



Milpitas Gateway – Main Street Specific Plan

April 2023 | City Council Study Session

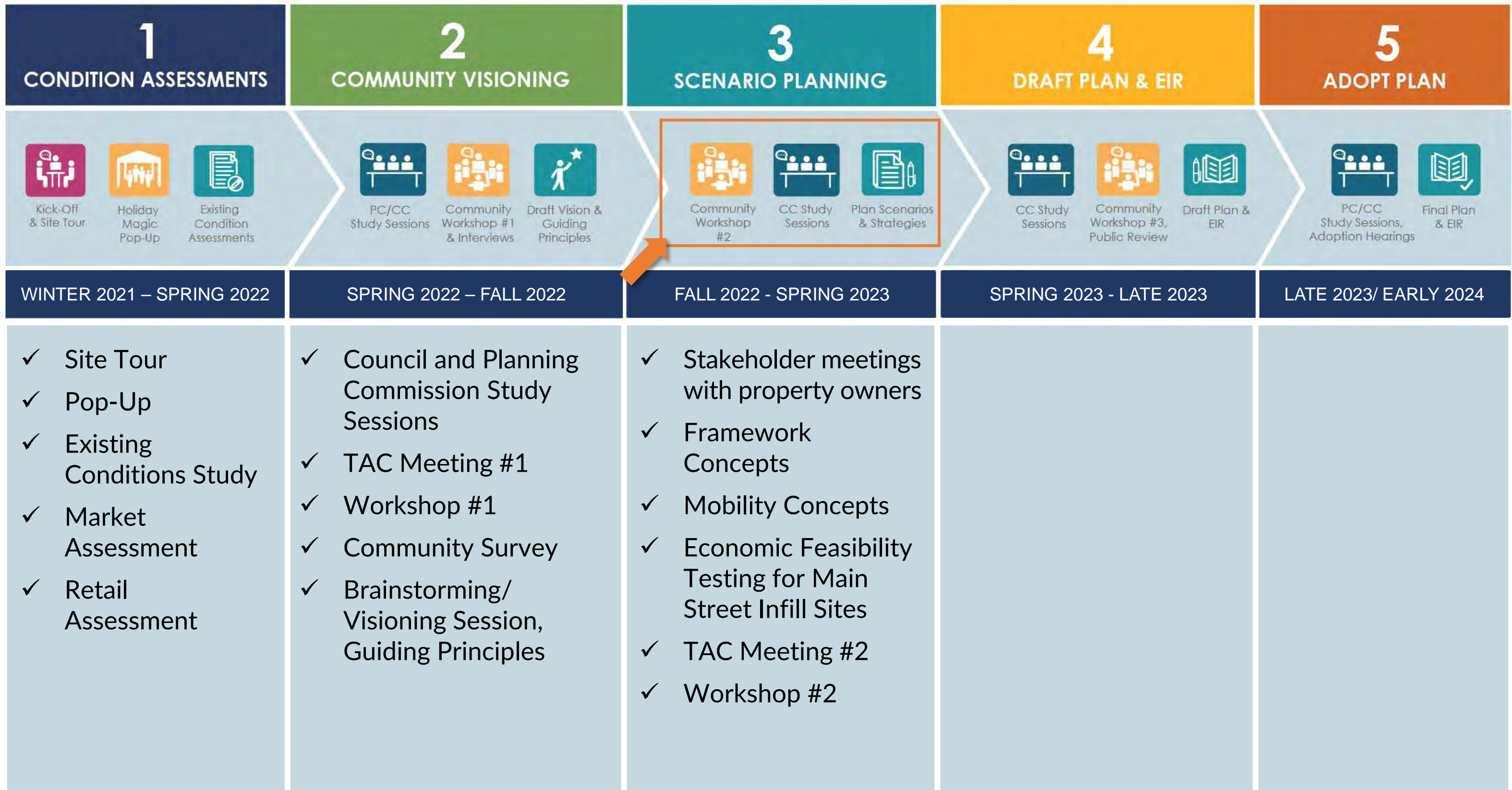
Agenda

1. Background and Status Update
2. Community Engagement and Guiding Principles
3. Economic and Market Update
4. Focus Area Concepts
5. Specific Plan Next Steps

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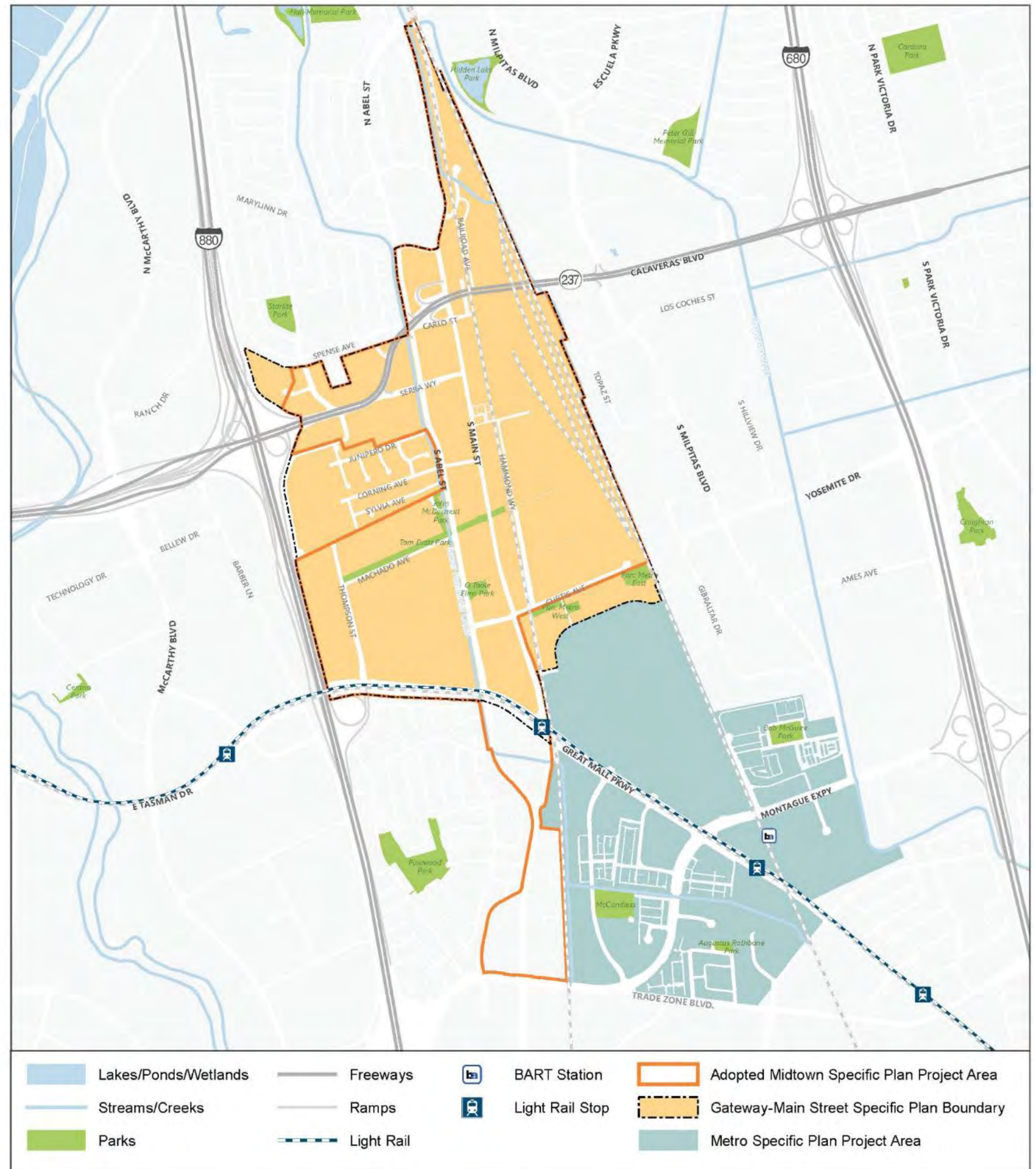
Background and Status Update

Planning Process and Timeline



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.



Land Use/ Neighborhood Framework

Four Focus Areas

- Calaveras Gateway
- Crossroads
- Main Street
- Abbott District

Calaveras Gateway

- Major Gateway to Milpitas and the Crossroads
- Residential infill and horizontal mixed-use
- Limited auto-oriented uses and office

Crossroads

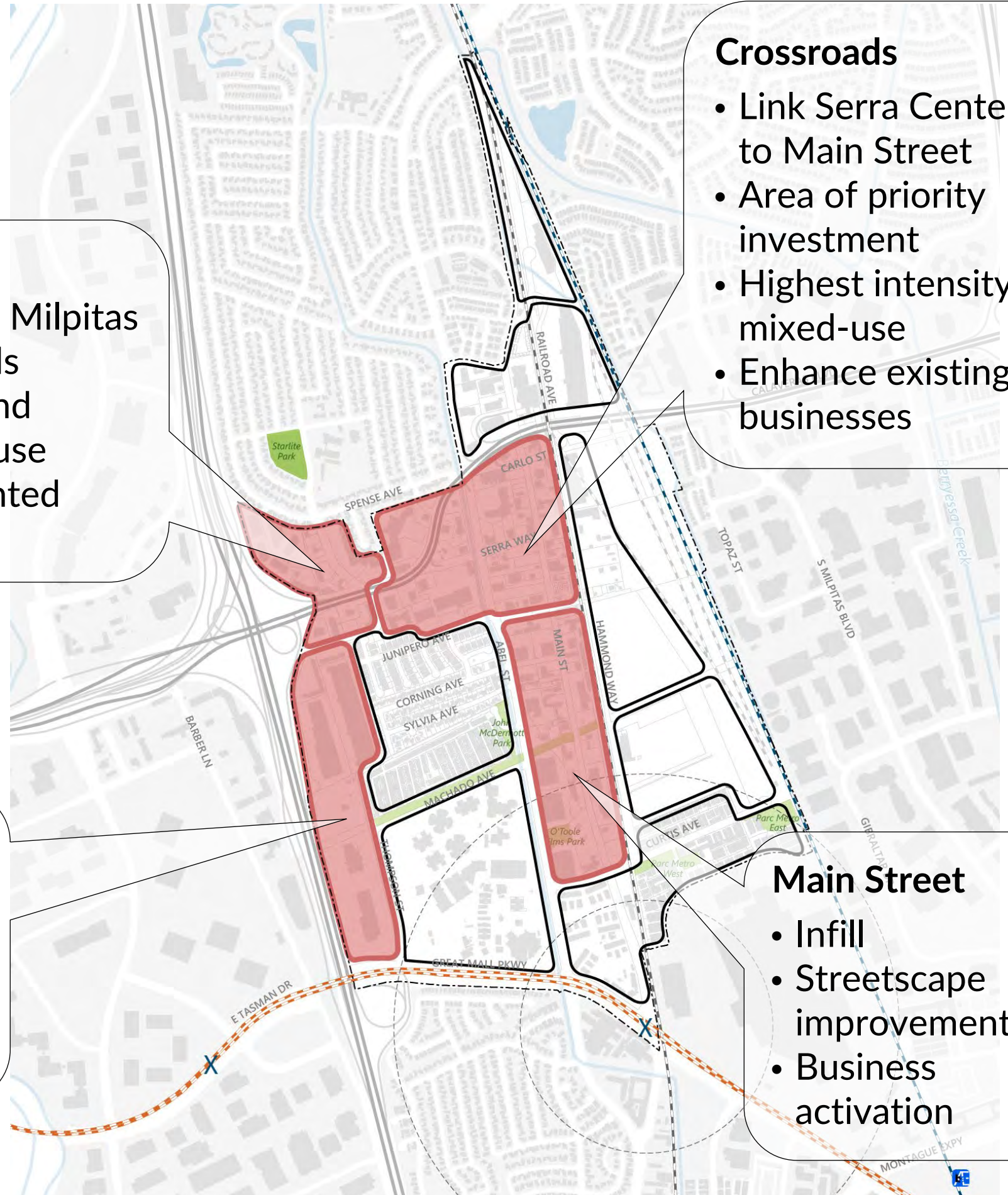
- Link Serra Center to Main Street
- Area of priority investment
- Highest intensity mixed-use
- Enhance existing businesses

Abbott District

- Mixed-use commercial focus
- New street connections and open space
- Visibility from I-880

Main Street

- Infill
- Streetscape improvements
- Business activation



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Community Engagement & Guiding Principles

