



MILPITAS

General Plan Update

City Council Land Use Map Study Session

October 8, 2019

DE NOVO PLANNING GROUP



Today's Objectives

- **The purpose of tonight's meeting is to finalize the Draft Land Use Map**
- Tonight's meeting is a continuation of the Mapping Study Session the Council conducted on May 21, 2019.
- By finalizing the Preferred Land Use Map tonight, the Council will free up the project team to complete the General Plan and EIR.



Meeting Overview



- General Plan Process and Status
- How the Opportunity Areas were Identified and what We're Trying to Accomplish



- Summary of feedback provided by Council at the last workshop

- Areas where additional Council input is needed:

- California Circle
- Midtown Specific Plan

- Next Steps



Work Program Overview



Public Participation

Identify Community Priorities

COMPLETE

Existing Conditions Report

COMPLETE

Issues and Opportunities Identification

COMPLETE

Land Use Alternatives Reports

COMPLETE

General Plan Goals, Policies, and
Programs and Land Use Map

ONGOING

Draft General Plan

PENDING

Environmental Impact Report

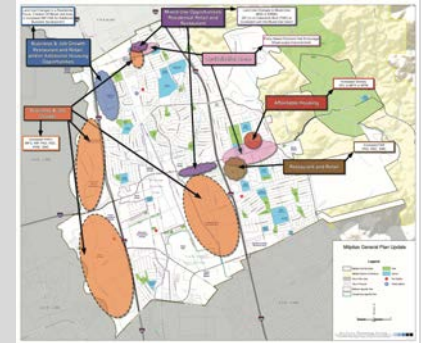
PENDING

Public Hearings - General Plan and
EIR

PENDING

How the Opportunity Areas were Identified and Evolved

- Community Visioning Workshops Mapping Activities (x3)
- GPAC Input and Feedback (multiple meetings)
- The Council conducted a Land Use Map Study Session in March 2018
- Staff input and observations
- Consultant recommendations based on community priorities and best practices observed in other cities
- Key findings from market analysis to make Milpitas more regionally competitive
- City Council Mapping Study Session on May 21, 2019



Big-Picture Land Use Goals



- Protect existing residential neighborhoods
- Spur job-growth and economic development by making the City more competitive in attracting large scale employers, tech, etc.



- Revitalize existing neighborhood commercial centers by allowing for limited housing and expanded retail/office potential



- Complement and support recent and ongoing planning and development efforts (TASP, Midtown SP)
- Reduce existing and future land use conflicts by transitioning select areas from industrial/manufacturing to mixed use/residential
- Optimize land uses near transit
- Protect and strengthen the viability of the City's industrial lands

