

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

APPENDIXES

1. Background information
2. Information from field visit
 3. Lot surveys
 4. Case studies



GENERAL PLAN: MILPITAS, CALIFORNIA

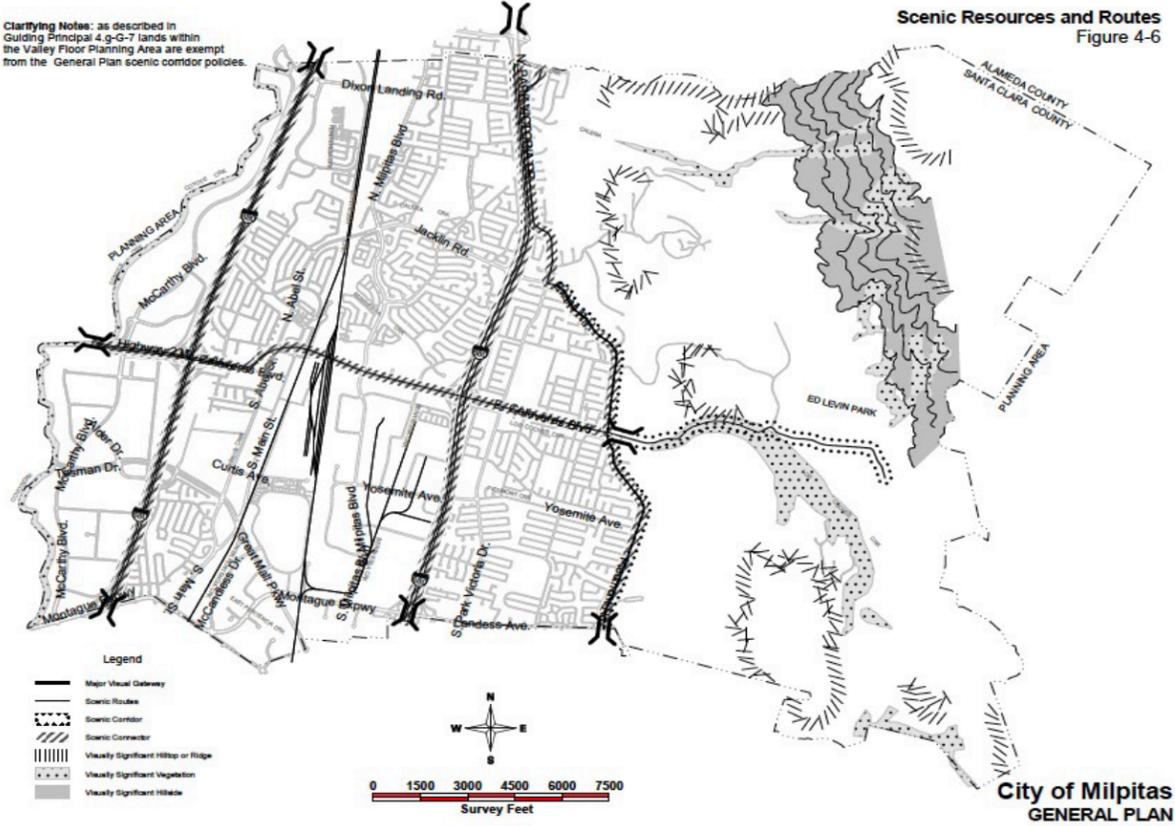
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SCENIC RESOURCES

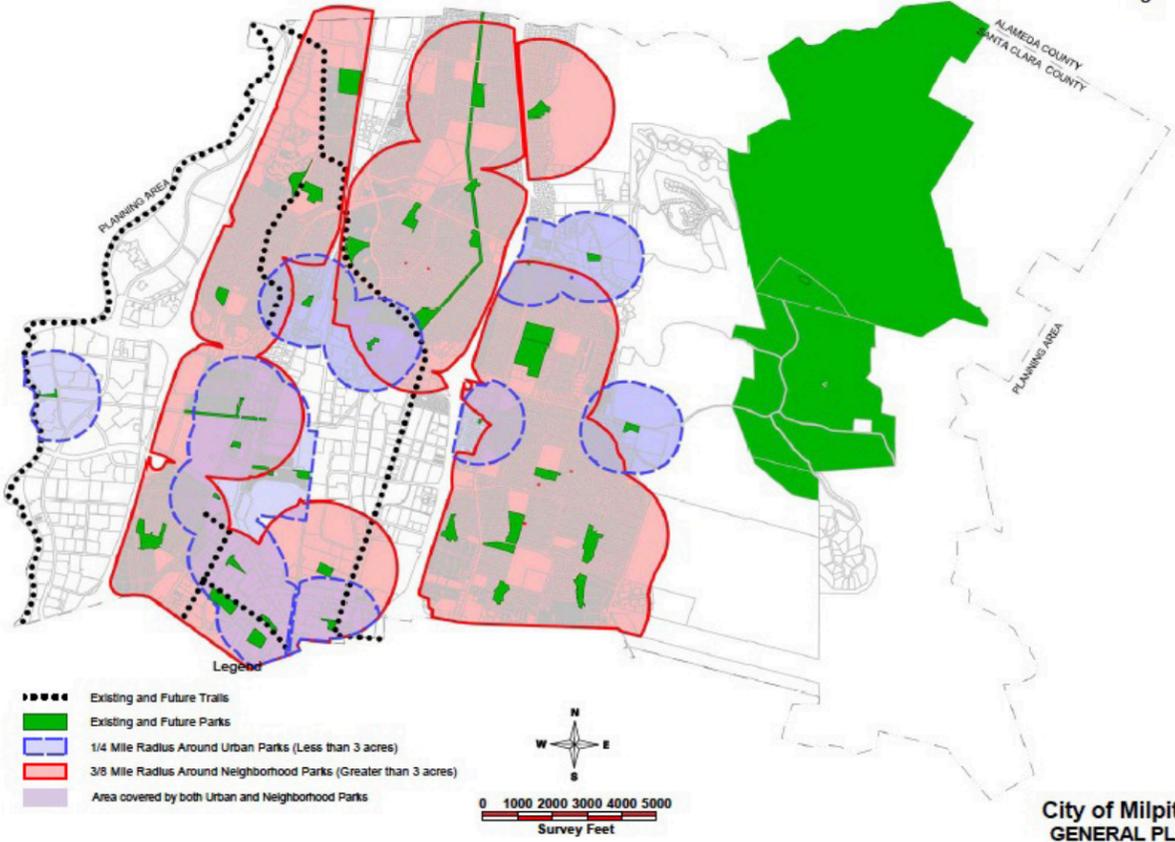
- Coyote Creek Corridor
- site located along scenic route
- preserve and enhance natural beauty of Milpitas
- enhance visual impact of gateways to Milpitas
- encourage a variety of recreational uses along the scenic routes
- preserve remaining standing trees

CURRENT PLAN

- improve existing park facilities
- construction of new facilities
- there are currently around 201 designated city parklands



Parks
Figure 4-1



PARK & RECREATION FACILITY

- provide a park and recreation system designed to serve the needs of all the residents of the community
- develop a diversified trail system along stream sides and other public rights of way to link facilities

FUTURE NEED

- improving creek trail system by linking the Midtown and Transit Plan areas to larger park systems throughout the city
- 30 acres of new parks and trails to be developed (specific locations to ensure each neighborhood has a park within walking distance)

OPEN SPACE & ENVIRONMENTAL CONSERVATION

TRAFFIC LINES

- Several major transportation facility lines are used in the Milpitas area, including Interstate 680, 880 and State Route 237- Calaveras Boulevard, Montague Expressway, The Santa Clara Valley Transportation Authority (VTA) Light Rail line, the Union Pacific Railroad tracks and the future BART lines that will be going through the area
- Milpitas has traffic between East Bay and Central Valley
- Predominant direction of travel is south and west during the morning and east and north during the evening commute
- Primary form of transportation used in Milpitas is automobile

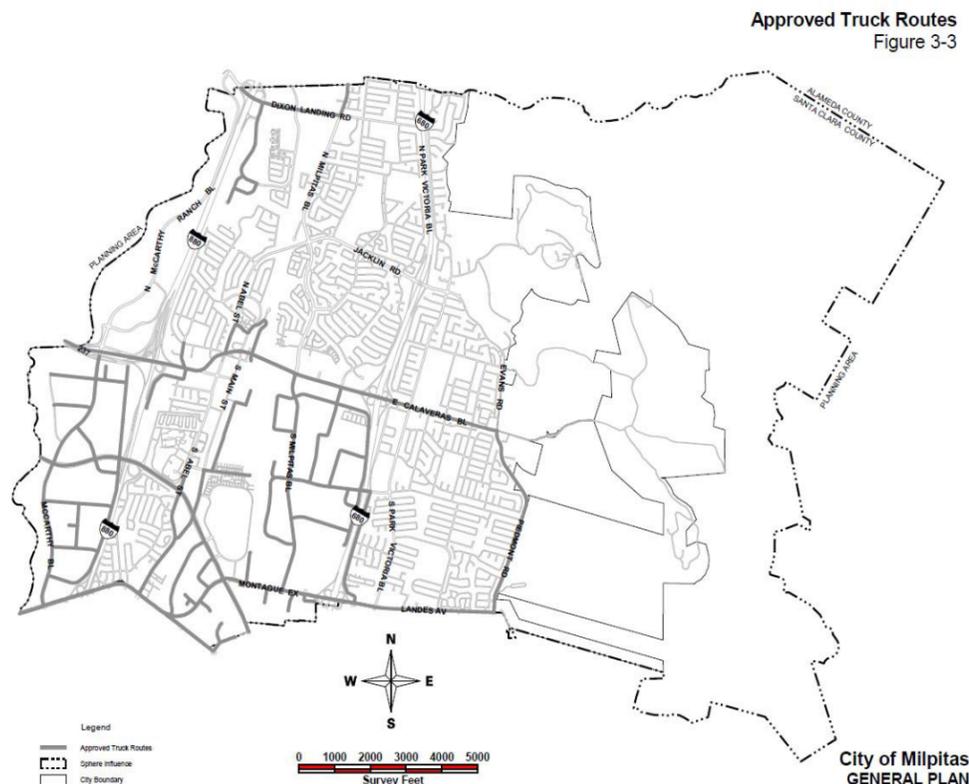
ENACTED TRAFFIC LAWS

- Santa Clara county has established a Congestion Management Program (CMP) to reduce traffic congestion and improve land use decision making and air quality
- In 2005, congress approved the Safe, Accountable, Flexible, and Efficient Transportation Equity Act- A Legacy for Users or SAFETEA-LU. Like its predecessors, SAFETEA-LU provided dollars to fund federal highways public transportation, highway safety and motor carrier safety program

STANDARDS OF TRAFFIC SERVICE

- Higher levels of traffic that have been predicted by the year 2030 include:
 - o Abel Street
 - o Dixon Landing Road
 - o Main Street
 - o McCarthy Boulevard
 - o Milpitas Boulevard
 - o Montague Expressway
 - o Tasman Drive/Great Mall Parkway
- Milpitas has a lot of good areas to utilize biking and walking; has a Bicycle Pedestrian Advisory Committee that encourages safety in biking and walking
- The city of Milpitas has a LOS E; have a goal of being LOS D.

- Some conflicts that emerge in the Milpitas area include the feasibility of improvements and level of service that are specifically along two major roads that bisect the city.
- The Midtown Specific Plan of Milpitas includes the VTA rail and the future BART line. Retail and office space are planned to be centered around these establishments



GENERAL PLAN: MILPITAS, CALIFORNIA

Ammari, Kramer, & Osterhus

POPULATION

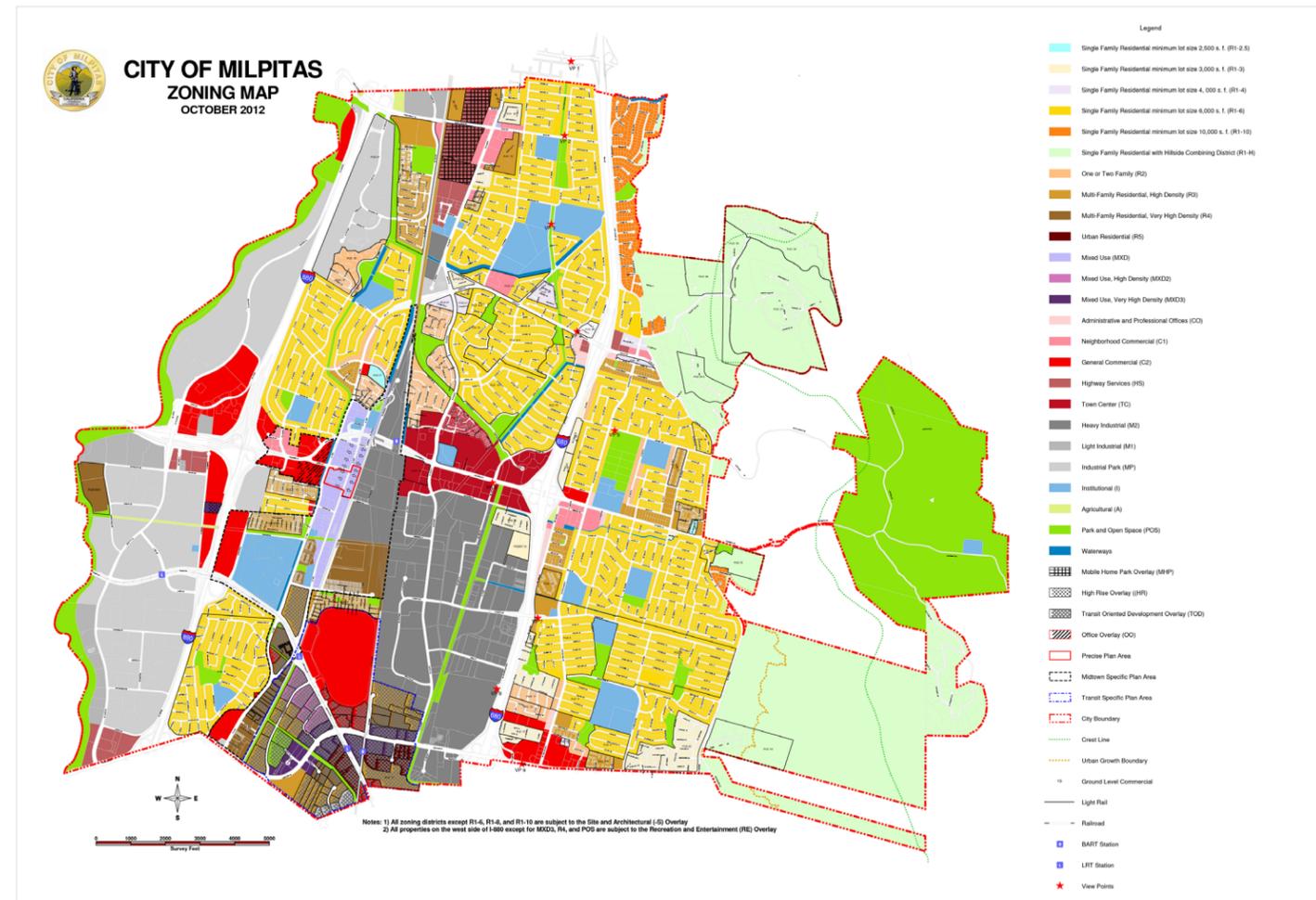
2010: 69,100
2015: 74,700
2020: 82,300
2025: 90,400
2030: 98,100
2035: 106,000

EMPLOYMENT

- One of the highest Employed Residents per Household at 1.08 in 2035
- +10,830 jobs 2010-2035

GUIDING PRINCIPLES

- Highly amenable community environment & thriving regional industrial center
- Relatively compact urban form
- Mixed-use development
- Maximize job development & commercial opportunities near residential
- Variety of housing types
- Town Center will be the “heart”
- Park-like setting by series of local parks, school sites, trails, & greenway system



LAND USE ELEMENT

City of Milpitas General Plan Housing Element

Housing Trends

- There is a 70 percent ratio between ownership of homes compared to renters in Milpitas
- 60 percent of homes are single family homes.
- There is a greater demand than supply for affordable single housing, larger housing units, and housing for special needs groups, such as the disabled and homeless.

Demographic Trends

- The population of Milpitas is growing and will continue to do so. The population is approximately 68,000 to date.
- In general, Milpitas is described as “Family Oriented.”
- Employment growth between 2005 and 2015 is expected to reach 11 percent. However, as demonstrated by the chart to the right, most Milpitas residents do not work in Milpitas.
- The median household income of residents in 2008 was \$97,870.

Table III.4: Summary of Population, Employed Residents and Employment Projections, Milpitas Sphere of Influence (2005-2015)

	Milpitas		Santa Clara County	
	2005	2015	2005	2015
Population	64,900	74,400	1,763,000	1,971,100
% Change		14.6%		11.8%
Employed Residents	26,070	34,950	734,000	962,700
% Change		34.1%		31.2%
Jobs	47,650	52,890	872,860	1,017,060
% Change		11.0%		16.5%

Source: Association of Bay Area Governments (ABAG), Projections 2007.



Figure IV.1: Location Map of Potential Sites for New Residential Development



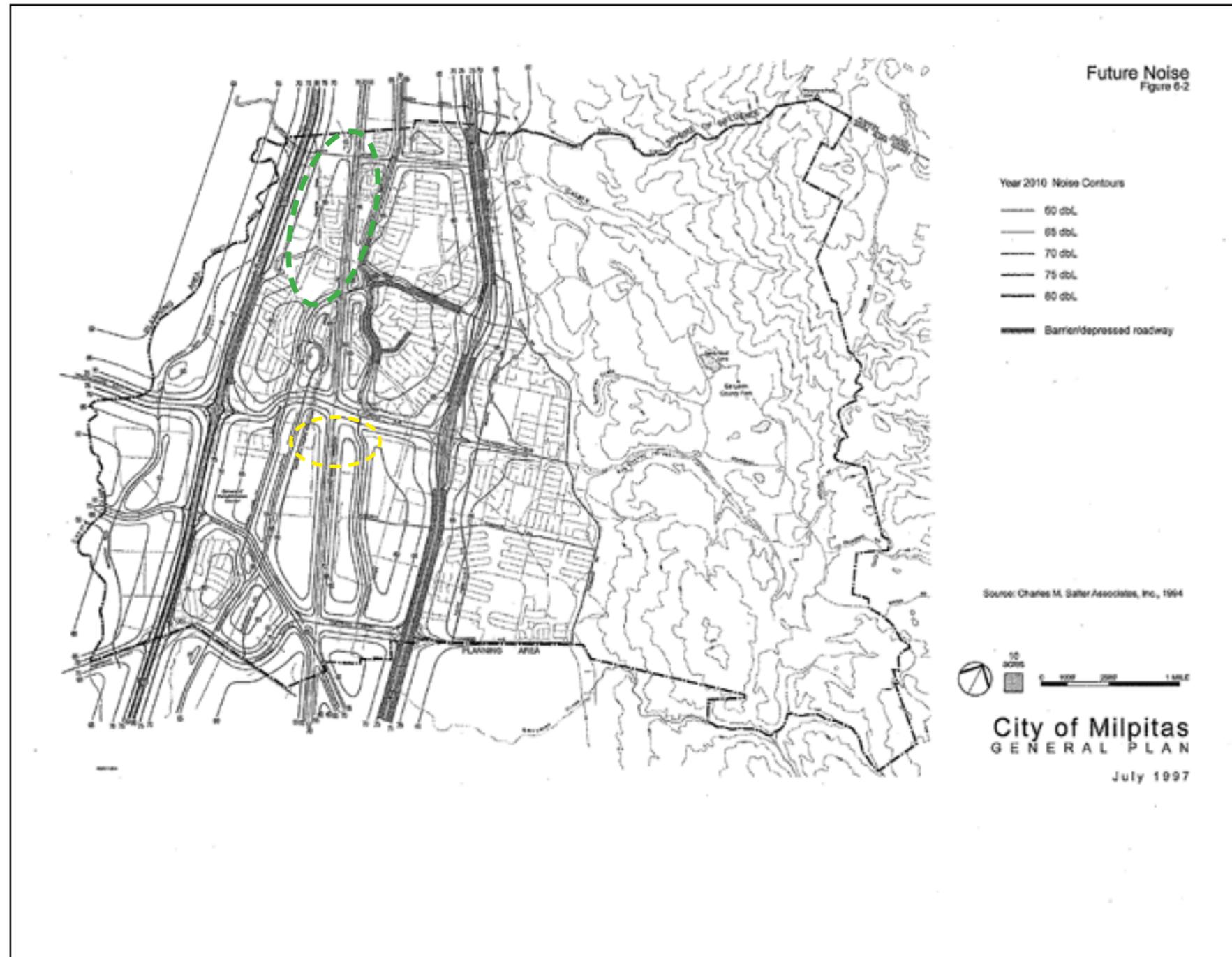
Figure IV.2: Location Map of Current Residential Projects

City of Milpitas General Plan

Noise Element

Noise

- It is preferable to overestimate the potential noise at a future sensitive development site, rather than underestimate the noise environment and allow for potentially incompatible land use development.
- Traffic and the railroads are the principal noise sources in the Planning Area.
- Mitigation measures generally fall into two general categories: physical and regulatory. Physical measures include enclosing the noise source, substitution of a quieter noise source, or use of a noise barrier. Regulatory measures, on the other hand, reduce noise exposure by limiting operation of the noise source or by regulating locations where it may be used. Generally, physical measures reduce the level of noise produced, whereas regulatory measures limit the duration of the noise, thereby reducing noise exposure.
- However, the City has little direct control over transportation source noise levels because of state and federal preemption (e.g. State Motor Vehicle Noise Standards). Therefore, requiring compliance with State and federal agency standards is the best approach.
- Promote installation of noise barriers along highways and the railroad corridor where substantial land uses of high sensitivity are impacted by unacceptable noise levels.

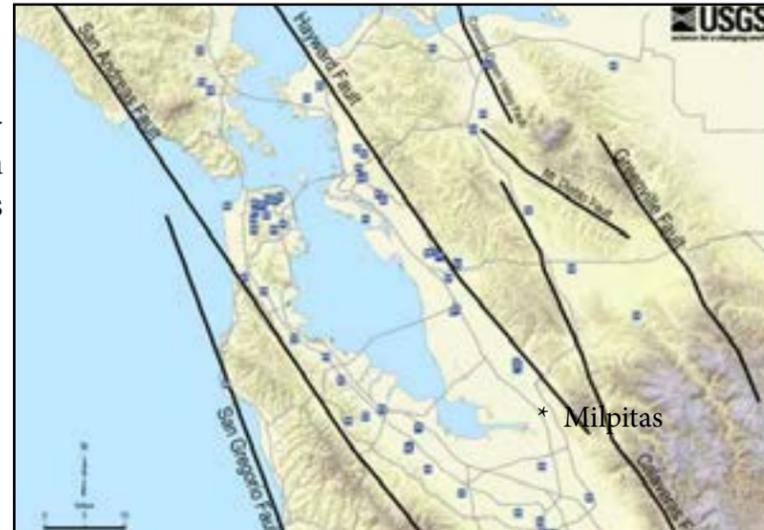


City of Milpitas General Plan

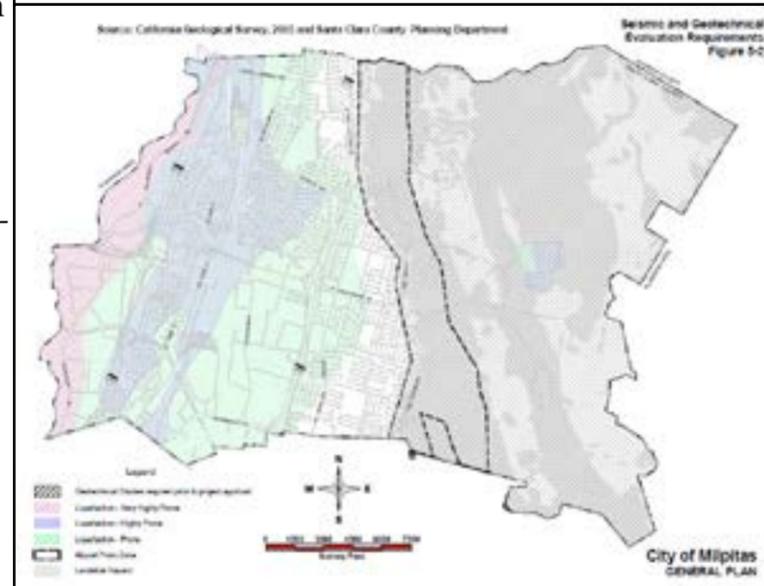
Seismic and Safety Element

Earthquakes

- In California the threat of seismic events is a constant threat. This is especially true in the area around San Francisco Bay. The city of Milpitas has one major fault line that runs through it, the Hayward fault, as well as other fault lines in its general area, including the San Andreas Fault.
- The Hayward Fault runs in a northwest/southeast direction and is located within the city limits just east of the where the hills begin. Proper construction measures are necessary in the city to mitigate some of the dangers involved in a seismic area.
- The area of the city in which the Hayward Fault passes through, just within the hills, has special restrictions associated with the Alquist-Priolo Act which prohibits the location of most structures for human occupancy along the fault itself to protect from damages due to fault rupture.
- Other points of concern involving the possibility of landslides and ground liquifaction are mapped out in order to recognize the areas of risk to structures and people

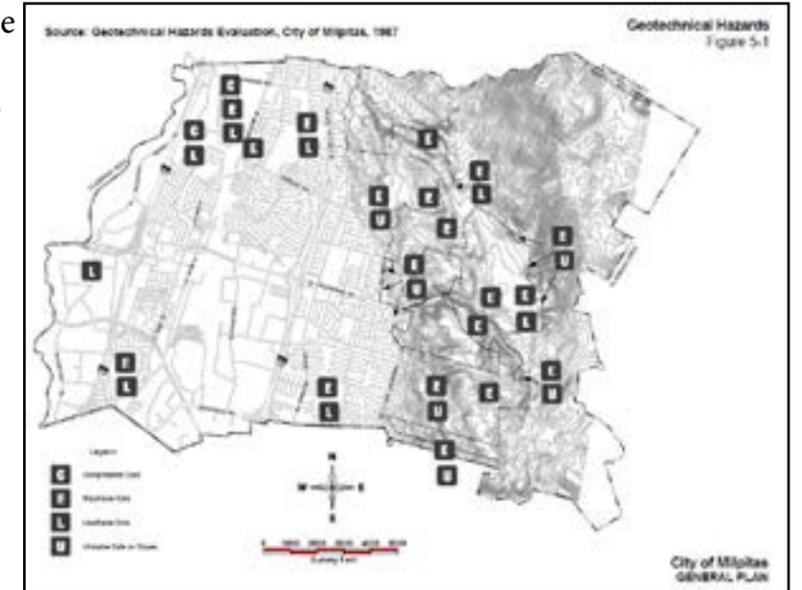


Distance to Major Active Faults		
Fault	Distance To Nearest Part Of Milpitas (Miles)	Maximum Credible Earthquake (Richter Magnitude)
Hayward	runs through Milpitas	7.7
Calaveras	1-1/2	7.7
San Andreas	13	8.3



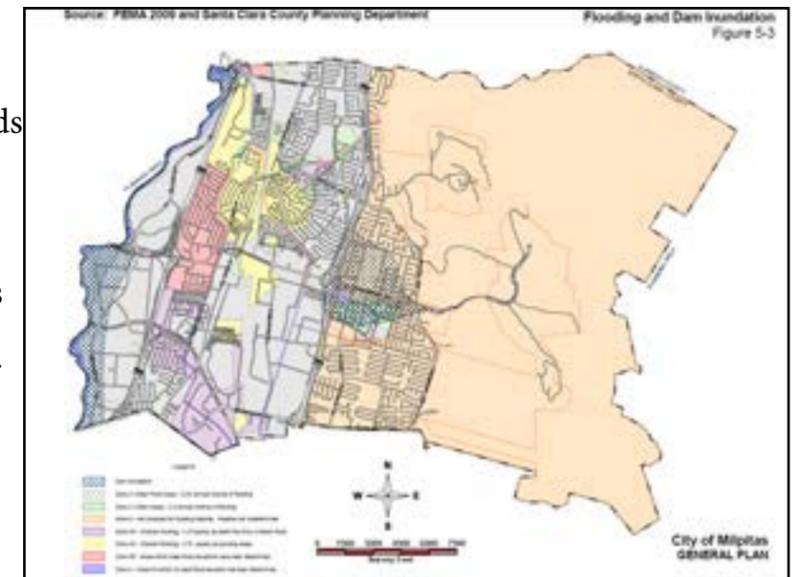
Geo-technical Hazards

- The quality and stability of the soil that makes up an area is an important factor when considering where and how to build. Unstable soil and soil stratification can effect many factors.



Flooding

- Flooding is a threat to both hillsides and valleys. Identifying areas that are susceptible to floods and putting in place proper controls is necessary
- The Sandy Wool Lake Dam is located east of the city and may have a large impact on the city if the dam were to fail.

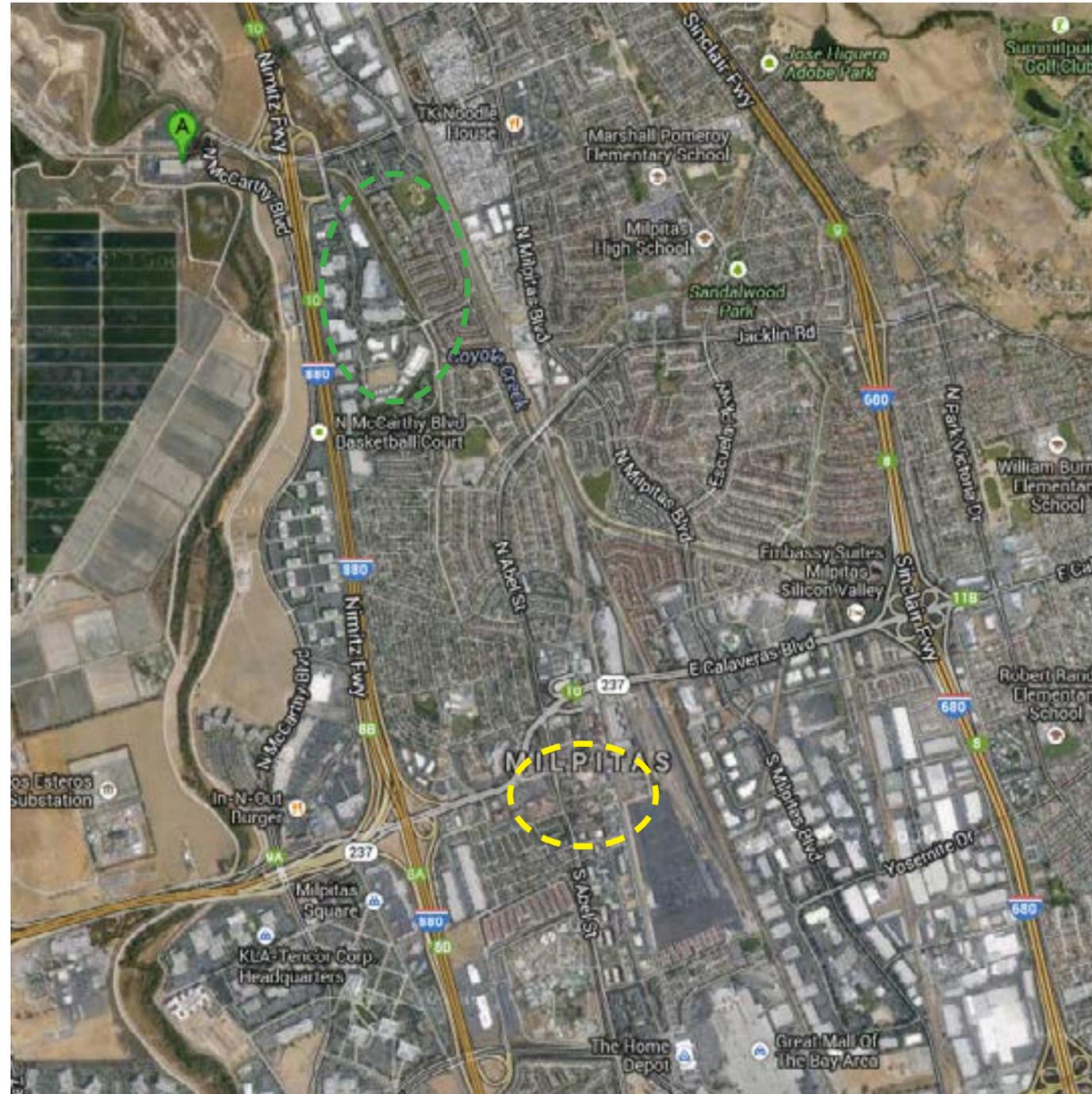


City of Milpitas

Odor Issue

Newby Island Landfill

- Since the city started its odor reporting pilot program in 2011, the city has logged 373 complaints. Of these, 89 complaints identified sewage, 208 identified garbage odor and about 73 could not identify a source.
- In response, city officials said one way they planned to at least limit odors impacting Milpitas was to continue to litigate against the planned expansion of the Newby Island Landfill.
- Recently businesses stopped coming to Milpitas (There are 20 to 30 office buildings empty around the Dixon Landing area including Cisco buildings É buildings next to the Walmart area).



HOUSING ELEMENT

CITY OF MILPITAS

CRP 341 | VICENTE | BENZEL |
JOHNSON | ZANMILLER

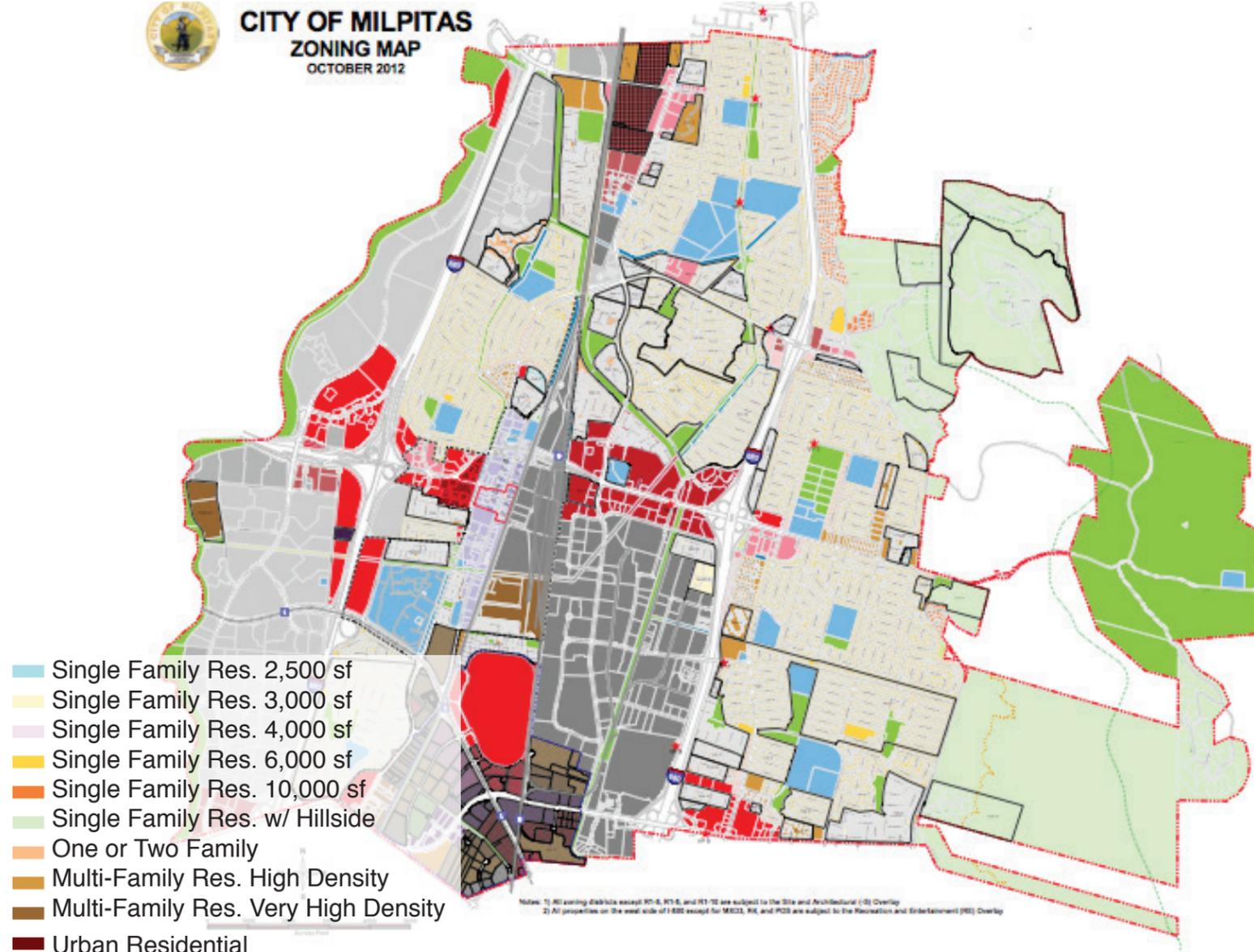


HOUSING PLAN

- 1) Provide adequate sites for housing development in the city of Milpitas
- 2) Conserve housing and neighborhoods
- 3) Promote new housing production
- 4) Encourage housing diversity and affordability
- 5) Eliminate housing discrimination
- 6) Promote energy conservation in residential development
- 7) Remove government constraints (Pg. 11)



CITY OF MILPITAS
ZONING MAP
OCTOBER 2012

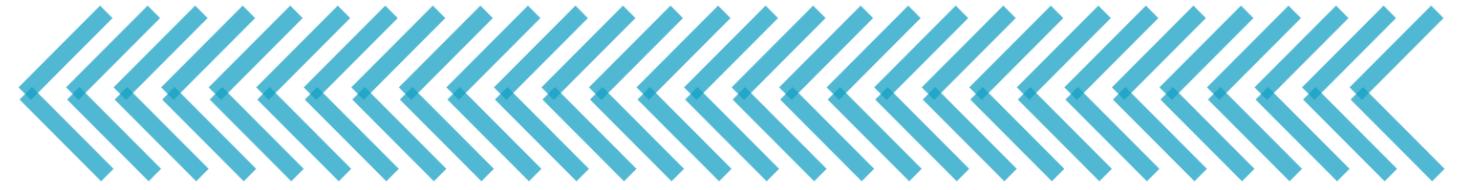


KEY FACTS

- Family oriented city with an average household of 3.5 people
- Milpitas supports affordable housing and diversity of housing types
- High development costs constitutes primary non-governmental constraint to the production of housing
- Half of city is below 35 years of age
- Housing affordability is a problem for lower income households
- More demand than supply for affordable senior housing, larger housing units and housing for special needs groups
- 26,480 out of 52,890 jobs in manufacturing, wholesale and transportation (Pages 20, 15, 13, 3)

Housing Element

CITY OF MILPITAS



Large Households:

- **5+ Person Households** make up **over 20%** of Milpitas.
- In 2000, **over half of the housing stock was 3+ bedroom** residences. However, there is a **lack of rentals** that can accommodate larger households, especially in multifamily developments.

Housing Needs:

For 2007-2014, a majority of housing needs fall in the very low and above moderate income brackets.

	Very Low	Low	Moderate	Above Moderate	Total
City of Milpitas	689	421	441	936	2,487
Percentage Distribution	27.7%	16.9%	17.7%	37.6%	100.0%

Sustainability:

- Milpitas recognizes **TOD** as a way to **conserve energy resources**.
- The U.S. Green Building Council's **Built It Green's GreenPoint Rated** system for residential buildings have been adopted as the **official green building standards** for the City of Milpitas.
- Planning applications for new buildings must **include a completed GreenPoint Rated checklist** for informational purposes.
- New city buildings and renovation projects over 5,000 square feet are now required to be evaluated for **feasibility to achieve at least a LEED Silver** certification.

Affordable Housing:

The Housing Element recognizes 6 affordable housing developments and 10 mixed income developments in the city.

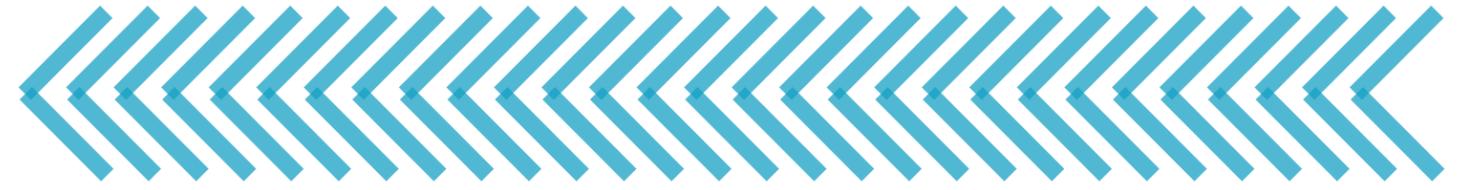
The plan specifically mentions the Sunnyhill Apartments, and seeks to preserve their affordable status - if the owner decides to seek market rates for these apartments, they would need to have a plan to replace 149 affordable units.

The Sunnyhill Apartments (in red) are less than a mile from the California Circle site (in yellow).



Housing Element

CITY OF MILPITAS



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City of Milpitas	689	421	441	936	2,487
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Parking:

- For residential uses, the following parking regulations apply:
- For studios, one covered space is required for each unit.
- For one-bedroom units, 1.5 covered spaces are required.
- For two- and three-bedroom units, two covered spaces are required per unit.
- For four-bedroom units, three spaces are required, of which at least two must be covered.
- For five-bedroom units, four spaces are required, of which at least two must be covered.
- For guest parking requirements – projects with structured parking must provide 15 percent additional parking spaces over the required number of spaces. All of these spaces may be uncovered.
- For projects with private garages, 20 percent additional parking spaces are required. All of these spaces may be uncovered.