Community Engagement to Date



**Pop Up
Event**



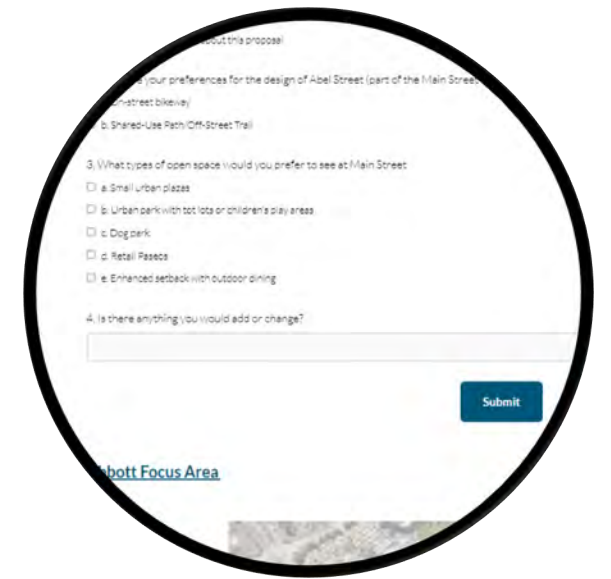
**Project
Website**



**Stakeholder
Interviews**



**Community
Workshop
#1 & #2**



**2 On-line
Feedback
Forms**

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”

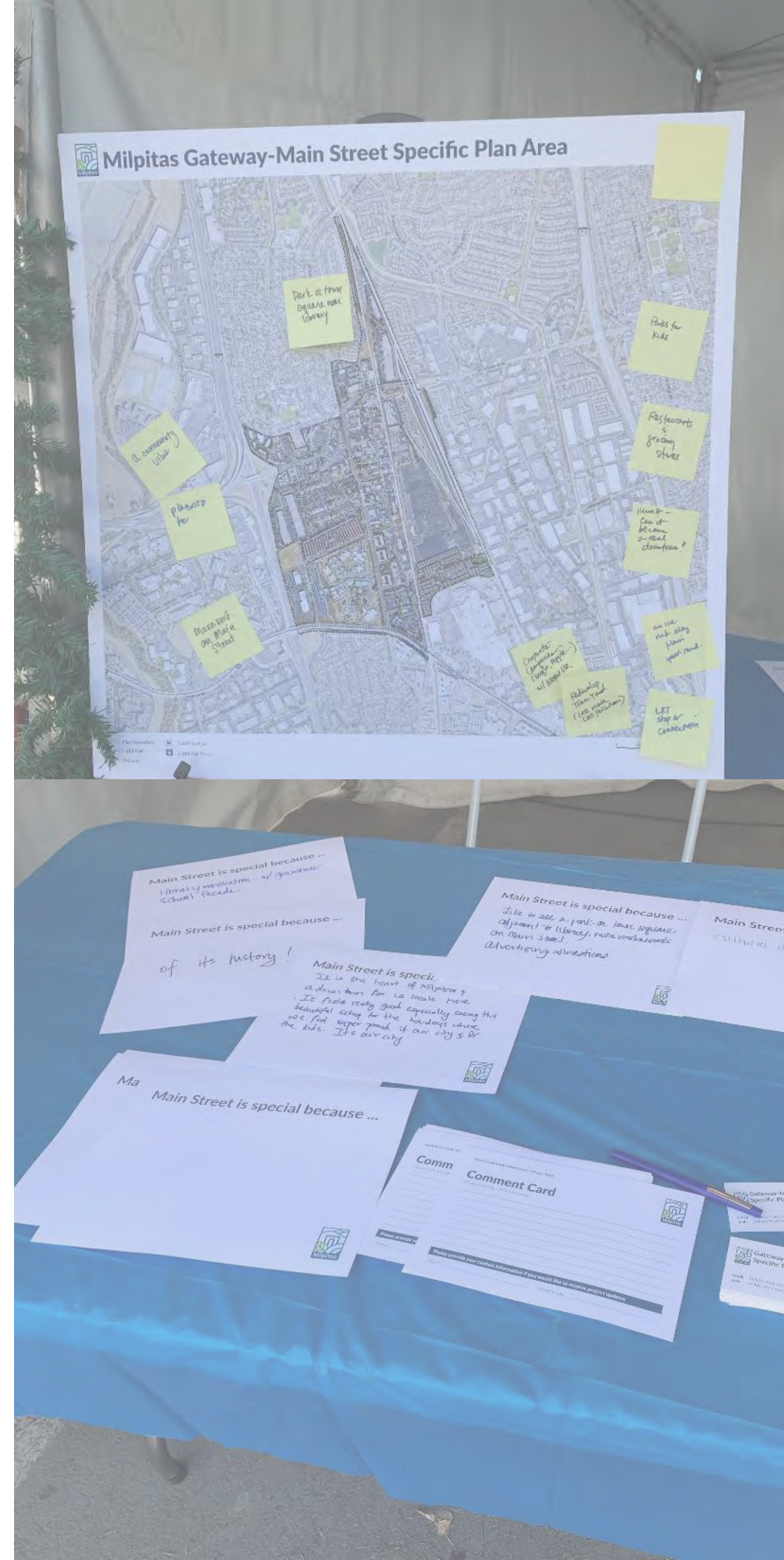
“We need more entertainment options for the high school and young adults”

“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



The Gateway–Main Street Specific Plan area is envisioned as a vibrant center for Milpitas where attractive neighborhoods and distinctive shopping streets provide a gathering place at the historic heart of the community.

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.

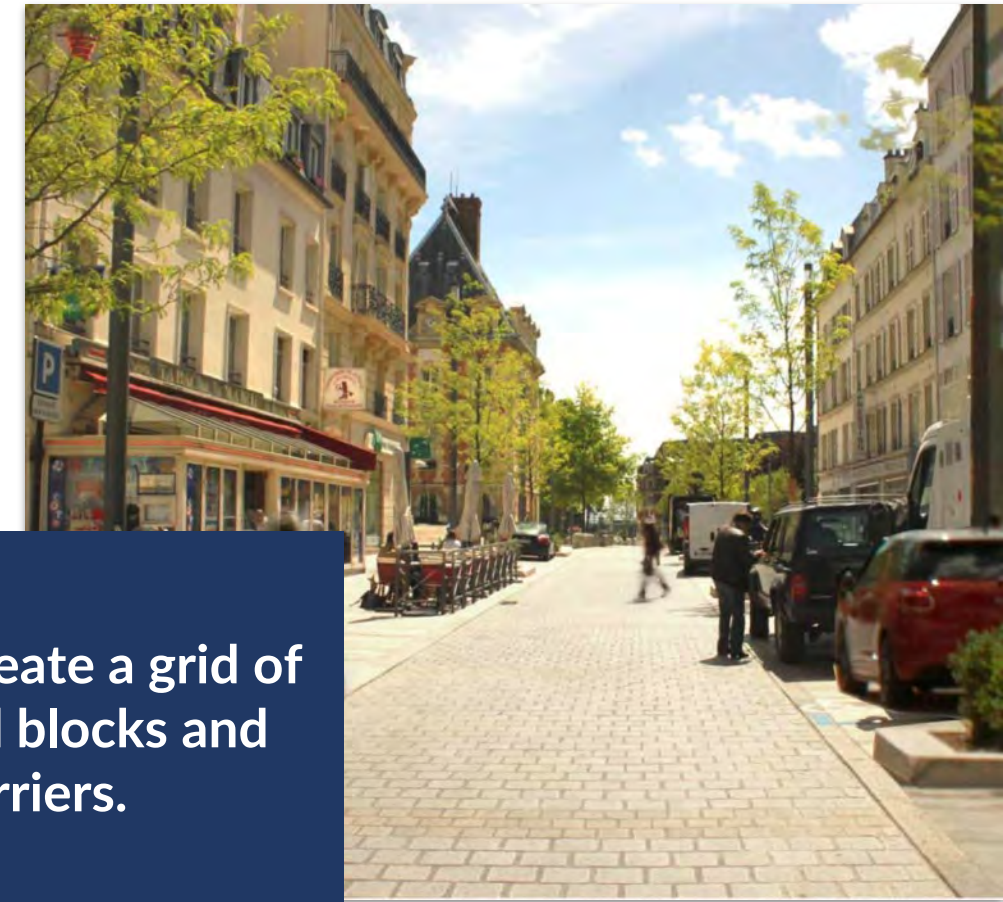


Distinguish key gateways on Calaveras Blvd. and Main Street at Serra Way.

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.

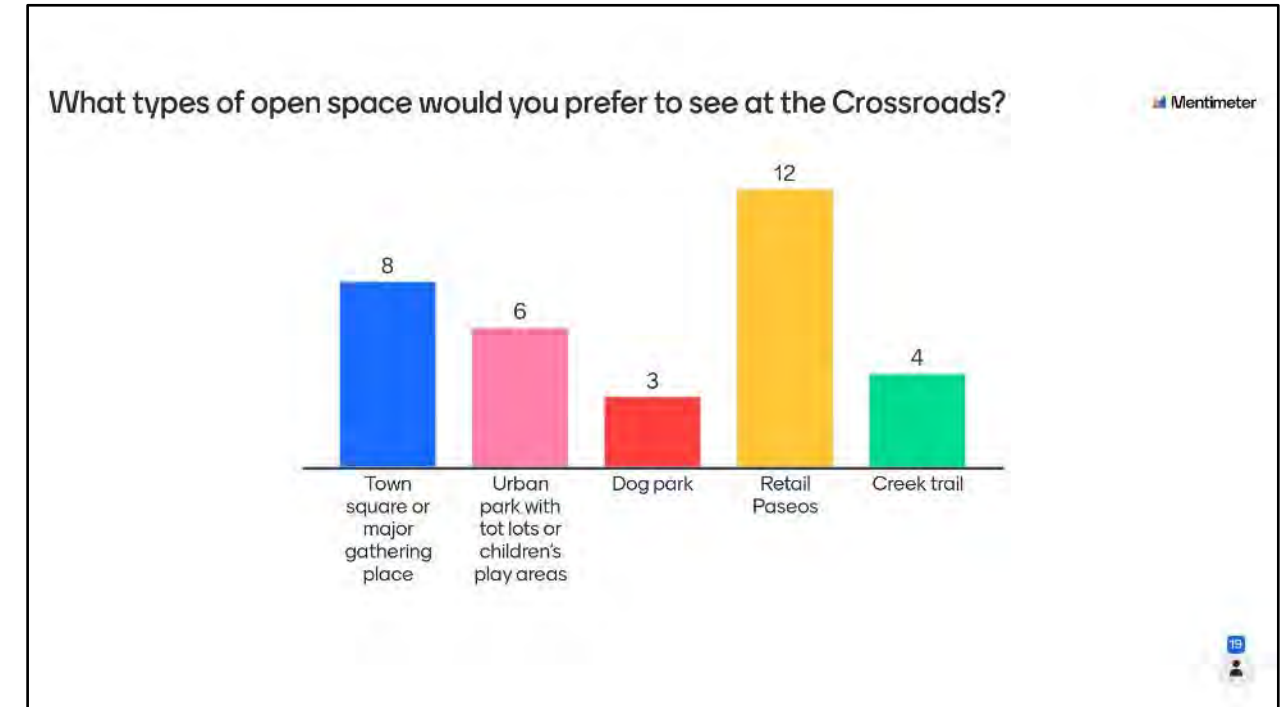
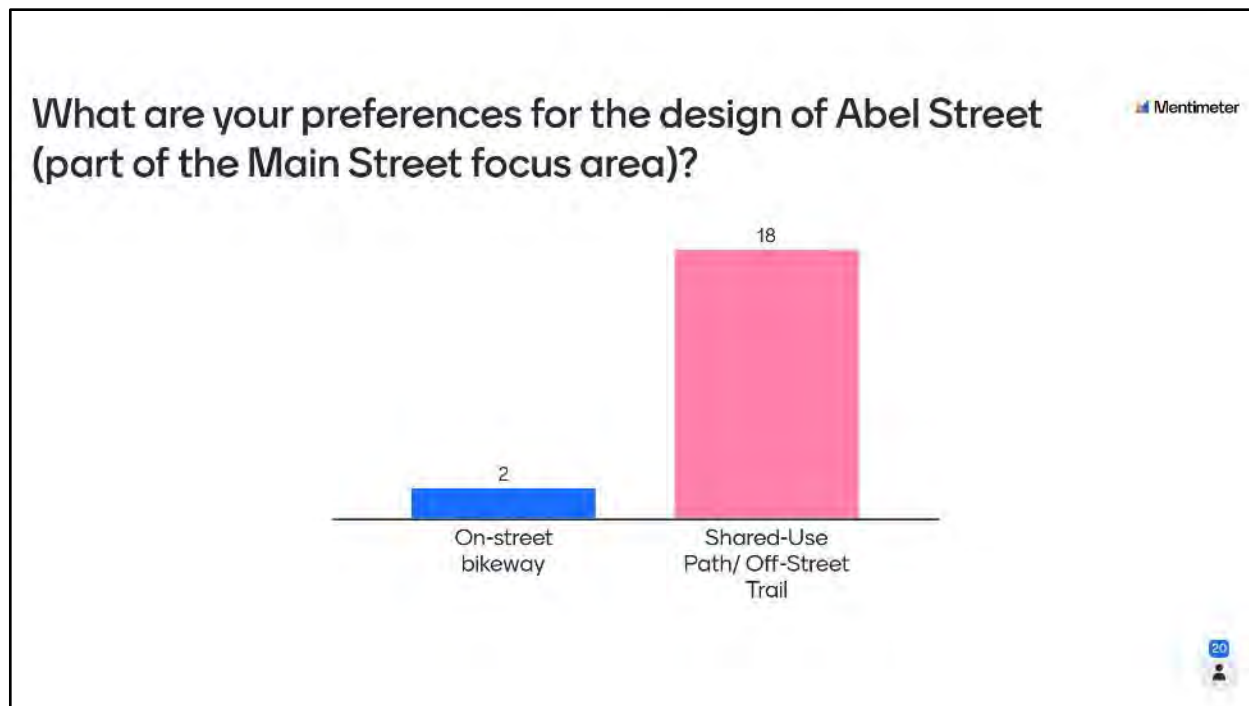


Create smaller, active urban parks, gathering spaces, and special places for people to meet and interact.



