Online Feedback Form Summary

The purpose of the online feedback form was to help inform the Milpitas Gateway-Main Specific Plan and gather feedback from a broader audience, and those that could not attend the Community Workshop on June 29, 2022 where the main purpose 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 through an interactive feedback exercise with workshop participants.

The online feedback form was made available digitally on the project website (www.milpitasmainstreet.org) from July 11 through August 22, 2022. The online feedback form link was shared to the community via social media, community chat groups, published in City publications, via eSign at City hall, and sent via eblast to stakeholders and interested parties who signed up for project notifications. A total of 76 responses were received. The feedback received helped inform the content of future outreach efforts and guided the development of the Specific Plan.

The following questions were included in the online feedback form:

General Questions

- 1. What do you enjoy about visiting the Milpitas Gateway Main Street area?
- 2. What is your favorite place in the Milpitas Gateway Main Street area?
- 3. What don't you like about visiting Milpitas Gateway Main Street area?

Future of Milpitas Gateway-Main Street Area Section

- 1. What kind of place should the Gateway-Main Street area become? In one to three words, what is your vision or "big idea" for Milpitas Gateway Main Street area.
- 2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future for the Milpitas Gateway-Main Street area?

Housing & Development

- 1. What kind of housing would you like to see in the Milpitas Gateway-Main Street area (select all that apply)?
- 2. Where do you think new housing should be located in the Milpitas Gateway-Main Street area?
- 3. What other uses would you like to see in the Milpitas Main Street-Gateway area (select up to 3)?

Public Realm and Amenities

- 1. What kinds of public open spaces are needed in the Milpitas Main Street-Gateway area (select up to 3)?
- 2. What type of public realm improvements would you most like to see (select up to 3)?

Transportation and Access Questions

- 1. What improvements would make you feel more comfortable walking/biking in the Milpitas Gateway-Main Street area? (select up to 3)?
- 2. What improvements would make you feel more comfortable using bus transit or the BART/VTA station? (select up to 3)?
- 3. Are there any other improvements you would like to see, to improve access for driving, biking, walking, public transportation, and other ways of getting around?

Demographic Questions

- 1. Which of the following best describes your relationship to the Milpitas Gateway-Main Street area (select all that apply)?
- 2. Which of the following best describes your household?
- 3. If you self-identify, what race or ethnicity do you most identify with? (Select all that apply)
- 4. What is your age?
- 5. How did you hear about this survey?

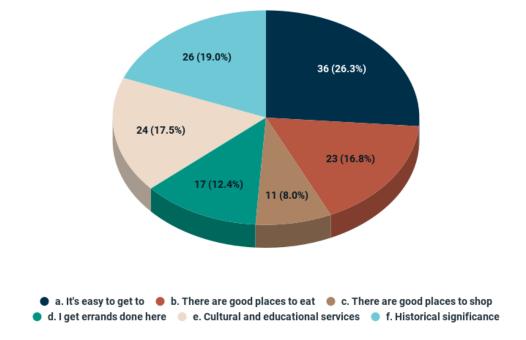
Do you have any other comments to add?

Feedback Form Results

Below is a summary of the input received through the feedback form, including multiple choice questions, and common themes captured from the open-ended questions with number of mentions in parenthesis (where applicable). The complete list of responses for open-ended questions is located in the appendix.

General Questions

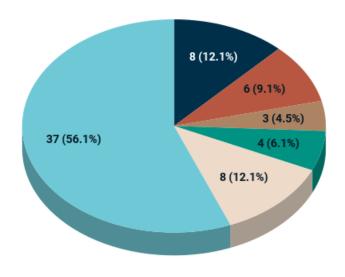
1. What do you enjoy about visiting the Milpitas Gateway – Main Street area? (Select all that apply)

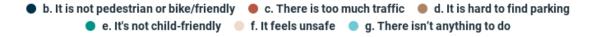


- 2. What is your favorite place in the Milpitas Gateway Main Street area?
 - Milpitas Library (19)
 - Indian store (4)
 - Best Sandwiches (4)
 - An Jan (3)
 - Calaveras Plaza Shopping Center (2)