Potential New Housing Sites:

The Housing Element lists a number of potential sites for new housing development. Three of these potential sites are within or adjacent to the Midtown Project Area. They are all zoned for mixed use.



Housing Element

CITY OF MILPITAS

CRP 341 | VICENTE | BENZEL |
JOHNSON | ZANMILLER



Milpitas, hillside.



Courier Place, a LEED Platinum, multigenerational community in Claremont, CA.

MILPITAS DEVELOPMENT FACTS:

- According to the adopted Affordable Housing Requirement 20% of new units are to be affordable.
- Since the 2002 Housing Element the City is encouraging higher density housing near transit and other transportation corridors.
- Through its Zoning Ordinance, the City of Milpitas enforces minimum site development standards for new residential developments.
- The City's goals to improve housing for various renters and homeowners throughout Milpitas will

help revitalize the housing market in the area.

- Hillsides are protected from development under the Urban Growth Boundary, established in 1998 and in effect until 2018.
- The Density Bonus Ordinance applies to all zoning districts that allow residential development. The minimum project threshold size is five dwelling units and also reduces parking standards.



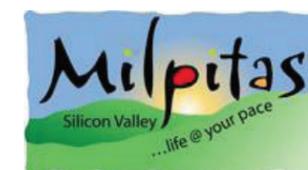
Zone	Height	Front Setback	Side Setback	Rear Setback
R1-2.5	30'	20'	5' one side	15' or 20' ⁽³⁾
R1-3	30'	20'	5' one side	15' or 20' ⁽³⁾
R1-4	30'	20'	6' one side	15' or 20' ⁽³⁾
R1-5	30'	20'	Adjacent to garage 6' Total 10' ⁽²⁾	20'
R1-6	30'	20'	Adjacent to garage 6' Total 13' ⁽²⁾	20' or 25' ⁽³⁾
R1-8	30'	25'	7' one side- total 17'	25' or 30' ⁽³⁾
R1-10	30'	25'	8' one side - total 20'	30' or 35' ⁽³⁾
R1-H VL Density	17'	25' ⁽¹⁾	40'	40'
R1-H L Density	17'	25' ⁽¹⁾	40'	40'
R1-H M Density	17'	25' ⁽¹⁾	40'	40'
R2	30' (2.5 stories)	20'	4' - 12'	25' if single family 25' - 30' if two family unit
R3	35' (3.5 stories)	20'	5' - 20'	30' if single story 35' if 2 or 2.5 stories 40' if 3 or 3.5 stories
R4	60' (4 stories)	8' (min) to 15' (max)	10'	10'
R5	75' (6 stories)	12' (min) to 20' (max)	15' - 20'	15'
Mixed Use MXD	45' (3 stories)	8' (min) to 15' (max)	0' - 10'	10'
Mixed Use MXD2	75' (6 stories)	8' (min) to 15' (max)	0' - 10'	10' or 15' when abutting residential use. 20' for buildings over 60' or 4 stories.
Mixed Use MXD3	150' (20 stories)	12' (min) to 20' (max)	10' - 20'	15' or 20' when abutting residential use. 30' for buildings over 60' or 4 stories.

Residential Land Use Zoning Heights and Setbacks table taken from the Milpitas General Plan Chapter 7, The Housing Element.

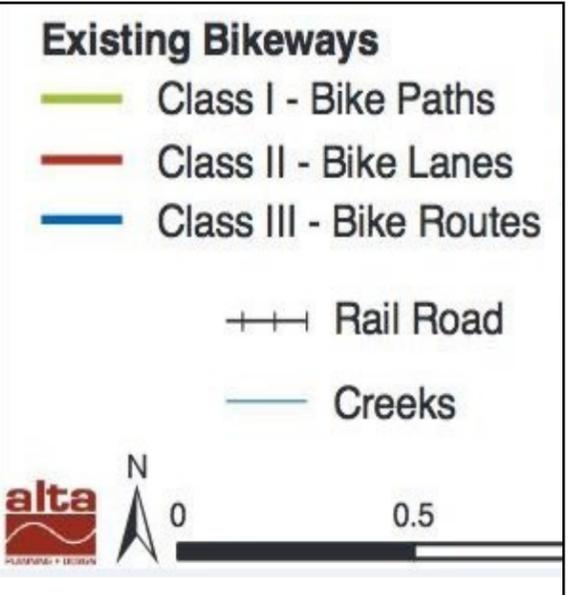
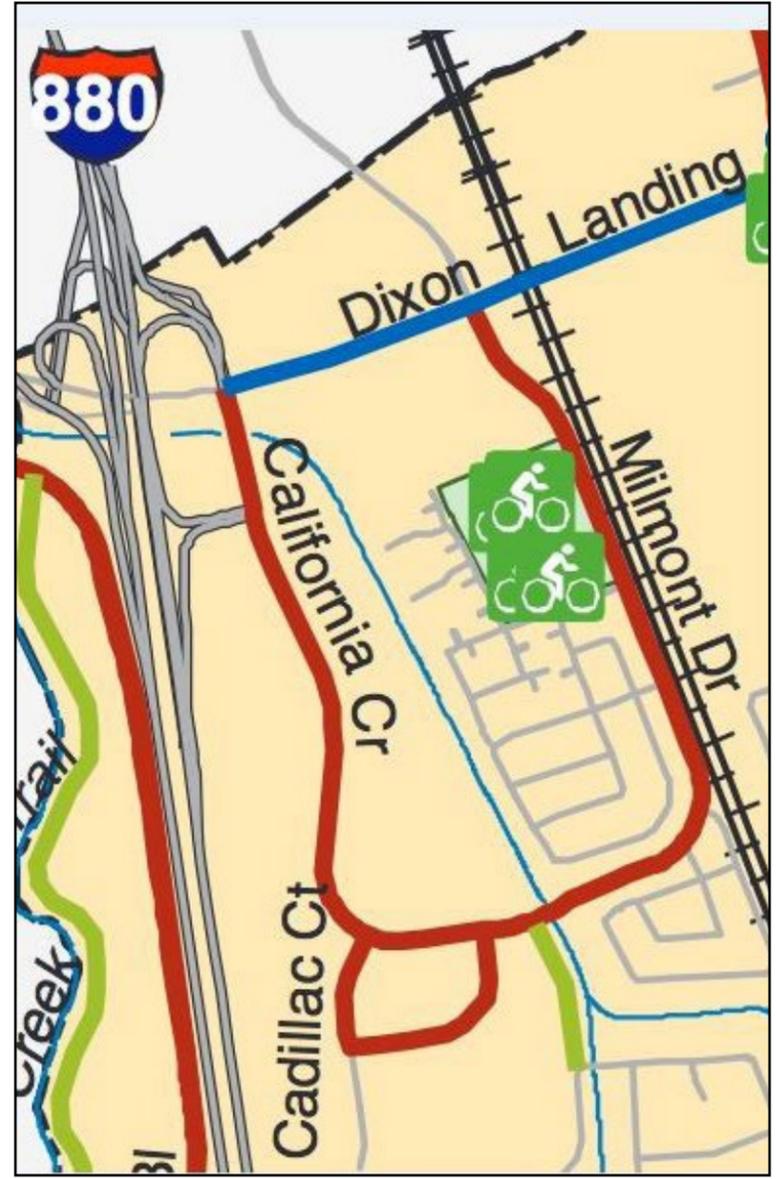
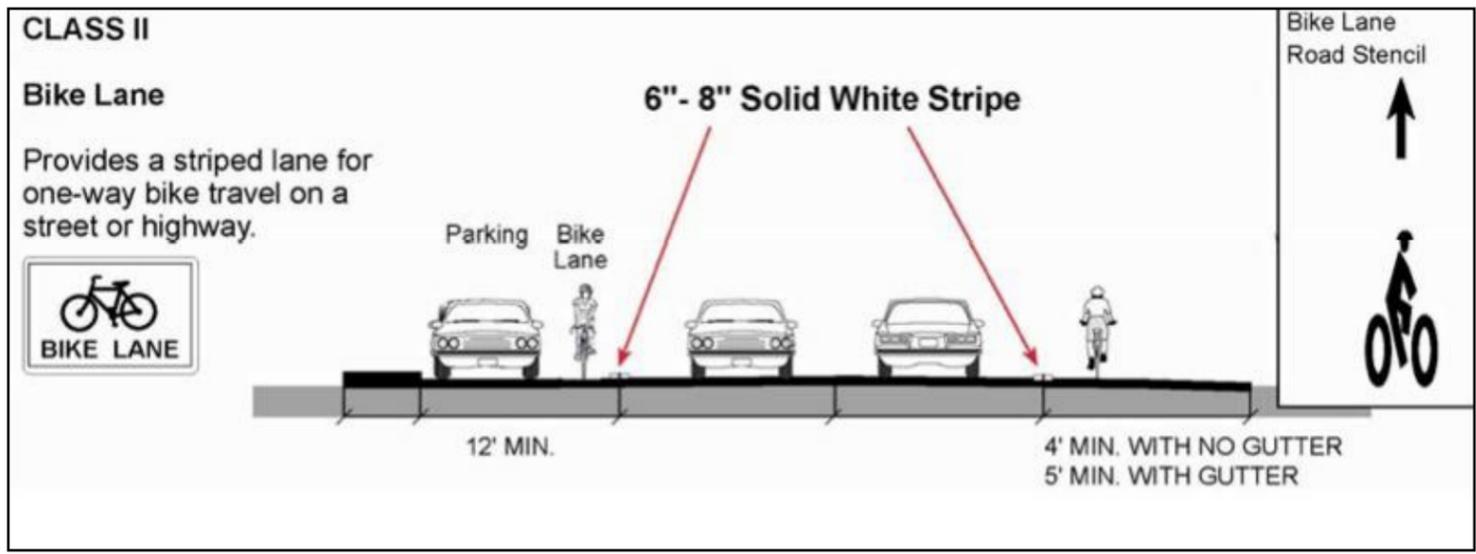
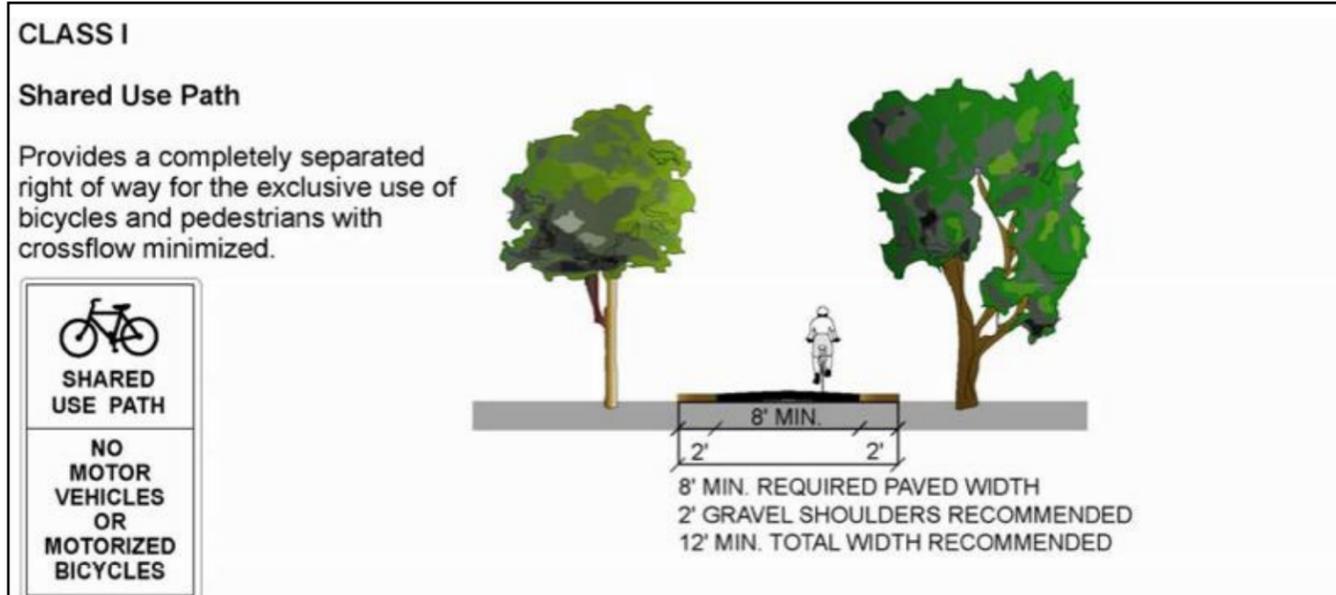
URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Appendix 1. Background information



Bikeway Master Plan California Circle Project Area



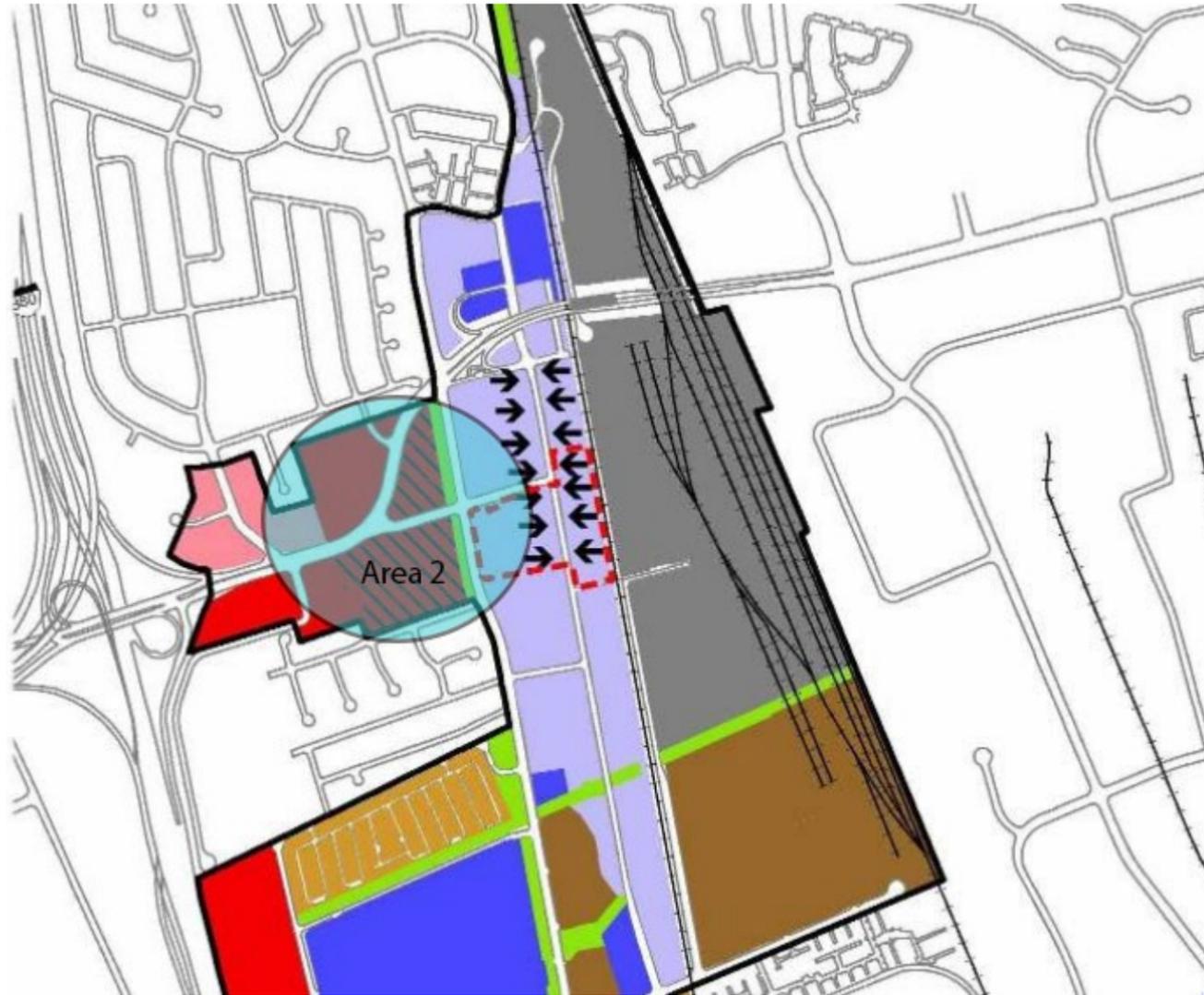
- California Circle
- Dedicated bike lanes (Class II) already present on California Circle, Fairview Way and some of Cadillac Ct
 - Dedicated bicycle track (Class I) along the Coyote creek, south of California circle
 - Proposal includes extension of Class I track north along Coyote creek, named the Penitencia creek trail.

CalTrans has identified three different classes of bikeways. This includes class I, II and III. The characteristics of the I and II are as follows:

- Class I**
- Paved, right of way path.
 - Separated from any vehicular traffic
 - Can share with pedestrians

- Class II**
- Known commonly as a 'Bike Lane'
 - Designated lane for bicycles on road
 - Clearly marked to differentiate from vehicle lanes

Bikeway Master Plan



City of Milpitas Bikeway Master Plan Update Goals (Bikeway Master Plan)

The city recognizes four Es of bicycle planning; these are Engineering, Education, Encouragement, and Enforcement. The plans goals, objectives and benchmarks are consistent with the Milpitas General Plan's guiding principle of "providing a comprehensive system of sidewalks, bicycle lanes and routes and off-street trails that connect all parts of the city."

Opportunities and Constraints as listed in the BMP

Opportunities

- City is connected to the Bay Trail regional network.
- Existing Class II bike lanes on major arterials.
- Long creek corridors with potential for Class I bike paths along: Penitencia Creek and Calera Creek.
- Long railroad corridors with potential for Class I bike paths
- Midtown redevelopment area presents numerous opportunities for creating bicycle connections between existing facilities and transit area.
- Opportunities for Class II bike lanes along some arterials and neighborhood collectors.
- Opportunities for Class III bike routes in neighborhoods, connecting schools.
- Parallel routes to major arterials that have traffic calming could become Class III bike boulevards.
- Precedent for building trails along creeks, including Berryessa and Coyote Creek.
- Regional destination, the Great Mall.
- Multiple transit connections including VTA, light rail, and future BART.
- Neighboring city connections to San Jose via Abel St, and Fremont via Milpitas Blvd.

Constraints

- Barriers to east-west connections including: 880, 680, and railroads
- Existing east-west bicycle connections along Calaveras blvd and montague exp are high vol.
- Many cul-de-sacs, presenting less direct connections within neighborhoods.
- Highway interchanges are difficult for bicyclists to navigate.
- Many Class II bike lanes do not meet Caltrans design guidelines.
- Lack of a grid like street network or pedestrian cut-throughs increases the distance pedestrians must travel.
- Potential creek barriers: Coyote Creek, Penitencia Creek, Berryessa Creek.

Bikeway Master Plan

The Midtown Specific Plan specifically affecting Area 2 (near picture titled specific bike plan)

This specific plan calls for accommodating bicyclists and pedestrians by improving street connections and design. These improvements include insuring that streets in new developments are well connected at a pedestrian scale, as well as providing attractive streetscapes. Guiding principles of the land use element as related to bicyclist mobility are creating a park like setting though a network of greenways and trails laced through all living areas. Section 2a.-1-22, midtown, states that the development of midtown shall organize a system of bicycle/pedestrian linkages. Some Specific proposals in the plan include:

- Close the segment of Carlo Street Between Calaveras Blvd Loop and Main st.
- Construct a new ped friendly street between Abel and Main st, and Serra Way and St. Johns Church. (near Area)
- Increase street capacity, where feasible, while minimizing bicyclist-motorist conflicts
- Create an interconnected path and sidewalk system that provides bicyclist access to the Great Mall, transit stations, and parks.
- Provide secure, weather protected bicycle parking at new residential and retail developments; the design guideline calls for bicycle parking equal to 5% of the total number of stalls in multifamily and retail complexes.
- Require new commercial development to implement Transportation Demand Strategies that encourage bicycling, including the provision of shower stalls.

Perceptions of Safety (1999, P. Schimek cited in addition to the BMP)

Safety is a major concern of both existing and potential bicyclists. For those who ride, safety is typically an on-going concern or even a distraction. For those who do not ride, it is one of the most compelling reasons not to ride. In discussing bike safety, separating perceived dangers versus actual safety hazards is important. Riding on-street is commonly perceived as unsafe because of the exposure of a lightweight bike to a heavier and faster moving auto. (Resolution strategies?)

“Intersections are known to be the greatest source of danger—they are the areas where driver’s intended paths frequently intersect” (1999,P. Schimek) “Motorists often feel that bicyclists have no right to be on the road, especially if a bicyclist’s presence requires the motorist to wait before overtaking. Some motorists become vigilantes, telling cyclists to get off the road.” The arterials are generally not easy for a biker to ride, most lanes are stripped narrow to allow more auto traffic while sacrificing a bike lane and allowing no safe room for autos to over take or pass in lane. This shared road would then slow down and aggravate auto traffic.

Schimek also states that “another widespread problem is traffic signals that are not designed with bicyclists in mind... This deficiency results in situations where cyclists must endanger themselves by disobeying traffic signals that will never change. Second, some traffic signals do not provide enough green time for bicyclists to clear a multilane intersection”. He argues that auto drivers should be made more aware that bikes have every right to the road that they do. Even with all this against motorists, they were only at fault solely in collisions with bikes by 28% vs. the cyclist at 50%. (1999, P. Schimek)

Future Use and Benefits

A key goal of the BMP is to maximize the number of local bike commuters in order to help reduce traffic congestion, maintain air quality and increase healthy lifestyles.

- Estimated total number of bike commuters – 786
- Total daily bike trips – 1572
- Reduced trips per weekday – 1053
- Total future bike commuters – 1085 (20% increase goal)
- Future bike trips – 2169
- Reduced trips per weekday – 1583

Recommended Improvements

- Midtown Core Wayfinding Signs
- Bicycle-Actuated Traffic Signals
- Safe Routes to School Projects

Things to watch out for when planning for bikes.

- Transit oriented development (TOD) overlay districts
- The city completed construction of a pedestrian and bike focused streetscape improvements on Abel street in ,07 between great mall parkway and corning ave. (Area 2)
- Site 2 proximity to schools; st. john Baptists catholic and Anthony Spangler Elementary. (1st site has no immediate proximity)
- 1st site has coyote creek along edge in addition to 2 other waterbodies.
- 2nd site has coyote creek in the middle as well as railroads on the outer east bound.
- Aggressive bikers will ride with our without infrastructure, pay more attention to the leisure/novice biker.

Proposed bike connections already on the books;

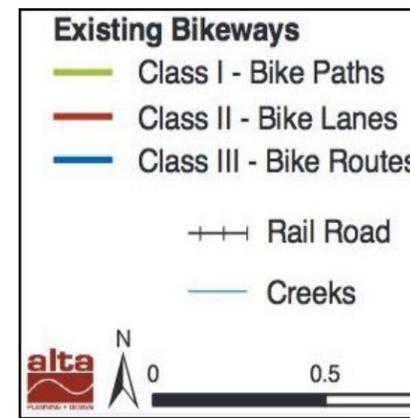
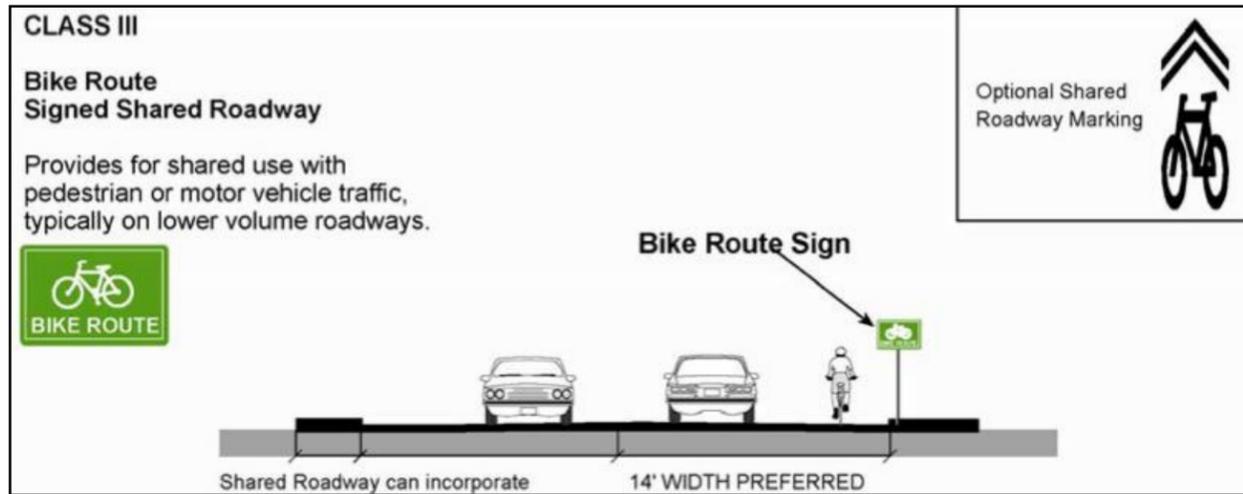
- o Midtown SP calls for a pedestrian friendly connection between Sierra Way and St. John’s Church, and S. Main st. and S. Abel St. (Both are in proximity of site 2)
- o Berryessa creek trail
- o Lower penitencia creek
- o North McCarthy Blvd
- o Great Mall Parkway connections

(all have a lower priority rank for order of consideration)

Challenges for bicyclists at large signalized intersections:

- signals may not be timed to allow slower moving bicyclists to travel across the intersection
- loop detectors or video detection that is used to actuate the signal may not be calibrated to detect bicyclists.
- Bicyclists may not know how to actuate the signal using loop detectors.
- Bicyclist who wish to turn left may be required to travel across several motor lanes to reach the left hand turn lane.
- Bicyclists who wish to turn left like a pedestrian may experience long delays as they wait through several light cycles.
- Bicyclists who are traveling straight may have to merge across motor vehicle traffic that is turning right from a right turn lane.
- Motorists may be less likely to be aware of bicyclists at large, multi-lane intersections due to higher traffic volumes, more lanes of traffic, and the complexity of large intersections.
- Large intersections without bicycle facilities are very auto-centric, leading motorists to assume that bikes are not supposed to be on the road.

Bikeway Master Plan Midtown Project Area



- Class III
- Known as a bike route
 - No separation from other transport modes (Road or sidewalk)
 - Identified only by signing
 - Vehicle lanes are usually wider to accommodate two modes



- Midtown
- No existing bikeway infrastructure
 - Bikeways end at either side of the Midtown area
 - No through bicycle access through Midtown
 - Proposed bike ways connect surrounding bike ways through midtown
- midtown
- Class II on South Abel and Serra Way
 - Class III on Highway 237 and Main St
 - Both Class III and II ways





What is Streetscape?

Streetscapes are elements that create a pleasant desirable street scene.

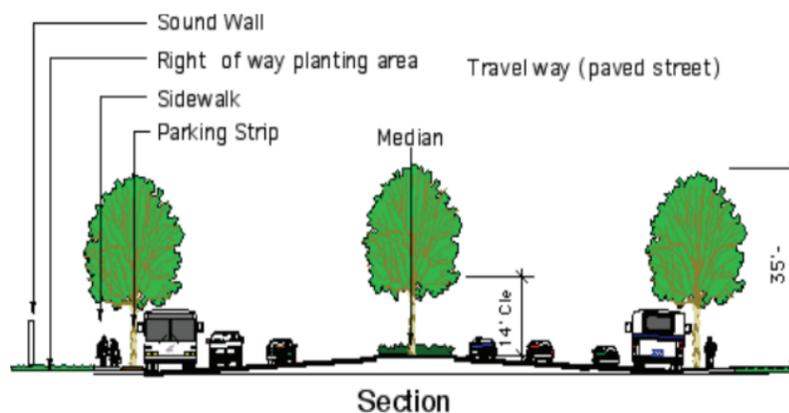
Features of streetscapes include:

- Sidewalk cutouts
- Parking strip plantings
- Right of way easements
- City gateways/entries into city from major streets, roads, and free-ways
- Plazas
- Trsils
- "Street furniture"
 - Bus stops
 - Shelters
 - Informational signs
 - Benches
- Soundwalls
- Right-of-way walls
- Fences
- Irrigation systems
- Drainage systems



The benefits for improving streetscapes are:

- Public's mental and physical health
- Generate economic stability
- Capital investment
- Conserving energy and money to cool down city
- Trees and other plants used in streetscape filter dirt, ash, pollen, and smoke
- Pedestrian use -shoppers linger and spend more moeny
- Apartments and offices rent more quickly/higher occu-pancy rents
- Create natural habitat for animals
- Reduce oil and grease to streams



The purpose of a Streetscape Master Plan is to adress ma-jor issues related to street trees, landscape, and public amenities. **The plan provides an overall set of guide-lines and recommen-dations.** The Master Plan is designed to help achieve visual and pedestrian quality of streets.



Streetscapes are becoming more widely recognized in California, while urban forests in California are declining.

The purpose of a Streetscape plan is to address major issues related to street trees, landscape, and public amenities. The plan provides an overall set of guidelines and recommendations. The Master Plan is designed to be a tool for the public to help achieve visual and pedestrian quality of streets.

The goals for street plantings are to provide a **comprehensive set of design guidelines and parameters for street tree and landscape planting in public right of way areas.** It is important to consider the existing environment and conditions when establishing a design. There should be a **prioritization for planting new trees in areas that need to be rehabilitated.** The information provided about the specific trees and plants should be periodically reviewed and updated. The overall goal should be to plant street trees and other plants to enhance the city environment, aesthetics, commercial, industrial and residential property values, provides climatic enhancements and mitigate undesirable pollution.

When applying the guidelines for street tree planting and other streetscape improvements to commercial, industrial and residential areas, it is important to **consider visibility and continuity.**

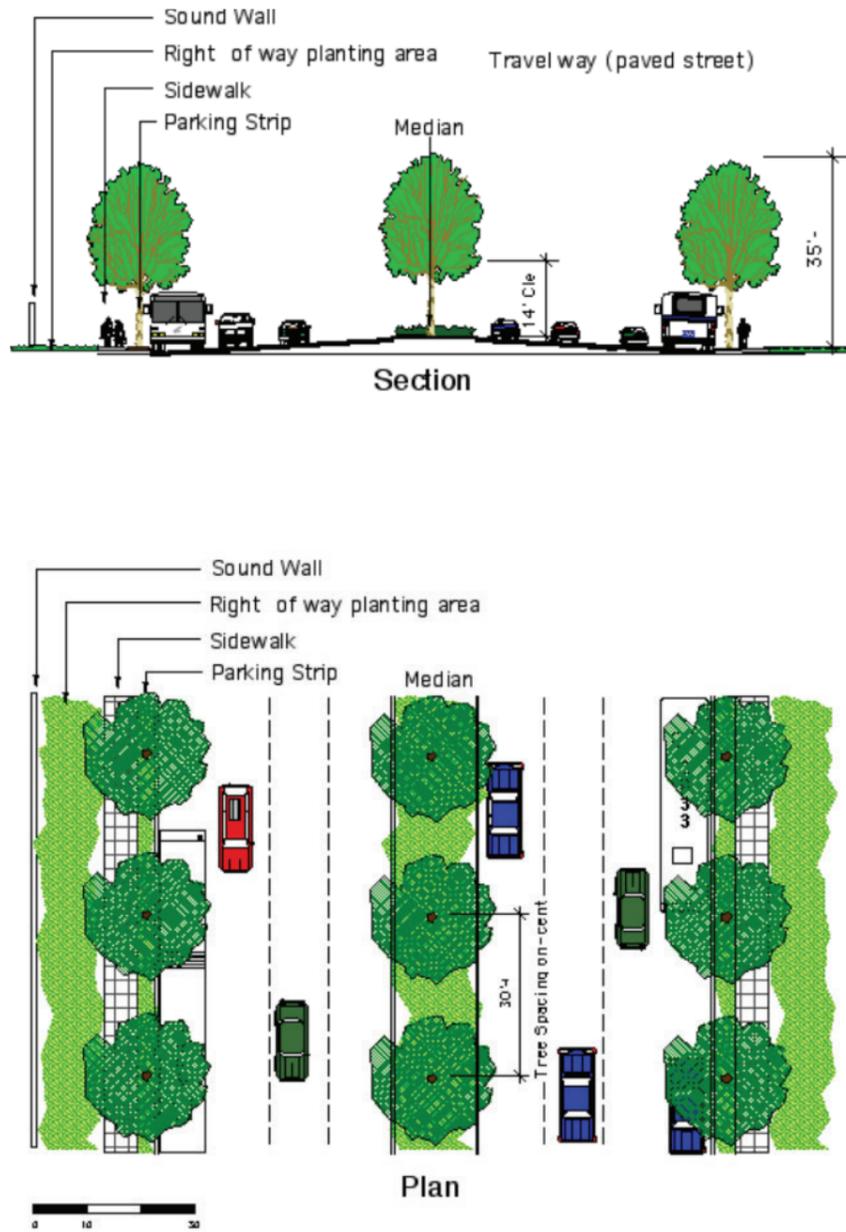
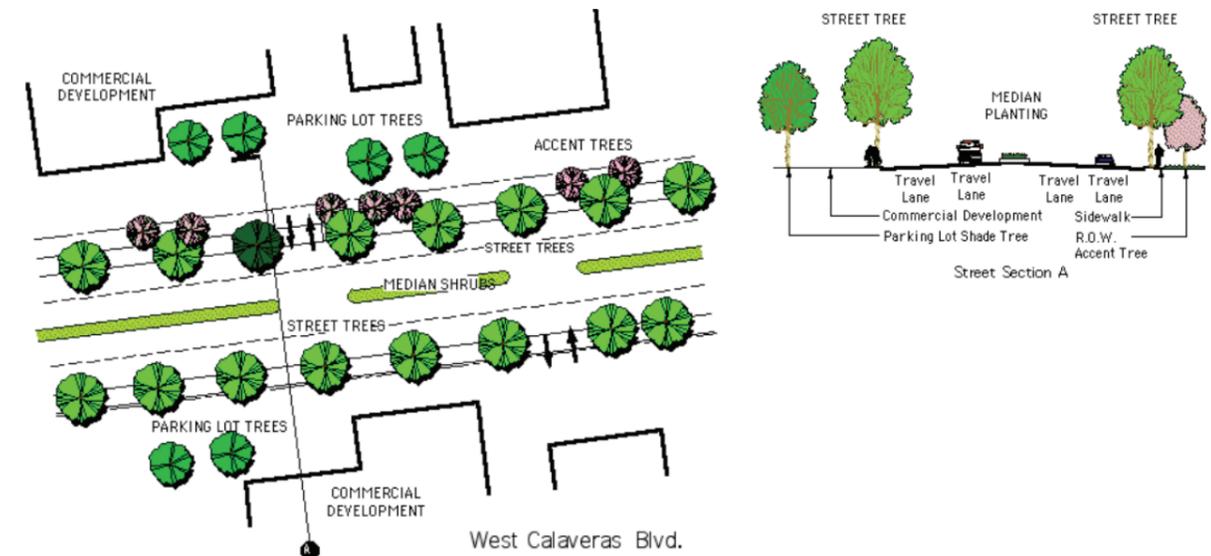


Figure 1. Anatomy of a streetscape from Milpitas Streetscape Master Plan

Commercial Areas:

- Storefronts need visibility from the street
- Shopping centers with parking in the front should provide shade trees to reduce impact of asphalt parking areas
- Identify locations for smaller trees and bulb-outs. Should not block traffic visibility
- Provide for continuity of streetscape design within a single business district
- Continuity is especially important in larger commercial areas such as the town center or historic district
- Consider tree liter (leaf, flower, or fruit)

Figure 2. Commercial Streetscape from Milpitas Streetscape Master Plan



Industrial Areas:

- Design continuity from the new development project to the rest of the street
- New policies need to be adopted regarding the sustainability of landscape
- Landscape standard

Residential Areas:

- Extra protection for trees to prevent vandalism (streets near schools)
- Protection of views
- Energy conservation – shade
- Manage mature trees as they decline



Private Development Considerations

Under the City of Milpitas Municipal Code, private development are required to follow landscape guidelines within each of the land use zones to apply to specific street type and land use type especially during conceptual design.

Reference Appendix 1 for planting issues

Site located off of Calaveras Boulevard is one of the major gateways. Milpitas wants to incorporate more plant materials that are distinctive and create a consistent feel for the whole city.

Site known as Midtown Area, needs to coordinate with the Midtown Specific Plan for entry and streetscape improvements in that area on both South Main and South Abel Streets. Evaluate the existing striped medians near Montague Expressway to add a landscaped median with Trees, groundcovers and a “Welcome to Milpitas” sign near the city limits (p.34).

Destination Points

Connect public transportation with VTA buses, BART connectors, carpool vans or employer provided transportation.

Enhance destination points for both pedestrian and drivers

Add pedestrian-scaled fixtures in commercial districts and town center

Public Art

Reflect cultural resources, local history, or the surrounding environment

Designed to withstand the the potential abuse and public use

Gateways

Site located off of I-880 and Dixon Landing Road is one of the seven freeway gateways. The city would like to work with Caltrans to install and maintain planting and other features by negotiating an encroachment permit to create a positive, distinctive image for the City of Milpitas (See Freeway Gateways, p 30-32).

