



Milpitas Gateway – Main Street Specific Plan

May 17, 2022 | Presentation to Milpitas City Council

Agenda

- 1. Introduction to Project Scope and Timeline**
- 2. Overview of Land Use, Zoning, and Urban Form Analysis**
 - Project Area
 - Scale Comparisons
 - Key Findings
 - Focus Areas
- 3. Overview of Market and Retail Analysis**
 - Key Findings by Sector: Residential, Retail, Office
- 4. Next Steps and Discussion Questions**

1

Introduction to Project Scope and Timeline

Planning Process and Timeline



Community Outreach Process

May / June 2022



**TAC
Formation**

Spring/Summer
2022



MilpitasMainStreet.org
Website Development
and Online Engagement

June 2022



**Stakeholder
Interviews**

Late June 2022



Workshop #1
Community input on
plan priorities,
needs, and vision

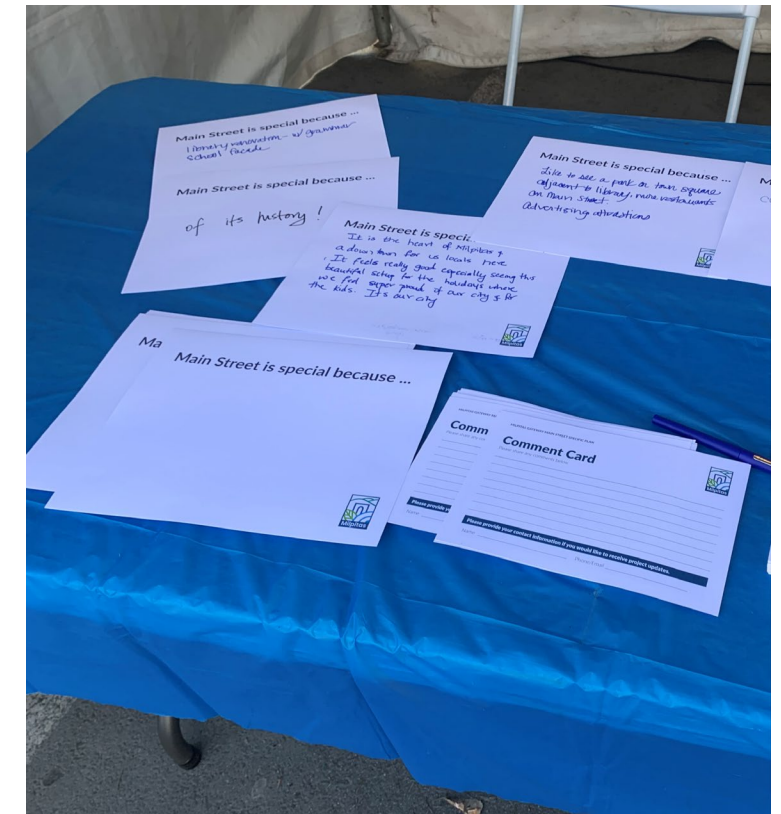
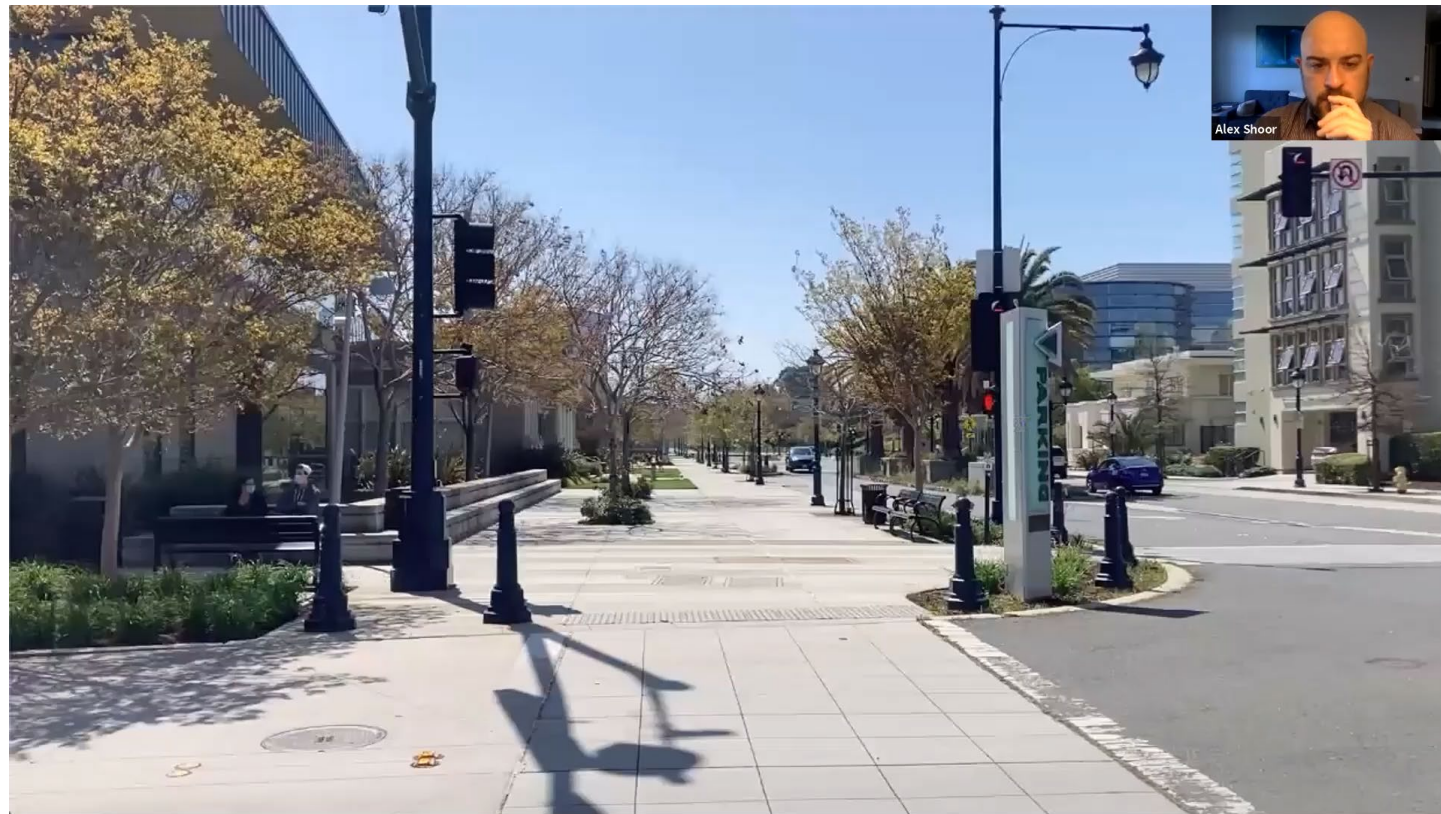
Preliminary Outreach Feedback

Community Conversations - Themes

- 3 sessions with breakout rooms and report-backs.
- Interest in growing local economy with diverse local businesses.
- Desire for family-friendly activities, community spaces, and nightlife.

Holiday Magic Pop-Up Feedback

- Direct feedback from event participants.
- Excitement about Main Street being a real downtown and a place to go/be.