3. What don't you like about visiting Milpitas Gateway – Main Street area?

Note: O participants selected 'a. It is hard to get to'



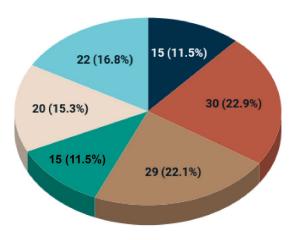


Future of Milpitas Gateway-Main Street Area Section

- 1. What kind of place should the Gateway-Main Street area become? In one to three words, what is your vision or "big idea" for Milpitas Gateway Main Street area below.
 - A unique place to shop and dine (13)
 - Mixed use, urban walkable neighborhoods (7)
 - Walkable, safe, clean and accessible (6)
 - Vibrant cultural and community center (3)
 - Pedestrian friendly (2)
- 2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future for the Milpitas Gateway-Main Street area?
 - Castro Street/Mountain View (12)
 - Campbell (6)
 - Los Gatos (6)
 - Santana Row (5)
 - Pleasanton (3)
 - San Jose Downtown (2)

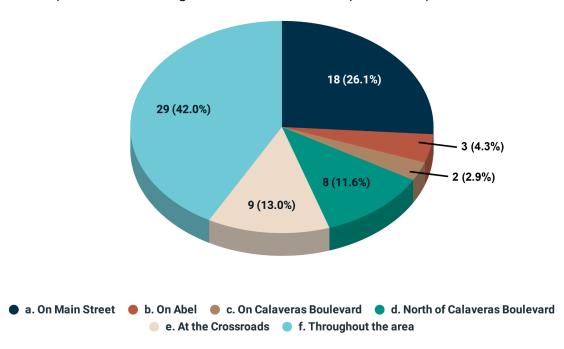
Housing & Development

1. What kind of housing would you like to see in the Milpitas Gateway-Main Street area (select all that apply)?

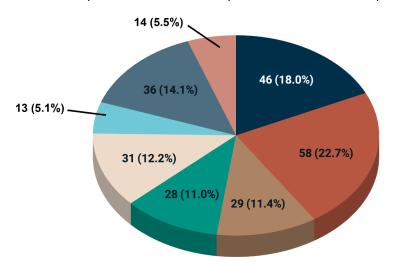


a. Walk-up Townhomes
 b. Live-work or other creative housing types
 c. Mixed-Use (ground floor retail with housing above)
 d. Courtyard Housing (apartments or condos around a central open space courtyard)
 e. Affordable Housing
 f. Senior Housing

2. Where do you think new housing should be located in the Milpitas Gateway-Main Street area?



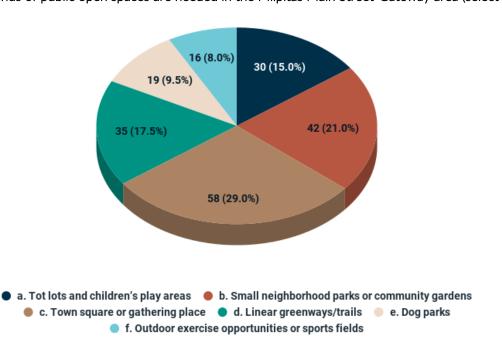
3. What other uses would you like to see in the Milpitas Main Street-Gateway area (select up to 3)?