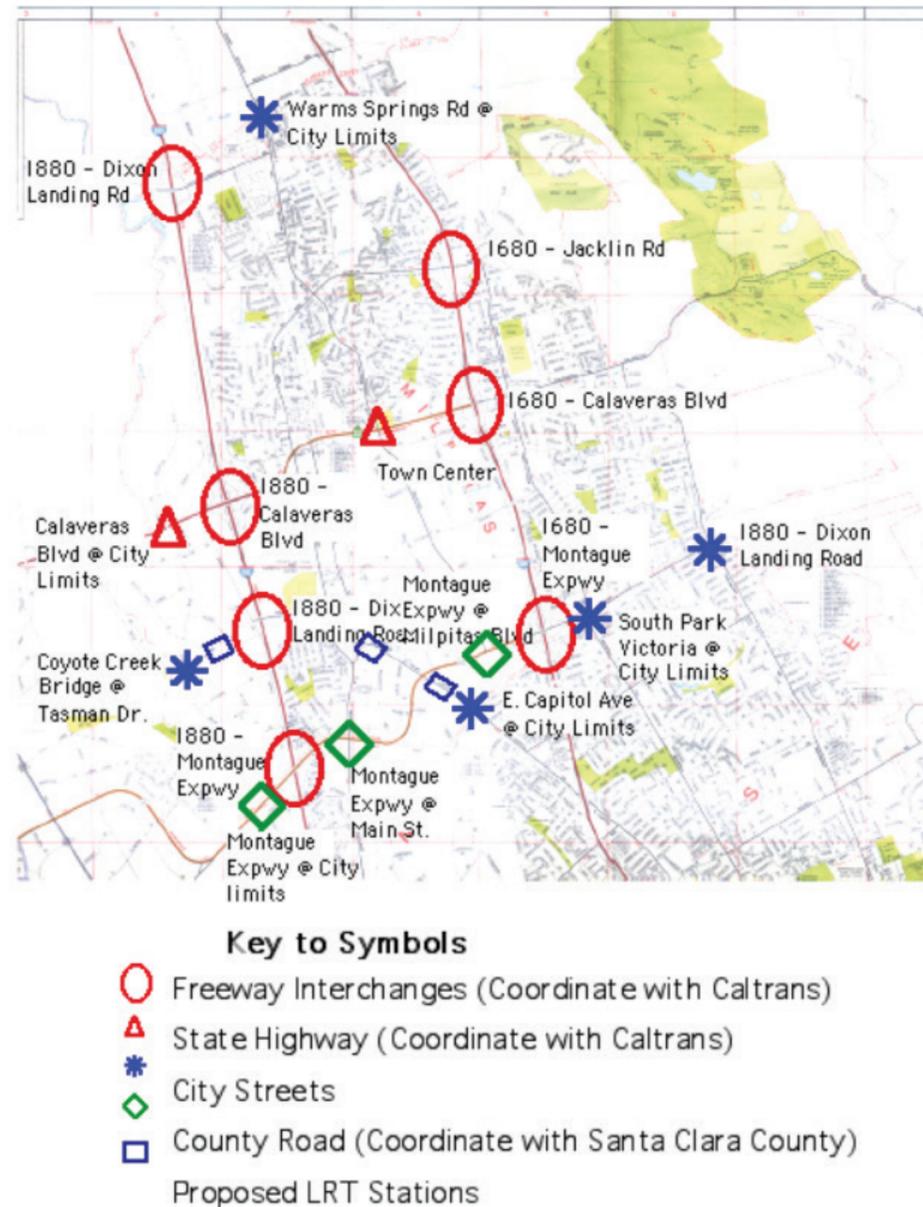


Figure 3. Opportunities for Gateways & Entry Statements

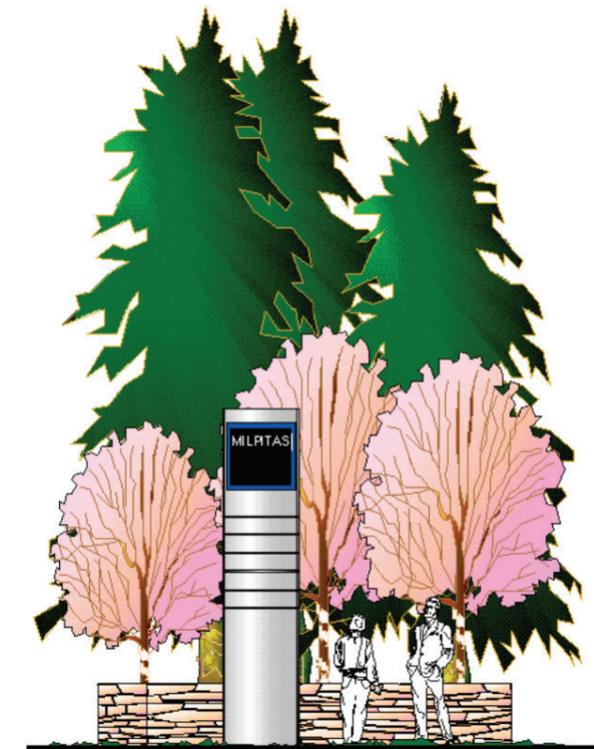
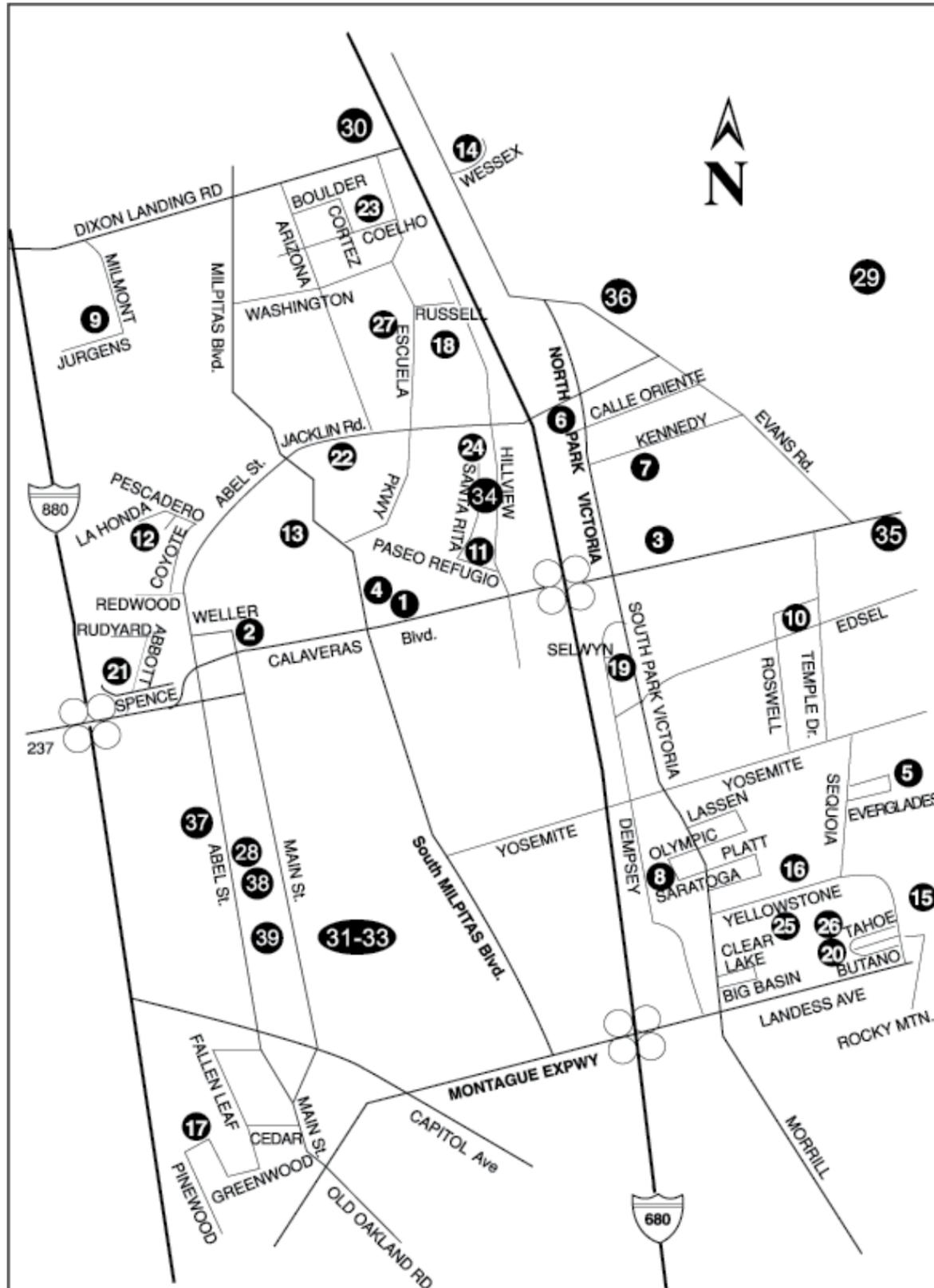


Figure 4. Examples of Gateway for Freeway



City of Milpitas: PARKS AND RECREATION



History

- Suburban town incorporated in 1954, and developed in 1960s and 1970s
- Park infrastructure declining in quality with increasing in age

Environmental Design

- Sustainability
- Energy and water conservation
- Careful selection of materials

Demographics

- Population growth of 45 percent between 2010 (62,840) and 2030 (94,000)
- Increasing diversity – different
- Aging population (341 percent increase in 65+ cohort by 2030)
- High income population

Community Design

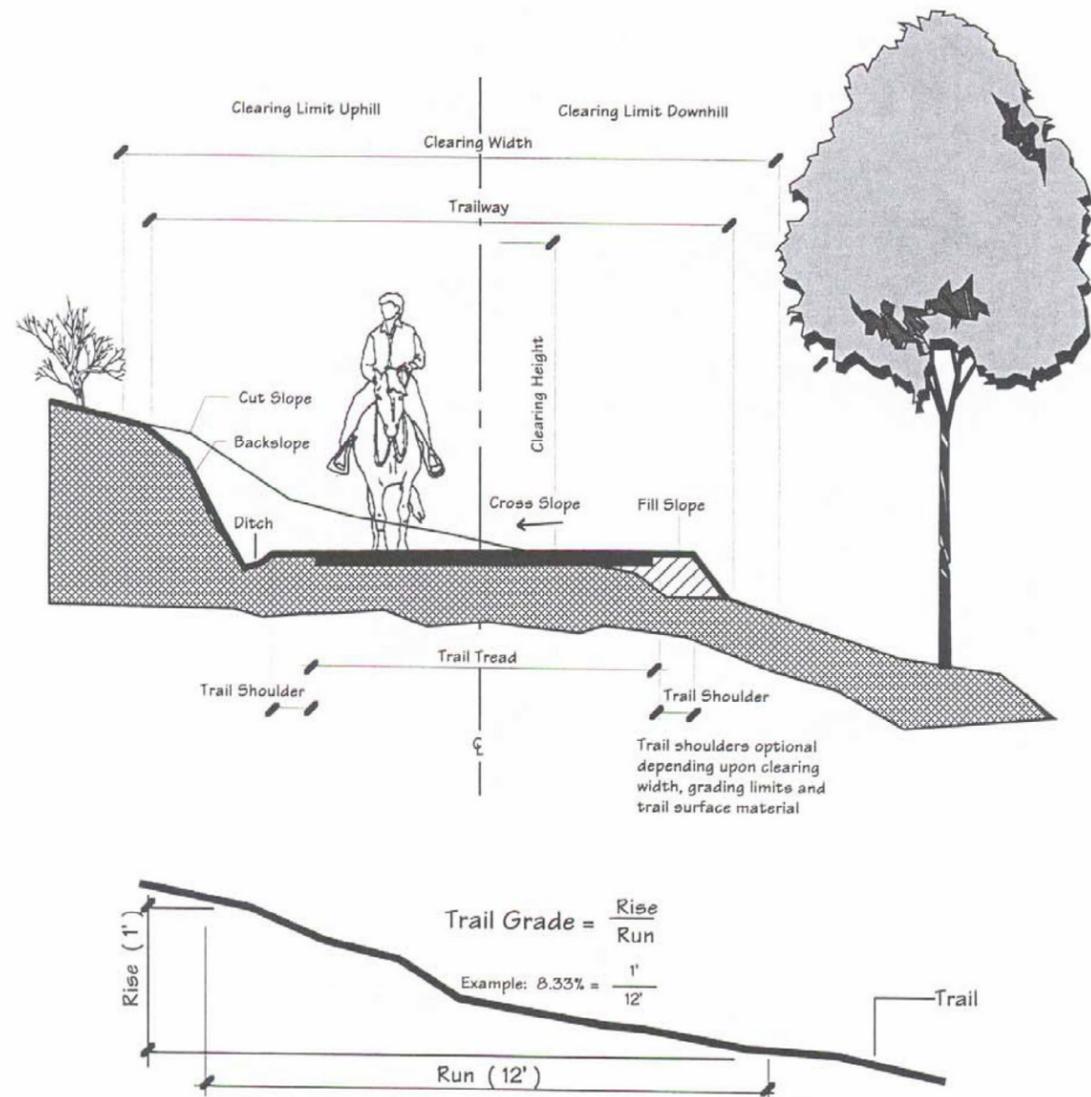
- Place of interest has (1) variety of activities, (2) ease of accessibility, (3) image of safety, cleanliness and comfort, and (4) sociability
- Cater to increasing range in age of park users

Public opinion

- Overwhelming majority consider parks as “valuable public resources” and “contribute to quality of life”
- Acquire more open and undeveloped space for parkland
- Increase number and quality of existing park facilities (e.g., sports fields, playgrounds, fitness trails, bathrooms, disabled access)
- Willing to increase taxes to support park upgrades

City of Milpitas: PARKS AND RECREATION

Trail Structure Terminology



Goals

- Future population growth will create a demand for parks and recreation services
- All parks within the City should be safe and accessible



In order to meet these goals the parks need:

- Modifications and improvements should be done to ensure access for physically disabled users
- Water play areas
- Additional sports facilities
- A larger community gathering space
- Spaces for dogs
- An "aquatics complex" and recreation buildings
- Public art

Santa Clara County Trails Master Plan Update: Design Guidelines
November, 1995

Figure G-1



City of Milpitas: PARK AND RECREATION

Proximity of new high density neighborhoods to parks and open space is a **key component** to the livability of these newer developments.

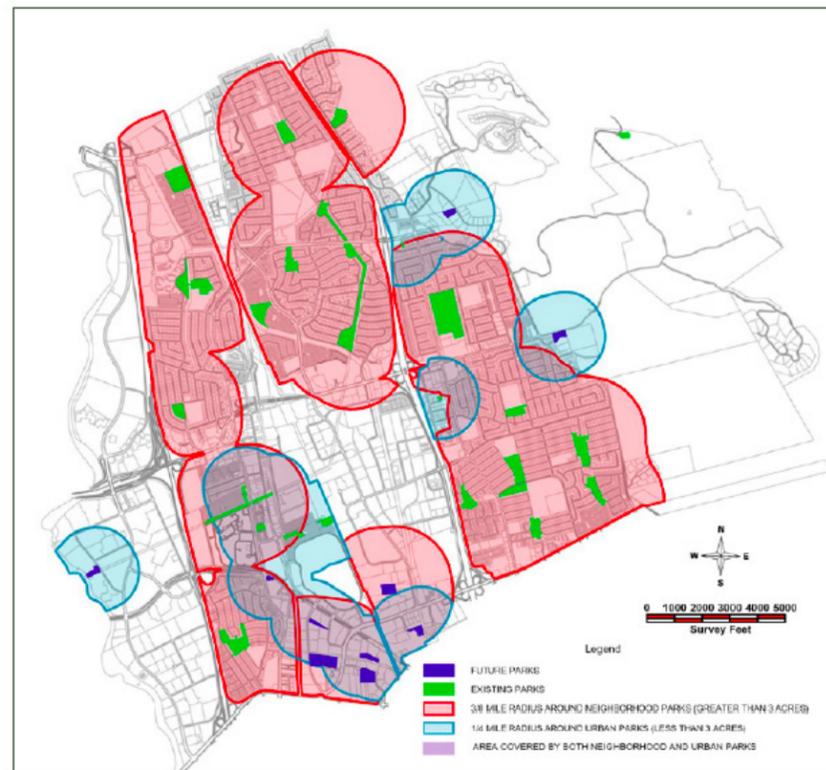
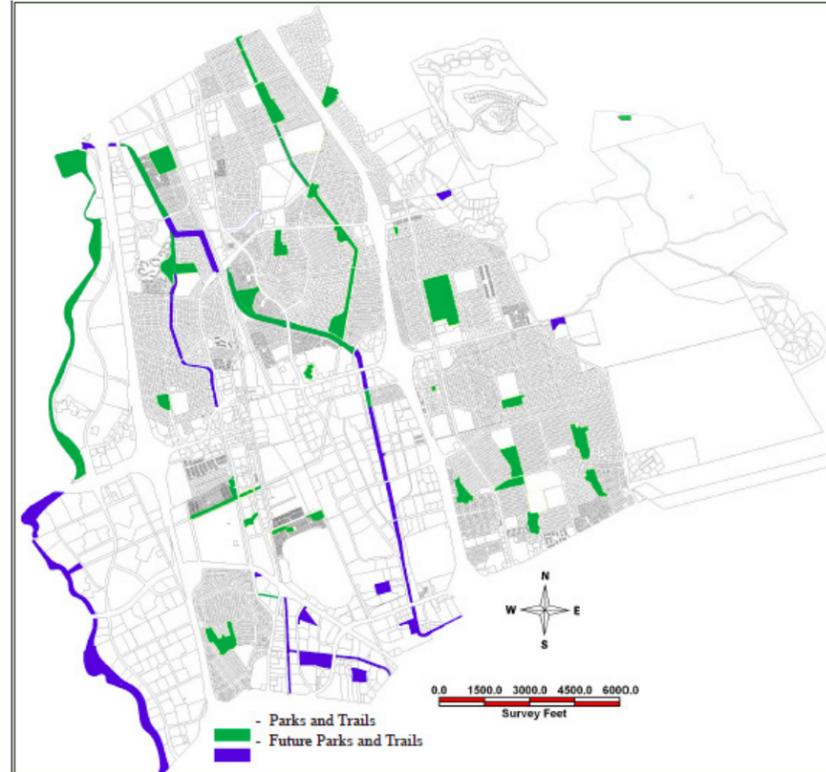
- Park System contains 33 parks
- Long-term goal: 5 acres of parks and open space for every 1,000 residents (218 sq. ft. per person)
- Minimum level of City parkland is 3 acres per 1,000 residents
- City is currently meeting this standard with 200 acres of public parkland and an estimated household population of 65,800

The primary service areas for different types of parks are established in the General Plan:

- Neighborhood & Community Parks – **3/8 mile**
- Urban Parks (less than 3 acres) – **1/4 mile**
- Special Use Parks – **Citywide**

Future Parks

- Active and passive recreation opportunities
- Crucial community gathering space
- About 30-40 acres of parkland are proposed in the Specific Plan Area About an acre of parkland for Fairfield residential project



EXISTING PARK CLASSIFICATIONS:

Community Parks: Contain regulation-size ball fields, courts, space for informal games and activities, picnic areas, children play areas, and parking.

Neighborhood Parks: Walk-to parks that serve the immediate neighborhood, providing open space for informal play.

Urban Parks: Facilities less than 1 acre to accommodate the daily recreation needs of nearby residents. May include children's play areas, sitting areas, and limited green space.

Linear Parks: Narrow corridors of land primarily developed as a trail system. Include picnic tables and benches.

Special-use Parks: Include a park with a historical building, unique views, or unique use like a dog park.

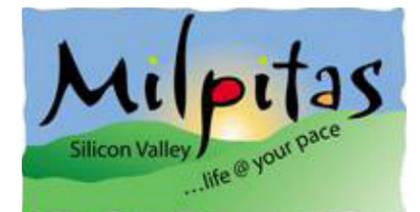
School Facilities: The Milpitas Unified School District allows mutual use of ball fields, pools, and other sports fields.

City of Milpitas: PARKS AND RECREATION

Type	City Trail
Location	Runs from north to south through the City
Size	1.07 Miles (<i>Existing</i>)



- Milpitas means “place where corn is grown”
- Used to provide corn cash-crop to San Francisco to feed horses
- Agricultural industry lasted until 1980s
- Great Mall used to be factory for Ford Motor Company
- Western Pacific Railroad came to Milpitas in 1867
- Thriving retail industry and headquarters of several technology companies
- Penitencia Creek trail goes through site, and is expected to be extended in near future to connect both sites (p. 267)
- Goals of trail plan are to increase walkability and green transportation alternative



Transit Area Specific Plan

Existing Conditions/Proposed Changes

Existing Conditions:

- Total gross acreage of Milpitas Transit Area: 437 acres
- Focused on area surrounding Great Mall and Montague Light Rail
- Close access to I880, I680, and Highway 237
- Currently highly industrial site with potential for TOD
- Multifamily residential surrounds the transit area on the north and western sides
- Entire transit area has ~2 mil ft of retail and restaurant space, most of which resides in the Great Mall.

Barriers:

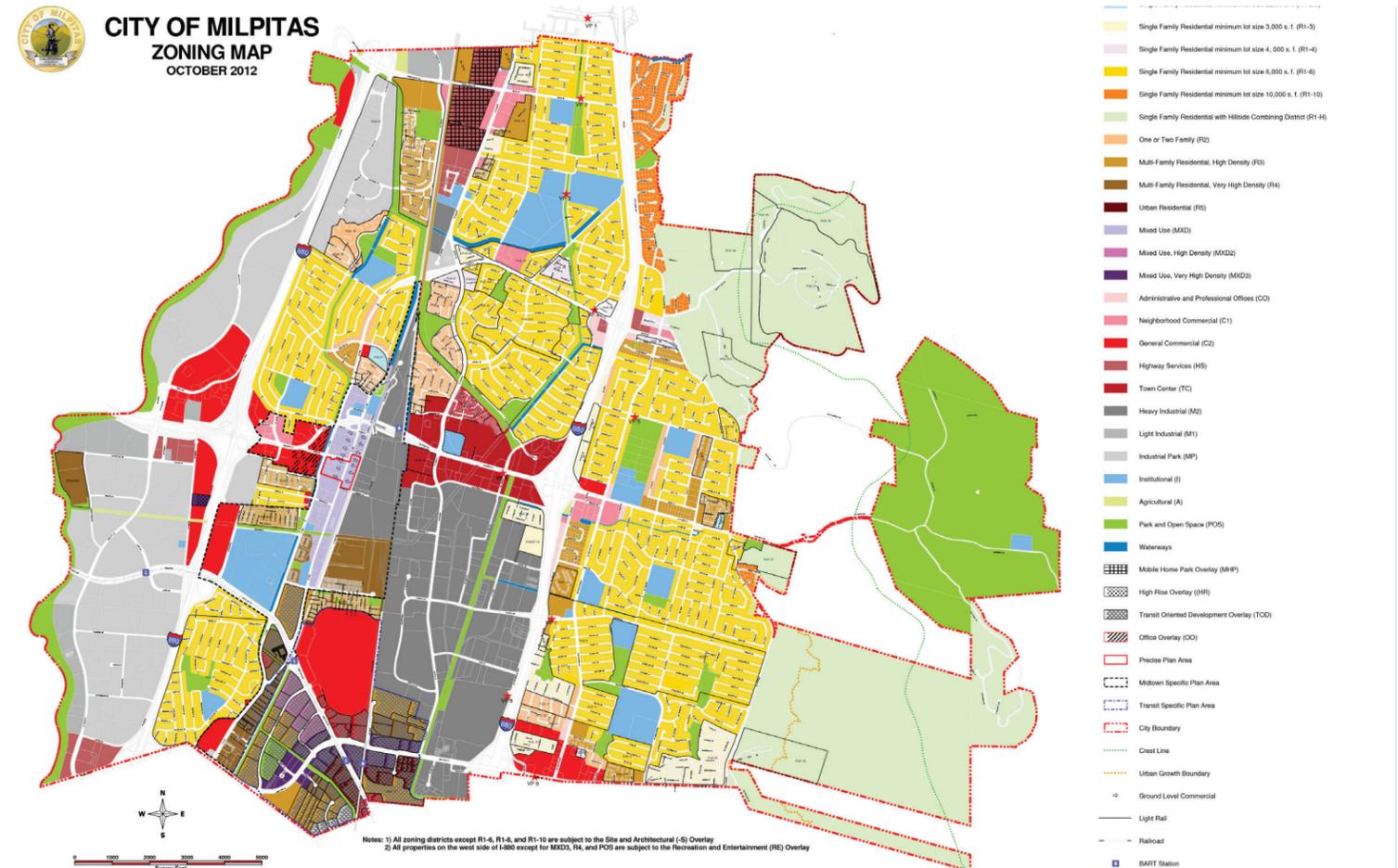
- Low accessibility for pedestrians and cyclists
- Land use patterns (industrial, research and development, warehouses, and trucking terminals) reduce compactness and encourage use of automobile to access jobs
- Wide streets create automobile dominated environment
- Noise pollution from light rail, BART, auto traffic, and freight trains
- Majority of planning area is in FEMA 100 year flood zone

Objectives:

- Land Uses:
 - o Transition out of industrial uses to high intensity mixed use
 - o New residential and mixed-use development near BART and light rail stations should be developed with a street and block system that provides through connections to the stations.
 - o Demand for up to 500,000 sq ft of new retail
 - o Demand for up to 4,400 market-rate residential units, affordable housing will be added above market demand
 - o Want entertainment or sports venue land use
 - o New public parks for residents and passive recreation opportunities (30-40 acres)

Circulation:

- o Incorporate walkable community focused on pedestrian and bicycle uses
- o Create attractive connections for trips between BART, light rail stations, and offices
- o Target traffic level of service E at major intersections, D at local intersections.



Above: City zoning map with excessive industrial and single family residential land uses.

Bottom Left: Large land plots for warehouses and trucking terminals. Bottom Right: Milpitas hopes to achieve similar high density units like this San Francisco mixed-use corridor.



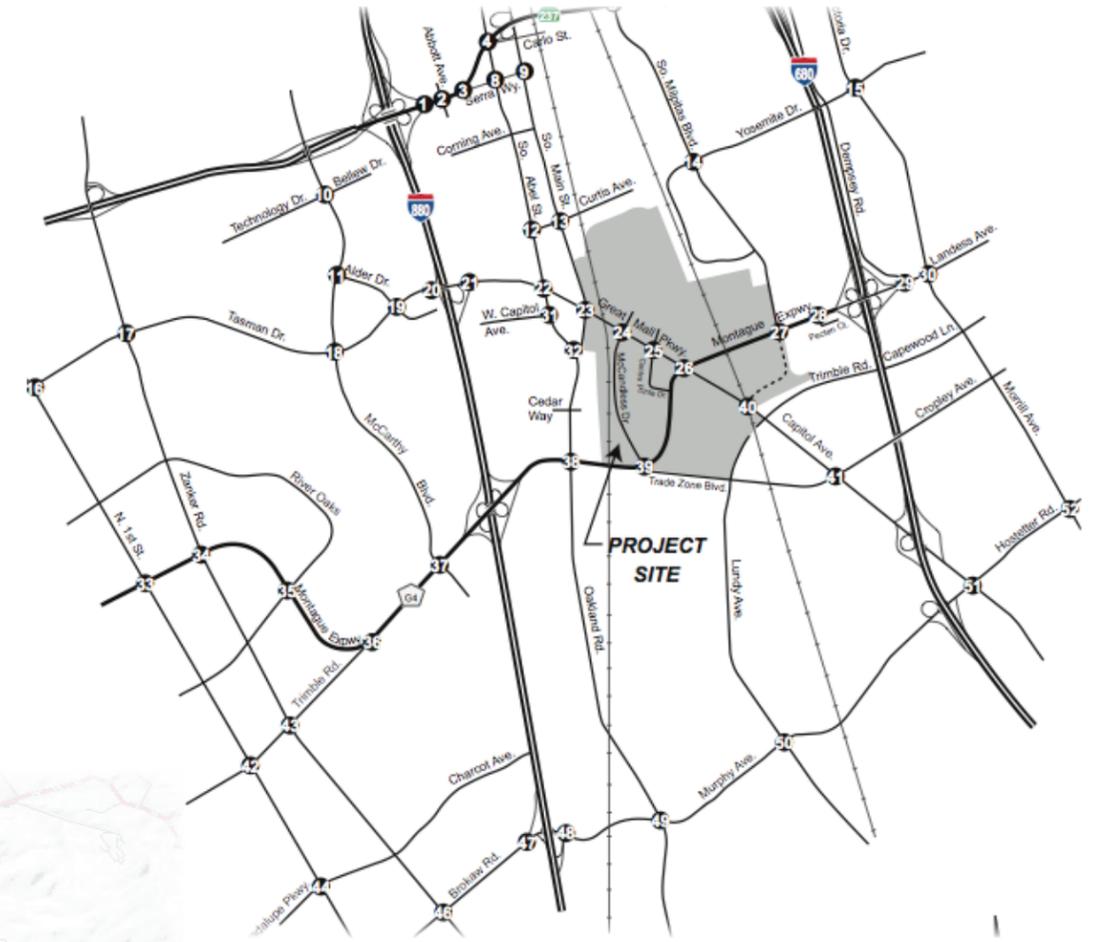
CRP341: Adam Marston, Darya Oreizi, Michael Paul

Transit Area Specific Plan

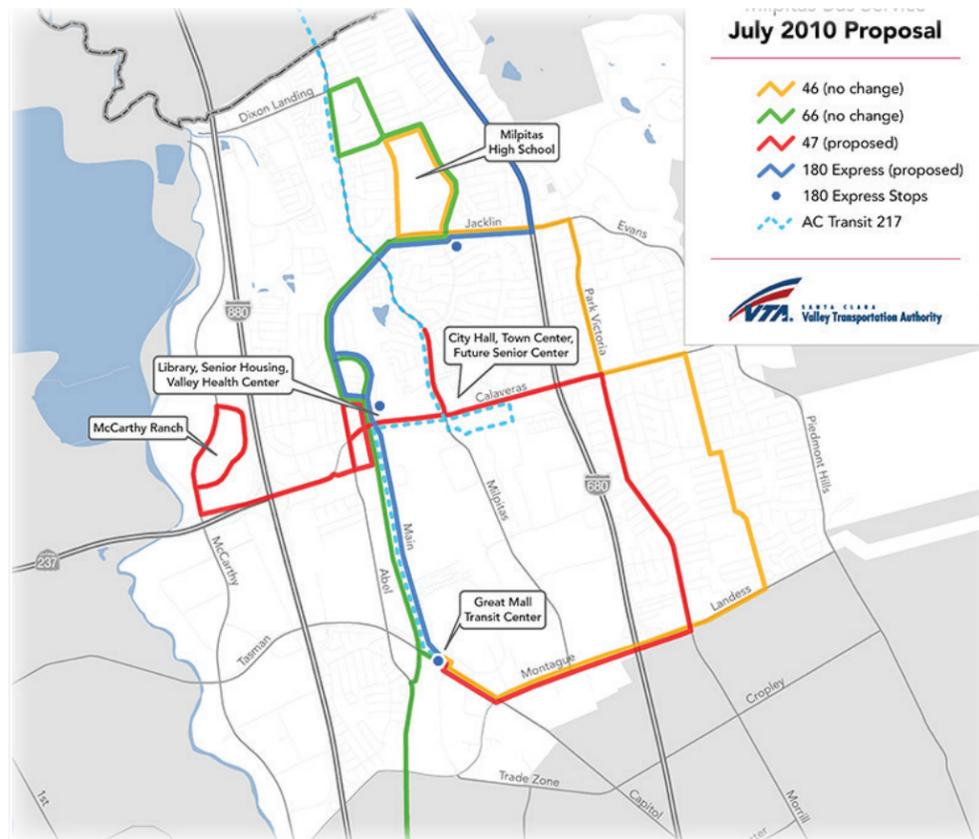
Transportation Between our Areas of Interest

The project site of Milpitas is a unique site due to the fact that it has various methods of transportation but there is not currently a system in place that would adequately serve the two areas of interest. Upon doing extended research, it was noted that:

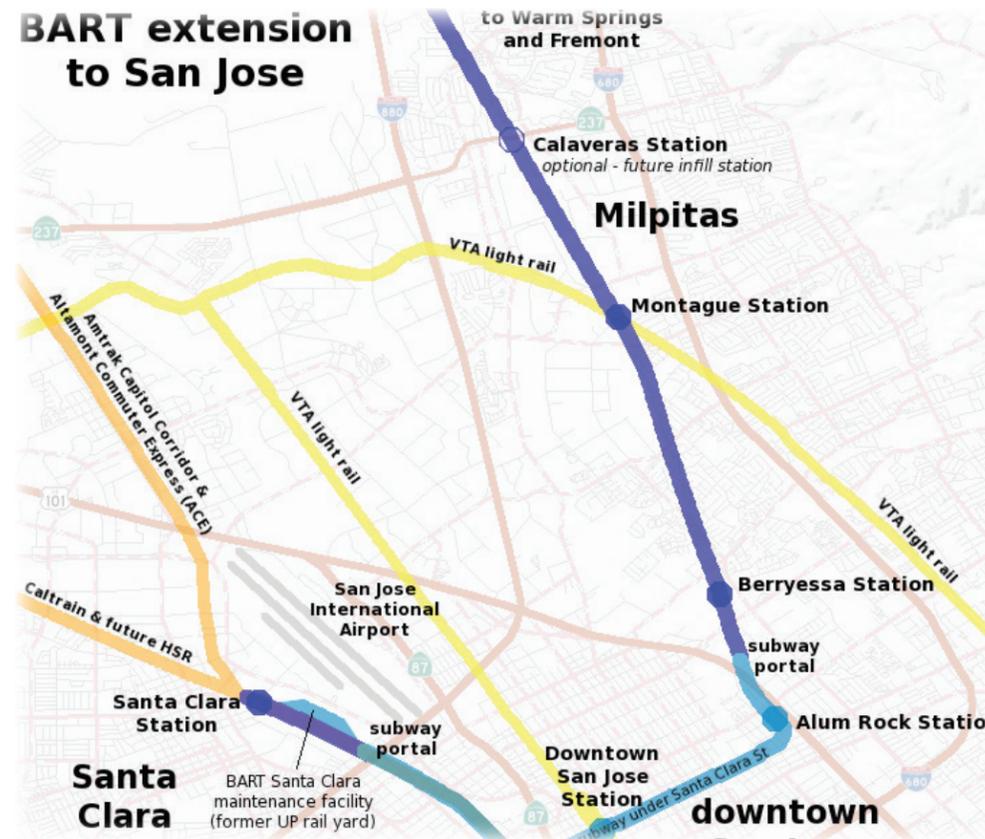
- A future BART or Bay Area Rapid Transit station was proposed to be built in the great mall area and that a further extension was planned as an infill station at Calaveras. This would help add transit options for our midtown site but does little to help with the site in the northern part of the city.
- As noted before, there are various modes of travel present in the city. However, in order to access our area of interest in the north, one would have to travel by automobile because neither the bus system or light rail travels to that region.
- In the proposed plan for the BART extension, main arterial routes for regional transit are planned to be maintained and expanded in order to allow for higher usage.
- We also noted that in order for a development to be successful in the northern part of the city, it may be necessary to provide more regional transit options rather than just I-880 and I-680.



Existing transit options to the midtown site



Existing bus transportation in Milpitas



Proposed BART extension through Milpitas

Transit Area Specific Plan

Bicycling and Pedestrian Use

Policy 3.21 of the city of Milpitas' Transit Area Specific Plan states "Provide continuous pedestrian sidewalks and safe bike travel routes throughout the entire Transit Area and within development projects". Milpitas' Transit Area Specific Plan aims to increase the accessibility and ease of use for cycling and pedestrian walkways. Milpitas has overviewed the current cycling and pedestrian pathways and implemented urban design strategies to improve the overall conditions. Currently, the bicycling lanes in the California Circle redevelopment site are all Grade II. However, at the Midtown redevelopment site, bike lanes are predominantly Grade I (Figure 1.2). Additionally, pedestrian access and walkways at the Midtown site are poor with limited and discouraging access. On the other hand, pedestrian walkways at the California Circle site are acceptable; but are still in need of enhancement. As far as implementing urban design strategies, Milpitas plans to limit block lengths to 400 feet, provide bike lanes of Grade II or III, plant trees along sidewalks, enhance pedestrian access points to commercial areas, limit cul-de-sacs, and provide a 1/3 mile walk from any residential or commercial hub to any transit station, minimize local vehicle speed limits, which all improves pedestrian and bicycling accessibility (Figure 1.0 and 1.1). In addition to the city of Milpitas' public domain efforts, Milpitas will enforce Policy 3.22: Private development shall provide direct walking and biking, under the Transit Area Specific Plan. Overall, the city of Milpitas has devised the Transit Area Specific Plan to greatly encourage bus and rail transportation, but also pedestrian and bicycling use.

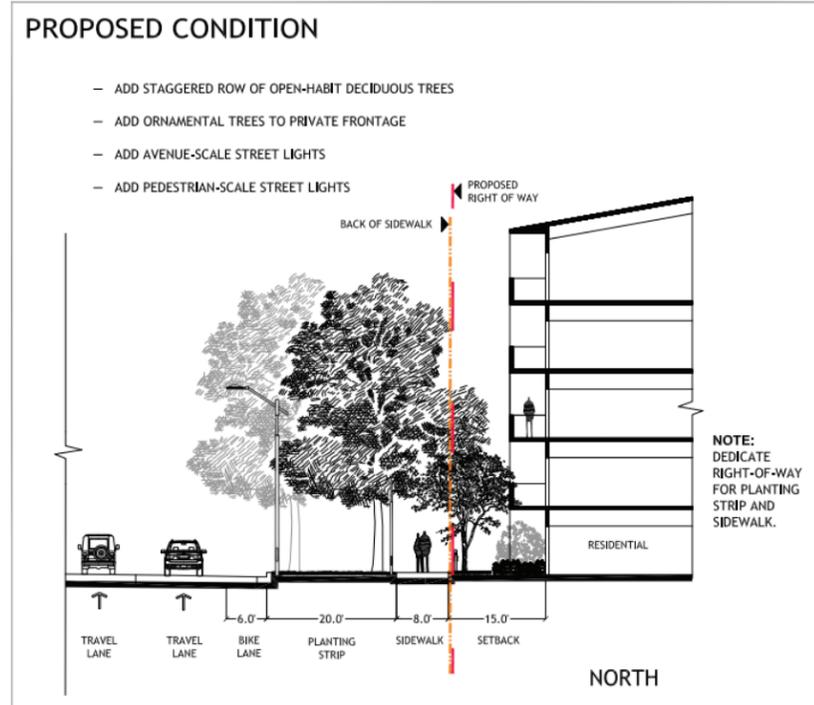


Figure 1.0

Proposed conditions for streetscaping containing large planting setback for comfortable pedestrian walkways.



Figure 1.2

Existing conditions of South Abel St. Note the lack of safe bike lanes or popular pedestrian walkways.

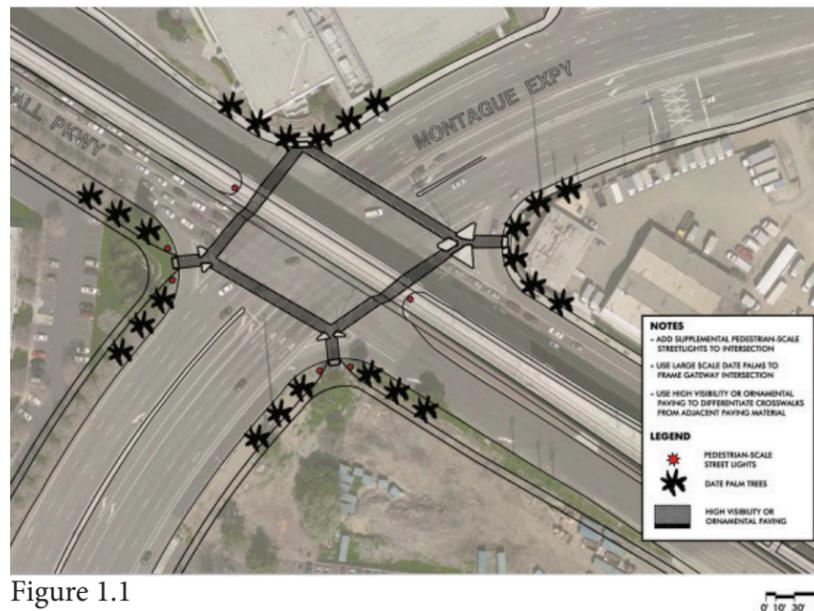


Figure 1.1

Proposed intersection design to encourage pedestrian travel by implementing safe crosswalks and pleasant landscaping.

Milpitas Midtown Specific Plan



Introduction

The goals of the Milpitas Specific Plan are:

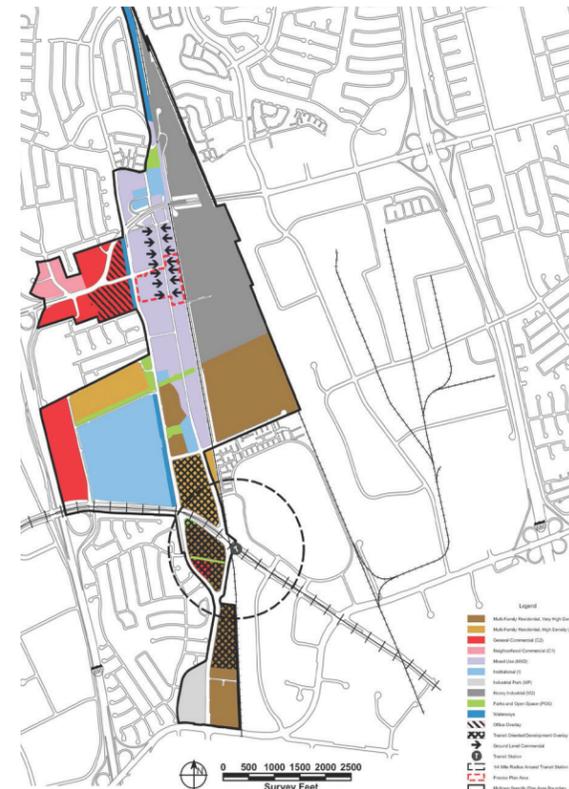
- Land Use:
 1. Encourage a mixture of residential, retail, office, service commercial, and industrial uses
 2. Provide for new housing to improve vitality and address housing needs
 3. Promote development which creates a community gathering area
 4. Provide development which promotes transit facilities
- Community Design:
 1. Contribute to the attractiveness of Milpitas
 2. Tailor to Main Street area to pedestrians
 3. Create open spaces
 4. Improve streets' character
- Circulation
 1. Establish routes for pedestrians, bicyclists, and transit systems
- Implementation
 1. Find resources to create a plan that is feasible
 2. Identify catalyst development sites
 3. Establish procedures necessary to implement plan



FIGURE 3.3: CONCEPTUAL PLAN OF MAIN STREET TOWN SQUARE

Land Use

- The City of Milpitas has the following visions for what they would like to see their city reflect:
 - Encourage a compatible mixture of residential, retail, office, service-oriented commercial and industrial uses.
 - Provide for a significant component of housing within the area in order to :
 - Improve the vitality of the Midtown Area
 - Address local and regional housing needs
 - Reinforce the use of transit
 - Promote an intensity of development in the Midtown Area that is appropriate to its central location
 - Provide for a land use mix that supports major transit facilities
- The illustrative plan for the Midtown Area displays that development in the area could result in up to 1,472 dwelling residential units; 720,000 square feet of office development; 326,466 square feet of general commercial uses; and 51,000 square feet of retail uses



The Site and Its Context

- The current uses in the Midtown Area are largely made up of service commercial, public and quasi-public, and vacant sites
- The Bay Area housing shortage and convenient location of Milpitas have introduced the need for more affordable housing in Milpitas
- The City lacks hotels, conference and meeting facilities and offices
- Within the next 20 years, the Milpitas and San Jose area is projected to hold 67% of the region's job growth
- Milpitas's rapid population growth has given itself the name "boom town"
- Milpitas is made up of a diverse population, where no one race is the majority
 - This causes the diverse range of businesses and housing

TABLE 2.1 SUMMARY OF EXISTING LAND USE (2008)

Land Use	Acres	Percent of Total Use
Service Commercial	195.2	21
R&D / Light Industrial	141.8	15
Public / Quasi-Public	123.4	13
Residential	60.8	6
Industrial	67.4	7
Retail	39.5	4
Professional Office	8.4	1
Undeveloped / Vacant	101.9	11
Subtotal	738.4	78
Railroad Rights-of-way and Sidings	41.6	4
Streets	162.9	17
Total	942.9	100

Notes: Railroad right-of-way and sidings estimated by interpretation of aerial photos. Streets estimated by subtraction.