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

Workshop #2 Polling Results



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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.

Potential Parking Strategies

On-site parking

- Right-size building/parking stds so that podium and tuck-under parking is feasible
- Allow innovate approaches such as tandem parking, decoupling, rooftop-parking, and automated parking.

On-street parking

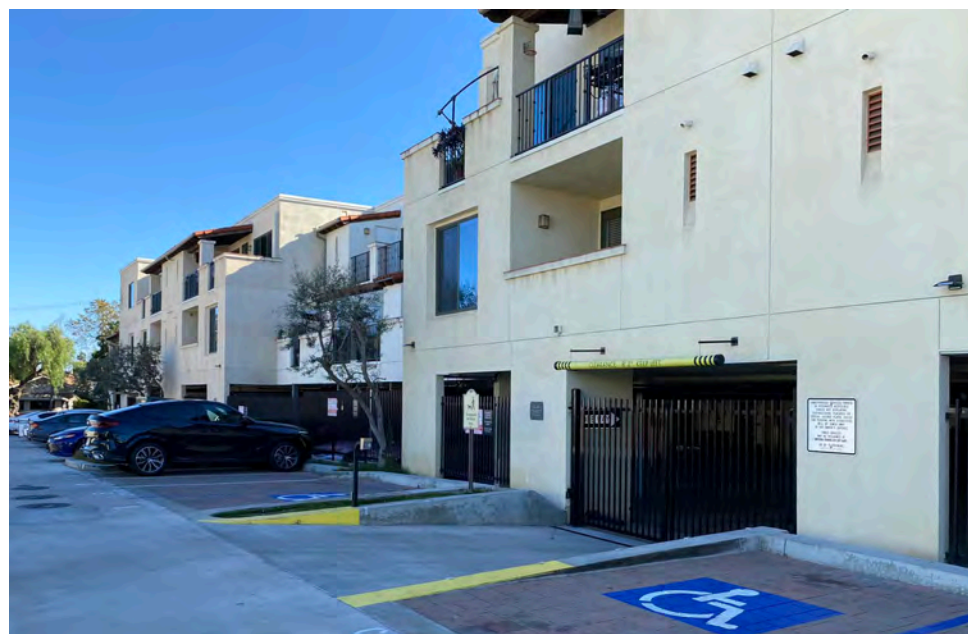
- Main Street and Serra Way
- New streets in each Focus Area

Public parking lots & structures

- Serra Center
- Main/Serra vicinity
- Main, between Machado and Curtis
- Along the railroad tracks

Other mobility solutions

- Shuttle loop connecting focus areas to transit
- Micro-mobility hubs (bike and scooter share)



Mixed-use served by single-story parking garage and surface lot behind.



Townhomes with tuck-under parking and apron.



Automated parking garage.

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Focus Area Concepts

Land Use/ Neighborhood Framework

Four Focus Areas

- Calaveras Gateway
- Crossroads
- Main Street
- Abbott District

Calaveras Gateway

- Major Gateway to Milpitas and the Crossroads
- Residential infill and horizontal mixed-use
- Limited auto-oriented uses and office

Crossroads

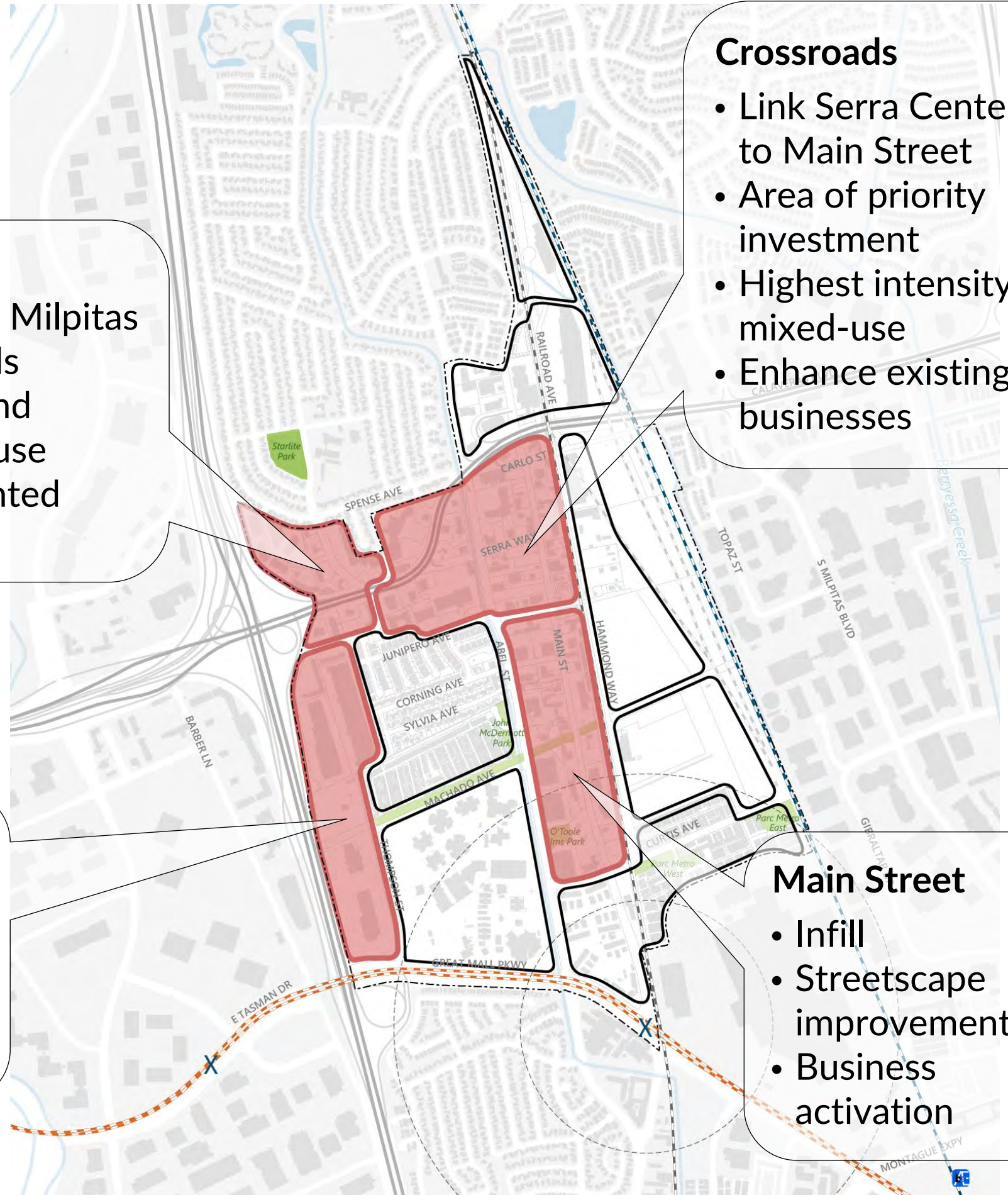
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Abbott District

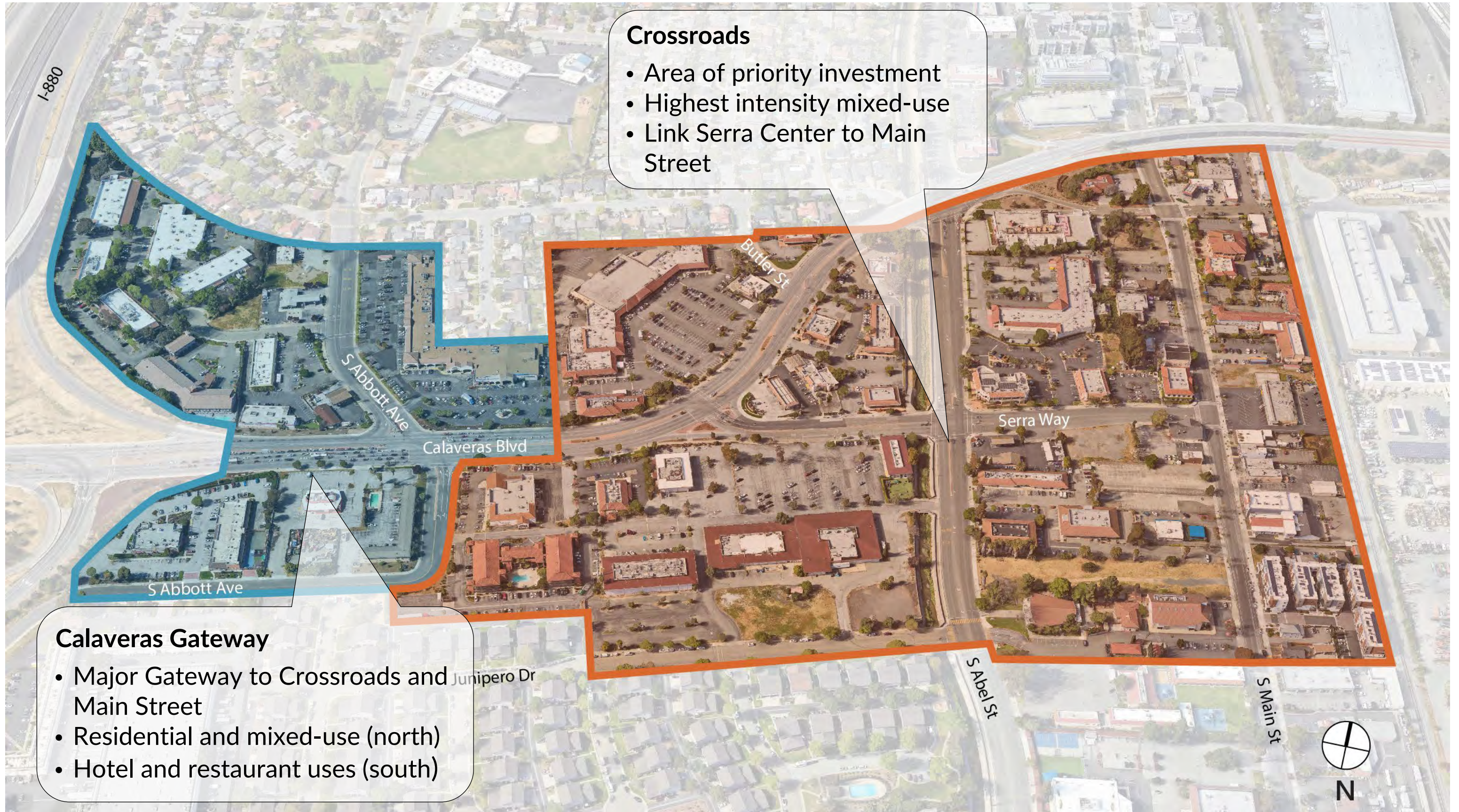
- Mixed-use commercial focus
- New street connections and open space
- Visibility from I-880

Main Street

- Infill
- Streetscape improvements
- Business activation



Calaveras Gateway & Crossroads Focus Areas



Crossroads

- Area of priority investment
- Highest intensity mixed-use
- Link Serra Center to Main Street

Calaveras Gateway

- Major Gateway to Crossroads and Main Street
- Residential and mixed-use (north)
- Hotel and restaurant uses (south)

Calaveras Gateway & Crossroads Focus Areas



Calaveras Gateway Land Use/ Neighborhood Framework

Land Use Approach

- Horizontal (or vertical) mixed-use
- “Missing Middle” residential
- Retail and restaurant uses
- Hotel
- Limited auto-oriented uses and office
- Neighborhood transitions

Scale

- 4-5 stories

Mobility and Public Realm

- Gateway signage and branding
- Street and streetscape improvements
- Residential open spaces and courtyards



Horizontal Mixed-Use



Gateway Branding, Signage, and Streetscape



'Missing Middle' Residential



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: 5-6 stories

Mobility and Public Realm

- New central civic space
- Street and streetscape improvements
- Urban parks and plazas