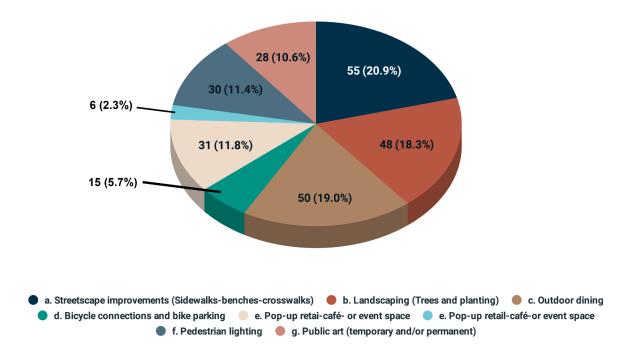


Public Realm and Amenities

1. What kinds of public open spaces are needed in the Milpitas Main Street-Gateway area (select up to 3)?

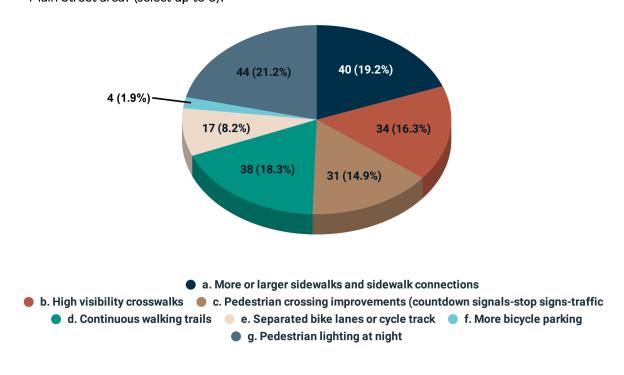


2. What type of public realm improvements would you most like to see (select up to 3)?

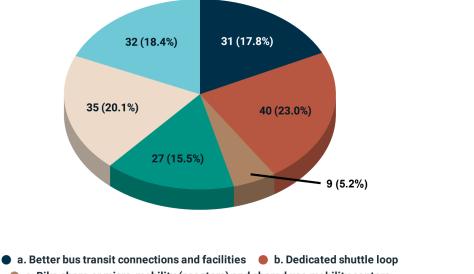


Transportation and Access Questions

1. What improvements would make you feel more comfortable walking/biking in the Milpitas Gateway-Main Street area? (select up to 3)?



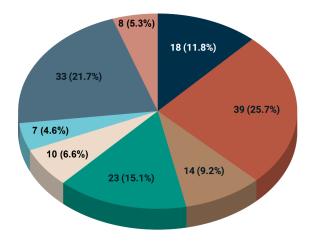
2. What improvements would make you feel more comfortable using bus transit or the BART/VTA station? (select up to 3)?



- a. Better bus transit connections and facilities
 b. Dedicated shuttle loop
 c. Bike share or micro-mobility (scooters) and shared use mobility centers
 d. Crosswalks or crossing improvements throughout the Plan Area
 e. Increased police/security at station
 f. Pedestrian lighting at night
- 3. Are there any other improvements you would like to see, to improve access for driving, biking, walking, public transportation, and other ways of getting around?
 - Additional off street parking
 - Free shuttles/trolley
 - Improved bike lanes to promote bicycle transportation
 - Safer/cleaner walking paths throughout Milpitas
 - Addition of traffic calming devices

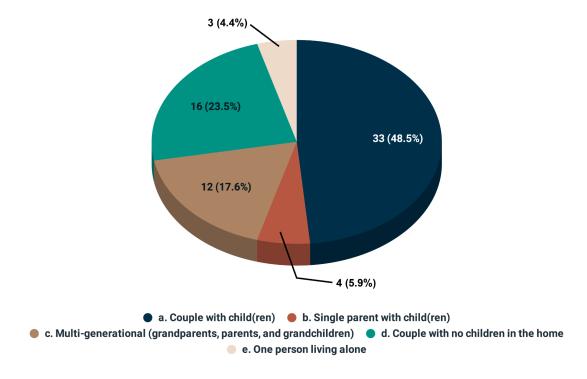
Demographic Questions

1. Which of the following best describes your relationship to the Milpitas Gateway-Main Street area (select all that apply)?

