

General Plan Advisory Committee



Meeting # 1: General Plan Kick-Off

June 4, 2020

Agenda

» Call to Order

- Overview of Meeting Procedures
- GPAC Introductions

» Public Comment: Items Not on the Agenda

» New Business

- General Plan Overview
- GPAC Chair and Vice-chair Election
- Vacant GPAC Seats
- Study Area Intersections
- Summary and Next Steps

GPAC Meeting Procedures

- » **Meetings are recorded**
- » **Meetings begin with roll call and brief overview**
- » **Public comment periods**
 - Items not on the agenda
 - Agenda items
 - Speakers will have time limits
 - Public comment protocol:
 - Online: email planmeetings@hollister.ca.gov to request a registration link for the zoom meeting
 - In-Person: complete a blue speaker card and provide it to Staff at the meeting
- » **GPAC comments and discussion**
 - Only on agenda items

GPAC Introductions

- » Affiliation with other City governing bodies
- » Hopes for the General Plan



Public Comment: Items Not on the Agenda



What is the General Plan?

» “Blueprint” for Growth & Development

- Establishes community vision and supporting goals, policies, and actions
- Provides consistent direction for future development
- Balances growth, conservation, and quality of life
- Documents baseline environmental conditions



General Plan “Elements”

» Required:

- Land Use and Community Design
- Circulation
- Housing
- Natural Resources and Conservation
- Open Space and Agriculture
- Health and Safety (including Noise)

» Custom to Hollister:

- Community Services and Facilities

» New Elements as part of this update:

- Arts
- Economic Development

» *Last Updated: 2005*

General Plan Update Goals

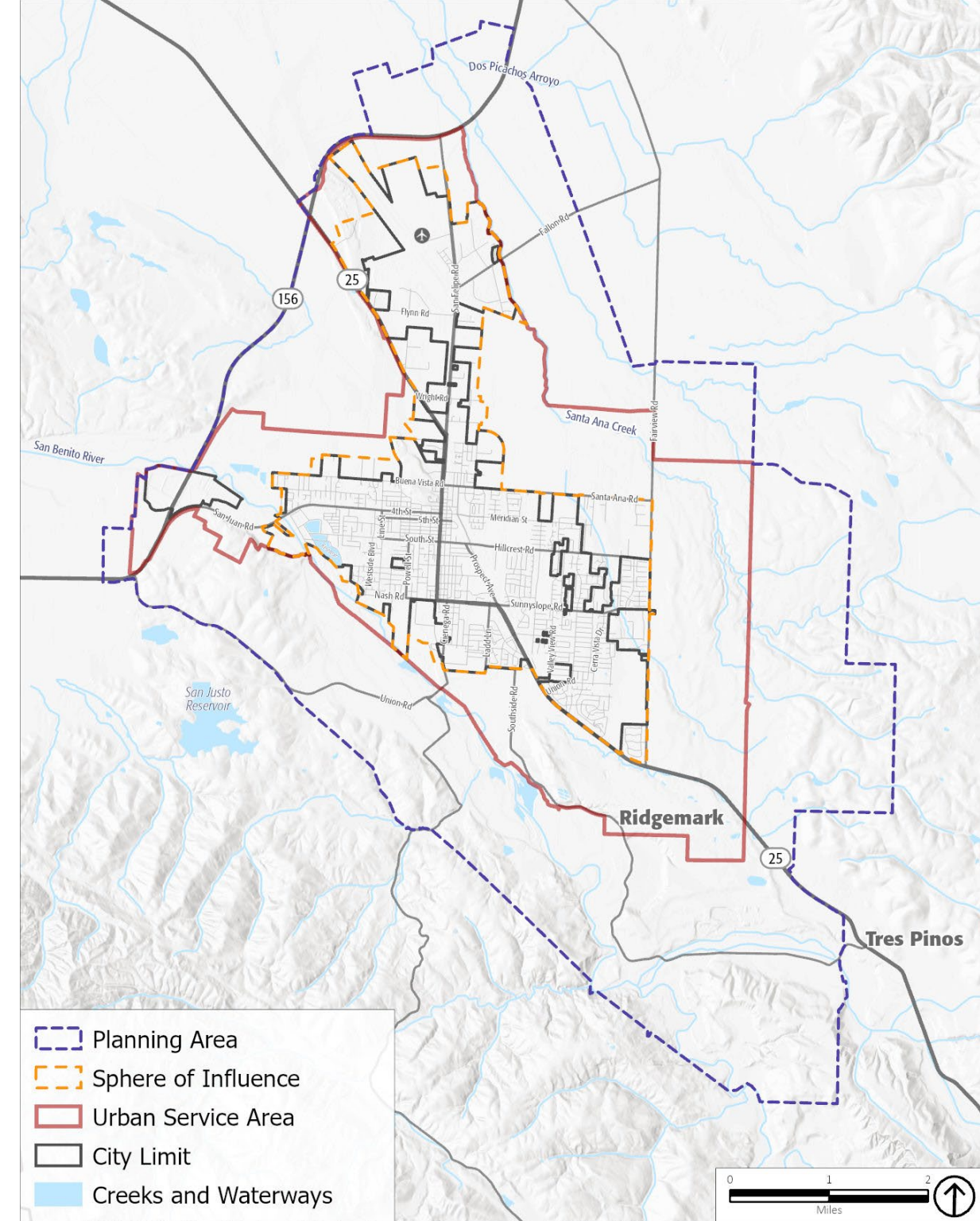
- » Engage broad spectrum of the community
- » Establish the community's vision for Hollister in 2040
- » Maintain small town agricultural character
- » Manage growth consistent with community goals
- » Ensure high quality development
- » Support economic development
- » Respond to State mandates and General Plan Guidelines

