



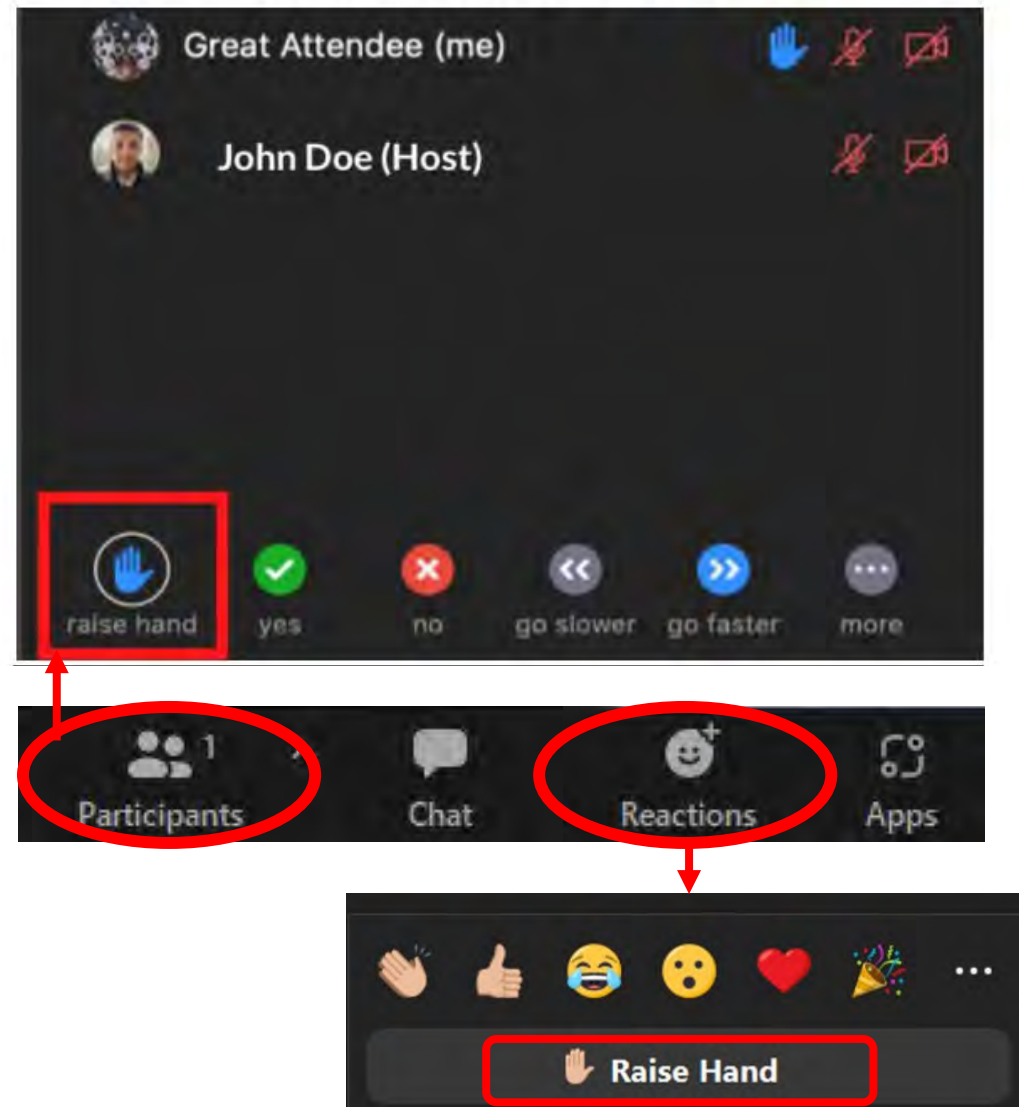
# Milpitas Gateway – Main Street Specific Plan

February 2023 | Community Workshop #2

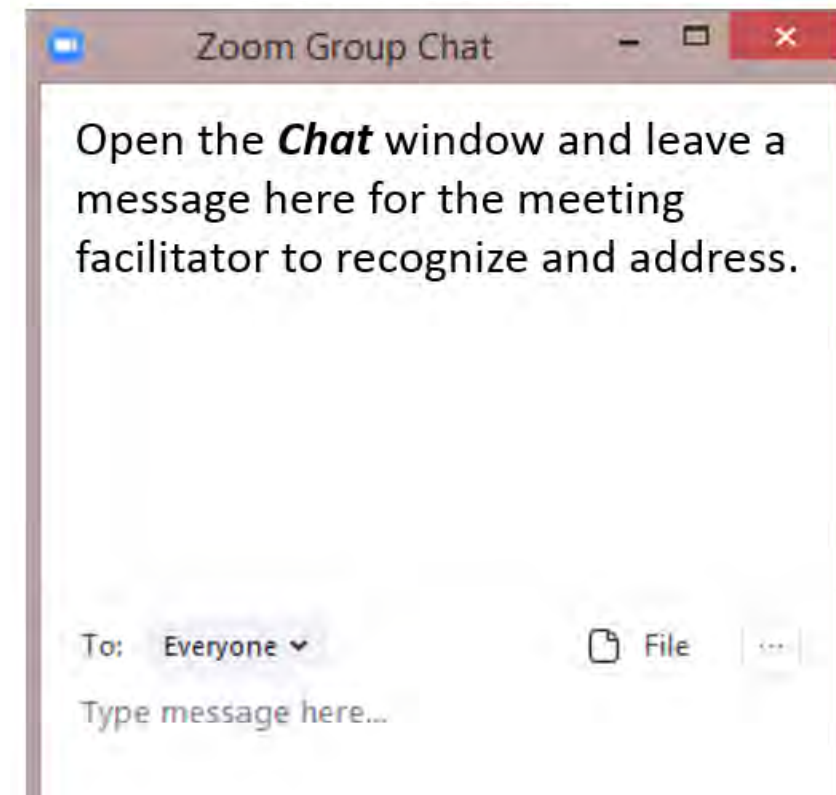


# How Will the Meeting be Facilitated?

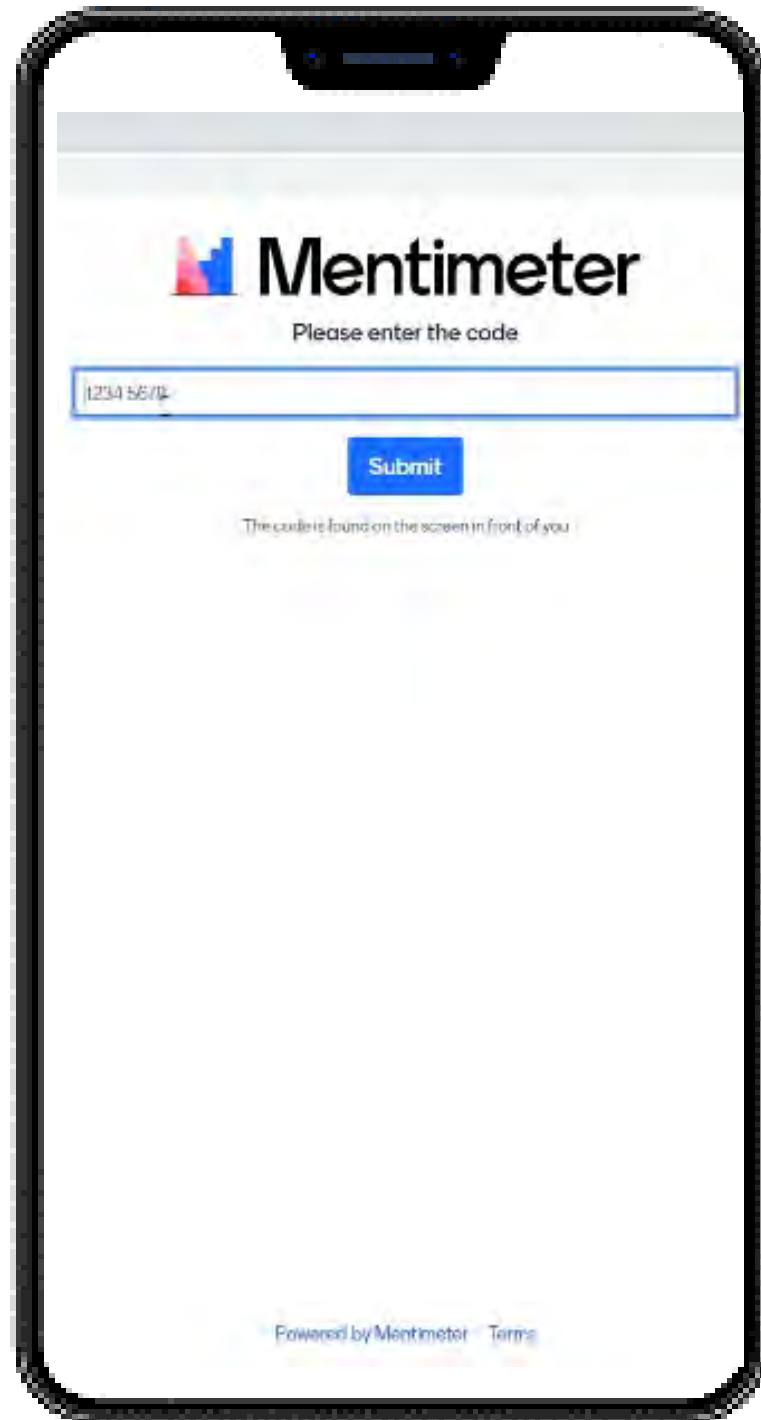
## RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS WINDOW



## CHAT WINDOW



# Live Polling



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# Welcome and Introductions

## City of Milpitas

Ned Thomas, Planning Director  
Jay Lee, Principal Planner  
Randy Baez, Associate Planner

## Plan to Place Community Engagement

Dave Javid  
Rachael Sharkland  
Julie Flynn

## Ascent Urban Design + Planning

Christine Babla  
Anh Thai  
Angela Khermouch  
Paul Kronser

## BAE Urban Economics

Chelsea Guerrero



# Agenda

1. Background and Status Update
2. Community Engagement and Guiding Principles
3. Economic and Market Update
4. Focus Area Concepts
5. Small Group Breakout Discussions
6. Next Steps

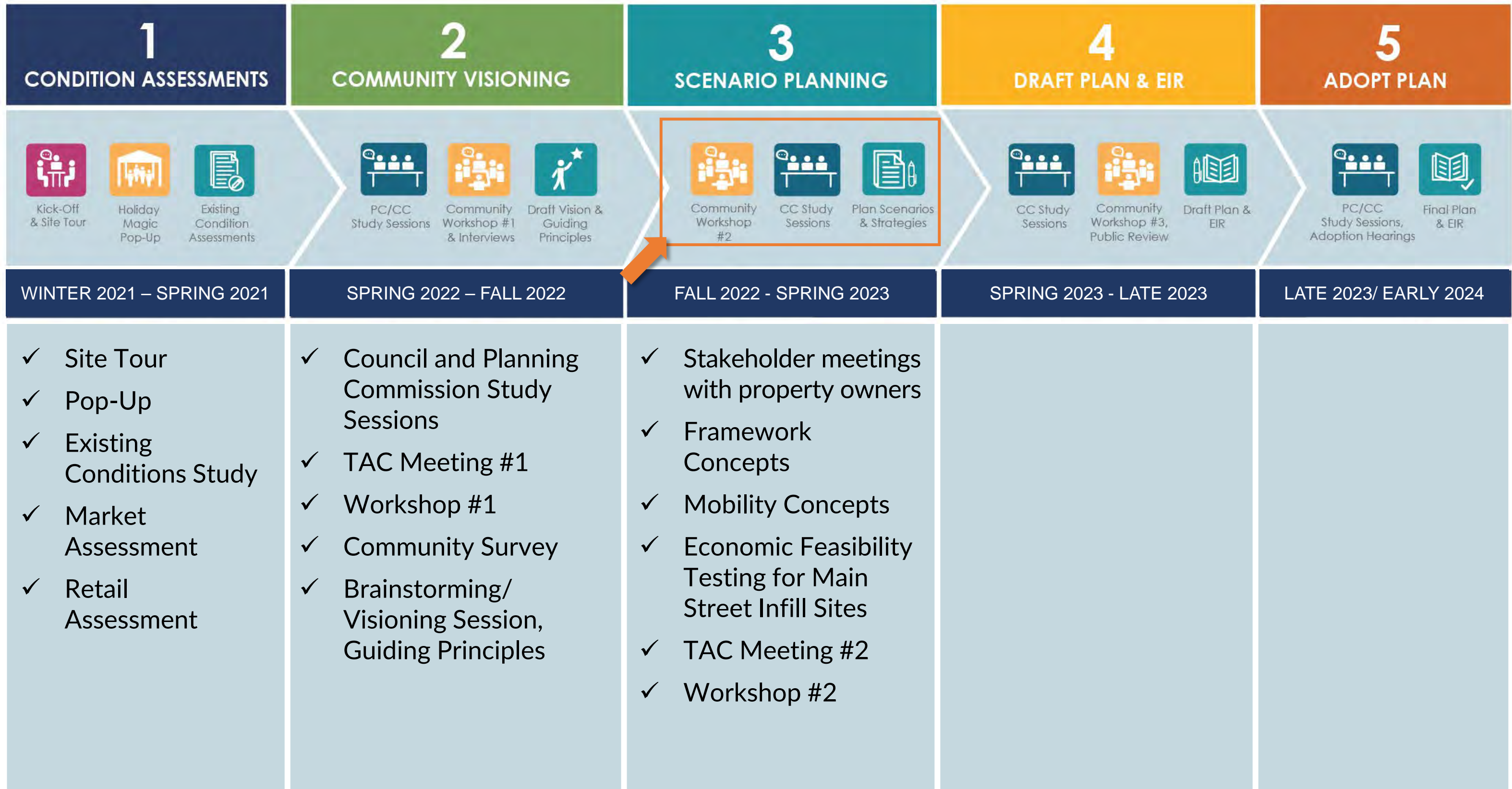


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# Background and Status Update



# Planning Process and Timeline





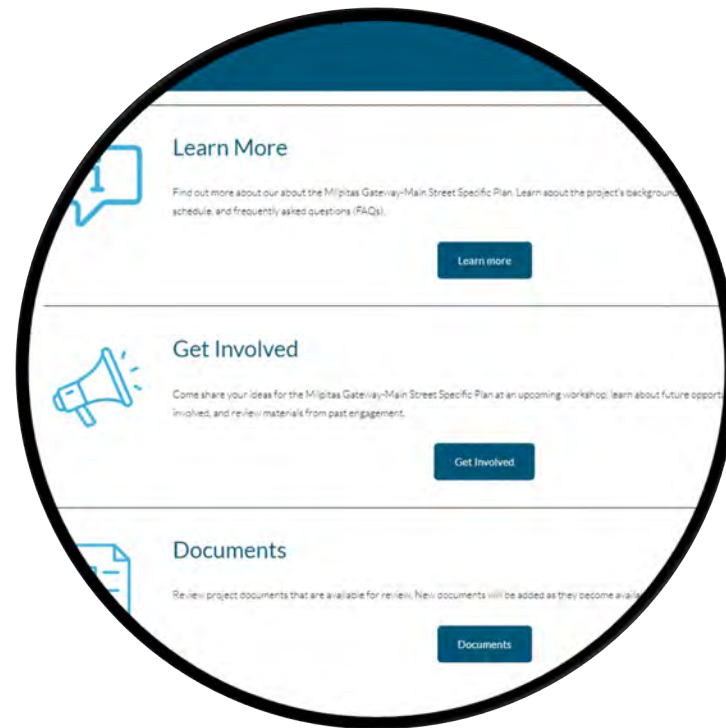
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# Community Engagement & Guiding Principles

# Community Engagement to Date



**Pop Up  
Event**



**Project  
Website**



**Stakeholder  
Interviews**



**Community  
Workshop #1**



## What We Heard.....

“I would love a destination restaurant in Milpitas.”

