

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra



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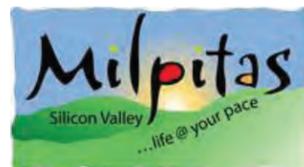
Prepared by the

CRP 341 Urban Design III Studio
Bachelor of City and Regional Program
City and Regional Planning Department
California Polytechnic State University San Luis Obispo

For the

Department of Planning and Neighborhood Services
City of Milpitas

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The CRP 341 Urban Design Studio III would like to express their gratitude to City Manager Thomas C. Williams for his support and inspiration, Steven McHarris and Scott Ruhland for their commitment to good planning and their guidance throughout this project, to all the members of the Planning Commission for their gracious comments and encouragement.

Disclaimer

This academic report summarizes the process and depicts the results of a quarter-long undergraduate class project conducted by the CRP 341 Urban Design Studio III, City and Regional Planning Department, Cal Poly San Luis Obispo, during the Fall Quarter 2013. Delivered through an outreach effort that follows Cal Poly's "learn-by-doing" approach, this report reflects two major pedagogical goals. Firstly, by responding to a real problem and a community need, and by reflecting a process inspired by professional practice the class engaged students more fully and produced an effective learning environment. Secondly, the report is meant to contribute to the City of Milpitas planning and urban design efforts as a draft document offering a series of ideas for discussion with the community and planning professionals in search of future directions for Milpitas.

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

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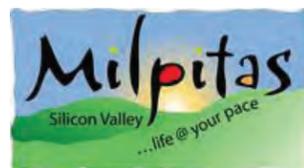
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- 2. Information from site visit
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URBAN DESIGN VISIONS FOR MILPITAS California Circle and Main at Serra

Chapter 1 About the Studio



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1.1 Introduction

An undergraduate class from the City and Regional Planning Department at Cal Poly San Luis Obispo was charged by the City of Milpitas Planning and Neighborhood Services Department to develop pre-planning insights, vision and urban design concepts for two strategically located sites in Milpitas, California Circle, and, the area around Main Street at the Serra Way intersection.

This report represents a compilation of the work completed by the students in CRP 341 Urban Design Studio III during the 10-week period of Fall Quarter September-December, 2013. Instructors Vicente del Rio and Hemalata Dandekar, supported by Teaching Assistant Evan Evangelopoulos, guided the class efforts during this intense 10-week period. Students were engaged in a rapid information collection and data gathering process leading to the development of seven youthful, forward-looking urban design visions for California Circle and Main Street at Serra Way.

From the start of initial discussions between the instructors and the City of Milpitas Planning and Neighborhood Services Director Steven McHarris and Senior Planner Scott Ruhland, the student work was intended to represent a pre-planning phase. It was designed to be a rich and broad-ranging visioning exercise where the youthful energy of 29 third year undergraduate planning students would be turned to imagining a creative and dynamic future for two key sites in the City of Milpitas.

The two sites were chosen for their potential to bring about a catalytic, transformative effect in the City of Milpitas, stimulating both change within the city and creating nodes of activity that would bring new elements to its economy. In addition, the goal was to contribute by creating visual and physical imagery that could inspire the development of new identities for both sites and announce to the community and the region what Milpitas strove to become in the 21st Century.

Project Areas



The student work presented here does not aspire to provide a set of detailed and implementable plans but rather a rich array of possibilities from which the city policy makers and investors can pick and choose elements that resonate with their own analysis of what can succeed on these sites.

The California Circle area was embraced by the students for its great potential to become a new gateway to the city from the north, given its strategic location adjacent to the I-880. Moreover, developments fronting the highway could act as a “billboard” and give a new identity for Milpitas.

The Main Street at Serra project area with strategic frontage on Calaveras Boulevard, and including Milpitas’s historic center had important attributes that could, over time, transform the area into, once more becoming the heart of the city. Assets included the potential inherent in rediscovering the creek at Abel Street and capitalizing on the ethnic diversity of restaurants and cultural offerings of stores and institutions. A viable and vibrant city center that would enhance the quality of life for Milpitas residents and attract visitors from the region and beyond seemed possible.

The work presented in this volume should be read for its vision and ideas, and judged on its creativity and effort to think “outside the box” of what is “pragmatic” and “doable” immediately or in the near future. Great cities evolve over time, with incremental and purposive decisions, and the role of visions and strategic plans is to help move the city economy and its social and physical fabric towards a greater good and an enhanced quality of life. This process is incremental and may take decades but will derive guidance from a larger sense of direction – from a strategic plan for the future. The student’s efforts here offer visions and pre-plans to stimulate a broad and inclusive consideration of strategic positioning for the city of Milpitas. Their findings are presented to contribute toward that important effort.

1.2 The Design Process

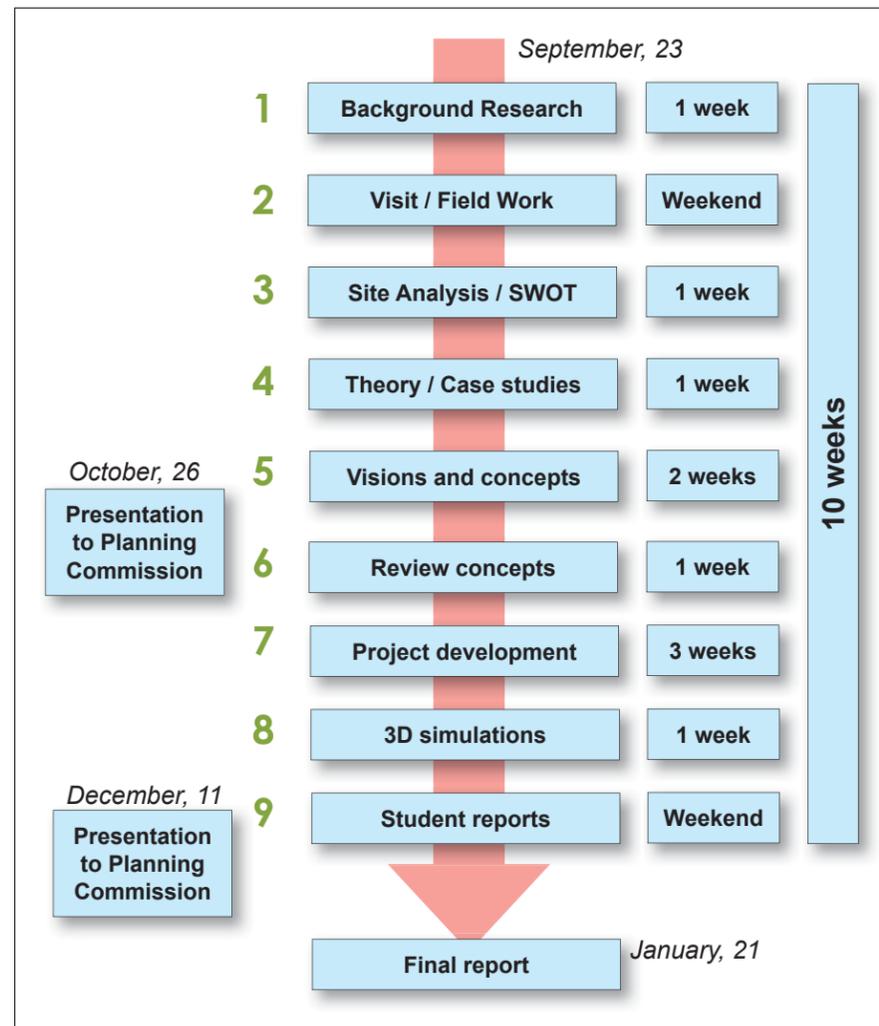
To embed student creativity in the thick context of Milpitas's past and present student were formed into seven teams and followed a nine-step design process purposively structured so as to involve them in becoming familiar with the City of Milpitas – it's land use and physical fabric, it's socio-economic and historic evolution, and it's aspirations today to become a "destination city."

Student teams looked within California and outside to find inspiration from successful project that had had a transformative effect on their cities. This work informed the creative design process which the student teams immersed themselves in within a studio/laboratory environment. It served as background material which informed their site-specific concepts, three for California Circle and four for Main at Sierra, and the final urban design visions, grounding these in the realities of Milpitas.

Understanding the city enabled the student teams to connect their projected futures for their sites to their surroundings and to shape them so that they would augment the larger city entity, but also draw on creative and "out of the box" ideas that have worked elsewhere and have promise for consideration in Milpitas.

These are youthful vision for two strategically located parts of the city that soon-to-be young professionals believe would make for an interesting urban fabric, one that they would embrace and enjoy living and working in. As the chair of the Milpitas Planning Commission said to the students on hearing their visions, "this is your world, and your future, and I hope we can see these visions become a reality here in Milpitas."

To reach these visions student teams moved incrementally through three phases of information gathering, analysis, and design: *Phase 1 - Understanding the Problem, Phase 2 - Concept Design, and Phase 3 - Urban Design Visions.*



The Design Process and quarter-long time-line

Phase 1: Understanding the Problem

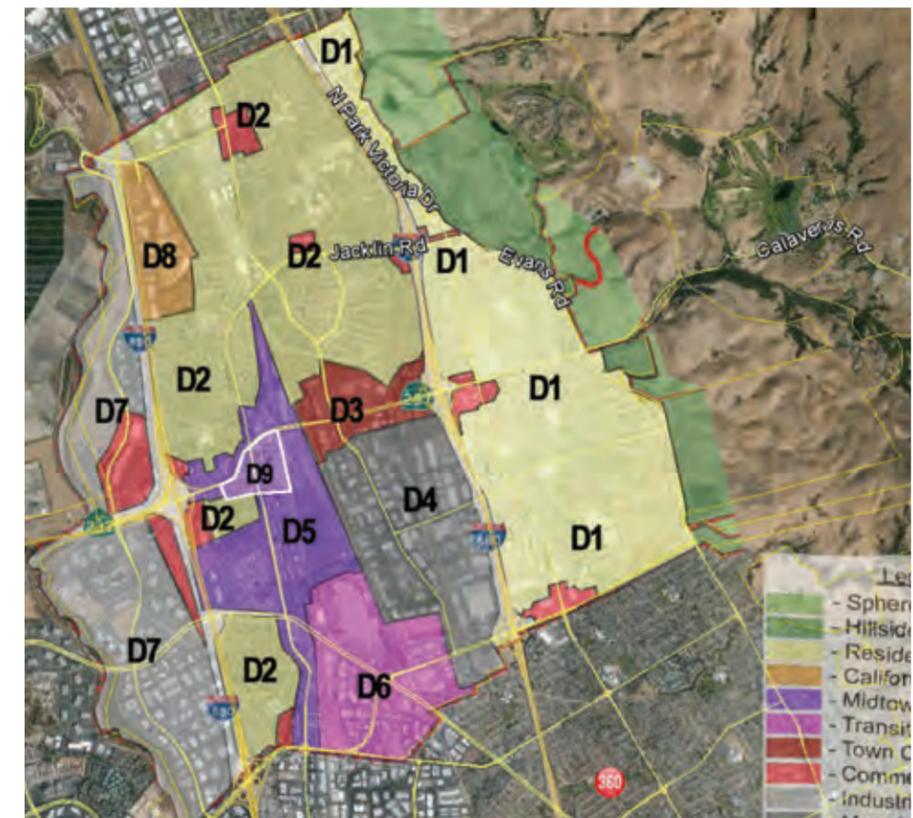
Students obtained background and overview by reviewing plans and approaches developed previously by the city including those in the general plan, housing element, and the city's bikeway plan (see Appendix 1). Documents Reviewed) as well as by researching on-line information about Milpitas history, market and general trends. § tep 1)

To obtain a city overview student teams did windshield and on-foot surveys to collectively experience the city first-hand with on-site investigation. The city was divided into seven district types (residential

east and west, town center, manufacturing, midtown, transit area, industrial park) and discrete neighborhood characteristics and land uses were documented and assessed in terms of: Imageability, Legibility, Accessibility and Sense of Community. The analysis of each of the six district types can be found in (Appendix 2)

The field work and data analysis of each district was used to develop a SWOT analysis of the city to reveal the critical elements that the city could seek to attract two the two project sites that would augment and enhance the overall image and attraction of Milpitas for both residents and visitors.

The two student teams investigating the California Circle and Main at Serra sites did intensive plot by plot documentation and data collection utilizing a Lot Survey form and recording each site with photographs of buildings and relevant site attributes (see Appendix 3).



How the City of Milpita's territory was divided among teams for the field studies.



Milpitas Study Area District 2- Residential West

Legibility
The large portion of our study area was clearly defined by the I-680 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.

Sense Of Community
Within the residential areas, there are many community and meeting places including several park areas with large grassy areas, 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.

Top and bottom: Examples from two of the student teams' reports from the field studies.

The California Circle site is located north of the city between Highway 880, Dixon Landing Road, and the Berryessa Creek. It has approximately 110 acres and is currently designated as an Industrial Park. It includes a hotel and several industrial buildings of which approximately 32% are vacant. The area is surrounded by residential land uses except across Highway 880 to the West where an industrial park area currently has some agricultural use and the city sewage pump station. This site has excellent accessibility and is highly visible from Highway 880.

Abel streets. This area is of great importance to Milpitas since it is served by one of the main access roads to the city core from highways 880 and 237. Its present state is below its development potential as it holds several outdated shopping centers, commercial and office buildings, as well as various under-utilized lots. Accessibility from both highways is excellent but is limited from the east due to the railroad tracks and facilities. The existing Midtown Specific Plan needs revision and better detailing in the study area (Step 2 and Step 3).

The Main at Serra site is approximately 55 acres and is located in Milpita's Midtown, along parts of West Calaveras Boulevard, Main and

Case studies selected for their relevance to the two sites were identified and analyzed with a view to extracting the lessons to be learned for the two project sites in Milpitas (Step 4) They were cases of successful urban design interventions in California and nationally that had served to transform and act as a catalyst for area improvement.

Model of the lot survey form utilized to gather information on the two project areas during the field studies.

LOT SURVEY Project area _____ Lot number: _____
 Vacant: _____ 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)					
Type of Use	Ground				
	1st floor				
Dominant façade materials					
Dominant façade color					
General maintenance aspect (Good, average, bad)	B A G	B A G	B A G	B A G	B A G
Historical/cultural significance (Indicate if its your judgment)	No Yes	No Yes	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)					

	No	Yes	Average width:	Condition: (Good, average, bad)	B	A	G
	Mature trees in the sidewalk (locate on the map)						
Other observations and elements of note (locate on the map)							

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:
 The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.
 Photos of any special observation you want to make.

The cases were examined for characteristics of good place-making based on seven urban design attributes delineated in the book *Responsive Environments* by Ian Bentley et al as follows: permeability, variety, legibility, robustness, visual appropriateness, richness and personalization. The case studies revealed the significant characteristics of place making and offered the following lessons for Milpitas (see Appendix 4 for the full case-studies):

City Place, West Palm Beach, Florida

An underused area in a well located part of the city which was similar to Midtown Mipitas was redeveloped with a mixed-use development that took reference from the existing historical Spanish Colonial Revival style church to provide an integrating architectural theme to the site and lend an identity to the project. A mix of public open space surrounded by a variety of businesses lend vibrancy to the area.

Mizner Park, Boca Raton, Florida

A mix of old and new buildings on the site offered low and high rent opportunities which allowed a greater variety of services to establish in the area. Land values increased. Incorporating public open spaces close and easily accessible to activity centers of future developments provided a sense of identity that allowed a mix of apartments and office space, which had no distinct identity themselves to "borrow" and benefit from this proximity and be successful.

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 OWN 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 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.

Valencia Town Center, Valencia, California

Emphasizing accessibility and legibility, the town center provides small plazas and malls for pedestrian enjoyment along walkways through the shopping centers. Good signage enhances way-finding through the complex and the mix of housing, retail and dining attracts a diverse population.

Downtown Brea, California

Restoring two icons of the historic but dilapidated downtown - the "Welcome to Brea" sign and Charlie's Clock with its "Good Old Brea" sign provided a connection to past history and an identity to this site. This suburban, small town community benefits from access to a walkable downtown in which activities such as a Tuesday night Farmers Market, movie theater, shopping and specialty restaurants attract people from the surrounding area.

Uptown District, San Diego, California

Located on the site of an abandoned Sears store and parking lot, this project includes a mix of housing units, retail and commercial and a community center. The development was designed in a variety of architectural styles and richly landscaped open spaces to provide recreational opportunities for residents. The Hillcrest sign, a landmark over the intersection of two major streets serves to create an identity and provides a sense of place.

The Grove, Los Angeles, California

Proximate to, and connected with, a historic Farmer's Market and adobe, the Grove features a central street through the site which is European themed, has a trolley line and brick paving to provide organization and legibility to the complex. Two and three-storey buildings allow tenants leeway to change facades and personalize their facilities. The configuration of buildings is designed to create small and medium sized outdoor mall spaces for seating and watching, and allow pedestrians to interact freely. Landmarks at strategic locations along the main axis provide focal points of identity.

Santana Row, San Jose, California

The largest mixed use project to date in San Jose this project is an ambitious retrofit of retail and residential space. Transitioning from two



City Place



Valencia Town Center



Mizner Park



Downtown Brea



The Grove



Santana Row



Uptown District

way traffic areas to a pedestrian boulevard of three to five storey mixed use buildings on the site of a former outdoor mall and shopping center, Santana Row attracts thousands of tourists and residents daily. With its pedestrian friendly environment, water features, a variety of gathering places, attractive landscape and high and mid-range shopping it is a regional attraction.

Across these seven case studies students identified various lessons and design attributes for their concepts for Milpitas. These included the need to create: pedestrian-friendly, walkable environments which were mixed use, vibrant, higher density, featured attractive and accessible public spaces with unique features and identity, recognized the history and traditions of place, were anchored by key institutions which provided a theme and identity to the complex, were legible in their spatial organization, and had good wayfinding characteristics in their layouts and signage.

Phase 2: Concept Design

Preliminary concept plans were developed which identified key elements of each team’s design vision, development direction, land uses and a preliminary development program (Step 5). Student teams presented their concept plans to the Milpitas Planning Commission and city staff and received written assessments of the creativity, aesthetic quality, functionality and feasibility of their proposals. Each

commissioner was also asked to identify what they thought was the most appealing aspects of each team’s concepts, and the least.

Elements of the student concepts which were perceived as most appealing by the commissioners included: the high-tech walk, tech museum, the creek related water walk, water park, performing arts center, cultural and community center, village walk, farmers market, restaurant row, convention center, hotel complex, elements that addressed the cultural landscape and incorporated the multiculturalism of Milpitas, international movie theater complex, history center for the city of Milpitas, health plaza, mixed use developments, using second floors and roof tops, walkability of projects, pedestrian bridges over major streets and a green cap on the railroad tracks, closing Able Street, odor reduction techniques, using buildings as noise barriers, an amphitheater that serves as a “city gateway” inviting “iconic architecture,” focus on vibrancy, elements to attract to, and keep younger residents in the city, and elements to encourage night life.

Features that were pointed out as needing additional attention included: incorporating and recognizing the history of Milpitas, assessing parking needs, collecting data to assess economic feasibility, enhancing visibility of the business retail from I-880, enhancing public transportation, making park and open spaces publically accessible, needing to provide for religious institutions and needing to buffer and transition to residential areas.

Phase 3: Urban Design Visions

A design and project development period during which student teams took into consideration and followed the comments and critique they received from the City of Milpitas planning commissioners and staff. This work culminated in a developed set of vision plans, elevations and sections for their project sites, renderings of a signature sector of their urban design vision, a development program and three-dimensional simulations to allow for a dynamic fly-through, walk-through of each concept. Three dimensional models of the urban design vision allowed an enhanced sense of fit and appropriateness. (Steps 6,7 & 8).

The work was presented to the City of Milpitas Planning Commission and has culminated in this report and a video that presents the student perspective on this exciting undertaking. (Step 9)



Student teams developed three discrete and different urban design visions for California Circle and four for Main at Serra. Detailed delineation of the seven visions is provided in Chapters 4 and 5 of this report. Key elements of these designs:

California Circle:

Team 1: Benzel, Johnson, Shimer, Vargas, Zanmiller

Waterview Plaza

With a focus on technology, sustainability and community this design features:

- a waterpark which is a north entry gateway
- core plaza
- business incubator
- creek walk as a focal point for recreational use
- hotel

Team 2: Bonilla, Coleman, Ha, Sheikhal

Cosmo Center

With a focus on creating a Live-Work-Play complex which is attractive to the local multicultural, technology rich community this design features:

- Open Air Amphitheater as Gateway
- Cultural Complex
- Freeway Buffer of Buildings such as Parking Structures with animated facades
- Milpitas Tech Museum
- Residential over Commercial and Parking

Team 3: Bertwistle, Perez, Severon, Way

The Circle

With a focus on recreational, educational, and cultural activities and seeking to create a space that will be a destination for experiencing ethnic cuisine and for artistic expression this design features:

- Cultural Center
- Central Plaza with stage and space for community events such as farmers market
- Terraced parks radiating from the central plaza up to the height of the creek levy

- Creek walk

Main at Serra

Team 4: Caruso, Granger, Merino, Van Leeuwen

The Main Connection

Celebrating the history of Milpitas and its cultural richness this design features:

- A semi-circular plaza forming a gateway into Serra
- Green median-rich treatment of Serra
- A plaza at the terminus of Serra with a mural depicting the history of Milpitas
- A cultural history museum

Team 5: Alcantara, Bedekovic, Kim, Tran

The Core

Increasing and maximizing pedestrian permeability by restoring the creek-side and creating a connectivity grid this design features:

- A Gateway at Serra Boulevard
- Convention Center with Hotel
- Art District with Plaza and Art Center
- Residential Hotel
- Restored Creek at Able Street
- A Multi-Screen Movie Theater at terminus of Serra

Team 6: Marston, Oreizi, Paul, Wood

HOTSPOT

A commercial-based development anchors this design which features:

- A Performing Arts Center
- High Tech Walk between Main and the rail road tracks
- Large mixed use buildings which create a raised community platform on top of retail
- Open public space and a Community Center

Team 7: Ammari, Carlucci, Kramer, Osterhus

Milpitas Main

- A bridge between a hotel and convention center form a visual gateway to the site in this design which features:

- A Hotel and Convention Center to lend identity to the city
- A Cultural Center with movie theater, museum and grocery store
- A Restaurant Row along Main

1.3

Summary and Conclusions

The student work compiled in this report has the virtue of bringing several solutions and possibilities that might be considered by investors and policy makers when exploring the capacity and potential of two significant Milpitas sites – California Circle and Main at Serra. The urban design ideas presented by the students identify a wide range of possibilities that might, with creative mixing and matching, provide workable, successful, alternatives for future development.

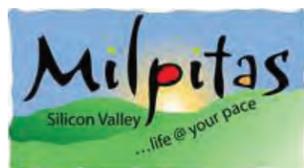
The student work presented in this report gives physical form through their renditions of seven alternatives. They present sometimes complementary, sometimes competitive visions for the two sites. Collectively they provide a rich tapestry of possible interventions that the City of Milpitas decision and policy makers might, in conjunction with private sector entities, undertake to make these catalytic sites ones that initiate a change in the overall identity and sense of place of the city.

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Chapter 2

Site Assessment



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Through visiting and studying the California Circle and the Main at Serra Streets areas and their surroundings, understanding them within the city and the regional contexts, relating them to the General Plan and other planning documents, and talking to Milpitas’s planners about it, allowed the students to define and delineate their potentials and limitations for development.

As noted in Part I of this report, the assessment of the project areas included analysing and discussing observations from the field studies, including the students’ impressions of the fundamental urban design qualities of imageability, legibility, sense of community, and accessibility (see Appendix 2).

The class compiled the assessment of both project areas into site analysis maps which served as a visual summary of the most noticeable aspects that limit or support development. These maps indicate the main vehicular and pedestrian patterns, sun direction and primary wind directions, land uses, conditions of occupied and vacant buildings, existing facilities, areas of conflicting uses, viewsheds, natural elements, and relationships with the surroundings.

More detailed field surveys helped the class to complete their understanding of both project areas and the conditions of their buildings and parcels. A specific lot survey form was used to annotate such conditions, allowing for a complete assessment of the existing uses, maintenance, and development potential of all parcels in both areas (see Appendix 3).

Assessing the project areas allowed the class to discuss their development potential through a strategic planning method. A SWOT analysis revealed the Strengths-Weaknesses-Opportunities-Threats of both areas divided into five categories: man-made, economic, socio-political, natural and cultural resources. The SWOT analysis allowed the students to comprehend the development potential of both areas from a strategic perspective, as well as to understand the reflections that their proposals could have onto the site and the region, and vice-versa.

2.1 Assessment of the California Circle Area

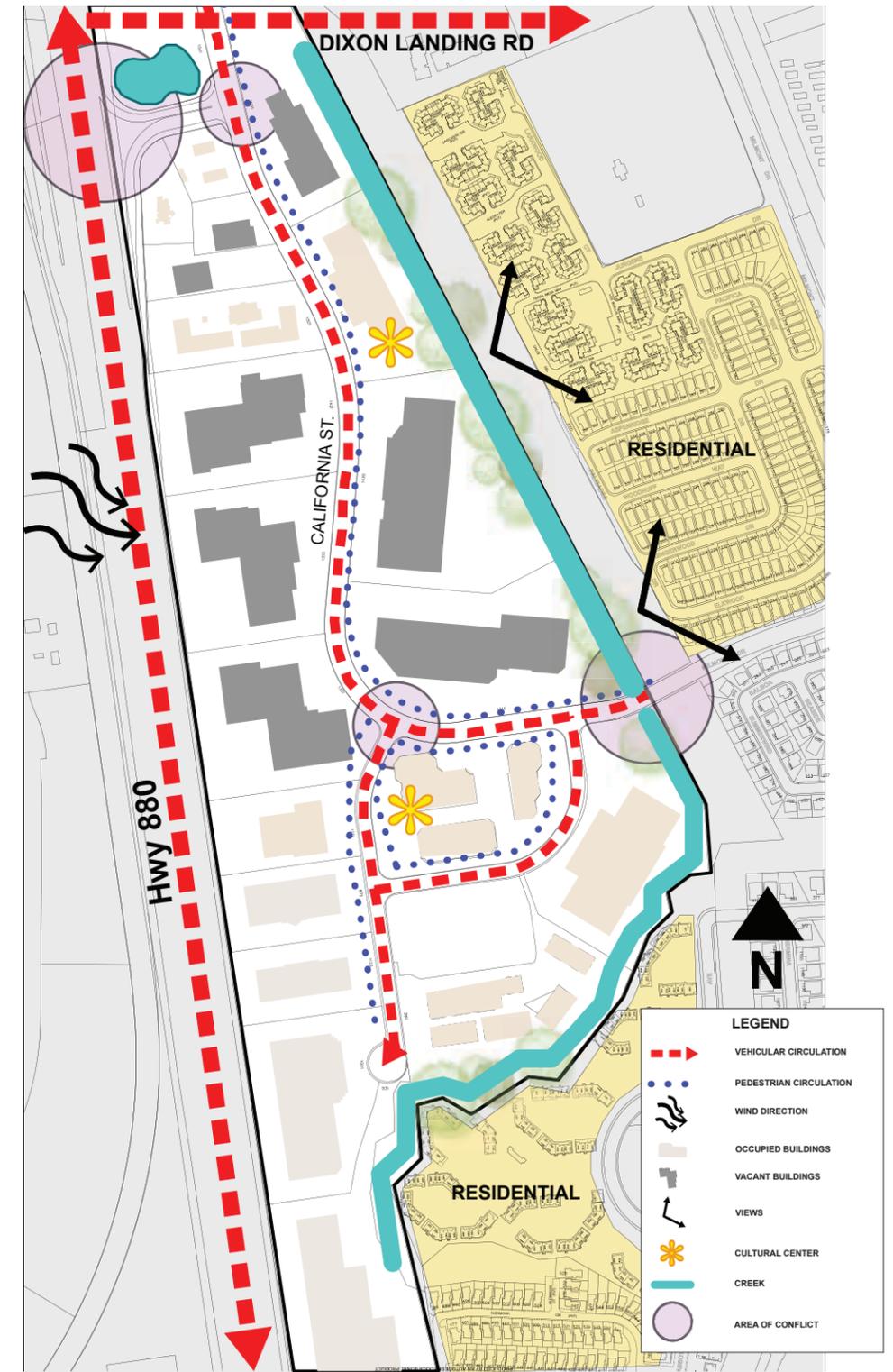
The California Circle project area has approximately 110 acres and is designated as an Industrial Park. Most of the existing buildings are dedicated to light industrial uses and storage, though there are some structures rented to different ethnic groups for community meeting/religious purposes. Approximately 35% of the existing buildings seem to be vacant. A detailed lot by lot survey can be found in Appendix 3.

Generally speaking, the class concluded that the California Circle area has a strong development potential as a north gateway into Milpitas, which is facilitated by its proximity, visibility, and easy accessibility to State Highway 880. The site is also easily accessible from the south, east, and the rest of Milpitas. Dixie Landing Road also serves as an important connector to both the highway (access from the North) and the rest of the city.

The Berryessa Creek is an important natural element that may also provide stronger accessibility to the south, as linear open space. The streets, sidewalks, and the existing infrastructure are in very good condition. The whole area has good landscaping and most sidewalks profit from a very good level of tree-planting. Other positive factors for development are the proximity to residential development and the long vistas towards the mountains.

The California Circle area can serve well as a new commercial/service hub as well as for additional residential use, particularly hotels. The fact that several buildings and/or parcels are underutilized should facilitate development and, particularly, suggest the need for an integrated planning approach that can take full advantage of the area’s potential.

California Circle Area
Site Analysis Map



California Circle Area

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
MAN-MADE RESOURCES			
<ul style="list-style-type: none"> • Almost all parcels front street • Plenty of parking on all parcels and street • Site can be seen easily from I-880 • Large parcels ease development • Sidewalks along all of CA Circle • Bike lanes through out the site • Hotel, Starbucks, & Chevron are few of the busy uses within the site, appeals to interstate drivers • Potential to draw in frustrated drivers • CA Circle Rd is in good condition 	<ul style="list-style-type: none"> • Unused parking space • Outdated/run down architecture • About 30% vacant • Creek trail dead ends at I-880 • Sidewalks are narrow and in poor conditions in some areas. • Limited access to creek – no paths and fences in some areas • Bike lanes are narrow & unprotected • Few crosswalks in odd locations • No amenities for workers • Poor Signage • 880 can cause congestion, • Poor LOS on Dixon Landing 	<ul style="list-style-type: none"> • Easy access to I-880 • Dixon Landing is also a main thoroughfare • Easily visible from highway • Significant residential community on other side of creek 	<ul style="list-style-type: none"> • Noise from I-880 • Name change of street from Milmont to CA Circle is confusing and lacks signage
NATURAL RESOURCES			
<ul style="list-style-type: none"> • 4 Parcels border Penitencia Creek and trail • Penitencia trail brings runners and other users to site • Flat topography • Mature trees along California Circle/Nice Smelling Trees! • Water Fowl • Views of hills to the east 	<ul style="list-style-type: none"> • Goose poop • Sensitive species can deter development • Few mature trees Berms are high/ accessibility to creek trail is low • Exposure to site flooding • Un-exciting topography 	<ul style="list-style-type: none"> • Creek creates natural divide between different uses • Views of hills to the east 	<ul style="list-style-type: none"> • Wind draws odors to sight • Barrier between residential and industrial • Flooding • Mosquitos

Strengths	Weaknesses	Opportunities	Threats
ECONOMIC RESOURCES			
<ul style="list-style-type: none"> • Some businesses drawing freeway traffic • Visibility • Proximity to residential • Captive market of office workers & residential • High vacancy rate provides opportunity for easy development • City is willing to go big! 	<ul style="list-style-type: none"> • Lacks a 24 hour use largely • Uncool! • Single use orientation makes the area not resilient. 	<ul style="list-style-type: none"> • Regional economic recovery • “Tech Bubble” • Vehicular infrastructure makes access easy for employees • “Gateway” to Silicon Valley 	<ul style="list-style-type: none"> • High competition with existing tech companies • Single use orientation makes the area susceptible to economic tides
SOCIO-POLITICAL RESOURCES			
<ul style="list-style-type: none"> • Opportunity for walkability, recreation, and mixed use. • Blank canvas in terms of creating identity. 	<ul style="list-style-type: none"> • Lack of public trans (auto-oriented) • Surrounding communities may oppose new developments • Milpitas lacks cultural and social cohesion 	<ul style="list-style-type: none"> • City is ready to promote changes in the site 	<ul style="list-style-type: none"> • Developers ready to promote housing in the site • Milpitas lacks an identity and a brand
CULTURAL RESOURCES			
<ul style="list-style-type: none"> • Indian Cultural Center/ Temple has a large community 	<ul style="list-style-type: none"> • Lack of cultural anything 	<ul style="list-style-type: none"> • Rich variety of cultural influences in Milpitas as a whole • Culturally diverse residential neighborhood nearby 	<ul style="list-style-type: none"> • Existing lack of cultural infrastructure reflects poorly on site

2.2 Assessment of the Main at Serra Area

The class was excited with the potential for development in the area around the Main Street and Serra Way intersection. The designated project area has approximately 60 acres and our survey revealed that is underutilized with vacant parcels and low-usage buildings (see Appendix 3). However, it represents Milpitas's historical core and is easily accessible from all directions, particularly from Highway 880. Limiting the project area to the west and north, the Calaveras Boulevard (Highway 237) is an important link from/to the nearby highway and to the West part of Milpitas, the Town Center, and Highway 680. On the east, the project area is bounded by land controlled by Union Pacific Railroad which includes the tracks proper, depots, patios, and spurs. Views from the project area to the mountains on the west are very beautiful and a distinct landmark.

The project area is surrounded by residential communities within walking distance. On the north and just outside the project area along Main Street there is an important new complex of community-serving municipal buildings as well as a parking garage. To the south, along Main Street and also within walking distance, lies the Transit Area and the future stop of the BART line. Though commercially active, the three existing shopping centers located between Abel Street and Calaveras Boulevard are out-dated and poorly designed. The class found that the project area is an excellent representation of the diversity in the Milpitas demographics, with numerous ethnic oriented shops, services, excellent restaurants, religious centers, and even a movie-theatre exclusively dedicated to showing Indian films.

Not many negative factors affect this project area but the strongest is certainly the Union Pacific Railroad both because it generates a strong east-west barrier and is a noise source. The Calaveras Boulevard can also be seen as an impediment to pedestrians due to its width and heavy traffic. Although it is an important natural element, the Berryssa Creek runs along Abel Street in a concrete canal. It could provide an opportunity for a North-South connection and linear park, linking both project areas. Finally, the nearby landfill negatively impacts the areas through bad smells that are sometimes brought in by the prevailing winds, although this does not seem to occur too often or be too significant.

Main at Serra Area
Site Analysis Map



Main at Serra Area

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
MAN-MADE RESOURCES			
<ul style="list-style-type: none"> Proximity to I-880 (highway) Major roadways and railways through and around the project site 	<ul style="list-style-type: none"> Awkward parcel placement and orientation Lack of appropriate signage for pedestrians, cyclists, and drivers No architectural style No multi-mobile transportation system; skewed toward cars 	<ul style="list-style-type: none"> Bay Area Rapid Transit (BART) currently being extended Railroads could provide transportation in the future Midtown supports walkable design 	<ul style="list-style-type: none"> Landfill toward the northeast end of the site can lead to dissatisfaction from the public Random development pattern
NATURAL RESOURCES			
<ul style="list-style-type: none"> Proximity to creek Large aromatic trees distributed throughout the site Scenic mountains that surround the project site 	<ul style="list-style-type: none"> Trail alongside creek exists, but needs renovating Not many trees along the streets to provide shade Lack of adequate landscaping 	<ul style="list-style-type: none"> Geographic location of the project site is close to the bay and natural parks 	<ul style="list-style-type: none"> Many earthquake faults near the project site Risk of liquefaction
ECONOMIC RESOURCES			
<ul style="list-style-type: none"> Average income of households is relatively high Serra Center ready for repositioning Many restaurants 	<ul style="list-style-type: none"> Commercial districts within the site provide no inviting aspects No central business district besides Great Mall 	<ul style="list-style-type: none"> Vacant lots have the potential to be developed without any constraints in the future Average income of households is twice as much as the national average Close to Silicon Valley businesses and light industry 	<ul style="list-style-type: none"> Majority of jobs outside of Milpitas and the project site Over-reliance on automobile transportation due to high gas prices

Strengths	Weaknesses	Opportunities	Threats
SOCIO-POLITICAL RESOURCES			
<ul style="list-style-type: none"> Presence of community centers Civic pride 	<ul style="list-style-type: none"> No specific guidance or vision for redevelopment 	<ul style="list-style-type: none"> Strong tax base Strong interest from the city 	<ul style="list-style-type: none"> Nearby jail lowers property values Lack of appropriate vision plan
CULTURAL RESOURCES			
<ul style="list-style-type: none"> Existence of Asian communities Presence of Indian movie theater Variety of ethnic restaurants 	<ul style="list-style-type: none"> Lack of identity Lack of social interaction or common public space 	<ul style="list-style-type: none"> Temples in and close by Lack of identity allows us to create new identity Historic resources Close to city library, cultural and health centers 	<ul style="list-style-type: none"> Possibility of xenophobia Conflict between ethnic groups

URBAN DESIGN VISIONS FOR MILPITAS California Circle and Main at Serra

Chapter 3 Visions and Concepts



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After completing the initial assignments that had students assessing the city and the conditions in and around the project areas, they discussed a theoretical framework that could help them conceptualize appropriate urban design approaches.

The class adopted the framework proposed by Ian Bentley and his associates in their book *Responsive Environments - A Manual for Designers*, where seven urban design principles are identified for place-making and the production of environments that are socially conscious and responsive to both the community and existing markets. These principles are:

1. Permeability
2. Variety
3. Legibility
4. Robustness
5. Visual Appropriateness
6. Richness
7. Personalization

After adopting the seven urban design principles, the class applied them in the assessment of successful case precedents, as noted elsewhere in this report (see also the case-studies in Appendix 4). This helped in building a repertoire of urban design solutions that inspired them in developing ideas for Milipitas.

Chapters 3 and 4 represent the student teams' initial ideation process. Three teams present visions for the California Circle area, while four teams do so for the area around Main Street at Serra Way. For each proposal, a Vision Statement is followed by objectives (two for each urban design principle), design concepts (two for each objective), a conceptual diagram showing the design proposed for the whole area, and a table indicating the preliminary square-footage dedicated to the different land-uses that are being proposed.

3.1 Visions and Concepts for California Circle

Team 1:
Stephanie Benzel
Melissa Johnson
Haydne Shimer
Francisco Vargas
Alice Zanmiller

Vision Statement

Waterview Plaza will be an innovative, attractive, mixed-use, and pedestrian friendly development, designed to establish a new image of Milpitas for the 21st century. It will embody a multi-dimensional transition from gray to green, focusing on technology, sustainability, and community. It will provide desirable amenities for site patrons, Milpitas residents, and visitors from the surrounding Bay Area, such as a Waterview Plaza, a creek walk, a hotel and retail, with the design focusing around a central plaza. This project will establish Milpitas as a leader in forward-thinking development and signify the start of a new history for the city.

DESIGN PRINCIPLE 1: PERMEABILITY

"Permeability is the layout of routes that define the flow and accessibility of an environment both visually and physically."

Objective 1.1

Provide easy accessibility by multiple modes of transportation.



Design concept: Reduce lane size and install traffic calming features.



Design concept: Increase public transportation and bicycle linkages.

Objective 1.2

Enhance walkability within the site by making it visually and physically permeable.



Design concept: Increase sidewalk width and connections.



Design concept: Increase number of crosswalks to enhance connectivity.

DESIGN PRINCIPLE 2: VARIETY

"Variety adds value to the permeable spaces by providing a mixture of uses for various demographics and times."

Objective 2.1

Incorporate a range of uses to create a vibrant place to draw in the community as well as new patrons.



Design concept: Adjust site zoning from industrial to mixed use to allow developers a range of uses.



Design concept: A small water park would lend uniqueness to the site and draw visitors from the region.

DESIGN PRINCIPLE 3: LEGIBILITY

"Legibility makes environments easy to read for pedestrians and vehicles navigating the space."

Objective 3.1

Incorporate multiple uses with logical connections between each use.



Design concept: Position natural buffers between conflicting uses.



Design concept: Encourage logical mix of uses.

DESIGN PRINCIPLE 4: ROBUSTNESS

"Robustness creates both small and large scale spaces that can be utilized by many different people over a long period of time."

Objective 4.1

Encourage development that embraces a variety of different social, cultural, and economic interests.



Design concept: Construct public spaces that are adaptable for different uses at various times.



Design concept: Provide a range of square feet that can accommodate change of uses and scale.

Objective 2.2

Capitalize on the wide range of cultures present in Milpitas.



Design concept: Encourage community input for areas such as community gardens.



Design concept: Create public gathering space for multiple cultures.

Objective 3.2

Make the area easy to navigate for pedestrians and drivers alike.



Design concept: Capitalize on large number of highway traffic with proper signs.



Design concept: Provide amenities at intersections to create nodes and attract visitors.

Objective 4.1

Adopt a consistent, modern, visually appealing architectural design.



Design concept: Uses driven by the public give the community a stake in the site.



Design concept: Public spaces give community members an opportunity to adapt.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

"Visual Appropriateness conveys a purpose and adds an aesthetic quality to an area."

Objective 5.1

Adopt a consistent, modern, visually appealing architectural design.



Design concept: Establish form based codes that promote modern architecture.



Design concept: LEED certified buildings and green infrastructure to promote sustainability.

Objective 5.2

Development throughout the site should enhance aesthetic experience and respect the human scale.



Design concept: Retain human scale in buildings and landscape designs.



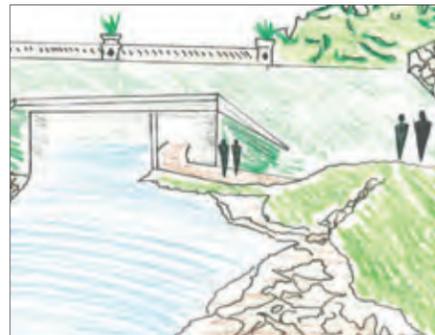
Design concept: Keep built elements close to the street to enhance walkability.

DESIGN PRINCIPLE 6: RICHNESS

"Richness brings uniqueness and memorability to a place by appealing to a variety of sensory experiences."

Objective 6.1

Address the site's existing downfalls to create a more appealing place.



Design concept: Enhanced pedestrian experience by the creek.



Design concept: Botanical gardens to mask landfill smell.

Objective 6.2

Provide for flexible and attractive public spaces.



Design concept: Cart pods that will provide diverse and flexible dining.



Design concept: Attractive, calming, and interactive water features.

DESIGN PRINCIPLE 7: PERSONALIZATION

"Personalization benefits individuals by granting them some creative power over the environment."

Objective 7.1

Encourage personalization of private spaces to enhance variety and visual stimulation.



Design concept: Allow outdoor uses to be used in various ways including dining.



Design concept: Encourage flexible outdoor areas and moveable chairs and tables.

Objective 7.2

Provide for the personalization of public spaces by the full spectrum of cultures and populations represented in Milpitas.



Design concept: Flower gardens with diverse cultural styles.



Design concept: Lawn-games to provide recreational activities for all ages.

Conceptual Diagram



Estimated Square Footage	
Retail	339,239 sq. ft.
Office	806,880 sq. ft.
Mixed-Use <i>office over retail</i>	143,212 sq. ft.
Mixed-Use <i>residential over retail</i>	609,848 sq. ft.
Water Park	276,007 sq. ft.
Park	158,581 sq. ft.
Plaza	80,247 sq. ft.

Team 2:
Juan Alberto Bonilla
Seitu Coleman
Jenny Ha
Monet Sheikhal

Vision Statement

The Village Walk is a pedestrian-friendly mixed-use development located in the "crossroads of Silicon Valley." It augments the surrounding community by providing inviting features, landmarks, housing, and space for commercial, hi-tech, and recreational uses. The Village Walk is an accessible, culturally rich, and a livable community that provides a destination for both visitors and residents of the City of Milpitas.

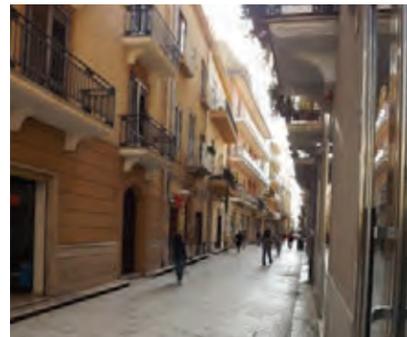
The seven design principles defined by Ian Bentley et al. in their book "Responsive Environments" formed our design theory framework and served as the foundation for our vision. We integrated the 7 design principles into our design concept by creating a pedestrian-friendly environment with a freeway noise buffer, as well as a green walk and water feature along the median.

DESIGN PRINCIPLE 1: PERMEABILITY

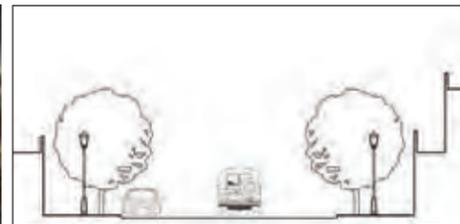
"Permeability is the capacity to provide a certain amount of access to a space. Permeability can determine the number of access points, through routes, or sense of welcome of a space."

Objective 1.1

Promote maximum accessibility for pedestrians, bicycles, and drivers within the site.



Design concept: Use alleyways.



Design concept: Segregate circulation by mode and provide generous pedestrian space.

Objective 1.2

Respect distant views of hills and provide visual connections throughout the area.



Design concept: Break up building mass between blocks.



Design concept: Provide high points to view the entire site and city form.

DESIGN PRINCIPLE 2: VARIETY

"Variety describes a site that has two or more uses. Variety allows a site to hold many activities and attract a wide range of users over a set unit of time (typically a day)."

Objective 2.1

A place that accommodates various complementary activities 24/7.



Design concept: Mix entertainment, retail, office, residential, and open space uses.



Design concept: Juxtapose different uses close to each other.

Objective 2.2

Provide different attractions to animate public spaces.



Design concept: Incentivize a recreational and entertainment complex.



Design concept: Juxtapose public space with retail and office.

DESIGN PRINCIPLE 3: LEGIBILITY

“Legibility is a space’s capacity to be understood. A space that is legible can be absorbed and conceptualized by a user in a relatively short amount of time.”

Objective 3.1

Provide the site with a unique and strong regional identity.



Design concept: Include a landmark that is visible from off-site, particularly from I-880.



Design concept: Use architectural styles and colors to complement surrounding uses.

Objective 3.2

Create a legible overall physical structure.



Design concept: Provide cohesive landmarks, place makers, and signage.



Design concept: Use existing creeks, pond, and highway as recognizable borders for the site.

DESIGN PRINCIPLE 4: ROBUSTNESS

“Robustness is the quality that some places have to be used for many different purposes, offering people more choices than places that have a design that limits them to a single fixed use.”

Objective 4.1

Encourage mix of uses.



Design concept: Encourage mixed-use developments.



Design concept: Provide open spaces suitable for multiple uses.

Objective 4.2

Provide public spaces and sidewalks with active edges.



Design concept: Activize storefronts with outdoor seating.



Design concept: Require awnings on main streets.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

“Visual appropriateness pertains to how a space advertises its intended functions. A space that is visually appropriate allows users and viewers to feel comfortable, rather than awkward.”

Objective 5.1

Place building attractive and responsive to their basic functions.



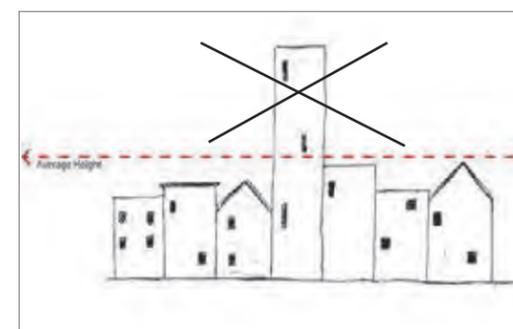
Design concept: Encourage transparent and visually attractive buildings.



Design concept: Encourage integration of residential buildings with open spaces and buffers.

Objective 5.2

Provide a smooth transition between uses and neighborhoods.



Design concept: Set design guidelines for height and visual consistency.



Design concept: Use the existing creek and highway as a buffer between the project and neighborhood.

DESIGN PRINCIPLE 6: RICHNESS

“Richness means that a space can give its users and viewers multiple experiences through the different senses. Richness is not purely visual because it can also be achieved by the senses of motion, smell, hearing and touch.”

Objective 6.1

Provide an entertaining experience for pedestrians along the main streets.



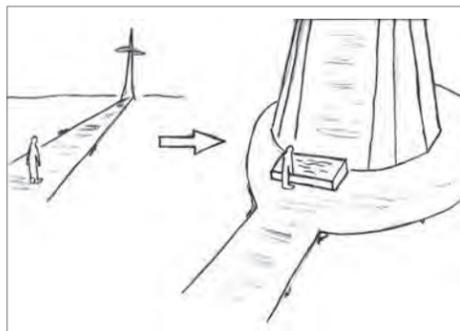
Design concept: Provide building facades with a variety of textures, colors, and depth.



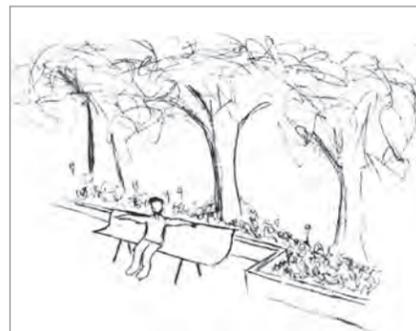
Design concept: Stimulate colorful sidewalks complete with landscaping and pedestrian amenities.

Objective 6.2

Provide attractions that maintain on-lookers' interests over a long period of time.



Design concept: Encourage human scale and grand scale views.



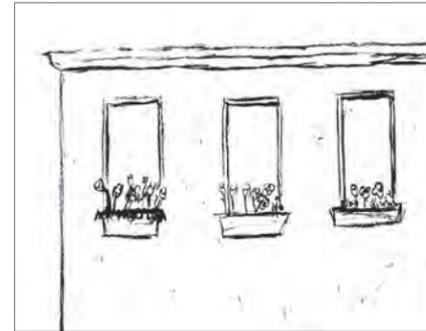
Design concept: Create comfortable spaces to sit, meet, and look.

DESIGN PRINCIPLE 7: PERSONALIZATION

“Personalization divides private space from public space. The more a space is personalized, the more private the space is.”

Objective 7.1

Architecture solutions that allow for individual expressions.



Design concept: Encourage identification and personal expression through decorative elements such as flowerbeds.



Design concept: Provide opportunities for individual, retail, and offices at ground floor.

Objective 7.2

To provide comfort in public areas.

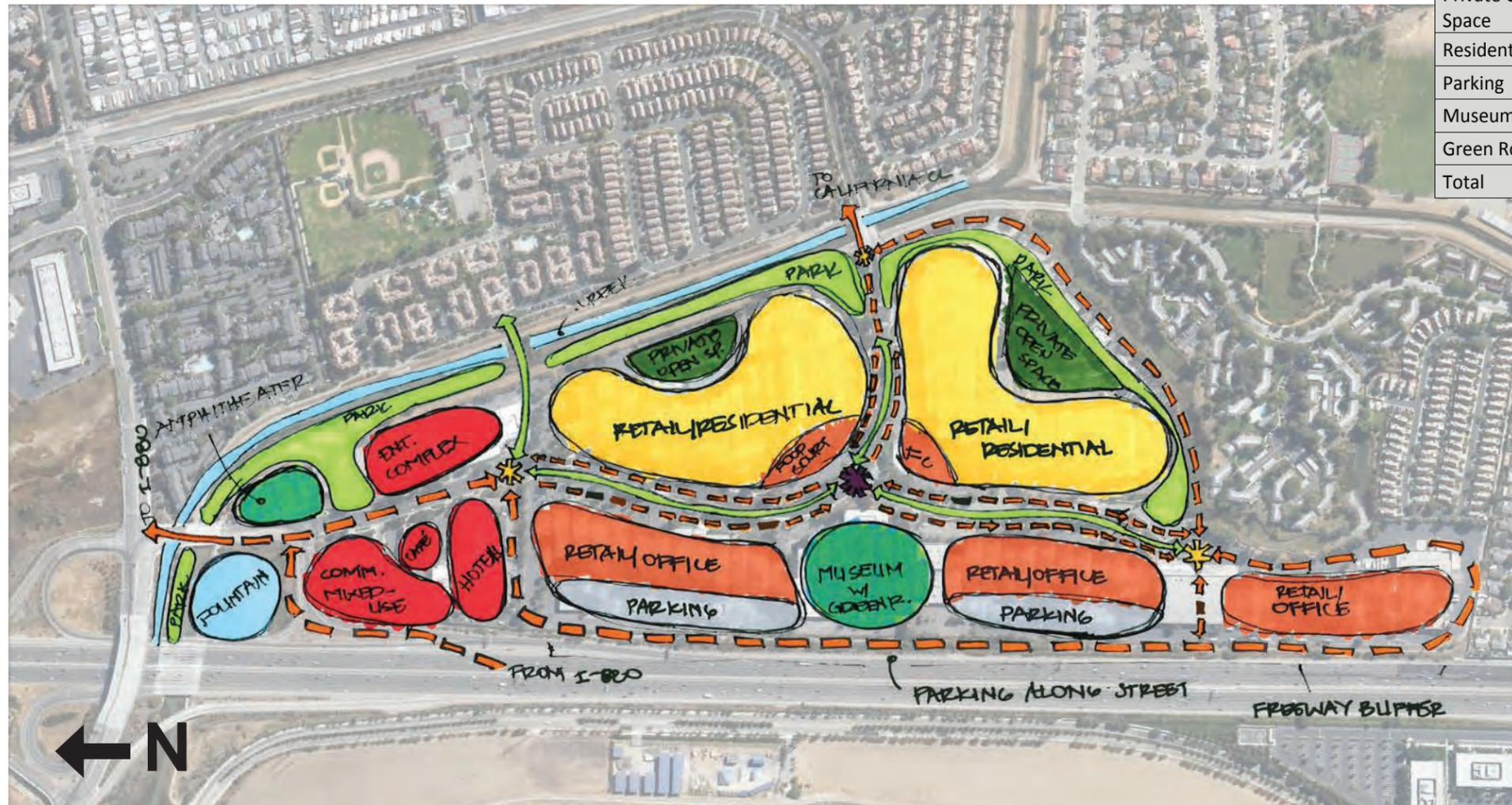


Design principle: Provide movable public seats concept tables.



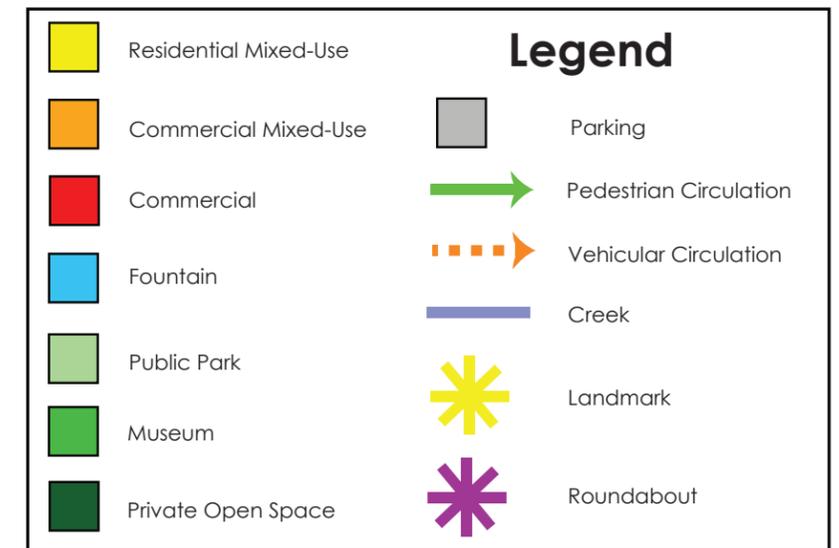
Design concept: Provide adequate decorative lighting.

Conceptual Diagram



Estimated Square Footages of Total Built Space

Use	Ground Floor Area (m ²)	Floors	Total Area (m ²)	Total Area (ft ²)
Park	30,026	1	30,026	323,336
Fountain	10,068	1	10,068	108,416
Commercial	173,132	4	692,526	7,457,476
Office	80,953	6	485,716	5,230,439
Amphitheater	3,752	1	3,752	40,405
Private Open Space	14,924	1	14,924	160,711
Residential	54,082	4	216,330	2,329,551
Parking	23,025	3	69,075	743,836
Museum	14,542	3	43,626	469,784
Green Roof	14,542	1	14,542	156,595
Total	419,046	25	1,580,585	17,020,549



Team 3:
Stephen Severon
Tom Bertwistle
Alex Perez
Yuri Way

Vision Statement

The Circle will be a vibrant community bustling with recreational, educational, and culturally rich venues to explore; it will serve as a premiere destination for ethnic cuisine, artistic expression, shopping, and entertainment. The Circle will continually transform itself to resonate the spirit of its diverse community setting at any given time. Designed to fit the needs of nearby residents and tourists, California Circle will offer plenty of unique experiences and be an attractive destination to visit, such as a cultural center, artists lofts and galleries, and a plaza as a focal point.

The design concept behind our re-envisioned California Circle originated from analyzing the area's demographics, sensitivity to the area's eclectic cultures, and an awareness of the site's highly visible and assessable location. With these in mind, our vision entails creating a robust and culturally rich environment for local residents, neighboring populations, and commuters passing through on Interstate 880. In actualizing our project goals, we implemented the following design guidelines contained in Ian Bentley et al's "Responsive Environments".

Permeability: (physical) Numerous ways users can access a site. (visual) Interface between public and private spaces.

To achieve permeability, we are utilizing small blocks and providing pathways for pedestrians, bicyclists, and vehicles. Additionally, interaction between public and private spaces is encouraged through openings to allow for visual contact between the two where appropriate.

Variety: Experimental choices offered to users.

To achieve variety, buildings on the site will showcase a mix of complementary architectural styles, and through mixed use zoning choices of activities will be provided.

Legibility: Qualities that allow people to grasp a place's layout.

To achieve legibility, we are employing effective wayfinding systems by posting appropriate signage and designing strong pathways to guide users.

Robustness: Places that do not have a fixed use.

To achieve robustness, a mixture of daytime and nighttime venues will be provided, and spaces will have a square footage limit to encourage a wide range of uses.

Visual Appropriateness: Conveying a place's identity and purpose for users to quickly interpret.

To achieve visual appropriateness, different uses will have strongly different identities; for example, architectural features will differentiate between residential and commercial spaces.

Richness: Variety and amount of sensorial experiences offered to users.

To achieve richness, buildings will have interesting and contrasting facades, and a variety of food and art venues will be provided.

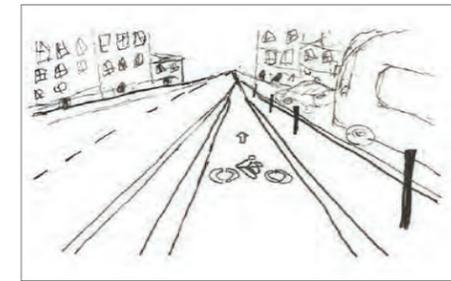
Personalization: User additions that allow them to customize their space.

To achieve personalization, restrictive codes will be limited to allow owners to customize their shops and homes, and artists' work will be displayed in public spaces.

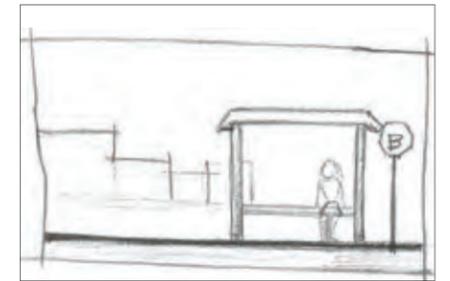
DESIGN PRINCIPLE 1: PERMEABILITY

Objective 1.1

Public transit oriented through TOD standards.



Design concept: Provide class 1 bike lanes to promote multimodal transportation.



Design concept: Incorporate transit points which are appropriate for the site to encourage transit use and reduce vehicular congestion.

Objective 1.2

Provide visibility between the indoors and the outdoors



Design concept: Allow for indoor activities to be brought outdoors to further connect the two spaces.



Design concept: Encourage large window fronts to facilitate intrigue and movement indoors and out.

DESIGN PRINCIPLE 2: VARIETY

Objective 2.1

Have a mix of architectural styles by using different building types, facades, and styles.



Design concept: Promote different types of building facades to dispel monotony and promote visual interest.

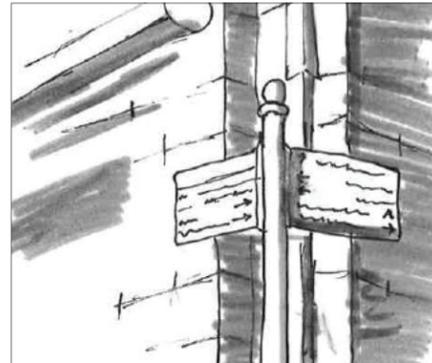


Design concept: Encourage a variety of building heights to break up large masses and create distinctions.

DESIGN PRINCIPLE 3: LEGIBILITY

Objective 3.1

Employ effective wayfinding systems to help pedestrians, bicyclists, and drivers easily navigate the site.



Design concept: Providing abundant signage throughout the site for ease of navigation.



Design concept: Thematic signage at critical junctions to assist all types of traffic.

DESIGN PRINCIPLE 4: ROBUSTNESS

Objective 4.1

Support day-time and night-time activities by providing morning (e.g. cafes), afternoon (e.g. shopping), and evening (e.g. restaurants, bars) venues.



Design concept: Providing ample seating throughout plazas encourage maximum use of the space.



Design concept: Allowing for activities at different times promote a safe and active community center.

Objective 2.2

Have a mix of land uses by implementing mixed use zoning.



Design concept: Allowing for a variety of mixed uses throughout the site to sponsor a vibrant community.



Design principle: Promote integration between built and natural environments.

Objective 3.2 Design strong pathways by placing landmarks on site, and using pathway enclosures and building continuity.



Design concept: Landmarks on site help pedestrians orient themselves.



Design concept: Appropriately sized pathways create a sense of enclosure and comfort while directing pedestrian movement.

Objective 4.1

A square footage limit will prevent mega spaces on the site.



Design concept: Discourage large single use buildings and spaces which may be hard to fill or adapt if vacated.



Design concept: Encourage small spaces and buildings which are an appropriate scale and easily adaptable.

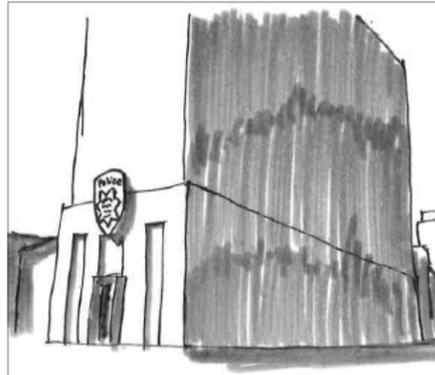
DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Objective 5.1

Design the site to be understood to people irrespective of cultural background by having public spaces be accessible; ensuring different uses have different identities.



Design concept: Furniture and design features strongly indicate a space's intended use.



Design concept: Prominent entrances instantly welcomes users without the need for signs.

Objective 5.2

Buildings will express their function so that their purpose and the activities it contains are self-evident.



Design concept: Architectural style reflects the structure's use.



Design concept: Residential and commercial spaces are made distinct by different facades.

DESIGN PRINCIPLE 6: RICHNESS

Objective 6.1

Have interesting, attractive, and contrasting facades.



Design concept: Varying building heights and style create richness.



Design concept: Contrasting facades adds interest.

Objective 6.2

Have a strong focus on food and art.



Design concept: Public art enriches aesthetic value and promotes a festive environment.

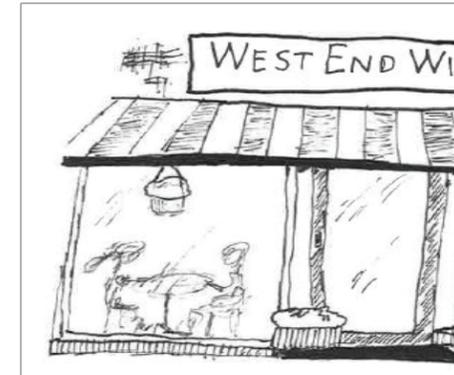


Design concept: A diverse food culture presents options and encourages repeat visitors.

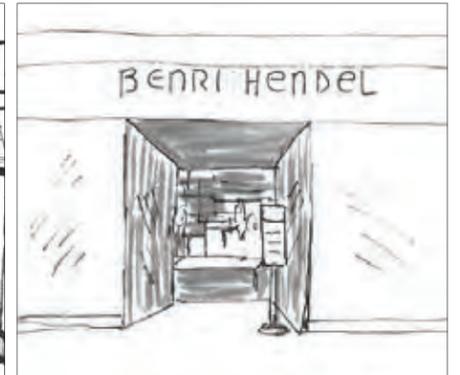
DESIGN PRINCIPLE 7: PERSONALIZATION

Objective 7.1

Allow building owners to customize their shops by limiting restrictive codes.



Design concept: Unique storefronts suggest to pedestrians as to what's inside.



Design concept: Storefronts devoid of personalization appear cold and unwelcoming to shoppers.

Objective 7.2

Personalize public open space by allowing artists to rotate their artwork.



