaces

Verbal Comments

• There are many senior communities in Milpitas.

Lyft bikes

Shades for hot climate.

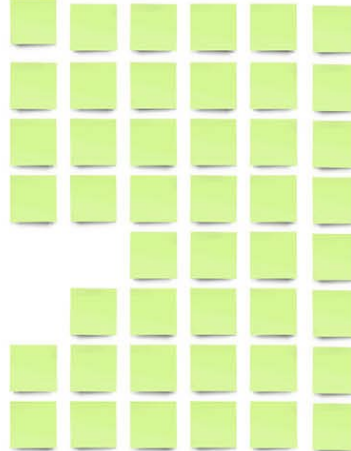


Group 2 – Prompt 1

Facilitator: Matt
Notetaker: Kristina

Discussion Prompt 1: What do you Like About the Area?

1. What do you enjoy about visiting the Gateway – Main Street area?
Do you have a favorite place you would like to share?



Comments/Questions

Chat Comments

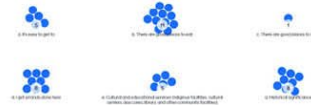
- Like to visit the Library & Starbucks

Verbal Comments

Like to visit - An-jan and Zayers Restaurant (doing weddings/special events), restaurant is not open anymore for individuals
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One Developer listening in
Great restaurants overall in City (good diversity)
Milpitas Cosene shopping center - supposed to be local shopping center, ended up being regional shopping center, and understand people from SF/Chinatown come here to shop, we should make this area a regional shopping area

Go to www.menti.com and use the code 9149 1866

2. What do you enjoy about visiting the Milpitas Gateway – Main Street area? (Select all that apply)



Group 2 – Prompt 2

Discussion Prompt 2: What is your Vision?

1. What kind of place should the Gateway-Main Street area become?
2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future?

MILPITAS GATEWAY – MAIN STREET SPECIFIC PLAN

What is your Vision?

Downtown Gilroy

Downtown Larkspur

Go to www.merit.com and use the code 9149-1666

3. What kind of place should the Gateway-Main Street area become? In one to three words, what is your vision or "big idea" for the area?

Community space	Publicly accessible	Community focused
replace to live/work/play	City hub for community	Mixed use
Old town/ingrad	Live/entertainment	Open space
Landmarks	Work/live/commute	Auto/repair/hub

Mark Twain
 Center square
 that where
 Milpitas Magni occurred

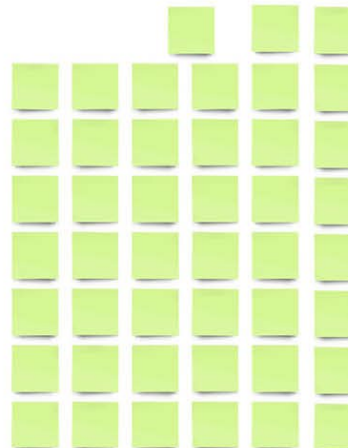
Comments/Questions

Chat Comments

- Downtown Larkspur (Marin County)

Verbal Comments

- Like the laidback/clean look of Gilroy DT area, quiet, not a lot of traffic, can walk place to place safely, would like to see main street proper be similar. Outdoor lifestyle, more of this in that area overall would be great
- Gathering spaces by Main St, open space or POPOs (suggestion area where Milpitas Magni occurred)



Group 2 – Prompt 3

Discussion Prompt 3: Housing & Development

1. What kind of housing would you like to see in the area? Where should it be located?
2. What other uses would you like to see?

MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

Housing & Development

Keeping Views (Hillside)

Go to www.milpitas.gov and use the code 9448 1808

4. What kind of housing would you like to see in the area (select all that apply)?

☐ To look up (Townhomes)
☐ To look out (Views)
☐ To look down (Views)
☐ To look across (Views)
☐ To look up (Views)
☐ To look out (Views)
☐ To look down (Views)
☐ To look across (Views)

Food Trucks, Condos (3-5 stories), Small Retail Areas, Dog Parks, Pedestrian-Friendly, Entertainment

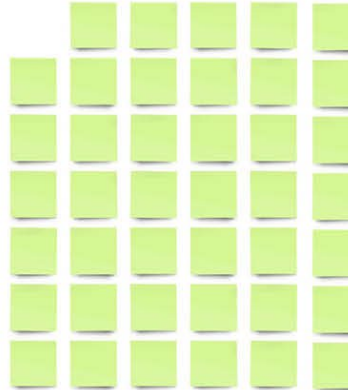
Comments/Questions

Chat Comments

- Need events and something to get excitement to the area
- Food truck lot
- Will the City be willing to install, plant large trees?
- PS: speaking of historic, could the buildings be created with an older look, showing some Milpitas history, not so modern?

Verbal Comments

- Like seeing more Condos/Townhomes on Main St - not too tall, 3-4 stories, smaller but sizeable, up and down this street to enhance and make it a good walking area
- Type of housing - parking on ground floor or not, 4 stories (3 floors livable), or 4-5 stories in height
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- Condo project incorporating a small dog park
- empty lot by KFC (could be a nice place to gather as an option)
- Empty spaces as food truck gatherings or similar



Group 2 – Prompt 4

Discussion Prompt 4: Open Space & Public Realm

1. What kinds of public open spaces are needed in the area?
2. What type of public realm improvements would you most like to see?

Go to www.milpitas.gov and use the code 2022-1028

5. What kinds of public open spaces are needed in the area (select up to 3)?

☐ a formal open space (e.g., park, plaza, square)
 ☐ a shared neighborhood space (e.g., community garden, neighborhood park)
 ☐ a temporary or pop-up space (e.g., farmers market, street festival)

☐ Safe Pedestrian Walkways
 ☐ Dedicated bike lanes
 ☐ More formal open spaces (e.g., park, square)

☐ Cleaner, brighter, vibrant
 ☐ More local artists

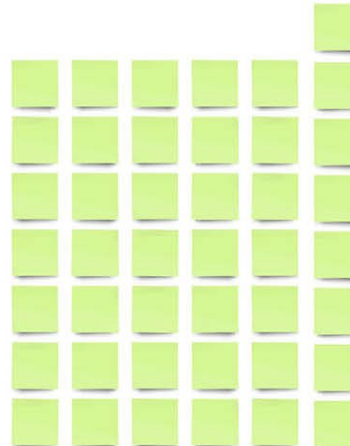
Comments/Questions

Chat Comments

• Type Here

Verbal Comments

- Crosswalks important to be painted/pavers - pedestrian safety - visible/decorative
- Dedicated bike lanes
- Empty lot by 850 by car dealership, belongs to the County, last year the County talked about building tiny homes for unhoused (against this idea since next to other housing in the area)
- More historical signs/banners along streets
- More murals around there, and adding more public seating areas
- Adding more murals around, using local artists

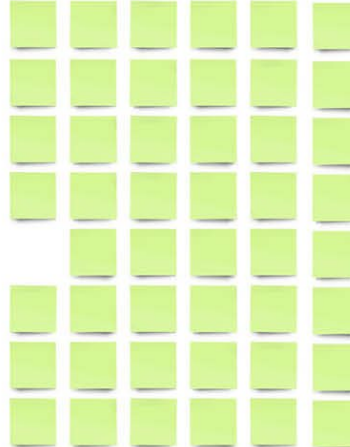


Group 3 – Prompt 1

Facilitator: Jay
Notetaker: Paul

Discussion Prompt 1: What do you Like About the Area?

1. What do you enjoy about visiting the Gateway – Main Street area?
Do you have a favorite place you would like to share?



Comments/Questions

Chat Comments

• Type Here

Verbal Comments

- Automotive, restaurants (that got shut down)
- Taco bell, Thai place - some others
- Fosters - other than that nothing downtown for me to go to
- Owners of businesses that have changed hands
- Most of these places, when you build new buildings, small businesses will not be able to afford to participate (paying 4-5\$ a sq ft for rent)
- Small business feel will be hard to get with such expensive rents, but restaurants that hold a night time atmosphere will get that type of feel. Not sure if that's possible on mainstreet
- Moving forward, a financial model needs to make sense if we are going to make Milpitas a desirable location and City needs to adjust to accommodate. For people to live and enjoy Milpitas, what do we need to give them. It's a new financial model.
- People going back into work and not working remote, Milpitas becoming a bedroom community. The more people spend outside of Milpitas, the less they will stay in Milpitas.
- Huge restaurant complex already and attracting people from other communities. Having a restaurant on main street might not be the best
- So much diversity in Milpitas - when restaurants are built close, a benefit when one is busy and the other is not.
- McCarthy ranch's restaurants - not many. But some closed down and not many now, but benefit is the parking and it would be great to have some strip center parking.

Go to www.merit.com and use the code 91891866

2. What do you enjoy about visiting the Milpitas Gateway – Main Street area? (Select all that apply)



Group 3 – Prompt 2

Discussion Prompt 2: What is your Vision?

1. What kind of place should the Gateway-Main Street area become?
2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future?

MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

What is your Vision?

Go to www.milpitas.gov and use the code 9149 1460

3. What kind of place should the Gateway-Main Street area become? In one to three words, what is your vision or "big idea" for the area?

