



CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	Receive report on Main Street Revitalization and provide direction to staff on both, a short term approach and a long term strategy.
Category:	Community Development
Meeting Date:	4/20/2021
Staff Contact:	Ashwini Kantak, Assistant City Manager, 408-586-3053
Recommendation:	Receive report on Main Street Revitalization and provide direction to staff on both, a short-term approach and a long-term strategy.

Background:

In December 2020, at the request of then Councilmember Montano, the City Council added an item “Revitalization of Main Street” to the list of items that would be considered as potential future agenda items. This item, along with several others, was agendized for a Council discussion on March 16, 2021. On March 15, 2021, Vice Mayor Montano submitted a memo (attached) related to this item. Based on the information included in this memo, Council directed staff to discuss the item in more detail with Vice Mayor Montano and to bring back updated information to the full Council.

Based on feedback from Councilmember Montano, staff has developed additional information related to a short-term approach and a long-term strategy, and is seeking Council feedback on whether staff should spend additional time on this item and if so, which elements of the short-term approach should be explored for implementation by November 2021 and which elements of the long-term strategy should be incorporated into the Specific Plan planning process.

Analysis:

Staff met with the Vice Mayor on April 12. Based on that discussion, additional information has been included in this report for Council consideration. If Council decides to move forward with this item, staff recommends a short-term approach and a long-term strategy. Key elements and funding options are noted for both the short-term and long-term. The key elements have been further broken down into two sections along Main Street, Section 1 from Weller Lane to Milpitas Library (Way) and Section 2 from Milpitas Library (Way) to Corning Avenue.

Short-Term Approach

The key elements include banners, decorative lights, tree lights, murals, temporary art installations, sidewalk art, music, ice rink, food trucks, community holiday trees, façade improvements, and street trees.

The planning and implementation for this would be completed by November 2021, in advance of the winter holidays. Activities would likely be conducted throughout the month of December. In order to implement by this winter, staff is seeking direction from Council on whether to proceed with one or more elements of this approach.

Potential funding sources for the key elements and activities in the short-term could include Community Benefit Fund, Public Art Fund, General Government CIP Fund, General Fund, sponsorships, and recreation fees.

Short-Term Approach – Elements and Activities, Estimated Costs and Funding Sources

No.	Elements and Activities	Weller Lane to Milpitas Library Way	Milpitas Library Way to Corning Avenue	Estimated Costs and Funding Sources
1.	Banners	On decorative light poles, will require some hardware repair and new banners	On streetlight poles (owned by PG&E), will require hardware repair and new banners	\$7,000 General Fund
2.	Decorative lights	Existing	N/A, will be incorporated into Specific Plan process	N/A
3.	Tree lights	Four Palm trees, other street trees on east side of street, and Library plaza	N/A, will be incorporated into Specific Plan process	\$15,000 General Fund
4.	Murals	Incorporate into a new mural program	Incorporate into a new mural program	\$7,000 Public Art Fund
5.	Temporary Art Installations, sidewalk art	New program, community activity	New program; community activity	\$5,500 Public Art Fund
6.	Music/Entertainment	Live Carolers on an “opening night” on steps of Historic Grammar School	Live music on weekends in December on Winsor.	\$8,000 General Fund
7.	Ice Rink	N/A	In parking lot under 237 overpass, will need to be coordinated with the adjacent business	\$50,000 (could be negotiated for a lesser amount depending on timeframe) Recreation Fees, General Fund Sponsorships
8.	Food Trucks	N/A	In parking lot under 237 overpass and on Winsor	N/A
9.	Community holiday trees	Potentially in and around Library plaza and entrance or on existing street trees	N/A	TBD Sponsored by local businesses and non-profits
10.	Façade Improvements	N/A	Interest for potential sites – Red Chilies, Best Sandwiches, Neeka, Tequila Shots. Staff will be meeting with architect in April.	\$50,000 (already budgeted) Community Benefit Fund
11.	Street trees	N/A	Six missing trees, will plant by August 2021	\$2,500 (already budgeted) CIP project (3438)
12.	Miscellaneous	N/A	Advertising, Security, Onsite Supervision	\$20,000 General Fund