Milpitas Midtown Specific Plan



Circulation



- Provide additional crossings over barriers to connect provide better circulation
- Reconstruction of Main Street needed
- Transit facilities should accomodate pedestrians and cyclists with amenities
- Sidewalks should be as wide as possible with landscaped curbsides to create a barrier
- New street that should connect with larger street systems and be of scale
- Large employment centers should have bike facilities
- Use bulb outs, raised crosswalks and lighted crosswalks as traffic calming measures
- Place bike racks on every block
- Meters or time limits should be implemented on street parking to ensure parking is used for retail customers



Community Design

- Orient development that will focus on pedestrians rather than cars
- Create community gateway at main entrances with architectural features
- Create “green” streets and link trails and open space to pedestrian and bike system
- Create urban spaces that are multi-purpose
- Street trees should create a canopy
- Make Midtown area the “heart” of the city



Utilities and Public Services

- Reduce water use with use of recycled water, drought tolerant plants and water-saving fixtures
- Improve channels of major creeks to alleviate flooding issue
- Implement LID strategies in new development
- New development should incorporate energy saving devices
- New development should underground utilities
- Demolition debris should be recycled



Milpitas Midtown Specific Plan



Development Standards and Design Guidelines

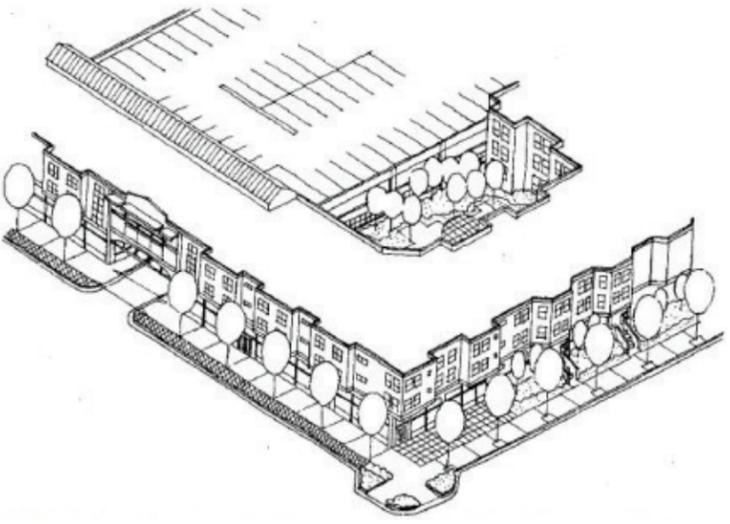
- Include separate design guidelines for each use (e.g. mixed-use, multifamily residential, office, civic and public buildings, etc.)
- Include design guidelines for specific projects (e.g. town square, transit stations, etc.)
- Include a Site Planning section with guidelines such as street patterns, site configurations, parking areas, garage frontage, and service areas in non-residential projects
- Include a Building Design section with guidelines such as building orientation, building mass, fenestrations, building materials, building colors, and roof designs
- Include an Open Space and Landscaping section with guidelines such as general planting guidelines, access way landscaping, drive isle (medians) landscaping, signage, and lighting



This illustrates a pedestrian-scale light fixture (between 12-16 feet) along storefront sidewalk.

Implementation

- The plan should generate adequate revenue to cover the costs of public investment in the area
- Implementation of the plan should be strategic with respect to fostering high quality development, fiscal sustainability, and balanced community and economic development and public benefit
- Public funds and resources should be focused to leverage the highest amount of private investment and public benefit
- Allocation of capital improvement costs should reflect the relative benefits received by project beneficiaries
- Changes to the General Plan and zoning regulations may need to be changed
- Should enforce the development standards and design guidelines
- Encourage aggregation of parcels along Main Street in order to meet the needs of higher intensity commercial and residential development



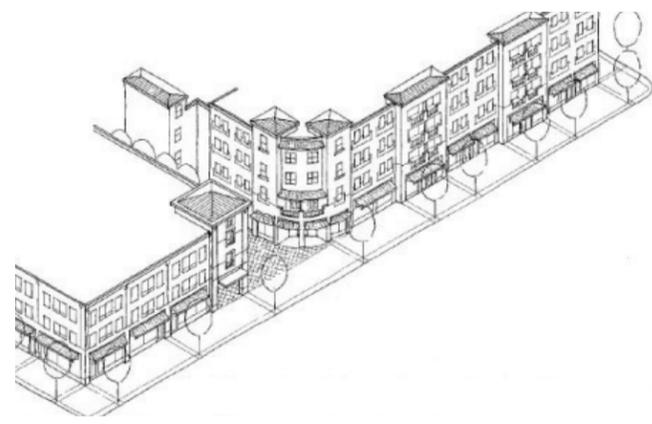
This illustrates a parking garage entry/frontage that does not detract from pedestrian comfort and is wrapped within residential building.



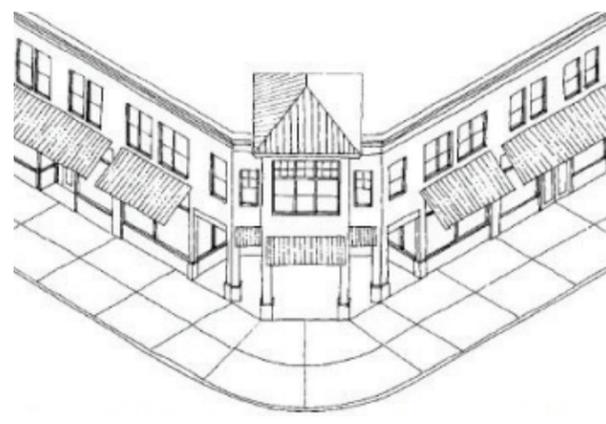
Lorin Street, Berkely, CA



Orenco Station, Hillsboro, OR



Buildings should be well articulated with changes in height and vertical planes to create an attractive streetwall.



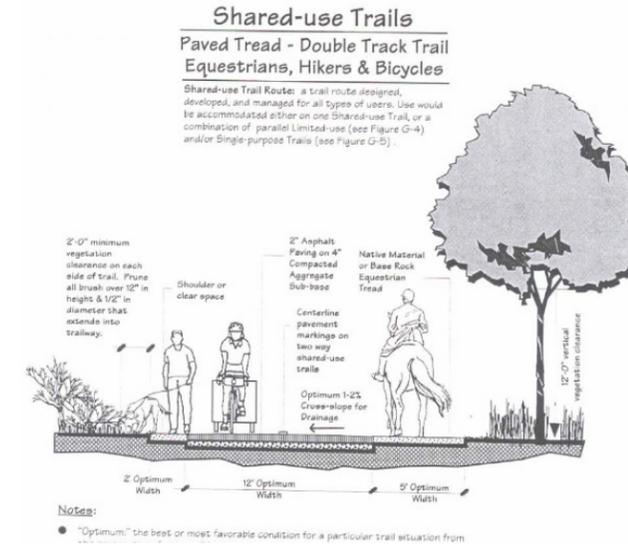
Building should be oriented to the street with a strong entry element.

Milpitas Trail Plan: Overview



The trail system will provide alternative means of access for pedestrians and bicyclists. The trail system has been viewed as an economic revitalizer as well as environmentally sound. The trail system will connect with the San Francisco Bay Trail and the Bay Area Ridge Trail, and will provide the pedestrian with access to additional open space. Many health benefits are also noted in favor of the development of the trail system.

The Trail Task Force was created to help with the making of “a comprehensive plan for citywide bicycle trails for possible consideration in the 1995-99 Capital Improvement Plan.” The committee included representatives from Planning Commission, Parks, Recreation and Cultural Resources Commission, Bicycle Transportation Advisory Committee, County Parks and Recreation Commissions as well as local residents. The eventually collaborated to develop the Milpitas Trails Master Plan.



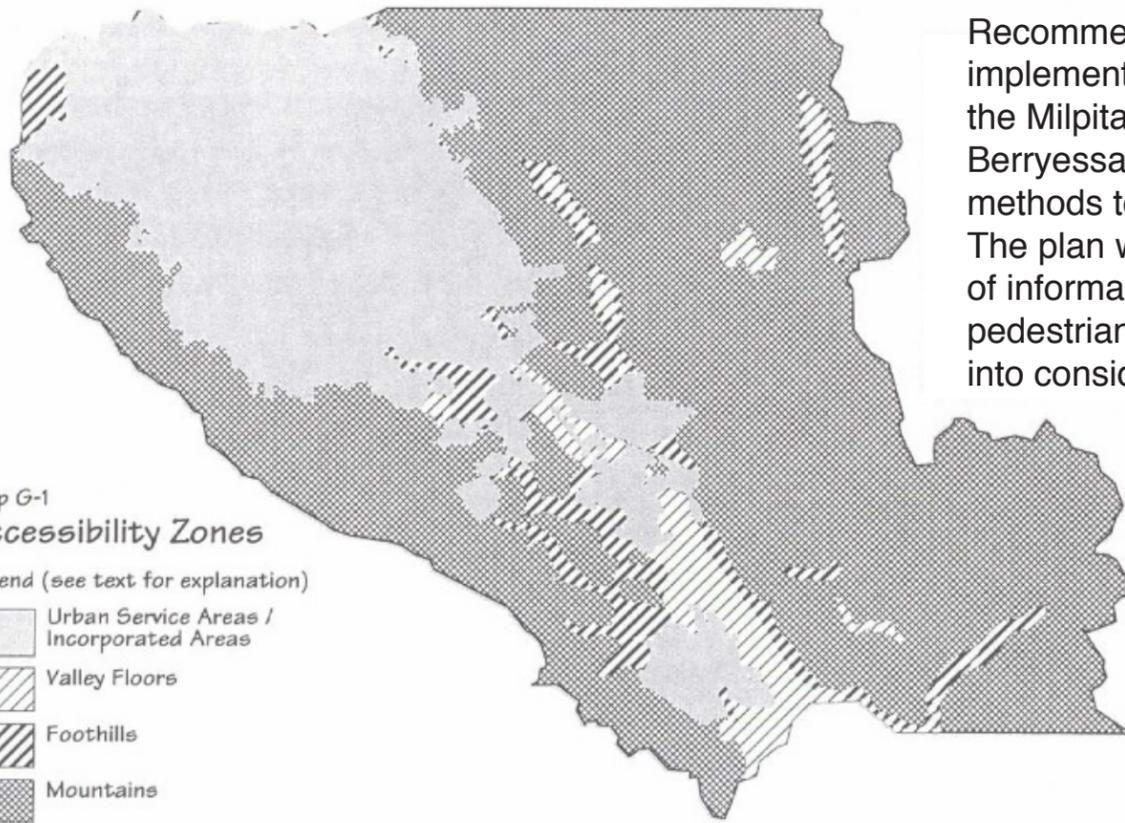
- Alternative transportation routes
- Establish character and usage of trails
- Provide solutions
- Long range development plan

Goals of the Trails Master Plan:

- Cater to the commuter, creek corridors, schools, businesses, local citizens
- Incorporate staging areas
- Increase links to trails
- Work around property rights
- Preserve natural environment
- Cooperation of all stakeholders



Santa Clara County Trails Master Plan Update



Recommendations to the plan include: to implement strategies and suggestions of the Milpitas Trail Master Plan, commission a Berryessa Creek Trail feasibility study, find methods to fund trail development. The plan was formed in regards to the collection of information of connectivity to the bicycle and pedestrian system. The environment was taken into consideration as well.

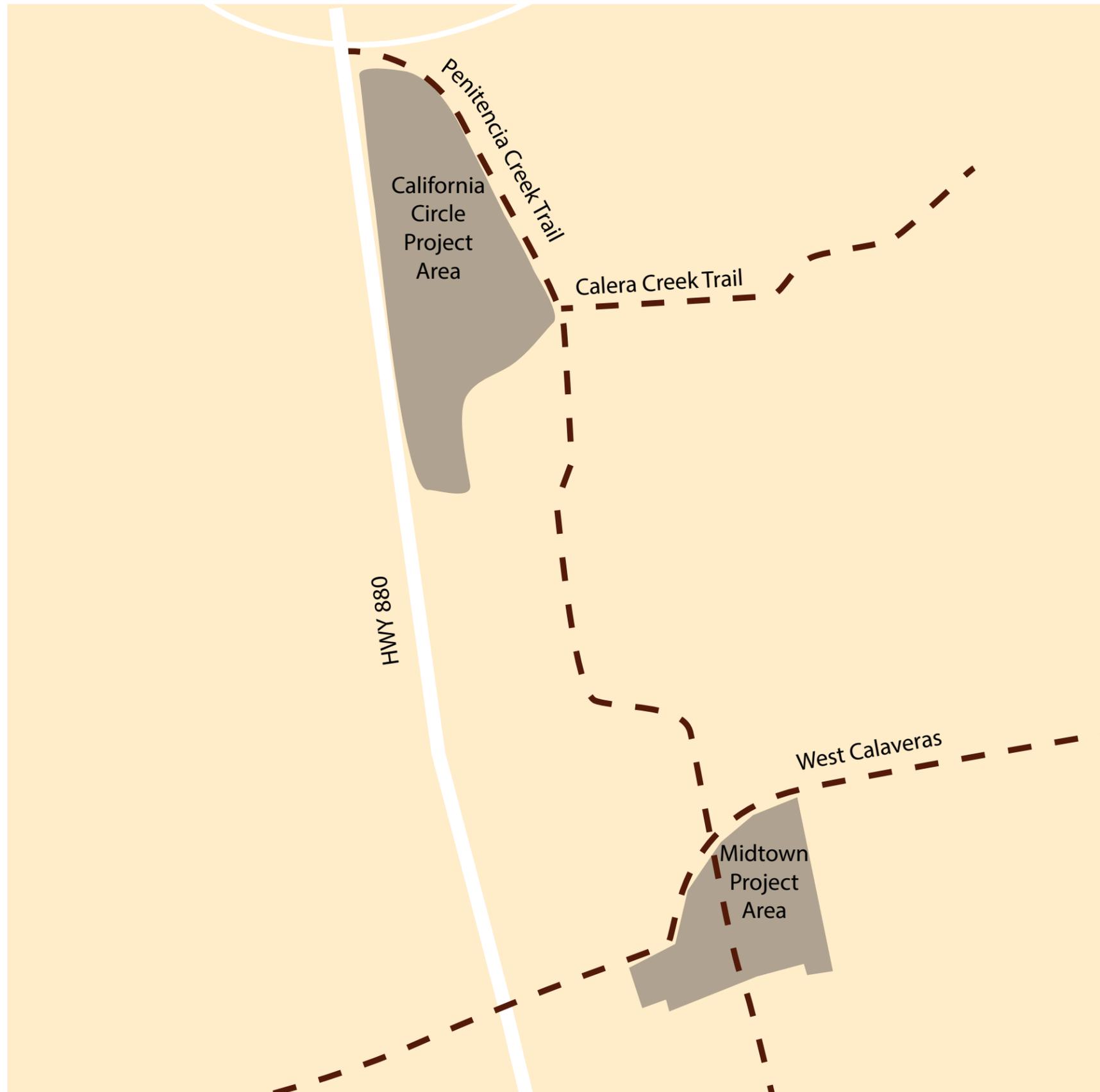


Executive Summary:

- Milpitas Trail Plan intended to enhance quality of life
- Over 80% of the planned trails have not been developed
- Intended to conveniently connect public spaces

Haydne Shimer
Francisco Vargas
Sarah Wood

Milpitas Trails Master Plan



Penitencia Creek trail will...

- provide a north /south route
- run through the entire city, including both project areas
- connect to Coyote Creek trail north of project site A



Calera Creek Trail will:

- Provide east/west route
- Go through residential subdivisions
- Will specifically use on-street connectors at Scott Creek Road and N. Park Victoria



Calaveras Road :

- Access to Ed Levin County Park
- Will connect to other trails
- Plan-line study is underway to improve road condition
- Include a bicycle/pedestrian facility
- Improvements will be limited by environmental issues related to Arroyo de Los Coches

Haydne Shimer
Francisco Vargas
Sarah Wood

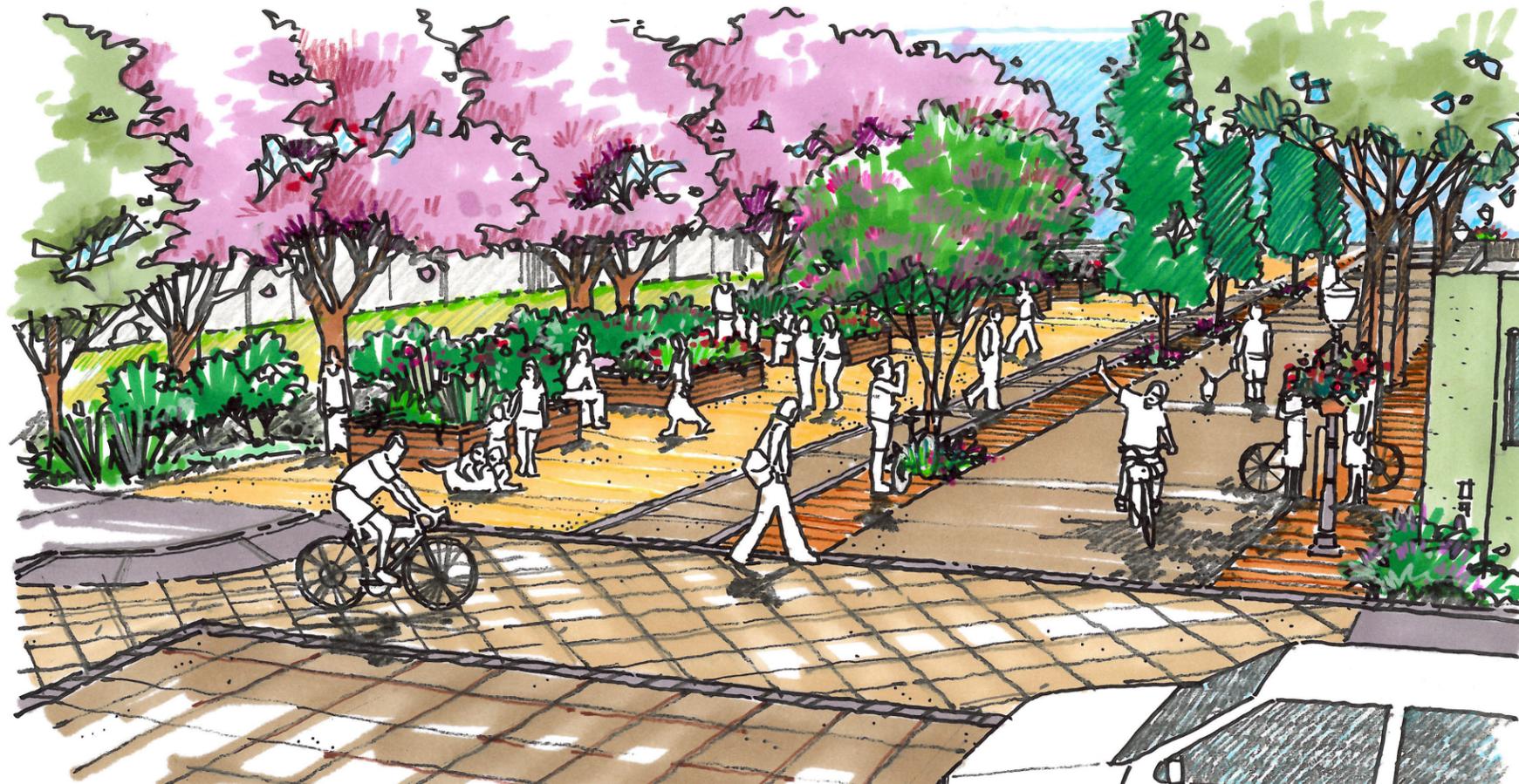
Milpitas Trail Master Plan: Financing and Implementation



In accordance with the Milpitas Circulation and the Open Space & Conservation Elements of the General Plan, the trail system is to be implemented to create amenities and transportation alternatives to the Citizens of Milpitas, at a low cost to tax payers.

Based upon sample estimates and 1997 dollars, with a five percent per year inflation rate, it is estimated that it will cost \$12,000 per year to maintain one mile of trail versus traditional urban parks at \$2,200 per acre to maintain and operate. (Numbers based off of installing a 10 ft. minimum Caltrans and ADA approved asphalt trail.)

While development and implementation are laborious processes, improvements are welcomed by the city. Trail implementations are meant to promote healthy lifestyles.

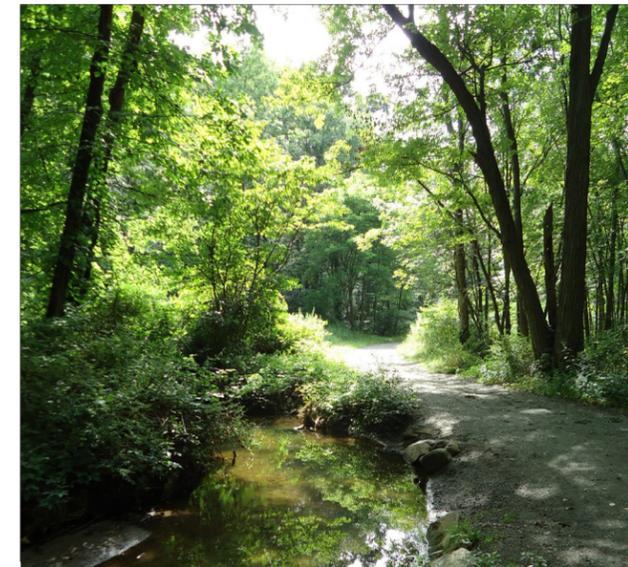


Trail Layout:

- Mixed-Use
- Pedestrian Equestrian
- Bicyclist
- Adapt to Surroundings
- Natural Environment - Minimizes Man-Made Landscaping

Financing Sources:

- Federal
- State
- Local
- Grants
- Private
- Special Assessment Districts
- Non-Profit/Public Benefit
- Ballot Box Measure



Guidelines:

- CEQA Approved
- EIR Performed
- May be Designed as a Complete Set or Have Specific Trail Corridors

Haydne Shimer
Francisco Vargas
Sarah Wood

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Appendix 2. Information from field visit



RESIDENTIAL EAST



- LEGEND**
A: park
B: two-story residential
C: church
D: pedestrian access
E: one-story residential
F: streetscape
G: new residential



Ammari/Kramer/Osterhus



Imageability

The residential homes in this area are mostly traditional single-family detached with garages, driveways, lawns, and sidewalks. The majority is one story, with the exceptions of neighborhoods located near schools. The color scheme is pastel with a concentration of white homes. These homes have grass lawns in the front of the property and some have trees at the edge near the sidewalk. The lawns of the single story homes are mostly run-down and have brown grass due to a lack of maintenance and watering. Trees also line the sidewalk, although the streetscape lacks consistency in the types of trees and locations. There should be a greater improvement on the streetscape because it currently seems scattered and makes the neighborhoods feel more detached and a lack of community. Neighborhoods located near the clusters of schools and parks are two-stories single-family detached homes that are much better kept than other homes in this residential zone. The landscaping is maintained properly and there is more of a consistency in streetscape in regards to the choice and locations of trees. In addition, there are protected sidewalks with strips of grass. Based on the imageability, the perceived socio-economics of this area are high working class to middle class based on the single-family detached homes, although the middle class generally lives near the schools and parks. There were not many open houses, besides the new development of homes that are located near the hillside ranches and are two-story single homes. Every lot had a driveway with cars parked, suggesting a high density of residents and a reliance on cars for transportation. Near the edge of this zone are the large ranch-style homes and the estates on the hillside.

Landmarks

The Residential East site in Milpitas, California had a good amount of legibility and accessibility points that emphasized the city boundaries and street grid. The residential community as a whole generally contained a lot of landmarks, views, and signage. Landmarks included different types of religious centers, such as churches along almost every 5 blocks. We encountered a number of churches within each small community, telling our group that there was a large amount of religious people in this community as well as different types of religions among community members. Along with religious centers, there were also a lot of town centers, senior homes, and especially schools and parks. It seemed as if every 2-4 blocks had a different school which was surprising to our group as we navigated through the community. There were a range of educational facilities; elementary through high school levels. Along with schools, we also encountered a large amount of public spaces in the community. Public open spaces included parks, community centers, and a single senior home that was found. Usually these open spaces were near the educational facilities, and they were not being used among the citizens. A lot of the open spaces were not occupied, and there was no activity in the streets among the homes.

Views: Along main roads of the site, including North/South Victoria Drive and Calaveras Road, there were a number of views that stood out. There is a view coming west of South Victoria Drive, as well as a view north of Calaveras Road. The views hovered over the residential area and were of mountains. The views overlooking the site were very apparent and added a nice touch to the area.

Sense of Community

There are many public places for the community to gather in this residential zone, which include public parks and religious institutions. The parks are located in neighborhoods and by schools. According to the Guiding Principles in Milpitas's General Plan, parks are meant to link the city together and act as a type of chain. When a site visit was conducted, there were no people in any of the parks, which is surprising considering it was a Sunday afternoon. The lack of people and the quality of homes indicate that the residents are high working class to middle class white families because the parks are not being utilized as a gathering place or for recreational sports and activities. It is more difficult to create a strong sense of community when there are suburban style homes, but the parks are helpful in creating place and identity. There are many public schools that are located in close proximity to each other, which suggests that the community surrounding the schools are connected through it and there is a stronger sense of community in these areas. Since the parks and schools are located in areas of residential homes, there is an increase of safety from vehicular traffic and a feeling of protection.

Signage/Wayfinding

The amount of signage on the site was impressive because as much as there were community parks and public facilities, there were signage. Signage ranged from speed limit signs, pedestrian crosswalks, or bicycle lanes. There also was a good amount of signage on the streets themselves; indicating speed limits or general warnings. The main theme of the residential site seemed to be the amount of pedestrian friendly signage that was in the community. Although there was a lot of pedestrian signage, there were not a lot of pedestrians or bicyclists. Milpitas seemed to be very vehicle oriented; because there were a lot of cars, but not pedestrians. A handful of bus stops were found on the site usually in front of community places. Buses and trains were not spotted during the field study, implying that the area was not a popular area to visit.

Street Grid: The street grid of the residential community was uniform for most of the site, but there were also a lot of streets that did not have a grid like structure. The sites that did not have the grid like structure were usually in parts of the residential community that were uphill or in gated communities. Along with the non-uniform street lines, there were also a lot of dead ends in the site as well as windy roads that led to more hilly areas. As far as how the streets are designed for the residential community, there are a lot of courts and uniform streets with single family detached homes for the most part.

Main Street

Project Site B | Milpitas, CA



Notes

1. Neglected open space.
2. Hidden abandoned house.
3. Large trees.
4. Cultural resource.
5. Kindergarden under construction.
6. Vacant lot.
7. Parking facing street.

Main Street | IMAGEABILITY

Project Site B | Milpitas, CA

The Main Street Project Site encompasses a variety of different characteristics including specific architectural styles, building types, street scaping, scale and perceived density, maintenance, and perceived socio-economics. However, several building and landscaping characteristics do not create a lasting impression upon visitors or locals. In general, there are many vacant lots and areas with low maintenance throughout the project site.



Architectural Style

The facades of the buildings tend to have some sort of arch and some tree leaves hanging on the walls.

Building Types

Most of the buildings within the project site are mainly used for commercial and office purposes. One plaza contains a building with mixed-uses and appears to be modern.

Streetscaping

The condition and style of the streetscaping in the study area is generally catered towards users of automobiles, rather than pedestrians. There are often multiple lanes per direction on each street. The sidewalk design is unimaginative and utilitarian.

Scale and Perceived Density

The project site extends up to roughly two blocks, but is considerably complex.

Maintenance

The maintenance varies throughout the project site. There are some vacant lots with trash accumulated on the ground. One lot, for example, has an abandoned house hidden in the back.

On the other hand, the lots surrounding large commercial businesses are well-maintained and free of trash.

Perceived Socio-economics

There are several plazas and restaurants within the project site that affects the area's economic activity. Starbucks usually attracts a great amount of people.



Main Street | LEGIBILITY

Project Site B | Milpitas, CA



The project site does not have a specific landmark that attracts visitors or locals. Since each building does not have distinct characteristics, one's location is difficult to determine.

Landmarks (including cultural resources)

Throughout the entire site, only one cultural resource was found. Along Main Street, we found the original site of "French's Hotel" from 1857.

Views

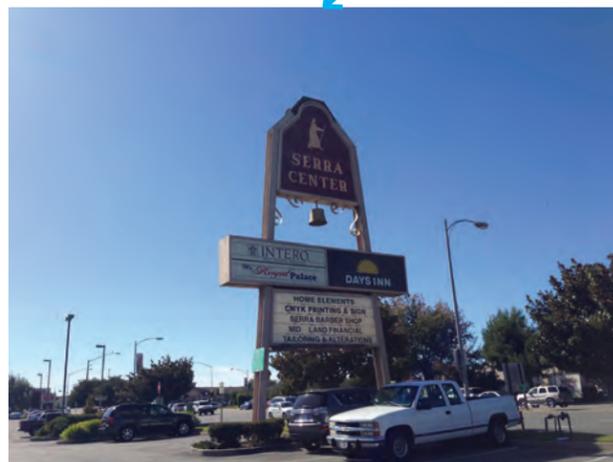
Views of the mountains can be seen occasionally. Otherwise, there are no significant views that are emphasized by the surrounding developments. Single-story "box" buildings dominate the visual landscape. The second most noticeable features of the site are the overpasses of Calaveras Boulevard that route across the Interstate 880 and the Union Pacific Railroad.

Street Grid

A grid-like street design exists around the Main Street area. This indicates its historical significance as the town center. However, the area west of Main Street does not have a grid-like street design, but rather a hierarchy of boulevards and streets that join together at odd angles. The potential for traffic congestion is increased because of the lack of a grid-like design.

Signage/Wayfinding

There are Milpitas banners attached to street lamps only along Main Street. Otherwise, major signage did not exist within the site. The lack of signage made navigating the site without maps difficult. This indicates low legibility.



Main Street | ACCESSIBILITY

Project Site B | Milpitas, CA

Public transportation is not truly provided within Milpitas due to the fact that there is a dominant share of automobile traffic within and around the site and almost no pedestrian.

Public Transportation

Public transportation service in the site is scarce. A bus stop along Main Street goes to McCarthy Ranch (Bus 47) and Kaiser San Jose (Bus 66). Bus 104 also provides service through the site. These bus routes, however, do not permeate Milpitas, but act as feeder lines towards San Jose. T

Bicycle Movement

There are bicycle lanes throughout the project site, but the sight of bicyclists is scarce. A reason for this is the high speed of adjacent vehicular traffic and relative vulnerability of bicyclists to vehicular traffic.

Pedestrian Movement

Since there are major roads within the project site, not many pedestrians take this route. Pedestrians were occasionally seen, but these instances involved people taking advantage of the agglomeration of services after already driving to the site. In other words, pedestrians drove to the site to take care of several errands, and driven away.

Vehicular Movement

There are two-way streets throughout the project site. Along Abel Street and Carlo Street, there are four lanes provided for each direction, indicating heavy peak time traffic volumes along these streets. Most vehicular traffic does not stop within the site, but travels through the site. The provision of wide lane widths and plenty of parking spaces decreases the incentive to use other forms of transportation to, from, and within the site.



Main Street | SENSE OF COMMUNITY

Project Site B | Milpitas, CA

Juan Alberto Bonilla | Seitu Coleman | Jenny Ha | Monet Sheikhal

Many vacant lots can potentially become large meeting places if they are well-maintained and renovated. Throughout the entire site, there is a need for a development that will provide a greater sense of community.

Lived-in Spaces

Residential uses do not occupy the area as much as commercial and retail uses. Near the 76 gas station, there is a small house right next to commercial uses. A single two-story building along Main Street contains a service use on the ground floor and residential use on the first floor.

Potential Community / Meeting Places

The project site has no concentrated community center, but instead has several small commercial and retail centers located near residential areas. A 76 gas station at Calaveras Boulevard and Serra Way provides convenience store, fuel, and car wash services, attracting a great number of customers. However, due to the quick-stop characteristic of fuel service customers, there is not any form of meeting between 76 gas station customers, and thus, no community. A Starbucks along Calaveras Boulevard provided convenient indoor and outdoor sitting spaces for customers. The sense of community at the Starbucks is strong. One other area within the site that has a sense of community is the Indian movie theater along Calaveras Boulevard.

A small park or area with a few benches can potentially be used as a meeting place for visitors and locals if it is not placed near a vacant lot. The close proximity of the small park to the vacant lot does not help the area encompass a sense of community.

Open Spaces

Many vacant lots and extensive parking spaces are present within the project site. Trash, wood, and dirt are all visible on various lots. These areas present dangers to pedestrians because of potential transient occupancy and opportunity for illegal activities in dark places. The largest open spaces are parking lots that serve major commercial developments along Calaveras Boulevard. As the comments above mentioned, there is no park or well-kept green space in the site.

Public Facilities

There is a preschool nearby a gas station and repair shops. In addition, a Kindergarden is currently under construction in the plaza with Big Lots and Days Inn. No public bathrooms or public parks are provided in the site.



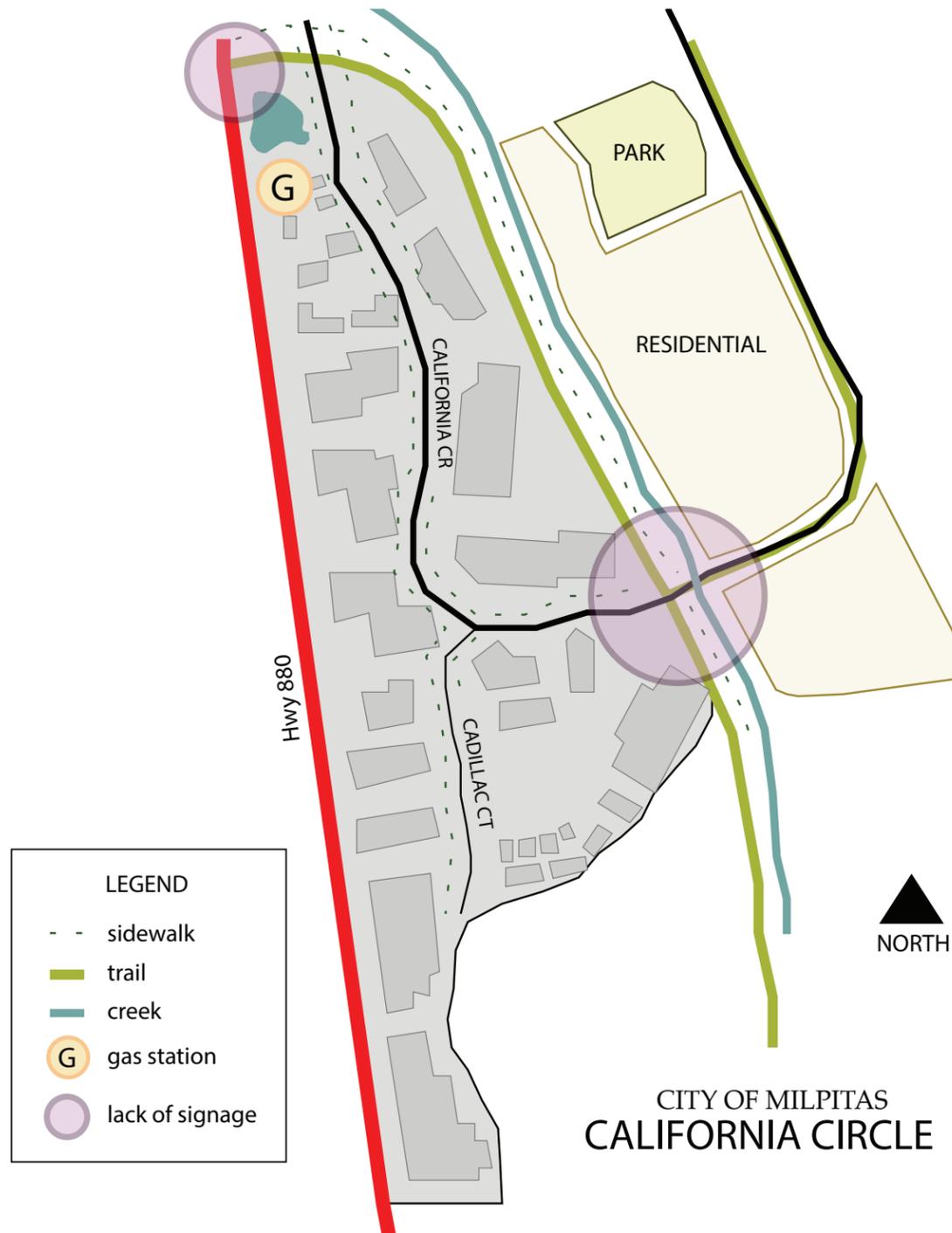
DISTRICT 8: CALIFORNIA CIRCLE

IMAGEABILITY

This site was so lacking in imageability that just by looking around it is easy to imagine that you're standing in any office park in the country. Most buildings in the site are nearly identical to one another - large square footages, standing one to three stories, with white and grey exteriors of stucco, glass, and steel. There is a significant number of vacancies in the planning area (around 30% of parcels), making certain portions of the site look especially run down, with peeling signs and cobwebs over main entrances. This also indicates that despite recent economic improvements, the forward-thinking tech agencies in Silicon Valley are not drawn to this type of hum-drum, commonplace office park. The occupied parcels are well maintained, but look plain and uninspiring. Buildings are set back from all parcel borders to make room for parking, which is plentiful in the planning area. However, this creates a sort of "island" effect - each building seems to isolate itself from others along California Circle and discourages pedestrians from wandering into the site. The entire area is auto-centric - the street is wide and parking ample, but sidewalks are narrow and separated from developments by mounds of grass and trees, creating a visual and physical barrier between pedestrians and active uses in the site.

LEGIBILITY

The site is bordered on either side by two barriers that could serve as a way to understand one's location within the site - to the west, Interstate 880, and to the east, Penitencia Creek and trail. Although California Circle is a loop connected on both ends to Dixon Landing Road, from Dixon Landing it is unclear where the road leads. This loop also changes names when it passes over Penitencia Creek, turning into Milmont Drive on the creek's east bank. The 'U' shape of the road and the lack of side streets forms an anti-grid system by creating one long block. This is broken up only by pedestrian crossings that are few and far between. The width of California Circle seems to strongly encourage driving instead of walking, even for a short trip from one building in the site to another. Within the site there is minimal signage, other than to indicate what companies are inside the buildings, and even that lacks consistency. Even though the site links directly to I-880's on and off ramps, a lack of signage for this along California Circle creates confusion about how to access the interstate rushing past to the west of the site. The monotonous nature of the architecture and landscaping can add to this confusion, since there are no outstanding landmarks within the site.



Monotonous architecture



Deteriorating vacancies



Poor signage



Switching of street names at bottom of 'U'

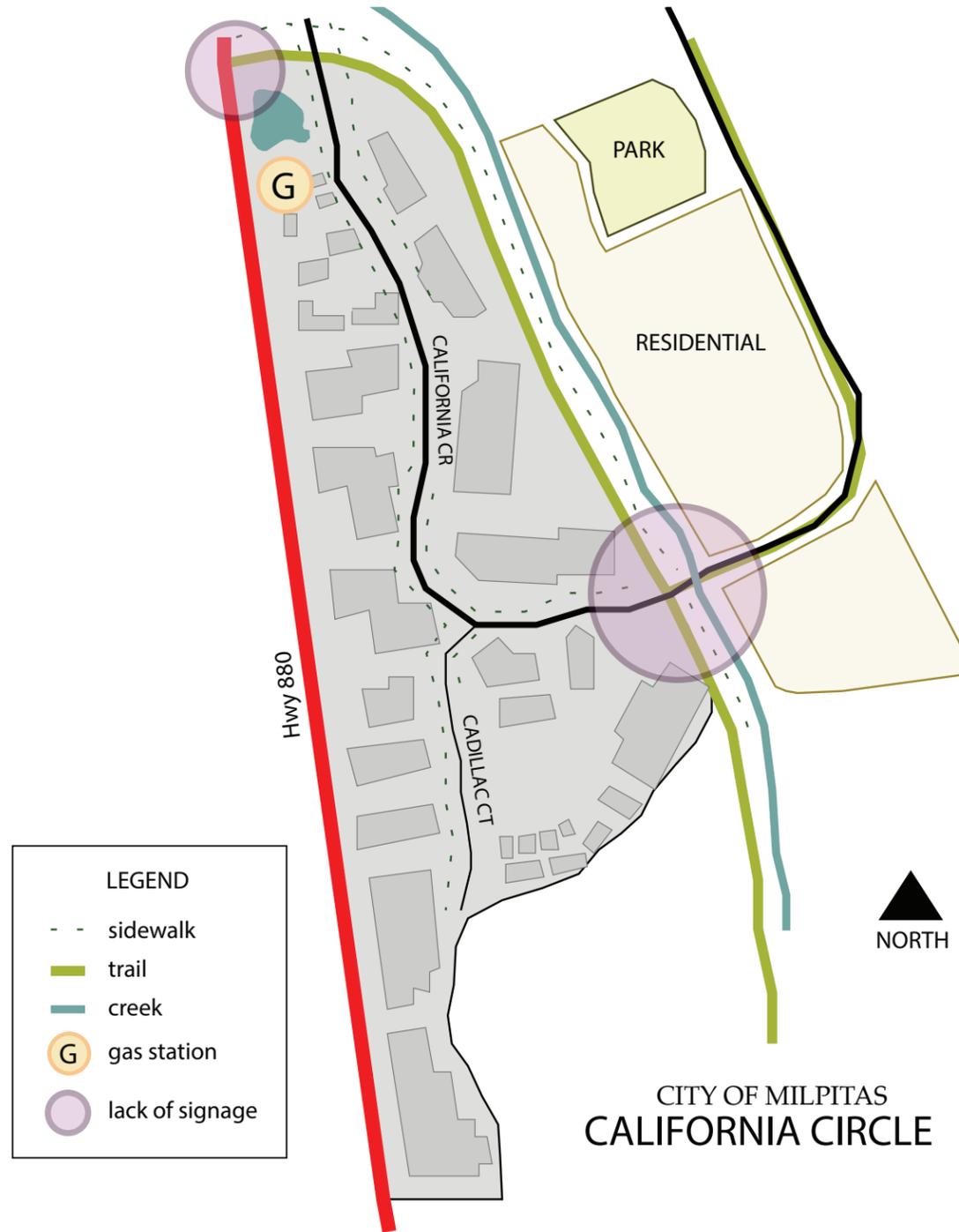
DISTRICT 8: CALIFORNIA CIRCLE

ACCESSIBILITY

The California Circle District is a collection of commercial and industrial buildings located East of the Northbound 880 Highway. It can be accessed by the Dixon Landing Road Exit as well as two additional cross-streets off Dixon Landing Road; California Circle and Milmont Drive. No public transportation serves the area, with an apparent lack of bus stops. The primary mode of transportation belongs to vehicles with wide dual direction lanes. The overabundance of vehicular parking is extremely apparent while walking the site. Businesses are separated by large lots with mature landscaping and shade producing trees. There are sidewalks bordering the streets varying between four and five feet wide. In many instances the sidewalks are in poor condition and in need of repair. The area also has a network of bicycle lanes that are four feet wide and serve the main roads throughout California Circle. The Penitencia Creek is also bordering the site with limited access behind office buildings. One particular observation noted that the creek is blocked by two separated chain fences on one parcel and unobstructed on another parcel.

