

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?

Comments/Questions

Chat Comments	Verbal Comments
<ul style="list-style-type: none"> Type Here 	<ul style="list-style-type: none"> 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 Mult-use design satisfies requirements at lowest cost In long-term plan, what's going to happen to Public

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

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

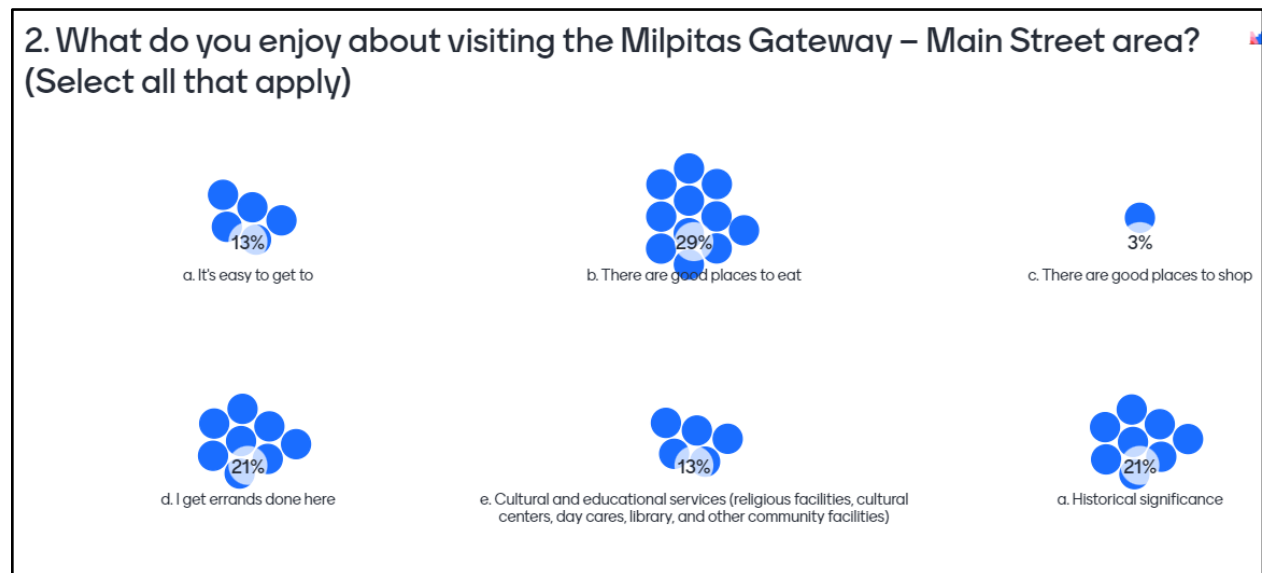
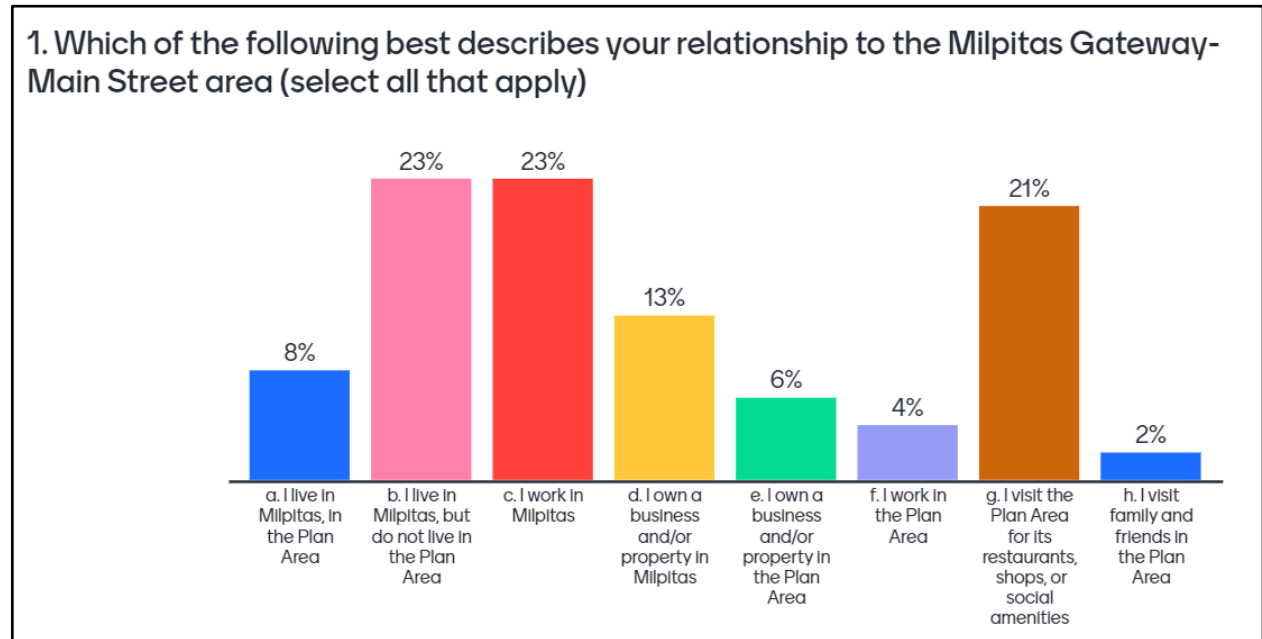
- Additional streetscape amenities (benches)
- Open air trolleys/shuttles - up and down Main St (similar to S.F.)
- Include charging stations for hybrids/electric cars to get people to come down and have them charge in the meantime
- Create a 1/4 mile threshold for walking and provide good walkways within 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:




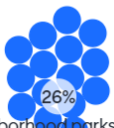
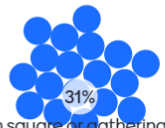



3. What kind of place should the Gateway-Main Street area become? In one to three words, what is your vision or "big idea" for the area? Mentimeter

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

 13% b. Walk-up Townhomes	 11% c. Live-work or other creative housing types	 34% d. Mixed-Use (ground floor retail with housing above)
 9% e. Courtyard Housing (apartments or condos around a central open space courtyard)	 17% f. Affordable Housing	 15% g. Senior Housing

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

 10% a. Tot lots and children's play areas	 26% b. Small neighborhood parks or community gardens	 31% c. Town square or gathering place
 16% d. Linear greenways/trails	 9% e. Dog parks	 9% f. Outdoor exercise opportunities or sports fields



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 fore 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; how 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

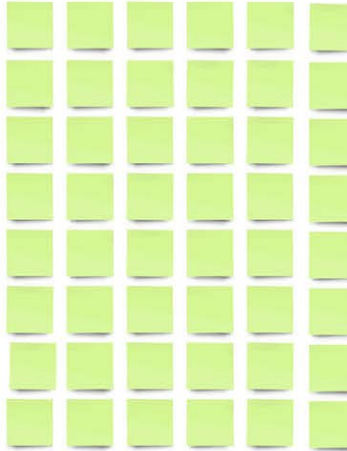
Miro Board Images

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 mult 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 !

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.

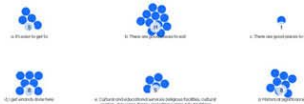
Area allocated for weekend food trucks.

Something uniquely Milpitas.

Economic vitality.

Go to www.miro.com and use the code 9149 1456

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?



Go to www.milpitas.com and use the code 9189 1656

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	Public workspace	Community focused
Support to bus, work, play	City Hub for community	Mixed Use
Children magnet	Like San Francisco	Open space
Local focus	Vibrant walking community	Auto-Retail Hub

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

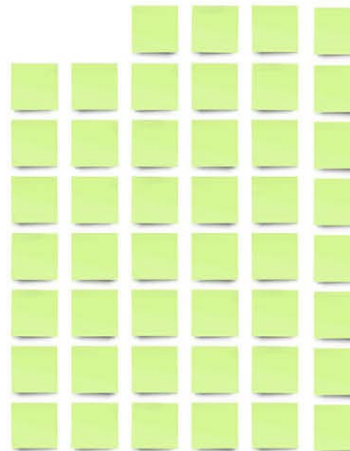
II. Medical Ages - Main Street Road Development of Colonization & Civilization development and other side of Building development with Urban Housing. City of Milpitas, preserving the heritage is important along with Main Down Town Area along with Urbanization, which is important and essential Economical 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 Tonwhomes but also to see Colonizing with Single Family Homes as well.

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)?

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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, 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.

Verbal Comments

- Housing along both sides of Main Street.

Urban Housing

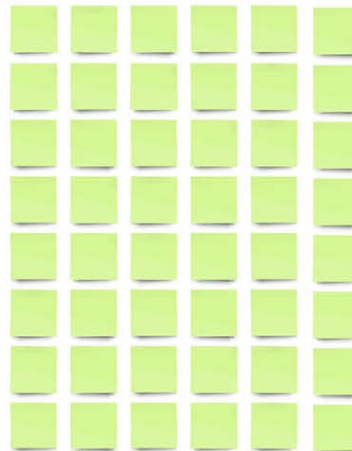
Continue to preserve the heritage that exists.

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?

Public Realm & Amenities

open amphitheater place to gather

Formal Open Space or Town Square

Shade tree with seating

Places to Sit & Rest

Urban Activation

Cultural Connections

Informal Open Spaces

Heritage and Storage Management

Place to Play

Milpitas has a lot of young families. Play areas for kids, interactive play areas, arts.