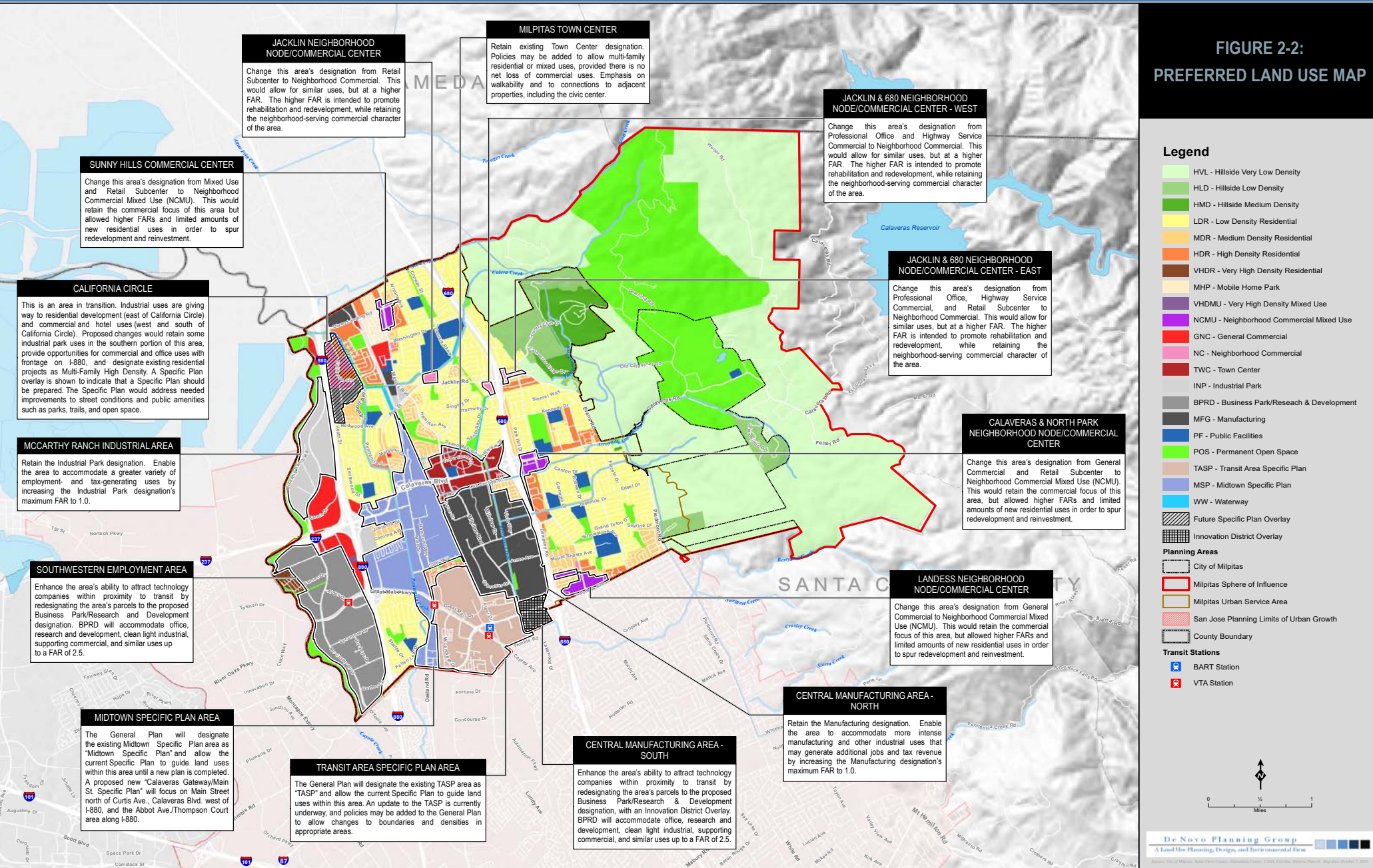


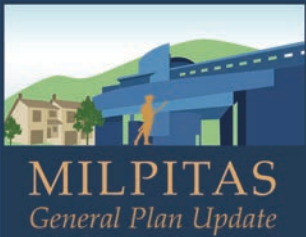
City Council Priorities



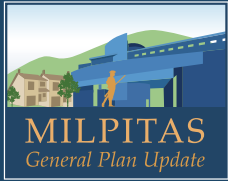
Preferred Land Use Map

**FIGURE 2-2:
PREFERRED LAND USE MAP**








Change Areas with Unanimous Council Support



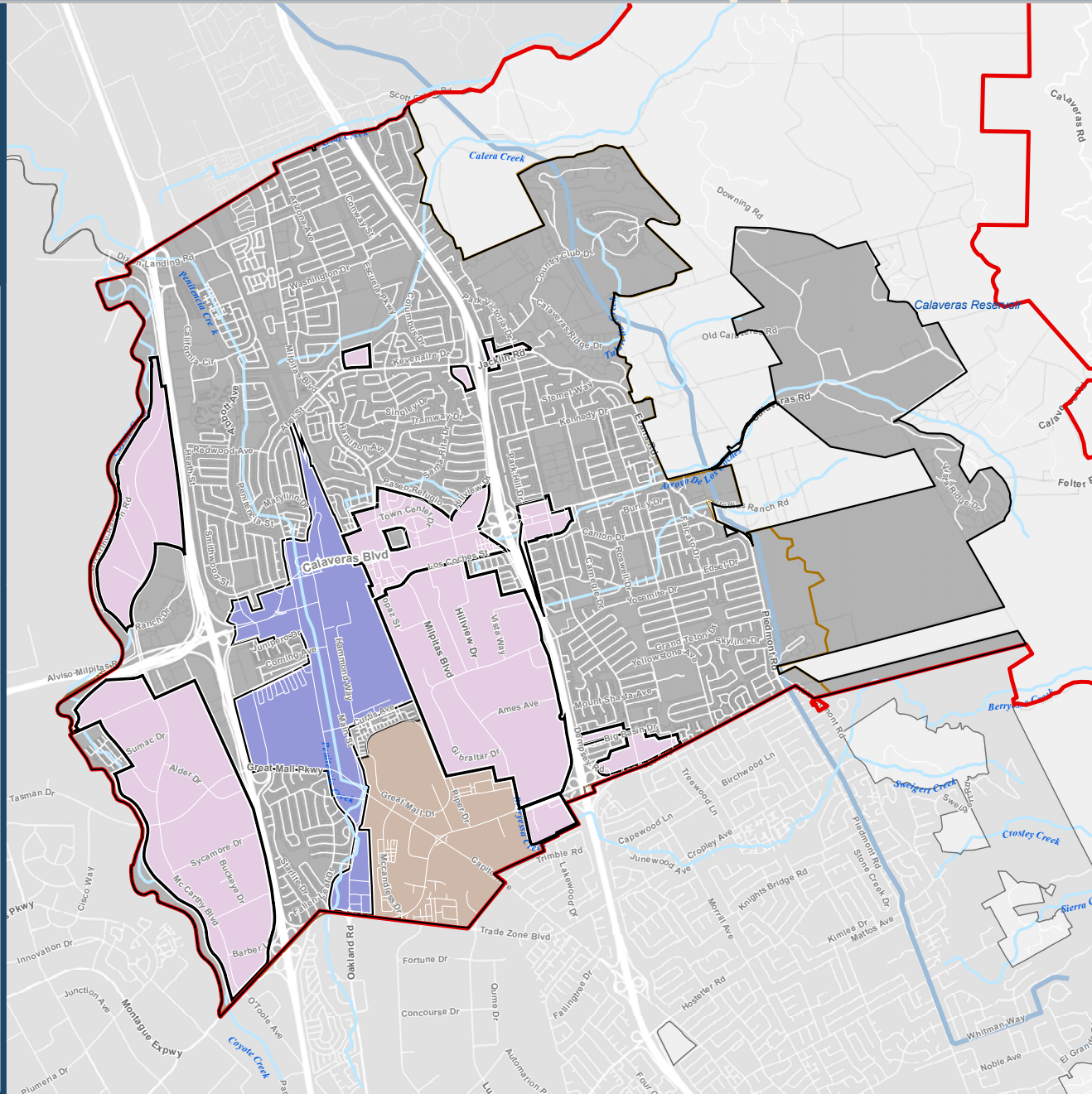
Opportunity Areas

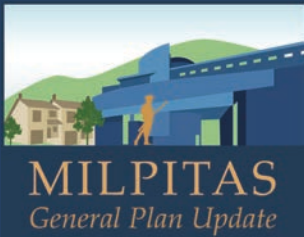
-  Unanimous Council Support for Change
-  Midtown Specific Plan*
-  Transit Area Specific Plan*

* Specific Plan Areas addressed through Separate processes.