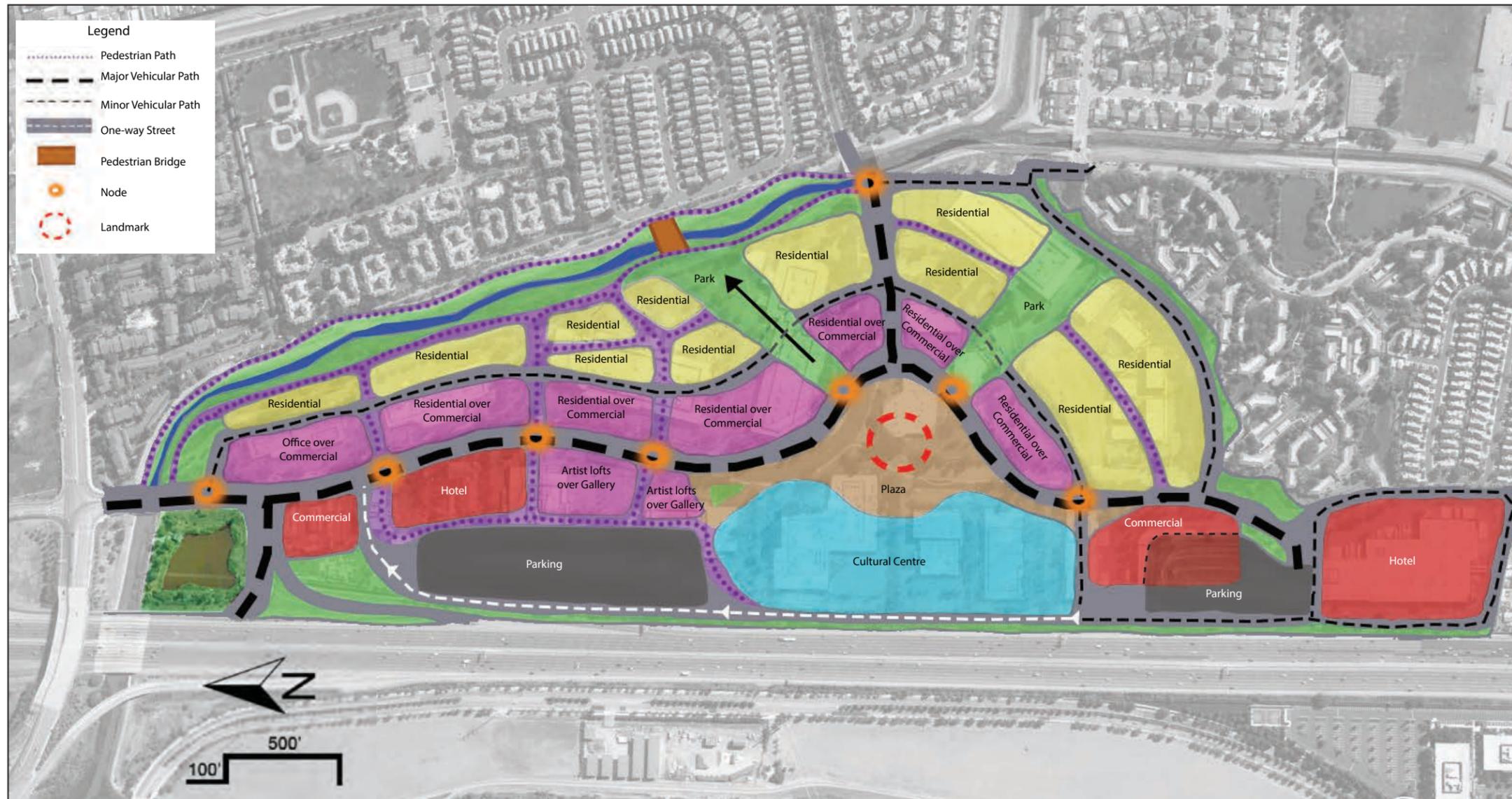
Design concept: Outdoor patio seating creates a welcoming, unique environment.



Design concept: Public artwork encourages pedestrian curiosity and approach.



Conceptual Diagram



Estimated Land Use Square Footage

Commercial	226,000 SQ. FT.
Hotel	340,000 SQ. FT.
Office Commercial	51,000 SQ. FT.
Residential Commercial	350,000 SQ. FT.
Residential	690,000 SQ. FT.
Civic Centre	430,000 SQ. FT.
Parking	240,000 SQ. FT.
Park	100,000 SQ. FT.

*Square footage is building footprints

Artist Loft over Gallery = 2 levels artist lofts over 1 level of gallery

Residential = 4 levels of residential

Residential Commercial = 2 levels of residence over 1 level of commercial

Office Commercial = 2 levels of offices over 1 level of commercial

Commercial = 2 levels of commercial

3.2 Visions and Concepts for Main at Serra

Team 4:
Claire Caruso
Elizabeth Granger
Emilio Merino
Kyle Van Leeuwen

Vision Statement

The Main Connection is a cohesive area in downtown Milpitas centered on the concept of celebrating its history and culture. **The Main Connection** focuses on a mixture of uses that encourage pedestrian activity, celebrate the local history and cultural diversity, and strengthen the identity of the City of Milpitas. It features attractions such as a multi-screen movie theatre for international films, a residential hotel, and high density residential uses.

DESIGN PRINCIPLE 1: PERMEABILITY

Provide several routes and access options within and from around.

Objective 1.1

Improve accessibility within the site.



Design Concept: Widening sidewalks to promote safe and comfortable walkability.



Design Concept: Traffic calming measures to slow down vehicular circulation.

Objective 1.2

Improve access into the site.



Design Concept: Create gateways that will lead traffic into the site.

Design Concept: Improve sidewalks, crosswalks, and bike lanes leading into site



DESIGN PRINCIPLE 2: VARIETY

Maximize the number of uses the site can accommodate.

Objective 2.1

Provide a mixture of uses within close distances to one another.



Design Concept: Provide space for multiple uses within one structure.

Design Concept: Create a variety of indoor and outdoor gathering spaces.



Objective 2.2

Design a gathering space that reflects the community demographics.



Design Concept: Design a variety of scaled spaces to attract all types of businesses.

Design Concept: Form Based Codes that encourage a variety of storefronts.



DESIGN PRINCIPLE 3: LEGIBILITY

Legibility is the ease at which a user can discern the uses through the layout of an area's paths and junctions.

Objective 3.1

Create distinct regions with clearly connected paths.



Design Concept: Create visual connections that highlight paths and encourage movement throughout the site.

DESIGN PRINCIPLE 4: ROBUSTNESS

Provide several possibilities of uses in buildings, in public spaces, and in the urban design providing for a variety of stakeholders.

Objective 4.1

Different areas within the site will attract a wide scope of business types.



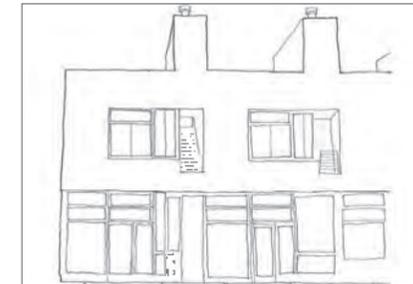
Design Concept: Unique storefront designs can add recognizable character to highlight the type of businesses inside.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Attract and communicate uses of buildings through design and appropriate styles for the locale and the region.

Objective 5.1

Communicate uses through design.



Design Concept: Facades should reflect the interior uses.

Design Concept: Break up building mass to create clear identities.



Design Concept: Place storefronts at the sidewalk to make them highly visible and animate public space.



Design Concept: Appropriate massings and styles for all types of uses.



Objective 2.2

Create nodes and place landmarks to draw people throughout the site.



Design Concept: Create distinct anchors (Plazas, Buildings, Parks) that entice people to walk through site.

Objective 4.2

A wide selection of options for an appealing variety of retail and food.



Design Concept: Versatile spaces and lay-outs that can be used in many ways.

Objective 5.2

Attractiveness at public spaces through appropriate human scale.



Design Concept: Variety of pedestrian amenities.

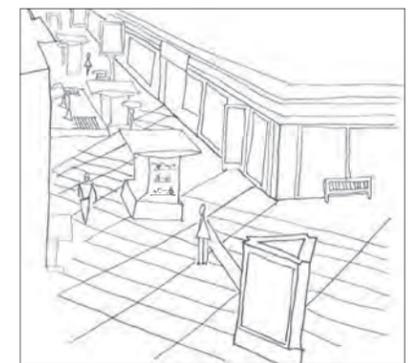
Design Concept: A green connection between the city hall and the midtown area.



Design Concept: Allow for business of all sizes, from large retail to specialized kiosks.



Design Concept: Wide pedestrian walkways.



DESIGN PRINCIPLE 6: RICHNESS

Encourage the use of a wide range of materials, colors, and patterns to make an area pleasing to the users.

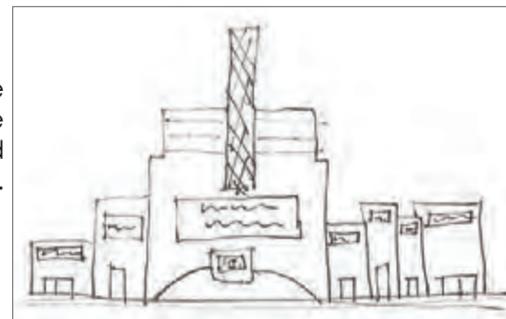
Objective 6.1:

Express history and culture of Milpitas throughout the site.



Design Concept:
Preserve and restore
previous buildings.

Design Concept: Create
a cultural center, movie
theatres, shops and
restaurants.



Objective 6.2

Provide a sense of identity for the community.



Design Concept: Interactive public
art that relates to the culture.

Design Concept: Iconic
architecture that creates a
sense of place.

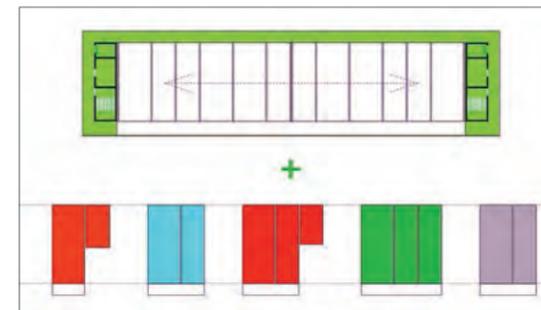


DESIGN PRINCIPLE 7: PERSONALISATION

Provide design solutions that allow for unique touches that give the area character through attention to detail.

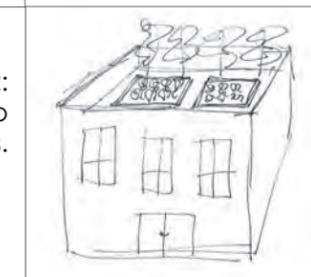
Objective 7.1

Generate spaces and lay-outs flexible for adaptation.



Design Concept:
Design building with
open concepts.

Design Concept 2:
Possibilities for rooftop
gardens.



Objective 7.2

Encourage sense of identity and pride.



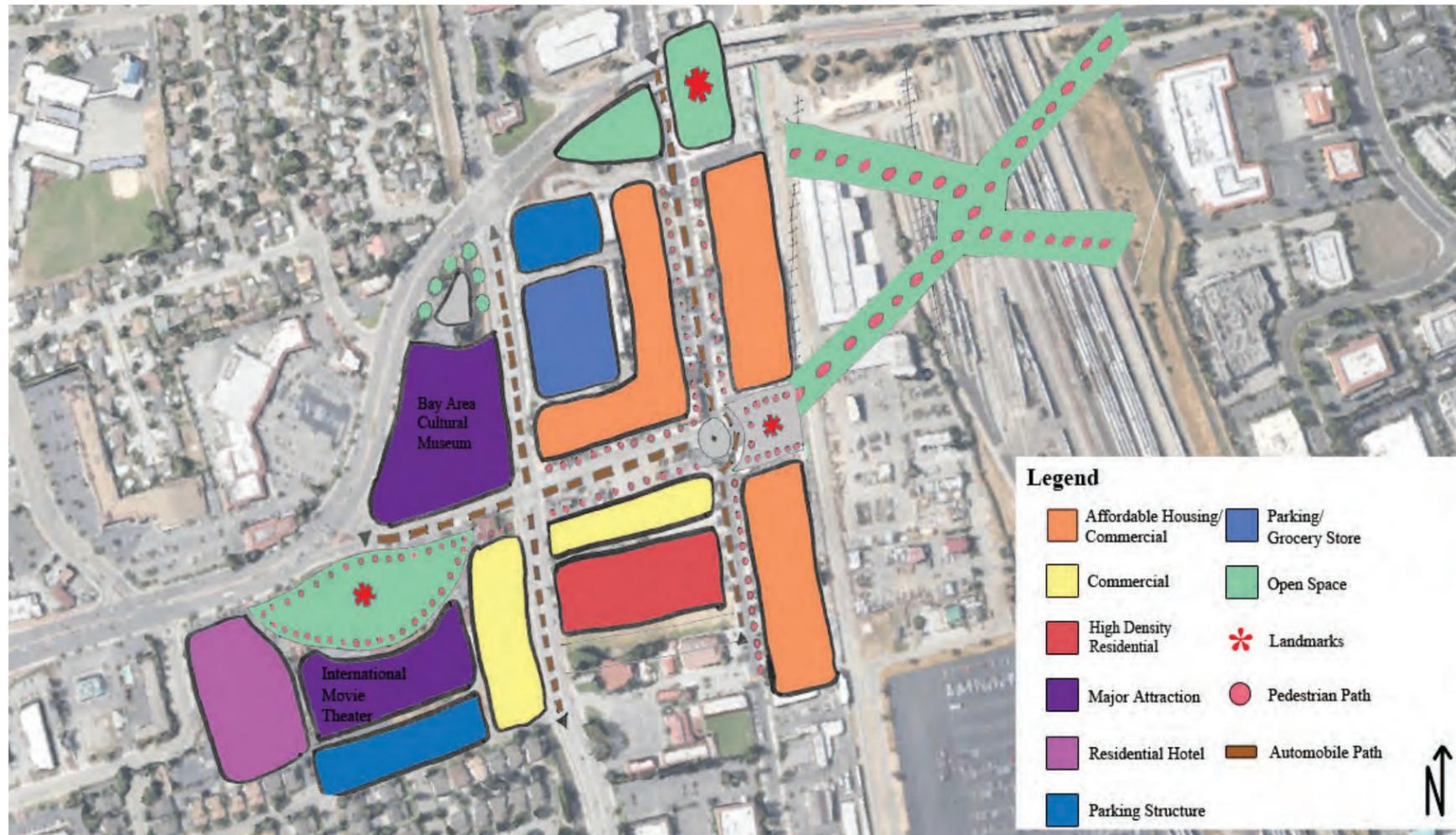
Design Concept: Flexible
open spaces for public
gathering and community
expression.

Design Concept:
Elements that allow for
community expressions.





Conceptual Diagram



Estimated Square Footages of Total Built-Space

Commercial/Affordable Housing	2,075,235 sq. ft.
Commercial	186,846 sq. ft.
Office	186,846 sq. ft.
High Density Residential	1,143,135 sq. ft.
Major Attraction	305,914 sq. ft.
Residential Hotel	698,060 sq. ft.
Parking Structure	583,536 sq. ft.
Parking/Grocery	116,967 sq. ft.
Open Space	250,093 sq. ft.

Team 5:
Kevin Alcantra
Chris Bedekovic
Jane Kim
Diane Tran

Vision Statement

Downtown will be a LEED-certified area of Milpitas where a vibrant mix of uses and a robust economy will attract visitors and residents alike, such as an iconic movie theatre, a recreation center, and plazas with public art. Walkability and active sidewalks, transit, historic and attractive architecture, recreation and entertainment will be the fundamental design elements that will provide Downtown Milpitas with a strong sense of place.

Design affects the choices people make. It affects where people go and how they use the space. The key issues to making places responsive and maximizing the degree of users' choice and enjoyment in them are covered by the adopted seven principles and the design objectives and concepts pertaining to each one of them.

DESIGN PRINCIPLE 1: PERMEABILITY

The quality of permeability guarantees that users to easily see through and traverse the area with ease.

Objective 1.1

To allow the site to be accessible in diverse ways.



Design Concept: Create more streets to provide alternate routes.

Design Concept: Allow the site to be accessible by several modes of transport.



Objective 1.2

To create a visually understandable area.



Design Concept: Provide view-sheds from one junction to the next.

Design Concept: Provide appropriate signage for the user to traverse the area.



DESIGN PRINCIPLE 2: VARIETY

Places and buildings with varied forms, uses and meanings, attracting varied people at varied times.

Objective 2.1

Provide different uses within the site to create a lively and attractive atmosphere for the community.



Design Concept: Open spaces with sitting area and different uses.

Design Concept: Mix of high and low density developments.



Objective 2.1

Provide different building footprints with variations in size without obstructing natural views to the hills.



Design Concept: Use of modern architecture as landmarks.

Design Concept: Variation in size of building footprints and open space.



DESIGN PRINCIPLE 3: LEGIBILITY

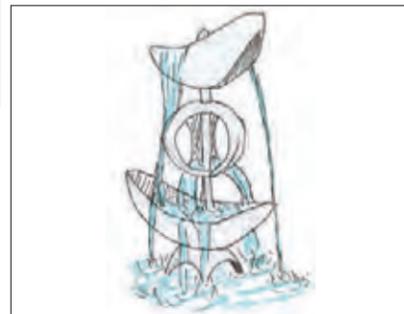
A clear and understandable site design that leaves a lasting impression on the users.

Objective 3.1

To give the site a sense of identity so users know when they are in the site.



Design Concept: Consistent architectural design to provide for a sense of place.



Design Concept: The use of landmarks to orient pedestrians.

Objective 3.2

To utilize transitions and barriers to give the site a cohesive or bordered feel.



Design Concept: Creating the same use across barriers provides a cohesive transition.

Design Concept: Using medians as barriers between streets for safety and legibility.

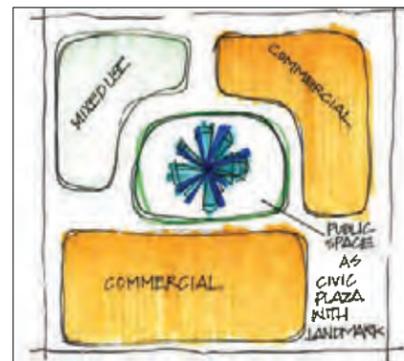


DESIGN PRINCIPLE 4: ROBUSTNESS

The quality that enables a place to be used for a variety of complementary purposes.

Objective 4.1

To offer a broad range of diverse uses and activities for the user.



Design Concept: A Civic plaza offering multiple uses.



Design Concept: A Farmer's Market as an opportunity for community engagement.

Objective 4.2

To enhance community life for the City of Milpitas.



Design Concept: Provide a variety of passive and active parks for all.

Design Concept: A community center for recreational activities.



DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Important for the creation of an identity for Milpitas and its downtown.

Objective 5.1

Give Milpitas a sense of identity through appropriate architecture.



Design Concept: Encourage modern architecture to make Milpitas unique.

Design Concept: Allow outdoor outlets to accommodate to today's tech era.



Objective 5.2

Create a "Downtown Feel" for Main Street and Serra Way.



Design Concept: Streetscape with plenty pedestrian-friendly features.

Design Concept: Public space underneath the highway to make it more attractive.



DESIGN PRINCIPLE 6: RICHNESS

Richness is the appearance at a detailed level of design to increase the choice of sense-experiences.

Objective 6.1

To create an enjoyable sense-experience for the user through out the space.



Design Concept: Offer a variety of vegetation to mask the smell of the landfill.



Design Concept: Minimize sound impacts between Main St. and the railroad.

Objective 6.2

To design a kinetic experience for the user.



Design Concept: Creating a curvilinear path allows the user to experience the area.



Design Concept: Include a variety of architecture, landscape and design details.

DESIGN PRINCIPLE 7: PERSONALIZATION

Allow people to personalise their environment for a sense of belonging.

Objective 7.1

Level of the Individual: Create a space to allow users to personalize to their liking.



Design Concept: Residents should have freedom to contribute to the sense of space.



Design Concept: Shop owners personalize store front.

Objective 7.2

Level of the Community: Allow the community to personalize public space.

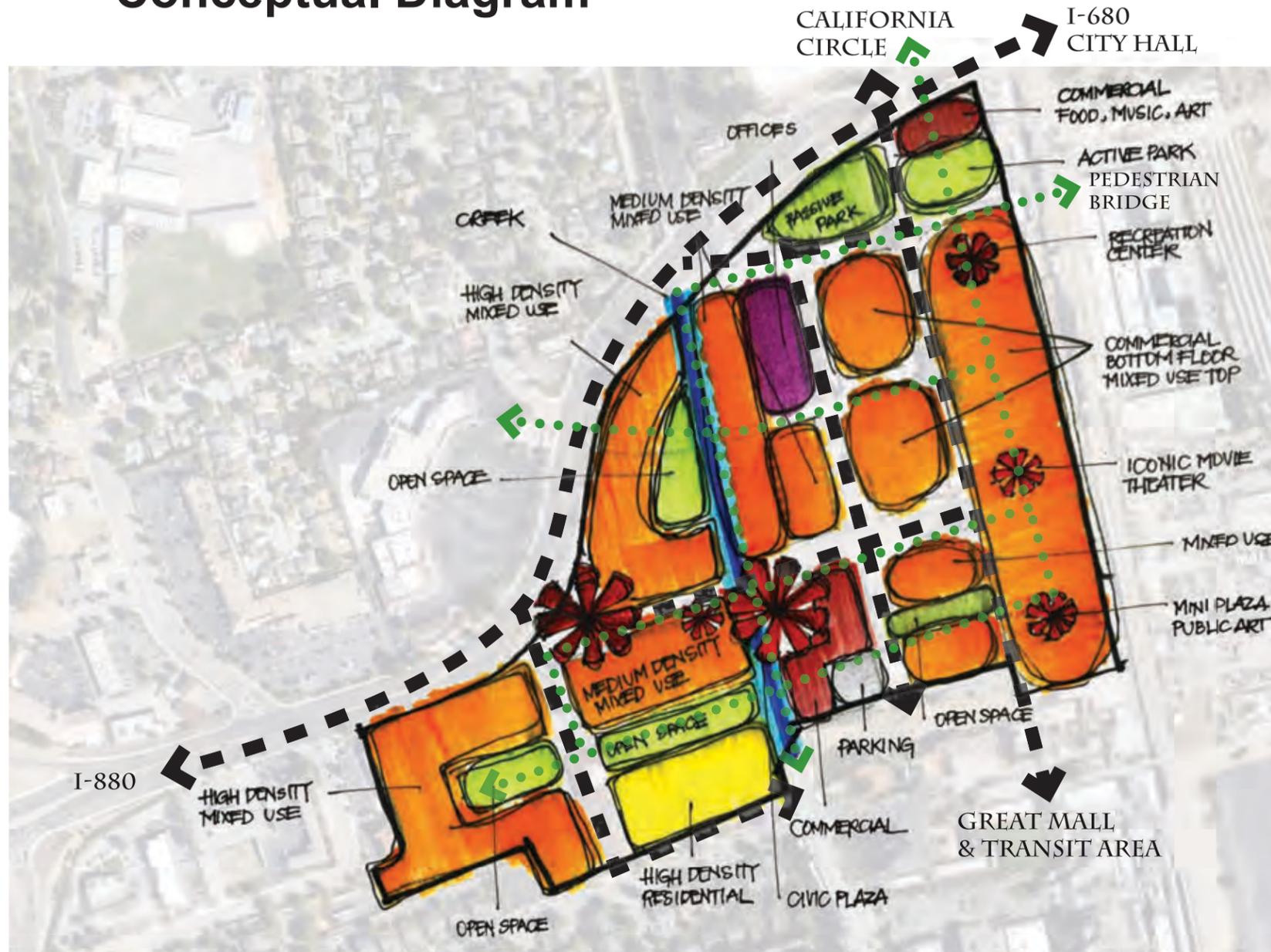


Design Concept: Spaces for Community gardens.



Design Concept: Community murals and art wall.

Conceptual Diagram



Estimated Square Footages of Total Built-Space by Land-Use

	HIGH DENSITY RESIDENTIAL	572,571 SQ FT
	HIGH DENSITY MIXED-USE	4,373,621 SQ FT
	MEDIUM DENSITY MIXED-USE	1,198,127 SQ FT
	MIXED USE	380,595 SQ FT
	COMMERCIAL	204,530 SQ FT
	OPEN SPACE	230,953 SQ FT
	OFFICES	463,785 SQ FT
	PARKING	38,642 SQ FT

Team 6:
Adam Marston
Darya Oreizi
Michael Paul
Sarah Wood

Vision Statement

The vision for Main Street began with a need for a destination. Milpitas currently lacks an identity, especially in comparison to the two cities it's nestled between, San Francisco and San Jose. Milpitas is part of Silicon Valley, a technological hotspot, yet this innovative jewel is left uncelebrated by the constellation of communities in the area. This leaves a gap that Milpitas has the capability of filling. Imagine a downtown that highlights the very ideas that gives the Silicon Valley its identity, and translates it into an animated, livable city. This is the new multicultural Main Street, a downtown of colorful nightlife, community gathering places, savory foreign cuisine, and creative urban gardens. Milpitas will be able to provide a niche for a range of audiences, and draw visitors to explore all it will to offer.

DESIGN PRINCIPLE 1: PERMEABILITY

Objective 1.1

Distinct axes throughout the site.



Design Concept: Rodeo Drive in Los Angeles offers shoppers a clear, clean pathway which eases navigation throughout the pedestrian street.



Design Concept: Sierra Vista Mall in Clovis, California utilizes major pedestrian axes. This allows pedestrians to easily find their bearings.

Objective 1.2

Clear and accessible in terms of pedestrian and vehicular movement.



Design Concept: In Landcaster, California the city focuses their downtown on pedestrian and vehicular movement. Both pedestrian and vehicular movements are separated, however the use of axes creates an easy flow between the two.



Design Concept: A sketch of the Uptown District in San Diego, Ca. Large sidewalks offer pedestrians a comfortable and enjoyable walk between shops.

DESIGN PRINCIPLE 2: VARIETY

Objective 2.1

A discernable variety in terms of land uses.



Design Concept: Union Square, San Francisco is well known for its multitude of uses. Commercial, residential, recreation, and business uses all within one square block.



Design Concept: Southborough, NC is a mixed-use environment. The community enjoy shopping, recreating, and living all within walkable distance.

Objective 2.2

A variety of attractions operating 24/7.



Design Concept: Riverpark shopping area in Fresno is locally known for its lively environment. The area retains a 24 hour presence due to its ability to sustain a multitude of events and showcases.



Design Concept: A mixed use building in South Carolina. Commercial, residential, and parking together, adding to the 24-hour environment.

DESIGN PRINCIPLE 3: LEGIBILITY

Objective 3.1

Clear signage within the site as well as on the perimeter to designate specific destinations.



Design Concept: Creating a gateway similar to this in the Mid-Town Area would be beneficial to attracting commuters to the area.



Design Concept: Existing sign from I-880. Signage could contain information about project's technology walk, the performing arts center and the multicultural center.

Objective 3.2

Landmark buildings would help give Milpitas a place in the Silicon Valley.



Design Concept: Milpitas needs a regional attraction. A performing arts center would attract visitors and showcase the different cultures in Milpitas and the Silicon Valley.

DESIGN PRINCIPLE 4: ROBUSTNESS

Objective 4.1

Creating a recognizable Performing Arts Center that offers a venue for music, plays, conferences and galas.



Design Concept: Emphasize the technological culture of Silicon Valley. It would also be distinct and large enough to be considered a central cultural hub for Midtown.

Design Concept: Architectural concept of the Performing Arts Center. It is easily visible from a distance, and utilizes a more "modern" architectural style that embodies use of metals and glass.



Objective 4.2

Connect the two sides Milpitas over the railway.



Design Concept: Provide a landscaped platform connecting both sides of Milpitas with meeting plaza s, gegetation and a bike tracks.

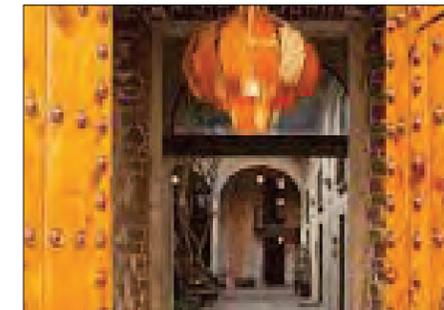
Design Concept: Interactive screens and glass displays to pays tribute to the history of Milpitas and the technological culture.



DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Objective 5.1

Incorporate architectural themes in landmarks buildings that blend and create a cohesive and enjoyable atmosphere.



Design Concept: Related cultural architecture will promote Milpitas's diversity. When integrated into the technological culture, MidTown will depict multiple cultural aspects.



Design Concept: Cultural Center Concept. Anchor buildings will have a consistent theme, such as metal and glass panes.

Objective 5.2

Adaptable streetscaping to facilitate the transition between night and day as well as between the seasons.



Design Concept: Special pedestrian lighting in the Midtown that is visually appealing also during the day. They could change according to seasons and decorations would add to the overall atmosphere.

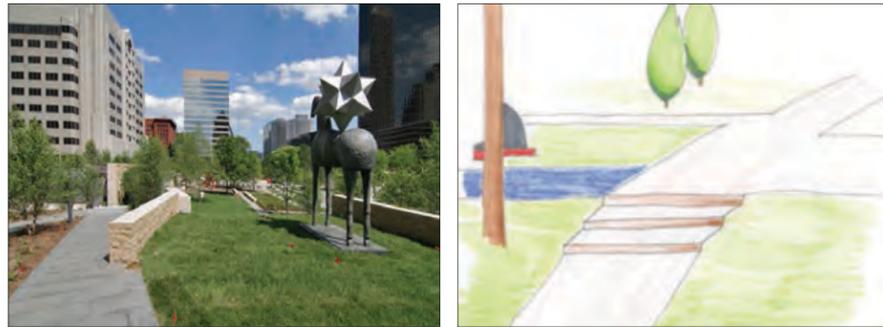


Design Concept: Light fixtures that will alter the feel of a large scale development and bring visual appeal to the site.

DESIGN PRINCIPLE 6: RICHNESS

Objective 6.1

To provide a comprehensive experience to users that will satisfy the desires of all senses.



Design Concept: Urban gardens, roof gardens, and public plazas to be encouraged throughout Midtown.

Objective 6.2

Cater to many types of users and ensure all visitors can find their niches.



Design Concept: Encourage pocket plazas and sittable spaces with moveable chairs and tables throughout Midtown.

Design Concept: Integrate vegetation and large-canopy trees to sidewalks and plazas for a better microclimate.



DESIGN PRINCIPLE 7: PERSONALIZATION

Objective 7.1

The development and all architectural solutions should relate to the human scale and also provide possibilities for individual adaptations.



Design Concept: Streetscaping helps bring large and dense developments tdown to human scale and help encourage pedestrian traffic.



Design Concept: Articulating overhead breaks, moveable furniture, and changes in species of street trees help increase walkability and human scale.

Objective 7.2

Find Milpitas a cultural place within the Silicon Valley by embracing new technology.



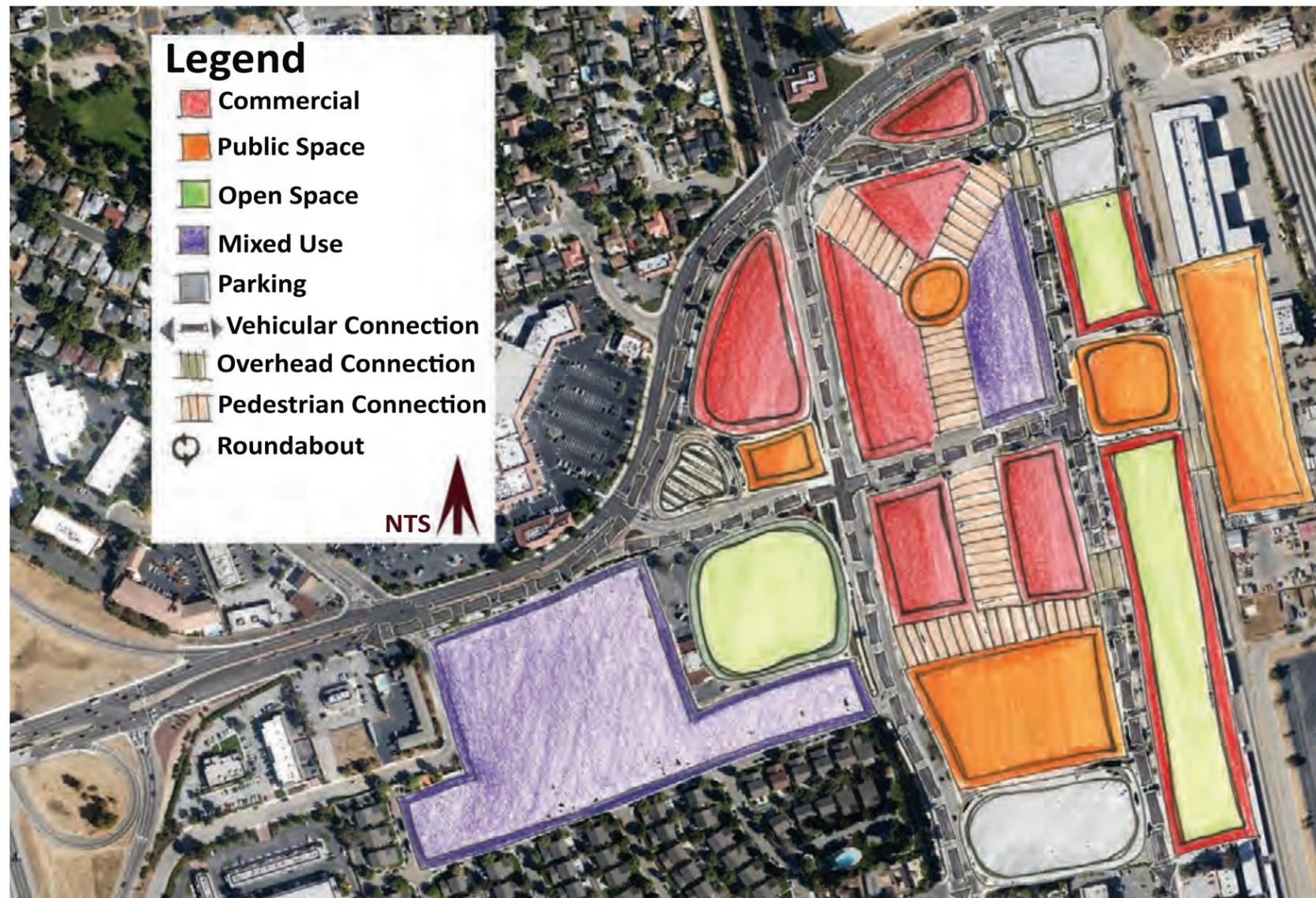
Design Concept: Embracing technology through showcasing its history and offering free wifi in public spaces will attract different types of users 24/7.

Design Concept: Milpitas can use the technology theme to bring communities in the Silicon Valley together.





Conceptual Diagram



Team 7:
Myra Ammari
Cara Carlucci
Rachel Kramer
Leigh Osterhus

Vision Statement

The vision for Main Street and downtown Milpitas is focused on a high-tech convention center that serves as a catalyst for the rest of the site. A Healthy Plaza is proposed as it links all of the residential parks and open spaces together. The downtown area on Main Street promotes a mixed-use of shops and restaurants, with a Restaurant Row on the east and west sides centered at the Serra Way intersection.

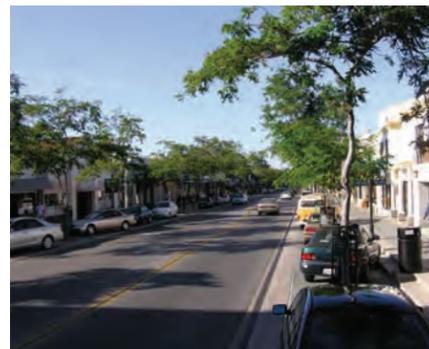
Our team used the 7 design elements in order to create a distinct downtown for Milpitas, California. The design elements include variety, robustness, permeability, legibility, visual appropriateness, personalization, and richness. The elements guided us in our conceptual diagrams and visioning process because it encouraged us to evaluate the site and consider all of the possibilities that will highlight the strengths of the area and generate the most activity. These principles are based in *Responsive Environments* by Ian Bentley et al.

DESIGN PRINCIPLE 1: PERMEABILITY

To ensure that any traveler can effectively and easily maneuver through the area and its various attractions in an enjoyable manner.

Objective 1.1

Add to the permeability of the area by include gathering spaces and wide sidewalks.



Design Concept: Wide comfortable sidewalks to encourage interconnectedness and walkability.



Design Concept: Gathering spaces will welcome visitors and provide opportunities for residents to meet, with seating, landscaping, and visually pleasing elements.

Objective 1.2

Bring buildings to the sidewalk and cut corners.



Design Concept: Have each street corner block to face each other. The street grid includes octagonal blocks that make for better ventilation and permeability.



Design Concept: Inspired in the Barcelona plan, diagonally cut buildings at the corners provide a node and a welcoming ambience.

DESIGN PRINCIPLE 2: VARIETY

To allow for a diversity of users and activities while achieving a balance between contrasting expectations.

Objective 2.1

To add to the variety of the site through uses and spaces dedicated to entertainment and leisure.



Design Concept: The movie theater will serve the purpose of entertainment and will attract a variety of people 24/7.



Design Concept: A high-tech museum & convention center will showcase technology in the Silicon Valley. A small interactive museum for technological advancements will serve as an anchor, and the convention center can attract a variety of users and activities.

Objective 2.2

Another design objective to contribute to variety on the site is the use of open areas that can serve as gathering places.



Design Concept: A plaza serving multiple different purposes throughout the week, such as a farmers market, antiques, and community and cultural events.



Design Concept: Small plazas throughout the area will gather the community, and have attractive design elements such as fountains.

DESIGN PRINCIPLE 3: LEGIBILITY

To define a safe, comfortable and pleasant environment for users to easily navigate and identify within as a place for community building.

Objective 3.1

Provide for interconnecteness of public spaces spaces and sidewalks, and a bike network.



Design Concept: Landmarks and welcoming spots would provide visitors with a good first impression and help them with a “mental map” of the area.



Design Concept: A visible bike network makes the area more friendly and easy to navigate.

Objective 3.2

The use of pedestrian friendly elements can increase the understanding of the area and add to the mental map.



Design Concept: A network of gathering spaces with seating and food and flower kiosks, complementing the retail.



Design Concept: A signage system tailored to facilitate the visitor's understanding of Milpitas's history and all offerings in the area.

DESIGN PRINCIPLE 4: ROBUSTNESS

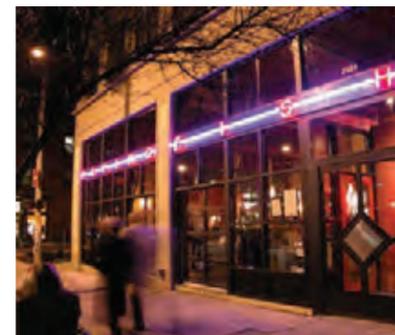
To accomodate a dynamic variety of opportunities and activities while unifying a broad range of crowds and preferences.

Objective 4.1

Provide uses and opportunities to cater to all economic and cultural demographics.



Design Concept: A Restaurant Row on Main Street will serve a wide array of patrons, cultures and cuisines.



Design Concept: Fine dining will act as an anchor and encourage people to hang-out and socialize along Main Street.

Objective 4.2

Provide opportunities for live events and around-the-clock activity.



Design Concept: A plaza with a stage will provide for live acts and community events, creating opportunities for different demographics be attracted throughout the year and around-the-clock.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

To create a sense of place that fits Milpitas' character and creates a responsive environment of crowds.

Objective 5.1

Provide for parking solutions that do not overwhelm pedestrians.



Design Concept: Use on-street parallel parking only to buffer pedestrians and provide parking garages with retail/services on the ground floor and attractive architectural solutions.

Objective 5.2

Sidewalks designed to create a seamless transition throughout the site and between sidewalk and street.



Design Concept: Trees and curb cutouts will separate the on-street parallel parking spaces, such as in downtown Mountain View, CA.



Design Concept: Use different materials, such as colored stones and stamped concrete to add charm to the sidewalks.

DESIGN PRINCIPLE 6: RICHNESS

To enhance the experience of visiting the area through an array of sensory experiences including sight, motion, smell, hearing and touch that contributes to the area's overall atmosphere.

Objective 6.1

Utilize trees purposefully along sidewalks.



Design Concept: A large tree canopy along Main Street will increase walkability and mark its importance in the area. Decorative trees in plazas will add to their attractiveness.

Design Concept: Adding special lights and decoration in trees will contribute to an attractive atmosphere.



Objective 7.1

Encourage architectural transparency.



Design Concept: Encouraging architectural solutions with large windows --particularly in storefronts-- will enhance the area's attractiveness and provide for a lively environment. This should guide the design of the convention center and public buildings, exposing their functions.

DESIGN PRINCIPLE 7: PERSONALIZATION

To provide a lively environment serving the needs and aspirations of users while creating a place where all residents can feel comfortable.

Objective 7.1

A Healthy Plaza will provide spaces that can be personalized to the different vendors.



Design Concept: The Healthy Plaza will be connected to the pedestrian and bike networks, and be located in a central area.

Design Concept: Encourage organic and healthy oriented retail, services and restaurants around the Healthy Plaza to attract residents and visitors.



Objective 7.2

Provide for opportunities/places for different community expressions.



Design Concept: A Farmer's Market on Sundays will complement the Restaurant Row and provide another attraction to Midtown.

Design Concept: Encourage cultural and ethnic festivals along Main Street during weekends, transforming it into a pedestrian street and integrate festivities into the Restaurant Row.



Conceptual Diagram



- ↔ ↔ ↔ - circulation
- * - landmark/gateway
- ☀ - open space/plaza
- PG - parking garage
- ★ - "restaurant row"
- ↕ ↕ ↕ - views
- - entertainment
- - healthy living plaza

URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Chapter 4

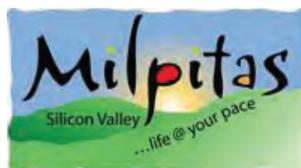
Final Proposals

California Circle

Team 1: Benzel / Johnson / Shimer / Vargas / Zanmiller

Team 2: Bonila / Coleman / Ha / Sheilkhali

Team 3: Bertwhistle / Severon / Perez / Way



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Waterview plaza



Stephanie **Benzel**



Melissa **Johnson**



Haydne **Shimer**

Francisco **Vargas**



Alice **Zanmiller**

Team 1

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Vision

Inspiration for this project was pulled from a number of places and experiences. Visits to Mountain View, San Jose, and Downtown Sunnyvale gave the studio an idea of the types of well planned, mixed use developments that California Circle was lacking. Milpitas is in the heart of the Silicon Valley, yet the site represents more of an “Anywhere, USA” office park. The existing development lacks imagination, innovation, and aesthetics. The dynamic, future-thinking nature of Silicon Valley served as a strong source of inspiration for the redevelopment. Technology is a rapidly evolving field, and it makes little sense to place these companies in offices that don’t inspire out of the box (or cubicle) thinking. Tech giants such as Google, Facebook, and Apple draw employees and tourists alike to their campuses. This represents the evolution of the modern company outside of the office and into the imagination - sparking not only technical growth but creative development.



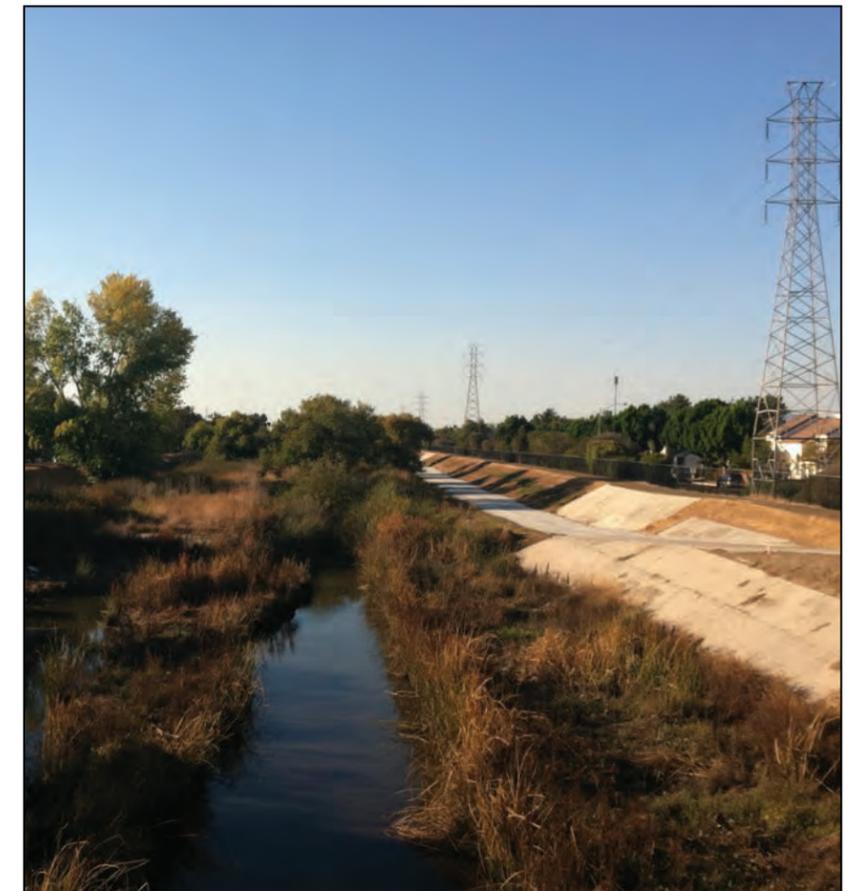
Covered outdoor eating space on Google's campus in Mountain View, CA.



San Jose's Santana Row, showing a pedestrian-only median with outdoor furniture and gathering space.

Community development was another goal for California Circle. The area is surrounded by neighborhoods, but left little space for public gatherings and spontaneous social interactions. This sense of community that was observed in Santana Row and Downtown Sunnyvale is a result of the marriage of inviting built environments and dedicated citizens. Milpitas is an attractive place for young families from a range of cultures. California Circle is optimally placed along I-880, creating easy vehicular access to the site. The challenge is not only to get people to the site, but to keep them there, and this is done by creating a built environment that allows for people to come, shop, interact, and be inspired. The rich mix of cultures in Milpitas creates a special opportunity for the community to learn from one another and further the culture of creative inspiration and innovative thinking in the region. An increase in social opportunities would further the City's ability to attract residents.

The site is not only conveniently boarded by a major Bay Area interstate, but also by a calmer right of way. Penitencia Creek and the adjacent trail serve as valuable connections to the natural world that are increasingly hard to find in the region. Views to the east of surrounding hills further ground the experience in nature. However, there is currently a disconnect between the built environment in California Circle and the creek. Access to the trail from within the site is limited, separated by large dirt berms. The trail itself is in good condition, but is not surrounded by inviting elements such as native landscaping and lighting. The trail also lacks connection to the rest of California Circle.



Penitencia Creek bordering the site and surrounding neighborhood in Milpitas, CA.



Vision Statement

Waterview Plaza will be an innovative, attractive, mixed-use, and pedestrian friendly development, designed to establish a new image of Milpitas for the 21st century. It will embody a multi-dimensional transition from **gray to green**, focusing on technology, sustainability, and community. It will provide desirable amenities for site patrons, Milpitas residents, and visitors from the surrounding Bay Area. This project will establish Milpitas as a leader in **forward-thinking development** and signify the start of a new history for the city.



Image depicting possible outdoor plaza area.



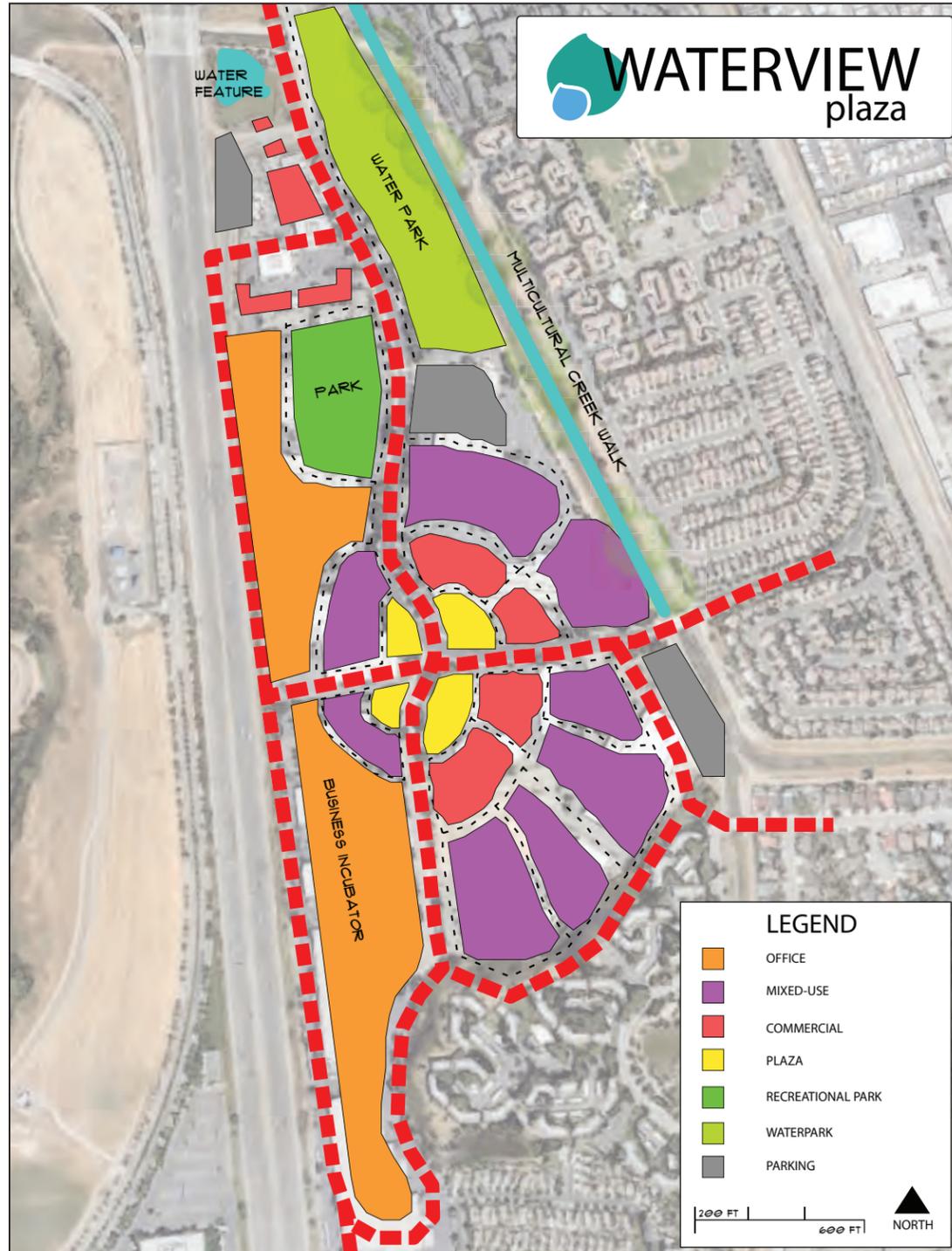
Aqua Adventure in neighboring Fremont, CA



Pedestrian and bike-friendly pathways.



Current "Welcome" sign adorning Milpitas,



The team's concept diagram for Waterview Plaza

Though currently underutilized, California Circle is brimming with potential. It is nestled between I-880 and Penitencia Creek, offering a unique opportunity to wed the busy Silicon Valley with the natural world. There is also a clear opportunity to attract visitors from both a regional and local scale. I-880's northbound exit to Dixon Landing Road deposits directly into the site, and is part of an arterial freeway from Oakland to San Jose. This makes the site extremely accessible for the entire East Bay. Additionally, there is a large number of single family houses across the creek to the east of the site. This enhances the ability to make a site that serves the needs of the local community, especially in a walkable, bikeable way. Milpitas is a crossroads of culture, innovation, and community, and any redevelopment on this site should mirror that.

The goal of this studio was to merge all of the positive existing aspects of the City into this site, while maintaining a logical cohesion and flow. Key goals included creating a culture of innovation, enhancing connections to the local and regional community, and making sustainability a priority. These objectives led to the idea of focusing on writing the story of Milpitas as it would be recorded as history decades from now. Just shy of 60, the city is young. Creating a development that will be flexible for the needs of future generations while improving upon existing infrastructure will help establish a new identity for the city while embracing the rich diversity of businesses, cultures, and residents in Milpitas.

As this vision materialized into a conceptual diagram, some key elements were clear. A revamped office park and business incubator, a core plaza to create a node for the site, an enhanced creekside path to better connect the built and natural environments, and a small waterpark to create a unique identity for the site and a covetable amenity for Milpitas families. These design aspects will make the site redevelopment a benefit not only to the local community, but to the entire region.

With the technology-based operations taking place in Silicon Valley, office space is always needed for expanding companies, as well as up and coming startups. Waterview Plaza will host a range of office sizes, to allow the largest firms and the smallest startups to coexist, inspire, and grow together. The goal of the office park redesign is to boost revenues and innovative technologies, by attracting the best companies and sparking a cycle of continual growth and regrowth within the site. Offices will ensure a daytime presence and increase the safety element in the site.

Today's brightest minds desire not only to work, but to play and be creative at the same time. The central core and surrounding mixed use will provide a stimulating social environment within Waterview Plaza. This will not only provide amenities for employees such as shops and restaurants, but create a desirable place to visit for Milpitas residents and outside visitors. The core plaza serves as a central node for all transportation modes, and highlights pedestrian activity by leading to pedestrian walkways lined with shops and restaurants. Parking on the peripheries will allow easy vehicular access while prioritizing patrons using alternative modes of transportation and encouraging spontaneous social interactions. Large walkways expand in all directions from the central plaza, leading to different activities and land uses fostering the urge to explore the activities within the site.

The creek walk and water park incorporate the natural element of Penitencia Creek with the built environment. Using water as the common thread, a combination of trail enhancements, watershed restoration, and low impact development will transform the currently disconnected trail into a lush path encapsulating the site. The community utilizes the creek walk that exists today, but the design team believes that the creek walk can be improved and become a focal point for recreational use, personal relaxation, and all-around community enjoyment. It is the vision of the design team to improve the health of the creek and with sustainable environmental measure within the site ensure that the health of the creek is maintained for future generations. The creek walk will be bordered by professional office, mixed-use retail, dining options, and community designed gardens representing the many cultures in the city. The walk will culminate with the water park, which is the main technique in the merging natural water with man-made elements. The small-scale water park will be a great source of revenue for the city, as well as providing another unique activity to draw families to the site.

Waterview Plaza will be an innovative, attractive, mixed-use, and pedestrian friendly development, designed to establish a new image of Milpitas for the 21st century. It will embody a multi-dimensional transition from, focusing on technology, sustainability, and community. It will provide desirable amenities for site patrons, Milpitas residents, and visitors from the surrounding Bay Area, in a safe and family friendly environment. This project will establish Milpitas as a leader in and signify the start of a new history for the city.



View of the Water Park

Illustrative Site Plan



ILLUSTRATIVE SITE PLAN
WATERVIEW PLAZA

- RETAIL, OFFICE, MIXED USE
- CORE PLAZA
- PARKING GARAGE

SQUARE FOOTAGE

LAND USE	SQ/FT
OFFICE	1,676,495
MIXED-USE	2,633,347
COMMERICAL	488,973
OPEN SPACE	120,000
WATER PARK	175,000

PARKING

Parking Structure	748,742
Gas Station Services	6,921

WATER PARK
The water park creates a regional and community destination. Catering to the family atmosphere that Milpitas holds the park will give residents and neighboring communities a haven to gather and enjoy the amenities the park has to offer. Residing along the creek the water park brings together the natural element of water within the site to the built environment.

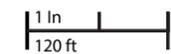
CREEK WALK
Meandering along the existing creek the creek-walk is meant to bring a natural element into the built environment. The pathway blends visually and physically with both environments creating a transition between the two settings. The walk allows for use by all in the community and is a way to bring together the many cultures in the community via community gardens.

RECREATIONAL PARK
Centrally located within the site the open space park allows for use by all. The park is meant to be a place that can be utilized by the surrounding businesses to encourage physical activity and be a place that provides a retreat from the office. With recreational courts and fields the park can be a great opportunity for bringing together different cultures and business.

CORE PLAZA
A key element within the site the plaza offers a place for all users of the site and community to gather. With features such as fountains and public art the area can be utilized as outdoor open-space and gathering. Surrounding the plaza retail and food options are plentiful, offering a wide array of options. The plaza will become a vibrant place where people will return time and time again.

BUSINESS INCUBATOR
Milpitas' location within the Silicon Valley makes the city a prime location for many businesses and corporations. With businesses changing daily it is key that cities promote small business and encourage innovative ideas. The business incubator allows for small companies to come and share space and idea. Promoting business ideas will be a benefit the city greatly.

HOTEL
With Milpitas offering and being located near a large array of amenities and activities, tourist accommodations are key. The hotel will provide lodging for the area, as well as, being another source of revenue for the city. It will bring 24 hour activity to the site and will benefit the surrounding retail and commercial uses.



Key development elements

business park & incubator

A combination of modern offices and a business incubator will continually bring new businesses into the site and Milpitas, re-establishing the city as a technological pioneer. A range of square footages will attract cutting edge companies of all sizes. Surrounding commercial and open space amenities makes Waterview Plaza an attractive place to work and play, making business occupants competitive recruiters for the best & brightest minds.



core plaza

The central plaza, home to a mix of office and commercial uses, will attract visitors from I-880, surrounding neighborhoods, and adjacent offices and incubators. The four-way stop and quadrant of plazas create a central node for vehicles, bicycles, and pedestrians, making a clear, accessible node. Commercial uses such as shops and restaurants will benefit from frequent patronage from hotels and offices in the site.



creek walk

An improved creekside path will enhance connections between the built and natural environments to capture the full value of Penitencia Creek. Adjacent mixed-use property will benefit from views of the creek and eastern hills. The creek walk will run along the edge of California Circle to enhance pedestrian accessibility throughout the site. Additional naturalization & restoration of the creek will provide stormwater benefits.



development table

LAND USE	SQUARE FOOTAGE	PARKING
Office	1,676,495	5532
Mixed Use	2,633,347	6952
Commercial	488,973	1956
Parks & Open Space	220,000	5
Water Park	175,000	50

water park

The development of a small waterpark will create a unique identity for and draw to the site. It would likely provide additional patronage for commercial and mixed use businesses, and cater specifically to the large population of young families in Milpitas. Tasteful design could create a symbolic connection between the creek and water park to highlight the aquatic resource and increase cohesion between built and natural environment.



recreation park

This park will benefit all uses within the site. Outdoor game courts such as basketball, volleyball, and horseshoes will provide an outlet for employees from the office park, encouraging healthy choices and social brainstorming. It will also provide a pleasant natural amenity for hotel guests, water park visitors, and shoppers. Open space will create a place for people to play, chat, picnic, and relax.



hotel

Waterview Plaza's prime location along an arterial interstate makes it a natural stopping point for travelers. Additional hotel property will accommodate visitors stopping for the night or coming to visit all that Milpitas has to offer. It will also provide a convenient and attractive option for people traveling to Waterview Plaza on business, as it is in walking distance to offices, shops, and places to eat as well.



Phasing & Sectors



CITY OF Milpitas

SECTORS AND PHASES MAP
WATERVIEW PLAZA

SECTORS

- RETAIL
- OFFICE PARK
- CORE PLAZA
- TRAVEL AMENITIES
- WATER PARK/ CREEK WALK

PHASES

- 1 OFFICE PARK**
To ease the transition into redevelopment, an updated and higher density office park and business incubator will signify a change in the site without disrupting existing functionality.
- 2 CORE PLAZA**
The development of the core plaza will further the transition of Waterview Plaza into a mixed-use, broadly attractive place for residents, tourists, and employees alike.
- 3 RETAIL**
Implementation of commercial services will continually increase amenities for neighbors and employees and draw new businesses and patrons into the site.
- 4 WATER PARK**
After Waterview Plaza has been almost completely renovated, a family oriented water park will create a unique alternative identity for the site and enhance the range of uses on site.
- 5 TRAVEL AMENITIES**
Since these resources are already well maintained and developed, enhancing travel amenities will be the final step to complete Waterview Plaza.

1 in = 120 ft



1 phase one: office park

The development of an office park and business incubator was the original spark of inspiration for this redevelopment, and could provide the most immediate improvement upon the site's current condition. This would include over 1.5 million square feet of new office space, a portion of which would be dedicated to a business incubator that would fuel the culture of innovation and technology Waterview Plaza seeks to embody.

2 phase two: core plaza

The central plaza sector is a natural next development phase for Waterview Plaza. The increased number of employees in the newly developed office park will seek amenities such as restaurants and shops. The development of a central node will also begin to draw patrons to the site other than employees, increasing revenues and beginning the establishment of a sense of place within Waterview Plaza.

3 phase three: retail

After the implementation of the office park and core plaza, slow infill of office and commercial mixed use space will continue to meet demand. This will include a range of commercial square footages on lower floors and offices above, continuing the walkable, lively, and diverse nature of Waterview Plaza. This development phase will spread out from the central plaza to meet demand while keeping the development relatively dense.

4 phase four: water park

Once the site has been fully established as a technological and commercial leader in Milpitas and the Silicon Valley, a small water park will provide not only additional draw to the site, but provide a covetable amenity for the large number of young families in the area. Modeling off of Fremont's highly successful and publicly operated Aqua Adventure Water Park. At just over 4 acres, the park will be desirable, unobtrusive, and tasteful.

5 phase five: travel amenities

Highway services and travel amenities will be the last development phase for Waterview Plaza. The existing services are the highest quality in the existing site, and will be able to continue to serve the development while the other phases are built. However, increased hotel space and other commercial highway services such as coffee shops and gas stations will bring more travelers into the site and increase ease of service for employees.

Land Use & Zoning



Land Use Descriptions



Highway Services

administrative & professional offices **(CO)**

The purpose and intent of this zone is to provide a district for medical, business, and professional offices, and medical and dental clinics.

office overlay **(OO)**

The purpose of the Gateway Office Overlay District (“-OO”) is to provide for higher intensity, Class A office development at gateways to the City of Milpitas. Uses other than Class A offices, shall be permitted or shall require use permit approval as applicable for the underlying zoning district.

mixed use, high density **(MDX2)**

The purpose of the MXD2 zoning district is to encourage a mix of retail, restaurant, entertainment, and commercial service uses on the ground floor with residential or office uses on the floors above while maintaining a pedestrian-oriented streetscape. It is intended that the retail or restaurant space required will ensure neighborhood-oriented retail and services are provided within walking distance of high density residential development.

general commercial **(C2)**

The purpose and intent of this zone is to provide for the wide range of retail sales and personal and business services primarily oriented to the automobile customer to provide for general commercial needs of the City and to promote stable, attractive commercial development which will afford a pleasant shopping environment. It is intended to include those commercial uses in which shopping may be conducted by people walking to several stores as in a center and may include uses customarily of a single-purpose character served from an immediately parked automobile. Special development standards are incorporated in the district regulations in order to provide for orderly development and to minimize potential traffic hazards. The C2 District, when appropriate, will be located along major thoroughfares and in accordance with the adopted City of Milpitas General Plan.

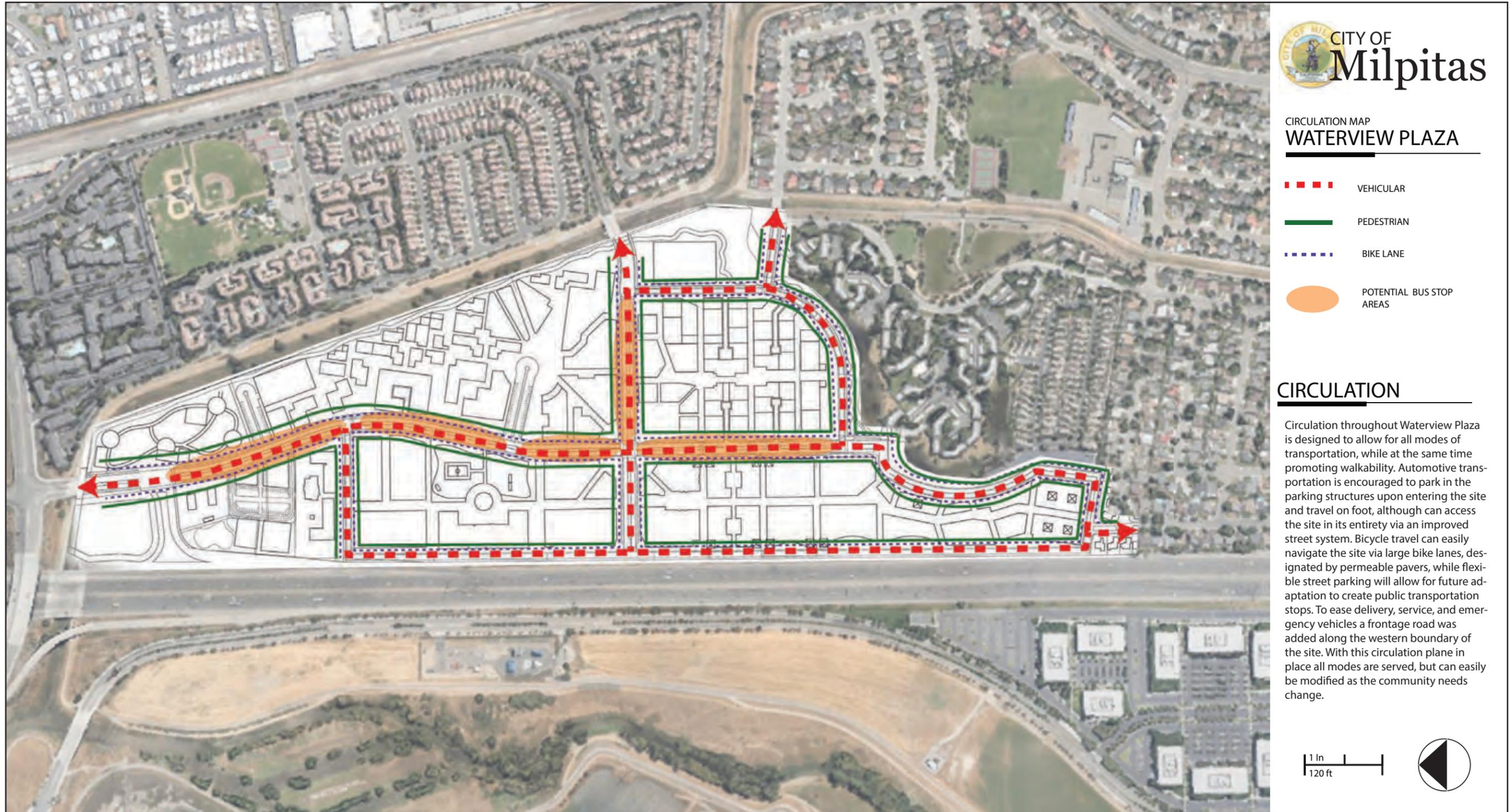
highway services **(HS)**

The purpose and intent of this zone is to provide for the wide range of personal and business services primarily oriented to the automobile customer and transient residential uses such as motels or mobile home parks. It is intended to include those commercial uses which customarily located outside of the Central Business District area and tend to require lots with well-maintained grounds. The highway service uses listed are of a relatively low customer volume. Special development standards are incorporated in the district regulations in order to provide for orderly development and to minimize potential traffic hazards. The HS District, when appropriate, will be located along State highways and major City thoroughfares and in accordance with the adopted City of Milpitas General Plan.

parks & open space **(POS)**

To provide for public open space and recreational uses in order to preserve environmentally sensitive areas and accommodate community service or recreational facilities.

Circulation



On Circulation

Waterview Plaza will incorporate a wide spectrum of transportation options to accommodate a wide range of transit needs. Vehicular infrastructure is presently the strongest access mode to the site. I-880 immediately borders the site, and the northbound exit to Dixon Landing Road leads directly into Waterview Plaza.

On-street spaces and multiple parking garages will provide ample room for vehicular services, but will be located on the peripheries of the site to encourage walking through the site, increasing engagement with surroundings and healthy choices. Discrete service roads will provide necessary delivery and municipal services to businesses without interrupting pedestrian flow.



On-Street Parking

Pedestrian options will be prominent throughout the site. Wide sidewalks running along California Circle and a number of pedestrian only plazas through business and commercial areas will enhance the social experience and connection to the area. The creekside path will wrap along Penitencia Creek, running along busy mixed use areas as well as cultural gardens and open space, heightening the connection between the built and natural environment while preserving pedestrian options. The office park will also allow for second story, open air pedestrian bridges, which will create a unique aesthetic and further emphasize the importance of walkability within the site.



Crosswalks



Wide Sidewalks and Pedestrian Plazas

Bicyclists will also be able freely move to and around Waterview Plaza. Bike lanes line California Circle, and ample bike parking will be available throughout the site.