Go to [www.milpitas.gov](#) and use the code #P40-1602

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

1. 14'x16'x10' (14'x16'x10')
 2. 14'x16'x10' (14'x16'x10')
 3. 14'x16'x10' (14'x16'x10')
 4. 14'x16'x10' (14'x16'x10')
 5. 14'x16'x10' (14'x16'x10')
 6. 14'x16'x10' (14'x16'x10')
 7. 14'x16'x10' (14'x16'x10')
 8. 14'x16'x10' (14'x16'x10')

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

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.

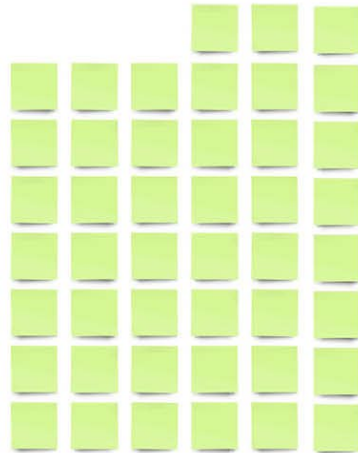
+1 preserving heritage and open preserve spaces

Verbal Comments

There are many senior communities in Milpitas.

Lyft bikes

Shades for hot climate.

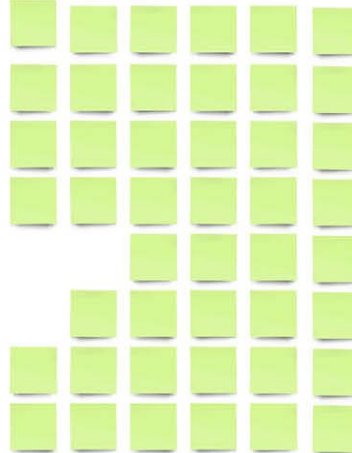


Group 2 – Prompt 1

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 - Anjan and Zayers Restaurant (doing weddings/special events), restaurant is not open anymore for individuals
Like to visit Best Sandwiches
One Developer labeling in
Great restaurants overall in City (good diversity)
Milpitas Cosano 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 1666

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

- A. It's close to public transit
- B. There are a lot of great restaurants
- C. There are good shopping centers
- D. It's a great mix of old and new buildings
- E. It's a great mix of old and new buildings
- F. It's a great mix of old and new buildings

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?

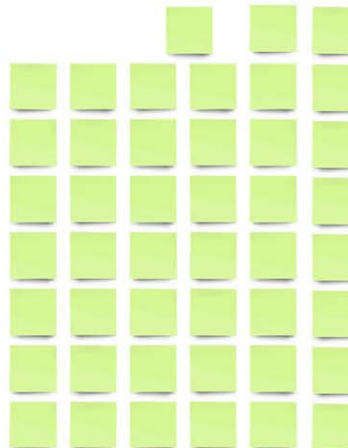
Comments/Questions

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 Magic 2021 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.com/inf and use the code 9483 1886

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

Live-Work
 Urban Housing Types
 Retail & Entertainment
 Townhomes and Walk-Up
 Senior Housing
 Flex / R&D
 Neighborhood Retail and Grocery

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

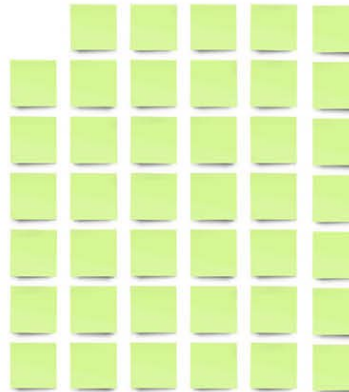
Comments/Questions

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
- Keeping views of hills
- Dog Park (sizeable)
- 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?

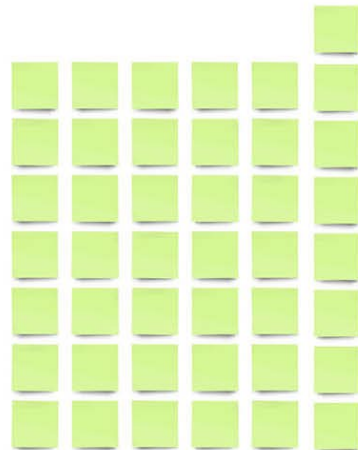
Comments/Questions

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/artists around there, and adding more public seating areas
- Adding more murals around, using local artists

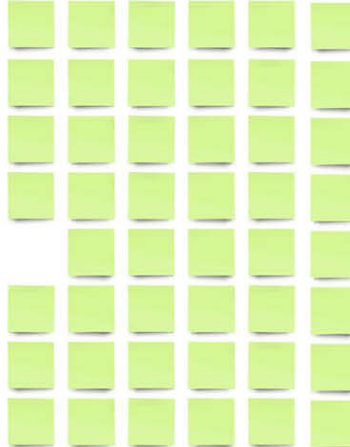


Group 3 – Prompt 1

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 9449 1466

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?