“Beautifying the area and hosting events there will bring in new businesses”

“LONG TIME COMING”

“A place where people want to go, where Farmers Markets happen on Saturday mornings and neighbors can walk to it each week”

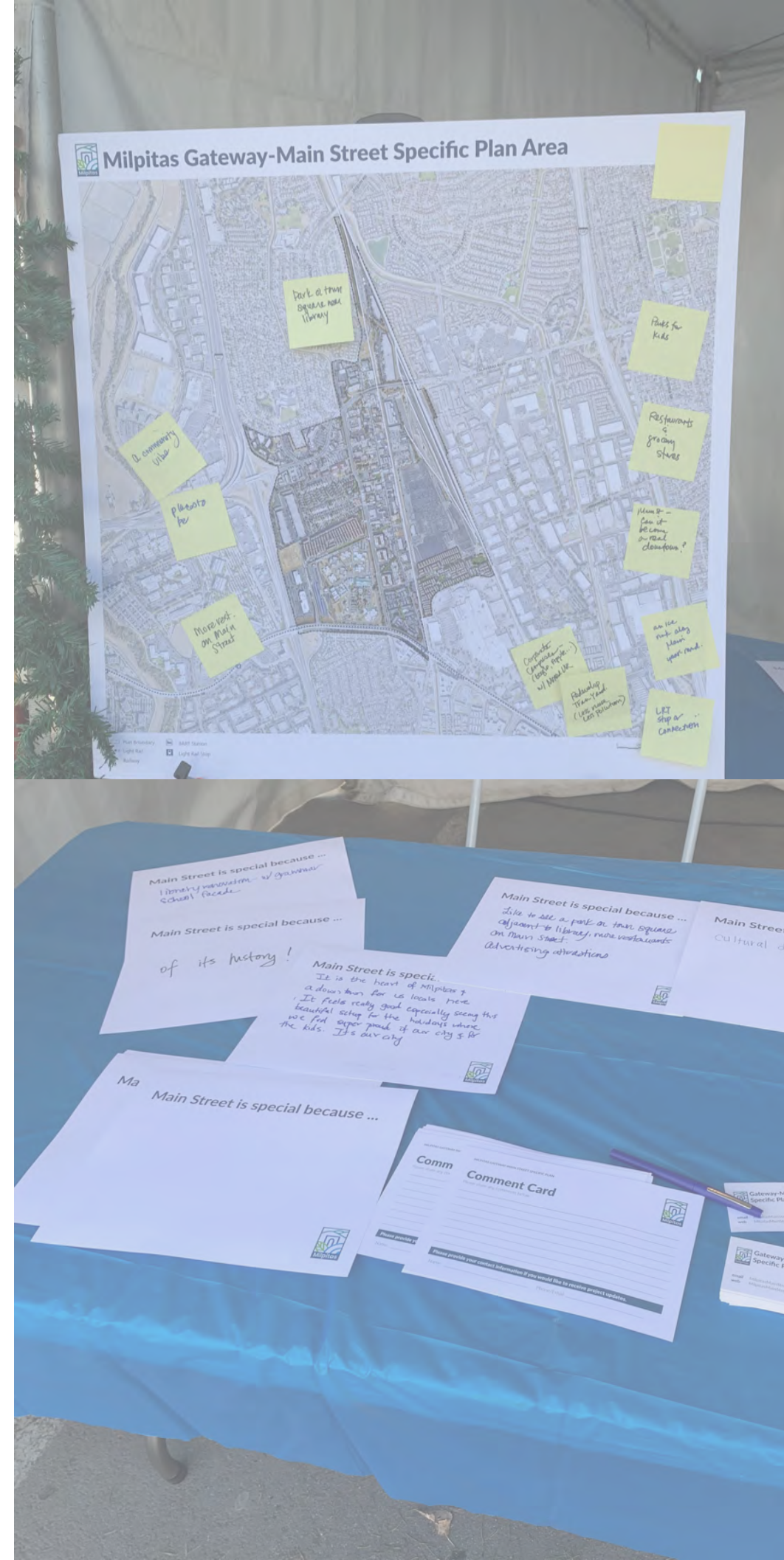
“We need more entertainment options for the high school and young adults”

“Homelessness is becoming a problem in the plan area”

“Please make our city beautiful”

## Your Priorities.....

- **Enthusiasm** for the project and concepts
- **Sense of urgency** that improvements are needed to enhance character, sense of place, safety, and access
- Interest in **diverse housing** and **places to go/be**
- Significant **unrealized potential** in Milpitas
- **Constraints** related to parcel size and impact fees
- Support for **higher-intensity mixed-use residential**
- Interest in an **active Main Street** and public realm improvements
- **Flexibility** is needed





An aerial photograph of the Milpitas Gateway area, showing a mix of residential and commercial buildings, streets, and a highway interchange. A dashed white line outlines a specific area in the center-left of the image, which is the focus of the plan. The text is overlaid on this area.

**The Gateway–Main Street Specific Plan area is envisioned as a group of distinctive neighborhoods that together create a vibrant center for Milpitas.**



# Guiding Principles



**1** Vision and Placemaking



**2** Land Use & Development



**3** Transportation and Access



**4** Open Space and Community Amenities



# 1. Vision and Placemaking

Make this the heart of Milpitas and the center of the community.



Preserve and commemorate historic places through interpretative signage.

Improve the character of the area with high quality development, landscaping, and streetscape.



Integrate signage and branding to distinguish this area 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.



## 2. Land Use & Development



Integrate a mix of housing types, scales, and affordability, including mixed-use, housing for families, smaller units, live-work, senior housing, and affordable housing.

Bring walkable, pedestrian-friendly retail, grocery stores, restaurants/ outdoor dining, and places “to be”.



Add housing throughout to create activity on the street, with a focus on Main Street and the Crossroads.



Distinguish key gateways on Calaveras Blvd. and Main Street at Serra Way.



# 3. Transportation and Access

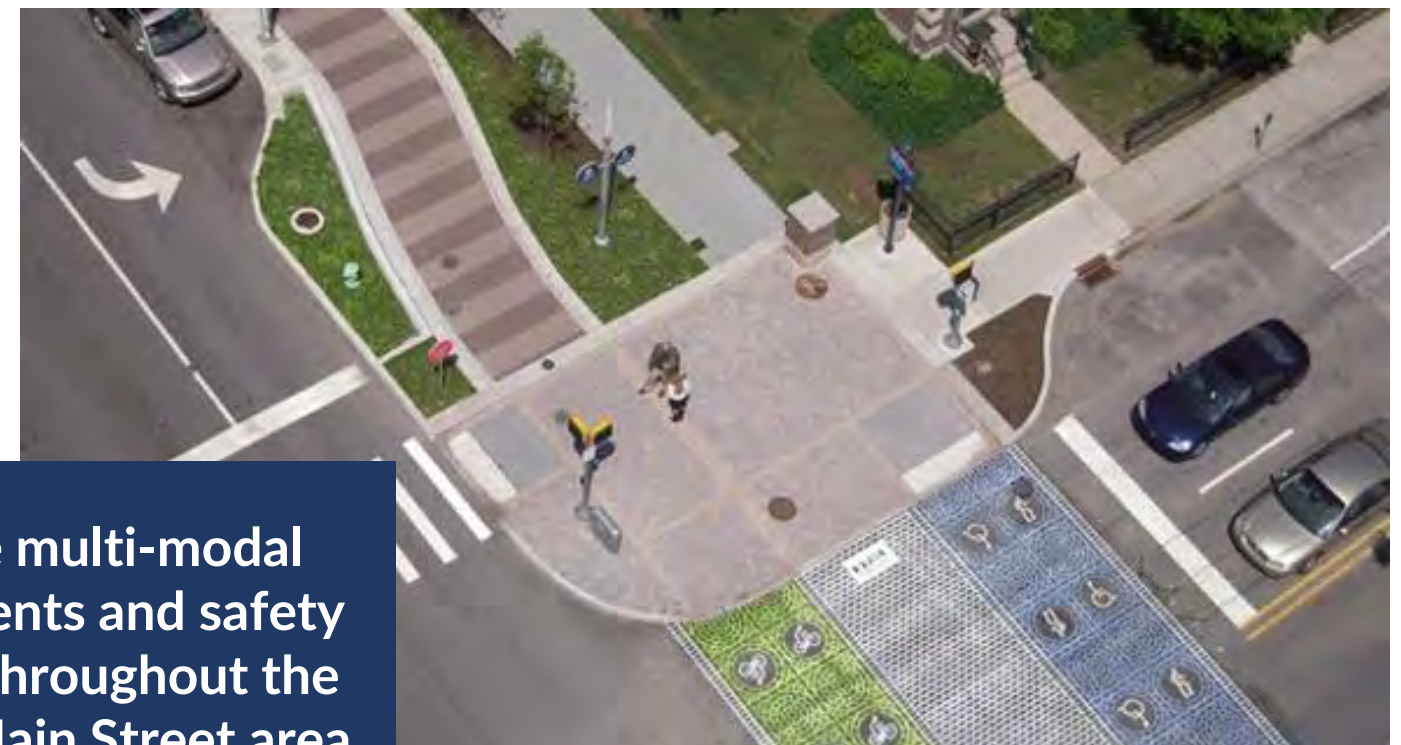


Re-design Calaveras, Main Street, and Serra Way, to improve circulation and facilitate walkability and bike access.



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 the Gateway-Main Street area.



# 4. Open Space and Community Amenities



Integrate public art, entertainment, and active “programming” in public spaces that celebrate Milpitas’ diversity.



Create smaller, active urban parks, gathering spaces, and special places for people to meet and interact.



Improve naturalized areas, open spaces, and the Creek, with landscape improvements and pedestrian amenities.



3

# Economic and Market Update



# Main Street Feasibility Analysis: Overview

## Carlo/Main

Mixed-Use Multifamily Residential and Courtyard Buildings



## Serra/Main

Mixed-Use Multifamily Residential w/ Plaza & Entry Court



## Main @ Tom Evatt Park

Townhomes/ Townhomes + ADUs



*Mixed-Use Multifamily with Common Courtyard*



*Mixed-Use Multifamily with Ground-Floor Retail*



*Townhomes*



*Townhomes over ADUs*



# Main Street Feasibility Analysis: Conclusions

## *Challenges*

### 1. Regulations

- Current height and density limits have limited development feasibility.
  - Project economics improve with density.
- Other regulations are outdated.

### 2. Construction Costs

- Rise of construction costs has been greater than rise of rents.
- Parking is costly and contributes to development challenges.

### 3. Physical Constraints

- Small and shallow sites make it difficult to build housing *and* on-site parking and open space.

## *Solutions...*

- Consider increasing height limits from 3 to 5 stories on Main Street, and to over 5 stories in the Crossroads area.
- Update and modernize regulations to enable fine-grain infill and active/vibrant community character.
- Update parks/open space and parking requirements.
- Consider the creation of a parking district.
- Evaluate impact fees and other potential incentives.



