

**Request from Vice Mayor Montano
Old Main Street Revitalization/
Milpitas Economic Development Corporation**

The following details clarify Vice Mayor Carmen Montano's requested future agenda items for Old Main Street Revitalization and Milpitas Economic Development Corporation, approved by City Council future discussion on Dec. 15, 2020.

Overview: Milpitas Old Town Main Street has been neglected far too long. It is time to bring it back to life by making it a vibrant place to where it once used to be in our city's history. We can establish a historic destination where the community and visitors can stroll and enjoy Old Town Main Street throughout the year, while continuing to improve the area with economic development. There is plenty of parking in the area. The area has much economic potential being that it is near the transit areas. We can start small with things that don't cost much, but we need to start the movement to build on our success and establish a Museum in the area and showcase our past city history. It's time to revitalize our heritage, to revitalize our Old Town Main Street for our community.

Partners: Milpitas Planning Department, Milpitas Econ Development Department, Main Street Business Merchants, Milpitas Chamber of Commerce, Arts Commission, Parks & Rec. Commission, Property owners, Historical Society, and other interested parties.

Goals:

- Revitalize Old Town Main Street by bringing economic vitality to the area
- Preserve our heritage; revitalize Main Street;
- Attract businesses to the area and support existing businesses, especially those hit hard by the Covid-19 Pandemic on Main Street; and
- Reimagine Main Street as a Destination where the community can shop, dine, be entertained, educated, and enjoy the ambiance of a safe, vibrant and aesthetically pleasing Old Town Main Street.

Focus Area: The focus areas are Marylyn to Corning street as this two-block maintains historic integrity of local significance.

Objectives: Enhance the two-blocks with new improvements and events, such as:

1. Plant new street trees where none exist
2. Add permanent solar clear-white lighting on street trees
3. Add small permanent all-weather wireless speaker music system on lamp posts or street trees
4. Add Old Style light posts
5. Use City Art Fund to add/encourage public in right-of-way and private property easements (or other permissive ways)
6. Apply art to sidewalk improvements
7. Partner with merchants to spruce up business facades
8. Establish a Museum on Main Street
9. Install historic markers at significant historical sites and buildings
10. Create historic "Old Town Main Street" signage

**Request from Vice Mayor Montano
Old Main Street Revitalization/
Milpitas Economic Development Corporation**

11. Create an annual family “Christmas on Main Street” festival
 - a. Christmas decorative overhead banners during Christmas
 - b. Create a Wonderland theme during Christmas by renting an ice-skating rink, bring food vendors, and other themed entertainment/attractions
14. Establish Farmers Market on Summer weekends
15. Establish Summer Music at “Main Street”

Possible Funding Sources:

- Milpitas Economic Development Corporation (More detail below)
- Coordinate with SCC Historical Heritage Commission for grants
- Coordinate with Milpitas Historical Society to help establish a Museum site
- Create Impact fees fund/district for future infrastructure improvements Incentives to attract more local business and restaurants with assistance of Milpitas Economic Department

Milpitas Economic Development Corporation

Purpose: The purpose of the Milpitas Economic Development Corporation s to encourage and promote economic development and private investment in Milpitas that will create and retain attractive jobs, enhance our community, and facilitate economic growth. Initial goals and objectives are as follows:

Goal: Support local businesses in key areas starting with Main Street and possibly other key areas in the future.

Objectives:

- Provide information on state and federal programs available for businesses
- Strengthen relationships with existing businesses
- Improve interaction with community and businesses through events
- Highlight and spotlight key businesses

Goal: Private sector support

Objectives:

- Serve as an opportunity for private entities to support economic development
- Engage public-benefit organizations that harness support and strength of the private sector

Goal: Enhance public-private collaboration

Objective: Create an organization that collaborate with all stakeholders including education, business and government to create economic prosperity

Respectfully Submitted by Vice Mayor Carmen Montano
March 15, 2021