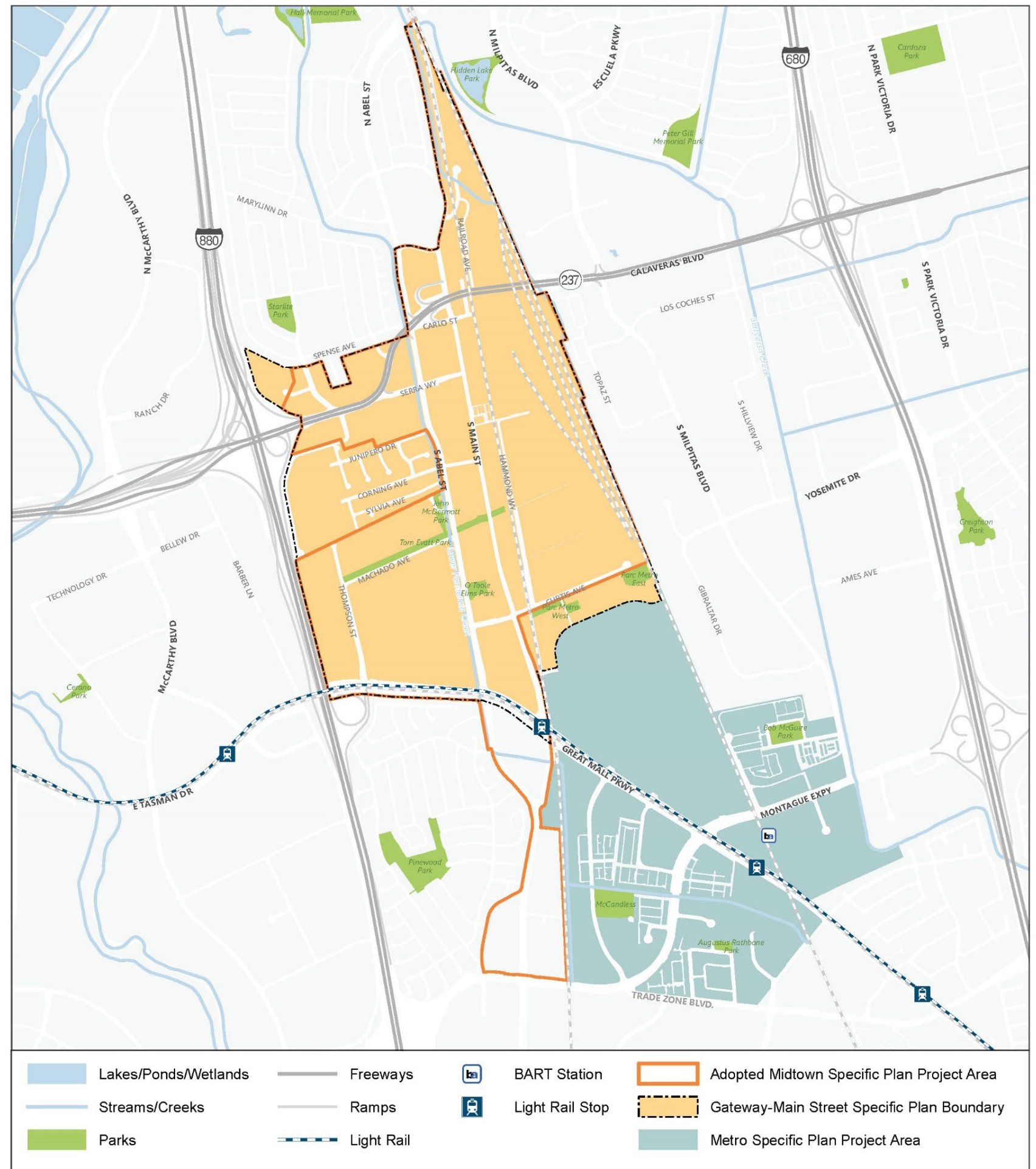


2

Overview of Land Use, Zoning, and Urban Form Analysis

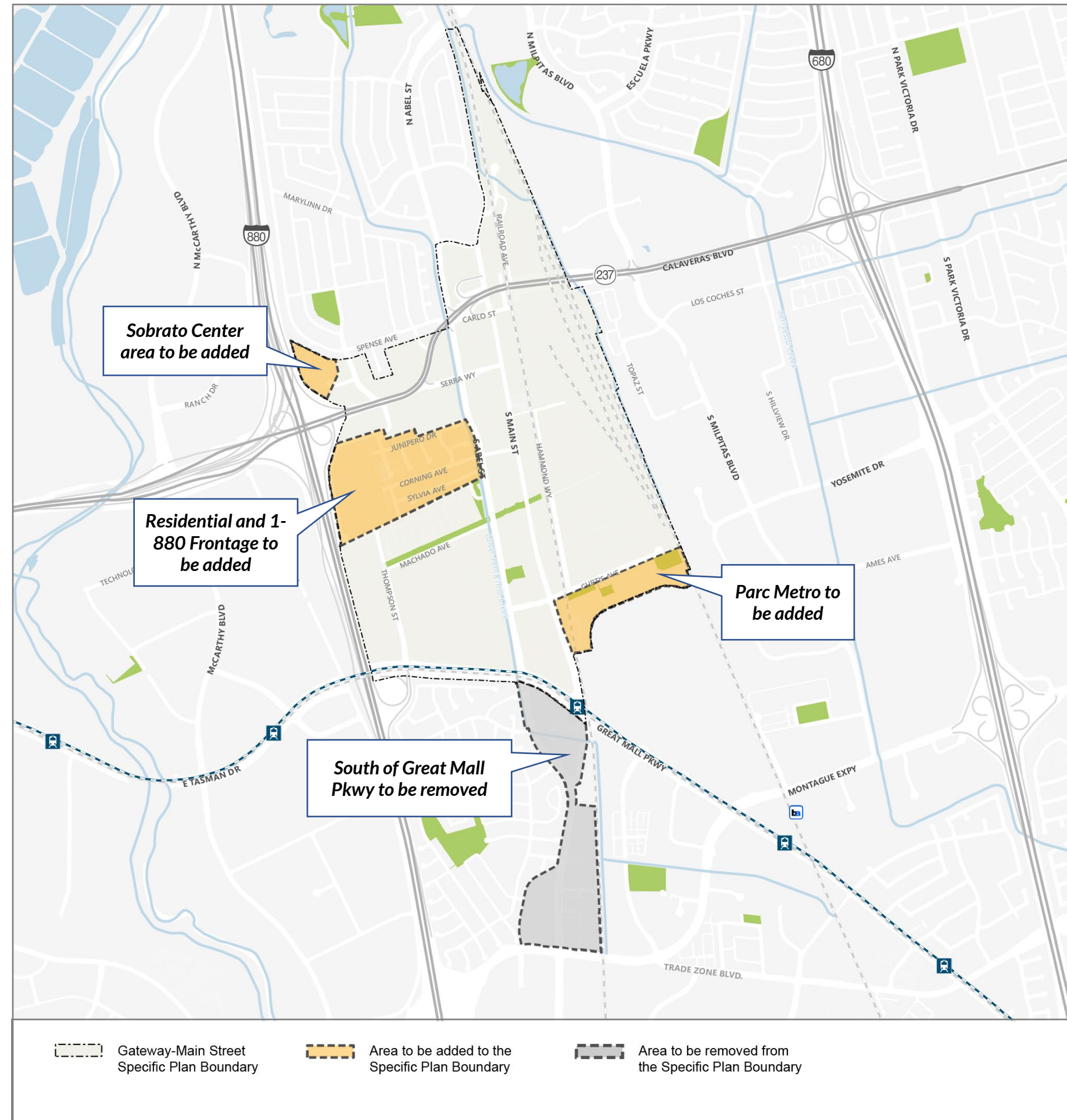
Gateway-Main Street Specific Plan Area

1. Midtown Specific Plan was adopted in 2002 and updated in 2010.
2. Midtown boundary will be adjusted to focus planning efforts on the revitalization of historic Main Street and the Calaveras gateway.
3. Midtown Specific Plan to be renamed **Gateway-Main Street Specific Plan** to reflect this new focus.