Mixed-Use Retail, Restaurant, Entertainment

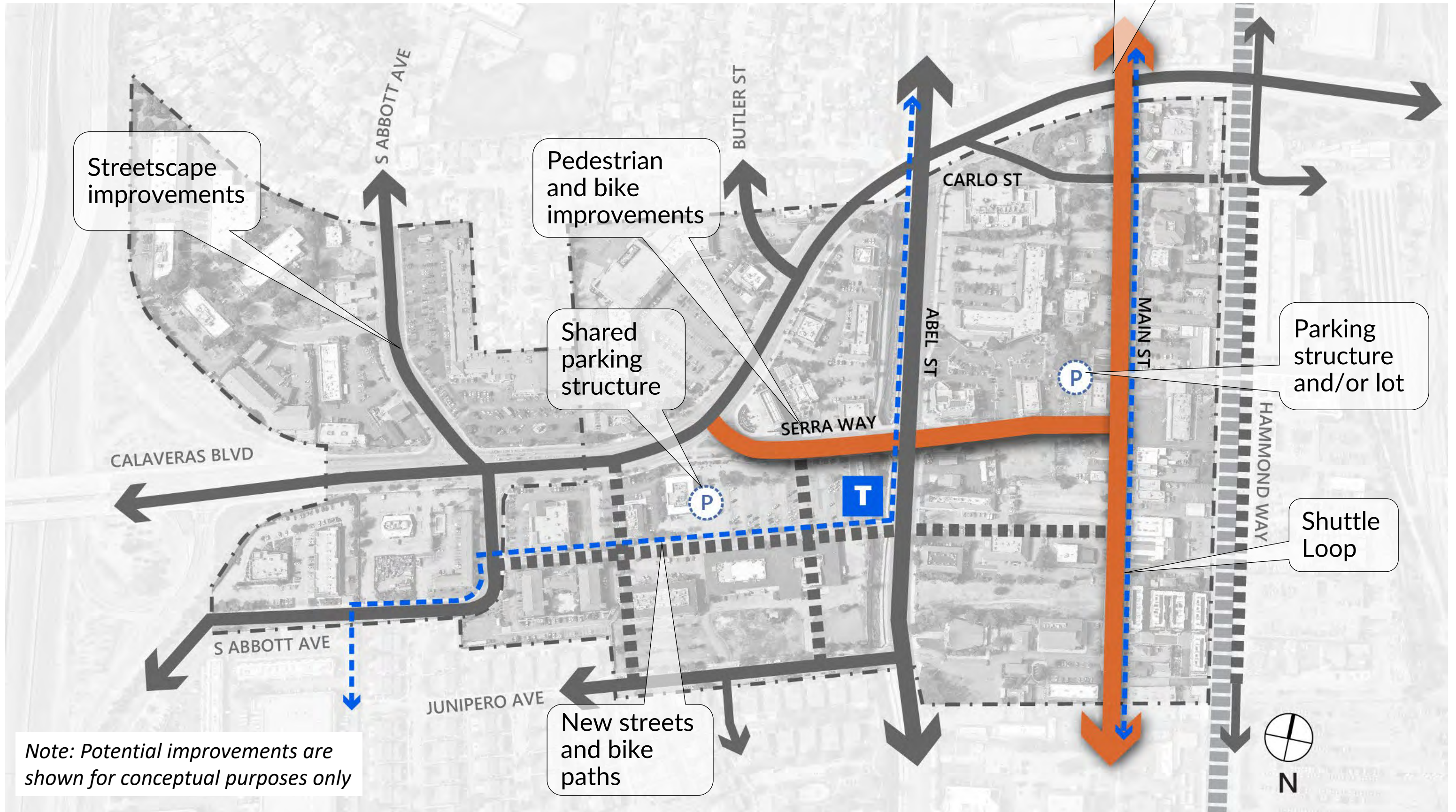


Higher-Intensity Residential and Live-Work



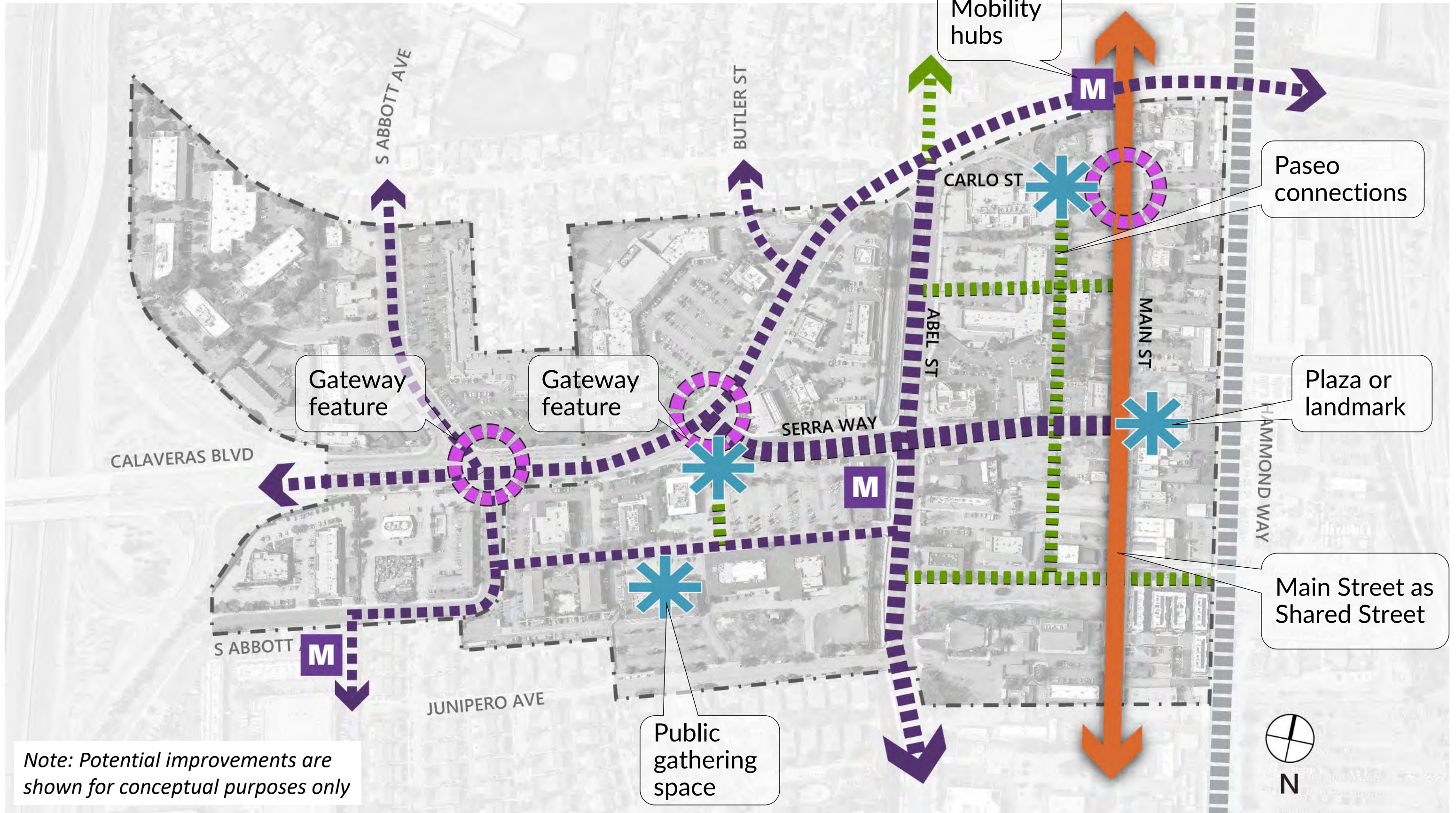
Parks, Plazas, and Gateway Focal Points

Calaveras Gateway & Crossroads Mobility Framework



Note: Potential improvements are shown for conceptual purposes only

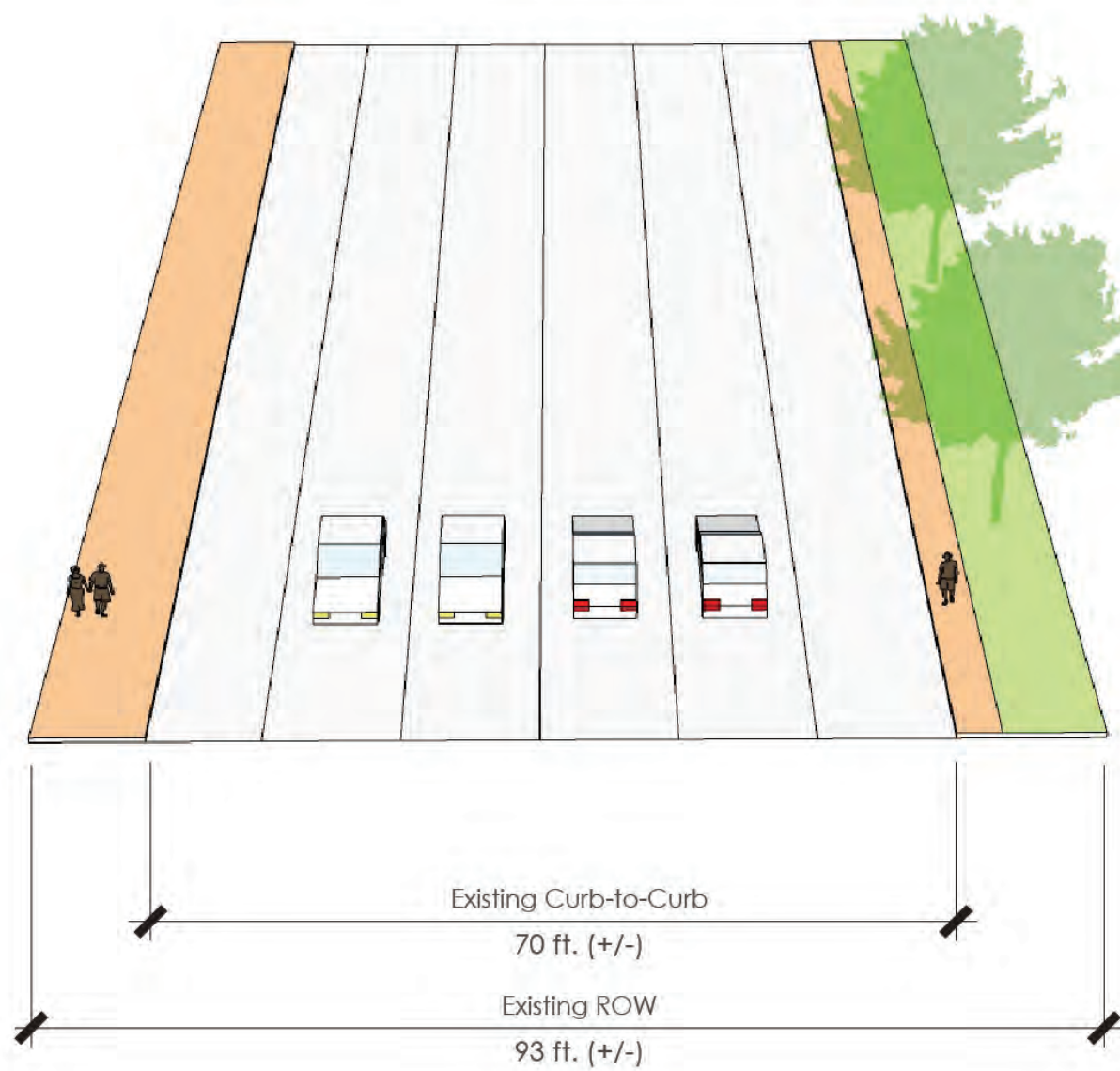
Gateway & Crossroads Public Realm Framework