SENSE OF COMMUNITY

With such an important location as the “gateway” to Milpitas this site lacks any sense of community. The site contains no 24-hour presence that also would ensure safety. The site is full of shipping and receiving yards that add to the cold industrial feel. While many potential spaces are present, the current layout is not supportive of a community centered space. The site contains one undeveloped lot with other vacant and or abandoned areas. The site currently contains no public facilities, other than creek access at some locations. The site has many attractive aspects including numerous mature trees. Tree species ranging from Redwood, California Laurel, and eucalyptus to fruit-bearing like Purple Plum are seen in and around the site. With such significant Indian and Chinese influence in the Milpitas area this site provides the ideal space to hold community and cultural centers. Given the right amenities this location can one day create a sense of community within the City of Milpitas.



Wide traffic lanes devoted to all modes



Sidewalks presently on the site



Mature landscaping

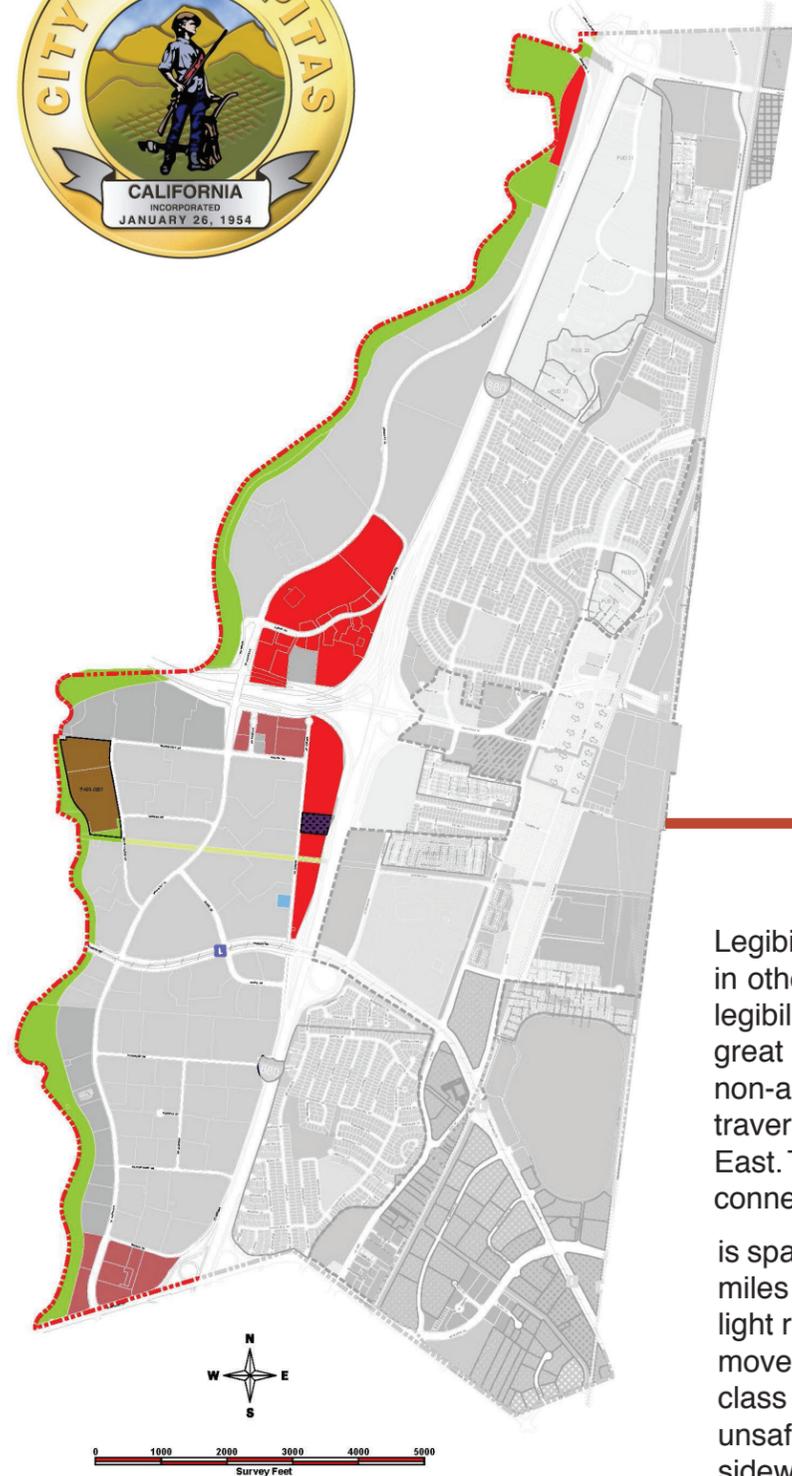


Abundance of shipping docks

Field Study - District Seven



City of Milpitas



District Seven encompasses the area North of the Montague Expressway, East of the Coyote Creek, South of Dixon Landing Rd and West of I880. The area is approximately three miles in length and a mile at its widest point. The area is zoned as Light Industrial, and is approximately 75% built out, with various small pockets of undeveloped lots and a walking/bike path along the West perimeter.

The district is indicative of the Silicone Valley industry. Several large tech companies such as Cisco Systems and San Disk have located their Corporate Mega Campuses at this site. The predominant characteristics are sweeping parking lots, aggressive high-speed boulevards, expansive stretches of poorly designed streetscape, and office frontages set back hundreds of feet with limited pedestrian access; these Mega Campuses offer little distinction between each other from the boulevard. The area is auto oriented; all other modes are either trivialized or rendered useless.



Business campus in Area One

LEGIBILITY AND ACCESSIBILITY

Legibility and Accessibility would rank high for auto orientation. However, when factoring in other modes of transit such as public transit, bicycle and pedestrian mode, the area's legibility and accessibility become lost in a sea of concrete and pavement. Distances are great between blocks, crossing and other intersections. Center medians are unfriendly to non-auto traffic, and buildings become unapproachable from the street front without traversing large blacktop parking lots. Landmarks and views include hills and a freeway to the East. The layout includes large auto-navigable boulevards with McCarthy Blvd as the central connector, a light rail line and large corporate signage all about. Street signage however, is sparse. The street grid is somewhat curvilinear, with three blocks encompassed in three miles (approximately a mile each.) Public Transportation is almost non-existent save for a light rail line and one bus route, which extends to the area's sole shopping center. Bicycle movement through-out the area is extremely inhibited, though there are clearly demarked class 2 bike lanes. The wayfinding is limited and the boulevard speeds and sizes seem unsafe. Pedestrian movement is almost nonexistent. Areas two and three have afterthought sidewalks. All areas have virtually no permeability, with each access point centered around the auto entrances. Area four is however an elevated trail, again just missing access.

IMAGEABILITY

There are distinct and recognizable features within the district, which we have separated into four sub-areas based upon their characteristics (Areas One to Three are discussed below; Area Four is discussed in the Conclusion). The culmination of these features invokes little more than the lackluster of corporate imagination; it's cold, uninviting, massive, and uniform.

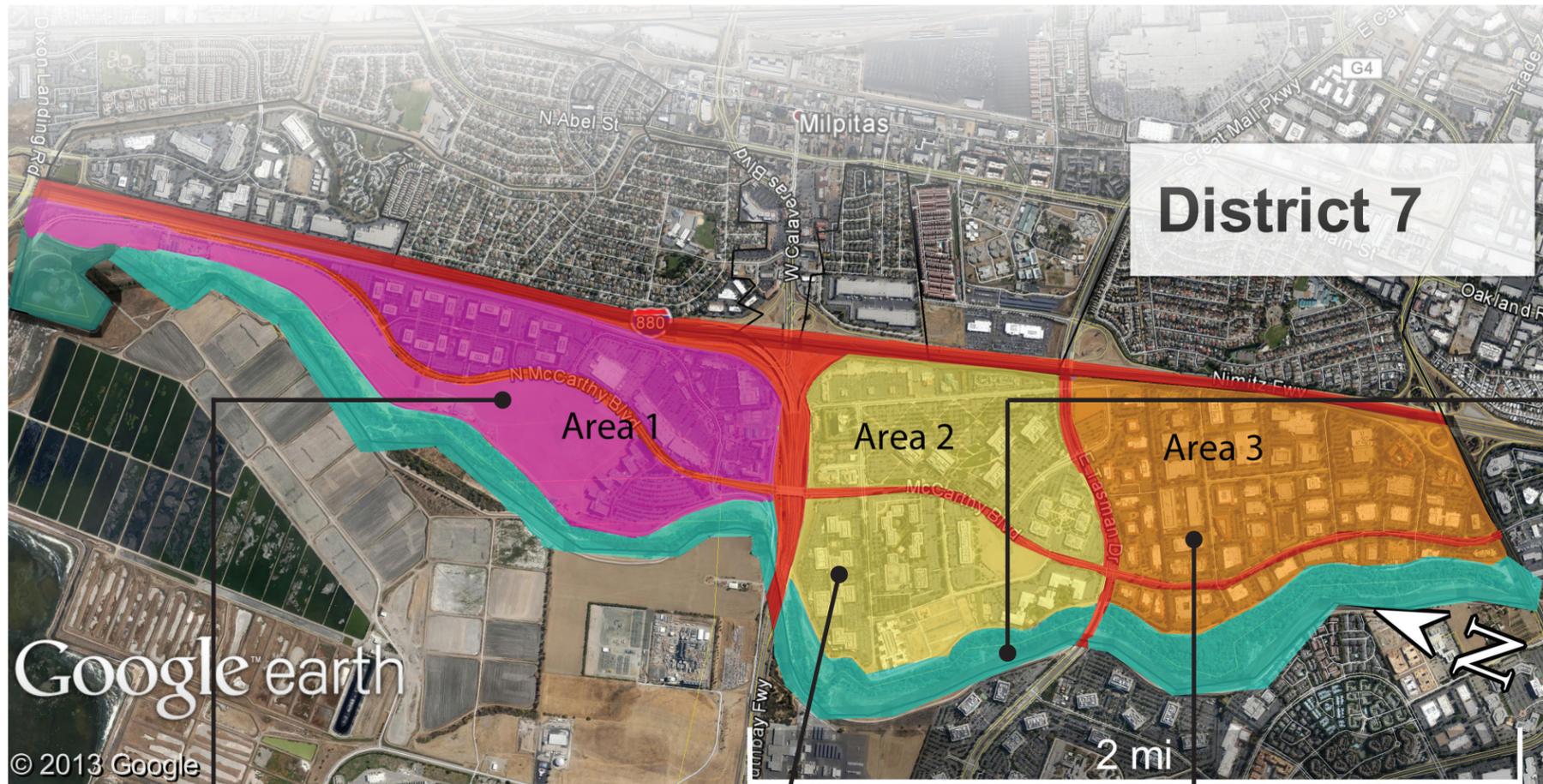
Area One has generic architecture; typical of office campuses and big box retail (on-site retail was not street facing). The streetscape was shady, well maintained, with wide sidewalks and some attention to detailing.

Area Two also offers generic architecture, reminiscent of the early 1990's in the landscaping and building form. Far less streetscaping is present, with narrow sidewalks, and the perceived density is lower than in Area One. The overall appearance is worn, but the area is consistently maintained.

Area Three stood out slightly differently in two respects: 1) the scaling was smaller and 2) Spanish and Japanese influences are articulated in the architecture. However, the theme is still typical of a monotonous office park in the 1990's, there was no streetscaping, and no sidewalks. Maintenance was low.

SENSE OF COMMUNITY

The type of community which built up around the corporate structure of District Seven is typical agglomeration to service the needs of the office park, in and of itself corporate. The "nine to five" hustle and bustle eventually gives way to the evening when the workers disperse and there are few remaining people left to operate the shops. Though there are hotels in area 2, there are no permanent residences to keep the space active and alive through-out the night. This is evident in the lack of community meeting spaces that are common and public. There are several parks, but they are centrally located deep within these office compounds, built to be exclusive and non-connecting. There are a few chain restaurants, fast food, and big box retail establishments (like Wal-Mart) none of which suggest nor support an energetic night life. There are vast expanses of "open space" which are either used to buffer the offices from the sidewalks and streets or are simply empty, and undeveloped lots which are labeled as such.



Bike and walking path along Coyote creek. The path is completely separated from the business park, with few entry points.



Coyote Creek under Tasman Dr. As seen, the creek is polluted with litter and debris.



Path underpass of E Tasman Dr. This section of the path is littered and unmaintained.



Sidewalk along northern section of McCarthy Blvd. The street scaping here is shady and well maintained, making walking more pleasant.



Office buildings are offset from the street, due to large parking lots. This makes walking less desirable than driving.



Architecture example of area three. The older campuses tend to be inspired by Spanish and Japanese architecture.



Area one is home to many big box retail stores and chain restaurants.



Sidewalk along McCarthy Blvd. Landscaping makes pedestrian access to business campus difficult due to lack of entry points.



VTA Light rail on E Tasman Drive. There is only one light rail station for the entire business park precinct.



Entry to the McCarthy Blvd. The sign is used as an entry point to Area one.



Sidewalk in the older strip of McCarthy Blvd. There is limited shade and street scaping, making walking unpleasant.



Heading South the sidewalk completely disappears.

CONCLUSION

District Seven from a contemporary analysis would at first glance seem dated and dysfunctional for the variety of populations in Milpitas today. In the heartland of the Silicone Valley, Corporate Mega Campuses sprawl out, in seas of concrete and pavement, utilizing large boulevards with high speeds, and limited attention to streetscape detailing for the pedestrian or bicyclist. Public transportation is limited and walkability is virtually non-existent. However, District Seven is functional for the populations which it serves. Those who work in the large corporate campuses who need large boulevards and parking lots for their autos, and don't need amenities like easily traversed walking paths or public parks or lifestyle centers for their day and night time entertainment. This district is not a destination for a variety of populations; it is a destination for those who work there. The seemingly bland space in fact has distinct corporate character, a sense of place and belonging to the community for which it serves.

CITY OF MILPITAS

MIDTOWN ANALYSIS

IMAGEABILITY



MILPITAS IS A MIXTURE OF OLD AND NEW DEVELOPMENTS SCATTERED RANDOMLY THROUGHOUT THE CITY. IN THE MIDTOWN SECTION THERE WERE SEVERAL NEW DEVELOPMENTS THAT STOOD OUT AS MEMORABLE AND DISTINCT. THE REDEVELOPMENT OF THE LIBRARY, HISTORIC GRAMMAR SCHOOL, AND HEALTH CENTER ARE ENCHANTING AND AN EXCELLENT BALANCE BETWEEN NEW AND UPDATED OLD. IMAGE ONE IS A PICTURE OF THE NEWLY RESTORED GRAMMAR SCHOOL, PUBLIC LIBRARY, AND HEALTH CENTER. IT WAS IMPORTANT TO THE CITY THAT THE NEW LIBRARY INTEGRATED WELL WITH THE RESTORED GRAMMAR SCHOOL, WHICH MAKES THIS AREA ICONIC, DISTINCT, AND A LANDMARK FOR MILPITAS. ACROSS THE STREET IS LOCATION OF THE NEWLY BUILT HEALTH CENTER, WHICH HAS SIMILAR STYLES TO THE LIBRARY BUT DOESN'T OVER POWER THE CHARM OF THE GRAMMAR SCHOOL. THIS AREA CAPTURED OUR ATTENTION BECAUSE THERE ARE NOT MANY HISTORIC BUILDINGS LEFT IN MILPITAS AND ITS HISTORIC LOOK IS CAPTIVATING.

ANOTHER MEMORABLE AREA OF THE MIDTOWN SECTION IS THE ENTRANCE TO TERRA SERENA LUNA CONDOS. IMAGE TWO IS A PICTURE OF THESE NEWLY BUILT CONDOS THAT ARE LOCATED IN-BETWEEN ABEL AND MAIN STREET. ON EITHER SIDE OF THE DEVELOPMENT ARE PUBLIC PARKS THAT CONTAIN PLAYGROUNDS AND SEATING AREAS. THE SIDEWALKS ALONG ABEL STREET ARE PLANTED WITH SHRUBS AND TREES, AS WELL AS HAVING CHARMING STREET LAMPS. BEHIND THE COMPLEX IS A POOL AND COMMUNITY CENTER FOR THE TENANTS. THE ARCHITECTURAL STYLE WAS MEDITERRANEAN WITH BALCONIES, TERRACES, OPEN WALKWAYS, AND VEGETATION THROUGHOUT THE COMPLEX.



VIEW OF GRAMMAR SCHOOL AND PUBLIC LIBRARY.



VIEW OF HEALTH CENTER.



ENTRANCE TO TERRA SERENA LUNA CONDOS



NORTH END VIEW OF THE CONDOS

CITY OF MILPITAS

MIDTOWN ANALYSIS

SENSE OF COMMUNITY



WHEN DRIVING THROUGH THE MIDTOWN SECTION OF MILPITAS, WE NOTICED THAT THE COMMUNITY WAS A MIXTURE OF MANY DIFFERENT CULTURES WITH MANY BUSINESSES CATERING TO THESE. ALTHOUGH WE DID NOT SEE MANY PEOPLE WALKING AROUND, ONE AREA THAT WAS BEING USED AS A GATHERING PLACE WAS THE TOM EVATT PARK. THE PARK IS BROKEN INTO THREE SMALL DIFFERENT SECTIONS, TWO ON ABEL STREET AND ONE ON MAIN STREET. EVEN THOUGH THE SPACE IS SMALL, THERE ARE PLAYGROUND BENCHES, PICNIC TABLES WITH CANOPIES, AND BOCCE BALL COURTS. THESE PARKS WERE BEING HEAVILY USED SINCE IT WAS ONE OF THE FEW SOCIAL GATHERING PLACES IN THE DOWNTOWN AREA.

LOCATED NEXT TO THE PARKS WAS A PUBLIC FACILITY AVAILABLE FOR USE BY THE COMMUNITY, CALLED THE SAL CRACOLICE BUILDING. WHEN DRIVING BY, WE NOTICED THE BUILDING WAS BEING USED FOR A LARGE SOCIAL GATHERING. THIS BUILDING WAS SET IN A PRIME LOCATION BECAUSE IT SAT NEXT DOOR TO A PARK AND MAJOR ARTERIAL ROAD.



TOM EVATT PARK OFF OF MAIN STREET



TOM EVATT PARK OFF OF ABEL STREET



SAL CRACOLICE BUILDING



PARK NEXT TO SAL CRACOLICE BUILDING

CITY OF MILPITAS

MIDTOWN ANALYSIS

LEGIBILITY



THE CITY OF MILPITAS IS MADE UP OF A SERIES OF STREETS WITH A VERY DISTINCT HIERARCHY. THIS HIERARCHY ASSISTS IN CREATING A READABLE STREET GRID FOR ITS USERS. THE MAIN STREETS IN MIDTOWN ARE N. ABEL STREET, CALAVERAS BLVD., AND HARMOND/RAILROAD AVENUE. MAIN STREET IS A SECONDARY ARTERY THROUGH MIDTOWN. THE SIMPLE HIERARCHY ALONG WITH EASY TO FOLLOW SIGNAGE, MAKES MIDTOWN EASY TO NAVIGATE.

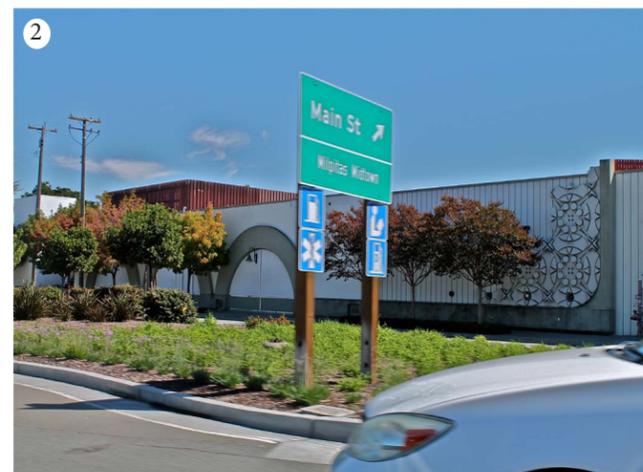
UNFORTUNATELY, THE LEGIBILITY OF THE STREETS BASED ON TRAFFIC AND WIDTH IS NOT COMMUNICATED THROUGH THE USES ON EACH STREET.

THE VIEWS IN MIDTOWN CONSIST OF A MEDLEY OF INCOHESIVE BUILDINGS AND USES. WHILE VISUAL ACCESS DOWN THE WIDE STREETS IS AVAILABLE, THERE ARE NO POINTS OF INTEREST ON WHICH TO FOCUS A PERSON'S VIEW.

TO FURTHER THE LACK OF LEGIBILITY IN MIDTOWN, THERE ARE VERY FEW LANDMARKS IN THE AREA. THE ONLY LANDMARK IS THE SPACE SURROUNDING THE FORMER GRAMMAR SCHOOL, WHICH IS MARKED AS A CULTURAL RESOURCE. SURROUNDING THE RENOVATED GRAMMAR SCHOOL BUILDING, IS A NEW LIBRARY AND HEALTH CENTER WITH DISTINCT ARCHITECTURE, WHICH ACTS AS A GATEWAY INTO MAIN STREET FROM THE NORTH. HOWEVER, FROM THE OTHER DIRECTIONS THERE ARE MISSED OPPORTUNITIES FOR GATEWAYS INTO MIDTOWN.



SOUTH FACING VIEW DOWN N. ABEL STREET ILLUSTRATES PROMINENT ARTERY THROUGH



SIGNAGE CLEARLY LEADS DRIVERS TOWARDS MIDTOWN.



THE CULTURAL RESOURCE IN MIDTOWN, THE GRAMMAR SCHOOL, HAS BEEN RENOVATED AND SURROUNDED BY MODERN DESIGNS.



THE ENTRANCE INTO MIDTOWN FROM CALAVERAS BLVD. DISPLAYS THE LACK OF COHESIVE USES, ARCHITECTURE, AND VIEWS.

CITY OF MILPITAS

MIDTOWN ANALYSIS

ACCESSIBILITY



THE ACCESSIBILITY OF THE MIDTOWN AREA IS GREATLY AFFECTED BY THE PRESENCE OF THE 880 FREEWAY TO THE WEST AND THE TRAIN TRACKS THAT PASS THROUGH THE AREA. THE TRACKS RUN THROUGH MILPITAS IN A NORTH/SOUTH DIRECTION RESTRICTING ACCESS FROM THE EAST SIDES OF THE CITY. THE MIDTOWN AREA IS LOCATED ON THE WEST SIDE OF THE TRACKS, MAKING THE STREETS THAT CROSS OVER THE TRACKS THE MAIN ROADWAYS THROUGH THE CITY. ABEL STREET IS THE MAIN THROUGHWAY FOR VEHICULAR TRAFFIC TRAVELING NORTH AND WEST THROUGH MIDTOWN AND CONNECTS THE MAIN EAST AND WEST ORIENTED ROADS OF CALAVERAS BLVD AND GREAT MALL PKWY.

THERE ARE 4 BUS ROUTES THAT RUN THROUGH THE MIDTOWN AREA. ALL ROUTES HAVE STOPS AT N. MAIN STREET WHERE THE VALLEY HEALTH CENTER AND CITY LIBRARY ARE LOCATED. THERE IS ALSO A MAIN TRANSIT HUB JUST NORTH OF THE MIDTOWN AREA THAT CONNECTS MULTIPLE BUS ROUTES AND THE LIGHT RAIL THAT CONNECTS TO SAN JOSE.

THE BICYCLE MOVEMENT IN THE AREA IS ALSO RESTRICTED DUE TO THE TRAIN TRACKS AND CALAVERAS BLVD IS A DIFFICULT AND DANGEROUS RIDE ACROSS THE TRACK OVERPASS.

PEDESTRIAN MOVEMENT HAS MANY OF THE SAME RESTRICTIONS AS BICYCLE CIRCULATION. IN ADDITION TO THIS PEDESTRIAN CROSSINGS ON CALAVERAS IS LIMITED.



1 THE HEALTH CENTER AND LIBRARY ARE IN MIDTOWN AND ARE SERVICED BY MULTIPLE BUS ROUTES



2 CALAVERAS BLVD RUNS EAST/WEST AND CROSSES ABOVE THE TRAIN TRACKS AND MAIN STREET



3 BUSES TRAVEL DOWN MAIN STREET, WHICH RUNS BENEATH THE CALAVERAS BLVD OVERPASS



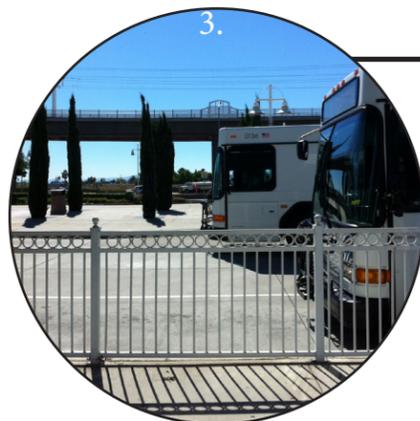
4 THE LIGHT RAIL: ALUM ROCK - SANTA TERESA LINE CROSSES MIDTOWN WITH AN ADJACENT STOP

FIELD SURVEY OF TRANSIT AREA



1. Figure 1: The Great Mall area holds most of the commercial uses for the city of Milpitas. It has minimal accessibility to the site, and is surrounded by an exterior road that circulates its boundaries.

Figure 2: The Great Mall features a light rail and bus station on the perimeter of the parking lot. Poor accessibility to the station leaves minimal efficiency.



3. Figure 3: Buses approaching the transit station near the Great Mall. During the field survey of the Transit Area, minimal activity was noted at the transit station.

Figure 4: Medium density apartment units within the Transit Area. Though these developments were compact and newly built, they lacked community connection and public space. Privacy is of high demand within the apartment complexes.



5. Figure 5: Neighborhood parks assure public space to Milpitas homeowners. Within the Transit Area, public parks were found in all family home neighborhoods.

Figure 6: Some of the parks were slightly older than others, however, they all maintained the same function and required little maintenance. Parks were one of the more accessible uses that were found in the Transit Area.



7. Figure 7: The new apartment and townhome developments caused a lack of accessibility throughout the Transit Area. Hopefully, with newer planning principles in place, by the time the construction is finished there will be a much higher level of accessibility the residents of Milpitas can utilize.

Figure 8: Many of the office parks were identical in nature and it was very easy to get lost without having any distinct landmarks to feel a sense of place. Unfortunately, the office park and warehouse uses were intermingled in a large area so the legibility was minimal.



FIELD SURVEY OF THE TRANSIT AREA

Imageability

The Transit Specific Area has a distinct imageability about it in regards to its architecture styles, building types, streetscaping, scale and perceived density, maintenance, and perceived socio-economics. The only buildings that appear to have some continuity of design were in the subdivision apartment homes that were being developed in a wide expanse of undeveloped land in the middle of the site. The building types are separated by land uses, the large office parks have the exact same building layout, commercial uses are separated as seen in the Great Mall area, and housing is also separated but shares similar architectural style. These separated uses are emphasized even more by the streetscaping that includes wide, auto-dependent streets that utilize very little pedestrian lighting and provide a poor walking atmosphere. Sprawled uses also contributed to the lack of pedestrian friendliness and it concurrently did not seem extremely usable for bike transit either. The entire Transit Area is not human scale as seen by the grade-separated light-rail which towers high above the large bus transit area, making people feel small under its breadth. Long and wide roads also contribute to the lack of a feeling of scale because we perceive many more things as unreachable due to the distant views. The only place that is found to have a mild amount of medium-high density was in the various new apartments and townhomes. The transit area seems fairly new and has fairly good maintenance. Certainly the new housing developments need nothing new in terms of maintenance, and will likely not need as much in the future as more modern development strategies were used in the process. The perceived socio-economics of the area were a little more challenging to gauge from our viewpoints, but we were able to take away that much of the area was middle-low class based on the automobiles, businesses, office parks, industrial uses, as well as large amount of authentic cultural restaurants that were scattered throughout Milpitas. The housing units that are being developed were likely affordable housing as we saw a much more ethnic demographic with young families.



Legibility

Within the Transit Area Specific Plan lie the Great Mall, light industrial parks, and medium density housing. The main attraction is the Great Mall located on Great Mall Parkway and Montague Expressway. The Great Mall attracts motorists passing through Milpitas, CA with the help of heavy signage. A multitude of signs direct vehicles to large parking lots and advertise the vast number of retailers. Approaching the Transit Area is fairly unattractive to pedestrians and cyclist. Large roadways and intersections discourage pedestrians and cyclists. Great Mall Parkway and Montague Expressway shuttle large amounts of traffic throughout the day. Both of these streets cover the majority of the Great Mall perimeter. Additionally, these streets also connect to new medium density apartments. Roads within these complexes are complex with dead ends and limited visibility due to the large structures and a wall that surrounds the development. The Interstate 880 passes directly through the Transit Area. As motorists drive through Milpitas on the 880 direct view-sheds gives passer byers reasons to stop at the mall. The light industrial parks, which surround the Great Mall and large apartment complexes, could confuse touring motorists with the non-grid street design. Views within the industrial park not an eye sore, but they are not attractive. Signage within this development region is poor except for the street intersections. Overall, the minimal signage and non-grid layout of the industrial park are only for the familiar eye. The Transit Area features Milpitas greatest retail attraction; however, vehicle movement and view sheds are in need of great improvement. Even the bus and light rail systems, which feature a stop by the great mall, are poorly located due to the misconnection to the mall. The bus and light rail station are located across the enormous parking lot giving pedestrians a challenge to cross the parking lot without having to worry about vehicles rushing for a parking stall.

- Poor connection from apartment developments to Great Mall
- Confusing non-grid system of industrial park
- Hectic vehicle intersections surrounding the Great Mall
- Heavy traffic congestions during peak hours
- Non-grid street system
- Good view-sheds from I-880

Accessibility

Transit in the City of Milpitas varies based on the proximity of the district in the overall city. However, towards the southeast end of the city, Milpitas has a transit specific plan. This transit specific plan is designed to control circulation and land uses throughout the district. The combination of all these elements shows the overall accessibility of the area designated by the transit specific plan. Upon examination of the transit specific plan area, it becomes quite evident that for an area that is designated a transit oriented this district of Milpitas is relatively inaccessible. Driving through the district it is clear to see that a transit network is in place, you immediately notice the light rail tracks that take commuters from Milpitas into the heart of the silicon valley: San Jose, Mountain View and Sunnyvale. Right next to the VTA light rail station is the main bus terminal for the area. At the time we passed the bus station there were five buses from different routes queuing to load passengers as the trains pulled in. However, as one moves away from the Great Mall it becomes evident that the development is very auto oriented, there is no separation between vehicular traffic and bicycle traffic and there are often times when there are not bike lanes at all. Because of this, bike traffic is very low and this trend continues as the eye turns to pedestrian traffic. The only visible pedestrian traffic as one drives through the city is contained within individual subdivisions. As planners examining the site, it became clear that the site was so vast and sprawled that it would be impossible to walk from one side to the other in any reasonable amount of time. Therefore, our group further contributed to the auto oriented structure that has been in this bedroom community for decades. We were victims of the development and construction that was designed to make the area transit oriented as well as the developed human desire for privacy. Thus developers have surrounded their subdivisions with walls that cut of the connections necessary for a walk able pedestrian environment.



Sense of Community

The immediate feeling approaching the Transit Area is dismay. Hectic traffic and numerous mysterious streets surround the Great Mall. Traffic intersections seem only to frustrate motorists who are in a quick hurry to enjoy some shopping. Once arrived on the Great Mall parking lot, which is larger than the actual mall, a sense of joy arises with plentiful advertisements of happy shoppers fill the area. The Great Mall is inviting only within the sidewalks that surround the entrances. After stepping out of the Great Mall instant anxiety arises as one must dodge cars across the a parking lot of 1/3 of mile in radius. Large medium density apartments create a private social structure with large walls surrounding the perimeter. A “community center” lies within the middle of each apartment developments, however, it is hardly used in such matter. Little activity between apartment dwellers occurs due to the high privacy design of the development. Each apartment is stacked vertically and horizontally giving no space for communion. The only access throughout the apartment developments are for vehicles only, further pushing the privacy social structure. The light industrial parks also are no place for meeting places or pedestrians. Street layouts are designed for large trucks to load and unload materials to the businesses. The large streets, sidewalks, and bike lanes do provide safety for pedestrians and cyclist if they were used. Simply, the light industrial park was never designed nor has the capability to accommodate a public gathering. The light rail and bus station have established a station on the outskirts of the Great Mall parking lot. Though a decent amount of seating, space, and public space is reserved for transit-goings, the use is hardly justified. Additionally, connection to the Great Mall is poor as a large discouring parking lot divides the transit stop from the Great Mall. However, with careful redesign, the transit stop could be revamped for a more efficient and friendly meeting space.t

- Minimal open space
- Discouring, private environment
- Potential meeting space at light rail and bus station at Great Mall
- Safe streets, sidewalks, and bike lanes throughout light industrial zones
- Great Mall radiates high attraction inward, non-inviting outward

Two different buses run through Calaveras, the Santa Clara Valley Transportation Authority (VTA) bus and the Alameda-Contra Costa Transit (AC) bus, which only one drove by during our fieldwork. Both the VTA bus number 47 and AC Transit bus number 217 route riders to the Great Mall and VTA light rail, coming either from McCarthy Ranch by Cisco Systems Campus or from Fremont BART station.

Bicycle lanes are visible on most of the roads, but little to zero cyclist were on the road. On Milpitas Boulevard, the bike lanes were a lot nicer compare to Calaveras, probably because of the large volume of vehicles. While in the Town Center parking lot, a father and a little boy were on their bikes, fully protected with helmets, riding along the shopping pedestrian path, heading towards the City Hall. On Calaveras, a man pedals on his mountain bike through the sidewalk, going against traffic. The possible reasons for the low number of cyclist could be the heat and uncomfortable ride with fast moving cars.

On the majority of the sidewalk of District 3, no pedestrians were found, but when observing the Town Center, many people were



either entering or exiting Safeway to walk to their cars. Even though the Embassy Suite is right beside the Town Center, no pedestrian activity was found. In the residential area, a couple of were outside of their homes, but no one was walking anywhere in particular. There is a trail right along the creek with course activities, but the combination between the rundown condition and lack of sidewalks along the homes make it uninviting for pedestrians. In fact, lots of stares were coming from the cars when they did noticed us walking or taking pictures.

When observing vehicular movement, it was obvious everyone



was in their cars, exiting one freeway to enter the next – between the I-680 and I-880 on Calaveras Blvd. Interestingly, Calaveras is the main access point to all the business lining the road, bringing in more vehicles than the road can support. Milpitas Blvd cuts through Calaveras and is one of the main road to the offices across the street from City Hall, the Asian grocery store and the Town Center Shopping Area. Smaller roads act as an access way to the residential homes.

The perceived socio-economic class in the Town Center area occurs to be middle class. Most of the cars entering, existing, and parked in the Town Center parking lot are presumably nice and new cars. There is a diversity of people that occupy the area, such as: families with young children, teenagers, and middle age adults.

A couple of areas in the Town Center felt like it was well used by the public, like the two shopping centers and the offices across from City Hall, but mainly by cars and businesses. The neighborhoods looked settled with middle-income family based on the cars they drive and the overall condition of the homes. The new townhomes, on the other hand, felt like the residents do not use the nearby public facilities or even the privately owned playgrounds.



Town Center District 3

-  Town Center
-  Creek
-  High Frequency Traffic
-  Railway
-  Bank
-  White Townhouses
-  Salmon/White mixed Townhouses (More family-oriented)
-  Important buildings



The City Hall was definitely a meeting place and a community center for Milpitas because of the landscaping and shadings. Public facilities included the Community Center and Senior Center, which seems like it was only open on the weekdays. Right outside of District 3 is a newly built public library, in the heart of Main Street and Abel Street. The community seems very attached to their neighborhoods.

Milpitas, CA District 3



The overall feel for the Town Center was the apparent auto-oriented feel with no cohesiveness, no accessibility to the residents nearby, which makes it difficult to use other forms of transportation or to enjoy some of the city's amenities as a pedestrian. Plainly put, it represents a typical suburban commercial area.

Since Calaveras is the main roadway between the two main freeways, it divides Milpitas City Hall and shopping centers from the dental and business offices. The geographical location of Milpitas requires a large number of shading for pedestrians as well as preventing soil degradation and potentially disguise the landfill odor. The Town Center is essentially a shopping center, located right beside Milpitas City Hall, Community Center, and Senior Center and also newly developed single family homes and townhomes. The main generator of vehicles and people



comes from Safeway, Peet's Coffee, and Jamba Juice from the nearby residents, but otherwise it would be dead because of the business hours for the offices and City Hall operate the usual 9-5. The offices across from Town Center are scattered with lots of large parking lots, creating large empty spaces between buildings.

After walking through the District 3, the only draw to the area is the City Hall's park and water features, Marina, the Asian grocery store, and Safeway. However, when making a trip to the Town Center, one would be concerned of commuter rush hour traffic and intense heat, especially in the summertime.

The general architecture style of the Town Center area in Milpitas is modern. Specifically at the Town Center area many of the retail estates are made of stucco material and painted in a brick color orange which complement the natural element of the sandy hills surrounding the shopping center. The retail shops are arranged along a lengthy horizontal strip wrapping around the parking lot. The townhomes around the Town Center appear to



be developed within the past 10-15 years also conveying a modern architecture style. The features of the townhomes consist of no front lawn, two stories, and two door garage doors. The City Hall of Milpitas has a contemporary modern architecture style. The elaborate building consists of a lot of glass windows and a variety of curvilinear, horizontal, and vertical elements. Directly across City Hall there are two other

small shopping centers. These buildings are rather old than modern. The physical structure of these stores seem to be worn down. The Public Milpitas Library is very much similar to the City Hall building in the aspect that they both have a contemporary modern architecture style and similar design elements.



Generally speaking, the streetscape of the Town Center area is enjoyable and pleasant. The Town Center consists of well-maintained landscape throughout the shopping center, wide storefronts that allow retail shops to provide outdoor seating, and a decorative marble fountain at the entry of the Town Center. However, there are no amenities that provide shade in the scorching heat of Milpitas. The palm trees in the parking lot only serve as a decorative purpose. There are small trees spread throughout the parking lot, which do not provide

Town Center District 3

- Highway Services (HS)
- Town Center (TC)
- Industrial Park (MP)
- Institutional (I)
- Single Family Residential (R1-6)
- One or two Family (R2)

shade for the parked vehicles. The townhomes have freshly cut green grass with mature trees surrounding the homes. Most of the townhomes have a variation of plant. Arriving at City Hall there is the impression that you are not in Milpitas. There is a delightful assortment of trees, plants, street furniture, and paved walkways. Across City Hall at the

smaller scale shopping centers, there is a lack of landscape maintenance. The condition of the parking lots also appear to be older, with faded parking space lines.

Between the City Hall and Milpitas Public Library there is one other landmark that indicates you are in Milpitas, the Embassy Suites for its Islamic inspired architecture. The views surrounding the area consist of sandy brown desert like hills. Because the majority of the buildings are one story tall, the views sheds are protected.



Figure 2.1



Views to the north and northwest display the scenic views around the city (Figure 2.1).

Legibility

The large portion of our study area was clearly defined by the I-880 to the west, Dixon Landing to the north, and the I-680 to the east. The study area is also bisected by a set of rail road tracks, which travel through the center of the site. Apart from the highways, many neighborhoods have boundaries such as main streets (Abel Street), walls, and parks. Different neighborhoods within the city are marked by architectural style as well as other signs of wealth such as green yards and recently paved roads.

Landmarks such as Milpitas High School, community parks, and local shopping centers are present to provide a sense of orientation in the city. For the most part, traffic signals, traffic signs, and bus stops are highly visible. Street grids are orientated in a clear and legible manner, and signs are posted when streets are going to end.

Besides the highways to the west and east, the most prominent view within the city is the view to the hills to the northeast.

Milpitas Study Area District 2- Residential West



Figure 2.5



Schools are highly concentrated in the suburban areas further enhancing the sense on community in neighborhoods (Figure 2.5).

Sense Of Community

Within the residential areas, there are many community and meeting places including several park areas with large grassy lawns, sports fields, trails, picnic tables, and playgrounds. Many of the parks are used by families. Youth sports games, such as soccer, bring large amounts of people to parks. Birthday parties, complete with bounce houses, seem to be popular uses in the park on the weekend.

There were many schools, elementary, middle, and high school, within the community. The schools were all located in close proximity to the neighboring homes. Within one of the neighborhoods, there was a small lake, however the lake prohibited swimming, and it was furnished with a large grassy area, trees, and fountains. In addition, there are several shopping centers, which hold many ethnic shops which reflect the make of the community. The commercial areas had many cars in the parking lots, portraying them to be full with people.

Figure 2.2



Highway 880 clearly defines the western boundary of the the western residential desitrick of Milpitas (Figure 2.2).



Figure 2.3

Dixon Laniding Park acts as a gathering spot for local community activities in the suburban area on the western edge of Milpitas (Figure 2.3).