Community space	Publicly available	Community focused
Location to live, work, play	City hub for community	Mixed use
Urban/midrise	Like downtown	Open space
Local focus	Vibrant walking community	Auto Repair hub

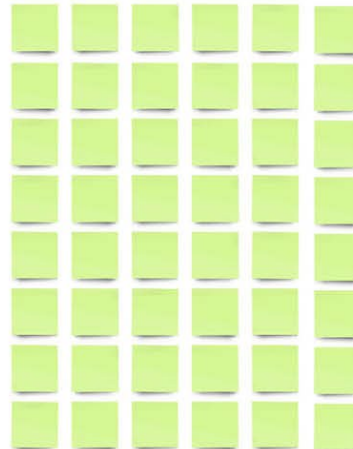
Comments/Questions

Chat Comments

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Verbal Comments

- Multi use locations where businesses and restaurants to go to on the first floor with residential above (toronto & east coast) - and other large metro areas people live in such close proximities and people enjoy it - convenience is key!
- We need some type of services in Milpitas (Trader Joes is amazing, and need something similar that is attractive to younger population).
- Food trucks are becoming a attraction for younger generations
- Place where once or twice a week food trucks can come and become an attraction
- Younger generation, unfortunate that they can't value sit down restaurants.
- Historic part of milpitas should be a part of the restaurant culture including food trucks (Sienna)
- Teach our young culture to slow down
- Families now don't have time to plant tomatoes - but later on
- Financial part - who will pay for the new shops/restaurants that will show up?
- If our kids can't live here because they can't afford it, then we need to change that.
- Homes will never be affordable but we can bring in high paying jobs, large international companies.
- Create instances for themselves to not have to create affordable housing.
- Annual event to attract outside communities to come in, even if it's just for a few days a year: Art/wine festival



Group 3 – Prompt 3

Discussion Prompt 3: Housing & Development

1. What kind of housing would you like to see in the area? Where should it be located?
2. What other uses would you like to see?

MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

Housing & Development

4. What kind of housing would you like to see in the area (select all that apply)?

Go to www.merit.com and use the code 91821586

☐ 1. Single-Family Detached
☐ 2. Single-Family Attached (Townhome)
☐ 3. Multi-Family (Apartment)
☐ 4. Multi-Family (Condo)
☐ 5. Multi-Family (Mixed-Use)
☐ 6. Multi-Family (Senior Housing)
☐ 7. Multi-Family (Student Housing)
☐ 8. Multi-Family (Other)

Worksheet #1 | JUNE 29, 2022 | 13

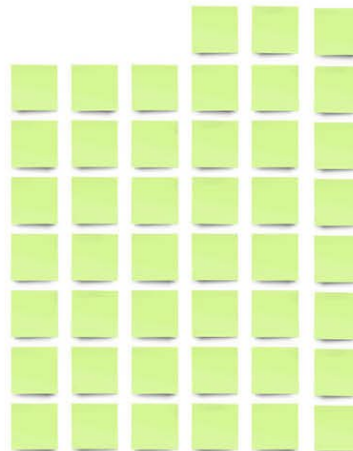
Comments/Questions

Chat Comments

Type Here

Verbal Comments

- We need mixed use with housing above, not that expensive to own something and be profitable.
- Housing in short supply everywhere
- Too much traffic on Main Street?
- Corridor on South, Corridor on North - non traffic zone, maybe pedestrian only?
- City center and end up at plaza that you feed with restaurants and such
- No 5-10 year visions in planning, maybe budget point of view but actual sites approved in various places - do we want to authorize this? Does it fit a vision to redevelop
- One thing to discuss new housing but another for redevelopment that includes restaurants etc.
- We need more senior housing for relatives of people to go to
- Affordable housing is a joke - senior housing that is affordable for seniors where they can walk to services

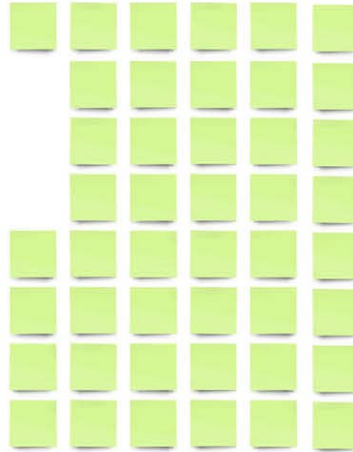


Group 4 – Prompt 1

Facilitator: Michael
Notetaker: Anh

Discussion Prompt 1: What do you Like About the Area?

1. What do you enjoy about visiting the Gateway – Main Street area?
Do you have a favorite place you would like to share?



Comments/Questions

Chat Comments

- On the north side of the plan, some built-out would be nice in the area, in my opinion

Verbal Comments

- Central to the city
- Favorite Places: Best Sandwiches and other restaurants
- Easy to get to off Calaveras and Great Mall Parkway
- Central location, easily accessible (from north and south)
- Accessible to the library and small markets
- Friendly for kids to walk
- Access to the medical center as a key facility for the community
- Street design- wide and narrow parts; intersection at Sierra Way is difficult for pedestrians; left and right turns, vehicles coming from the parking lot of the shopping center
- Need for more pedestrian safety features
- Regular visitor of the Library and Anjan
- In the process of developing the plan, what happens to those that want to build in the interim, during the planning process
- If the community sees something that is contrary to the community's vision, what happens?
- Legally, the City would follow the standards of the existing Specific Plan
- One reason we think people have not invested in the Downtown is that densities may be limiting the type of development that is feasible to build
- O'Toole Elms Park for its historical significance; the park trail provides access for apartments
- There are open space trail circuits in the community to walk pets or go for a stroll
- O'Toole Park's proximity to mixed-use development
- Favorite Places: Mixed-use apartments on Main Street, religious institutions and international grocery stores, the Food Pantry supports low income
- Maintaining a principle through this effort to serve everybody

Go to www.meritcam.com and use the code 9149 1466

2. What do you enjoy about visiting the Milpitas Gateway – Main Street area? (Select all that apply)



1. Central location



2. Proximity to the library and small markets



3. Proximity to the medical center



4. Proximity to the library and small markets



5. Proximity to the medical center



6. Proximity to the library and small markets

Group 4 – Prompt 2

Discussion Prompt 2: What is your Vision?

1. What kind of place should the Gateway-Main Street area become?
2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future?

MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

What is your Vision?

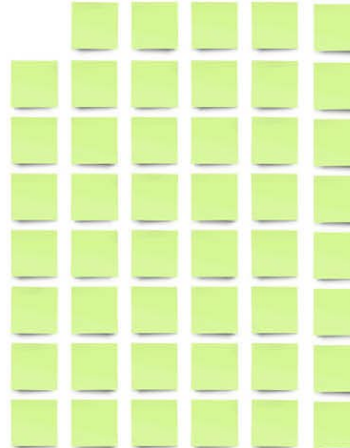
Comments/Questions

Chat Comments

- The young folks really enjoy the car wash and the stylish barber shop (if it is still open)

Verbal Comments

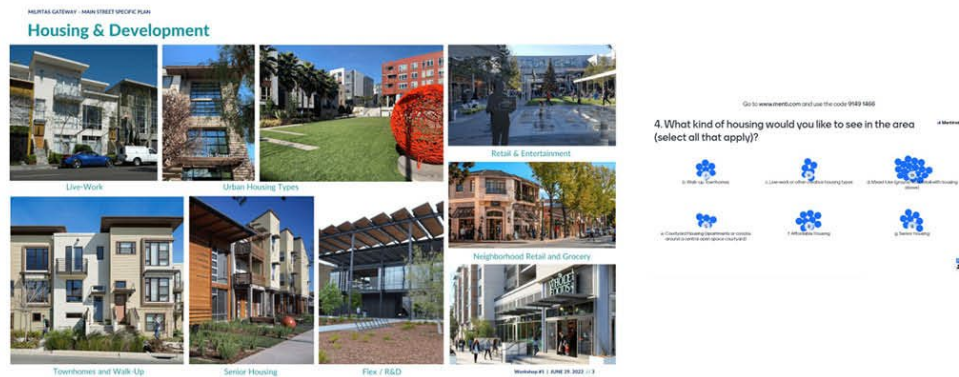
- A place where everyone can come together
- Other towns have large community areas with restaurants, a theater district, place for people to go
- A place for people to meet and do community type activities
- There is a large Asian population in the city; provide places that reflect the community's diversity
- Have seen Castro Street in Mountain View evolve (an example for Milpitas)
- Should evolve in its own way
- A diverse community, not just Indian population, but fore many different cultures
- Share the likes of a broad cultural base



Group 4 – Prompt 3

Discussion Prompt 3: Housing & Development

1. What kind of housing would you like to see in the area? Where should it be located?
2. What other uses would you like to see?