Note: Potential improvements are shown for conceptual purposes only

Calaveras Gateway Focus Area

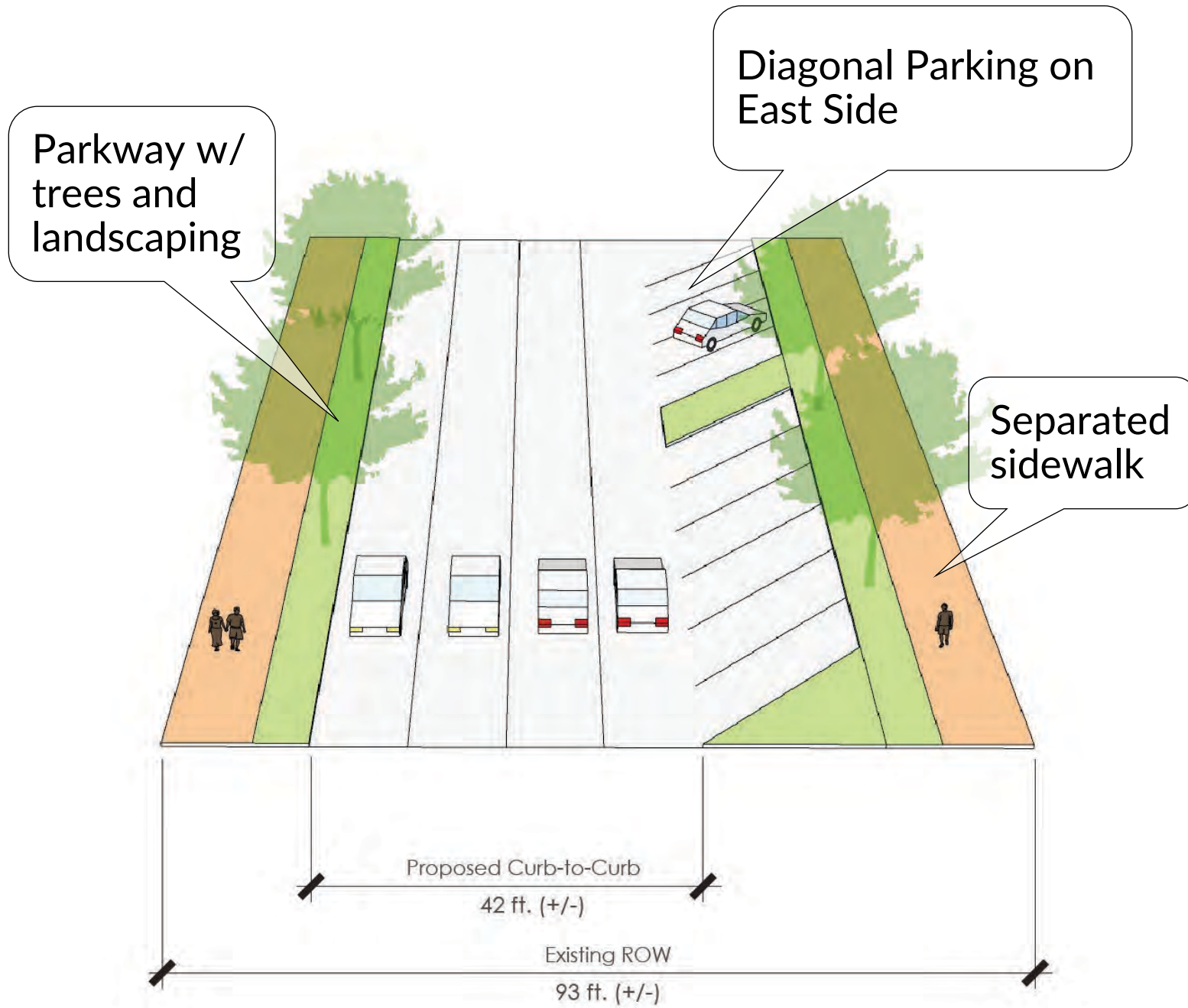
S. Abbott Avenue: Existing Conditions



S. Abbott Avenue, Looking North

Calaveras Gateway Focus Area

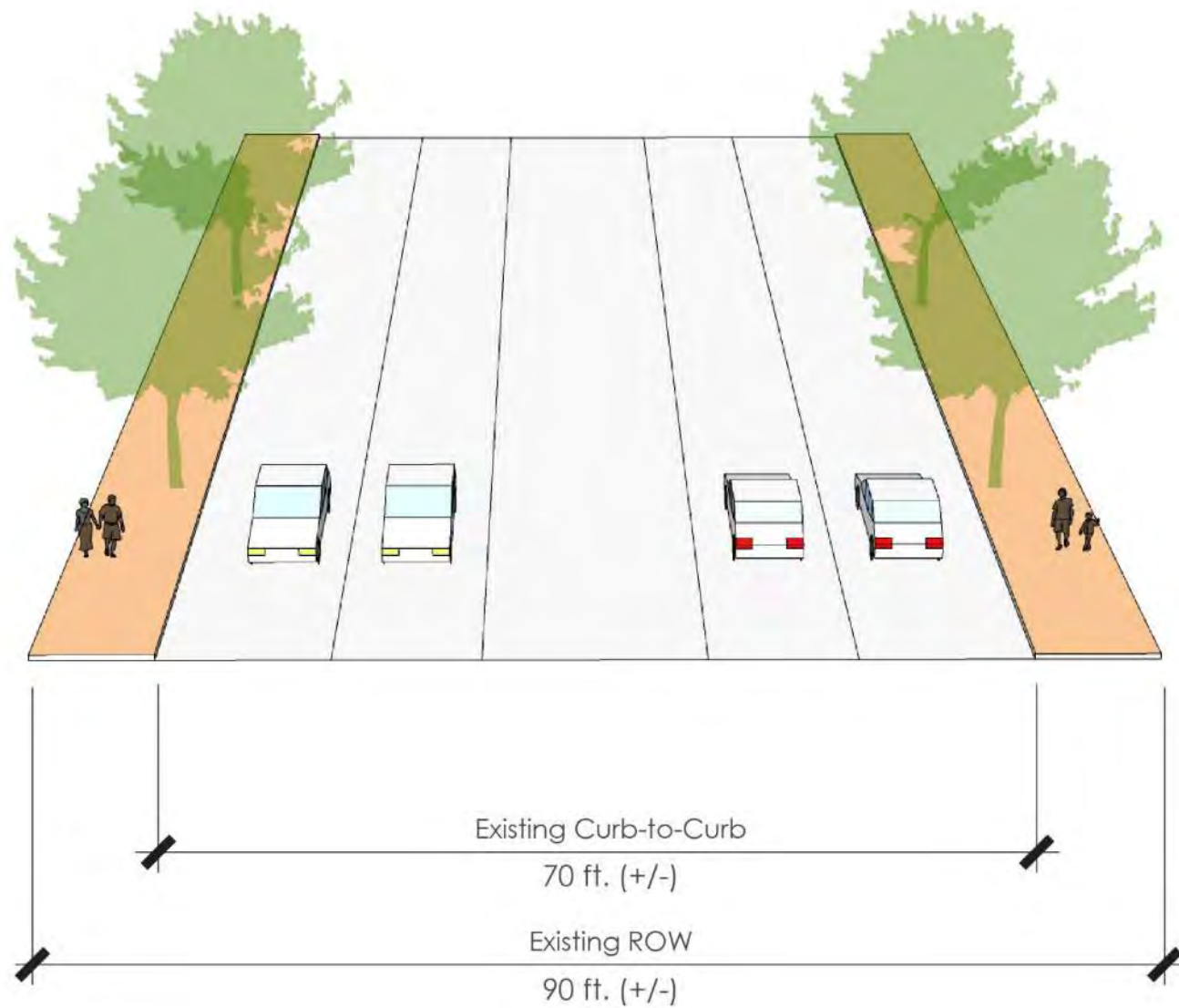
S. Abbott Avenue: Diagonal Parking



Rivermark, Santa Clara

Crossroads Focus Area

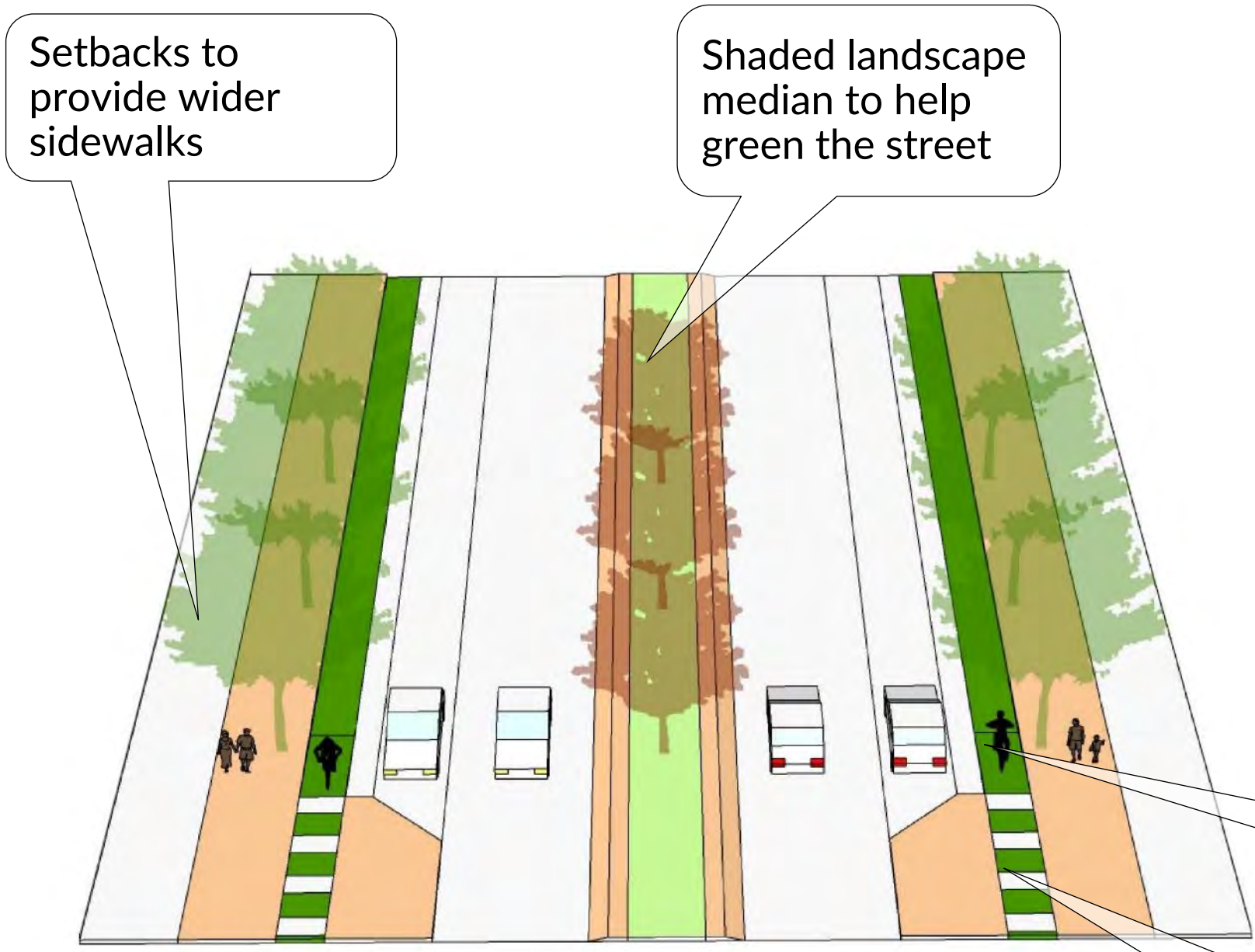
Serra Way: Existing Conditions



Serra Way Looking East

Crossroads Focus Area

Serra Way: Parking-Separated Bike Lanes (preferred option)



Setbacks to provide wider sidewalks

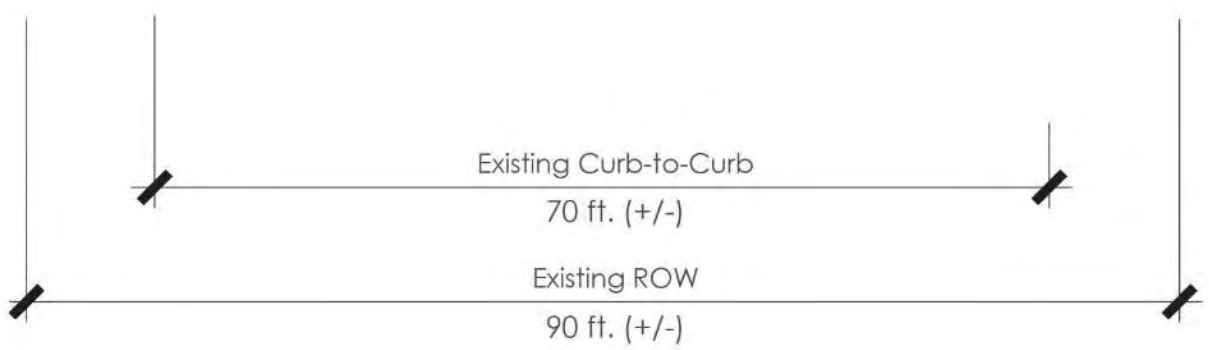
Shaded landscape median to help green the street



Parking Protected Bike Lane – San Francisco

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

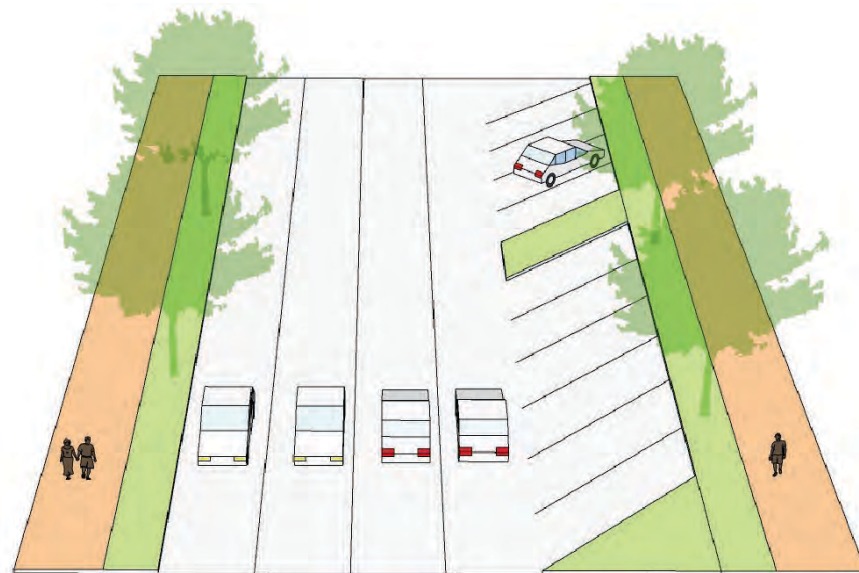
Curb extensions at intersections to increase pedestrian visibility and safety