Project Components

- » **General Plan Update**
- » **SB 743 Implementation**
- » **Climate Action Plan**
- » **Hazard Mitigation Plan**
- » **Environmental Impact Report**
- » **Municipal Service Review**

Planning Area

- » City limit
- » Sphere of Influence
- » Urban Service Area
- » Planning Area



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

Key Issues

- » Growth management
- » Circulation
- » Economic development
- » Community identity and high-quality design



Opportunities for Public Involvement

- » Workshops and Events (6)
- » Online Activities
- » GPAC Meetings (10)
- » Planning Commission Meetings (4)
- » City Council Meetings (4)

Due to the COVID-19 pandemic, future outreach will rely upon virtual technology for the foreseeable future.



Outreach to Diverse Groups

- » Identify community leaders
- » Utilize existing contacts from all City Departments and elected officials
- » Translate outreach materials
- » Structure meetings and workshops to accommodate diverse participants



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PARTICIPATE IN OUR ONLINE ACTIVITIES!

The City of Hollister is embarking upon a major planning process to update the City's General Plan, the document that guides development and conservation in the city over the next 20 years. To develop planning documents that reflect the community's values and priorities, the General Plan Update will be a highly participatory process. For more information, visit the [Background](#) section of this website.



HOW CAN I GET INVOLVED?

UPCOMING EVENTS

GPAC Meeting #1: General Plan Kick-off

Date/Time: 6:00 pm – 8:00 pm
June 4, 2020

Location: Virtual/Online

Current Website Components and Exercises

» Website includes:

- Background information
- Public engagement opportunities
- Events calendar
- Links to documents

» Current online activities:

- 2040 Vision Comment Form
- Key Issues Ranking Exercise
- Photo Upload
- Word Cloud

» Available in English and Spanish



Share a photo



Describe Hollister
in one word



Share your vision
for Hollister



Rank key issues

Schedule and Process

Task	Estimated Timeframe
Baseline Conditions and Future Trends	March – August 2020
Vision	June - September 2020
Policy Assessments and Design Alternatives	August – December 2020
Draft General Plan	December 2020 - Fall 2021
Other Work Products	Summer 2020 - Fall 2021
Environmental Impact Report	December 2020 - Fall 2021
Public Review and Adoption	Fall 2021 – Winter 2022