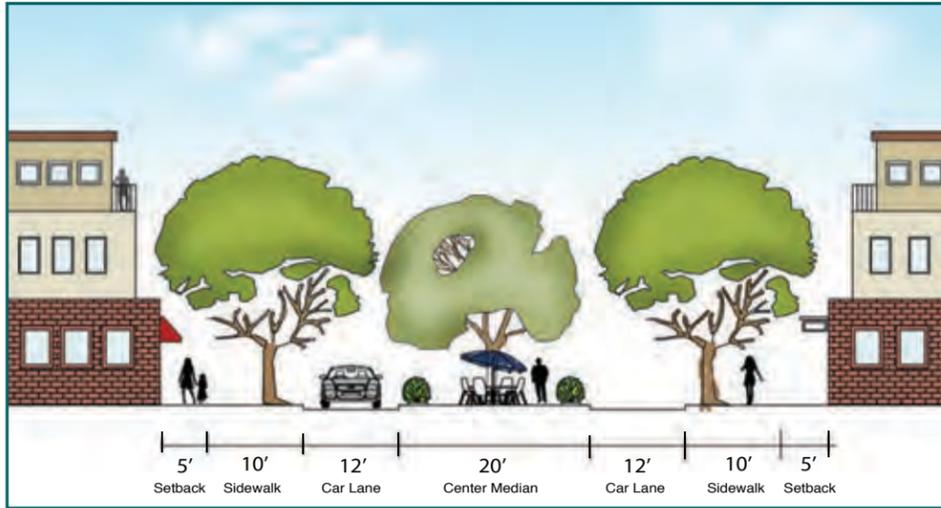
Bike Lanes

Although there are currently no scheduled local or regional mass transit options serving Waterview Plaza, the development has special curb cuts, stops, and designated shelters that will make the addition of a bus or light rail system an easy transition. This would benefit employees and neighbors by reducing congestion along Dixon Landing Road and further encourage sustainable behaviors within the site.

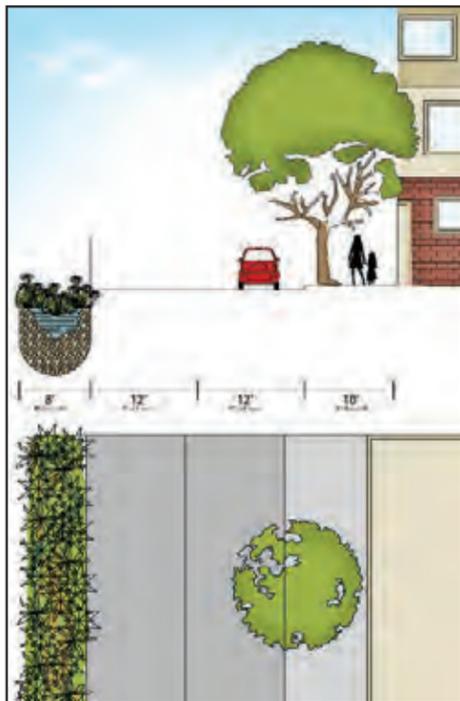


Curbs Cuts, Stops, and Shelters

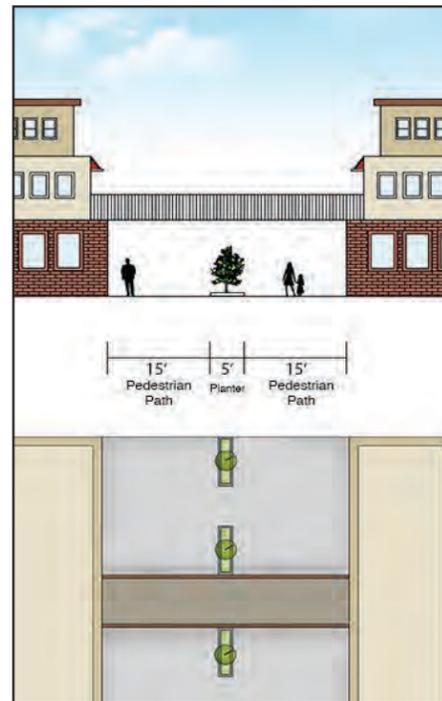
Circulation - Street typology



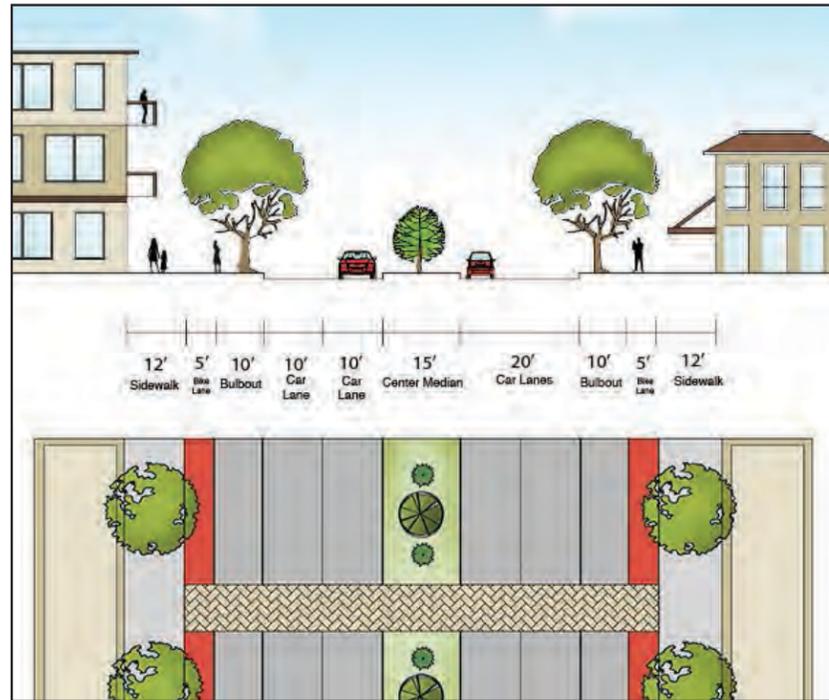
Service Road Section



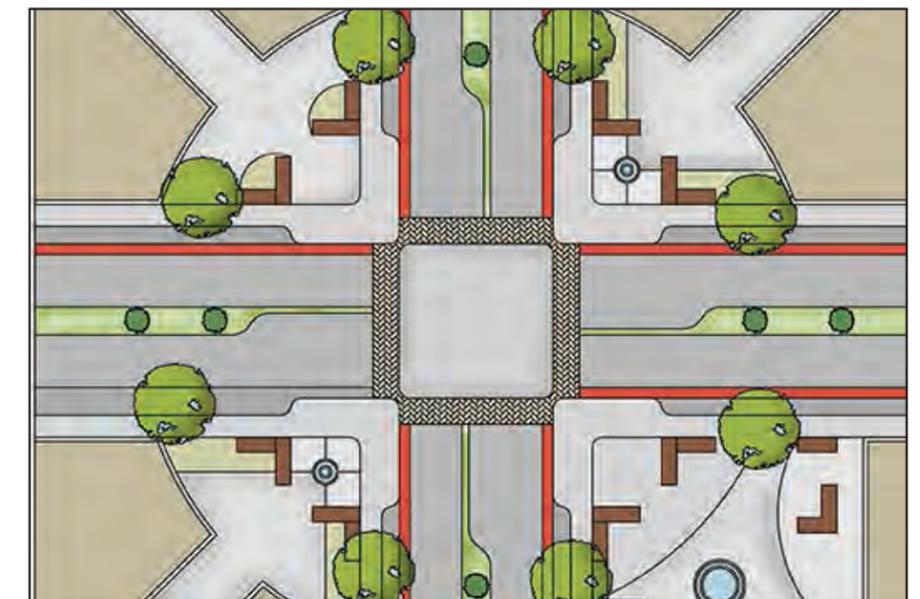
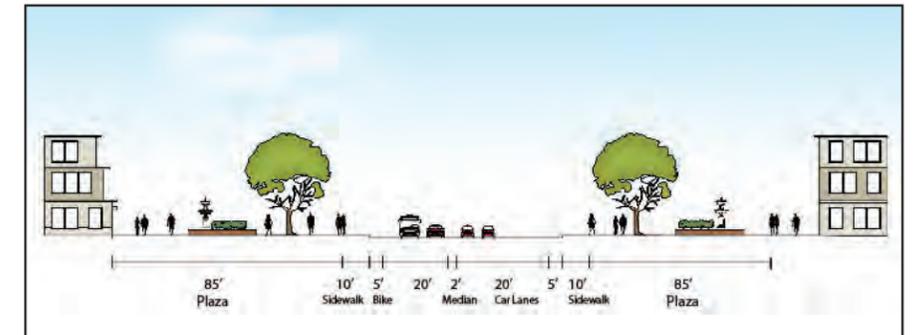
Section and plan views of typical street in retail area and its bio swale



Section of the business district highlighting a pedestrian bridge



Section and plan views showing the relationship between business district and mixed-use area.



Section and plan views showing the core center plazas

Conclusion

If the nature of technological growth is eternally dynamic, then Silicon Valley will never be called monotonous or predictable. Through boundary-pushing planning and development such as Waterview Plaza, Milpitas can not only ride this consistent state of flux, but become a leader and pioneer for the entire region. This redevelopment project embodies that idea. It is so much more than a physical place - it reaches for the highest fruit, seeking only the best.

To reflect on our original vision statement, it is clear that Waterview Plaza success has been built upon the three pillars of technology, community, and sustainability. The site will be technologically advanced in it's building design and materials, but also create a culture of innovation, imagination, and questioning the impossible.

In this new frontier, however, the human element will not be lost. Walkable, open-space oriented development will prioritize the site patrons by creating a welcoming built-environments. Elements such as the water park and cultural garden walk will recognize, appreciate, and cater to the people that make Milpitas the place it is today, while continuing to attract visitors from outside of the city.

Finally, the site will respect and highlight the natural world within and around it. Forward-thinking techniques such as low impact development and stream restoration will protect the site from flooding and increase the connection between the built and natural environments. By reflecting Milpitas' rich human capital in an equally impressive development, Waterview Plaza will prove a new face for the City, as a true leader in Silicon Valley.



Business Incubator and pedestrian bridge between buildings in the background



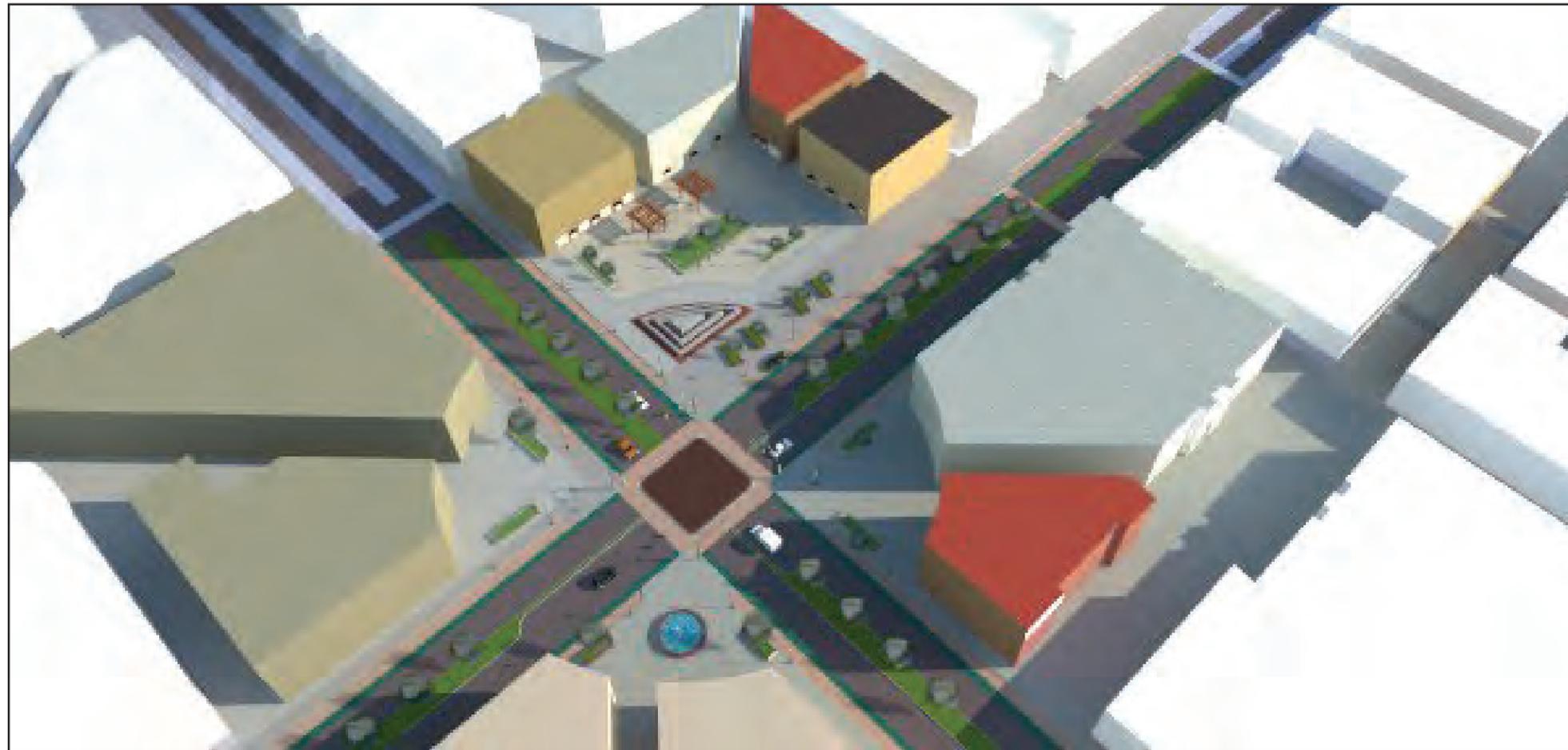
Core Plaza



Water Park

Special Thanks from Team 1

Endless thanks to the City of Milpitas, for sharing its rich community and unique planning issues with this studio. The learning experience has been invaluable and the experience unforgettable.



View of central plazas

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Team 2
Juan Alberto Bonilla
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Monet Sheikhal

Project Description

The Cosmo Center, located in the City of Milpitas, is intended to transform the California Circle site into a vibrant activity center. Upon completion, the Cosmo Center will include mixed-use developments, townhouses, green spaces, amphitheater, cultural center, entertainment center, pools, and parking space.

Freeway Buffer

Mixed-use developments with offices over commercial-retail, as well as parking structures along Interstate 880, will serve as a freeway buffer. The freeway buffer will minimize noise coming from the highway.

High-Tech Corridor

Along the highway, high-rise offices will attract start-up companies within the area. There will also be a high-tech museum to serve as a regional landmark for the San Francisco Bay Area and promote the image of Milpitas with its proximity to Silicon Valley. Several design features were included in order to make the Cosmo Center economically and environmentally sustainable.

Mix of Uses

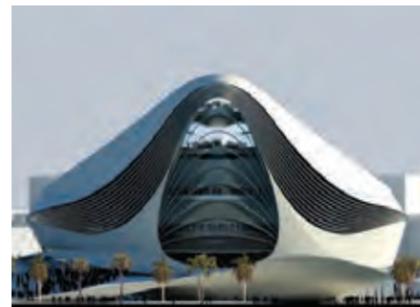
The Cosmo Center incorporates a mix of uses and compact developments all within walking distance of each other. Some of our special features are the green median, hi-tech museum, and frontage road. Streets are complete with wide sidewalks, amenities, bicycle lanes, and street parking to increase walkability and encourage pedestrian presence.

Transition of Uses

A transition towards more intense uses across the site make the Cosmo Center admissible to the surrounding neighborhoods. The Cosmo Center will increase the image of the City of Milpitas as an attractive and memorable place to live.

Vision Statement

The Cosmo Center is a **pedestrian-friendly** mixed-use development located in the “crossroads of Silicon Valley.” It **augments** the surrounding community by providing inviting features, landmarks, housing, and space for commercial, hi-tech, and recreational uses. The Cosmo Walk is an **accessible, culturally rich, and a livable** community that provides a destination for both visitors and residents of the City of Milpitas.



Museum



Amphitheater and Fountain



Parking Structure with Façade



Wide Sidewalks & Streets



Pedestrian-friendly Median

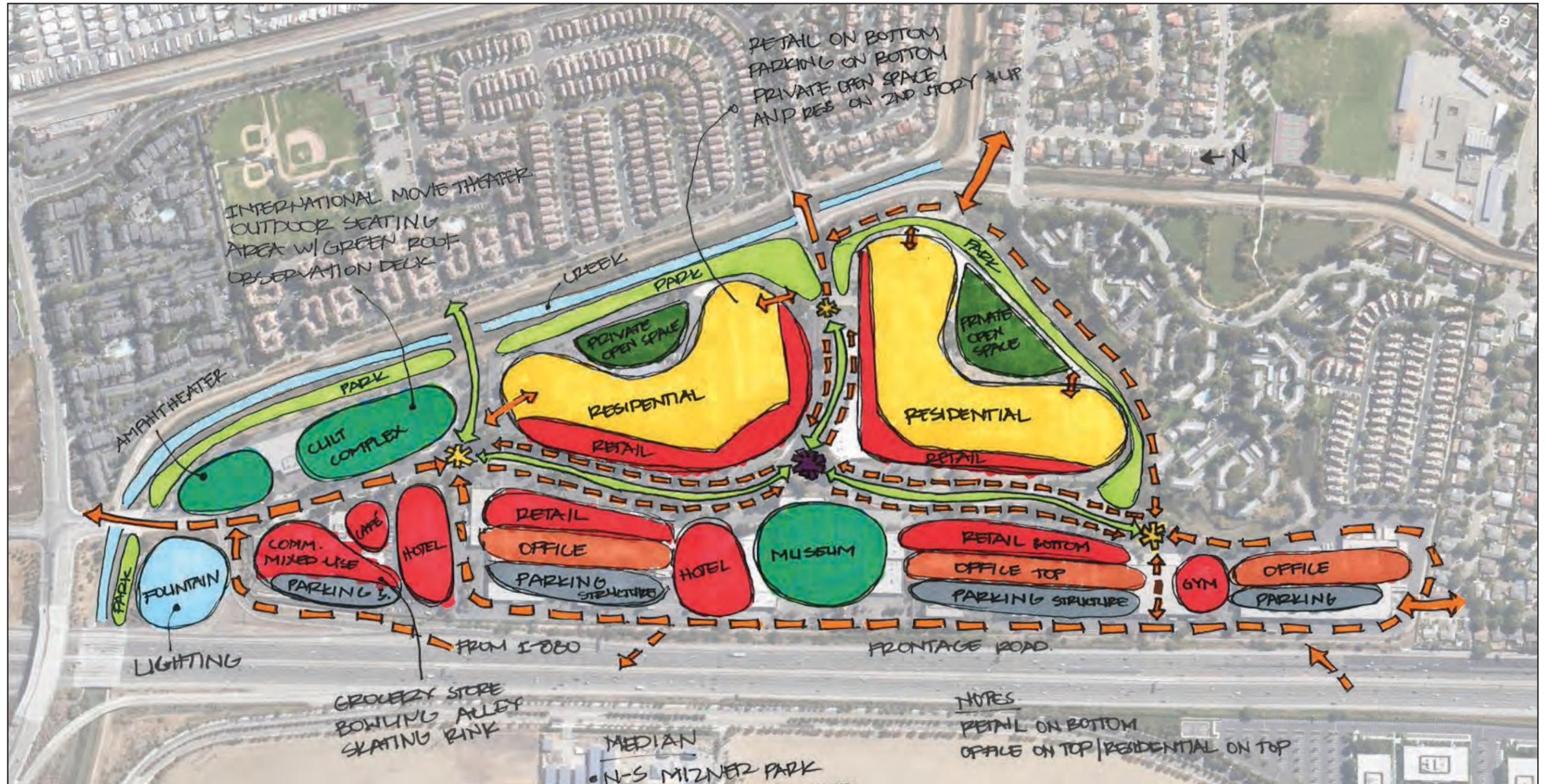


Varied Architectural Styles

Major Features

- Museum
- Cultural Center
- Fountain
- Landmark
- Median with water feature
- Park
- Mixed-use
- Townhomes
- Transitional development (Residential to Commercial)
- Retail
- Office
- Hotels
- Gym
- Parking
- Bike Lanes
- Gas station
- Grocery store
- Entertainment complex
- Amphitheater

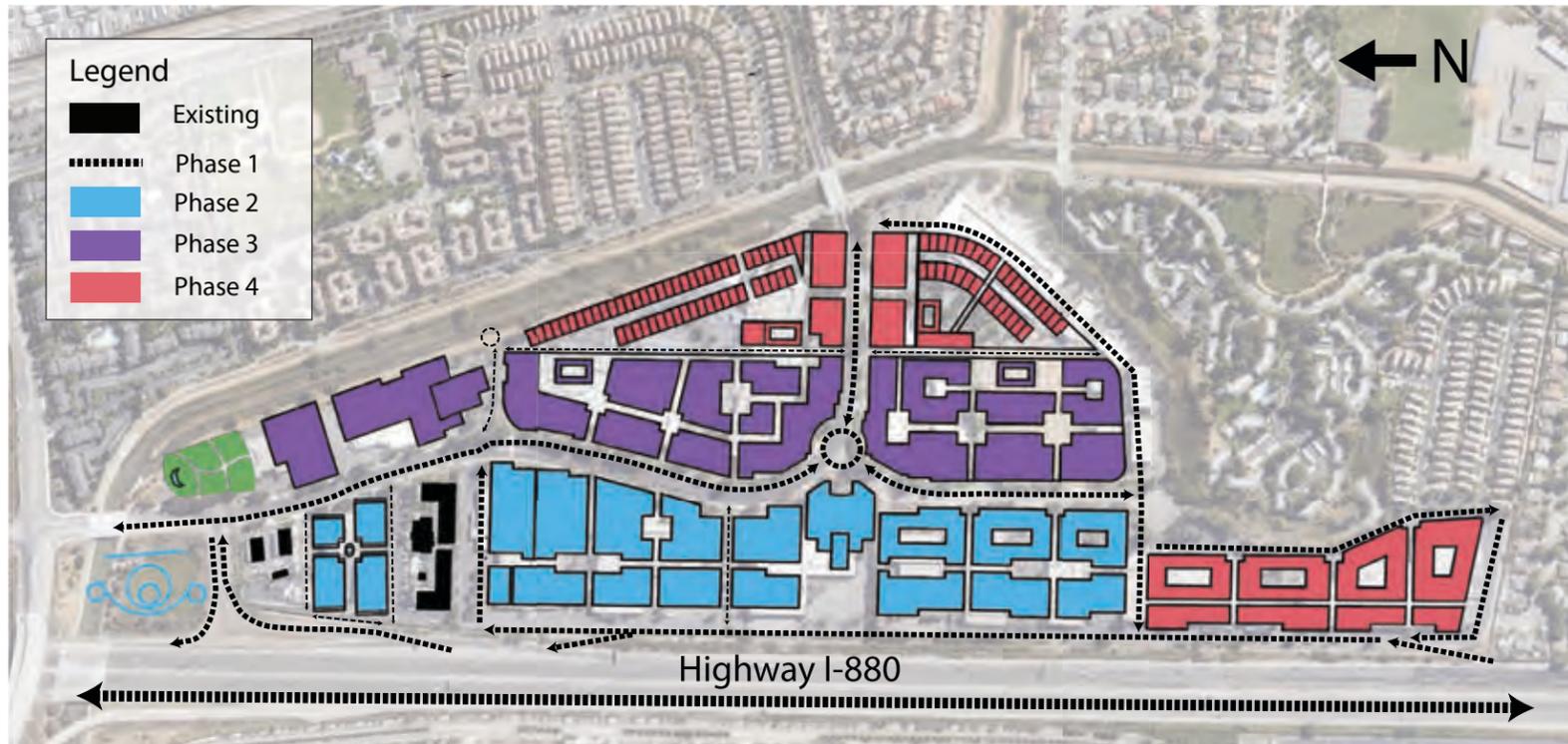
Conceptual Diagram



Illustrative Site Plan



Phasing



Phase 1 - Roads & Connections

New roads will ensure connections and reliable transportation within and around the project site. The frontage road will provide access to the site from the highway in the most effective manner. Roundabouts and green medians will provide traffic calming measures as well as promote walkability.

Phase 2 - Freeway Buffer & Gateway

The development of the freeway buffer and the gateway will assure noise protection and attract highway users to the site. The high-tech museum, high-rise offices, and interesting facades of the parking structures will attract onlookers to the site. The water feature and amphitheater will provide entertainment and strolling for locals and visitors.

Phase 3 - Cultural & Commercial District

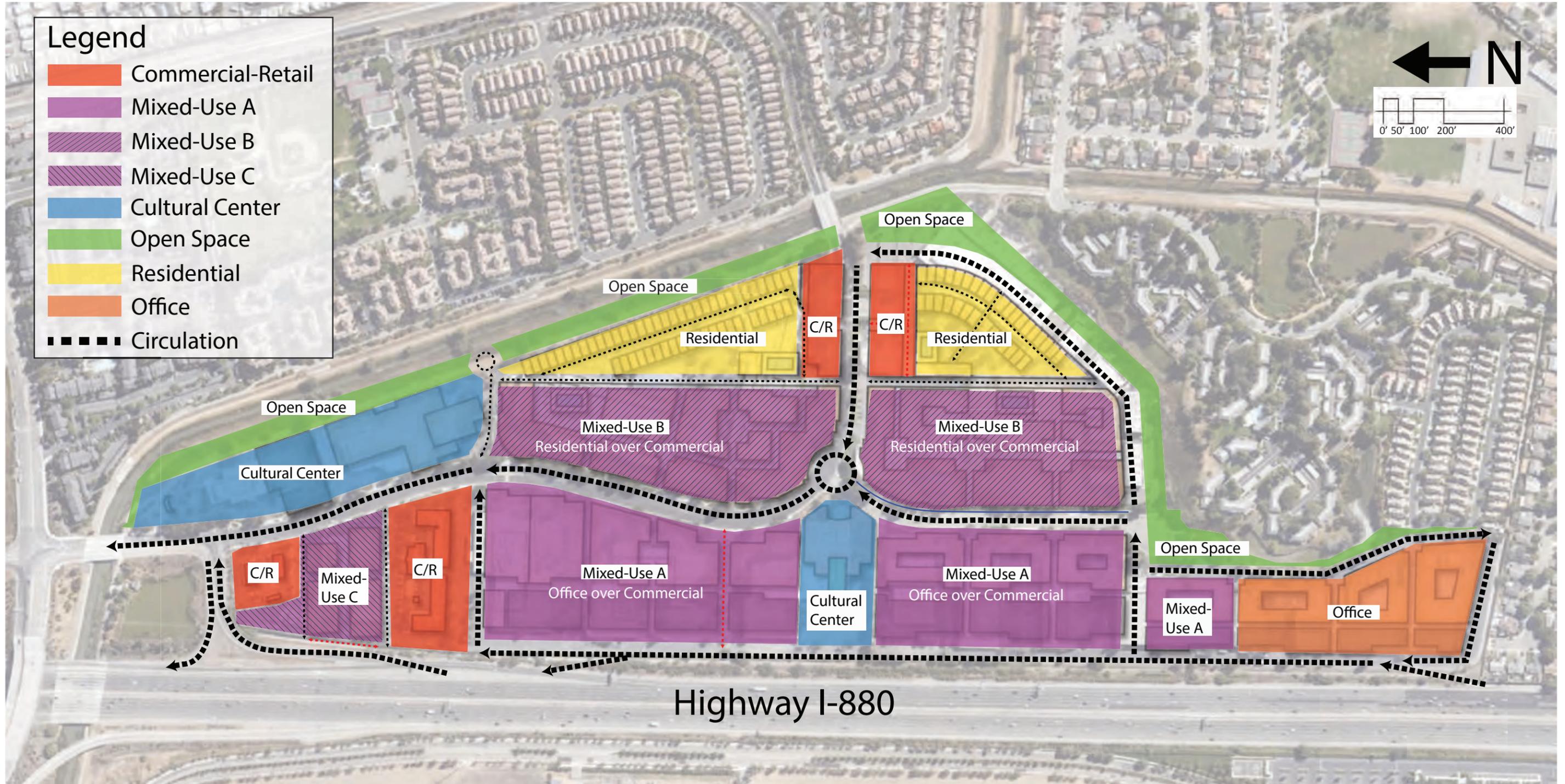
The cultural complex, commercial district, and apartments will further expand the livability of the Cosmo Center. Individuals will be given the opportunity to live, work, and play in the area. The commercial district will feature an international food court and is located below residential units.

Phase 4 - Additional Amenities

After the completion of the roads, gateway, as well as cultural and commercial district, additional offices and townhomes will be created to establish more living and working opportunities. Besides apartments, townhomes will be provide different choices for individuals who are working within or around the site.



Land-Use Map





Descriptions of Land-Uses

Commercial-Retail

Refers to facilities that are designated only for general retail or service commercial purposes.

Mixed-Use A, Commercial-Office

Refers to facilities that have commercial-retail uses in the ground floor and office uses in the upper floors.

Mixed-Use B, Commercial-Residential

Refers to facilities that have commercial-retail uses in the ground floor and residential uses in the upper floors.

Mixed-Use C, General Commercial

Refers to facilities that have commercial-retail and commercial-service uses in the ground floor as well as the upper floors. These facilities include a bowling alley, skating rink, and restaurants, and small shops.

Cultural Center

Refers to facilities that promote the arts and customs of various cultures through activities such as theater, exhibitions, dance, musical performances, and others.

Open Space

Refers to spaces for people to stroll, walk, have group activities, and take leisure time in.

Residential

Refers to facilities that have only residential uses. This includes townhouses.

Office

Refers to facilities that have only office uses. The office space will be available for more tech start-up businesses.

Square Footages By Use

The Cosmo Center will incorporate a variety of uses and activities. The Cosmo Center will include **416,500** square feet of park space, **51,500** square feet for an amphitheater, **95,000** square feet for a cultural center, a **104,500** square feet for an entertainment center, over **1.5 million** square feet for mixed use commercial-residential, **10,500** square feet for pool area, **309,000** square feet for townhomes, over **1.2 million** square feet for mixed use commercial-office, about **1.4 million** square feet for parking space, **130,000** square feet for a high-tech museum, **513,000** square feet of hotel space, **7,000** square feet for a gasoline station, **123,000** square feet for a pond, and **46,000** square feet of pedestrian space.

Square Footage by Use	
Use	Square Footage
Park	416,500
Amphitheater	51,500
Cultural Center	95,000
Entertainment Center	256,500
Mixed Use Commercial-Residential	1,545,000
Pool	10,500
Townhouse	309,000
Mixed Use Commercial-Office	1,137,000
Parking	1,472,500
High Technology Museum	130,500
Hotel	513,000
Gasoline Station	7,000
Pond	123,000
Pedestrian Space (Median)	46,000
Office	303,000
Retail	10,000

Required Parking Spaces	
Use	
Park	833
Amphitheater	103
Cultural Center	475
Entertainment Center	1,283
Mixed Use Commercial-Residential	1,692
Pool	40
Townhouse	746
Mixed Use Commercial-Office	4,913
Parking	-
High Technology Museum	355
Hotel	1,179
Gasoline Station	4
Pond	-
Pedestrian Space (Median)	-
Office	1,262
Retail	461
Grand Total	13,347



Square Footages by Building



Square Footages By Building

Square Footage by Building			
Facility Number	Use	Square Footage	Square Footage (Rounded)
1	Park	416,357	416,500
2	Amphitheater	51,733	51,500
3	Cultural Center	94,965	95,000
4	Entertainment Center	104,400	104,500
5	Mixed Use Commercial-Residential	150,403	150,500
6	Mixed Use Commercial-Residential	79,780	80,000
7	Mixed Use Commercial-Residential	74,714	74,500
8	Mixed Use Commercial-Residential	179,551	179,500
9	Mixed Use Commercial-Residential	31,200	31,000
10	Mixed Use Commercial-Residential	59,101	59,000
11	Mixed Use Commercial-Residential	101,344	101,500
12	Mixed Use Commercial-Residential	118,270	118,500
13	Pool	3,600	3,500
14	Pool Facility	12,800	13,000
15	Pool	3,600	3,500
16	Townhouse	3,409	3,500
17	Townhouse	3,409	3,500
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57	Townhouse	3,409	3,500
58	Townhouse	3,409	3,500
59	Townhouse	3,409	3,500
60	Townhouse	3,409	3,500
61	Townhouse	3,409	3,500
62	Townhouse	3,409	3,500
63	Townhouse	3,409	3,500
64	Townhouse	3,409	3,500
65	Townhouse	3,409	3,500
66	Townhouse	3,409	3,500
67	Townhouse	3,409	3,500
68	Townhouse	3,409	3,500
69	Commercial	17,600	17,500
70	Commercial	22,859	23,000
71	Commercial	22,741	22,500
72	Commercial	19,196	19,000
73	Facility	17,600	17,500
74	Townhouse	3,600	3,500
75	Townhouse	3,752	4,000
76	Townhouse	3,934	4,000
77	Townhouse	4,136	4,000
78	Townhouse	4,134	4,000
79	Townhouse	4,169	4,000
80	Townhouse	4,012	4,000
81	Townhouse	4,069	4,000
82	Townhouse	3,768	4,000
83	Townhouse	3,942	4,000
84	Townhouse	3,882	4,000
85	Townhouse	3,865	4,000

Square Footages By Building (continued)

86	Townhouse	4,012	4,000
87	Townhouse	3,990	4,000
88	Townhouse	3,844	4,000
89	Townhouse	3,546	3,500
90	Townhouse	4,066	4,000
91	Townhouse	3,600	3,500
92	Townhouse	3,600	3,500
93	Townhouse	3,600	3,500
94	Townhouse	3,600	3,500
95	Townhouse	3,600	3,500
96	Townhouse	3,600	3,500
97	Townhouse	3,600	3,500
98	Townhouse	3,600	3,500
99	Townhouse	3,600	3,500
100	Townhouse	4,039	4,000
101	Townhouse	3,600	3,500
102	Townhouse	3,600	3,500
103	Townhouse	3,600	3,500
104	Townhouse	3,600	3,500
105	Townhouse	3,600	3,500
106	Townhouse	3,600	3,500
107	Mixed Use Commercial-Residential	210,007	210,000
108	Mixed Use Commercial-Residential	121,200	121,000
109	Mixed Use Commercial-Residential	126,127	126,000
110	Mixed Use Commercial-Residential	78,600	78,500
111	Pool	3,600	3,500
112	Mixed Use Commercial-Residential	112,060	112,000
113	Mixed Use Commercial-Residential	102,754	103,000
114	Office	102,904	103,000
115	Parking	24,463	24,500
116	Office	84,873	85,000
117	Parking	34,649	34,500
118	Office	115,159	115,000
119	Parking	45,595	45,500
120	Mixed Use Commercial-Office	105,001	105,000
121	Parking	41,999	42,000
122	Mixed Use Commercial-Office	152,778	153,000
123	Parking	94,747	94,500
124	Mixed Use Commercial-Office	170,409	170,500
125	Parking	109,207	109,000

126	Service-Hotel	213,757	214,000
127	Parking	116,204	116,000
128	High Technology Museum	130,329	130,500
129	Service-Hotel	204,000	204,000
130	Parking	86,400	86,500
131	Mixed Use Commercial-Office	153,219	153,000
132	Parking	85,800	86,000
133	Mixed Use Commercial-Office	196,178	196,000
134	Parking	75,900	76,000
135	Mixed Use Commercial-Office	359,661	359,500
136	Parking	94,800	95,000
137	Commercial	9,847	10,000
138	Service-Hotel	44,197	44,000
139	Service-Hotel	43,369	43,500
140	Service-Hotel	7,116	7,000
141	Service-Hotel	370	500
142	Entertainment Center	48,300	48,500
143	Entertainment Center	43,200	43,000
144	Entertainment Center	21,200	21,000
145	Entertainment Center	39,491	39,500
146	Service-Gasoline Station	3,159	3,000
147	Service-Gasoline Station	2,924	3,000
148	Service-Gasoline Station	839	1,000
149	Pond	122,781	123,000
150	Landmark	1,384	1,500
151	Pedestrian Space	46,056	46,000
152	First Level Parking	374,865.17	375,000
153	First Level Parking	288,037.34	288,000

Total Parking By Building

Building Characteristics						
Facility #1						Total
Story	Ground					
Use	Park					
Square Footage	416,500					416,500
Parking Spaces	833					833
Facility #2						
Story	Ground					
Use	Amphitheater					
Square Footage	51,500					51,500
Parking Spaces	103					103
Facility #3						
Story	Ground	1				
Use	Cultural Center	Cultural Center				
Square Footage	47,483	47,483				95,000
Parking Spaces	237	237				475
Facility #4						
Story	Ground	1				
Use	Entertainment Center	Entertainment Center				
Square Footage	82,000	22,400				104,500
Parking Spaces	410	112				522
Facility #5						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	9,400	37,601	37,601	37,601	37,601	160,000
Parking Spaces	38	25	25	25	25	138
Facility #6						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	6,648	79,780	79,780	79,780	79,780	326,000
Parking Spaces	27	53	53	53	53	239
Facility #7						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	6,226	18,679	18,679	18,679	18,679	81,000
Parking Spaces	25	12	12	12	12	75
Facility #8						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	14,963	44,888	44,888	44,888	44,888	194,500
Parking Spaces	60	30	30	30	30	180

Facility #9						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	2,600	7,800	7,800	7,800	7,800	34,000
Parking Spaces	10	5	5	5	5	31
Facility #10						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	4,925	14,775	14,775	14,775	14,775	64,000
Parking Spaces	20	10	10	10	10	59
Facility #11						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	8,445	25,336	25,336	25,336	25,336	110,000
Parking Spaces	34	17	17	17	17	101
Facility #12						
Story	Ground	1	2	3	4	
Use	General Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	9,856	29,567	29,567	29,567	29,567	128,000
Parking Spaces	39	20	20	20	20	118
Facility #13						
Story		1				
Use		Pool				
Square Footage		3,600				3,500
Parking Spaces		-				-
Facility #14						
Story	Ground					
Use	Pool Facility					
Square Footage	12,800					13,000
Parking Spaces	26					26
Facility #15						
Story	Ground					
Use	Pool					
Square Footage	3,600					3,500
Parking Spaces	7					7
Facility #16-68						
Story	Ground	1				
Use	Townhouse	Townhouse				
Square Footage	90,352	90,352				180,500
Parking Spaces	213	213				425
Facility #69						
Story	Ground					
Use	Retail					

Total Parking By Building

Square Footage	17,600					17,500
Parking Spaces	88					88
Facility #70						
Story	Ground					
Use	Retail					
Square Footage	22,859					23,000
Parking Spaces	114					114
Facility #71						
Story	Ground					
Use	Retail					
Square Footage	22,741					22,500
Parking Spaces	114					114
Facility #72						
Story	Ground					
Use	Retail					
Square Footage	19,196					19,000
Parking Spaces	96					96
Facility #73						
Story	Ground	1				
Use	Townhouse	Townhouse				
Square Footage	8,800	8,800				17,500
Parking Spaces	21	21				41
Facility #74-106						
Story	Ground	1				
Use	Townhouse	Townhouse				
Square Footage	59,400	59,400				119,000
Parking Spaces	140	140				280
Facility #107						
Story	Ground	1	2	3	4	
Use	Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	17,501	52,502	52,502	52,502	52,502	227,500
Parking Spaces	70	35	35	35	35	210
Facility #108						
Story	Ground	1	2	3	4	
Use	Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	10,100	30,300	30,300	30,300	30,300	131,500
Parking Spaces	40	20	20	20	20	121
Facility #109						
Story	Ground	1	2	3	4	
Use	Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	10,511	31,532	31,532	31,532	31,532	136,500
Parking Spaces	42	21	21	21	21	126
Facility #110						
Story	Ground	1	2	3	4	

Use	Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	6,550	19,650	19,650	19,650	19,650	85,000
Parking Spaces	26	13	13	13	13	79
Facility #111						
Story	Ground					
Use	Pool					
Square Footage	3,600					3,500
Parking Spaces	7					7
Facility #112						
Story	Ground	1	2	3	4	
Use	Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	9,338	28,015	28,015	28,015	28,015	121,500
Parking Spaces	37	19	19	19	19	112
Facility #113						
Story	Ground	1	2	3	4	
Use	Retail	High-Density Residential	High-Density Residential	High-Density Residential	High-Density Residential	
Square Footage	8,563	25,688	25,688	25,688	25,688	111,500
Parking Spaces	34	17	17	17	17	103
Facility #114						
Story	Ground	1				
Use	Office	Office				
Square Footage	51,452	51,452				103,000
Parking Spaces	214	214				429
Facility #115						
Story	Ground	1				
Use	Parking Structure	Parking Structure				
Square Footage	12,232	12,232				24,500
Parking Spaces	-	-				-
Facility #116						
Story	Ground	1				
Use	Office	Office				
Square Footage	42,437	42,437				85,000
Parking Spaces	177	177				354
Facility #117						
Story	Ground	1				
Use	Parking Structure	Parking Structure				
Square Footage	17,325	17,325				34,500
Parking Spaces	-	-				-
Facility #118						
Story	Ground	1	2			
Use	Office	Office	Office			
Square Footage	38,386	38,386	38,386			115,000

Total Parking By Building (continued)

Parking Spaces	160	160	160			480
Facility #119						
Story	Ground	1				
Use	Parking Structure	Parking Structure				
Square Footage	22,797	22,797				45,500
Parking Spaces	-	-				-
Facility #120						
Story	Ground	1	2			
Use	Office + Gym	Office + Gym	Office + Gym			
Square Footage	35,000	35,000	35,000			105,000
Parking Spaces	144	144	144			432
Facility #121						
Story	Ground	1				
Use	Parking Structure	Parking Structure				
Square Footage	20,999	20,999				42,000
Parking Spaces	-	-				-
Facility #122						
Story	Ground	1	2	3		
Use	Retail	Office	Office	Office		
Square Footage	38,194	38,194	38,194	38,194		153,000
Parking Spaces	191	159	159	159		668
Facility #123						
Story	Ground	1	2			
Use	Parking Structure	Parking Structure	Parking Structure			
Square Footage	31,582	31,582	31,582			94,500
Parking Spaces	-	-	-			-
Facility #124						
Story	Ground	1	2	3		
Use	Retail	Office	Office	Office		
Square Footage	42,602	42,602	42,602	42,602		170,500
Parking Spaces	213	178	178	178		746
Facility #125						
Story	Ground	1	2			
Use	Parking Structure	Parking Structure	Parking Structure			
Square Footage	36,402	36,402	36,402			109,000
Parking Spaces	-	-	-			-
Facility #126						
Story	Ground	1	2	3	4	
Use	Hotel	Hotel	Hotel	Hotel	Hotel	
Square Footage	42,751	42,751	42,751	42,751	42,751	214,000
Parking Spaces	178	66	66	66	66	441
Facility #127						
Story	Ground	1	2			

Use	Parking Structure	Parking Structure	Parking Structure			
Square Footage	38,735	38,735	38,735			116,000
Parking Spaces	-	-	-			-
Facility #128						
Story	Ground	1	2	3	4	
Use	High-Technology Museum					
Square Footage	49,108	37,617	40,817	7,200	7,200	142,000
Parking Spaces	123	94	102	18	18	355
Facility #129						
Story	Ground	1	2	3	4	
Use	Hotel	Hotel	Hotel	Hotel	Hotel	
Square Footage	40,800	40,800	40,800	40,800	40,800	204,000
Parking Spaces	170	63	63	63	63	421
Facility #130						
Story	Ground	1	2			
Use	Parking Structure	Parking Structure	Parking Structure			
Square Footage	28,800	28,800	28,800			86,500
Parking Spaces	-	-	-			-
Facility #131						
Story	Ground	1	2	3		
Use	Retail	Office	Office	Office		
Square Footage	38,305	38,305	38,305	38,305		153,000
Parking Spaces	192	160	160	160		670
Facility #132						
Story	Ground	1	2			
Use	Parking Structure	Parking Structure	Parking Structure			
Square Footage	28,600	28,600	28,600			86,000
Parking Spaces	-	-	-			-
Facility #133						
Story	Ground	1	2	3		
Use	Retail	Office	Office	Office		
Square Footage	49,044	49,044	49,044	49,044		196,000
Parking Spaces	200	204	204	204		813
Facility #134						
Story	Ground	1	2			
Use	Parking Structure	Parking Structure	Parking Structure			
Square Footage	25,300	25,300	25,300			76,000
Parking Spaces	-	-	-			-
Facility #135						
Story	Ground	1	2	3		
Use	Retail	Office	Office	Office		

Total Parking By Building (continued)

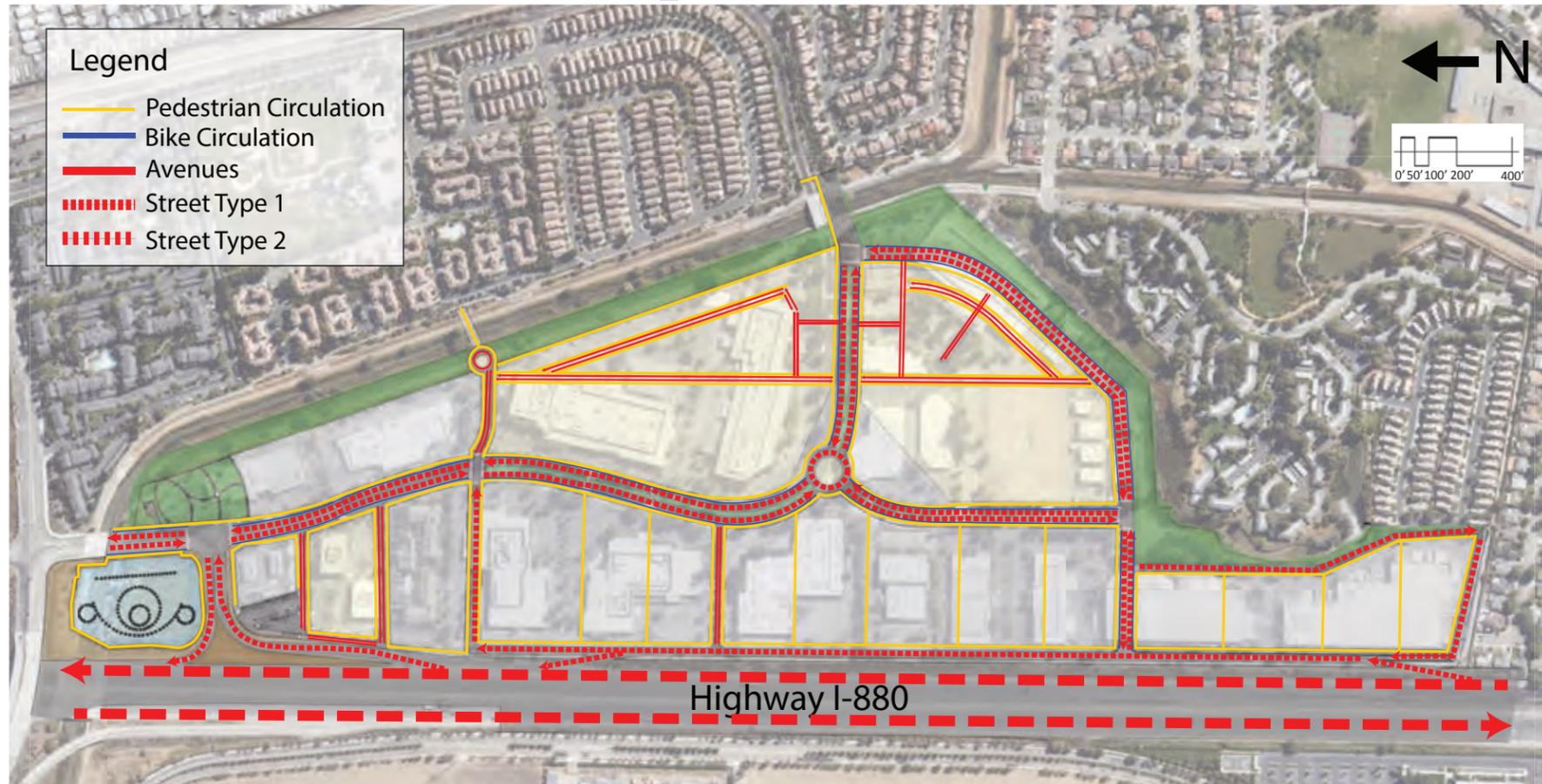
Square Footage	101,672	101,672	101,672	54,645	359,500
Parking Spaces	508	424	424	228	1,583
Facility #136					
Story	Ground	1	2		
Use	Parking Structure	Parking Structure	Parking Structure		
Square Footage	31,600	31,600	31,600		95,000
Parking Spaces	-	-	-		-
Facility #137					
Story	Ground				
Use	Retail				
Square Footage	9,847				10,000
Parking Spaces	49				49
Facility #138					
Story	Ground	1	2		
Use	Hotel	Hotel	Hotel		
Square Footage	14,732	14,732	14,732		44,000
Parking Spaces	49	49	49		147
Facility #139					
Story	Ground	1	2		
Use	Hotel	Hotel	Hotel		
Square Footage	14,456	14,456	14,456		43,500
Parking Spaces	48	48	48		145
Facility #140					
Story	Ground				
Use	Hotel				
Square Footage	7,116				7,000
Parking Spaces	24				24
Facility #141					
Story	Ground				
Use	Hotel				
Square Footage	370				500
Parking Spaces	1				1
Facility #142					
Story	Ground	1	2		
Use	Entertainment Center	Entertainment Center	Entertainment Center		
Square Footage	16,100	16,100	16,100		48,500
Parking Spaces	81	81	81		242
Facility #143					
Story	Ground	1			
Use	Entertainment Center	Entertainment Center			
Square Footage	21,600	21,600			43,000
Parking Spaces	108	108			216
Facility #144					
Story	Ground	1			
Square Footage	10,600	10,600			21,000
Parking Spaces	53	53			106

Facility #145					
Story	Ground	1			
Use	Entertainment Center	Entertainment Center			
Square Footage	19,746	19,746			39,500
Parking Spaces	99	99			197
Facility #146					
Story	Ground				
Use	Gasoline Pump				
Square Footage	3,159				3,000
Parking Spaces	-				-
Facility #147					
Story	Ground				
Use	Gasoline Pump				
Square Footage	2,924				3,000
Parking Spaces	-				-
Facility #148					
Story	Ground				
Use	Gasoline Station				
Square Footage	839				1,000
Parking Spaces	4				4
Facility #149					
Story	Ground				
Use	Pond				
Square Footage	122,781				123,000
Parking Spaces	-				-
Facility #150					
Story	Ground				
Use	Landmark				
Square Footage	1,384				1,500
Parking Spaces	-				-
Facility #151					
Story	Ground				
Use	Pedestrian Space				
Square Footage	46,056				46,000
Parking Spaces	-				-
Facility #152					
Story	Ground				
Use	Parking Structure				
Square Footage	374,865				375,000
Parking Spaces	-				-
Facility #153					
Story	Ground				
Use	Parking Structure				
Square Footage	288,037				288,000
Parking Spaces	-				-
Grand Total Parking Spaces					13,347

Circulation and Parking Map



Circulation Map



The street network in Cosmo Center is designed to accommodate a mix of mobility options. This includes pedestrian, bicycle, and vehicular circulation, and the use of different street types to handle different traffic volumes.

Vehicular Circulation

Vehicular circulation is kept on the major streets and coerced to move slowly by use of narrow lanes, bulb-outs at pedestrian crossings and one-way street systems.

Bicycle Circulation

Bicycle circulation is accommodated through bicycle lanes that are buffered from vehicular circulation by on-street parking.

Pedestrian Circulation

Pedestrian circulation is served by a multitude of paths that are accessible only to pedestrians give pedestrians a greater sense of accessibility to the site.

California Circle Typical Section and Plan

California Circle will accommodate pedestrian, bicycle, and automobile circulation by use of wide sidewalks, bicycle lanes, on-street parking, and narrow vehicular lanes.



15' Sidewalk 4' Bike 9' Parking 12' Street 20' Median 12' Street 9' Parking 4' Bike 30' Sidewalk





Cross Sections

The cross-sections depict the California Circle area and the mix of uses near the main street. The mixed-use developments will incorporate residential uses on the upper three floors. Most of the ground floor will be dedicated to an enclosed parking garage for residents. A small section of the ground floor will be reserved for commercial-retail uses to attract activity on California Circle.

Across California Circle will be a luxury hotel. The upper floors will consist of hotel rooms and suites for visitors. The ground floor will be reserved for hotel administration and services, such as restaurants and bars. Behind the hotel will be a parking garage for tourists and visitors of the hotel and Cosmo Center.

The cross-section above shows the **transition of uses** in Cosmo Center. Going left to right (or east to west), it is observed that residential uses are positioned close to the existing residential neighborhoods near the site.

Commercial-Residential Uses

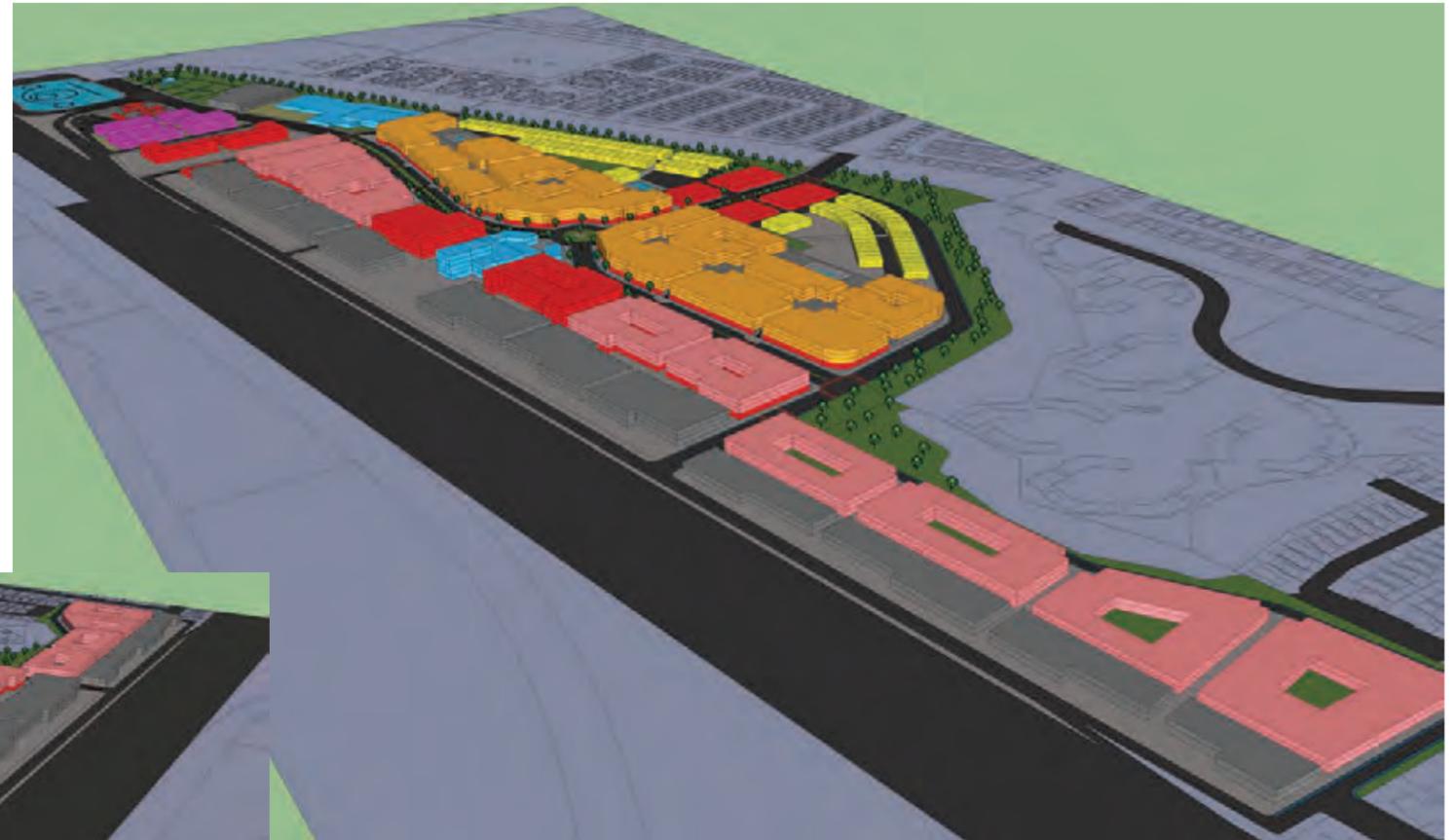
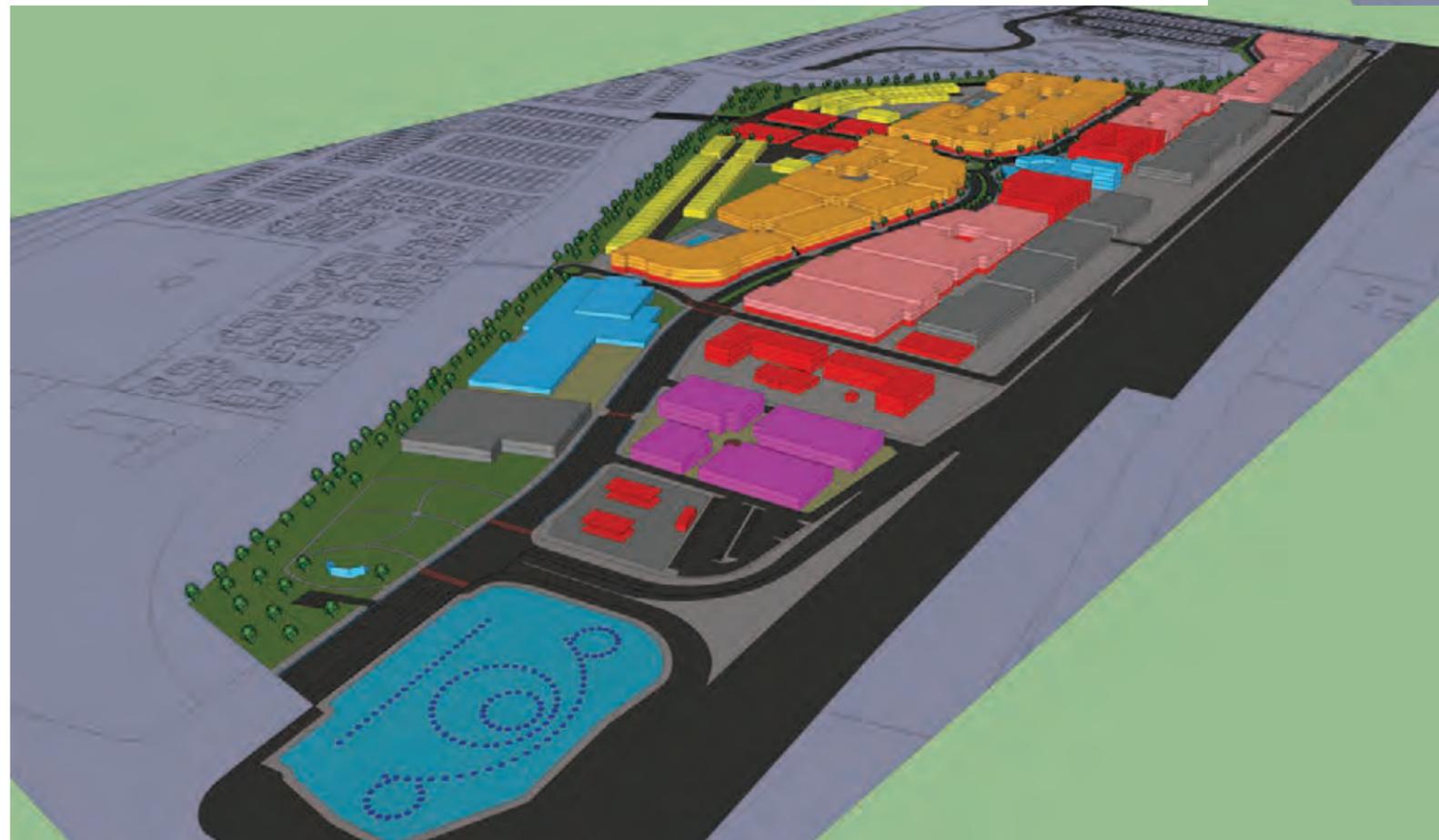
Next, denser residential uses are mixed with parking and commercial-retail uses with mixed-use developments. The main street of Cosmo Center, California Circle, will be complete with streetscaping and activities centers in developments alongside it to make it the central corridor of Cosmo Center. A luxury hotel will house restaurants and other commercial services in the ground floor, while the upper floors will have luxury suites.

Parking Structures

A parking structure will accommodate the parking needs of hotel and Cosmo Center visitors. Parking structures will also be complete with façades facing Interstate 880 to attract the attention of highway users.

General Views of Project Proposal

Bird's Eye View from the North



Bird's Eye View from the South



Looking west along California Circle towards the roundabout plaza and the Milpitas Tech Museum

View showing Milpitas Tech Museum (left), California Circle, and the roundabout with the sculptur.





Landscaped median along California Circle and roundabout with museum seen on the right side

Small plaza adjacent to Milpitas Tech Museum



Milpitas Tech Museum and central roundabout with sculpture

View from roundabout towards Milmont Drive



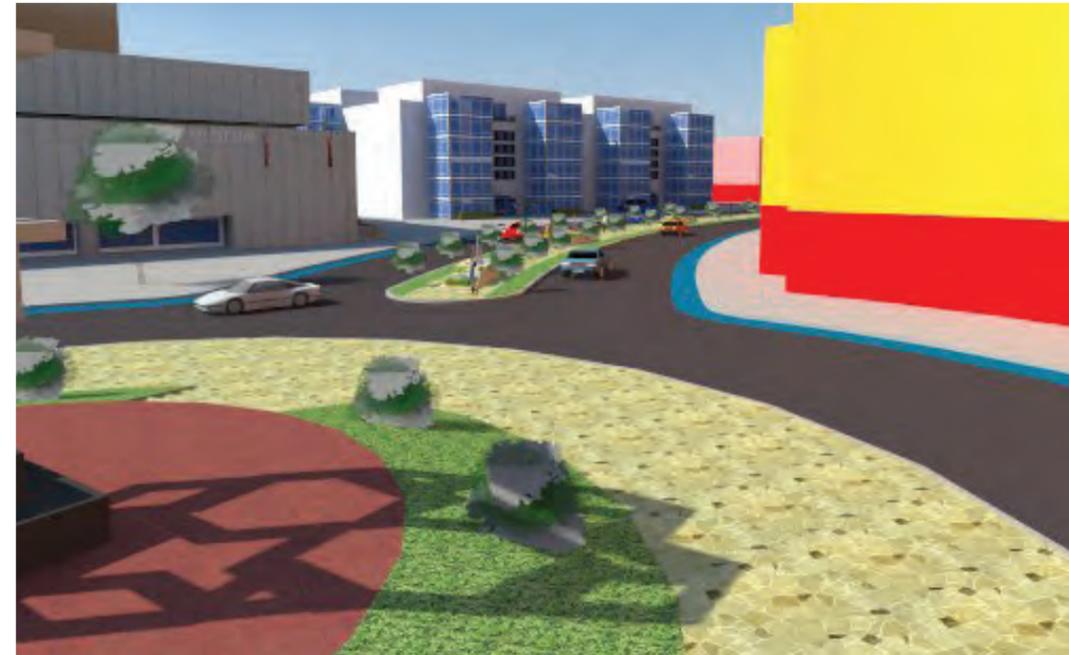
Landscaped median with benches and other pedestrian-friendly features at California Circle



Parking structures with façade and frontage road along Interstate 880



Pedestrian median with water features



Looking down California Circle from roundabout plaza

Variety of retail and service options at California Circle



Hotel and mixed-use development by Cadillac Court





Team 3
Stephen Severon
Tom Bertwistle
Alex Perez
Yuri Way

THE CIRCLE

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THE CIRCLE Vision Statement:

THE CIRCLE will be a vibrant community bustling with recreational, educational, and culturally rich venues to explore; it will serve as a premiere destination for ethnic cuisine, artistic expression, shopping, and entertainment. THE CIRCLE will continually transform itself to resonate the spirit of its diverse community setting at any given time. Designed to fit the needs of nearby residents and tourists, California Circle will offer plenty of unique experiences and be an attractive destination to visit.

Project Description

Two primary objectives fueled our site re-envisioning: creating an alluring multi-faceted destination for all demographics, and cultivating a captivating pedestrian-oriented environment wherein walkers and shoppers alike would want to linger.

The Circle has 1,115,537 square feet of commercial space concentrated at the site's core: just over 1 million square feet is designated for retail, and 109,000 square feet is designated for two hotels; in addition, offices are allotted 153,000 square feet. Low to medium density residential border the eastern edge of the site, and high density residential sits above ground floor commercial space along California Circle.

Our signature sector is a 606,000 square foot civic complex and 270,000 square foot interactive public plaza. The complex is comprised of up to three separate buildings, which allow for more feasible construction: a conference center will enable local, national and international conferences, seminars and exhibitions; a performance center enables cultural performances, concert festivals, dance exhibitions and theater productions; and a special space within the center will be utilizable at minimal costs for existing religious facilities to congregate. The centers will also offer rentable space for complementary retail. The open, paved public plaza is a flexible platform supportive of farmers markets, local food entrepreneurs, fairs, etc. The western tip of the plaza features an outdoor amphitheater as a casual venue for live performances and outdoor movie screening.

The Circle achieves a strong user experience and sense of belonging through reinforcing pedestrian priority in our designs. Though high-density mixed-retail line the main streets, human scale elements are used to create an environment of intimacy and allow elements to be appreciated by viewers at the street level. Sidewalks have been extended to allow adequate space for street

furniture and other sidewalk amenities, and provide easy access to the high-density street frontage. Existing mature trees in addition to installed landscaping enhances the attractiveness of the site and heightens the pedestrian experience. Furthermore, pedestrian only pathways meander throughout the site, bringing in the charm of a village and increasing physical permeability. Aimed for users to develop a strong sense of attachment and belonging personalization is encouraged through interactive public art. Professional, amateur and beginner artists alike are encouraged to submit artwork for public display, adding richness and cultivating a sense of community pride.

Striking vistas have been created throughout the site. Two grand axis stems outward from the public plaza toward the western site boundary. The northern axis is a tiered 114,000 square foot park lined with retail, featuring patios that open onto the park. The southern axis is a sloped 56,000 square foot park that ascends to the existing open space just outside the site boundary. To reinforce our goal of sustainability, the parks will utilize native, drought-tolerant plants, and grey water for landscaping.

To further realize our sustainability goals, the redesigned layout is supportive of sustainable transportation: the aforementioned pedestrian-only pathways permeate the site; 2-way cycle lanes are provided on all major streets; and public transit routes can easily be incorporated with the goal of adding a major transit terminal, this site is ready to become a transit oriented development.

The new residences lining the periphery of the site seamlessly pull in the existing residential community and slowly transition into a commercial environment. This slow transition sensitively integrates residences to the new bustling core that is set to offer unique recreation amenities and a lively shopping and entertainment district. Welcome to The Circle.