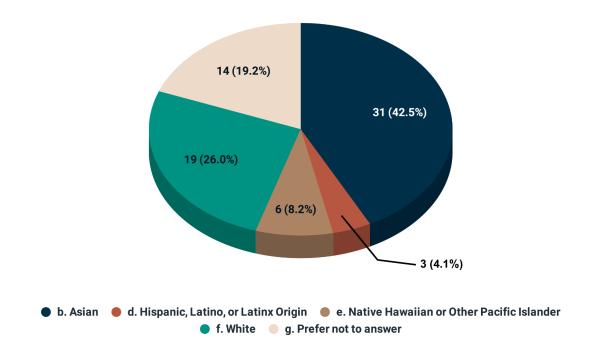




2. Which of the following best describes your household?

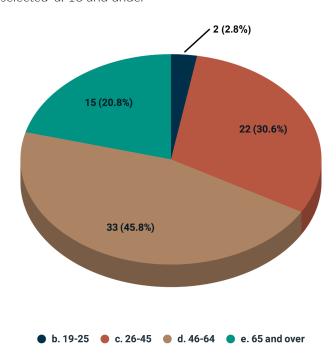


3. If you self-identify, what race or ethnicity do you most identify with? (Select all that apply) Note: O participants selected 'a. American Indian' or 'c. Alaska Native & Black or African American'

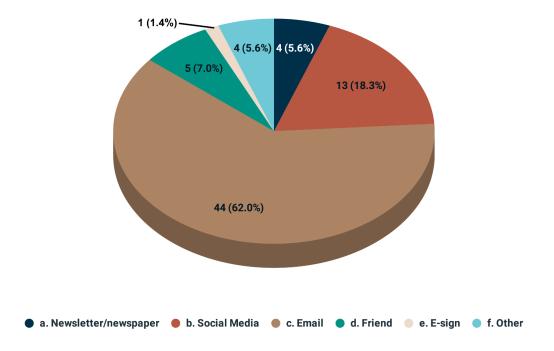


4. What is your age?

Note: O participants selected 'a. 18 and under'



5. How did you hear about this survey?



6. Do you have any other comments to add?

- Develop a variety of new restaurants, outdoor dining and shopping in the area that are attractive and inviting.
- Clean up Milpitas and create a safe environment for all including the unhoused.
- Incorporate new green space, such as parks that can be used by local community members and visitors alike.
- Encourage pedestrian uses through improved transit options, safe pathways and bike lanes.

Appendix

The following is a transcript of all open-ended answers received through the feedback form.

General Questions

2. What is your favorite place in the Milpitas Gateway - Main Street area?

Location Milpitas Library An Jan & Pacific Tire, but the truth is that it could be so much more. An Jans pet store An-Jan anywhere
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An Jans pet store An-Jan
An-Jan
apundara
anywhere
Indian store
Best Sandwiches
An Jan
Calaveras Plaza Shopping Center
used to be Pacific Tire Outlet
The Taco Bell and KFC are never busy. Zahir's is also pretty good.
the shopping
the old houses
Takes me to the Great Mall, Tire Shop, Taco Bell, gas station, Milpitas Library, Tequila Shots, An Jan Vet Shop, park
Seema Beauty Salon
i dont have one
Indian Groceries, Library, Great Mall
restaurants
Post office
Milpitas Plaza
Main Street
Legends Barbershop
KFC
Kentucky fried chicken

Library
Library
Library, access to ballot drop off
Library-Best Sandwiches-Great Mall Tire Outlet-Anjan's
Joes
JCNC
Milpitas Library
Milpitas Library
Milpitas Library
Jacklin Dental
None
None
None. Don't ever go there.
Not much. Main Street needs a facelift.
Nothing, there are no commercial needs attracting me there.
Grocery Outlet
Great Mall Tires
Foster Freeze if that is considered Main St.
Shopping centers on Calaveras are so convenient and have so much to offer. I wish there were more on Main.
Some Indian groceries. And few good restaurants
Food
The library
The Library
The Library and the Best Sandwiches restaurant
The library, gymnastic class, preschools

Education program

Collector's Club

Casa azteca

There's not much there. Maybe the library?