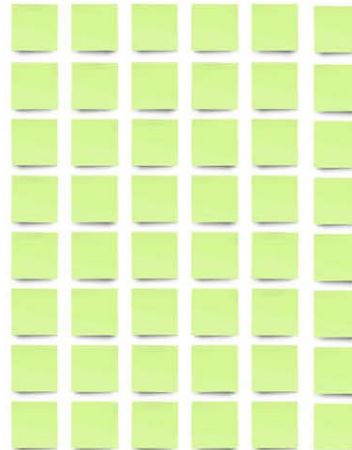
Comments/Questions

Chat Comments

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Verbal Comments

- In Milpitas, we have traditional neighborhoods, as well as transit areas. There could be housing that is in between the two, such as live-work, townhomes, and walk-ups.
- Smaller sized developments that integrate with small businesses in the area.



Group 4 – Prompt 4

Discussion Prompt 4: Open Space & Public Realm

1. What kinds of public open spaces are needed in the area?
2. What type of public realm improvements would you most like to see?

Go to www.milpitas.com and use the code 9143 1666

5. What kinds of public open spaces are needed in the area (select up to 3)?

☐ A. Formal Open Space (e.g., park, plaza)
 ☐ B. Streetscape Improvements (e.g., sidewalks, benches)
 ☐ C. Informal Open Spaces (e.g., community gardens)

☐ D. Cultural Crossroad (e.g., art installations)
 ☐ E. Place to Play (e.g., playgrounds)
 ☐ F. Urban Activation (e.g., outdoor seating)

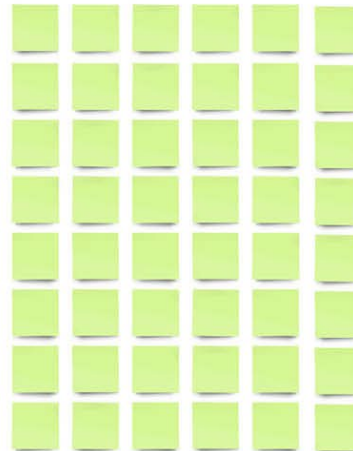
Comments/Questions

Chat Comments

• Type Here

Verbal Comments

- Place to sit and enjoy the company of others - music, bocce ball
- Residents' needs
- Stratford school is a new elementary school in the area, indicates that there are residents moving in
- Performance space and multiuse park to serve children and other age groups
- Windsor as an example
- Calaveras is a state-controlled highway, city has limited access to this, or do we incorporate the needs of the city?
- State can assist with accommodating the city's values
- Historic buildings on Main Street is gradually disappearing
- Is there a way for the community to identify specific lots that can be protected?
- The City has a historic inventory with approx. 20 properties that are designated historically significant
- City can allocate resources to properties that are not designated to commemorate resources that have lost their significance
- Example of this is occurring at the city with replacement of an older car wash with new on through design, such as a mural
- Consider potential inventory projects on Main Street



Community Workshop #2 Summary

The following provides a summary of the second community workshop for the Milpitas Gateway-Main Street Specific Plan, held virtually on February 13, 2023 at 6:00 pm. This summary describes the purpose of the community workshop, provides an overview and summary of the workshop format, and shares key takeaways from input received through the small group breakout discussion exercises.

Purpose

The purpose of the workshop was to provide the community with an update on the emerging project vision and framework, review community engagement to date, and allow the project team to gather feedback about specific land use, mobility and public realm proposals in three Focus Areas within the plan area boundary.

Feedback received during the workshop will help guide the project team in refining the plan scenarios and strategies that will be presented in the forthcoming draft of the Specific Plan. The following is a brief overview of major agenda items and a summary of key themes captured during the small group breakout discussions.

Overview

The meeting was held in the evening from 6:00-8:00pm via zoom. Attendance included twenty-nine members of the public and ten members of the staff team, including the following city staff from the Planning Department: Ned Thomas, Planning Director; Jay Lee, Principal Planner; and Randy Baez, Associate Planner and Vice Mayor, Evelyn Chua. The following items were the foundation of the meeting:

1. Welcome and Introductions
2. Presentation
 - a. Background and Status Update
 - b. Community Engagement and Guiding Principles
 - c. Economic and Market Update
 - d. Focus Area Concepts
3. Interactive Activities
 - a. Polling Questions administered via Mentimeter
 - b. Small group breakout discussions using display boards on the Miro platform
 - c. Report Back
4. Next Steps

Welcome and Introductions

Dave Javid, with Plan to Place, welcomed participants and provided an overview of how the meeting was to be facilitated. Next, City of Milpitas Planning Director Ned Thomas provided introductions of key project team members and elected officials present and shared a brief overview of the meeting's purpose. Jay Lee from the City then provided a short welcome and presented an overview of the night's agenda. To broaden the introductions to include a snapshot of community members in attendance, participants were then asked to complete a short live online poll to gather demographic information (see the Appendix for the poll results).

Presentation

Jay then began the presentation with an update on the planning process and project timeline. Christine Babla, representing the lead consulting firm Ascent, continued with an overview of community

engagement to date and shared guiding principles that have emerged to help shape the vision and proposals within the plan. Next, Chelsea Guerrero of BAE Urban Economics provided an economic and market update, including conclusions of a recent development feasibility analysis for Main Street. Following this update, Christine, followed by Angela Khermouch from Ascent, presented detailed proposals for three Focus Areas: Crossroads, Main Street, and Abbott District. After the presentation sections for each Focus Area, Julie Flynn from the Plan to Place team collected initial feedback on specific proposals through 2-3 online poll questions, the results of which are shared in the Appendix. Responses to the polling questions were shared briefly with attendees as part of the presentation and were also used to jump-start the small group breakout discussions immediately following. Attendees were encouraged to submit questions through the Zoom chat function during the meeting. The project team answered questions from the chat in real time where appropriate, and also revisited topics of interest for deeper discussion during the small group breakout discussions. A transcript of chat comments received appears in the Appendix.

Small Group Breakout Discussion

Following the presentation, attendees were moved to 3 virtual breakout rooms, where a facilitator and note taker from the project team recorded feedback on a virtual whiteboard (see snapshot below) in response to discussion prompts. The following summary provides an overview of the small group breakout discussions, including key themes that emerged from the activity.

Discussion re: Focus Area 1: Crossroads (15-20min)

Land Use & Development. Do you agree with the mix of uses & scale for this Focus Area?

Open Space & Public Realm. What do you think about the public realm concepts? Is there anything you would add or change?

MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

Crossroads Land Use/ Neighborhood Framework

Land Use Approach

- Mixed-use destination and active gathering space
- Anchor (at Serra) with theater or attraction
- Higher-intensity mixed use and residential
- Retail and restaurant
- Hotel
- Creative use/maker spaces

Scale

- Higher intensity: 5-7 stories

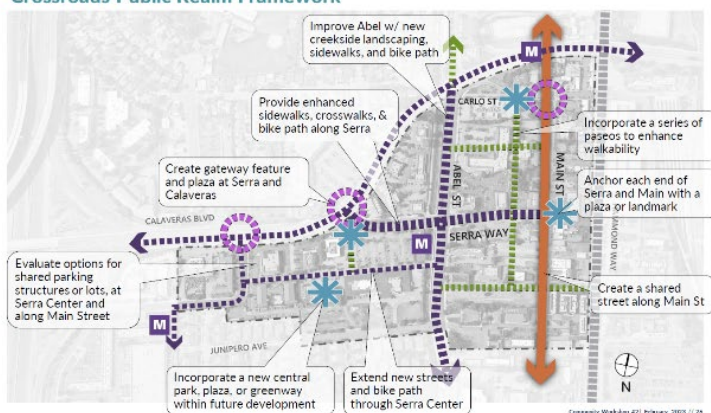
Mobility and Public Realm

- New central civic space
- Street and streetscape improvements
- Urban Parks and Plazas



MILPITAS GATEWAY - MAIN STREET SPECIFIC PLAN

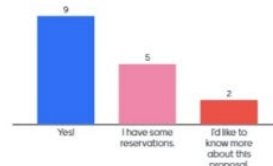
Crossroads Public Realm Framework



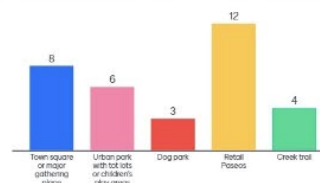
Poll Results

Do you agree with the approach of The Crossroads being an area with the highest intensity investment? A potential new vibrant center for Milpitas?

Mentimeter



What types of open space would you prefer to see at the Crossroads?



Small Group Breakout Discussion Prompts

The following discussion prompts were used to facilitate the discussion with meeting participants in the small group breakout rooms. Discussion questions were mirrored across each of the three Focus Areas, discussed within each breakout room first for the Crossroads, then Main Street, and finally the Abbott District.

- **Discussion Prompt 1: Land Use and Development**
 - Do you agree with the mix of uses and scale of development for this Focus Area?
- **Discussion Prompt 2: Open Space and Public Realm**
 - What do you think about the public realm concepts for this Focus Area? Is there anything you would add or change?

Main Takeaways from Small Group Breakout Discussions and Meeting Chat

The following bullets summarize the main takeaways from chat comments received during the presentation as well as the discussions in each of the breakout rooms. Feedback themes are categorized by Focus Area and small-group breakout discussion prompt.