Questions to the City Council

Calaveras Gateway Focus Area

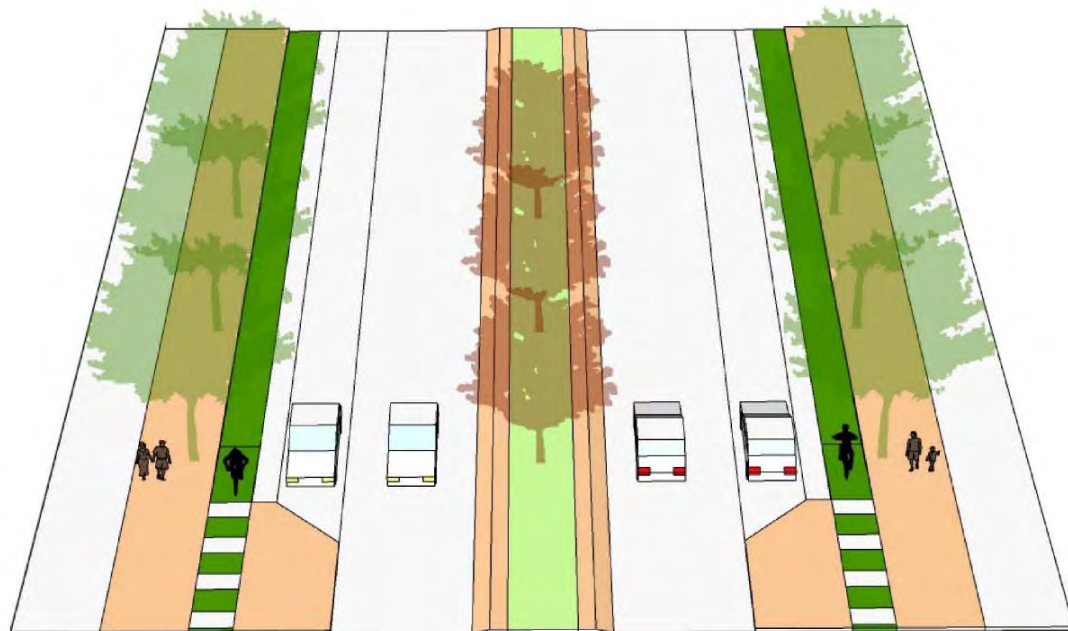
1. Do you support allowing up to 4-5 stories at Gateway?
2. Do you support the idea of S. Abbott Street being made more pedestrian-oriented?
3. Other considerations?



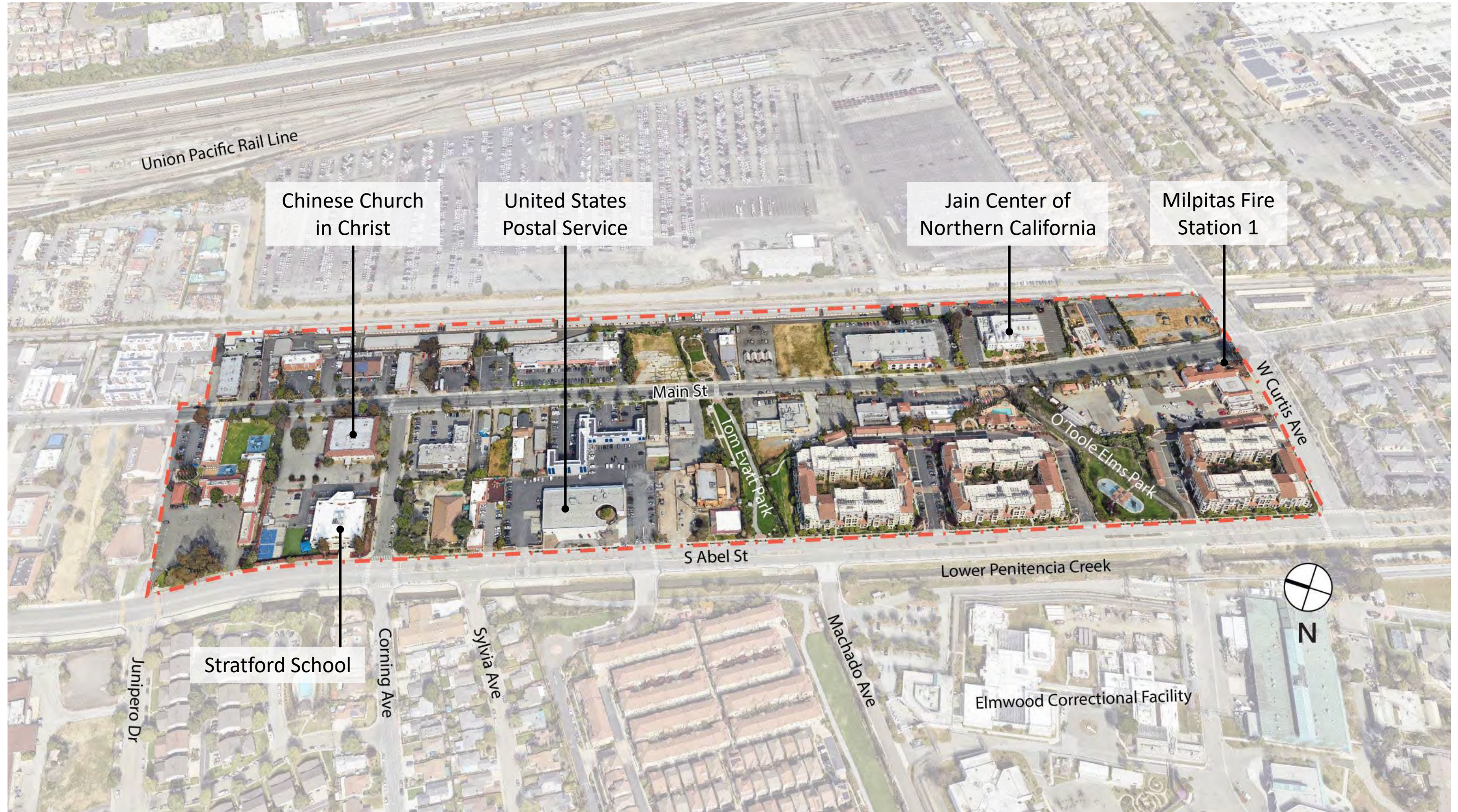
Questions to the City Council

Crossroads Focus Area

1. Do you support allowing up to 5-6 stories at the Crossroads?
2. Do you support the preferred Serra Way option?
3. Other considerations?



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

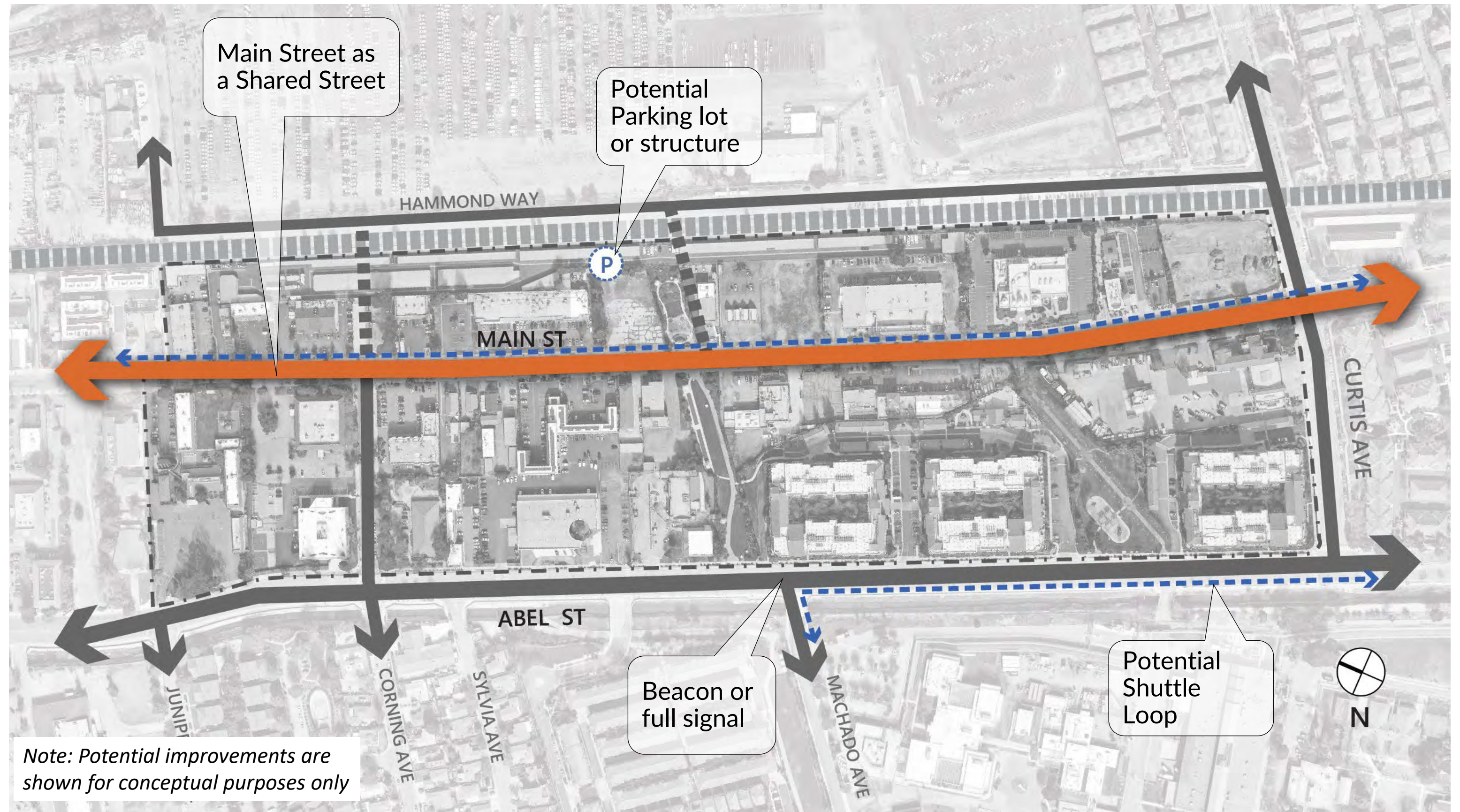
- Moderate intensity: up to 4-5 stories

Mobility and Public Realm

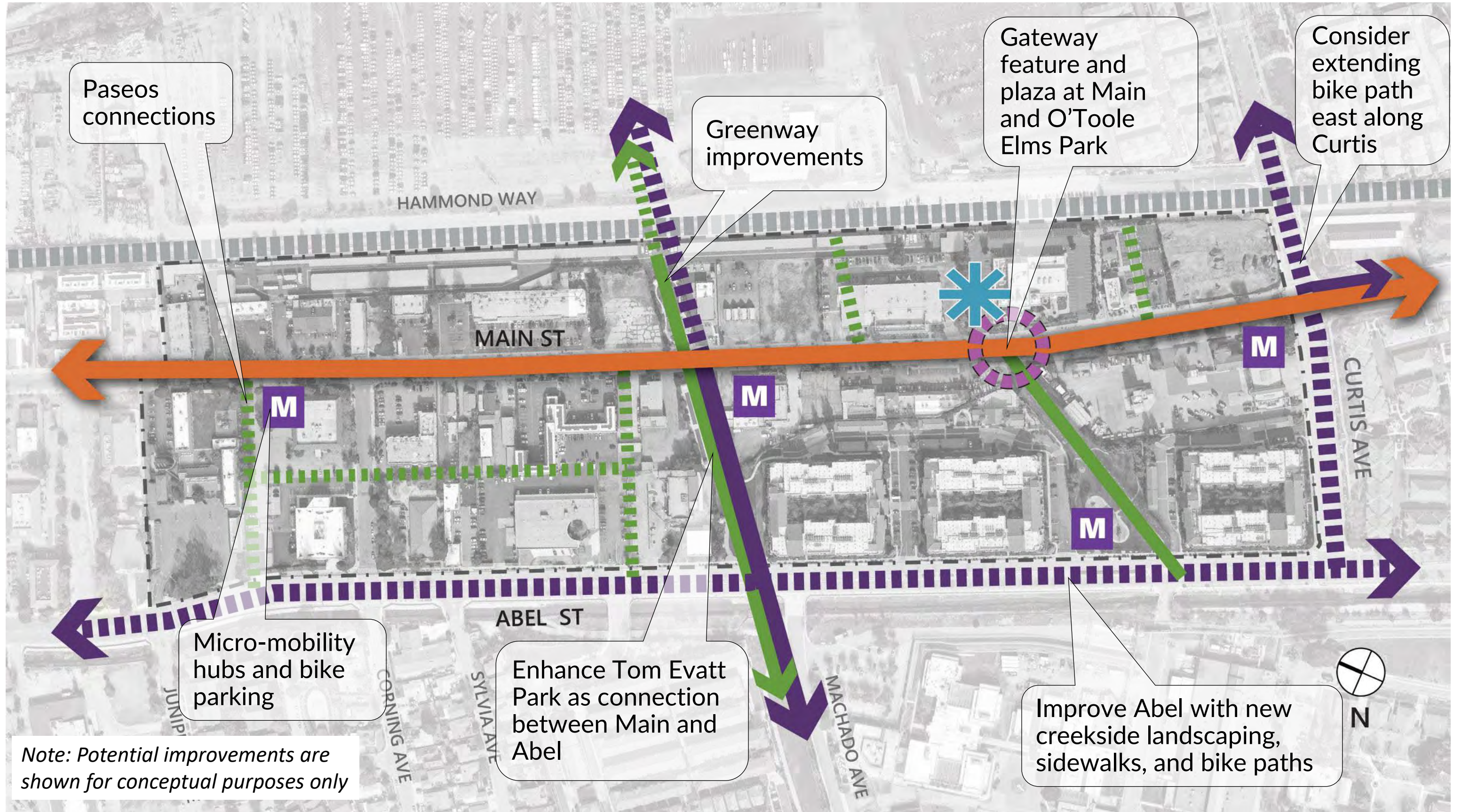
- Pedestrian-priority street with streetscape enhancements
- Urban parks, plazas, and paseos