This area needs help. Literally nothing in that area that I go to as of right now. Interested to see what will be done with that area. As of right now, we joke about that area and wish it could all be leveled and start fresh. The Serra shopping center is so outdated that it's embarrassing.

Trader Joe's, India Bazaar

Car wash, Reataurant Supply Store, & Tama Vet

Future of Milpitas Gateway-Main Street Area Section

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

a pedestrian friendly, shops, families, young and old alike, interesting shops, nice quaint restaurants, some night life
A walkable downtown area with lots of shops, maybe a new park. Sort of like Santana row
beautiful stretch to walk and hangout , have farmers market like a downtown
Boutique Outdoor Shopping
Bright , Clean , Accessible
cater to families
Community gathering place
Community gathering space
Cosmopolitan
culture and leisure center
culture matters
Cute shopps
Cute walking downtown
diversity celebration hub
Engaging
Entertainment, parking,food
Fun
Great restaurants

Happening active venue

Have more parking spaces and and shops

Home town, usa

It needs more room for traffic

It should be a place like Santana Row- great restaurants, art shops, stringed lights on trees. Lots of fruit trees, community garden. A place where kids can come to learn art, and different kinds of artistic endeavors- clay, sculpting, glass blowing.

Like Santana Row

Like Santana Row

Local business! Shops that have a local touch. Good eatery!

Look at Saratoga or Los Gatos

Milpitas needs a cool, vibrant, hip modern downtown spot. This is it. Needs to be Santana Row for Milpitas. Mixed Residential/High Density and an assortment of Retail/Restaurants/Offices. Right now it's a wasteland and too much emphasis has been put on its "historical" items. Things need to progress faster. I can't believe nothing has been done for YEARS here while every other city and place is moving at light speed.

Mixed use

Mixed use buildings

Mixed use development

Mixed use facilities lining both sides of the street.

Mixed Use standard

Mixed-use, uban walkable neighborhood

Mobility challenged friendly

Modern and consistent new buildings, it's big mess right now, all sorts of mix use permit makes it look like junk yard

More Residential development

Multi use facilities

My vision: should be historic center for milpitas. Considered as old town with some history. There should be boutique shops there to support local small businesses

Need it to be a bustling downtown with festivals, shows, restaurants, dining, etc

Nice downtown (like Castro street in Mountain View)

Nice place to get coffee or stroll around

No automobiles at all

Offices, coffee shops, restaurants.

OPEN WALKWAYS ONE LANE FOR CARS ONE WAY TRAFFIC

pedestrian friendly & more shops

Recreational area, open skate space

relaxing area with art and music

restaurant

Restaurants, Shopping

Safe atomospher walking, roller skate path. A book / art garden

Senior living

Shops, dining and. Greenspaces

Something unique

The place to be

Thriving, Goto.

Trends like boba tea, coffee shop, designer stuff

turn it into a downtown sunnyvale or downtown redwood city like place. farmers markets, good restaurants, coffee shops, plants, flowers, no thru traffic (let people walk on the street for a portion of it.) The issue that we have is that the businesses on main st are not young family friendly. there arent any places to congregate as a community. There is no "destination place". we have like three indian grocery stores and bunch of tire and auto body shops with cars going in and out.

Updated retail, more chill restaurants/bars like downtown sunnyvale

Urban Shopping Dining Artsy

urban village

Vibrant cultural and community center that celebrates diversity of Milpitas, specifically non white history

Visit downtown Morgan Hill to get ideas. They are doing their downtown right. Our downtown area is a joke.

walkable village hub

Walkable, high-density, safe

walkable, inviting, family-friendly

You need lot more eating places, you have to create a outdoor eating on the street. Look at Sunnyvale and MountView

2. Are there other places (e.g., Main Streets, Downtowns) that you think of when you imagine the future for the Milpitas Gateway-Main Street area?