THE CIRCLE - Concept Plan



Illustrative Site Plan



Development Table

Building Number	Floors	Use	Area (ft ²)	Apartments (Housing)	Parking Required
1	1	Commercial Retail	76,675	-	307
	2	Office	76,675	-	253
	3	Office	76,675	-	253
2	6	Commercial Hotel	45,600	646	646
3	1	Commercial Retail	40,948	-	164
	2	Residential	40,948	29	58
	3	Residential	40,948	29	58
4	1	Residential	24,038	17	34
	2	Residential	24,038	17	34
5	1	Commercial Retail (Gallery)	46,626	-	187
	2	Residential (loft)	46,626	33	66
6	1	Commercial Retail	33,389	-	134
	2	Residential	33,389	24	47
7	1	Residential	34,681	25	49
	2	Residential	34,681	25	49
8	1	Commercial Retail (Gallery)	78,032	-	312
	2	Residential (loft)	78,032	55	111
9	1	Commercial Retail	57,852	-	231
	2	Residential	57,852	41	82
10	1	Residential	31,111	22	44
	2	Residential	31,111	22	44
11	1	Commercial Retail	57,222	-	229
	2	Residential	57,222	41	81
12	1	Commercial Retail	128,089	-	512
	2	Residential	128,089	91	181
	3	Residential	74,167	53	105

Building Number	Floors	Use	Area (ft ²)	Apartments (Housing)	Parking Required
13	1	Residential	46,400	33	66
	2	Residential	46,400	33	66
14	1	Commercial Retail	54,099	-	216
	2	Residential	54,099	38	77
15	1	Commercial Retail	77,185	-	309
	2	Residential	77,185	55	109
16	1	Commercial Retail	64,580	-	258
	2	Commercial Retail	64,580	-	258
17	1	Commercial Retail	23,784	-	95
	2	Commercial Retail	23,784	-	95
18	1	Residential	23,200	16	33
	2	Residential	23,200	16	33
19	2	Cultural Centre	605,964	-	1,212
20	1	Commercial Retail	47,986	-	307
	2	Residential	47,986	34	68
	3	Residential	47,986	34	68
21	1	Residential	116,000	82	164
	2	Residential	116,000	82	164
22	1	Commercial Retail	45,834	-	307
	2	Residential	45,834	32	65
	3	Residential	45,834	32	65
23	1	Residential	127,600	90	181
	2	Residential	127,600	90	181
24	6	Commercial Hotel	63,214	896	896
25	1	Commercial Retail	86,058	-	307
26	1	Residential	75,460	53	107
	2	Residential	75,460	53	107
Totals			3708029	1299	10085

Project Phasing

The Circle sits on approximately 117 acres of land. The site is divided into four phases for development based on built square footage, building type and use, and proximity to the freeway ramp. The Phasing is detailed below.



Phase I consists of the building types and uses immediately adjacent to the freeway off ramp. Approximately 830,000 square feet of mixed use buildings comprised of commercial retail, the existing hotel renovated, office and some initial residential over retail. Starting here seeds the rest of the site for development.



Phase II completes the residential over retail mixed use component creating an activity center which is lively, engaging, and inviting for the surrounding community. Phase II will consist of approximately 1,166,000 square feet of building space.



Phase III is the construction of the heart and center of The Circle, the Cultural Center. The Cultural Center is approximately 600,000 of the 840,000 square feet of total building footage. The remainder is the secondary anchor hotel and market place. Because of the large costs, this center is built in the final phase of commercial construction and set the stage for the final phase.



Phase IV is the completion of the village homes. All main residential components are built at the end to ensure property values, ROI for the developer, and that the new residents would be entering a surrounding which is complete and free from construction intrusions such as noise and debris.



Land Use Map

LEGEND

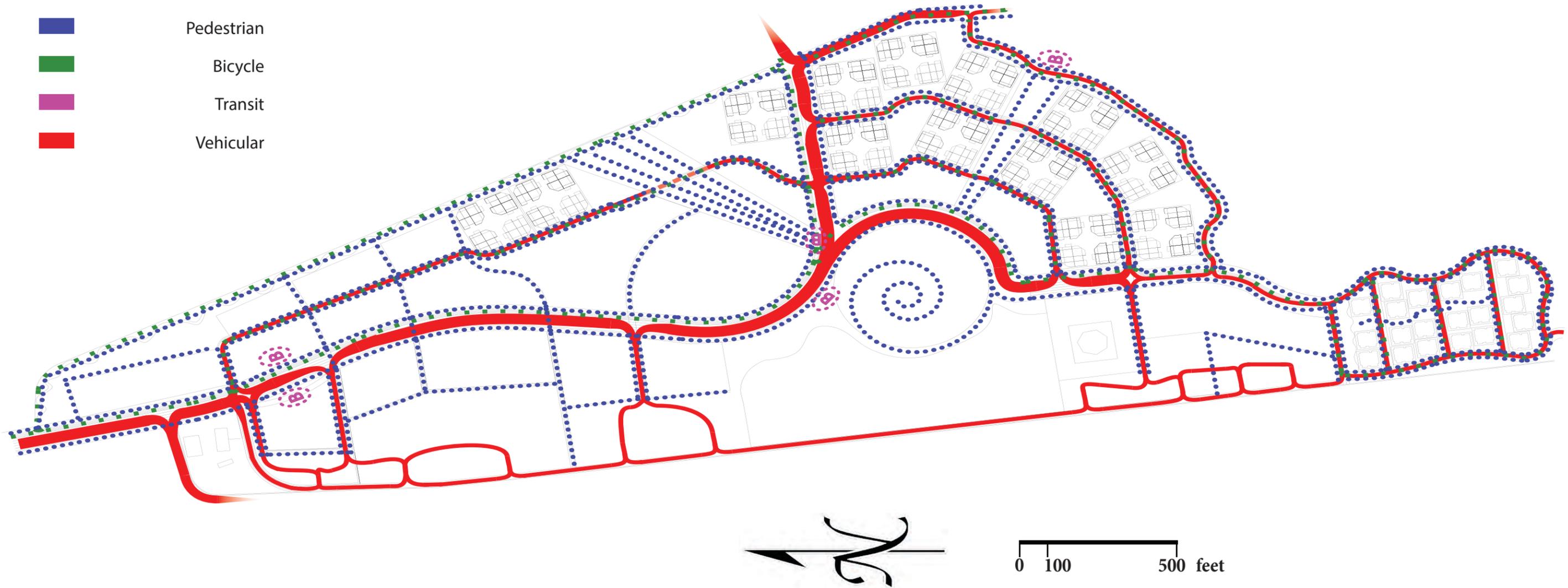
- Medium Density (6-15 units/acre)
- Medium Density (7-11 units/acre)
- Residential Retail Mixed Use
- Mixed Use
- Commercial
- Parks and Open Space
- Public Facilities



Circulation Map

Legend

-  Pedestrian
-  Bicycle
-  Transit
-  Vehicular





Circulation



Bicycle experience bridges the need for direct commute roadways for long distance travel and the pedestrian facilities and amenities offered up throughout the site. Bicycles have dedicated cycle tracts on main thoroughfares for the main commutes. All subsequent roads are shared roadways with proper markings and inhibited vehicular speeds. Bike parking will be plentiful across the entire site: both short-term and long-term will be provided, as well as bike maintenance facilities.



Pedestrian experience is at the heart and soul of this site. Their movement has complete priority and permeability throughout the site. To facilitate this, large crosswalks interrupt the main boulevards, the smaller roads are designed to inhibit speed and let the pedestrian feel comfortable in the street as well. There are a variety of open spaces to explore and connections which bridge the site via pedestrian pathways. Visual interest through specific view corridors direct people throughout the site as well, facilitating their movement toward large public open spaces like the creek walk or grand terraced parks, and away from residential retreats.



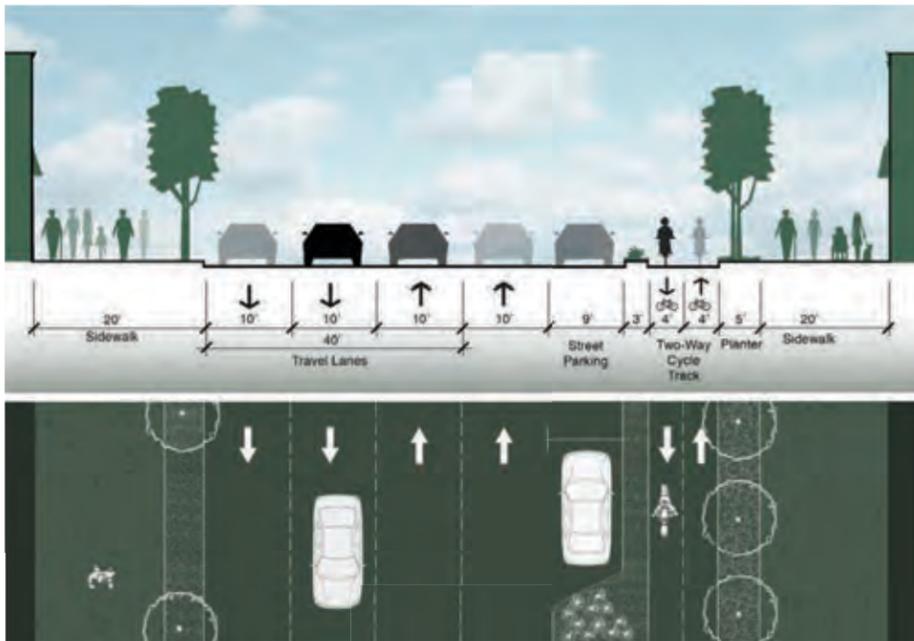
Transit experience is direct and to the point. Several sheltered and ornate bus stops are located on the site, including twin terminal stations at the center of the site which act as a central distribution point, facilitating easy access throughout the entire city, and encouraging rider usage. As a transit oriented development, specific incentives should be granted to encourage rider usage such as discounted passes for employers, reduction in parking requirements and density bonuses for developers, and use of the traffic impact fees to directly affect the transit network on the site.



Vehicular experience is slower moving but friendly. Though The Circle will not encourage vehicle use, it does provide adequately for it in many ways. Large parking structures make parking easy and, because they are concentrated, will encourage walking throughout the site. The main thoroughfares sit on approximately the same roadways as the existing infrastructure to align with current property lines, with minor changes for visual interests. North Abbott Avenue will now connect through with California Circle and create a third connection to the site. Behind the single family residential component, a fourth connecting street is added to ensure maximum accessibility for the sites residents to come and go without sharing roads with patron traffic.

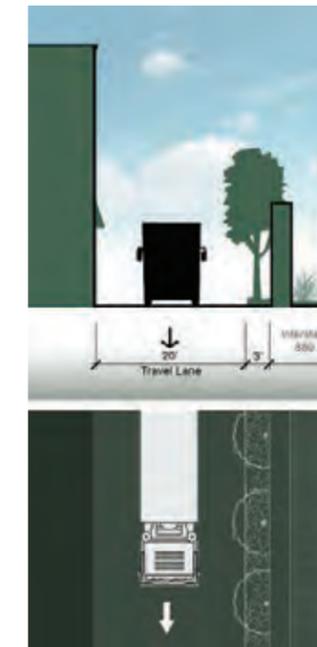
Proposed Streets Typology

Street Type 1 Typical Cross Section Looking North Commercial/Civic Street Type – California Circle



The existing California Circle will be widened to a four-lane two-way traffic street to accommodate increased vehicular traffic. The street will utilize traffic calming measures to ensure it is suitable for a walkable, pedestrian friendly environment. Sidewalks have been extended to allow adequate space for street furniture and other sidewalk amenities and provide easy access to the high-density street frontage. Bicycling access and safety is improved by implementing a 2-way cycle track along the east side of the street. On-street parallel parking and a vegetated median buffer bicyclists from vehicular traffic flow. Existing mature trees in addition to installed landscaping will enhance the attractiveness of the site.

Street Type 2 Typical Cross Section Looking South Access Street Type



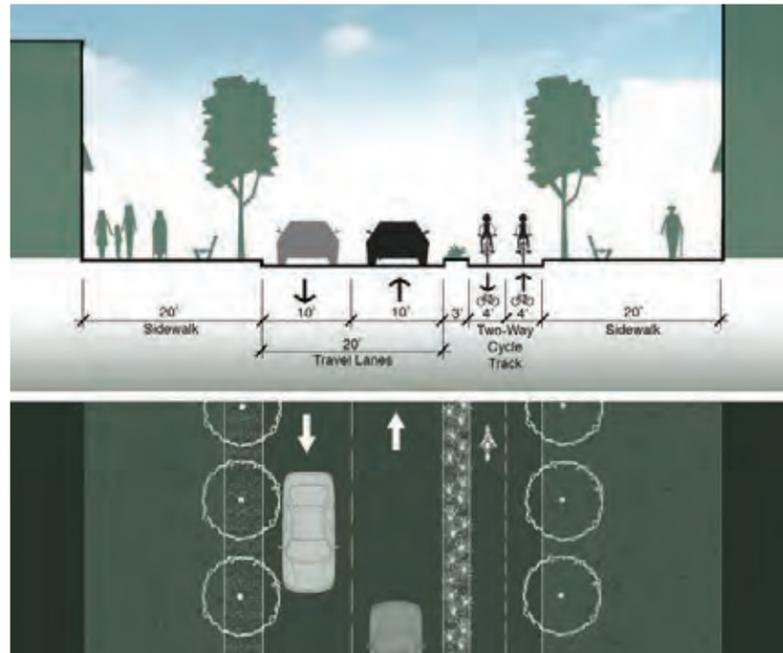
A new one-way street running parallel to Interstate 880 is proposed to provide public access to the rear of businesses located to the west of California Circle and to the convention center for the purposes of delivery and loading/unloading. A wall and landscape buffer the street from Interstate 880.

Street Typology Map



Street Type 3 Typical Cross Section Looking North

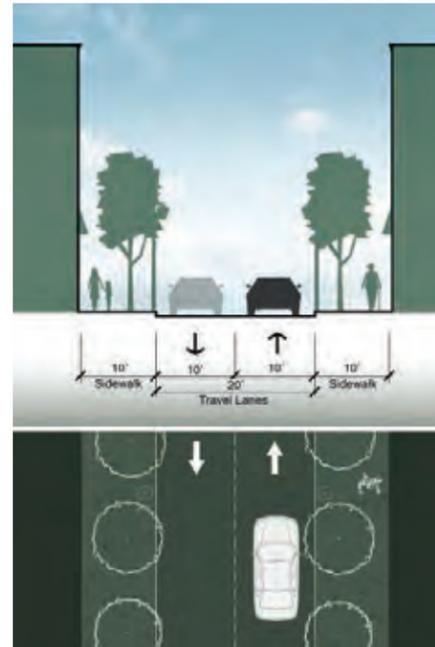
Commercial/Residential Street Type – California Circle



The south end of California Circle leads into a low-density housing area and therefore decreases to a two-lane two-way traffic street. On-site street parking is not provided; a parking lot to the rear of a proposed commercial development on the immediate west of the street type is intended to fulfill the public parking needs within the area. A 2-way cycle track runs along the east side of the street and a vegetated median buffers bicyclists from vehicular traffic flow. Sidewalks have been extended to allow adequate space for street furniture and other sidewalk amenities.

Street Type 4 Typical Cross Section Looking East

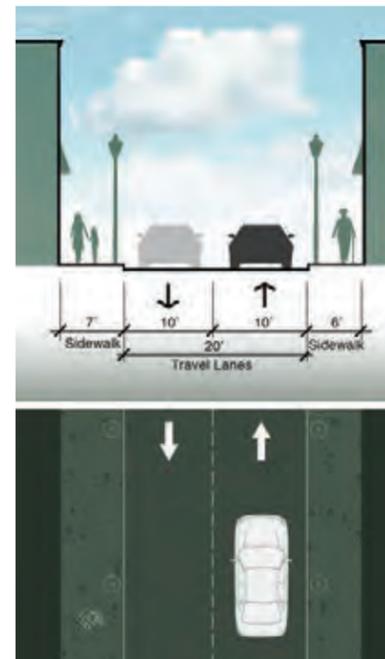
Residential Street Type



A new Residential Street type to provide access to the new high-density housing. The two-lane two-way traffic street will feature a landscaped street edge as well as light fixtures along either side of the street. Sidewalks are provided for a safe, walkable environment with adequate space for sidewalk amenities.

Street Type 5 Typical Cross Section Looking North

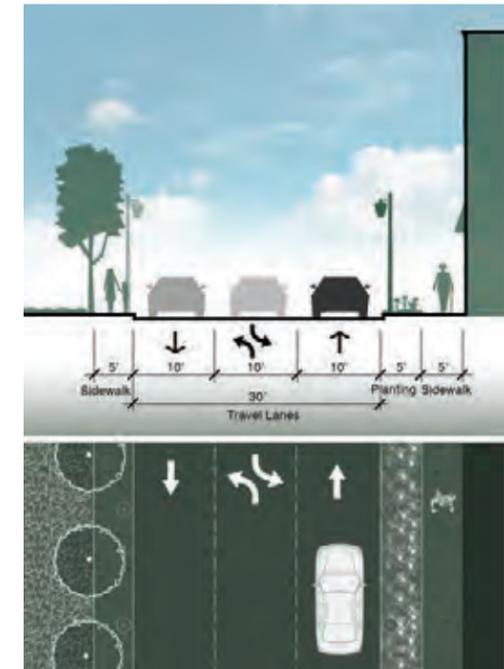
Residential Street Type



A new Residential Street type to provide access to the new high-density housing along Guadalupe River and commercial developments east of California Circle. The two-lane two-way traffic street will incorporate light fixtures along either side of the street and sidewalks that facilitate a safe, walkable environment with adequate space for sidewalk amenities.

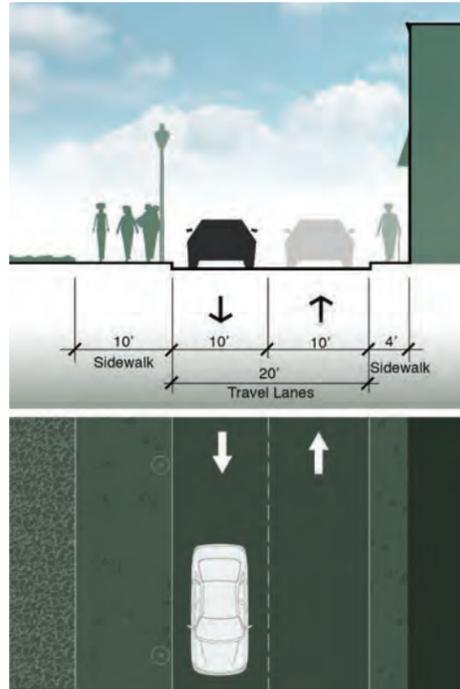
Street Type 6 Typical Cross Section Looking West

Residential Street Type



A new Residential Street type to provide access to the high-density housing along the southeastern project boundary. The street type features a two-way two-lane traffic street as well as a two-way center turn lane. A landscaped street edge on the north side of the street increases attractiveness and pedestrian comfort. The south side of the street features a sidewalk to allow pedestrians access to the existing open space.

Street Type 7 Typical Cross Section Looking North
Residential Street Type



A new Residential Street is proposed. The two-way two-lane traffic street will be slow moving and suitable for bicyclists to share the road. Ample sidewalk space allows for pedestrian comfort. Street frontage is defined by yards and open space that provides an attractive setting for low-density residential homes.

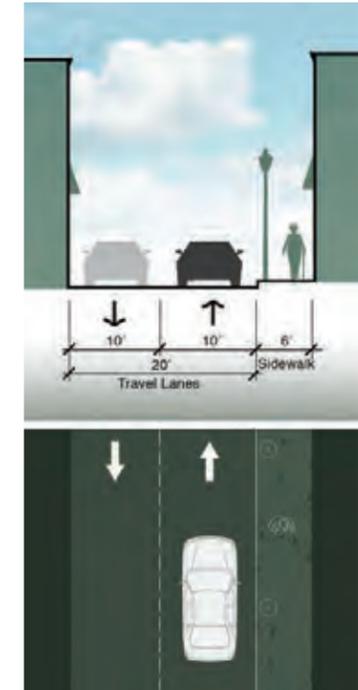
Street Type 8 Typical Cross Section Looking North
Commercial/Civic Street Type – California Circle



A portion of the existing California Circle will be widened to a four-lane two-way traffic street to accommodate increased vehicular traffic. The south end of this street type features a right-turn lane for access to the proposed hotel. The street will utilize traffic calming measures to ensure it is suitable for a walkable, pedestrian friendly environment. Sidewalks have been extended to allow adequate space for street furniture and other sidewalk amenities and provide easy access to the high-density street frontage. Bicycling access and safety is improved by implementing a 2-way cycle track along the east side of the street. On-street parallel parking and a vegetated median buffer bicyclists from vehicular traffic flow. Existing mature trees in addition to installed landscaping will enhance the attractiveness

Street Type 9 Typical Cross Section Looking East
Commercial/Residential Street Type

Commercial/Residential Street Type



A new Residential Street is proposed to provide access to the new high-density housing and commercial developments southeast of the plaza. The two-lane two-way traffic street will be slow moving to nurture a pedestrian friendly environment and render the streets safe for bicyclists. A sidewalk is provided on the residential side of the street and incorporates light fixtures to facilitate a safe, walkable



View from the Northeast

View from the Southwest



Elevation view towards the Central Plaza and the Cultural Center

View from Northwest showing Land-use of Built-up Volumes





The Central Plaza, with the amphitheatre set up for live music .



Section of the Central Plaza looking from South from California Circle



The Central Plaza and the amphitheater looking to the West

Central Plaza park with commercial uses on the Southwest.



Three story buildings (residential over retail) facing the Plaza



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URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Chapter 5

Final Proposals

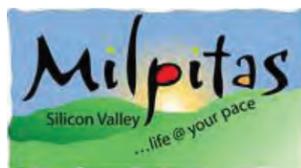
Main at Serra

Team 4: Granger / Merino / Caruso / Van Leeuwen

Team 5: Alcantra / Bedekovic / Kim / Tran

Team 6: Marston/ Oreizi / Paul / Wood

Team 7: Ammari / Carlucci / Kramer / Osterhus



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The Main Connection



Team 4

Elizabeth Granger
Emilio Merino
Claire Caruso
Kyle Van Leeuwen



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Vision Statement

The Main Connection celebrates the history of Milpitas, as well as its development into a culturally rich city. Some of its attractions include *The Main Street Circle*, the International Theater and Plaza, and the Cultural History Museum. *The Main Connection* emphasizes pedestrian connections and mixed-use features to create a cohesive downtown area for the City of Milpitas.

The Main Connection as a Gateway to Milpitas

The Main Connection is located in the historic Midtown District of Milpitas, where it is bordered by the highly trafficked Calaveras Boulevard and intersected by Abel and Main Street. The site's location makes it an ideal space for declaring the city's presence and culture. Physical gateways are located at the west entrance of Serra Way off of Calaveras Boulevard as well as to the north and south of Main Street. The architectural features of the Cultural History Museum and Pedestrian Plaza, (surrounded by the International Movie Theater and Residential Hotel), mark the west entrance. A distinctive open green plaza – designated for uses such as outdoor markets and food trucks – marks the northern gateway. To the southern entrance, and throughout *The Main Connection*, is a distinct pattern of dense mixed-use buildings, wide pedestrian paths, and planted medians.

Mixed Use Attractions & Pedestrian Connections in Milpitas

The Main Connection utilizes dense, mixed-use spaces to add a robust and unique asset to Milpitas. *The Main Connection* boasts a variety of uses including nearly 1,000 residential units;

a residential hotel, retail and office space, and social gathering spaces – both indoor and outdoor. To facilitate efficient use of the mixed-use development, the site plan includes wide pedestrian walkways, frequent road crossings, bike paths, and outdoor gathering areas.

The Main Connection also proposes a Pedestrian Greenway across the railway to connect the Midtown Area to the Civic Center, as well as to connect East and West Milpitas. In the initial studies of the site, it was discovered that there are no convenient and safe pedestrian crossings over the railway, which splits the city in two. A Pedestrian Greenway would not only increase the safety and circulation of Milpitas, but also serve as a unique landmark in the center of the city.

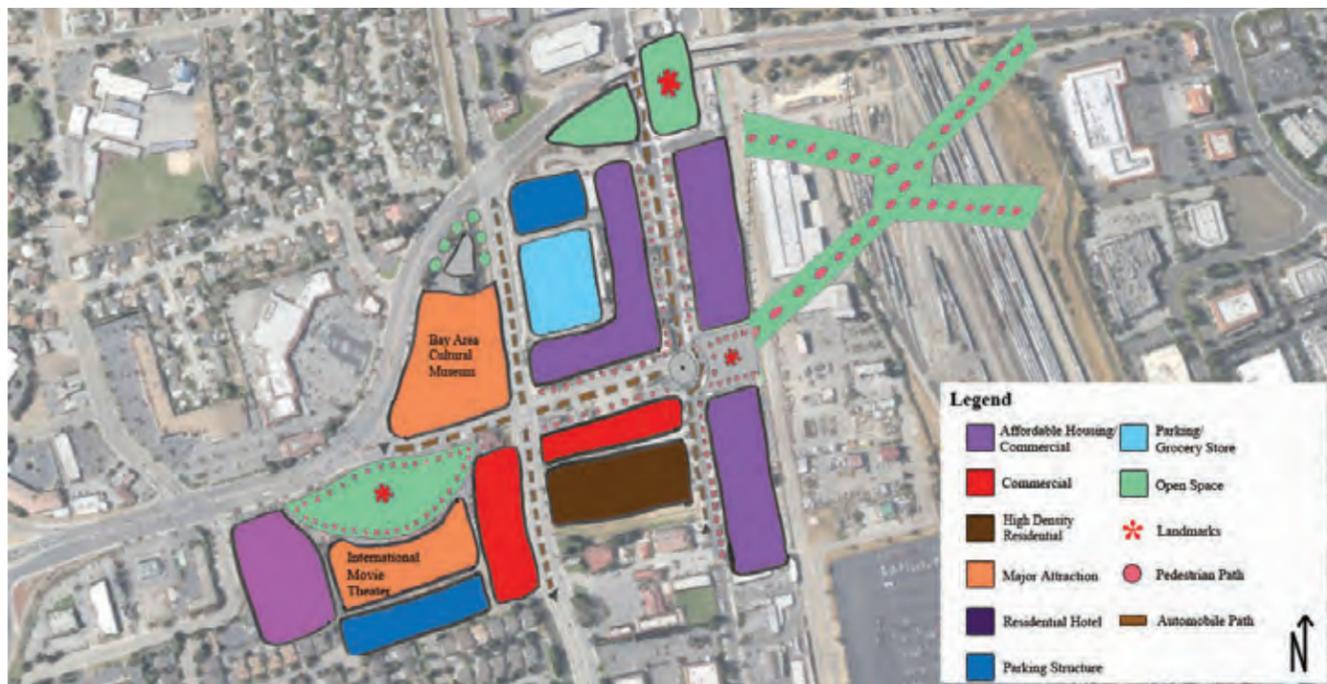
The Main Connection as a Celebration History

The *Main Street Circle* is located at the geographic beginning of Milpitas. To celebrate this historic location, we made it the focal point of *The Main Connection's* design, marking it with a traffic circle, plaza, and mural. The artwork in this location should emphasize its historic significance. Radiating out of the *Main Street Circle* are large pedestrian walkways and bike paths bordered by restaurants and retail attractions that will represent the diverse demographics of Milpitas.

The Main Connection as a Celebration of Culture

At the opposite end of Serra Way, *The Main Connection* will feature the wonderful diversity of Milpitas with a Cultural History Museum and International Movie Theater. These attractions will be architecturally striking and serve as landmarks throughout the North Bay. They will be highly visible from the surrounding thoroughfares, adjacent to outdoor gathering areas, and encircled by commercial, office, and residential uses.

The unique focus of *The Main Connection* as an expression of the history and culture of Milpitas makes it attractive to both resident and visitors. By introducing this appealing mixed-use development, Milpitas would create a welcoming environment for people throughout the North Bay.



Concept Diagram



The Main Connection / Illustrative Site Plan



Legend

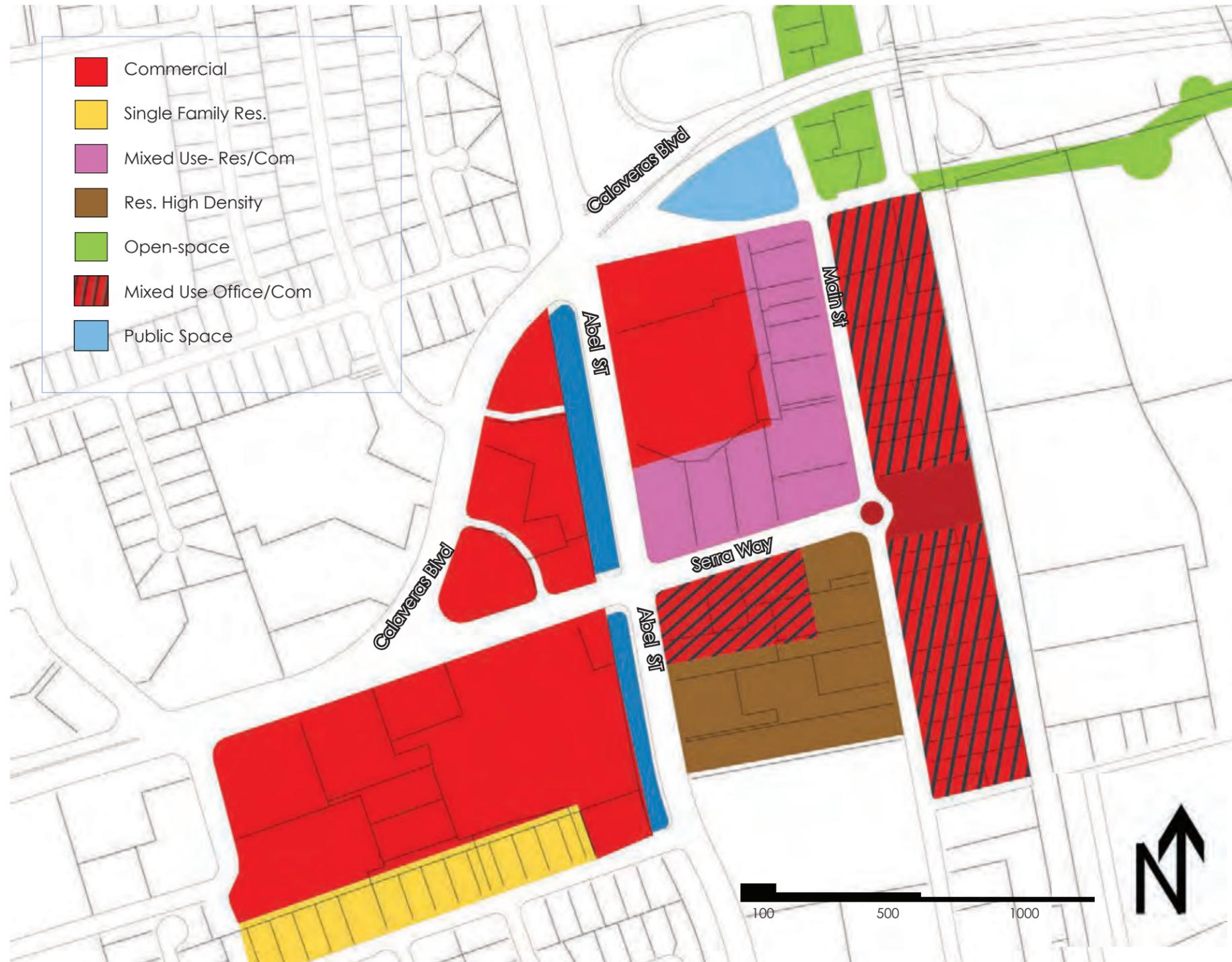
- 1: Hotel / Residential Hotel
- 2: International Movie Theatre Complex
- 3: Market
- 4: Offices over commercial
- 5: Apartments over commercial
- 6: Residential towers
- 7: Cultural Museum
- 8: Cultural Plaza
- 9: Residential Park
- 10: Abel Street Plaza
- 11: Pedestrian Greenway
- 12: Single-family homes
- 13: Security facility
- 14: Multi-use public space
- 15: Main Street Circle

Development Table

Number of buildings/development element correspond to Illustrative Site Plan in the previous page

#	Name/Use	Square Footage	Stories	Parking Spaces	Use
1	Hotel/Residential Hotel	421,328	4	1,251	Commercial
2	International Movie Theatre	233,340	2	840	Commercial
3	Market	66,372	1	239	Commercial
4	Office over Commercial	757,366	2	2,726	Mixed Use
5	Apartments over Commercial	352,584	2	1,410 (residential) 1,458 (retail)	Mixed Use
6	Residential Towers	273,636	4	1,260	Residential
7	Cultural Museum			149	Parks and Open Space
8	Cultural Plaza	66,369	-	12	Parks and Open Space
9	Residential Park	41,685	-	100	Parks and Open Space
10	Abel Street Plaza	66,369	-		Parks and Open Space
11	Pedestrian Greenway	65,607	-		Parks and Open Space
12	Single Family Homes	51,408	2		Residential
13	Security Facility	33,715	1		Public Facility
14	Multi-Use Public Space	63,577	-		Parks and Open Space
15	Main Street Circle	25,059	-		Parks and Open Space

The Main Connection / Land Uses



Re-establishing the urban downtown environment, The Main Connection holds a wide variety of uses within its boundaries.

The anchor of the site is the large amount of commercial space, which allows for the city to establish a strong tax base. The commercial spaces range from large to small, allowing for small local businesses to take advantage of this prime location. Some of the larger commercial spaces include the International Movie Theatre, the Residential Hotel and the Cultural History Museum. Much of the commercial space along Main Street and Serra Way will hold office space above it, to accommodate for the area's growing technology industry.

The site holds a small portion of single family residential housing which will be incorporated into an already existing neighborhood.

High density residential is also an important aspect of The Main Connection. This component will further add to the urban feel and will create a walkable and lively pedestrian environment in the central core of Milpitas,

Finally, open space lies to the north of the site, which will act as a gateway and gathering spot for visitors. A pedestrian greenway will connect The Main Connection with the Civic Center which lies just across the train tracks.

The Main Connection / Phasing

Phase 1A



The landmark square in the center of town will establish a character for *Main Street Circle* area. Two empty lots will be improved to assist building development and circulation in phase 1B as well.

Phase 1B



Street improvements and the creation of the central traffic circle will expand the downtown feel from the street level. The majority of the lots that developed in this phase are currently abandoned or under-used.

Phase 2



This phase will be the redevelopment of the Serra Center and immediate area. This phase will complete the redesign of Serra Way, creating a visual corridor from Calaveras Blvd. to the new city center.

Phase 3



This phase includes the development of parcels along the east side of Main Street, near the city center, as well as the green area beneath the Calaveras Overpass. The goal will be to connect the library area to the rest of Main St.

Phase 4



This phase will complete the development of buildings along Serra Way and Main Street. The creation of the large civic events center between Abel Street, Calaveras Blvd. and Serra Way is also completed with parking and other amenities in place. These amenities will include the large parking structure and pedestrian paths to the center. This phase will also connect the east and west sides of the city with the construction of the pedestrian greenway over the rail yard.



The Main Connection / Circulation

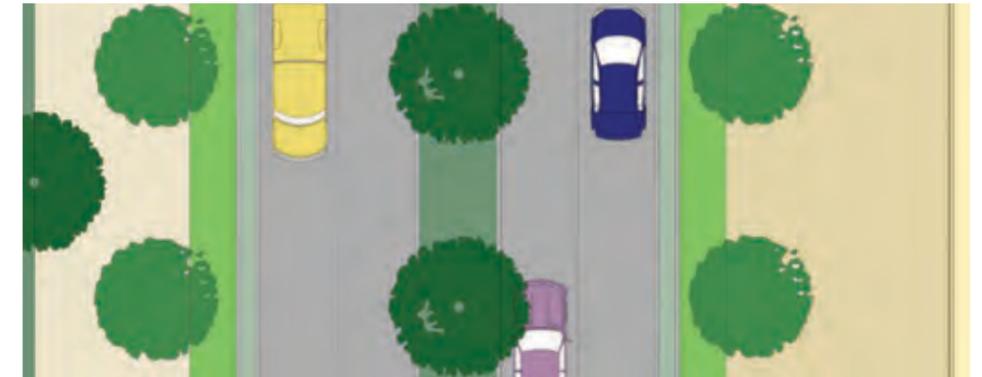
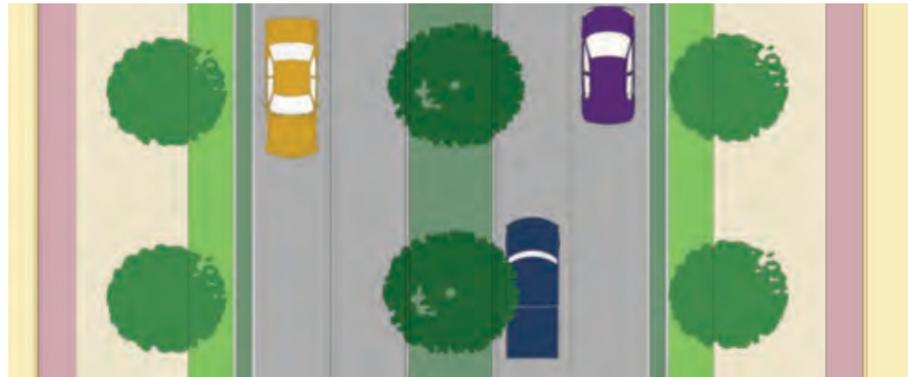
Street Type 1
Abel Street



Street Type 2
Main Street



Street Type 3
Serra Way



The Main Connection / Circulation

Bike Lanes



All bike lanes within the Main Connection site have highlighted pavement to stand out among drivers and cyclists. The bike lanes on Serra Way and Abel Street are Class I bike lanes, separated from car traffic by a concrete buffer.

Pedestrian Walkways



Pedestrian walkways dominate The Main Connection with access to many plazas, such as the Abel Street Plaza and the Cultural Plaza. The more prominent pedestrian walkway is the greenway that connects East and West Milpitas.

Access Roads



The access roads that run through the main connection provide entrances for both delivery trucks and visitors. The semi-circular access road that runs in front of the theatre will be a drop-off area for theatre patrons and guests staying at the hotel. The circular access road also continues in front of the cultural museum. Two access roads run through the site—one behind theatre and one that provides access to the grocery store.

The Main Connection / Renderings

The emphasis of The Main Connection lies at the intersection of Main Street and Serra Way. This geographically marks the historical beginning of Milpitas, and this is recognized by the Main Street Circle. Main Street Circle is one of the central gathering spots on the site and will celebrate the city's history with a large mural. This plaza space will allow for numerous events such as Farmer's Markets, concerts and art shows.

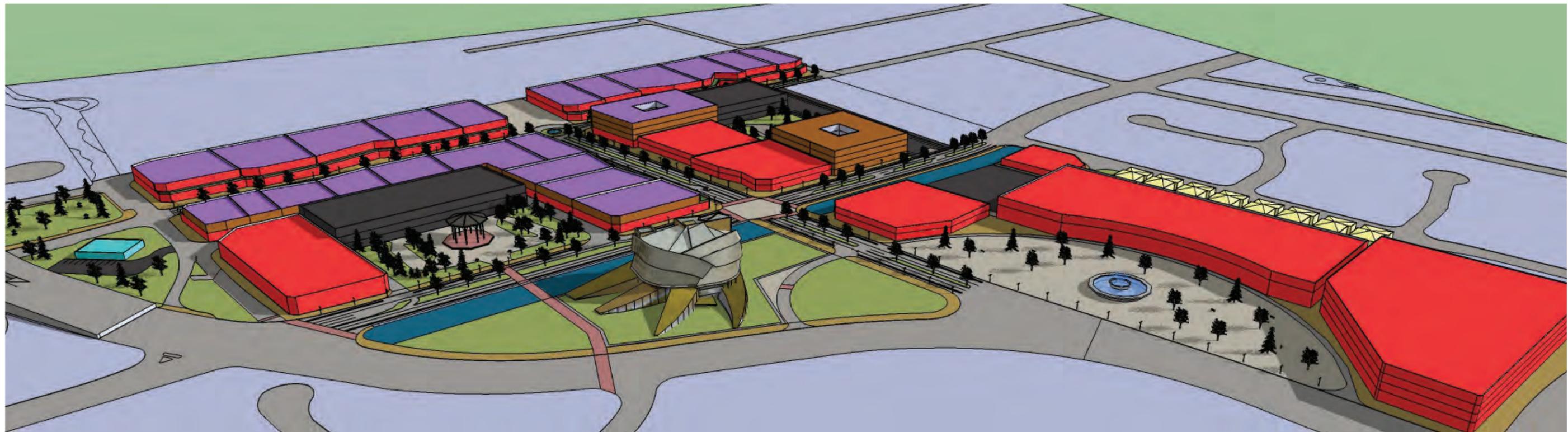
At this intersection also lies a traffic circle, which will slow down cars as they pass through this area, creating a safe environment for pedestrians and cyclists.

This stretch of Serra between Main Street and Abel Street will consist of retail on the bottom floor, with office residential units on the north end and a high density residential tower on the south corner. This tower will act as a visual gateway to auto and pedestrian traffic, making The Main Connection one of the larger attractions in Milpitas.

A plan view of the Main Street Circle.



A bird's eye view of The Main connection, with land uses highlighted.



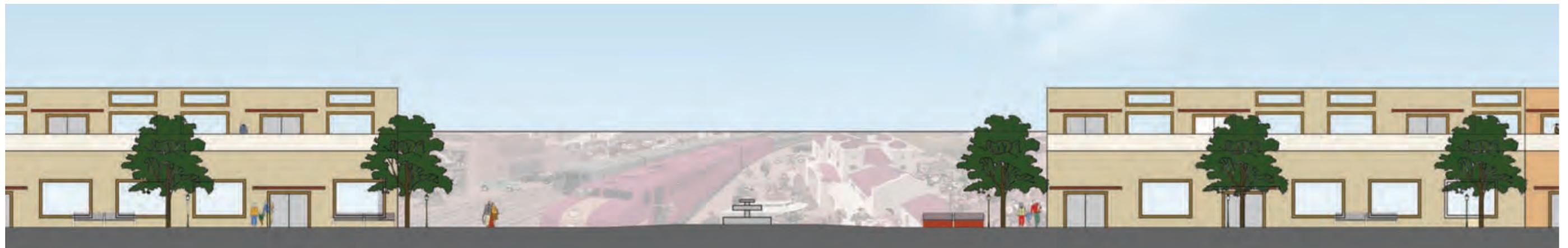
The Main Connection / Renderings



A view from Main Street along Serra Way towards Calaveras Boulevard and the Cultural History Museum on the background (right).



A view of the high density residential building at the end of Serra Way. The residential courtyards (on a platform above retail) will provide common recreational space for the residents.



An elevation section illustrating the East portion of Main Street, in front of the Circle. The terminus of Serra Way will feature a large mural at the railway wall, representing the history of Milpitas. This plaza will celebrate the history of the city and act as a gathering place for visitors. Office uses over retail will generate a lively urban environment.



A view from the Cultural Plaza looking at towards the Cultural History Museum.



Retail and office line Serra Way with pedestrian amenities. Buffered bike lanes will run along both sides of the street enhancing the safety of cyclists.



Looking down Serra way towards Main Street Circle.



A look into the Main Street Circle , which is a celebration of the culture and history of the city.

The Core Downtown Milpitas



Team 5

Kevin Alcantra
Chris Bedekovic
Jane Kim
Diane Tran

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Project Description

The Core is a mixed use, LEED certified neighborhood development located in the downtown area of Milpitas. The project will give Milpitas a sense of identity and community by creating a walkable, pedestrian oriented environment that is both aesthetically and practically pleasing. To create our vision for downtown Milpitas, the design team has identified key elements that Milpitas may benefit from.



Trees and benches line the pedestrian street to make it more inviting. Example of walkable downtown feel.



A Grid System

Currently, downtown Milpitas has very large blocks and parking lots that are not conducive to a walkable environment. There is also a lack of traffic calming measures to control the high population of commuters that travel through the site, and prevents the area from truly feeling like a downtown. A grid system is incorporated into the project to slow down traffic and create a downtown that is more human scaled. The infrastructure will receive a complete revitalization, as well as several new streets, to create a permeable street network for all forms of transportation.

During the field research, the team noticed a lack of cycling presence, so the team addressed the concern with bike lanes on either side of every street. The new designs of Main Street and Serra Way will have street parking, small setbacks, and street trees lining the streets to create a charming downtown atmosphere.

Milpitas is heavily auto-oriented, and alternative forms of transportation should be available to help deviate from this tendency. Public transit options will be available in close proximity to the site, about ¼ mile away from a nearby transit stop, which will connect to the Milpitas BART station and the rest of Milpitas. Bus stops are located near residential and office areas of the site to promote public transit to and from work. A trolley travels throughout the project will also be available to the public and the senior community living nearby.

Art District Plaza



Convention Center and Hotel

Downtown Milpitas has many under utilized lots and brownfield. A proposal for a new convention center will allow individuals and groups in the community to promote and share common interests, such as music and theatre, as well as have hotel accommodations ideal for interstate or international conferences. Milpitas is unique for having a large population of Indian moviegoers, so the team included an iconic movie theatre with a large public plaza in the center of the downtown.

Art District

Being in the heart of the technological Silicon Valley, a new residential hotel will target individuals whose work causes them to be in the area for months at a time. To accommodate to housing demand, the project will offer a variety of housing options, like live work and affordable housing. These residential areas will be in close proximity to on-site amenities and will promote a walkable, pedestrian environment.

Finally, an art district will be provided to allow the citizens of the community of Milpitas to express their creativity in an engaging and interactive way, which is not currently available. The channelized creek is addressed through restoration projects and incorporating several parks and open spaces for the community. A mixture of uses including commercial, residential, and office spaces will create a lively atmosphere throughout the day and night. Three parking structures will be available to allow easy access to all of these new amenities.

Restored creek in an urban setting creates a beautiful space for pedestrians.

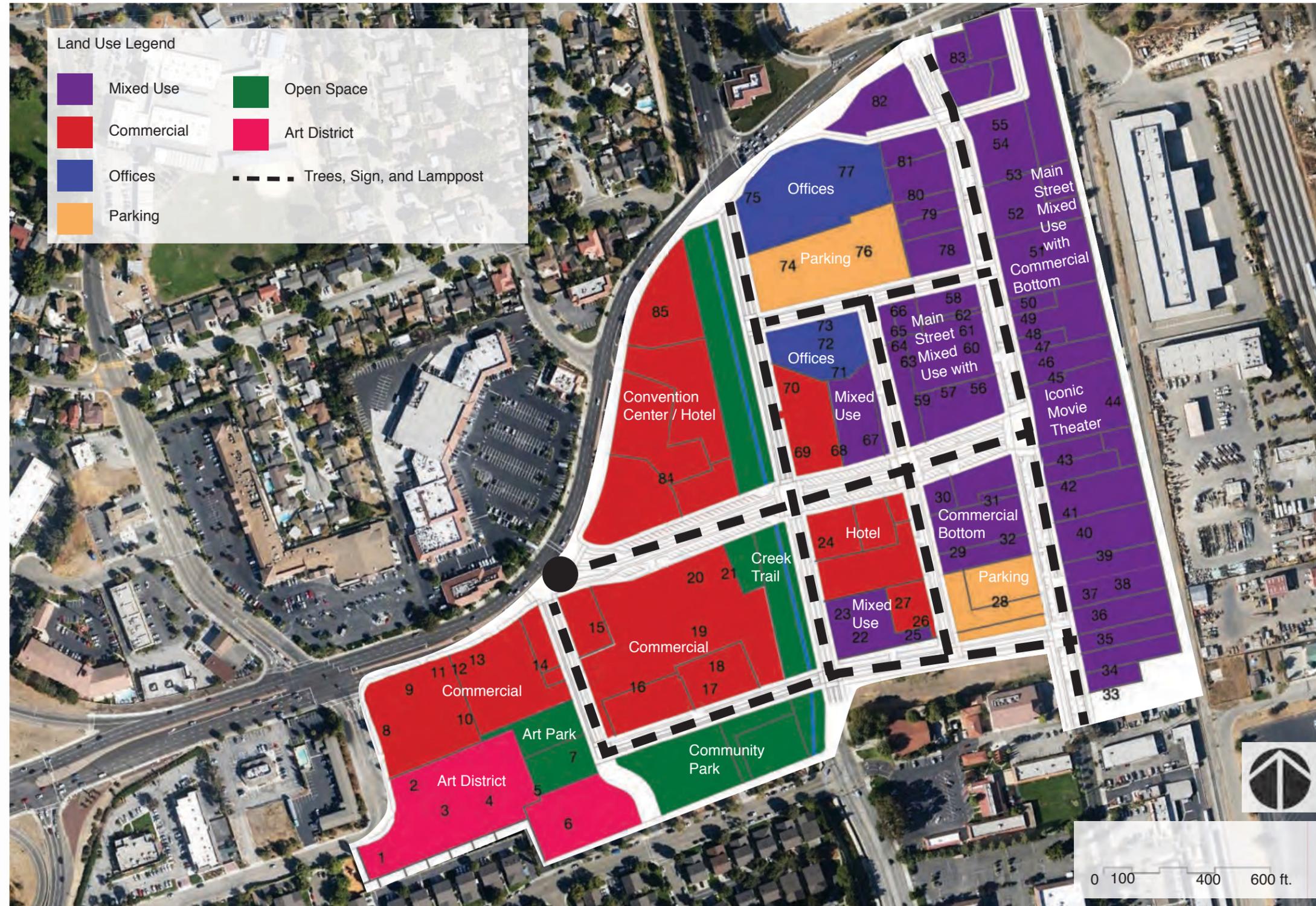


The Core Illustrative Site Plan

Legend of Specific Uses

- 1 The Gateway (Serra Way Boulevard)
- 2 Convention Center / Hotel
- 3 Art Center
- 4 Restored Creek & Abel Street
- 5 Residential Hotel
- 6 Main Street
- 7 Trolley Station
- 8 Movie Theater
- P Parking Structure
- Green Roofs





The Core
Land Use Map

The Core: Land Uses

The project provides a variety of land uses to develop a robust and lively atmosphere for the downtown area.

Mixed Use

There is an assortment of commercial, residential, and office mixed-uses along Main Street. Mixed-use provides greater opportunities for the user rather than restricting the space to one specific use. There is great potential for economic revenue in commercial and residential estates as well as opportunities for local merchants and small businesses. Mixed-use provides more opportunities to accommodate to a broad range of users. The design team envisions Main Street to have a diversity of restaurants, bars, retail shops, and housing elements that establish a pleasant and memorable experience for the user.

Commercial

The majority of commercial uses are located along the busy streets of West Calavares and Serra Way. The commercial uses along West Calavares are placed in context of the existing busy street West Calaveres. By applying commercial uses along West Calavares, it can spike the interest of the users to invite them into the site. There are also commercial uses along Serra Way providing an introduction into Main Street (our proposed downtown). The gateway into Main Street starts with larger scale commercial uses as the uses digress in size to a much more human scale.

Open Space

Open space creates relief between the land uses and serves as a passive park for users. The open space located in the southern portion of our project site serves as a buffer between the existing single-family homes. The park would facilitate recreational uses such as basketball and tennis court, for both the residents of the single-family homes as well as the general public. The open space along the creek creates a relationship between the existing natural elements with the new built environment. The open space incorporated in the site provides the opportunity for refuge, reflection, and social activities for users.

Parking

There are three prominent parking garages in the site. The parking garages would incorporate fee-in-lieu for the commercial uses within the site. There is additional parking along Serra Way and Main Street. The parking garages are placed in central locations where it is accessible from the two main entry points; West Calavares and at the intersection of Main Street and West Calaveres.

Offices

There are office uses located at the northern section of the project site. With the understanding that Milpitas has a high volume of tech industry companies, there are office buildings incorporated to fulfill the tech industry demand.

Art District

The Art District is an opportunity for local and new artists. Although, the use is titled "Art District" it does not only permit its use to artists. There would be a variety of human activities offered within the district as well as plentiful opportunities for the public to interact with each other such as art showings, wine and art festivals, and farmer's market.

Development Table

Art District

Types of Uses	Square Footage Footprint	Total Square Footage	Parking Available	Necessary Parking Spaces
Live/Work	55'501	111'002	103	281
Commercial	7'346	7'346	42	24
Total		118'348	145	305

Mixed Use

Types of Uses	Square Footage Footprint	Total Square Footage	Parking Available	Necessary Parking Spaces
Commercial	304'613	348'617	658	1'558
Residential		165'364		
Office		52'629		
Total		566'610	658	1'558

Offices

Types of Uses	Square Footage Footprint	Total Square Footage	Parking Available	Necessary Parking Spaces
Office	41'109	121'436	19	285
Total		121'436	19	285

Commercial

Types of Uses	Square Footage Footprint	Total Square Footage	Parking Available	Necessary Parking Spaces
Commercial	190'649	197'405	262	743
Total		197'405	262	743

Open space

Types of Uses	Square Footage Footprint	Total Square Footage	Parking Available	Necessary Parking Spaces
Park	138'009	138'009		
Total		138'009		

Parking

Types of Uses	Square Footage Footprint	Total Square Footage	Parking Available	Necessary Parking Spaces
Parking	94'061	582'719	2'473	
Commercial	15'315	15'315		61
Total		598'034	2'473	61

The Core: Circulation

Pedestrian and Bicycle Traffic

The Core's intention is to increase and maximize pedestrian permeability. Furniture and shade trees line the streets to make the area welcoming for pedestrians, especially on a warm day in Milpitas. Small setbacks and wide sidewalks permit the uses of outside dining experience and people watching. The accessible creek trail along the restored creek attracts residents working or living in the area as well as shoppers and visitors.

Bike lanes are marked on both sides of each street with accommodation of bike racks and storage throughout The Core to encourage cyclists of all types to the area.

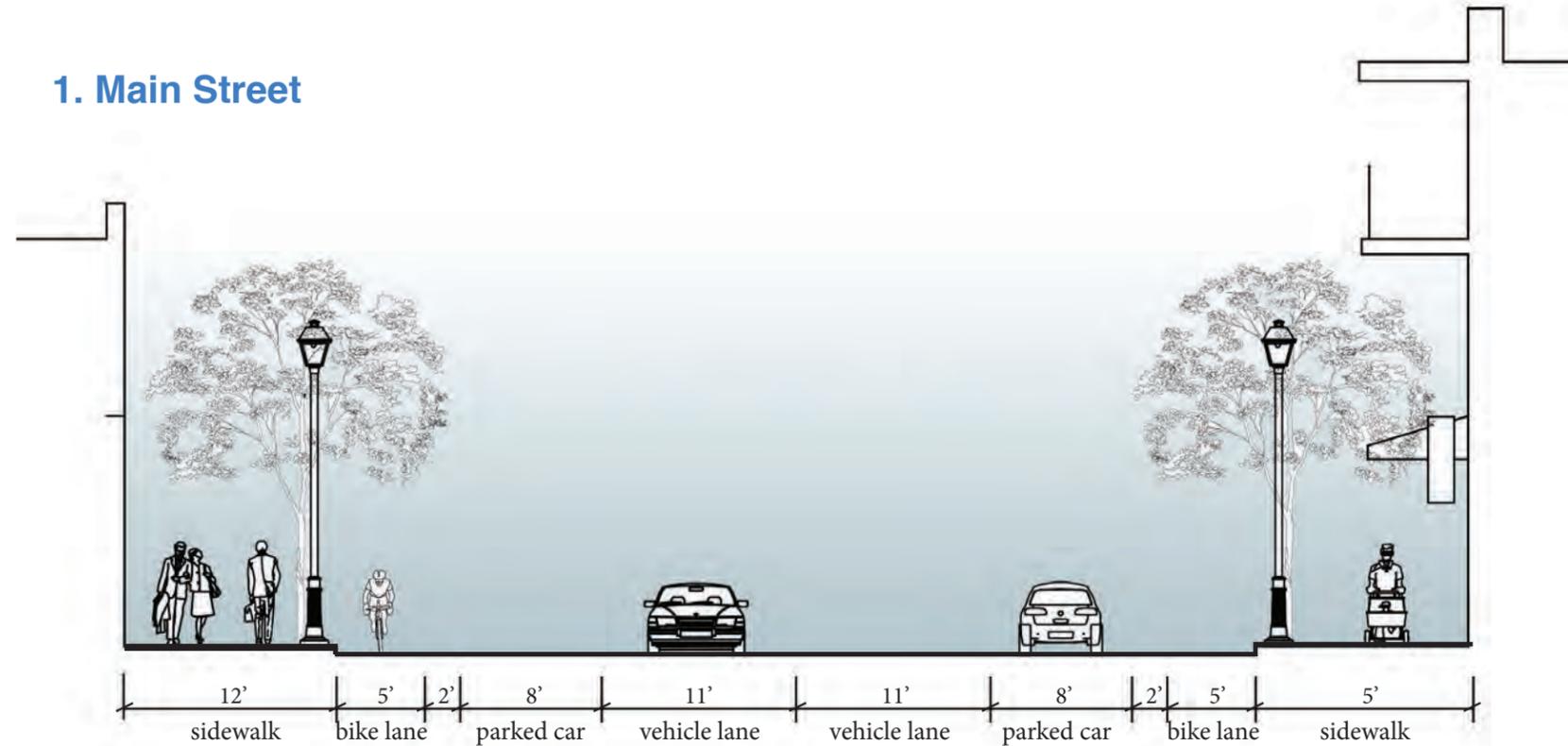
Public Transit

A downtown trolley will be available to help people navigate short distances within the site as well as show off many of the attractions and amenities that the project provides. Bus stops are strategically located near offices and residences to encourage people to use public transit to and from work. The site also provides connections to Milpitas' BART station and VTA light rail.

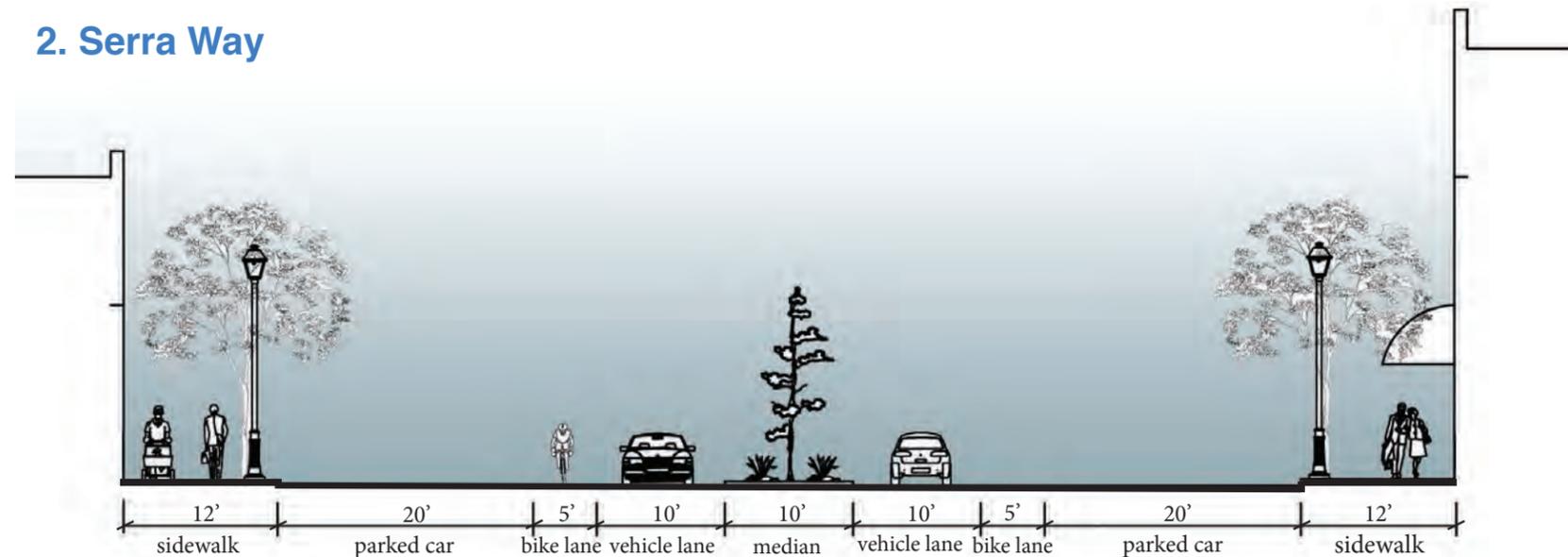
Automobile Traffic

A grid system is added to break up large blocks in the existing site, to slow down automobile traffic, and to create a nice human scale. Three parking garages, along with street parkings on Main St. and Serra Way, allows for every corner of the site to be easily accessible.

1. Main Street

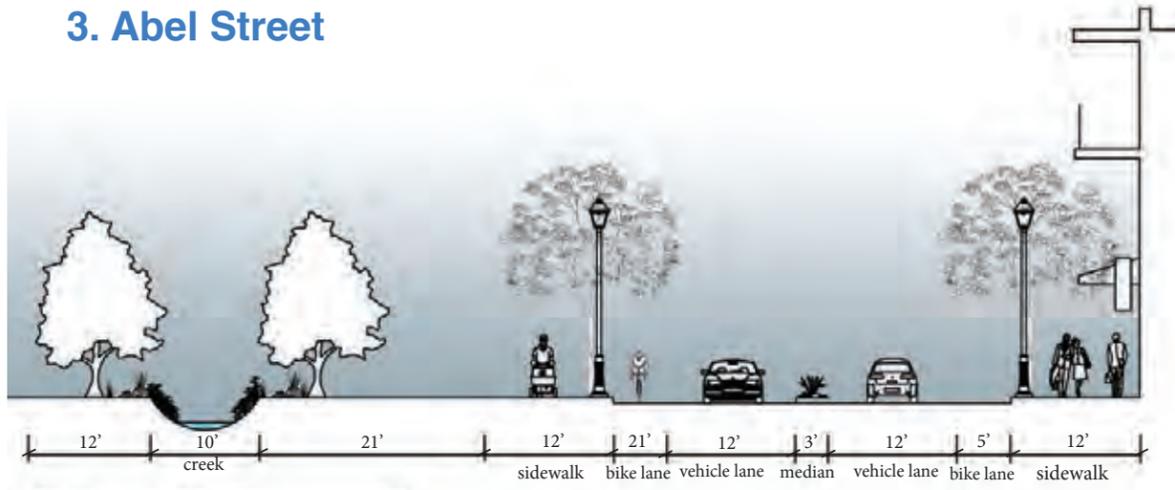


2. Serra Way

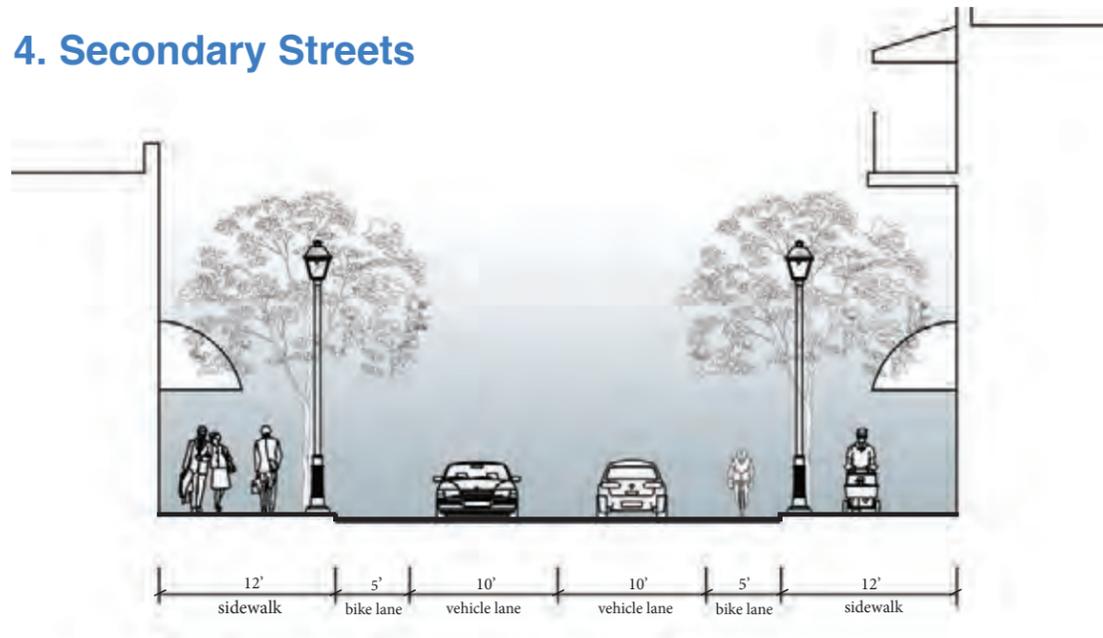


The Core: Circulation Map

3. Abel Street

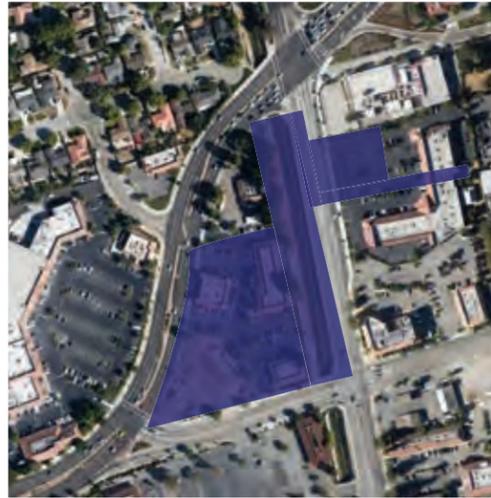


4. Secondary Streets



The Core: Development Proposal in Five Phases





Phase 1

Convention Center and Hotel

The first phase involves a public-private partnership in effort to restore the channelized creek, a placement for the LEED-certified convention center attached to a LEED-certified high-end luxury hotel, and a parking structure for the surrounding area. Abel Street will become a two-lane street to increase the width of the sidewalk and bike lanes. The environmental-responsible street design adds to the downtown charm.



Phase 2

The Gateway

The second phase is a major development that creates a gateway, establishes Serra Way Boulevard with a complete street design, and inaugurates an identity for the Core. The second centrally located hotel accommodates both residential and commercial uses to increase onsite foot traffic and increase revenue for the area.



Phase 3

Main Street Revitalization

The third phase concentrates on the revitalization of Main Street, with an iconic movie theater anchoring the intersection of Serra Way and Main Street to cultivate development into the area. This phase will stimulate the majority of the downtown activity through mixed-use land use and economic revenue for Milpitas.



Phase 4

Catalytic Infill

The fourth phase is a catalytic infill result of the first three phases, which attracts offices, commercial-retail, and residential uses.



Phase 5

Art District and Community Park

Finally, the fifth phase concludes the project, finishes the creek restoration through public-private partnership, and an art district is form. The art district will provide live-work land uses for alternative and affordable housing for the community. Community parks and open spaces will contribute to the beautification of The Core, making the area attractable for an art district.