Main Street Mobility Framework



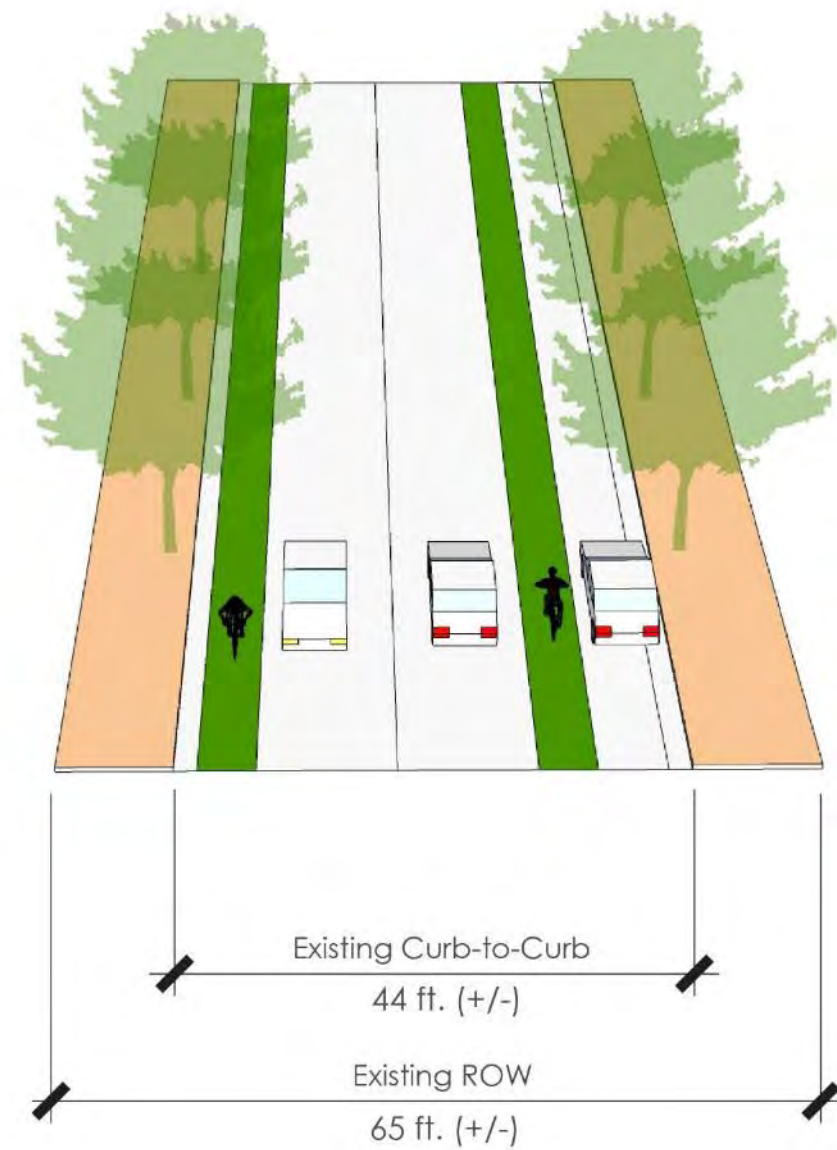
Main Street Public Realm Framework



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Main Street Focus Area

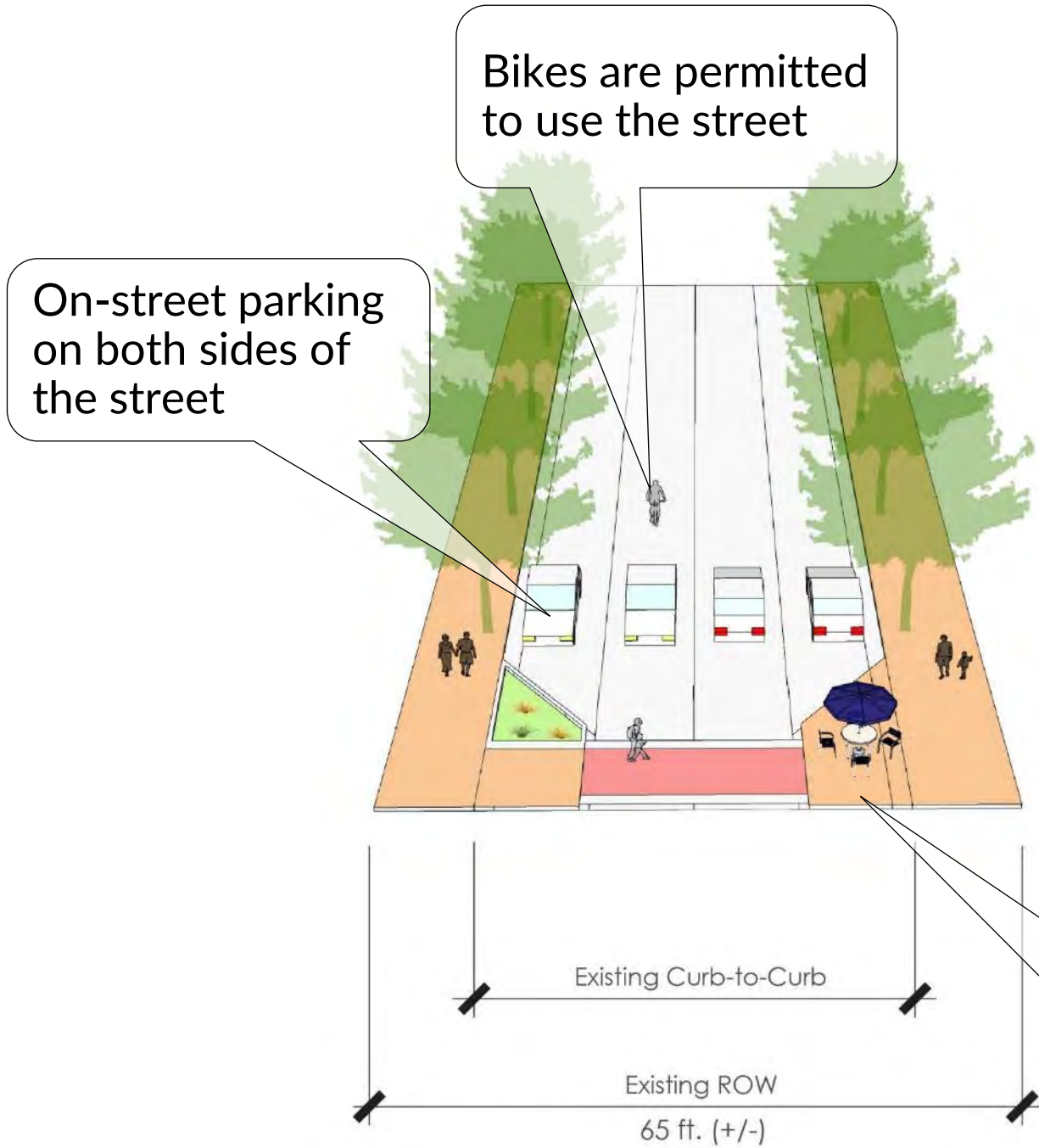
Main Street: Existing Conditions



S Main St, Looking North

Main Street Focus Area

Shared Street (preferred option)

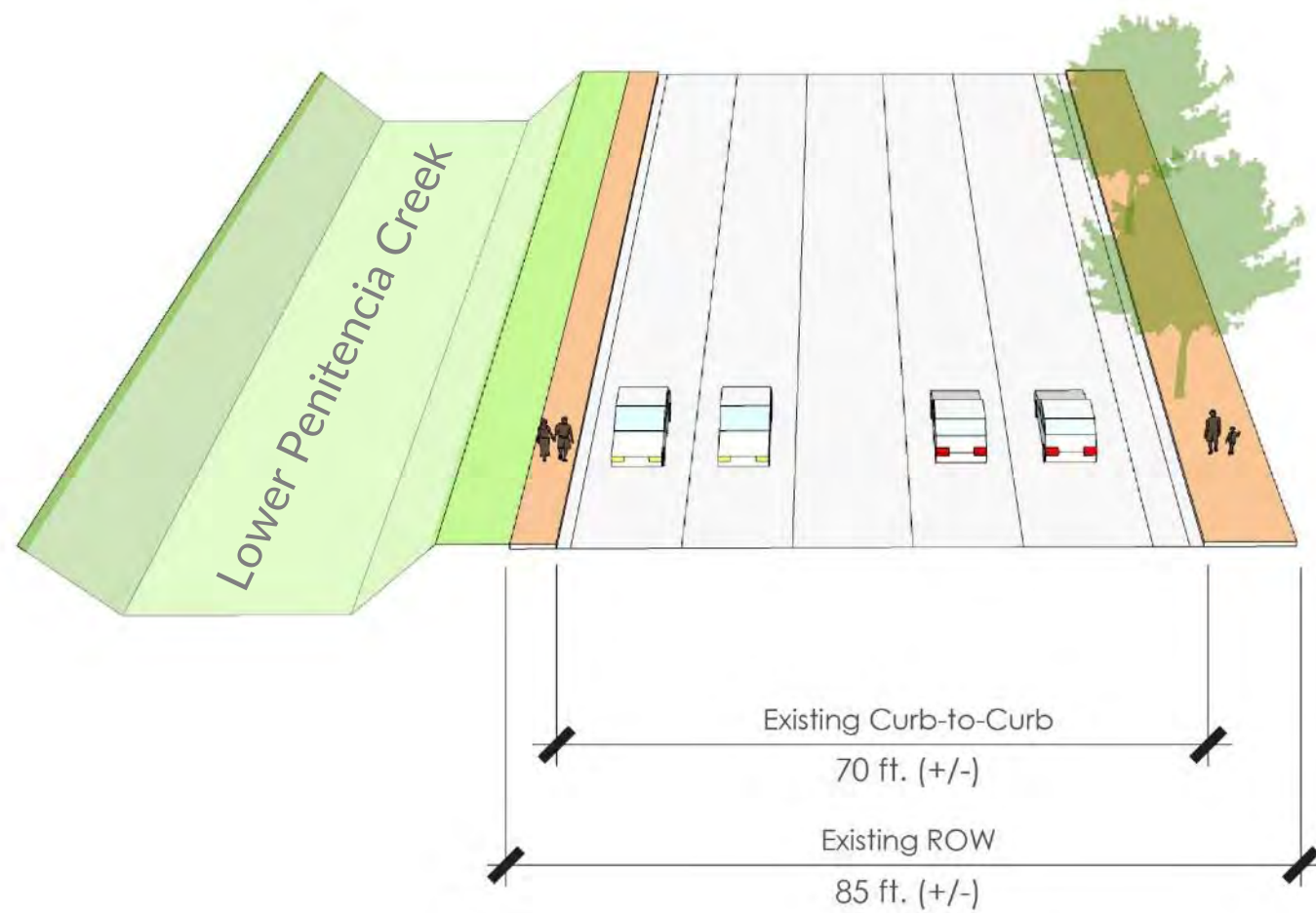


Curb Extension with Outdoor Dining - San Diego

Curb extensions on both sides of the street for street furnishing, outdoor dining, or landscaping