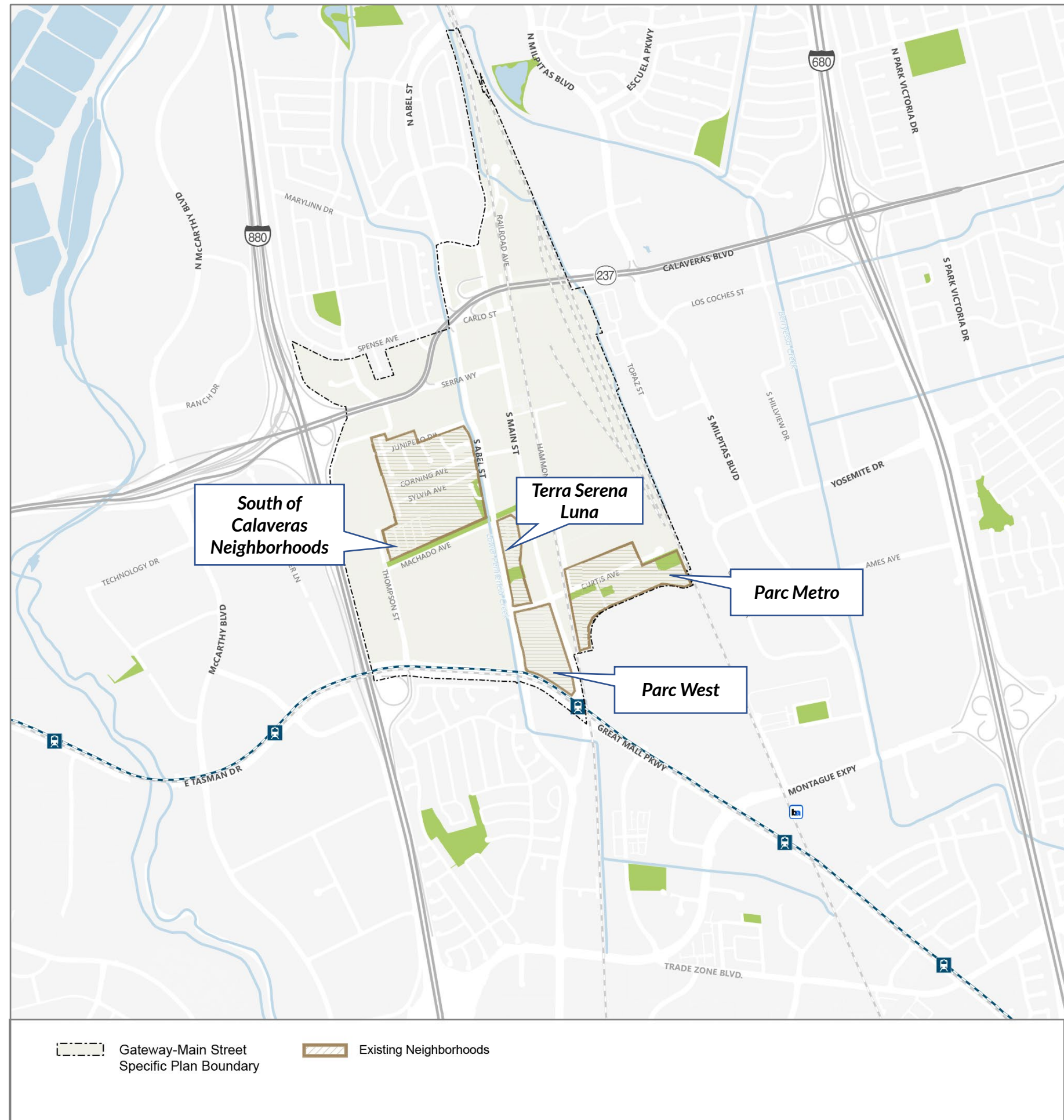
Gateway-Main Street Specific Plan Area

1. Areas to be added to the Gateway Plan.
2. Area to be removed from the Gateway Plan.



Gateway-Main Street Specific Plan Area

Existing Neighborhoods



Gateway-Main Street Specific Plan Area

Urban Reserve Areas

- Elmwood Correctional Facility
- Urban Pacific Freight Yard



Scale Comparisons

Other built-out main street districts have a compact, walkable, and pedestrian-friendly block form and scale.



Main Street-Calaveras Boulevard, Milpitas, CA



Santana Row, San Jose, CA



Japantown, San Jose, CA



Castro Street, Mountain View, CA



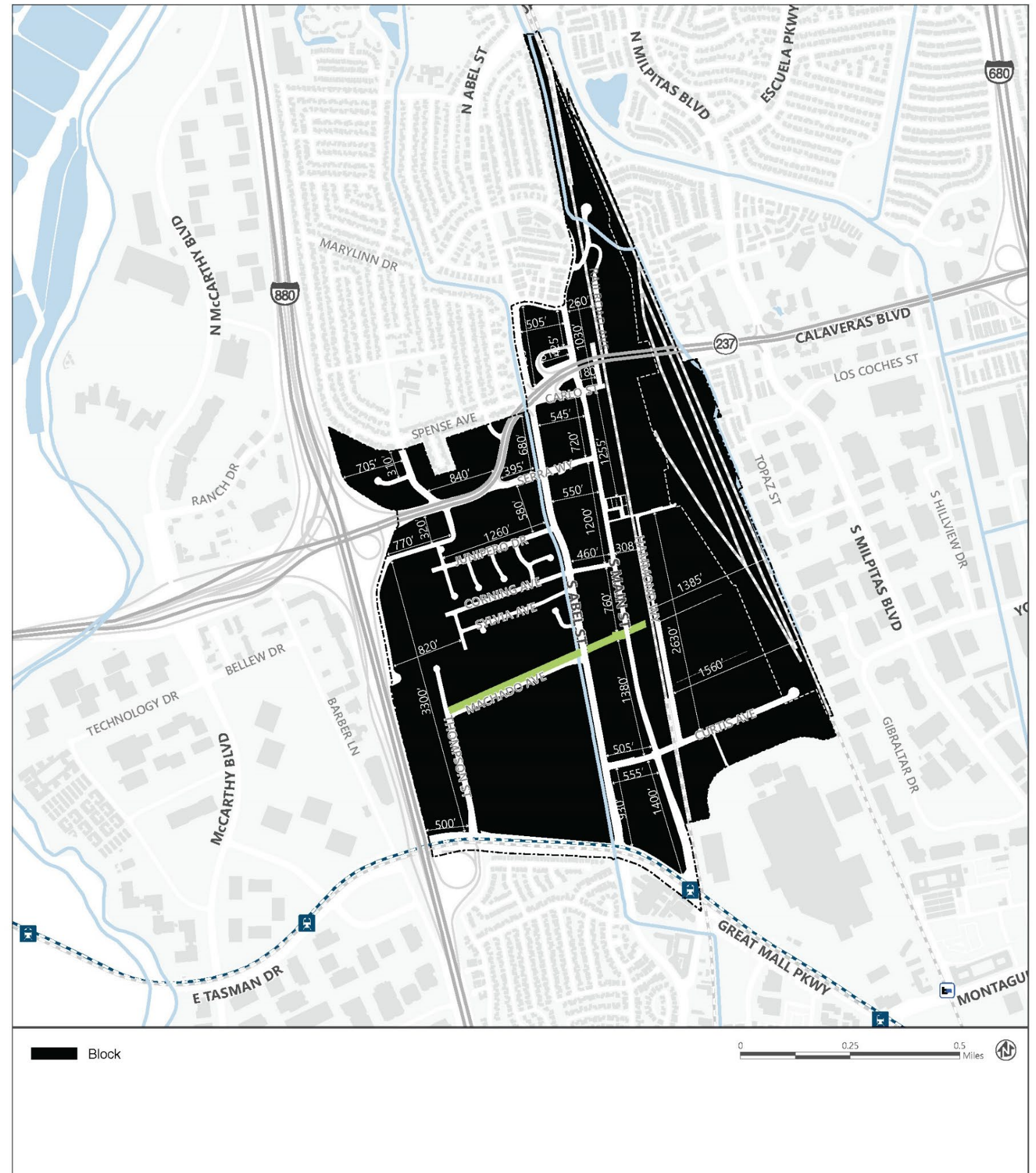
Block Pattern and Size

Key Takeaways

1. East-west streets along Main and Abel are offset and discontinuous.
2. Large/long blocks with limited connections through District.
3. North-south block lengths range from 700-2600 feet (1/2 mile).
4. Walls and gates limit access.

Plan Considerations

1. Require large parcels (3-20 acres+) to create smaller sub-parcels (~2-3 acres) as development occurs.
2. Add east-west connections (vehicle, ped, etc.) where possible.
3. Orient new development to street and pedestrian realm.