Focus Area 1: Crossroads***Discussion Prompt 1: Land Use and Development - Do you agree with the mix of uses and scale of development for this Focus Area?***

1. Plan Process/Limits
 - Discussions about how the plan will/can impact development through site-specific concepts, incentive strategies, etc.
2. Overall Reactions
 - Excitement for the ideas in the presentation, particularly livability and active outdoor spaces for families
 - Alignment around the idea of making Main Street more walkable, more inviting
3. Development Type/Intensity
 - Acknowledgement that this Focus Area has a large urban, commercial potential and is perhaps the best site for a downtown area of Milpitas
 - Openness to 5-6-story development in this area given needs/demands
 - Desire to see the Specific Plan provide a mix of housing options in line with requirements from the Housing Element
4. Retail/Small Business
 - Concerns about the price/accessibility of retail spaces for small businesses
 - Desire for the right retail mix to adequately match community demand/desires (Ex: not saturating the area with similar format restaurants)

Discussion Prompt 2: Open Space and Public Realm - What do you think about the public realm concepts for this Focus Area? Is there anything you would add or change?

1. Stewardship of existing spaces
 - Noting graffiti, trash, etc. plague existing public spaces and gateways and that this must be addressed for new proposals to be successful
 - Concerns about safety of new public spaces, considering existing crime rate; noting as well that more public life and activity might mitigate crime issues
2. Calaveras Boulevard Corridor
 - Concerns that current congestion leads to pollution that makes this zone less suitable for public gathering, amenities, etc. unless pollution is mitigated
3. Desire for community amenities, landscaping, and “greening” of the area
4. Transportation Access
 - Desire to see access to all, even those who cannot walk or bike long distances
 - Highlighting the need for low-stress bike connections, such as protected bike lanes and trail connections over the railroad tracks, as well as integration of transit (including the Personal Rapid Transit project)
 - Traffic noted as a key concern, but one that shouldn’t be overvalued at the risk of reducing amenities that make the plan area more livable
 - Specific concerns about adding more people and traffic to the already-congested Calaveras Boulevard corridor area

- Discussion of limits of city role and need for coordination with regional/state entities (such as Caltrans) for traffic calming on Calaveras to be feasible
- Recognition that while parking is an issue, making the area more walkable and/or accessible via alternative modes may alleviate parking pressure.
- Discussion of tools, such as property-based improvement districts and/or shared public parking areas to help support project development feasibility.

Focus Area 2: Main Street

Discussion Prompt 1: Land Use and Development - Do you agree with the mix of uses and scale of development for this Focus Area?

1. Development Type/Intensity
 - Desire for housing that is affordable and walkable to amenities for both seniors and the next generation of residents (ex: young families and/or young adults who grew up in the area and want to move back)
 - Concern about tall buildings blocking views of hills in some areas; acknowledgement that views of hills are an asset in this area
 - Acknowledgement that if denser housing is developed, it is critical to provide adequate open space for kids and families as part of the development
 - Request that any multi-use development be adaptable for changing market conditions and community needs
2. Retail/Small Business
 - Desire to support small business in this Focus Area
 - Paseos with retail frontage positively received
 - Questions regarding viability of new retail on Main Street if existing retail space at the nearby Great Mall is already hard to fill; questions about demand/need for more retail in general
 - Desire for a mix of businesses that are affordable - noting that high operating or rent costs could create a condition where only high-end businesses can thrive

Discussion Prompt 2: Open Space and Public Realm - What do you think about the public realm concepts for this Focus Area? Is there anything you would add or change?

1. Overall Reactions:
 - Support for making Main Street a center for Milpitas
 - Enthusiasm for outdoor dining on Main Street if traffic is slowed; also support for outdoor dining along retail paseos if included
 - Noting regional case studies like downtown areas of Mountain View (Castro Street) and Sunnyvale, as well as Santa Barbara's State Street, as desirable examples. All are welcoming and walkable, with adequate parking nearby, but behind the retail frontage.
 - Desire to see more trees, greenery, plants in the plan vision
2. Transportation Access
 - Need for traffic calming/speed reductions on Main Street for new amenities to be welcoming, and to make biking conditions safer today; suggestion to leave Abel as primary through street

- Need for parking nearby to make Main Street amenities accessible. Noting that ground floor of parking garages can be activated too, and voicing a desire to balance parking needs with other modes (walking, biking, transit) and the opportunity to bring amenities - some voiced a sentiment of not wanting to wait for a major parking project to improve Main Street
- Bikeway options:
 - Support for Abel Street bikeway design that is fully separated from vehicles, preference for some for separation from pedestrians as well
 - Acknowledgement that for Main Street, having bicycles share street space with cars can be viable with adequate traffic calming measures
 - Noting the importance of gateways to provide safe bike access to new and improved infrastructure on Able, Main, etc. from other areas of Milpitas meeting

Focus Area 3: The Abbott District

Discussion Prompt 1: Land Use and Development - Do you agree with the mix of uses and scale of development for this Focus Area?

1. Development Type/Intensity
 - Support for overall approach to this area, including addition of light industrial, but acknowledgement that it is close to a residential area so transitions will be important for uses to co-exist
 - Some confusion on what is being proposed - images of the large industrial complexes makes suggest there is a proposal for this site to develop; assumption that previously there was no housing proposed in this district at all
 - Acknowledgement that proposed development could create more jobs in this area
2. Elmwood Facility
 - Desire for more information about how the facility will be addressed
 - Desire to see thoughtful transitions/crossings to and from the facility
 - Noting that screening/mitigating visuals of this facility may be important to attract development
 - Suggestion to explore a hotel/motel near the facility for visitors

Discussion Prompt 2: Open Space and Public Realm - What do you think about the public realm concepts for this Focus Area? Is there anything you would add or change?

1, Transportation/Access

- For bike access to/from the area, safe crossing points over the railroad will be important; one participant noting that Curtis could be an important street to look at for bike transitions.
- Additionally, a comment that integrating transit access is important.
- Suggestion to add more parking to the Abbott District with a shuttle service to Main Street and the Crossroads

Next Steps

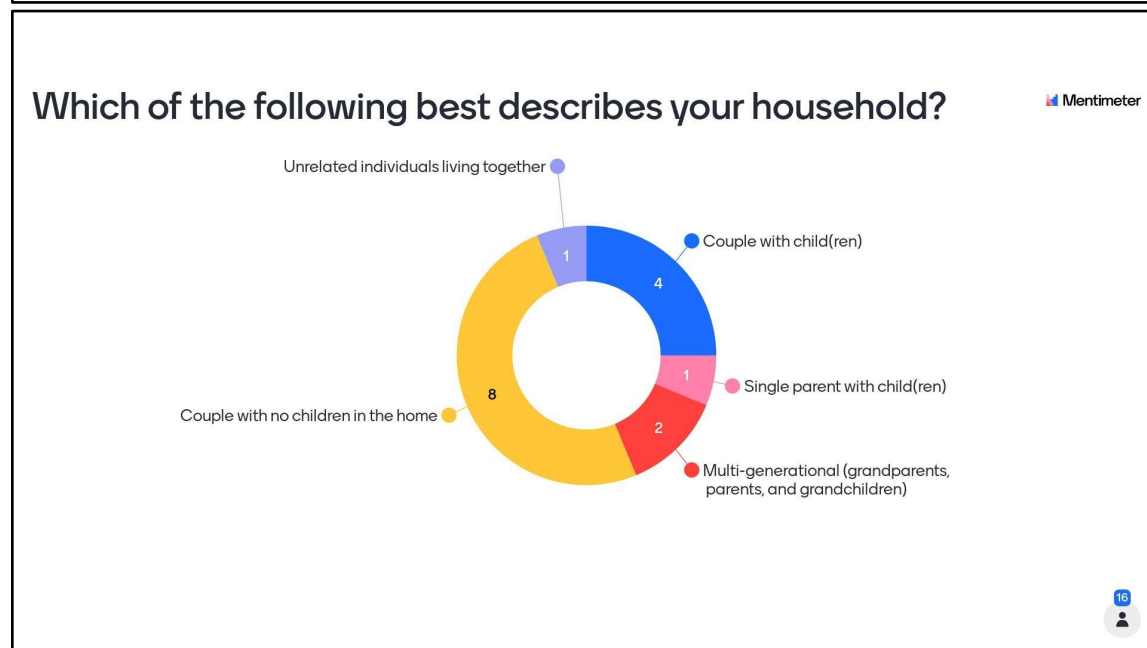
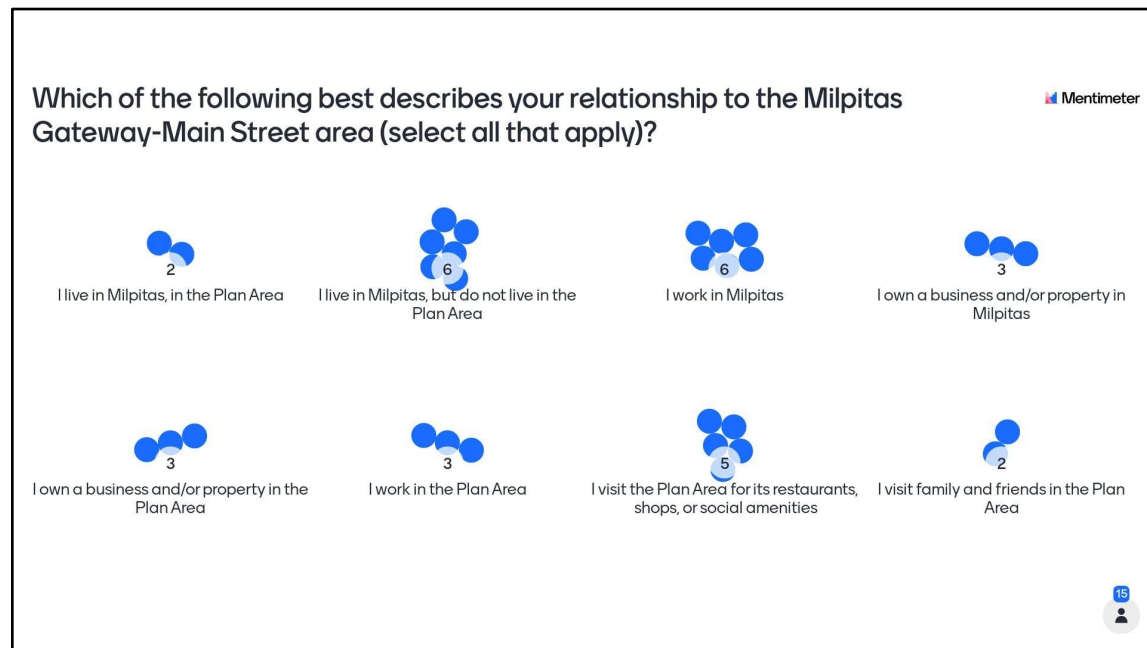
Following a report out on key themes of the small group breakout discussions, the project team reviewed next steps, including continued engagement through February. Participants were encouraged to visit the project website (www.milpitasmainstreet.org) to access the presentation and meeting recordings and to submit additional feedback to Jay Lee at the City of Milpitas. An online feedback form was also posted to