Due to the high Asian population in the community, many of the shopping centers reflect the culture (Figure 2.4).

Figure 2.4



Milpitas Study Area

District 2- Residential West



The bus system predominantly runs through the northern portion of the residential district (Figure 2.1).

Circulation

Milpitas is noticeably an auto-oriented community. There are numerous bus stops, clearly marked bicycle lanes and sidewalks, yet none of them seemed to be in use. Especially in the school zones, there were many safe pedestrian crossings and traffic slowing measures. There were many noticeable traffic signals and signs to help guide the flow of traffic. The area was also in close proximity to I-880 and I-680. The commercial shopping centers had large parking lots in front of the shops and many of the parking spaces were filled with cars. Citizens evidently depend on their cars to get from place to place and that was made clear by the cars driving on the roads and the number of cars parked in driveways.



Figure 2.5

The image above displays typical suburban housing with some height variations and lack of architectural styles (Figure 2.5).

Imageability

District 1 Residential West consisted mainly of residential development, with some commercial development on the corners of main thoroughfares.

Some of the homes observed did not seem well maintained, with dead or badly maintained landscaping in the front yard. The homes that were closer to schools seemed to be better maintained and were mainly two story single family. Low-density apartment complexes and townhomes, within the area as well, with the front areas well landscaped. Many of the townhomes and apartments had similar architectural styles, which made it difficult to differentiate between other developments, and lacked character.

Streetscaping, mainly trees, existed on major streets or thoroughfares, with some of it being in the median, lining the sidewalks, or a combination of the two.

The commercial that was observed was mainly ethnic shops and, with parking oriented towards the street, and the commercial buildings in the back. Many of the commercial areas lacked landscaping on the interior, but usually had signage in the front with some landscaping around it, as well as on the edge of the development.



Figure 2.2

Above is an example of one of the auto-oriented plazas (Figure 2.2).



Figure 2.3

The 237 which connect Milpitas to the South Bay is heavily congested and a main artery through the city (Figure 2.3).

Streets are landscaped with center medians to provide shade and scenery to the city (Figure 2.4).



Figure 2.4

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Appendix 3. Lot surveys



LOT SURVEY Project area California Circle Lot number: 1

Vacant: No buildings but lot used for _____

		Buildings (number them on the map)														
		1	2	3	4	5										
Number of stories <i>(ground floor counts as one)</i>		1														
Type of Use	Ground	Office														
	1st floor	Office														
Dominant façade materials		Stucco Glass														
Dominant façade color		White														
General maintenance aspect <i>(Good, average, bad)</i>		<u>B</u>	A	G	<u>B</u>	A	G	<u>B</u>	A	G	<u>B</u>	A	G	<u>B</u>	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u>	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		Lot borders creek, creek trail. First site visible from the I-880 on & off ramp														

LOT 1



Sidewalk	No	<u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	B	<u>A</u>	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>12</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area California Circle Lot number: 2

Vacant: X No buildings but lot used for _____

		Buildings (number them on the map)				
		1	2	3	4	5
Number of stories <i>(ground floor counts as one)</i>		2				
Type of Use	Ground	Vacant <i>(was church)</i>				
	1st floor	Vacant <i>(was church)</i>				
Dominant façade materials		Stucco Glass				
Dominant façade color		White Blue				
General maintenance aspect <i>(Good, average, bad)</i>		<u>B</u> A G	B A G	B A G	B A G	B A G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u> Yes	No Yes	No Yes	No Yes	No Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>3</u> Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>		Lot borders creek, creek trail but lacks easy access point				

Sidewalk	No	<u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	<u>B</u>	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>11</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT 2



LOT SURVEY Project area California Circle Lot number: 3

Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)									
		1	2	3	4	5					
Number of stories <i>(ground floor counts as one)</i>		2	2								
Type of Use	Ground	BAPS Shri Swaminarayan Mandir	Valley Transit Authority/ Bart Office								
	1st floor	BAPS Shri Swaminarayan Mandir	Valley Transit Authority/ Bart Office								
Dominant façade materials		Stucco Glass	Stucco Glass								
Dominant façade color		Grey	Grey								
General maintenance aspect <i>(Good, average, bad)</i>		B <u>A</u> G	B A <u>G</u>	B A G	B A G	B A G	B A G	B A G	B A G	B A G	
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No <u>Yes</u>	<u>No</u> Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>N/A</u> Aspect _____									
Other observations and elements of note <i>(locate on the map)</i>		The Mandir was one of the few busy uses on the site on a Saturday. The VTA office looks new, but was unoccupied on the weekend.									

Sidewalk	No <u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	B <u>A</u> G
Mature trees in the sidewalk <i>(locate on the map)</i>	How many <u>7</u> Aspect _____			
Other observations and elements of note <i>(locate on the map)</i>				

LOT 3



LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area California Circle Lot number: 4

Vacant: No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		3														
Type of Use	Ground	Office														
	1st floor	Office														
Dominant façade materials		Stucco														
		Glass														
		Steel														
Dominant façade color		Grey														
General maintenance aspect <i>(Good, average, bad)</i>		B	<u>A</u>	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u>	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Mature trees in the lot <i>(locate on the map)</i>		How many <u>N/A</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		Borders creek & creek trail. Prime location with lots of street-front along California Circle.														

Sidewalk	No	<u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	B	<u>A</u>	G
Mature trees in the sidewalk <i>(locate on the map)</i>	How many <u>20</u> Aspect _____						
Other observations and elements of note <i>(locate on the map)</i>							

LOT 4



LOT SURVEY Project area California Circle Lot number: 5

Vacant: No buildings but lot used for Stormwater Detention Pond

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>																
Type of Use	Ground															
	1st floor															
Dominant façade materials																
Dominant façade color																
General maintenance aspect <i>(Good, average, bad)</i>		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many N/A Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		Bordered by I-880 On/Off ramp, separated from site. Cannot see pond from pedestrian eye level within site.														

Sidewalk	No	Yes	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many N/A Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT 5



STREET VIEW FROM LOT 4....CANNOT SEE POND.

LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area California Circle Lot number: 6

Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)				
		1	2	3	4	5
Number of stories <i>(ground floor counts as one)</i>		1	1			
Type of Use	Ground	Chevron & Subway	Gas Pump			
	1st floor					
Dominant façade materials		Stucco	Steel			
Dominant façade color		White	White and Blue			
General maintenance aspect <i>(Good, average, bad)</i>		B <u>A</u> G	B <u>A</u> G	B A G	B A G	B A G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u> Yes	<u>No</u> Yes	No Yes	No Yes	No Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>N/A</u> Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>		Busy use on a Saturday.				

Sidewalk	No	<u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	B	<u>A</u>	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>2</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT 6

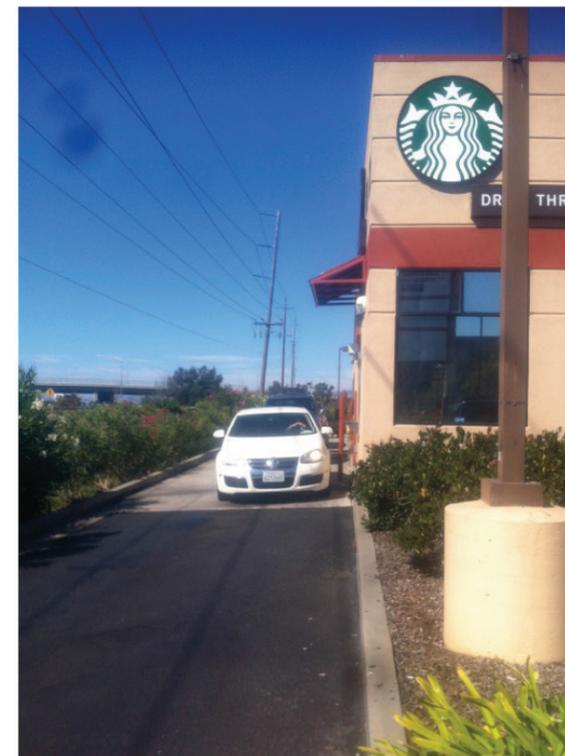


LOT SURVEY Project area California Circle Lot number: 7
 Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)				
		1	2	3	4	5
Number of stories <i>(ground floor counts as one)</i>		1				
Type of Use	Ground	Starbucks/ Paper Shredding				
	1st floor					
Dominant façade materials		Stucco				
Dominant façade color		Red Tan				
General maintenance aspect <i>(Good, average, bad)</i>		B A <u>G</u>	B A G	B A G	B A G	B A G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u> Yes	No Yes	No Yes	No Yes	No Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>N/A</u> Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>		Busy use on a Saturday (Starbucks).				

Sidewalk	<u>No</u> Yes	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>						

LOT 7



LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area California Circle Lot number: 8

Vacant: No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		2														
Type of Use	Ground	Office														
	1st floor	Office														
Dominant façade materials		Stucco														
		Glass														
Dominant façade color		Grey														
General maintenance aspect <i>(Good, average, bad)</i>		B	A	<u>G</u>	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u>	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>N/A</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>																

Sidewalk	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>N/A</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT 8



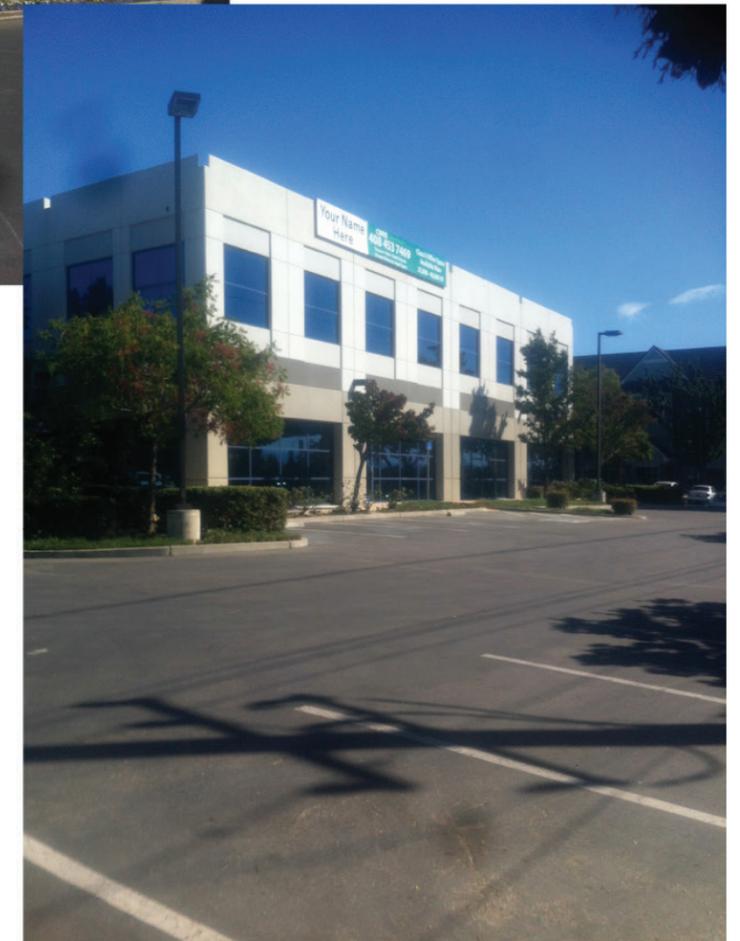
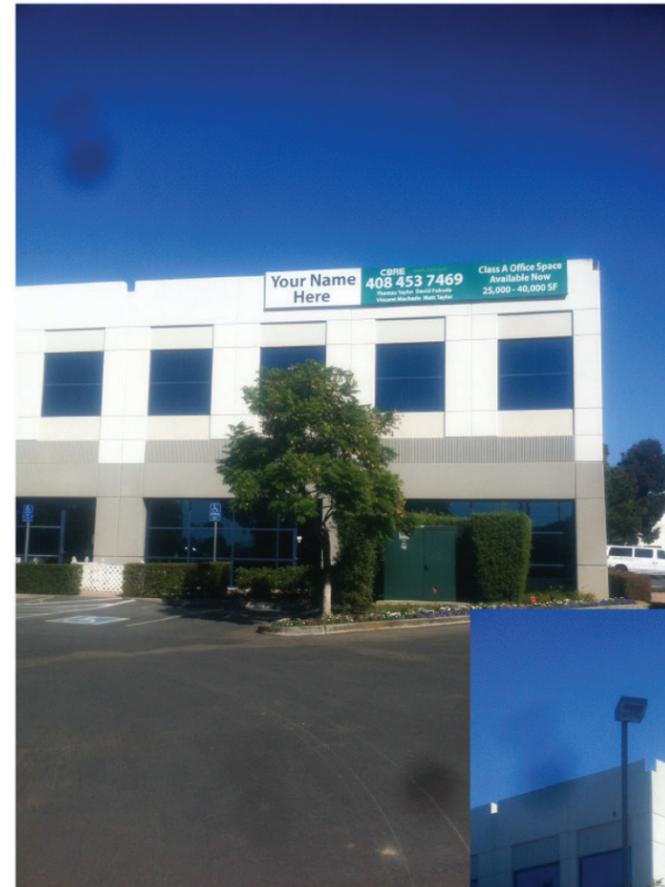
LOT SURVEY Project area California Circle Lot number: 9

Vacant: No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		2														
Type of Use	Ground	Office														
	1st floor	Office														
Dominant façade materials		Stucco														
		Glass														
Dominant façade color		Grey														
General maintenance aspect <i>(Good, average, bad)</i>		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many N/A Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>																

Sidewalk	No	Yes	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many N/A Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT 9



LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area California Circle Lot number: 10
 Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)				
		1	2	3	4	5
Number of stories <i>(ground floor counts as one)</i>		3				
Type of Use	Ground	Marriot Residence Inn				
	1st floor	" "				
Dominant façade materials		Brick/ Composite Siding				
Dominant façade color		Grey/Beige				
General maintenance aspect <i>(Good, average, bad)</i>		B A <u>G</u>	B A G	B A G	B A G	B A G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u> Yes	No Yes	No Yes	No Yes	No Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>10</u> Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>						

LOT 10



Sidewalk	No	<u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	B	<u>A</u>	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>2</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

LOT SURVEY Project area California Circle Lot number: 11
 Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)				
		1	2	3	4	5
Number of stories <i>(ground floor counts as one)</i>		2				
Type of Use	Ground	Office				
	1st floor	Office				
Dominant façade materials		Stucco Glass				
Dominant façade color		White				
General maintenance aspect <i>(Good, average, bad)</i>		B A G	B A G	B A G	B A G	B A G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No Yes	No Yes	No Yes	No Yes	No Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>5</u> Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>						

LOT 11



Sidewalk	No	<u>Yes</u>	Average width: <u>4'</u>	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>5</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		Young trees form a border between this office and the neighboring hotel.					

LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area: California Circle Lot number: 21

Vacant: 0 No buildings but lot used for _____

		Buildings (number them on the map)										
		1	2	3	4	5						
Number of stories (ground floor counts as one)		1	1	1								
Type of Use	Ground	Business	Business	Business								
	1st floor											
Dominant façade materials		Siddding & Stucco	Siddding & Stucco	Siddding & Stucco								
Dominant façade color		Off-white	Off-white	Off-white								
General maintenance aspect (Good, average, bad)		Average	Average	Average	B	A	G	B	A	G		
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	No	Yes	No	Yes	No	Yes		
Mature trees in the lot (locate on the map)		How many ____ Aspect _____										
Other observations and elements of note (locate on the map)		1. Very big parking lots 2. Indian Cultural Center in building 2 3. Large buildings split into multiple tenant condos										

Sidewalk	Yes	Average width: 4 feet	Condition: (Good, average, bad)	Average
Mature trees in the sidewalk (locate on the map)	How many ____ Aspect _____			
Other observations and elements of note (locate on the map)				

LOT 21



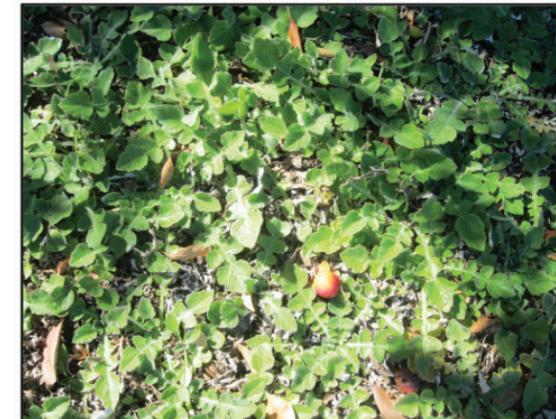
LOT SURVEY Project area: California Circle Lot number: 20

Vacant: 0 No buildings but lot used for _____

		Buildings (number them on the map)												
		1	2	3	4	5								
Number of stories <i>(ground floor counts as one)</i>		2-3												
Type of Use	Ground	Business												
	1st floor	Business												
Dominant façade materials		Concrete & Marble												
Dominant façade color		Off white & gray												
General maintenance aspect <i>(Good, average, bad)</i>		Good	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes									
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____												
Other observations and elements of note <i>(locate on the map)</i>		1. Advantech & Apacer 2. Many fruit trees, 3. Backs up to levee, fenced off from access 4. Large shipping & receiving doc at back												

Sidewalk	Yes	Average width: 4 feet	Condition: <i>(Good, average, bad)</i>	Average
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____		
Other observations and elements of note <i>(locate on the map)</i>		California Laurel Trees provide a good sent, masking the smell of the landfill		

LOT 20



LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area: California Circle Lot number: 19

Vacant: 0 No buildings but lot used for _____

		Buildings (number them on the map)							
		1	2	3	4	5	6	7	8
Number of stories (ground floor counts as one)		2	2	2	2	1	1	1	1
Type of Use	Ground	Business	Business	Business & Industrial	Business & Industrial	Business	Business	Business	Business
	1st floor	Business	Business	Industrial	Industrial				
Dominant façade materials		Stucco	Stucco	Stucco	Stucco	Stucco	Stucco	Stucco	Stucco
Dominant façade color		tan, beige, & green	tan, beige, & green	tan, beige, & green	tan, beige, & green	tan, beige, & green	tan, beige, & green	tan, beige, & green	tan, beige, & green
General maintenance aspect (Good, average, bad)		Good	Good	Good	Good	Good	Good	Good	Good
Historical/cultural significance (Indicate if its your judgment)		No	No	No	No	No	No	No	No
Mature trees in the lot (locate on the map)		How many ____ Aspect _____							
Other observations and elements of note (locate on the map)		1. Building 3 is industrial with shipping and industrial garages located at the front of the building. 2. No barriers between built area and creek 3. Poor legibility, bad access points make walking very confusing.							

Sidewalk	Yes	Average width: 5 feet	Condition: (Good, average, bad)	Good
Mature trees in the sidewalk (locate on the map)		How many ____ Aspect _____		
Other observations and elements of note (locate on the map)		1. Only part of the lot is built on, front portion is a vacant dirt lot.		



LOT 19

LOT SURVEY Project area: California Circle Lot number: 18

Vacant: 0 No buildings but lot used for _____

		Buildings (number them on the map)																
		1	2	3	4	5												
Number of stories <i>(ground floor counts as one)</i>		2																
Type of Use	Ground	Industrial																
	1st floor																	
Dominant façade materials		Stucco																
Dominant façade color		Tan																
General maintenance aspect <i>(Good, average, bad)</i>		Average	B	A	G	B	A	G	B	A	G	B	A	G				
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes													
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____																
Other observations and elements of note <i>(locate on the map)</i>		1. Flag lot, only sidewalk directly around the building																

LOT 18



Sidewalk	Yes	Average width: 3 feet	Condition: <i>(Good, average, bad)</i>	Average
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____		
Other observations and elements of note <i>(locate on the map)</i>				

LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area: California Circle Lot number: 17

Vacant: 0 No buildings but lot used for _____

		Buildings (number them on the map)																		
		1	2	3	4	5														
Number of stories <i>(ground floor counts as one)</i>		2																		
Type of Use	Ground	industrial																		
	1st floor	stucco																		
Dominant façade materials		tan																		
Dominant façade color																				
General maintenance aspect <i>(Good, average, bad)</i>		Average	B	A	G	B	A	G	B	A	G	B	A	G						
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes															
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____																		
Other observations and elements of note <i>(locate on the map)</i>																				

Sidewalk		Yes	Average width: 3 feet	Condition: <i>(Good, average, bad)</i>	Average
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____			
Other observations and elements of note <i>(locate on the map)</i>		1. Sidewalks are more of a walking path			

LOT 17



LOT SURVEY Project area: California Circle Lot number: 16

Vacant: _____ No buildings but lot used for _____

LOT 16

		Buildings (number them on the map)																
		1	2	3	4	5												
Number of stories <i>(ground floor counts as one)</i>		2																
Type of Use	Ground	Business																
	1st floor	Business																
Dominant façade materials		Stucco																
Dominant façade color		Dark tan																
General maintenance aspect <i>(Good, average, bad)</i>		Average	B	A	G	B	A	G	B	A	G	B	A	G				
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes													
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____																
Other observations and elements of note <i>(locate on the map)</i>		1. Many redwood trees																



Sidewalk	No	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>						

LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area: California Circle Lot number: 15

Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)																		
		1	2	3	4	5														
Number of stories <i>(ground floor counts as one)</i>		1																		
Type of Use	Ground	Business																		
	1st floor																			
Dominant façade materials		Stucco																		
Dominant façade color		Off-white																		
General maintenance aspect <i>(Good, average, bad)</i>		Average	B	A	G	B	A	G	B	A	G	B	A	G						
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes															
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____																		
Other observations and elements of note <i>(locate on the map)</i>																				



LOT 15

Sidewalk	No	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>	How many ____ Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>	1. Walking paths from parking lot to building, and sidewalks parallel to road.					

LOT SURVEY Project area: California Circle Lot number: 14

Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)												
		1	2	3	4	5								
Number of stories <i>(ground floor counts as one)</i>		2-3												
Type of Use	Ground	Business												
	1st floor	Business												
Dominant façade materials		Stucco												
Dominant façade color		Tan												
General maintenance aspect <i>(Good, average, bad)</i>		Average	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes									
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____												
Other observations and elements of note <i>(locate on the map)</i>		1. Many Purple Plum trees												

LOT 14



Sidewalk	No	Average width:	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____				
Other observations and elements of note <i>(locate on the map)</i>		1. Sidewalks around the outer edge parallel to road;				

LOT SURVEY - CALIFORNIA CIRCLE

LOT SURVEY Project area: California Circle Lot number: 13

Abandoned*

		Buildings (number them on the map)												
		1	2	3	4	5								
Number of stories <i>(ground floor counts as one)</i>		1-2												
Type of Use	Ground	Business												
	1st floor													
Dominant façade materials		Stucco												
Dominant façade color		White												
General maintenance aspect <i>(Good, average, bad)</i>		Bad	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		No	Yes									
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____												
Other observations and elements of note <i>(locate on the map)</i>		1. Building has been abandoned, very run down with debris everywhere. 2. Gates blocking parking lots												

Sidewalk	Yes	Average width: 6 feet	Condition: <i>(Good, average, bad)</i>	Bad
Mature trees in the sidewalk <i>(locate on the map)</i>	How many ____ Aspect _____			
Other observations and elements of note <i>(locate on the map)</i>				

LOT 13



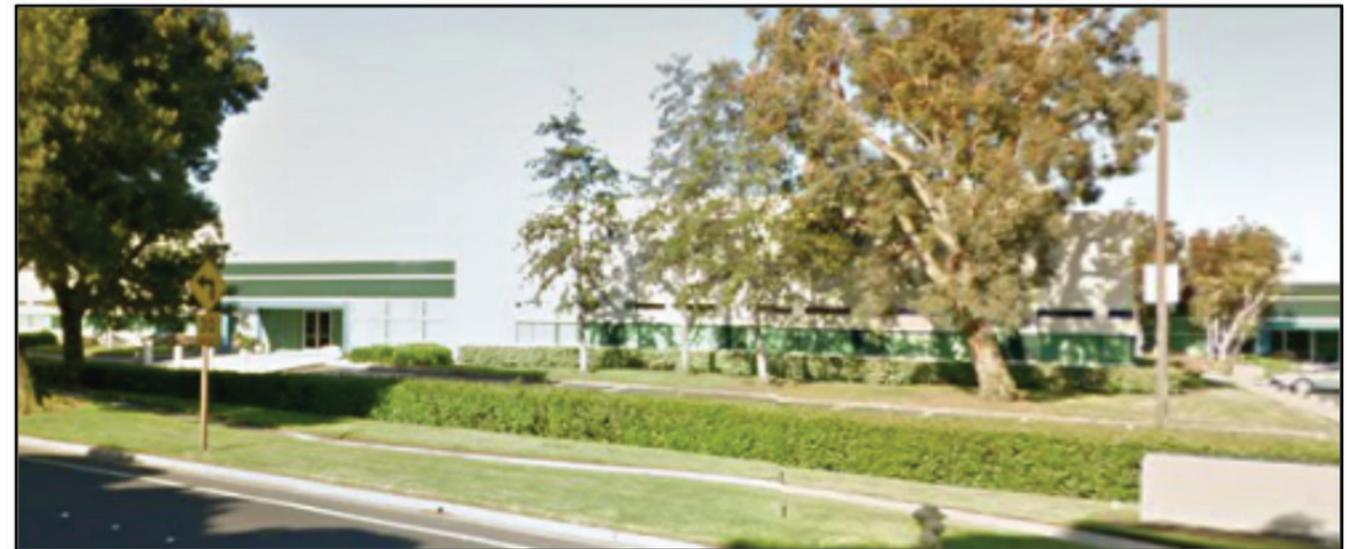
LOT SURVEY Project area: California Circle Lot number: 12

Vacant: _____ No buildings but lot used for _____

		Buildings (number them on the map)												
		1	2	3	4	5								
Number of stories <i>(ground floor counts as one)</i>		1-2												
Type of Use	Ground	Business												
	1st floor													
Dominant façade materials		Stucco												
Dominant façade color		White												
General maintenance aspect <i>(Good, average, bad)</i>		Average	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many ____ Aspect _____												
Other observations and elements of note <i>(locate on the map)</i>														

Sidewalk	No												
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____											
Other observations and elements of note <i>(locate on the map)</i>		1. Recent Logo removed from building facade											

LOT 12



URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Appendix 4. Case studies



Case Study: City Place West Palm Beach, Florida



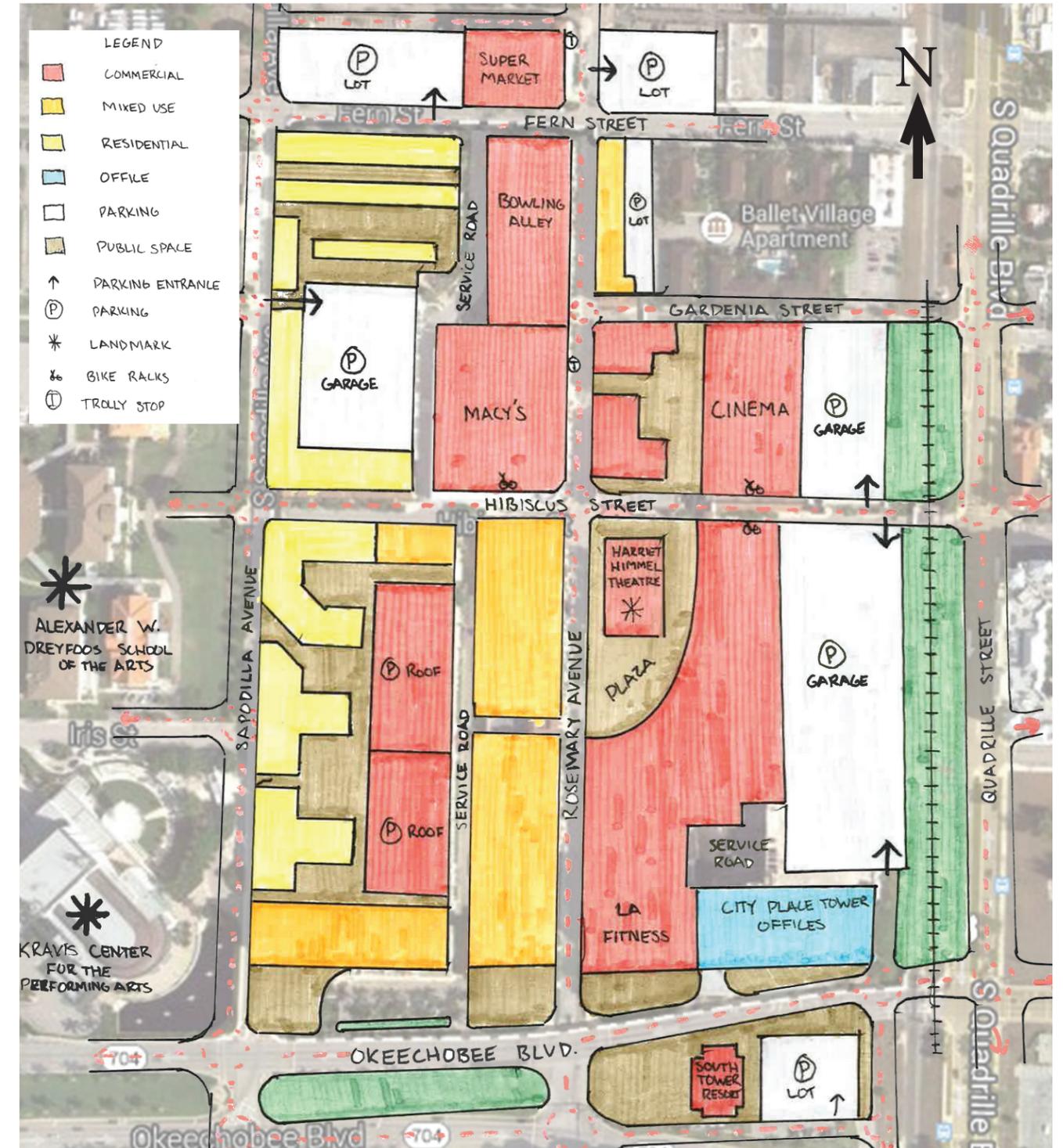
Brief History

Previously known as “Lake Worth Country”, West Palm Beach had gone through a cycle of many developments involving fires, the boom years of the 20’s and early 30’s, the effects of the great depression and the impacts of the Second World War. During the 60’s, residents were attracted by amenities in the westward expansion area, which was the start of the downfall of the downtown. Around 40% of the retail space was vacant and crime became a problem.

In the 1980 to 1990’s, the city tried to revitalize the downtown area by upgrading the area. The Meyer Amphitheater and the Kravis Center for the Performing Arts was constructed, the library remodeled and the plaza designed to build the center of downtown. This marked the beginning of a new era. Blighted neighborhoods around the center were cleared, creating space for the CityPlace to be built in 2000.



Site Plan



Kevin Alcantra, Chris Bedekovic, Jane Kim, & Diane Tran

Case Study: City Place West Palm Beach, Florida

Robustness

City Place provides many different options for the user other than retail shopping. City Place offers a wide array of shops and restaurants, as well as a movie theater, fitness club, bowling, music concerts, and townhomes. The large civic plaza offers multiple options to the user.



Italian inspired water fountain



Civic Plaza

Variety

City Place is defined by the mix of uses, such as retail, regional stores, destination restaurants, entertainment venues and residential areas. It does not rely on large chains typical for shopping malls, but rather experienced and more upscale main street retailers. There are over 80 global brand retailers in City Place as well as a plaza, where events such as concerts, family fun activities and local artists attract people. There are also a variety of museums, such as the Kravis Center for the Performing Arts and the Museum of Art in the proximity of City Place. The architectural style is mostly Mediterranean, but is some variety with its mix of postmodern buildings.



Shopping area



Family friendly mixed use

Richness

The details incorporated into the design of City Place provide a lot of richness. The tall palm trees, grand infrastructures, large glass windows, and awnings throughout the project site increase the variety of sense-experiences that the user can enjoy. The layout of the project site motivates the user to experience the entirety of City Place.



Civic Plaza with the Italian water fountain



Incorporation of palm trees to create richness

Kevin Alcantra, Chris Bedekovic, Jane Kim, & Diane Tran

Case Study: City Place West Palm Beach, Florida

Visual Appropriateness

The existing Spanish Colonial Revival church was built in 1926, which provides the central theme for the area and defines the architectural style for City Place. The facade leads to interpretations of the historical and cultural context typical in Florida. The modern style appeals to higher end shoppers to attract more people into West Palm Beach.



Personalization

Having personalization is important for robustness and helps improve practical facilities to change the image of a place. Prior to City Place, the area was blighted, but through private and public partnership, the recently developed urban village allows users to have control of how they want to personalize their space.



Legibility

The high intense commercial uses are located in the interior of the site. Parking and residential areas create boundaries to the commercial district of the site. There are several landmarks within the site that act as orientation elements such as the Harriet Himmel Theatre and the South Tower Resort, as well as outside the site, such as the Alexander W. Dreyfoos School of the Arts, the Kravis Center for the Performing Arts, and the Palm Beach County Convention Center. City Place has appropriate signage that can help users navigate the site. Several busy streets, including Fern St. to the north, Sapodilla Ave. to the west, Okeechobee Blvd. to the south, and Quadrille St. to the east, border the site. The railroad also runs along Quadrille St., which makes the eastern border.



Kevin Alcantra, Chris Bedekovic, Jane Kim, & Diane Tran

Case Study: City Place West Palm Beach, Florida

Permeability

There are 3,450 parking spaces and five public parking garages within the site. There are four valet parking areas, which suggests that the site is an upscale project. There are two trolley stops within the site that connect the City Place to another nearby shopping area, allowing more people to access the site. There are several plazas and public amenities that are within walking distance to the residential areas within the site. This creates a walkable, pedestrian friendly environment that is permeable to people walking through the site.

There are several bicycle racks that suggest that the site is bicycle friendly. There are no bike lanes within the site, but the traffic is slow enough to be safe for bicycle traffic. The site is within close proximity to highway 95, which has the opportunity to bring in a lot of traffic into the site. The site is also visually permeable, with street axis creating visibility from one end to the other. City Place contains mostly glass storefronts, which also creates a visually permeable environment for pedestrians.



Intersection in City Place



Streetscape

Lessons Learned for Milpitas

City Place is a new urbanist development that provides a robust experience for the users.

Prior to City Place, lots of buildings were removed for new development, mainly because the area was blighted and had a lot of potential. The city wanted to create an identity for West Palm Beach by keeping the Spanish Colonial Revival style church to reference the architectural style of the area, mixed with modern elements. Since they wanted to attract higher socioeconomic clientele, the city brought in high end corporate retail shops and restaurants.

Milpitas has a different history than West Palm Beach, but the intention of redeveloping an underused area in a very well located point of the city is a similar concept. Midtown Milpitas can be just as robust by having mixed use developments added to the site. Currently the town lacks public open space and variety of businesses to draw both the locals and surrounding cities into the area. It needs anchors and identity. Using landmarks similar to the South Tower Resort attracts people. Integrating the history of the area like the Colonial Church in West Palm Beach makes the site authentic and gives it identity on different levels. It wasn't just about beautifying the area, it was about creating spaces for people to enjoy and go to. This is exactly how Milpitas can profit from a new development to not only boost the economy, but to give the entire city a better image.

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MIZNER PARK

BOCA RATON, FLORIDA

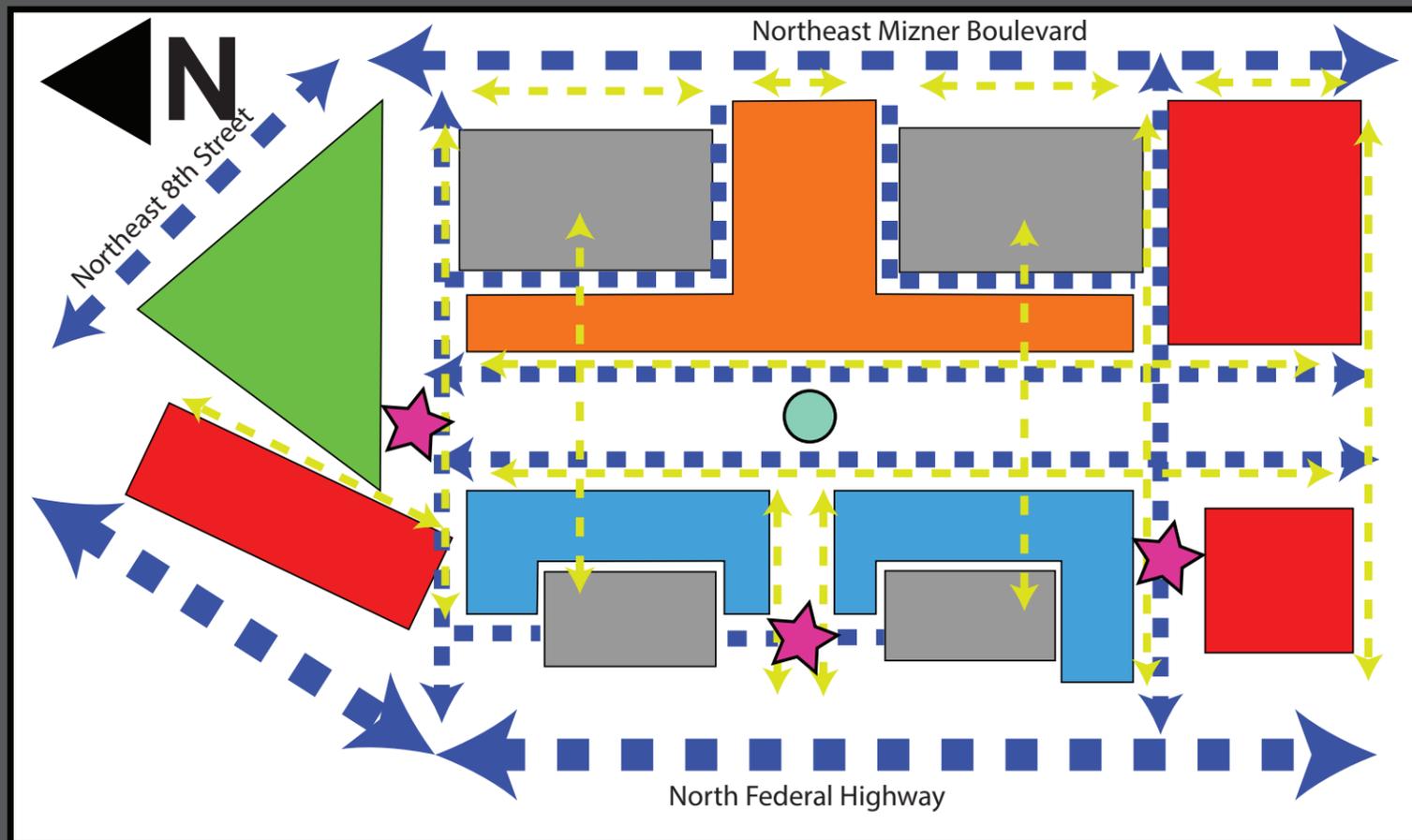
JUAN ALBERTO BONILLA | SEITU COLEMAN | JENNY HA | MONET SHEIKHALI
PLANNERS INTERNATIONAL, INC.

THE PROJECT

Mizner Park is a 398,000 square-foot, mixed-use development located in downtown Boca Raton, Florida. Before Mizner Park was built, the site used to be an enclosed shopping center called Boca Mall, which opened in 1974. Because of high vacancy rates, the mall was designated by the Boca Raton Community Redevelopment Agency as blighted, and began creating a new master plan for the area in the 1980s.

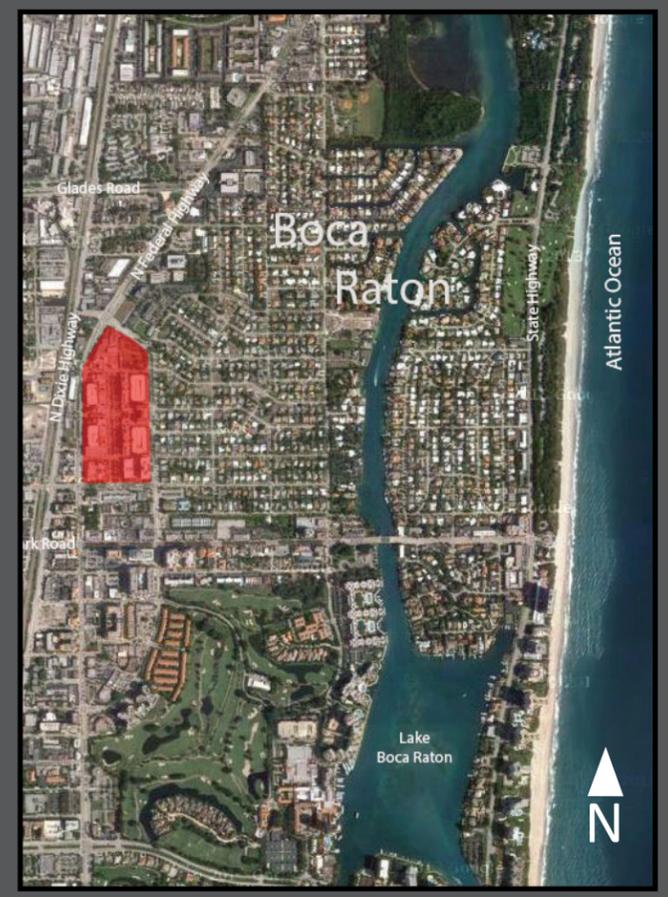
FACTS

- Construction began in 1989
- Development opened in successive phases in years 1991, 1993, and 1996
- Owner and developer of the project is Crocker & Company/ Teachers Insurance & Annuity Company
- Architect is Cooper Carry & Associates.
- Features: Eight restaurants, an eightplex cinema, office space, apartments, a performing arts amphitheater, cultural sites such as the International Museum of Cartoon Art, parking structures, and parking for the above mentioned uses



Legend

- Offices
- Offices/Commercial
- Open Amphitheater
- Residential/Commercial
- Parking
- Water Feature
- Roundabout
- Vehicular Circulation
- Pedestrian Circulation



MIZNER PARK

BOCA RATON, FLORIDA

JUAN ALBERTO BONILLA | SEITU COLEMAN | JENNY HA | MONET SHEIKHALI
PLANNERS INTERNATIONAL, INC.