Area for food trucks and Family space fun Recycled water geysers. abel-serra-main-calaveras Able Street Brewery, Wine Bar with music Campbell / saratoga downtown coz of the decorative lighting Campbell Pruneyard. We don't need another "Santana Row". It's not a community Campbell, Pleasanton, MV Castro in Mountain View Castro Mountain View, San Pedro Square San Jose Downtown Castro St., Mt View Castro Street in Mountain View Castro Street Mountain View or Santa Cruz Los Gatos Castro street, Mountain View Castro Street, Mountain View... Califonia Ave. Burlingame, Grand Ave. SSF castro street, pleasantion downtown, sunnyvale Castro, Mtn. View Parts of Oakland downtown Campbell Downtown Campbell and Los Gatos Downtown Campbell, CA downtown fremont Downtown Mountain View, Castro street Downtown SJ San Pedro area, Santa Clara street, downtown sunnyvale & mtn. View downtown Willow glen or downtown campbell DT Palo Alto, Mountainview, Morgan Hill European areas with no cars and clean safe public transportation that works.

Family night out

I regularly drive to Downtown Mountain Mountain for walkable dining and shopping because it's safe for my children and I to do so. We live in the Milpitas Gateway behind Serra Plaza, and still walk to shops/restaurants nearby, but it is NOT safe or pleasant. Sidewalks do not all connect, pedestrian signals are slow and malfunction, traffic calming is non-existant, and streets lack shade. If it were safe, enjoyable, and easy to walk with my children (as it is in Mountain View), we'd spend more time in our own neighborhood.

i would love for it to look like castro st in mtn view, but I think thats going to be difficult. Downtown redwood city. or Downtown sunnyvale, or even some parts of fremont.

It needs more space for the Milpitas Police & emergency people

Like CASTRO or Santa Row

Livermore Downtown

Los Gatos

Los Gatos, Mountain View, Sunnyvale downtown areas

Main Streets in some other Bay Area towns.

Maybe change Main Street to be a mirror image of downtown santa cruz

Milpitas Blvd.

Milpitas does not realy have a Downtown feeling

more services such as clinic beauty salon day care and museum

MORE SMALL STORES / BOTUQUES / OUTDOOR EATING / EASY PARKING OFF STREET

Mountain View Downtown

Mountain view downtown or Castro St.

Need it to be become a downtown like palo alto

Niles, Fremont's Block

no

no

no

no

No, at this point, Milpitas is a car-dependent city that builds too much new housing with no infrastructure to support the already existing population. Council has done a historically horrible job over the years to cater to real estate and not caring for the people.

No.

Pleasanton, Livermore, Willow Glen, Castro Street in Mt. View

Revitalized Main Street

RINo district in Denver Colorado

Salinas Downtown

Santana row

Santana Row

Santana Row, downtown Livermore... https://www.livermoredowntown.com/explore

Saratoga downtown, Santana Row

Sonoma square, Hayes Valley, Niles

Willow glen, Los Gatos, Pleasonton

Willow Glen, Pleasanton, but more modern and more diverse

Willow glenn downtown, los gatos

Yes, Downtown Morgan Hill is doing it right. Take a trip 20 miles south of here to see what they are doing. Great restaurants, craft coffee, boutique shops, wine rooms, upscale nail salon, etc.

Yes, I think Milpitas could have a cute, walkable downtown like many other smaller Bay Area cities such as Willow Glen, Campbell, Los Gatos, Sunnyvale and Mountain view. There can be retail with shops and cafes, but it can also host art and wine festivals, farmer's market, outdoor music in the summer, etc.

Transportation and Access Questions

3. Are there any other improvements you would like to see, to improve access for driving, biking, walking, public transportation, and other ways of getting around?

A balance of useful green spaces added to any planned development and less housing development.

Beautify Main Street so that people would like to go there.