the project website to gather additional input related to the material presented at the workshop and extend outreach to those who were unable to attend the virtual workshop. The project team highlighted that the next major milestone will be to finalize plan scenarios and strategies in Spring 2023, moving to a draft plan and Environmental Review Process targeted for late 2023.

Appendix

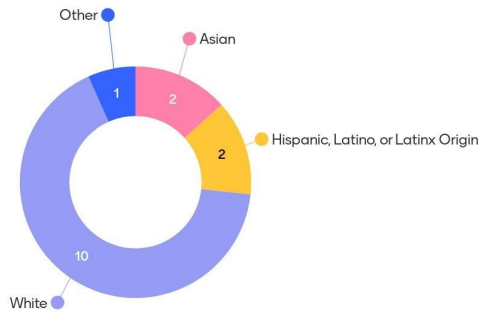
In Meeting Live Poll Results:

Demographic Questions



If you self-identify, what race or ethnicity do you most identify with? (Select all that apply)

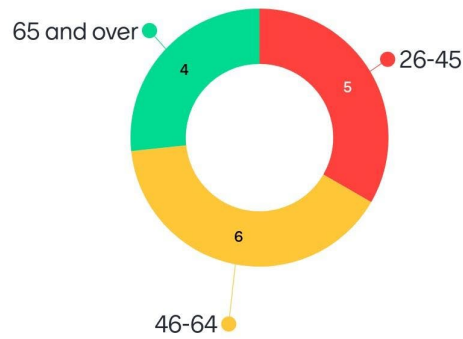
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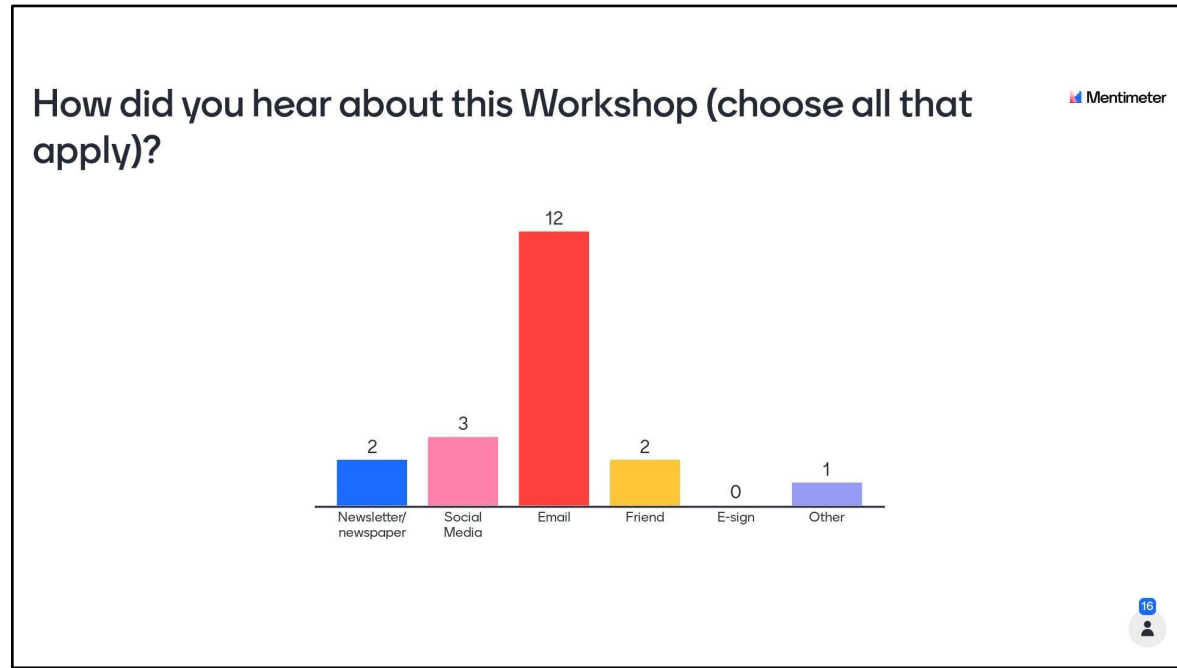
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What is your age?