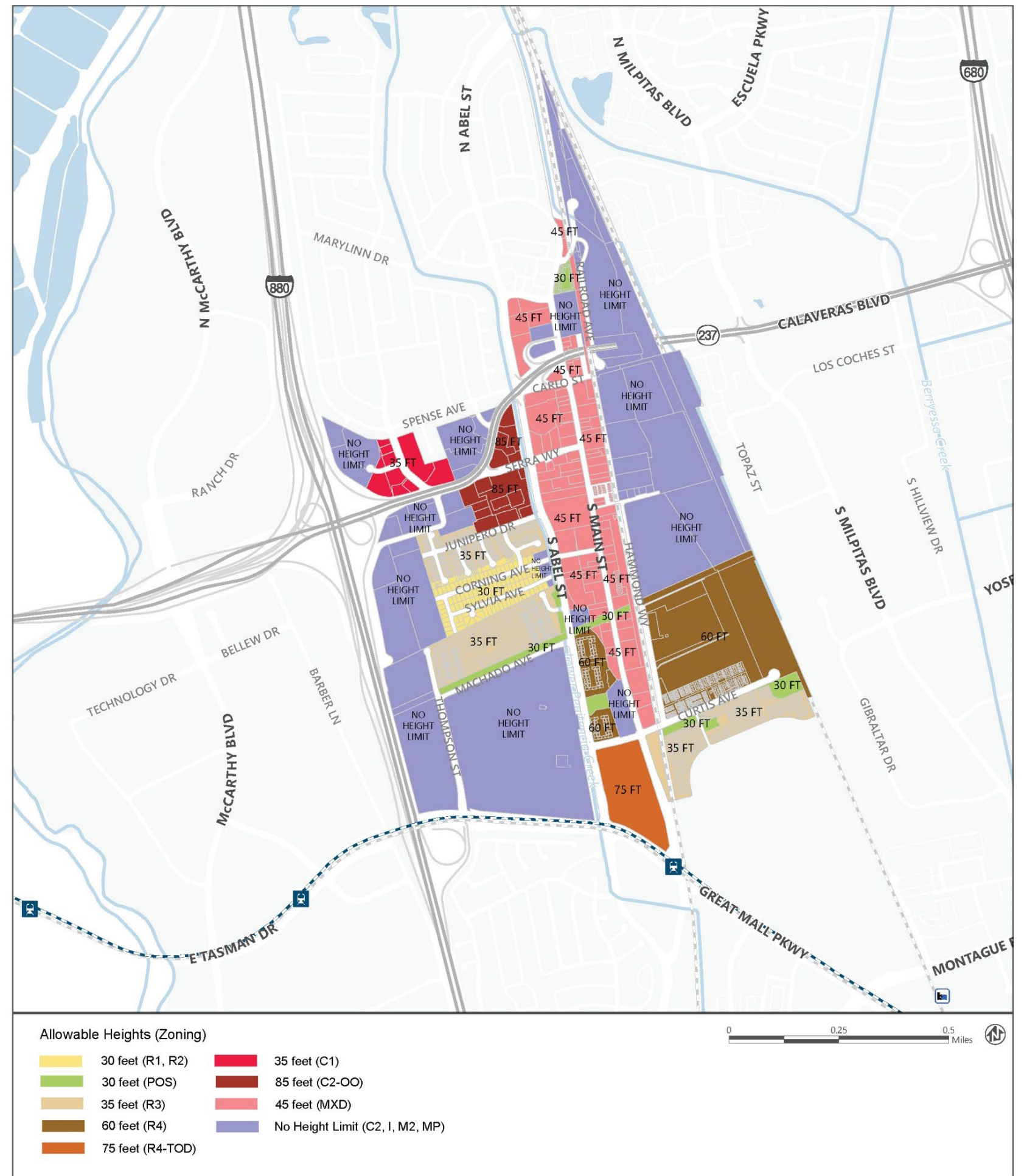
Existing Development Standards

Key Takeaways

1. FARs, height, and other standards don't enable development consistent with the SP or General Plan Vision.
2. Main Street: .75 FAR is low for 3 stories/45 ft height.
3. FAR and height are inconsistent with Specific Plan goals of residential and mixed-use.

Plan Considerations

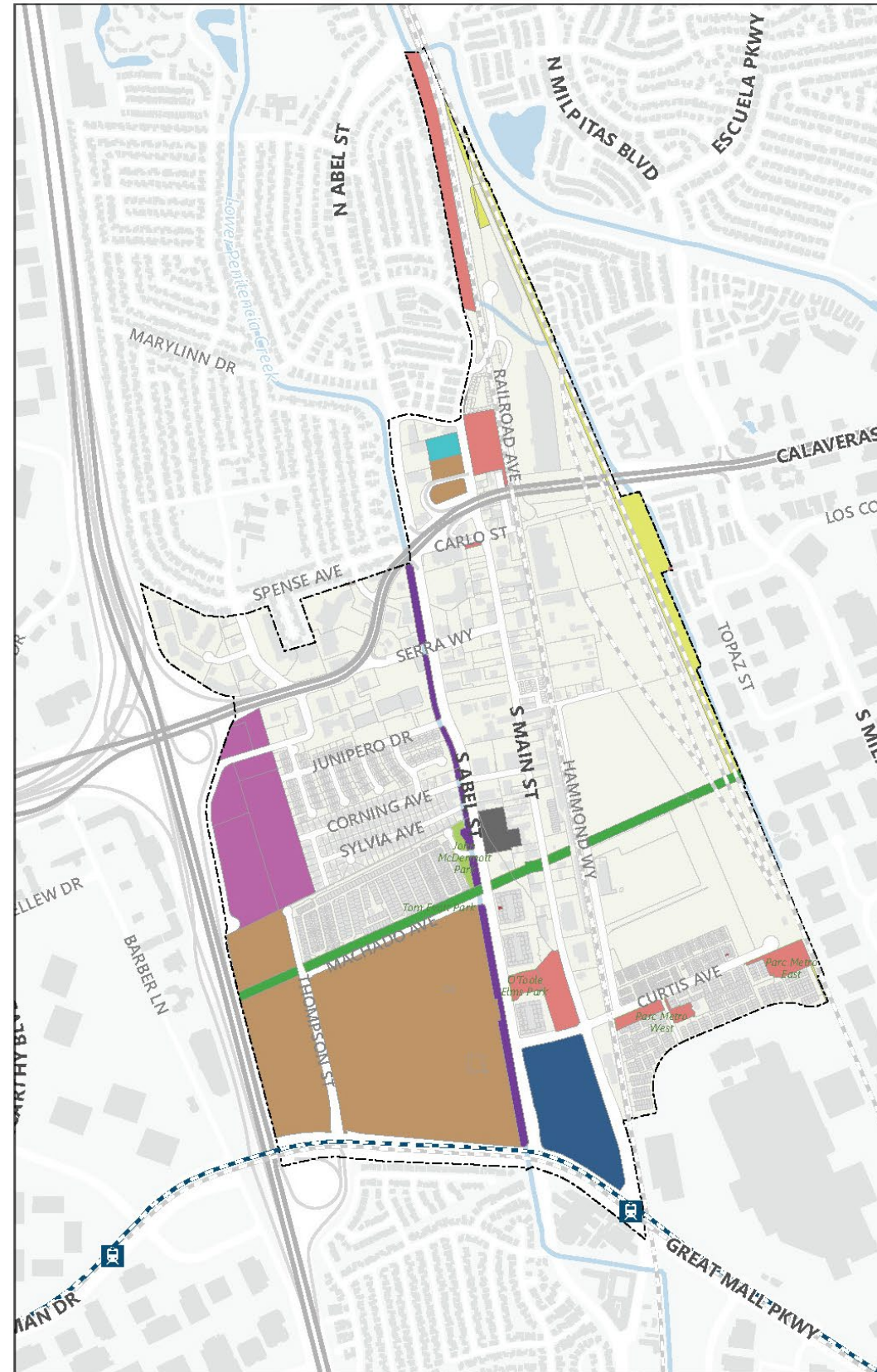
1. Calibrate standards to facilitate the type of development desired.
2. Evaluate parking and open space requirements to create a more "pedestrian-friendly" place.