The Core

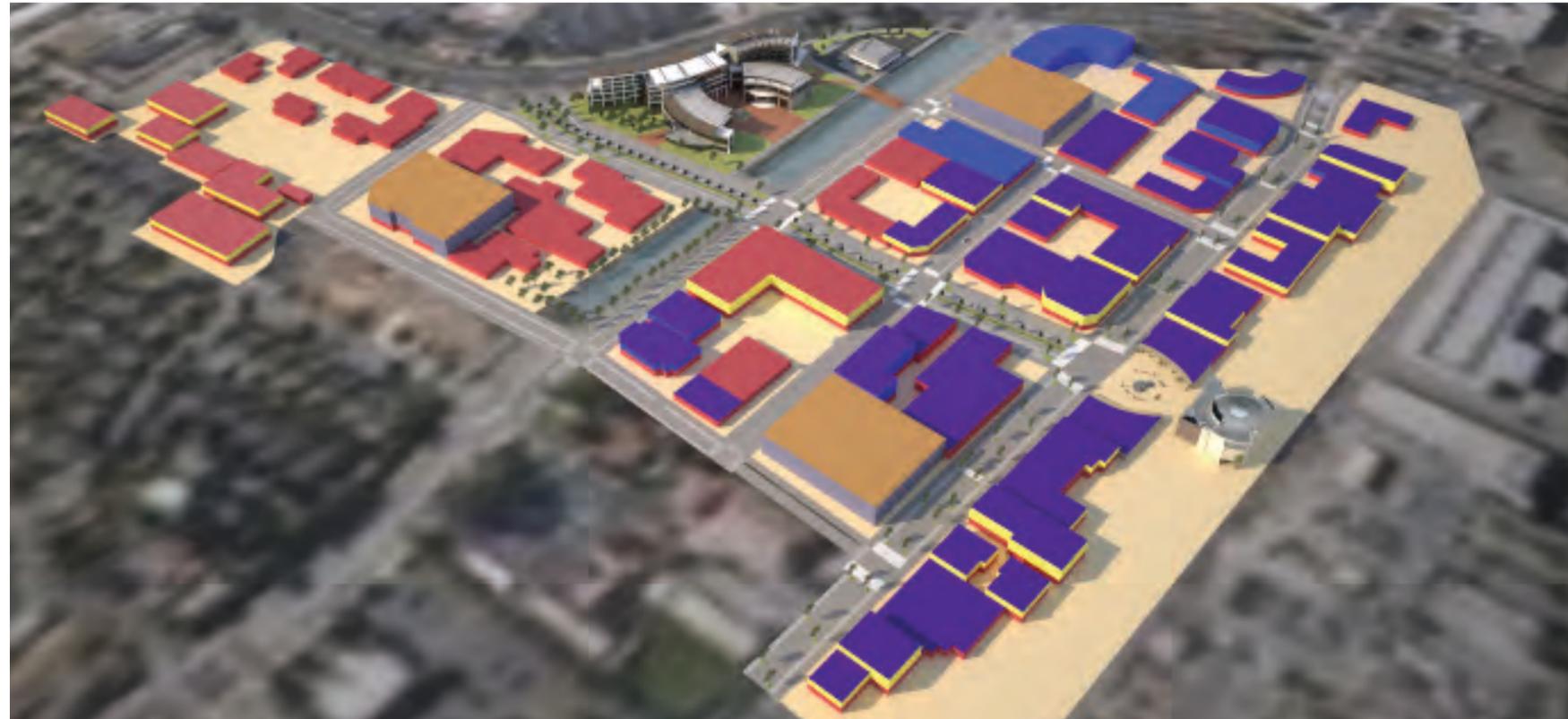
A view from the Northwest of our site to show the different types of land uses the design team incorporated.



View of Movie Theater from Main Street.



Restored creek on Abel Street from Phase 1.



A view from the Southeast corner of our site to show the two main streets and two iconic features.



Main Street Revitalization at Serra Way intersection.



Serra Way Boulevard towards the Movie Thea

The Core: Hotel and Convention Center



Site Plan of the
Convention Center, Hotel
and Restored Creek

The hotel and convention center, as well as its open space along the restored creek is the team design signature sector. The luxury hotel will generate visitors and revenue to the area, as well as provide people who are visiting for an event at the convention center with a close and comfortable place to stay. On the hotel groundfloor, hotel patrons and people who are seeking a convenient meal during an event at the convention center dine in the restaurants and food court. The building offers a large public plaza that will be available for many of the convention center's outdoor activities, as well as general use from the public.

The convention center provides a space to allow individuals and groups in the community to promote and share common interests, such as music and theatre. The center will also provide a space for large conventions for businesses and public interest groups, which is not currently available in Milpitas. The building is accessible by a nearby parking garage by crossing a pedestrian bridge over the revitalized creek. The walk from the garage to the convention center instills a sense of grandeur and excitement as you approach the building.

Elevation Facing South From Calaveras Blvd. Heading Towards I-880



The Core Hotel and Convention Center



Bird's Eye View of The Convention Center Plaza



Section Facing South From Calaveras Boulevard.



TEAM 6

Adam Marston
Michael Paul
Sarah Wood
Darya Oreizi



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Project Overview

The **Hot Spot** is a commercial-based development that brings together an innovative commercial anchor, provides an artistic edge with a state-of-the-art performing arts center, a community-centered open space, as well as a tech-walk that will draw those living in the surrounding Silicon Valley from all around. The site includes a variety of pedestrian access points, emphasizing walkability as a focal characteristic within the Hot Spot. The first and second floor connections truly allow for people to move within the site with ease, paired with many pedestrian crosswalks and wider sidewalks, citizens of Milpitas as well as the tourists the development will bring creates an ease of connectivity that was previously absent.

The **central commercial area**, as noted by buildings 15-21, is a two story structure that connects people from all corners of the site. Staircases located near 15, 12, and 16 fan out at the bottoms to create a visual draw into the upper levels. Elevators stationed next to each staircase coincides within the ADA, and will also encourage people to venture to the second floor. We expect to provide restaurants, small retail, and other highly utilized commercial uses as a main draw to the second floor, as they will support the two-story movie theatre on building 21. There is a pedestrian walkway connecting the two plots across the street and concurrently with the uses enhancing each others value, the connectivity will follow suit.

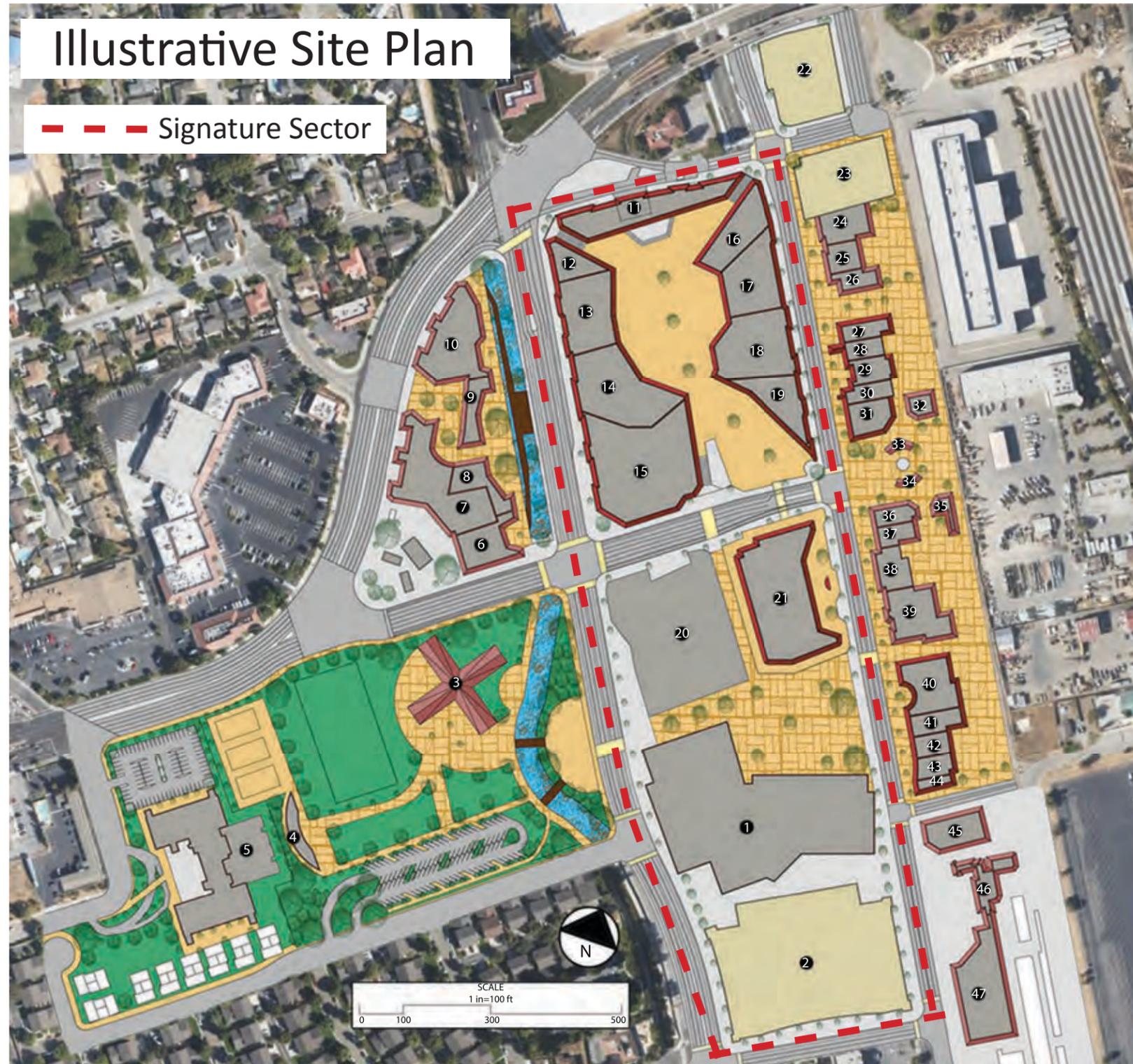
The **performing arts center** (1) will not only support the culture that is an integral part of Milpitas, but will also provide a means to bring other forms of creative performing arts to the city as well. Using sustainable design techniques with a unique architectural style, it will surely draw crowds to the South East corridor and enhance the potential for Milpitas to blossom culturally. We envision a modern courtyard that is not only inviting, but innovative and visually attractive. There would be appealing open space in the front as well as adequate seating for those who wish to use it at any time.

There is also a direct axis in line with the commercial area across Serra Street, which provides a direct access point to the commercial amenities after any sort of show at the performing arts center. The parking structure in the back (2) will have a designated area for Valet for the performing arts center, as well as allow people to park themselves throughout the rest of the structure. There is sufficient parking space provided for many of the nearby commercial uses (24-47) and would likely be the most utilized of the three parking structures. The direct line of sight coming into the site from any area West of Main St. is uninhibited by the low lying open space directly across from Abel Street.

Our **open space** is very well utilized, providing a multi-cultural community center, open fields for soccer/other sports, basketball courts, a snack bar, revitalized creek, and adequate parking. The Community Center seeks to emphasize the multicultural aspects of Milpitas and serves as a venue to support those ideals within the community. It has a large plaza and open field next to it which is ideal for community events, fundraisers, sports leagues, and even farmers markets. This building would be a beacon for Milpitas as it is right off Main St. and would be easily seen by those leaving or entering the city. Combined with an attractive open space and revitalized creek that has multiple access points across it, the open space is a large draw for families and the overall community alike. Across from the creek the smaller chunk of plaza could have an outdoor water park that would be a phenomenal draw for kids as well. The biggest draw that we have proposed, however, is across the site and would be used by any and all demographics.

We envision a **“Tech-Walk”** that brings a different aspect of the culture of Milpitas that is often overlooked because it is not actually Silicon Valley, yet its’ residents make up an integral part of the technological aspect it embodies. We have left the imprint of what we envision the tech-walk to cover, however, it is left to interpretation for the developer as to how to design it because the commercial spaces below are variable depending upon how those would be implemented as well.

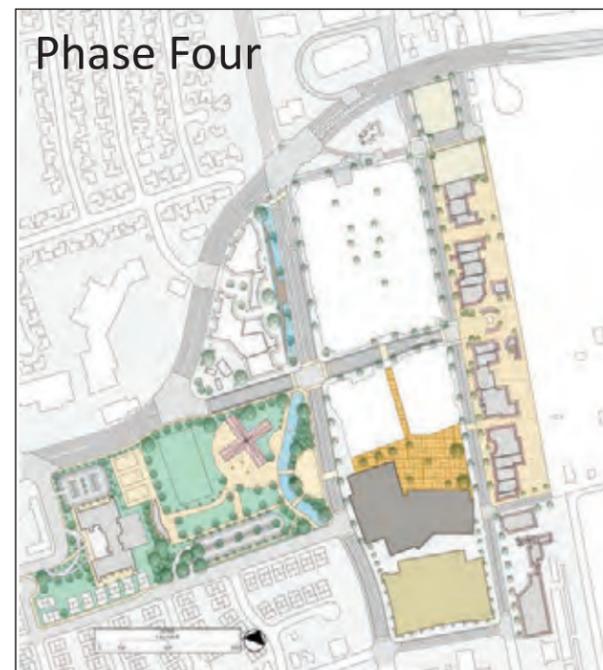
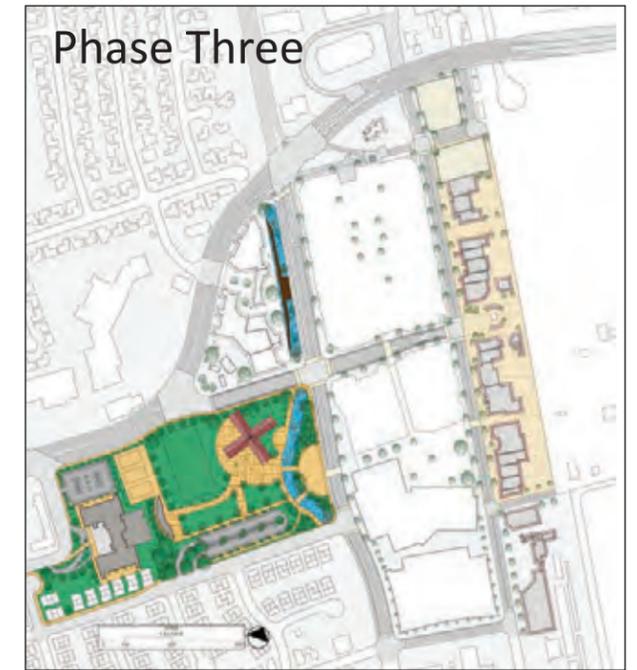
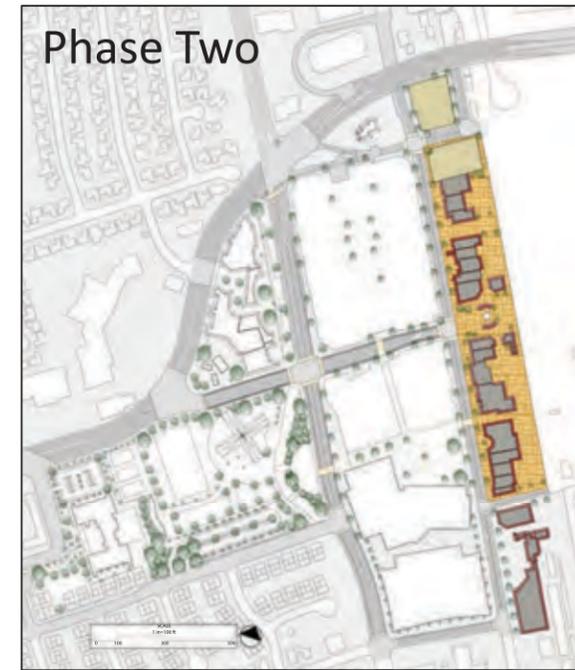
Buildings in the Tech-Walk will utilize plenty of glass and large windows, as a major feature of the site as glass is becoming a major staple of technology today. Interactive screens and display cases would show the history of the Silicon Valley as well as preview any new technologies that will be available in the near future. The top platform portion could also be sectioned off for a black-tie event, if someone wanted to hold such an event there to promote a new product or celebrate the success of one. The Tech-Walk would have a direct connection into parking structure 23 and would have stairway/escalator access to buildings 27-28 and 40-41. This signature of our site would be a staple of the technological aspect of Milpitas culture and work well with the more artistic side that the performing arts center hopes to bring.

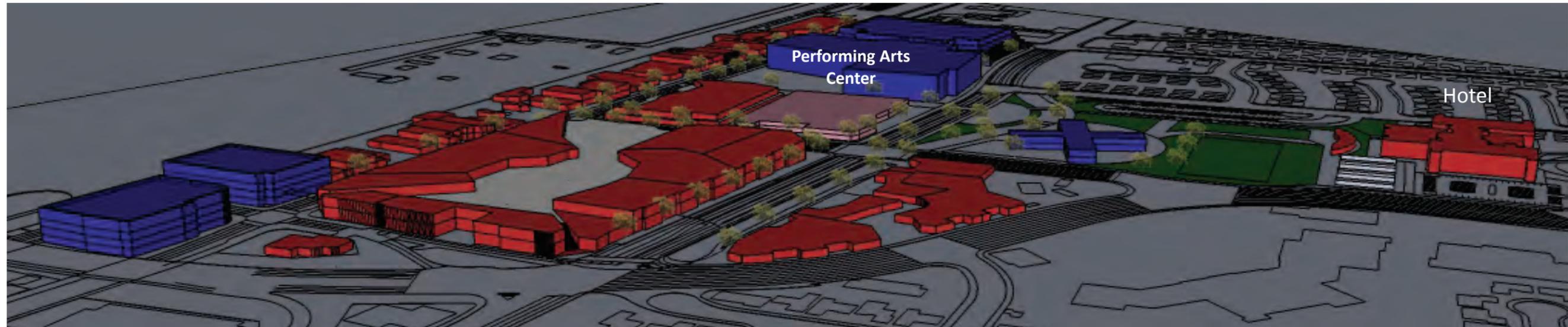


Legend and total buildable square footage

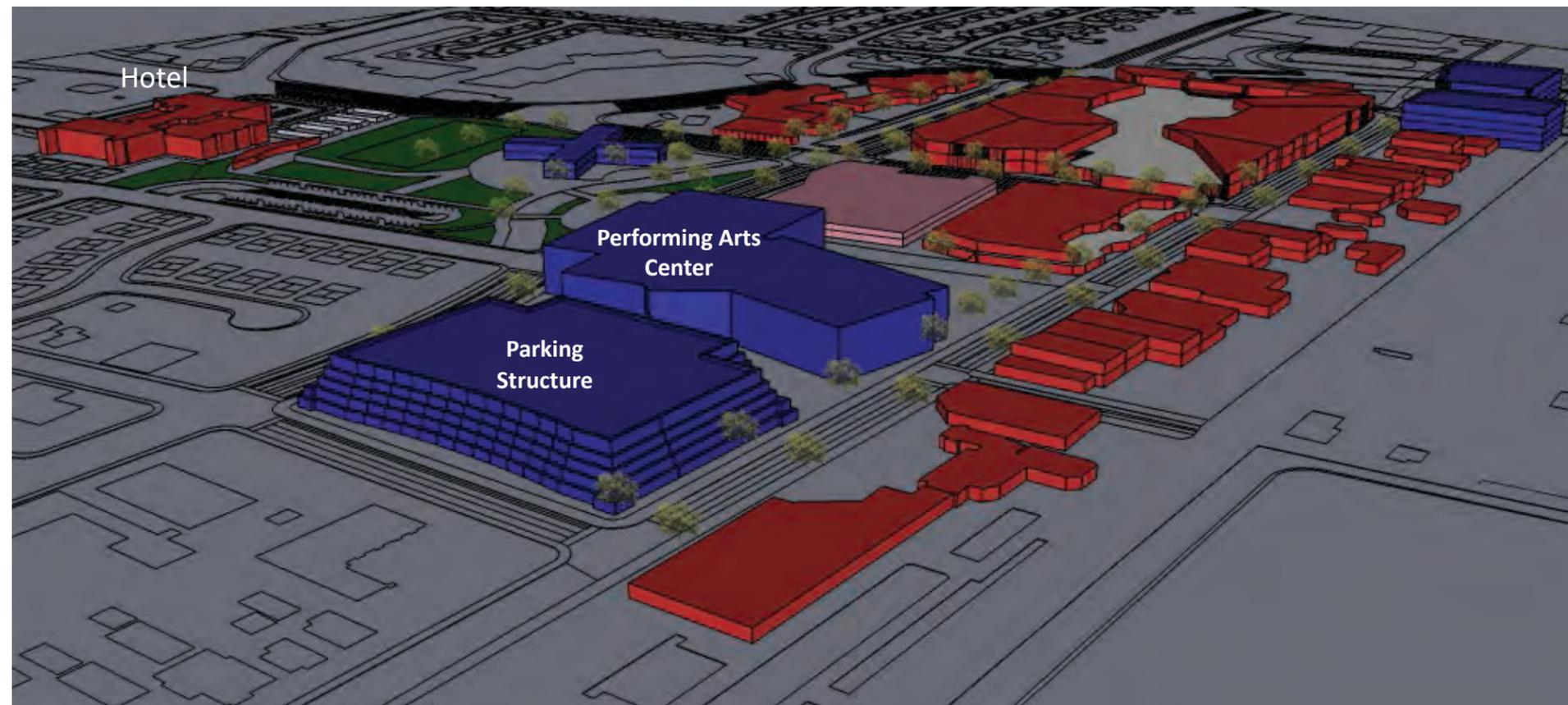
Building Number and Type	Area in Sq. Feet
1. Performing Arts Center	127,474
2. Parking Structure	492,892
3. Community Center	22,500
4. Snack Bar	3,500
5. Hotel	52,859
6. Commercial	13,800
7. Commercial	34,695
8. Commercial	9,700
9. Commercial	9,072
10. Commercial	27,340
Commercial on 1st floor of buildings 11-19	374,182
11. Commercial (2nd floor)	28,860
12. Commercial (2nd floor)	9,262
13. Commercial (2nd floor)	23,445
14. Commercial (2nd floor)	33,106
15. Commercial (2nd floor)	57,616
16. Commercial (2nd floor)	18,075
17. Commercial (2nd floor)	21,937
18. Commercial (2nd floor)	28,171
19. Commercial (2nd floor)	16,815
20. Mixed Use Residential O/ Commercial	157,298
21. Commercial (1st and 2nd Floor)	128,152
22. Parking Structure	138,620
23. Parking Structure	125,972
24. Commercial	9,603
25. Commercial	6,436
26. Commercial	6,184
27. Commercial	6,371
28. Commercial	4,927
29. Commercial	6,595
30. Commercial	4,923
31. Commercial	9,271
32. Commercial	4,472
33. Commercial	1,095
34. Commercial	1,095
35. Commercial	4,144
36. Commercial	5,578
37. Commercial	5,295
38. Commercial	7,975
39. Commercial	18,238
40. Commercial	17,012
41. Commercial	6,832
42. Commercial	5,219
43. Commercial	5,221
44. Commercial	3,139
45. Commercial	12,529
46. Commercial	11,376
47. Commercial	29,713
Total	2,148,586

Implementation / Development Phases





View from Northwest



View from Southeast



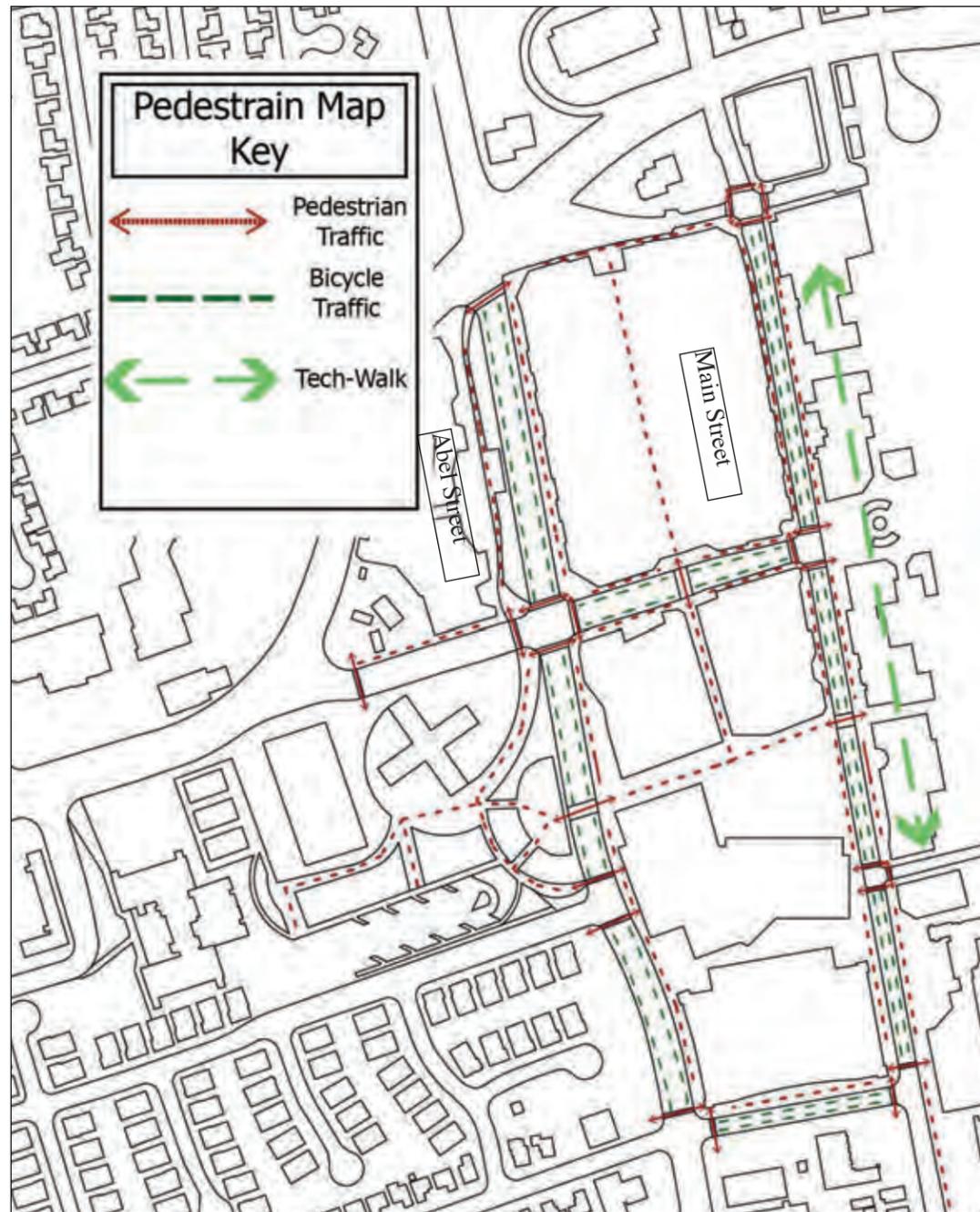
Proposed Land Uses

Land Use	Area is Sq. Feet
Commercial	1,780,439
Residential	180,526
Public Space	423,370
Open Space	22,741
Gas Station	39,351
Parking	186,621
Total	2,633,048

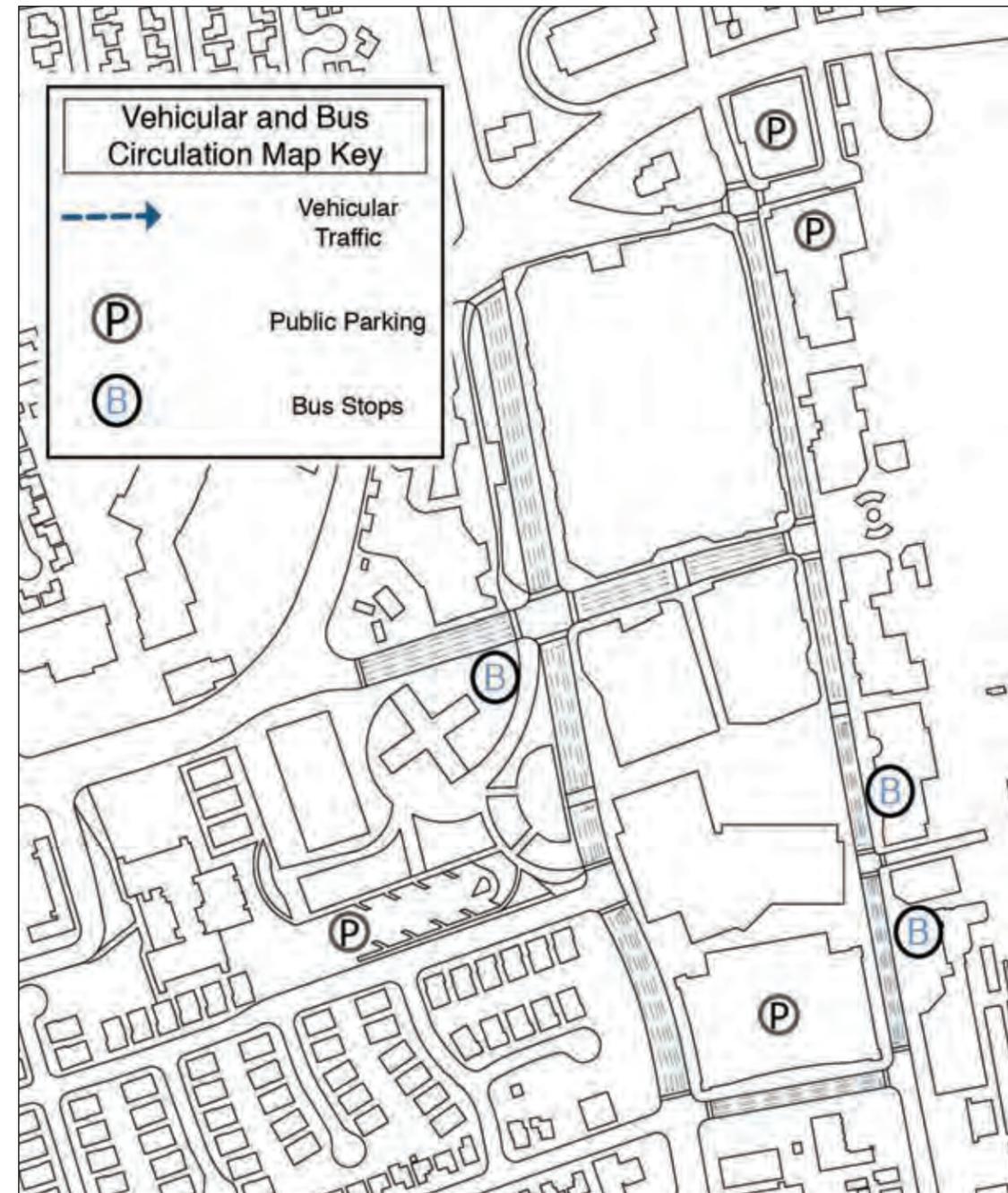
Parking Areas	Parking Spaces
On Street Parking: Serra	74
On Street Parking: Abel	65
On Street Parking: Main	195
Parking Lot by Open Space	142
Parking Lot by Hotel	105
Parking Lot Behind Buildings 24-47	429
Building 2. Parking Structure	1,643
Building 22. Parking Structure	462
Building 23. Parking Structure	420
Total	3,535

Circulation

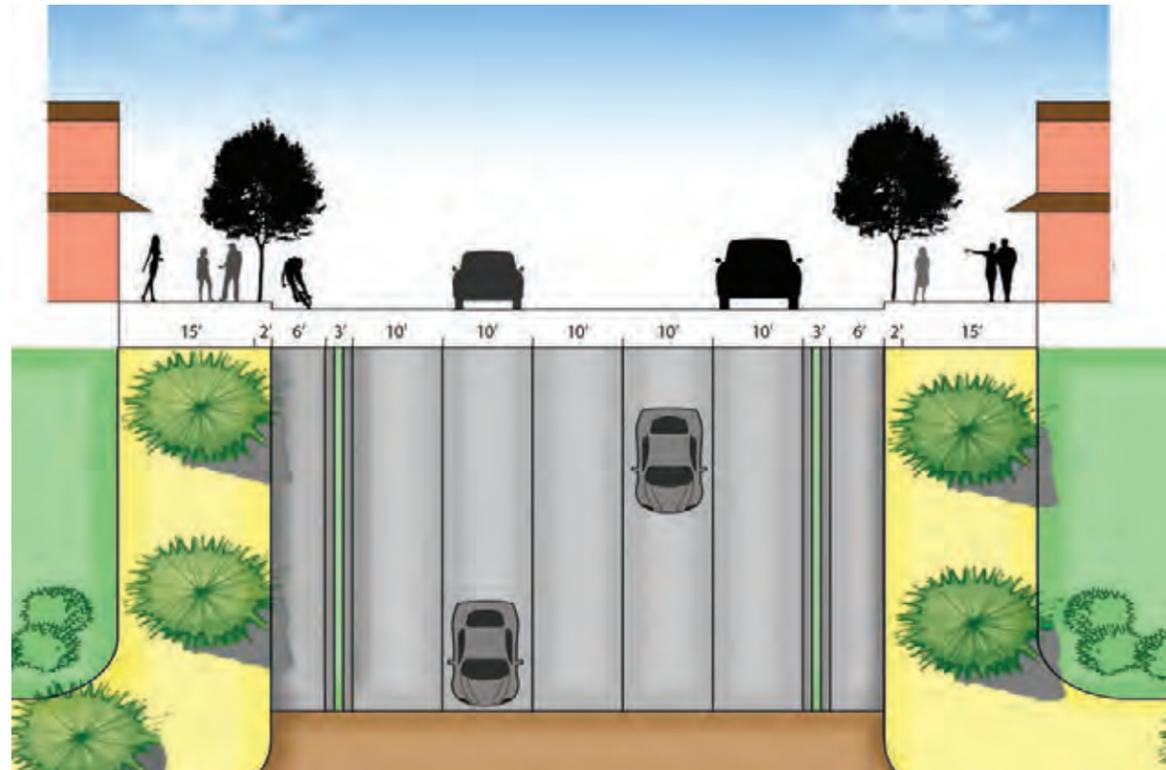
Pedestrian Circulation



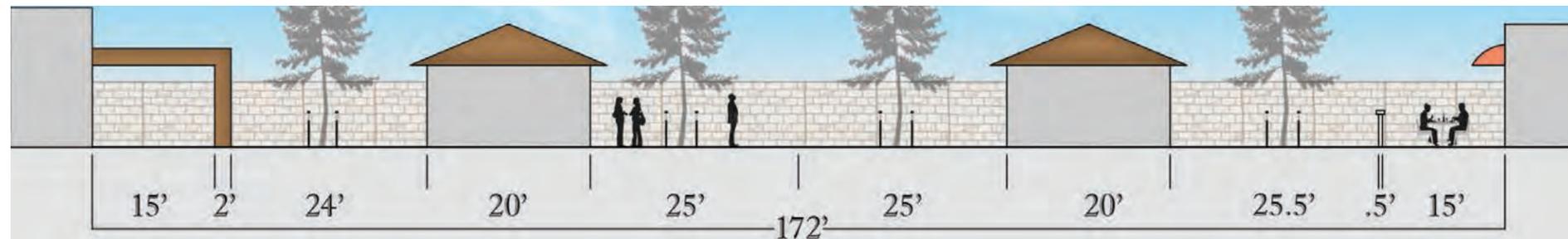
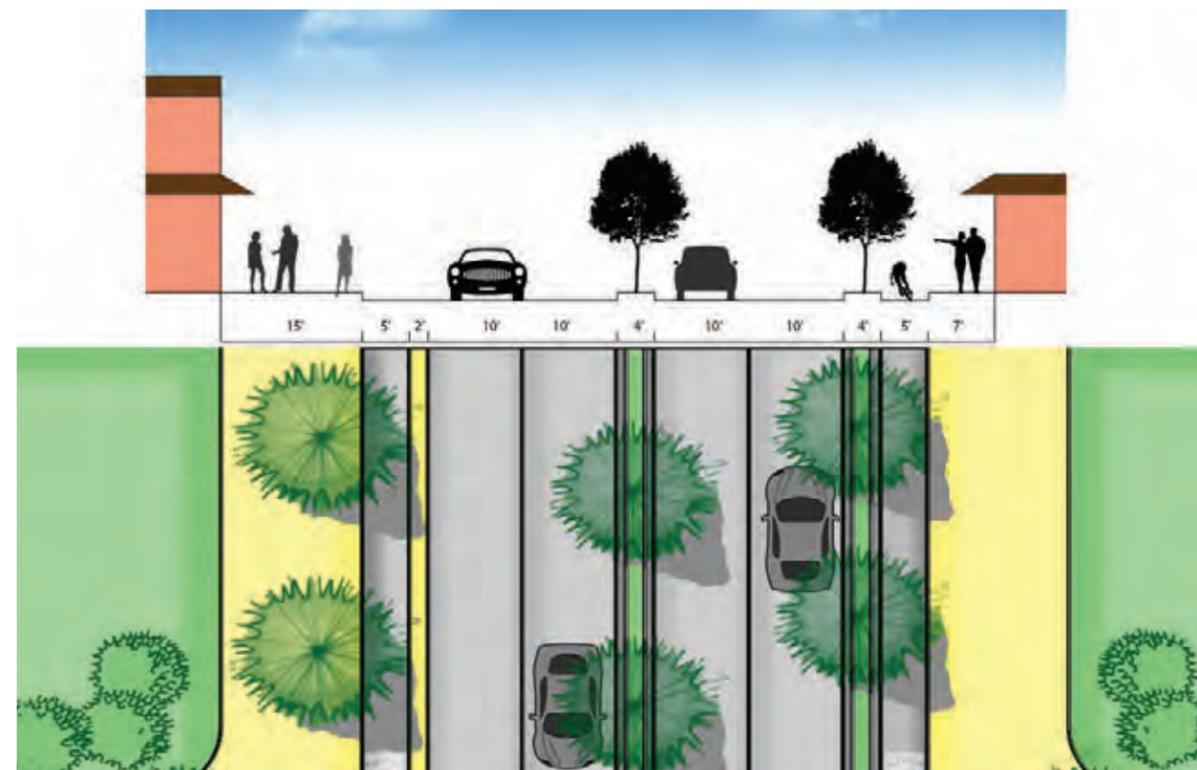
Vehicular and Bus Circulation



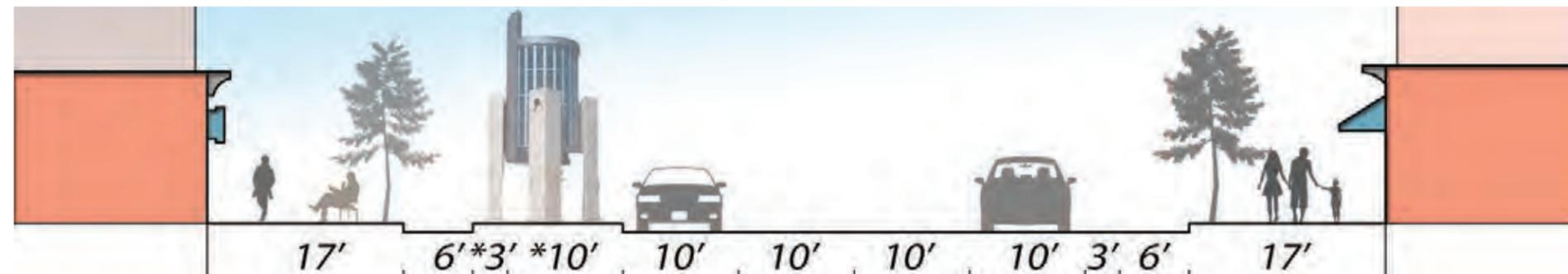
Main Street: Typical section and plan view



Serra Way: Typical section and plan view

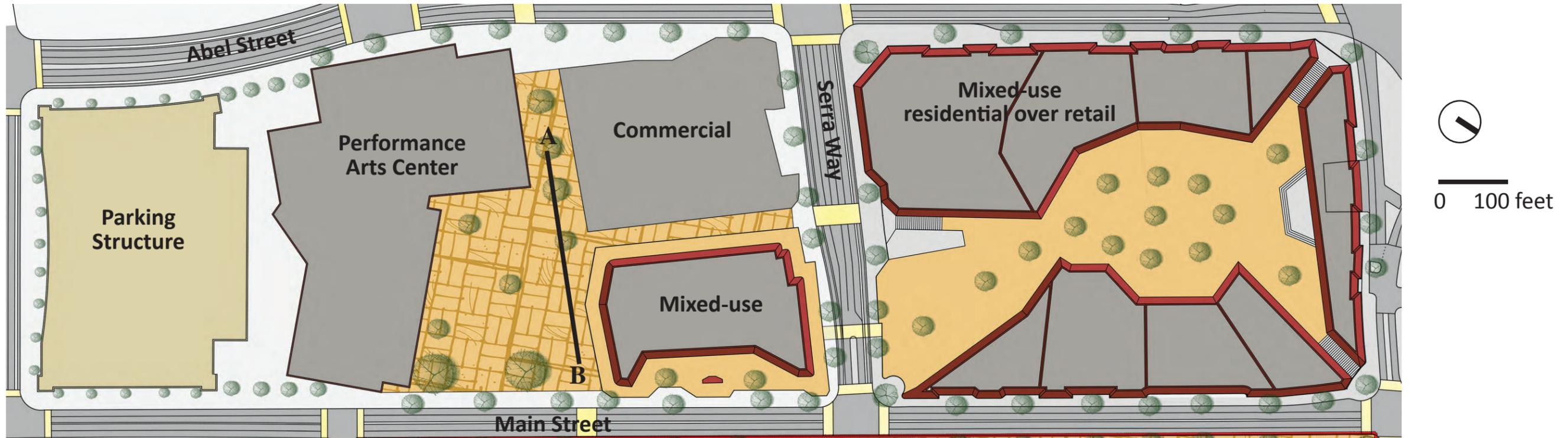


Plaza area adjacent to Main Street

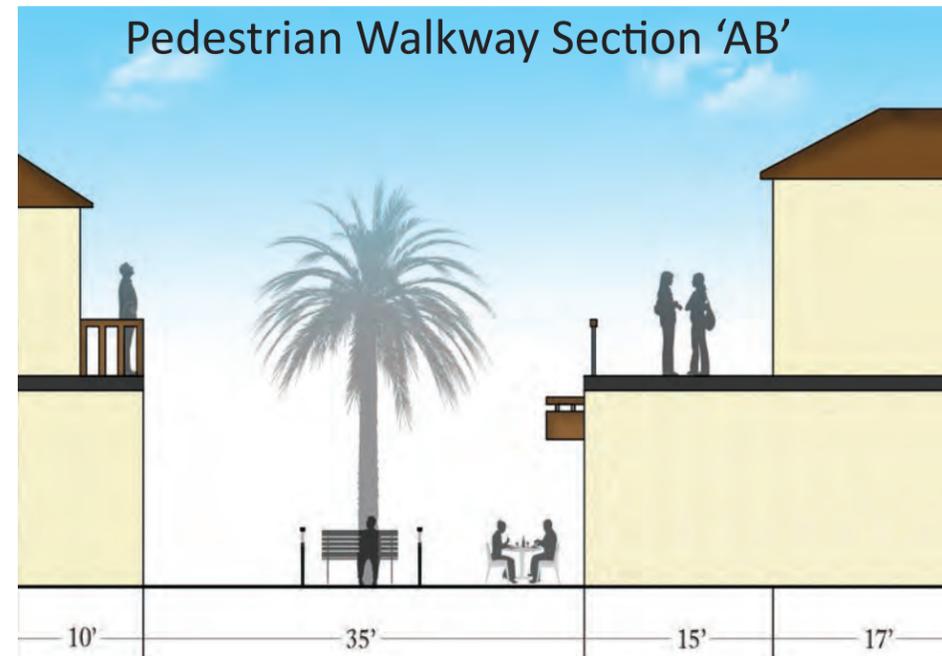




Illustrative Plan View of Signature Sector



View of Pedestrian Street facing North from the Performing Arts Center





View of the Performing Arts Center from its plaza; a draw for visitors.

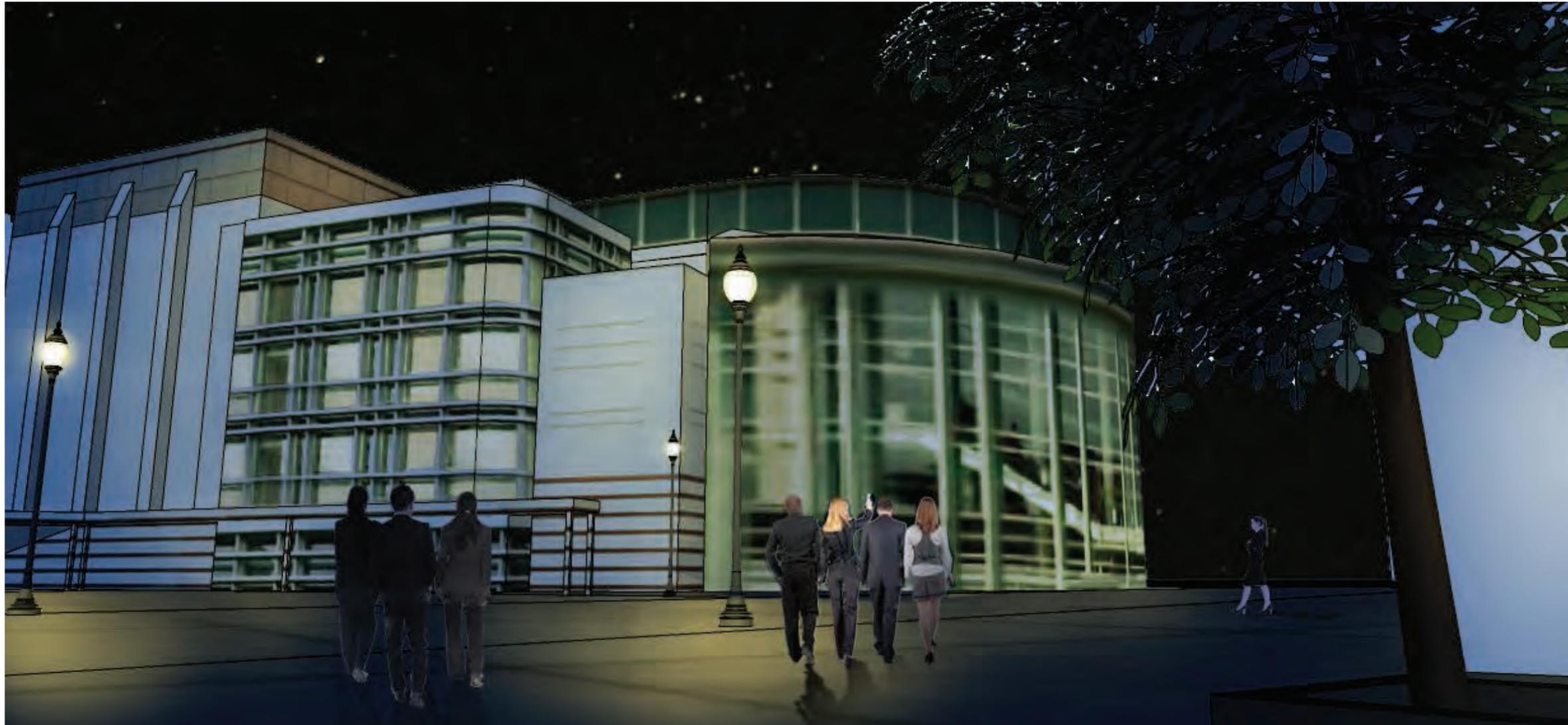
Illustrative images of the Signature Sector

The Signature Sector is key in the revitalization of the Main Street area of Milpitas. Its construction will commence in the fifth phase of development of the proposed project, as it will be an elaborate addition to Main Street. With its integration of public space within a commercial setting, it allows for visitors to experience a variety of activities within its borders. With an array of restaurants and theaters, each use introduces and caters to a diverse audience.

Main Street comes alive at night with the addition of a theater in the commercial area



The Performing Arts Center at the Signature Sector



The Performing Arts Center will act as a major draw to the Main Street Area. It will be designed by a star architect, and will be unmistakable from afar as it will rise several stories above its urban surroundings. The PAC will anchor the site as it will provide a venue for the multitude of cultural attractions that will be hosted. Types of events could include: concerts, speakers, plays. The PAC will complement the surrounding commercial space that aligns Main Street, to give a visitor the opportunity to take advantage of dinner and a show, or allow companies to further their presentation onto the rooftop sculpture garden or bordering open space. The PAC provides a venue that Milpitas needs.

MILPITAS MAIN



Team 7

Myra Ammari
Cara Carlucci
Rachel Kramer
Leigh Osterhus

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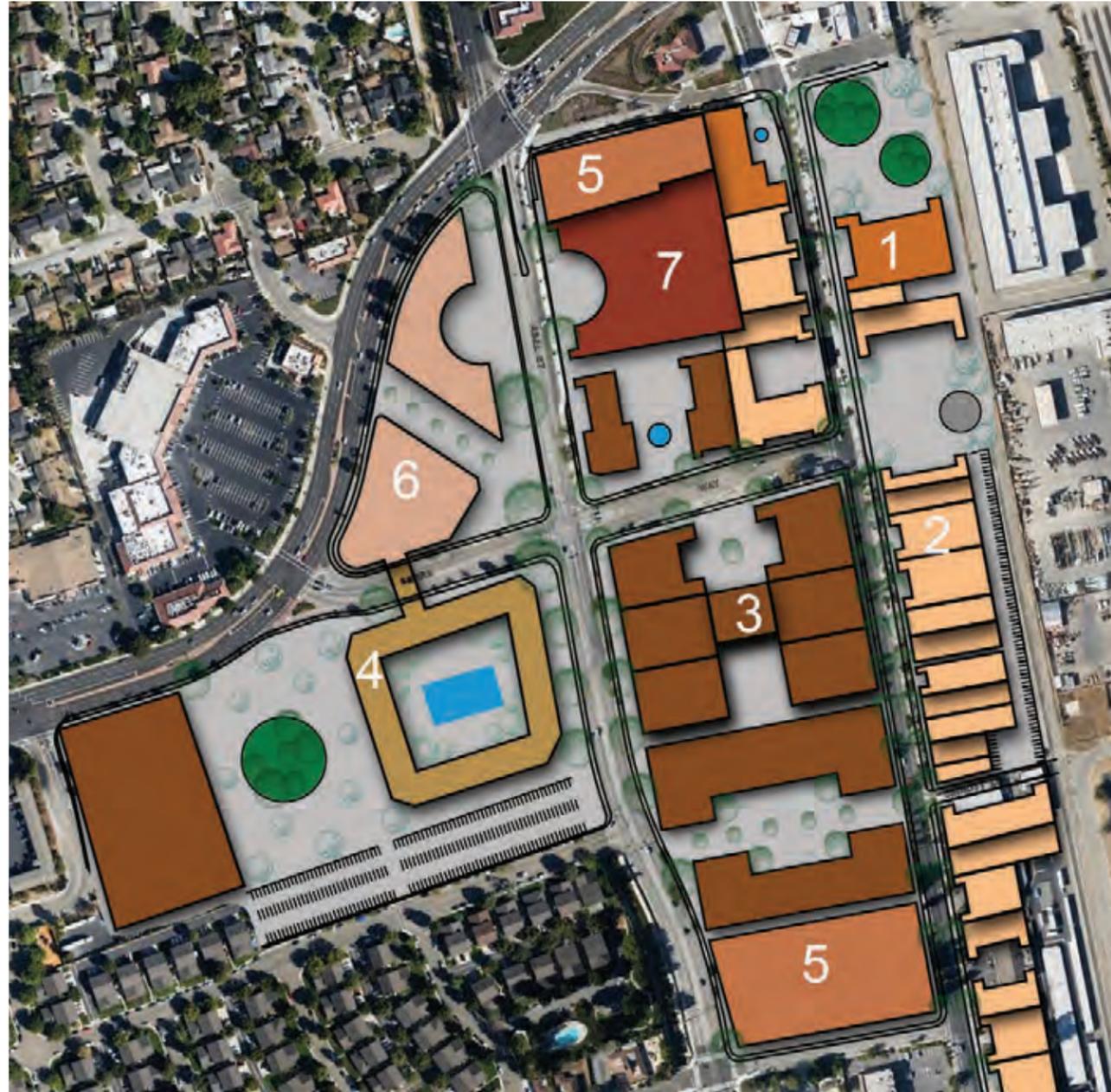


Milpitas Main The Project Concept

Milpitas Main will be a tech savvy and cultural hub that is conveniently located within Silicon Valley for residents and visitors to experience a rich cultural environment. The three catalysts of the site are (1) the hotel and convention center, (2) the cultural center, and (3) Restaurant Row. The hotel and convention center are connected by a bridge, which provides a visual gateway to the site. There is also an interactive museum that will serve residents and tourists alike and provides an excellent educational opportunity.

This proposal is a new concept for the site and will become a main attraction to the area. The cultural center that includes a movie theater, gathering spaces, and public areas celebrates the rich variety of cultures of Milpitas. This feature enhances the existing diverse environment of the city. Restaurant Row creates a walkable downtown atmosphere that showcases international cuisines and plays off of the current atmosphere of Main Street. An outdoor performance stage for concerts, speakers, and festivals is proposed to be the focal point of the Row. These three main catalysts display the versatility and achievements of Milpitas and will be an attractive destination in the region.

ILLUSTRATIVE SITE PLAN



-  Cultural Center
 -  Restaurant Row
 -  Retail
 -  Hotel
 -  Parking Garage
 -  Convention Center & Museum
 -  Movie Theater
- 1: Cultural Center
 - 2: Restaurant Row
 - 3: Retail
 - 4: Hotel
 - 5: Parking Garage
 - 6: Conference Center & Museum
 - 7: Movie Theatre

DEVELOPMENT TABLE

Building No.	Name	Number of Stories	Ground Floor Use	Upper Floor Use(s)	Footprint Square Footage	Total Square Footage	Parking Spaces
1	Community Center	1	Assembly	-	50,766	50,766	252
2	Restaurant Row	1	Restaurant	-	247,018	247,018	3,755
3	Retail	1	Commercial	-	517,378	517,378	2,539
4	Hotel	4	Lodging	Lodging	88,156	352,624	650
5	Parking Garage	4	Commercial	Parking	152,531	610,134	762
6	Conference Center	2	Conference Center	Conference Center	82,629	165,258	309
7	Movie Theater	1	Entertainment	-	130,630	130,630	1,142

DEVELOPMENT PHASING

PHASE ONE HOTEL, CONVENTION CENTER, STAGE

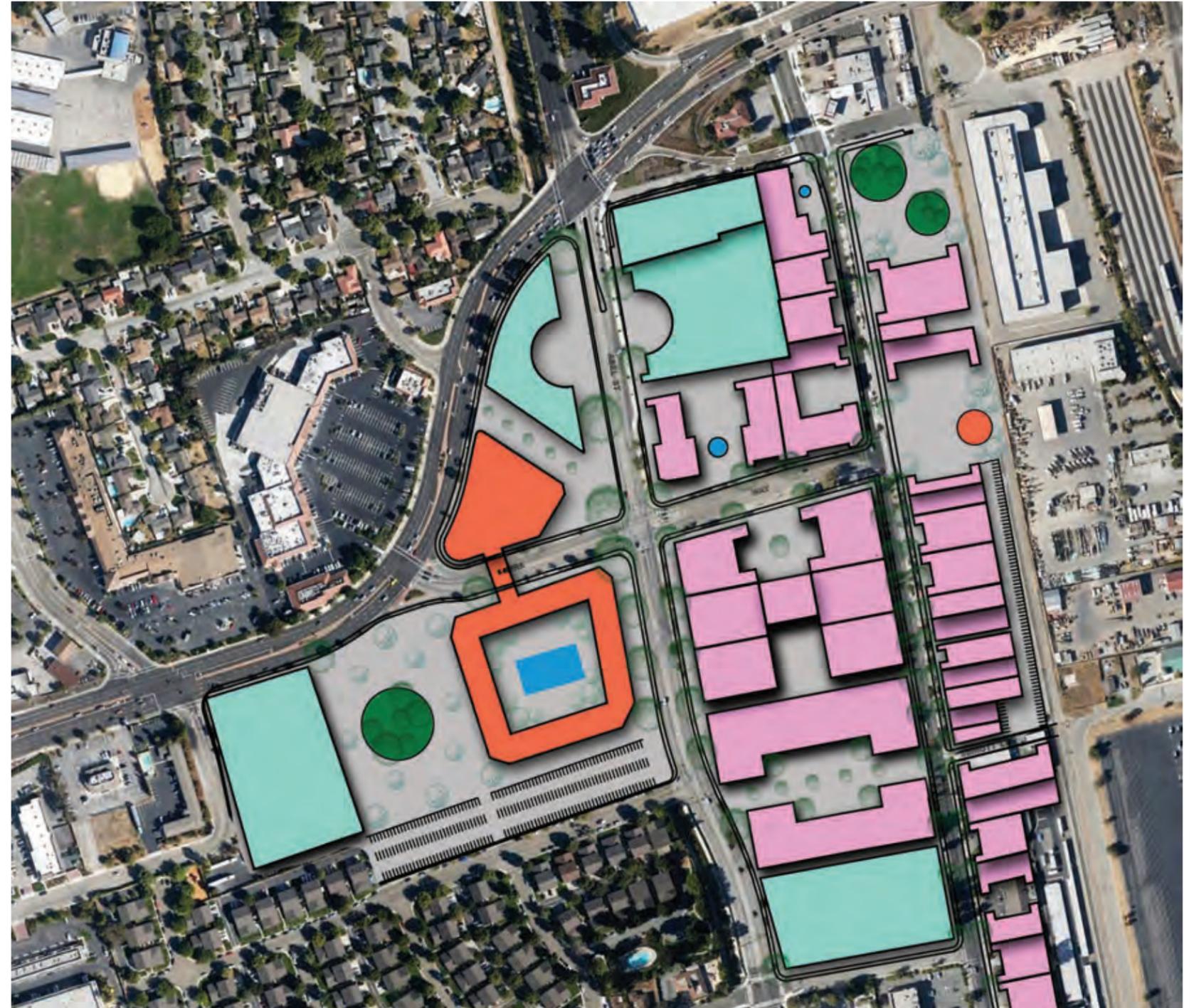
The hotel, convention center, and stage are all part of on of the main gateways into the site. These aspects will begin to display a desirable space for other businesses to gather. Also, the hotel and convention center will serve as catalysts that will attract people from inside as well as outside of Milpitas.

PHASE TWO PARKING GARAGE, MOVIE THEATER, CULTURAL CENTER, MUSEUM, GROCERY

The movie theater, cultural center, museum, and grocery store are all larger developments that will bring revenue to the city and attract more people to the Main Street area. The parking garages will become a necessary component at this point.

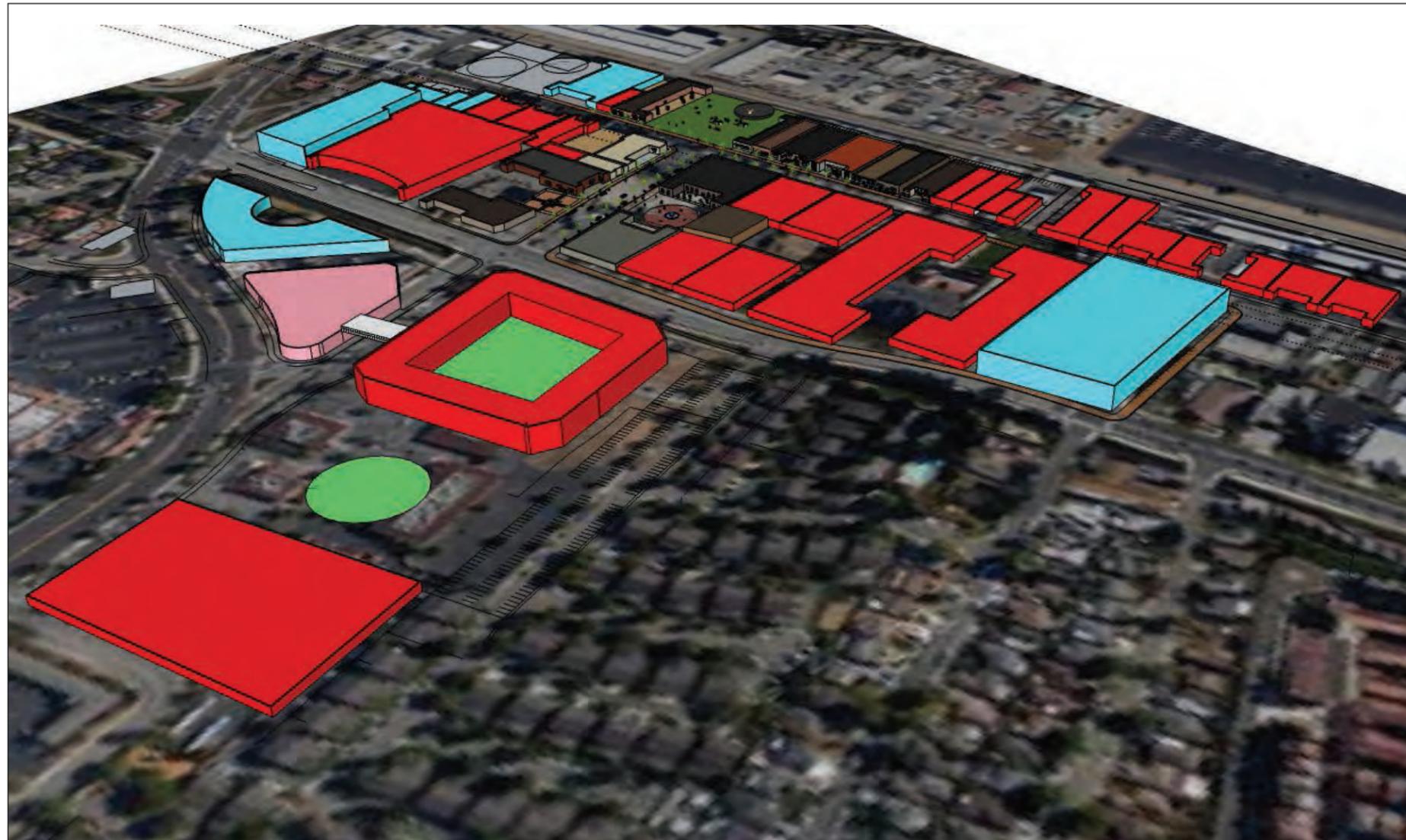
PHASE THREE RETAIL, RESTAURANT ROW

The retail and restaurant row will be the last components of the site to develop because they will follow the larger developments since the site will becoming very lively by this point.





General View from Northwest



Legend:

-  General Commercial
-  Public
-  Park and Open Space
-  Administrative and Professional Offices

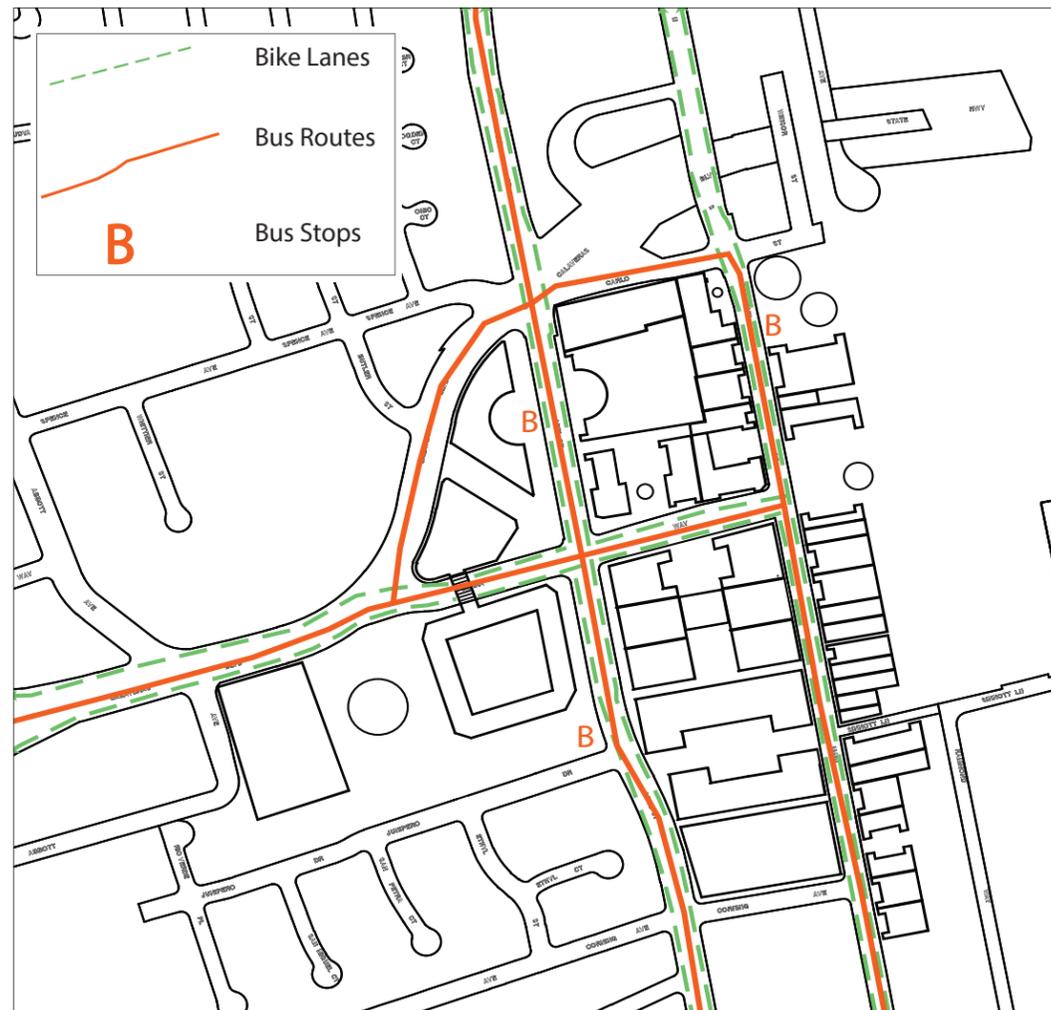
LAND USE MAP

-  Low Density Commercial
-  Medium/High Density Commercial
-  Town Centers/
Public Facilities
-  Mixed Use



CIRCULATION

Bike lanes, buses routes and stops



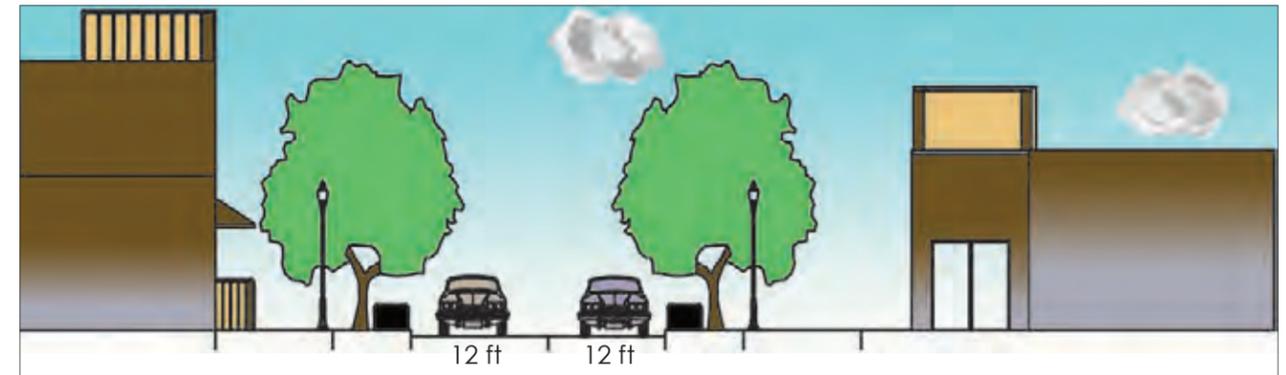
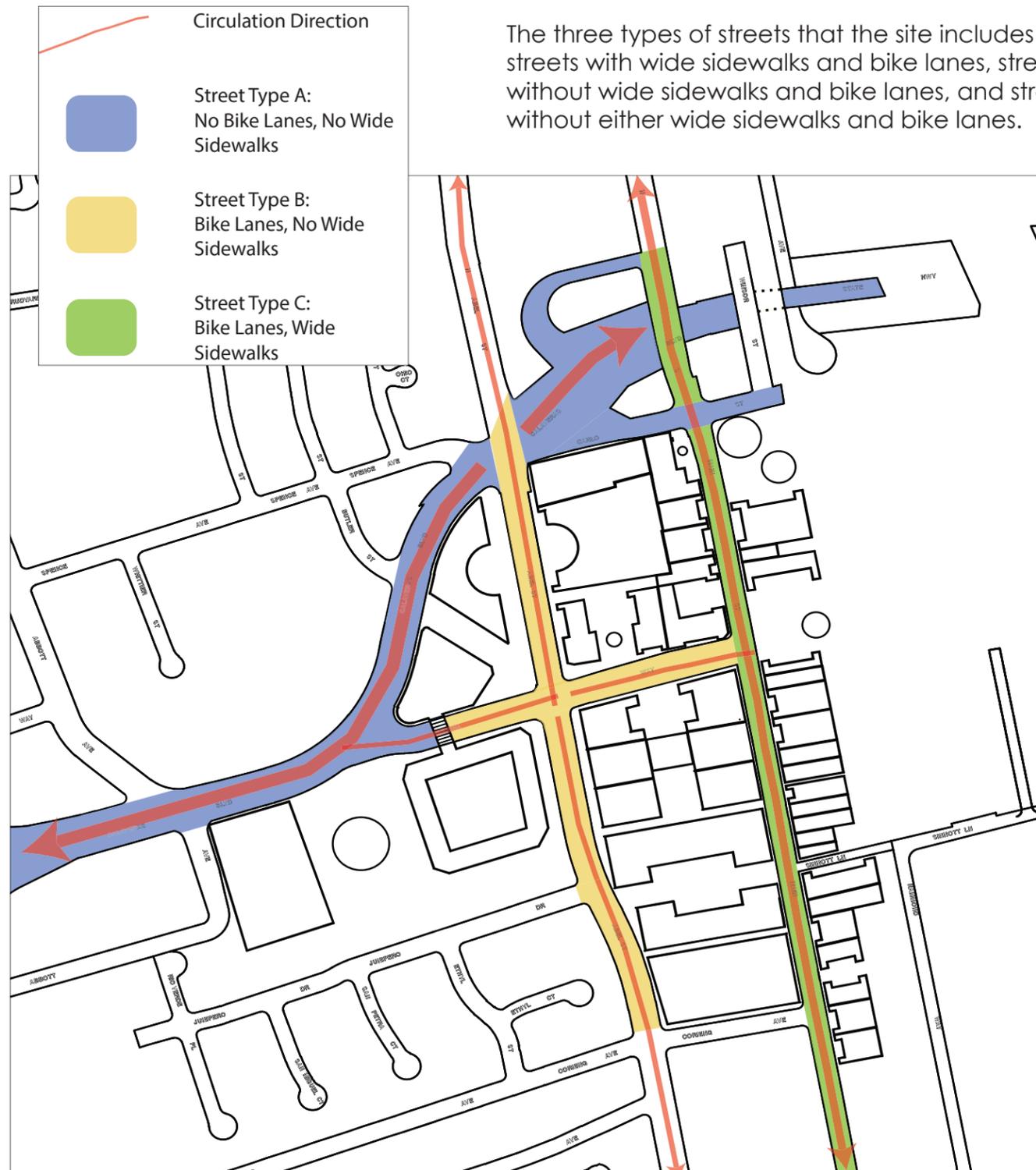
Pedestrian traffic



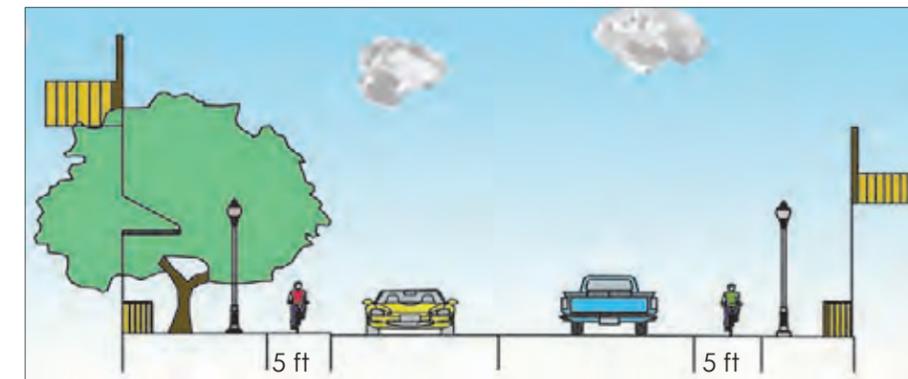
This site is nestled in between two main streets— Main Street and Calaveras Boulevard, with small crossing streets Serra Way, Abel Street, Carlo Street, Junipero Drive, and Corning Avenue. There are bike lanes both directions on part of Calaveras Boulevard, Serra Way, Abel Street, and Main Street. The bus route on the site starts on Calaveras Boulevard and continues around Serra Way and circles around Main Street, Abel Street, and Carlo Street. There are three bus stops— one in front of the convention center on Abel Street, one on the corner of Abel Street and Junipero Drive by the hotel, and one on Main Street by the cultural center.