General Plan Advisory Committee Role

Two main functions, both of which are of equal importance:

- » **Review and make recommendations to the Planning Commission and City Council on work products that will form the content of the General Plan Update.**
- » **Serve as project ambassadors to spread the word about the General Plan Update, encourage participation, and build community support for the General Plan Update.**

GPAC Meetings

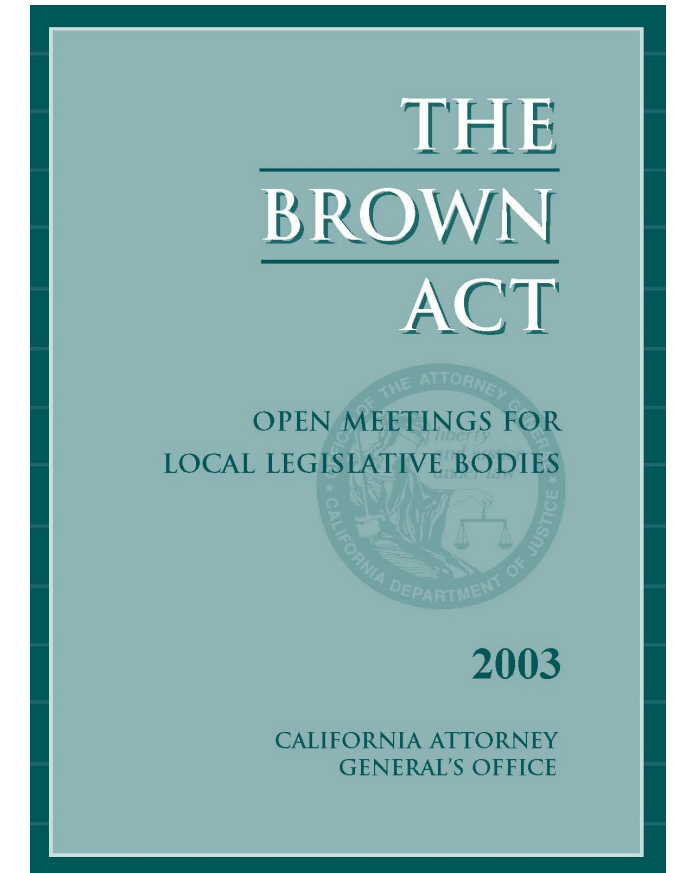
- » 10 meetings planned
- » Usually 2 hours per meeting
- » Meeting materials will be available online the Friday before the meeting

GPAC Public Interface

- » **Coordinated approach to gathering public comment**
- » **Listen to input**
- » **Answer factual questions**
- » **Limit decision-making to GPAC meeting**
- » **Report significant interactions**
- » **Defer formal opinion gathering to staff/consultant team**

Brown Act Requirements

- » Ensure equitable public participation in government decision-making
- » Meeting Notice and Agenda must be posted
- » Meetings are open to the public
- » Opportunity for public comments at every meeting
- » Serial/group email prohibited – subcommittee discussions must take place at public meetings



Public Comment and GPAC Discussion



Chair and Vice-chair Election

» Role of Chair:

- Open and close the meeting
- Ensure meeting follows proper process

» Most GPAC presentations and facilitation by PlaceWorks consultant team



Public Comment and GPAC Discussion



Vacant GPAC Seats

- » **Two vacant seats:**
 - Planning Commissioner
 - Public at-large
- » **Consider making a recommendation to Council on how to proceed**



Public Comment and GPAC Discussion



Draft Study Intersections

1.

Hillcrest Rd & Fairview Rd
2.

San Benito Rd/SR25 & Santa Ana Rd
3.

SR 25/Bolsa Rd & San Felipe Rd/SR 156B/SR 25B
4.

North St/Santa Ana Rd & San Felipe Rd/San Benito St
5.

