

MEMORANDUM

Department of Planning and Neighborhood Services



To: Economic Development Commission

From: Steven McHarris, Planning and Neighborhood Services Director

Subject: **California Circle and Main Street Conceptual Planning**

Date: November 18, 2013

Item 1. Powerpoint Presentation and Update by Planning Staff on the California Circle and Main Street Study Areas

Introduction

In June 2013, the Planning Commission conducted a study session on the California Circle and Main Street (at Serra Way) areas to review land uses, opportunities and constraints, and receive input for future land use and economic development planning for both areas. The Planning Commission acknowledged that the California Circle area in particular, represents an important and unique opportunity to plan for long term land uses and economic development that would best serve the Milpitas community and reposition this important business park. The Planning Commission directed staff to proceed with vision planning.

Background

In September, the Planning & Neighborhood Services Department, in collaboration with California Polytechnic University Department of City and Regional Planning, began a land use and urban design study and visioning process for two areas in the City. The two study areas included in this process are the California Circle area, also known as the Dixon Landing Business Park, and the Main Street Precise Plan area as identified in the Midtown Specific Plan. The Main Street study area is generally located at the intersection of Main Street and Serra Way.

This project is being developed by students enrolled in Cal Poly's City and Regional Planning Department *Community Design Lab* during the Fall Quarter of 2013, under the supervision of professor Vicente del Rio and Department Chair, Professor Hema Dandekar. The work consists of:

1. An assessment of each of the study area's current development conditions and trends as well as the community and City needs;
2. A set of planning and urban design concepts to assist in future planning, design and physical development of each study area.

The students from Cal Poly presented their initial concepts to the Planning Commission at a special Saturday work session on October 26. Staff will use the outcome of this process as pre-planning background and analysis to assist in future master planning for the areas. This information will serve as valuable background conditions and design concepts for a future Specific Plan, Precise Plan or other planning and design related document.

Study Area Descriptions

California Circle

California Circle Study Area is 110 acres, generally bounded by Interstate 880, Dixon Landing Road, Pentitencia Creek, and properties along the southern edge of Cadillac Court and Fairview Way. The study area is designated as Industrial Park and consists primarily of industrial buildings providing up to 1.4 million square feet of leasable light industrial, warehousing/distribution, research and development, commercial and office space. There is also one vacant undeveloped parcel that is 3.21 acres in size. Planning Staff has recently been contacted by real estate brokers in the hotel market for this vacant site in particular. Staff believe the hotel market has identified this entire area as an ideal location for hotel uses given its easy access and visibility from I-880 and proximity to other business related uses.

Overall, there is interest to identify the best range of uses while maximizing economic development opportunities taking into consideration a number of factors including:

- 1) The site's gateway location into the City;
- 2) Excellent visibility and accessibility from Interstate 880;
- 3) Repositioning this valuable site in today's market and economy;
- 4) Reuse, redevelopment and new development on several large, underutilized parcels; and,
- 5) Opportunities for maximizing open space amenities along abutting Pentitencia Creek.

Main Street

The Main Street Study area is approximately 30 acres and generally bound by Carlo Street on the north, Calaveras Boulevard, South Abbott and South Abel Street on the west, Corning Avenue on the south and the Union Pacific Railroad track to the east. The study area is currently designated as Mixed Use and consists primarily of older one and two-story buildings containing a variety of uses developed next to each other. Some buildings exist along the street while others are set back behind parking lots. Each parcel includes its own access driveway resulting in auto oriented streetscape. Site development has occurred haphazardly over the years and the area lacks cohesiveness and a coordinated development plan. There is also interest in redeveloping this area by taking into consideration the following factors:

- 1) The site's location and history as Milpitas' "Main Street";
- 2) Underutilized buildings and parcels and smaller scale development pattern'
- 3) Opportunities for new pedestrian oriented, mixed-use district;
- 4) Access and visibility from Calaveras Boulevard.
- 5) Fulfilling the "precise Plan" requirement contained within the Midtown Specific Plan

Next Steps

Staff intends to bring a report forward with conceptual plans for the Planning Commission's review and comment in December. Staff will then refine those plans based on feedback and direction and take a preferred concept forward to City Council early next year for review, comment and direction. Staff will also return to the Economic Development Commission with an update early next year.

Recommendation

Receive presentation from staff and provide comment and direction