Main Street Focus Area

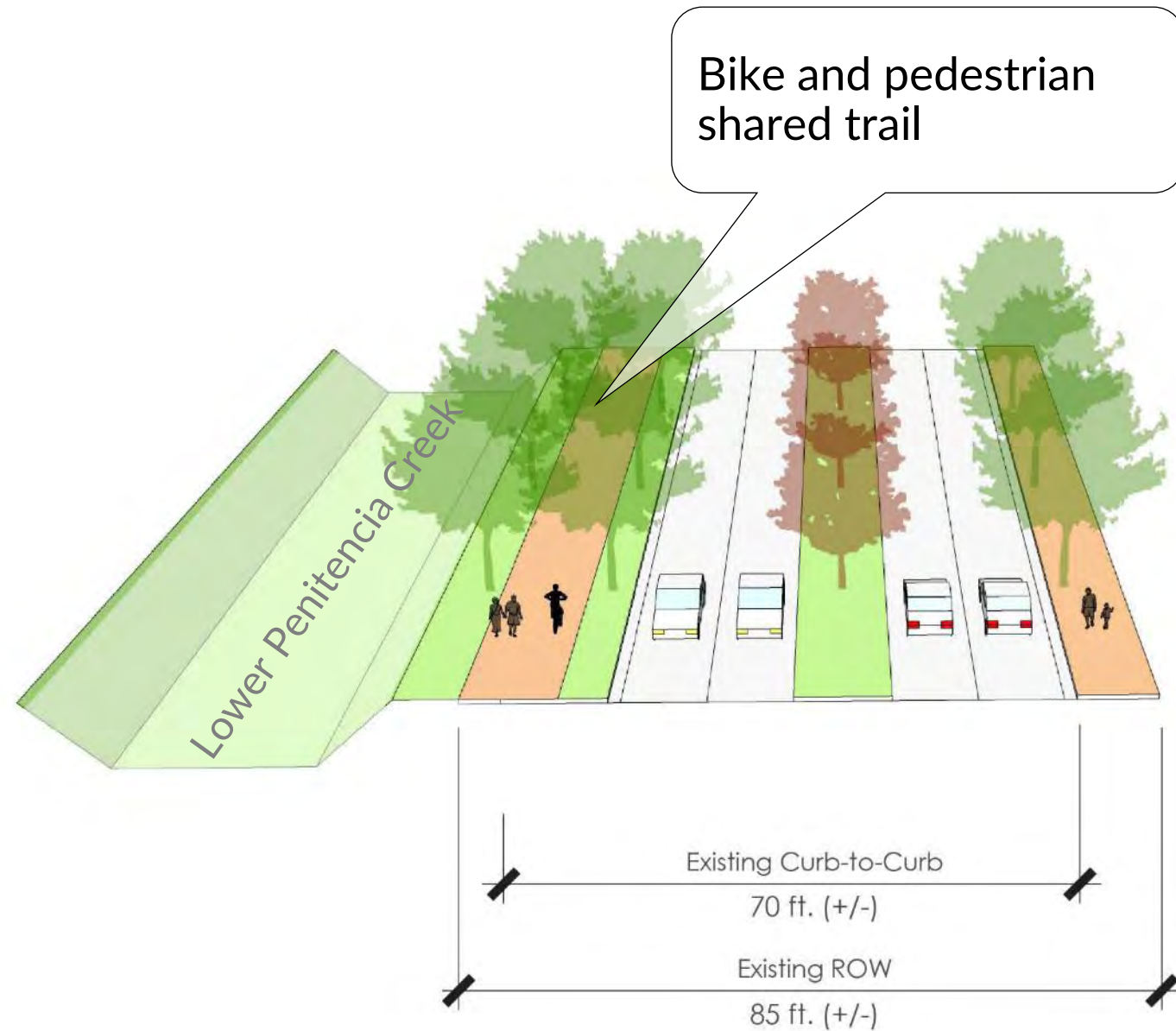
Abel Street: Existing Conditions



Abel St, Looking North

Main Street Focus Area

Abel Street: Shared-Use Path/ Off-Street Trail (preferred option)



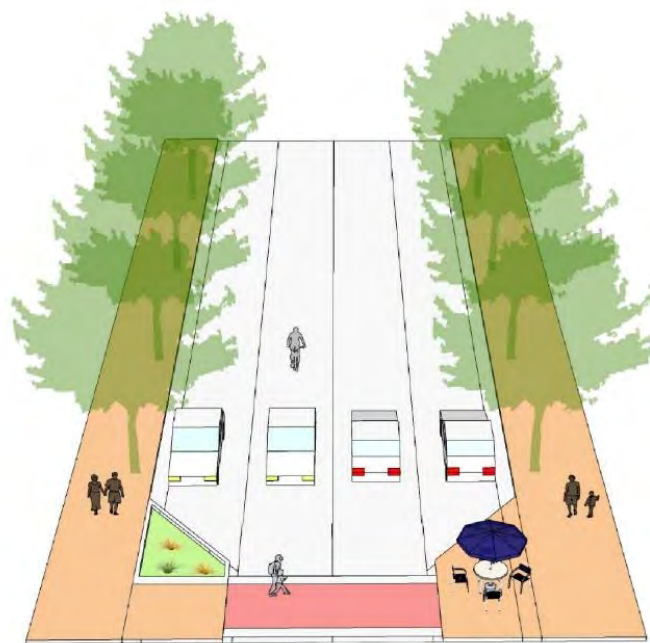
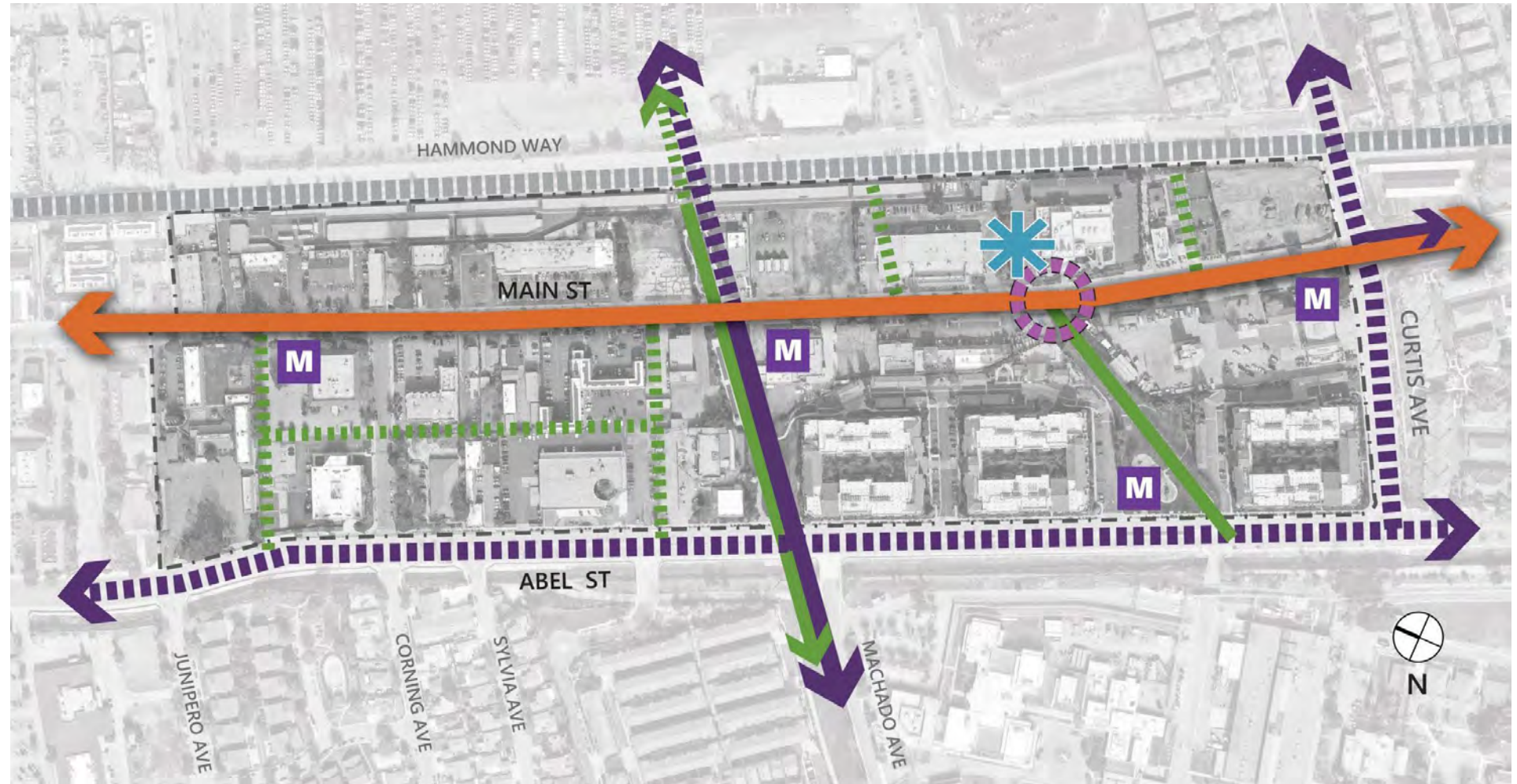
Shared Use Path – Christy Ave, Emeryville

*Consistent with ATP

Questions to the City Council

Main Street Focus Area

1. Do you support allowing up to 4-5 stories along Main Street?
2. Do you support the idea of Main Street being a shared street?
3. Do you support the Abel Street shared-path approach?
4. (



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

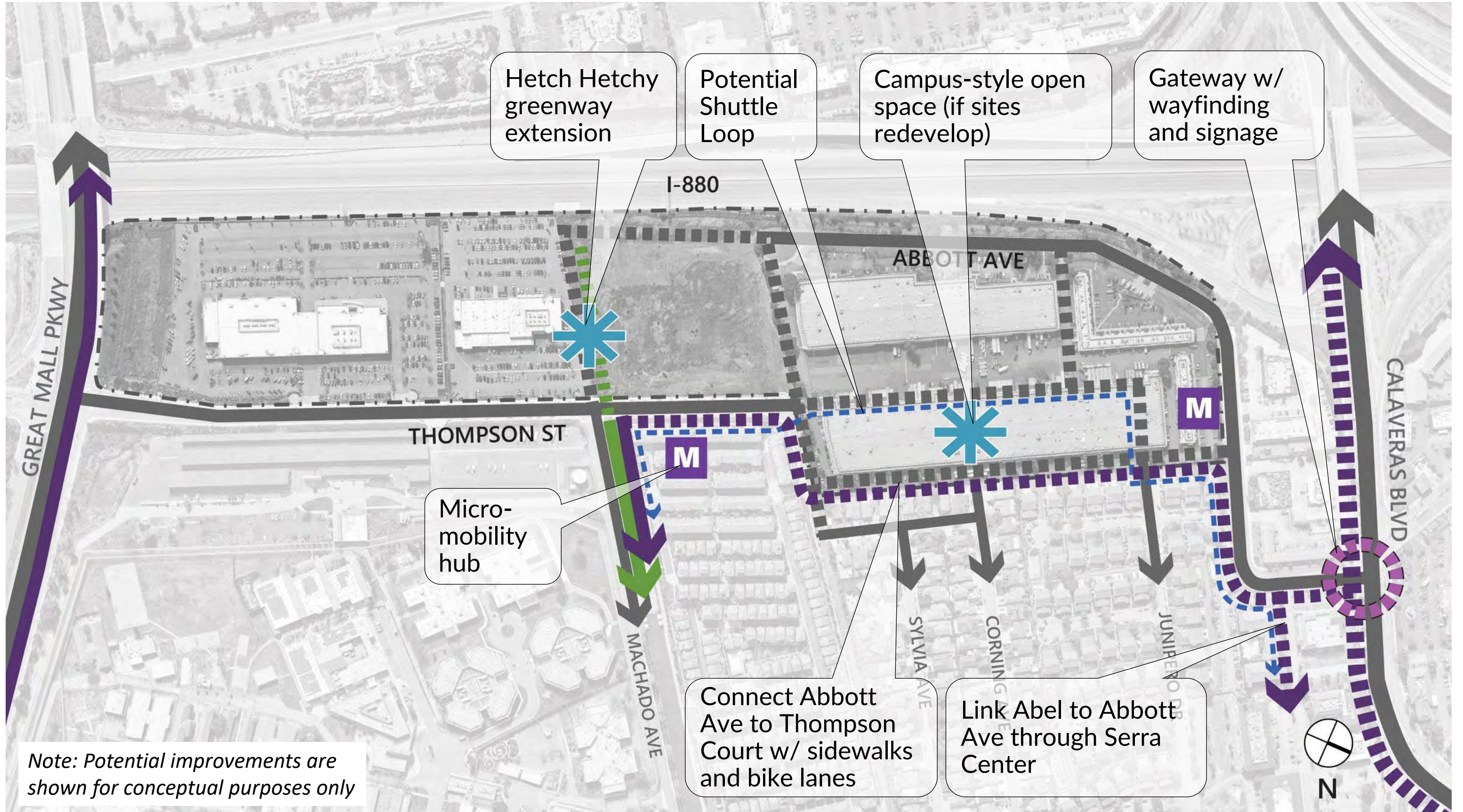
- Up to 50 feet in height

Mobility and Public Realm

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



Abbott Mobility & Public Realm Framework



Questions to the City Council

Abbott Focus Area

1. Do you agree with this focus area being a mixed-use and commercial corridor?
2. Do you agree with disallowing residential?
3. Do you agree with the 50-foot height limit?
4. Other considerations?



5

Specific Plan Next Steps

Specific Plan Next Steps

1. Continued Community Engagement

- Stakeholder Interviews
- Focus Groups
- Workshop #3/ Open House
- Community Pop-up Event

2. Finalize Plan Strategies and Prepare Draft Plan