4

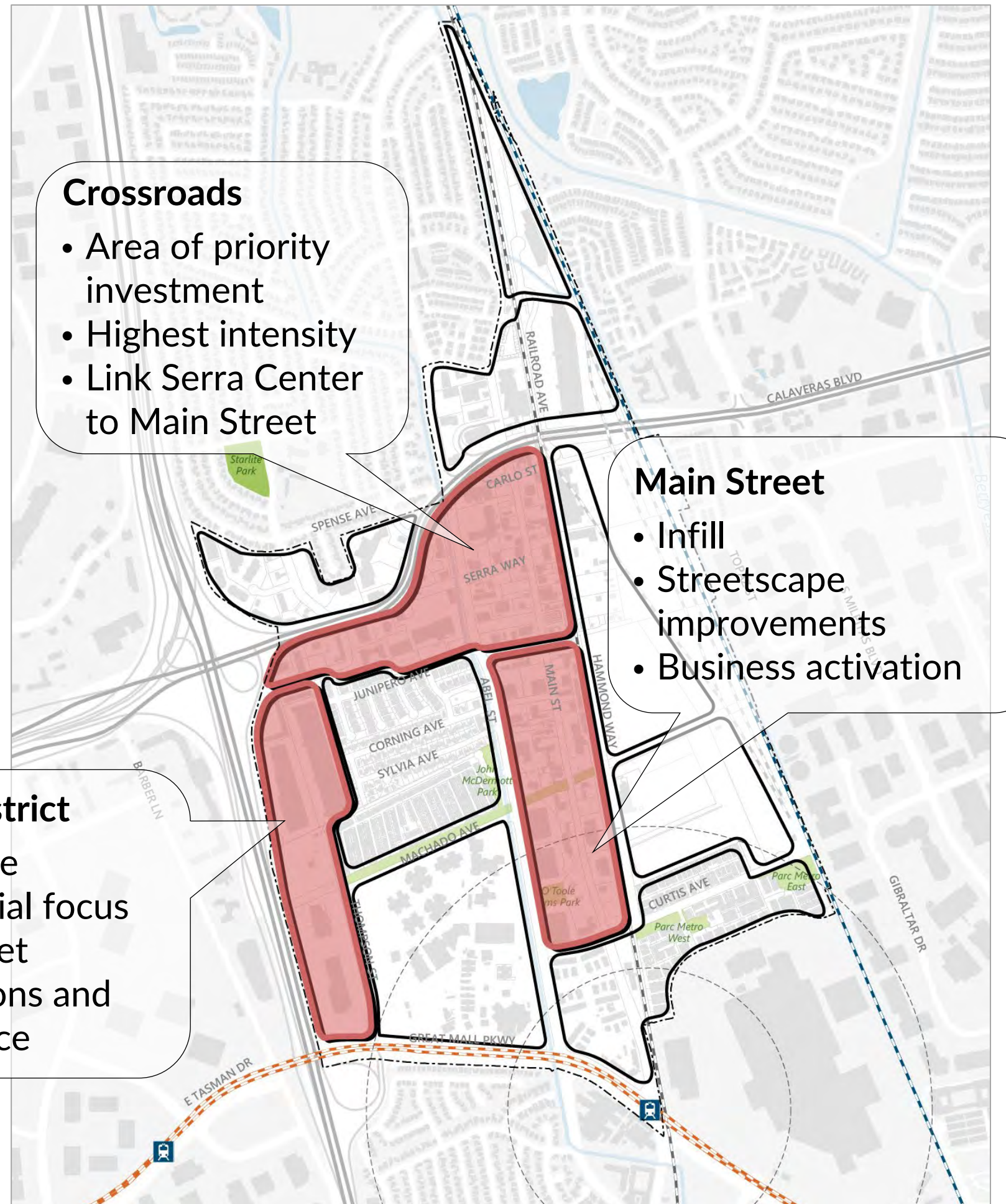
# Focus Area Concepts



# Land Use/ Neighborhood Framework

## Three Focus Areas

- Crossroads
- Main Street
- Abbott District





# Crossroads Focus Area





# 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

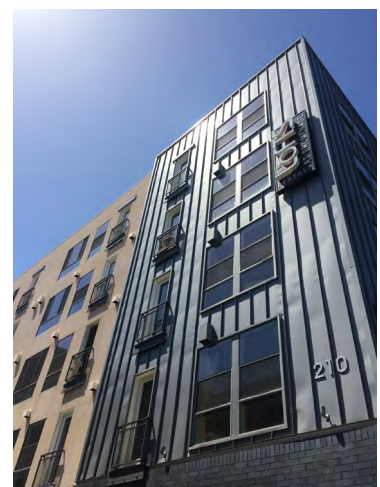
- Higher intensity: 5-7 stories

## Mobility and Public Realm

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



*Mixed-Use Retail, Restaurant, Entertainment*



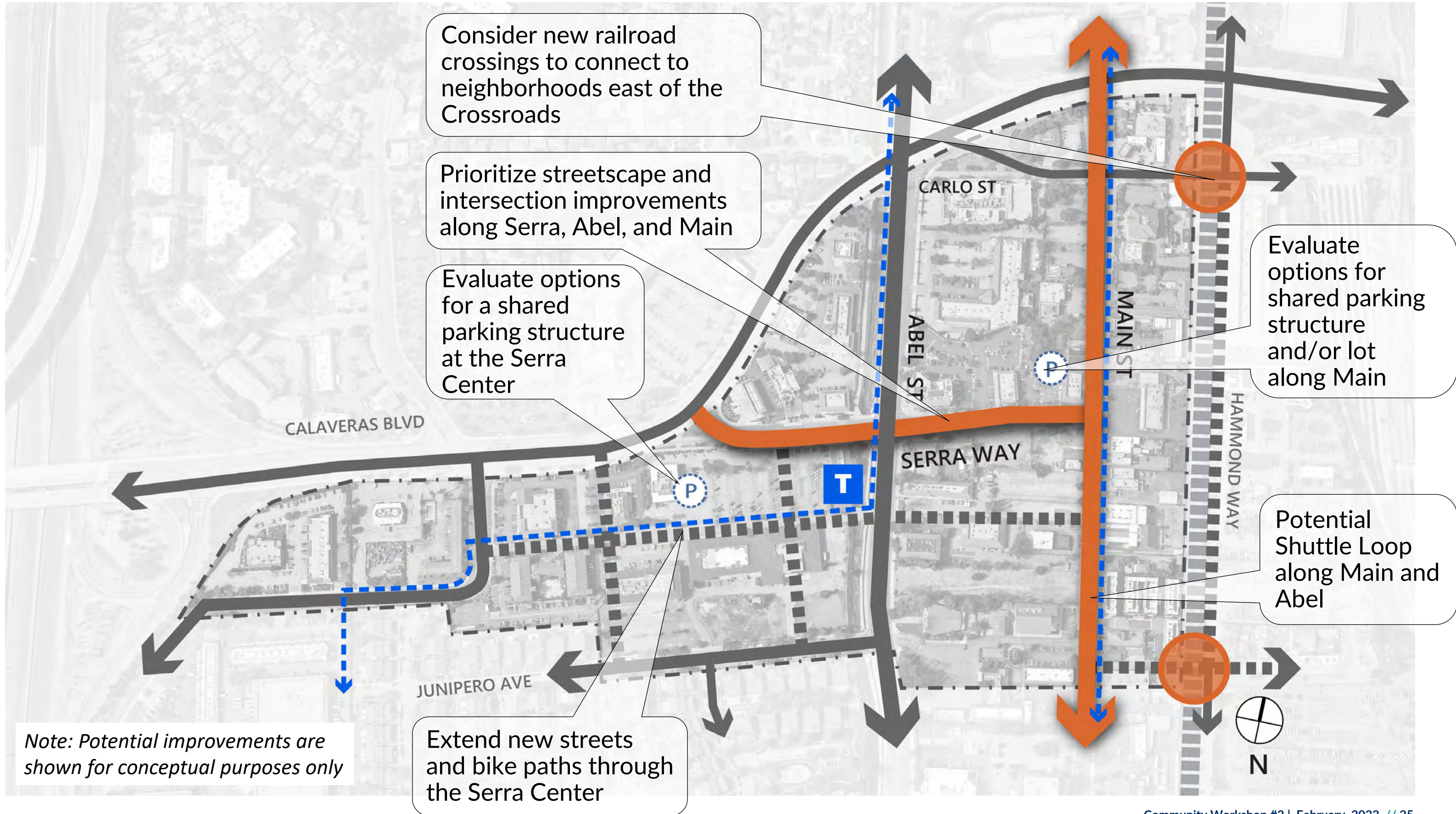
*Higher-Intensity Residential and Live-Work*