Long-Term Strategy

Key elements from the short-term approach could be incorporated into the long-term strategy through the Specific Plan planning process. Additionally, elements like historic markers and signage, and a potential museum could also be incorporated into the Milpitas Gateway-Main Street Specific Plan process currently underway. A potential Business Improvement District could also be evaluated as a potential funding mechanism in the long term. Staff is seeking direction from Council on which elements and activities should be

incorporated into the Specific Plan process and also if Council would like staff to further explore the formation of a Business Improvement District.

Potential funding sources for the long term strategy could be a future Business Improvement District, future impacts fees via the Specific Plan process, Community Benefit Fund, Public Art Fund, grants, sponsorships, recreation fees, and General Fund.

Long Term Strategy – Elements and Activities, Estimated Costs and Funding Sources

No.	Elements and Activities	Weller Lane to Milpitas Library Way	Milpitas Library Way to Corning Avenue
1.	Banners	Continue program, potentially change banners through the year	Continue program, potentially change banners through the year
2.	Decorative lights	Use existing	Incorporate into Specific Plan, will require two CIP projects (lights and utility undergrounding), with estimated total costs of approximately \$6.5M
3.	Tree lights	Only during winter holidays	N/A
4.	Murals	Incorporate into a new mural program	Incorporate into a new mural program
5.	Temporary Art Installations	Only during winter holidays or other special events	Only during winter holidays or other special events
6.	Music on Main Street	Evaluate a summer music program, explore mounted speakers	Live music on weekends in December on Winsor
7.	Ice Rink	N/A	In parking lot under 237 overpass, only during winter holidays
8.	Food Trucks	N/A	In parking lot under 237 overpass and on Winsor
9.	Community Holiday Trees	Potentially in and around Library plaza and entrance or on existing street trees	N/A
10.	Farmer's Market	Continue discussions with Farmer's Market representatives	Continue discussions with Farmer's Market representatives
11.	Historic Markers and Signage	Historic Grammar School and DeVries House have plaques. Incorporate policy guidance for overall program into the Specific Plan process. Will require a CIP project.	No building or sites identified with markers or signage. Incorporate policy guidance for overall program into the Specific Plan process. Will require a CIP project.
12.	Façade Improvements	Continue program on annual basis	Continue program on annual basis
13.	Museum	Incorporate policy guidance for overall program into the Specific Plan process. City contribution to development of a museum will require a CIP project.	Incorporate policy guidance for overall program into the Specific Plan process. City contribution to development of a museum will require a CIP project.

Fiscal Impact:

Staff has developed high level cost estimates for the short term approach. The total costs are estimated at \$165,000. Of the total estimated costs, \$50,000 is already budgeted from the Community Benefit Fund, \$12,500 could be funded from the Public Art Fund (\$970,000 in available funding), and \$2,500 is already budgeted as a CIP project. An additional \$100,000 will be needed from the General Fund. The \$100,000 of General Fund costs could be partially offset by recreation fees and sponsorships. Staff could negotiate a cost and revenue sharing agreement with ice rink operators to reduce the cost of the ice rink. The City could also divert up to \$22,000 in funding from the holiday event at City Hall, if this is a direction desired by Council. If Council directs staff to move forward, a budget adjustment will be made to the Proposed FY 21-22 Budget as

part of any other budget changes after the May 11 Budget Study Session. A budget adjustment will require one of more of the following: use of reserves, other expenditure reductions, or increased revenue estimates.

Recommendation:

Receive report on Main Street Revitalization and provide direction to staff on both, a short term approach and a long term strategy.

Attachments:

March 15 Memo from Vice Mayor Montano
Map of Main Street