PERMEABILITY

Mizner Park allows people to walk from one place to another with ease through its landscape design, plaza, street lights, fountain, stream, and outdoor furniture. Alternative routes provide convenient connections between different uses. This results in great permeability within the site and easy accessibility to public and private spaces, such as retail/residential and retail/offices. The streets are laid out in a grid pattern, allowing traffic flows to spread evenly over the network of paths. In addition, there are no dead ends, allowing traffic to move even more smoothly. The streetscape is designed to accommodate pedestrians over vehicles, increasing walkability and reducing vehicle speeds.



Plaza Real, Mizner's main street.

LEGIBILITY

The development provides visitors and locals with a great sense of place because around every corner, there is a view of the park. Since the park is directly toward the center of the site, it is easily recognizable from afar. As mentioned in the book, Responsive Environments, a "legible layout" demonstrates that people are able to "form clear, accurate images" of the entire site. There is a clear separation of pedestrians from vehicles based on the Mizner Park's overall layout. In addition, it is essential to not only focus on the physical layouts of the development, but also consider the patterns of use.



Gazebo on Plaza Real.



Mixed-use mall.



Outdoor seating area on the street.

VARIETY

Variety refers to a diversity of uses within a site. Variety increases choices, or the number of activities that residents and visitors can engage in within a site. If a site lacks variety, then activities are likely to be spread out over a wide area, benefiting those who have greater mobility over those that do not. Mizner Park includes retail, residential, office, parking, and civic uses in its site. Mixing new and old buildings in an area to provide a diversifies rental costs in the area. This would result in a greater variety of services by allowing stores other than high-end fashion stores to establish themselves in Mizner Park.

ROBUSTNESS

Robustness refers to how much a space can accommodate different activities. The robustness of a space is affected not only by its spatial configuration, but also by its contextual position and age in a development. These factors determine the economic attractiveness of the space. In Mizner Park, the sidewalk space is incredibly robust because it provides generous space for pedestrian activities next to activity centers (i.e. outdoor seating adjacent to retail uses and pedestrian and vehicular circulation). Another example is the promenade in Mizner Park, which is centrally located, provides great visual and physical permeability, and has lots of space for a variety of public activities.

MIZNER PARK

BOCA RATON, FLORIDA

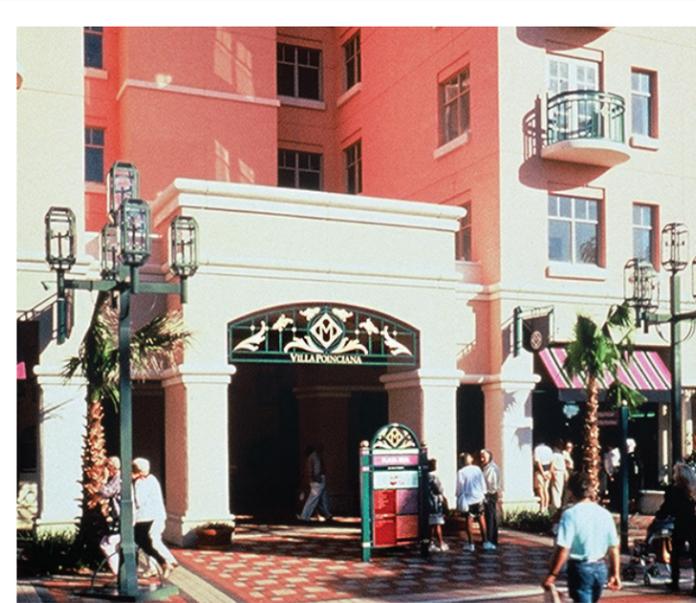
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VISUAL APPROPRIATENESS

The legibility and variety in the mass of the buildings have a great influence on the visual appropriateness. The buildings in Mizner Park have height variations and dynamic façade design that aim to create a sense of place and attract people. The unique appearance of the buildings will help people understand and identify the different uses throughout the site. For example, business offices are recognizable by their lack of balconies, while residential units have balconies of different scales and styles.



Building façades.



Vibrant architectural design.

RICHNESS

Richness refers to the sensory experiences that a site provides. Sight is not the only sensory experience that a site should be designed for; others include the sense of motion, smell, hearing, and touch. There is a distinction between unselective sensory experiences and selective experiences. With the former, a person has less choice to avoid the experience, while with the latter, a person has greater sway in avoiding the experience. Mizner Park incorporates an assortment of plants and trees, colorful buildings, pavement patterns, streetscaping, and storefront accessories to provide these sensory experiences.

PERSONALIZATION

Personalization refers to the capacity that a space can be changed to reflect a user's tastes. Personalization can apply to the image of a space and its practicability. Personalization is affected by the user's control over a space, the time a user spends in a space, and the technology that is used to create the space. In Mizner Park, there is a great amount of public space. Characteristically, public space cannot be greatly personalized, so its richness must be increased as a substitution. This may involve the placement of statues. The apartment and lease-style tenure of tenants in Mizner Park allows for a high level of private personalization.



Street feature.

LESSONS

The Mizner Park site in Boca Raton, Florida, provides important lessons learned for Milpitas. On an initial note, redeveloping an entire site by razing all existing buildings to replace them with new ones is not recommended. By providing a mixture of old and new buildings, low rental costs and high rental costs can be offered within the site, allowing a greater variety of services to establish themselves within and around the site. The area around Mizner Park benefitted from higher land values and increased interest from developers, allowing the area to experience a mix of development types. Another point that Milpitas should take from Mizner Park is to incorporate public outdoor spaces that are close and easily accessible to activity centers in future developments.

LEARNED

Mizner Park demonstrated the importance of such spaces because they provide a sense of identity, not only for the development, but for Boca Raton. A review of Mizner Park by the Urban Land Institute mentioned that the apartment and office space "ha[ve] no separate or monumentally distinct identit[ies]." Yet, the strong sense of identity created by the close proximity of public and retail space overcomes this downside. In other words, all uses in the site share a common space and identify with it. Mizner Park provides an important example of a successful mixed-use development. Milpitas can benefit by learning from the experiences of Mizner Park, and incorporating the successful elements of Mizner Park into developments of its own.

MIZNER PARK

BOCA RATON, FLORIDA

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Mizner Park Amphitheater

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FACTS:

Owner & Developer: Newhall Land and Farming Company
Master Planners: RTKL Associates, Inc.; Skidmore, Owings & Merrill LLP
Architects: Johnson Fain Partners; Altoon + Porter Architects

Size of the Project: 80 acres

USE: (in square feet)

Retail: 114,234 (in addition to the 790,000 square foot mall)

Office: 400,000

Entertainment: 108,000

Health Club: 52,000

Conference Center: 26,000

Total: 700,234

Development Schedule:

Planning began: 1991

Project opened: November 1998

Buildout date: Summer 2002

Residential Uses: 560 rental apartments

Hotel: 244 room Hyatt with a 26,000 square foot conference center

Figure 2.
3D model of Valencia
Town Center

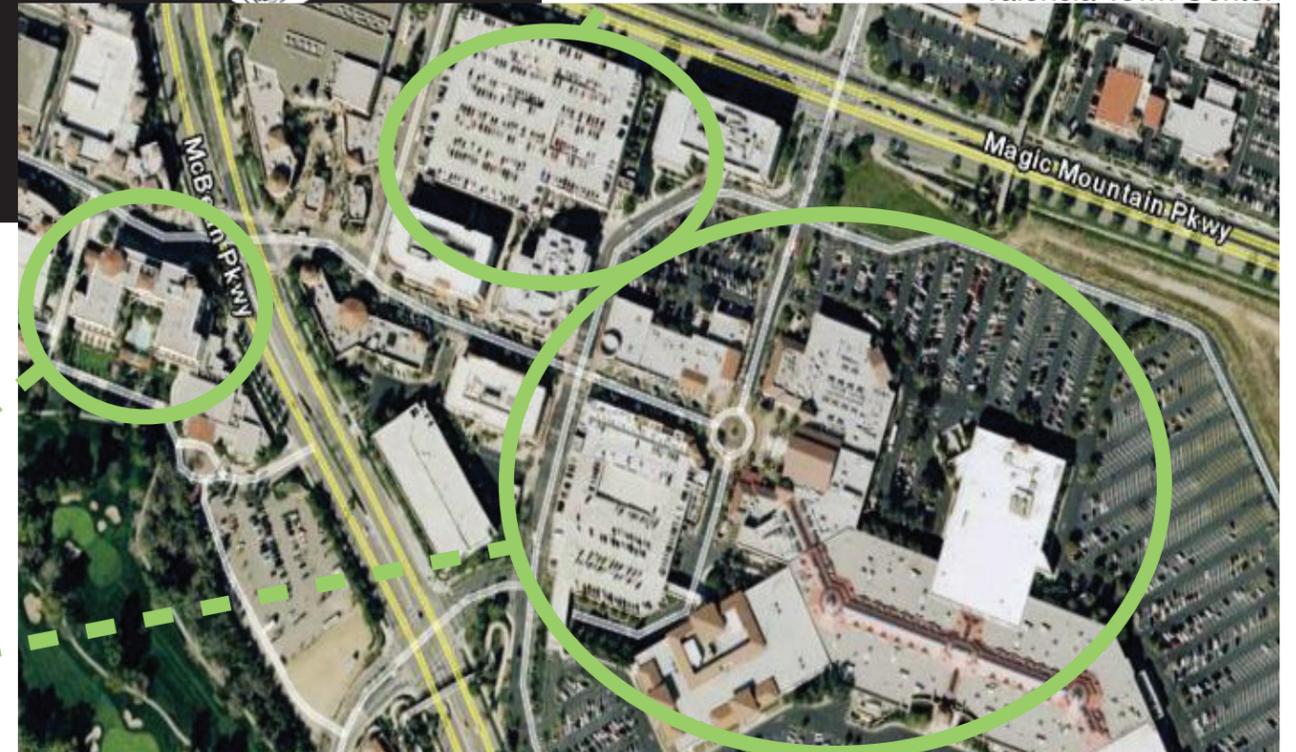


Figure 1.
Site map of Valencia
Town Center

560 Rental
Apartments

Valencia Town
Center

Figure 2.
Zoom- In of Google
Map-
Valencia Town Center



Hyatt Hotel/
Conference
Center

Westfield Mall

HISTORY:

Valencia's Town Center was conceptualized in the 1980s and planned in 1991 with the Master Plan. Building began in the early 1990s but stopped because of the recession that hit. Newhall Land and Farming Company continued construction despite this period. The Main Street became the focal point of the city due to the General Plan. In November 1998, the grand opening of Town Center Drive with the first annual Bella Via street-painting festival occurred. The street was completely in 2002.

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VALENCIA TOWN CENTER

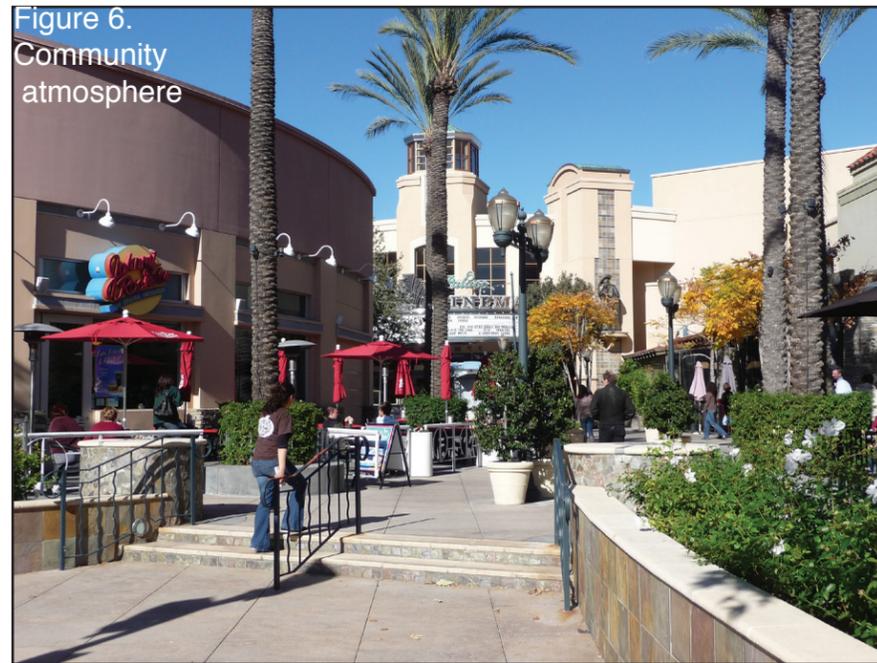


Figure 6.
Community
atmosphere

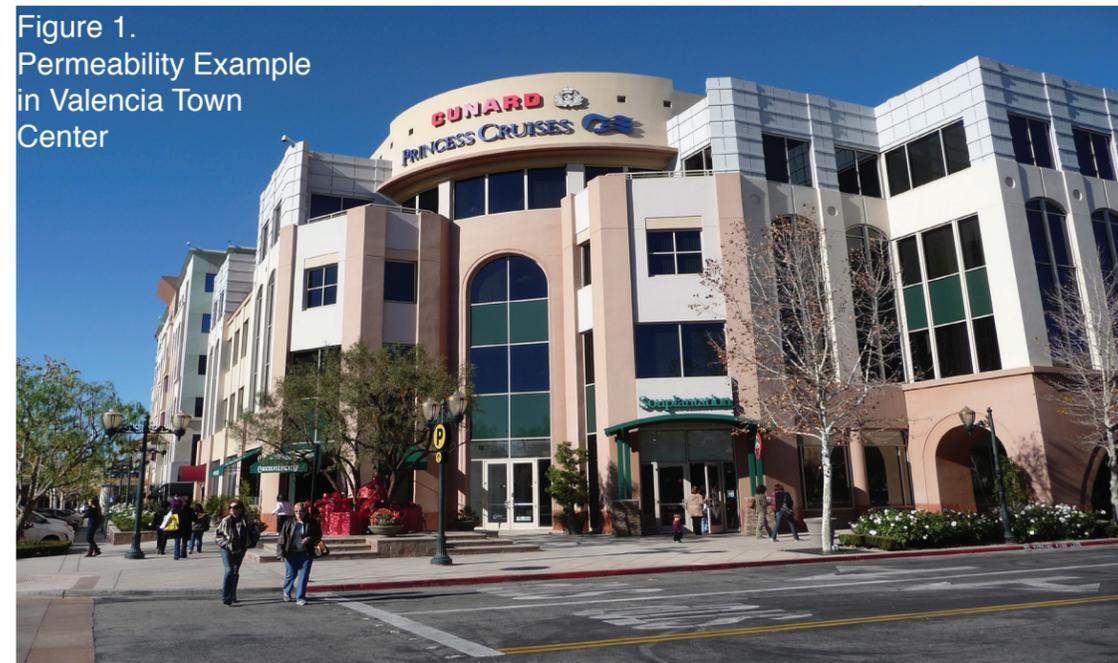


Figure 1.
Permeability Example
in Valencia Town
Center



Figure 8.
Connecting
linkages for
users

VISUAL APPROPRIATENESS:

Visual appropriateness is created through the use of landmarks and gateways, which will attract and make sense to users. Valencia Town Center Drive is complete with indoor and outdoor shopping. The indoor shopping has a clear layout and design and is well illuminated and distinctly marked. The outdoor shopping mall includes many stores and dining furnished with seating for relaxation and includes landscaping, lighting, and sidewalks. The mall incorporates connecting linkages to draw in users.

PERMEABILITY:

Permeability in Valencia's Town Center Drive consists of many open spaces and areas where the pedestrian can look towards another block. The area consists of one main street where one can walk down to reach another end. In addition there are two streets that intersect and have their own courts. The main street provides a view all the way, while the two intersecting streets do not have the same consistent view because there are courts at the end of the corridors. The main road is easy for transportation use, but the small corridors with paths are much more difficult to navigate with. The overall width of the streets is more than enough for one to navigate comfortably and there are many areas where pedestrian friendly paths are around the shopping areas.

Some of these areas include plazas with a lot of open space, and some are just wider paths that are good for pedestrian activity. Along with small courts, the area has a lot of good strategies for parking and navigation. There are numbers of small roundabouts in the area that add to vehicular activity. There are multiple edges that are cut in to provide parking on the street without losing any space for pedestrians and cars to navigate through. Overall Valencia's Town Center Drive has good permeability and has shown to give the citizen a comfortable experience.

ROBUSTNESS:

A robust environment accommodates a variety of uses to tailor to different crowds and preferences, resulting in a mix of opportunities and activities for the users to enjoy. Valencia Town Center Drive depicts robustness through its mix of dining, shopping, lodging, community events and other activities. It also provides outdoor furnishing and seating which acts as a gathering place for users. Valencia is well known for its vibrant community atmosphere and connectivity. Numerous opportunities contribute to the family-friendly environment.

Figure 3.
Main Street night life

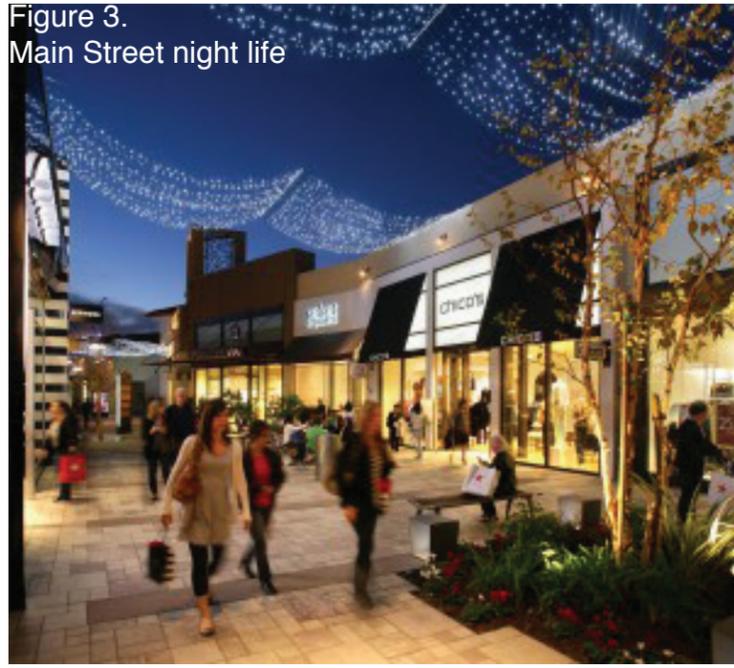


Figure 4.
Unique architecture style
and streetscapes

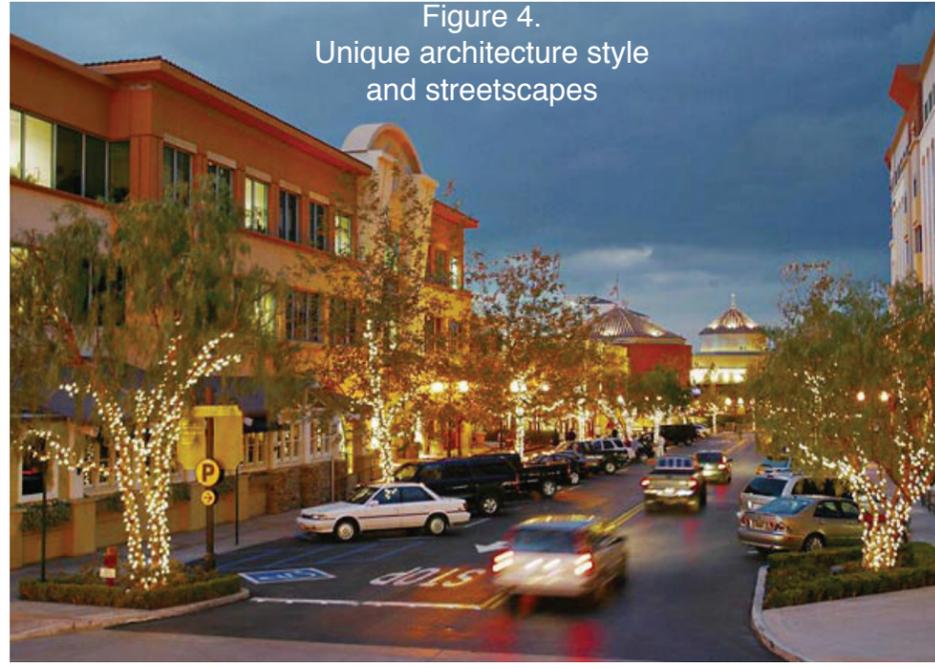


Figure 5.
Gathering place for a
variety of uses



VARIETY:

One of the main goals for the main street of Valencia was to create a place where a wide variety of people can come together and enjoy all kinds of different everyday activities. Valencia wanted a hub for not only the residents who actually live in Valencia, but also for the residents of the surrounding area of the Santa Clarita Valley. Newhall Land pictured a modern version of small-town main streets that existed in the pre-World War II era. This way, the main street would include a broad mix of uses including office, retail, restaurants, entertainment, and housing. The main street needed this variety of uses in order to attract different kinds of people from different places from early in the morning until late at night, everyday of the week. When designing the main street, they decided to follow the Southern California architectural theme but did not want it to look homogeneous. The designers wanted the main street to look as though it developed over time, with a variety of styles and building sizes so they are complimentary rather than identical.

RICHNESS:

The town center of Valencia's retail components were decided upon, not to compete with, but to compliment each other. The planners focused on adding higher-end apparel shops, home goods stores, gift shops, along with cafes and restaurants. The town center was designed to avoid becoming a "chain-row" and instead, focused on distinctive shops of greater quality and leaving spaces for local professional stores. This mechanism gives character to the area and creates a unique place for people to feel proud to be apart of and enjoy. The richness of the town center is also evident in the open spaces that are provided in the area. The spaces are clean, and enjoyable to gather in.

PERSONALIZATION:

The Town Center is the first true new Main Street in California and is unique for many reasons. It is designed as a place for all kinds of people and a variety of different activities. The goal was to create a contemporary version of small-town main streets of pre-World War II era with a broad mix of uses and a seven-days a week atmosphere from early morning to late at night. The two principle goals are to level the various market segments and to incorporate a mix of uses. The retail in the area is meant to complement the regional mall, rather than compete with the businesses. In addition, the Town Center strives to avoid the "chain row" by the architectural designs and styles of the buildings and the different segments. In addition, there is a mix of national tenants in order to draw different crowds to the area. A hotel was constructed as another magnet and to encourage a "spillover effect" that promotes walkability and a lively atmosphere. Finally, Valencia incorporated entertainment venues before this activity was the norm of other main streets.

Figure 9.
Legibility Example
Views in Valencia Town
Center



LEGIBILITY:

Valencia's Town Center contains a good amount of legibility and accessibility points that emphasized the areas boundaries and street grid. Landmarks included different types of shopping centers, such as small plazas or malls along almost every block. Public open spaces include small plazas with areas to sit in, shopping centers that include many restaurants, and a mall. Usually these open spaces were towards the paths that intersected the main road. Along main roads of the site, there are views that one can see walking down the drive. The planning of the center is effective in that way because when people are walking in an outside area towards the shops, it gives for a nice view. The street grid of the residential community was uniform for most of the site, but there were also a lot of streets that did not have a grid like structure. The sites that did not have the grid like structure were usually in parts of the shopping area where there are different types of open spaces. Along with the non-uniform street lines, there were also a lot of dead ends in the site. As far as how the streets are designed for the shopping area, there are a lot of courts and uniform streets that connect to one another through the main road. The amount of signage on the site is well for parking and pedestrian usage. Signage ranged from speed limit signs, pedestrian crosswalks, or bicycle lanes. Other signs include retail and restaurant signs. There also was a good amount of signage on the streets themselves; indicating speed limits or general warnings. The main theme of the shopping site seemed to be the amount of pedestrian friendly signage that was in the community.

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VALENCIA TOWN CENTER

LESSONS LEARNED:

- having multiple different types of businesses that are able to cater to the variety of economic classes that exist within the community
- create walkways through the shopping centers that are broken up through the use of plazas and other types of gathering places
- develop a set of unique characteristics that will help to set Milpitas apart from other similar communities
- creating a nice atmosphere for pedestrians to walk in by incorporating view points within the site
- create a gathering space for different activities such as retail and dining
- build an environment where activities can attract different populations to come during the daytime through nighttime
- attracting revenue to the city by adding housing and retail in the same space

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History of Downtown Brea



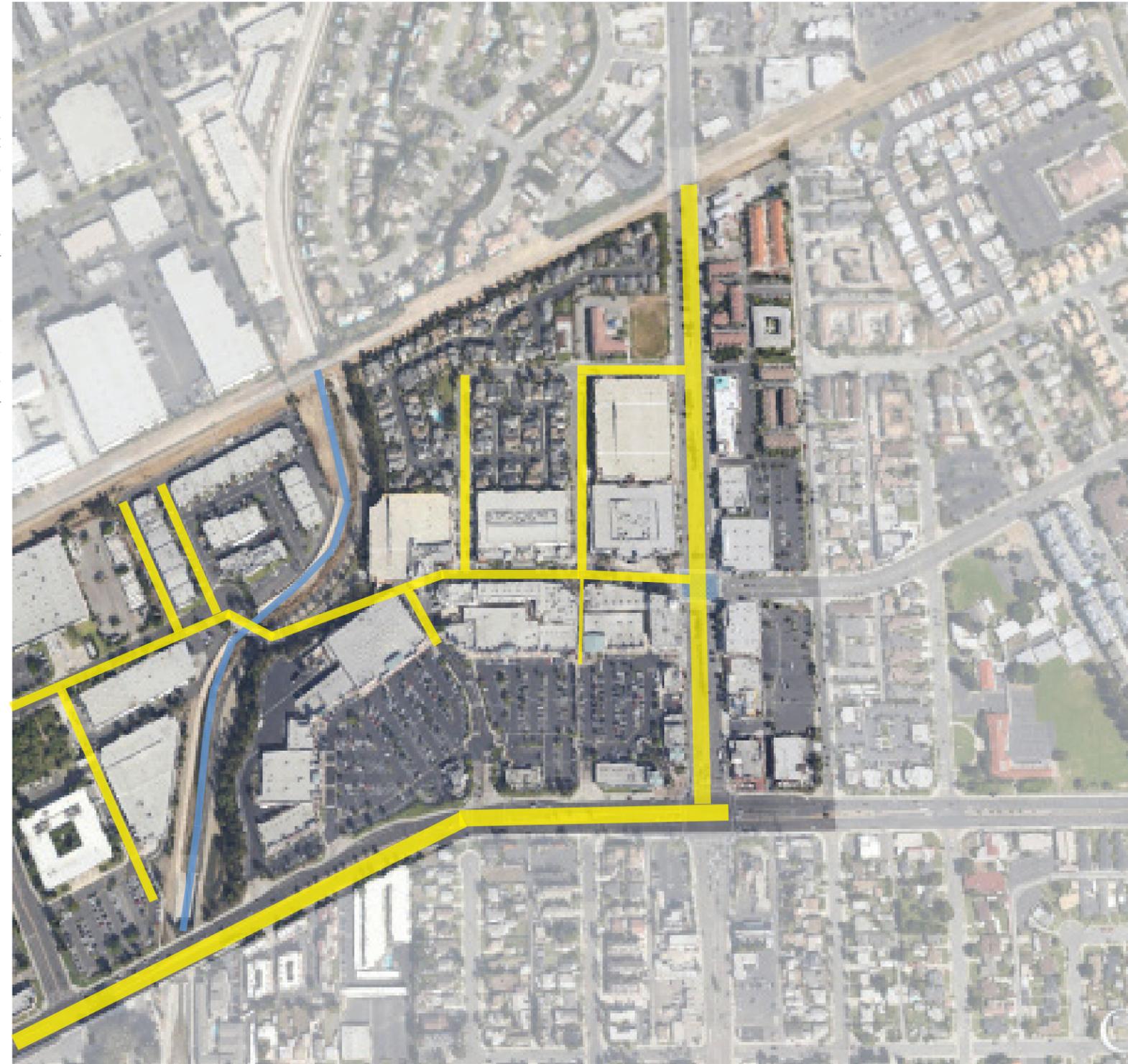
Downtown Brea was redeveloped in the late 1980's and early 1990's in response to the abandonment of the previous downtown area. The previous downtown area was in poor condition, and the city acquired roughly 60 acres in the city center and removed blighted buildings to create a thriving 24-hour downtown scene in the heart of the city.

The current downtown area implements many smart growth principles with mixed land uses, pedestrian scale buildings, and a variety of housing choices. The downtown consists of 350,000 sq. ft. of commercial space, 19,000 sq. ft. of office space, 20 restaurants, music venues, 62 loft apartments, 40 town homes, and 96 single-family homes.

The city restored two historical icons in the downtown area—the “Welcome to Brea” sign that previously rested above Brea Blvd, and an old sign “Charlie’s Clock” still stands in front of an old clock shop. Future redevelopment will include the restoration of the old City Hall and the American Legion Building.

Permeability

The wide streets create good permeability throughout Downtown Brea. The map to the left shows the roads in yellow. Splitting the downtown area is a river, creating a possibility for decreased permeability. However, the problem is solved by continuing the main street across the river with a bridge, allowing an easily visible connection.



Downtown Brea, California

Caruso . Granger . Merino . Van Leeuwen

CRP 34

Legibility

The ease at which a layout is understood by the user; the routes of travel, locations of junctions, and properly differentiated paths and destinations. Some of the ways that legibility is created are Paths, Nodes, Edges, and Landmarks.



Nodes are the connections between paths, whether those paths are streets or walkways. The main intersection leading to this downtown area is distinguished by the checkered pattern on the street. This is a marker for the area and makes people interested to see what is down the connected streets.

Edges are the linear aspects of physical elements that help lead vision, direction, and give organization to massing of buildings. In Downtown Brea the fact that the street curves makes the use of the building's flat edge along the curve of the street key in continuing the city feel of the area.



Paths are the streets and walkways that allow for movement from one place to another. The hierarchy of streets is important to help people navigate in and out of the area. This hierarchy is clear in this downtown design and leads all traffic to the main strip of businesses.



Landmarks are an integral part of defining special districts. They can help highlight key businesses and give vital reference points that help with navigation and give visitors something to remember about the area.

Robustness

Allowing for a variety of business types and options for design styles of store layouts is important to attract all types of uses.

Many types of businesses are found in Downtown Brea. The main draw to this strip is the large movie complex. This makes placing restaurants, small retail stores and coffee shops nearby an attractive option.



In some areas there are two stories of businesses that attract different types of uses. In other parts there are residential units above shops which is also robustness in types of uses. This also adds to the overall downtown feel of the area.



Downtown Brea, California

Caruso . Granger . Merino . Van Leeuwen

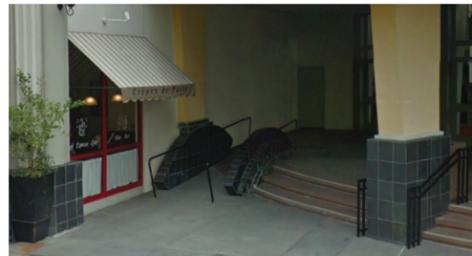
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Richness

Downtown Brea is full of richness that appeals to all senses. Along the sidewalks is an array of vegetation, from small shrubs to tall palm trees. Also, there are colorful, flower blooming trees that creates shade for the sidewalk. Halfway through the downtown is a water fountain display. Not only is it visually pleasing but it also functions as a way to cool people. Another feature of the water fountain is that it draws people towards a side corridor of shops by its visual appeal and pleasant waterfall sounds.

At the entrance is a large sign that indicates the entrance of the downtown area. At night this sign illuminates. Also, there are large canopies that provide shade and are aesthetically pleasing.

Each business has created a unique storefront by using contrasting materials. The movie theatre has used natural, black stone to stand out against the white facade. Also, this stone is used for the handicap ramp and makes for a more cohesive look.



Personalization

Both the businesses and residential areas have personalized their space. Each business has a unique, decorative storefront. This helps to stand out and create an atmosphere. Each business uses materials and colors to stand out and many restaurants have small outdoor seating areas.

Apartments above the businesses have small window boxes that could be used for flowers or decorative pieces.

Also, the public spaces have decorative details that attract shoppers. The downtown area has different types of benches, some wrap around trees and others line the sidewalk. Also, there are flowers in hanging pots and planted in wine barrels. Another unique detail is a giant clock on the side of a building.

These small details help to bring people through the downtown area and provides a charming atmosphere



Downtown Brea, California

Caruso . Granger . Merino . Van Leeuwen

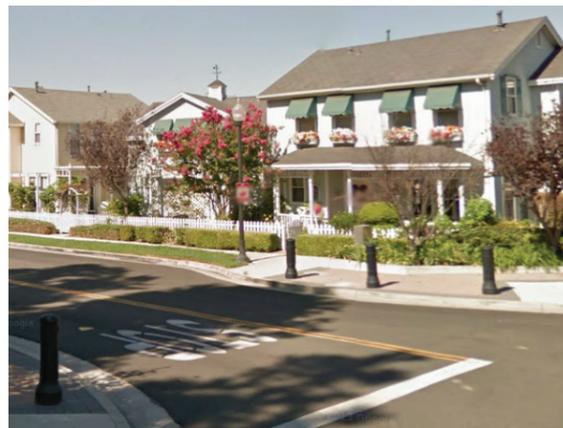
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Visual Appropriateness

Visual appropriateness is the way people interpret a space and the response that they have to that space. This can be done through legibility, variety, and robustness.



Pedestrian scale and gateway to the downtown center creates a sense of place for the community and a safe, open gathering area.



Smart growth strategies were implemented to create a walkable community within the downtown area. The single-family homes create a sense of identity in the community.

Variety

Variety of material creates a distinct sense of place throughout the downtown area.



Variety of activity in the downtown area attracts people from the surrounding suburbs. Every Tuesday night, Downtown Brea hosts a Farmer's Market. Furthermore, the Downtown offers activities such as movies, shopping, and specialty restaurants.



Downtown Brea attracts people because of its unique walkability, especially compared in its surrounding suburban community.



Lessons Learned

- Sense of identity of small communities
- Suburban downtowns provide activity centers
- A walkable downtown area is possible in an auto oriented community
- Materials can create space

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UPTOWN DISTRICT SAN DIEGO CASE STUDY:

Background

The Uptown District is a very unique urban community that orients residences toward the streets to encourage a walkable street environment. The site was initially intended to house a new library, but with the direction of the Uptown Community Planners and Hillcrest Business Association, the land use and design criteria laid out for the development created ground-oriented residential and retail uses. Michael Labarre, principle architect of commercial segment, wanted to create a European style that would in turn create the idea that it was not all built at once but rather was added to and developed over time. Because of the success regarding design, it led to a major increase in development and redevelopment of the neighborhoods. The Uptown District was so successful it even garnered the admonition of Project of the Year by the National Association of Home Builders in October, 1991 as well as the Urban Design Award by the California Council of the American Institute of Architects in November, 1991. Overall the project embodies an "Unsprawl" nature in the sense that it has greatly increased resident walking trips and concurrently reduced automobile usage as well.

Unique Facts:

- Uptown District San Diego
- Purchased in September 1986, 14-acre abandoned Sears and surrounding parking lot for \$9 million
- 1988 "Project Head Start" purchased the area for \$10.5 million
- Developed by Oliver McMillan/Odmark & Thelan
- Agency: SGPA Architecture and Planning, Lorimar-Case, Psomas & Associates, and Barton-Aschman Associates, Inc.
- 14 acres total
- 318 housing units (304,000) sq. ft.
- 145,000 sq. ft. of retail and commercial
- 3,000 sq. ft. community center
- Residential density of 52 units/acre

Residential Units: 318
Community Center: 3,000 square feet

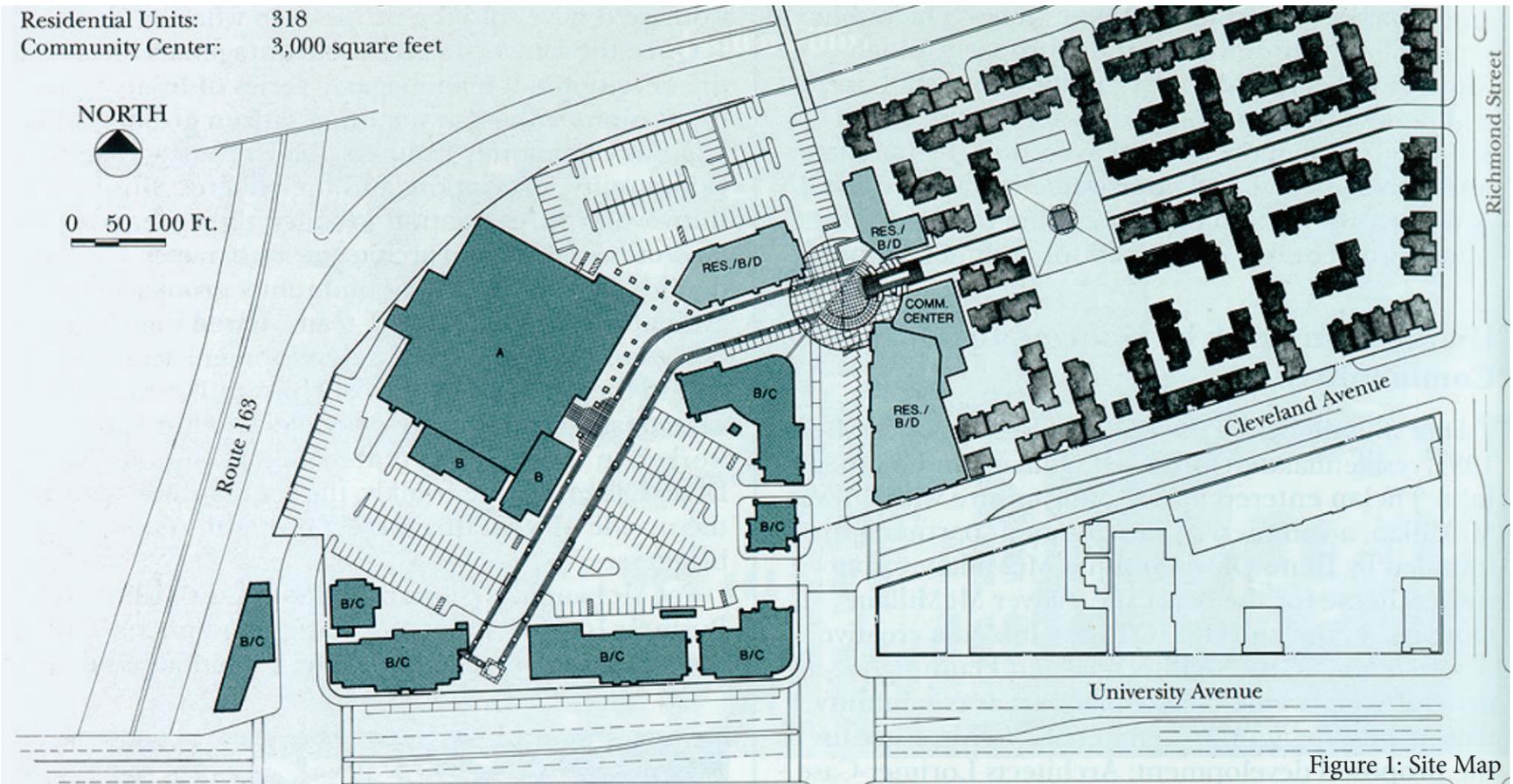
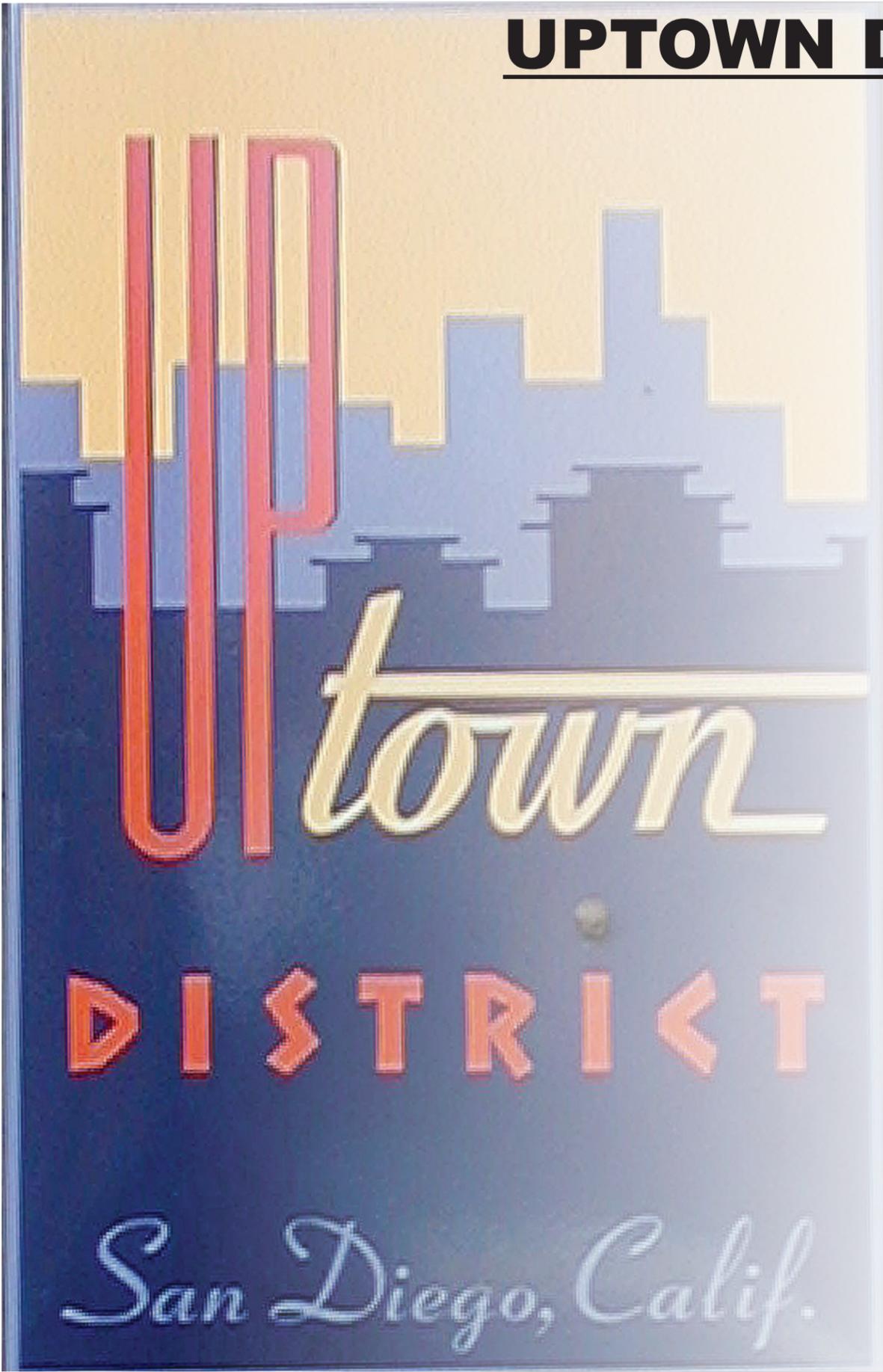


Figure 1: Site Map



UPTOWN DISTRICT SAN DIEGO: Permeability, Variety, Legibility and Personalization

Permeability

San Diego's Uptown development located in the Hillcrest district of San Diego is a walkable master planned community that has multiple hidden gems. Some of these hidden gems such as having a Ralphs located at the center of the development are mentioned in Gene Bunell's San Diego Making Places Special. However, despite this fact that some retail entities are someone hidden in the center of the development, the site overall has above average permeability. If you look at the site plan (figure 1), it becomes clear that the Uptown district has few cul-de-sacs. It also has two axes that allow you to see from one end of the site to the other in a manner that is fairly unobstructed. As you can see from figure 2, these axes are shown looking at the grocery store from the main courtyard in the middle of the development. San Diego's Uptown District has above average permeability because the land was obtained in a short interval and the development was completed at relatively the same time.