*Parks, Plazas, and Gateway Focal Points*

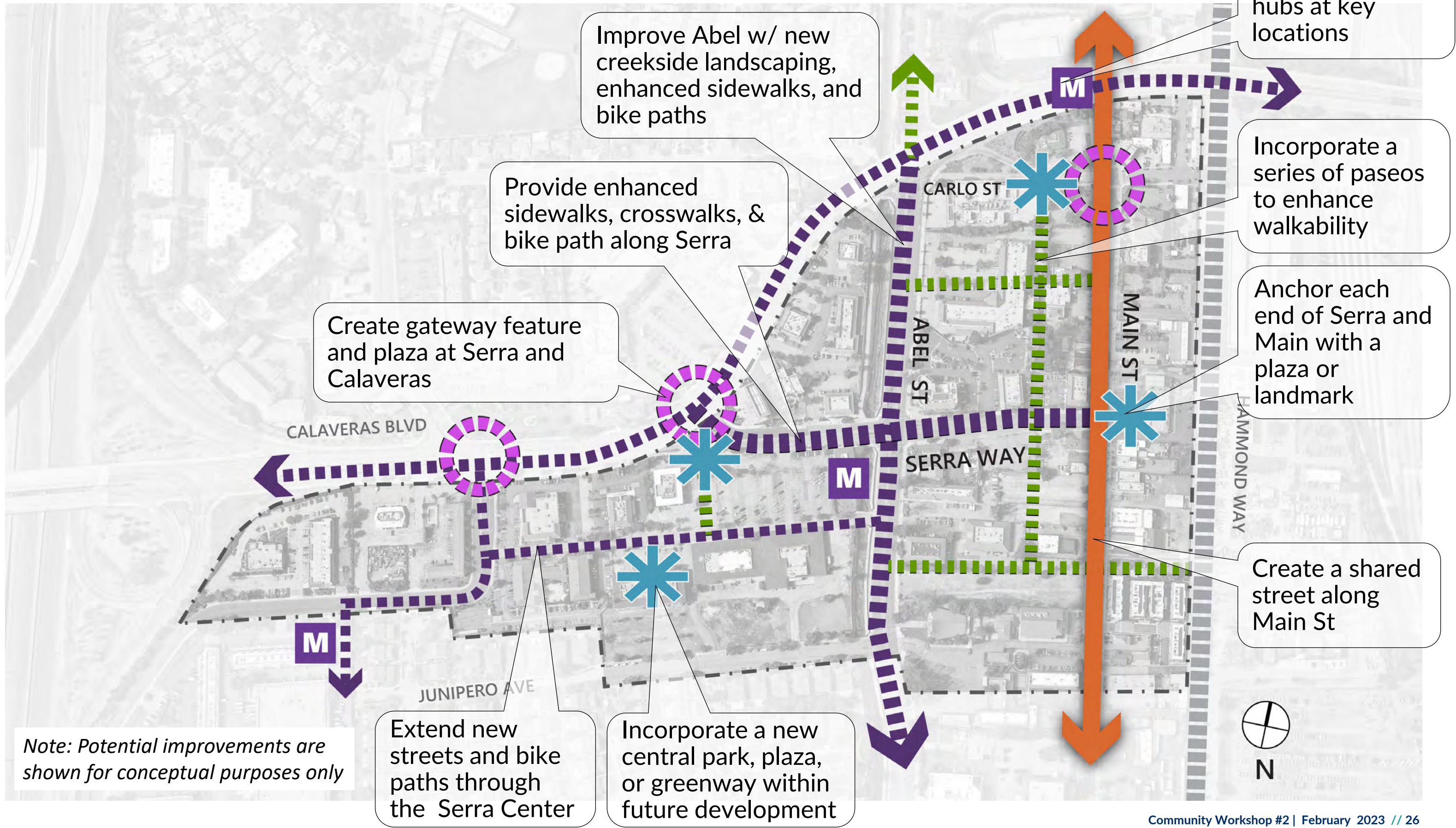


# Crossroads Mobility Framework





# Crossroads Public Realm Framework

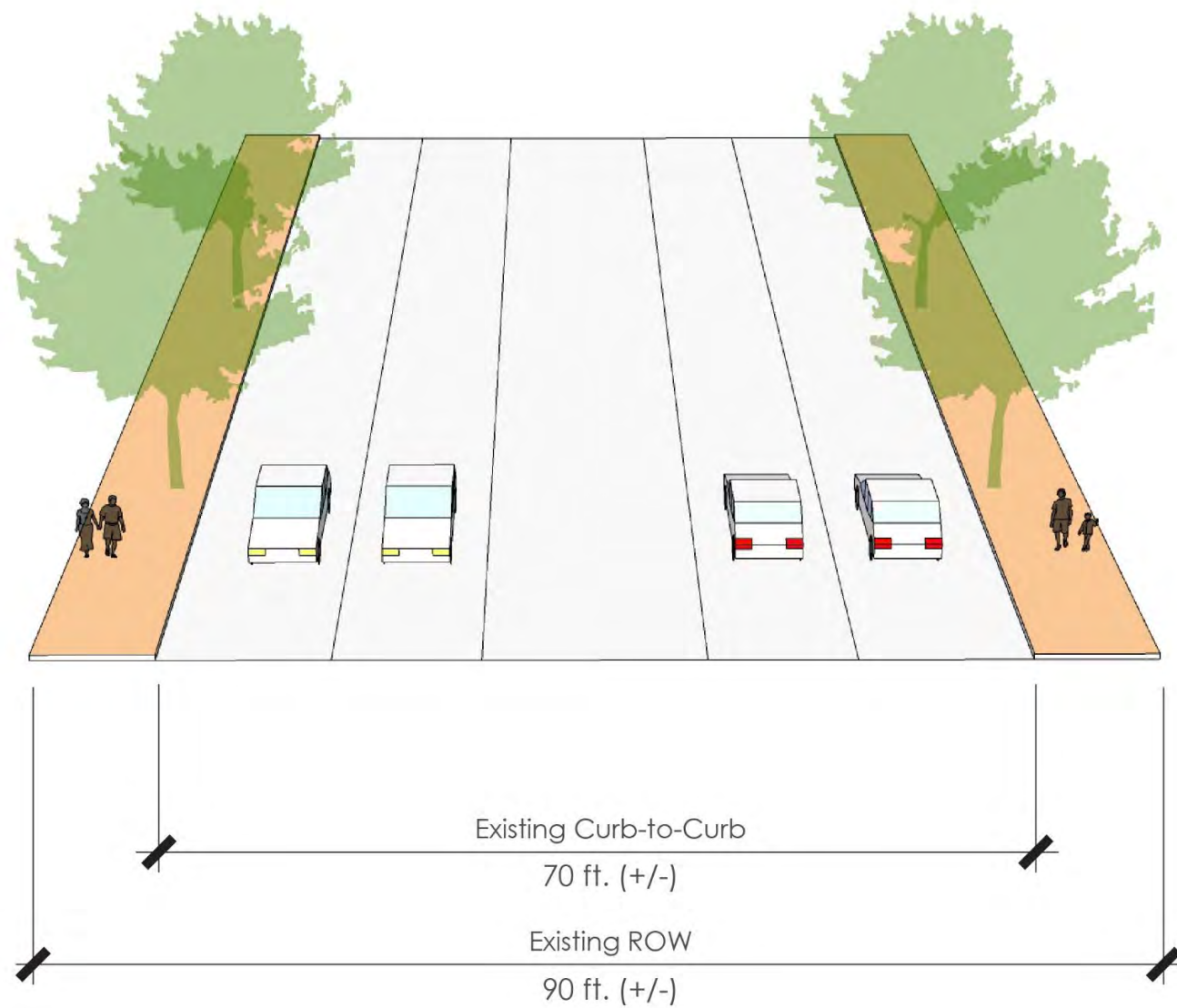


*Note: Potential improvements are shown for conceptual purposes only*



# Crossroads Focus Area

## *Serra Way Existing Conditions (Typical)*

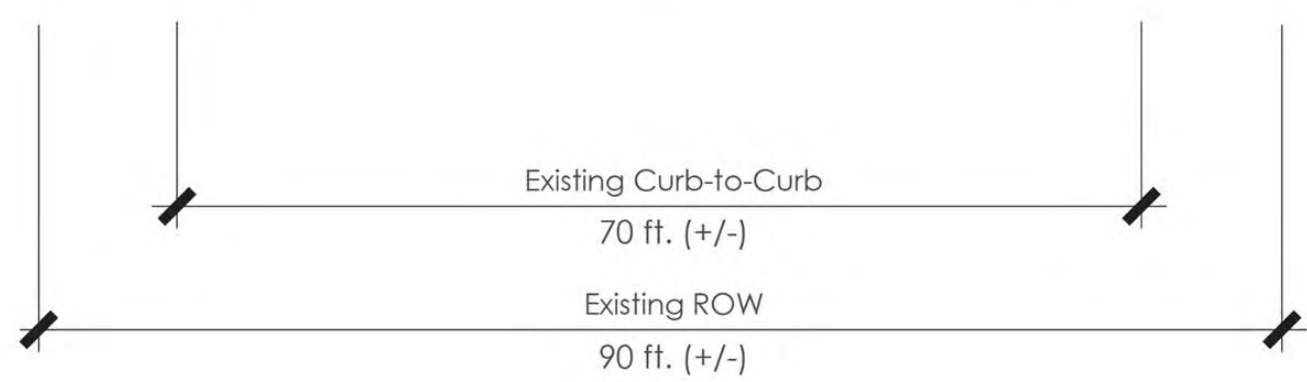
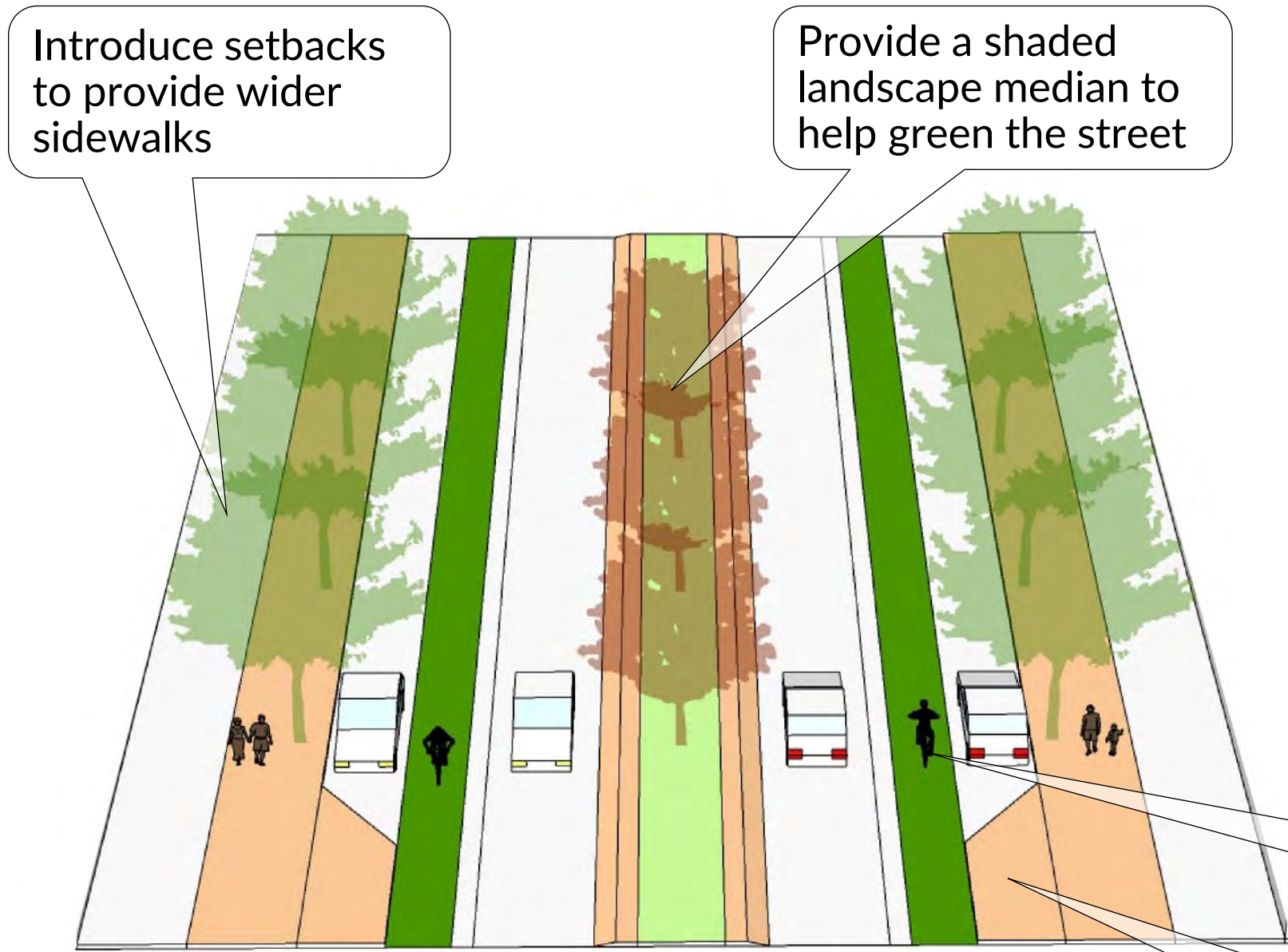


Serra Way Looking East



# Crossroads Focus Area

## *Serra Way Option 1: On-Street Buffered Bike Lanes*



Buffered Bike Lanes - Long Beach

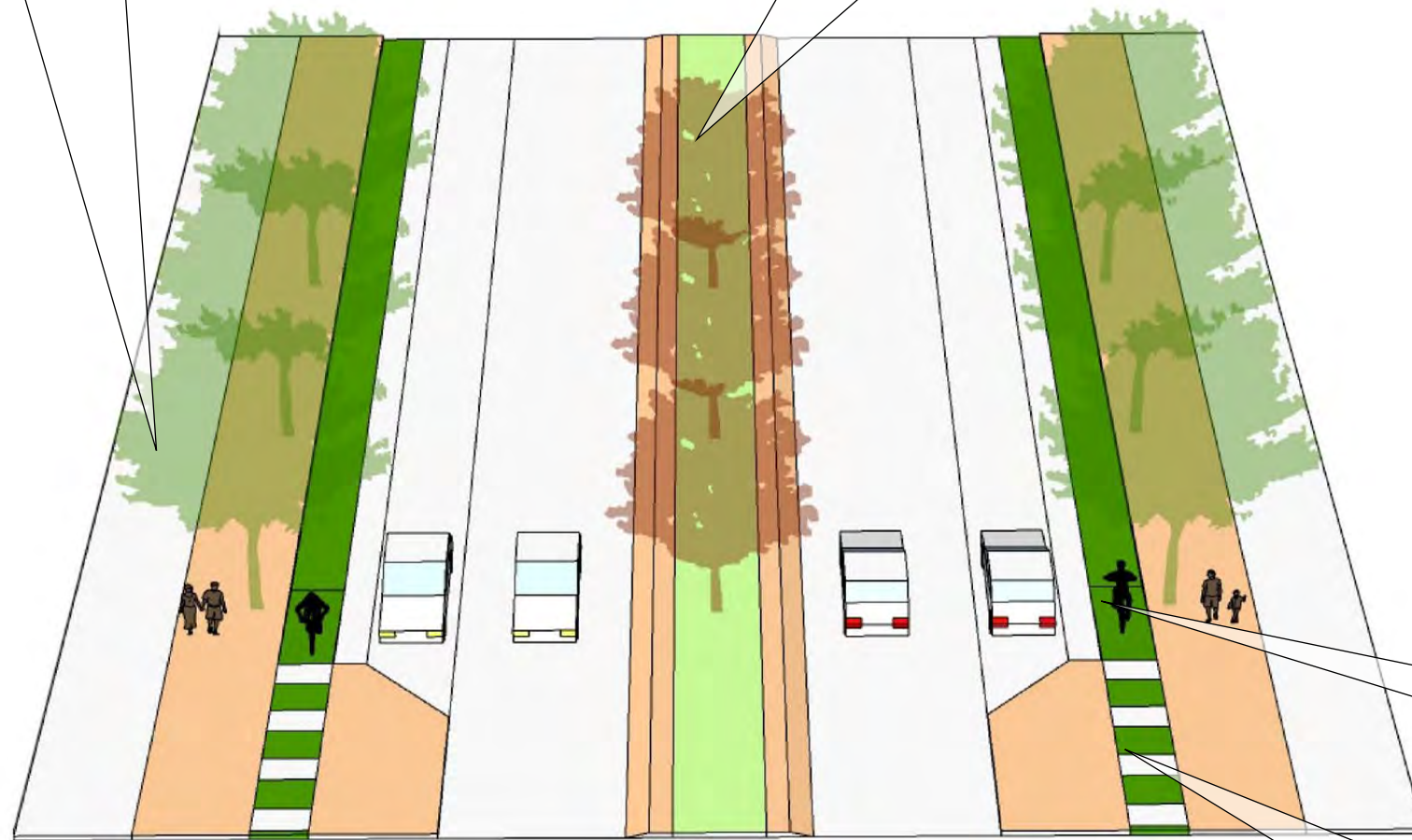


# Crossroads Focus Area

## *Serra Way Option 2: Parking-Separated Bike Lanes*

Introduce setbacks to provide wider sidewalks

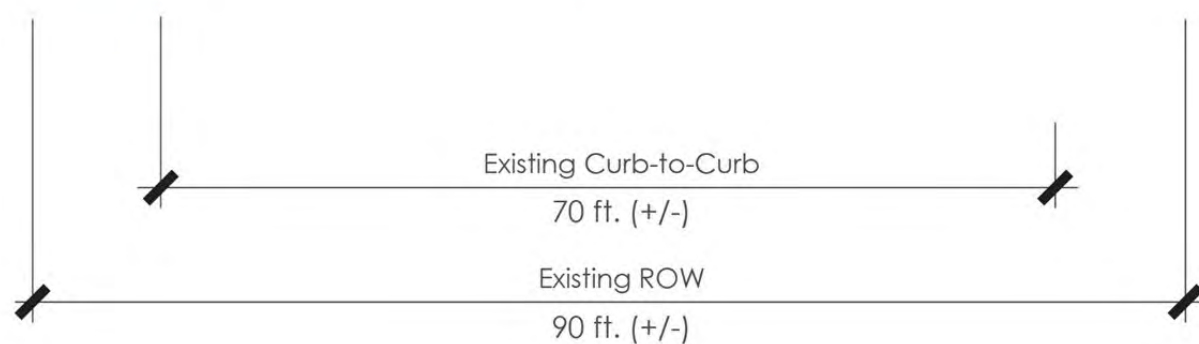
Provide a shaded landscape median to help green the street



Parking Protected Bike Lane – Adeline St, Berkeley

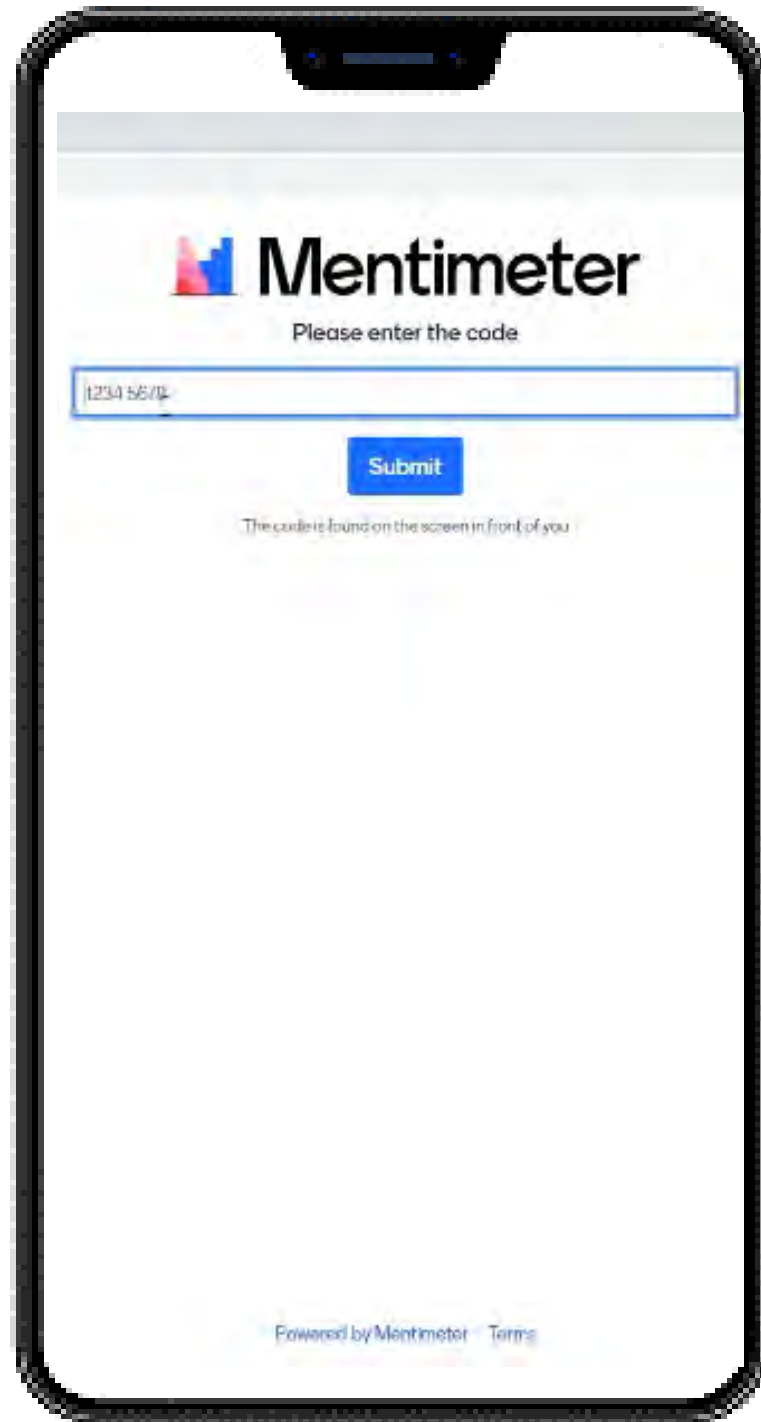
Provide parking protected bike lanes (between parking areas and sidewalks) on both sides of the street

Incorporate curb extensions at intersections to increase pedestrian visibility and safety