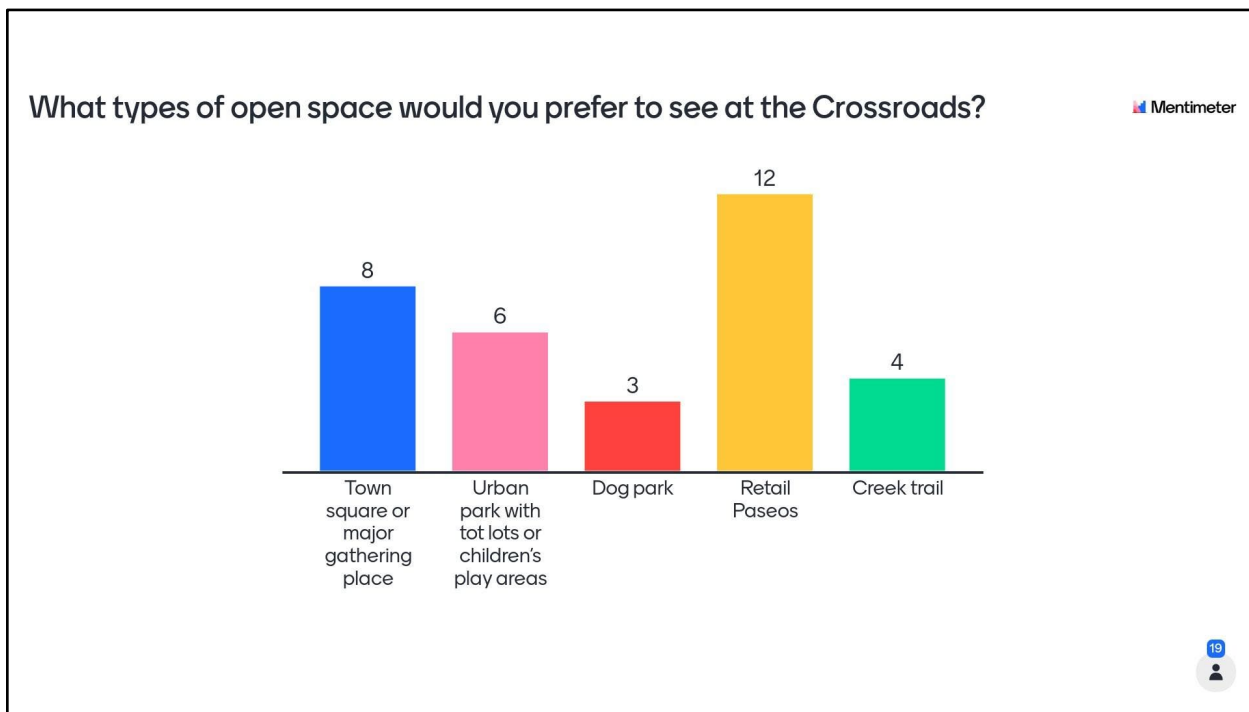
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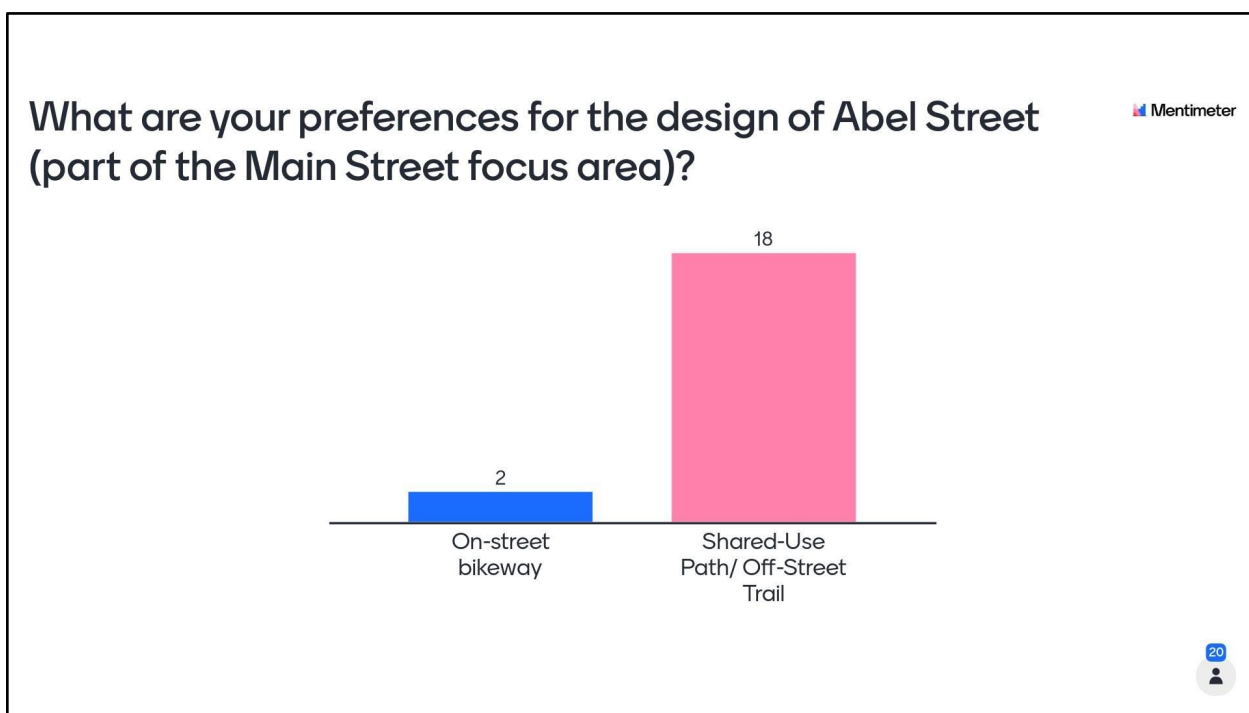
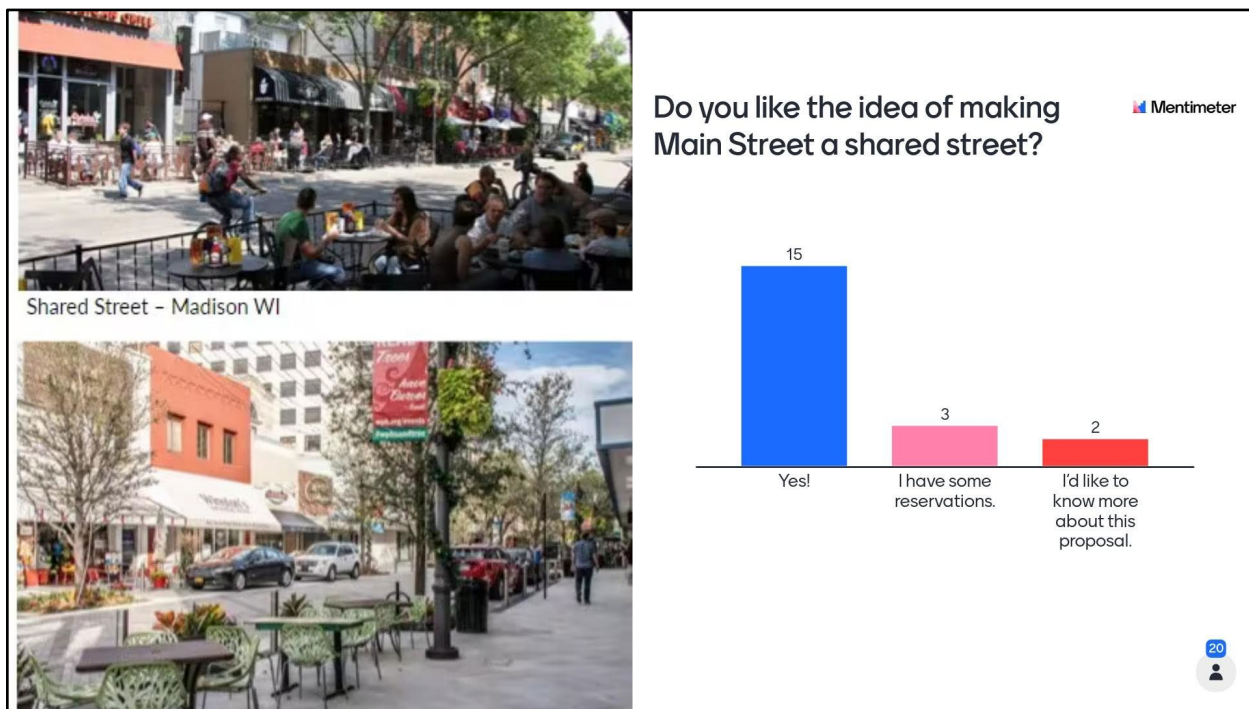
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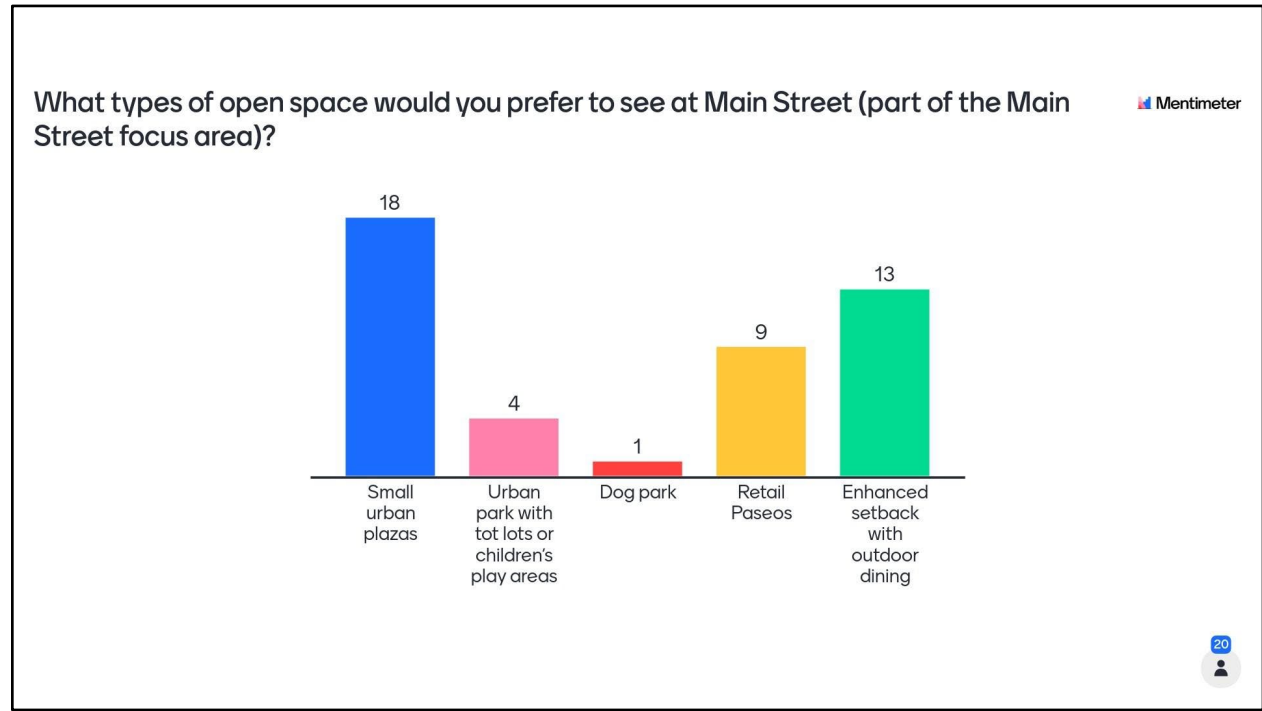