Consider oneway streets Main/Abel

Create a walkable, continuous shopping area from Great Mall to Calaveras that's clean and safe

Drivers should be less prioritized. I live in this neighborhood, believe more people should be living here too, and think the pedestrian and leisure experience should be prioritized over the vehicle/traffic experience of others who live outside this neighborhood.

easy travels

e-scooter (bird, Lime)

Fix the streets

Free parking and frequent shuttles around the area

Free shuttle around Milpitas

Having a hop on hop off trolley to move around would be great.

I live in the Gateway-Main Street area, and walk almost every day with my young kids. I would like to see more accessible and safer ways to cross Calaveras.

I think the are should cater to pedestrians so people can walk the area and visit the stores and cafes.

Improved bike lanes

Less auto traffic

Litter removal

make it the world's largest or longest bike and walk friendly area in the world

Make sure all the sidewalks are connected.

Making it one way Only is an idea?

Middle lane for turns

More live odometer signs to warm against speeding, opportunities to reduce overspending on Milpitas streets

More lively spaces and events such as farmer's market. An inclusive play area for kids.

Much needed Speed Bumbs/ traffic will never slow down and Lit up crosswalks

N/A

Not one improvement mentioned access for those with mobility issues. Motorized chairs to get around, and into shops, baskets for purchases.

Off street parking structures like they have in Mountain View

Patrolling would help because who knows what the area looks like at night with those hotels on main street. I don't feel safe walking there w my kids.

Promote bike riding to schools and bring back school buses (electric) to cut down on school traffic

Public safety! The area now has some unhoused population and drinking bottles are littered.

Public transit in California has never worked well or been safe. LoopWorks PRT is the perfect application for this area. Elevated, point to point, personal cabs and more. No more choking exhaust.

Remove homeless shelters , make construction consistent and remove all old buildings, mix permits etc, plan from scratch without any mess or mix used permits

Remove the bike lanes, it's safer to ride on the sidewalk

Re-route mall traffic

shuttles

Sitting scooters for infirm to use

Solar powered parking structure that serves as community mural on Hammond Way

The parking BART ticket machines fail too often.

There is a general lack of pedestrian and bicycle infrastructure in the city. First of all, people do not drive well and obey the traffic laws. As a cyclist, I do not feel safe on Milpitas roads. There are no continuous bike lanes and sidewalks are in need of repair. The lights need to be calibrated as well so that they respond to cyclists waiting at lights. I rate Milpitas a 0/10 on active transportation infrastructure and there is much to be changed if you want to even move in the right direction.

VTA bus stops

We need safe walking trails in Milpitas. In the community -- near McCandless area. I thought that the McCandless area was supposed to be the Hub of Milpitas. Trader Joe's is a fantastic anchor store for that area, now if the Great Mall could step up the upkeep and appearance and improve the stores, that would be great. The McCandless area is really coming together nicely but needs some upscale cafe's and restaurants added in.

Wider Main St.

Do you have any other comments to add?

a indian women's gym, tutoring, indian clothes store, amazon hub for returns, baby store

A lot of people asked for more restaurants, but that area has a tremendous amount of small ethnic restaurants. I would like those respondents to clarify what type of restaurants they want to see.

A vibrant shopping, working and eating/drinking area will expand city tax base.

As this is pretty hard to get to from Parktown, probably won't use much.

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

Develop it in a classy manner. Have it be diverse and not just targeted to a few nationalities. Keep green space and areas for our native animals to thrive. Keep traffic down.

Do not spend any money on monorail type transpotation.

Dumping and large storage that can be seen from Main street need to be gone to beautify it.

Encourage people working in Milpitas to use commuter checks and take the SMART and bus loops. Make it the largest city of bikeways and walkways

HIGH DENSITY. MASSIVE MAKEOVER. WHAT IS THE HOLD UP? Progress. Change. Adapt. Thrive. Don't slow down this opportunity. The opportunity to make this THE place in Milpitas is now. It was never the Great Mall. Here's your chance to make a downtown in Milpitas. A reason to give -- not only Milpitas residents -- but outside residents to visit. Imagine the summer festivals/shows/events/etc.