# Live Polling

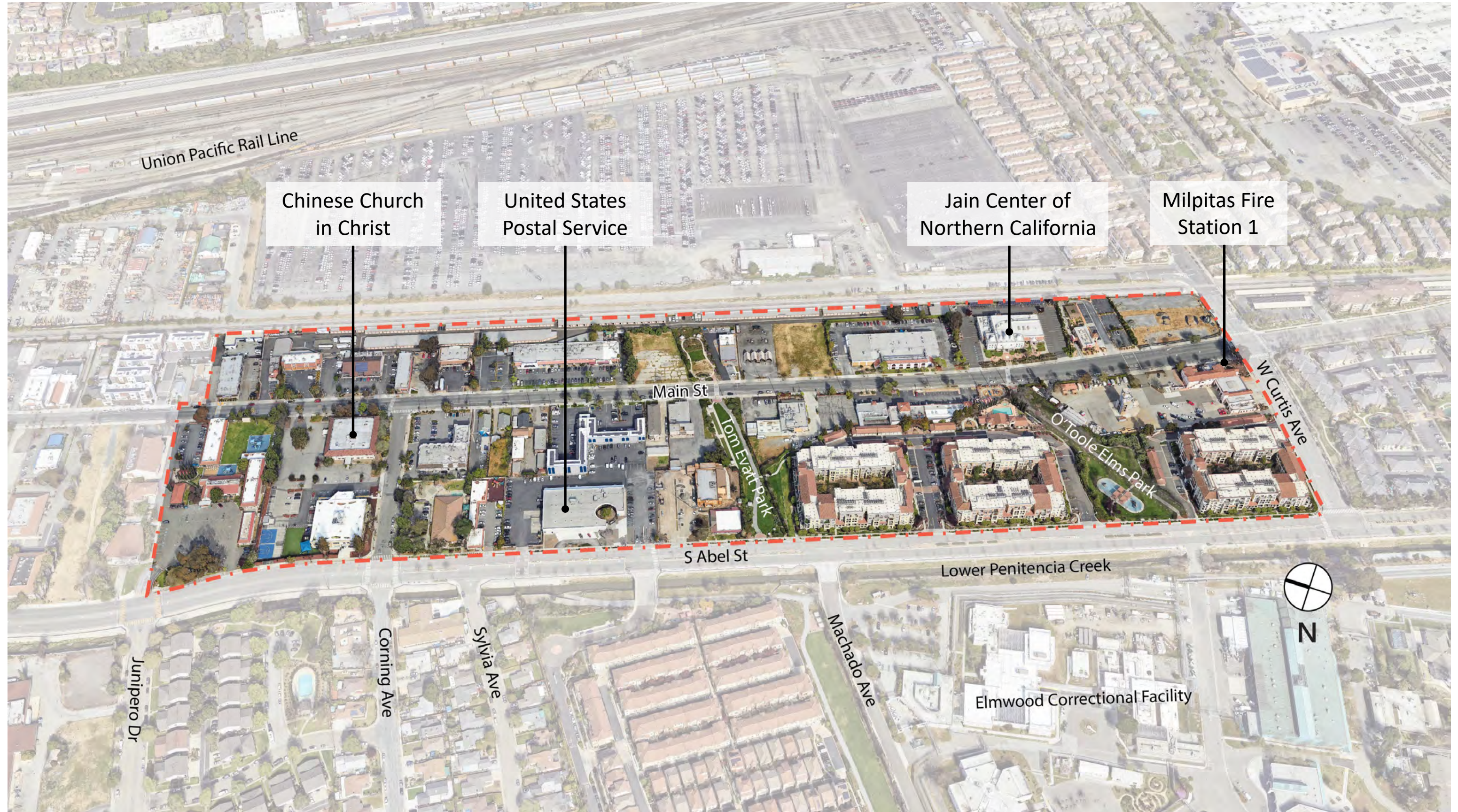


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# Main Street Focus Area





# Main Street Land Use/ Neighborhood Framework

## Land Use Approach

- Mixed-use main street
- Retail, restaurant, and outdoor dining
- Smaller-scale residential infill
- Active building frontages

## Scale

- Moderate intensity: up to 4-5 stories

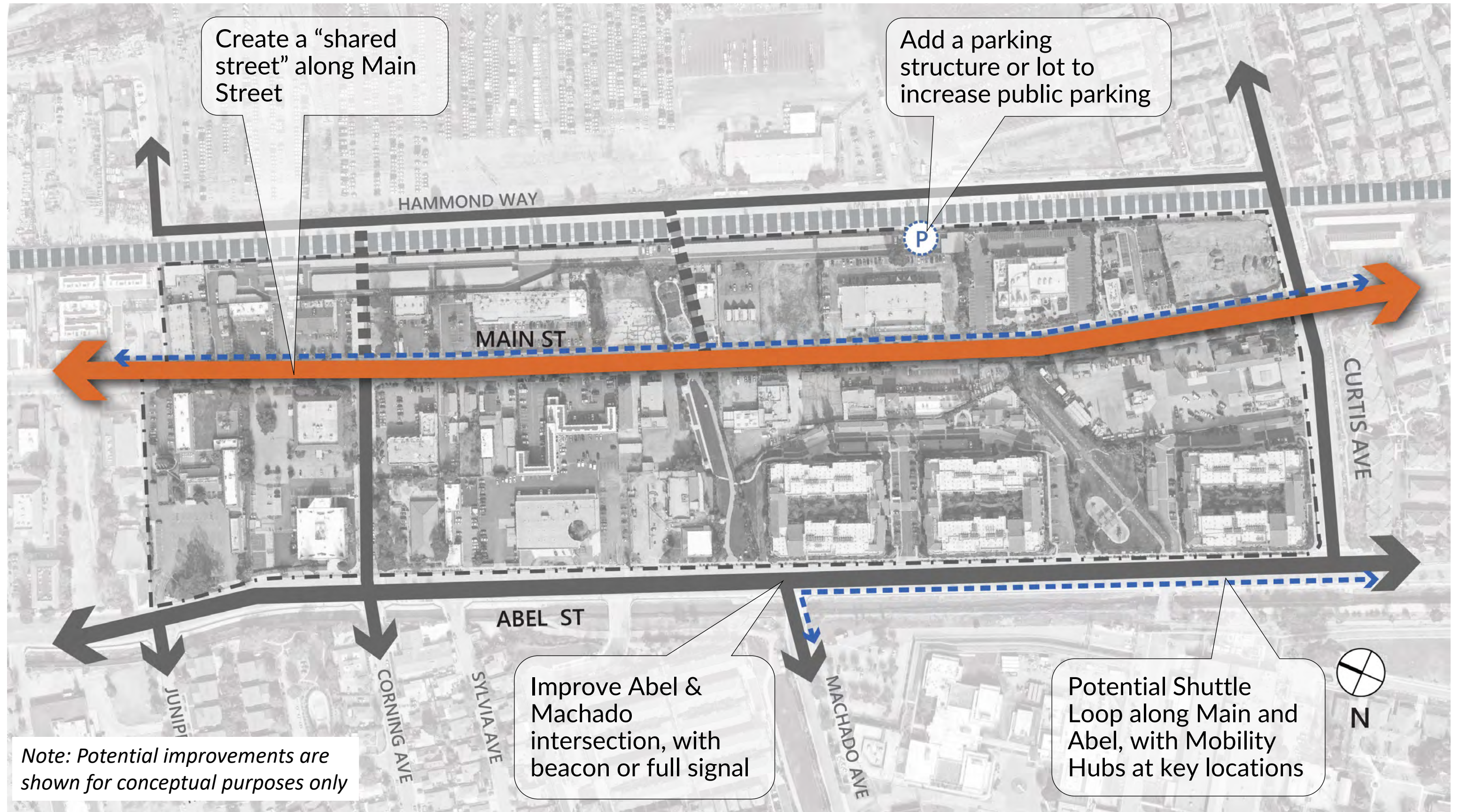
## Mobility and Public Realm

- Pedestrian-priority street with streetscape enhancements
- Urban parks, plazas, and paseos