There are many walkable areas on the site, including a walkway in between the conference center and community center and small open space plazas within each major section of the project area.

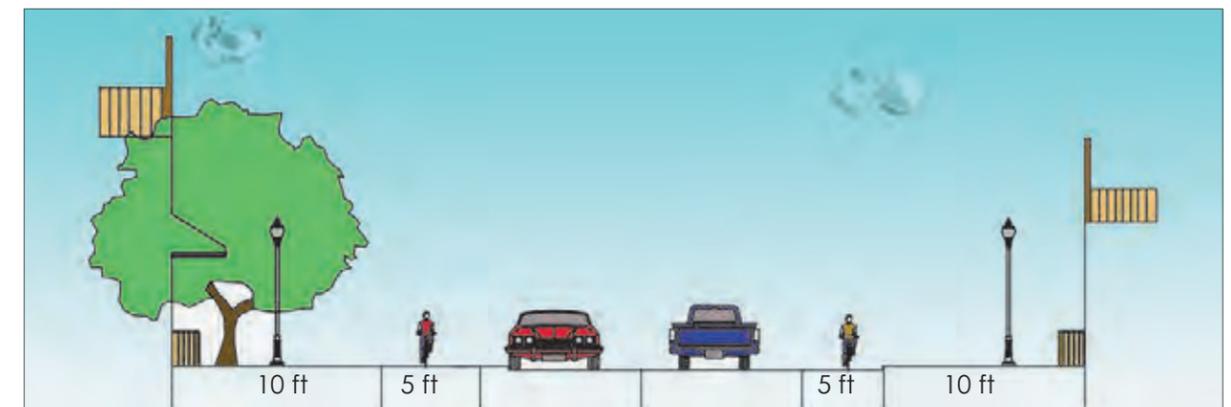
STREET TYPES



Street Type A: Calavaras Boulevard Section with sidewalks and no bike lanes



Street Type B: Section with narrow sidewalks and bike lanes

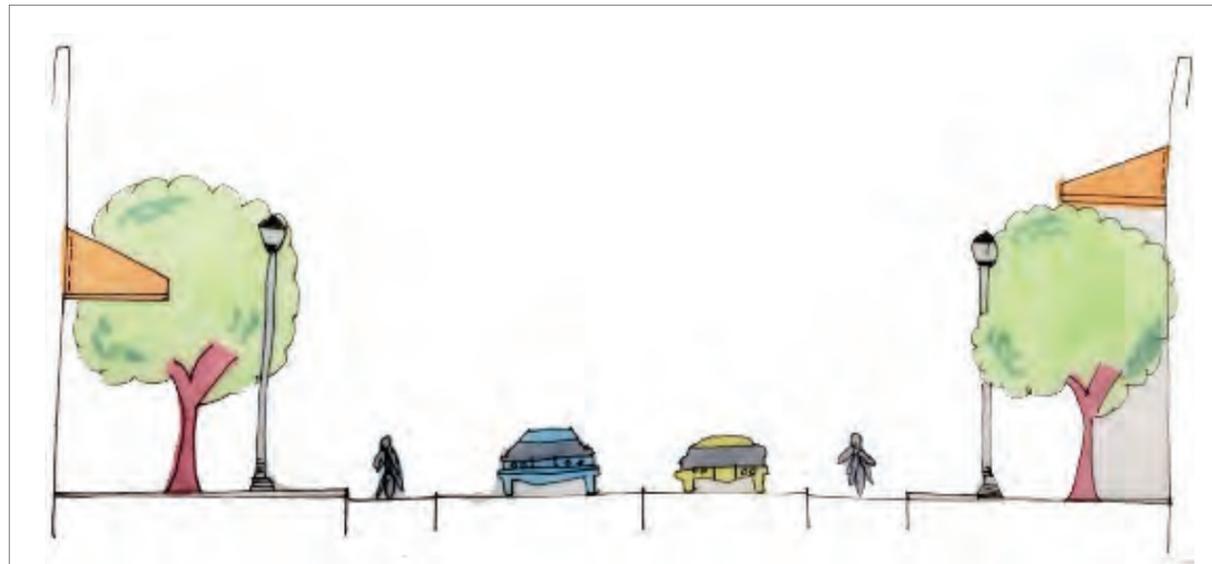


Street Type C: Main Street Section with bike lanes and wide sidewalks

SIGNATURE SECTOR

Restaurant Row: Main and Serra

Restaurant Row features an outdoor concert and festival stage, open space, and restaurants that cater to the cultural demographics of the region. Main Street will become a true downtown area. Trees will create a canopy over the street and the atmosphere will be very pedestrian-friendly. The stage is the visual landmark of the street and is visible from Serra. Concerts and festivals will utilize the stage and open space in order to create a strong community. The restaurants will support local and small businesses. Milpitas attracts many visitors that attend religious services on Sundays and in order to retain them in the city, Restaurant Row will be a desired destination.





Main Street and the "Restaurant Row".



A view along the Restaurant Row in Main Street, portraying its atmosphere of one of the many plazas, the street activity and landscaping.

Looking East along Serra Way, showing the plaza and the stage as the gateway into the area and to the Restaurant Row at Main Street.



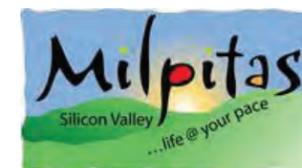
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URBAN DESIGN VISIONS FOR MILPITAS

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

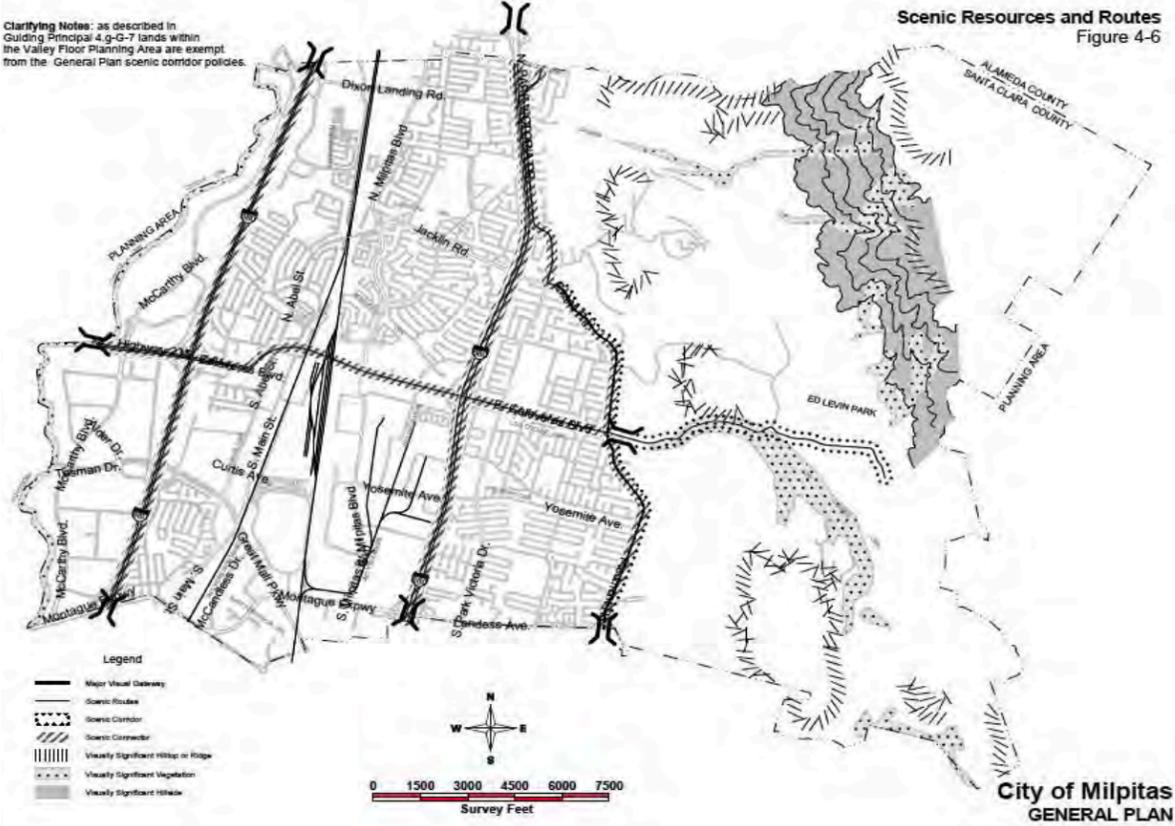
Ammari, Kramer, & Osterhus

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

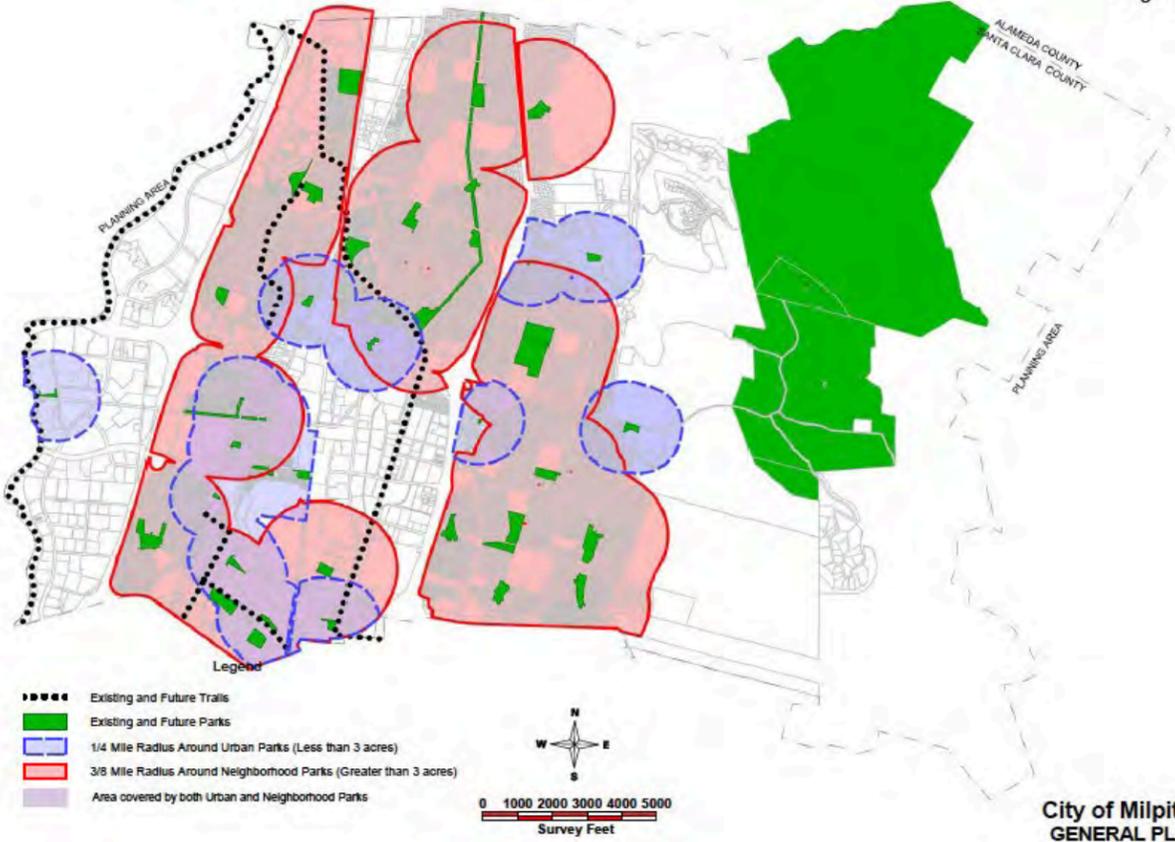
- improve existing park facilities
- construction of new facilities
- there are currently around 201 designated city parklands



Scenic Resources and Routes
Figure 4-6

City of Milpitas
GENERAL PLAN

Parks
Figure 4-1



City of Milpitas
GENERAL PLAN

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

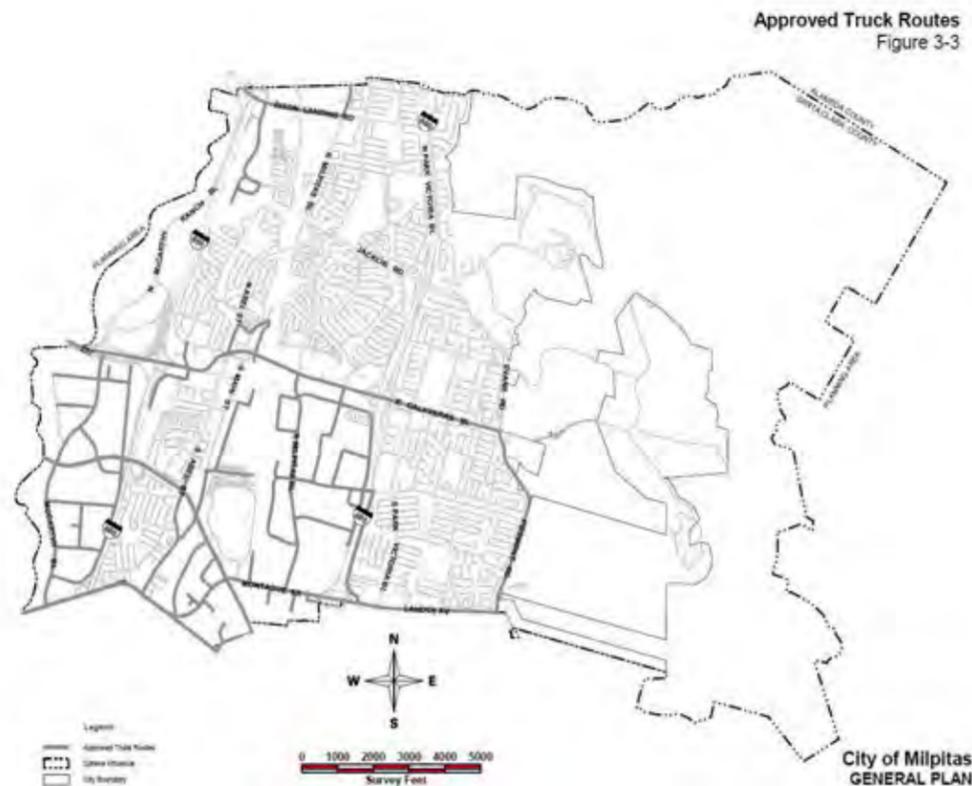
- Several major transportation facility lines are used in the Milpitas area, including Interstate 680, 880 and State Route 237- Calaveras Boulevard, Montague Expressway, The Santa Clara Valley Transportation Authority (VTA) Light Rail line, the Union Pacific Railroad tracks and the future BART lines 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
- 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

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.



GENERAL PLAN: MILPITAS, CALIFORNIA

Ammari, Kramer, & Osterhus

POPULATION

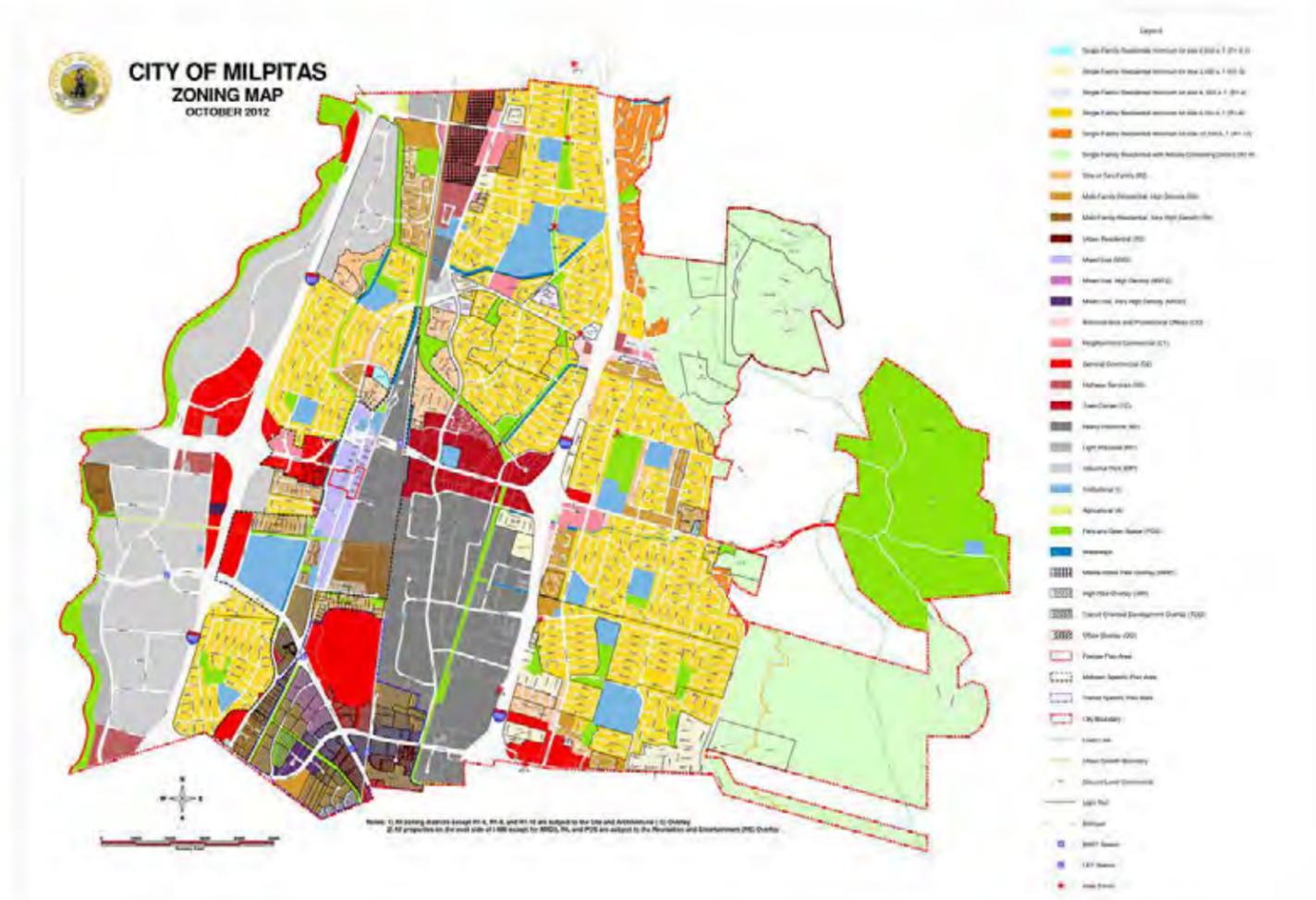
2010: 69,100
2015: 74,700
2020: 82,300
2025: 90,400
2030: 98,100
2035: 106,000

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	47,850	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



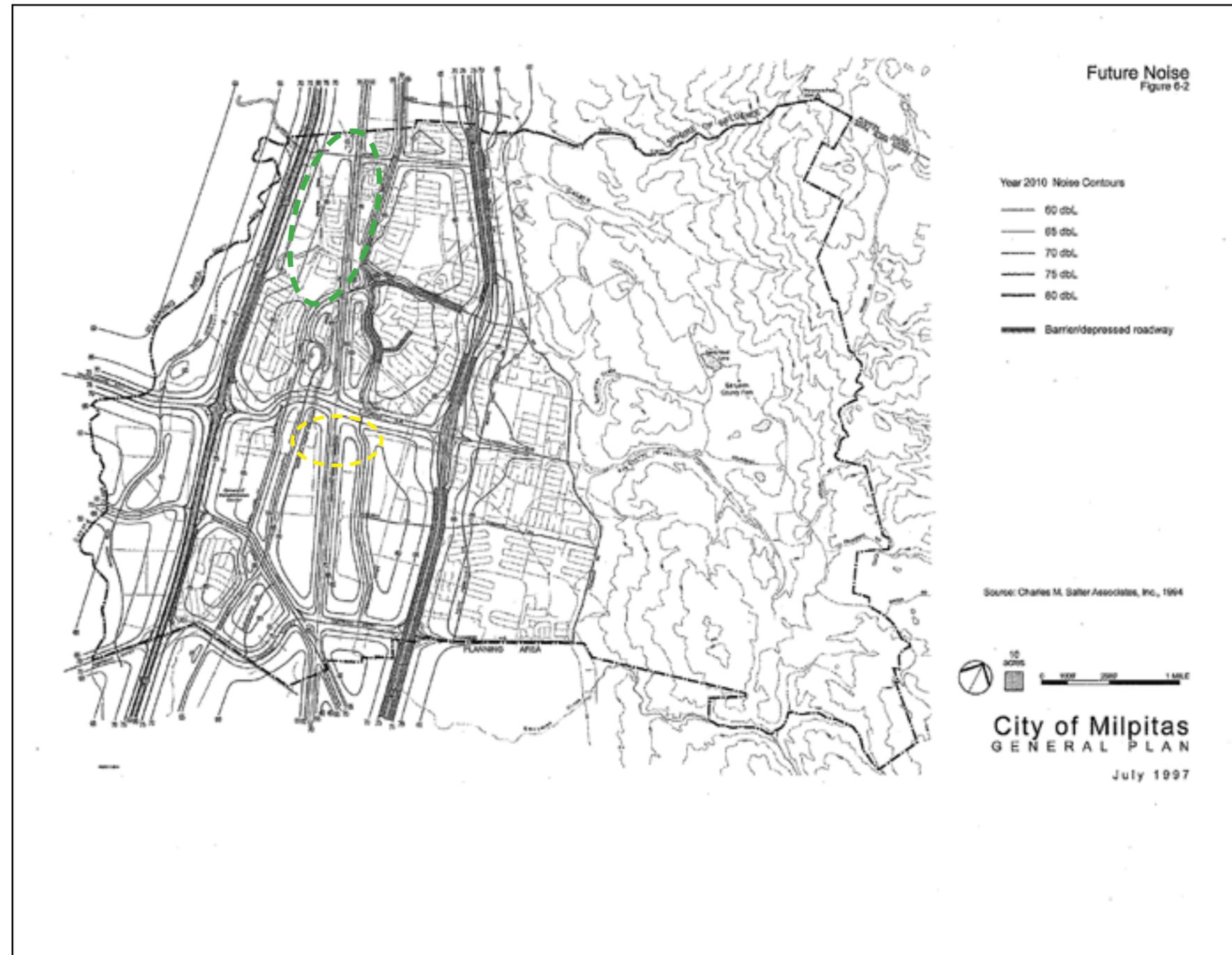
Figure IV.2: Location Map of Current Residential Projects

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.

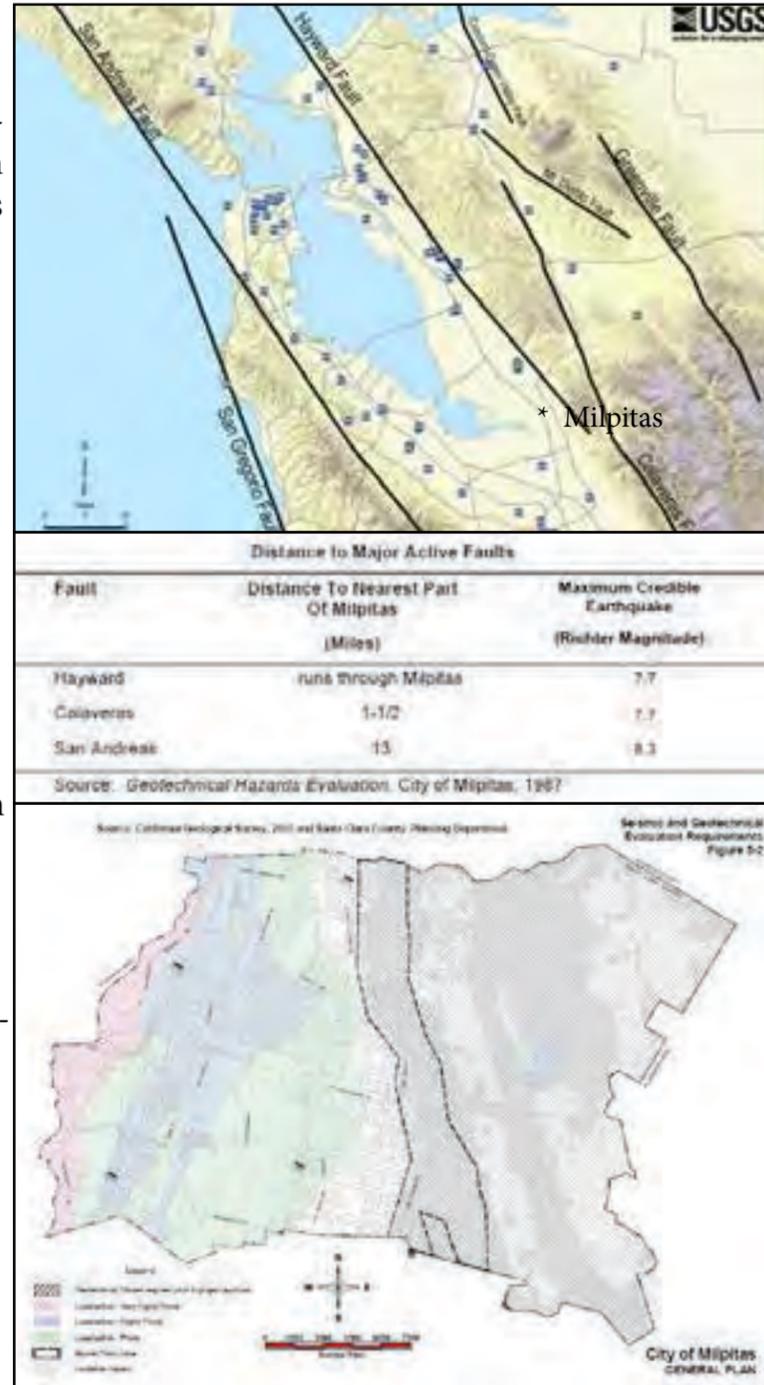


City of Milpitas General Plan

Seismic and Safety Element

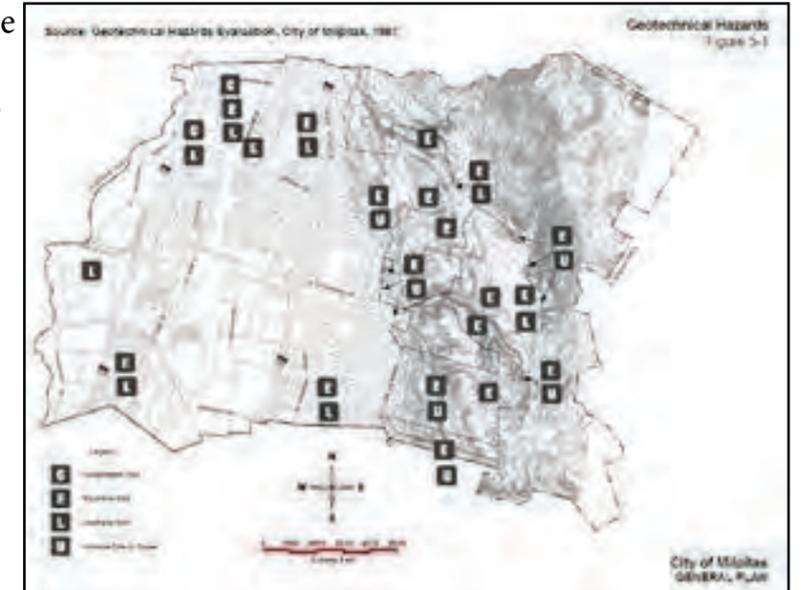
Earthquakes

- 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



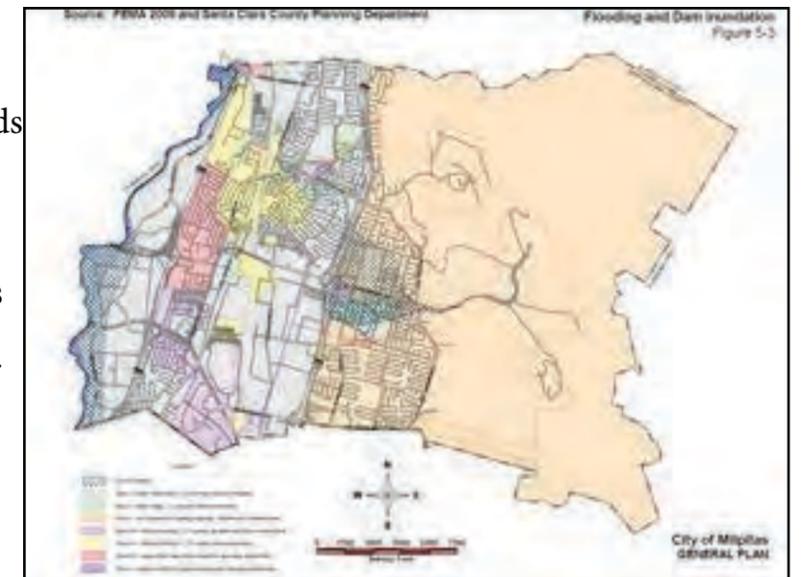
Geo-technical Hazards

- 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.

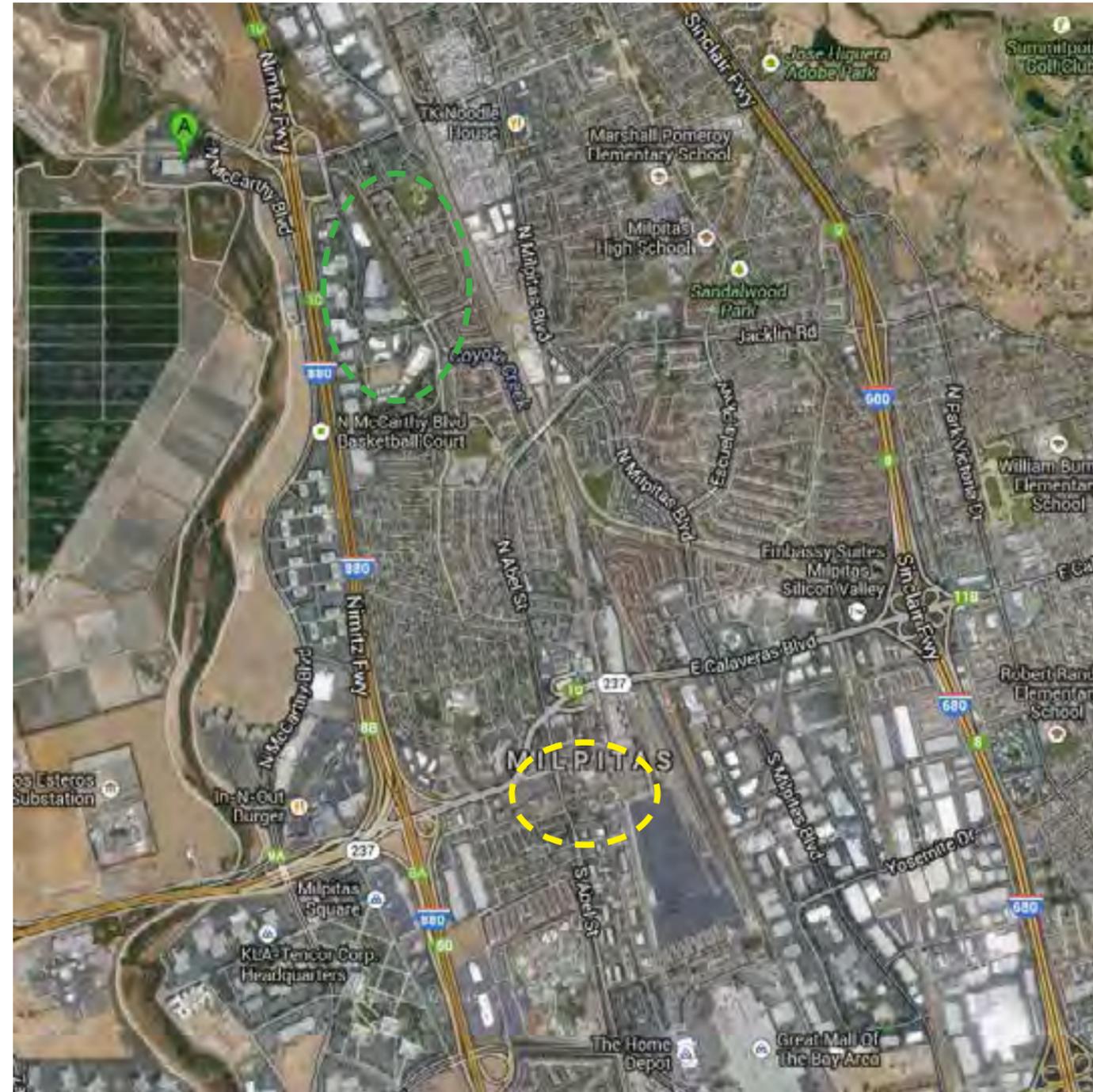


City of Milpitas

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

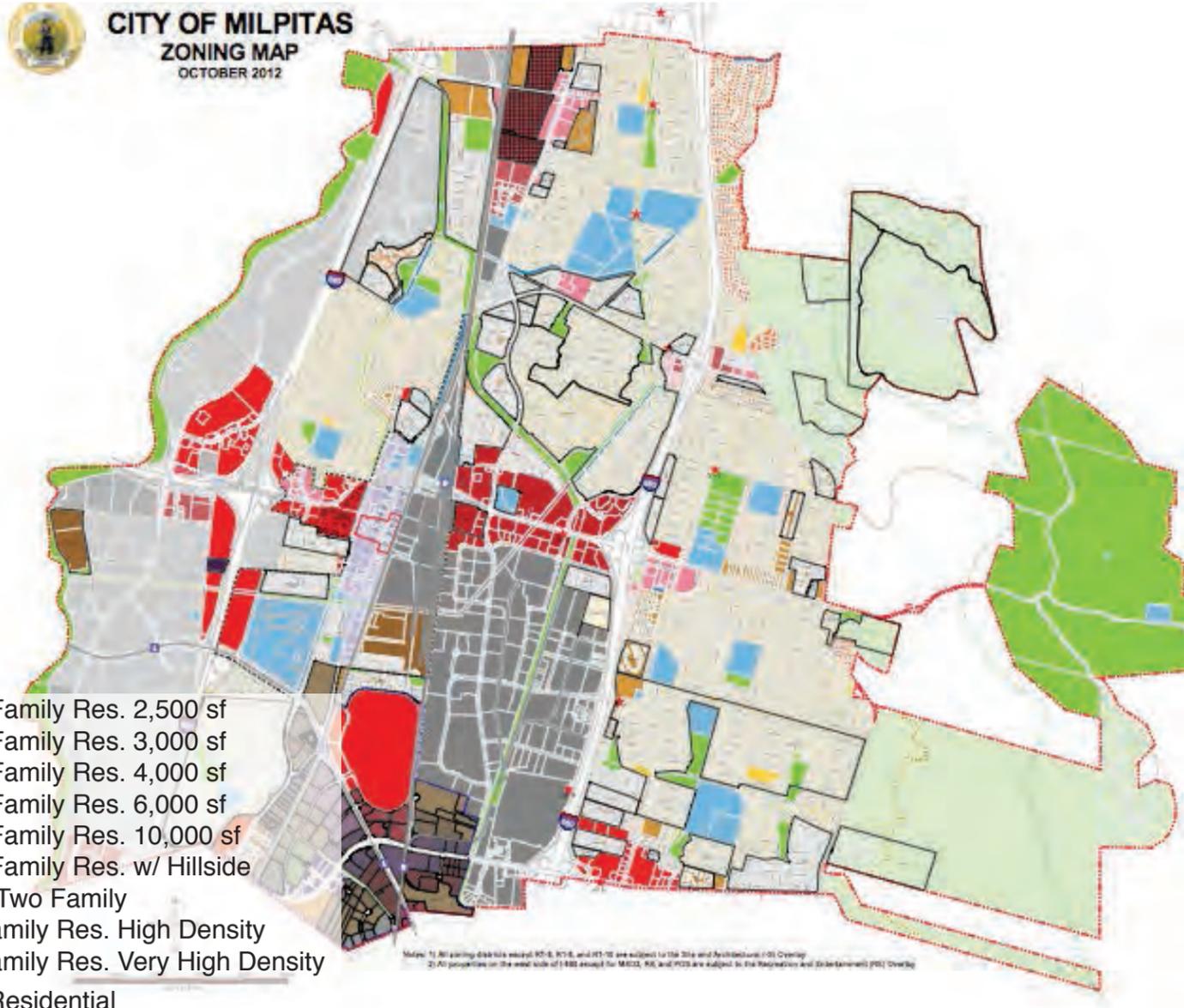
CITY OF MILPITAS

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)

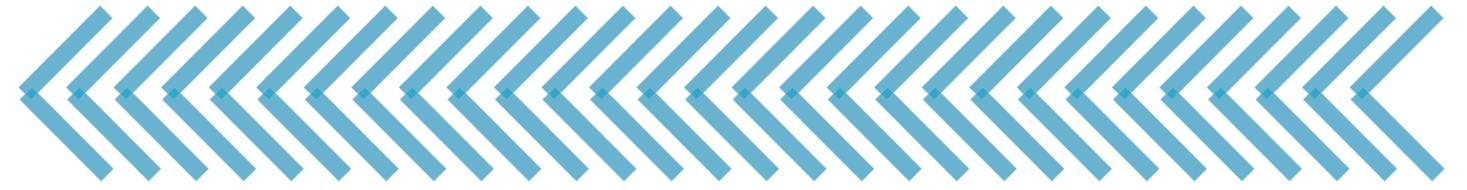


KEY FACTS

- 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:

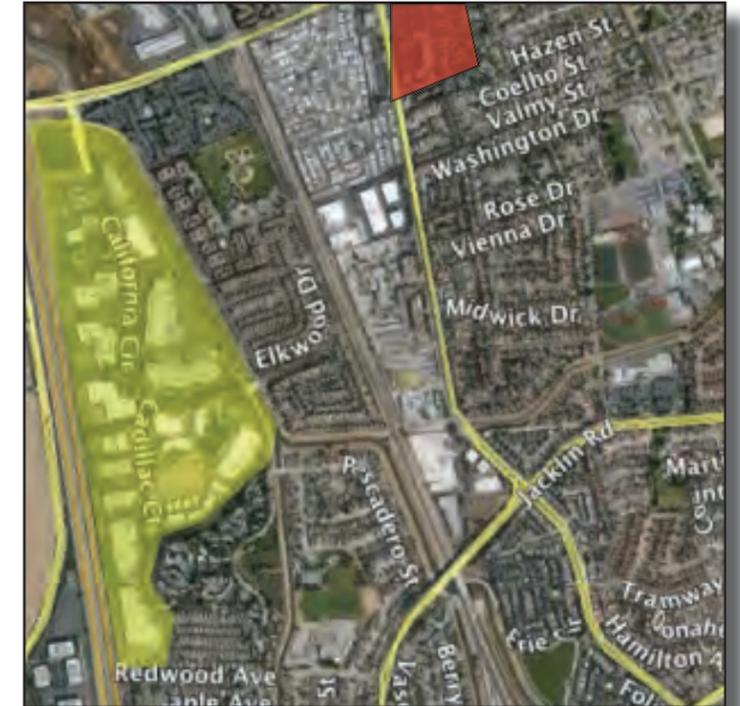
- Milpitas recognizes **TOD** as a way to **conserve energy resources**.
- The U.S. Green Building Council's **Built It Green's GreenPoint Rated** system for residential buildings have been adopted as the **official green building standards** for the City of Milpitas.
- Planning applications for new 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.

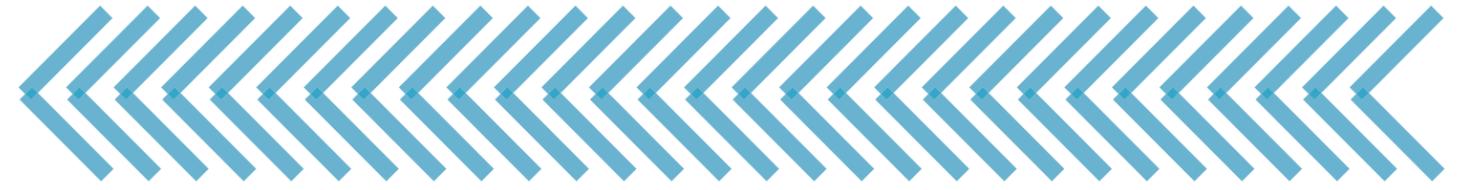
The plan specifically mentions the Sunnyhill Apartments, and seeks to preserve their affordable status - if the owner decides to seek market rates for these apartments, they would need to have a plan to replace 149 affordable units.

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



Housing Element

CITY OF MILPITAS



Housing Needs:

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

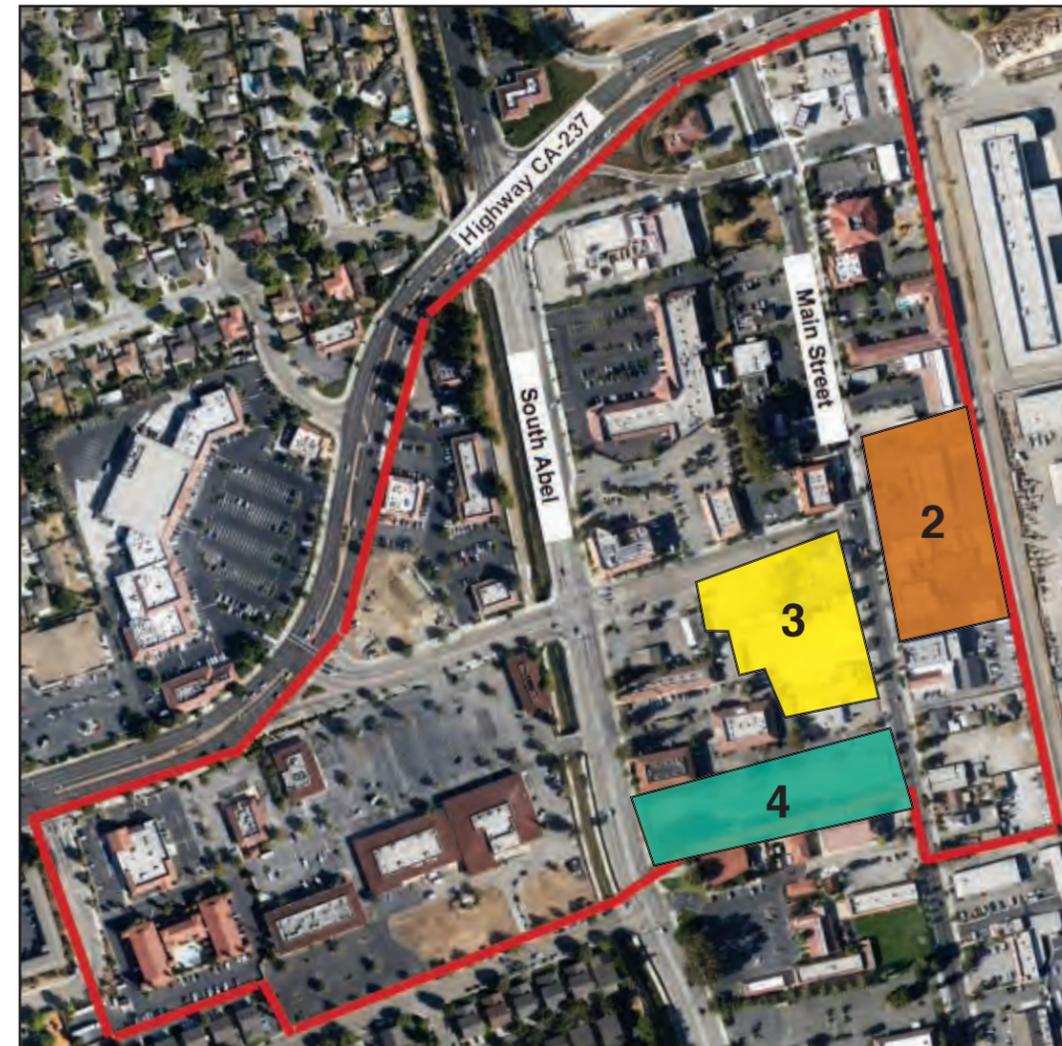
	Very Low	Low	Moderate	Above Moderate	Total
City of Milpitas	689	421	441	936	2,487
Percentage Distribution	27.7%	16.9%	17.7%	37.6%	100.0%

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

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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.

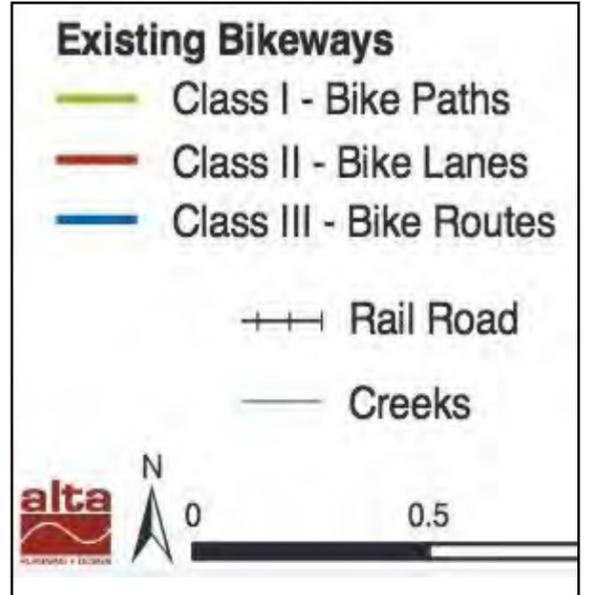
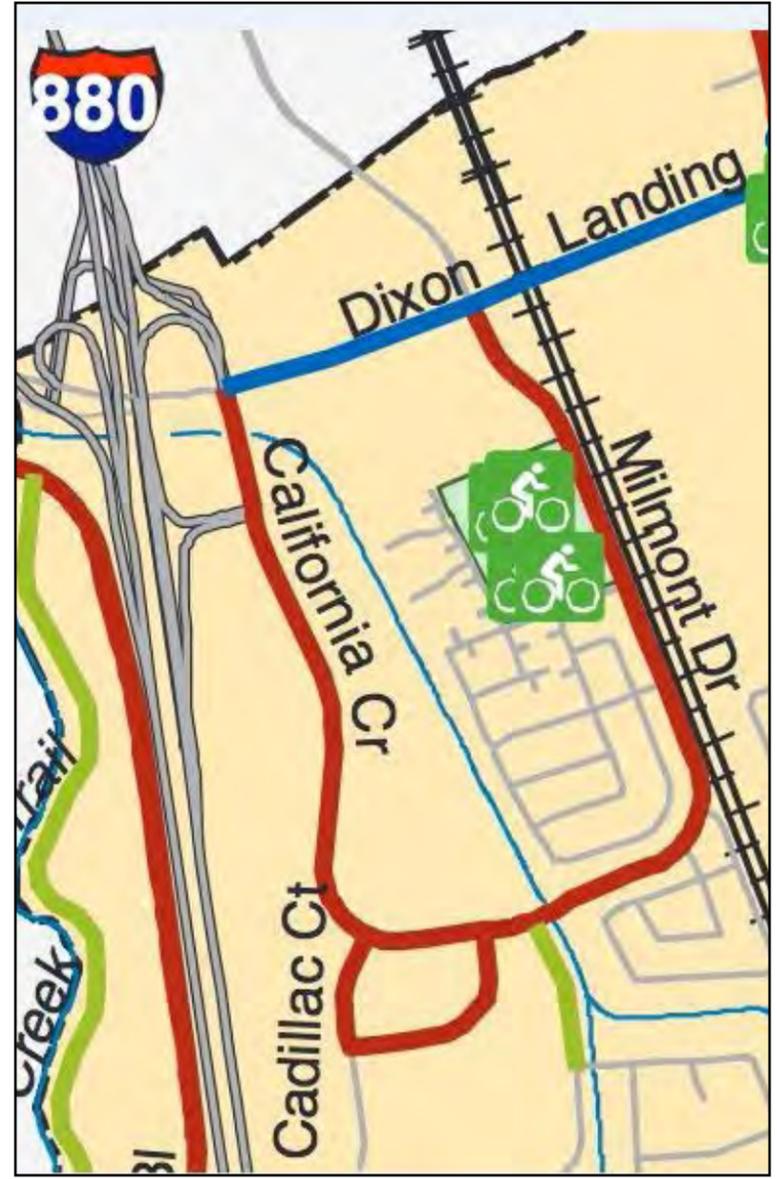
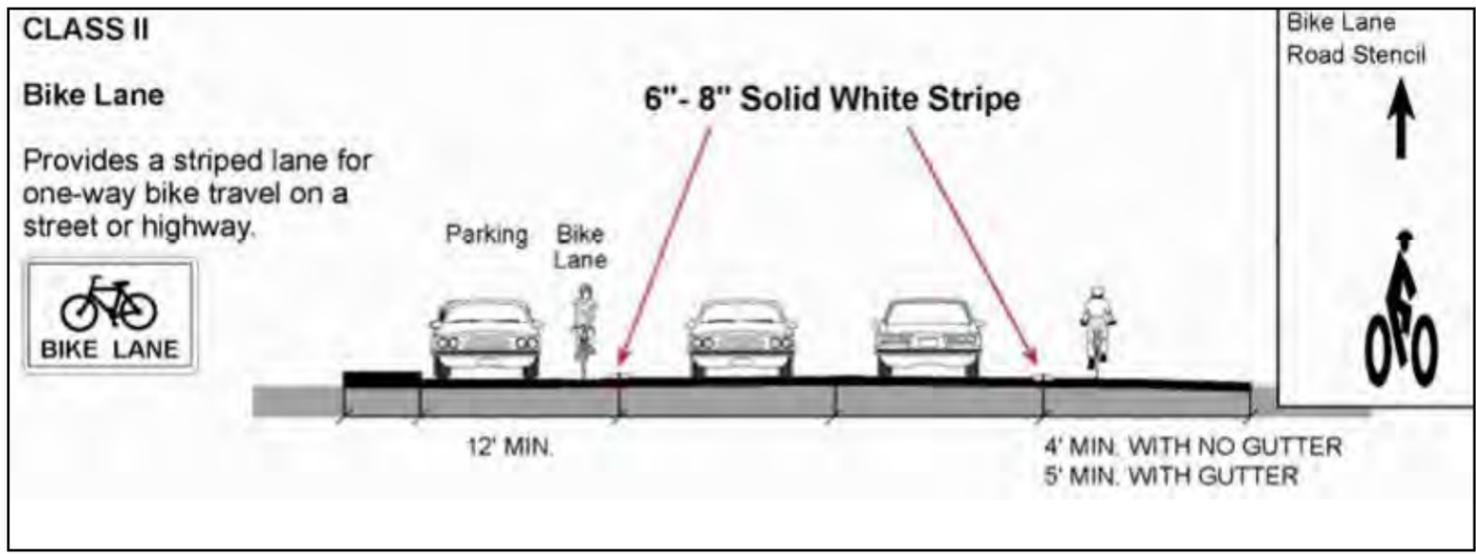
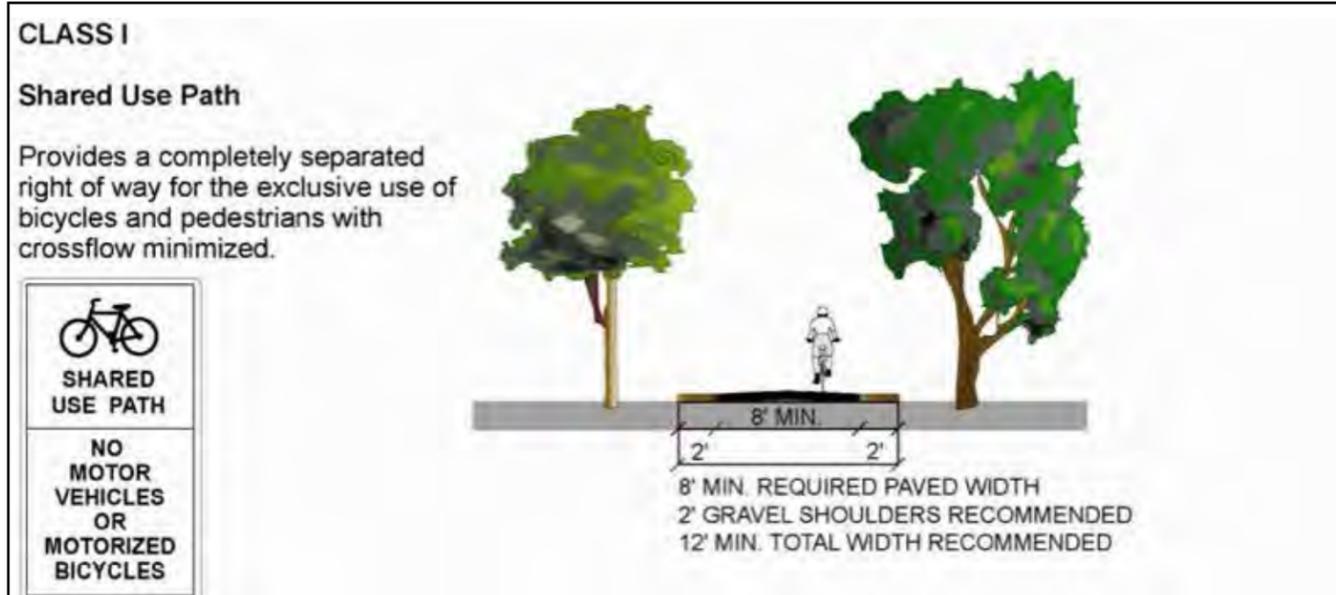
URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Appendix 1. Background information



Bikeway Master Plan California Circle Project Area



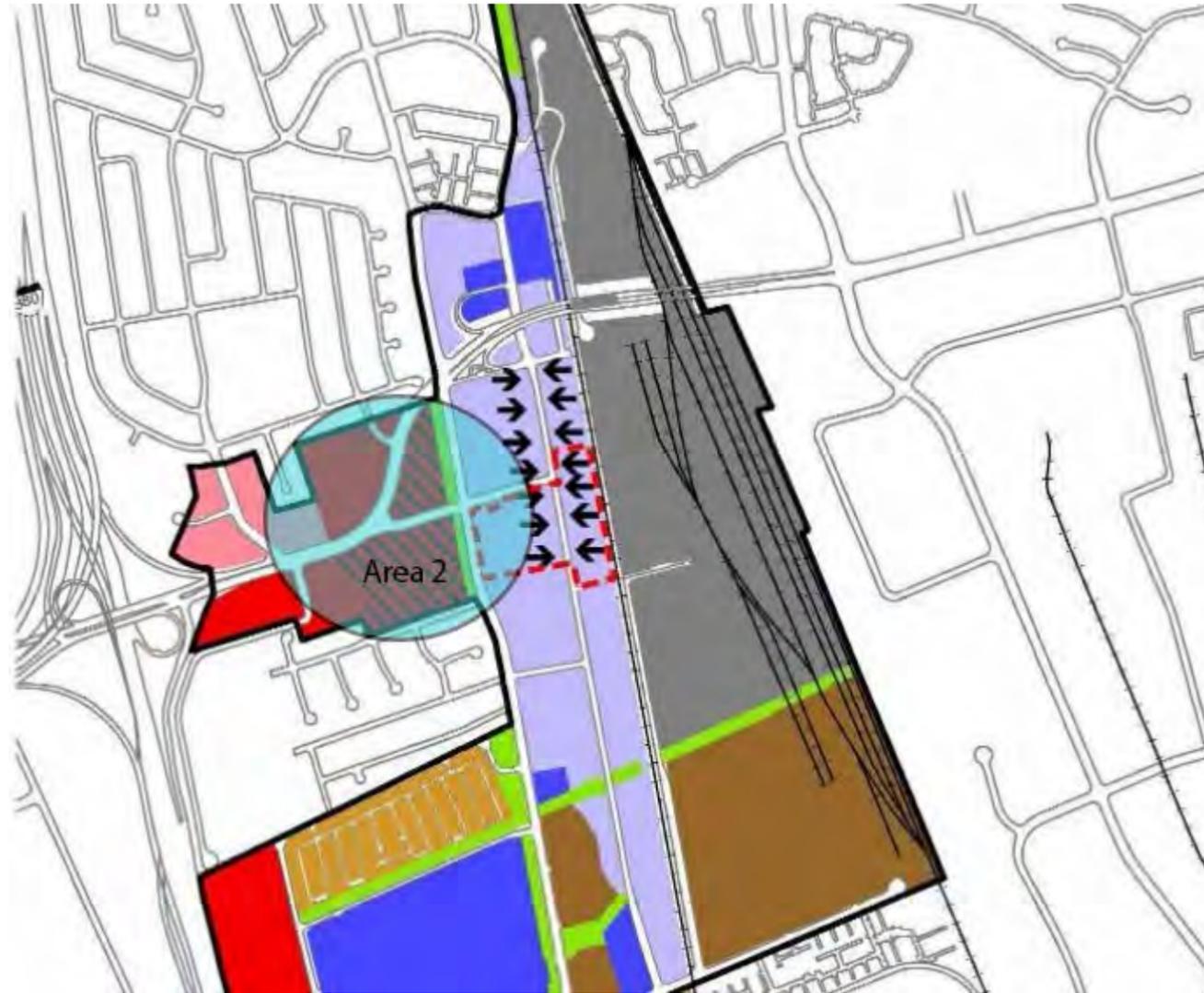
- California Circle**
- Dedicated bike lanes (Class II) already present on California Circle, Fairview Way and some of Cadillac Ct
 - Dedicated bicycle track (Class I) along the Coyote creek, south of California circle
 - Proposal includes extension of Class I track north along Coyote creek, named the 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 or without infrastructure, pay more attention to the leisure/novice biker.

Proposed bike connections already on the books;

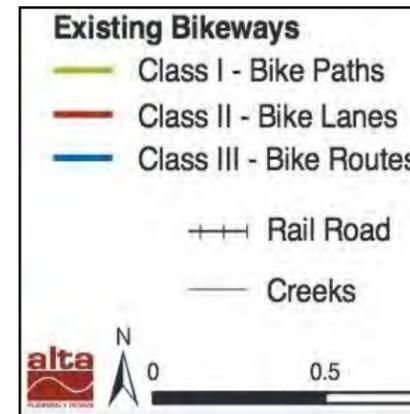
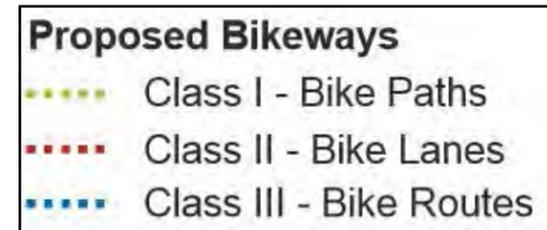
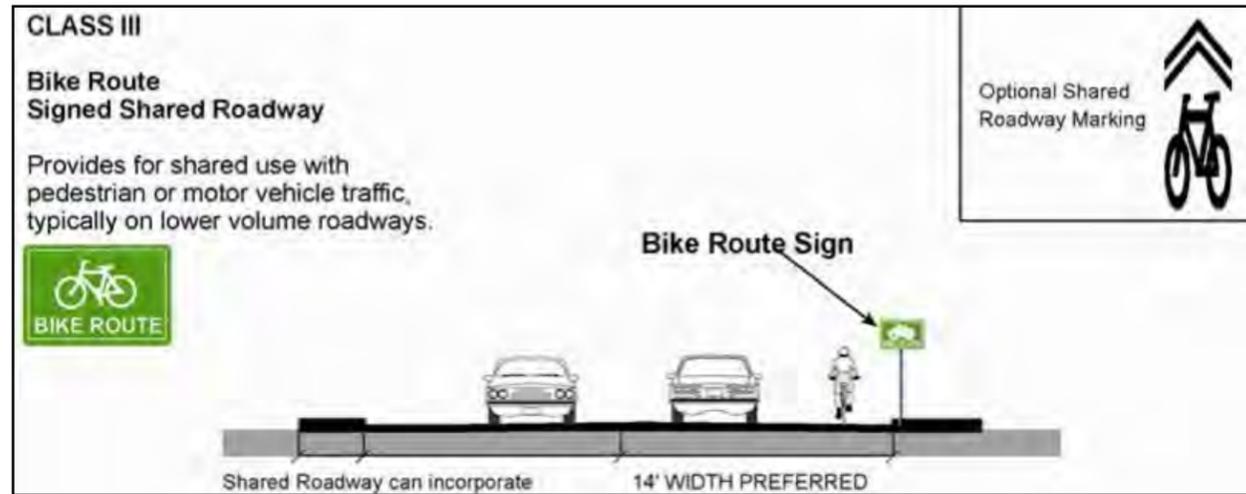
- o Midtown SP calls for a pedestrian friendly connection between Sierra Way and St. John’s Church, and S. Main st. and S. Abel St. (Both are in proximity of site 2)
- o Berryessa Creek Trail
- o Lower Penitencia Creek
- o North McCarthy Blvd
- o Great Mall Parkway connections

(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.

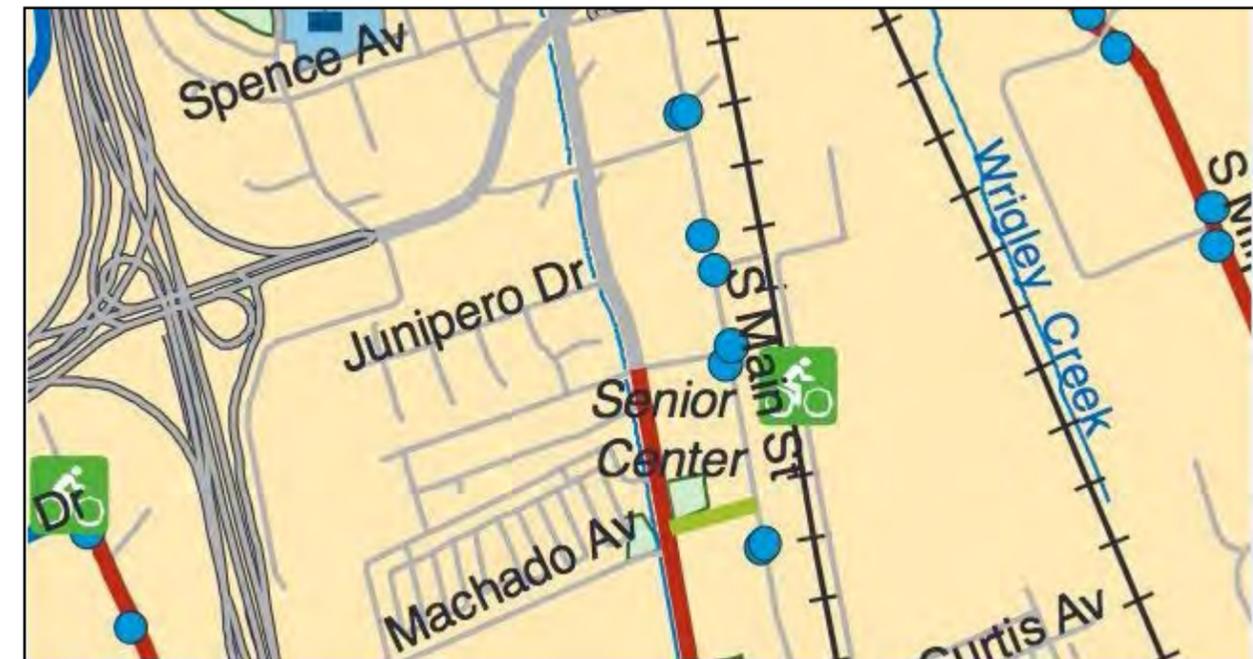
Bikeway Master Plan Midtown Project Area



- 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.