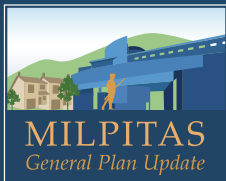


Scale: Not to Scale





Minor Changes to Address Council Direction



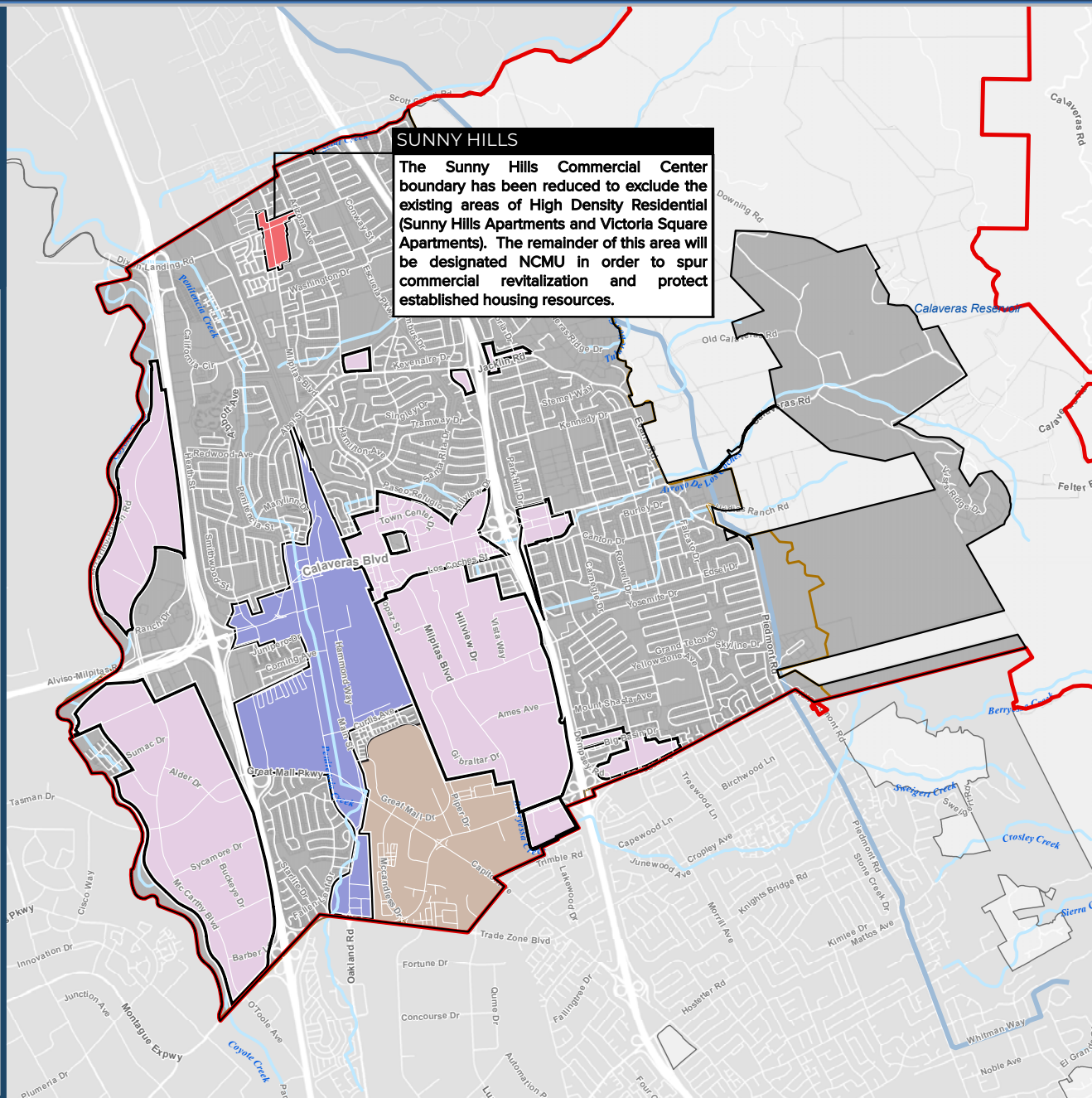
Opportunity Areas

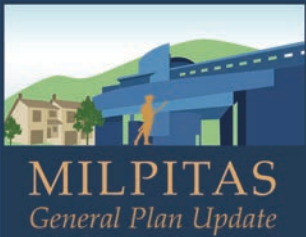
- Minor Revisions to Address Council Direction
- Unanimous Council Support for Change
- Midtown Specific Plan*
- Transit Area Specific Plan*

* Specific Plan Areas addressed through Separate processes.