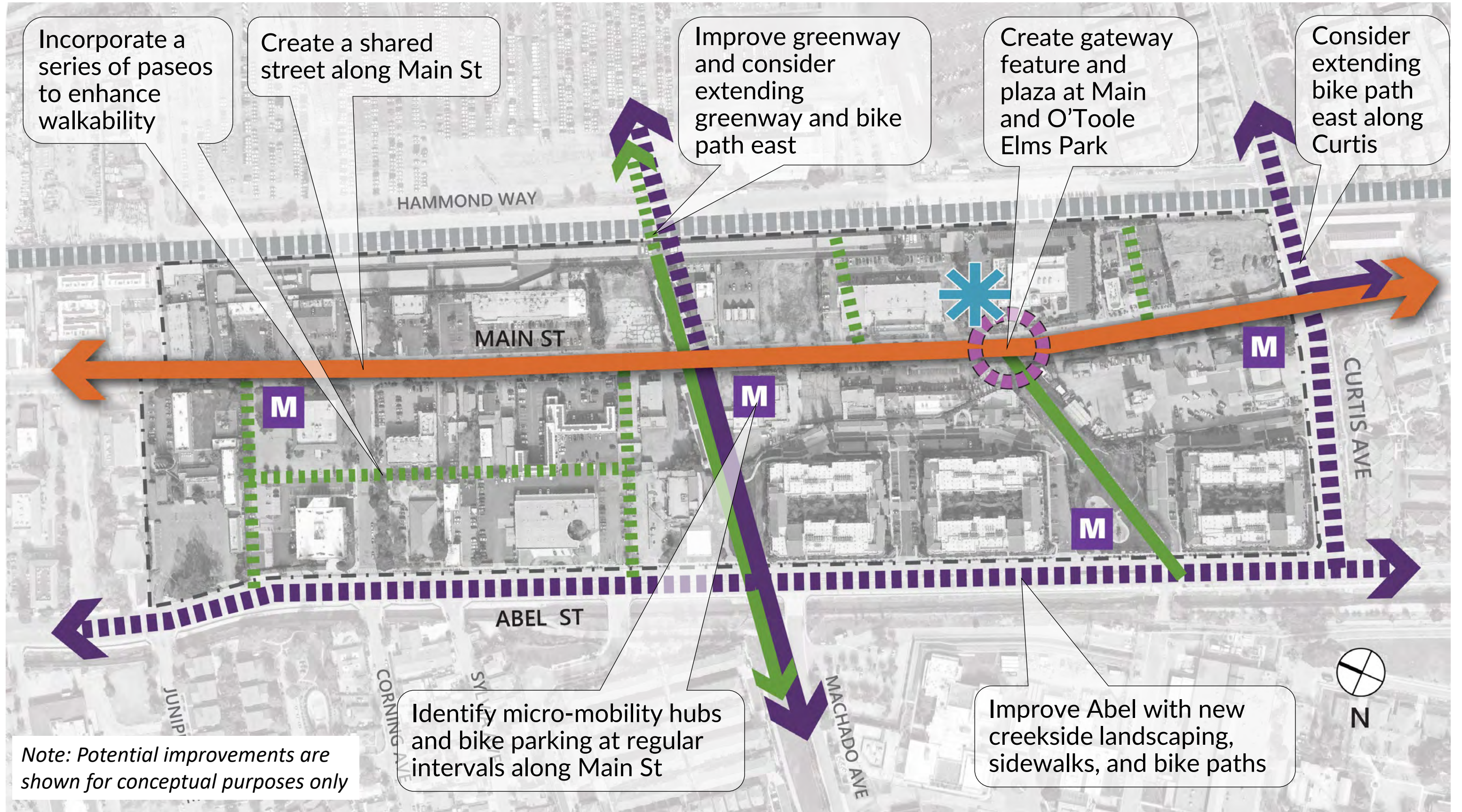


# Main Street Mobility Framework





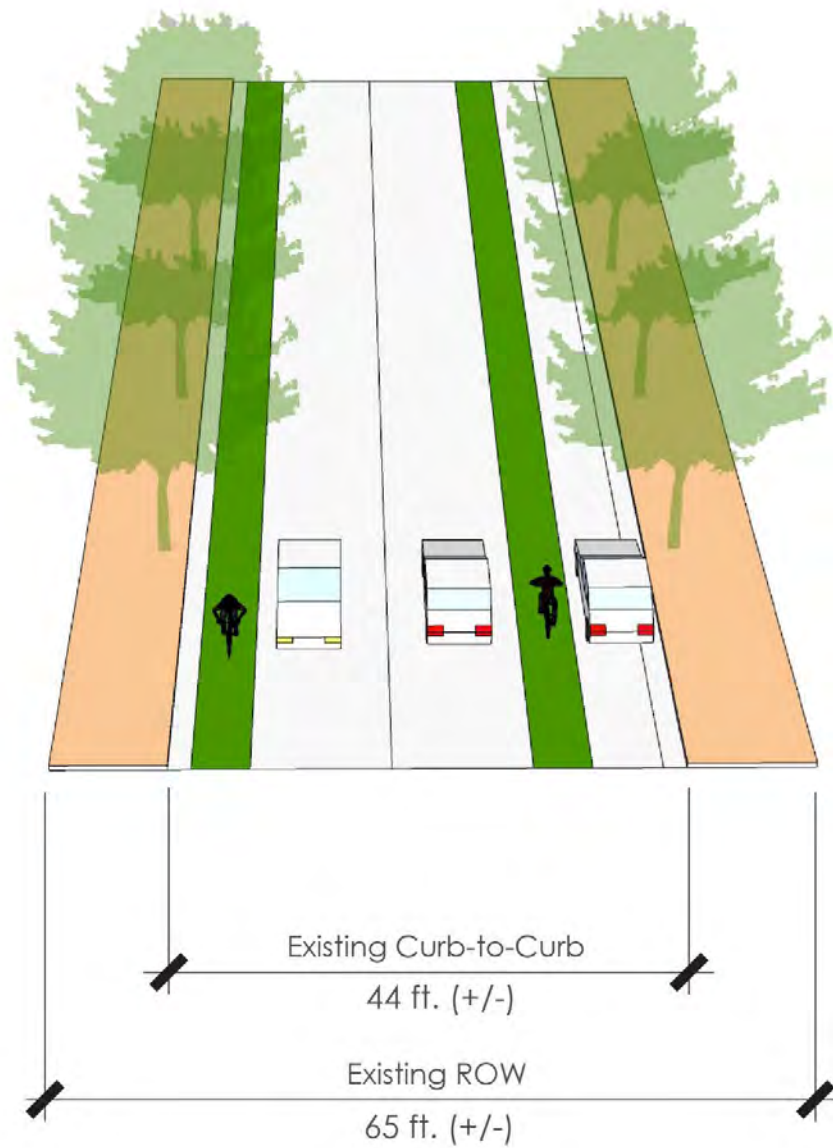
# Main Street Public Realm Framework





# Main Street Focus Area

## *Main Street Existing Conditions*

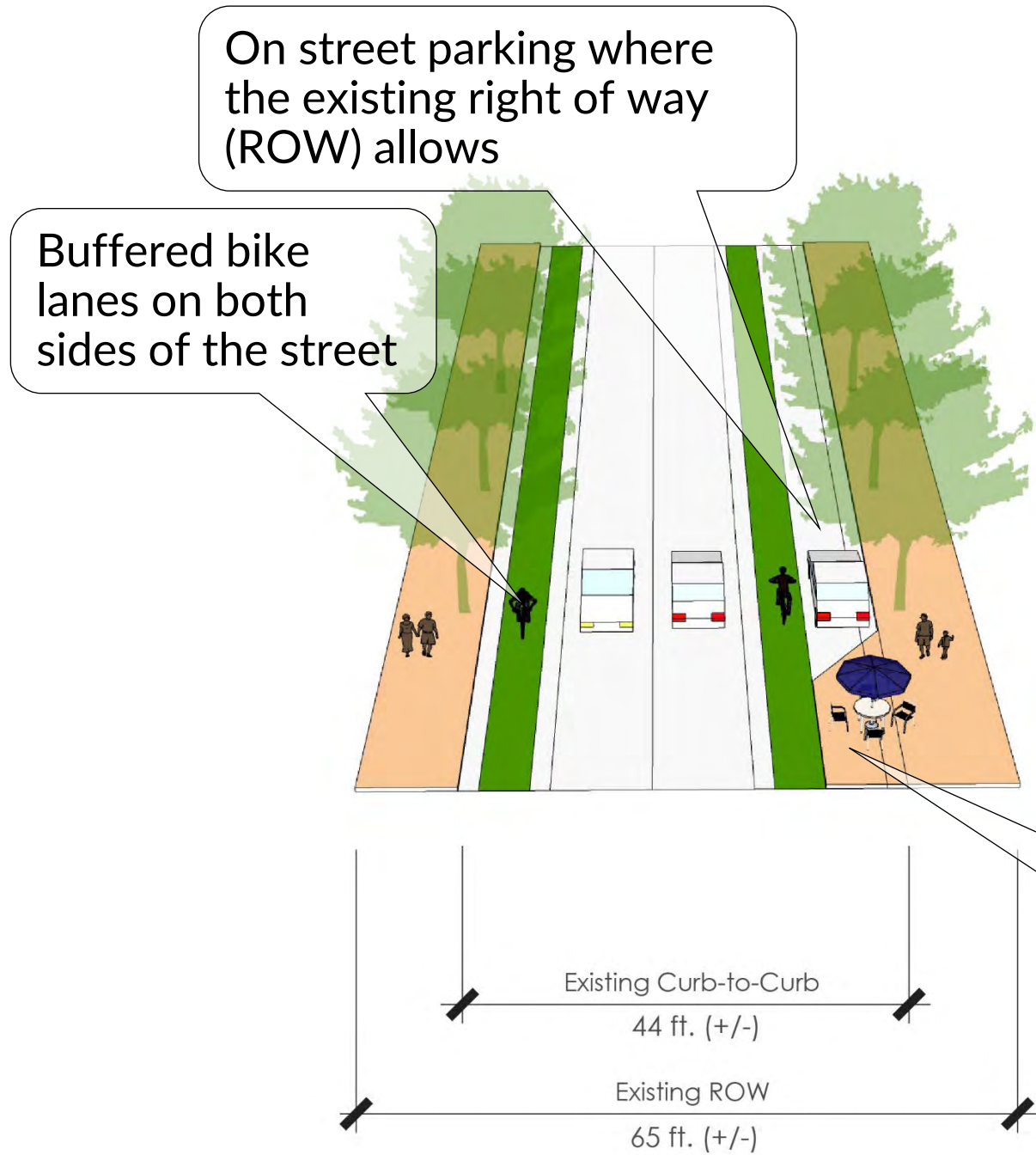


S Main St, Looking North



# Main Street Focus Area

## Street Design Option 1\*: Buffered Bike Lanes (per ATP)



Buffered Bike Lanes - Long Beach

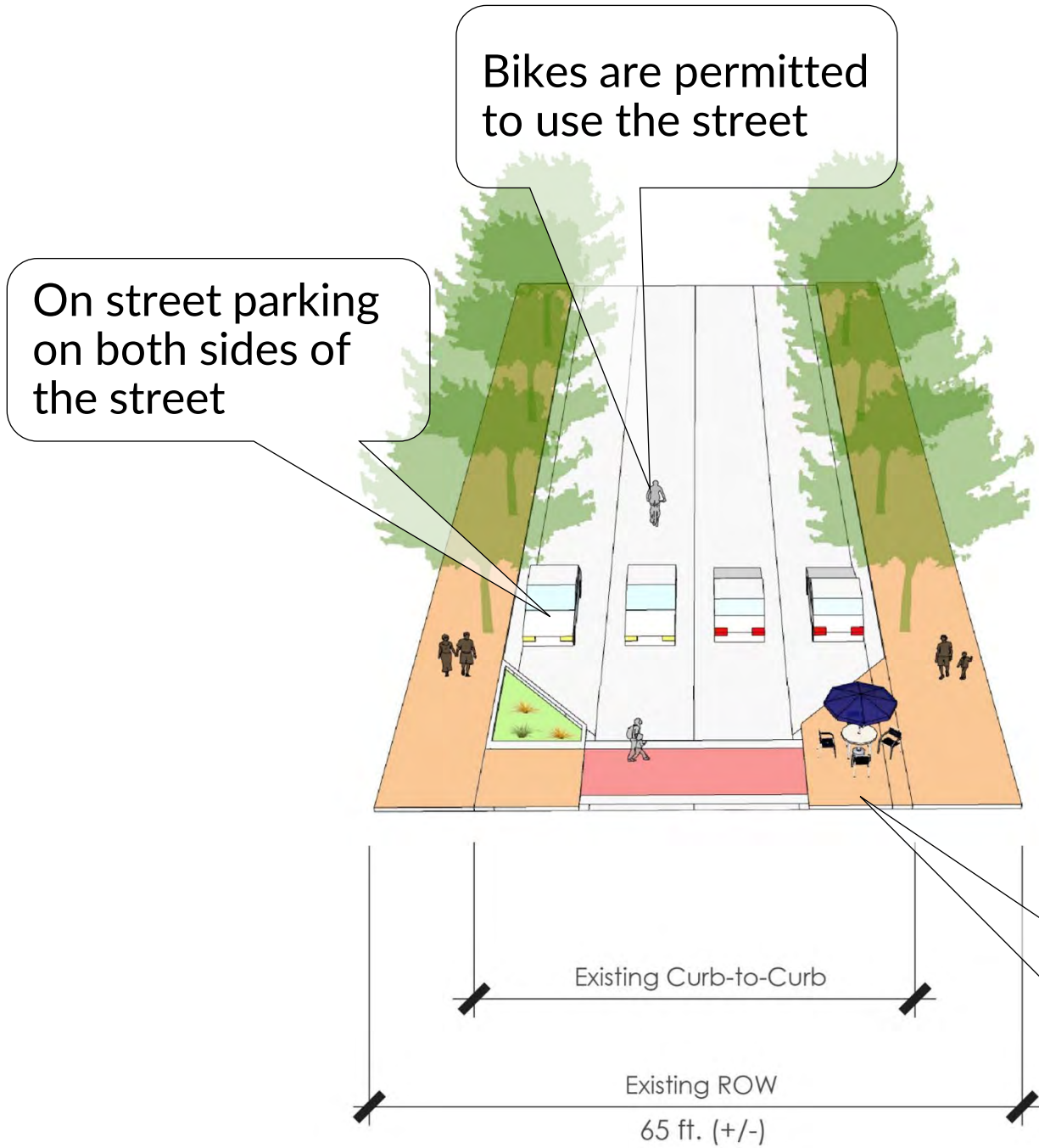
Introduce curb extensions on one side of the street for street furniture or outdoor dining

\*Consistent with ATP



# Main Street Focus Area

## Street Design Option 2: Shared Street



Curb Extension with Outdoor Dining – San Diego

Introduce curb extensions on both sides of the street for street furniture, outdoor dining, or landscaping



# Main Street Focus Area

## *Examples of Shared Streets*

- “Pedestrian-priority” street designed for slow travel speeds
- Textured pavement reinforces slow speeds
- Curb extensions provide traffic calming, increase pedestrian visibility, and provide street amenities
- On-street parking supports small retail businesses
- Bicycles are permitted
- Comfortable, attractive environment encourages “staying” activities: relaxing, shopping, eating, and socializing, fostering a vibrant public realm