Figure 2

Variety

Before the uptown district was developed, architectural variety was an emphasized strategy to be implemented in the project to create a diverse and visually pleasing environment. The site is mainly Spanish-colonial, with Victorian-like areas, as well as craftsmen bungalows. There are many mixed use, commercial, and residential buildings located on the site (Figure 9). Uptown district is sprinkled with vegetation, incorporating the natural and built environment to create a pleasant atmosphere for pedestrians. Colors mostly fall under the accepted palette for Spanish colonial designs, ranges of adobe yellows, browns, and oranges with accents of red and purple (Figure 10).

Legibility

Legibility can be defined as, "the ease with which the spatial structure of a place can be understood and navigated as a whole. Legibility is improved by a street or network that provides a sense of orientation and relative location, and by physical references that serve as reference points." Some of those points can be noted as

- Landmarks
- Views
- Street grid
- Signage/wayfinding

Uptown District has been regarded as one of the finer modern architectural and planning examples in California. Hillcrest is pedestrian-oriented, 'unsprawl' environment. There are several main streets hugging the area, Cleveland Avenue, University Avenue, and Washington Avenue. The site has proximity to the San Diego Zoo, as well as the picturesque University of San Diego. So these streets are fairly navigable. Most of the residential parking is underground, providing for a more pedestrian oriented environment once again. Even though the site struggling with pulling people to its walkable area lining University Avenue, the area does well in attempting to prevent an auto-dominated atmosphere. The site is located near Balboa park, drawing attention to its commercial area in contrast.



Figure 10



Figure 9

Personalization

Parks also provide personalization. Open spaces allow users to create personal environments of their choosing. If a resident wanted a soccer field, picnic area, or a simple relaxation escape, a park or open space is a perfect place for all of these uses. Parks and open spaces, which are found throughout the Uptown District, provide potential to personalization. Another example of personalization in the Uptown District is this pedestrian bridge (Figure 6). Pedestrian exclusive paths or environments offer users alternatives to driving a car. With a multitude of options, residents of the Uptown District can personalize the way the commute throughout the district. The Hillcrest sign, which hangs above University Avenue and 5th Avenue, creates a sense of places for local San Diego dwellers (Figure 7). The famous 50s style Hillcrest sign personalizes the Uptown District by distinguishing the area apart from nearby developments.

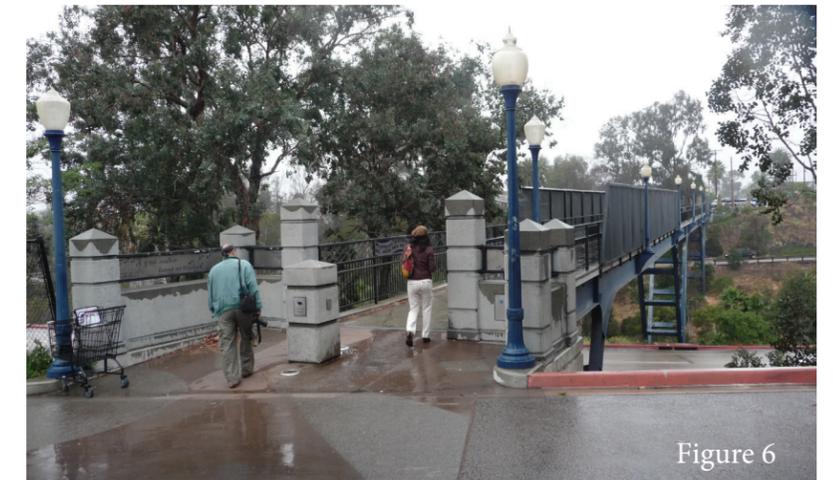


Figure 6



Figure 7



UPTOWN DISTRICT SAN DIEGO: Robustness, Visual Appropriateness, Richness

Robustness

As a master planned community, San Diego's Uptown District is specifically designed to attract people to not only visit the site to shop and then return to their homes, but rather to get visitors to the site to shop and then linger in the public spaces of the courtyards and plazas the occupy the center of the site. You can see in the picture taken by S. Buntin, figure x, the lush parks and pedestrian accessibility that are meant to accommodate and help facilitate the gathering of large amounts of people. One of the attractions within the Uptown District that facilitates the most interaction and sees the most pedestrian traffic is the community center that is located close to the Ralphs.



Visual Appropriateness

By definition, the Uptown District fluidly embodies Visual Appropriateness throughout the entire district. In Figure 11 we find that the Joyce Uptown Community Center uses architectural style to flow with the surrounding context. The arches bow inside to mimic the reverse bow of the staircase. This creates a visually appealing and architecturally sound perspective by using more than just flat surfaces. The change in planes is also appropriate as it entices pedestrians to walk further up the stairs to see what lays further ahead. While utilizing the planters in this change of planes it concurrently provides an colorful aesthetic that would not be found otherwise with the amount of concrete present; the flowers and trees break up the dull gray color scheme with some greenery.



In Figure 12 we find visual appropriateness in this shopping plaza as well. The Palm trees along the walkway provide a visual direction that separates the street and pedestrian area efficiently. The curved sidewalk also increases the open space outside of Trader Joe's and creates a visually appealing store frontage that urges pedestrian access further past the store. From this angle there is also an enticing walkway that is in the back right that is visually appropriate because it encourages pedestrians to walk around the entire complex.



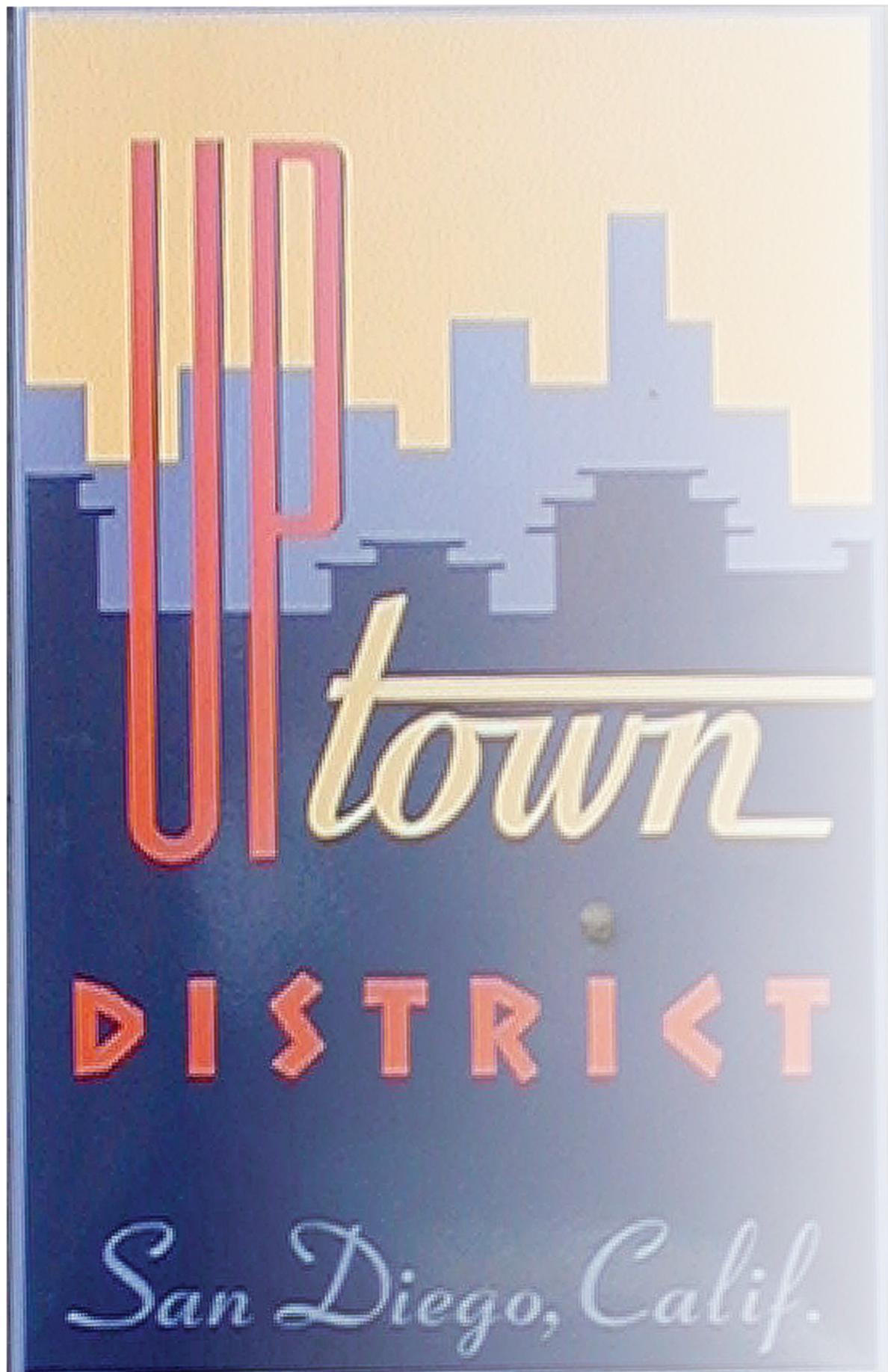
In a more auto-oriented section of the Uptown District (Figure 13), we still find a fair amount of visual appeal. The tall building on the corner serves as an anchor and provides a visual structure that signifies a major intersection from far away. By having multiple windows it is also architecturally appealing for the intersection anchor. The tan and brown color scheme is present throughout the Uptown District so this is another added element of visual appropriateness that pairs along well with the architectural style of



Richness

The Uptown District contains several examples of richness. In this apartment complex of the Uptown District in San Diego, CA, the combination of a variety of vegetation and building types offer richness to any passer-byer. Richness also occurs in other sites within the Uptown District. For example, Washington Street, which runs through the district and intersects the Cabrillo Freeway, is lined with vegetation on both sides of the street (Figure 10). Heavy vegetation and mixed styles of buildings offer pedestrians and motorists a full, rich sense of environment, cultivating their experience. This park in the Uptown District provides users the ability to increase their lifestyles by escaping to natural environment just moments from their apartment or home (Figure 14). Strategically placing natural parks in developed areas increases local's quality of life.





UPTOWN DISTRICT SAN DIEGO: Lessons Learned

After reviewing the case study of the Uptown District of San Diego, CA, our group learned several lessons in terms of urban design.

The site has consistent permeability throughout the site; the site has view corridors that allow people to see the other side. The site is penetrable and has a lot of connectivity between uses which also promotes permeability.

There is a large variety of architectural styles to provide a diverse atmosphere for the pedestrian-oriented population to enjoy. The Uptown District also incorporates the natural environment into the built environment to create a more natural feeling rather than making people feel trapped in a concrete world. The Uptown District utilizes variety in its architectural styles, connectivity between the built and natural environment, and a variety of land uses that are appropriated efficiently. We can take these ideals into areas throughout Milpitas because it certainly lacks in architectural variety and completely ignores connection between the natural and built environment.

We discovered appropriate and attractive signage allows pedestrians to efficiently navigate an area. Overall legibility through signage can also be used as a mechanism for pull into a particular site. The entrance sign serves as a gateway into the Uptown District and is an excellent example of something we can bring to Milpitas. There are multiple areas within the Milpitas site that can serve as a gateway into the site and will serve as a major attractor for it as well.

The community center attracts a lot of people and the Ralphs in the Uptown District set sale records despite not being in plain sight. These two examples depict robustness within the site and are able to attract a large volume of pedestrian traffic with little effort. If we can mimic a similar robustness with some major buildings within the Milpitas site, this would greatly improve pedestrian traffic to areas of interest within our site.

The Uptown District utilizes different aspects of visual appropriateness with architectural style, creation of visual corridors, as well as color scheme coordination that makes the entire site extremely visually aesthetic. We need to incorporate a consistent architectural style amongst uses because currently it is lacking architecturally. There is also no consistency in color because the buildings are so old and were developed at different times; there is a lot of potential for us to create a consistent feel that will make the site much more visually appropriate.

The combination of heavy vegetation and mixed uses are two catalysts for a development to have richness. The Uptown District's richness adheres to the local's senses, maximizing the overall prosperity of the area. We plan to better enrich Milpitas's richness by increasing the variability of the built and natural environments.

The Hillcrest sign, which hangs across a street within the district, gives a sense of place and personalization. The sign gives the surrounding place a feeling of distinctness and distinguishes the place apart from other nearby developments. Local parks also give local residents the ability to personalize their space. Park have potential to reshape to various needs. For our site in Milpitas, we plan on characterizing our site apart from the surrounding area—give our site a sense of place and specialty. We also intend to place open space pockets as often as possible to give locals the ability to recreate, relax, or appreciate the natural and built environment.

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Case Study

The Grove

Los Angeles, CA



Source: Google Maps

Legend

- Main Streets
- Pedestrians Streets
- The Grove Boundary

PERMEABILITY

A permeable site is one that has alternative routes through an environment. The Grove in Los Angeles is an outdoor shopping center with accessibility to several public spaces. These areas include paths and sidewalks for pedestrians to navigate through as well as bike and vehicular access. Since the area is geared towards attracting customers into the shops and eateries, the building's windows provide a visual simulation which helps draw pedestrians into them, allowing utilization of the shopping center.



Source: About.com

VARIETY

Variety refers to maximizing the variety of uses in a project site. This includes businesses, offices, housing and shop. The Grove offers plenty of variety, there are restaurants and offices as well as businesses including retail shops and small cafes. Located on the site is also a movie theater surrounded by an open space complete with a water fountain and outdoor seating to make the area more inviting. This particular area has diverse building types with varied forms and sizes. Due to the abundance of activities The Grove has to offer, this area attracts different types of individuals to a central location.



Source: ExperiencingLA.com

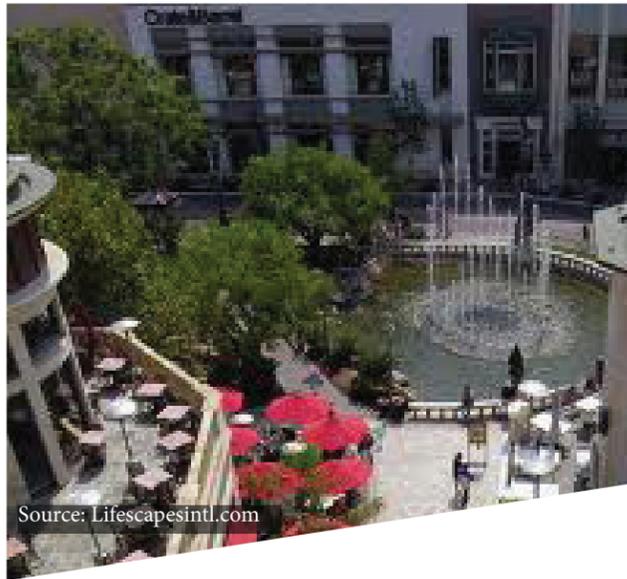


Source: ExperiencingLA.com



Source: ExperiencingLA.com

Severon, Bertwistle, Perez, Way



Source: Lifescapesintl.com



Source: NewYorkSocialDiary.com



Source: Google Maps

Legend

- Landmark
- Smaller pathways
- Main pathway
- Place markers

LEGIBILITY

Prominent signage from retailers and businesses in addition to user activity patterns quickly identify The Grove as a retail and entertainment complex. Onlookers are able to immediately understand the opportunities offered.

The open air mall is arranged around a European themed streetscape through which a trolley line runs. These rails are accentuated with brick pavers that together create a very visually prominent walkway that clearly establishes the path's importance as the main artery. Pathways are further reinforced through high enclosure; there are no gaps between buildings creating continuity and intimacy. Furthermore, distinctive corner buildings with splayed corners help to orient the building to the pedestrian space. Although the main path of the mall extends to either end of the complex, nodes, place markers, and landmarks are situated along the path system helping users to locate themselves and offer a sense of direction.

Case Study

The Grove Los Angeles, CA

ROBUSTNESS

The Grove in LA implements a multitude of robust characteristics designed to endure through a variety of uses. In the large scale, the buildings are organized in a manner which creates smaller and medium sized spaces. They are a couple of floors in height and are built densely together which allows the buildings to be used for a variety of uses later on in life. The public areas of The Grove encourage interaction through careful deployment of edge space instruments (such as large windows on shops, multitude of access points, and seating) and a focus on central space intrigue such as small parks, fountains, and a statue. Though there is not a heavy mix of uses today at The Grove, it is apparent that this site, for location and structures, will endure with possible changing uses in the future. This is a fairly robust design.



RICHNESS

Richness is the design of a space for ones senses: Motion, smell, hearing, sight and touch. Visual richness is the most dominant out of all senses and the most easily controlled. Visual richness is predominantly achieved with the use of visual contrasts. The Grove achieves this by implementing irregular widths and alignments of the facades. The retail stores were also given some design input to their facades, resulting in a diverse mix of modern and period style facades.

VISUAL APPROPRIATENESS

The retail complex supports a wide number of retailers and businesses, and this is clearly expressed in both the detailed appearance of the buildings and the public gathering spaces. The primary pathway mimics a main street; building facades alternate in height, materials, colors and textures, a reflection of the complex's eclectic array of anchor stores, flagship stores, smaller boutiques, restaurants, and office spaces, along with a multi-screen theater. A park, pedestrian bridge, water feature, and the availability of abundant outdoor seating communicates to people that not only is the complex an appropriate setting for lingering and enjoying the surroundings, but is also highly encouraged.



PERSONALIZATION

Personalisation is the principle of designing or changing an area to suit the needs of its users. The Grove has used personalisation as a primary design point. Most major tenants of the complex were given some leeway to change the facades and of course internals of their buildings. This has resulted to an eclectic range of individual shop fronts and has also increased the legibility of the area. With each personalised storefront, comes new signage and obvious differences between the different shop uses. This is clearly seen in the Grove with most store and restaurant facades appearing different enough to be able to tell where a store starts and ends.

Severon, Bertwistle, Perez, Way

Case Study

The Grove

Los Angeles, CA

Severon, Bertwistle, Perez, Way

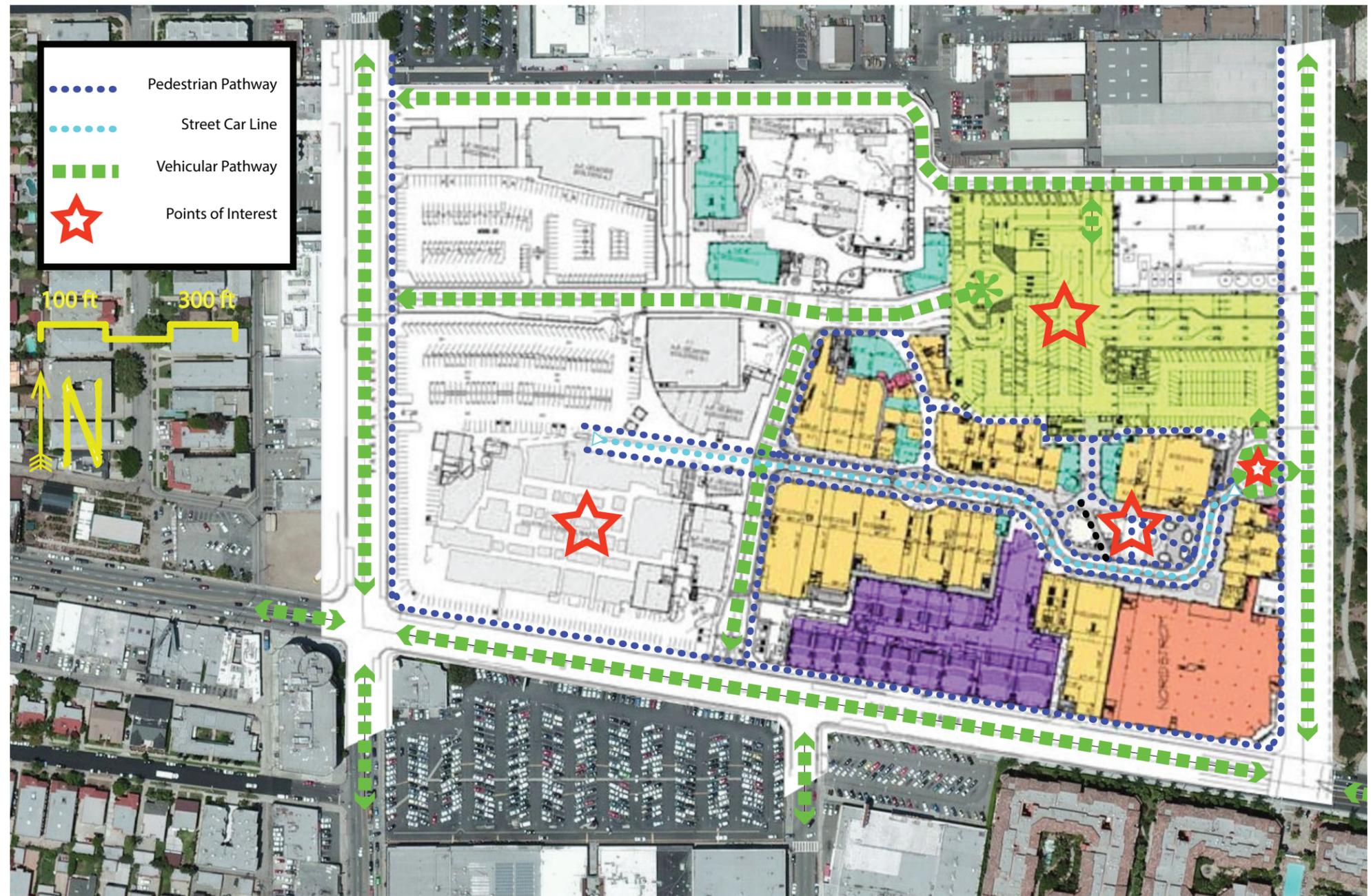
HISTORY

The Grove in LA, built in 2002 sits on a piece of Rancho La Brea which houses the historic Farmer's Market and Gilmore Adobe. The Site was formerly a sea of parking for the farmer's market and a few other Gilmore establishments, nestled in prime a prime location in LA; the area was slated for redevelopment with a new master plan. In the Caruso Company's bid to develop The Grove, they ensured A.F Gilmore Company that these two components of history would be preserved.

The Gilmore Adobe was originally built by James Thompson in 1852 and expanded on by Arthur Gilmore in 1900. Originally Farmers, the Gilmore's turned oil barons when digging for water on their property. Gilmore Adobe became the headquarters for the evolving A.F. Gilmore Company. 1934 the first farmer's market sets up shop. In 1955 a portion of the property is sold to CBS, generating fresh buzz for the market. In 1990 the new master plan for the market and surrounding areas was developed for the A.F. Gilmore Company by Koning Eizenberg Architecture, Inc. and by 1991 the Farmers Market was declared a historical monument in LA. In 1997 the future site of The Grove development was acquired by the Caruso Company, and by March 15, 2002 The Grove is opened.

FACTS

- Architect:Elkus Manfredi Architects (provided master planning and design) based in Boston, Massachusetts
- Developer:Caruso Affiliated
- Square Footage:nApproximately 600,000 SF
- 39 stores, 10 restaurants, 8 specialty food shops, 14-screen movie theater
- Year Opened: 2002
- 100% leased
- Grove averages 40,000 guests daily and 90,000 during the Holiday season



Lessons Learned

- Paved streets and sidewalks are more aesthetically pleasing and draw pedestrians into an area.
- Different types of facades are enticing and interesting to explore.
- Open spaces give pedestrians the ability to interact with others freely. Plenty of open space creates a positive environment.
- Landmarks encourage pedestrians through the site.
- Decorative lighting and big window facades make an area friendly and people feel safer.
- Human scale
- Businesses that cater to different times of the day and night.
- Pet Friendly

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Severon, Bertwistle, Perez, Way

The Grove
Los Angeles, CA



SAN JOSE'S

santana row



Description

The Row is bounded by Interstate 280 and 880 and South Winchester Boulevard in San Jose, California. The mediterranean-influenced Row has; 1 movie theatre, 1 hotel, 9 spas and salons, 70 boutiques and shops, and 20 restaurants located on 647,000 square feet of leasable space. Row is surrounded by large parking lots and decks that are flanked with lush landscaping. Santana Row's four blocks transition from two-way traffic to a pedestrian boulevard arched with 3- to 5-story mixed use buildings. The Pedestrian center median is a deck-like outdoor gathering space with lounge chairs and an outdoor bar and restaurant. The overall feel of Santana Row is an outdoor lively urban experience that appeals to all ages.

History

Santana Row is San Jose's largest mixed use project to date. It was spearheaded by Federal Realty Investment Trust as an ambitious retrofit consisting of 43 acres of retail and residential space. The project was built on the former Town and County Shopping Center, which was an outdoor mall located three miles from Downtown San Jose. Federal Realty purchased the shopping center for \$41 million in 1997 and in total spent upwards of \$450 million developing the Row. The project received no public funding, and during its last stages of development had an 11 alarm fire at the largest building on the site. This fire was the largest in San Jose history, destroying more than one hundred apartments, townhouses, and retail spaces. Since opening in Fall 2002 the Row attracts approximately 30,000 tourists and Silicon Valley residents daily.

Current Amenities

- 1.5 Million Sq. feet of Mixed Use
- 622 Residential Homes
- 65,000 sq. ft. office space with 350+ office employees
- 70 Shops and Boutiques
- 20 Restaurants
- 9 Spas and Salons
- CineArts Movie Theatre
- Hotel Valencia

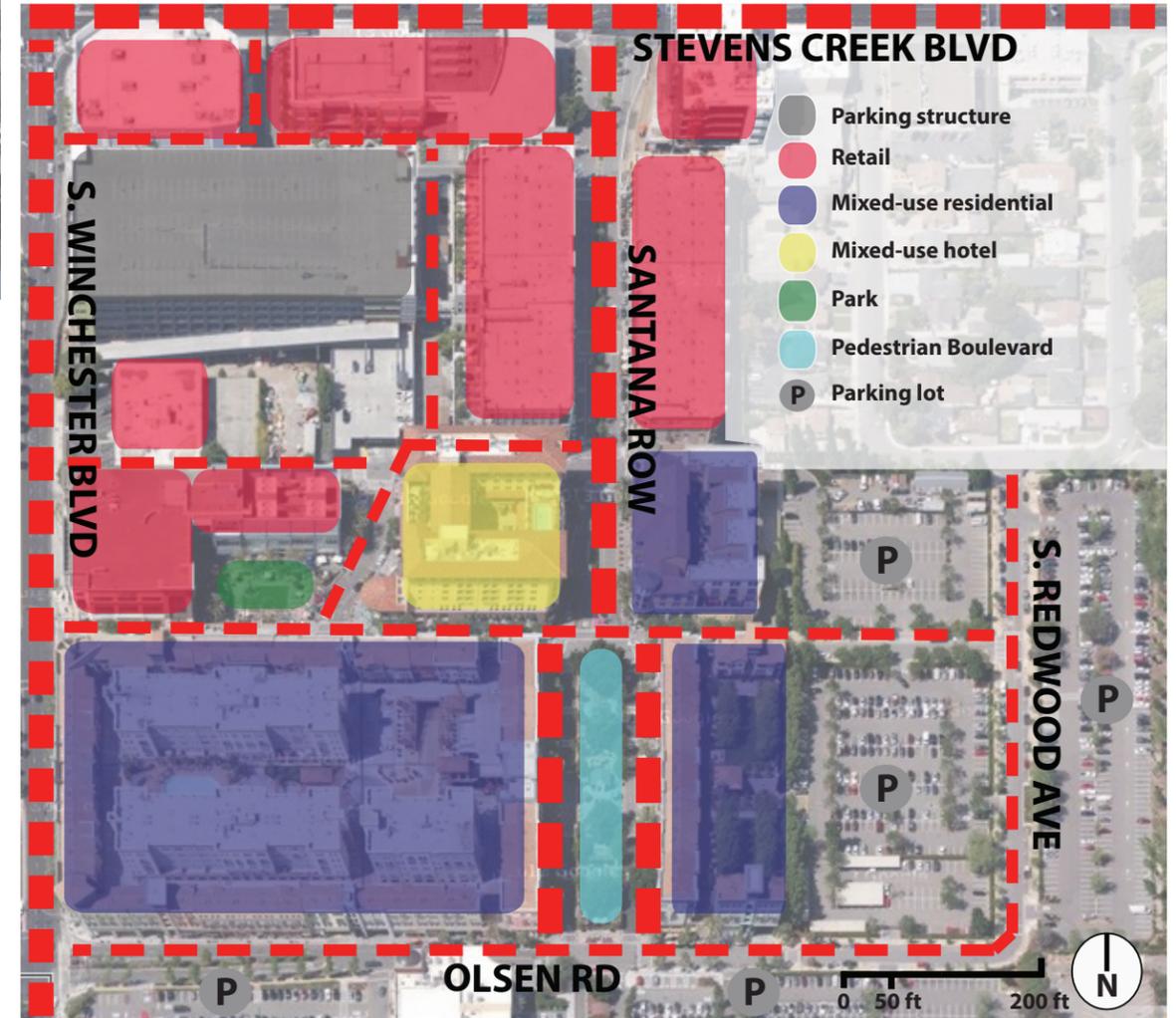
Demographics

	1 Mile
Population	22,641
Households	9,463
Daytime Population	24,852
Median Age	38
Average Household Income	\$86,754
Median Household Income	\$66,180
College Educated	39.6%

Expansion Plans

- 212 Resort-Style Rental Home (by Fall 2013)

Site Plan





Mixed-use residential and retail at Santana Row

Visual Appropriateness

Santana Row provides its patrons with a legible and robust environment that is pleasant to peruse. In each section of the Row visitors are greeted with mature and inviting landscaping that supports the patterns of pedestrian walkability. The mediterranean theme is carried throughout the design and is consistent in building facades, lighting, floor coverings, landscaping, signage, and street furniture. Patrons are able to correctly interpret the designers intention based off the placement and variety in style and form. This is proven by the sites extreme popularity and numerous awards for design. Santana Row is an obvious tourist attraction and also an amenity to the local San Jose community. The variety of high-

end boutiques, restaurants, and living spaces provide a 24-hour presence and an attraction to wide ranges of consumers.

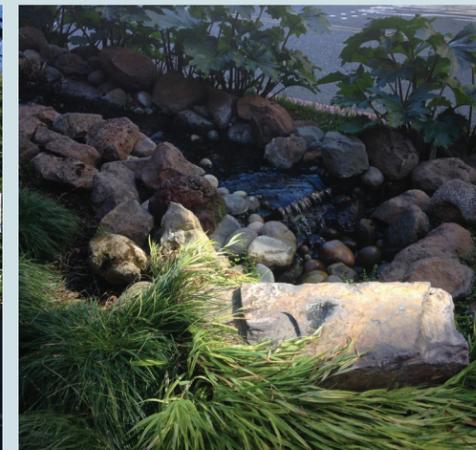
The Row's Mediterranean design is carried throughout, created unity in form and connecting the linear area together by showing its clearly similar character. The design of Santana Row helps patrons distinguish its varied uses. The residential spaces are clearly defined as are the retail, dining, and parking areas by the developers careful use of materials and accents. This allows patrons feel comfortable and safe will visiting Santana Row.



Richness

Richness can be found throughout Santana Row on many levels and for all senses. As one travels through the development the Mediterranean architecture catches your interest. Arches, textures, and varying heights bring excitement to the viewer and gives off a welcoming feel. The site is heavily landscaped and adorned with enjoyable hardscape. The adorning aspects bring the sound of running water, tree branches swaying, and create an environment in which one feels comfortable and at ease. The

site as a whole creates a setting in which all walks of life and the entire community can gather and enjoy.



Caption



Caption

Personalization

Within a large-scale shopping center such as Santana Row it is hard to find large-scale personalization. The tenants within the development are only able to personalize small sections of their stores and restaurants, such as patio space extending out into the sidewalk for small cafes and boutiques. The lack of personalization is due to the construction and design

of the shopping center, which created a planned theme and layout of the area without potential tenant input.



Robustness

Santana Row’s mixed use nature lends some degree of robustness, as shops and restaurants could ebb in and out of the development with ease. There is a range of square footages that could accommodate restaurants and retail uses of varying scales. There are three residential options within Santana Row, and construction is currently underway to add more. This creates both an attractive living space for residents and a captive audience for retail and restaurants who are just below these luxury apartments. These existing residential uses would not pair as well with a use other than commercial, since the walkability and range of shopping

and dining options is a big draw for existing and potential residents. Additionally, there is almost no commercial space that could be used for something other than residential or retail uses. There is a central plaza in the development, which is currently used for life-sized chess and an outdoor “living room,” that could be used for a variety of activities in the future. Much of Santana Row is built out to the point that additional, flexible open space would be challenging to add. Despite it’s well designed and popular role as a shopping center, California Circle in Milpitas should aim to be developed for a more flexible future.

Top: Central plaza that provides a flexible place for events and development.
Bottom: Attractive yet constricting mixed-use



Permeability

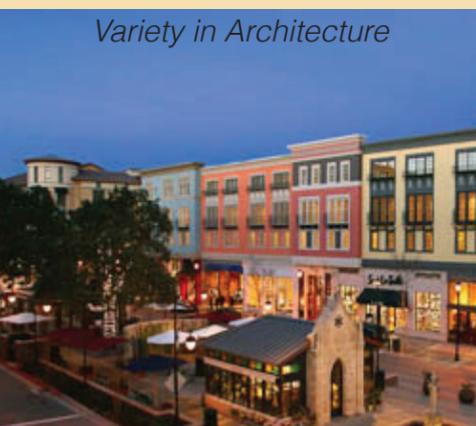
Santana Row is laid out on a hierarchical grid system, although the grid system does not hinder any mode travel through the development. The blocks are easily accessible from all sides allowing for bicycle and pedestrian movement to move freely through and around the blocks. Large sidewalks on the exterior of the blocks are set back from the street with landscaping and water features creating a safety buf-

fer between pedestrians and automotive traffic. The site allows for automotive traffic to travel through the development with traffic calming measures to place the focus upon other forms of transportation. Overall, the site is extremely permeable and can be accessed effortlessly.

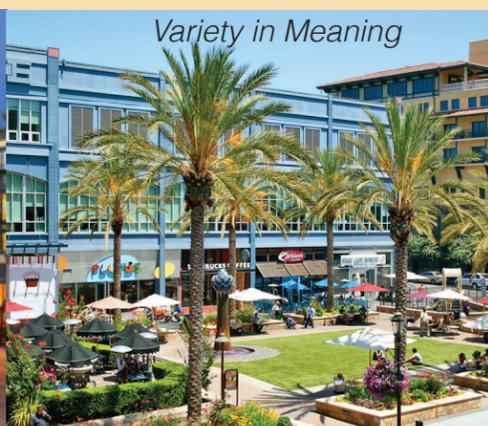
Right and Far Right: High walkability through out the site due to wide sidewalks and convertible streets that allow for all modes of transportation.



Variety of uses



Variety in Architecture



Variety in Meaning

Variety

Santa Row does a great job in executing the attribute of variety. The images above demonstrate some examples of successful features. Accessible places are only effective if they offer variety. Diversity can be achieved with various building types, uses, and different meanings. A place with diversity has a greater potential for success because it can attract various people, at various times, for many different reasons. Different forms, activities, and people are essential to provide a rich blend of community.

Variety of uses:

- Offices
- Retail
- Residential
- Farmers market
- Restaurants

Variety in form:

- Architecture
- Landscape design
- Transforms into farmers market

Variety in meaning:

- Some people: come to work
- shop
- socialize
- read
- eat

Legibility

he main street through the development, Santana Row, creates a clear view of the shops and restaurants available. There are four cross streets that intersect Santana Row, although the lack of parallel thoroughfares prevents the development from capitalizing on a true “grid” system. Signage is clear throughout the development, and there are maps of the shopping center to direct patrons through the site. The streets are narrow and have speed bumps, slowing down traffic, which makes the site easier to navigate and allows drivers to be drawn into shops. Parking is on the outskirts of the development, so all patrons must walk through the site to reach their goal. The

shop and tree lined streets make the stroll pleasant. The center plaza is marked by a giant chessboard and large acorn tree, both of which could serve as landmarks within the site. Accessing the site is easy from other parts of the bay area, in large part due to ample signage and easy parking. There is room for improvement in terms of providing multiple access points with a grid system, but generally Santana Row has good legibility, in large part due to it’s prioritization of pedestrian activity. This will serve as a model for the California Circle site, which lacks a grid system but has a main thoroughfare similar to Santana Row.

Top: Santana Row, closed to cars and full of pedestrians
Bottom: Central Plaza as a landmark.



Lessons for Milpitas

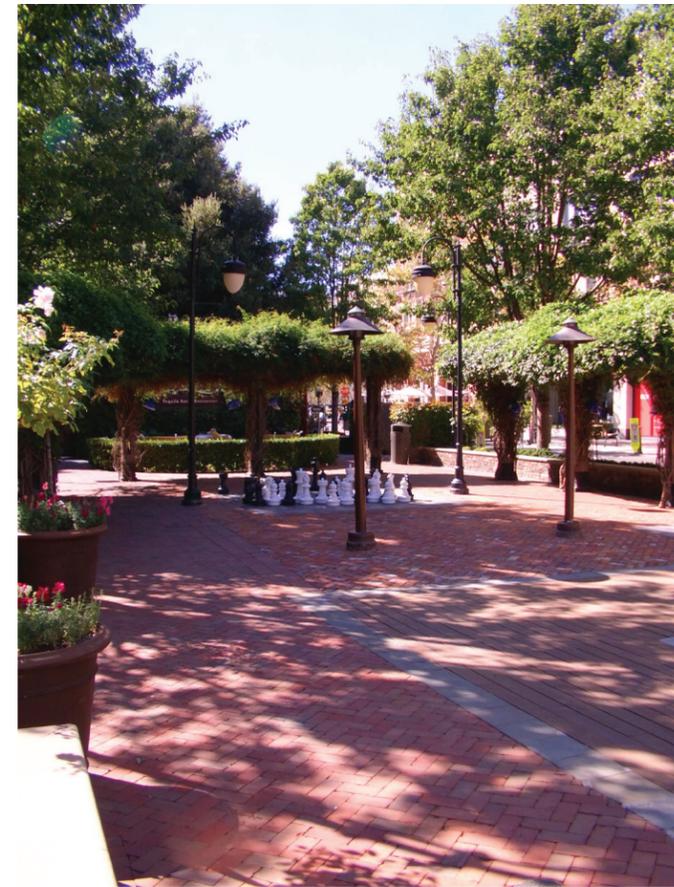
Adaptable spaces such as outdoor seating under the oak tree in Santana Row are important for public spaces.

Santana Row is an attractive destination because of its connectivity and walkability. In order for future development in Milpitas to be successful, it is important to establish a hierarchical grid system that will enable access for the surrounding communities, including a pedestrian friendly environment.

The interior pedestrian boulevard in Santana Row is a feature that stimulates social interaction and would be something to consider in future developments in Milpitas.

The water features positioned throughout Santana Row are attractive landscapes that can attract more pedestrians.

Santana Row contains a variety of gathering spaces that make up an stimulating landscape design.



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