Ownership Patterns

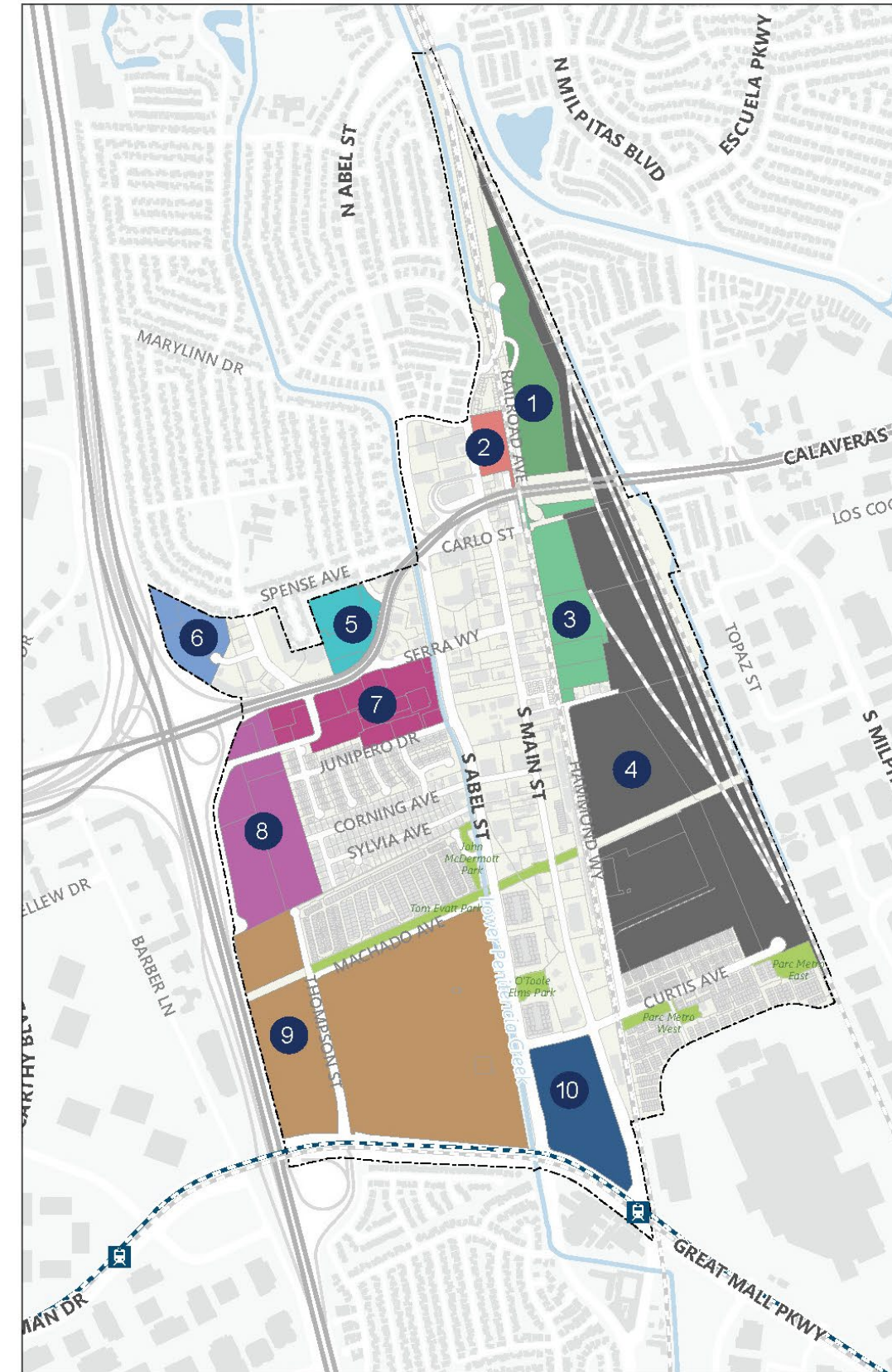
1. Fragmented ownership and small parcel size of Main Street parcels limits opportunities for change.
2. Larger land holdings and publicly-owned parcels with vacant buildings or land can be potential catalyst sites.

Publicly-Owned Parcels



| | |
|--|---|
| ■ City of Milpitas Housing Authority | ■ SCVWD |
| ■ City of Milpitas | ■ San Francisco City and County of |
| ■ Milpitas Housing Association | ■ Santa Clara County |
| ■ Milpitas School District | ■ Santa Clara VTA |
| ■ MP Milpitas Affordable Housing Association | ■ United States of America |

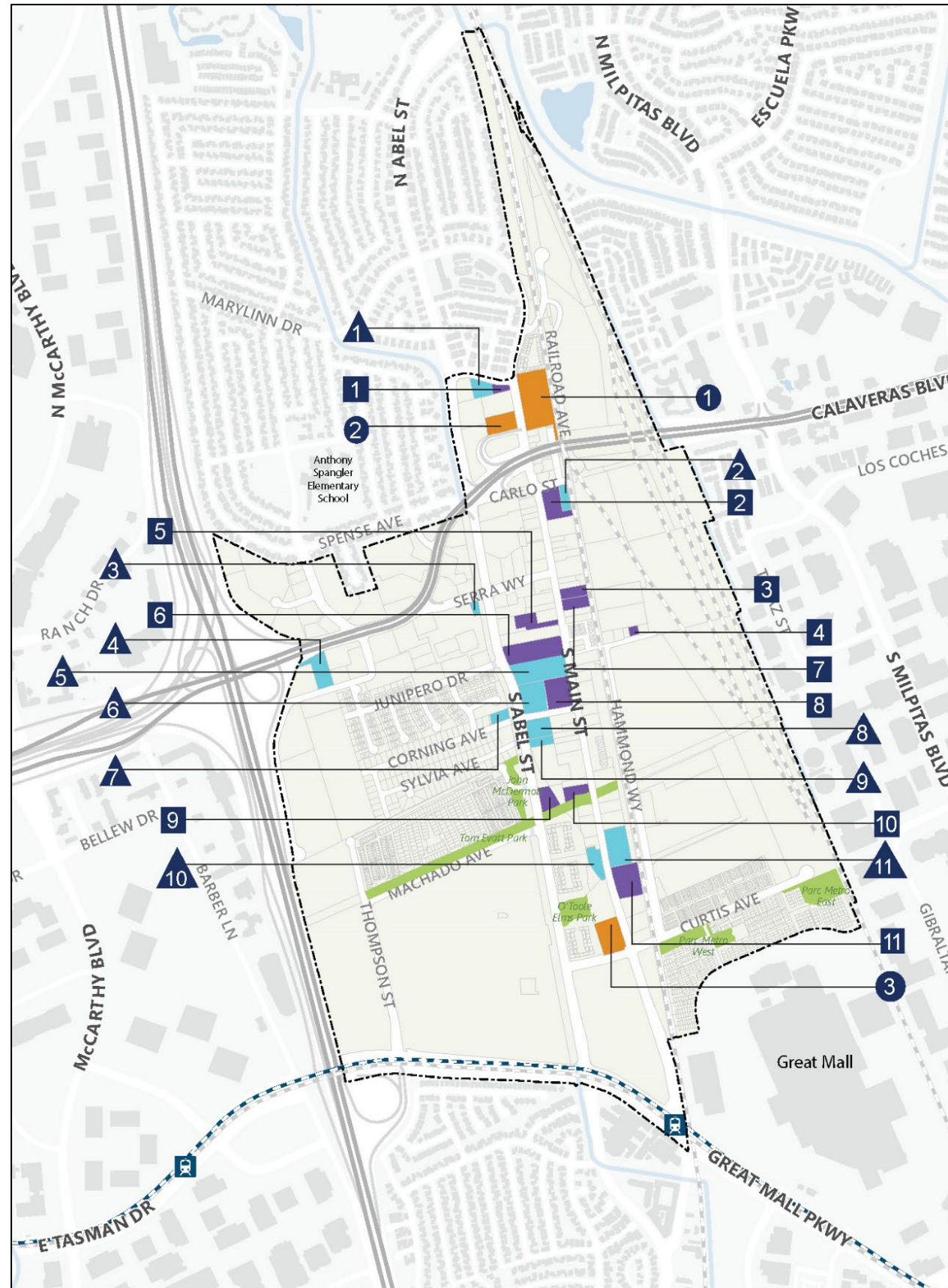
Contiguous Large Parcels



| Acreage | |
|--|---|
| ■ 1: 14.30 ac (Private) | ■ 6: 7.20 ac (Private) |
| ■ 2: 3.43 ac (Public) | ■ 7: 16.47 ac (Private) |
| ■ 3: 15.21 ac (Private) | ■ 8: 23.39 ac (Public) |
| ■ 4: 106.68 ac (Private) | ■ 9: 84.65 ac (Public) |
| ■ 5: 7.30 ac (Private) | ■ 10: 15.65 ac (Public) |

Social, Cultural, and Community Anchors

1. The area is home to a mix of religious, cultural, educational, and public uses that converge along Main Street.
2. These anchors are key to what makes Main Street a diverse, unique center, and will be important to the planning process.