Shared Street – Madison WI

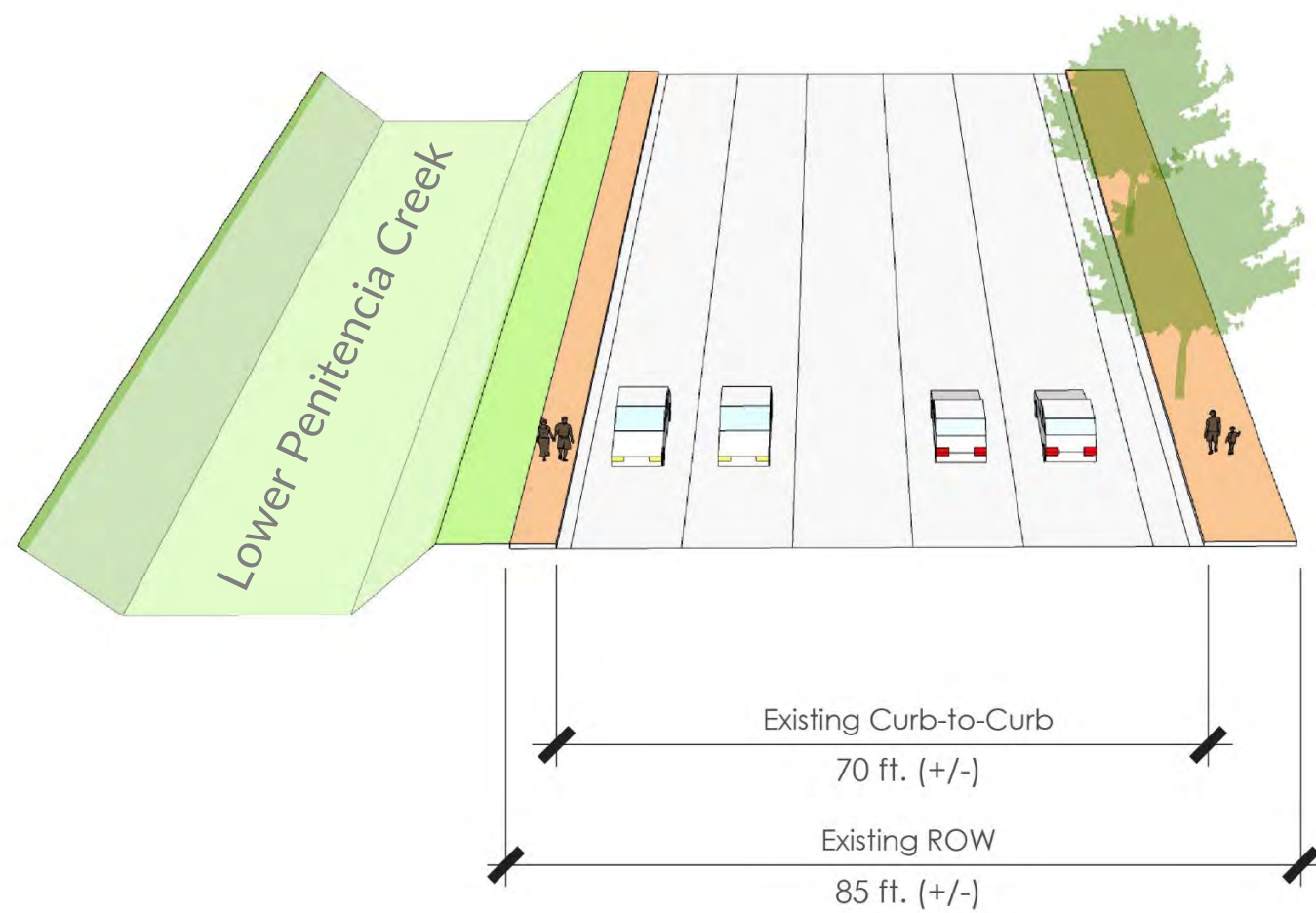


Shared Street – West Palm Beach, FL



# Main Street Focus Area

## *Abel Street Existing Conditions*

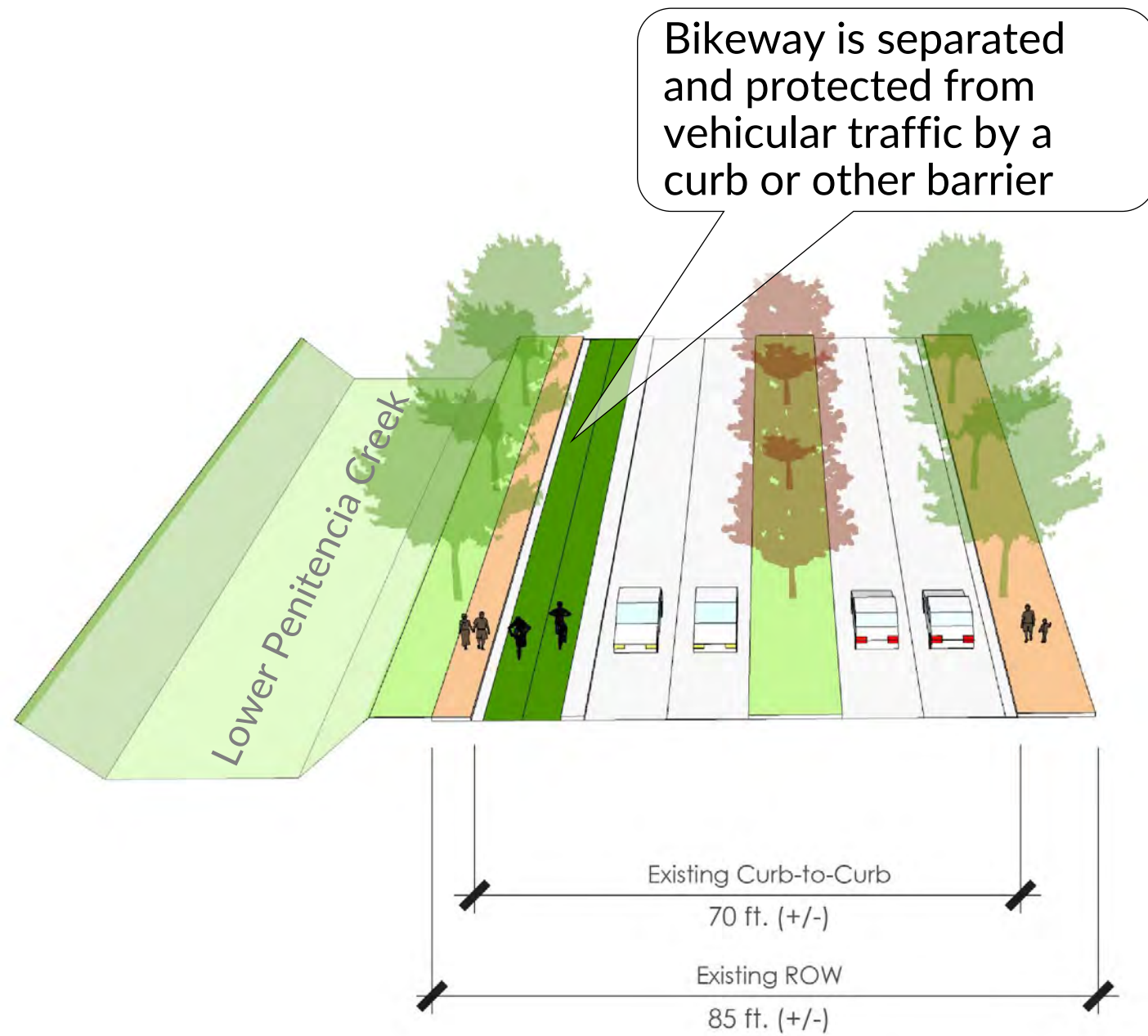


Abel St, Looking North



# Main Street Focus Area

## *Abel Street Option 1: Separated On-Street Bikeway*

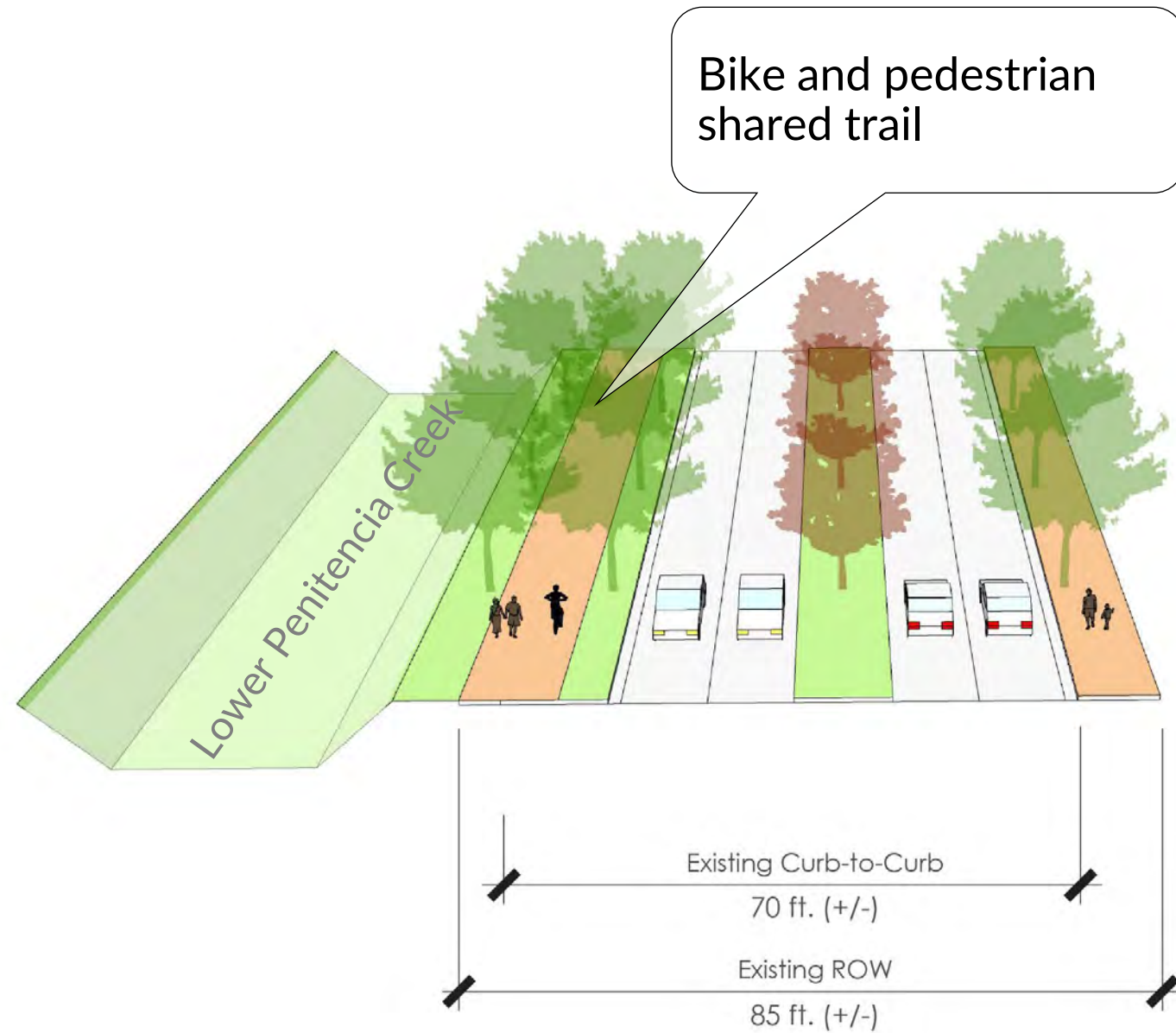


Separated Bikeway – Rosemead Blvd, Temple City



# Main Street Focus Area

## *Abel Street Option 2\*: Shared-Use Path/ Off-Street Trail*

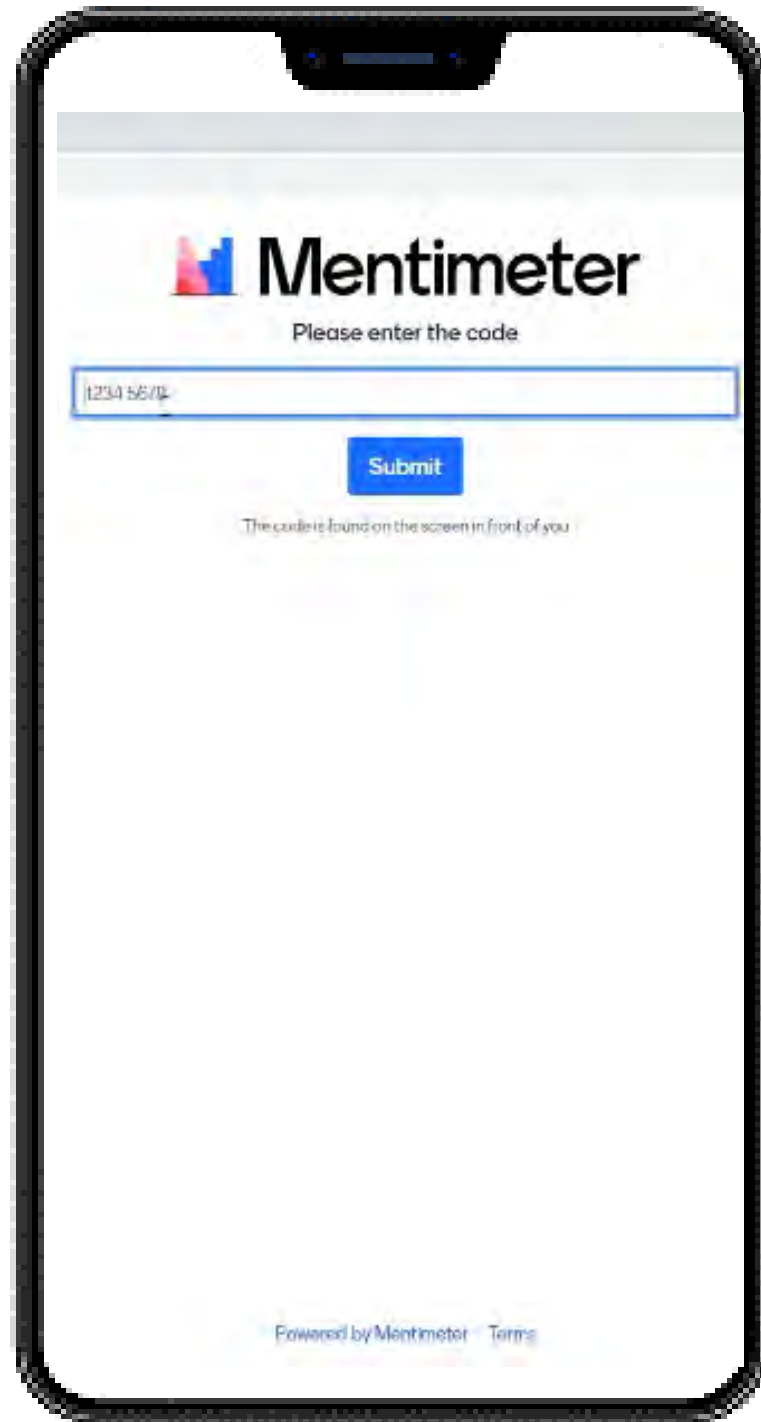


Shared Use Path – Christy Ave, Emeryville

\*Consistent with ATP



# Live Polling



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# Abbott Focus Area





# Abbott Land Use/ Neighborhood Framework

## Land Use Approach

- Rebrand as Abbott District
- Mixed-use commercial, including commercial, retail, office
- Creative industrial
- Residential *not* permitted