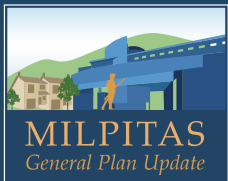


Scale: Not to Scale





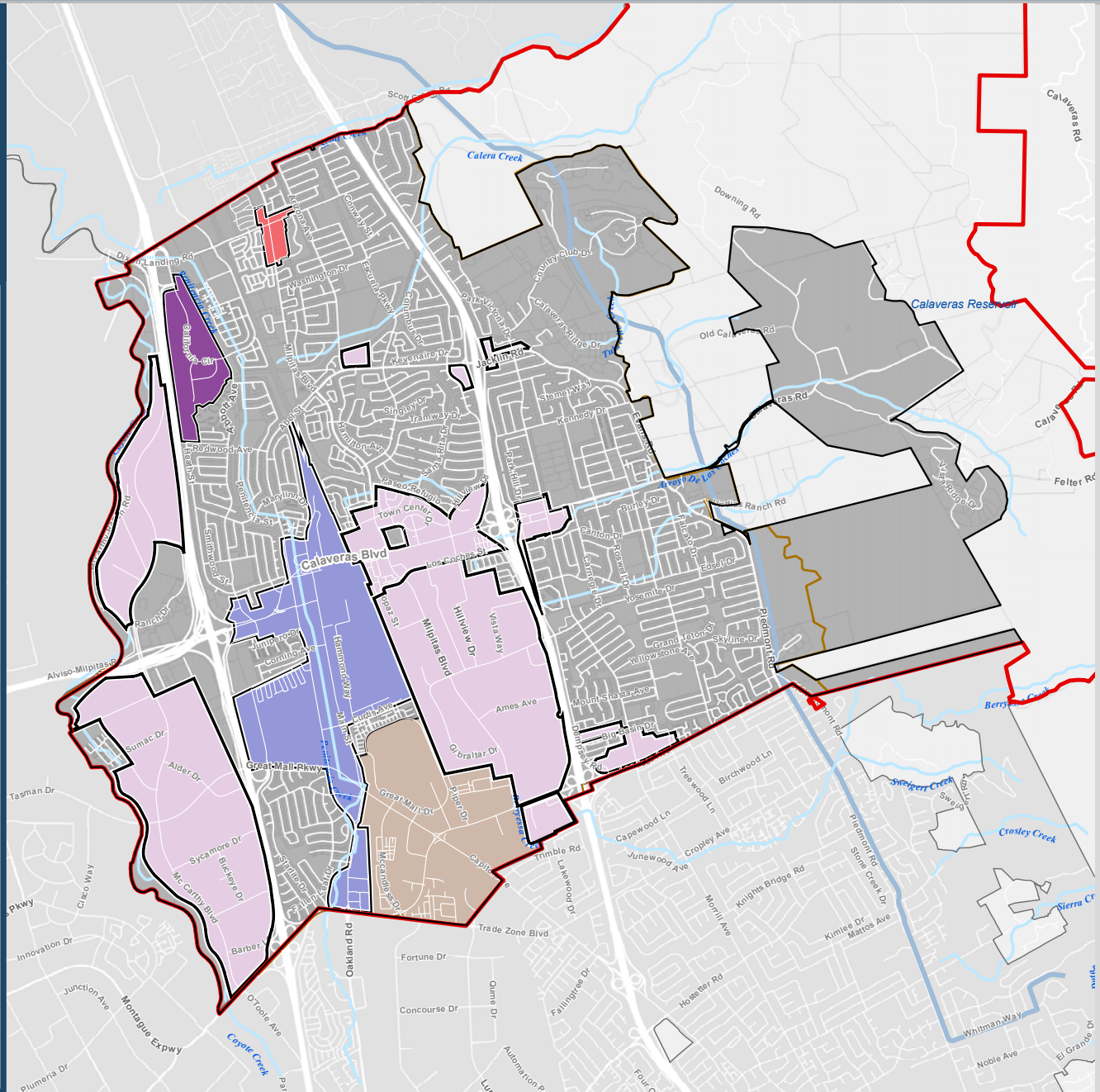
Additional Council Discussion



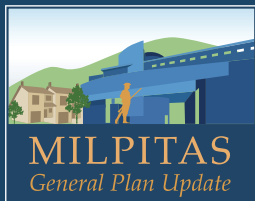
Opportunity Areas

- Additional Council Discussion Needed
- Minor Revisions to Address Council Direction
- Unanimous Council Support for Change
- Midtown Specific Plan*
- Transit Area Specific Plan*

* Specific Plan Areas addressed through Separate processes.



California Circle: Existing Land Use



California Circle: Existing General Plan

The map to the right depicts existing GP Land Use designations for the California Circle area. The area is currently a combination of Industrial Park, Medium Density Residential, and High Density Residential.

- This is an area in transition. Past industrial uses are giving way to hotels, commercial, and residential uses.
- The BAPS Swaminarayan Temple is located in this area.
- The presence and expansion of hotel, commercial, residential, and assembly uses has impacted the viability of several of the industrial parcels in this area.