- Religious/Cultural Facilities
- Public Use Anchor
- Educational Facilities



Milpitas Library (Grammar School)



Avatamsaka Buddhist Lotus Society



St. John Baptist Catholic Church

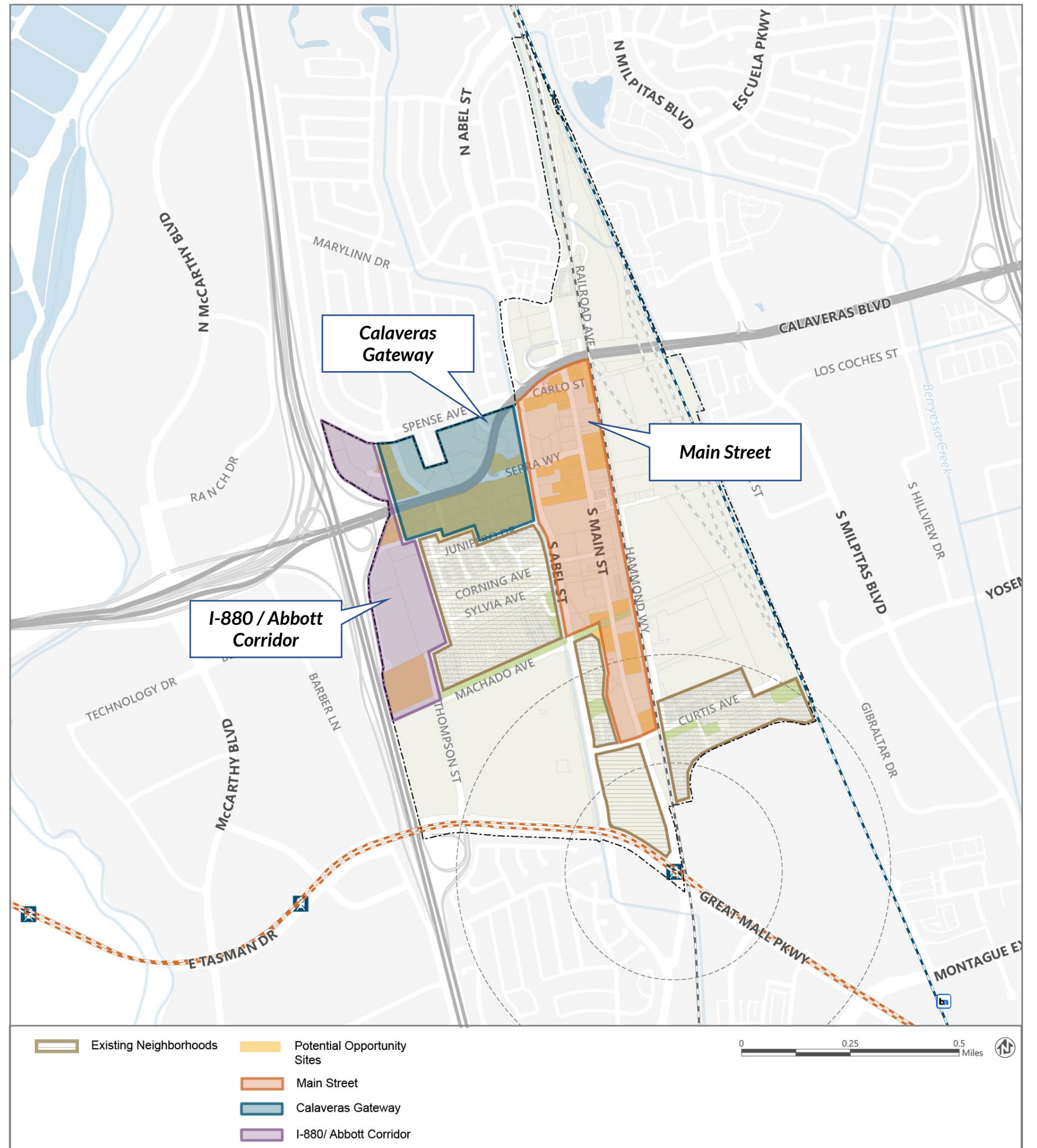


Jain Center of Northern California

Specific Plan Focus Areas

1. The 3 Focus Areas:

- Calaveras Gateway
- Main Street
- I-880/ Abbott Corridor



The Crossroads

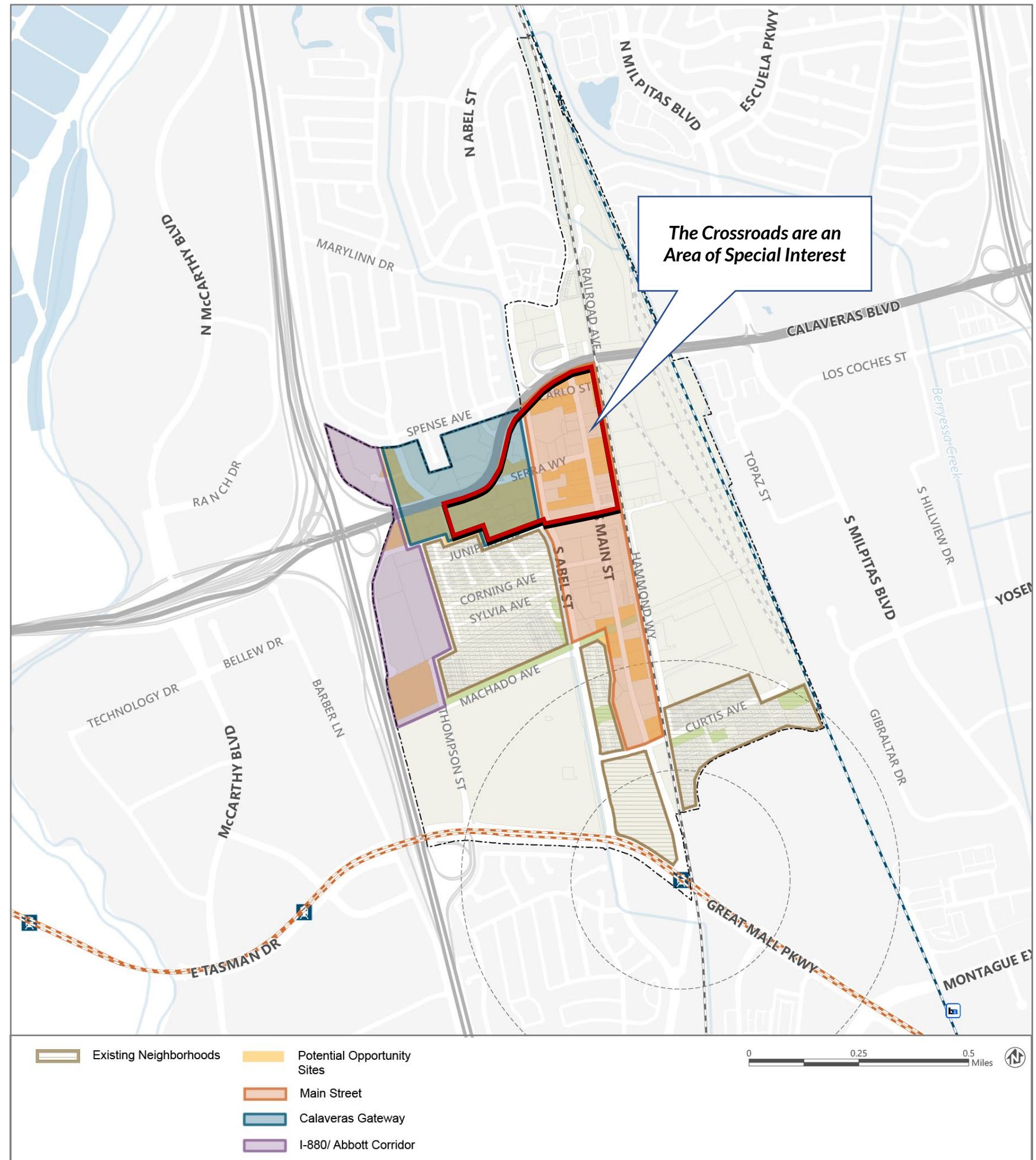
The “Crossroads” are an area of special interest at Calaveras / North Main Street / Serra Way.