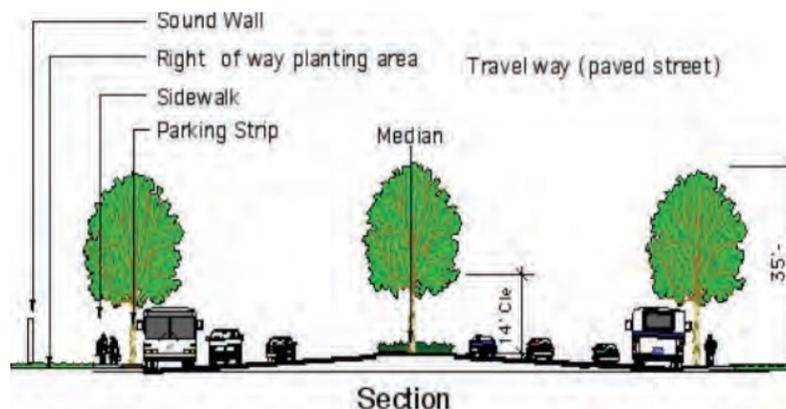
Features of streetscapes include:

- 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 occupancy 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.**

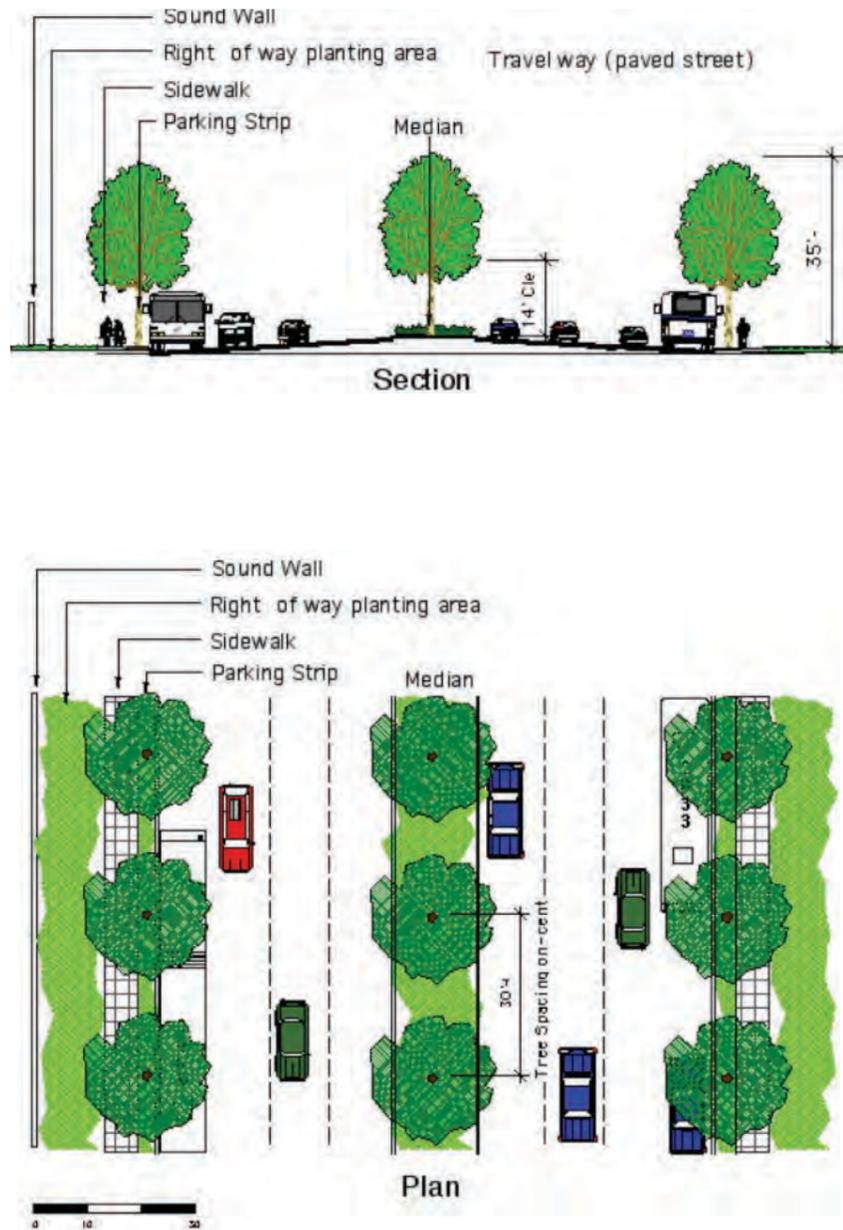


Figure 1. Anatomy of a streetscape from Milpitas Streetscape Master Plan

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).

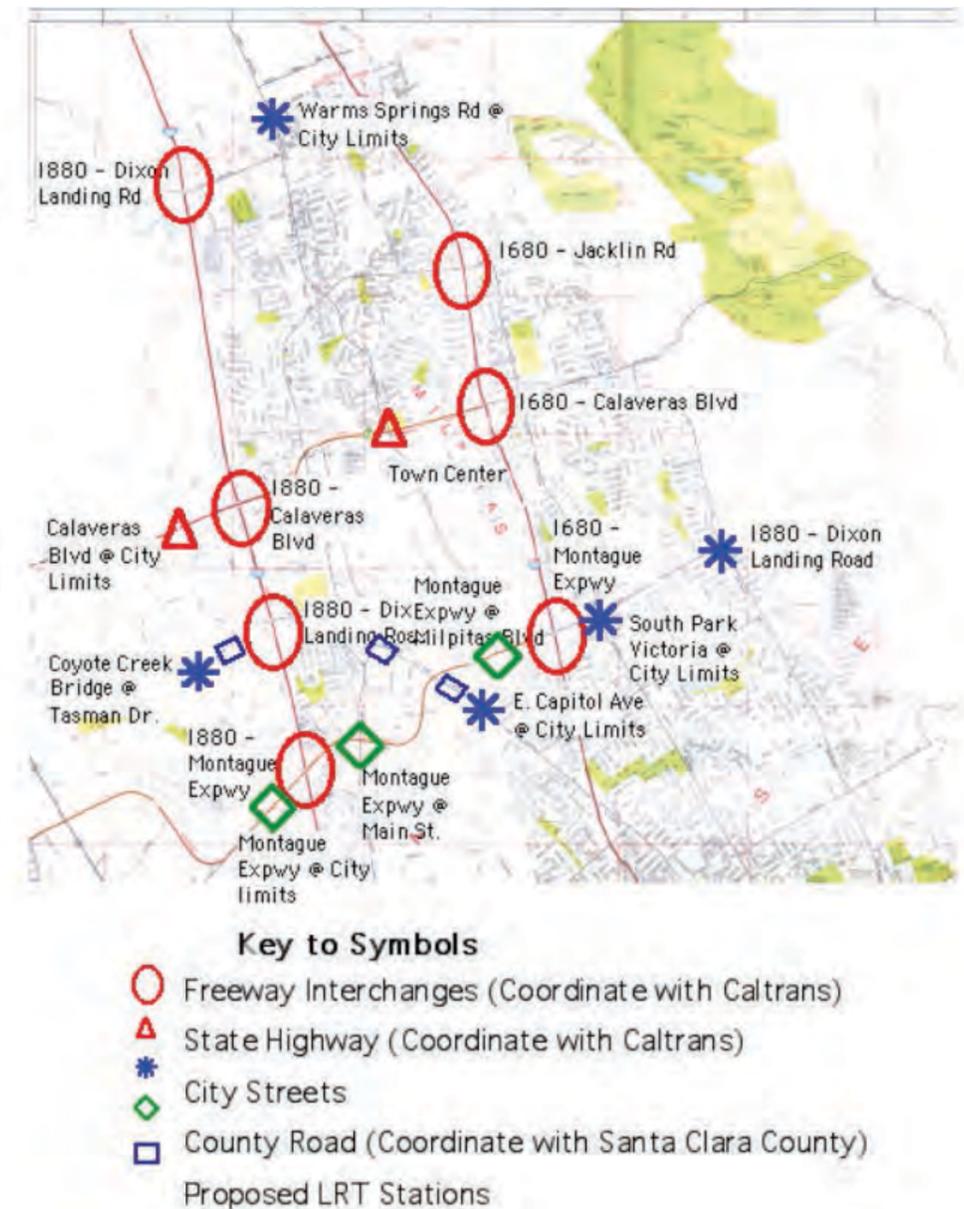


Figure 3. Opportunities for Gateways & Entry Statements

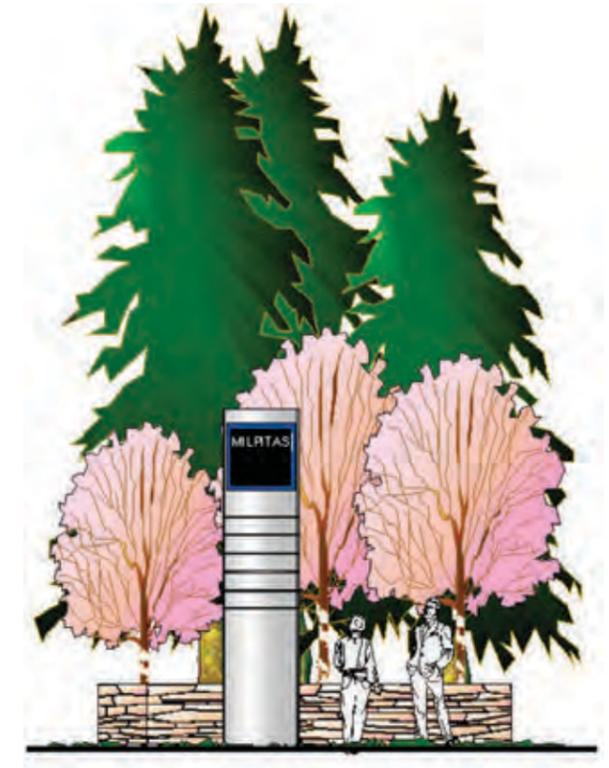
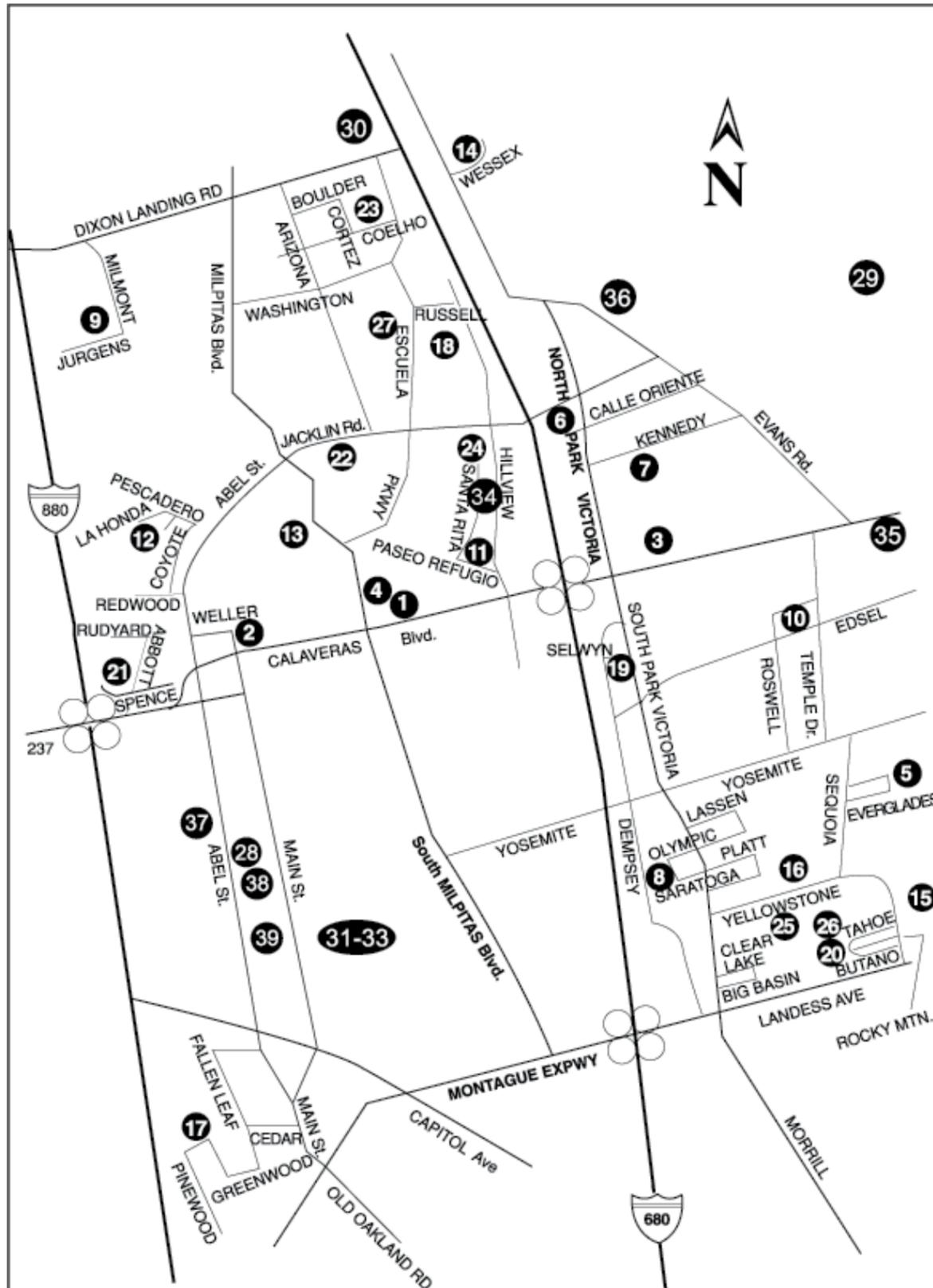


Figure 4. Examples of Gateway for Freeway



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

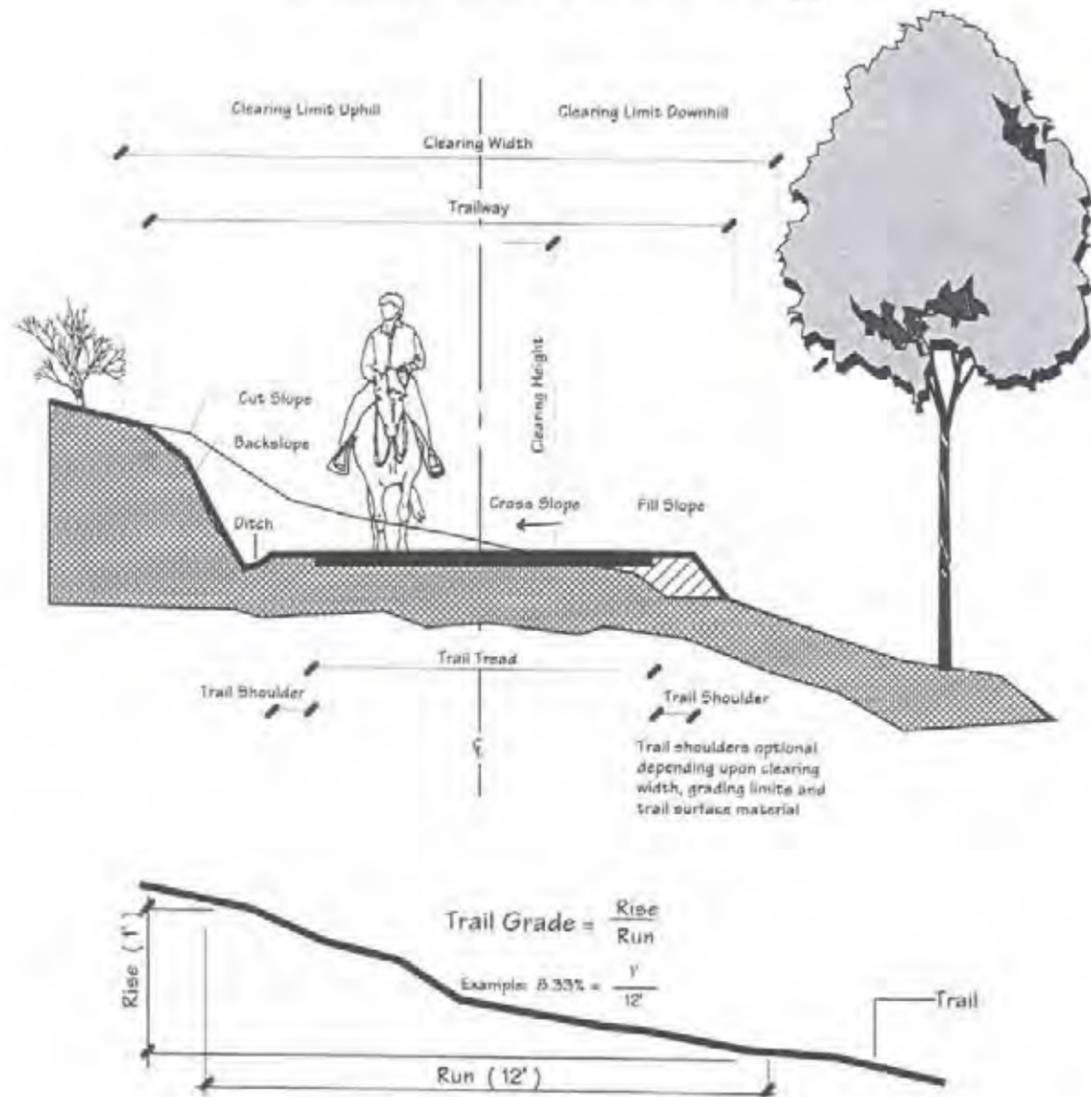
- Place of interest has (1) variety of activities, (2) ease of accessibility, (3) image of safety, cleanliness and comfort, and (4) sociability
- Cater to increasing range in age of park users

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, 2005

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.

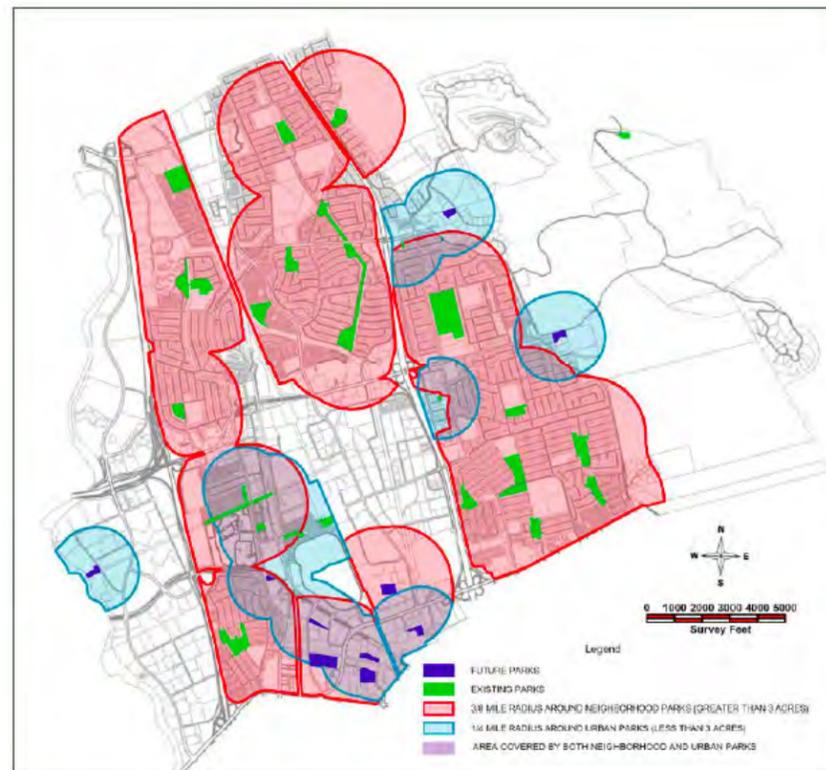
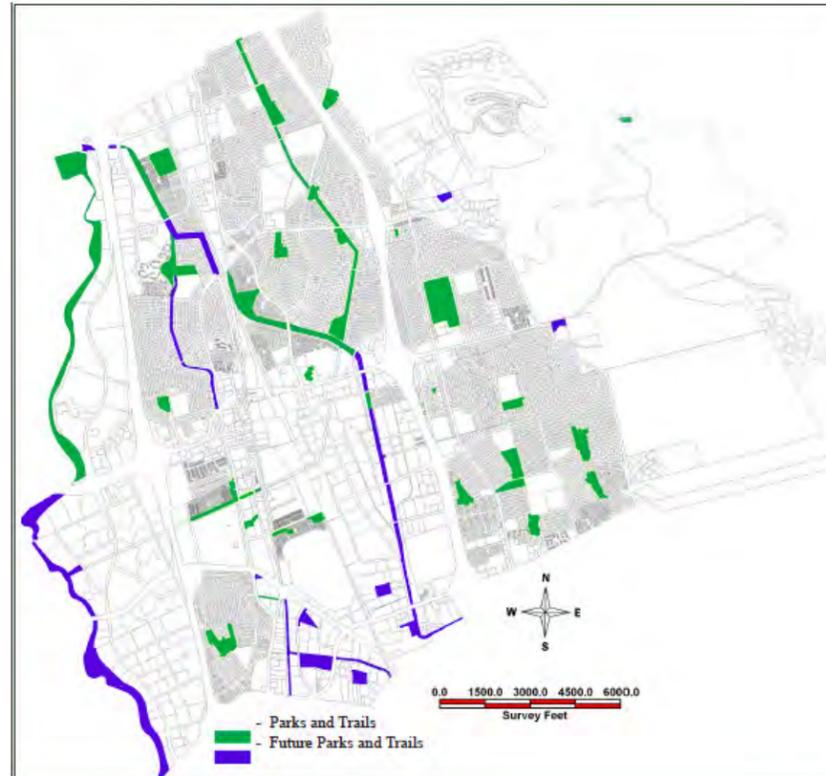
- Park System contains 33 parks
- Long-term goal: 5 acres of parks and open space for every 1,000 residents (218 sq. ft. per person)
- Minimum level of City parkland is 3 acres per 1,000 residents
- City is currently meeting this standard with 200 acres of public parkland and an estimated household population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

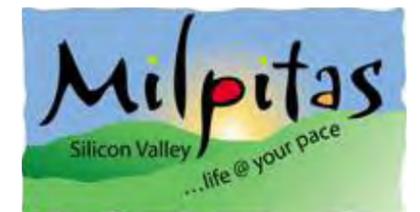
School Facilities: The Milpitas Unified School District allows mutual use of ball fields, pools, and other sports fields.

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:

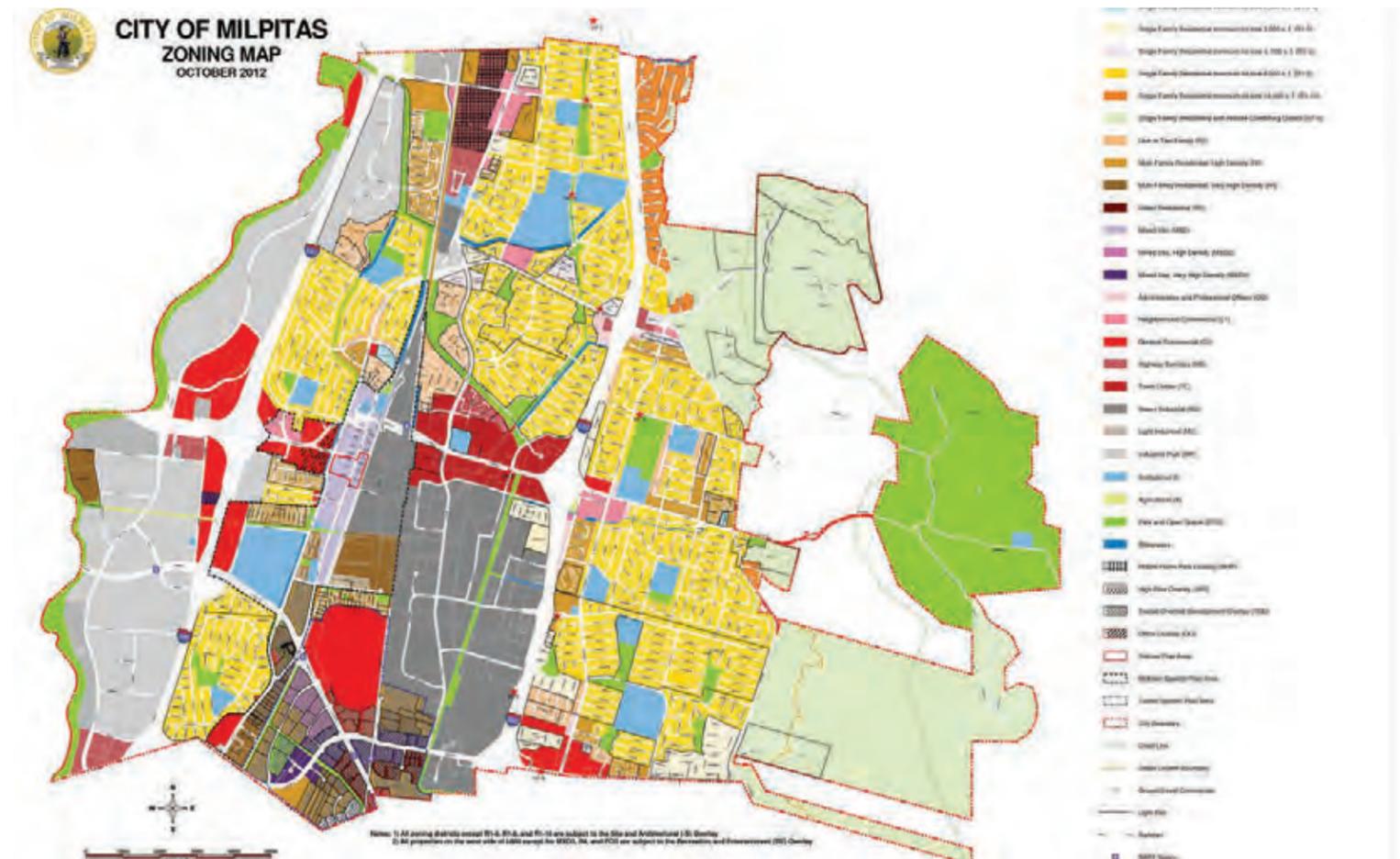
- Low accessibility for pedestrians and cyclists
- Land use patterns (industrial, research and development, warehouses, and trucking terminals) reduce compactness and encourage use of automobile to access jobs
- Wide streets create automobile dominated environment
- Noise pollution from light rail, BART, 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

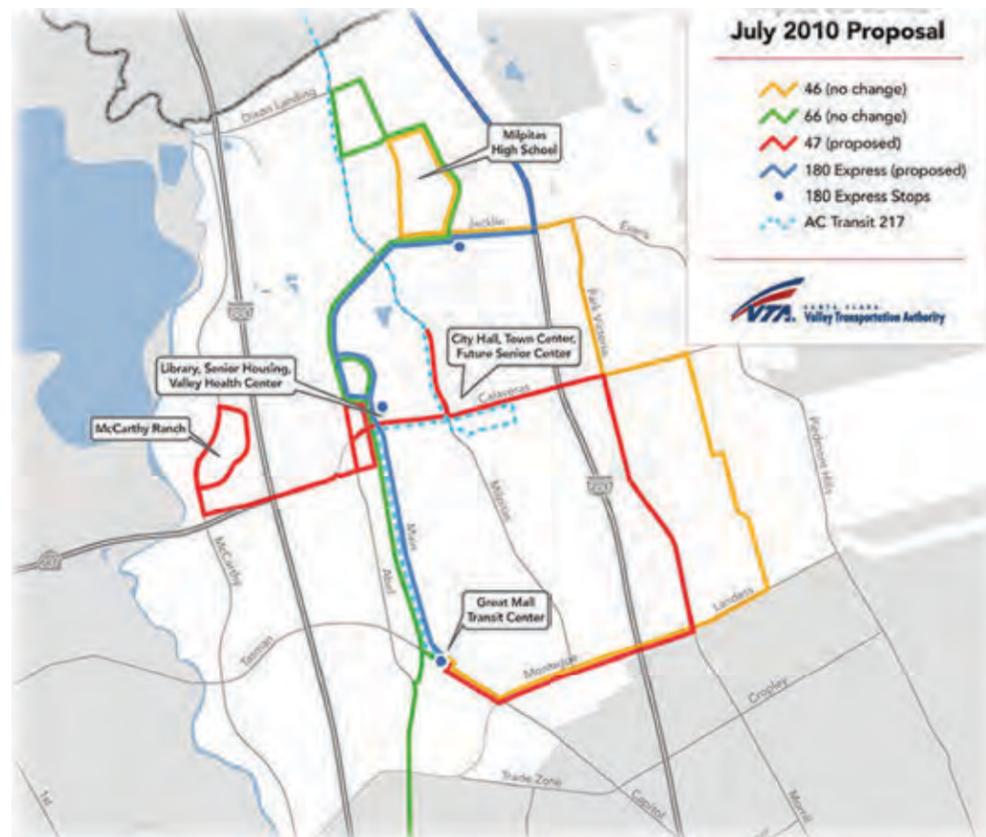
Transportation Between our Areas of Interest

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.

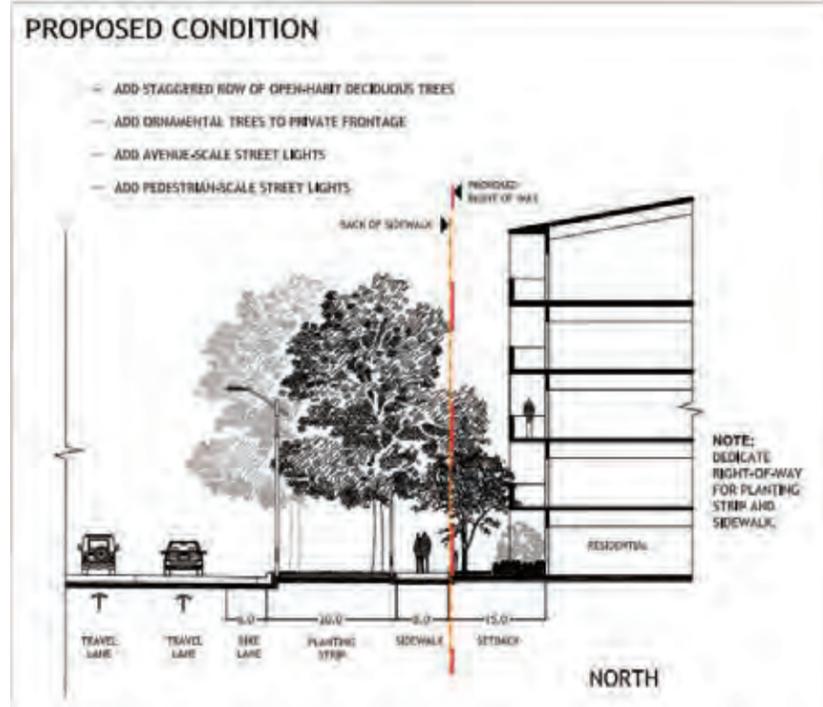


Figure 1.0

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.

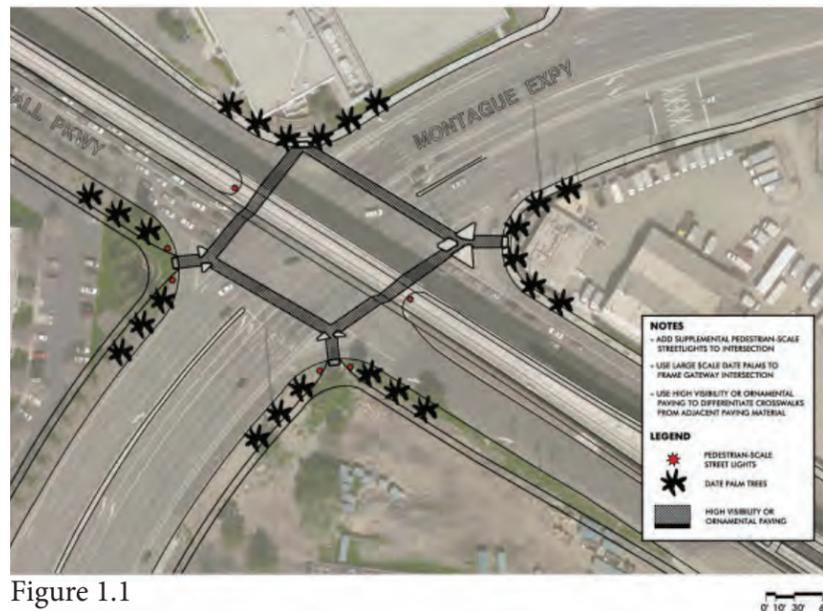


Figure 1.1

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:

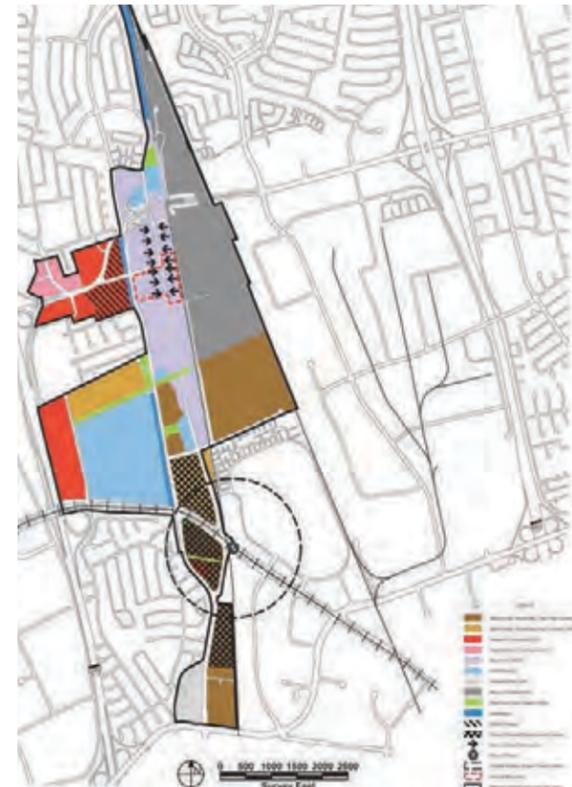
- Land Use:
 1. Encourage a mixture of residential, retail, office, service commercial, and industrial uses
 2. Provide for new housing to improve vitality and address housing needs
 3. Promote development which creates a community gathering area
 4. Provide development which promotes transit facilities
- 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

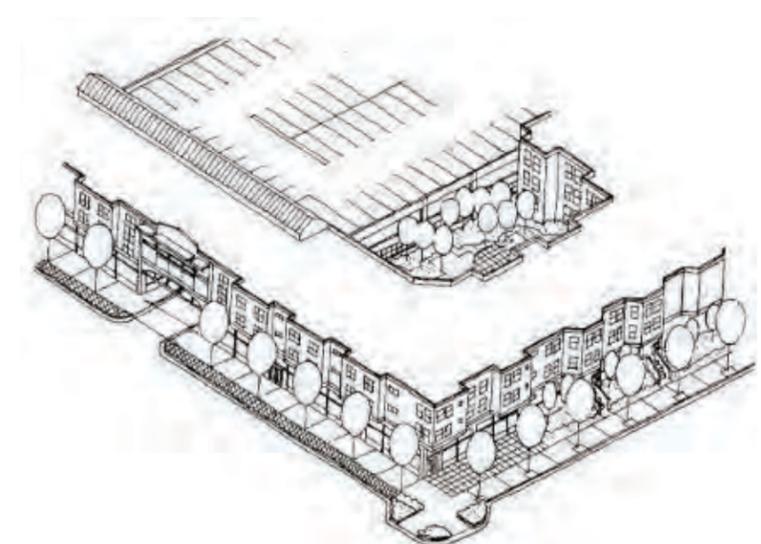
- Include separate design guidelines for each use (e.g. mixed-use, multifamily residential, office, civic and public buildings, etc.)
- Include design guidelines for specific projects (e.g. town square, transit stations, etc.)
- Include a Site Planning section with guidelines such as street patterns, 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



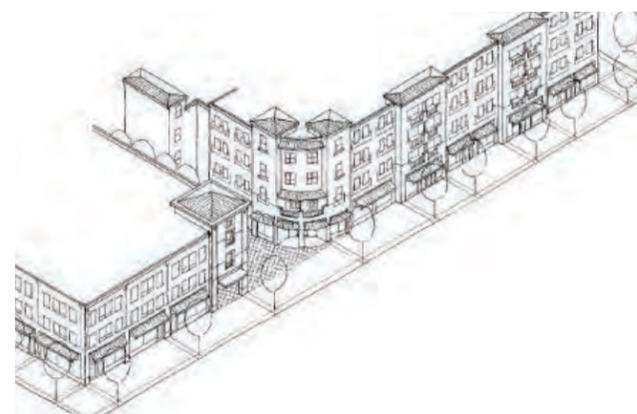
This illustrates a parking garage entry/frontage that does not detract from pedestrian comfort and is wrapped within residential building.



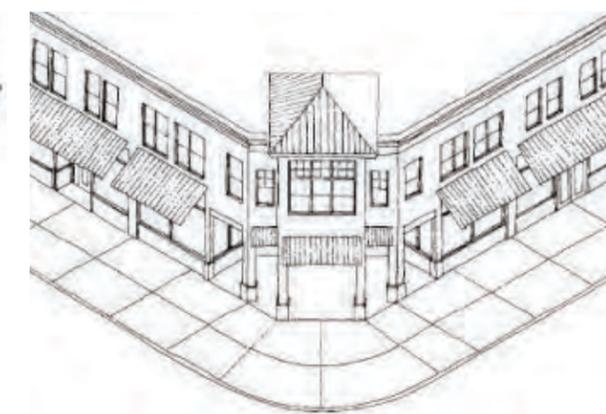
Lorin Street, Berkeley, CA



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.



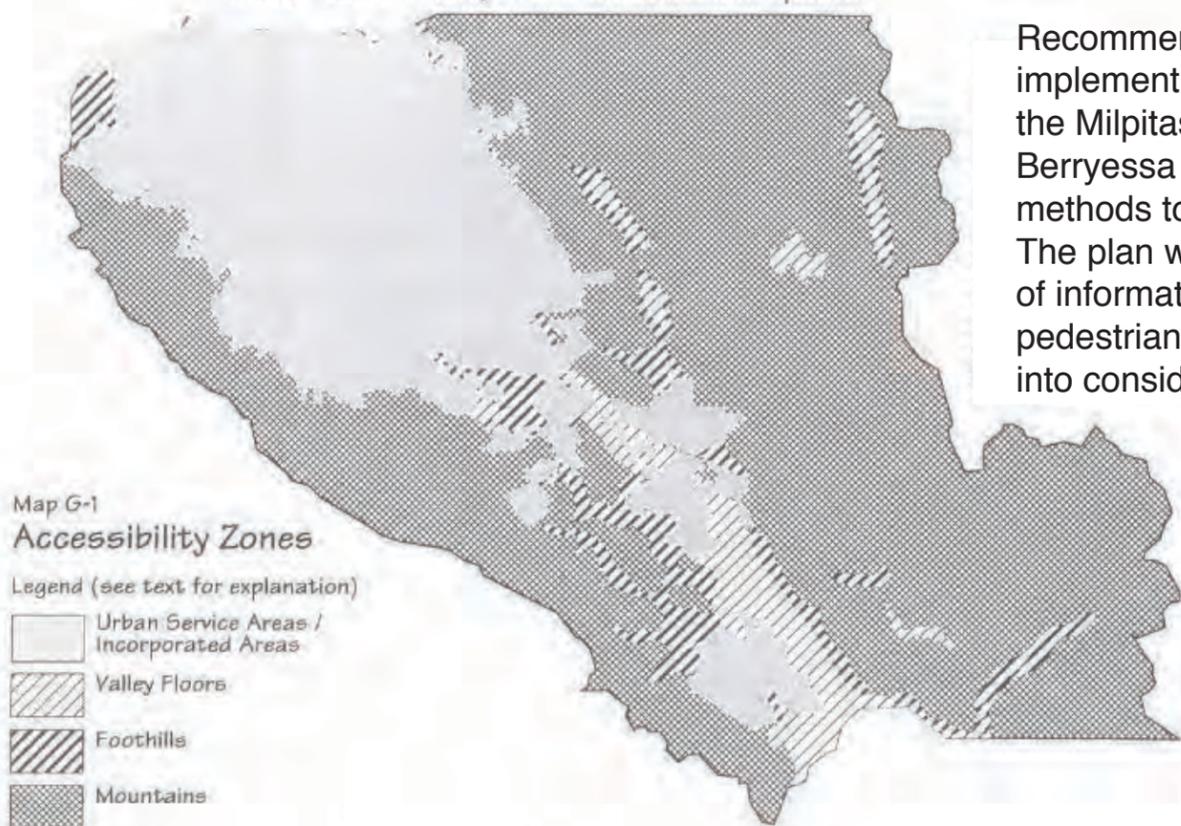
- Alternative transportation routes
- Establish character and usage of trails
- Provide solutions
- Long range development plan

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.

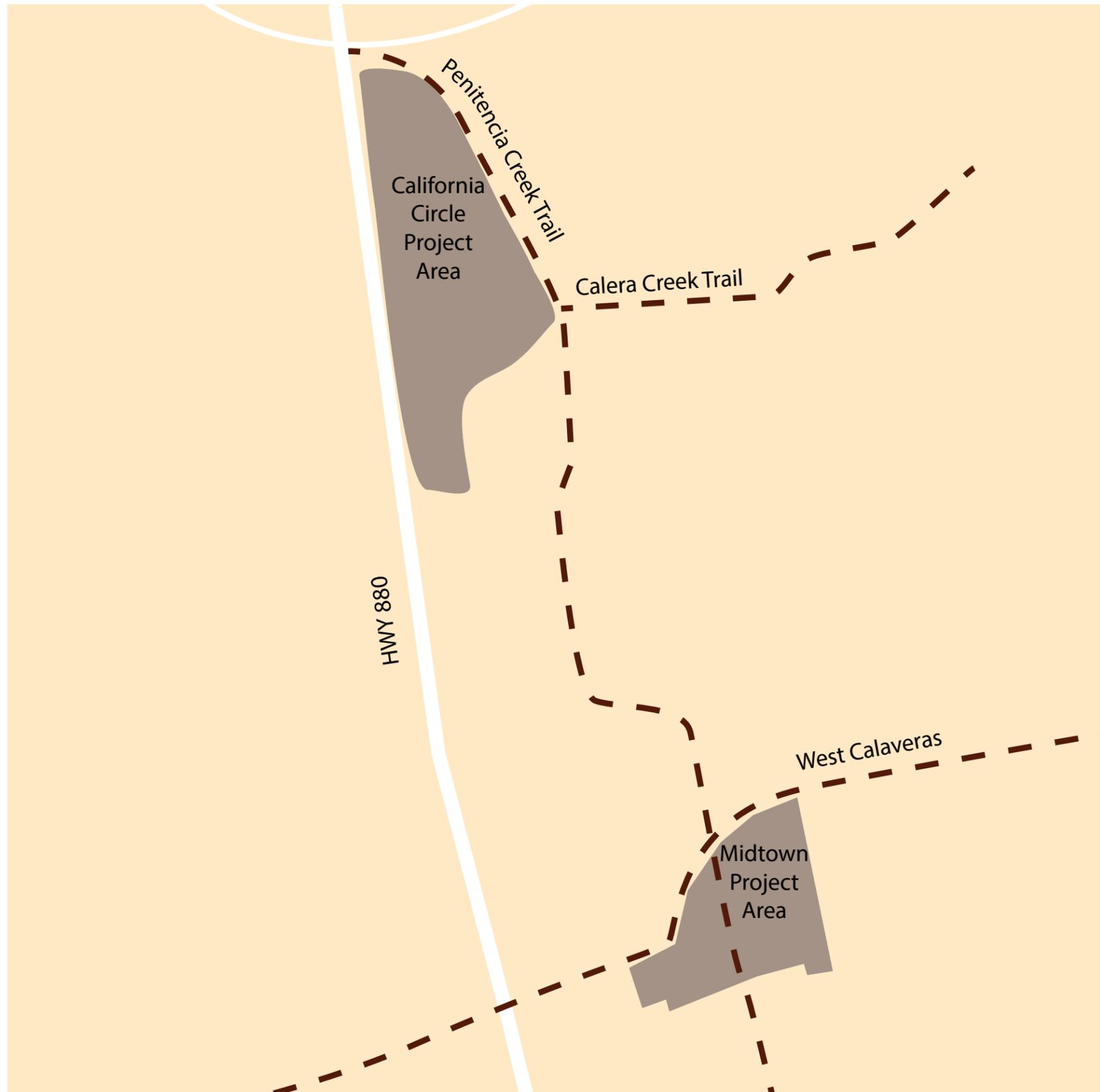


Executive Summary:

- 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.

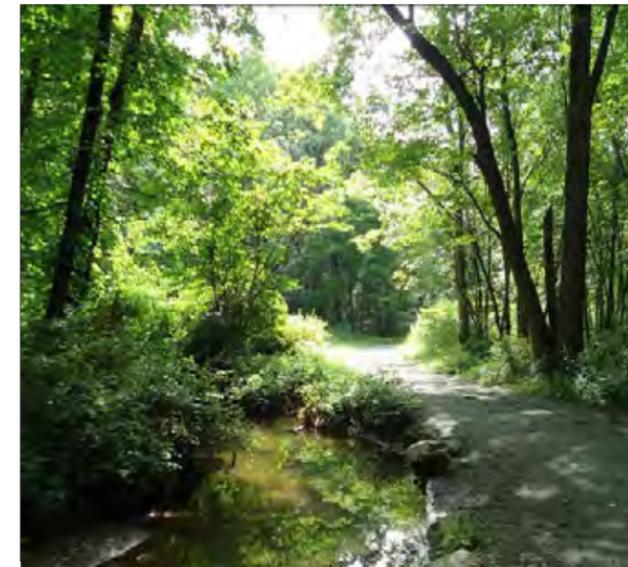


Trail Layout:

- 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

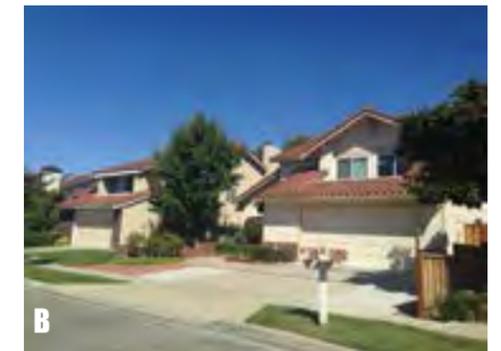
Appendix 2. Information from field visit



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.

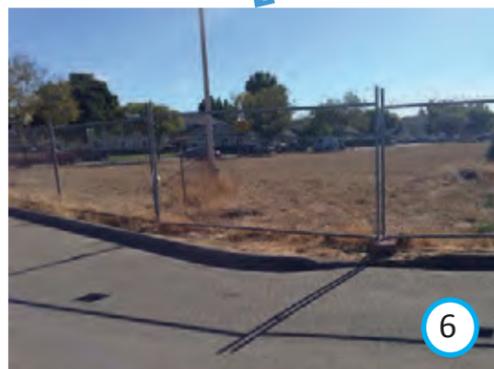
Signage/Wayfinding

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

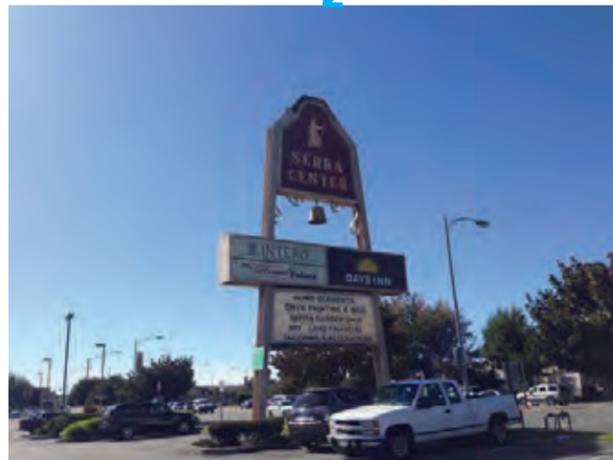
Views of the mountains can be seen occasionally. Otherwise, there are no significant views that are emphasized by the surrounding developments. Single-story "box" buildings dominate the visual landscape. The second most noticeable features of the site are the overpasses of Calaveras Boulevard that route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



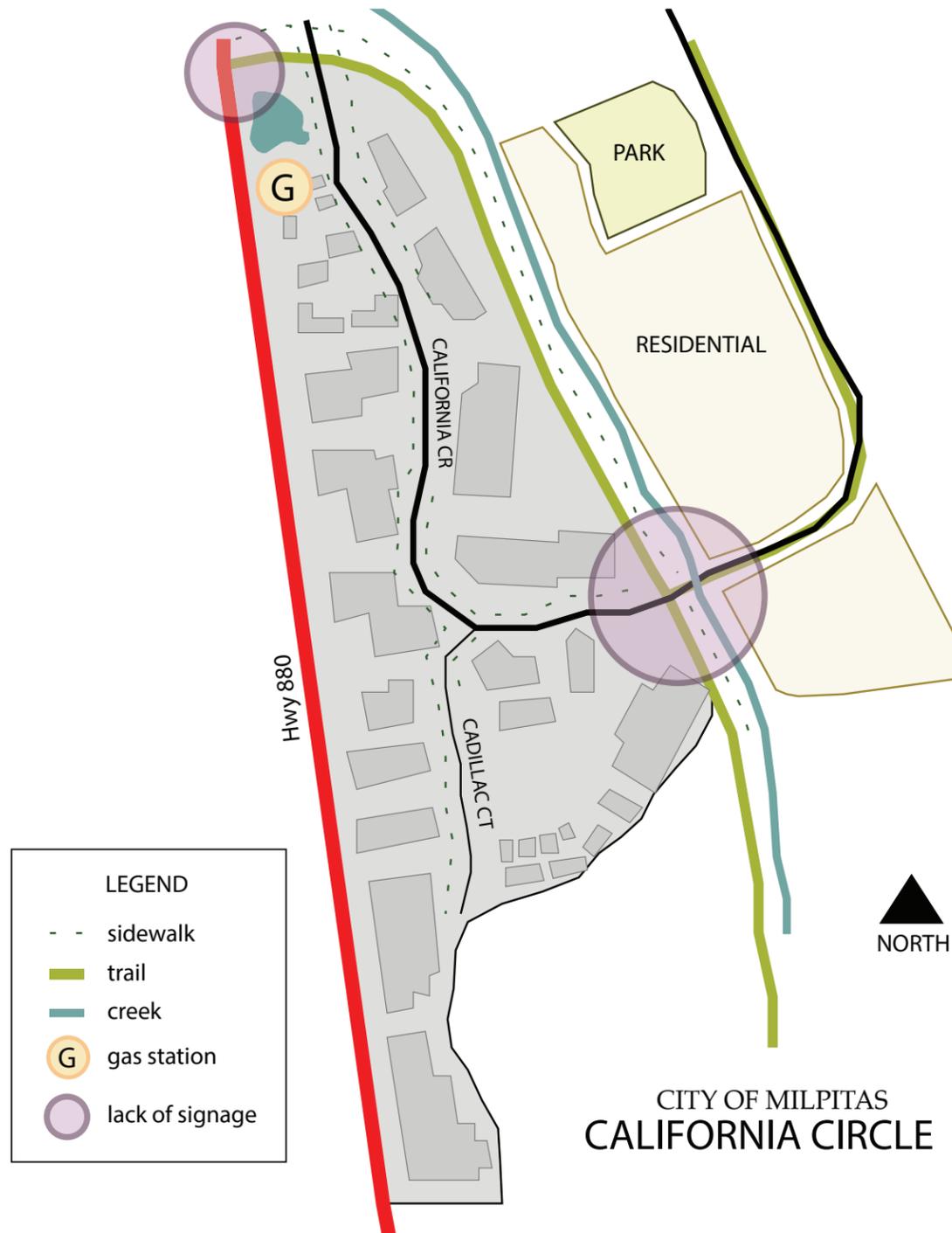
DISTRICT 8: CALIFORNIA CIRCLE

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'

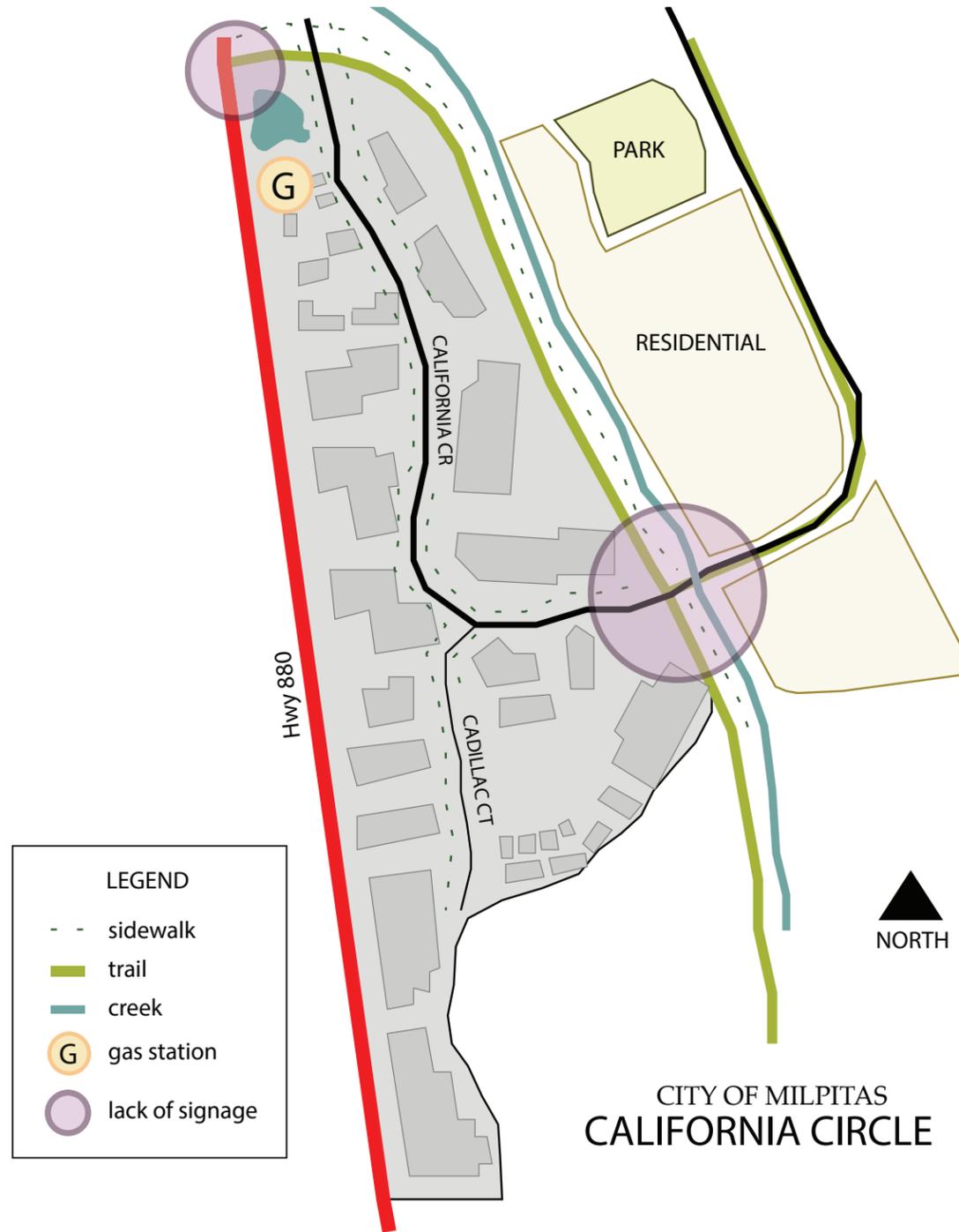
DISTRICT 8: CALIFORNIA CIRCLE

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



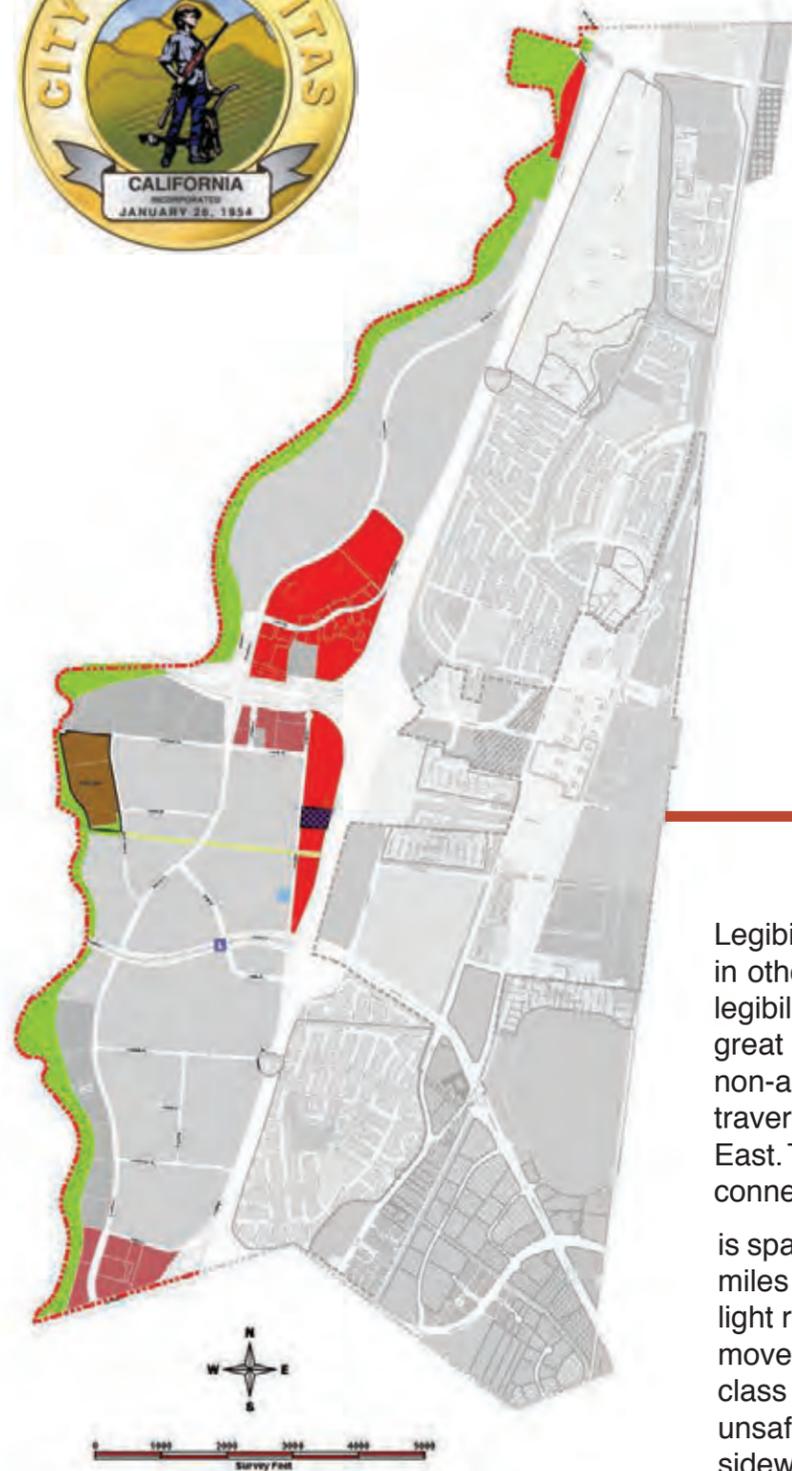
City of Milpitas

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



Severon, Perez, Bertwistle, Way

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.

LEGIBILITY AND ACCESSIBILITY

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.

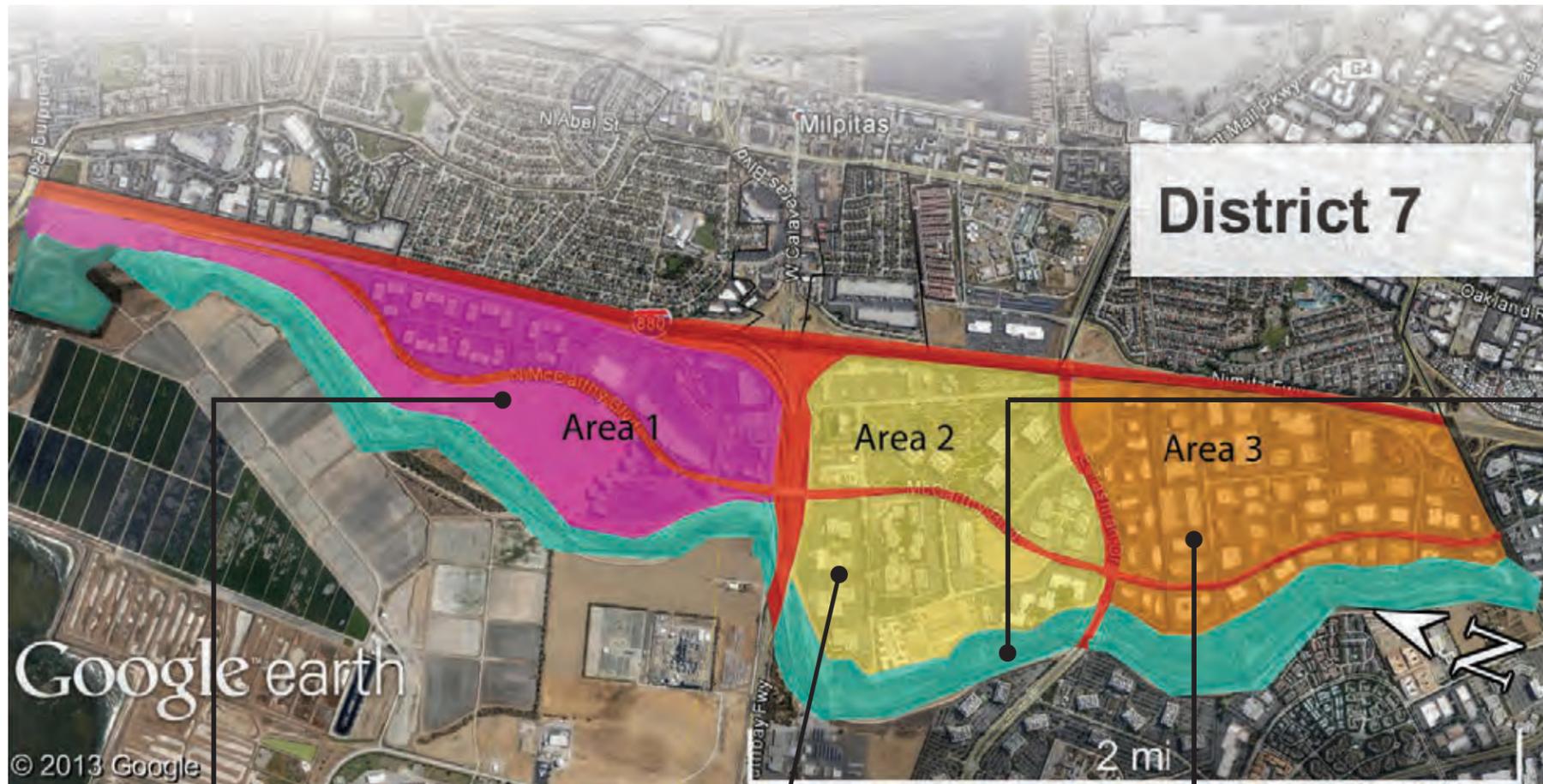
Area One has generic architecture; typical of office campuses and big box retail (on-site retail was not street facing). The streetscape was shady, well maintained, with wide sidewalks and some attention to detailing.

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.

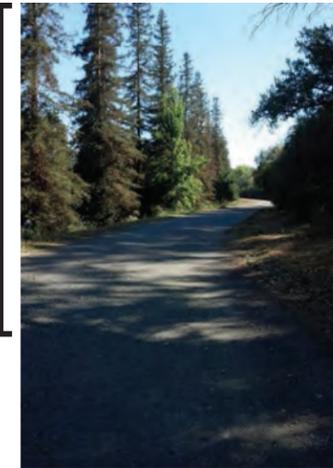
Area Three stood out slightly differently in two respects: 1) the scaling was smaller and 2) Spanish and Japanese influences are articulated in the architecture. However, the theme is still typical of a monotonous office park in the 1990's, there was no streetscaping, and no sidewalks. Maintenance was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



District 7



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.

