

Holiday Magic on Main Street Pop-Up Event

Overview

Purpose: The Holiday Magic on Main Street event provided an opportunity to engage the public through a pop-up event at an already planned community event on Main Street. The event occurred in the heart of the project area for the Gateway – Main Street Specific Plan Update and provided an opportunity to share information about the project and solicit feedback from people attending the event.

Date & Time: Ascent staff attended the event on two different days, with City staff Jay Lee and James Atkins, to support the City's engagement effort:

1. December 17, 2021, 4:30 p.m. – 6:30 p.m.
2. December 18, 2021, 1:00 p.m. – 3:00 p.m.

Pop-Up Event Activities and Preparation

The following materials were available during the pop-up event:

- **Activity Card:** A message card with a prompt *"Main Street is special because..."*
- **Aerial Image of Project Area:** A presentation board with an aerial image showing the Gateway – Main Street Specific Plan project area and surrounding context was available for reference and discussion, along with markers and post notes.
- **Comment Card:** A comment card was available to allow people to write longer open-ended comments.
- **Business Card:** A business card with the website URL and email address was distributed at the event.

A website and email address were created in advance of the pop-up event:

- **MilpitasMainStreet.org:** Ascent created a website landing page so that people could visit the website to sign up for project updates and/or provide comments.
- **MilpitasMainStreetPlan@ci.milpitas.ca.gov:** The City created an email address for the project. All comments submitted on the website will be directed to the City's project manager, Jay Lee, via this email address.

Summary of Event and Feedback Received

The Holiday Magic on Main Street event was lightly attended by community members during the period of the pop-up event. It is estimated that the team met approximately 25 people, over the two days, and received generally positive feedback and interest related to the project. Attendees took business cards and provided verbal feedback, which Ascent actively captured on post-it notes and message cards. The following notes capture the general feedback received:

- There is excitement about Main Street potentially being a “real downtown” and “place to go/be,” but right now there are limited reasons to visit.
- A lot of work is needed to make Main Street attractive. There was interest in seeing streetscape improvements, sidewalks, landscaping, trees, and pedestrian lighting.
- People would like to see different types of parks, including places to take children or hold events; a park or town square near the library; an ice-skating rink year-round; and more events and advertising of community events and attractions.
- People would like to see retail shops, cafes, and restaurants, as well as a Trader Joe’s type grocery store.
- People would like to see historical aspects retained, through signage. There was pride in and feedback that the library was a good example of retaining history but with modern architecture.
- There was generally positive feedback that housing is needed along Main Street, like the Milpa Village Townhomes, including more affordable housing.
- There was interest in seeing the train yard redeveloped with quieter, less polluting uses, such as housing, office (such as a Google or Apple-type campus), and mixed-use.
- There was interest in transit or LRT connection along Main Street.
- **Main Street is special because...**
 - It is the heart of Milpitas and a downtown for us locals here. It feels good especially seeing the beautiful set up for the holidays where we feel super proud of our city and for the kids. It’s our city.
 - Quiet and tight knit community. Needs more space for kids.
 - Of the library with historic school facade. Needs places for kids.
 - Cultural diversity, including the diversity of businesses on Main Street.