- The area suffers from a lack of ingress and egress, a lack of cohesive design and sense of place, and a lack of public amenities such as open space, parks, and trails.

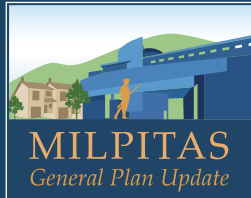


 SFL - Single Family Low Density	 GNC - General Commercial
 SMD - Single Family Medium Density	 INP - Industrial Park
 MFM - Multi-Family Medium Density	 PF - Public Facilities
 MFH - Multi-Family High Density	 POS - Permanent Open Space
 MHP - Mobile Home Park	 WW - Waterway



Scale: Not to Scale

California Circle: Proposed Land Use



California Circle: Proposed General Plan

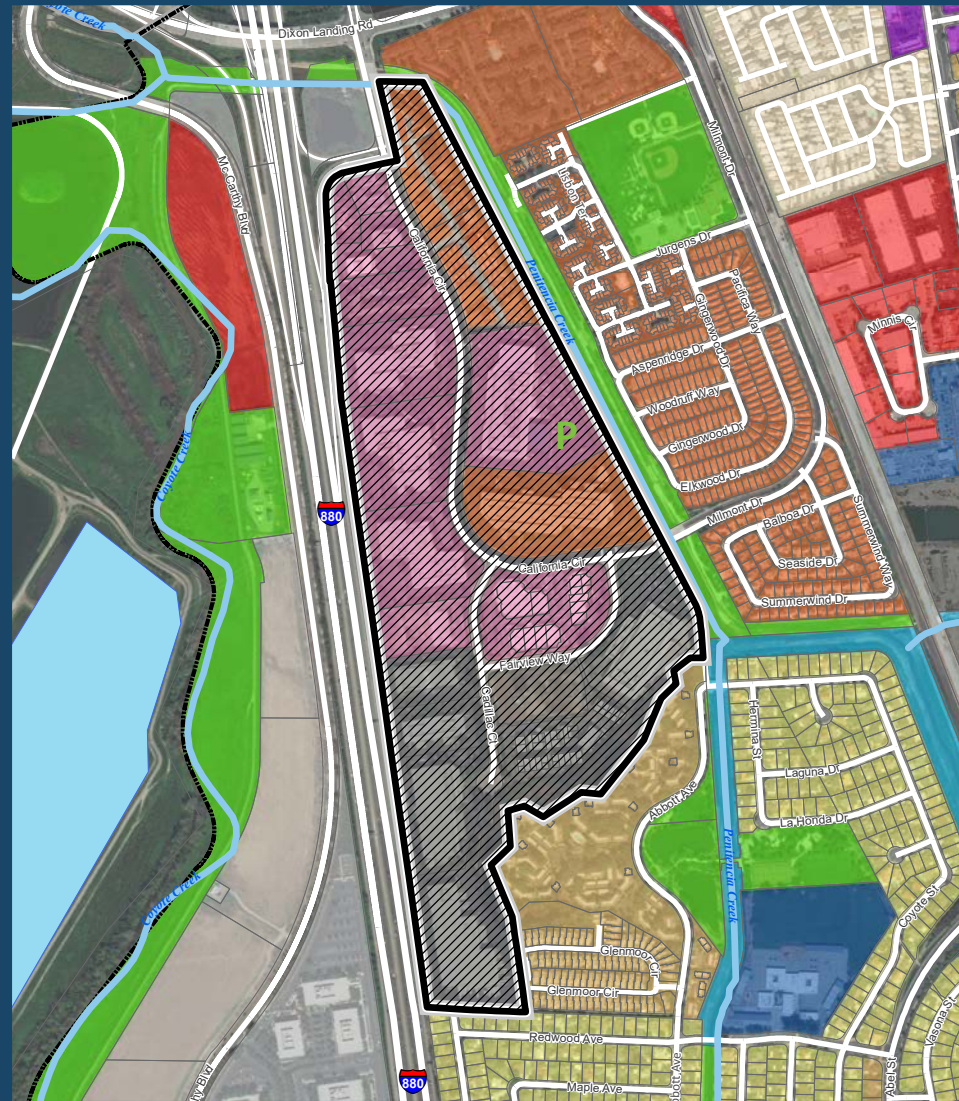
The map to the right depicts the Proposed GP Land Use designations for the California Circle area. These proposed designations are based on Council input received during the May 2019 Mapping Study Session. However, further discussion and refinements of these uses is warranted.