Go to www.milpitas.com and use the code 9149 1468

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	Public works	Community focused
Water to be work play	City hub for community	Mixed use
Urban/midway	Like San Jose	Open space
Livable town	Vibrant walking community	Public space hub

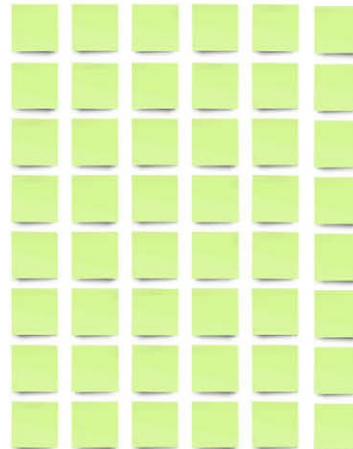
Comments/Questions

Chat Comments

Type Here

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 renovations in Milpitas (Tastar Jois 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



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.meritloom.com and use the code 91601486

Single-Family
 Multi-Family (Apt. Bldg.)
 Multi-Family (Townhome)
 Multi-Family (Loft)
 Multi-Family (Studio)
 Multi-Family (Duplex)
 Multi-Family (Triplex)
 Multi-Family (Quadplex)
 Multi-Family (Other)

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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 3 – 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?

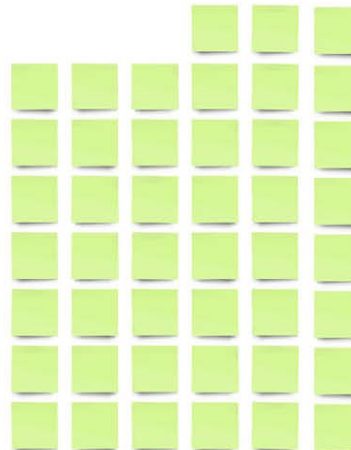
Comments/Questions

Chat Comments

• Type Here

Verbal Comments

- 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 is happening, needs to be resolved before what's going to happen on Mainstreet
 - Top link? Identification will be an issue
- Music in the park - cultural crossroads would be a great location
- Parking, signage key
- Benches and places for people to chat

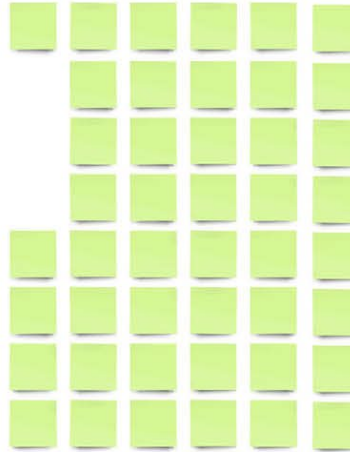


Group 4 – Prompt 1

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

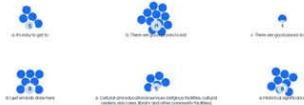
- On the north side of the plan, some built-out would be nice in the area, in my opinion

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 AuJán
- 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 paths 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.merit.com and use the code 9149 1456

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



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?



Go to www.merit.com and use the code 9183 1466

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	Walkable	Community focused
Open to bus, walk, bike	City hub for community	Mixed use
Urban-innovator	Live Downtown	Open space
Local focus	Warm walking community	Auto-Retail hub

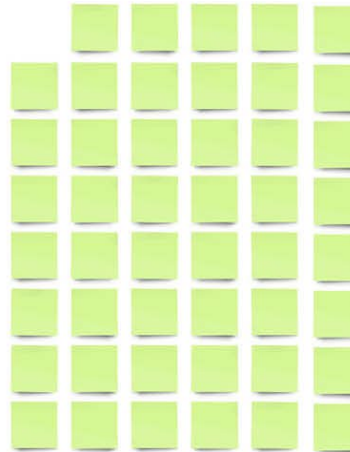
Comments/Questions

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 from 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?

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)?

Live-Work
 Live-Work / Office / Professional Services
 Office / Professional Services
 Single-Family Detached
 Multi-Family Housing
 Senior Housing

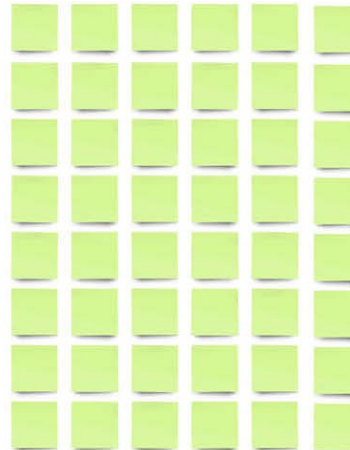
Comments/Questions

Chat Comments

Type Here

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?

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