Homelessness is becoming a problem in the plan area

How about an Unhoused Resource or Navigation Ctr to help Milpitas Unhoused

I believe that at a minimum there should be labor standards attached to this plan. It in necessary to have standards so that the people who do the building are valued and live close. Thank you

I live in the Gateway neighborhood in the condos behind Serra Shopping Center, and i think there needs to be more multifamily housing in my neighborhood to support a more vibrant, useful and safe atmosphere. People from outside this neighborhood--usually single family homeowners in other parts of the city--should not be allowed to block progress amd safety in my neighborhood because of their own misguided fears or concerns about new housing/traffic. Development in my neighborhood is necessary, and should promotes walking, saftey, and enjoyment here in town. Higer density is fine. Even healthy, for our city.

I live next to the Serra Center and would like to see more restaurants and shopping there, instead of empty lots and vacant building spaces.

I think right now main street feels rundown and under utilized. I think it could be a nice downtown for outdoor dining that is missing from Milpitas.

I would love a destination restaurant in Milpitas. More garden and landscaping.

I'd like to see a pedestrian mail, with an outdoor multipurpose town hall space, with parking on and traffic throughfare on Hammond Way

Let's make Milpitas great again!

LONG TIME COMING

Looking forward to Milpitas' future.

Main Street should be the only name for this area. There are so many entry points into Milpitas that calling it Milpitas Gateway, yet being located in the middle of the city seems confusing.

Milpitas has too much to do in terms of active transportation infrastructure. Your survey is not comprehensive and is biased towards what you all want to see being done. How do you expect people to get out of their cars and feel safe biking/scooting/walking when you don't have bike lanes going up Calaveras Road, one of the main thoroughways in the city? Stop building housing and take care of those we already have in the city.

Milpitas is getting very dirty, starting to look like a third world country.

Milpitas is long overdue for a downtown or a hub area. A place where people want to go, where Farmers Markets happen on Saturday mornings and neighbors can walk to it each week. We need to improve the restaurants in this area since the only ones we actually visit are Casa Azteca. We need to clean up many area that have been run down and neglected for years. We pay a million dollars minimum for our homes here and it looks like a dump in many areas. My family lives 2 minutes from the Great Mall but choose to drive to Valley Fair everytime because the Great Mall isno so "great".

Milpitas will never be what everyone thinks it will be - the best usage would be senior housing with small shops.

Moved to Milpitas in 1996 and first herd of the mid-town plan then. Hope some revitalization will come soon!

no

no

No

No

Parks around Milpitas are boring and not many. They're not inclusive (ex:Mia's Dream Come True-Hayward) We don't have flower or edible gardens (ex: rose garden San Jose, Eddie Souza Park-Santa Clara). Not enough shaded parks either which is very needed for Milpitas weather is hot and dry.

Please make Main Street safe and modern looking, get rid of all old buildings, business and car repair shops, old shady bars and homeless shelters

Please make our city beautiful. We are far behind other Bay Area cities.

Speed bumps/speed humps are need in residential areas throughout Milpitas specially at Cardoza Park. Main Street can have a nice area with the Recycled water geysers a family friendly area with beautiful floral//tress plenty of shade and nice path for bikes, roller skates and walking for all ages. Install health fitness art equipment along path.

Thanks for doing this - can you move quickly?

There is a lot of potential in this area, but at the moment it feels abandoned/deteriorating particularly around main st. There are nice "pockets" within main st such as parks, but walking around is not very comfortable.

There is absolutely no reason to not look seriously at the loop works PRT system. It is elevated off the road it is light weight it is simple With no exhaust and the rides will be free.

There's no parking for people to come here

This Gaterway Plan will be the last chance to create an economic gem for our special community and City. Lets do it right.

This plan has been there since 1996 but nothing happens. I hope rhis will materialize soon.

We need more entertainment options for the highschool and young adults

You are going to have to do a lot to get elderly folks to feel safe there.

Milpitas Gateway-Main Street Specific Plan