Serra Center



Approach to Main Street along Serra Way



Opportunity Areas

Opportunity areas are future catalyst sites.



Calaveras Gateway



Serra Center sign along Calaveras



Serra Way



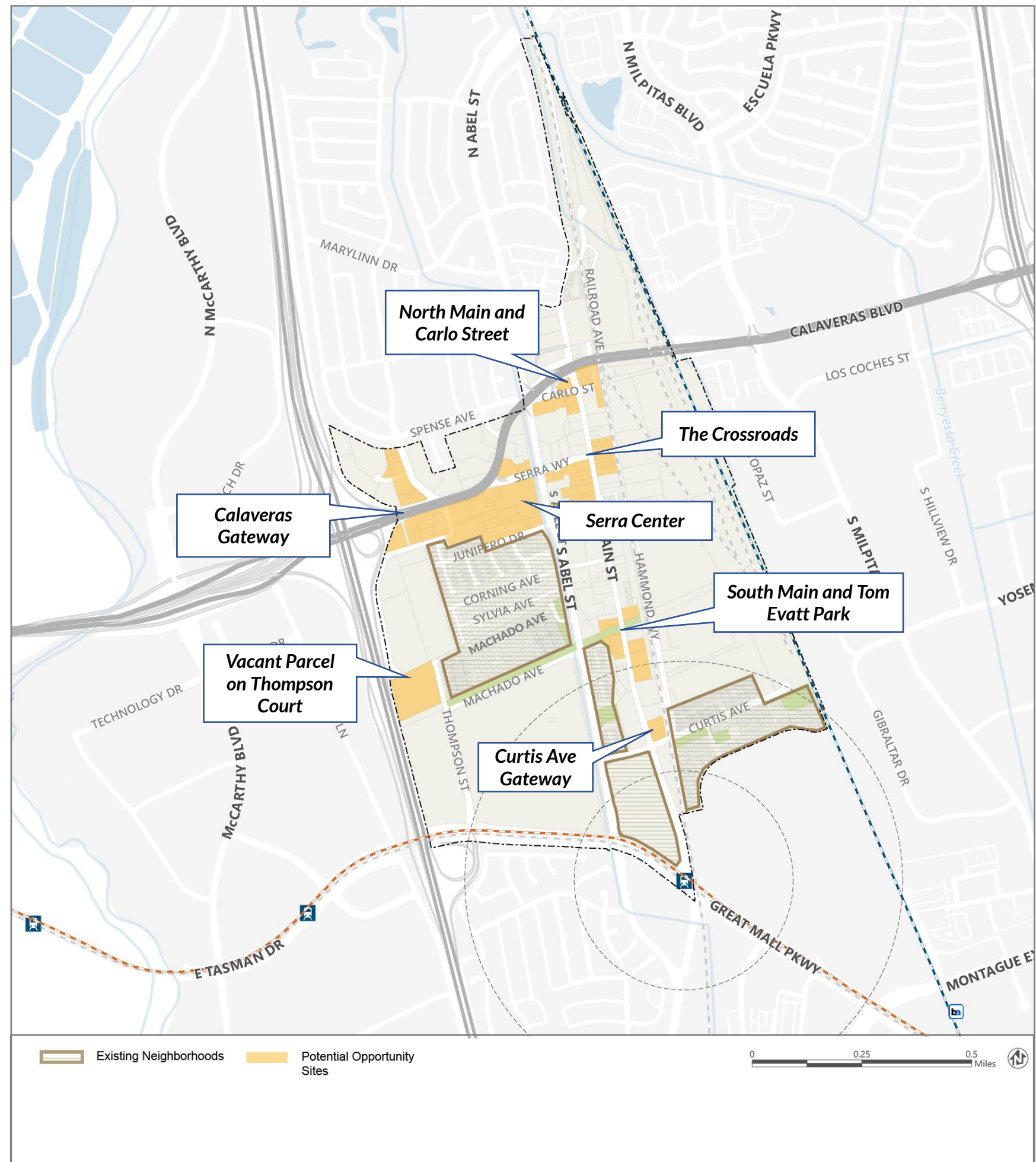
Crossroads Shopping Center, Main & Serra



Curtis Avenue Gateway



Vacant Parcel on Thompson Court



3

Overview of Market and Retail Analysis

Market Analysis Key Findings: *Residential*

1. Strong market support for new residential.
2. Proximity to BART and new amenities in Metro area.
3. Smaller parcels support ownership housing.
4. Incentives needed for parcel aggregation.
5. Variety of densities possible.



Milpa Village Townhomes in Milpitas, CA



The Oslo in Washington D.C



Chop Row in Seattle, WA

Market Analysis Key Findings: *Office and Industrial*

Future Opportunities in Specific Plan Area

1. Calaveras district is at the eastern end of the 237 corridor path of development.
2. I-880 & Abbott Avenue Corridor and western end of Gateway District.
 - Freeway frontage (I-880)
 - Existing office uses
 - Large sites



Bird's Eye View of I-880 & Abbott Avenue Corridor (Looking West)