Union Rd & SR 25/Airline Hwy
6.

Fairview Rd & McCloskey Rd
7.

Fairview Rd & Santa Ana Rd
8.

Meridian St & Memorial Dr
9.

Union Rd & Southside Rd
10.

Buena Vista Rd & Westside Rd
11.

Buena Vista Rd & Miller Rd
12.

SR 156 & Buena Vista Rd
13.

4th St/SR 156B & Felice Dr
14.

San Felipe Rd/SR 156B & Flynn Rd
15.

San Benito St & Union Rd
16.

Westside Blvd & Central Ave
17.

San Felipe Rd & Pacific Way (Future)
18.

SR 25/Airline Hwy & Fairview Rd
19.

SR 25/Airline Hwy & Enterprise Rd
20.

4th St & New Driveway near S&S (Future)
21.

SR 156B/San Felipe & E-W Connector to SR 25 (Future)
22.

Buena Vista Rd & College St/Locust Ave (Future)
23.

Memorial Dr & Santa Ana Rd (Future)
24.

Sunnyslope Rd & Fairview Rd
25.

San Felipe Rd/SR 156B & Wright Rd/McCloskey Rd
26.

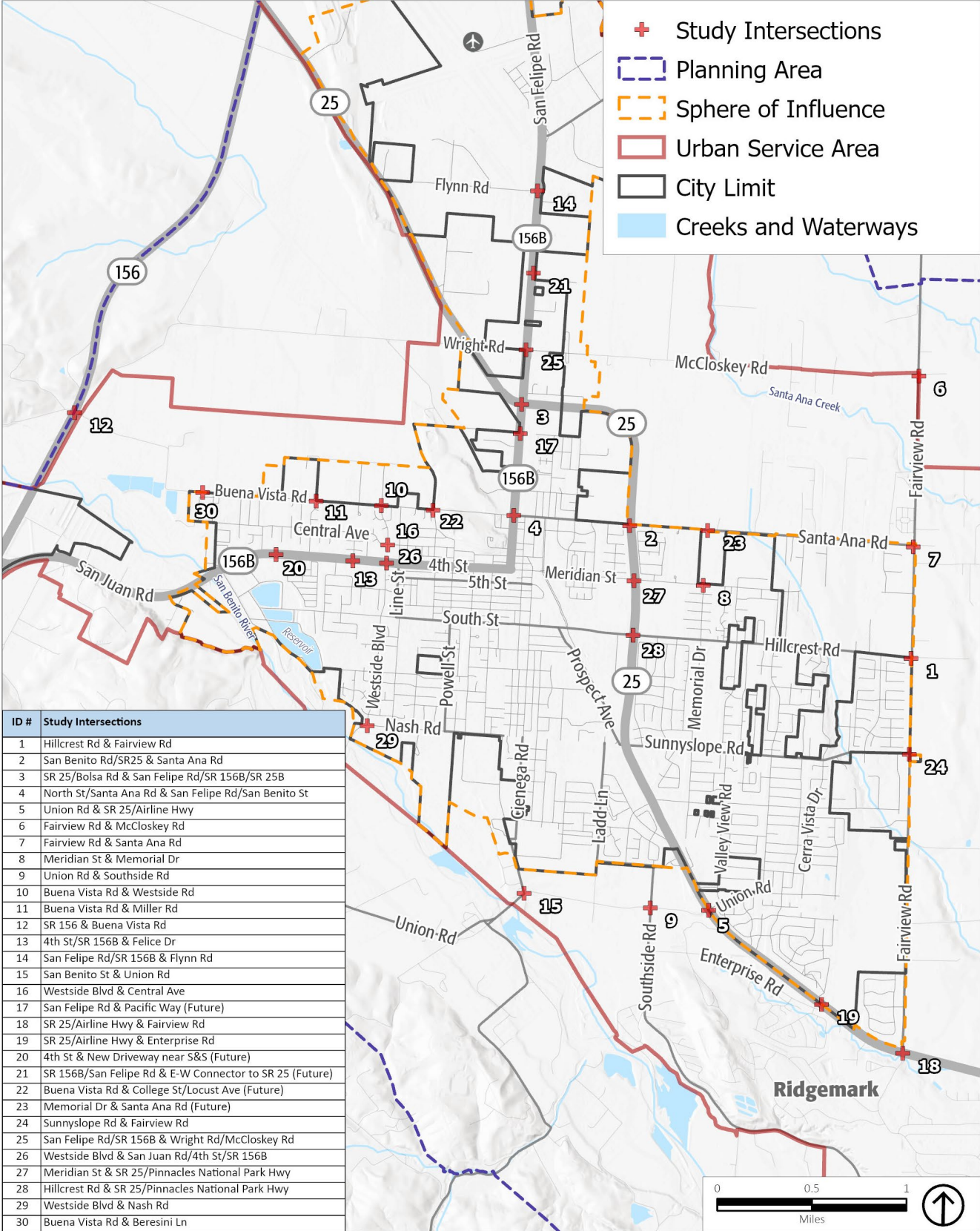
Westside Blvd & San Juan Rd/4th St/SR 156B
27.