## Scale

- Up to 50 feet in height

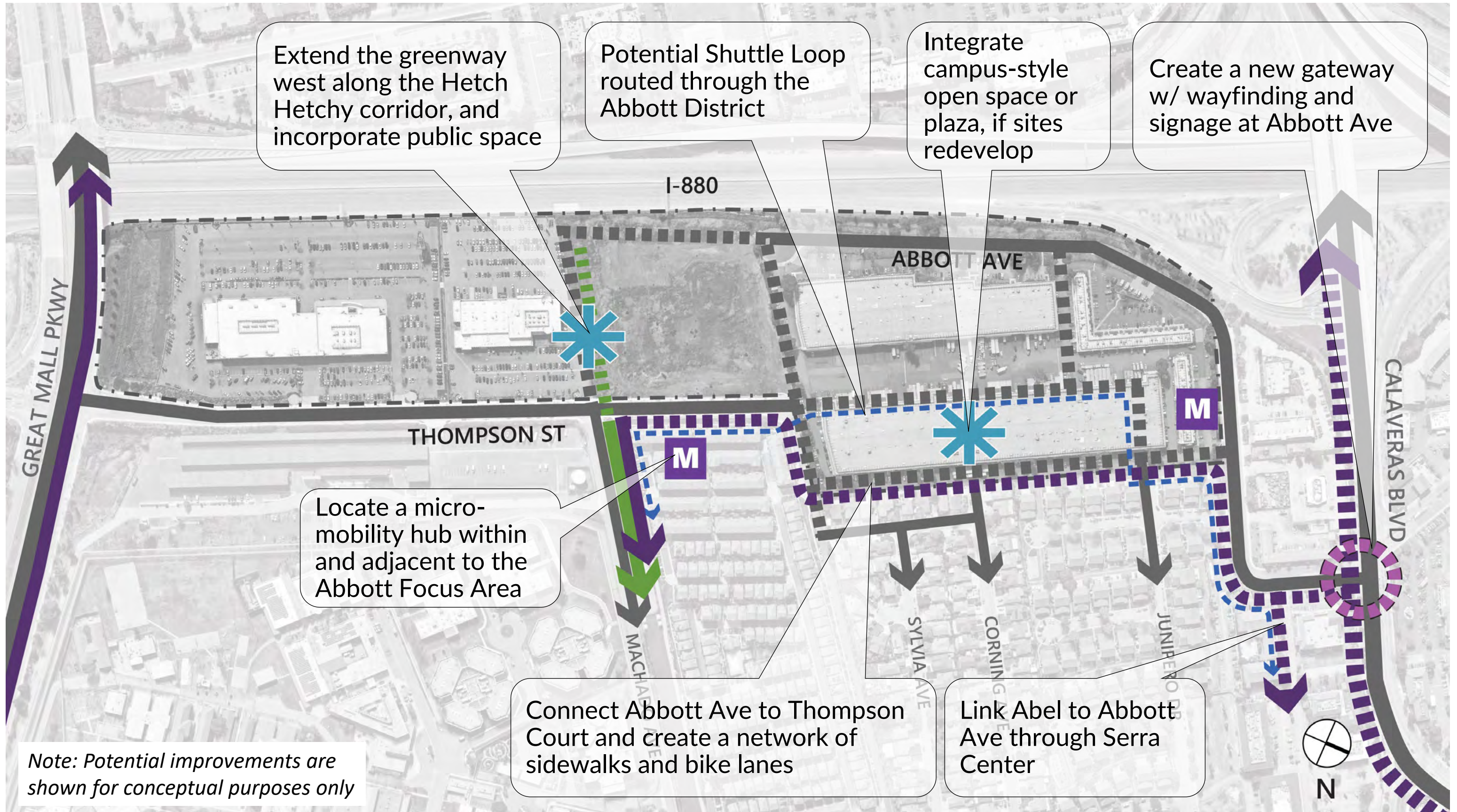
## Mobility and Public Realm

- New street connections
- Greenway extension
- Campus-style parks and plazas



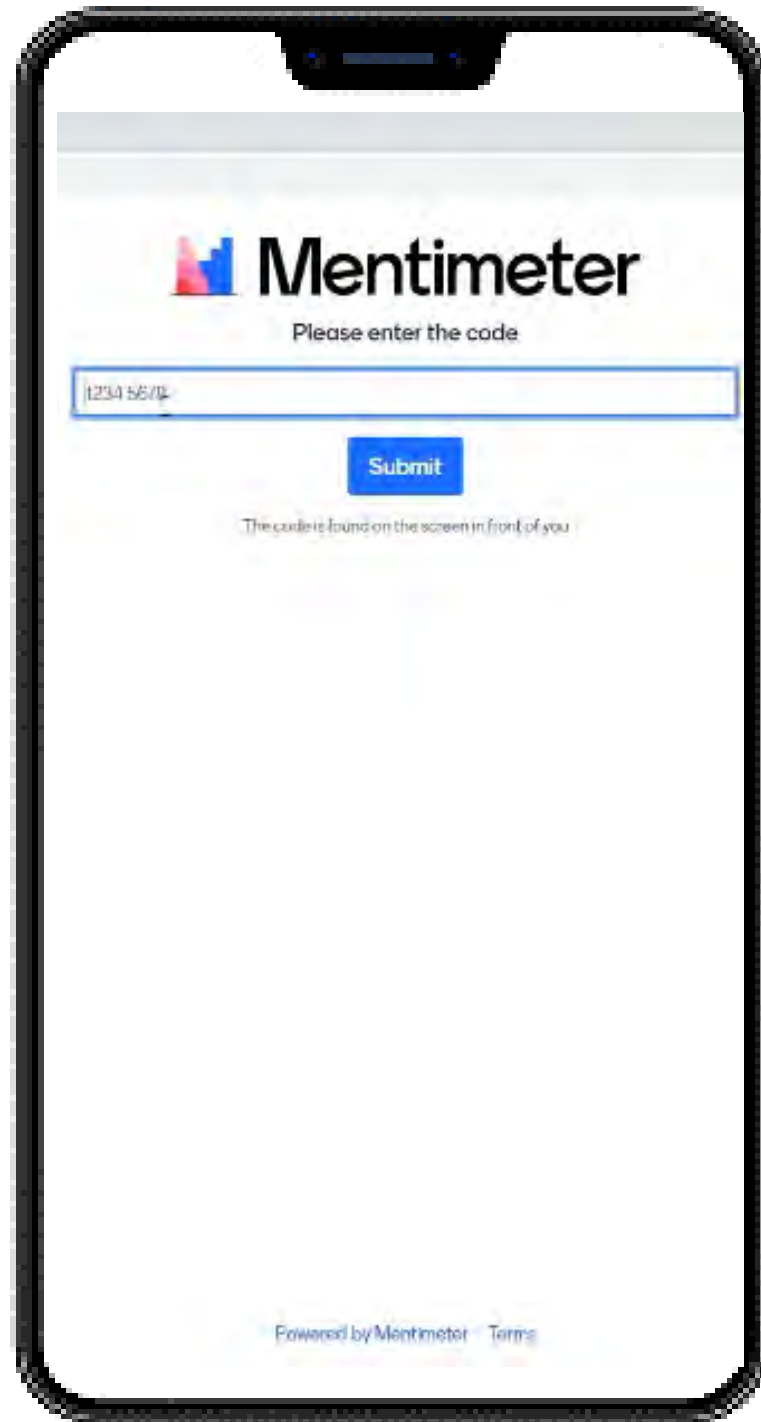


# Abbott Mobility & Public Realm Framework





# Live Polling



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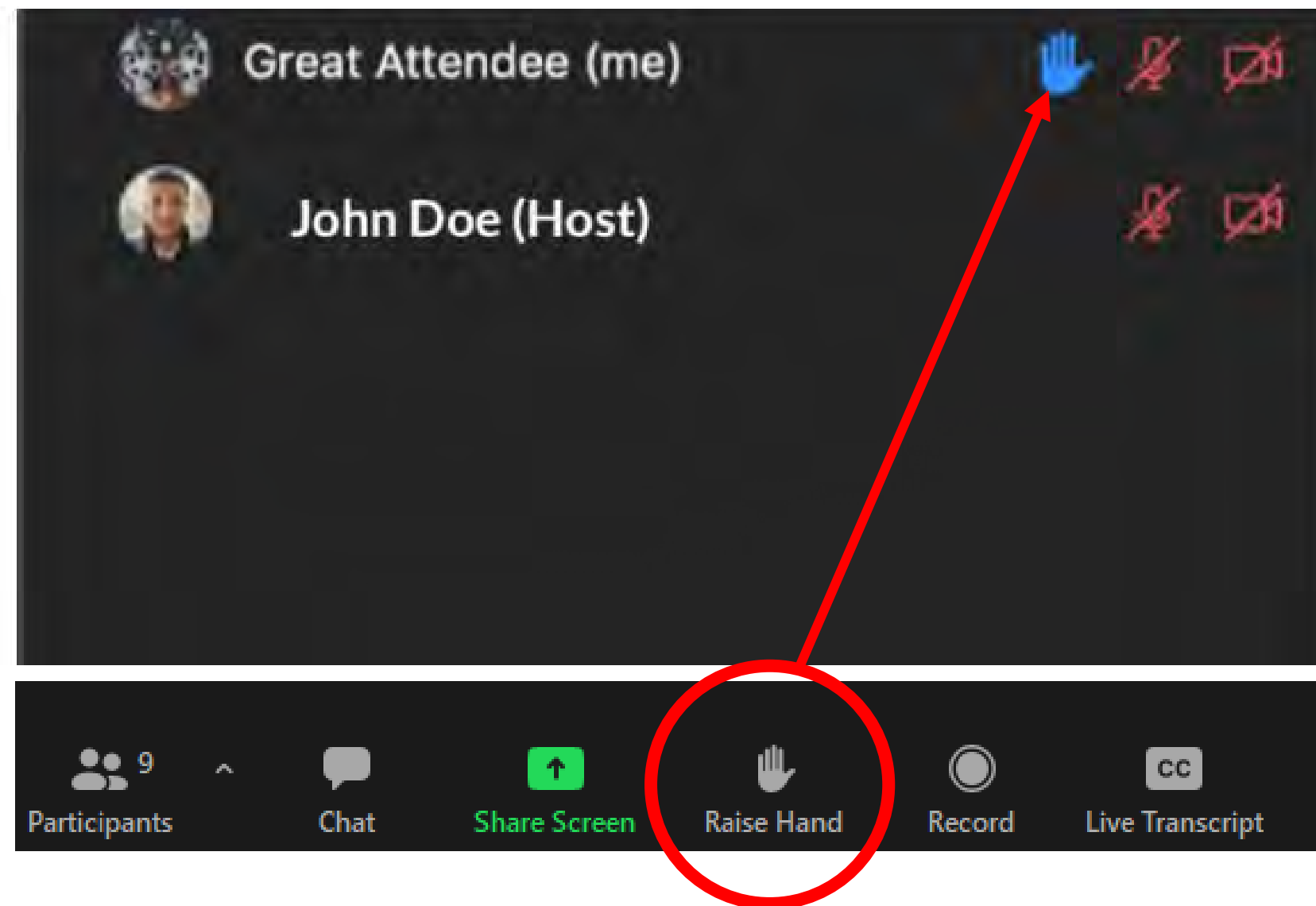
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# Small Group Breakout Discussions

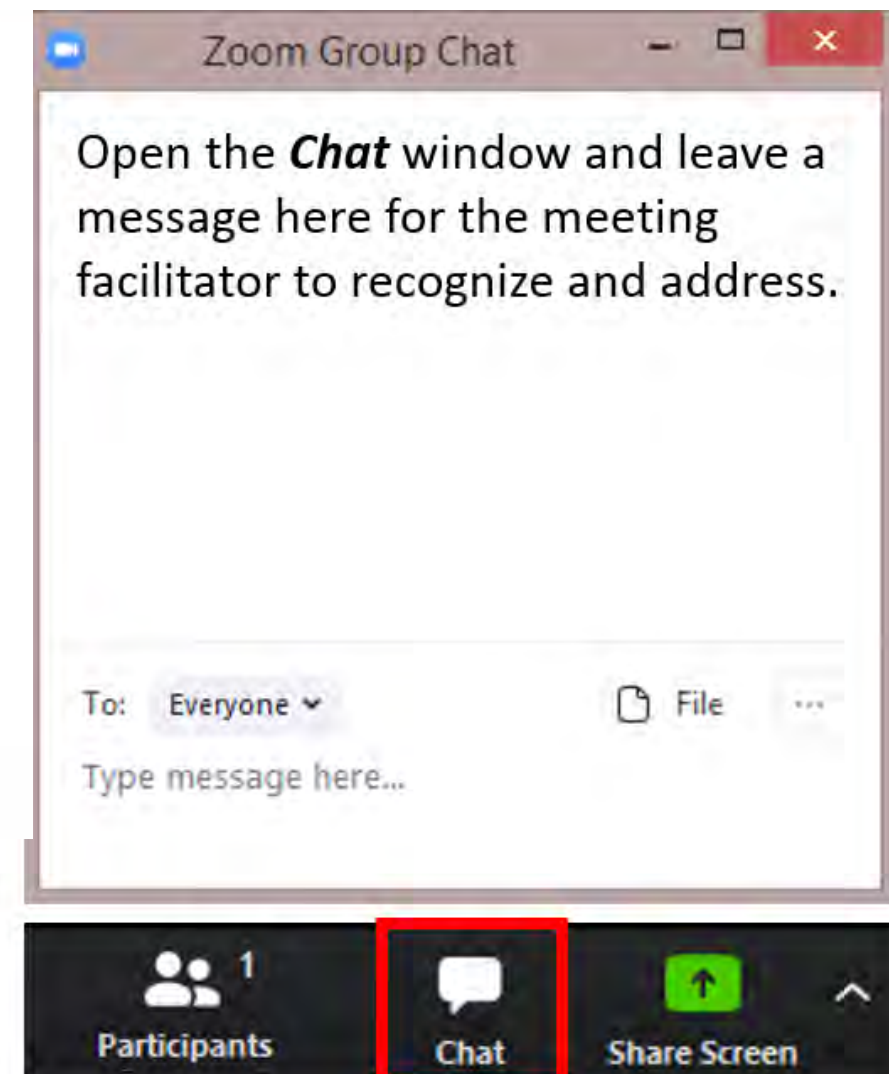


# Breakout Discussion Facilitation

RAISE HAND VIRTUALLY THROUGH PARTICIPANTS/REACTIONS TOOL



CHAT FUNCTION





# Small Group Breakout Discussions and Report Back

**Room #1 (Main Room)**  
 Facilitator: Christine  
 Notetaker: Angela

**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?

**Crossroads Land Use/Neighborhood Framework**

**Land Use Approach**

- Mixed use destination and active gathering space
- Anchor (at Serial 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

**Crossroads Public Realm Framework**

**Comments/Questions**

Chat Comments: [ ]

Verbal Comments: [ ]

**Discussion re: Focus Area 2: Main Street (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?

**Main Street Land Use/Neighborhood Framework**

**Land Use Approach**

- Mixed use main street
- Retail, restaurant, and outdoor dining
- Medium-rise residential with Active building heritage

**Scale**

- Medium-rise intensity, up to 6-8 stories

**Mobility and Public Realm**

- Pedestrian priority street with landscape enhancements
- Urban parks, plazas, and plazas

**Main Street Public Realm Framework**

**Comments/Questions**

Chat Comments: [ ]

Verbal Comments: [ ]

**Discussion re: Focus Area 3: Abbott (~10min)**

**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?

**Abbott Land Use/Neighborhood Framework**

**Land Use Approach**

- Reform an Abbott District
- Mixed-use commercial, including commercial, retail, office
- Creative industrial
- Residential and permitted

**Scale**

- Up to 50 feet in height

**Mobility and Public Realm**

- New street connections
- Community activation
- Compact urban parks and plazas

**Comments/Questions**

Chat Comments: [ ]

Verbal Comments: [ ]

- 1. Land Use & Development.** Do you agree with the mix of uses and scale for each focus area?
- 2. Mobility & Access.** Does it make sense to make Main Street a shared street? What are your preferences for the design of Abel Street?
- 3. Open Space & Public Realm.** What do you think about the public realm concepts? Is there anything you would add or change?



6

Next Steps



# Next Steps

## 1. Continued Engagement (Through February)

- Submit additional feedback to Jay Lee
- Visit website for updates, including Workshop #2 summary

## 2. City Council Study Sessions

## 3. Finalize Plan Strategies and Prepare Draft Plan





**Thank you for  
your participation!**

For Project Updates Visit:  
[MilpitasMainStreet.org](http://MilpitasMainStreet.org)

Questions or Comments?  
Contact: **Jay Lee, AICP**  
[MilpitasMainStreet@milpitas.gov](mailto:MilpitasMainStreet@milpitas.gov)  
(408) 586-3279

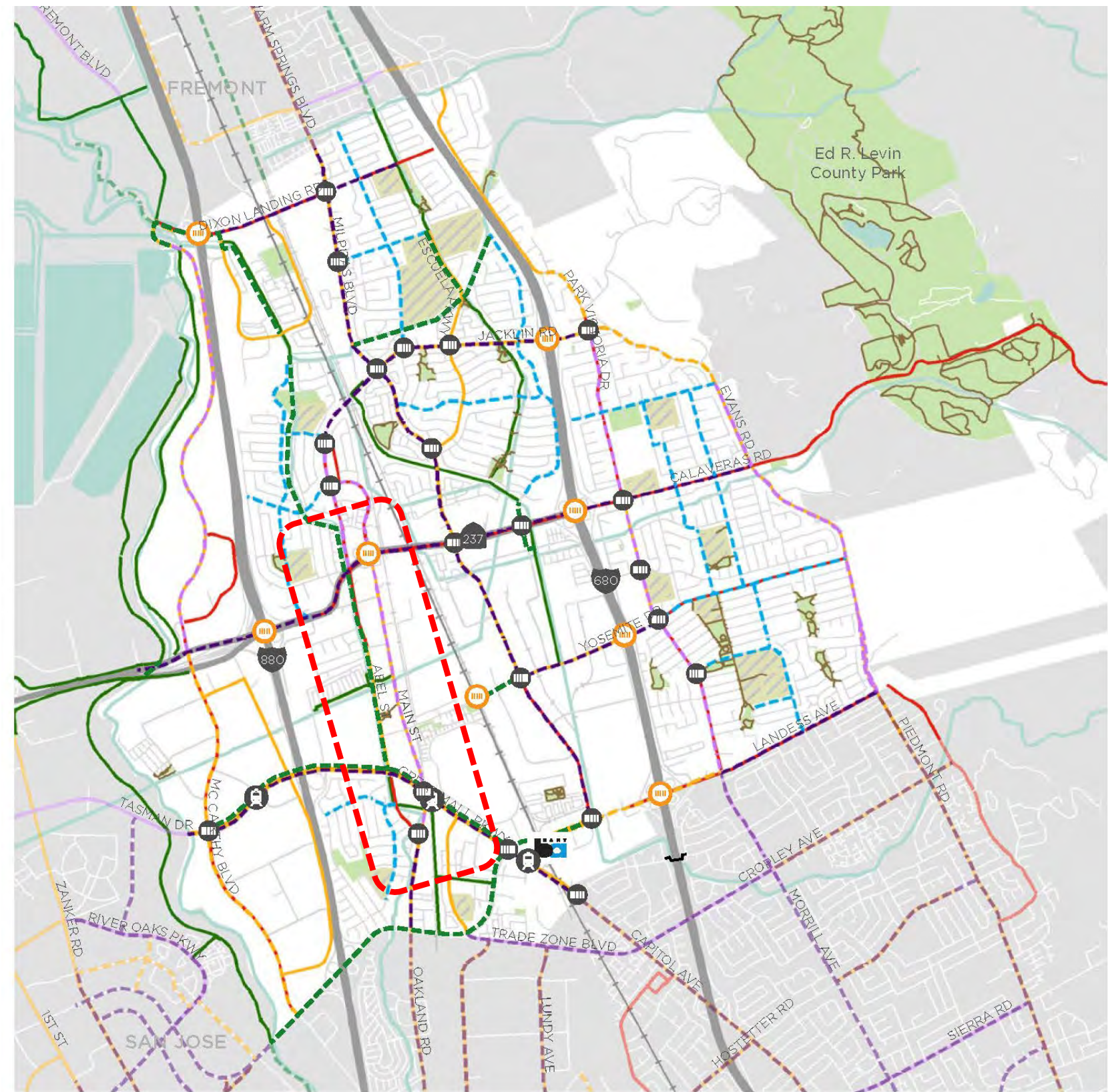




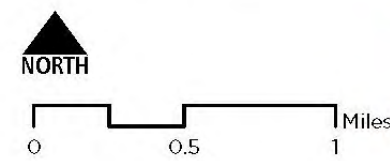


# 2021 Active Transportation Plan

1. Main Street currently includes Class II bike lanes and is planned with Class IIB buffered bike lanes.
2. Running parallel in N-S orientation, Abel Street within the Plan Area currently includes Class II bike lanes and Class III bike route and is planned with a Class I shared use path.
3. Main Street and Abel Street converge north of Calaveras Boulevard and south of Great Mall Parkway.
4. Class IV protected bike lanes are planned on Calaveras Blvd.
5. Class I and Class IV bikeways are planned on Great Mall Pkwy.



**FIGURE 22  
PROPOSED BICYCLE  
NETWORK**



PROPOSED BIKE FACILITIES	EXISTING BIKE FACILITIES	BACKGROUND
Bike Lane Connectivity	Class I: Paved Shared Use Path	BART Station
Intersection Connectivity	Class II: Bike Lane	Light Rail Station
Class I: Paved Shared Use Path	Class IIB: Buffered Bike Lane	Schools
Class II: Bike Lane	Class III: Bike Route	Public Parks
Class IIB: Buffered Bike Lane	Unpaved Trails	Water
Class IIIIB: Bike Boulevard		Bike/Ped Bridge
Class IV: Cycle Track		