Council provided the following input during the May 2019 Study Session:

- Retain some industrial park uses in this area.
- Limit the amount of new housing in this area.
- Additional commercial and hotel uses may be appropriate.
- Solutions for traffic and ingress/egress are needed.
- Amenities such as a theater, parks, trails, and open space are desired.

This proposed map includes the following features:

- It retains industrial uses in the southern portion of the area and provides opportunities for expanded commercial uses with freeway frontage and visibility.
- High density residential uses are concentrated in the areas that have already been developed with housing.
- The Neighborhood Commercial designation provides opportunities for hotels, businesses, commercial centers, and other retail uses.
- The Future Specific Plan Overlay provides a tool to help develop a cohesive approach to circulation, design, Infrastructure, and amenities.
- A portion of the BAPS site should be developed with a park with community amenities and paved trail providing direct access to the creekside trail and adjacent neighborhoods.

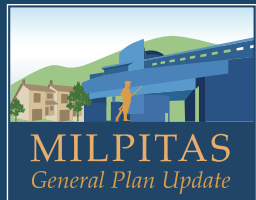


- | | |
|--|---|
| <ul style="list-style-type: none"> • LDR - Low Density Residential • MDR - Medium Density Residential • HDR - High Density Residential • MHP - Mobile Home Park • BPRD - Business Park Research & Development • General Commercial | <ul style="list-style-type: none"> • NC - Neighborhood Commercial • PF - Public Facilities • POS - Permanent Open Space • WW - Waterway • Future Specific Plan Overlay |
|--|---|



Scale: Not to Scale

California Circle: Existing and Proposed



California Circle: Existing and Proposed General Plan

Council provided the following input during the May 2019 Study Session:

- Limit the amount of new housing in this area.
- Additional commercial and hotel uses may be appropriate.
- Solutions for traffic and ingress/egress are needed.
- Retain some industrial uses in this area.
- Amenities such as a theater, parks, trails, and open space are desired.

The proposed map includes the following features:

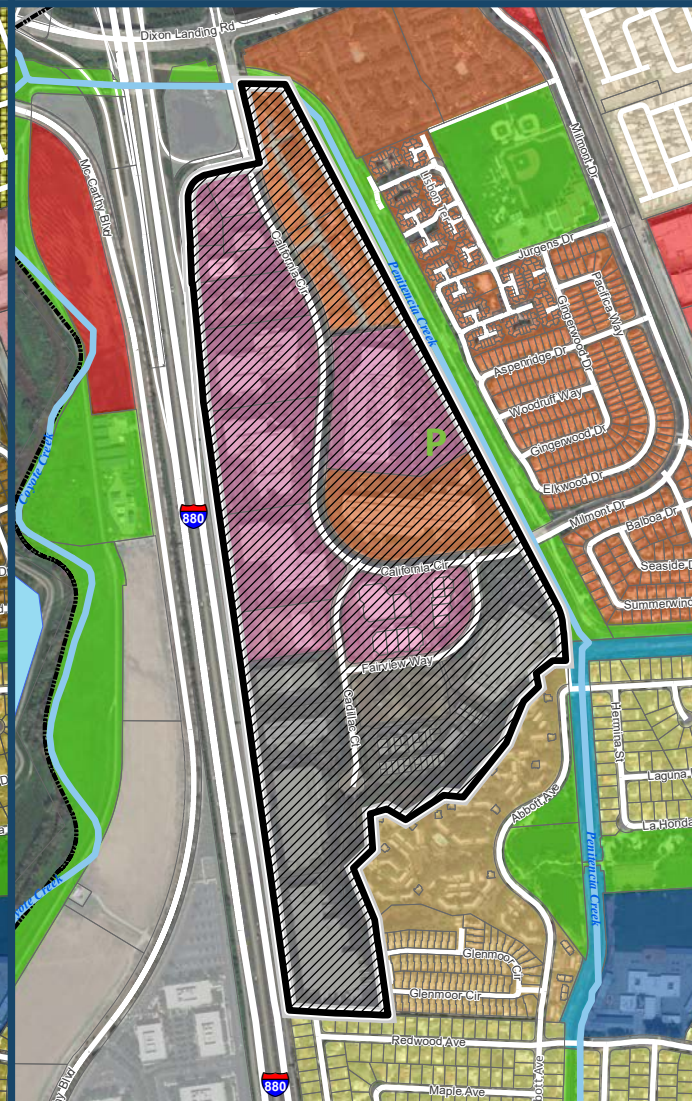
- It retains industrial uses in the southern portion of the area and provides opportunities for expanded commercial uses with freeway frontage and visibility.
- High density residential uses are concentrated in the areas that have already been developed with housing.
- The Neighborhood Commercial designation provides opportunities for hotels, businesses, commercial centers, and other retail uses.
- The Future Specific Plan Overlay provides a tool to help develop a cohesive approach to circulation, design, Infrastructure, and amenities.
- A portion of the BAPS site should be developed with a park with community amenities and paved trail providing direct access to the creekside trail and adjacent neighborhoods.



Scale: Not to Scale



SFL - Single Family Low Density
 SMD - Single Family Medium Density
 MFM - Multi-Family Medium Density
 MFH - Multi-family High Density
 MHP - Mobile Home Park
 GNC - General Commercial
 INP - Industrial Park
 PF - Public Facility
 POS - Permanent Open Space
 WW - Waterway



LDR - Low Density Residential
 MDR - Medium Density Residential
 HDR - High Density Residential
 MHP - Mobile Home Park
 BPRD - Business Park Research & Development
 General Commercial
 NC - Neighborhood Commercial
 PF - Public Facility
 POS - Permanent Open Space
 WW - Waterway
 Future Specific Plan Overlay



Midtown



Midtown Specific Plan

Land uses within the Midtown Specific Plan area will continue to be guided by the Midtown Specific Plan. The City is in the process of developing an RFP leading to a comprehensive update of the Midtown Specific Plan.

It is anticipated that the updated Midtown Specific Plan will address three focus areas, as shown on the map to the right.

Main Street: Historic main street of Milpitas. A focus on local businesses and events, mixed use, institutions (library, medical, churches), and connections to transit.

Serra Center/Calaveras Corridor: A gateway. A focus on commuters and through-travelers, restaurants and entertainment, retail, office, and mixed-use residential uses.

Milpitas Gateway/I-880 Frontage: A gateway. A focus on education, interface with existing residential, hotel, service, and medical uses.

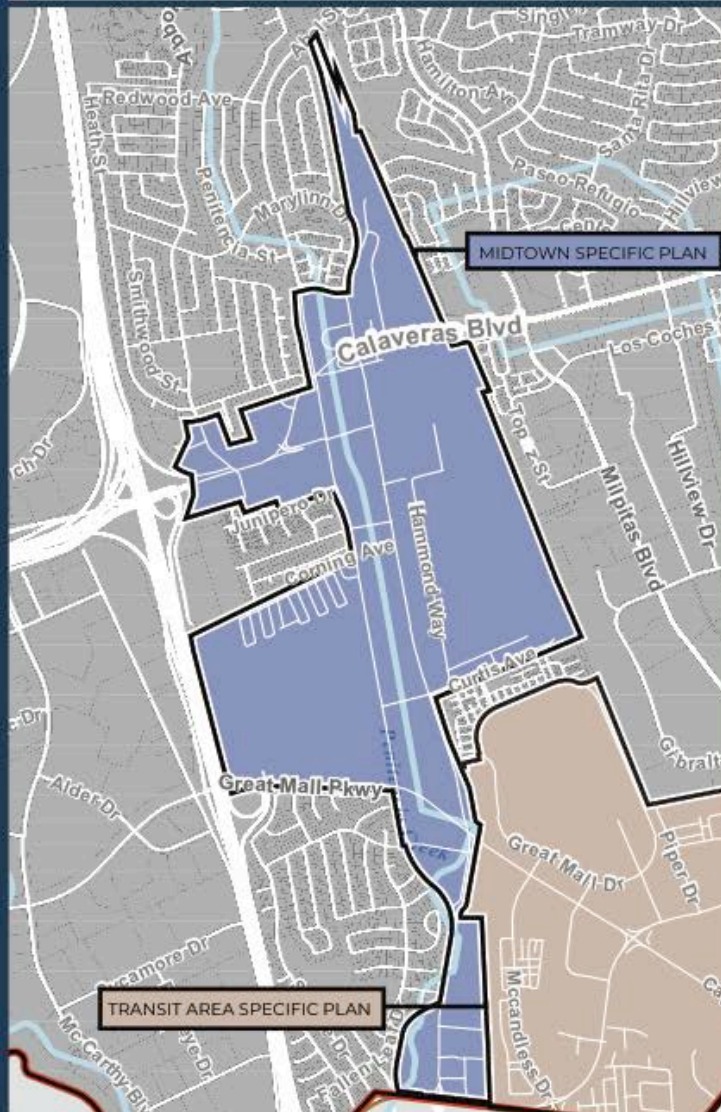
Guiding Principles and Land Use Concepts for the Midtown Specific Plan:

- Economic Development
- Urban Design and Placemaking specific to each focus area.
- Mixed densities and intensities of land use.
- Targeted retail appropriate for each focus area (local serving vs. regional serving).
- Multi-modal circulation connections, including pedestrian, bike, transit, and parking.
- Revisit Plan Area boundaries to better focus efforts on areas in need of transition and improvement.

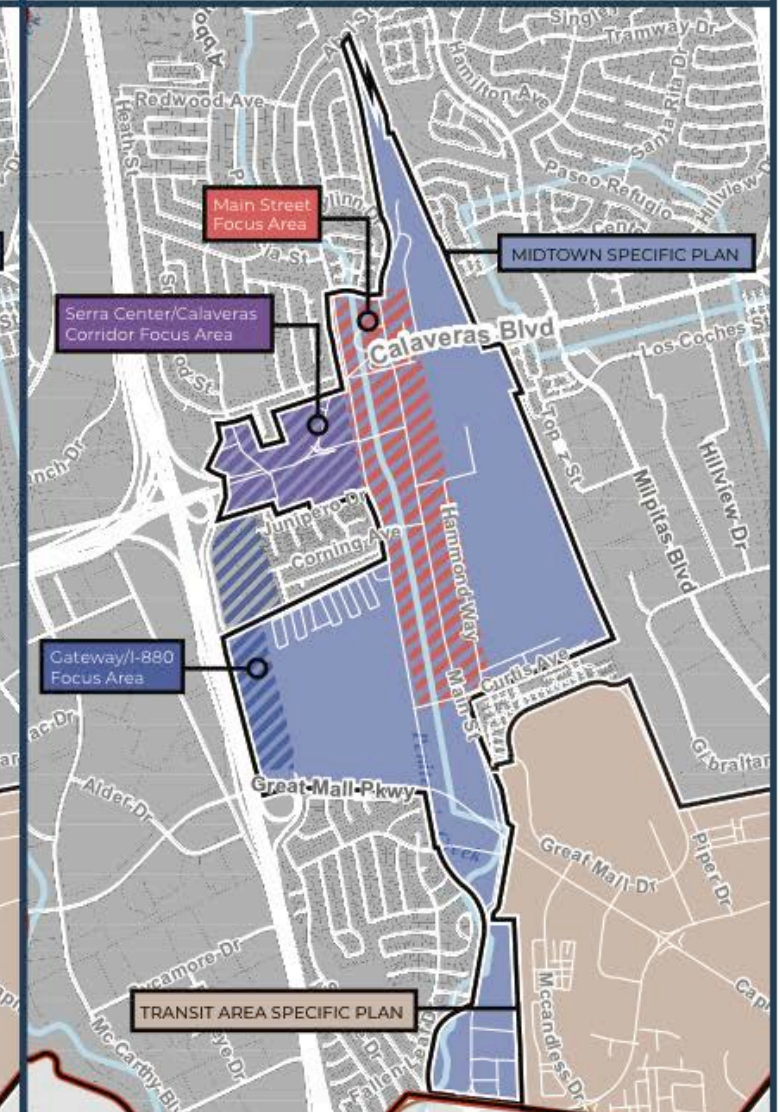


Scale: Not to Scale

Specific Plan Area



Specific Plan Area Showing Focus Areas



Next Steps



- Finish drafting the General Plan text (winter 2019).
- Start work on the EIR (winter 2019).



- Bring the full Draft General Plan to GPAC and Council for review and comment (early spring 2020).



- Public Review of Draft General Plan and Draft EIR (late spring 2020).

- Public workshops

- Return to Council for final adoption (summer 2020).