Meridian St & SR 25/Pinnacles National Park Hwy
28.

Hillcrest Rd & SR 25/Pinnacles National Park Hwy
29.

Westside Blvd & Nash Rd
30.

Buena Vista Rd & Beresini Ln

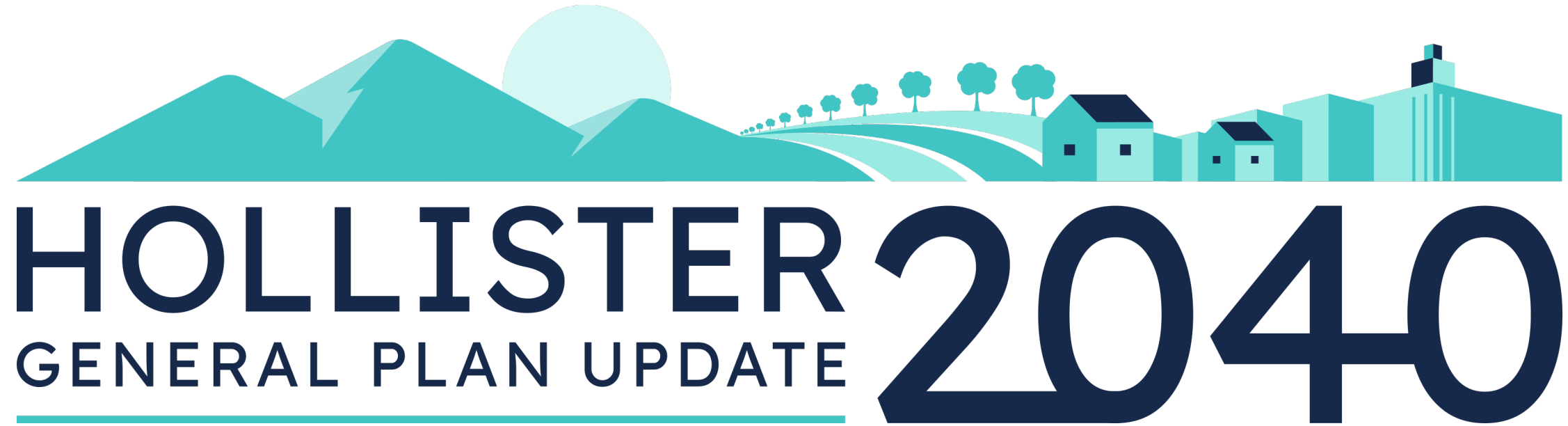


Public Comment and GPAC Discussion



Upcoming Meetings

- » **June – July 2020: Visioning Online Events**
- » **August 13, 2020 – GPAC Meeting #2: Visioning**
- » **September 10, 2020 – GPAC Meeting #3: Existing Conditions**



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