Focus Area 1: The Crossroads

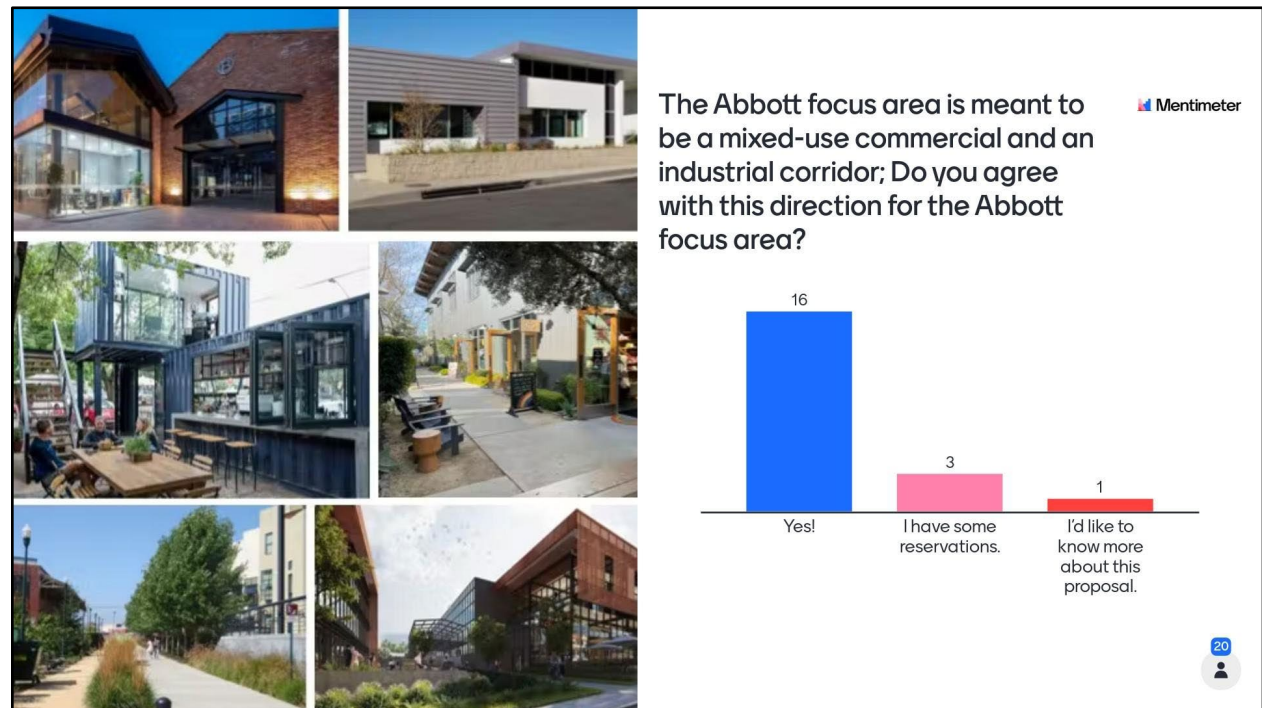


Focus Area 2: Main Street





Focus Area 3: The Abbott District



Transcript of Public Comments Received through Zoom Chat:

The below reflects a transcript of comments shared through the Zoom Chat function during the presentation, prior to the small group breakout sessions. Themes from the transcript below have been reflected in the summary sections of this document.

- While reviewing Mobility Concepts, what thoughts were rendered about extending the Personal Rapid Transit (PRT) project from the Metro Area?
- Can you say more about what high intensity and area of priority mean?
- "You-nip-ero" = Junipero
- Is the plan including a different access to 680?
 - Team Response: No, 680 is outside the Plan area.
- Christine - have you been to the site and walked it (Comment directed at project team member Christine Balba)
 - Team Response: Thank you for the question. Yes- I and our team have walked the area extensively, including during rush hour.
- But not really - Calaveras is the main connection from 237 to 680 - residence in this area seems problematic
 - Team Response: We would be happy to chat with you about this; please feel free to reach out to me. Understood, but the scope of the project doesn't include looking at Calaveras east of the Plan area. Regarding housing in the Plan area, the General Plan and Housing Element identify this area as an area for more housing. The State is requiring local jurisdictions to plan for more significantly more housing. Also, any traffic impacts will be analyzed as part of the environmental analysis under the California Environmental Quality Act.
 - Understood, but the scope of the project doesn't include looking at Calaveras east of the Plan area. Regarding housing in the Plan area, the General Plan and Housing Element identify this area as an area for more housing. The State is requiring local jurisdictions to plan for more significantly more housing. Also, any traffic impacts will be analyzed as part of the environmental analysis under the California Environmental Quality Act.
 - We are also coordinating with Caltrans and VTA about their future vision for Calaveras. Developments will also be required to mitigate any traffic impacts resulting from their project. Mitigation could include better multimodal transportation options, roadway/signal improvements, etc.
- "new railroad crossings" of what type. At-grade crossings are prohibited, while pedestrian overcrossings are expensive and somewhat inconvenient due to the 25-foot high clearance required by the railroad companies.
 - Team Response: We've had preliminary discussions with Union Pacific about this. Great point about overcrossings being expensive. We will definitely carefully consider the benefits/costs of any public improvement, but especially ones that might be more expensive.
- If a parking district were created to fund a parking structure, how much money are we talking about? I hear that such parking can cost \$50,000 per car space. What are realistic numbers?
 - Team Response: We haven't analyzed this yet but we will look at impact fees later and after the Plan is updated.
- San Francisco calls it "You-nip-ero" with a German J, but the J should be the Spanish J, so it should be "Hoo-nip-ero".

- 4 to 5 stories - there are some multi-level buildings already but many are single story
- Creek Trail, WHAT creek?
- Penitencia Creek runs parallel to Abel (on the West side).
- Penitencia goes all along there
- Penitencia is a good ways west of Main....
- Is Elmwood moving?
- They are talking about Abel, which is the western boundary of the "Main Street" Focus Area. The earlier cross-sections were for Main Street.
- Residents of Sylvia and Corning might have serious reservations about the traffic.
- Having a "downtown" in Milpitas would be great. I am put in mind of Castro Street in Mt. View. The parking is extremely tight in that scenario. I would like to see PRT (Personal Rapid Transit) included in the Milpitas version of downtown which could combine with parking structure to service the high retail/restaurant area.
- Please do post on Go Milpitas Group on Facebook. Let me know who you are can approve
- Great meeting. Thank you all!

Miro (virtual whiteboard) Comments:

The following are both chat and verbal comments taken from each of the virtual rooms during the breakout session:

Room 1 (Main Room)

- I bike on Main Street quite a bit and can confirm the fast car situation (especially during off-peak hours).
- My kids cannot live here - they both have moved out of the area
- I do remember hearing that the Abbott district would not include housing

Room 2

- Parking will be critical
- I like option 1, separate bike and pedestrian
- Most of Milpitas's population is east of the railyard. Main/Abel/Abbott are a narrow band west of the railyard. I live in The Pines and would not walk to the Crossroads or Abbott but Abbott COULD house a lot of parking and a shuttle could then transport people to Main/Abel/Crossroads.
- Adding to that more bike safe cross points over the railyard

Vision Memo

Overview

This Vision Memo summarizes the Emerging Vision and Guiding Principles, as well as Key Strategies, and Concept Alternatives being evaluated in order to arrive at a preferred plan. It is the culmination of Task 3.1 Initial Visioning and findings from sub-tasks within Tasks 3.2 Scenario Planning and Task 3.3 Strategies. This memo reflects engagement with the City and team in a Brainstorming Session, collaboration with the City and subconsultant team on preliminary concepts, and input from a series of engagement sessions, including TAC Meeting #1, Community Workshop #1, City Council Study Session #1, Planning Commission Study Session #1, and Stakeholder Interviews.

1. Emerging Vision and Guiding Principles

The Gateway–Main Street Specific Plan area is envisioned as a group of Midtown neighborhoods that together create a complete community, and a center for Milpitas. Main Street and the Civic Center will continue to evolve into a walkable and thriving destination, supported by civic and cultural anchors, infill residential, and neighborhood retail nodes. The Crossroads will serve as a regional destination, and a Gateway to Milpitas and the Abbott District. New infill housing and mixed-use will be paired with complete streets and trail improvements, new urban open spaces, plazas, and placemaking to distinguish Midtown as a walkable and bike-friendly urban community.

The following Emerging Guiding Principles have arisen through the planning process, which the city team supported.

- a. Land Use & Development.
 - Bring walkable, pedestrian-friendly retail, grocery stores, restaurants/ outdoor dining, and places “to be”.
 - Housing, Housing, Housing. Integrate a mix of housing types, scales, and affordability, including mixed-use, housing for families, smaller units, live-work, senior housing, and affordable housing.
 - Add housing throughout Midtown, with emphasis along Main Street and at the Crossroads.
 - Distinguish the entry to Midtown and Milpitas at the Calaveras Gateway, and along Serra Way.
- b. Transportation and Access.
 - Re-design Calaveras, Main Street, and Serra Way, to improve circulation and facilitate walkability and bike access.
 - Extend streets to create a grid of smaller, connected blocks and eliminate barriers.
 - Create a network of bicycle and pedestrian linkages to connect to transit, amenities/open spaces, and greater Milpitas.
 - Integrate multi-modal improvements and safety upgrades throughout Midtown, including crosswalks, enhanced sidewalks and streetscape, pedestrian lighting, and other amenities.
- c. Open Space, Public Realm, and Amenities
 - Create smaller, active urban parks, gathering spaces, and special places for people to meet and interact.
 - Integrate public art, entertainment, and active “programming” in public spaces that celebrate Milpitas’ diversity.