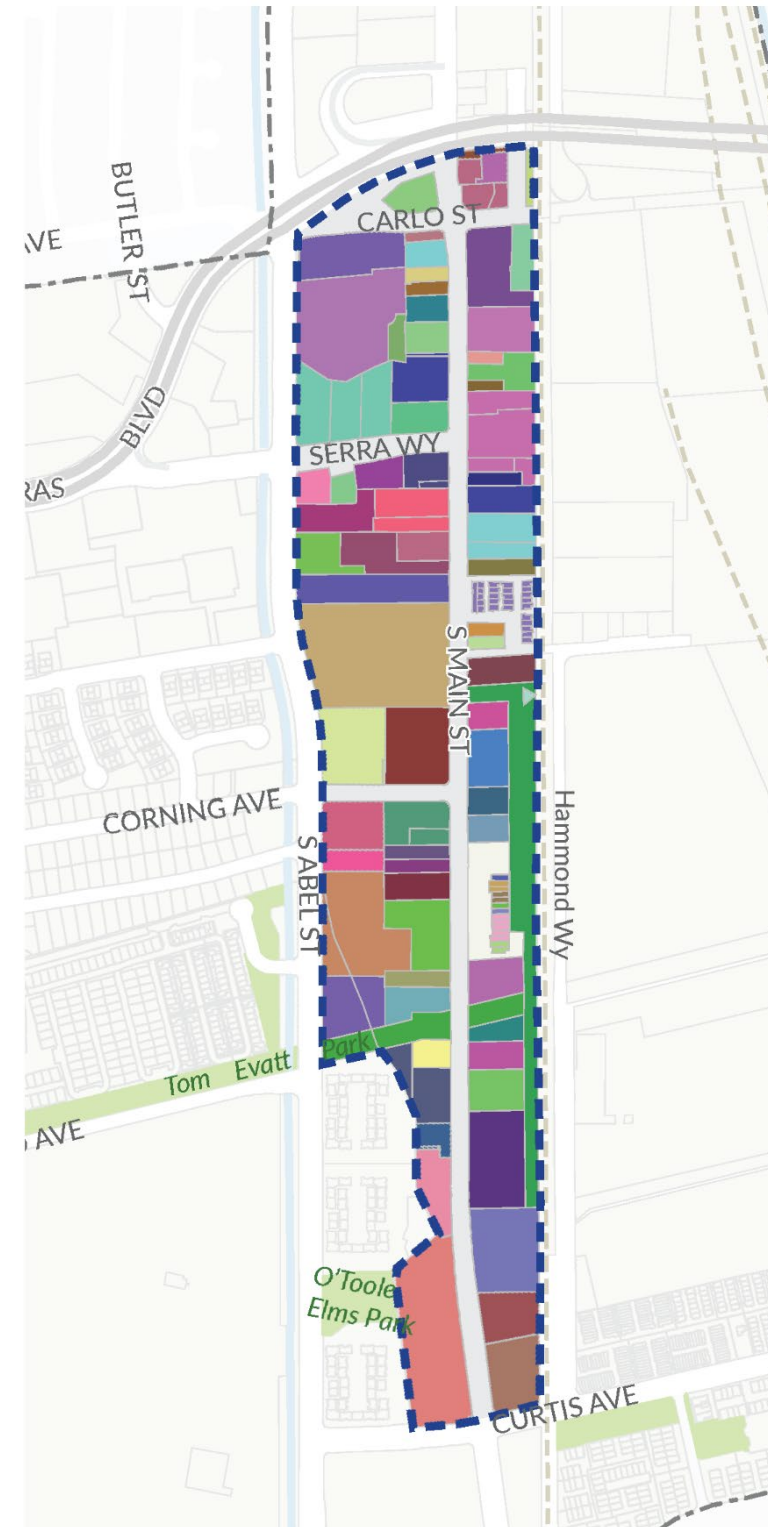


View to Vacant County Parcel at Thompson Court

Market Analysis Key Findings: *Retail*

1. Strong Demographic Support for Retail.
2. Existing Retail Challenges.
3. Future Retail in Specific Plan Area.
4. Emphasis at the Crossroads as a key opportunity.

Main Street Focus Area: Land Ownership



Changes in ownership indicated through different color variations.

Main Street Focus Area: Parcel Access (Vehicular)



▶ Vehicular Parcel Access

Macro Retail Trends

Top retail trends, highly influenced by Covid-19:

1. Acceleration of retail trends that were already in place.
2. Surprising short vs long-term changes at play... and some non-trends.
3. Retail is increasingly key to the success of other land use types.
4. “Home” has taken on a new meaning.
5. Malls are yesterday’s news, a trend that is accelerating today.
6. Physical-digital relationship with the customer is changing.
7. Adaptation of public spaces and common areas.

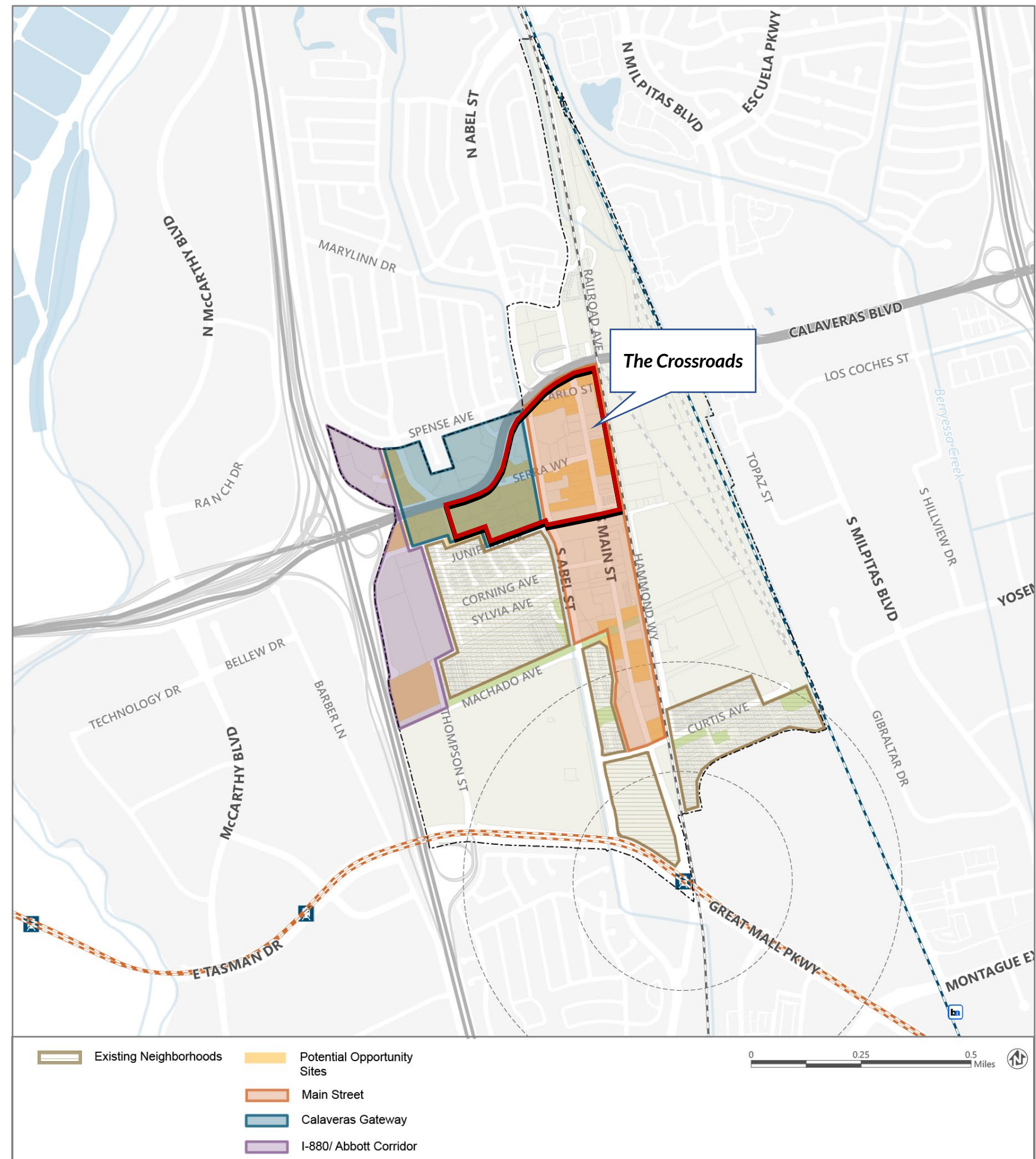


Public spaces, places, and gathering areas are easier in a “district” than on a “corridor”.

Corridors and Nodes

It is easier to activate a node than a corridor...

1. One goal for a successful, activated district is to get people to “linger longer.”
2. People want to be where people are.
3. Design and program not just “deliberate” public spaces, but “accidental” ones too.
4. This welcoming environment will be self-reinforcing, and will then accrue to the success of the businesses located nearby.



4

Next Steps and Discussion Questions

Next Steps and Upcoming Priorities

- 1. Engagement (Spring/Summer 2022)**
 - TAC Formation and 1st Meeting
 - Stakeholder Interviews
 - Workshop #1 – Community input on plan priorities, needs, and vision
- 2. Initial Visioning/Plan Concepts (Summer 2022)**
- 3. Potential Future Study Session Topics**
 - Plan Priorities
 - Land Use & Development Scenarios
 - Transportation and Mobility
 - Public Realm Design and Improvements
 - Economic Development, Funding, and Incentives
 - Review of Draft Document



TAC Meeting #1



Stakeholder Interviews



Workshop #1



City Council Discussion Questions

1. What are your priorities for three focus areas: Main Street, the Calaveras Corridor, and the Abbott/I-880 frontage?
2. What are your thoughts on “The Crossroads” at Abel Ave./Serra Way/Main St. as a key location in the revitalization of Main Street?
3. Do you have any specific suggestions or insights for the upcoming community outreach and engagement activities?
4. What do you think is the appropriate scale and density of development for Main Street and the Calaveras Corridor?