	<p>Sidewalk along northern section of McCarthy Blvd. The street scaping here is shady and well maintained, making walking more pleasant.</p>		<p>Office buildings are offset from the street, due to large parking lots. This makes walking less desirable than driving.</p>		<p>Architecture example of area three. The older campuses tend to be inspired by Spanish and Japanese architecture.</p>
	<p>Area one is home to many big box retail stores and chain restaurants.</p>		<p>Sidewalk along McCarthy Blvd. Landscaping makes pedestrian access to business campus difficult due to lack of entry points.</p>		<p>VTA Light rail on E Tasman Drive. There is only one light rail station for the entire business park precinct.</p>
	<p>Entry to the McCarthy Blvd. The sign is used as an entry point to Area one.</p>		<p>Sidewalk in the older strip of McCarthy Blvd. There is limited shade and street scaping, making walking unpleasant.</p>		<p>Heading South the sidewalk completely disappears.</p>

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

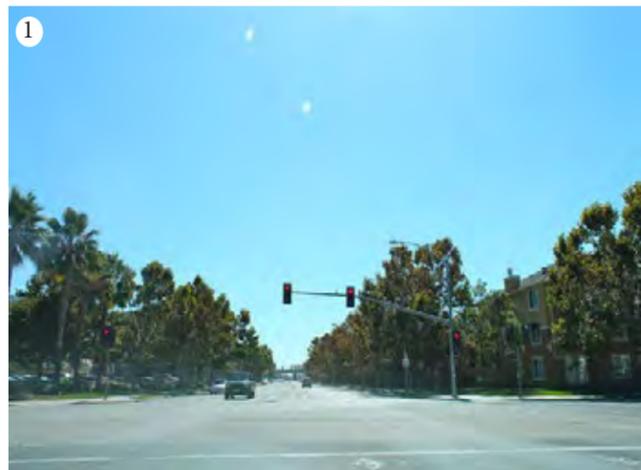


THE CITY OF MILPITAS IS MADE UP OF A SERIES OF STREETS WITH A VERY DISTINCT HIERARCHY. THIS HIERARCHY ASSISTS IN CREATING A READABLE STREET GRID FOR ITS USERS. THE MAIN STREETS IN MIDTOWN ARE N. ABEL STREET, CALAVERAS BLVD., AND HARMOND/RAILROAD AVENUE. MAIN STREET IS A SECONDARY ARTERY THROUGH MIDTOWN.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



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



2 SIGNAGE CLEARLY LEADS DRIVERS TOWARDS MIDTOWN.



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

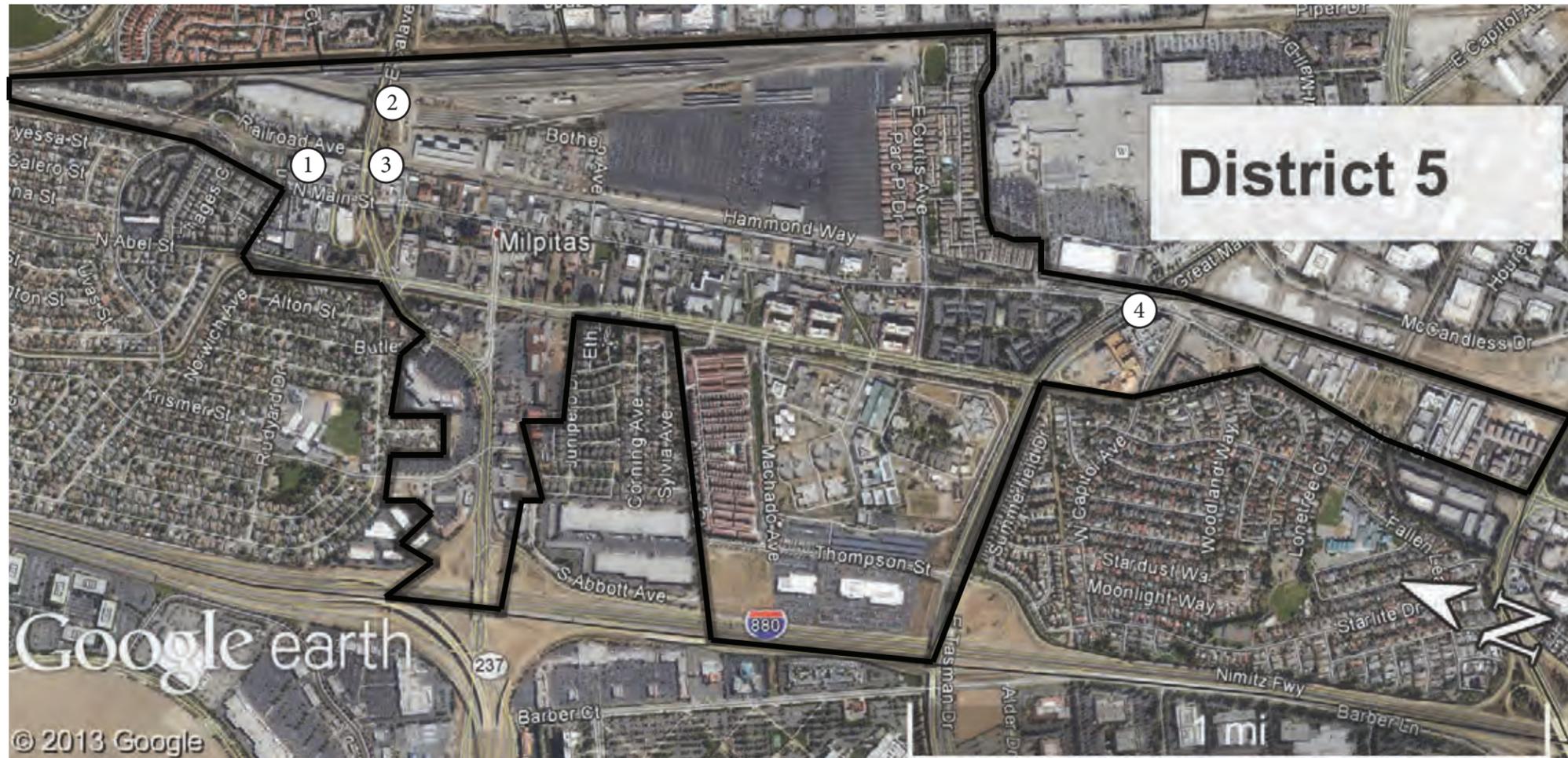


4 THE ENTRANCE INTO MIDTOWN FROM CALAVERAS BLVD. DISPLAYS THE LACK OF COHESIVE USES, ARCHITECTURE, AND VIEWS.

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.



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



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



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



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

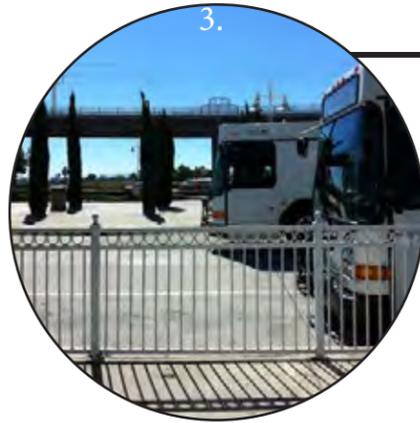
FIELD SURVEY OF TRANSIT AREA



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.



2. 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.



4. 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.



6. 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.



8. 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.

Town Center District 3

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



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.



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



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-E)
- 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.



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 consist of a lot of glass windows and a variety of curvilinear, horizontal, and vertical elements. Directly across City Hall there are two other

Milpitas, CA District 3

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 desitRICT 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.



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).

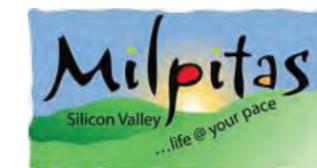


Figure 2.4

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: 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>		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 <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	Yes	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>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 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

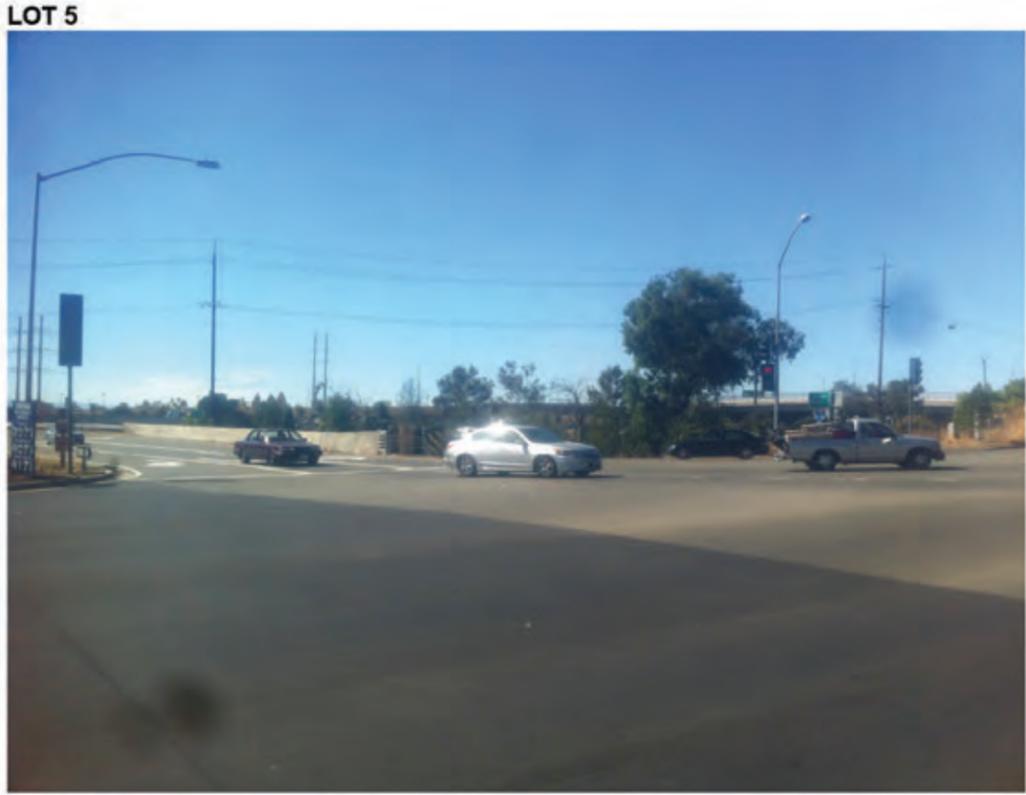


LOT SURVEY Project area California Circle Lot number: 5

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>							



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	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
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<u>No</u>	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>		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



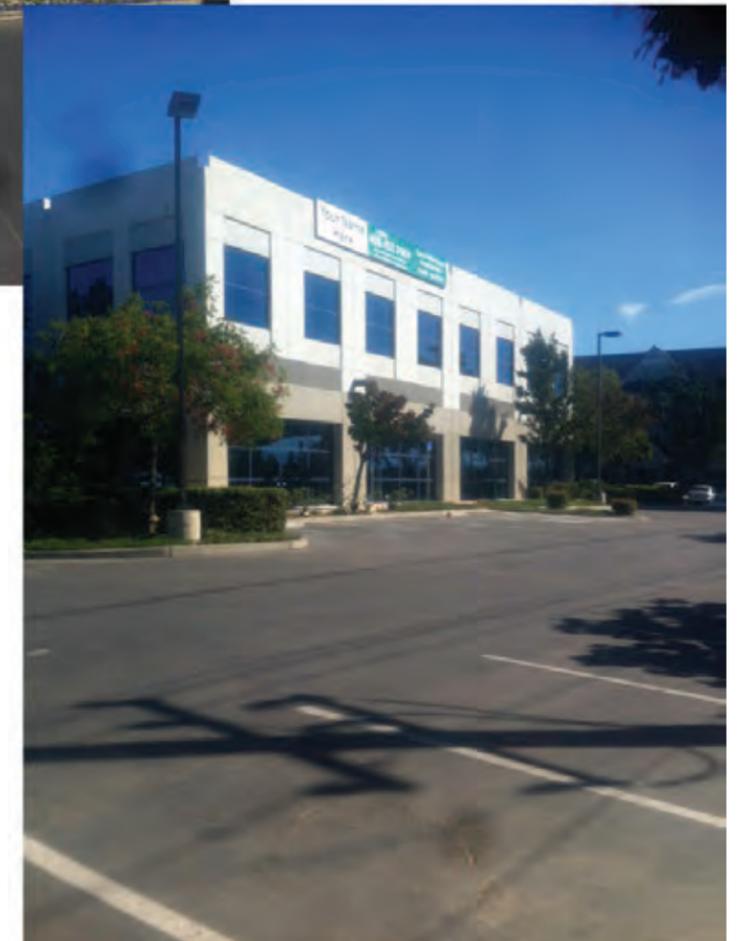
LOT SURVEY Project area California Circle Lot number: 9

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	<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 9

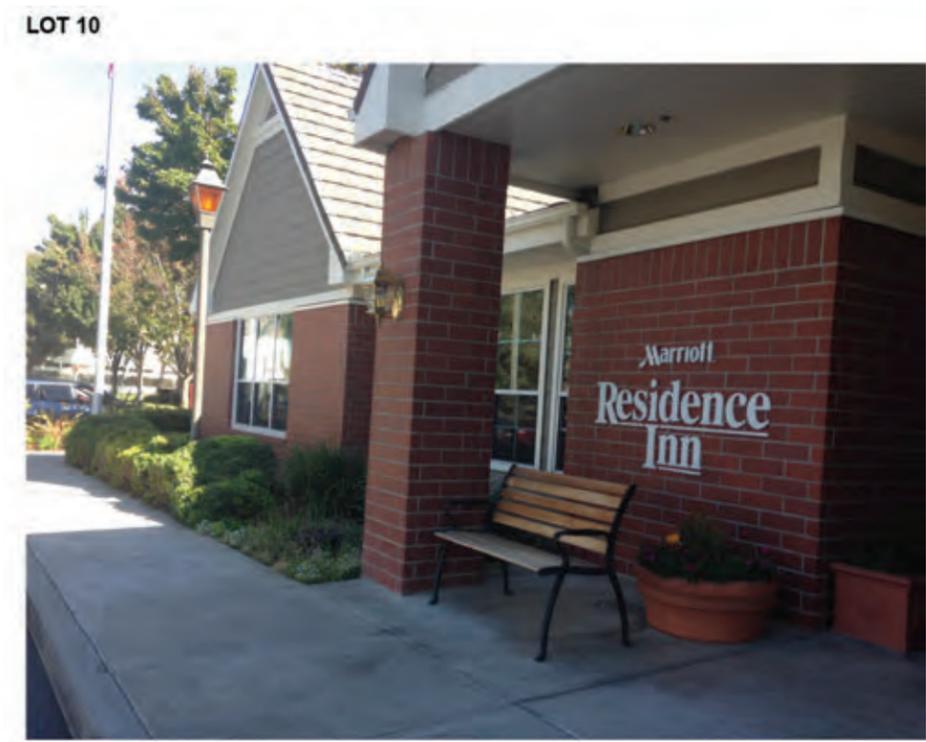


LOT SURVEY - CALIFORNIA CIRCLE

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>						



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
Mutire 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 (ground floor counts as one)		2-3												
Type of Use	Ground	Business												
	1st floor	Business												
Dominant façade materials		Concrete & Marble												
Dominant façade color		Off white & gray												
General maintenance aspect (Good, average, bad)		Good	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No		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. 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: (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)		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	
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		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>		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 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



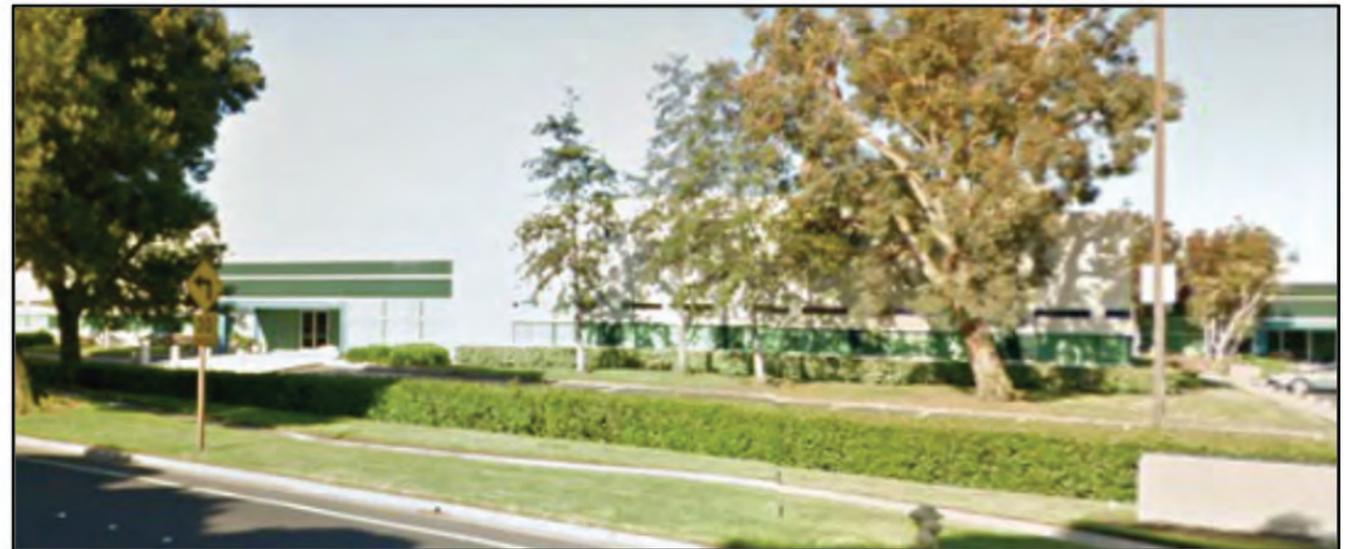
LOT SURVEY Project area: California Circle Lot number: 12

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

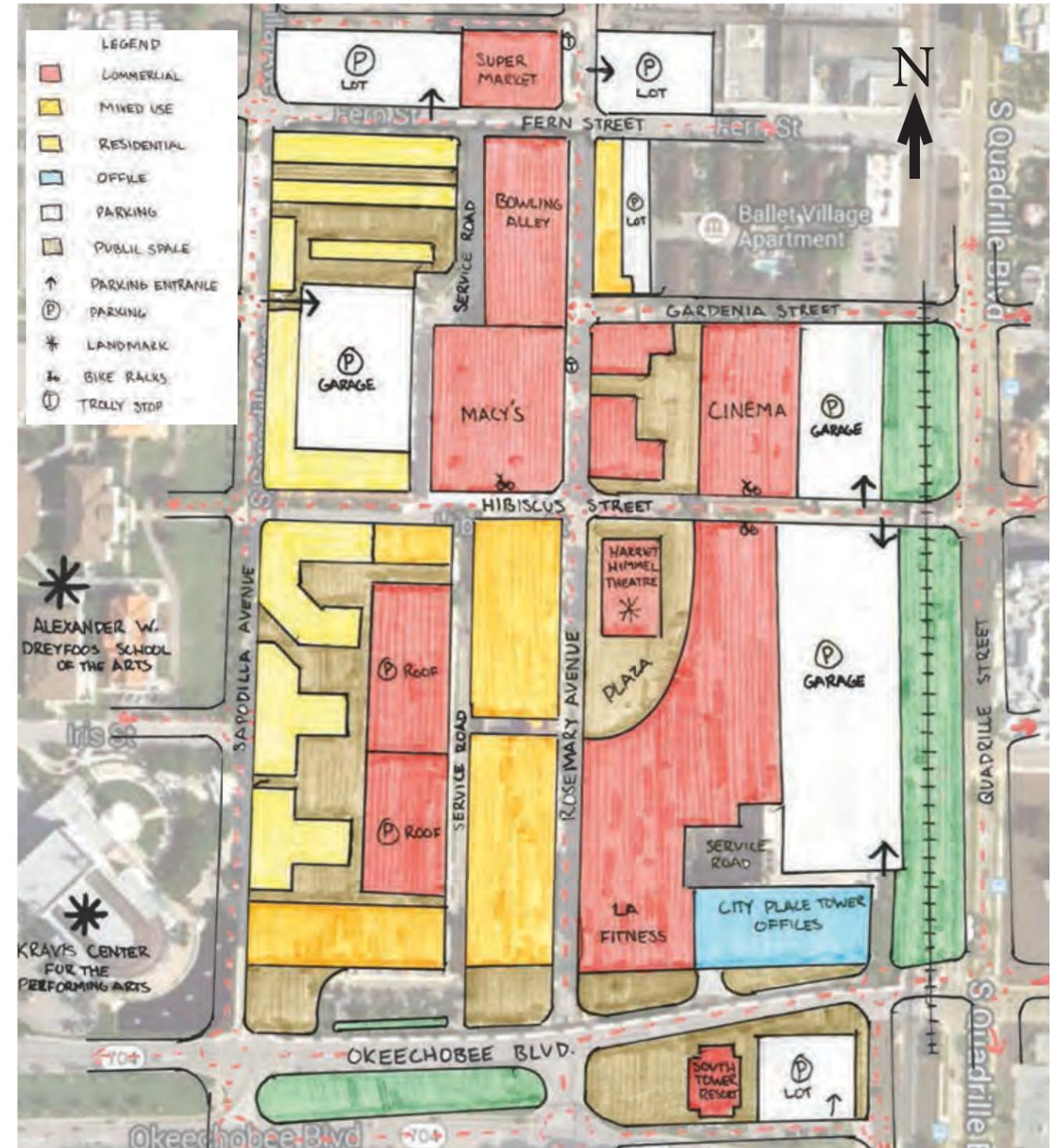
Brief History

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.



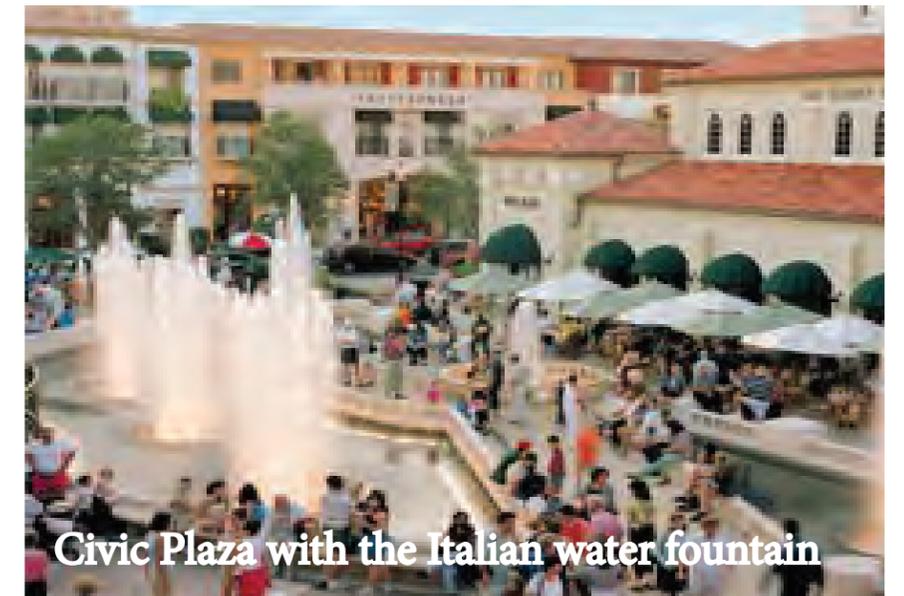
Shopping area



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

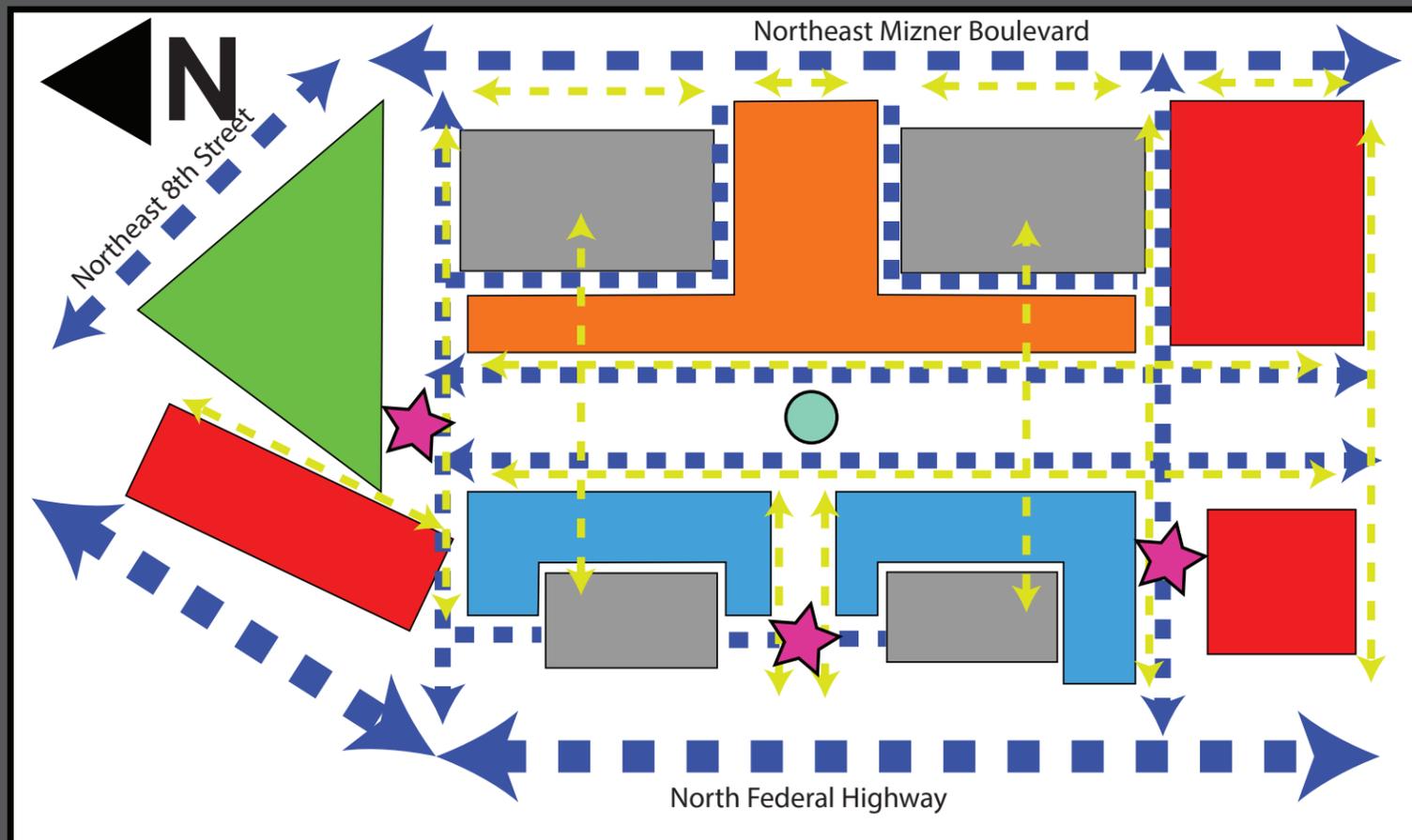
JUAN ALBERTO BONILLA | SEITU COLEMAN | JENNY HA | MONET SHEIKHALI
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THE PROJECT

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.

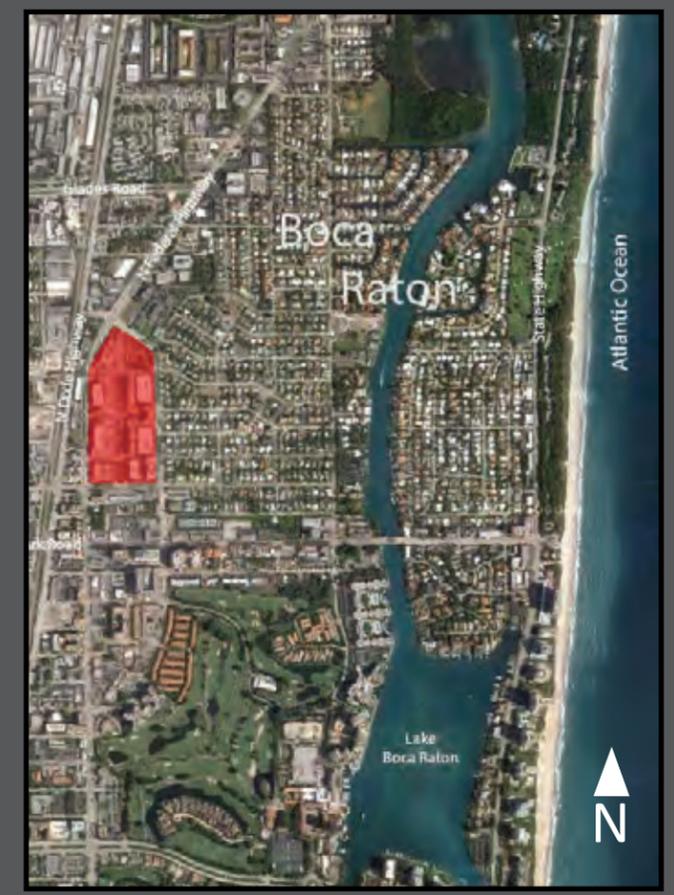
FACTS

- 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

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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

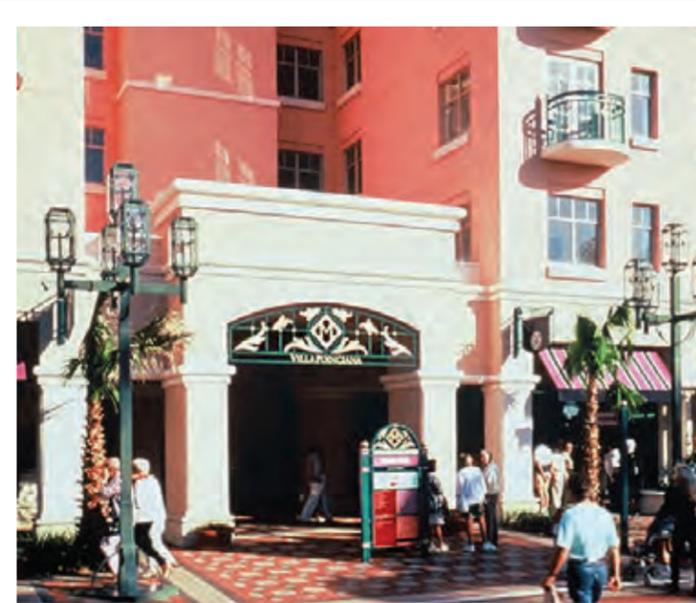
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VISUAL APPROPRIATENESS

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

JUAN ALBERTO BONILLA | SEITU COLEMAN | JENNY HA | MONET SHEIKHALI
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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

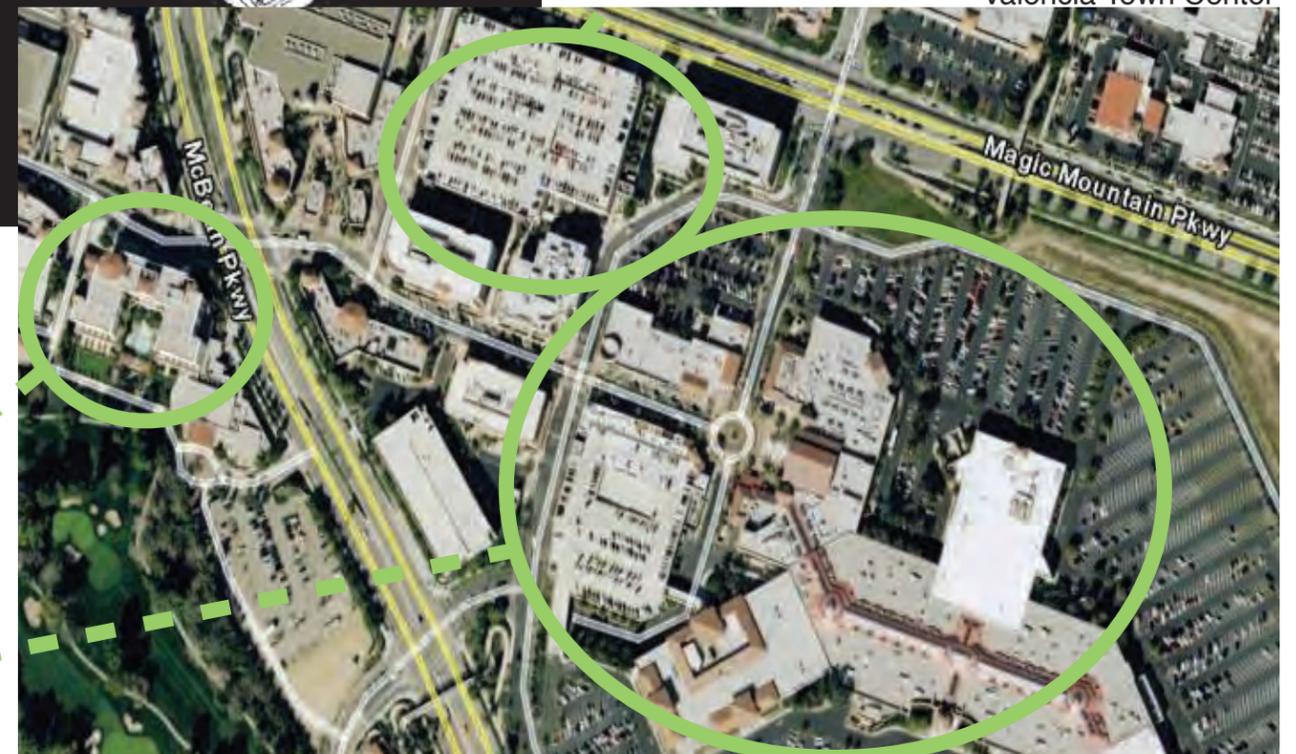


Figure 1.
Site map of Valencia
Town Center

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

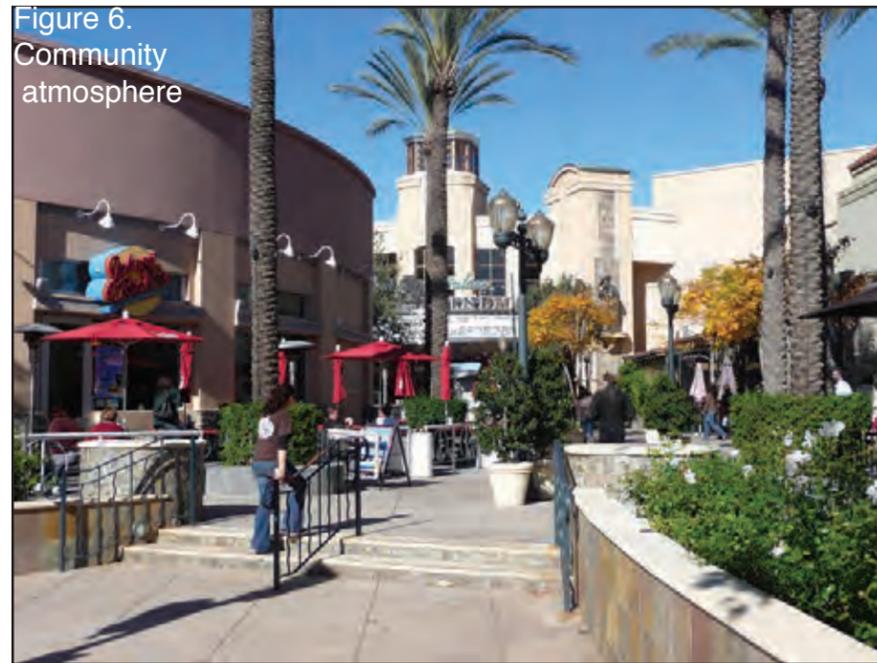


Figure 6.
Community atmosphere

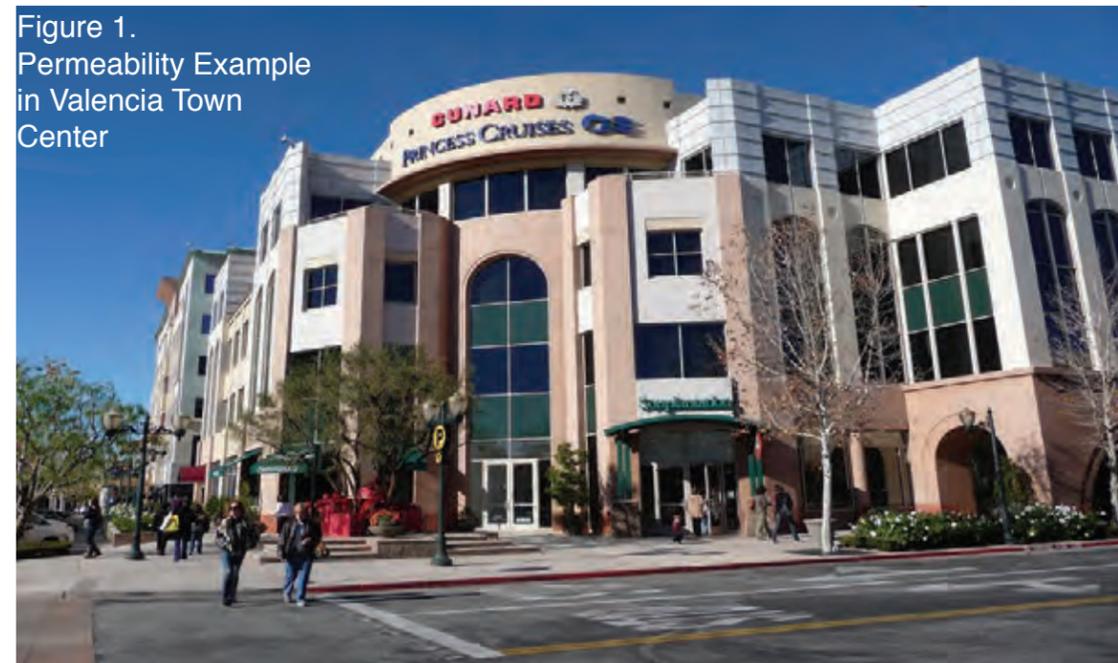


Figure 1.
Permeability Example in Valencia Town Center



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

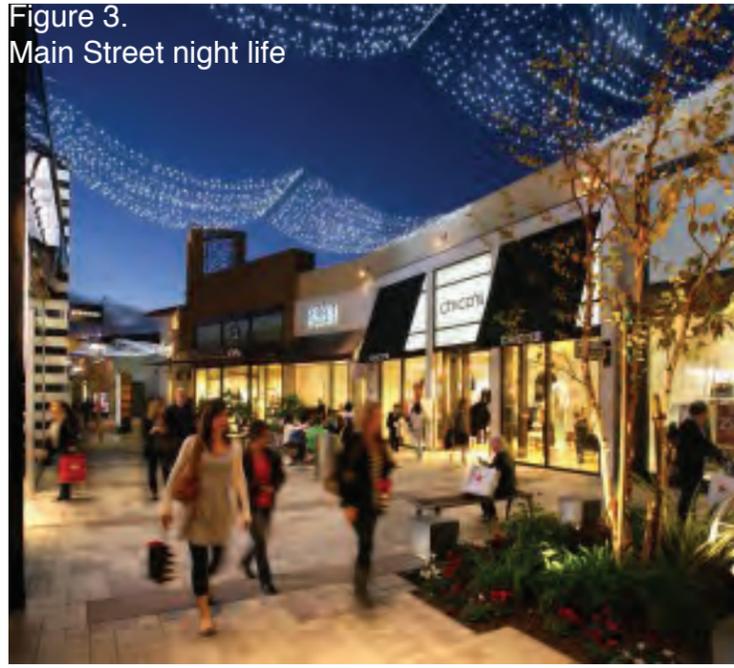


Figure 4.
Unique architecture style
and streetscapes



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

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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

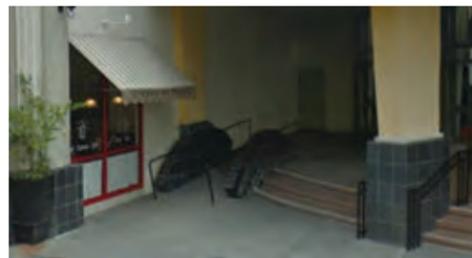
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Richness

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

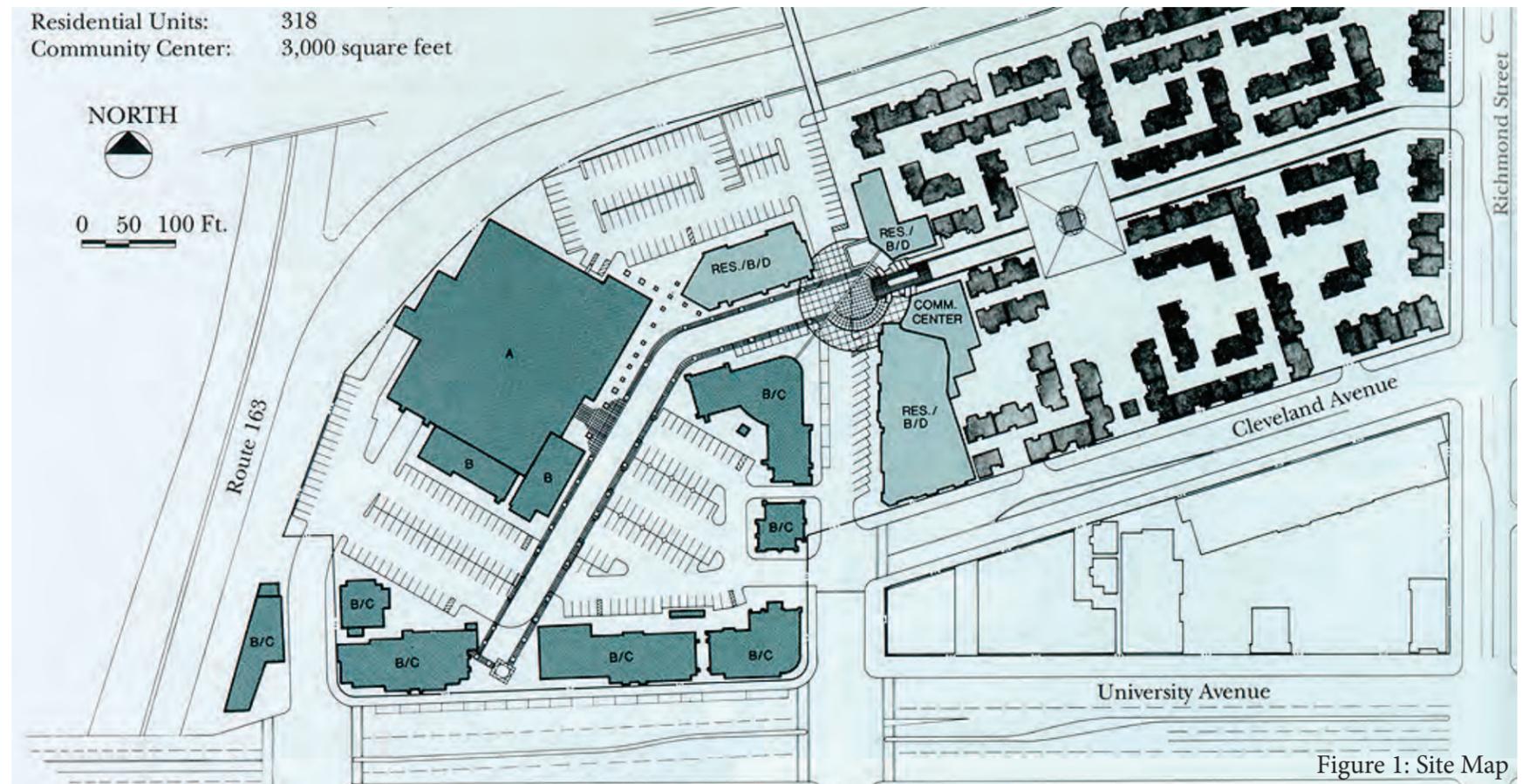
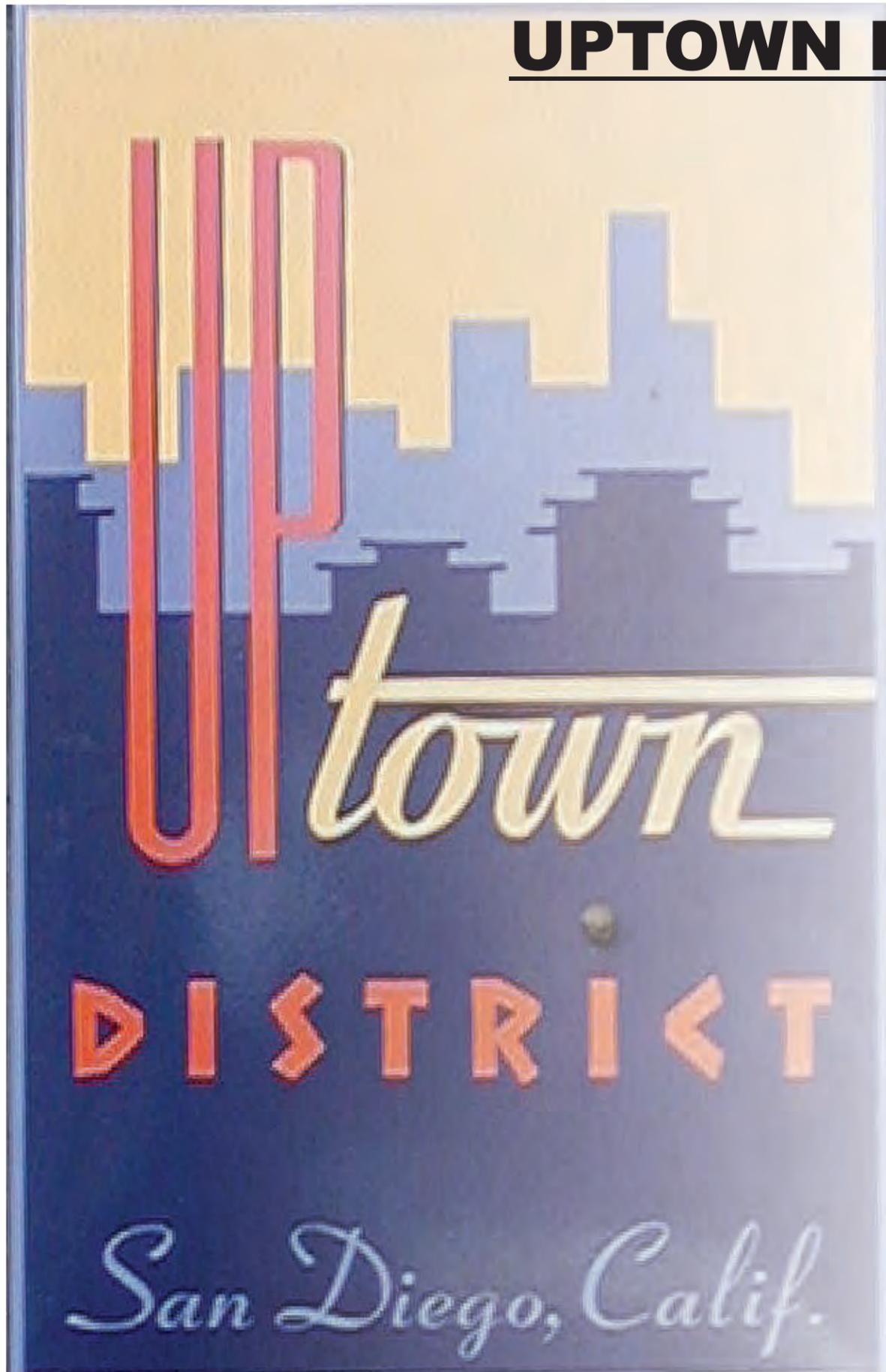


Figure 1: Site Map



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.

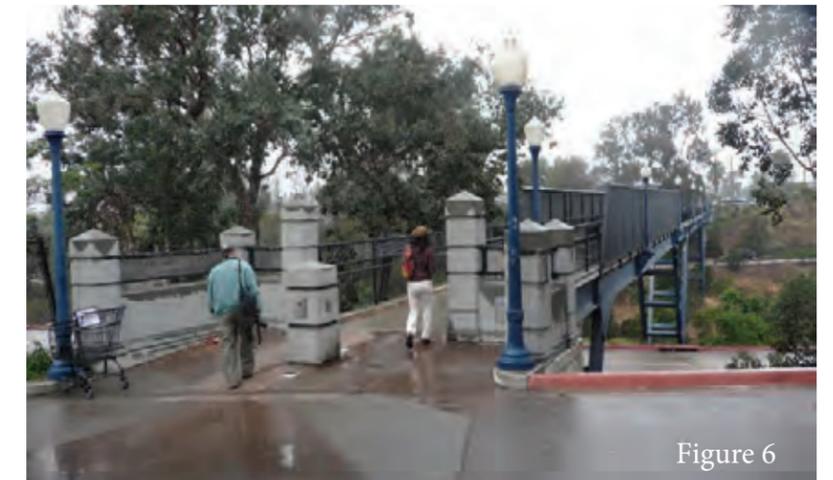


Figure 6



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.



Figure 8



Figure 9



Figure 10

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.



Figure 11

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.



Figure 12

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



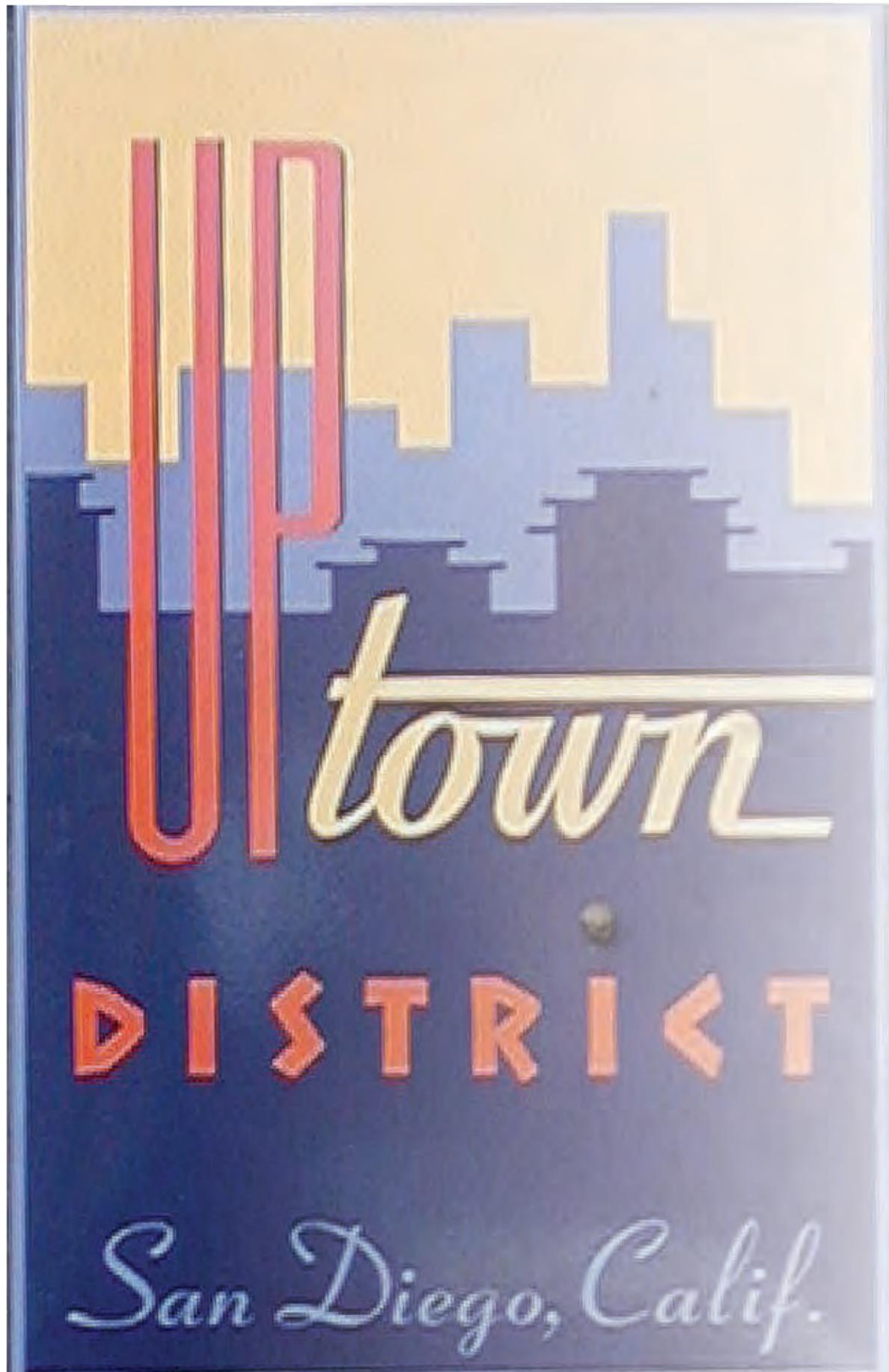
Figure 13

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.



Figure 14



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

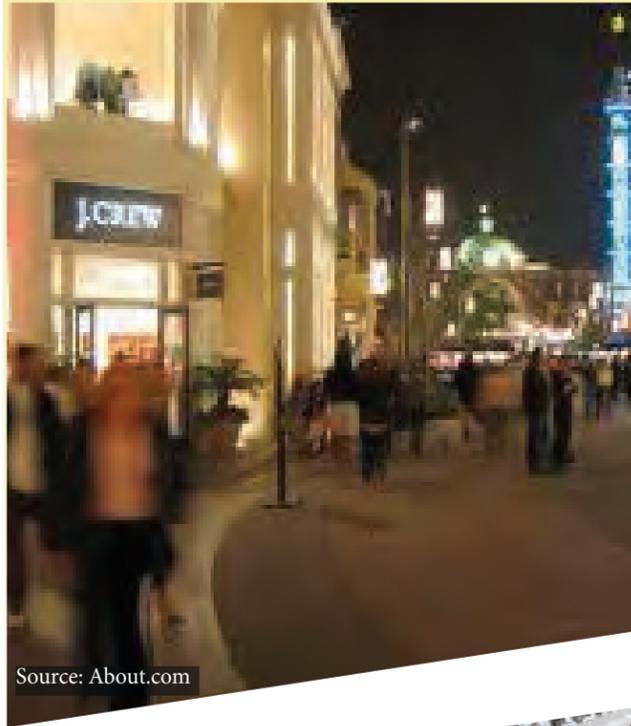


Source: Google Maps



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

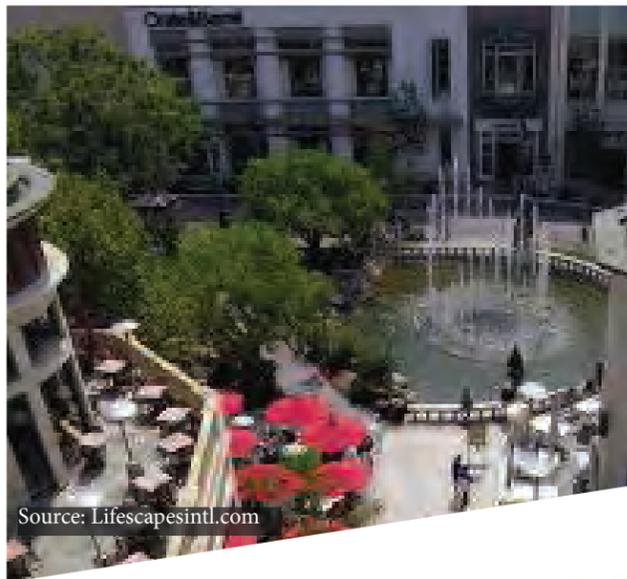


Source: ExperiencingLA.com



Source: ExperiencingLA.com

Severon, Bertwistle, Perez, Way



Source: Lifescapesintl.com



Source: NewYorkSocialDiary.com



Source: Google Maps

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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

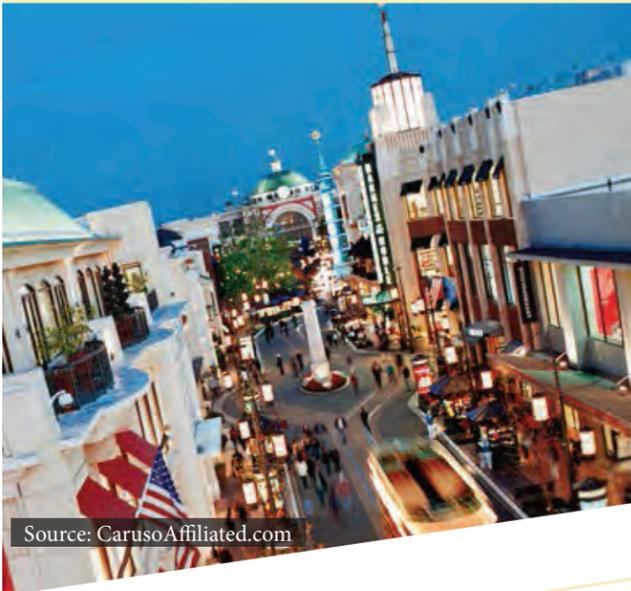
The Grove

Los Angeles, CA

Severon, Bertwistle, Perez, Way

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.

Case Study

The Grove

Los Angeles, CA

Severon, Bertwistle, Perez, Way

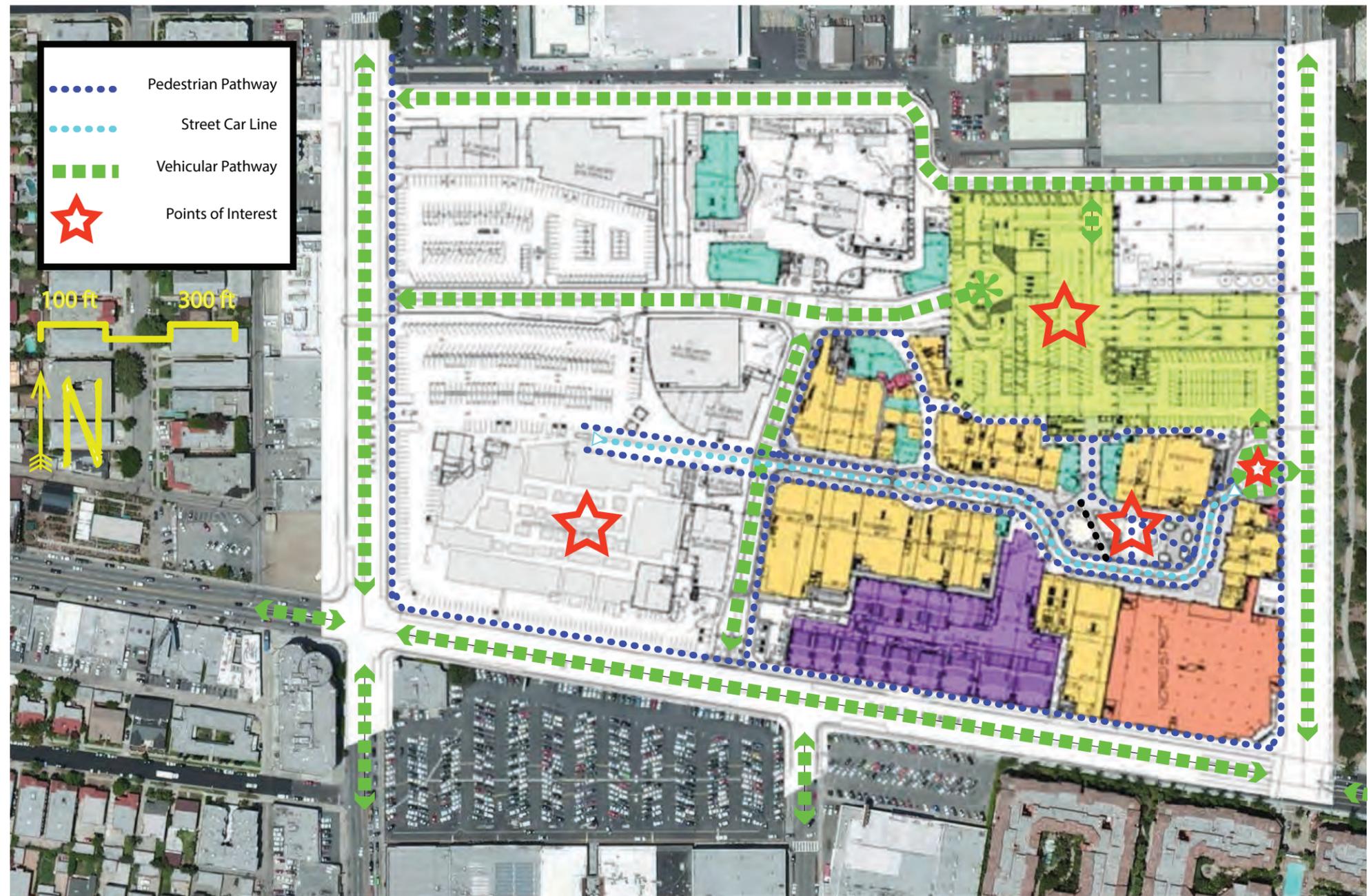
HISTORY

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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The Grove
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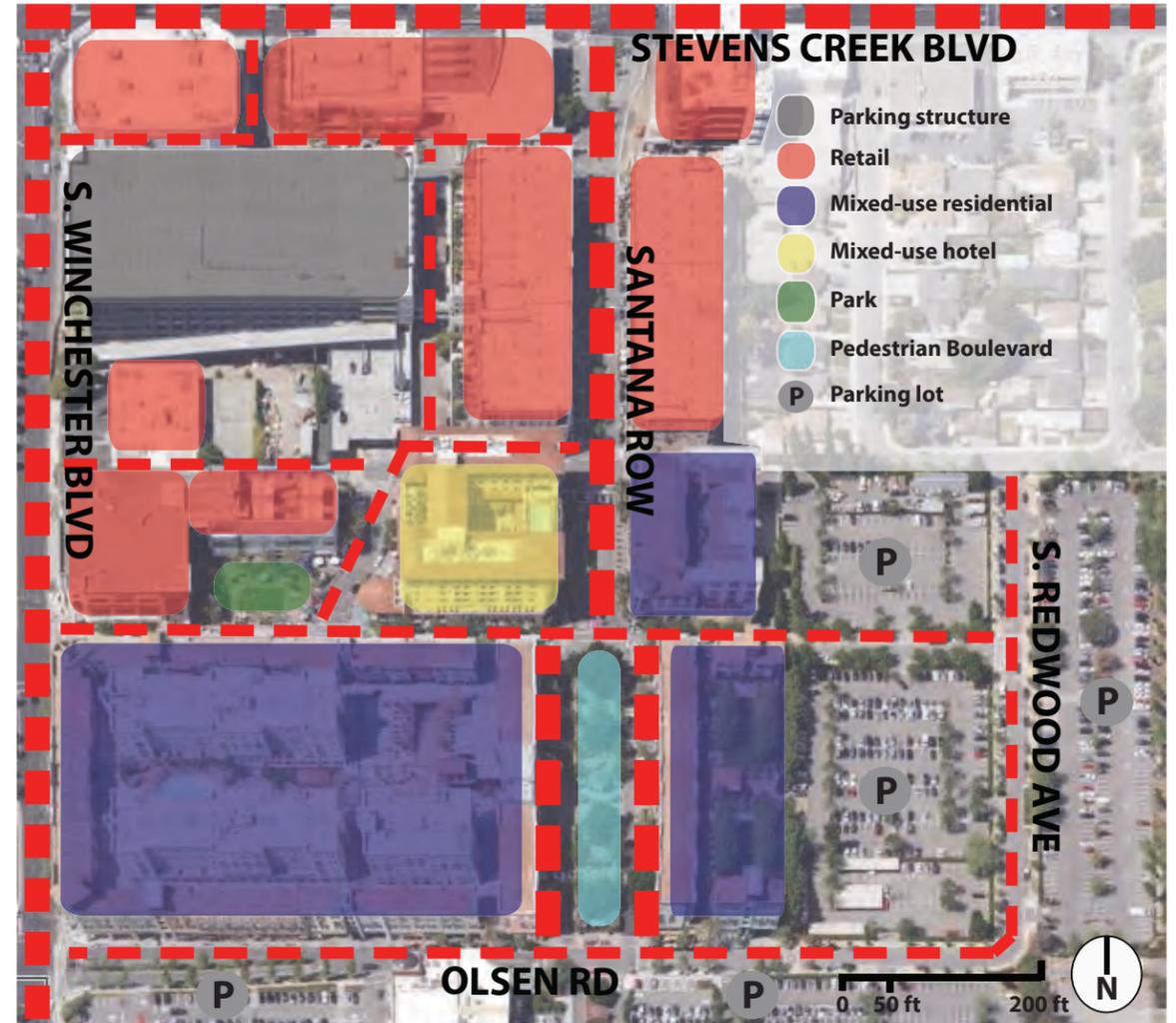


SAN JOSE'S

santana row



Site Plan



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)



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

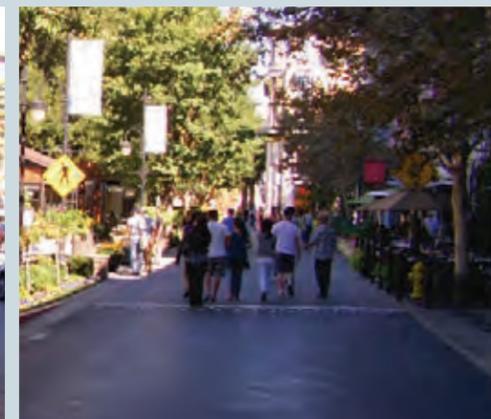


Permeability

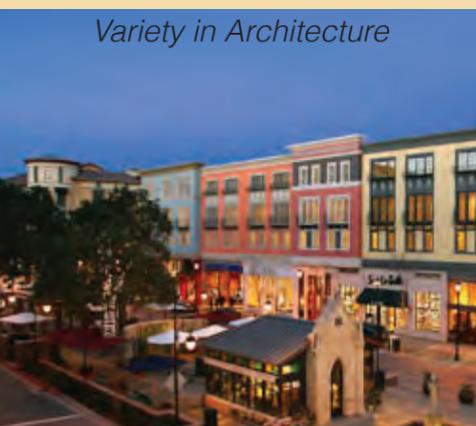
Santana Row is laid out on a hierarchical grid system, although the grid system does not hinder any mode travel through the development. The blocks are easily accessible from all sides allowing for bicycle and pedestrian movement to move freely through and around the blocks. Large sidewalks on the exterior 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.

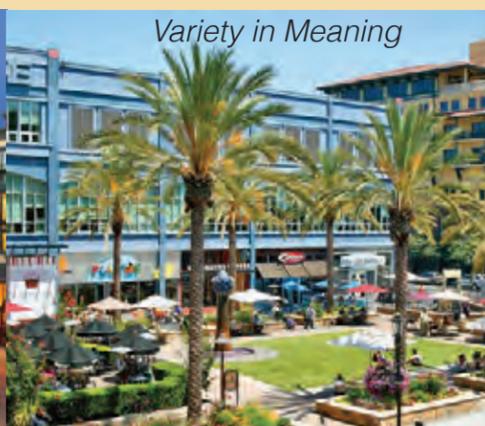
Right and Far Right: High walkability through out the site due to wide sidewalks and convertible streets that allow for all modes of transportation.



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

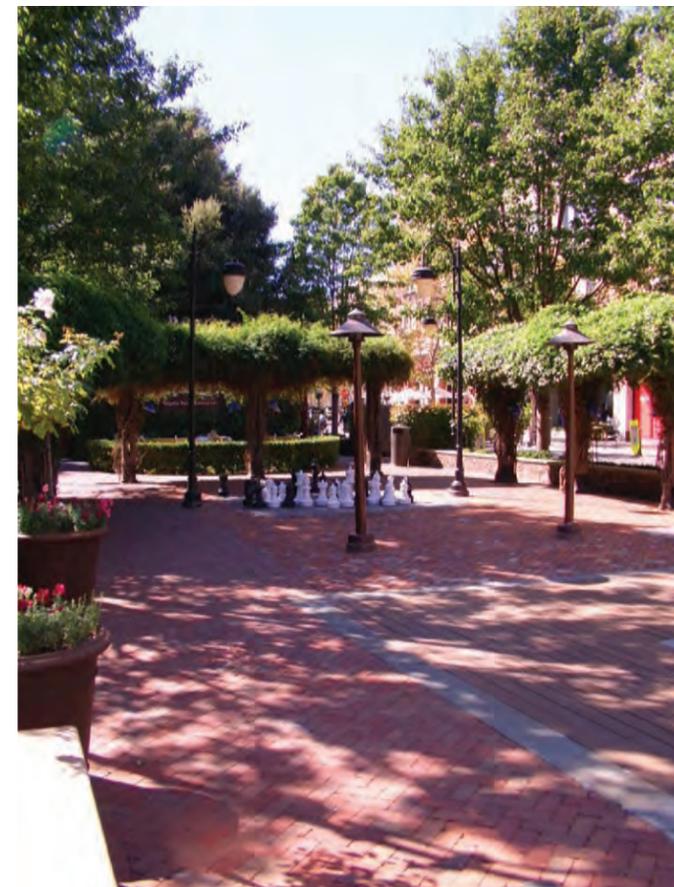
Adaptable spaces such as outdoor seating under the oak tree in Santana Row are important for public spaces.

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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