- Improve naturalized areas, open spaces and the Creek, with landscape improvements and pedestrian amenities.
- d. Vision and Placemaking
 - Make Midtown the heart of Milpitas and the center of the community.
 - Improve the character of Midtown with high quality development, landscaping, and streetscape.
 - Integrate signage and branding to distinguish Midtown as a special place and downtown for Milpitas.
 - Develop and distinguish special places to integrate an element of discovery and create identities for distinct neighborhoods.
 - Preserve and commemorate historic places through interpretative signage.

2. Key Strategies

The following strategies were identified for study based on the Brainstorming Session and feedback to date, and are being evaluated in the Framework Concepts, Mobility and Circulation Concepts.

1. Land Use and Development.

- Focus on opportunity sites; incentivize lot assembly; push the envelope on opportunity and rezone sites (including at Serra Center and Sobrato Center).
- Look at larger scale development, including mixed-use and residential at Calaveras, to maximize density at the Crossroads area. This can be 4-5 stories or more, considering that 5 over 2 development is optimum for many developers.
- Step down to meet adjacent low density residential. Adequate transitions to existing lower density neighborhoods will be important for all focus areas.
- Consider options for up to 5 stories of infill residential along Main Street, as well as opportunities to differentiate Main Street, north of Curtis vs south of Curtis.
- Emphasize Main Street and Gateway Focus Areas, but consider I-880 Focus Area as more high-level. Note that Sobrato Organization is interested in participating in redevelopment activities.

2. Transportation and Access.

Explore opportunities to extend the street grid throughout the project area, as well as improving key intersections, including the following priorities:

- Placemaking/entrance/gateway into site from Calaveras will be very important to “announce” Milpitas entrance, including intersection improvements, addition of street trees, signage, etc.
- Extend network of streets through Serra Center site.
- Improve network in area of Calaveras/Serra Way.
- Improve Abbott Ave & Calaveras Blvd intersection, and I-880 Focus Area network.
- Improve Serra Way/Calaveras intersection.
- Improve connection between Serra Way and Main Street.
- Improve Abel Street corridor as a multi-modal road, including using the creek as a feature.
- Provide landscaping and streetscape along the streets, as well as new signals, and additional pedestrian crossings to make the area more pedestrian-friendly and walkable.
- Additionally:
 - i. Avoid the area bounded by Calaveras, Serra, and Abel from turning into an "island".
 - ii. Abbott Ave could "T" into an intersection with a new road serving Serra Center, as opposed to a curved road.
 - iii. Is there an opportunity to integrate Carlo St which connects to Calaveras?

3. Open Space, Public Realm, and Amenities.

- Consider placemaking, small parks, and public realm improvements with all development projects.
- Consider street improvements, streetscape, and street trees, as well as components such as paseos and crosswalks as part of the part of an integrated public realm.

4. Other topics.

- Consider whether the Sobrato Center should be included in the Specific Plan project area, or removed and rezoned separately as part of the Housing Element Update process. Considering this property

owner's timeline and plans, it may be more appropriate to address redevelopment through a rezone and associated affordable housing bonus incentives.

- Address phasing and the evolution of the Plan area in the Specific Plan as well as engagement activities, and consider easy/simple steps to show how specific elements can be implemented in an incremental fashion.

3. Concepts and Scenario Alternatives

The following concepts and alternatives have been prepared for discussion and TAC feedback, based on study and engagement to-date.

1. Area-wide Framework Concepts

Future Land Use & Development + Neighborhood Identity

- To reinforce the idea of placemaking, districts and neighborhoods are recommended as an organizing element in scenario development, rather than focus areas. This area-wide framework diagram identifies potential neighborhood areas, and associated land use focus, density, and intensity.

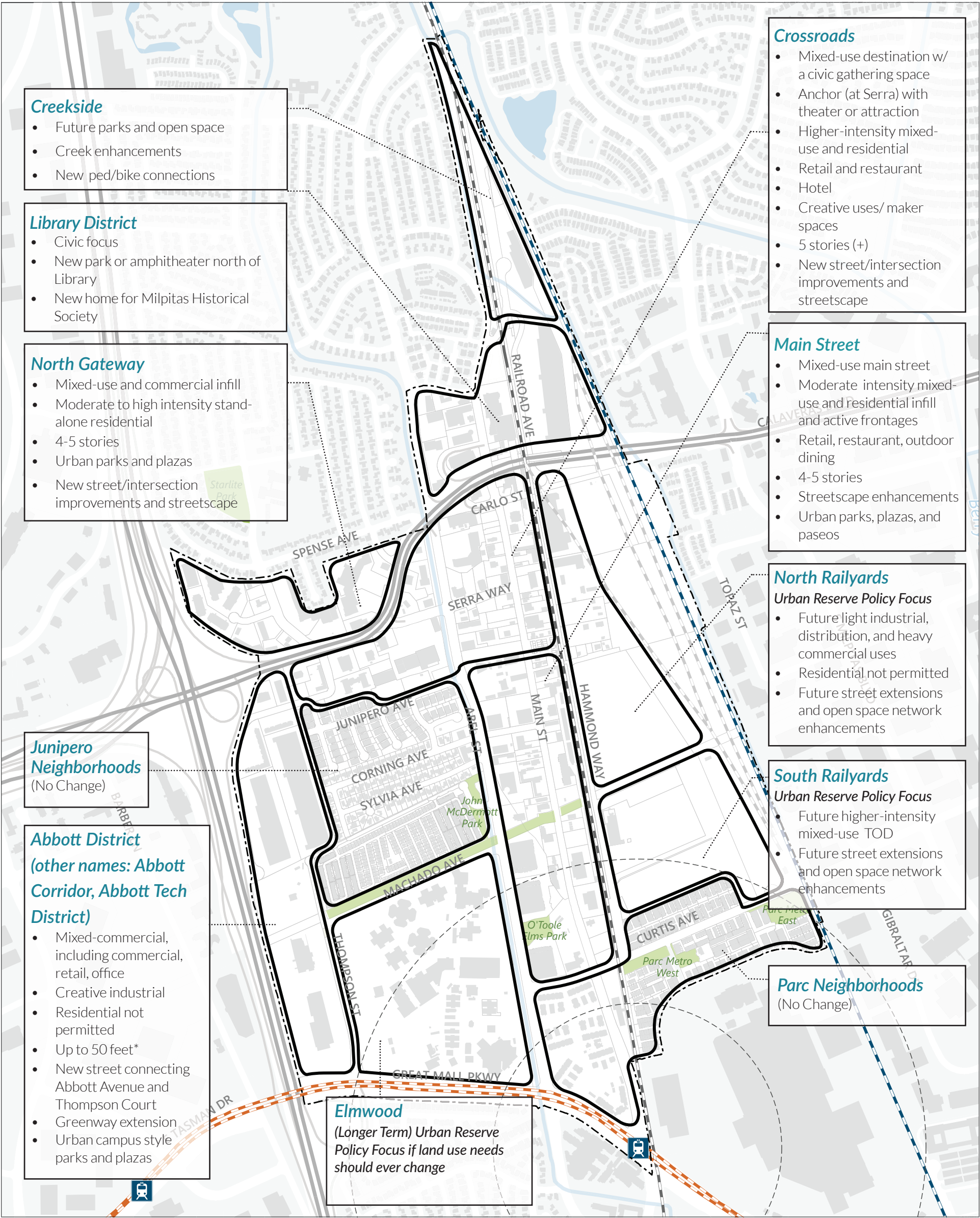
Potential Street Network: Extensions + Parks, Plazas, and Paseos

- This framework diagram identifies potential options for extending streets to create a cohesive and connected district. This diagram is intended to be used as a starting point for decision making in order to study the mobility network, evaluate future improvements, and create a basis for Specific Plan regulations. Additionally, future planning for areas east of Hammond Way, as well as any potential new at-grade crossings, should be considered at a high-level, as it offers the potential to solve some circulation challenges throughout the area.
- Potential public realm amenities are identified throughout the Plan Area, to ensure that all new development has access to urban open space amenities such as paseos, plazas, and parks. While exact locations for parks and open spaces cannot be required in the Plan Area, the framework can establish a strategy for the approximate location for a park or plaza, as well as the interval of paseo connections, and the associated design of those spaces.
- Existing and future parking structures are identified for consideration.

2. Mobility and Circulation Concepts

- The approach to Main Street, Abel Street, Serra Way, and the Serra Way/Calaveras Boulevard Intersection is central to the evolution of the Plan Area as a connected, walkable, vibrant district. The circulation alternatives study cross-section alternatives to implement a cohesive complete streets approach.

Future Land Use & Development + Neighborhood Identity



Potential Street Network + Parks, Plazas, and Paseos

